

**MARTIN CODEL'S**  
AUTHORITATIVE NEWS SERVICE  
FOR MANAGEMENT  
OF THE  
VISUAL BROADCASTING  
AND ALLIED ELECTRONICS  
ARTS AND INDUSTRY

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# Television Digest

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## SUMMARY - INDEX OF THE WEEK'S NEWS — October 1, 1955

**TV'S MARKET GAPS** pinpointed in Advertising Research Foundation report showing highest percentage of non-TV homes in rural areas and in South (p. 1).

**COLOR TUBE COMPETITION** promised as GE shows developmental model due for 1957 production and Westinghouse announces upcoming 22-in. (pp. 2 & 15).

**SUPERIOR PICTURE QUALITY** of British TV attributed to better camera equipment in England and "engineering shortcuts" of American stations (p. 3).

**16 MORE STATIONS** scheduled for final 1955 quarter. Starters so far this year total 48 while 18 uhf quit. Total now on air: 453 (p. 3).

**PHILADELPHIA UHF** grant to Herbert Mayer, who also seeks uhf in Boston. Ch. 13 granted for 24-hour station in Las Vegas. Dropout paves way in Twin Falls (p. 4).

**ALLOCATIONS DISCUSSIONS** beginning at FCC level with special 2-day meeting, as RETMA's allocations committee is requested to report to Commission Nov. 1 (p. 5).

**IT'S TV vs. HOLLYWOOD** in scramble for rights to Broadway stage successes, with network financing of legitimate productions increasing (p. 5).

**TV INVENTORIES** OF 2,350,000 as of Oct. 1 don't alarm trade, in view of higher production and sales. Distributors report on color (p. 10).

**110,200 DEALERS** HANDLE TV-Radio, up 3100 from July 1954, reports RETMA; Midwest leads with 35,000; average of 70 sets sold per dealer in year (p. 12).

**COLOR SETS IN PUBS,** hotels and meeting places indicate TV history may be repeating itself. What they said about color at first World Series games (p. 7).

**87 OF TOP 100 ADVERTISERS** in U. S. used network TV during last 6 months, reports PIB; they represented 84% of TV billings, which were up 35% (p. 6).

**FARM TV CENSUS** reports on 6 states—Ark., Conn., Mass., R. I., Tex., Wash.—released by Census Bureau. Counts for half of states now in (p. 8).

**2 NEW VHF STARTERS** this week—WITN, Washington, N. C. (Ch. 7) and WHTN-TV, Huntington, W. Va. (Ch. 13). Reports on upcoming stations (p. 9).

**UNIQUE MEXICAN STATION** at Nuevo Laredo cost only \$10,000 to build, under \$500 per month to operate; composite transmitter puts out 100 watts power (p. 16).

**WHERE THE SETS AREN'T—TV'S MARKET GAPS:** There's a new study out this week which graphically pinpoints the gaps in TV ownership-- indispensable information for market men striving to penetrate the 15,682,000 homes which don't have a TV set. Accepting CBS Research's recent calculation that 97% of all U.S. homes are within signal range of TV, that means an enormous untapped market for initial sales.

Prepared by Advertising Research Foundation, 11 W. 42nd St., N.Y., with title of "National Survey of Television Sets in U.S. Households -- June 1955," 27-p. report presents 15 tables projected from Census Bureau's recent report (Series H-121, No. 1) on its 25,000-family sample (Vol. 11:34, 39). Highlights of ARF projections:

(1) Highest percentage of non-TV homes is on "rural farms" (57.7%). But the greatest number of non-TV homes is on "rural non-farms" (3,917,000). A "rural farm" is defined by ARF as "including all the households in small towns, villages and hamlets and in open-country whose houses are on farms." "Rural non-farm" takes in all non-farm homes in areas of less than 2500 population. We're currently publishing state-by-state counts of TV farms as they're released by Census (Vol. 11:28 et seq). Twenty-four states have thus far been reported on, of which the latest -- covering Ark., Conn., Mass., R.I., Tex., Wash. -- will be found on pp. 8-9.

(2) Areas outside "standard metropolitan" in the South have highest percentage and greatest number of non-TV homes (61.8% and 4,128,000). All told, South has 5,400,000 non-TV homes (49.8% of its total). ARF uses 5 Nielsen TV index territories for regional breakdowns (Northeast, East Central, West Central, South Pacific) while the Census Bureau uses 4 regions (Northeast, North Central, South, West). By Nielsen standards, South comprises Va. (except Arlington & Fairfax counties), N.C., S.C., Ga., Fla., Tenn., Miss., Ala., Ark., La., Okla., Tex. & N.M.

(3) There are 4,935,000 two-person households and 3,527,000 one-person homes

without TVs, according to report. Taken together, they represent more than 50% of the 15,682,000 non-TV homes in nation. Report doesn't say where they are, however.

Census Bureau had previously reported 32,106,000, or 67.2%, of the 47,788,000 households in nation, had a TV set as of June; 1,000,000, or 3.5%, owned second set; 4 out of 5 homes in metropolitan areas had a set, with top saturation 79.7% in the Northeastern region (New England and Middle Atlantic states) and with ownership predominating among larger families.

Note: Still no word on when NARTB's long-promised county-by-county census of sets-in-use, even as a one-shot, will get under way. Meanwhile, Television Magazine is out this week with its own county-by-county tabulations.

**COMPETITION AHEAD FOR SHADOW-MASK TUBE:** Both GE and Westinghouse reported on new and improved color tubes this week--but neither can offer them for market yet. The Westinghouse announcement of an upcoming all-glass 22-in. rectangular color tube was released same day GE was briefing newsmen on a new tube concept which it calls "post acceleration"--also 22-in. rectangular, non-metallic, using "electron optical masking" as against RCA's already-introduced and mass-produced "shadow masking."

Timing of the GE & Westinghouse disclosures, which in the case of GE came in wake of similar showings to 20 of its CR tube customers, led to inevitable speculation that they were intended not only to convey competitive promises but to emphasize unacceptance by those companies of the RCA shadow-mask tube now offered RCA customers at \$100 each and contained in all color sets now going on the market.

But the official explanation of the newsmen's invitations to GE's Electronics Park in Syracuse was that it was merely to render "progress report" on a tube still under development that provides many times more brightness than the shadow-mask type but that "probably will miss the 1956 market." Or, as GE tube dept. gen. mgr. J.M. Lang put it, a tube that won't be in production before 1957.

Besides demonstrated superiority in brightness -- though not yet in quality -- it was claimed for the GE tube that it will save 25-30% in cost of components.

GE has no plans to produce the aperture mask tube, Mr. Lang told us, which means that it's "willing to sacrifice the commercial advantage of being first on the market in order to produce a sound and proven product." GE's contention is that the post-acceleration tube permits a type of operation and circuitry which "seems to point the way eventually toward the least expensive acceptable color TV set."

Mr. Lang and other spokesmen conceded that GE might be proved wrong in its bearish estimate of a color market now, for which RCA is producing sets and beating the drums (see p. 10) -- and in response to a question intimated that GE might find itself forced to make sets with the shadow-mask tube if color "catches fire."

"Let's wait until about Feb. 1 and see," said one GE executive. Meanwhile, in stating that it has no intention of making color sets immediately and indicating its intention of waiting for its own tube, GE is falling in line with Philco, Zenith and others refusing to go along with RCA's zeal for color-now. Like the others, GE thinking is that color sets have to be priced \$500 or less to be marketable.

Westinghouse tube div. v.p. R.T. Orth merely announced from nearby Elmira plant same day (Sept. 27) that his company's all-glass 22-in. rectangular color tube has advantages over RCA's metal-coned tube by way of cost reduction; that it will require only the standard voltage and insulation of black-&-white; that it can be mass-produced alongside black-&-white tubes on a cheaper basis. But he didn't offer to demonstrate it and said it won't be ready for production for another 8-12 months.

Corning Glass Works was represented at the Syracuse demonstration, for it's intensely interested in glass as against metal-coned bulbs. In mass production, the glass bulbs are said to be much cheaper, hence conducive to lower tube & set prices.

GE spokesmen insisted they're not selling color short per se. They conceded they might go into field earlier if demand is proved, marketing mgr. R.A. Norman stating company has "tremendous confidence in the future of color as the basic TV medium." GE market researchers were quoted as forecasting possible sale of 6,000,000 color sets in 1960, going up to 8,750,000 in 1964.

Note: For technical description of the GE tube, see p. 15.

**BETTER BRITISH PICTURES—ANOTHER VERSION:** Superiority of the British TV image, which Americans almost invariably notice right off and which has been attributed mainly to more careful engineering at the transmitting end (Vol. 11:36), drew some pertinently fresh comment this week from one of the keenest and most respected journalistic observers of the American TV-radio industry -- N.Y. Times' Jack Gould, just back from London. His observations tallied with ours, as we reported them from England last year (Vol. 10:45), though he has another version of the whys & wherefores.

This matter of comparative TV images may or may not indicate a remissness on the part of our telecasters when it comes to "quality control". We don't know yet -- but we propose to find out and we're trying to get more opinion from top technical authorities. Meanwhile, here's Gould's London report on "lessons for American TV":

"There is a technical lesson to be learned from British TV, one that has a special and fresh pertinency with this fall's many color 'spectaculars' in the U.S. The quality of the British image [black-&-white] is infinitely superior to the American picture. This was noticeable here 2 years ago but it is apparent that American TV hasn't improved in the interval.

"Theoretically, our picture should be better. The American standard calls for a picture of 525 lines, whereas the British image is 405 lines. According to a New York engineer who has been helping the British commercial station get on the air, the answer lies not in the sets but in the British camera pickup equipment. He explained that the British equipment was less operational than the American but much more meticulously constructed and operated.

"Whatever the reason, the American stations should stop taking engineering shortcuts and see what they can do. From the viewer's standpoint it would be worth every penny. And if greater engineering care in the studios and at the transmitters would help eliminate some of the fuzziness on black-&-white receivers during color transmissions, it certainly should be done.

"The clean British picture, even on the larger sets, is certainly a pleasure to watch." To which last observation we add our own hearty assent, albeit we didn't find they had much to teach us in the way of programs or production techniques.

**STATION BOXSCORE—NOT MANY MORE THIS YEAR:** Three more months to go -- and definite prospect is that only 16 more stations will take to the air before the year is out. With 2 more vhf starters this week -- in Washington, N.C. & Huntington, W.Va. (for details see p. 9) -- total on air is now 453, of which 108 are uhf. Included are 18 educational non-commercials, 5 of them uhf.

Up to now the 1955 starters have totaled 48, while 18 quit the air -- all of latter uhf if you don't count merger of vhf time-sharers in Monterey-Salinas, Cal. Of the 18, two have returned -- KTVU, Stockton, Cal. (Ch. 36) and WJPB-TV, Fairmont, W.Va. (Ch. 35). Also returning was a 1954 "mortality" -- WTOV-TV, Norfolk (Ch. 27).

Since TV began, 56 stations have left the air apparently for good, all but 8 of them uhf; however, 31 retain license or CP. Voluntarily relinquished since lift-off freeze were 130 CPs, 107 of them uhf, while applications pending for new stations now stand at 156 -- indicating no "gold rush" nowadays.

A few more may manage to get on the air during next 3 months, but our records as verified by known equipment orders and/or shipments show only 16 definitely due to start before year's end -- plus bare possibility of 3 others delayed by litigation. This is the list, with prospective starting times as reported:

KTVO, Kirksville, Mo. (Ch. 3). Oct.  
WORA-TV, Mayaguez, P.R. (Ch. 5). Oct.  
KBMB-TV, Bismarck, N.D. (Ch. 12). Oct.  
KRBB, El Dorado, Ark. (Ch. 10). Oct.  
WTWV, Tupelo, Miss. (Ch. 9). Oct.  
KBST-TV, Big Spring, Tex. (Ch. 4). Nov.  
KLEW-TV, Lewiston, Ida. (Ch. 3). Nov.  
KTHV, Little Rock, Ark. (Ch. 11). Nov.  
WTHC, Pittsburgh, Pa. (Ch. 11). Nov.

KHOK-TV, Hayes Center, Neb. (Ch. 6). Nov.  
KMVI-TV, Walluku, Hawaii (Ch. 12). Nov.  
KHAS-TV, Hastings, Neb. (Ch. 5). Dec.  
KOKE, El Paso, Tex. (Ch. 13). Dec.  
WDMJ-TV, Marquette, Mich. (Ch. 6). Dec.  
KOSA-TV, Odessa, Tex. (Ch. 7). Dec.  
WREC-TV, Memphis, Tenn. (Ch. 3). Dec.  
\*WJRT, Flint, Mich. (Ch. 12).  
\*WSPA-TV, Spartanburg, S.C. (Ch. 7).

\*WBLK-TV, Clarksburg, W. Va. (Ch. 12).  
Canadian  
CKRS-TV, Jonquiere, Que. (Ch. 12). Oct.  
CJLH-TV, Lethbridge, Alta. (Ch. 7). Oct.  
CKNX-TV, Wingham, Ont. (Ch. 8). Oct.  
CRGN-TV, North Bay, Ont. (Ch. 10). Dec.

\* Delayed by protest.

Three TV applications filed with FCC this week bring total pending to 156 (19 uhf). They were: For Yuma, Ariz., Ch. 13, by Wrather-Alvarez Bcstg. Co., owners of KFMB-TV (Ch. 8) San Diego; for Buffalo, N. Y., Ch. 59, by attorney Bernard I. Obletz, Philco distributor Richard

S. Levy, building supply dealer Daniel A. Roblin; for Ironwood, Mich., Ch. 12, by WJMS. [For details, see *TV Addenda 21-L* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

**Personal Notes:** Wm. V. Sargent promoted to new post of NBC-TV director of administration, reporting to Thomas A. McAvity, v.p. in charge of TV network . . . Franklin C. Snyder, gen. mgr. of WXEL, Cleveland since its inception in 1949, resigned as of Sept. 30, succeeded temporarily by Wm. Rine, Storer northern district v.p. . . . Wm. D. Shaw, gen. mgr. of KNX, Hollywood, named CBS Radio network sales mgr., succeeding Dudley Faust, being transferred; Shaw reports to sales v.p. John Karol. Bert West, sales mgr. of KNX, is promoted to succeed Shaw . . . Edward Codel, Katz v.p. & director, elected to board of Station Representatives Assn., filling unexpired term of Katz's George Brett, now retired . . . Robert H. Teter, sales mgr. of Westinghouse's radio KYW, Philadelphia, promoted to gen. mgr., succeeding Franklin A. Tooke, transferred to N. Y. exec. offices of parent company on special assignment; Rolland V. Tooke (no kin) remains gen. mgr. of WPTZ, Philadelphia . . . Douglas D. Kahle, ex-gen. mgr. of Pueblo's KCSJ-TV, named gen. mgr. of new KNTV, San Jose, Cal. (Ch. 11) succeeding Harry T. Maynard . . . Hal Wilson, ex-KOOL-TV, Phoenix & KOPO-TV, Tucson, serving recently as consultant on construction of WIRI, Plattsburgh, N. Y., named operations director of WITN, Washington, N. C. (Ch. 7) . . . James A. Gunn, ex-KTVW, Tacoma, named sales mgr. of KONA, Honolulu, succeeding James A. Wethington, now KGMB-TV, Honolulu . . . Richard H. deMontmollin, ex-WCRA, Greenwood, S. C., named sales mgr. of WIS-TV, Columbia, S. C. . . . George Jacobs, returning from San Diego's KFMB-TV, where he was detailed as technical director for boost to 316-kw ERP, named engineering & development director of KOTV, Tulsa, with Lavoy Hooker promoted to succeed him as chief engineer . . . Edward Edison, ex-RCA Service Co. branch mgr. in Hollywood & San Francisco, ex-NBC engineer, ex-asst. chief engineer of KLAC-TV, joins Robert L. Hammett, consulting radio engineer, San Francisco . . . Tom Burham promoted from radio CKRS to mgr. of upcoming CKRS-TV, Jonquiere, Que. (Ch. 12), due in Oct. with Gerard Lemieux as technical director, Jean-Marie Dugas program director . . . Dale Sheets promoted to MCA-TV western sales director, Beverly Hills; Noel K. Rubaloff elevated to administrative asst. to sales v.p. Wynn Nathan; Robert P. Riley heads new producer relations dept.; Robert Montgomery, ex-World Bestg. System, placed in charge of new Tampa office . . . Stan Smith, ex-ABC eastern sales mgr., joins Official Films as N. Y. sales mgr. . . Otto Paoloni promoted to service mgr., Pathe Laboratories Inc., succeeding Joseph Tames, assuming new duties with Pathecolor Inc., also a Chesapeake Industries Inc. subsidiary . . . Gerard Pick, ex-NBC, named industrial film mgr., Animated Productions Inc., N. Y. . . . Wm. A. Wood, ex-educational WQED, Pittsburgh & CBS Washington, named gen. mgr. of educational WTVS, Detroit . . . Sherman M. Egan, transmitter supervisor, named acting chief engineer of WBNF-TV, Binghamton, N. Y., succeeding L. H. Stantz.

\* \* \* \*

**AGENCIES:** George E. Simons, ex-Crosley-Bendix director of adv. & promotion who joined Kenyon & Eckhardt, last Feb., elected v.p. of agency . . . Gerry Martin, ex-director of DuMont Network sales, joins Kenyon & Eckhardt, N. Y. . . . Charles Sinclair, ex-senior editor of *Sponsor*, ex-WPIX, joins Rogers & Cowan, N. Y. . . . Frank Dennis resigns as v.p. in charge of TV-radio copy, Doherty, Clifford, Steers & Shenfield . . . Alfred DeAngelus named TV-radio director, Robinson, Adelman & Montgomery Inc., Philadelphia.

CBS wins 1955 Howard W. Blakeslee Award from American Heart Assn. for film "Gate 27" in *The Search* series, depicting heart disease research.

**TWO GRANTS** awarded by FCC this week to untested applicants: (1) Ch. 23 in Philadelphia to Herbert Mayer, founder and ex-owner of pioneer uhf KPTV, Portland, Ore. and of WXEL, Cleveland, who also is applicant for Ch. 38 in Boston. (2) Ch. 13 in Las Vegas, Nev. to Moritz Zenoff, owner of radio KBMI, Henderson, Nev.; he proposes round-the-clock film operation in what would be third vhf in famed gambling resort.

Dropout of Twin Falls TV Co. (August H. Vogeler) this week left owners of KIDO-TV, Boise, in line for early grant of Ch. 13 in Twin Falls, Ida.

In other actions this week, the Commission: (1) Dismissed protest and petition for reconsideration by WIRK-TV, West Palm Beach, Fla. (Ch. 21) seeking to reverse FCC's approval of sale of WEAT-TV, West Palm Beach (Ch. 12) to General Teleradio (Vol. 9:31). (2) Approved move of transmitter by KBES-TV, Medford, Ore. (Ch. 5) to point 26 mi. SE of city, despite pendency of "5-mile rule" which would require transmitters be located within 5 mi. of city. (3) Set Nov. 28 date for start of 2-way hearing for Ch. 4 in Cheboygan, Mich.

WMUR-TV, Manchester, N. H. (Ch. 9) petitioned FCC to redraw zone boundary so that all of Vermont & New Hampshire, or all portions of the 2 states above 42°55' parallel, fall within Zone II. Station cited rugged terrain, added it wants to go to 316-kw at 2000 ft. in order to compete more effectively with stations in Boston and Mt. Washington.

Coahoma County Chamber of Commerce, Clarksdale, Miss., objected to Commission's proposal to shift Ch. 6 from Clarksdale to Indianola, Miss. (Vol. 11:36).

**NBC-TV acquires 2 of top men in entertainment field**—Leo Durocher, ex-mgr. of N. Y. Giants & Brooklyn Dodgers, and Jess Oppenheimer, creator, writer & producer of *I Love Lucy*—in networks' mounting talent donnybrook. Durocher, known for his close ties with many outstanding entertainment figures as well as his "lip" in baiting umpires, and who is married to actress Laraine Day, quit Giants Sept. 24, joined NBC Sept. 27 in "executive capacity" without formal title at reported salary of \$52,000 per year. He will serve as "talent scout," occasional sports commentator, network representative in Hollywood. Oppenheimer, who broke into network radio in 1938 as writer for Fred Astaire program, once was head writer-director for Fanny Brice. He also wrote for Jack Benny, Edgar Bergen, Rudy Vallee and was under exclusive contract with CBS from 1948. He joins NBC Hollywood staff next spring to serve on program planning group creating new shows; will produce own shows and have percentage stake in them. Across the Atlantic, race for big names is keeping pace with American efforts. BBC has signed Dr. Roger Bannister, first man to run 4-min. mile, as sports commentator. New commercial ITA broke tape first, however, by hiring Chris Chataway, who also ran 4-min. mile after Bannister, in similar capacity.

New FCC Comr. Richard A. Mack's assistants, named this week: engineering, John E. Doane, 43, ex-supervising engineer of FCC's broadcast hearing div. and onetime chief of FM branch; legal, H. Earl Barber, 32, who resigns from private practice in Miami, was once UP correspondent.

Father Placid Jordan, O.S.B., who as an early NBC foreign correspondent was known as Dr. Max Jordan before he took the cloth, will return to the U. S. from the Benedictine Monastery at Bueron, Germany, for a lecture tour next spring.

FCC Comr. Webster returns Oct. 2 after 3 weeks in Gothenburg, Sweden, where he headed group of U. S. observers at Baltic & North Sea Radiotelephone Conference on maritime safety.

**SERIOUS STUDY** of allocations—deintermix-  
ture, uhf problems, vhf drop-ins, etc.—will  
begin at the Commission level next week, with  
special FCC meetings Oct. 3-4 to look at “the en-  
tire problem.” Meetings will be devoted to review  
of studies already made and in progress at staff  
level. Chairman McConnaughey said Commission  
will continue to have special meetings “as often as  
possible” to work on allocations problems.

Another allocations study, the TV transmitter-  
receiver manufacturers' Frequency Allocation  
Study Committee set up under RETMA aegis  
(Vol. 11:39), is getting down to work in a hurry,  
having been requested by Chairman McConnaughey to  
submit its final report by Nov. 1—same date when com-  
mittee's chairman, GE's Dr. W. R. G. Baker, is due to  
leave on 3-week European trip. Study will be geared to  
“the place of uhf,” is expected to reject proposals to add  
more vhf outlets via drop-in route.

The growing conviction that the Commission, Con-  
gress and others are finally going to tackle uhf-allocations  
problems in earnest, apparently has set off a tiny boom  
in the market for uhf channels. After long drought, 7  
applications for uhf stations have been filed with FCC  
in last 9 weeks. One uhf grant was made this week to  
veteran telecaster Herbert Mayer for Philadelphia (see  
p. 4), another last week to Orange County Bestrs. for  
Orlando, Fla. (Vol. 11:39).

Encouraged by NBC's purchase of uhf WBUF-TV,  
Buffalo (Vol. 11:11, 15, 39), local group there this week  
applied for independent outlet on Ch. 59—despite fact that  
2 uhf outlets have left air in Buffalo for economic reasons.  
A 40% owner of new applicant is Richard S. Levy, v.p. of  
Philco distributor W. Bergman Co. He told us this week  
that since news of NBC's purchase, sales of uhf tuners  
have picked up. “NBC's shows single-handedly built TV  
here in 1949-51,” he added, “and we're confident that they  
could do the same for uhf.”

Meanwhile, NARTB was lambasted this week by Roger  
L. Putnam, onetime govt. price stabilizer who is pres. of  
uhf WWLP, Springfield, Mass. Threatening to resign, he  
accused the association of “ignoring the present and grow-  
ing problems within the broadcast industry,” and added:

“The NARTB and certain of its principal spokesmen  
have persistently filled the eyes and ears of the FCC com-  
missioners with false propaganda to the effect that uhf  
is an unfit medium and incapable of providing a real  
service to any community.” He assailed NARTB's “im-  
portant members” for backing vhf drop-in proposals and  
increases in tower height, which “will ultimately ruin  
reception in far more areas than they will improve it.”

FCC's confidential financial data on TV stations and  
networks is due to be turned over to Senate Interstate &  
Foreign Commerce Committee's TV investigators as re-  
sult of ruling by Attorney General's office. Justice Dept.  
has overruled Commission's contention of last year that  
U. S. Criminal Code barred it from turning over to Con-  
gress the documents on which its financial studies are  
based (Vol. 10:52). The information had been requested  
by ex-FCC Comr. Robert F. Jones, who at that time was  
majority counsel to the Senate investigation. Attorney  
General's office ruled that the Commission may release  
the documents on individual station and network finances  
to Congressional probers at its own discretion. The Com-  
mission now has volunteered to make the material avail-  
able if it's kept confidential.

National Assn. of Educational Broadcasters holds an-  
nual convention at Chicago's Del Prado Hotel Oct. 26-29;  
Frank Schooley, U of Illinois (WILL-TV), will preside.

**Telecasting Notes:** Is TV ready to outbid Hollywood for  
rights to Broadway stage successes? *Variety* thinks it is,  
noting in Sept. 28 issue that NBC-TV is putting up \$100,-  
000 to finance forthcoming Lindsay-Crouse production of  
*The Great Sebastians*, starring Alfred Lunt & Lynn Fon-  
tanne—first time a network has backed straight non-musi-  
cal drama, though both CBS & NBC have previously served  
as “angels” for Broadway musicals as investments and for  
sake of their recording companies. (By RCA-NBC: *Call  
Me Madam, Wish You Were Here, Me & Juliet*. By CBS:  
*Tree Grows in Brooklyn* and upcoming *Pygmalion & Big  
Banjo*) . . . NBC's deal for Lunt-Fontanne play gives it  
rights to TV version 6 months after close of N. Y. run, as  
well as title to all costumes, props, etc., with network in  
line to make profit on Broadway receipts if play is hit.  
Says article: “Since video networks had already stepped  
into the legit financing setup with pre-production deals  
for various Broadway musicals, this means that TV, rep-  
resenting the huge assets of major commercial sponsors, is  
ready to outbid Hollywood for stage material. It's ob-  
viously only a matter of a short time before the networks  
get into full competition for literary material as well” . . .  
Columbia Pictures, long active in TV through its Screen  
Gems subsidiary, understood to be dickering with networks  
for hour-long show under its own name, a la *Disneyland*,  
*Warner Bros. Presents, 20th Century-Fox Hour*, et al.  
Columbia also is seeking bids on block of old feature films  
(quantity and age unrevealed) from networks and syndi-  
cators . . . Spectacular ratings going up: CBS-TV's *Ford  
Star Jubilee* Sept. 24 featuring Judy Garland got Trendex  
of 34.8; NBC-TV's first spectaculars of season, “Skin of  
Our Teeth” and “Our Town” drew 14.4 & 26.5 respectively  
. . . New British movies on TV, in form of ABC-TV's  
*Famous Film Festival*, drew No. 2 rating on highly com-  
petitive Sun. 8-9 p.m. spot. Sept. 25 Trendex showed *Ed  
Sullivan Show* (CBS) with 35.8, *Famous Film Festival*  
8.4, *Colgate Variety Hour* (NBC) 6.3 . . . Upcoming spe-  
cials: Fred Astaire reportedly has signed for his first 2  
TV appearances on CBS-TV's *Electric Theatre* Sun. 9-9:30  
p.m.; another version of Dickens' “A Christmas Carol” due  
for the holiday season, on ABC-TV's *MGM Parade*, filmed;  
CBS-TV schedules *Report Card*, series of 5 weekly shows  
tied in with upcoming White House Conference on Educa-  
tion, beginning Oct. 30 Sun. 2:30-3 p.m. . . . Significant  
observation by *Variety*, which runs company-by-company  
film syndication tabulation in Sept. 28 issue: “Virtually  
every major firm in the business is doing anywhere from  
25-75% of its business from re-run sales” . . . Historic  
pipe organ which provided theme music for scores of  
NBC's Chicago-originated radio programs, was donated  
by network to new U. S. Air Force Academy at Colorado  
Springs; built 20 years ago for more than \$50,000, it was  
removed from NBC's Merchandise Mart studios last Feb.  
in preparation for studio remodeling . . . NBC's new “mgr.  
of comedy development”: Les Colodny, ex-Wm. Morris  
Agency.

United World, subsidiary of Universal Pictures, will  
expand its TV and industrial film production, its TV v.p.  
Norman Gluck this week announcing appointment of  
George Bole as production v.p. UW has produced TV com-  
mercials for GE, Coca Cola, Marlboro, Philip Morris, Lux,  
DeSoto, Colgate, among others.

Power increases: WGBS-TV, Miami (Ch. 23) Sept. 27  
to 186-kw ERP from new 937-ft. tower; WMAL-TV,  
Washington (Ch. 7) Sept. 20 to 225-kw; WFAM-TV,  
Lafayette, Ind., (Ch. 59) Sept. 22 to 204-kw.

Annual McCall's “Mike” Awards for public services  
by women in TV & radio will henceforth be announced in  
May instead of Jan.; entries are due by Oct. 5.

**T**OP 100 NATIONAL advertisers, of which 87 are using TV, accounted for \$166,672,111 (84%) of \$197,309,819 total network TV billings during first 6 months of 1955 (Vol. 11:32). As tabulated by Publishers Information Bureau, network TV shows 35% increase over same period, 1954; combined TV, radio, magazine & newspaper gain is 13%. With increased advertising budgets the rule, everything points to record volume this year; TV holds strong lead over magazines (in top 100 outlays) for 6 months—\$166,672,111 vs. \$129,263,801; total for 4 media in period is \$365,444,667 vs. \$323,547,166 for same 1954 period.

PIB lists 20 newcomers among "top 100" in period. Last year, outlays of under \$1,000,000 were sufficient to gain listing for 5 in the tabulation; in 1955, all have passed that mark. For first-half 1954 rankings, see *TV Factbook No. 20*, p. 36; for entire 1954 rankings, see *TV Factbook No. 21*, p. 24.)

Note: PIB figures are based on one-time gross rates, hence are discountable by at least 25% to arrive at more realistic estimate of outlays for TV time; also, figures do not embrace talent, production & other costs, usually equated at 1.75 times net cost of time (Vol. 11:39, p. 1). Here are rankings of top 100 with their total network TV and total radio expenditures during first 6 months of 1955:

| Company                       | Total Expenditures | Network Television | Network Radio |
|-------------------------------|--------------------|--------------------|---------------|
| 1. General Motors             | \$26,948,227       | \$ 6,636,750       | \$3,347,611   |
| 2. Procter & Gamble           | 24,990,507         | 16,012,481         | 5,159,781     |
| 3. General Foods              | 15,381,587         | 6,303,455          | 715,076       |
| 4. Colgate-Palmolive          | 14,927,452         | 9,120,752          | 1,856,417     |
| 5. Chrysler                   | 13,637,085         | 7,313,421          | 872,595       |
| 6. Gillette                   | 11,032,598         | 6,834,007          | 2,673,907     |
| 7. General Electric           | 9,400,594          | 3,877,818          | -----         |
| 8. American Tobacco           | 9,364,660          | 5,169,285          | 976,790       |
| 9. Lever Brothers             | 9,351,438          | 4,617,736          | 1,926,132     |
| 10. Ford Motor                | 8,840,653          | 3,924,984          | 140,976       |
| 11. General Mills             | 7,578,010          | 4,526,629          | 1,377,515     |
| 12. R. J. Reynolds            | 7,126,496          | 5,292,848          | 442,154       |
| 13. National Dairy Products   | 6,868,676          | 3,111,057          | 1,573,213     |
| 14. American Home Products    | 6,802,567          | 3,842,183          | 1,760,655     |
| 15. Liggett & Myers           | 6,706,808          | 4,052,786          | 1,567,407     |
| 16. P. Lorillard              | 5,961,307          | 3,512,010          | 1,217,571     |
| 17. Swift                     | 5,618,190          | 2,484,236          | 1,385,541     |
| 18. Bristol-Myers             | 5,609,726          | 2,524,006          | 894,498       |
| 19. Campbell Soup             | 5,448,377          | 2,455,300          | 5,442         |
| 20. Pillsbury Mills           | 4,242,798          | 2,612,929          | 971,468       |
| 21. Quaker Oats               | 3,926,744          | 1,070,095          | 828,437       |
| 22. Goodyear Tire             | 3,805,687          | 1,023,630          | 189,478       |
| 23. Sterling Drug             | 3,758,723          | 656,910            | 1,197,509     |
| 24. Miles Labs                | 3,746,359          | 1,206,122          | 2,056,066     |
| 25. AT&T                      | 3,713,561          | -----              | 416,926       |
| 26. Distillers Corp.-Seagrams | 3,639,504          | -----              | -----         |
| 27. Kellogg                   | 3,581,716          | 2,192,196          | 555,191       |

Among advertisers currently reported using or preparing to use TV station time: A-1 Foods Inc., Los Angeles (macaroni products & RoseKist popcorn), thru Mogge-Privett Adv., L. A.; Precision Radiation Instruments Inc., Los Angeles (Geiger counters), thru Weiss & Geller, Chicago; Drackett Co., Cincinnati (Drano), thru Young & Rubicam, N. Y.; Blumenthal Bros. Chocolate Co., Philadelphia (Goobers, Raisinettes, Malties candies), thru Feigenbaum & Wermen, Philadelphia; Yonkers Raceway, Yonkers, N. Y., thru Franklin Bruck, N. Y.; Nutrena Mills Inc., Minneapolis (dog food), thru Bruce B. Brewer & Co., Minneapolis; Stegmaier Brewing Co., Wilkes-Barre, Pa., thru McCann-Erickson, N. Y.; Fromm & Sichel Inc., N. Y. (Paul Masson wines), thru Geyer Adv., N. Y.; Adolph Coors Co., Golden, Colo. (Coors beer), thru Kostka-Bakewell & Fox, Denver; W. F. McLaughlin & Co., Chicago (Manor House coffee), thru Earle Ludgin & Co., Chicago; Cummins-Chicago Corp., Chicago (power tools), thru Aubrey, Finlay, Marley & Hodgson, Chicago; National Toilet Co., Paris, Tenn. (Nadinola cream), thru Roche, Williams & Cleary, Chicago; Deering, Milliken & Co., N. Y. (Agilon stretch nylon yarn), thru Amos Parrish & Co., N. Y.; Fairmont Foods Co., N. Y. (cream cheese), thru Doyle Dane Bernbach, N. Y.; King Korn Stamp Co., Chicago (trading stamps), thru Powell & Schoenbrod,

| Company                        | Total Expenditures | Network Television | Network Radio |
|--------------------------------|--------------------|--------------------|---------------|
| 28. Westinghouse               | 3,541,899          | 2,346,855          | -----         |
| 29. RCA                        | 3,339,969          | 827,174            | 256,270       |
| 30. Philip Morris              | 3,265,257          | 1,241,250          | 534,212       |
| 31. S. C. Johnson & Son        | 3,157,008          | 1,729,400          | -----         |
| 32. Borden                     | 3,081,011          | 2,143,615          | -----         |
| 33. American Motors            | 2,987,340          | 1,658,085          | 26,048        |
| 34. Texas Co.                  | 2,927,114          | 748,655            | 849,759       |
| 35. Standard Brands            | 2,901,047          | 674,841            | 31,772        |
| 36. Helene Curtis Ind.         | 2,828,574          | 1,519,883          | 73,502        |
| 37. Coca-Cola                  | 2,828,139          | 1,546,164          | 136,850       |
| 38. Armour                     | 2,809,005          | 541,766            | 936,204       |
| 39. E. I. du Pont              | 2,677,062          | 377,587            | -----         |
| 40. Carnation                  | 2,674,577          | 747,461            | 889,838       |
| 41. Johnson & Johnson          | 2,570,306          | 369,967            | -----         |
| 42. Brown & Williamson         | 2,552,992          | 1,055,664          | 617,180       |
| 43. National Biscuit           | 2,395,052          | 1,432,144          | 220,052       |
| 44. National Distillers        | 2,355,425          | -----              | -----         |
| 45. Scott Paper                | 2,298,850          | 1,431,616          | -----         |
| 46. Firestone Tire             | 2,218,147          | 739,845            | 441,886       |
| 47. Eastman Kodak              | 2,194,140          | 980,143            | -----         |
| 48. Philco                     | 2,110,806          | 1,085,185          | 337,791       |
| 49. Studebaker-Packard         | 2,083,585          | 755,977            | 105,888       |
| 50. Serutan                    | 2,054,094          | 1,886,582          | -----         |
| 51. International Cellucotton  | 2,011,433          | -----              | -----         |
| 52. Florida Citrus Commission  | 2,010,397          | 471,385            | 975,227       |
| 53. Armstrong Cork             | 1,922,569          | 884,055            | -----         |
| 54. Nestle Co.                 | 1,917,134          | 749,402            | 58,453        |
| 55. H. J. Heinz                | 1,881,328          | 1,047,978          | -----         |
| 56. Dow Chemical               | 1,838,691          | 1,240,490          | 25,060        |
| 57. Best Foods                 | 1,788,327          | 950,086            | -----         |
| 58. Remington Rand             | 1,728,148          | 995,419            | -----         |
| 59. Revlon Products            | 1,686,098          | 1,123,942          | -----         |
| 60. Andrew Jergens             | 1,681,127          | 713,885            | -----         |
| 61. Rexall Drug                | 1,633,136          | 43,284             | 80,332        |
| 62. Great A. & P. Tea Co.      | 1,618,292          | -----              | -----         |
| 63. B. F. Goodrich             | 1,617,837          | 600,837            | 26,664        |
| 64. Schenley                   | 1,605,638          | -----              | -----         |
| 65. Schlitz Brewing            | 1,599,367          | 1,039,545          | -----         |
| 66. Pepsi-Cola                 | 1,592,596          | 518,775            | -----         |
| 67. Sylvania                   | 1,584,183          | 1,028,055          | -----         |
| 68. U. S. Steel                | 1,572,421          | 796,170            | -----         |
| 69. American Dairy Assn.       | 1,567,852          | 868,990            | 230,555       |
| 70. Warner-Lambert             | 1,556,721          | 658,494            | -----         |
| 71. Pond's Extract Co.         | 1,544,366          | 726,688            | -----         |
| 72. Prudential Insurance       | 1,537,293          | 647,691            | 430,697       |
| 73. Aluminum Co. of America    | 1,500,595          | 965,654            | -----         |
| 74. Corn Products Refining     | 1,491,278          | 346,823            | 172,157       |
| 75. Reynolds Metals            | 1,487,895          | 565,279            | -----         |
| 76. Simonz                     | 1,401,047          | 1,093,810          | 6,112         |
| 77. Pet Milk                   | 1,400,935          | 1,004,025          | 396,910       |
| 78. Admiral                    | 1,392,464          | 940,134            | -----         |
| 79. Lehn & Fink                | 1,377,045          | 1,080,283          | -----         |
| 80. CBS                        | 1,301,839          | 969,879            | 126,808       |
| 81. Willam Wrigley             | 1,298,494          | 350,790            | 720,144       |
| 82. California Packing         | 1,286,511          | 175,633            | -----         |
| 83. Avco Manufacturing         | 1,281,506          | 719,187            | 60,749        |
| 84. Hunt Foods                 | 1,246,739          | -----              | -----         |
| 85. Stanley Warner             | 1,215,223          | -----              | -----         |
| 86. Pabst Brewing              | 1,171,491          | 1,087,696          | 80,595        |
| 87. Hazel Bishop               | 1,170,833          | 1,170,833          | -----         |
| 88. Outboard Marine & Mfg. Co. | 1,169,447          | 28,071             | -----         |
| 89. Simmons                    | 1,135,817          | 322,170            | -----         |
| 90. Hiram-Walker               | 1,126,277          | -----              | -----         |
| 91. Maytag                     | 1,102,529          | 945,910            | -----         |
| 92. Hallmark Cards             | 1,079,646          | 905,160            | 174,486       |
| 93. Gulf Oil                   | 1,074,960          | 955,645            | -----         |
| 94. Mutual Benefit             | 1,072,726          | 75,285             | 556,109       |
| 95. U. S. Rubber               | 1,068,411          | -----              | -----         |
| 96. Cluett, Peabody & Co.      | 1,066,984          | -----              | -----         |
| 97. Safeway Stores             | 1,052,244          | -----              | 73,421        |
| 98. Pittsburgh Plate Glass     | 1,050,743          | -----              | -----         |
| 99. W. A. Shaeffer             | 1,039,232          | 919,084            | -----         |
| 100. Olin-Mathieson Chemical   | 1,025,123          | 231,000            | -----         |

Chicago; Sandura Co., N. Y. (Vinyl plastic floors), thru Hicks & Greist, N. Y.; Selchow & Righter Co., N. Y. (games), thru Norman, Craig & Kummel, N. Y.; Sno-Bol Corp., Chicago (bowl cleaner), thru U. S. Adv. Co., Chicago; Andrea Radio, Long Island City, N. Y. thru Dowd, Redfield & Johnstone, N. Y.; Dolores of Florida Inc., Lakeland, Fla. (brassieres), thru Bishopric, Green & Assoc., Miami; Chattanooga Medicine Co., Chattanooga (Black Draft), thru Harry B. Cohen, N. Y.; Olin-Mathieson Chemical Corp., Winchester-Western Div., New Haven, Conn. (Winchester roller skates), thru D'Arcy Adv. Co., N. Y.; Pacific Greyhound Lines, San Francisco, thru Beaumont & Hohman, San Francisco; SeaPak Corp., St. Simons Island, Ga. (frozen seafood), thru N. W. Ayer, N. Y.; Durkee Famous Foods, Cleveland, thru Meldrum & Fewsmithe Inc.

Recommended reading: Sept. 19 edition of *Broadcasting-Telecasting*, with its 144-p. Report on Radio in 1955, particularly articles titled "Curve Starts Up" with graph and table showing upturn in AM and "Radio Joins the Business Cycle," by Richard P. Doherty, detailing how the medium is growing apace with the economy. Also, Sept. 19 *Sponsor Magazine's* roundup on the Negro radio market and tabulation of more than 600 AM stations specializing in reaching it.

**Network Accounts:** NBC-TV will shortly raise the minimum number of stations advertisers will be required to take for so-called "basic network." It will reveal plan at press luncheon Oct. 6 at 21 Club in N. Y. Meanwhile, there's speculation that required minimum may be hiked to 100 stations (out of 188 affiliates) from present basic minimum of 55 stations (costing \$66,450 per hour) . . . Steve Allen signs new 3-year contract with NBC-TV, which disclosed that his *Tonight* (Mon.-thru-Fri. 11:30 p.m.-1 a.m.) is near break-even point on revenue; show is about 30% sold out, and profit is anticipated when it reaches 33½% . . . ABC-TV reports 53 network partic. sold for 8-week period starting Oct. 2 for J. Arthur Rank's *Famous Film Festival* series, Sun. 7:30-9 p.m.; additional local partic. have been sold by stations . . . Revlon to keep \$64,000 *Question* on CBS-TV, Tue. 10:30-11 p.m., and will share sponsorship with P. Lorillard Co. of new tie-in program featuring \$64,000 *Question* contestants on CBS-TV Sun. 10-10:30 p.m. . . NBC-TV's answer to \$64,000 *Question* is *The Big Surprise* (sponsored by Speidel & Purex, offering contestant \$100,000, starting Oct. 8, Sat. 7:30-8 p.m.; like \$64,000 *Question*, it's packaged by Louis G. Cowan Inc. . . . Walt Disney's *Mickey Mouse Club*, which debuts on ABC-TV Oct. 3, Mon.-thru-Fri. 5-6 p.m., has been sold to 18 national sponsors for gross of \$15,000,000 in time & talent . . . Ralston Purina to sponsor *Ethel & Albert* on ABC-TV starting Oct. 14, Fri. 10-10:30 p.m., thru Guild, Bascom & Bonfigli, San Francisco . . . Pharmaceuticals Inc. to sponsor Ted Mack's *Amateur Hour* on ABC-TV starting Oct. 6, Thu. 10-10:30 p.m., thru Edward Kletter Assoc. . . Standard Brands to sponsor *Topper* on ABC-TV starting Oct. 3, Mon. 7:30-8 p.m., thru Compton Adv. . . GE clock & timer dept. to sponsor *Adventures of Ozzie & Harriet* every 4th week on ABC-TV starting Oct. 14, Fri. 8-8:30 p.m., thru N. W. Ayer; other sponsors are GE's Hotpoint Co. and Quaker Oats' Aunt Jemima div. . . Longines-Wittnauer Watch Co. to sponsor annual *Thanksgiving Day Festival* on CBS-TV Thanksgiving Day, Nov. 24, 5-6 p.m., thru Victor A. Bennett Adv. . . Mutual of Omaha takes option on alt. sponsorship (with Quaker Oats) of *Zoo Parade* on NBC-TV Sun. 3:30-4 p.m., thru Bozell & Jacobs.

With 10 Toni brands as first accounts, North Advertising Inc. starts as a new agency Dec. 1 with offices at 430 N. Michigan Ave., Chicago; 6 E. 45th St., N. Y.; 9533 Brighton Way, Beverly Hills, Cal. Founders are Don Paul Nathanson & Cyrus H. Nathan. Nathanson is ex-adv. director of Toni; he will serve as pres., recently was v.p. of Weiss & Geller, Chicago. Nathan, ex-v.p. of Biow and Foote, Cone & Belding, will be exec. v.p. In Chicago, Roger Moran will be creative director; Bernard Lee, merchandising director; Jack McCord, in charge of TV-radio; Harold Rosenzweig, treas.; George Gruenwald, James Mackin, Bennett Cooper, Richard Sachse, account executives. Bruce Dodge, ex-director of TV-radio at Weiss & Geller, Kenyon & Eckhardt and Biow, will supervise N. Y. & L. A. offices—with Frank Higgins heading production in N. Y. and Walter N. Hiller Jr. in charge at L. A. and Maxine Anderson as production chief.

International Advertising Assn., Roosevelt Hotel, N. Y. has released Section 1 of new *Code of Ethics & Standards of Practice* dealing with all world-wide advertising media. First section promulgates general policies for agencies, including standard forms for agreements. Part 2, to be released later, will deal exclusively with TV-radio practices; third section will cover all other media.

TV Cartoon Productions, 222 Kearny St., San Francisco, has issued booklet for ad agencies covering planning, budgeting, production & techniques for TV animations.

**HISTORY** is repeating itself, apparently, in the matter of color TV set sales—for it's to the bars, restaurants, hotels and public meeting places that a good many of the color sets are going, according to distributors. Wealthy people, for the most part, are the other buyers—at \$795 & \$895 per set—but some installment-buying by those in comparatively moderate circumstances is reported.

World Series colorcasts gave impetus to the "pub trade"—and these varied in quality from very poor (first game) to good (second game) to superb at times (third game). FCC Chairman McConaughy and Comr. Hyde reported they didn't see the games but their families did and found the color pictures extremely good.

RCA intimated that the bar and hotel people are now so interested that more multiple installations are on tap; last week, it disclosed that the Gov. Clinton Hotel in N. Y. had ordered 50 color sets (Vol. 11:39). One RCA distributor, Eastern Co.'s Alan Steinert, reported from Boston that "hotels and bars are grabbing them."

Divergent viewpoints on quality of the color at the games, reflecting fact that different sets have different "personalities," to say nothing of different handling, is evident in comments on the first World Series games.

After first game, N. Y. *Herald Tribune* columnist Marie Torre reported that consensus among those who watched at RCA Exhibition Hall was that baseball heroes in color are "perfectly wonderful, especially in the closeups." After same game, N. Y. *Times*' Jack Gould found "the tinted version was far from impressive because outdoor pickups are not yet electronic color's strong features." He wrote:

"The mighty Joe Collins appeared to be skipping around an artist's palette . . . Color TV's chief problem was Nature's peculiar reluctance to acknowledge the coming of the TV age. During the course of the afternoon, the sun and clouds kept moving and the shadows lengthened. This led to constantly changing lighting conditions with which the color cameras could not fully cope . . ." Gould continued to complain of "degraded" pictures on black-&-white, and said the Series game was further proof.

*Radio-TV Daily* saw everything good about color at the first World Series game: "Viewed from one of 3 RCA receivers set up for the press by the School of Radio Technique," it reported, "the picture was vibrantly alive with a 3-dimensional quality uncommon to black-&-white video."

Rate increases: WAAM, Baltimore, raises base hour from \$975 to \$1100, min. \$175 to \$200; WRGB, Schenectady, hour from \$850 to \$950, min. \$165 to \$190; KFMB-TV, San Diego, raises Class A min. rate from \$160 to \$180; WMCT, Memphis, adds new Class AA hour (7-9:30 p.m. daily) at \$800, min. at \$160, Class A hour remaining \$700; WFLA-TV, Tampa, raises base hour from \$400 to \$500, min. \$80 to \$100, and adds new Class AA min. only rate (8-10:30 p.m. daily) at \$125; WHUM-TV, Reading, Dec. 1 raises hour \$300 to \$450, min. \$60 to \$90; KARK-TV, Little Rock, raises hour from \$350 to \$400, min. \$70 to \$80; WMUR-TV, Manchester, N. H. from \$250 to \$350 & \$50 to \$70; WWTW, Cadillac, Mich. from \$250 to \$300 & \$50 to \$60; WROW-TV, Albany, N. Y. from \$250 to \$300 & \$50 to \$60; WSFA-TV, Montgomery, Ala. from \$250 to \$350 & \$50 to \$70; WNCT, Greenville, N. C., from \$300 to \$350 & \$60 to \$70. Rate decrease: WBLN, Bloomington, Ill. cuts hour from \$200 to \$120, min. \$40 to \$24.

**F**ARM TV COUNTS for 6 states were derived this week from Census Bureau agriculture tabulations. These figures, excised by *Television Digest* from Census of Agriculture's individual county statistics and published as soon as each state tabulation is complete, are based on 20% sample in farm census of Oct.-Nov. 1954. This week's figures show heavy TV penetration of farms in New England—68.9% in Mass., 68.7% in Conn., 76.2% in R. I.—as compared to Texas (30.8%), Arkansas (21%) and Washington (44.7%). Latest county-by-county farm TV circulation statistics:

**MASSACHUSETTS**

| County     | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
|------------|-------------|---------------|-------------|-------------|---------------|
| Barnstable | 512         | 246           | Middlesex   | 2,245       | 1,762         |
| Berkshire  | 1,088       | 752           | Nantucket   | 11          | —             |
| Bristol    | 1,610       | 1,287         | Norfolk     | 915         | 666           |
| Dukes      | 72          | 30            | Plymouth    | 1,846       | 1,364         |
| Essex      | 1,197       | 921           | Suffolk     | 35          | 15            |
| Franklin   | 1,541       | 729           | Worcester   | 3,267       | 2,420         |
| Hampden    | 1,412       | 904           | State Total | 17,361      | 11,968        |

**CONNECTICUT**

| County     | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
|------------|-------------|---------------|-------------|-------------|---------------|
| Fairfield  | 1,104       | 779           | New London  | 1,932       | 1,219         |
| Hartford   | 2,628       | 1,817         | Tolland     | 1,322       | 909           |
| Litchfield | 1,618       | 1,097         | Windham     | 1,688       | 1,094         |
| Middlesex  | 835         | 537           | State Total | 12,753      | 8,759         |
| New Haven  | 1,626       | 1,307         |             |             |               |

**RHODE ISLAND**

| County  | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
|---------|-------------|---------------|-------------|-------------|---------------|
| Bristol | 100         | 70            | Providence  | 819         | 652           |
| Kent    | 319         | 246           | Washington  | 322         | 211           |
| Newport | 444         | 350           | State Total | 2,004       | 1,529         |

**WASHINGTON**

| County       | Total Farms | Farms with TV | County       | Total Farms | Farms with TV |
|--------------|-------------|---------------|--------------|-------------|---------------|
| Adams        | 639         | 369           | Lewis        | 2,793       | 887           |
| Asotin       | 465         | 63            | Lincoln      | 1,051       | 676           |
| Benton       | 1,483       | 293           | Mason        | 526         | 306           |
| Chelan       | 1,875       | 184           | Okanogan     | 1,770       | 89            |
| Clallam      | 1,068       | 531           | Pacific      | 665         | 138           |
| Clark        | 4,100       | 2,094         | Pend Orielle | 461         | 224           |
| Columbia     | 356         | 112           | Pierce       | 3,611       | 2,338         |
| Cowlitz      | 1,362       | 585           | San Juan     | 295         | 177           |
| Douglas      | 990         | 228           | Skagit       | 2,352       | 1,048         |
| Ferry        | 403         | 84            | Skamania     | 240         | 75            |
| Franklin     | 413         | 57            | Snohomish    | 4,345       | 2,512         |
| Garfield     | 300         | 107           | Spokane      | 3,594       | 2,287         |
| Grant        | 1,090       | 213           | Stevens      | 1,918       | 507           |
| Grays Harbor | 1,324       | 524           | Thurston     | 1,766       | 936           |
| Island       | 657         | 430           | Wahkiakum    | 376         | 137           |
| Jefferson    | 356         | 226           | Walla Walla  | 1,101       | 152           |
| King         | 5,181       | 3,427         | Whatcom      | 4,036       | 1,555         |
| Kitsap       | 1,550       | 1,091         | Whitman      | 1,961       | 1,157         |
| Kittitas     | 1,131       | 96            | Yakima       | 6,775       | 3,077         |
| Klickitat    | 796         | 180           | State Total  | 65,175      | 29,172        |

**ARKANSAS**

| County       | Total Farms | Farms with TV | County       | Total Farms | Farms with TV |
|--------------|-------------|---------------|--------------|-------------|---------------|
| Arkansas     | 1,661       | 606           | Lee County   | 3,230       | 592           |
| Ashley       | 2,135       | 319           | Lincoln      | 2,031       | 319           |
| Baxter       | 809         | 52            | Little River | 936         | 207           |
| Benton       | 4,492       | 696           | Logan        | 1,944       | 178           |
| Boone        | 1,769       | 353           | Lonoke       | 2,992       | 857           |
| Bradley      | 1,092       | 151           | Madison      | 1,918       | 120           |
| Calhoun      | 756         | 98            | Marion       | 993         | 63            |
| Carroll      | 1,828       | 232           | Miller       | 1,548       | 418           |
| Chicot       | 1,855       | 270           | Mississippi  | 5,812       | 2,274         |
| Clark        | 1,656       | 266           | Monroe       | 1,885       | 198           |
| Clay         | 2,605       | 694           | Montgomery   | 931         | 40            |
| Cleburne     | 1,420       | 193           | Nevada       | 1,420       | 298           |
| Cleveland    | 1,231       | 252           | Newton       | 1,261       | 46            |
| Columbia     | 2,214       | 201           | Ouachita     | 1,360       | 214           |
| Conway       | 1,633       | 242           | Perry        | 670         | 77            |
| Craighead    | 3,759       | 2,290         | Phillips     | 3,895       | 697           |
| Crawford     | 1,689       | 328           | Pike         | 924         | 109           |
| Crittenden   | 4,517       | 1,019         | Poinsett     | 3,399       | 1,389         |
| Cross        | 2,454       | 790           | Polk         | 1,536       | 145           |
| Dallas       | 856         | 120           | Pope         | 1,753       | 199           |
| Desha        | 2,420       | 326           | Prairie      | 1,332       | 345           |
| Drew         | 1,788       | 247           | Pulaski      | 2,584       | 900           |
| Faulkner     | 2,476       | 503           | Randolph     | 1,558       | 284           |
| Franklin     | 1,456       | 173           | St. Francis  | 3,689       | 786           |
| Fulton       | 1,282       | 82            | Saline       | 1,176       | 312           |
| Garland      | 1,078       | 267           | Scott        | 1,102       | 45            |
| Grant        | 886         | 226           | Searcy       | 1,322       | 62            |
| Greene       | 2,636       | 946           | Sebastian    | 1,610       | 289           |
| Hempstead    | 2,123       | 464           | Sevier       | 1,124       | 183           |
| Hot Spring   | 1,539       | 326           | Sharp        | 1,156       | 63            |
| Howard       | 1,272       | 144           | Stone        | 1,068       | 87            |
| Independence | 2,084       | 315           | Union        | 1,763       | 313           |
| Izard        | 1,403       | 45            | Van Buren    | 1,358       | 264           |
| Jackson      | 1,980       | 690           | Washington   | 4,094       | 580           |
| Jefferson    | 3,660       | 761           | White        | 3,470       | 680           |
| Johnson      | 1,429       | 90            | Woodruff     | 1,910       | 306           |
| Lafayette    | 1,136       | 199           | Yell         | 1,465       | 145           |
| Lawrence     | 1,777       | 340           | State Total  | 145,075     | 29,400        |

**TEXAS**

| County        | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
|---------------|-------------|---------------|-------------|-------------|---------------|
| Anderson      | 2,150       | 232           | Hardeman    | 652         | 187           |
| Andrews       | 87          | 39            | Hardin      | 1,144       | 343           |
| Angelina      | 1,939       | 315           | Harris      | 3,868       | 2,510         |
| Aransas       | 99          | 14            | Harrison    | 2,581       | 172           |
| Archer        | 417         | 190           | Hartley     | 203         | 100           |
| Armstrong     | 351         | 203           | Haskell     | 1,330       | 350           |
| Atascosa      | 1,481       | 638           | Hays        | 872         | 398           |
| Austin        | 2,240       | 444           | Hemphill    | 310         | 41            |
| Bailey        | 884         | 374           | Henderson   | 2,232       | 539           |
| Bandera       | 618         | 240           | Hidalgo     | 4,072       | 1,307         |
| Bastrop       | 1,667       | 340           | Hill        | 2,653       | 1,088         |
| Baylor        | 598         | 234           | Hockley     | 1,269       | 904           |
| Bee           | 861         | 199           | Hood        | 803         | 350           |
| Bell          | 2,881       | 1,123         | Hopkins     | 2,507       | 459           |
| Bexar         | 2,772       | 1,444         | Houston     | 2,438       | 308           |
| Blanco        | 574         | 183           | Howard      | 642         | 223           |
| Borden        | 191         | 67            | Hudsbeth    | 178         | 73            |
| Bosque        | 1,421       | 354           | Hunt        | 2,737       | 1,088         |
| Bowie         | 2,440       | 614           | Hutchinson  | 171         | 90            |
| Brazoria      | 1,669       | 857           | Irion       | 126         | 34            |
| Brazos        | 1,269       | 347           | Jack        | 843         | 265           |
| Brewster      | 101         | 2             | Jackson     | 1,074       | 271           |
| Briscoe       | 481         | 136           | Jasper      | 1,616       | 306           |
| Brooks        | 283         | 21            | Jeff Davis  | 101         | 8             |
| Brown         | 1,432       | 201           | Jefferson   | 1,038       | 528           |
| Burleson      | 1,634       | 312           | Jim Hogg    | 129         | —             |
| Burnet        | 982         | 374           | Jim Wells   | 720         | 79            |
| Caldwell      | 1,236       | 434           | Johnson     | 2,444       | 2,428         |
| Calhoun       | 303         | 88            | Jones       | 1,471       | 583           |
| Callahan      | 946         | 337           | Karnes      | 1,587       | 458           |
| Cameron       | 2,836       | 1,138         | Kaufman     | 2,106       | 917           |
| Camp          | 831         | 80            | Kendall     | 713         | 240           |
| Carson        | 426         | 238           | Kenedy      | 16          | 3             |
| Cass          | 2,381       | 515           | Kent        | 291         | 86            |
| Castro        | 828         | 422           | Kerr        | 672         | 219           |
| Chambers      | 491         | 290           | Kimble      | 434         | 29            |
| Cherokee      | 3,076       | 361           | King        | 79          | 6             |
| Childress     | 706         | 55            | Kinney      | 96          | 13            |
| Clay          | 978         | 485           | Kleberg     | 281         | 20            |
| Cochran       | 479         | 227           | Knox        | 837         | 253           |
| Coke          | 419         | 93            | Lamar       | 2,529       | 317           |
| Coleman       | 1,427       | 268           | Lamb        | 1,787       | 1,094         |
| Collin        | 3,166       | 1,977         | Lampasas    | 827         | 269           |
| Collingsworth | 856         | 55            | La Salle    | 282         | 42            |
| Colorado      | 1,662       | 371           | Lavaca      | 3,294       | 310           |
| Comal         | 697         | 222           | Lee         | 1,554       | 257           |
| Comanche      | 2,092       | 275           | Leon        | 1,739       | 150           |
| Concho        | 554         | 134           | Liberty     | 1,361       | 650           |
| Cooke         | 1,700       | 671           | Limestone   | 2,128       | 499           |
| Coryell       | 1,575       | 465           | Lipscomb    | 422         | 33            |
| Cottle        | 469         | 46            | Live Oak    | 787         | 132           |
| Crane         | 22          | 2             | Llano       | 481         | 137           |
| Crockett      | 147         | 9             | Loving      | 9           | —             |
| Crosby        | 779         | 631           | Lubbock     | 2,081       | 1,650         |
| Culberson     | 61          | 1             | Lynn        | 1,152       | 701           |
| Dallam        | 370         | 130           | McCulloch   | 739         | 70            |
| Dallas        | 2,689       | 1,951         | McClennan   | 3,634       | 1,326         |
| Dawson        | 1,101       | 626           | McMullen    | 165         | 77            |
| Deaf Smith    | 674         | 270           | Madison     | 1,145       | 262           |
| Delta         | 1,117       | 241           | Marion      | 715         | 70            |
| Denton        | 2,221       | 1,168         | Martin      | 577         | 225           |
| De Witt       | 2,213       | 413           | Mason       | 676         | 52            |
| Dickens       | 646         | 153           | Matagorda   | 1,220       | 445           |
| Dimmit        | 291         | 68            | Maverick    | 271         | 8             |
| Donley        | 619         | 151           | Medina      | 1,546       | 622           |
| Duval         | 652         | 18            | Menard      | 325         | 31            |
| Eastland      | 1,681       | 299           | Midland     | 287         | 64            |
| Ector         | 77          | 36            | Milam       | 2,659       | 720           |
| Edwards       | 269         | 25            | Mills       | 893         | 104           |
| Ellis         | 2,885       | 1,537         | Mitchell    | 819         | 79            |
| El Paso       | 690         | 470           | Montague    | 1,520       | 516           |
| Erath         | 2,021       | 543           | Montgomery  | 1,416       | 599           |
| Falls         | 2,707       | 723           | Moore       | 247         | 166           |
| Fannin        | 2,953       | 730           | Morris      | 670         | 126           |
| Fayette       | 3,773       | 535           | Motley      | 386         | 35            |
| Fisher        | 1,191       | 365           | Nacogdoches | 2,336       | 202           |
| Floyd         | 1,184       | 699           | Navarro     | 2,520       | 802           |
| Foard         | 438         | 167           | Newton      | 1,026       | 165           |
| Fort Bend     | 2,407       | 868           | Nolan       | 643         | 143           |
| Franklin      | 810         | 145           | Nueces      | 1,157       | 362           |
| Freestone     | 1,711       | 284           | Ochiltree   | 466         | 90            |
| Frio          | 540         | 205           | Oldham      | 147         | 51            |
| Gaines        | 508         | 209           | Orange      | 571         | 266           |
| Galveston     | 715         | 436           | Palo Pinto  | 946         | 254           |
| Garza         | 436         | 225           | Panola      | 2,026       | 249           |
| Gillespie     | 1,306       | 180           | Parker      | 2,004       | 915           |
| Glasscock     | 139         | 47            | Parmer      | 909         | 327           |
| Goliad        | 708         | 169           | Pecos       | 293         | 24            |
| Gonzales      | 2,147       | 666           | Polk        | 1,308       | 219           |
| Gray          | 523         | 207           | Potter      | 398         | 283           |
| Grayson       | 2,815       | 1,035         | Presidio    | 226         | 2             |
| Gregg         | 857         | 164           | Rains       | 647         | 174           |
| Grimes        | 1,566       | 256           | Randall     | 680         | 379           |
| Guadalupe     | 2,097       | 689           | Reagan      | 107         | 24            |
| Hale          | 1,703       | 1,068         | Real        | 222         | 30            |
| Hall          | 747         | 80            | Red River   | 2,360       | 354           |
| Hamilton      | 1,496       | 298           | Reeves      | 322         | 14            |
| Hansford      | 421         | 88            | Refugio     | 270         | 49            |



TEXAS—(continued)

| County        | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
|---------------|-------------|---------------|-------------|-------------|---------------|
| Roberts       | 113         | 39            | Travis      | 2,092       | 760           |
| Robertson     | 1,622       | 217           | Trinity     | 852         | 87            |
| Rockwall      | 425         | 214           | Tyler       | 1,198       | 187           |
| Runnels       | 1,473       | 406           | Upshur      | 1,893       | 226           |
| Rusk          | 3,189       | 480           | Upton       | 38          | 10            |
| Sabine        | 943         | 69            | Uvalde      | 641         | 148           |
| San Augustine | 1,002       | 77            | Val Verde   | 220         | 6             |
| San Jacinto   | 1,106       | 184           | Van Zandt   | 2,934       | 976           |
| San Patricio  | 888         | 297           | Victoria    | 1,232       | 204           |
| San Saba      | 927         | 114           | Walker      | 1,195       | 191           |
| Schleicher    | 242         | 67            | Waller      | 1,005       | 331           |
| Scurry        | 945         | 191           | Ward        | 88          | 9             |
| Shackelford   | 324         | 86            | Washington  | 2,848       | 381           |
| Shelby        | 2,799       | 269           | Webb        | 277         | 24            |
| Sherman       | 260         | 90            | Wharton     | 2,466       | 825           |
| Smith         | 3,498       | 642           | Wheeler     | 853         | 67            |
| Somervell     | 352         | 44            | Wichita     | 765         | 438           |
| Starr         | 1,023       | 32            | Wilbarger   | 997         | 399           |
| Stephens      | 497         | 81            | Willacy     | 865         | 456           |
| Sterling      | 88          | 34            | Williamson  | 3,338       | 1,293         |
| Stonewall     | 453         | 131           | Wilson      | 1,617       | 636           |
| Sutton        | 150         | 10            | Winkler     | 36          | 9             |
| Swisher       | 967         | 507           | Wise        | 1,873       | 951           |
| Tarrant       | 3,043       | 2,238         | Wood        | 1,834       | 356           |
| Taylor        | 1,282       | 630           | Yoakum      | 312         | 98            |
| Terrell       | 107         | 1             | Young       | 960         | 295           |
| Terry         | 968         | 560           | Zapata      | 250         | 17            |
| Throckmorton  | 436         | 94            | Zavala      | 246         | 39            |
| Titus         | 1,462       | 200           |             |             |               |
| Tom Green     | 1,033       | 384           | State Total | 292,946     | 90,323        |

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39).

**W**ORLD SERIES heralded debut of WITN, Washington, N. C. (Ch. 7) which began programming Sept. 28 after test patterns the preceding day and became area's NBC affiliate. It's second outlet in area, being only 18 mi. from WNCT, Greenville (Ch. 9), uses 20-kw GE transmitter, 102-ft. 5-bay Alford antenna on 818-ft. Stainless tower. It's controlled by Roberson family, operating local radio WRRF, FCC having this week approved transfer of 25.38% of stock which W. H. Anderson & R. M. Fountain each held and which they sold for \$65,920 each. Wm. S. Page, owner of radio WELS, Kinston, N. C. is other principal. Station is headed by W. R. Roberson Jr., pres.-gen. mgr., with Hal Wilson as production mgr.; T. H. Patterson, commercial mgr.; L. E. Hiland, chief engineer. Base hour is \$325. Rep is Headley-Reed.

WHTN-TV, Huntington, W. Va. (Ch. 13) was all set to start ABC service Oct. 2, competing with WSAZ-TV (Ch. 3) and nearby WCHS-TV, Charleston (Ch. 8). Backed by theatreman S. J. Hyman, new station has Fred Weber, onetime gen. mgr. of MBS recently heading WFPG and the defunct WFPG-TV, Atlantic City (Ch. 46), as pres.-gen. mgr.; George A. Miller Jr., ex-WSAZ-TV, sales mgr.; George R. Snell, ex-WLEX-TV, Lexington, Ky., program mgr.; Harold Sturm, from WHTN, chief engineer. It's starting with 5-kw RCA driver, and 20-kw GE amplifier, using temporary one-section antenna on 40-ft. pole; it goes to 316-kw ERP within month, or as soon as 18-gain 240-ft. RCA antenna, first of its kind, can be installed on modified former tower of WSAZ-TV. Base hour is \$450. Rep is Petry.

\* \* \* \*

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

KLEW-TV, Lewiston, Ida. (Ch. 3) has signed with CBS and hopes to start in early Nov., reports gen. mgr. Charles R. White, ex-commercial mgr. of KPTV, Portland, Ore. Tower construction begins week of Oct. 3; 5-kw GE transmitter, 3-bay antenna, cameras and other gear are on hand. Carrying own program schedule, it will

be operated as non-satellite by Tom Bostic's KIMA-TV, Yakima, Wash. (Ch. 29), which also operates satellite KEPR-TV, Pasco, Wash. (Ch. 19), holds CP for satellite KBAS-TV, Ephrata, Wash. (Ch. 43) and is applicant for Ch. 8 satellite in Walla Walla. KLEW-TV rep not chosen.

WCBI-TV, Columbus, Miss. (Ch. 4), now doesn't plan to start until spring or summer of 1956, writes gen. mgr. Bob McRaney. It recently got approval to change TV site to plant of radio WCBI, and is installing 5-kw RCA transmitter purchased from KOTV, Tulsa (Ch. 6); it also has 5-bay RCA antenna on hand. Construction contract for 500-ft. Andrews tower will be let in 2 weeks. Owner Birney Imes Jr. also owns Mississippi AMs WELO, Tupelo; WNAG, Grenada; WMOX, Meridian. TV station mgr. will be Chris Everson, WCBI, production mgr., replacing Joseph Carson, who remains mgr. of WMOX, Meridian. Tom McFerrin, WCBI chief engineer, will also be TV chief engineer. WCBI-TV will affiliate with CBS & NBC. Base rate will be \$140. Rep will be McGillvra.

KHAS-TV, Hastings, Neb. (Ch. 5) now plans start about Dec. 1 with NBC, writes gen. mgr. Duane L. Watts, ex-KHOL-TV, Kearney, Neb. RCA 10-kw transmitter is due about Nov. 1 and work has begun on studio-transmitter building and 650-ft. Ideco tower, which will have 12-bay RCA antenna. Seaton Publishing Co., publisher of *Hastings Tribune*, headed by Fred A. Seaton, asst. to President Eisenhower, has transferred CP to new Nebraska Television Corp., retaining 56% control (Vol. 11:36). Robert Schnuelle, ex-KHOL-TV, will be production mgr. Base rate will be \$200. Rep will be Weed.

KOSA-TV, Odessa, Tex. (Ch. 7), less than 20 mi. from Midland's KMID-TV (Ch. 2), plans mid-Dec. test patterns, commercial start Jan. 1, writes John Vacca, ex-WMAQ, Chicago, being promoted from KOSA radio program mgr. to TV station mgr. It has 10-kw GE transmitter and 12-bay antenna ordered for delivery in 90 days, already has begun construction of building with 45x45-ft. studio. Cecil Trigg is pres.-gen. mgr., with 50% interest held by his radio KOSA; city councilman Ed Costello, also ex-KOSA, is sales mgr.; Wm. R. Schock, ex-KPLC-TV, Lake Charles, chief engineer. Rep will be Branham.

KTHV, Little Rock, Ark. (Ch. 11), installing 50-kw RCA transmitter, now plans Nov. 1 test patterns, programming later in month, reports gen. mgr. B. G. Robertson, for exec. v.p. Henry B. Clay, who owns 11% of KTRE-TV, Lufkin, Tex. RCA 12-bay antenna was due Oct. 1, work having begun on 1175-ft. Ideco tower it will share with KARK-TV, Little Rock (Ch. 4). KTHV is 42% owned by local radio KTHS, a subsidiary of *Shreveport Times* (KWKH); 32% by *Little Rock Arkansas Democrat*, with pres. A. K. Engel holding another 10% personally; remainder by National Equity Life Insurance Co. Ernie Burns, ex-KARK-TV, will be production mgr., with following coming from KTHS: Cecil Bland, program mgr.; W. V. Hutt, commercial mgr.; Cecil Suitt, chief engineer. KTHV joins CBS April 1, meanwhile will carry CBS & ABC shows not cleared by present affiliate KATV, Pine Bluff-Little Rock (Ch. 7). Base hour will be \$200. Rep will be Branham.

KMVI-TV, Wailuku, Hawaii (Ch. 12) now plans Nov. 1 test patterns, Nov. 15 programming, reports KMVI mgr. Richard E. Mawson. GE transmitter and 6-bay RCA superturnstile antenna were due to arrive from Honolulu Oct. 1. Semi-weekly *Maui News*, owner, plans to operate it as Maui Island's 2nd satellite, re-transmitting programs of Honolulu's KONA in much same way that satellite KMAU picks up programs of parent KGMB-TV, Honolulu (Vol. 11:16), both having transmitters on Haleakala Crater. KMVI-TV will originate only slide commercials with audio. Minute spot rate will be \$12.50 plus art work.

**TVs IN INVENTORY—THE 'NEW CONCEPT':** Trade has about 2,350,000 TV sets in pipelines at all levels as of Oct. 1, as it squares away for what promises to be biggest 4th quarter in its 10-year history. Though the inventory total would have been deemed alarmingly high a year ago on that date -- when it was 2,000,000 -- a new attitude has taken hold this year, shaped by high production and sales. Said one marketing man:

"We've changed our concept of what constitutes high inventories. When sales were running under 7,000,000 a year, inventories of 1,700,000 or so were regarded as excessive. This year, when we're selling more than 7,500,000, maybe 8,000,000, we have to get used to higher inventories. If we had less than 2,200,000 now, I'd say inventories were dangerously low."

Some favorable factors for trade are evidenced in analysis of inventories. For instance, inventories declined by about 60,000 in Sept., a month which usually sees stocks go up. Secondly, and perhaps more important as illustrating the recent trend to higher-priced sets, table models outnumber consoles in inventory, with many of them 17-in. leader variety. From every set maker comes report that consoles are up nicely over year ago, that "selling up" is catching on everywhere.

Upward revision of production mix and/or increases in retail prices are spurring sell-up trend, of course (Vol. 11:37-38). Then there's getting-bigger market for replacements, which normally finds folks turning in smaller-screen receivers for 21-in. consoles or 24-in. RCA, one of few which hasn't raised prices yet, is being watched closely for its decision. Several companies are known to be preparing to do whatever RCA does in regard to pricing.

Brief highlights of other major trade developments this week:

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**Whirlpool Activity:** Value of Whirlpool-Seeger distributorship took another jump this week, following its purchase of International Harvester's refrigerator plant & property at Evansville for \$19,000,000. John S. Holl, v.p. of Seeger div. (which makes Coldspot refrigerators), said the purchase would enable his company to meet expanding needs for refrigerator output, but doubted that production in new plant could begin much before fall of 1956. Harvester, which is now leaving appliance business to concentrate on farm equipment, has until March 31 to turn over property, for which it paid \$5,000,000 in 1946. Sale includes 70-acre plant site, 962,000-sq. ft. factory and equipment. It does not include good will. Meanwhile, Whirlpool announced realignment of sales personnel, including transfer of several RCA Estate officials (RCA owns 20% of Whirlpool-Seeger). In addition to those reported last week (Vol. 11:39), v.p. John W. Craig becomes director of merchandise development; Thomas Barley, ex-RCA range sales promotion mgr., named sales mgr. of range div.; H.D. Baker, ex-Admiral v.p., named gen. mgr. of refrigerator div.; Evans T. Morton, also ex-Admiral, named product mgr. of refrigerator div.

**Is Color Catching On?** RCA insists it is, though its distributors are as yet counting their own and their dealers' sales by the dozens rather than in thousands. After the recent network color successes, notably the sometimes superb pickups of World Series games, it's interesting to note that the detractors of color-now -- and there are plenty of them in the industry -- aren't as positive in their bearishness as they once were, and that the trade seems to be taking a closer look.

RCA is pushing color hardest, of course, but as yet offers no production or sales figures. Our own at-deadline telephone survey of some of its distributors dis-counting their own and their dealer sales by the dozens rather than in thousands. (Irving Sarnoff); that Raymond Rosen & Co., Philadelphia, is asking for more sets -- though it hasn't said it's exceeding the 150-per-week goal pres. Tom Joyce set for himself; that Eastern Co., Boston, has moved all 200 sets thus far delivered to it,

selling 50 this week alone and ordering more (Alan Steinert); that Southern Wholesalers, Washington, finds interest at high pitch, sold 90 sets in last 3 weeks, its dealers selling 26 in last 10 days, one dealer selling 5 (Wm. O'Connor).

Irving Sarnoff is convinced, he told us, that "we've seen the first beginning of color lifting its feet off the ground" and he makes point of the fact that one color set sale is equivalent of 4 at \$199. Steinert said flatly, "This thing is off the ground." RCA people generally exude a confidence that doesn't seem synthetic, and it's intimated that production of both tubes and sets may soon be stepped up. Said RCA pres. Frank Folsom: "I can say with all seriousness and sincerity that I feel better about it than at any other time. We're selling all we're making, and the reports from our distributors and dealers are very satisfactory."

(For further reports on color, see pp. 7, 14 & 15.)

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**Economic Outlook:** American Statistical Assn. meeting in N.Y. this week heard prediction of a 3% increase in gross national product next year, to hit annual rate of \$405 billion by mid-1956. Prediction came from Wm. F. Butler, consulting economist of Chase Manhattan Bank, who forecast increases in total consumer expenditures, business investment and public works more than offsetting 10% decline in auto sales and 15% in housing purchases. Similar prediction was given to annual convention of American Bankers Assn. in Chicago this week by Allyn P. Evans, pres. of economic consultants Lionel D. Edie & Co., N.Y., who warned, however, that rising business inventories might be one of big economic worries next year.

**Consumer Spending:** Americans had \$107 billion left to spend as they chose last year after paying \$148 billion for necessities and \$33 billion for taxes, according to Institute of Life Insurance. That means \$600 for each man, woman and child. Of the total, more than \$23 billion went for autos, \$18 billion for savings. Consumers are currently spending 36¢ for services out of every dollar spent for goods and services, according to National Industrial Conference Board -- increase of 5¢ over 1947 when 31¢ was spent for services. NICB reported about 20% of increase in spending for services was due to greater use of electricity for home appliances.

**Consumer Credit:** First National Bank of Boston has spelled out extent of consumer indebtedness -- and the figures are truly startling. For example, combined public and private debt now averages \$14,696 per family, with consumer and home mortgage debt totaling \$112 billion. Commented bank: "By lowering down payments and extending maturities for short as well as for long-term personal debts, certain groups of consumers are being placed in a vulnerable position...While it is true that debt financing permits present enjoyment of products that could be purchased only after years of saving, there is a limit to the extent to which this may be done without jeopardizing the interest of the borrower and lender, and endangering the economy." Opposite view was taken by Philip Woollcott, chairman of American Bankers Assn.'s installment credit commission. He said: "There is no need to tighten credit to good risks, as long as reasonable self-restraint is exercised. It is almost impossible to hold the extension of installment credit to a rigid set of terms. Thus, controlled flexibility appears to be the sound policy to follow and relaxation of terms to meet unsound competition should be guarded against."

**Production:** TV output totaled 189,899 week ended Sept. 23, compared to 198,874 preceding week and 183,912 week ended Sept. 9. It was year's 38th week and brought production for year to date to about 5,575,000 vs. 4,700,000 in same period of 1954. Radio production totaled 267,994 (109,420 auto) week ended Sept. 23, comparing to 270,207 week ended Sept. 16 and 234,812 week before. For 38 weeks, radio output totaled 9,650,000 vs. 7,700,000 in corresponding period of 1954.

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Dr. W. R. G. Baker, GE, reappointed chairman of RETMA TV committee, which assumes responsibilities of old subscription TV, educational TV and uhf policy committees. Other members: Benjamin Abrams, Emerson; Robert S. Alexander, Wells-Gardner; E. C. Anderson,

RCA; Max F. Balcom, Sylvania; H. C. Bonfig, CBS-Columbia; Allen B. DuMont; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Gilbert W. King, International Telemeter; J. H. Laub, Skiatron; Milton J. Shapp, Jerrold; Robert Tait, Stromberg-Carlson; L. C. Truesdell, Zenith.

**Trade Personals:** Raymond W. Saxon, gen. sales mgr. of RCA Victor TV div., named northeast regional mgr., Boston, succeeding R. M. Macrae, who becomes distribution v.p. of RCA Victor Co. Ltd., Montreal; Joseph P. Bannon, field sales mgr., is promoted to succeed Saxon . . . Ned S. Underhill promoted to Capehart-Farnsworth operations director, succeeding Robert E. Kohler, now works mgr. of Federal Radio's Clifton, N. J. plant; Jack Hall promoted to succeed Underhill as purchasing agent . . . R. J. Sargent, Westinghouse mgr. of major appliances, elected chairman of major appliance div., National Electrical Mfrs. Assn. . . . Paul V. Lovegren, Magnavox purchasing agent, will handle all govt. & industrial div. purchasing, reporting to Robert B. Brown, ex-Capehart-Farnsworth & RCA, newly appointed director of materials of the div. who in turn reports to Howard B. Allen Jr., its director of operations; duties of late Joseph M. Hayes, director of purchasing, have thus been delegated and no successor named . . . Franklin L. White, ex-York Corp., named mgr. of Philco air conditioning div., reporting to v.p.-gen. mgr. Raymond A. Rich . . . David Room promoted to manufacturing mgr., Canadian Westinghouse TV-radio div., reporting to div. mgr. Ricardo Muniz . . . Russell W. Johnson, ex-DuMont, named asst. adv. mgr., Westinghouse TV-radio div. . . . Ernest A. Marx, Chief of DuMont international div., now in Europe on business, returns Oct. 25 . . . Philip H. Weil, GE Dallas district mgr., transferred to N. Y. as district mgr., succeeding Harold McCormick, now adv. mgr. of TV-radio div. . . . I. J. Ross-Evanson, ex-Management Systems Inc., Chicago, named asst. managing director of NARDA . . . John Liss, ex-Hallicrafters, Kansas City, named Scott Radio midwestern sales mgr. . . . Wm. W. Posey, ex-National Union Electric, named CBS-Hytron east central district sales mgr., Detroit . . . Morris Harris, DuMont production control mgr., technical products div., promoted to resident counsel.

Dr. Elmer W. Engstrom, exec. v.p., RCA research & engineering, to receive SMPTE Progress Medal at society's Lake Placid, N. Y. convention Oct. 4 for contributions to advancement of motion picture technology. Medal was last awarded in 1953 to Fred Waller, inventor of Cinerama.

**Topics & Trends of TV Trade:** There were 110,200 dealers in nation handling TV-radio as of July 1, compared to 107,100 on July 1, 1954, according to RETMA's annual survey released this week. Significance of report lies in fact that while TV-radio dealers have consistently led all other categories of retailers in Dun & Bradstreet's monthly summary of bankruptcies, even more dealerships have risen to take their place.

Geographically, it was reported that 35,000 dealers were located in Midwest, 22,850 in Southwest, 21,700 in North Atlantic states, 16,650 in Far West, 14,000 in South Atlantic region. Majority of stores, 85,900, handle both TV & radio, 19,900 sell radios only, 4400 TVs only. Reflecting increased retail TV sales for that period, each dealer sold average of 70 sets in 12 months ended June 30, compared to 60 in preceding 12 months.

RETMA reported that 42,800 were classified as TV-radio-appliance stores, 19,050 were furniture stores, 12,200 were essentially hardware stores, 12,200 dept. & general merchandise stores, 23,950 miscellaneous retail outlets.

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NARDA annual convention will be at Chicago's Conrad Hilton Jan. 15-17, coinciding with second week of winter furniture markets. Registration fee of \$30 should be sent to A. W. Bernsohn, NARDA managing director, Merchandise Mart, Chicago.

**DISTRIBUTOR NOTES:** In unusual case of distributor handling competing TV lines, Major Appliance Distributors Inc., Charlotte, took on CBS-Columbia this week, will also retain DuMont by splitting its staff. Jack Trexler is sales mgr. for CBS-Columbia, Bert Crabtree for DuMont . . . DuMont appoints Gilbert Distributing Co., Rochester, N. Y., replacing E. T. Donohue Distributing Co. . . . Bendix Radio appoints Hayes & Hopson Inc., 20 S. Spruce St., Asheville (M. A. Hayes, pres.) and Silkworth Distributing Co., 1659 N. Saginaw St., Flint . . . Household Appliance Distributors Miami (Philco) appoints Earl Crawford pres., succeeding Ted Pritikin, now chairman; Richard Pritikin succeeds Crawford as gen. sales mgr.; Robert Pritikin named operations mgr. . . . Independent Distributors Inc., Grand Rapids (Crosley-Bendix) appoints Sherard S. Johnston gen. mgr.; W. F. Prentice succeeds Johnston as sales mgr. . . . Main Line Cleveland Inc., Cleveland (RCA) appoints Donald Cole merchandise mgr., replacing Herbert Williams, resigned . . . Westinghouse Electric Supply Co., San Francisco, appoints Frank Potter consumer products sales mgr., succeeding J. F. Ogden, transferred to Portland, Ore. branch; Lester O. Braun named consumer sales mgr. in Cincinnati, succeeding Charles Nickols, transferred to Evansville . . . Admiral Distributors, Boston, appoints John R. Hodgins gen. sales mgr. . . . Southern Bearings & Parts Co., Charlotte (Admiral) appoints Fred N. Hall Jr. appliance sales mgr. . . . Hoffman Sales Corp., San Francisco appoints Lawrence Baldocchi area TV sales rep . . . George Resen & Co., Baltimore (Olympic) appoints Howard Reynolds, ex-Maryland Wholesalers (Admiral), as sales rep; new address is 1504 Ridgeley St. . . . Raytheon appoints Birch Distributing Co., 134 E. Spring St., Columbus, O. (H. A. Birch, pres.); Hub Distributors Inc., 594 Commonwealth Ave., Boston (M. Beckwith, pres.); Television Accessory House, 41 Broadway, Providence (Sol Kamin, pres.); Furste Auto Supply Inc., 1620 Planter St., Mattoon, Ill. (Arlen Furste, pres.); Don E. Martin Distributing Co., Harlingen, Tex.

Electronic Distributors' Research Institute has been formed by group of 14 distributors as a management research consulting service. J. Howard Reed, 1107 Church St., Evanston, Ill., is exec. secy.

**TV-Here-to-Stay Dept.:** A 4-year-old 17-in. Sylvania set which stubbornly survived collapse of house in Aug. 19 N. Y. floods, sailed mile downstream, spent 2 days in mud under 15 ft. of swirling waters, was recovered by owners, dried out for day and worked again; only damage was slight warping of cabinet. And, to substantiate upcoming advertising claims, Emerson recently heaved one of its "Never Break" radio cabinets from car doing 105 mph—and it never broke.

New TV picture tube line, RCA "Silverama" series, was introduced last week in 25 types—including 10, 12, 16, 17, 20, 21, 24 & 27-in.—said to fit virtually every receiver on market. Year's warranty covers all tubes in line.

Among 7 receiving awards from Society of Industrial Packaging and Materials Handling Engineers, at annual exposition in N. Y. last week, were Joseph Lee Krager Jr., RCA, Camden, and Ernest R. Highlander, Entron Inc.

Excise tax collections on TV-radio-phonos totaled \$136,849,000 in fiscal year ended June 30, compared to \$135,535,000 in preceding fiscal year, reports Internal Revenue Service.

Admiral has sold 225 table models (17-in.), mounted on wrought iron stands, to Park Lane Hotel, Toledo, for installation in each room.

Capehart-Farnsworth increased prices of two 21-in. open-face consoles from \$300 to \$320 and \$350 to \$360.

**Electronics Reports:** Automation in radio production, utilizing printed circuits, has saved Sylvania 70% in total labor on one model, resulted in higher quality product and permitted plants to locate in unskilled labor areas, cutting costs further. More than 1000 engineers and management representatives at RETMA Automation Symposium at U of Pa., Sept. 26-27, heard Sylvania automation engineering mgr. Carl F. Carlzen report that technique can alleviate TV manufacturer set stockpiling, meet changing market demands after introduction of new lines, turn out better goods with "reliability of 98-99%" in quality control.

GE's Dr. W. R. G. Baker, moderator of panel discussion, urged engineers to approach automation with optimism, his company's TV-radio plants in Syracuse having been on automation for some time. Use of automation, he said, has not caused unemployment but has generally increased labor force. Harvard Prof. James Bright, panel member, charged industry is guilty of "sloppy thinking" on automatic production. He said many firms install equipment with prime motive of cutting labor cost. "Once the system is installed, it is apparent that its value is determined first by quality instead of labor saving." Increased use of automation, he pointed out, probably will create new jobs such as electronic technicians and engineers, already in short supply.

Panel was unanimous in urging component suppliers in TV-radio industry to standardize equipment which would further reduce factory operating costs and increase efficiency of automatic equipment.

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Sylvania Electric Products, deeply involved in atomic energy field, now plans complete reactor fuel fabricating and reprocessing service for nuclear reactor owners and has begun studies on problem, Washington Atomic Industrial Forum—with more than 1000 attending—was told this week. Stanley B. Roboff, Sylvania atomic energy div., said, "We will have no business in fuels, or anything else, until there is a real reactor industry in this country. We are, therefore, leaning over backwards to remove the doubts and questions concerning fuels and reprocessing of fuels as rapidly as we know how."

"Ten golden years" for electronics are forecast by GE's electronics v.p. Dr. W. R. G. Baker in Sept. 26 *N. Y. Journal of Commerce*. But, he adds, it's "difficult right now for anyone to predict just where we will stand volume-wise 10 years from now." TV will account for 80% of its entertainment phase in 10 years, he said; it now represents some 70%.

**Electronics components symposium**, 6th in govt.-industry series, will be held at Washington May 1-3, sponsored by IRE, AIEE, RETMA & West Coast Electronics Manufacturers Assn., supported by Defense Dept., Bureau of Standards. Technical program is under chairmanship of Paul Darnell, Bell Labs; symposium chairman is A. W. Rogers, Signal Corps, Ft. Monmouth, N. J.

DuMont introduces 4 new precision electronic instruments—cathode-ray oscillograph, sine-wave generator, extended-range oscillator, amplifier voltmeter—at sales engineering symposium in Chicago's Sherman Hotel, Oct. 2. Company will exhibit full line at Chicago National Electronics Conference Oct. 3-6.

Govt. is stepping up effort to develop substitutes for mica in electronic tubes, capacitors & other critical applications. ODM will concentrate on synthetic research and development of other materials to offset short supply of imported dielectric.

**National symposium on microwave techniques** will be held Feb. 2-3 by Philadelphia IRE section and IRE's Professional Groups on Antennas & Propagation and Microwave Theory & Techniques.

Defense Secy. Wilson personally stepped into Air Force-Comptroller General controversy over \$2.4 billion contract with AT&T for defense communications setup (Vol. 11:39), with request this week that Comptroller reconsider ruling that agreement was invalid until approved by Congress. Wilson said "SAGE" project is vital to nation's defense and had been approved in effect when Congress voted money for equipment earlier in year. He plans to confer on it with Comptroller General Campbell next week. Democrats' determination to make political football of dispute remained unabated as Congressional investigators began gathering material for hearings early next year.

G. M. Giannini Co., Pasadena, Cal. electronics firm, has called remaining 1790 shares of convertible preferred for redemption at \$111 per share Nov. 30; preferred convertible to 12 shares of common up to that date. If all preferred is converted, there will be 100,000 common shares outstanding. Firm reports net income equal to about \$1.25 per share for period Jan. 1-July 17; backlog unchanged at about \$3,000,000.

Orville M. Dunning, engineering v.p., Hazeltine Electronics Corp., has resigned effective March 16, 1956 and pres. Philip F. LaFollette announces election of asst. v.p. Richard L. Beam as successor. Webster H. Wilson, an asst. v.p., was elected v.p. in charge of govt. & commercial dept., and Victor J. Young, chief design engineer, was elected asst. v.p.

USA national committee of International Scientific Radio Union (URSI) will meet at U of Fla., Gainesville, Dec. 15-17 for sessions on radio & troposphere, ionospheric radio, radio noise of terrestrial origin and radio astronomy. John P. Hagen, Naval Research Lab, Washington, is secy.

M. E. Paradise, v.p. in charge of Hoffman Electronics Corp.'s National Fabricated Products and National Semiconductor divs. in Chicago, and their pres. before they were acquired by Hoffman in July, elected to Hoffman board of directors.

P. R. Mallory & Co. elects to its board C. Harvey Bradley, chairman of warehouse div. Jones & Laughlin Steel Corp., and James A. Roemer, pres. of Mallory-Sharon Titanium Corp., which is associated with Sharon Steel Corp. in production of titanium for alloys.

Percy C. Smith, ex-gen. mgr., Burroughs Corp. electronics instrument div., and onetime mgr. RCA scientific instruments engineering, named mgr. Brush Electronics equipment dept.

G. R. Morrow elevated from v.p.-mgr. to pres. of Midwestern Instruments, Tulsa automation and instrumentation firm, succeeding M. C. Morrow, who becomes chairman; E. J. Handley elected finance v.p.

Frederick C. Bash, ex-Magnavox, RCA & Westinghouse, joins National Co. as product mgr. of atomic frequency standards dept.

Harry Oedeckerk, chairman of Hycon Mfg. Co., into which Avco recently bought (Vol. 11:34), elected an Avco director.

Frank P. Pennucci, purchasing director, and Bernard B. Cohen, engineering director, elected v.p.'s of General Transistor Corp.

Adm. Robert B. Carney, retired chief of naval operations, joins Westinghouse Oct. 1 as consultant on development of military equipment.

Dr. Claude E. Shannon, Bell Labs, wins Franklin Institute's Stuart Ballantine Medal for "outstanding achievement in the field of communication."

Wilbert H. Steinkamp, ex-Beckman Instruments v.p., joins Weston Electrical Instrument Corp. as sales v.p.

**Color Trends & Briefs:** RCA's total "dedication" to color is manifested in a folder headed *Color TV Is Here for You! Pioneered and Developed by RCA*, mailed this week to all its 170,000 stockholders. It carries schedules of NBC colorcasts and reiterates Chairman Sarnoff's statement that "color TV will 'break through' and be well under way before Christmas of the present year." The folder points to an estimated 15 color hours weekly this season, states "RCA color TV will be in short supply for the Xmas trade" and notes, as if in response to the skeptics:

"To those who say that Color TV receivers, at present prices, cannot be sold in quantity, we point to the tremendous production of more than 6,000,000 passenger vehicles a year by the automobile industry—with the average car sale around \$3000—or to the tens of thousands of radio-phonograph combinations sold in the \$600-\$900 price range. After the 15% down payment, the carrying charges on the \$795 RCA Victor Color TV receiver, for a 24-month period, are only \$33.12—well within the range of the mass market.

"Color TV is here for you—now! Thousands of dealers across the nation are featuring RCA Victor Color TV receivers in operation in their stores, where you can see color 'Spectacular' programs and other exciting shows and events in full color. Keep posted on color television's new programs and other advances through RCA's advertising in newspapers, on radio & TV, and through other media.

"Join the 'swing to color' and enjoy the finest in home entertainment, and the pleasure of introducing Color TV to your friends."

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Color interest: *Newsweek* devotes Oct. 3 cover story to "Color TV in '56," subheading it "More Sets and More Shows but Not the Big Splash"—which just about tells its version. Article is largely rehash of trade reports of last few months, features imposing schedule of big colorcasts to next Jan. 15. "Will '56 be the big year?" it asks, and replies: "In terms of volume, no. Color will be merely a trickle when measured against black-&-white sales. But the 200,000 to 400,000 sets [variously estimated 1956 production] could mean an important breakthrough. Color could gain momentum." And RETMA pres. H. Leslie Hoffman is quoted as stating: "Every color set will sell 4 during the 12 months after people are exposed to the kind of programming scheduled." Note: *Fortune Magazine* also is due out shortly with an appraisal of color TV.

Mass color TV market still 4-5 years away, Advertest Research concludes this week after N. Y. survey. Poll showed: Only 1% plan to buy set within year; 6% within 2-3 years; 22% in 4-5 years; 32% didn't know when. Also, 1% were willing to pay \$1000 for color set; 6% would pay \$750; 14% liked \$500 tag; 47% held out for \$250 price; 33% won't buy at any price. Only 70% of black-&-white TV owners were aware that color is on market; 50% couldn't name producer of sets; 80% hadn't seen color program.

Remote colorcasting by an individual station is still a rarity—but Klaus Landsberg's KTLA, Los Angeles, undertakes it again Oct. 2 from annual Fishermen's Fiesta at San Pedro. California Fish Cannery Assn. is sponsor. KTLA also colorcast the Pasadena Rose Parade last New Year's Day and the Headdress Ball from the Los Angeles Ambassador in April.

Britain will have color TV by 1958. That's prediction of NBC studio & plant planning director Sol Cornberg on return from London, where he was consultant on construction of studios for Granada Theatres Inc., ITA commercial contractor. "The British are experimenting in color, and are as advanced as we are in black-&-white," he said.

Observations on color by P. A. (Bud) Sugg, mgr. of *Oklahoma City Oklahoman's* WKY-TV, one of first to be equipped for local colorcasting and a leader in its promotion: "I think the programming plans of NBC and CBS will provide considerable impetus in creating a desire on the part of the viewers for color receivers. Only this week I attended a luncheon [where] prominent businessmen asked me about color and stated their desire to purchase a receiver, although some of them still had a bad taste occasioned by the extremely small tubes in the receivers they saw a couple of years ago. Certainly NBC's production this week of 'Our Town' was one of the best I have yet seen and, coupled with the football game and the World Series, I don't see how it can miss."

More color films for TV are in works, with 2 new 30-min. series—*Long John Silver* and *Judge Roy Bean*—out for fall market, distributed by CBS-TV Film Sales & Screencraft Pictures, respectively. Current shows color-filmed include Ziv's *Mr. District Attorney*, *Meet Corliss Archer*, *Favorite Story*, *Cisco Kid*, *I Led 3 Lives*, *Boston Blackie*; Guild's *Life with Elizabeth*, *Floridan Zabach Show*, *Liberace*; Award TV's *Jimmy Demaret Show*; *Flamingo's Superman*; RCA's *Sam Snead Show*; Transfilm's *Man to Man*, produced for National Council of Churches of Christ and distributed free.

Network color schedules for next 2 weeks: NBC-TV—Oct. 3-7 & 10-14, *Howdy Doody*, 5:30-6 p.m.; Oct. 9, *Color Spread*, "Show Biz," featuring Art Linkletter, Groucho Marx, Beatrice Kay, Buster Keaton, Dennis Day, Phil Harris, Bert Lahr, Rosemary Clooney, Eartha Kitt, 7:30-9 p.m.; Oct. 15, NCAA football, Notre Dame vs. Mich. State, 2:45-5:30 p.m. CBS-TV—Oct. 4 & 11, *Red Skelton Show*, 9:30-10 p.m.; Oct. 6, *Shower of Stars*, "Time Out for Ginger," starring Jack Benny, Ruth Hussey, Gary Crosby, Edward Everett Horton, 8:30-9:30 p.m.; Oct. 8 & 15, *Gene Autry Show*, 7-7:30 p.m.

Clever color promotion: Ohio Valley Bus Co., Huntington, W. Va., equipped several of its buses with color sets provided by local distributors, parked them at 3 downtown locations so World Series could be watched. Signs on buses, from which upright poles were removed, directed viewers to retail TV stores, where color sets were being demonstrated and sold, and to WSAZ-TV studios.

How Donn Bennett Productions Inc., named for the veteran producer of *The Big Idea* sponsored by Philadelphia Saving Fund Society on WCAU-TV, Philadelphia since 1951, incorporated itself, raised \$300,000 in capital (net of \$270,000 after underwriter's profit) through public sale of \$1 par shares at \$3 per share, is disclosed in prospectus published under date of June 13, 1955 by Boenning & Co., 1529 Walnut St., Philadelphia. The 100,000 shares offered out of authorized 500,000 (104,000 more going to Donn Bennett) were oversubscribed on day of offering; stock now is quoted at 3 bid, 3¼ asked. Syndicated program deals with new inventions, started on WCAU-TV in 1949, conceived by Bennett, who also created and produced *Stop the Clock*, *What in the World*, *Wits End*, *Dance Party*, *Stars in Your Eyes*. Assets of corporation were \$311,969 as of last June 1, net profit potential for first year ending Sept. 1, 1956 estimated at \$54,191 (26½¢ per share) and \$515,210 second year (\$2.52), based on sales of *The Big Idea* only, no other revenues. Prospectus shows as additional earnings potential a monthly bulletin *The Big Idea Invent-ory*, for which it estimated 1000 subscribers by Sept. 1, 1957, mainly companies interested in new inventions; tells how Cy Millikan & Lloyd Rudd appeared on *The Big Idea* in 1949, resulting in formation of Rudd-Milikan Co., manufacturer of Kwik-Kafe automatic vending machine, which grossed \$6,000,000 last year and broke ground for \$500,000 plant in Hatboro, Pa.

**GENERAL ELECTRIC's** "post acceleration" color tube (p. 2) was described by Dr. Chester G. Lob, mgr. of its thermionics subsection, as basically a 3-gun type which uses direction selection in the front end to cause each of the 3 beams to strike the proper array of phosphors with which it is associated. The direction selection mechanism, he said, is of the masking type except that the term "electron optical" masking should be used rather than "shadow masking." He explained:

"The front end of our tube consists first of an array of parallel wires which in unison form the color selection electrode. In close proximity to this array is the phosphor screen containing an array of phosphor lines for each of the primary colors to be excited. Because electron optical masking is used instead of the conventional shadow-masking, the color selecting electrode, which we shall call grille, has an extremely high transparency . . . greater than 90%, meaning that more than 90% of the electrons ejected from the gun strike the phosphor screen and contribute to picture brightness.

"This [brightness] compares quite favorably with the shadow mask tube and its transparency of only 12-14%. In that case more than 85% of the expensive high voltage power does nothing but heat up the shadow mask and does not contribute to brightness. For equal high voltage power input, our tube then is theoretically more than 6 times as bright as the shadow mask type tube."

Dr. Lob then stated that the development program is in 2 stages, first being the so-called "sandwich tube" which contains the grille mounted on a frame and an internal flat phosphor plate inserted in the front end of the tube. This was the tube demonstrated. Second phase, he said, is so-called P.O.F. or "phosphor on the envelope face" which was shown only as an artist's sketch.

**Financial & Trade Notes:** Magnavox earned record net of \$2,426,087 (\$3.05 per share) on sales of \$55,071,765 for year ended June 30 vs. \$2,102,530 (\$2.64) on \$62,974,430 in 1953-54 period. Substantial increase in consumer shipments and Federal tax reduction accounted for 15% earnings boost despite sales decline. First quarter 1955-56 sales are reported at \$10,348,000, record 50% above same period last year; net income, \$332,000 (42¢). Proxy statement to stockholders announcing annual meeting Oct. 26 revealed chairman R. A. O'Connor, holding 55,293 shares out of 796,614 outstanding, received salary of \$65,000; pres. Frank Freimann (75,169, including 25,484 in trust), \$75,000; Gerard M. Ungaro, v.p., secy. & gen. counsel (5903), \$40,000.

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Among officers' & directors' stock transactions reported to N. Y. Stock Exchange during Aug.: Ross D. Siragusa made gifts of 3357 Admiral, holds 244,099; Benjamin Abrams bought 5000 Emerson, holds 225,000; J. Geoffrey Notman sold 5000 General Dynamics, holds 2410; F. D. Beamer sold 500 Lear, holds 6; Kurt Widder sold 1800 Skiatron, holds 9950. John W. Belanger bought 2625 GE in Sept., transferred 100 to Mrs. Anna N. Belanger, holds 7557. RCA also increased holdings of own common from 71,782 to 78,682 shares.

Sparks-Withington earned \$168,244 (16¢ per share) on sales of \$26,801,332 in year ended June 30 vs. net loss of \$304,975 (after \$219,877 tax credit) on sales of \$30,440,062 in 1953-54 period.

Scott Radio reports net loss of \$191,110 on sales of \$892,958 for year ended May 31 vs. loss of \$263,370 on \$2,143,235 sales in previous year.

As demonstrated alongside an RCA shadow-mask tube with both motion and still pictures, brightness of both tubes appeared about same at average evening viewing light of 7 ft. lamberts. GE's remained bright at 25-100 ft. lamberts (daylight) while RCA's tended to wash out. GE's was quite luminous at 250 ft. lamberts, which was said to be about usual light on dealer's floor, while the RCA picture washed out almost entirely.

But the first RCA pictures were clearer, crisper and cleaner—entirely acceptable, all the newsmen agreed—while the GE picture at all lighting stages had palpable defects. Notably, there were annoying moire effects, which were explained as being due to "chill wrinkles" in the glass. When phosphors-on-face is perfected, we were told, these defects would be removed. But there was expressed puzzlement that GE should even show a test picture that was admittedly inferior to that of its competitor.

Fact that the RCA color tube shows up best with little or no room lighting, whereas the prospective GE tube is luminous at high lighting, plus fact that GE tube is all-glass rectangular and can eventually be made more economically, were put forth as the prime advantages. GE tube is not interchangeable in RCA chassis, but will require no more circuit tubes and no more complicated circuitry, we were told. Summed up, the advantages to trade and public of the GE tube were put thus by C. M. Donnelly, specialist, electronics components dept.:

"The advanced concept of the post acceleration tube has yielded advantages in brightness and effective contrast in ordinary and high illumination, and extra manufacturing and operating tolerance margins. With these also have come smaller, less complex deflection components, easier requirements for driving power, fewer convergence adjustments, and smaller power supply needs, all leading to cost saving benefits."

Barnes Engineering Co., Stamford, Conn., electronics research firm headed by Dr. R. Bowling Barnes, recently gen. mgr. of Olympic Radio development div. and ontime v.p. of American Optical Co., reports net sales of \$302,602 for period from Dec. 10, 1954 to June 30, 1955—with net loss and earned surplus deficit of \$494,310 at end of period. Recently spun off by Olympic and acquiring some of its research assets and those of Olympic's Electrona Corp. and Multra Corp. at total cost of \$784,278, Barnes Engineering Co. held stockholders meeting Sept. 26 to ratify purchase of Clarksburg Television Cable Corp., operating community antenna systems serving 4245 subscribers in Clarksburg, Bridgeport & Nutter Fort, W. Va., for which it paid 170,000 shares of its outstanding 299,570 shares of common stock. Stockholders meeting also elected 5 directors: Dr. Barnes, Dr. Charles J. Burton, Glen McDaniel, Heywood Fox, James G. Rogers. McDaniel is RETMA gen. counsel and its former pres.; Rogers is pres. of KFSD-TV & KFSD, San Diego; Fox is partner of Fox, Wells & Co., N. Y. investors.

Strike of 750 Sylvania employes shut down Buffalo TV-radio plant this week after Local 511 (IUE-CIO) rejected company's offer of new 3-year contract providing for average 7% wage increase, cost-of-living "escalator" clause and fringe benefits. It was first strike in Sylvania's 21 years at Buffalo. TV-radio production continued at new Batavia, N. Y. plant, where contract is with another local. Meanwhile, strike at Bendix Radio plant in Towson, Md. entered 5th week as we went to press, with no sign of settlement between company and International Assn. of Machinists.

**M**EXICO'S THIRD U. S. border outlet—XEFE-TV, Nuevo Laredo (Ch. 11), opposite TV-less Laredo, Tex.—began operating early in Sept., described by John H. Mayberry, chief engineer of radio KUNO, Corpus Christi, as “one of the most unusual TV stations on the air.” It cost less than \$10,000 to build and is said to have an operating overhead of less than \$500 per month.

Owned by R. T. Carranza, operator of radio XEFE, the station programs primarily in Spanish, carrying about 50% live talent, 25% film, 25% rebroadcasts from whatever other stations it can pick up. It has a composite transmitter which consists of 4 RF stages and puts out about 100 watts power. It has 2 aluminum Channel Master towers, one each for video and audio, with stacked receiving type yagi antennas directed northeast. Transmitter building, between towers, connects to antennas with open 300-ohm lines.

Transmitter is unattended and is fed by coaxial from studio, where 2 oscilloscopes are used for monitors and one TV receiver for pickups for rebroadcasts. Studio has 2 cameras mounted on home-made dollies, each with Zoomar lens. Rates are not reported but are said to be comparable to small AM stations in U. S. Rep is National Times Sales (see *TV Factbook No. 21*, p. 259).

Note: Holding CP for Ch. 8 in Laredo, Tex. is Vidicon Industries of America, Midland, Tex., assigned call letters KHAD-TV but reporting no starting plans since grant last July 20. Partners are H. C. Avery Jr., architect, and David H. Cole, contractor. Only other Mexican-licensed border stations are XETV, Tijuana (Ch. 6), near San Diego, and XEJ-TV, Juarez (Ch. 5), opposite El Paso.

Change of NARTB name back to old NAB was advocated as “less cumbersome” in resolution passed by this week’s Region 3 meeting in New Orleans. Session was highlighted by off-the-cuff maiden speech by FCC Comr. Richard Mack, speaking on function of regulatory commissions; criticism of multiplicity of audience measurement services, a subject due to come before TV circulation committee at Oct. 4 meeting in N. Y.; panel discussion of TV Code by Glenn C. Jackson, mgr. of WAGA-TV, Atlanta, and Herbert A. Carlborg, CBS-TV director of editing; suggestion by William Fay, pres. of WHAM-TV, Rochester, that Citizens Advisory Council of distinguished citizens be set up to advise industry how to serve public better; criticism by Grover C. Cobb, KVGB, Great Bend, Kan., chairman of NARTB AM committee, of “owners and operators who have such an investment in TV [that they] let their radio stations run themselves while they devote their time to the allegedly more glamorous and certainly more costly [TV] medium”; talk by NARTB pres. Harold Fellows in which he urged radio stations to increase rates.

“I Love Lucre” captions item in *World’s Press News*, Britain’s Fleet Street mouthpiece, referring to BBC program controller Cecil McGivern’s retort to ITA’s commercial program threat: “We do not intend to lose anything because of money. After all, it is our viewers’ [set tax] money and our viewers expect us to pay for what they want . . .” ITA, incidentally, has acquired CBS-TV’s *I Love Lucy* for its schedule. The British newspaper trade journal, which in striking contrast to its U. S. counterpart has been taking an extremely friendly attitude toward commercial TV and giving TV-radio rather good coverage, also reports that in the next 3 years or so some private TV stations may start operating in towns not covered by ITA, which so far has a station only in London and others projected only for Birmingham & Manchester. It quotes the pres. of British Televiewers’ Society, adman Richard Newcombe, as being “much concerned that half the country should have commercial TV and the other half should be left out.”

Interest in closed-circuit TV reached new peak this week following last week’s triumphant telecast of Marciano-Moore heavyweight championship bout to some 400,000 spectators in 133 theatres (Vol. 11:39). Nathan L. Halpern’s Theatre Network TV Inc. is now reported to have achieved sales of \$1,500,000 last year as against \$150,000 in 1951 when it started. Closed-circuit business and sales meetings, though less glamorous than prizefights, are TNT’s bread-&-butter. More closed-circuit TV history was made Sept. 27 when 1200 members of American Management Assn. watched actual labor-management arbitration session between SKF Industries and United Steelworkers (CIO) on theatre-size screen in New York hotel ballroom. NBC-TV is enthusiastic about another use of closed-circuit TV—private color telecasts for sponsors and their dealers and distributors. NBC’s telesales dept. recently presented closed-circuit color show for 2700 Johnson outboard motor dealers in 18 cities after Johnson bought series of participations in *Today & Tonight*. After the 45-min. show, Johnson Motors reported \$7,000,000 in new orders from dealers. Other recent NBC closed-circuit color shows for sponsors included special promotions for General Cigar, Alcoa and Cluett-Peabody Co. Scheduled this month are shows for Beech-Nut Packing Co., Hallmark Greeting Card Co., and a special hookup for Packaging Institute of America to demonstrate impact of color TV on product packaging.

More liberal FCC attitude toward community antenna ownership of private microwave systems was hinted this week as FCC for first time approved applications for relay whose ownership interlocks with a community antenna system. The experimental authorization was granted to Hualapai Peak Carrier Co., owned by O. Ellis Everett, who will also be 60% owner of Kingman TV Co., new Kingman, Ariz., community system. Microwave will relay signals of Phoenix’ 4 stations and Las Vegas’ 2 from mountain peak to community system in Needles, Cal., as well as Kingman system. Also approved by Commission this week was microwave authorization for Pioneer Transmission Corp., to relay signals of KOOK-TV, Billings, Mont. to community system in Riverton, Wyo.

Who jammed World Series, or where’s the varmint that had KID-TV up a tree? That’s burning question around Idaho Falls station this week after it was struck out by secret jamming of channel despite carefully-laid plan to broadcast Series via microwave relay from KTVT, Salt Lake City. After rigging extensive installation involving links with KLIX-TV, Twin Falls and KIDO-TV & KBOI-TV, Boise, attempt to handle first game flopped when “outside” radio signals gummed up KTVT’s Ch. 4. Carroll Seacrist, KID-TV chief engineer, led posse through Idaho hills at night, found camouflaged battery-powered transmitter in tree near relay point. After appropriate removal ceremony, remaining games went on as scheduled.

Britons may not like to be told by Americans—but, according to press association reports, NBC pres. Pat Weaver, plumping heartily for commercial TV, suggested in London speech Sept. 27 that they might take a tip from American practices and let TV put more drive into their economy. He told Institute of Practitioners of Advertising that they should consider fact that sponsored TV in this country has tempted people to work harder and earn more by holding up to them a picture of better products and better living. TV moves goods, he said, and he expressed scant patience with those who opposed TV advertising.

Ralph Lowell, chairman of Lowell Institute Cooperative Bestg. Council of Greater Boston, one of several groups identified with educational WGBH-TV, elected chairman of Educational TV & Radio Center, Ann Arbor, Mich. (film network headquarters), succeeding Dr. George D. Stoddard.



MARTIN CODEL'S

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

OCT 16 1955

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — October 8, 1955

**ALLOCATIONS DISCUSSIONS** begin at FCC, which asks ODM about chances of getting more vhf. ABC & CBS propose vhf mileage-power cuts (pp. 1 & 8).

**THEATRE TV WORLD SERIES** unlikely in 1957; despite ability to offer big money, pay-TV proposals seen getting thumbs down as result of fans' clamor (p. 2).

**NETWORK RADIO REORIENTS** to "block" programming and participating sales in effort to stave off further losses of audience and billings (p. 3).

**REASONS WHY BRITISH** pictures appear better on home screens explained by Hazeltine's Arthur Loughren and British expert Col. Henn-Collins (pp. 3 & 4).

**PAT WEAVER TELLS OFF** British antagonists of commercial TV, notably the newspapers and the snobs; "an all-people elite" called "grand design" of TV (p. 5).

**SMALL MARKET HELP** offered by NBC-TV in "Program Extension Plan" giving "dividends" to advertisers who order any of 44 smaller-area stations (p. 7).

**MORE GOING INTO COLOR** set production and merchandising as RCA reports satisfactory set sales so far; momentum of World Series maintained (p. 11).

**NEW SOURCES OF POWER**—human voice and sunlight—tested successfully in "wrist-watch" radio transmitter and rural telephone system (p. 15).

**MINOT, N. D.** VHF granted to owners of Bismarck's KFYZ-TV; FCC proposes to open up 2 vhf educational channels to commercial applicants (p. 8).

**NEW BISMARCK, N. D.** and Mayaguez, Puerto Rico stations get under way, bringing on-air total to 455—with possibility of 14 more remainder of year (p. 10).

**1000-ft. TOWER CEILING** fight abandoned by military as industry-govt. committee ratifies plan asking new airspace criteria, more "antenna farms" (p. 16).

**NETWORK RADIO** billings figures discontinued by PIB. But monthly TV reports continue, show \$30,344,948 in Aug., indicating \$400,000,000 year (p. 16).

**FCC SEEKS ANSWERS TO ALLOCATIONS DILEMMA:** FCC's long-awaited major reappraisal of vhf-uhf allocations began this week -- but no major decisions have been made yet. All 7 members participated in discussions Oct. 3-4, listened to staff analyze possible courses of action without giving any recommendations.

Most concrete action taken by FCC was to write Arthur Flemming, director of Office of Defense Mobilization, asking him to explore possibility of obtaining some more vhf channels from Govt. users. No number was specified, because the Commission doesn't know how many it wants -- or whether it's sure it wants them. Meanwhile, FCC staff is working up plans to see what could be done with 3-4 extra channels. There's some optimism that such channels can be obtained, despite warnings that the military needs every vhf channel it has for "scatter" transmissions (Vol. 11:32, 39).

Next FCC session on subject is on or about Oct. 17. In absence of specific decisions this week, Commission and industry are boiling with speculation as to the direction discussions will lead. A persistent prediction is that all deintermixture petitions will be turned down, followed by several big vhf final decisions on hearings which have been held up by FCC consideration of the petitions.

\* \* \* \*

Commission received substantial response, meanwhile, to its plea that industry submit its ideas -- ABC and CBS contributing specific suggestions Oct. 7.

ABC proposes extensive deintermixture, stating that this will nurture growth of uhf, and at same time advocated careful vhf mileage-power cuts to permit addition of vhf stations in major markets.

CBS submitted 2 alternatives: "Plan A" proposes vhf drop-ins via mileage-power cuts, gives uhf very minor role. "Plan B" is predicated on obtaining 3 more vhf channels -- one from FM, 2 from Govt. -- and abandoning uhf completely.

CBS submitted proposed city-by-city allocation plan; ABC didn't. Consulting engineer John Mullaney, who recently tendered plan for adding vhf assignments via mileage and power cuts, directionals, etc. (Vol. 11:32), this week supplemented his

study by sending in table showing where 234 vhf stations could be added, along with proposed powers, distances from other stations, offset-carrier positions.

(For the details of foregoing proposals, see p. 8.)

\* \* \* \*

Hungering for advice, Commission is now getting plenty of it, will get more. CBS top brass conferred with FCC Chairman McConnaughey Oct. 6, delegation including pres. Frank Stanton, William Lodge, Richard Salant, Ralph Hardy, Sidney Alexander. Next day, ABC pres. Robert Kintner lunched with McConnaughey, accompanied by Ernest Lee Jahncke, Frank Marx, Robert Hinckley. On Oct. 11, Dr. Allen B. DuMont and top staff are due in Washington. Previously, McConnaughey and RCA-NBC chairman Gen. Sarnoff held long conference -- with Gen. Sarnoff's recommendations, if any, remaining undisclosed. To date, NBC has submitted no proposal.

RETMA's new allocations committee, under GE's Dr. W.R.G. Baker (Vol. 11:40), meets Oct. 19, hopes to come up with something for FCC before Dr. Baker leaves for Europe Nov. 1. Senate Commerce Committee's ad hoc committee of engineers, under MIT Prof. Edward Bowles, is still exchanging memos, has done nothing final yet.

Senate Committee's own study is still alive, theoretically, and hearings are still due to start Jan. 17 despite fact that TV probe staff has no majority counsel. At that time, FCC will be expected to report what it has done about allocations as well as progress on network investigation under Roscoe L. Barrow (Vol. 11:39).

Things have finally come to a head, with FCC expected to "do something," but no one at Commission says he can predict when decisions will be made. Though there are cynical predictions Commission might conclude status quo is best, it's regarded as politically expedient for FCC to come up with some plausible solution -- lest it risk becoming exposed sore spot for Republican Administration when Democrats seek issues for next year's election campaigns.

**WORLD SERIES ON THE POPCORN CIRCUIT?** Is theatre TV ready to make a grab for TV's most popular and thrilling program -- the World Series?

The widely bruited success of recent pay-to-see theatre telecast of Marciano-Moore heavyweight championship bout to some 400,000 paying customers (Vol. 11:39-40), just one week before the free telecast of a hot 7-game Series to perhaps 90,000,000 viewers in U.S., Canada and Latin America, quite naturally has aroused some conjecture in the trade press and elsewhere about the future of World Series TV.

The facts are these: Gillette's 6-year-pact for sponsorship of the Series on NBC-TV and Mutual Radio still has one year to run, but baseball commissioner Ford Frick already is involved in preliminary negotiations for rights to 1957 Series -- though contract probably won't be signed until next summer.

TV rights to 1955 Series cost Gillette something over \$1,000,000 -- and there is no question that rights for 1957 will go for considerably more.

How much can theatre TV offer? The answer, on paper, is -- plenty. With a theatre audience of a mere half-million spectators (200 theatres) paying \$4 a head, the gross for 4 games could be \$8,000,000, and the theatre syndicators could offer at least \$2,500,000 for rights to the 1957 classic. But --

Granted that theatres theoretically could outbid home TV, our inquiries this week indicate that theatre-TV proposals aren't likely to get very far -- even if they could be backed up with a certified check, which, as of now, they cannot.

"There are some things more important than money," Frick told us this week in telephone interview. Though he didn't elaborate, he obviously had in mind the public relations value of free televised series -- and conversely, outraged reactions of fans everywhere if free TV should suddenly be taken away.

"We have no preconceived ideas, though," he added. "We'll listen to anybody." Despite reports that Theatre Network TV will make strong pitch for the 1957 Series, Frick said there had been no overtures yet from closed-circuit groups.

Mere whisper of extension of pay-TV idea to a cherished and traditionally free TV attraction already has fans worked up. Front page editorial in influential Sporting News Oct. 5 warned: "Never televise the World Series on a prepaid basis..."

If commercial sponsors can be persuaded to offer more for their rights to the air waves, well and good. But if the time comes when the average fan has to pay to watch a telecast of a World Series game, then the time also will have come to wonder when grass will start to grow around home plate."

Note: Aroused by theatre-TV boxing bouts, 2 Penna. state legislators have introduced bill to require \$2000 yearly license fee for any establishment charging admissions to telecasts.

**THE CHANGING FACE OF NETWORK RADIO:** You won't recognize network radio this winter. Beset by loss of billings and audience to TV, it's undergoing a radical face-lifting in programming and sales patterns. The old 15 & 30-min. shows for single sponsors have all but disappeared -- and in their stead have come the concepts of "block" programming and participation sales, the latter pioneered and made profitable by TV.

ABC, CBS & NBC have announced fundamental changes in their radio networking in last few weeks (Vol. 11:37-39). MBS is due to come out next week with own version of how stations, in words of v.p. Robert Monroe, "can make affiliation with Mutual a profitable investment." Taken together, the changes add up to a revolutionary shift in direction of network radio -- and, incidentally, point up how radio has reversed TV's growth pattern, in which networks started comparatively small, then grew stronger as medium developed. Network by network, this is the radio picture:

NBC: Consistently a second runner to CBS Radio over last few years -- some of its affiliates complaining of stepchild treatment because of RCA-NBC dedication to TV -- NBC was nevertheless only network to show gain in July radio billings over July 1954 (see PIB table, Vol. 11:38), doubtless due to success of weekend Monitor.

NBC will extend the "quick listening" format of Monitor to weekdays starting Nov. 7 (Vol. 11:37). This has admittedly antagonized some long-loyal affiliates, who complain revenue from the program is insufficient to compensate them adequately -- to say nothing of the unanimous opposition of the spot reps. NBC has reported about \$600,000 already on books for Monitor in 4th quarter.

CBS: Its "segmentation plan" opens several top-rated evening shows to 5-min. partic. sales, at \$2100 per 5-min. segment (Vol. 11:38). Sales v.p. John Karol said plan represents "a shift in sales philosophy to allow the advertiser to buy in relation to the changing habits of listening."

ABC: It has overhauled virtually its entire evening schedule, effective Oct. 24, dividing programming into 5 separate 30-min. "units," each with a separate theme (Vol. 11:38). Entire schedule will be sold in 5-min. partic., at \$800 per.

MBS: New plan, due to be announced next week, will be based on concept of radio as a "companion" to listeners, as first outlined at NARTB convention in May (Vol. 11:22). Without revealing details, Monroe said plan involves "block" programs which will be unlike either NBC's Monitor or ABC's "thematic" plan. It's understood also to include more 5-min. programs and greater use of local-sale 6-sec. IDs.

Note: PIB has discontinued monthly reports on radio network billings due to recent changes in rate and discount structures that render it difficult and ineffectual to compare networks' gross billings figures (see p. 16).

**BETTER BRITISH IMAGES—EXPERTS TELL WHY:** We stirred up the cats, apparently, with our reports on the superior quality of British TV images (Vol. 10:45 & 11:36, 40) -- and this week, from both sides of the ocean, came some more explanations. Curiously not a single observer has yet retorted 'tain't so, though perhaps somebody will yet. We've asked the network engineering chiefs and some of the leading station engineers and consultants to comment, too.

If these reports contribute a mite toward eventual improvement of American TV engineering -- which from testimony to date is apparently susceptible of improvement -- the job of pointing up the problem will have proved well worth while.

This week's contributors of expert comment are Hazeltine's research v.p., an acknowledged authority, Arthur V. Loughren, and the British consulting engineer Lt. Col. C.A. Henn-Collins. The British authority is one of the best, as we ourselves can attest from contacts with him during the North African campaign when as a major

he was opposite number to the then Maj. Esterley C. (PX) Page handling Allied radio communications. Consulting engineer Page, whose firm has won renown for its work on "forward scatter" (Vol. 11:32) and who is presently engaged largely in installing stations in the Far East for Uncle Sam, forwarded our query to Col. Henn-Collins.

"It's trite," writes Col. Henn-Collins from London, "to point out that we are not a people for the 'mostest' and 'bestest' and 'grandest', but in the matter of TV pictures, as viewed in the home, it is factual that we usually provide a superior picture. When I have been in the U.S., I have often thought as much. However, I have also seen in the U.S. TV images superior to that provided here by either [BBC or ITA] service, but those have been in TV control rooms..."

Writes Art Loughren: "The question you raise with respect to the British TV image being better than ours and why has been noted by too many observers to permit one to dismiss it as some kind of hallucination..."

For their detailed comment, see below.

**W**HY THE BRITISH TV images, as viewed in the home, are so obviously superior to the American is diagnosed in technical and economic terms by 2 highly qualified engineering authorities with experience both here and abroad. Here are the replies received in response to our inquiries from Hazeltine's research v.p. Arthur V. Loughren and from Lt. Col. C. A. Henn-Collins, British consulting engineer with offices at 16 Berkeley St., London W-1:

"If we try to explain the observed difference in terms of the resolving power of one system versus the other," states Loughren, "we get nowhere. The real measure of this is obtained by dividing the available bandwidth in kilocycles per second by the number of complete pictures per second. Taking the separation between picture and sound carriers as an indication of the available bandwidth, this gives 140 kilocycles per picture for the U.K. system [405 lines] as compared to 150 kilocycles per picture for the U. S. system [525 lines]. This shows that the system resolving powers favor the U.S. system by a very small margin.

"If it isn't resolving powers, then what is it? I think the answer lies in two things: First, better handling of the contrast range which the subject matter presents; second, more careful attention to the minimizing of residual errors in the amplitude and phase characteristics of every element in the entire circuit between subject and antenna. The comment which you quoted in The Digest [Vol. 11:39] to the effect that British practice involved 4 times as large a technical crew for a broadcast as were required in U. S. practice is certainly a supporting observation for this view of mine.

\* \* \* \*

"In much of British live pickup practice, the cameras employed use camera tubes of different types than those usually employed here. These British camera tubes require, I understand, higher light levels than is true of the image orthicons customarily employed in this country. On the other hand, it is possible that by their use, images with superior rendition of the contrasts of the original scene are obtained. I think much of the comment about the difference between pictures in the one area and in the other are concerned with what I might call 'muddy blacks'. This is typically a problem of contrast rendering.

"To make a further point: The first time that I saw a really sparkling television picture was when D. C. Espley showed me pictures which he had generated from motion picture film using a mechanical flying spot scanner. This was in 1937 in the laboratories of the General Elec-

tric Co. Ltd. at Wembley. The next pictures of essentially comparable quality which I saw were those shown by the Bell Laboratories, also from a flying spot film scanner, in I think 1940. To this day, I have seen almost nothing on the air in this country comparable to those earlier demonstrations. However, much of the British live TV broadcasting approaches in quality the performance of good British film pickup.

"It should be pointed out that U. S. TV practice faces a quite nasty technical problem in handling of film, with no counterpart to this problem faced in Britain. I refer to the fact that film runs 24 frames per second whereas British TV runs 25 frames per second and U.S. TV 30 frames per second. Now, in the British case the practice is merely to speed up the film 4% so that it is run at 25 frames per second for TV purposes. In the case of the U. S. practice, speeding up the film from 24 to 30 frames per second upsets both the sound and the speed of action too badly to be tolerated. Therefore, the U.S. problem involves making 5 TV pictures from 4 frames of film without stuttering either visually or audibly and without impairing the resolution of the film in the process. It is only quite recently that solutions of this problem which were applicable to the flying spot scanner type of film pickup have commenced to see public use. By contrast, this type of film pickup has been in use in Britain since the late 30's.

"Another difference, and to my mind a most important one, between the situation in the U.K. and in the U. S. relates to competition. In this country, competition keeps our broadcasters scrambling, but it keeps them scrambling not for the things which they themselves would best like to work on but rather for the things which in their judgment will best meet the public clamor. My belief is that there has been, unfortunately, very little clamor by the public in this country for improvement in pictorial quality. In consequence, the TV broadcasters of the U. S.—a thoroughly competent lot of people—have made their improvements in some other directions."

\* \* \* \*

Lt. Col. Henn-Collins diagnoses the situation this way: "Picture definition and quality depend not only on the number of lines and frames in a given period, but on the rate of change of information that any one line can reproduce. To reproduce properly the information in a British TV signal, the effective bandwidth of the whole communication system right to the picture tube scanning coils wants to be at least 3 mc. The BBC and ITA pay close attention to this and most receivers sold here achieve this. Taken with two other things outlined below, the result is the good picture you and your friends have noticed.

"Secondly, noise is kept well down in the camera and

subsequent chains and close attention is kept to the proper modulation level vis-a-vis the 'back porch' of each TV frame. This is important because you will recall our modulation is upside down compared with yours.

"In both countries, many films are used for TV. You have a special problem in relating the film speed to the 30cps recurrence. Except from the makers of the equipment, I don't think I will bring coals of fire on my head by pointing out that many of the film scanners used in the U. S. appear inferior to the flying spot scanners used here."

The U. S. receiver, more selective than the one or 2-band British set, also is a contributing factor, in Col. Henn-Collins' view. "To make the best of the 525-line signal," he adds, "you want an effective bandwidth throughout of about 4.5 mc. I believe most U. S. receivers are much more selective than that. The few I have checked over certainly were.

"This, combined in many cases with noisy signal sources, insufficient attention to contrast, and performance of the film scanners adds up, in my opinion, to the usual result which has led to the present comparison which may seem invidious to some people."

As for the observation that the British employ more technicians per picture, Col. Henn-Collins says it isn't so. "In fact," he states, "technical talent is that short that with the introduction of competitive TV the available chaps are spread more thinly on the ground than before."

**B** RITISH NEWSPAPER efforts to deprecate TV advertising as practiced in America, and the tendency in some British quarters to look down their noses at the American system, got a few pointed answers from NBC pres. Pat Weaver, speaking Sept. 27 in London. Obviously aroused, pulling no punches, Weaver asserted:

"Because of the misinformation about TV in the U. S. that has been printed here, let me assure you of one certainty: In the States, TV advertising has been overpoweringly, overwhelmingly, fantastically successful, particularly for the advertiser. The *Daily Express* said in an editorial: 'In America businessmen are giving up this method of advertising,' that is, TV. This is true in precisely the same way that it is true to say that in America the people are giving up breathing. Some pass away every day."

Welcoming the new ITA, retorting to the antagonists of the new commercial TV system with which BBC must now share audience (the most articulate, apparently, being within the BBC itself), Pat Weaver went on: "As a believer in the incentive system, I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight . . .

"The BBC by its very nature will not do what commercial TV must do. Commercial TV [has a mission] to reach the big audiences and improve them. The BBC gives the people what they want, group by group. British commercial TV, like American TV, must give the people what they will look at, but they should always, as we do, realize that all programs can serve a purpose beyond diversion, can carry a higher information content. It is easy to program with what people already want to see. This is excellent but limited. It is difficult to program so that people watch what they want to see in a form that includes things they don't want to see.

"It seems to me that commercial TV, because of the need to attract a total audience, will have more influence in elevating British tastes than the BBC, which is filling and responsive to needs that already exist and that, thanks to commercial TV, will be ever enlarged. British commercial TV thus can follow what we at NBC consider the grand design of TV, the creation of an all-people elite.

Magazine of British business, *The Director*, estimates advertisers will spend \$50,930,000 on commercial TV during its first year, which began Sept. 22 (Vol. 11:39). Of this, 20% represents production costs and remainder goes to ITA contractors on the 3 stations thus far projected—one in London, now operating; one each in Birmingham & Manchester, due on air within next 3-6 months. "This is a high price to pay," comments *Advertising Age's* London correspondent, "when at present the number of London sets able to receive commercial TV does not exceed a half million. The question posed is whether the contractors can maintain the initial heavy demand for peak time. There are already indications that the demand has eased. This week both London contractors offered facilities for 5-second stills at average cost of \$140 at peak time." Note: London dispatches this week reported ITA running into difficulty trying to sell time on morning shows for housewives (at \$910 a minute as against \$2800 for night spots), but contractor Associated Rediffusion says it's not discouraged. Adless BBC runs only test films in morning in belief women have too much to do around the house to watch before lunchtime. It signs on in mid-afternoon.

Teleprompter's new "TelExecutive", cueing device about size of a portable typewriter and weighing under 20 lb., designed to be carried about by speakers and operable on a desk, table or lectern, is now being produced by Underwood Corp. and marketed at \$495 list.

We believe that we are shaping a society which acknowledges that no true prosperity, no enduring culture can stand on a bedrock of human misery or of race or class or group subjection. We believe that it is impossible for a society to consider itself mature and intelligent and humane so long as any normal person in it has been denied exposure to the great ideas, the great achievements, the great history of man. This is the opportunity and the destiny of commercial TV. It is the one communications medium that can offer the heritage of man to everyone in a living, vibrant and interesting form.

"To do this, we must first engage the attention of the total audience. We must expose all of our people to the thrilling rewards that come from an understanding of fine music, ballet, the classics, science, the arts, everything. In our minds, to program for the intellectual alone is easy and duplicates other media. To make us all into intellectuals—there is the challenge for commercial TV."

All this isn't to say that we're satisfied in America with our program schedule, Weaver went on. "We are not. We have good things and we have bad things. We have problems that are serious and problems that are insoluble.

"In the design of our schedule to reach the entire public, we believe that if we do not reach the total audience we fail and that if our influence and impact on the total audience is not positively and affirmatively for good, we also fail . . . [But] those who decry the American system and commercial TV are wrong. If they say that we have failed, they have not sufficiently studied the records. We have not yet succeeded, it is true, but we have not failed."

Exulting over turn of popular sentiment against subscription TV and FCC's lack of interest in subject, theatreman Alfred Starr, co-chairman of Committee Against Pay-to-See TV, outlined history of fight at Theatre Owners of America convention in Los Angeles Oct. 6. He told exhibitors they could take credit for being first to start organized campaign against pay-as-you-see, concluding: "It is most important to continue our efforts. Our opponents, although hurt, still are fighting and we must be prepared for any contingencies."

**Personal Notes:** C. M. Jansky Jr., senior member of Jansky & Bailey, consulting engineers, returns Oct. 12 on S.S. *Kungsholm* after attending Baltic & North Sea Radio-telephone Conference at Gothenburg, Sweden as a U. S. delegate . . . Curtis D. Peck, from NBC owned-&-operated stations div., N. Y., appointed operations director of its WNBK & WTAM, Cleveland . . . Wm. Hubbach promoted to sales mgr. of KOMO-TV, Seattle, King Mitchell to radio sales mgr., both sharing responsibilities of v.p.-commercial mgr. Ray Baker, resigned . . . George M. Burbach, gen. mgr. of KSD-TV & KSD and a director of *St. Louis Post-Dispatch*, of which he was formerly business mgr., honored with life membership on board of directors of city's famed Municipal Opera . . . Alvin E. Unger, Ziv radio sales v.p., placed in charge of new Chicago office handling TV-radio; Ben Phillely becoming national radio sales mgr. . . . Gerald Lyons, DuMont Network public relations director, resigned this week to join Carl Ruff Assoc., N. Y. (public relations) . . . W. R. (Ike) Twining, in Pacific Coast newspaper brokerage business, joins San Francisco staff of Blackburn-Hamilton Co., TV-radio-newspaper brokers, under mgr. Wm. T. Stubblefield . . . Earl Corbett, station director of radio WCPO, Cincinnati, named to new post of commercial program mgr., WCPO-TV . . . Robert Rierson, ex-WBTW, Florence, S. C., named production director, WBTW, Charlotte, replacing Sam Zurich, now N. W. Ayer, N. Y. . . . Charles R. Howard, ex-KBTV, named promotion mgr. of KFEL-TV, Denver . . . Gustav B. Margraf, NBC v.p. in charge of program talent procurement, has resigned to join Reynolds Metals Co. as general solicitor under Joseph B. McConnell, ex-NBC pres., now Reynolds gen. counsel . . . Robert F. Davis promoted to research director, CBS-TV Spot Sales . . . Jason Lane promoted to research mgr., NBC film div. . . . John J. Keenan, ex-WSJV, Elkhart, Ind. and WKZO-TV, Kalamazoo, named sales mgr. of WNEM-TV, Bay City, Mich. . . . Robert B. Smith, ex-Grant Adv., San Francisco & Reno, named national sales mgr. of KUTV, Salt Lake City, succeeding John Brophy, resigned . . . Alfred Mendelsohn promoted to asst. TV sales mgr. of Universal Pictures subsidiary, United World Films; Errol Linderman promoted to mgr. of TV service dept. . . . Herman Edel, ex-WABD, N. Y., named adv. & sales promotion mgr., Sterling TV . . . Leonard H. Golden-son, pres. of AB-PT, elected chairman of Research & Educational Foundation, United Cerebral Palsy, of which he's also chairman and past pres. . . . Donald Shaw Jr., promoted to director of ABC-TV's new station clearance dept., reporting to John H. Mitchell, v.p. in charge of TV network . . . Wendell B. Campbell, CBS v.p. in charge of administration, appointed to newly created position of v.p. in charge of CBS Radio spot sales . . . Harry Beaudouin, ex-NBC press dept., named asst. to director of public relations, Republican National Committee . . . Roger D. Rice resigns as Seattle mgr. of KTVW, Tacoma, to become sales mgr. of upcoming WIIC, Pittsburgh (Ch. 11), due in Nov. . . . Barry Hirsch returns to WKRC-TV, Cincinnati as film director after hitch in Navy.

Ex-FCC Comr. Robert F. Jones has opened own law offices in Perpetual Bldg., Washington (Metropolitan 8-6632), having retired from Scharfeld, Jones & Baron, which has changed its name to Scharfeld & Baron.

FCC Office of Chief Accountant will be abolished, as expected (Vol. 11:31), with retirement of chief accountant Wm. J. Norfleet Oct. 31. His staff will be split, economists incorporated as a div. of Broadcast Bureau, accountants going to Common Carrier Bureau.

Guy David Nottingham, who took leave from WBAL-TV, Baltimore to study British TV methods, then resigned, has been engaged as a producer for Granada TV, one of ITA commercial contractors.

AGENCIES: Horace Hagedorn, ex-pres. of Kiesewetter, Baker, Hagedorn & Smith, now dissolved, joins Sullivan, Stauffer, Colwell & Bayles as v.p. . . . A. J. Taranton, ex-pres. of Radio-TV Executives Society, N. Y., named a senior v.p. of Ted Bates & Co. . . . Peter S. Cardozo, creative supervisor of TV-radio dept., promoted to v.p., Fuller & Smith & Ross . . . Wm. A. Chalmers, ex-v.p. & TV-radio director of Campbell-Ewald, Detroit, named mgr. of Los Angeles office, Calkins & Holden . . . Herbert M. Johnson, ex-Sarra Inc., named TV creative director, MacFarland, Aveyard & Co., Chicago . . . Ralph Ward, ex-ABC-TV & Rockhill Productions, joins Young & Rubicam in charge of live TV commercials . . . Peter Keveson, ex-v.p. & TV-radio copy chief, Lennen & Newell, named TV-radio commercial copy director, Doherty, Clifford, Steers & Shenfield . . . Sumner J. Lyon joins Lennen & Newell as asst. director of TV commercial production . . . Trevor Evans, Pacific National Adv. Agency, Seattle, elected chairman of 1955-56 board of governors, American Assn. of Advertising Agencies Pacific region.

James B. Tharpe has resigned as mgr. of DuMont transmitter sales dept. to become pres. of Visual Electronics Corp., 500 Fifth Ave., N. Y., independent sales agency newly formed to handle DuMont TV and other transmission equipment; he will contact N. Y. area accounts and, in association with Herbert Bloomberg, will cover area between N. Y. & Chicago. Products of Tel-Instrument Co. and Adler Communications are also being represented by Tharpe, a Ga. Tech graduate and Navy electronics research & development veteran. To succeed Tharpe, DuMont this week promoted Kenneth F. Peterson to serve under C. Robert Mezger, gen. sales mgr. of technical products div.

FCC examiner Herbert Sharfman, taken to George Washington Hospital this week with undetermined ailment, reported at week's end that "I feel like a malingerer because I feel so much better." He said his physician doubted he'd suffered heart attack but was awaiting conclusion of tests before making decision. He has 2 major cases pending: Edward Lamb's renewal of WICU, Erie, for which reply findings are due Oct. 10; protest against site-move of WJRT, Flint, for which reply findings were due Oct. 7.

FCC Comr. Edward Webster, recently returned from 3 weeks' conference on maritime safety in Gothenburg, Sweden, left for New Orleans this week to attend meeting of Radio Technical Commission for Maritime service and American Merchant Marine Conference; he's due back in Washington Oct. 13.

FCC Comr. Richard A. Mack will be speaker at next luncheon of Federal Communications Bar Assn. at Washington's Willard Hotel Oct. 17, with all commissioners to be guests. Meeting will also pay tribute to Mrs. Fanny Litvin, FCC examiner who retired Sept. 30 after 30 years with Govt.

George T. Cameron, 82, publisher of *San Francisco Chronicle*, who 3 years ago named his nephew Charles deYoung Thieriot as asst. publisher, died in that city Oct. 3. Surviving is his widow, Mrs. Helen deYoung Cameron, daughter of the *Chronicle's* founder. Thieriot helped found and has directed newspaper's pre-freeze Ch. 4 KRON-TV, an NBC basic (Harold P. See, gen. mgr.), and engineered acquisition of control of KBAK-TV, Bakersfield (Ch. 29).

George Blake, 38, head of the New York TV & industrial film production firm bearing his name, best known for his direction of *Candid Camera*, died of a heart ailment Oct. 7 in Yonkers, N. Y.

**S** MALL-MARKET STATIONS will have access to more top NBC-TV programs as result of network's new Program Extension Plan (PEP) disclosed at press luncheon Oct. 5 in N.Y. Effective Nov. 1, plan offers to advertisers substantial cost reductions for extending their programs to 44 selected smaller-market stations. An advertiser buying a certain number of the 44 stations gets additional stations in group as "dividends." NBC will bear the cost of furnishing these additional stations at no reduction in compensation, a feature which distinguishes it from the CBS-TV "Extended Market Plan" (Vol. 10:49).

NBC exec. v.p. Robert Sarnoff explained that the more PEP stations ordered by the advertiser, the more stations in the group are made available to him without charge. The result, he said, is a large reduction in the over-all cost of stations in this group to a point where they become "very attractive" advertising values.

Along with PEP dividend plan is new provision whereby 100 stations become minimum "basic network" for advertisers (from present 55) in prime evening periods. Sarnoff said this provision does not apply to programs which are made available as a service to stations not ordered by advertiser under NBC's "Extended Program Service" plan (Vol. 11:17).

"The only advertisers who will have any cost increase in meeting the minimum requirements are those with

below-average evening lineups, who are unwilling to make their programs available to unordered stations," Sarnoff said. "By adding PEP stations, even these few advertisers can get valuable additional coverage at a fraction of what they normally would have to pay."

Another aspect of NBC's aid-small-market plan is addition of 6 top network programs to "Extended Program Service" plan, whereby stations not used by sponsor can receive programs with commercials deleted, for sale to local sponsors. During last season, 10 shows totaling over 25 hours of programming a week were made available on this basis to almost 100 stations which otherwise would not have carried them. The shows added this week are *NBC Matinee Theatre*, *Colgate Variety Hour*, *Perry Como Show*, Sun. night *Color Spread* spectaculars, *Milton Berle Show*, *Martha Raye Show*, *Pinky Lee Show*—bringing total amount of free programming to almost 35 hours a week.

These stations are participating in PEP: KRBC-TV, Abilene, Tex.; WALB-TV, Albany, Ga.; KALB-TV, Alexandria, La.; WLEV-TV, Bethlehem, Pa.; WISE-TV, Asheville, N.C.; KBMT, Beaumont, Tex.; KOOK-TV, Billings, Mont.; KFVR-TV, Bismarck, N.D.; WHIS-TV, Bluefield, W.Va.; KIDO-TV, Boise, Ida.; KXLF-TV, Butte, Mont.; KFBC-TV, Cheyenne, Wyo.; KRDO-TV, Colorado Springs, Colo.; KVBO-TV, Corpus Christi, Tex.; WMSL-TV, Decatur, Ala.; WEAU-TV, Eau Claire, Wis.; KVAL-TV, Eugene, Ore.; KIEM-TV, Eureka, Cal.; WFLB-TV, Fayetteville, N.C.; KQTV, Ft. Dodge, Ia.; KSFA-TV, Ft. Smith, Ark.; KFXJ-TV, Grand Junction, Colo.; CKKT-TV, Great Bend, Kans.; KHAS-TV, Hastings, Neb.; KID-TV, Idaho Falls, Ida.; KPLC, Lake Charles, La.; WKNY-TV, Kingston, N.Y.; KIRJ-TV, Las Vegas, Nev.; WLEX-TV, Lexington, Ky.; WIMA, Lima, O.; KBES-TV, Medford, Ore.; KCJB-TV, Minot, N.D.; WJDM-TV, Panama City, Fla.; WTAP-TV, Parkersburg, W.Va.; WIRI, Plattsburgh, N.Y.; KCSJ-TV, Pueblo, Colo.; KOTA-TV, Rapid City, S.D.; KZTV, Reno, Nev.; KROC-TV, Rochester, Minn.; KSWs-TV, Roswell, N.M.; WICS, Springfield, Ill.; KVOA-TV, Tucson, Ariz.; KIVA-TV, Yuma, Ariz.; WHIZ-TV, Zanesville, O.

**Station Accounts:** Detroit Lions' gen. mgr. Nick Kerbawy is one sports official who isn't worried about TV's alleged inroads on attendance. "We're not questioning whether pro football can live with TV," he told newsmen this week. "It's a question of whether we can live without it. TV represents the difference between making and losing money." Lions' games are sponsored on WJBK-TV by Speedway Petroleum and Goebel Brewing Co., thru W. B. Doner Co. & Campbell-Ewald . . . Among other pro football sponsors: Atlantic Refining Co. buys alt. sponsorship of Chicago Bears, N. Y. Giants, Philadelphia Eagles & Pittsburgh Steelers; Falstaff Beer buys Chicago Cardinals and alt. on Bears; Carling Beer, Cleveland Browns; Burgermeister Beer, Los Angeles Rams & San Francisco 49ers; Amoco, Washington Redskins; Ford Dealers Assn., alt. Eagles; Duquesne Beer, alt. on Steelers . . . Roto-Broil Corp. of America to spend \$1,000,000 for Xmas campaign starting Oct. 1, including spots in 75 major markets, thru Product Services Inc. . . . Magna Engineering Corp., L.A. (power tools) to sponsor twice-weekly *Tom Harmon's Workshop*, do-it-yourself show on KNXT, Hollywood, thru N. W. Ayer . . . American Bakeries buys *Screencraft Pictures' Judge Roy Bean* in 42 midwest markets, thru Young & Rubicam . . . Montgomery Ward to sponsor TPA's *Count of Monte Cristo* in Denver, Bristol Myers in L.A., among 34 markets where show has been sold . . . Phillips Petroleum now sponsors *Ziv's I Led Three Lives* in 46 markets, having added 16 last week, thru Lambert & Feasley, N. Y.; in 3rd year, show is now in 118 markets . . . Among advertisers currently reported using or preparing to use TV station time: Purple Plum Assn., Portland, Ore. (plum canners), thru Dawson & Turner, Portland; Lee Ltd., Beverly Hills, Cal. (Courtley men's deodorant), thru Erwin, Wasey & Co., L.A.; Stephen F. Whitman & Son, Philadelphia (chocolates), thru N. W. Ayer, Philadelphia; Oswego Jelly Co., Oswego, Ore. (jams & jellies), thru Wyckoff & Assoc., San Francisco; Richfield Oil Corp of N. Y. (gasoline), thru Morey, Humm & Johnstone, N. Y.; Kraft Foods Co., Chicago (Italian dressing), thru Needham, Louis & Biorby, Chicago; Denta-Fresh Inc., Evansville, Ind. (disposable toothbrush), thru B & M Adv. Co.,

Evansville; Monticello Drug Co., Jacksonville, Fla. ("666" cold preparation), thru Charles W. Hoyt Co., N. Y.; Electric Storage Battery Co., Philadelphia (Exide batteries), thru Aitkin-Kynett Co., Philadelphia; Bonnie Dog Food Co., Sacramento (Bonnie dog & cat food), thru Wilson-Markey Adv., San Francisco; Ratsey & Laphorn Inc., N. Y. (Draw-Tite tents), thru Woodward & Byron, Westport, Conn.; Anso Div., General Aniline & Film Corp., Binghamton, N. Y. (photographic products), thru Benton & Bowles, N. Y.; Bostwick Labs, Bridgeport, Conn. (Hep Safe-T-Spray Oven Cleaner), thru Ovesey, Berlow & Straus, N. Y.; Valvoline Oil Co., Freedom, Pa., thru James Stewart Adv., Carnegie, Pa.

**Network Accounts:** Steve Allen, who recently signed new 3-year contract with NBC-TV, will shift his *Tonight* schedule later in year, dropping Mon. show and adding Sat. program (11:30 p.m.-1 a.m.) NBC is also contemplating increased budget, new cast & separate production unit for Sat. show . . . Pharmaceuticals Inc. to sponsor *Life Begins at 80* on ABC-TV Sun. 9:30-10 p.m., later moving to Sun. 10-10:30 p.m., and *Ted Mack's Original Amateur Hour* on ABC-TV Thu. 10-10:30 p.m., thru Edward Kletter Assoc. . . . ABC-TV reports sellout of sponsors on J. Arthur Rank package, *Famous Film Festival*, Sun. 7:30-9 p.m.—latest being Johnson & Johnson (surgical supplies), 6 partic., thru Young & Rubicam & N. W. Ayer; Beltone Hearing Aid Co., 2 partic., thru Olian & Bronner Inc., Chicago; Chrysler, 1 partic., thru McCann-Erickson, Detroit . . . Mutual of Omaha to be alt. sponsor (with American Chic) of *Zoo Parade* on NBC-TV starting Oct. 23, Sun. 3:30-4 p.m., thru Bozell & Jacobs . . . Crosley to be alt. sponsor (with Whitehall Pharnacal) of *Midwestern Hayride* on NBC-TV starting in Nov., Wed. 10:30-11 p.m., thru Earle Ludgin & Co. . . . Whitehall Pharnacal buys twice-weekly partic. on NBC-TV's *Tonight* starting Oct. 10, Mon.-thru-Fri. 11:30-1 a.m., thru Biow-Beirn-Toigo . . . Admiral reports 115 stations cleared for Bishop Sheen's *Life Is Worth Living* on ABC-TV starting Oct. 13, Thu. 8-8:30 p.m. . . . Brown & Williamson Tobacco Co. (Viceroy, Kool) drops *Penny to a Million* on ABC-TV.

**A** LLOCATIONS CHANGES suggested by virtually everyone so far have one thing in common—that substantial number of vhf assignments can be made in major cities by dropping present mileage-power minima. Where they differ is in degree—and the role of uhf.

ABC's proposal to FCC this week (p. 1), submitted in form of petition to revise allocations standards and table of assignments, makes these specific recommendations:

(1) FCC should reaffirm importance and permanence of uhf.

(2) Deintermixture should be undertaken "by removing ungranted vhf channels from cities where there are existing uhf stations having a good chance of survival and reassigning these vhf channels to cities where they are needed because uhf cannot compete effectively."

(3) Add vhf to cities with 2 vhf's by: cutting co-channel separations to as low as 130 mi. in all zones; tailoring powers of new drop-in stations by having them produce no more interference to co-channel stations than they would if they operated with 1000-ft. heights and maximum powers at minimum distances now specified in rules; adding directional antennas; taking over unused or ungranted vhf educational channels where needed.

(4) Give new vhf channels to operating uhf's.

One point stressed hard by ABC is that its plan leaves road clear to other remedies if it doesn't work; that other plans guarantee death of uhf.

\* \* \* \*

CBS's "Plan A" would put 3 or more vhf channels in 84 of top 100 markets instead of 52 currently in prospect. It would do this by:

(1) Reduction of co-channel mileages to 130 in Zone I, 140 in Zone II, 150 in Zone III—but protecting co-channel stations' Grade B contours even more than present rules protect them.

(2) Use of directional antennas.

(3) Employment of vertical polarization.

(4) Deintermixture in Peoria and Madison only, leaving them all-uhf.

(5) "Move-ins" of 8 vhf stations from smaller to larger cities.

CBS's "Plan B" assumes 3 more channels might be obtained — 88-94 mc from FM, 134-140 mc from military, 168-174 mc from govt. non-military — and uhf would be eliminated. This would provide 3 or more vhf channels in first 100 markets plus 50 or so more stations in markets not covered by stations in first 100 markets. Operating uhf stations would be shifted to vhf wherever possible, but some 60 uhf's wouldn't get vhf in their present markets.

CBS presentation, submitted as letter to FCC, not a petition, recommends that Plan A be adopted immediately unless 3 extra channels can be obtained quickly. In latter case, it says Plan B is preferable.

CBS acknowledges that there's conversion problem in Plan B; that present sets aren't equipped to get new channels. But it estimated conversions can be made for \$10-\$20, plus \$10 more if vertical polarization is used.

Criticism of "Mullaney Plan," advanced by CBS, is that new stations would be so closely spaced that they'd seriously reduce coverage of existing stations while having only very small coverage themselves.

\* \* \* \*

Engineer John Mullaney's letter to Commission was intended, he said, to dispel belief his proposal is a "low-power plan"; show where assignments may be made; indicate how offset carrier may be employed; demonstrate that high-gain directional receiving and transmitting an-

**C**OMMISSION GRANTED construction permit this week for Ch. 10 in Minot, N. D. to owners of KFYZ-TV, Bismarck (Ch. 5), and proposed to open 2 educational channels to commercial applicants. (New Bismarck station KBMB-TV, Ch. 12, linked to present one in Minot, meanwhile prepared for debut; see p. 10.)

The proposed educational channel changes could develop into battle royal, Joint Committee on Educational TV having decided at Oct. 6 meeting to fight them as it is now opposing FCC's proposal to switch Des Moines' Ch. 11 from educational to commercial (Vol. 11:23, 29). Channels involved in new proposal are Ch. 5 in Weston, W. Va. and Ch. 3 in College Station, Tex.

Weston rule-making, with Comr. Bartley dissenting and Comr. Mack not voting, was in response to petition by WJPB-TV, Fairmont, W. Va. (Ch. 35) and supported by Fairmont State College — but opposed by West Virginia U, Morgantown; Salem College, Salem; West Virginia's Research Center Inc., and Rep. Bailey (D-W. Va.). In Texas case, FCC proposed that Ch. 3 be assigned jointly to Bryan & College Station and that Ch. 54, currently assigned to Bryan, be reserved for educational use in place of Ch. 3. Move was requested by group of Brazos County businessmen headed by John M. Lawrence III. Deadline for comments on both proposals is Nov. 7.

NBC's current Buffalo affiliate, WGR-TV, this week filed "economic injury" protest seeking stay of network's purchase of competitor WBUF-TV (Ch. 17), approved last week by Commission (Vol. 11:11, 15, 39-40). WGR-TV charged sale would cause loss of its NBC affiliation and result in economic injury. It also questioned NBC's qualifications as licensee, referring to reports Commission is investigating proposed Westinghouse swap of its WPTZ, Philadelphia (Ch. 3) for NBC's WNBK, Cleveland (Ch. 3) along with their radio affiliates (Vol. 11:21). If FCC finds "coercion" existed in this proposed transfer, WGR-TV argued, it can only conclude that network is unfit "to operate any broadcast station in the public interest."

Other activities at FCC this week were highlighted by: (1) Initial decision by Examiner Cooper ruling that there was no evidence of "trafficking in licenses" involved in transfer of CP for KNAC-TV, Ft. Smith, Ark. (Ch. 5) to Donald W. Reynolds who now owns uhf KFSA-TV, Ft. Smith (Vol. 11:18-19). (2) Petition by WLOW, Portsmouth, Va. — which once operated Norfolk uhf WTOV-TV — to cancel CP for WNBE-TV, New Bern, N. C. (Ch. 13) because of failure to construct station, and assign Ch. 12 to Princess Anne, Va. (Norfolk), substituting Ch. 13 for 12 at Arapahoe, N. C.

Four TV applications were filed this week, bringing total pending FCC action to 159 (19 uhf). They were: For Montrose, Colo., Ch. 10, satellite installation, by owners of KFXJ & KFXJ-TV, Grand Junction & KGLN, Glenwood Springs, Colo.; for Clovis, N. M., Ch. 12, by local radio KICA; for Roswell, N. M., Ch. 10, by KBIM; for Deadwood, S. D., Ch. 5, by KDSJ. [For details, see *TV Addenda 21-M* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

tennas are practical. He says average distance of proposed new "secondary" stations to existing stations would be 137 mi. (lowest is 86 mi.) and he reports average minimum ERP would be 63 kw. Lowest would be about 100 watts, highest 316 kw. He notes that only 31 uhf stations wouldn't be provided vhf, though he believes most of these can be taken care of by careful juggling.



**Telecasting Notes:** Sudden snag may be developing to hinder or even block future release of theatrical films to TV—in form of possible upped demands from Jimmy Petrillo's AFM. Musicians' union this week caused new group of 45 feature films to be removed from the TV market by Associated Artists Productions, though some 30 stations had already ordered the films in "Movieland" package. Involved were 35 Pine-Thomas features originally released through Paramount and 10 productions distributed theatrically by Universal-International. It's been AFM's practice in past to collect 5% of TV gross for films produced since 1948, but in case of the "Movieland" group, Petrillo reportedly asked for retroactive payment of 5% of Associated Artists' total gross on all televised films since 1947. The syndicator refused, turned back the 45 features . . . Is this a warning from Petrillo of things to come, as more and more recent features are released to TV? An AFM spokesman insists it's not precedental, but there's general uneasiness lest this is opening blow which could set off new demands not only by musicians' union, but by other unions, as price of showing features on TV . . . Still going up: CBS-TV's \$64,000 *Question* topped all ratings for third straight month in Sept. ARB's Sept. 11-17 survey gave it rating of 66.4—nearly 20 points above No. 2 show, CBS-TV's *Toast of the Town* with 46.9—and an estimated 58,980,000 viewers. Nielsen poll for 2 weeks ended Sept. 10 showed 55.5 rating and 17,766,000 viewing homes for \$64,000 *Question* and 38.6 & 12,360,000 for *Toast*. NBC believes it's chipping away at former's rating, however; its new *Playwrights '56*, which bowed Oct. 4, Tue. 9:30-10:30 p.m., got 11.8 Trendex during 10-10:30 period compared with 45.2 for \$64,000 . . . Walt Disney's *Mickey Mouse Club* opened Oct. 3 on ABC-TV, 5-6 p.m. to mixed reviews—but apparently the kiddies liked it, ABC boasting that Trendex gave it 9.2 rating and 44.9 share of audience vs. 8.8 and 42.9 for other 2 networks combined on opening day; by Oct. 5, show's rating was 12.3 vs. 9 for other 2 networks in same time period . . . Uplift and information, in the form of public affairs programming, will cost CBS-TV nearly \$3,000,000 in production costs this year, representing work of 200 staff members, according to public affairs director Irving Gitlin . . . CBS planning 3 documentaries for theatrical release, all based on TV series—(1) version of its upcoming *Air Power* series; (2) *The Pacific*, using footage from *Adventure* series; (3) *Navy Log* . . . Orson Welles and CBS have called off plans

for his production of half-dozen 90-min. color film spectacles, some of which were to have been shot in Europe . . . Talk about oldies: Cinema-Vue Corp., 90-08 68th St., Forest Hills, N. Y., headed by Joseph Smith, offering TV stations shorts dating back to 1910 that include Charlie Chaplin, Keystone Kops, Hal Roach & silent cartoons . . . Betty Hutton, who "retired" after getting poor reviews on early NBC-TV color spectacular *Satins & Spurs*, returns to same network Oct. 25 for 8-9 p.m. show with Jimmy Durante & Sophie Tucker . . . News every hour on the hour—an old standby on radio—will be adapted to TV by Fred Weber's new WHTN-TV, Huntington, W. Va. (Ch. 13); varying in length "according to the time and importance of the material," hourly news reports will be accompanied by UP facsimile photos . . . Moviemaker with an idea: On Tuesdays at 9 p.m., just after the feature movie ends, a TV set is moved onto the stage at G. E. Schnibben's Carolina Theatre in Florence, S. C., and the audience watches \$64,000 *Question* via local WBTV.

How feature film prices have soared in last 10 years was related by TV executives this week as Govt. presented witnesses in its "16mm" anti-trust suit against 5 major movie companies, contending they conspired to keep features off TV (Vol. 8:30 & 11:38-39). CBS-TV pres. J. L. Van Volkenburg told Los Angeles Federal Court he negotiated with RKO and Universal for old features in 1951, but gave up because price was too high. He said average price of feature films, for 6-7 showings on TV, has jumped from \$125-\$130 in 1948 to \$7500-\$10,000 today. WOR-TV's Milford Fenster testified feature film prices have jumped tenfold since 1950—from top price of about \$800 then to \$8000 now. This week's court sessions were marked by clashes between Judge Yankwitch and gov't. attorney Samuel Flatow. At one point the judge accused Flatow of having "gone the New Deal 100% better" by contending that a legal action "can become illegal merely because it is a result of a concert [of action] regardless of whether it results in an unreasonable restraint of trade." At another point, he accused Govt. of seeking to regulate movie industry as a public utility.

Withdrawal of Vitapix Corp., station-owned film organization, from its exclusive tieup with Guild Films was announced this week by Edward E. Hall, exec. v.p., who stated Vitapix is being reorganized and will move to new quarters in mid-Oct.

**Color Trends & Briefs:** World Series colorcasts brought more residual pro-&con comment this week. Our own view, after seeing several of the games in color, was that quality ranged from poor to fair; that industry has to gain more operating experience and/or technical development before outdoor colorcasts are comparable with studio originations. In addition, it's clear that while color may add to enjoyment of sportscasts, it adds far less than it does to typical studio spectacles.

Problem in World Series was largely the inability of camera to handle enormous contrast between deep shadow and bright sunlight without extraordinary care by cameramen.

To comments of others last week may be added observations of Herald Tribune Syndicate's John Crosby and *Billboard's* Sam Chase. Crosby was peeved, wrote: "I have now seen a fight, a tennis match and a World Series in color and none of them has been nearly as effective as plain old black-&-white." Chase liked it, stating: "Coverage of the Series in hue adds vastly to the excitement. It brings the TV-bound fan many steps closer to the real thing."

Comments on color quality of studio shows, however, have been uniformly favorable—regardless of programs' other entertainment values. Particularly impressive re-

cently were CBS's Oct. 6 *Shower of Stars*, starring Jack Benny & Ruth Hussey in "Time Out for Ginger" and NBC's Oct. 1 *Max Liebman Presents*, featuring Jeannie Carson, Wally Cox & Elsa Lanchester in "Heidi."

Another interesting reaction is that of children to *Howdy Doody* in color. Previously not particularly excited about color, youngsters rush to color set, are mighty disappointed if relegated to black-&-white receiver.

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Network color schedules for next 2 weeks: NBC-TV—Oct. 10-14 & 17-21, *Howdy Doody*, 5:30-6 p.m.; Oct. 15, NCAA football, Notre Dame vs. Mich. State, 2:45-5:30 p.m.; Oct. 17, *Producers' Showcase*, "Cyrano de Bergerac," starring Jose Ferrer, Claire Bloom, 8-9:30 p.m.; Oct. 18, *Milton Berle Show*, 8-9 p.m.; Oct. 23, *Maurice Evans Presents*, "Alice in Wonderland," starring Gillian Barber, Eva LeGallienne, Bobby Clark, Martyn Green, Burr Tillstrom, 4-5:30 p.m. CBS-TV—Oct. 11 & 18, *Red Skelton Show*, 9:30-10 p.m.; Oct. 15 & 22, *Gene Autry Show*, 7-7:30 p.m.; Oct. 12, *Arthur Godfrey*, 8-9 p.m.; Oct. 20, *Shower of Stars*, "House of Shadows," starring Diana Lynn, James Daly, James Gleason, Jane Darwell, 8:30-9:30 p.m.; Oct. 22, *Ford Star Jubilee*, "Together with Music," starring Noel Coward, Mary Martin, 9:30-11 p.m.

**TWO MORE VHF starters**—KBMB-TV, Bismarck, N. D. (Ch. 12) and WORA-TV, Mayaguez, Puerto Rico (Ch. 5)—bring to an even 50 the number of new stations that have gone on the air thus far this year and leave only 14 on roster of likely starters during remainder of year (for list, see Vol. 11:40). On-air total is now 455, of which 108 are uhf outlets.

KBMB-TV's test patterns, all set to start Oct. 10 and to run 9 a.m.-5 p.m. daily, are preliminary to commercial debut by month's end with CBS programs. Chief owner John W. Boler also operates KCJB-TV, Minot (Ch. 3) & KXJB-TV, Valley City (Ch. 4) and recently got FCC approval of microwave system to link all 3 (Vol. 11:39). KBMB-TV has 10-kw Federal transmitter & 4-bay Federal antenna atop State Capitol building, will rebroadcast CBS shows of KXJB-TV for most part. National sales v.p. for Boler stations is Wm. L. Hurley, 4000 Front St., Fargo, N. D.; Fred Drewry is resident mgr. Base hour rate is \$150, all 3 stations being offered in combination at \$637.50. Rep is Weed.

WORA-TV, Mayaguez, begins programming Oct. 12, having started test patterns Oct. 1. Island's third TV, it's at western end, over 70 mi. from other two in San Juan. It has 500-watt RCA driver and GE antenna on 100-ft. tower at site 2972-ft. above sea level, some 2000-ft. above av. terrain. Power boost is planned within a month, or as soon as 10-kw transmitter is installed. Owner is sugar cane grower Alfredo R. de Arellano Jr.; New Orleans' WJMR-TV, with which it's affiliated, is due to acquire 30%. Senor de Arellano is gen. mgr., with WJMR-TV's George R. Mayoral as exec. v.p.; Reinaldo DuPont, from WORA, sales mgr.; Tom Abbott, from WJMR-TV, program mgr. Base hour is \$120. Rep is Adam Young.

Only recent equipment reports were RCA's shipment Sept. 23 of 50-kw transmitter to KSLA, Shreveport (Ch. 12); GE order for 5-kw transmitter and 6-bay antenna for upcoming Ch. 6 satellite KHOK-TV, Hayes Center, Neb. (Vol. 11:39) and for used 20-kw amplifier and new 12-bay antenna to go within 45 days to KOOL-TV, Phoenix (Ch. 10).

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In our continuing survey of upcoming stations, these are only reports received this week:

WSAV-TV, Savannah, Ga. (Ch. 3) plans to start construction immediately, now that it has met condition imposed by FCC in awarding CP, reports pres.-gen. mgr. Harben Daniel. FCC prohibited it from using as tower base 3 small steel sleeves installed on penthouse roof of Liberty National Bank Bldg. during remodeling. Now Commission has approved plans to install new steel sleeves on roof for Ideco tower base. Station doesn't expect to be on air for several months, plans to start with limited studio facilities, more elaborate plant later. RCA equipment has been ordered and station will be primary NBC, according to Daniel. Meanwhile, U. S. Court of Appeals in Washington has scheduled oral argument Oct. 10 on competing WJIV appeal to set aside grant to WSAV (Vol. 11:10).

CJLH-TV, Lethbridge, Alta. (Ch. 7), 50 mi. from Montana border, now has Oct. 22 test pattern date, plans programming last week of Oct., reports production mgr. Bob Ranson, ex-radio CJOC. It's first Canadian station to use a Standard Electronics transmitter (10-kw), due from Canadian Westinghouse by Oct. 11. Alford antenna is scheduled for installation on 600-ft. Stainless tower week of Oct. 10. Outlet is equally owned by Norman Botterill, mgr. of CJOC, and Hugh Buchanan, publisher of *Lethbridge Herald*. Base rate will be \$160. Reps will be Weed and All-Canada.

**TELEVISION penetration of farm homes in 3 more states** was revealed this week in latest installment of Census Bureau's county-by-county Census of Agriculture, conducted in Oct.-Nov. 1954. In Maine, 8921, or 38.2% of state's 23,368 farms had TV; in Oregon, 15,933, out of 54,442, or 29.2%; in New Mexico, 3648 out of 21,070, or 17.3%. The county-by-county figures:

| MAINE        |             |               |                    |               |               |
|--------------|-------------|---------------|--------------------|---------------|---------------|
| County       | Total Farms | Farms with TV | County             | Total Farms   | Farms with TV |
| Androscoggin | 1,009       | 490           | Penobscot          | 2,219         | 1,109         |
| Aroostook    | 3,940       | 354           | Piscataquis        | 530           | 257           |
| Cumberland   | 1,749       | 966           | Somerset           | 1,878         | 679           |
| Franklin     | 968         | 242           | Sagadahoc          | 368           | 202           |
| Hancock      | 1,252       | 565           | Waldo              | 1,553         | 677           |
| Kennebec     | 2,132       | 994           | Washington         | 1,120         | 273           |
| Knox         | 806         | 305           | York               | 1,477         | 810           |
| Lincoln      | 975         | 497           |                    |               |               |
| Oxford       | 1,392       | 501           | <b>State Total</b> | <b>23,368</b> | <b>8,921</b>  |

| OREGON     |             |               |                    |               |               |
|------------|-------------|---------------|--------------------|---------------|---------------|
| County     | Total Farms | Farms with TV | County             | Total Farms   | Farms with TV |
| Baker      | 998         | 101           | Lane               | 4,042         | 1,229         |
| Benton     | 1,153       | 370           | Lincoln            | 677           | 71            |
| Clackamas  | 5,607       | 2,487         | Linn               | 3,196         | 935           |
| Clatsop    | 697         | 172           | Malheur            | 2,446         | 891           |
| Columbia   | 1,773       | 719           | Marion             | 4,543         | 1,934         |
| Coos       | 1,408       | 15            | Morrow             | 463           | 24            |
| Crook      | 393         | 17            | Multnomah          | 1,680         | 886           |
| Curry      | 390         | 41            | Polk               | 1,605         | 532           |
| Deschutes  | 1,067       | 44            | Sherman            | 265           | 82            |
| Douglas    | 2,155       | 235           | Tillamook          | 857           | 215           |
| Gilliam    | 212         | 27            | Umatilla           | 2,143         | 143           |
| Grant      | 403         | 2             | Union              | 987           | 51            |
| Harney     | 322         | 10            | Wallowa            | 686           | 33            |
| Hood River | 1,002       | 275           | Wasco              | 805           | 110           |
| Jackson    | 2,647       | 1,228         | Washington         | 3,676         | 1,558         |
| Jefferson  | 590         | 69            | Wheeler            | 173           | —             |
| Josephine  | 1,443       | 481           | Yamhill            | 2,473         | 863           |
| Klamath    | 1,297       | 75            |                    |               |               |
| Lake       | 426         | 8             | <b>State Total</b> | <b>54,442</b> | <b>15,933</b> |

| NEW MEXICO |             |               |                    |               |               |
|------------|-------------|---------------|--------------------|---------------|---------------|
| County     | Total Farms | Farms with TV | County             | Total Farms   | Farms with TV |
| Bernalillo | 883         | 402           | Otero              | 369           | 53            |
| Catron     | 315         | 30            | Quay               | 863           | 55            |
| Chaves     | 672         | 367           | Rio Arriba         | 1,880         | 167           |
| Colfax     | 442         | 13            | Roosevelt          | 1,585         | 144           |
| Curry      | 957         | 65            | Sandoval           | 879           | 105           |
| De Baca    | 267         | 31            | San Juan           | 830           | 6             |
| Dona Ana   | 1,119       | 561           | San Miguel         | 865           | 48            |
| Eddy       | 630         | 202           | Santa Fe           | 703           | 128           |
| Grant      | 340         | 31            | Sierra             | 256           | 22            |
| Guadalupe  | 333         | 27            | Socorro            | 398           | 105           |
| Harding    | 263         | 23            | Taos               | 1,082         | 73            |
| Hidalgo    | 175         | 4             | Torrance           | 551           | 125           |
| Lea        | 747         | 193           | Union              | 680           | 63            |
| Lincoln    | 418         | 62            | Valencia           | 1,074         | 348           |
| Los Alamos | *           | *             |                    |               |               |
| Luna       | 325         | 165           | <b>State Total</b> | <b>21,070</b> | <b>3,648</b>  |
| McKinley   | 419         | 1             |                    |               |               |
| Mora       | 750         | 29            |                    |               |               |

\* Not surveyed.

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40).

Radio station sales, involving TV principals, approved by FCC: (1) WALT, Tampa, from W. Walter Tison to admen Harold Kaye & Emil J. Arnold, for \$100,000 (Vol. 11:36); Tison is v.p.-mgr. & 20% owner of WTVT (Ch. 13). (2) KBAK, Bakersfield, Cal., from *San Francisco Chronicle* to ex-FCC attorney John P. Hearne and admen Howard L. Tullis & Benton Paschall, for \$85,000 (Vol. 11:33); *Chronicle* owns KBAK-TV (Ch. 29). (3) KGWA, Enid, Okla., from George E. Failing to group headed by R. H. Drewry, owner of 53.5% of KSWO-TV, Lawton, Okla. (Ch. 7) and 29% of KMID-TV, Midland, Tex. (Ch. 2), for \$62,500 (Vol. 11:33).

Station sales consummated this week, subject to FCC approval: KXL, Portland, Ore. (10-kw, 770 kc, independent), sold by group headed by E. B. Craney, who also is pres.-gen. mgr. of KXLF-TV, Butte, Mont. (Ch. 6), to Lester M. Smith & Lincoln Dellar, owners of KJR, Seattle, for \$450,000. KVNI, Coeur d'Alene, Ida. (250-watts, 1240 kc, MBS), by Scripps Newspapers and Burl C. Hagadone to Alan Pollock, who also owns 5% of KBET-TV, Sacramento (Ch. 10), for \$85,000. Both sales were negotiated by Blackburn-Hamilton.

**MORE SET MAKERS GETTING INTO COLOR SWIM:** With NBC and CBS accelerating their color-casting schedules, with publicity about color rampant in all media, and with RCA claiming "satisfactory sales results" so far, there were signs this week that other manufacturers are preparing for more active color merchandising. For example:

(1) Philco is telling its distributors -- who manifestly are bothered by the RCA publicity about color, whether or not they're convinced of its saleability -- that it will deliver "a few sets" to those who want them by Thanksgiving. This is in keeping, a spokesman said, with promise at June convention where mock-ups were shown but where the attitude toward color was distinctly bearish.

The Philco color sets, said the spokesman, "aren't the last word, engineering-wise" -- and he emphasized, as did pres. James H. Carmine at convention, that they will use "the 21-in. CBS-Hytron tube, produced by Sylvania." They will retail at \$795 in consolette, \$895 as console.

(2) Admiral will accelerate color production later this month, but spokesman declined to give any figures. He said his company is currently making "a handful" of color sets (though it hasn't been promoting them very heavily) and will get "considerably more active" within the month.

(3) Motorola stepped up its color promotions beyond earlier plans, is using its partic. sponsorship on NBC Matinee Theatre colorcasts to talk up color, and also expects to soup up its production schedule shortly. Motorola, it's recalled, took financial setback in its earlier effort to merchandise 19-in. color (Vol. 10:44, 47).

(4) Hoffman Electronics completed installation of all special equipment to produce color sets at its Pasadena plant, with main Los Angeles factory devoted to black-&-white exclusively. Pres. H.L. Hoffman said regular shipments of its 21-in. "Colorcaster" receivers (at \$795 & \$895) will start immediately.

Previously announced color receivers by Andrea, Capehart-Farnsworth, CBS-Columbia, DuMont, Emerson, Hallicrafters, Magnavox, Packard-Bell, Raytheon, Sentinel, Sylvania, Stromberg-Carlson & Westinghouse haven't made much dent on market yet -- obviously because they're not being produced in quantity or promoted heavily, or both.

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RCA has given out no over-all color sales figures so far. Though it admits that totals are not very impressive when ranged alongside the continually high sales of black-&-white (which have averaged 165,000 a week at retail so far this year), RCA appears to be quite satisfied with results of its color merchandising to date. An official statement from company said:

"Public reaction to colorcasts of World Series...is creating a demand for color TV receivers reminiscent of the early postwar days of black-&-white TV. In many areas, local inventories of color TV receivers were sold out before and during the World Series games."

RCA distributors reported mounting interest and sales generated by the Series and unusual NBC-CBS colorcasts. In addition to those reported last week (Vol. 11:40), John Holzman, Ohio Appliances Inc., Cincinnati, reports selling 68 sets during the Series; RCA Victor Los Angeles factory branch sold 181 in last 10 days; Southern Wholesalers, Washington, sold 90 to dealers last 3 weeks, 35 of them sold to public.

Biggest RCA distributor, Bruno-New York, reported its dealers sold 60 units in 4-day week, as against 102 preceding week. This wasn't surprising, it was said, because dealer business generally was poor this week -- "a sort of letdown after the Series." Numbers right now aren't too important, said Bruno's David Oreck, for sets aren't too plentiful; the important thing, in his words, is that "dealer lethargy toward color has pretty well washed out and there's now a different attitude on the part of the trade." He cited Liberty Music Store's enthusiastic ad in Herald Tribune

Oct. 2 "thanking RCA Victor and NBC for making color TV a reality," which will be repeated in the Times this Sun., Oct. 9. During Nov., Bruno itself is posting 250 "billboard spectaculars" around its area devoted to color. Bruno confidently expects to average better than 150 per week sales.

Thomas F. Joyce, pres. of Raymond Rosen Co., Philadelphia, said "momentum of the Series is still being maintained here, though sales this week were slightly off the Series week, as we expected." He told us he still hoped to meet his original goal of 150 sales a week "if I can be assured of getting the merchandise." He also remarked that distributor sales to dealers were equivalent to dealer sales to consumers. "There's no inventory in this stuff," he said. "The dealers move the sets out as fast as they get them from the distributors."

Note: Perhaps one sign of color's "maturity" appeared this week in big ad in Washington newspapers by Todd's, big dealer, offering 15-in. color set for \$388. He told us he bought the set "for considerably under that figure" in close-out sale by Emerson, but declined to reveal profit margin.

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Increases in black-&-white TV prices will become virtually industry-wide in fortnight or so, following RCA's hike of its 21-in. table model leader from \$170 to \$180. It was last of TV's Big Four (RCA, Philco, Admiral, Motorola) to increase prices. This week also, Sylvania increased 3 sets by \$10 & \$20 -- and prospect is that others who have awaited RCA move will follow suit shortly.

Brief highlights of other major trade developments this week:

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**Dealer Appreciation:** The "forgotten man" in trade is the TV-radio-appliance retailer, says NARDA pres. Harry B. Price Jr., Norfolk. Addressing the International Assn. of Electrical Leagues in Toronto, he said: "Look at the illogicality of an industry that is setting impossible production and sales records, introducing many new items which are finding acceptance in hundreds of thousands, even millions of households all over America, in which dealers show an average net profit of less than 3%. This despite the fact that they pay a fat rent, tie up large chunks of capital in big-ticket merchandise, hire and pay regular salaries to the people in their organizations -- make all that investment and take all that risk." He called for greater cooperation between dealers and local electric leagues and praised the "spirit of good fellowship" at NARDA's recent Institute of Management in Washington, in which representatives of several electric leagues participated (Vol. 11:34).

**Whirlpool Spinning:** More tugging and hauling at the distribution pattern this week, following Whirlpool-Seeger purchase of International Harvester's refrigerator plant in Evansville last week (Vol. 11:40). Week's scoreboard showed that 2 more RCA distributors are taking over Whirlpool-Seeger line -- plus persistent rumor which continues to crop up despite vigorous denials. RCA owns 20% of Whirlpool-Seeger, as does Sears Roebuck. The shifts were in Buffalo, where RCA Victor Distributing Corp. branch took the line from Cladco Distributors, onetime Hallicrafters outlet, and in Syracuse, where Morris Distributing Co. took line from B.H. Spinney Co. The big rumor involved reported shift of Whirlpool-Seeger line to Raymond B. Rosen Co., the RCA distributor in Philadelphia, which now handles ABC-Kelvinator. Tom Joyce, pres. of Rosen Co., told us "there is absolutely no truth to this rumor."

**Appliance Boom:** Tremendous upsurge in household appliances in next decade was foreseen this week by Roger Kyes, General Motors v.p. in charge of appliances. In address at preview of 1956 Frigidaire line in Detroit, he said appliance industry in next 10 years has opportunity to become as important in economy as auto industry is today and should promote "product obsolescence" as auto industry does. By 1965, he said, 60% of American homes would be air-conditioned (compared to 5% now) and the annual sales of refrigerators and automatic washers will increase by some 1,000,000 units over current volume. Also, he predicted that as many as 10,000,000 families would have 2 refrigerators and that millions of cars would be air-conditioned. He said Frigidaire will try to increase its replacement business by improving products and by providing "a more orderly and satisfactory method for arriving at trade-in values of used products."

**Economic Outlook:** Torrent of high-level economic reports, all pointing to a continuing boom, came from leaders of Govt. and industry this week. Here's quick capsule summary of their conclusions: (1) Dr. Arthur F. Burns, chairman of President's Council of Economic Advisers, told N.Y. Chamber of Commerce that national economy could reach \$400 billion "in the near future"; he also said that "the widespread tendency toward increasingly liberal credit terms...has apparently run its course." (2) General Motors pres. Harlow H. Curtice, before sailing for Europe, said over-all business conditions in last 3 months of 1955 should prove as prosperous as first 9, primarily because of 65,000,000 employment; he didn't believe President's illness would affect economy. (3) J. Howard Edgerton, pres. of U.S. Savings & Loan League, predicted home mortgage loans will continue "in substantial flow" despite any Govt. curbs on credit. (4) Labor Secy. Mitchell said more Americans held jobs last month than in any previous Sept., though total declined from Aug., as students returned to school. (5) Mitchell and Commerce Secy. Weeks, in joint report, noted that value of new construction started in Sept. reached record high of \$4 billion.

**Production:** TV output totaled 186,467 week ended Sept. 30, compared to 189,899 preceding week and 198,874 week ended Sept. 16. It brought 9-month production to about 5,600,000 vs. 5,000,000 in same 1954 period. Radio production totaled 284,949 (103,932 auto) week ended Sept. 30, compared to 267,994 units week ended Sept. 23 and 270,207 week before. For 9 months, radio production was estimated at 9,900,000 vs. 7,900,000 in corresponding period of 1954. Note: RETMA this week put official 8-month TV production at 4,820,991, radio output at 8,725,012. They compared with 3,785,519 TVs, 6,110,119 radios produced in first 8 months of 1954. Of TV output, 727,941 were equipped for uhf at factory.

**Trade Personals:** J. E. Hall promoted to Capehart-Farnsworth purchasing agent, succeeding Ned S. Underhill, now operations director; Raymond W. Herrick, Chicago regional sales mgr., named national radio sales mgr. . . . **Robert B. Brown** named materials director, Magnavox govt. & industrial div., reporting to Howard B. Allen Jr., div. operations director . . . **Wm. Balderston**, Philco chairman, appointed chairman of 1955 Philadelphia Orchestra Fund . . . **Robert B. Sampson**, ex-administrator of distributor finances, RCA corporate staff, Camden, and ex-secy-treas. of RCA Distributing Corp., appointed mgr. of market research, RCA tube div., Harrison, N. J., under **Harold F. Bersche**, mgr. of marketing services . . . **Ernest Setlowe**, ex-Jefferson-Travis Inc., Emerson cabinet subsidiary, named cabinet buyer, DuMont TV receiver div. . . . **Frank A. Mitchell**, ex-Remington Corp., named sales mgr. of Emerson air conditioning div. . . . **Charles H. Belzer Jr.** promoted to Motorola asst. sales training mgr. . . . **Wm. J. Bakrow**, ex-General Motors & UP, named CBS-Hytron public relations mgr. . . . **J. Stephen Katonah**, ex-Arvin and Crosley-Bendix, named north central regional mgr., DuMont TV receiver div., working out of Minneapolis . . . **Eugene R. Freling** named Sylvania district sales mgr., Seattle . . . **Charles F. Rey** appointed Spartan district merchandiser for western Cal. . . . **Walter Nachtigall**, ex-Peck Adv., named sales & adv. mgr., Fanon Electric Co., Jamaica, N. Y. (phonos) . . . **John J. Eibye Jr.** named mgr. of Raytheon's New England sales & service district, equipment marketing div., succeeding **Burton B. Stuart** in Boston office, recently appointed product planning mgr., industrial sales dept.; **Eugene H. Clark Jr.** succeeds Eibye as product planning mgr., component sales dept. . . . **John Greenwell** promoted to mgr. of Hoffman Electronics' new color plant at Pasadena; **Paul Kliment** named chief color engineer.

Carl V. Haecker, 59, RCA mgr. of displays & sales promotion, died Oct. 6 in Presbyterian Hospital, Philadelphia, after a heart attack. He was onetime Montgomery Ward display & store planning mgr. and asst. advertising director of W.T. Grant Co. His widow survives.

**DISTRIBUTOR NOTES:** Philco appoints Love Electric Co., Seattle, replacing Radio Television & Appliance Co. . . . Sylvania appoints Air Products Inc., 2 NW 6th St., Oklahoma City (Earl Holyfield, pres.); Paul-Jeffrey Co., 112 Baker St., Syracuse (S. P. Solomon, pres.) and V. J. Stanley Co. Inc., 20 Curtice St., Rochester, N. Y. (V. J. Stanley, pres.) . . . CBS-Columbia appoints D'Elia Distributors Inc., 1330 Fairfield Ave., Bridgeport, Conn. (Charles A. D'Elia, pres.) and Arthur Fulmer of Kentucky Inc., Louisville, replacing Sutcliffe's Inc. . . . **Raytheon** appoints Hub Distributors, Boston, replacing Boyd Corp. . . . **Bendix Radio** appoints Paige E. Mulhollan Co., Tulsa, and McGowin-Lyons Hardware & Supply Co., Mobile . . . **Sonora** appoints Auerbach Distributing Co., Chicago . . . **Krich-New Jersey**, Newark (RCA) promotes Leonard Fischer to gen. sales mgr.; James S. Cohan rejoins firm as merchandise mgr. after year with GE Supply Co., N. Y. . . . **North Pacific Co.**, Portland, Ore. (RCA) appoints Robert W. Page adv. & sales promotion mgr. . . . **GE Supply Co.**, N. Y., names Wm. G. Speckin, ex-DuMont N. Y., as adv. & sales promotion mgr. . . . **Ray Distributing Co.**, Savannah (DuMont), extends territory to include Jacksonville area . . . **DuMont** appoints Bomar Appliance Co. Inc., 520 Western Ave., Knoxville (Mike Balitsaris, v.p.).

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**Color buildup:** Dave Garroway's *Today* offering 4 RCA color sets as prizes in contest asking writers to finish sentence: "I want to see *Cyrano de Bergerac* on NBC-TV in color Oct. 17 because . . ." It's to be *Producers' Showcase* spectacular starring Jose Ferrer.

Two Sylvania executives and their wives were killed Oct. 6 in United Air Lines DC-4 crash near Laramie, Wyo., which took toll of 66 lives. They were John B. Merrill, 45, operations v.p. in charge of tungsten & chemical, atomic energy, electronics, parts divisions; James E. McGarr, 45, gen. mgr. of tungsten & chemical div. Mr. & Mrs. Merrill are survived by 2 children—Peter Gray, 3; Martha Cutter, 2. Mr. & Mrs. McGarr are survived by 4 children—Peter, 18; David, 16; Stephen, 12; Jane, 10. Both families resided in Towanda, Pa.

**Topics & Trends of TV Trade:** Chances of excise tax relief for uhf and color sets when Congress reconvenes still look rather dim, following opposition this week of Treasury Dept. In testimony before House Ways & Means subcommittee Oct. 5, Dan T. Smith, asst. to Treasury Secy. Humphrey, declared:

"It is our feeling that special tax treatment would be in effect a concealed subsidy. If it is desirable for the Govt. to do something to promote the manufacture of these sets, it would be better to have a direct subsidy so that the cost would be known." Smith said the Administration is "concerned with what seems to be the momentum of exemptions" from excise taxes. He noted that frequently one exemption is used as a precedent for a request for another, and the result is a "snowballing" effect.

A spokesman for RETMA, which has been pressing for excise tax relief, admitted that the Treasury's position, while not wholly unexpected, had weakened industry's position on sought-for uhf and color exemption. But, he said, it would have no effect on RETMA's battle for a general 5% reduction on all TV sets, to equate them with the 5% tax now in effect on most household appliances. Sigurd Tranmal, Stromberg-Carlson, member of RETMA tax committee, will explain RETMA's views further in testimony before the House subcommittee Oct. 12.

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**Labor developments:** (1) IUE set Oct. 16 deadline for new strike by 44,000 workers in 28 Westinghouse plants, including TV-radio factory at Metuchen, N. J., following rejection of 23½¢ hourly wage boost proposal. (2) Sylvania signed 3-year contract with IUE covering 750 workers at Buffalo and Batavia, N. Y. TV-radio plants, ending 5-day walkout in Buffalo. (3) Bendix Radio strike at Towson, Md. plant entered 6th week as we went to press, with no sign of settlement in sight.

First DuMont-brand radios will reach consumer market in Nov., v.p.-gen. mgr. Wm. H. Kelley telling us company will "feel its way" slowly with "modest production" at outset. First line consists of 2 table radios at \$30 & \$35, two clock radios at \$40 & \$45. Though DuMont has incorporated radios in some of its large TV consoles in past, this is its first separate radio line.

Phonograph price increases by year's end seem near certain, judging from announcement by Phonograph Mfrs. Assn. this week expressing concern of several key members about rising cost of components and national shortages. Joseph Dworken, Dynavox, pres. of group, said shortages of copper & nickel could have serious impact in Sept.-Nov. quarter, which accounts for 65% of industry sales. Ben Birns, pres. of Sonic Industries, said he has alerted all distributors to problems of costs and shortages. Marvin Frank, pres. of Vanity Fair, said shortages have "already crippled production and deliveries."

Kaye-Halbert Corp., Culver City, Cal., was adjudicated bankrupt this week in Los Angeles Federal Court. Long identified as manufacturer of higher-priced, custom-feature TVs, company was headed by co-founder Harry Kaye. Referee Brink authorized trustee Milton D. Klein to keep plant open for 30 days to facilitate its sale.

Sylvania has increased prices on Decatur, a 21-in. table model, from \$260 to \$270; Kelsey, 21-in. open-face console, from \$260 to \$270; Pembroke, 21-in. console, from \$300 to \$320. It also added a 21-in. table at \$190 and 21-in. console at \$220—line now ranging from \$190 to \$470.

Magnavox adds 21-in. 3-way cordovan combination at \$330, a 24-in. open-face console at \$340 and a 24-in. 3-way full-door deluxe combination at \$625.

CBS-Hytron Sales Corp. has been set up as new CBS Inc. subsidiary to handle CBS tubes & semi-conductors.

**Financial & Trade Notes:** Carl M. Loeb, Rhoades & Co., which recently published a 42-p. report on RCA and on the future of the electronics industry in general (Vol. 11:35), has the following comment in its Sept. 20 *Fortnightly Review* on recent disclosure (Vol. 11:36) that RCA is considering raising additional capital for expansion, possibly through issuance of \$100,000,000 of convertible debentures:

"The need for new capital of such magnitude is only partially explained by the company's growth which will see revenue this year at new record of \$1 billion, or twice the level of 1950 and over 4 times that of 1946. Additional working capital may be necessary (1) to replace a \$15,500,000 cash investment in Whirlpool-Seeger Corp.; (2) to finance NBC's fivefold increase in color TV network broadcasting; and (3) to prepare for the expected near-term breakthrough of color TV which should result in a doubling of the TV-receiver industry's present \$1 billion manufacturing volume.

"However, the most significant contribution of new funds would be to bring to commercial fruition a large number of technological developments that have been germinating in RCA's laboratories. Specifically . . . computers, inventory control systems, and advanced communications techniques including microwave. When RCA ultimately establishes itself in these expanding frontiers, the relative sales importance of 'industrial electronics' may well be on a par with 'consumer electronics' (TV receivers, radios and broadcasting) which today contributes about 60% of revenues."

RCA's working capital at end of 1954 was \$235,000,000 and current ratio was 2½ to 1, report points out, with annual cash generation approaching \$40,000,000. Capitalization consists of \$150,000,000 of long-term debt, first maturities falling due in 1970, \$90,000,000 of straight preferred stock and 14,000,000 common shares. Latter's 1955 earnings are estimated at around \$3 vs. \$2.77 in 1954.

"If the new financing were to materialize," says the Loeb, Rhoades *Review*, "potential equity dilution of some 15% would be a small price to pay for maintaining leadership in TV, securing an important minority position in the largest domestic appliance company and participating prominently in the brilliant future for industrial electronics."

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McIntosh Laboratory Inc., Binghamton, N. Y. (hi-fi), headed by Washington consulting engineer Frank H. McIntosh, which in Jan. offered some of its stock on open market (Vol. 11:2), earned \$33,021 on sales of \$355,743 during 6 months ended June 30 vs. \$22,332 on \$255,051 for same 1954 period. For all 1954, net profit was \$23,928 on sales of \$540,414. As of last June 30, firm's assets totaled \$248,093; its liabilities included 24,000 shares of \$10 par 6% capital stock authorized (676 shares outstanding) and 24,000 shares of common (10,346 outstanding). Earned surplus was \$35,567.

Collins Radio Co., for fiscal year ended July 31, 1955, will report revenues in excess of \$100,000,000 and net income of about \$3,300,000 (\$2.25 per common share). This compares with \$90,300,464 revenues, \$3,390,306 net profit (\$6.83) in 1954 (since which time the common has been split 1½ for 1) and \$80,028,767 sales, \$1,953,613 profit (\$3.90) in preceding year (Vol. 10:43).

Avco earned \$63,801 on sales of \$206,433,203 for first 9 months of 1955 after \$665,000 tax credit vs. \$3,326,721 on \$283,355,394 for same 1954 period. Third quarter was seriously affected by 3-month strike at Richmond, Ind. plant. Firm anticipates improvement in civilian lines including TV & radio, has defense backlog of \$200,000,000.

**Electronics Reports:** New sources of electrical energy—human voice and sunlight—were tested successfully this week when Army Signal Corps at Ft. Monmouth powered a diminutive radio transmitter by sound waves and Bell Labs began operating a transistorized telephone circuit with solar battery.

Signal Corps "wrist-watch" transmitter uses single transistor, is small enough to fit inside telephone mouth-piece, can be produced for about \$20 and is expected to have range of one mile; first test covered approximately 600 ft. After audio wave hits microphone, part of its power is filtered to provide power for transmitter. Future sets are expected to be fitted into matchbox-sized "cabinet"; companion receiver with ability to store power is in works.

At Americus, Ga., Bell's solar-powered telephone (Vol. 10:18 & 11:39) made commercial debut on 8-loop rural line, was pronounced success and placed in operation for long-range study. WRBL-TV, Columbus, Ga., became first station to use tape recording of sun-energized conversation with 60-mile hookup to home of farmer who made initial call on system; WRBL-TV reported quality of tape superior to that usually recorded from rural phones.

\* \* \* \*

Single sideband transmission for radiotelephone service under 25 mc, saving half present channel width, is aim of proposed rule-making issued by FCC this week (Doc. 11513, Mimeo 22939). Proposal looks toward requiring all fixed stations under 25 mc, except Alaskan and maritime fixed stations, to switch to new type of transmission. About a year later, Commission plans to begin consideration of changing mobile stations, along with Alaskan and maritime fixed, to single sideband. Proposal suggests 5-10-year changeover period. Comments are due Dec. 30.

Clevite Corp. has acquired Intermetal G. m. b. H., Dusseldorf, Germany, which will be operated in conjunction with its subsidiary Transistor Products Inc., Waltham, Mass., major supplier of germanium diodes for TV. German firm employs 70, produces about 15 kinds of semi-conductor devices, including low level junction transistors and glass diodes. Dr. R. B. Holt, Transistor pres., this week named E. F. Giguere, ex-Federal, as sales v.p.

Sylvania broke ground for 50,000-sq. ft. Data Processing Center at Camillus, N. Y. (Vol. 11:15-16) this week in move to link 43 plants, 16 labs, 22 sales offices in 19 states to focal point for financial & production information. Center will open next Feb. 1, will house Univac system with 12,000-mi. private electronic communications network leased from Western Union.

Sparks-Withington Co., Jackson, Mich. (Sparton) has acquired Allied Steel & Conveyors Inc., Detroit, producer of custom-built conveyor systems.

A. Henry Casey named mgr. of new closed-circuit TV development of Hallamore Mfg. Co., Long Beach, Cal., recently made a div. of Siegler Corp., Centralia, Ill. (heaters).

Brig. Gen. William P. Pence, ex-asst. to Chief Signal Officer, has assumed new duties as chief of signal plans & operations div.

Dr. William O. Baker elected Bell Labs research v.p., succeeding Dr. James M. Fisk, who became exec. v.p. June 1.

Anthony J. Katona, Jerrold mgr. of community sales div., ex-Philco, appointed mgr. of Jerrold-Southwest Inc., headquartering in Dallas.

A. H. Hardwick, mgr. of International Resistance Co.'s N. Y. sales office, elected a v.p.

Martin W. Rogers, ex-Raytheon, named director of quality control, National Co.

Romus Soucek promoted to Westinghouse west coast mgr. for defense products, Los Angeles.

"Economy-priced" color TV is still some distance away, Motorola exec. v.p. Robert W. Galvin implies in Oct. 1 *Forbes Magazine* which reviews company's success in auto radio-TV-electronics field and forecasts continued rosy financial outlook. Of color TV at near black-&-white prices, he says: "That's not possible now. We'd need to sell a couple of million color sets a year to bring the price down to \$400. Frankly, we don't know when that will be." Article profiles Motorola pres. Paul V. Galvin, credits him with meeting terrific competition in post-war TV production (RCA, Philco, Admiral) and pulling firm up to fourth place among Big 4 TV manufacturers (Vol. 11:38). Galvins are sure of sound future in TV, radio & transistor business with \$1,500,000 already laid out to prepare for mass transistor production at Phoenix, Ariz. plant. "I don't know to the penny what we'll make this year," Pres. Galvin told *Forbes*, "but it seems safe to predict that it will be more than last year's \$7,600,000 earnings." Note: In July, Galvin predicted record volume of \$225,000,000 this year (Vol. 11:30). Motorola earned \$2,945,001 (\$1.52 per share) on sales of \$134,708,059 in first half of 1955 (Vol. 11:32).

SMPTE officers re-elected at Lake Placid, N. Y. convention Oct. 4, all unopposed: National Theatre Supply's John W. Servies, financial v.p.; Bell Labs TV research director Axel G. Jensen, engineering v.p.; Colburn Labs' George W. Colburn, treas. John G. Frayne, Westrex, continues as pres.; Wilton R. Holm, DuPont, was appointed secy. following resignation of Edward S. Seeley. Elected for 2-year terms as governors: Frank N. Gillette, GPL; Garland C. Misener, Anso; Richard O. Painter, General Motors; Reid H. Ray, Ray Film Industries; Lorin D. Grignon, 20th Century-Fox; Ralph E. Lovell, NBC.

Electronics industry leaders among witnesses to be heard at joint Congressional hearings on automation starting Oct. 14: Ralph J. Cordiner, GE pres.; Don G. Mitchell, Sylvania chairman-pres.; Robert C. Tait, Stromberg-Carlson pres.; Cleo Brunetti, director of General Mills engineering research & development. Hearings will go into economic and social impacts of automation.

Excellent subjects lined up for RETMA-IRE annual fall meeting in Syracuse Oct. 17-19 include transistors for TV-radio sets, color, reliability & quality control—with papers delivered by top industry engineers. Speaker at Oct. 18 dinner will be ex-RETMA chairman Robert C. Sprague, chairman of Sprague Electric, discussing "The Future of Electronics Through Automation."

RETMA's Military Products Div., recently-formed (Vol. 11:25), will hold first general membership meeting at Hotel Miramar, Santa Monica, Cal., Oct. 12-13. Donald W. Douglas Jr., Douglas Aviation v.p., will discuss electronics and aircraft industry; non-member electronics equipment manufacturers from West Coast are invited.

Sharp reduction in cost of industrial TV installations was reported by Jerrold Electronics' Max H. Kraus in paper Oct. 4 at AIEE fall meeting in Chicago. He said closed-circuit systems which used to cost \$5000-\$9000 now can be installed for \$1000-\$5000.

Hycon Mfg. Co. has formed new subsidiary, Hycon Electronics Inc., to take over design, manufacture & sale of commercial electronic test equipment developed by parent firm.

Dynamics Corp. of America (formerly Claude Neon) subsidiaries report \$13,000,000 in govt. radar and other electronics orders in last 3 months.

George E. McLaughlin, supt. of N. Y. Trade School, was presented with a plaque by RETMA Oct. 4 for his help in RETMA's vocational training program for servicemen.

Explosion in Aerovox plant at New Bedford, Mass. Oct. 7 killed 3 persons, injured 4.

## Network Television Billings

August 1955 and January-August 1955

(For July TV-Radio report see *Television Digest*, Vol. 11:38)

**N**ETWORK RADIO billings figures, released monthly by Publishers Information Bureau since 1949 and regularly published in this column, have been discontinued as of Aug. 1955 for reason that "recent changes in the rate and discount structures of the various networks have seriously affected the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past." PIB has concluded that any such data, as previously published, isn't valid any longer as indicative of month-to-month trends or relative time costs of sponsored programs. Networks were consulted and, since figures have been downtrending for several years and since none will release exact billings, they weren't averse to the discontinuance.

No similar problem, PIB states, arises in case of network TV—and the monthly TV reports, embracing gross time costs for each program, will continue to be released in same form as in past. Aug. report came out this week, showing combined gross of \$30,344,948 for month, up only slightly from year's low in July (Vol. 11:38). All networks showed substantial gains over Aug. 1954—save DuMont, which changed from a national network to a local operation as of Sept. 15.

For first 8 months of 1955, combined networks grossed \$257,517,496 vs. \$196,626,697 for same 1954 period. The \$30,000,000-plus Aug. gross, with best 4 months yet to be reported, augurs virtually certain record billings in excess of \$400,000,000 for the year, as predicted (Vol. 11:39). The PIB report:

### NETWORK TELEVISION

|              | August<br>1955      | August<br>1954      | Jan.-Aug.<br>1955    | Jan.-Aug.<br>1954    |
|--------------|---------------------|---------------------|----------------------|----------------------|
| CBS          | \$14,959,098        | \$12,275,908        | \$123,285,950        | \$ 90,053,871        |
| NBC          | 11,767,789          | 8,057,484           | 102,545,292          | 78,501,043           |
| ABC          | 3,562,676           | 2,514,815           | 28,595,084           | 20,032,760           |
| DuMont       | 55,385              | 820,633             | 3,091,170            | 8,039,023            |
| <b>Total</b> | <b>\$30,344,948</b> | <b>\$23,668,840</b> | <b>\$257,517,496</b> | <b>\$196,626,697</b> |

### NETWORK TELEVISION—January-August 1955

|             | ABC                 | CBS                  | DuMont             | NBC                  | Total                |
|-------------|---------------------|----------------------|--------------------|----------------------|----------------------|
| Jan.        | \$ 3,718,195        | \$15,831,141         | \$ 723,960         | \$13,172,695         | \$ 33,445,991        |
| Feb.        | 3,567,696           | 14,694,726           | 597,275            | 12,419,641           | 31,279,338           |
| Mar.        | 3,806,425           | 16,036,896           | 628,625            | 14,102,093           | 34,574,039           |
| Apr.        | 3,527,558           | 15,426,214           | 462,335            | 13,285,933           | 32,702,040           |
| May         | 3,606,427           | 15,978,680           | 273,640            | 13,591,687           | 33,450,434           |
| June        | 3,542,304           | 15,724,184           | 218,845            | 12,238,694           | 31,724,027           |
| July        | 3,263,803           | 14,635,011           | 131,105            | 11,966,760           | 29,996,679           |
| Aug.        | 3,562,676           | 14,959,098           | 55,385             | 11,767,789           | 30,344,948           |
| <b>Tot.</b> | <b>\$28,595,084</b> | <b>\$123,285,950</b> | <b>\$3,091,170</b> | <b>\$102,545,292</b> | <b>\$257,517,496</b> |

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.

NARTB's long-awaited continuing set census, county-by-county, probably won't be in operation before mid-1957—despite pres. Harold Fellows' hope, expressed at NARTB convention in May, for start of census before 1956 parley (Vol. 11:21). Following meeting this week of NARTB's TV circulation committee, chairman Robert D. Swezey, WDSU-TV, New Orleans, said that committee "hopes and anticipates" that set count "can be available for the industry by mid-1957." Alfred Politz Research, he said, is nearing completion of field tests on interview methods in first of 2 pilot markets. Next step will be to evaluate Politz findings in report to NARTB's TV board. Assuming board approves, a full-scale pilot study of a selected market will be conducted next year. Biggest delay thus far, said Swezey, has been development and manufacture of a special meter to be attached to TV sets for measurement of program viewing.

**A**BANDONING FIGHT for 1000-ft. ceiling on TV antenna towers, military and civilian aviation this week formally agreed to compromise plan drafted by working group of Joint Industry-Govt. Tall Structure Committee set up early this year by Air Coordinating Committee (Vol. 11:38). Agreement doesn't affect TV towers currently in use. As substitutes for a flat height limitation, the TV-aviation-govt. group adopted this 3-point program:

(1) Criteria for Airspace Subcommittee tower clearance will be re-examined to provide additional protection to heavily-traveled high-density airspace.

(2) FCC will be asked to institute rule-making to enhance attractiveness of "antenna farms" and multiple antenna towers.

(3) Legislation will be drafted to control location and height of TV receiving antennas and other structures which may be hazards to aviation.

Approval was unanimous—except for abstention of NARTB engineering mgr. A. Prose Walker, who said he can't take position on policy matters without authorization of NARTB board of directors, which meets in January.

The "antenna farm" proposal would seek FCC ruling that each applicant for tower over 500 ft. should be required to show why his antenna can't be located in a "farm" area. There's no assurance that any such rule-making procedure would be successful, although present FCC rules encourage use of multiple antenna sites. New proposal would put burden of proof on applicant to tell why he could not locate on common site.

New criteria for Airspace Subcommittee approval of towers over 500 ft. are likely to be tougher than present standards—but since TV industry will have voice in their drafting, they're not likely to be overly restrictive or prejudicial to best interests of the telecasters.

TV-radio planning for political conventions is nearing final phase with Republicans, but is still somewhat indefinite for Democrats. Network industry committee composed of NBC v.p. Davidson Taylor, CBS v.p. Sig Mickelson, ABC v.p. Thomas Velotta meets with GOP national committee in Washington Oct. 13 on pool coverage for San Francisco convention Aug. 20, expects to meet with Democrats later. CBS will be responsible for GOP pool arrangements, NBC for Democrats in Chicago Aug. 13.

Two-way international TV: Cuban baseball fans watched live World Series telecast this week as airplane over Gulf of Mexico picked up signals from Miami and relayed them to Matanzas on Cuba's north coast. Then production crew for NBC-TV's *Wide Wide World* succeeded in transmitting test pattern from Cuba to U. S., using same technique. First live network originations from Cuba will be seen on that program Nov. 13 & Dec. 18.

First AT&T off-air microwave service (Vol. 11:23) was inaugurated Sept. 28 in time for first World Series game. It brought signals of WDAY-TV, Fargo, N. D. to KFYZ-TV, Bismarck. Latter station's exec. v.p. F. E. Fitzsimonds was delighted with quality of pictures, called off-air pickup "a workable system that will undoubtedly expand live network service."

TV for free and TV for fee were combined Oct. 7 when Miami's WTVJ televised Miami-Notre Dame game for free showing over its own facilities and those of Notre Dame's WNDU-TV, South Bend, as well as \$4-a-head projection showing in Sheraton hotels in 10 cities through Sheraton Closed-Circuit Network.

Call letter change: KFEL-TV, Denver to KTVR—result of recent change of ownership (Vol. 11:31, 39).



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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — October 15, 1955

**LOBBYING OVER UHF** and allocations gets feverish at FCC; uhf operators urge Commission to delay deintermixture action; Crosley's 3-more-vhf plan (p. 1).

**THE PUBLIC WINS** as "modest moviemaker" decides to cut free plugs (p. 2). Movie companies' shows, "adult westerns" suffer in new-season ratings (p. 9).

**NEW UHF TUBE**, tiny GE "micro-miniature," may hold key to vastly improved uhf reception; manufacturers tell FCC of uhf tuner improvements (pp. 2 & 7).

**BRITISH IMAGES NO BETTER**, say engineers Wm. Lodge & Frank Marx; broadcasters Dick Shafto & Clair McCollough; McCann-Erickson's Harry McMahan (pp. 3 & 5).

**8TH "VIDEOTOWN" SURVEY** shows increased TV viewing, big rise in moviegoing, a little more radio listening; average would buy color set at \$336 (p. 7).

**COURT OF APPEALS** hears 4 decisions contested; Supreme Court to review FCC ownership rules; Mayer granted second uhf, Boston's Ch. 38 (p. 7).

**AVERAGE RETAIL TV PRICE** rises to \$215. Sylvania and Tung-Sol in limited color tube production; others stand by temporarily to gauge demand (p. 11).

**RETMA EXCISE TAX APPEAL** hits back at Treasury charge of "subsidy," says uhf and color exemptions needed to create new markets, employment expansion (p. 14).

**CBS ECONOMIC STUDIES** indicate 600 as maximum sup-portable stations, while conversion to all-uhf TV would take service from 3-6,000,000 families (p. 8).

**PHILADELPHIA-BOSTON UHF** grants to Herbert Mayer followed up by petition seeking all-uhf allocations for Philadelphia; reports on upcoming stations (p. 10).

**LIVE COLOR CAMERA** chains now operating at 16 stations; some have originated network shows (p. 17). Industry evaluates GE color tube (p. 13).

**DuMONT SPINOFF PLAN** approved, Goodwin & Cott heading broadcasting company which will sell stock for more capital; new manufacturing setup also in works (p. 16).

**ALLOCATIONS FEVER MOUNTS AT COMMISSION:** Seldom has FCC been center of such a maelstrom of pulling-&-hauling as it has been last week and this -- as time for crucial decisions on uhf and allocations seems to be at hand. And seldom have there been as many strong and unconfirmable rumors wafted about.

Most alarmed of all were the uhf operators who feared they were being forgotten by Commission as it listened to ideas of ABC, CBS & NBC -- as presented to FCC by network executives in person and on paper (Vol. 11:41). Startled, they asked for "audience" with commissioners, met with them Oct. 14.

Still another allocations suggestion was circulated at Commission -- Crosley submitting plan showing how 3 additional vhf channels could be allocated in the east. Crosley also told Commission it estimates cost of converting sets to new vhf channels would be minimum of \$17.50 for strip tuners. Plan suggests that new vhf channels be quarried from FM and safety & special services.

Also circulating this week was the talk, unconfirmed, that high Defense Dept. officials have assured FCC that 4 vhf channels could be given to TV. And there were plenty of informal suggestions offered to Commission -- quite a few of them recommending use of FM channels for TV. FM operators are expected to speak up shortly, along with manufacturers and others clamoring for more spectrum.

CBS's proposed allocations plan, submitted last week, has been backed by its economic analyses -- one covering maximum number of stations it believes U.S. can support, another weighing cost of shifting all TV to uhf (for details, see p. 8).

And still another deintermixture petition was thrown into the hopper -- a request that Philadelphia be made all-uhf, filed by Herbert Mayer, who recently was granted CP for Ch. 23 there as well as for Ch. 38 in Boston (see p. 10).

\* \* \* \*

Uhf operators really descended en masse upon FCC -- 50-man delegation representing some 60 stations meeting all commissioners except McConnaughey & Bartley. They urged FCC not to take any action further complicating allocations situation,

proposed full public hearings be conducted. They plan filing petition incorporating these recommendations. Commission is still scheduled to discuss deintermixture on Oct. 17, but uhf operators were confident it would hold off any critical decisions pending study of whole allocations situation.

Attendance at meeting wasn't limited to "have-not" uhf stations; plenty of the "haves" were also there, including George B. Storer and Earl Gammons (who now represents both CBS & Storer).

No one predicts with confidence where all this is leading. One veteran FCC staff member ventures that it will still wind up in a general allocations hearing -- without a "freeze"; the word is anathema at Commission.

**ABC-TV BOWS TO HOLLYWOOD'S 'MODESTY':** The movie industry's traditional aversion to superlatives came to the fore this week -- when MGM in effect told ABC, according to the press statements: "Please stop calling us colossal."

MGM thinks the word "good" should be substituted for "stupendous" -- "fair" for "sensational" -- "pretty" for "spectacular" -- or so we're led to believe. And it feels those program people over at ABC are giving MGM pictures too many free plugs.

At least that's the impression we get from the 1955-56 programming season's most sensational -- oops, we mean interesting -- announcement, to the effect that Hollywood's most flamboyant half-hour free commercial, MGM Parade, is going to be revamped, with more emphasis on entertainment. With a straight face, apparently, ABC-TV program director Robert R. Lewine commented this week that the MGM folks "are responsible for cutting down the plugs."

"They have told us to go easy in mentioning MGM," he said. "In the continuity of the show we will lessen the references to MGM and drop some of the superlatives, such as the word 'great'."

We think that's a great (excuse us, good) idea. But we can't help wondering why ABC is taking the rap. It was our understanding that the show was produced by MGM itself. Actually, there's no secret who was "responsible for cutting down the plugs" -- and both MGM & ABC concede it was really the public.

Other movie companies which have dipped their toes into TV this year via network programs should be hearing from the viewers, too. Already they've found that they can't all be Disneys -- nor will their magic names alone assure top TV ratings (see Telecasting Notes, p. 9). Like MGM, they must be sensitive to viewer opinion. Our own comment on MGM-ABC announcement: Other moviemakers please copy!

\* \* \* \*

The millenium has arrived in Hollywood -- and if you still have any doubt, consider this news flash from the cinema capital: The movie industry is thinking of buying some TV time! Council of Motion Picture Organizations is drafting plans for combined film industry sponsorship of its Audience Awards telecast, to keep it out of the hands of those awful "commercial sponsors."

**NEW RECEIVING TUBE OFFERED AS UHF AID:** Potentially the most important improvement to date in uhf receiver design was shown to set and tuner makers this week by GE.

It's the long-awaited "reasonably priced" uhf-vhf RF amplifier tube -- first such tube to be announced as ready for production, though other manufacturers are understood to be working on them, too.

Its principal advantages, as described by GE engineers: (1) Low noise factor (8 db), with relatively high gain of 15 db, can make possible far more sensitive uhf receivers. (2) Relatively low price of about \$2 to manufacturers, once the tube is in production in 6-9 months. Though \$2 is higher than most receiving tubes, the only previous uhf amplifier tube with satisfactory characteristics was priced at \$50-\$55.

Tube would make possible the first real vhf-uhf tuner, says GE. All previous "combination tuners" have consisted of separate uhf tuners mounted "piggyback" on vhf tuners. Using new tube, GE says a vhf-uhf tuner could be made as cheaply as the current piggyback models, with no loss in vhf performance but vastly better reception of uhf signals. (For description of vhf-uhf circuit, see p. 7).

The new tube is radical departure from all previous receiving tubes, in both appearance and construction. Only slightly larger than a transistor (3/8-in. long, 5/8-in. diameter), it's a ceramic tube constructed in layers, its metal parts made of titanium. Designated 6BY4, it's first in new line of "micro-miniature" tubes and is said also to have important military possibilities.

TV tuner manufacturers are taking wait-&-see attitude on the new GE tube. The ones we contacted were anxious to know more about it, get samples, put it through its paces. They weren't ready to go overboard, feeling changes in current uhf tuner design may not be feasible until it can be determined what FCC will do to encourage or discourage uhf (see p. 1) and what Congress does about excise tax exemption for all-channel sets (p. 14). It was obvious that the development would have gotten a much warmer reception 3 years ago.

\* \* \* \*

Need for a low-noise uhf amplifier tube was cited by several set manufacturers in comments filed by RETMA in response to FCC request for data on performance and possible improvements in uhf receivers (Vol. 11:26).

Data from 15 manufacturing companies indicated that noise figure of uhf sets built before 1955 varied widely, ranging from 10 to 25 db. During 1955 this range was reduced to about 12-16 db, and most manufacturers foresee a slight additional improvement for 1956. Among other improvements cited in the past year were ease of tuning, mechanical & electrical stability, smaller size, reduction of radiation.

Most manufacturers thought improvement in tuners could be achieved without additional cost, though some felt a new uhf amplifier tube might increase retail price about \$4. One set maker traced retail price differential of his vhf-uhf sets: In 1953, customer paid \$40-\$50 extra for uhf; in 1954, \$30-\$40; in 1955, \$20-\$25.

There were a couple of dissenting voices in the report: (1) "We purchase tuners made by tuner manufacturers. These are no better than last year and on the average the quality seems to have deteriorated." (2) While uhf tuner performance for black-&-white receivers has improved without increase in cost, in color sets "the oscillator drift problem seems to have no practical solution at the present time, and may require a substantial cost increase to achieve satisfactory tuner operation."

**BETTER BRITISH PICTURES? THE OTHER SIDE:** It may be the difference in picture sizes -- but it isn't superior technical excellence -- that gives the impression of better images on British TV than on American, according to those who differ with our observations and those of the technical experts who thus far have contributed to our symposium on the subject (Vol. 10:45 & 11:36, 40-41).

Space doesn't permit adequate excerpting of all the additional comments we've received, so we're confining this week's (see pp. 5-6) to those who dispute our premise and/or take exception to what the supporting experts have stated.

Nobody seems to disagree completely with our main thesis, which is that the British image to the lay American observer appears to be more satisfactory than ours. Even those who object to any broad indictment seek to explain away that "impression" by pointing to such factors as single-channel tuners in British receivers, antennas oriented to only one station rather than to multiple stations as here, losses in network transmission -- and even the use by some American stations of second-hand orthicons which they purchase from the more exacting networks for \$50.

Thus, in agreeing partially, they would seem to be self-contradictory -- but it's noteworthy that non-technical observers McCann-Erickson's Harry Wayne McMahan, v.p. for TV-radio commercials, and NARTB's TV chairman Clair McCullough, president of WGAL-TV, Lancaster, think we've been deluded by the smaller screen sizes there.

CBS engineering v.p. William B. Lodge spells out the receiver and other differences; ABC engineering v.p. Frank Marx notes different techniques, notably in operating procedure and maintenance; G. Richard Shafto, pres. of WIS-TV, Columbia, S.C. sees a combination of factors, particularly network, as accounting for "the general impression." They're all capable technicians, all but Marx having been in England only recently. (For the essence of their comments, see pp. 5-6.)

**Personal Notes:** Charles deYoung Thieriot, v.p. & gen. mgr. of Chronicle Publishing Co., operating KRON-TV, San Francisco & KBAK-TV, Bakersfield, named editor & publisher of *San Francisco Chronicle*, succeeding his uncle George T. Cameron, who died Oct. 3 . . . Harold E. Fellows, NARTB pres., currently recovering from pneumonia at Peter Bent Brigham Hospital, Boston . . . Ted Bergmann, director of DuMont broadcasting div. until new DuMont Broadcasting Corp. setup (see p. 16), has been assigned to director of Electronicam production services, which remains with Allen B. DuMont Laboratories Inc.; he reports directly to Dr. DuMont . . . E. C. Page, head of consulting engineering firm of Page, Creutz, Garrison & Waldschmitt, and Mrs. Page (the former Virginia Irwin, ex-FCC engineer) leave week of Oct. 17 for several months in South Pacific on defense communications business . . . Adolph L. Seton promoted to ABC-TV publicity mgr., N. Y., succeeding Ernest E. Stern, now director of adv., promotion & publicity for western div., Los Angeles; Anthony Leighton promoted to asst. to Seton . . . Duke Weitzman resigns as ABC mgr. of TV-radio promotion to join American Newspaper Publishers' Assn.'s Bureau of Advertising, with Seymour Vail, ex-NBC Spot Sales, succeeding him with title of copy chief, audience promotion . . . M. Clay Adams promoted to mgr. of new CBS film productions operations dept.; Clement Stigdon appointed asst. mgr. . . Edward J. DeGray, ex-Vitapix-Guild Films & CBS Radio, named director of ABC Radio station relations; Earl Mullin promoted to mgr. of station relations . . . Robert E. Noble Jr., nephew of Edward J. Noble, ABC-Paramount chairman, recently in TV station relations, named sales mgr. of WABC, N. Y., succeeding Charles Bernard, now with ABC Radio network sales . . . Marian Y. Komar promoted to gen. mgr. of KLAS-TV, Las Vegas, with Alex Gold succeeding her as sales mgr.; James P. Hart, from KLAS, to program director; Ralph E. Smith, chief engineer, now operations mgr. . . Edward E. Gardner, ex-Headley-Reed Chicago TV sales mgr., joins NBC Chicago radio staff . . . Carl Kent, ex-KVAR, Phoenix, named program director of KTVK, same city . . . Joe Roddy, gen. mgr. of Gordon McLendon's El Paso radio KELP, promoted to v.p. in charge of El Paso broadcast operations, also assuming charge of upcoming KOKE (Ch. 13), due in Dec. . . Dr. D. Morgan Neu named director of TV programs at Daniel Starch & Staff (research), replacing Jack Boyle, resigned to become pres. of Qualitative Research Inc., new Trendex subsidiary . . . Wm. Crumley, ex-*Television Magazine*, named research director of Adam Young TV . . . Charles W. Godwin has resigned as ABC director of radio station relations to become v.p. & adv. mgr. of *Sponsor Magazine*; Arnold Alpert, *Sponsor* midwest mgr., becomes asst. adv. mgr. in N. Y. . . Joseph M. Bryan, pres. of Jefferson Standard Bestg. Co. (WBTV & WBT, Charlotte; WBTW, Florence, S. C.) elected pres. of American Life Insurance Convention . . . E. A. (Buzz) Hassett Jr., ex-sales director of WMT-TV, Cedar Rapids, Ia., named national sales mgr. of KDUB-TV, Lubbock, Tex. . . Maitland Jordan, ex-mgr. of radio KJR, named national sales mgr., KOMO-TV, Seattle.

Donald Honrath, 44, mgr. of NBC's west coast continuity acceptance dept., died of polio in Mexico City last week while vacationing. He was unmarried, is survived by father.

Hugo A. Murray, 52, farm director of *Milwaukee Journal's* WTMJ-TV & WTMJ, also traffic mgr. of Milwaukee Stockyards, died of a heart attack Oct. 10.

Edward N. (Jim) McWilliams, whose *Ask-It Basket* on CBS was one of earliest quiz shows, died Oct. 14 at his home in Virginia Beach, Va.

**AGENCIES:** Hendrik Booraem Jr. resigns as McCann-Erickson v.p. to become TV-radio v.p. and member of plans board, C. J. LaRoche & Co. . . Clarence Hatch, who recently left D. P. Brother & Co., Detroit, to become a senior v.p. at Kudner, elected to agency's board of directors and exec. committee . . . Arthur A. Bailey, ex-pres. of Ward Wheelock Co., Philadelphia, Nov. 1 becomes exec. v.p. of Marschalk & Pratt div., McCann-Erickson . . . Joseph Forest, ex-v.p. of Transfilm Inc., joins William Esty Co. as exec. producer in TV commercial dept. . . Jay Kacin, ex-TV-radio director of Gardner Adv., St. Louis, joins McCann-Erickson as TV film production director . . . Mike A. Rakmil, TV production supervisor, named account exec., Harold F. Stanfield Ltd., Montreal . . . Paul B. Marion, ex-WBTV, Charlotte, now TV-radio director, Bennett Adv. Inc., High Point, N. C. . . Herbert Berger, ex-Guy Lombardo Enterprises, named business mgr. of TV-radio dept., Dancer-Fitzgerald-Sample . . . Joan Stark, ex-chief timebuyer, Wm. Weintraub & Co., joins Grey Adv. as timebuyer.

**Big agency switches:** Coca-Cola ends 49-year association with D'Arcy Adv. March 31, when it turns over estimated \$15,000,000 annual account to McCann-Erickson; Coca-Cola pres. Wm. E. Robinson, an RCA director & ex-publisher of *N. Y. Herald Tribune*, said company wants to take advantage of McCann-Erickson's world-wide setup in integrating its international and domestic operations. Also this week, Warwick & Legler took Schick account from Kenyon & Eckhardt but lost Pabst Blue Ribbon to Leo Burnett Co.

**Assn. for Professional Broadcasting Education (APBE)**, organization of broadcasters and educators created to encourage careers in TV-radio, elects these officers for 1955-56: pres., Dr. Sydney Head, TV-radio director, U of Miami; v.p., Rex Howell, KFXJ-TV & KFXJ, Grand Junction, Colo.; secy.-treas., Russell Porter, U of Denver. At first meeting of directors this week, it was decided to establish an employment exchange as clearing house for graduates of APBE member schools and to publish a quarterly *Journal of Broadcasting*.

**Commissioned by Robert H. Hinckley**, who was a member of CAA and then Asst. Secy. of Commerce in the Roosevelt Administration and is now Washington v.p. of ABC and member of board of ABC-Paramount, sculptor Jock Manton has completed a bronze bust of former President Harry S. Truman, which was shown on John Daly's news show on ABC-TV Oct. 14. He has also done busts of Daly and Robert S. Kintner, ABC pres.

**TV, radio & film producers** will be presented awards by Edison Foundation at N. Y.'s Waldorf-Astoria Dec. 13 for best juvenile programs, in move to raise standards of mass media to combat juvenile delinquency. Recipients will be announced later.

**Robert E. Kintner**, ABC pres., named 1955 "Man of the Year" by *The Pulse* research organization for his "outstanding contribution to communications industry," will receive award at luncheon Oct. 26 at Plaza Hotel, N. Y.

**Frank Lowe**, TV production mgr., Anderson & Cairns Inc., will direct his folk drama script, which won prize of University Women's Club of Virginia, in the repertory of next summer's famed Barter Theatre, Abingdon, Va.

**Honorary degree of "American Farmer"** has been awarded to W. A. (Doc) Ruhmann, farm editor of WBAP-TV & WBAP, Ft. Worth, by Future Farmers of America.

**Another all-night TV experiment fails:** New York's WOR-TV drops its 1-7 a.m. show after 3-week run.

**New reps:** WATV, Newark, to Forjoe (from Petry); new CKVR-TV, Barrie, Ont., to Adam Young.

**Station Accounts:** Association campaigns in offing: National Assn. of Independent Tire Dealers, Washington, for its newly-formed Tire Retreading Institute, thru Bozell & Jacobs, Washington; Independent Grocers Assn. of America, Chicago, thru Reach, Yates & Mattoon Adv., N. Y.; Supina Assn. of America, El Paso (new Supina long staple cotton), thru Douglas D. Simon Adv., N. Y. (Charles Sandak, account exec.; Mrs. Mary Alice Stewart, 40 Worth St., N. Y. rep.); New 100% Pure Maple Syrup Institute, St. Johnsbury, Vt., thru Bosh Stack Assoc., N. Y. . . . N. Y. State Bankers Assn., representing 650 commercial and savings banks, to conduct big spot campaign during "Know Your Bank Week" starting Oct. 16 in effort to "humanize" bankers, offering 21-in. color set and Bermuda vacation among contest prizes . . . Biggest sponsors of syndicated films are local auto dealers, spending \$36,000,000 this season (not including additional co-op dollars shared with manufacturers), reports Oct. 12 *Variety*; auto makers are top sponsors on network TV, spending estimated \$83,400,000 this season (Vol. 11:35) . . . Billboard, specializing in coverage of films for TV, this week (Oct. 15 issue) instituted new 4-p *TV Program & Time-Buying Guide* charting ratings of network and syndicated film shows and designed to show "who's buying what where" even before new shows are aired . . . "CBS Week" will start in Milwaukee Oct. 19 as result of promotional tie-in by CBS-Columbia factory branch and CBS-owned WXIX; about 50 dealers will display pictures of CBS personalities in their windows, while factory branch conducts big spot campaign to sell its TV-radio line. Similar promotions are planned later with CBS affiliates WBAY-TV, Green Bay, and WKOW-TV, Madison . . . Philip Morris has increased appropriation for 10 & 20-sec. spots on about 50 stations for next 52 weeks, placed thru Biow-Beirn-Toigo (Isabel Ziegler) . . . Kellogg Co. to use TV spots in selected markets to introduce new "Special K" high-protein cereal, thru Leo Burnett Co., Chicago . . . Research for Better Living Inc. plans \$200,000 TV-newspaper campaign for its T-W-O, new weight control plan, thru Weston Adv., N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: International Breweries Inc., Detroit (Mel-O-Dry beer & ale), thru Brooke, Smith, French & Dorrance, Detroit; Midland Pharmacal Corp., N. Y. (Snug denture cushions), thru Street & Finney,

N. Y.; Harold F. Ritchie, Clifton, N. J. (Scott's emulsion), thru Atherton & Currier, N. Y.; White House Co., Harrison, N. J. (record packages, ornaments), thru Parker Adv., N. Y.; Borden (Rich Roast Instant Coffee), thru Young & Rubicam and Doherty, Clifford, Steers & Shenfield; John Oster Co., San Francisco (Cummins Tools), thru Diamond & Sherwood Inc., San Francisco; Redi-Magic Milk Shake Mix Co., L. A., thru Roy S. Durstine Inc., L. A.; Mothers Cake & Cookie Co., Oakland, Cal., thru Honig-Cooper Co., San Francisco.

**Network Accounts:** CBS-TV's "Extended Market Plan," whereby small-market stations get top-rated network programs at minimum cost to advertisers (Vol. 10:49), got another boost this week when Miles Labs and Anheuser-Busch each ordered all 22 EMP stations for their shows—*Bob Crosby Show*, Tue. 3:30-4:45 p.m., and *Damon Runyon Theatre*, Sat. 10:30-11 p.m., respectively. Additions brought to 46 the number of programs (for 40 advertisers) being carried under EMP plan . . . Alcoa buys annual Xmas classic, *Amahl and the Night Visitors*, for *Alcoa Hour* Xmas on NBC-TV, 9-10 p.m.; it's 5th straight year the prize-winning Gian-Carlo Menotti opera has been on NBC-TV . . . Quaker Oats to sponsor *Sgt. Preston of the Yukon* on CBS-TV starting Oct. 20, Thu. 7:30-8 p.m., thru Wherry, Baker & Tilden . . . Ralston-Purina and Masland Carpets buy 15-min. segment of *Garry Moore Show* on CBS-TV starting Oct. 17, Mon.-thru-Fri. 10-11 a.m., thru Guild, Bascom & Bonfigli and Anderson & Cairns . . . Toni buys remaining sixth of *Perry Como Show* on NBC-TV starting Oct. 14, Sat. 8-9 p.m., thru Tatham-Laird . . . American Radiator & Standard Sanitary Corp., Pittsburgh, to spend \$1,200,000 for partic. on NBC-TV's *Today*, *Home & Tonight*, thru BBDO . . . GE to sponsor annual L. Bamberger dept. store Thanksgiving Day parade from Newark on CBS-TV Nov. 23, Wed. 6:15-6:45 p.m.

Network affiliations: Switch of KDAL-TV, Duluth (Ch. 3) to CBS will be effective Oct. 30, with WDSM-TV (Ch. 6), controlled by Ridder newspaper interests who also control CBS-affiliate WCCO-TV, Minneapolis (Ch. 4), becoming NBC basic (Vol. 11:33). Upcoming KPAR-TV, Sweetwater, Tex. (Ch. 12), owned by KDUB-TV, Lubbock, joins CBS under Extended Market Plan Nov. 1.

**DOUBTS THAT BRITISH technical quality** surpasses American when it comes to TV images (see p. 3) are expressed in letters received this week from others who have observed TV in Britain—the always-lucid William B. Lodge, CBS engineering v.p. who returned only a few weeks ago, putting the case thus:

"Frankly, I doubt that the technical quality of day-in, day-out transmissions in Great Britain is superior to that of our national networks and of better-run American stations. On the other hand, I can understand why this impression is not uncommon. The reported transmission differences, I believe, are occasioned by receiver differences.

"First, British TV receivers generally have smaller picture tubes than Americans are used to. A picture that looks 'sharp' on a 14 or 17-in. screen looks 'softer' on a 21 or 24-in. screen.

"Second, British receivers generally incorporate what is known as a DC restorer—a circuit which makes black look properly black under all conditions, giving an impression of greater sharpness. You may have noticed this effect at times in using a color set, which does have DC restoration for black-&-white reception. (There are coun-

terbalancing factors in favor of American receiver design practice, but that is too long a story to go into here.)

"Third, until very recently, British receivers were tuned and carefully adjusted to a single channel. In our country, all receivers have multi-channel tuners. In channel-to-channel tuning, the receiver is not always carefully tuned to each channel. Further, receiving antenna installations are frequently a compromise for a number of channels rather than, as was common in Great Britain, optimized for a single channel.

"I believe that these point-of-reception differences have led many American observers subconsciously to conclude that American TV transmission is inferior."

Until recently, Lodge adds, BBC film transmission was probably superior to ours, and he sets forth much the same reasons explained by Hazeltine's Arthur V. Loughren last week (Vol. 11:41). But now, for equally good film, he believes "it's a toss-up between U. S. and British film transmission." As for studio work, about which *New York Times'* Jack Gould gave accolade to the British (Vol. 11:40), Lodge observed:

"The British, in some TV studios, use other types of camera tubes than the image orthicon. These require more light but, under certain conditions, offer an improvement in grey scale or tonal rendition. On the other hand,

British pictures have fewer scanning lines (405 vs. our 525) and, if the picture is very bright, flicker is quite noticeable at the 50cps half-frame rate. I believe it is true that BBC uses greater care and refinements in achieving the maximum attainable resolution with their 405-line picture. But, based on our observations during several months at the time of the Coronation, and admitting that there are show-to-show and scene-to-scene variations in quality on both sides of the Atlantic, I do not believe there is any consistent superiority of British TV pictures over American."

\* \* \* \*

Another top network engineering authority, ABC's engineering v.p. Frank Marx, also doesn't go along with the broad thesis that the British do a better job. "Properly produced, transmitted and received pictures on the U.S. system," he insists, "are in every respect equal to, if not superior to, those viewed on the English system."

Differences may arise, Marx concedes, from techniques, operating procedures and maintenance, for BBC from its first TV days used a larger technical staff than the commercial people felt they could afford, and it was put through a careful training program with repeated refreshers. Moreover, he states, the tempo of British TV is different—the pace slower.

"But I don't think you can point to any one reason why their pictures have been reported superior to ours. From a purely technical standpoint, assuming all things being equal, there is no reason for this to occur. With highly trained operating personnel, peak operating conditions, well adjusted monitors and/or receivers, and time in which to produce technically perfect pictures, I have no hesitancy in saying that we can do—and do from time to time—turn out a product comparable to none."

\* \* \* \*

"I don't go along," says G. Richard Shafto, a technician who literally grew up with the broadcasting business and who now heads WIS-TV, Columbia, S. C., along with several radio stations, "with the general characterization that the British image is much better than ours. The British picture is uniformly closer to the upper capabilities of their system. This may be quibbling—but what I'm saying is that the British picture is subject to less variation in quality. It seldom recedes to the level of our TV at its worst and it never gets up to ours at its best..."

"There is no single fault . . . but in the aggregate they do result in creating the general impression which you and other observers have voiced."

Dick Shafto, who also was in England last summer, points out that all network transmissions in England are via microwave, which he says is vastly superior to the oldest type of coaxial cable that still serves several thousands of miles of U. S. interconnections. In England, he adds, the small number of stations, most carrying the same program, results in "permanent termination of the network, corrected to reduce noise and provide high quality," whereas the varying lineups of U. S. stations ordered for commercial programs forces AT&T to re-route networks between station breaks. At WIS-TV, for example, it isn't unusual to get one program from N. Y. via Chicago, the next via Atlanta, another via Washington-Charlotte.

"Remember that in the U. S. we have 3 program sources which are switched to different interconnected station lineups, and we have vastly greater network distances and many, many more interconnected stations. Our network transmission problems become complex compared with the simple stability of British interconnections. Whereas AT&T network transmissions once constituted the highest quality pictures on most stations, many good films now excel the best quality of a live network show, and good local camera pickup is as real as life."

The networks, Shafto charges, "are guilty of sending out some horrible black-&-white transmissions of color originations in their zeal to bring color to the public" and they "must be more alert to the serious impairment that so often occurs on 99% of the sets that must see this color picture in black-&-white. Most of this trouble can be traced to the pickup point where AT&T is helpless to correct it."

As for film, the good U. S. product has it all over the British, he adds, pointing to *Groucho Marx, Life of Riley, Fireside Theatre* as examples. In live camera work, he thinks the American job, "under normal operating conditions and with good lighting," is vastly superior.

"I note your recent published comments [Vol. 11:36] that '4 times as many engineers per program' may account for superior British performance. I submit that it is not the number of engineers during the program which makes the greater contribution to good live camera performance. Because image orthicons cost \$1200 and may have only 300-500 hours of the best picture quality, economics has forced some U. S. stations to buy used orthicons for \$50 from the networks—and with such picture tubes there no longer exists the capability of a good live camera picture."

Trust the American broadcaster, Shafto concludes, to keep abreast of progress and make improvements as they come along. "There will always be good and bad images on our TV stations," he states. "But because this is becoming a highly competitive business, and because the public is growing in its appreciation of good quality program content and transmission, the reward of greater audience will inspire ever-improving performance from our American stations."

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McCann-Erickson's Harry Wayne McMahan, v.p. for TV-radio commercials, who observed British TV rather closely for 4 weeks this summer, is the first to state flatly "It isn't so."

"I'm not qualified from an engineering standpoint," he states, "but I must say I cannot agree with those who believe the engineering quality of the British TV image is superior to ours . . . I found many examples of fine techniques and craftsmanship—but no engineering superiority."

"For example, in watching the studio production of the Ben Lyons-Bebe Daniels show, I felt that the camera work and lighting were perhaps a shade under our present standards here. If this were true, it seems to me it might make it doubly difficult for the final picture quality to give an impression of superiority. Hence I'm somewhat baffled at the conflicting viewpoint."

McMahan suggests those who believe the British image superior might have been led astray by watching 14 & 17-in. sets as against our dominantly 21 & 24-in. "If American and British TV pictures were viewed side by side on 14-in. screens, would there really be that difference?" he asks. "Come to think of it, I'd like to go back and recheck this point."

WGAL-TV's Clair McCollough, who was there last spring, said he didn't notice that the British pictures were particularly better, though he, too, thinks the impression might have been gained from the smaller screens.

\* \* \* \*

Editor's Note: We watched BBC for a week or so on a 14-in. set, to be sure, but we still think that the picture quality as viewed on that set and on others during our tour was consistently better than anything we get in our home or have seen in others here on either 14, 17, 19 or 21-in. screens. And the preponderance of testimony, including that from some of the objectors to our thesis, thus far seems to support our observations. We'll have more from the experts to report in ensuing weeks.

**T**ELEVIEWING is on the increase in "Videotown," Cunningham & Walsh found in 8th annual study of now-mature New Brunswick, N. J. market, first results of which were announced this week. Survey showed that all members of family now watch TV average of nearly 3 hours daily, about 12 minutes more than 1954 (Vol. 10:41, 50). Morning viewing has fallen off to 17% from 22% last year, but afternoon viewing by women increased to 27% in 1955. Other 1955 Videotown findings:

**Viewing time:** Children under 10 spend least amount of time watching TV—about 11 hours Mon. thru Fri. Teenagers watch 12-13 hours, father & mother watch about 14-15 hours, respectively, weekday evenings. Some 19 out of 20 sets are turned on for 4½ hours each evening.

**Radio listening:** Morning radio listening by TV owners continued to rise from 10% in 1951 to 25% in 1955. Evening radio listening has stabilized at about 10%, while afternoon has also remained static.

**Reading & movies:** Both pastimes have increased markedly in 1955, magazine reading rising 50%, movie-going on weekday nights 60%—both continuing steady comeback since low point in 1952. Newspaper reading, never much affected by TV, continues to hold up.

**Set purchases:** Trend toward reduced set purchases was reversed in 1954, when sales increased over 1953. Cunningham & Walsh received these explanations: "Many families who did not expect to buy a TV set found themselves in a position to do so. A substantial number (25%) bought because of reduced prices and special offers. Some received the set as a gift. Others said it was cheaper to buy a new set than to repair the old. A small percentage were waiting for color but found the price too high and didn't wait any longer."

**Second sets:** In 1955, for first time, most sales (75%) were to households which already had TV. Nevertheless, second-set market hasn't materialized to great degree—2-set homes amounted to 5% in April 1954 and 7% in June 1955. Most new 2-set owners keep old one until tube wears out, 44% putting it in bedroom, 33% in recreation room. Second set is often discarded first time it needs repair.

**Color:** Some 17% had seen color TV, double last year's figure. While nearly ¾ preferred color to black-&-white, they weren't anxious for color "at any price." On the average, they would be willing to pay \$336, and wanted 18-21-in. screen. After World Series, Cunningham & Walsh surveyed New Brunswick TV dealers, found that 5 sets were sold because of interest engendered by Series colorcasts—2 to bars, 3 to private individuals.

GE's new "micro-miniature" uhf tube, the 6BY4 (see story, p. 2), can be used in combination uhf-vhf tuner "to yield considerably improved uhf performance at the same cost as present uhf-vhf combination units," according to GE engineers, who give this description of a combination tuner: "In this service, the 6BY4 replaces the RF amplifier used on vhf-only. The crystal mixer and local oscillator, formerly used only on uhf, now can be used on both uhf and vhf, thus eliminating the vhf mixer-oscillator tube. The reduction in gain caused by the shift to a crystal mixer can be made up with a low-cost IF amplifier pentode. The net result is that the 6BY4 eliminates the vhf amplifier and mixer-oscillator tubes and requires one new IF amplifier tube. An additional cost-saving feature of the tube is its relatively high gain of 15 db on uhf channels, which may permit use of less expensive mixer crystals than were previously used."

**B**OSTON UHF CP, a Ch. 38 grant to Herbert Mayer (see p. 10), was sole CP issued by FCC this week while its staff was busy in Court of Appeals defending several final decisions. At same time, Supreme Court agreed to review Court of Appeals decision which denied authority of Commission to set specific limit on number of stations anyone can own (Vol. 11:9).

Court of Appeals got chance to judge inconsistencies or arbitrariness of FCC decisions, if any, by hearing argument on 4 cases in a row: Oct. 10, Savannah Ch. 3, granted to WSAV-TV, and Beaumont Ch. 6, granted to KFDM-TV (Judges Bazelon, Fahey, Danaher); Oct. 11, Petersburg, Va. Ch. 8, granted to WXEX-TV (Judges Edgerton, Miller, Washington); Oct. 12, Tampa Ch. 13, granted to WTVT (Judges Prettyman, Miller, Danaher).

Commission regards multiple ownership argument before Supreme Court, due probably in latter Jan., extremely important to its rule-making power in general, not only to station ownership. Court of Appeals, ruling in favor of Storer Bestg. Co., had said that FCC can't deny an application without a hearing, regardless how many stations applicant owned. FCC lawyers say such logic jeopardizes many of its rules, could mean that it must grant hearing on almost any kind of application, regardless how little it conforms to rules.

In other actions this week, FCC questioned owners of KIDO-TV, Boise, about their application for Ch. 13 satellite in Twin Falls. "McFarland Letter" said it looks as if station will have no local live programs, implied that it should be able to do as much as Twin Falls' KLIX-TV (Ch. 11). Commission also turned down petition for rehearing and reconsideration of decision granting KOSA-TV, Odessa, Tex. (Ch. 7).

Continental Telecasting Corp., newly formed syndicate for acquiring TV-radio properties (Vol. 11:35) filed application this week for purchase of KRKD, Los Angeles (1150 kc, 5-kw D, 1-kw N, independent) from Mr. & Mrs. Frank Doherty for \$417,500. Continental is headed by Arthur B. Hogan, pres. of Albert Zugsmith Corp., Los Angeles, which owns 36% of stock; Richard C. Simon-ton, principal in functional music operations in Los Angeles-Las Vegas, also 36%; Frank Oxarart, of KFWB, Los Angeles, who acquired 20% of Tucson's KVOA-TV & KVOA when stations were sold by group headed by adman John J. Louis (Vol. 11:27), 26%.

Two Birmingham radio stations sold, subject to usual FCC approval, involve TV interests. WILD (850 kc, 10-kw D, 1-kw N, MBS) is being acquired by Sherwood R. Gordon's WSAI, Cincinnati, for approximately \$400,000 from George Mattison and Houston's Mayor Roy Hofheinz, who also owns 16% of KTRK-TV and 25% of radio KTHT, both Houston. WSGN (610 kc, 5-kw D, 1-kw N, ABC), with WSGN-FM, is being leased by John S. Jemison Jr. group to owners of WTOV-TV, Winston-Salem (Ch. 26), with option to buy for \$123,250 after 5 years. Jemison group once held CP for WSGN-TV (Ch. 42), turned it in last year.

Gerald A. Bartell family's purchase of radio WBGE, Atlanta, for \$100,000 (Vol. 11:35) was approved by FCC this week. Bartells operate WMTV, Madison (Ch. 33), radios WOKY, Milwaukee & WAPL, Appleton, and are buying KCBQ, San Diego (Vol. 11:38).

Printers' Ink index for first 8 months of 1955 shows national ad expenditures up 12% from same 1954 period, with network TV up 26%, newspapers up 24%, magazines up 19%, network radio down 17%.

**I**NTRIGUING economic studies submitted to FCC by CBS (see p. 1) make 2 points: (1) Nation can't support more than approximately 600 stations plus some satellites, even if they're all vhf—for visible future, at least. (2) Cost of shifting all TV to uhf would be loss of service to 3,000,000-6,000,000 families, public outlay of \$700,000,000-\$2.3 billion, telecaster outlay of \$115,000,000-\$460,000,000.

Prepared by CBS's able economist Sidney Alexander, first study analyzes income and expenses of stations in various-sized markets, concludes "conservatively" that: (1) Four-station market needs minimum of 139,000 homes, and there are 78 such markets. (2) Three-station market needs at least 83,000-139,000 homes, and there are 30 markets that size. (3) Two-station market requires 50,000-83,000 homes, and U.S. has 57 of these. (4) One-station market must run 22,000-50,000 homes, and these number 52.

Analysis assumes networks have equal competitive strength, report says. Assuming inequality, it's estimated nation could support 513-550 stations plus some satellites.

Study indicates maximum number of stations supportable is about 600, regardless of average station's coverage area. If average station's radius is assumed to be 50 mi., maximum supportable is 588. If radius is 75 mi., maximum goes down to 523. Then, surprisingly, if radius is cut to 25 mi., total is reduced even more — to 483. Report states: "Larger radii permit fewer stations to cover a given area, and shorter radii reduce the number of market centers that can support a station. That is, many market centers which can support a station with a 50-mi. radius of coverage can no longer support one with a 25-mi. radius of coverage. . . . If the power is to be reduced, or uhf to be generally adopted, while more stations would be needed to cover the country, fewer could be supported economically."

Summary states: "The great bulk of the unsuccessful, or unapplied for, uhf channels could not be successfully operated as program-originating stations now or in the near future, even if they were, by some miracle, transformed into vhf channels. The analysis also implies that a much smaller, but substantial, number of vhf channels are not likely to be commercially operable under the present conditions.

"In the long-run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in TV. The first results of these tendencies will be the extension of the range of

profitable station opportunities into smaller and smaller markets. It may take somewhat longer, however, before a strain of TV stations is developed that can thrive in the shade of neighboring large-city stations. It is this latter development which is necessary to transform most of the present uneconomic channels into supportable ones, since most of the uneconomic channels are in 'overshadowed' markets, served by stations in nearby larger markets."

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CBS paints somber picture of an all-uhf TV system in America in its second study, a 20-p. document. Most serious cost, it says, would be loss of TV service to 3,000,000-6,000,000 American families "and the degradation of service to millions more."

Its lower figure — 3,000,000 — is based "on an assumption of future improvement in uhf coverage, and in particular, the universal use of superpower stations of 5,000,000 watts." The 6,000,000 figure is based on present uhf coverage "generously interpreted." Many additional families, says CBS, will probably lose service due to uhf's "swiss cheese effect" — holes and shadow areas.

If U.S. were converted entirely to uhf, the transition could be made either quickly or gradually. On basis of a quick shift — that is, a cut-off date on which every vhf station would drop vhf and start telecasting uhf signals — CBS estimates "once-&-for-all" conversion cost of \$1.6-\$2.6 billion to public and stations. Figure is broken down thus:

Total cost to public — \$1.5-\$2.3 billion. This includes 30,000,000 converters at \$25-\$35 installed, totaling \$750,000,000-\$1.05 billion; 20-25,000,000 antennas at \$20, totaling \$400-\$500,000,000; plus loss estimated at \$250 each on 1,500,000-3,000,000 "marooned" sets in areas which no longer get TV signal, for total of \$375-\$750,000,000. Total cost to stations — \$115-\$145,000,000, including \$85,000,000-\$115,000,000 for conversion of present facilities and \$30,000,000 for addition of boosters to increase power.

If a gradual transition were made, on basis of 7-year period during which every vhf station would also be required to telecast in uhf, CBS figures show wider latitude in costs, depending on whether public bought uhf-only, vhf-uhf or vhf-only sets during transition period. Total extra cost would be \$1-\$2.6 billion. The breakdown:

Total cost to public — \$690,000,000-\$2.15 billion, including \$315,000,000-\$1.4 billion for conversion of sets and antennas and \$375-\$750,000,000 loss on 2,500,000-5,000,000 marooned sets at \$150 each. Total cost to stations would be \$390-\$460,000,000, including \$115,000,000 for new facilities, \$30,000,000 for boosters, \$245,000,000 cumulated extra cost of simultaneous uhf-vhf operation and up to \$70,000,000 cumulated extra cost of uhf booster operation. CBS points out that the estimated cost to stations of the gradual transition is "about 1½ times as much as the total investment of all networks and vhf stations in tangible broadcast property."

**U**NIQUE 60-in. TV telephoto lens, built by engineers Earl Thoms and Al Smith of KING-TV, Seattle, was loaned to NBC-TV for highly effective use during Oct. 1 Ohio State-Stanford game. Station engineering director J. L. Middlebrooks reports that lens was developed because no manufacturer made one with sufficient focal length to cover certain sports events adequately. His description: "The lens itself has a focal length of 60-in. and is of the reflecting type. It is folded back alongside the camera and attached to the side door of the camera case. The mounting of the lens does not restrict access to the components which are located on the left-hand side of the TV camera. This type of mounting maintains a balance of the camera and affords the same steadiness of the shortest focal length TV lenses.

"One of the most novel features of the lens is the coupling unit between the lens and the lens turret. This coupling is designed in such a fashion that 3 other lenses of any size can be used along with the 60-in. lens. The cameraman can rotate the turret with ease to any one of the 4 lenses. The front of the lens barrel does not project any farther forward than a small standard lens. This means that the lens itself is centered over the pivot point of the camera. This feature makes it extremely simple to pan and follow fast sporting events."

Sole TV application this week was for Ch. 16 satellite in Coos Bay, Ore., by KVAL-TV, Eugene (Ch. 13). Applications pending now total 159 (19 uhf). [For details, see TV Addenda 21-N herewith.]



**Telecasting Notes:** The Almighty Trendex, as an index to viewer preference, indicates some rather startling trends in the 3-network program battle, now that the 1955-56 season is well under way. Some long-time favorites are slipping, due to stiff opposition programming, and some of this season's programming innovations aren't making quite as much splash as anticipated . . . **Movie producers'** new TV programs have had tough time winning audiences, according to Trendex surveys—exceptions being excellent new *Disneyland* series and Disney's overcommercialized *Mickey Mouse Club* (both ABC). New *20th Century-Fox Hour* (CBS) did best with 19.8 on its debut last week; the incredibly poor *MGM Parade* (ABC) has been described as "disappointing," rating-wise; *Screen Directors' Playhouse* (NBC), slotted opposite *Disneyland*, got a mere 7 Trendex; *Warner Bros. Presents* (ABC) has had tough time, its second half competing with NBC's Bob Hope-Martha Raye-Milton Berle hour and gleaning only 6.8 & 9.9 in its first 2 weeks—but the full hour show came up to average 13.1 rating Oct. 11 . . . The new "adult westerns" aren't doing so well, either—CBS's *Gunsmoke*, NBC's *Frontier* and ABC's *Wyatt Earp* all taking trimming from same-time competition on other networks . . . **Consistent No. 1 ratings** for CBS's \$64,000 *Question* didn't rub off on NBC's new \$100,000 giveaway *Big Surprise*, whose premiere got a weak 11.5 vs. 20.4 for CBS's *Beat the Clock* in same time segment . . . Some of last season's favorites are lower on list this season, too—particularly *I Love Lucy* (CBS), *Dragnet* (NBC) & Jackie Gleason's *Honeymooners* (CBS), which declined due to strong competitive showings of *Medie* (NBC), *Climax-Shower of Stars* (CBS) & new *Perry Como Show* (NBC), respectively . . . Repeats of *Disneyland* drew larger audiences than originals, according to Nielsen survey of 42 of the first 46 shows in ABC-TV series; originals drew an average 57.3% share of audience, first repeats 62.9%, second repeats 59.4% . . . **More movie talent to TV:** Carey Wilson, veteran film writer-producer, comes out of retirement to join CBS-TV in seeking material for 90-min. dramatic

series . . . **More TV talent to movies:** Talent Associates Ltd., packager of live TV shows (*Philco-Goodyear Playhouse*, *Armstrong Circle Theatre*, *Justice*, et al.) goes into movie production through newly formed Jonathan Productions, whose films will be financed and distributed by MGM. Headed by David Susskind, Jonathan's first movie will be "A Man Is 10 Feet Tall," adaptation of Robert Alan Aurthur's TV play. Another TV drama purchase by MGM is "Return of Johnny Burro," originally performed on *Robert Montgomery Presents* . . . **TV's competition for story material** (Vol. 11:40) was viewed with alarm by MGM production chief Dore Schary in address at Hollywood convention of Theatre Owners of America. Noting that TV networks are now backing Broadway plays in order to get first call on material, he said: "This is a serious threat. We may have to go into the theatre and gamble earlier" . . . **Co-star of TV's first spectaculars—Imogene Coca**, who with Sid Caesar set mark for elaborate TV productions in Max Liebman's *Your Show of Shows* (NBC-TV)—at own request was released by NBC from \$1,000,000 contract which had 9 years and \$900,000 to run; she said she wanted more time for night club appearances, etc. . . . **Second run for General Teleradio's Million-Dollar Movie** begins in N. Y., with WABC-TV buying the package for daytime use, despite fact each film has been played for 16 shows a week over WOR-TV . . . **Flourishing business by telefilm's "majors"** exemplified by Ziv report that sales for Aug.-Sept. 1955 equal total for entire first half of 1954 . . . **Henry Salomon Jr.**, NBC-TV documentary chief, now in Vienna to shoot Nov. 5 re-opening of bombed-out State Opera.

**Profitable good-will promotion:** When Calif. State Grocers' Assn. held convention at nearby Coronado, San Diego's KFMB-TV recorded highlights of meeting on film, showing portions nightly on local TV newsreel and presenting full 40-min. movie version to the grocers before convention adjourned. Film will be re-shown at meetings of local and regional grocers groups.

**Electronic TV audience "detective"** which polls viewers on programs without their knowledge with "90% accuracy" has been developed by Calbest Engineering & Electronics Co., Hollywood manufacturer of TV-radio chassis; it's due on market early next year. "Poll-O-Meter" is highly sensitive receiver which uses "gun" type directional antenna to pick up individual TV set radiation, automatically registers channel in use, is powered by 6-volt storage battery, can be carried in car or truck. Company says large areas may be surveyed quickly through use of several "Poll-O-Meters," claims much greater accuracy than possible with phone calls or questionnaires.

**Frank statement from TPA pres. Milton Gordon** and exec. v.p. Michael Sillerman to staff this week on rumors of merger with Screen Gems admits negotiations have been "on and off for about 6 weeks," says there is still no agreement, states if there is agreement it could not be consummated before end of year "because of certain contingent problems," presumably tax. Statement repeats what Gordon has previously said—that "we do not know whether there is going to be a deal or not." It adds: "The TPA organization is a plum . . . Any deal would mean that all of us would play an important part in the largest, most important company in the industry."

**Latest community-antenna microwave application** is that filed by Alan J. Gardiner & Eugene C. Phillippi, 14 E. Fine Ave., Flagstaff, Ariz., to serve Winslow system with Phoenix signals. They propose transmitter on Mt. Elden, using Philco TLR-3 equipment costing \$12,095, plan to charge \$450 per month per microwave channel. They state they may acquire interest in Winslow system.

**Closed-circuit TV for college football** seems to have struck pay dirt in Notre Dame-Sheraton Hotels network arrangement introduced Oct. 7 at Irish-Miami U game in Miami which was telecast locally and in South Bend and also piped on closed circuit. It was standing-room-only at \$4 per person at 11 hotels in N.Y., Chicago, Detroit, Philadelphia, Cincinnati, Baltimore, St. Louis, Washington, Cleveland, Boston, Indianapolis. Notre Dame handled production and telecasting and received all "gate" receipts to defray cost of Sheraton TV Corp.'s closed-circuit lines while hotels relied on sale of drinks and food. Total gross admission receipts were estimated at \$33,000-\$50,000; hotels' take unreported. Next game to be handled same way will be Notre Dame-Navy Oct. 29.

**Up-&-coming ABC-TV**, profiting by success of tieups with Disney and other movie programmers and by demise of DuMont Network, plans to put on spectaculars, too, according to pres. Robert F. Kintner. In interview with *Billboard* (Oct. 8), Kintner also included in ABC-TV's blueprint for future: (1) Construction of own Hollywood TV film studios. (2) Expansion of daytime programming. (3) Addition of more top feature film shows in prime time. (4) Purchase of 2 uhf stations.

**New York U**, pioneering closed-circuit educational TV, is now transmitting 2 English courses to 6 classrooms thrice weekly, operating under \$52,000 grant from Fund for the Advancement of Education; cameras are set up in one classroom and there's also a campus studio headed by Robert E. Miller, ex-CBS. Penn State College, of which Milton Eisenhower is pres., and Stephens College, Columbia, Mo., are other pioneers in this technique.

**C**LUET TO UHF aspirations of Herbert Mayer in Philadelphia and Boston is deintermixture. Holding CPs for WPHD, Philadelphia (Ch. 23) and WHMB, Boston (Ch. 38)—latter granted this week—he filed petition Oct. 14 asking that Philadelphia be made all uhf, and it's assumed he'll ask similar action for Boston.

Whether Philadelphia is deintermixed or not, petition states, Mayer will build station, adding: "Everything possible will be done to make the station a success. Should the difficulties, however, prove too overwhelming to surmount, some undesirable results would follow. Apart from petitioner's financial loss will be the loss to the public in wasted set conversions, running perhaps to \$10-\$15,000,000. Even more serious would be the loss of faith that the public must inevitably feel in the existing allocation plan. Such a desultory result would be completely avoided by deintermixture, and your petitioner, to be sure, would build his station with a much lighter heart."

Mayer's petition asks that Philadelphia be assigned 7 uhf channels—3 for the existing 3 vhf stations, one for educational use, 3 for new stations. He suggests that the vhf's start broadcasting on both uhf and vhf 8 months after deintermixture is ordered, then discontinue vhf some 8 months later.

Ex-lawyer Mayer is the "wonder man" of TV, who filed for several stations in 1947 when channels were going begging, built Cleveland's WXEL (Ch. 8) and Portland's KPTV (Ch. 27), first of the uhf outlets and perhaps the most successful—then sold both along with his Empire Coil Co. last year to Storer for \$10,000,000 (Vol. 10:2). He thereupon took year's trip around the world with his wife and 5 children, returned about 2 weeks ago, is operating his Ajax Enterprises (including an art importing project) from his home in Greenwich, Conn.

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RCA shipped 25-kw transmitter Oct. 11 to WREC-TV, Memphis (Ch. 3), due on air in Dec.; 50-kw transmitter Oct. 12 to WFAA-TV, Dallas (Ch. 8), planning boost to 316-kw ERP; 2-kw visual, also Oct. 12, to KENI-TV, Anchorage, Alaska (Ch. 2). GE reports order for 35-kw amplifier from KREM-TV, Spokane (Ch. 2), and Sept. 30 shipment of 12-bay antenna to WSIX-TV, Nashville (Ch. 8).

Note: Return to air of KTVU, Stockton, Cal. (Ch. 36) as satellite of Sacramento's KCCC-TV (Ch. 40), as recently reported (Vol. 11:35), has not materialized. Our information was incorrect. KCCC-TV is reported still seeking ABC permission to rebroadcast network shows on KTVU. With no new starters this week, on-air total now is 454—107 uhf.

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

KRBB, El Dorado, Ark. (Ch. 10) has changed test pattern target to Nov. 10, plans Nov. 28 start with NBC, writes 1/3 owner-gen. mgr. Wm. M. Bigley. It will use 5-kw RCA transmitter acquired from Terre Haute's WTHI-TV (Ch. 10), already has 6-bay RCA antenna in place on 600-ft. Skyline tower. Near state's southern border, ownership interlocks with radio KVMA, Magnolia, Ark. Western sales mgr. will be W. Dudley Waller, from KVMA; eastern sales, W. C. Womack. Vernon Williamson, ex-KFDX-TV, Wichita Falls, is production-studio mgr. Base hour will be \$200. Rep will be Pearson.

WOBS-TV, Jacksonville (Ch. 30), which earlier asked for deintermixture by shifting vhf channels away from city (Vol. 11:31, 36), now hasn't target, reports 80% owner Jim Macri, who acquired control of radio WOBS and its CP from Georgia's ex-Gov. E. D. Rivers Sr. (Vol. 11:27, 31). It planned to use GPL transmitter, RCA antenna.

FARM TV COUNTS for Florida and Arizona are latest in series of county-by-county tabulations compiled by U.S. Census Bureau in its 1954 Census of Agriculture, based on 20% sample in Oct.-Nov. 1954. Arizona is shown to have TV sets on 3809 of its 9321 farms, or 40.9%; Florida, 13,477 of 57,543 farms, or 23.4%. County-by-county figures:

| ARIZONA  |             |               |             |             |               |
|----------|-------------|---------------|-------------|-------------|---------------|
| County   | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
| Apache   | 233         | 5             | Navajo      | 456         | —             |
| Cochise  | 904         | 87            | Pima        | 641         | 379           |
| Coconino | 216         | 5             | Pinal       | 1,047       | 445           |
| Gila     | 251         | 20            | Santa Cruz  | 173         | 29            |
| Graham   | 417         | 31            | Yavapai     | 609         | 48            |
| Greenlee | 158         | 1             | Yuma        | 569         | 284           |
| Maricopa | 3,502       | 2,475         |             |             |               |
| Mojave   | 145         | —             |             |             |               |
|          |             |               | State Total | 9,321       | 3,809         |

| FLORIDA      |             |               |             |             |               |
|--------------|-------------|---------------|-------------|-------------|---------------|
| County       | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
| Alachua      | 1,610       | 411           | Lee         | 458         | 144           |
| Baker        | 390         | 180           | Leon        | 910         | 92            |
| Bay          | 264         | 92            | Levy        | 498         | 78            |
| Bradford     | 617         | 205           | Liberty     | 285         | 6             |
| Brevard      | 1,017       | 256           | Madison     | 1,104       | 102           |
| Broward      | 408         | 197           | Manatee     | 804         | 258           |
| Calhoun      | 523         | 52            | Marion      | 1,853       | 357           |
| Charlotte    | 148         | 29            | Martin      | 186         | 56            |
| Citrus       | 278         | 14            | Monroe      | 11          | —             |
| Clay         | 188         | 94            | Nassau      | 205         | 88            |
| Collier      | 116         | 21            | Okaloosa    | 863         | 81            |
| Columbia     | 987         | 269           | Okeechobee  | 242         | 52            |
| Dade         | 1,527       | 900           | Orange      | 2,726       | 991           |
| De Soto      | 505         | 63            | Osceloa     | 527         | 195           |
| Dixie        | 214         | 23            | Palm Beach  | 874         | 309           |
| Duval        | 475         | 326           | Pasco       | 1,036       | 317           |
| Escambia     | 1,334       | 413           | Pinellas    | 758         | 315           |
| Flagler      | 100         | 73            | Polk        | 4,020       | 828           |
| Franklin     | 36          | 2             | Putnam      | 622         | 252           |
| Gadsden      | 1,024       | 70            | St. Johns   | 350         | 197           |
| Gilchrist    | 369         | 62            | St. Lucie   | 735         | 168           |
| Glades       | 103         | 22            | Santa Rosa  | 1,202       | 212           |
| Gulf         | 98          | 15            | Sarasota    | 349         | 68            |
| Hamilton     | 747         | 140           | Seminole    | 789         | 324           |
| Hardee       | 1,114       | 99            | Sumter      | 761         | 117           |
| Hendry       | 188         | 28            | Suwannee    | 1,705       | 299           |
| Hernando     | 387         | 42            | Taylor      | 323         | 38            |
| Highlands    | 583         | 163           | Union       | 385         | 77            |
| Hillsborough | 4,492       | 1,458         | Volusia     | 1,173       | 283           |
| Holmes       | 1,481       | 79            | Wakulla     | 242         | 2             |
| Indian River | 683         | 98            | Walton      | 1,214       | 108           |
| Jackson      | 2,997       | 149           | Washington  | 1,003       | 57            |
| Jefferson    | 924         | 68            |             |             |               |
| Lafayette    | 483         | 73            |             |             |               |
| Lake         | 2,920       | 820           | State Total | 57,543      | 13,477        |

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41).

DuMont has franchised 5 independent companies to sell its broadcast equipment, including transmitters, camera chains, multi-scanners and live color Vitascan apparatus: James B. Tharpe & Herbert Bloomberg, 500 Fifth Ave., N. Y. (Vol. 11:41); Klindworth-Midwest Co., 6117 St. Johns Ave., Minneapolis (B. J. Klindworth); Western Transmitter Equipment Co., 7940 Fareholm Dr., Los Angeles (Robert J. Myers) and 901 S.W. King Ave., Portland, Ore. (Lyle O. Keys); Electronic Applications, 254 E. Paces Ferry Rd. NE, Atlanta (Lewis C. Radford Jr.) and 5 Ocean Ave., Rockport, Mass. (Frank A. O'Connell); Southern Video Bestg. Co., 3628 Marquette Ave., Dallas (Geo. R. Winston) and 5226 Homer St., Dallas (Harry Del Muro).

FCC's first mobile TV monitoring unit is now in field, studying individual station signals for compliance with engineering regulations and collecting data on general TV broadcast problems. Unit was developed and built by Field Engineering & Monitoring Bureau with Lab. Div. of Office of Chief Engineer playing big part in design. First monitor will remain in East; second, now under construction, will handle Western area.

Annual Marconi Award of the Sons of Italy was presented to RCA's Brig. Gen. Sarnoff at jubilee convention in Philadelphia Columbus Day, Oct. 12.

Grey Adv. Agency's Robert Bennett, art director, has devised game based on CBS-TV show *What's My Line?*

**BUY-UP MARKET BOOSTS AVERAGE TV TO \$215:** The average retail price of a TV receiver is currently estimated at about \$215, an increase of about \$20 since start of year. Even allowing for recent price increases on selected models, the upward movement reflects consumer preference for higher priced sets -- and only the enormous success of GE's 14-in. portable (at \$99.95 & \$119.95) has kept average from going higher.

"Loss leader" low-end models are becoming harder to find on dealer floors, as all levels of trade continue to play up to consumers' desire for better-quality sets. You can look for continuation of this trend in merchandising and promotions for upcoming Xmas selling season. Even now, the ads of notorious price-cutters in big metropolitan markets make scant mention of leader models.

Discount houses are said to be having rougher weather amid trend to middle and higher end of lines. Depending for their livelihood on appeals for "low, low" prices, they're reportedly leaving the field in larger numbers, or else organizing their sales techniques to go along with consumer preferences.

"There's a bit of a paradox to be found in today's price situation," remarked one manufacturer. "A year ago there was a sharp downward trend in monochrome prices which was due in large part, I believe, to fears about the imminence of color. A lot of consumers were buying the least expensive models possible in the belief that color was just around the corner. Well, color today is a lot closer to the consumer market, which might make people even more desirous of buying cheaper sets -- but instead we have this very decided trend to higher-priced receivers."

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On the color tube front, as well as in set production and promotion, RCA continues to be the most active. While other tube makers are still frankly waiting to see whether RCA's efforts spark demand, its spokesmen insist color is beginning to move. In fact, RCA electronic products exec. v.p. W.W. Watts even went so far as to say this week: "Color tubes are going to be scarce in a few months."

Others still regard color tubes gingerly -- but hopefully. Sylvania reports it's in "limited production" of 21-in. metal-coned tube, similar to RCA's, will step it up as demand grows. It's making no color sets yet, but plans to start early next year. Meanwhile, it has bought several hundred from RCA "to round out current line."

CBS-Hytron pres. Charles Stromeyer says it's been sampling 22-in. all-glass rectangular units since Jan., has been working on cost-reduction techniques since, is standing by for demand before going into production. "There's a sincere interest in the rectangular tube," he said. He estimates the industry could fill demand for 250,000 color sets in 1956 but couldn't make as many as 1,000,000. "However," he adds, "there's no chance that demand will be as high as 1,000,000 next year. A lot of people forget that black-&-white sales didn't grow that fast."

Tung-Sol is another tubemaker which is preparing for day when set makers need its output. Said sales v.p. R.E. Carlson: "We're in what might be called pilot production, developing know-how on the RCA-type tube. We're going ahead on a conservative basis, as we believe a smaller company should. After the first of the year, we should know how to expand. I believe color is just about getting off the ground, and I notice much more enthusiasm about it lately."

Note: For industry comments on projected new GE color tube, see p. 13.)

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No figures on color set sales are yet forthcoming, but enthusiasm among RCA distributors and dealers is unabated -- as evidenced by the comment this week from big Krich-New Jersey sales v.p. Fred Comins: "Color TV is a booming industry and may be growing even faster than the best oracles in the business predicted." He said his firm's inventory was depleted after World Series. "We were forced to write our

dealers telling them that one model must be back-ordered and another was in extremely short supply. Now we're completely out of stock and the shipments we expect will go as fast as we can get them, simply to fill our back orders."

RCA distributors see bars and other public places, as in TV's early days, as the best market now for the introductory phase of color. "These installations serve to expose color TV to a constantly increasing consumer market," said Comins. "From what we have been able to learn, the consumer seeing the high-quality color TV picture in a public place begins to think seriously of a color set for his own use. This is where the boom starts, and it's already in full swing in New Jersey."

Brief highlights of other major trade developments this week:

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**Chamber Muses:** U.S. Chamber of Commerce, in report titled "Can We Depression-Proof Our Economy?", said serious depressions can be avoided "if we have the courage to avoid excessive booms and the wit to use what we know." Based on report by its Committee on Economic Policy (Harry A. Bullis, General Mills, chairman), the Chamber warned that economic stability cannot be taken for granted but said big depressions can be avoided because of: (1) accelerating rate of business research; (2) progress toward overcoming seasonable instability through changes in marketing and new sales policies; (3) skill of Federal Reserve Board in maintaining "stable monetary and credit policies"; (4) recognition by Govt. that tax cuts can stimulate consumption and investment; (5) such "built-in stabilizers" as unemployment compensation & self-amortizing nature of pension programs. Burgeoning economy was also topic of Gov. Harriman's address to National Radio Advertising Clinic in N.Y., in which he urged advertisers to be "over-optimistic" on future economic growth. With proper management, he said, gross national product could rise 50% in next decade.

**Fair Trade:** Another nail in fair trade coffin was hammered by GE's abandonment of fair trade pricing in Indiana pending ruling by State Supreme Court on its validity. Last of appliance manufacturers to practice fair trading, GE promised it would resume fair trade program "aggressively" if court rules in its favor. A lower court judge ruled recently, in case of Bissell Carpet Sweeper Co., that state's fair trade laws were unconstitutional. That decision is now on appeal to State Supreme Court, with GE in role of "friend of the court." GE fair trade mgr. R. C. Walton wrote Indiana appliance dealers that fair trade contract provisions are being waived temporarily "so you will not be placed in an uncompetitive position."

**Retail Sales:** RETMA reports 8-month TV retail sales of 4,171,139, or 14% over the 3,658,927 sold in first 8 months of 1954. Aug. sales were 568,577, compared to 381,567 in July and 484,533 in Aug. 1954. Eight-month retail sales of radios, not including auto sets, totalled 3,189,608, compared to 3,269,115 in first 8 months of 1954. However, auto radio production (usually equivalent to retail sales) totalled 4,469,179 in first 8 months this year, compared to only 2,547,413 in same period of 1954. Aug. radio sales, excluding auto, totalled 456,625, compared to 303,965 in July and 447,025 in Aug. 1954.

**Production:** TV output totalled 185,435 week ended Oct. 7, compared to 186,467 preceding week and 189,899 week ended Sept. 23. It was year's 40th week and brought production for year to date to about 5,785,000 vs. 5,200,000 in same period of 1954. Radio production soared to 334,816 (125,780 auto) week ended Oct. 7, highest for any week in more than 4 years, compared to 284,949 (103,932 auto) in preceding week and 267,994 (109,420 auto) week before. For 40 weeks, radio output totalled 10,200,000, compared to approximately 8,100,000 in corresponding period of 1954.

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Admiral's 5,000,000th TV receiver will have been produced by end of Oct., impelling its astute public relations director Martin Sheridan to come up with these statistics: Combined viewing area of all their screens would equal a 228-acre screen—or 39 times as large as the front of the Merchandise Mart. Placed side by side, the sets would cover 1500 mi., or from Chicago to Las Vegas. Some 10,000,000 miles of wire, more than 100,000,000 picture & receiving tubes were used.

Trend to full TV-radio-appliance lines by manufacturers may lead to elimination of many dealers in near future, according to NARDA chairman Mort Farr. Addressing Sales Managers Assn. of Philadelphia Oct. 10, Farr said full-line producers eventually will take on exclusive dealers in markets, like automobile franchises, not permitting them to sell competing lines. He predicted "shakeout" among dealers will start in smaller areas within 2 years.

**R**EACTIONS TO GE'S projected new color tube, called "post acceleration" type and using so-called "electron optical masking" as against RCA's shadow-mask, and demonstrated to press and to company's tube customers recently (Vol. 11:40), have come from several set makers. Consensus is that tube, which GE has stated won't be ready before 1957, is too far from production to be evaluated in terms of receiver output and marketability. Some of the comments:

Dorman D. Israel, Emerson exec. v.p.: "I feel that when a company like GE makes a statement that preliminary engineering laboratory samples of a color kinescope for their customers will not be delivered for 10-12 months, any guess or prediction as to the future of that kinescope is a wild speculation."

Leslie J. Woods, Philco v.p. & director of research: "The GE 22-in. rectangular color TV picture tube is particularly interesting because of its superiority in brightness over currently available tubes. As the engineers working on the project agree, there are several problems which must be solved before this tube can be manufactured in volume. However, we believe it represents an important step forward in the color TV art. None of the color tubes so far demonstrated is the ultimate answer to a satisfactory picture tube which can be mass-produced at a reasonable cost, and much work remains to be done in the laboratories."

Robert S. Bell, Packard-Bell exec. v.p.: "At the present time we do not know enough about the GE tube . . . Naturally, we hope for a better and simpler tube than the current shadow-mask job. I have a deep and abiding faith in the genius of American engineering and produc-

tion which I believe will solve the problem one of these days."

Robert W. Galvin, Motorola exec. v.p.: "The GE tube can be appraised only in the light of it being an engineering progress report, as they stated. Even in its present form it will provide stimulation for the cause of the rectangular tube, the all-glass tube, and an eventual brighter picture. Our preliminary analysis indicates that this tube should be reproducible eventually. But until we can examine it in our own laboratories it must still be considered a bird in the bush."

Clifford J. Hunt, Stromberg-Carlson TV-radio div. v.p.: "We feel that the GE color tube has a brighter picture than the RCA, but the resolution is not as good. Apparently it can be used in a somewhat less complicated set than the RCA but we can see very little price advantage in it."

Two respondents preferred not to be identified. One stated: "In its present stage, the GE tube represents a definite contribution to this science; I agree with the GE engineers that the phosphor must be placed on the face plate to overcome certain defects inherent in the current design. It is this prospective stage that seems doubtful to me. Past experience with this problem in connection with the Lawrence tube would not cause one to underrate this problem. Until this step has been successfully accomplished, I do not believe the GE tube can be evaluated in relation to an aperture-mask type."

Another spokesman is very dubious about the whole thing. Though not from RCA, he regards GE action in this light: "It seems to me that GE is merely making this move to answer its own management's and its dealers' questions as to why GE is dragging its feet and letting RCA run away with the color field."

**Trade Personals:** Charles M. Odorizzi, RCA corporate exec. v.p., leaves Oct. 17 by plane to inspect company's South American operations, stopping first in Caracas and Rio de Janeiro; he returns Nov. 23. Robert A. Seidel, consumer products exec. v.p., returns Oct. 17 from European trip . . . George Fearnought, RCA Victor TV sales mgr. for N. Y. district, promoted to field sales mgr. of TV div., succeeding Joseph P. Bannon, now gen. sales mgr. . . . P. J. Casella named v.p. of consumer products, RCA Victor Co. Ltd., Montreal, succeeding B. M. Barrett, now mgr. of appliance marketing dept., RCA International, N. Y.; Casella is succeeded by R. M. Macrae as distribution v.p. of Canadian operation . . . Joseph Solari appointed gen. sales mgr. of Federal Radio, components div. . . . Richard J. Bambery, Admiral regional sales mgr. in Memphis, appointed sales mgr. of freezer-air conditioner div., replacing Wm. B. Doyle, resigned . . . Herbert F. Berg promoted to production control mgr., DuMont technical products div., succeeding Morris Harris, now DuMont resident counsel . . . Allen J. Dusault, ex-CBS-Hytron, appointed gen. sales mgr. of Transistor Products Inc., unit of Clevite Corp., succeeding E. F. Giguere, now sales v.p.; Sam Rubinovitz promoted to govt. sales mgr. . . . Ken Curtiss, ex-Spartan, named Capehart-Farnsworth district mgr., San Francisco . . . Martin L. Burke appointed Spartan mid-Atlantic district merchandiser, Washington . . . Wm. J. Helt, onetime Raytheon TV-radio sales mgr., elected sales v.p. of Magnecord Inc. and Magne Music Inc., its background music subsidiary . . . Robert L. S. Leedy, ex-DuMont, named Hammarlund adv. & promotion mgr. . . . Vernon W. Moritz, on special assignments for GE TV-radio dept., appointed district sales mgr., Dallas, succeeding Philip H. Weil, now N. Y. district sales mgr. . . . Sam Schlusel promoted to sales mgr., antennas & accessories, Channel Master Corp.

Strike at 28 Westinghouse plants, including TV-radio factory at Metuchen, N. J., seemed certain to start at midnight Oct. 16, with almost no hope of settlement in sight as we went to press. Federal Mediator J. A. Moran Oct. 14 reported "complete deadlock" in negotiations between company and IUE, representing 44,000 workers who now earn average of \$2.10 per hour. Union has rejected offer of 23½¢ hourly wage increase, spread over 5 years. Meanwhile, production resumed Oct. 10 at Bendix Radio plant in Towson, Md., following settlement of 39-day strike, with 2-year contract providing 6¢ hourly average wage increase and fringe benefits.

GE will spend \$40,000,000 in next 3 years to expand major appliance productive capacity at Louisville's Appliance Park, said v.p. Charles K. Rieger. Predicting GE's major appliance sales will double in next 10 years, he told newsmen firm intends to concentrate major appliance production, not merely assembly, at Appliance Park, with addition of new automatic machinery.

R. S. Yeandle, GE, named chairman of RETMA school equipment committee, succeeding Fred D. Wilson, DuKane Corp.; Frank W. Mansfield, Sylvania, named chairman of new RETMA statistical policy committee.

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**DISTRIBUTOR NOTES:** DuMont appoints Cherry-Tollerson Inc., 1508 McGavock St., Nashville (John R. Cherry, pres.), replacing Hermitage Electrical Supply Co. . . . Capehart-Farnsworth appoints Gregnall Co., Western Merchandise Mart, San Francisco . . . Emerson Radio of Texas, Dallas, opens branch at 605 S. Flores St., San Antonio . . . Olympic Radio establishes factory branch at 715 Bryant St., San Francisco . . . Straus-Frank Co., Houston (Sylvania) promotes Herbert P. Haschke to v.p. . . . G. W. Onthank Co., Des Moines (Admiral) appoints Frank A. Hutton sales promotion mgr.

**Topics & Trends of TV Trade:** RETMA hit back with bristling reply this week to suggestion by Treasury spokesman that excise tax exemptions on uhf and color sets would constitute a "concealed subsidy" (Vol. 11:41). Sigurd Trammel, Stromberg-Carlson tax mgr. and member of RETMA tax committee, told House Ways & Means subcommittee Oct. 12 that excise taxes "discourage buyers needed to establish important new markets and sources of revenue and employment." He added:

"To say that the omission from taxation constitutes a subsidy is to say that all items not selected for tax are subsidized. This ignores established canons of selective excise taxation. With few exceptions, of which uhf and color TV are the most notable, Congress has deliberately selected only those articles with such well-established markets that they could carry the special burden of the selective tax and yet yield substantial revenues with relatively slight administrative cost."

He said further that present excise tax laws create administrative headaches in TV-radio industry. "It is not at all unheard of for 2 manufacturers of the same article to have received conflicting rulings from the Internal Revenue Service," he said. "One ruling may hold the article to be tax-exempt while the other ruling may determine that the article is taxable. Since neither ruling is published, the article may be taxed to one seller and not to another. An example of this was the treatment of high-fidelity amplifiers. No ruling has yet been published, although the Internal Revenue Service has apparently resolved the conflict in its private rulings . . ."

"Manufacturers of our industry were also greatly interested in finding out whether subminiature tubes were subject to the excise tax. The Service issued a private ruling to one manufacturer, but it was not until 13 months later that this ruling was published for the information of all."

Note: RETMA officials privately hold little hope for uhf and color exemptions, are much more optimistic about chances of reducing excise tax from 10% to 5% on all TV-radio receivers, in line with treatment accorded household appliances last year.

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TV set sales by Canadian factories in first 8 months totaled 344,620, production 429,671, reports RETMA of Canada. This compares with 262,903 & 261,519 in first 8 months of 1954. Projected production estimate for Sept.-Nov. period is for 339,841 more sets. Aug. sales totaled 71,108 at average price of \$303, production 66,819. Inventory at end of Aug. was 132,935 vs. 67,449 at end of Aug. 1954. For sales from Jan. 1, 1949, thru Aug. 1955, Montreal led with 390,367; Toronto, 333,331; Hamilton-Niagara, 144,126; British Columbia, 118,756; Windsor, 99,064; Ottawa & eastern Ontario, 95,071; Manitoba, 57,866; London, 55,191; Quebec City, 52,503; Alberta, 48,307; other Ontario, 46,930; Nova Scotia, 34,723; New Brunswick & Prince Edward Island, 26,541; Saskatchewan, 22,103; Sudbury, 14,725; other Quebec, 5570; Lakehead, 4762; Newfoundland, 4323.

Picture tube sales in first 8 months totaled 6,478,351, valued at \$124,204,295, compared to 5,326,775 worth \$111,029,918 in corresponding period of 1954, reports RETMA. Aug. sales were 1,048,534—record for that month—valued at \$19,812,567, compared to 515,793 at \$9,498,169 in July and 855,191 at \$17,941,034 in Aug. 1954. Receiving tube sales in first 8 months totaled 300,080,000 valued at \$228,948,000, vs. 225,085,000 at \$162,807,000 in first 8 months of 1954. Aug. sales of 45,238,000—valued at \$33,099,000—set all-time monthly record, compared to 28,340,000 at \$21,167,000 in July, 35,229,772 at \$24,135,914 in Aug. 1954.

Among officers' & directors' stock transactions reported to SEC during Aug.-Sept.: Edward Lamb sold 572 shares Air-Way Industries, holds 2600 directly, 14,716 indirectly and acquired 1160 Air-Way 5% cumulative convertible preferred in exchange for shares of Lamb Industries Inc., holds 1160; Frank C. Oswald acquired 2000 Air-Way pfd. in exchange for 10,000 Lamb Industries; Walter A. Rudolphsen bought 298 Belden Mfg., holds 1462; Arthur L. Wanner bought 120 Belden, holds 3000; Hugo H. Wermin bought 298 Belden, holds 1776; Irving G. Rosenberg bought 200 DuMont Class A common, holds 400; Dr. W. R. G. Baker bought 2136 GE, holds 6972; John Holmes bought 400 GE, holds 1000; Ross I. Parker bought 1218 GE, holds 4400; Joseph A. Zock bought 1200 General Precision Equipment, holds 13,301; John M. Zimmermann bought 500 International Resistance, sold 100, holds 500; Richard A. O'Connor sold 300 Magnavox capital, holds 55,293; Gordon Dean sold 1000 Norden-Ketay, holds 1000; Frank J. Manheim sold 329 Norden-Ketay, holds 5571; Albert Parker sold 200 Norden-Ketay, holds 1667; Jack Stadler sold 1500 Norden-Ketay, holds 15,600; Larry F. Hardy sold 200 Philco, holds 6954; Robert L. Werner bought 100 RCA, holds 445; Charles F. Adams Jr. bought 1798 Raytheon, holds 12,798 and sold 600 \$2.40 cum. pfd., holds none; David R. Hull bought 1000 Raytheon, holds 1000; Harold C. Mattes sold 1100 Raytheon, holds 7959; Bernard O. Reuther bought 120 Sperry Rand, holds 10,734.

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Pushing second sets, New Orleans TV-Radio Appliance Assn. published brochure recently titled *Here's Why a 2-TV Family Is a Happy Family*. Second set, it says, promotes "household harmony" and "modern living" because: "Pop can have his baseball game, but Mom won't miss the cooking show. No more conflicts between Junior and Sis. Sis can watch the drama on one set while Junior enjoys his 'shoot 'em up western' in the privacy of his own room."

Emerson Radio will produce tape recorders shortly, retailing for \$192, as latest move in consumer products diversification begun 2 years ago with air conditioners. Pres. Benjamin Abrams also disclosed that Vigorelli sewing machine line is now merchandised through Emerson distributors and dealers, though company has no financial interest in its production.

NARDA convention Jan. 15-17 at Chicago's Conrad Hilton Hotel will include exhibits by 16 accessory manufacturers—first time displays have been permitted. Managing director A. W. Bernsohn declined to comment on reports NARDA allowed displays as "experiment" to determine whether to set up its own annual trade show.

Capehart-Farnsworth has licensed Canadian Westinghouse Co. as manufacturer and distributor of its TV-radio-phono line in Canada, starting in Nov. Canadian Westinghouse will set up a separate organization within company to market Capehart line, with production concentrated at main plant in Brantford, Ont.

More TV price hikes: CBS-Columbia has increased four 21-in. consoles and one 24-in. console by \$10-\$20. Hoffman Electronics has raised six 17, 21 & 24-in. models by \$10-\$20. Hoffman also added a 21-in. table to line, retailing at \$230 in walnut, \$240 in mahogany & blonde.

Color Converter Inc., Columbia City, Ind. maker of whirling disc converter (Vol. 11:22), reports negotiations with unidentified set maker who plans to use device. Disc has been on market at \$149.95. New sales mgr. is Gus Weik, ex-Crosley.

The Representatives of Electronic Products Manufacturers Inc. has scheduled another symposium on color TV to be held in Nielsen's Restaurant, Elmwood Park, Ill., Nov. 15.

**Electronics Reports:** Industrial electronics — called a “coming giant,” running at current rate of about \$600,-000,000 a year and promising to become a \$1 billion business by 1960—is appraised in 8-p. report on the electronics industry issued this week by E. F. Hutton & Co. “Since this phase of electronics is still in its initial stage,” report states, “the substantial total of sales already achieved suggests an enormous potential.

“Already the list of products for electronic devices is becoming encyclopedic. Some of the more familiar applications would include the control of motors and machines, automatic elevator controls, electronic cooking, testing, sorting, closed-circuit TV, etc. Also significant here (although much broader in application) is the development of the transistor. This device will make it possible to decrease the size of products while increasing reliability, and will also permit the performance of tasks not possible with the use of tubes. In fact, the successful development of transistors will further enrich the scope of electronics.”

[See also “Industrial TV—Is the Giant Awakening?” *Television Digest*, Vol. 11:37.]

Hutton report appraises TV and military electronics with much same conclusions as recent Carl M. Loeb, Rhoades & Co. and Paine, Webber, Jackson & Curtis reports (Vol. 11:35, 38, 41)—but doesn’t emphasize RCA, as they did. It does, however, offer decidedly bullish estimates of Admiral, ABC-Paramount, Beckman Instruments, RCA, Sylvania. Its forecasts for broadcasting-telecasting run to \$3.5-\$4.5 billion in billings within 10 years, as against 1954’s \$809,100,000 [and 1955’s probable \$1 billion-plus; Vol. 11:39].

This table of “selected financial statistics” is carried in the report:

| Company      | Ap. Price            | Earnings Per Share 1955E | 1954    | Div.    | Ind. 1955 | Yield | P/E Ratio 1955E | 1954-55 Price Range |
|--------------|----------------------|--------------------------|---------|---------|-----------|-------|-----------------|---------------------|
| Admiral      | 21                   | \$ 2.75                  | \$ 2.78 | \$ 3.48 | \$1.00    | 4.8%  | 7.7             | 30-18               |
| ABC-Para.    | 29                   | 2.00                     | 1.06    | 2.13    | 1.00      | 3.4   | 14.5            | 33-15               |
| Beckman†     | 24                   | 1.06                     | 0.85    | 0.70    | N11       | —     | 22.6            | 27-14               |
| CBS*         | 23                   | 1.80                     | 1.56    | 1.24    | 0.80      | 3.3   | 13.5            | 33-14               |
| Consol. Eng. | 21                   | 0.90                     | 0.95    | 0.57    | 0.40      | 1.9   | 23.3            | 31-14               |
| Hoffman      | 22                   | 2.00                     | 2.08    | 2.07    | 1.00      | 4.5   | 11.0            | 31-14               |
| Motorola     | 46                   | 4.00                     | 3.91    | 3.66    | 1.50      | 3.2   | 11.5            | 60-30               |
| Philco       | 32                   | 2.25                     | 1.70    | 4.86    | 1.60      | 4.8   | 14.2            | 43-28               |
| RCA          | 45                   | 2.90                     | 2.66    | 2.27    | 1.35      | 3.0   | 15.5            | 55-22               |
| Sylvania     | 44                   | 4.00                     | 2.93    | 3.10    | 2.00      | 4.4   | 11.0            | 50-32               |
| Tung-Sol     | 28                   | 3.75                     | 3.16    | 3.03    | 1.25      | 4.4   | 7.5             | 33-16               |
| Zenith       | 120                  | 14.50                    | 10.98   | 12.61   | 4.00      | 3.3   | 8.2             | 134-63              |
| E—Estimated. | †Year ended June 30. | *On Class A & B shares.  |         |         |           |       |                 |                     |

Solar battery orders are “pouring in” from here and abroad and potential uses are unlimited, reports Fred Pollack, sales mgr. of Hoffman Electronics subsidiary National Fabricated Products which manufactures Bell Labs-designed unit (Vol. 11:41) under Western Electric license. Among future uses of cells, Pollack told *N.Y. Herald Tribune* Oct. 9, are operation of completely unmanned weather stations and soon-to-be-launched space satellites. Large-scale use of battery is unlikely, he said, until costs come down; unit of 400 cells now has \$8500 price tag.

Closed-circuit TV will be used experimentally to give airport control tower better view of newly extended runways at Alameda Naval Air Station, Cal. Three cameras will be located along runway, relaying view of aircraft to tower half mile away. Installation will cost \$50,000, about 10% of cost of moving tower or increasing its height to give operators better view of runway.

Vactron Corp., Fort Worth, manufacturer & rebuilder of TV picture tubes, headed by Don Houghton, has temporarily been denied SEC exemption from registering public offering of 300,000 shares of common stock at \$1 par value (filed May 13, 1955). SEC believes offering would exceed \$300,000 exemption limit, provides opportunity for hearing.

TV industry played major role in Senate hearing on patent laws this week when Dr. Allen B. DuMont and Donn Bennett, producer of *The Big Idea* (WCAU-TV), called for changes to stimulate invention. Dr. DuMont said that of thousands of radio patents only one or two have been judged valid by Supreme Court, saw “something wrong with system” and called for redefinition of patents. Bennett showed TV film of new inventions and explained part his show plays in presenting them to manufacturers. He also cited problems of private inventors under existing laws.

Southwestern Industrial Electronics Co., Houston manufacturer of electronic equipment for petroleum industry, plans merger with Dresser Industries Inc., Dallas manufacturer of gas, oil and chemical equipment, whose subsidiary Dresser-Ideco Co., Columbus, O., makes TV-radio antenna towers.

Recommended technical reading in Oct. *Electronics Magazine*: “Beyond-Horizon Signals Extend Communications” by v.p. James R. Day, Radio Engineering Labs; “Multiplexing FM Broadcast Transmitters” by John H. Bose, onetime asst. to Maj. Armstrong, now with Columbia U electronics research lab.

Sperti Products has acquired J. Leukart Machine Co., Columbus, O., thru exchange of stock in diversification move to expand nuclear and electronics production. Details were not announced but transfer in ownership does not affect executive, engineering or production personnel.

Maj. Gen. Jerry V. Matejka will become asst. to the director for telecommunications, Office of Defense Mobilization, on Nov. 1 following his retirement from Army Oct. 31, ODM director Arthur S. Flemming announced formally. Gen. Matejka is now serving with ODM on “temporary assignment” (Vol. 11:39).

Dr. James R. Whitehead, ex-McGill U associate professor of physics and radar veteran, named head of new RCA Victor Co. Ltd. Research Labs, Montreal, due to open before year’s end; associated with him in undisclosed capacity is Dr. Sydney Wagner, also from McGill.

Dr. Mervin J. Kelly, pres. of Bell Labs and Sir Gordon Radley, British Post Office director general, jointly received first Christopher Columbus International Communication prize at Genoa, Italy Oct. 12 for planning of 36-telephone circuit cable between Canada & Scotland.

Cleo F. Craig, pres. of AT&T, on Nov. 14 will receive 1955 gold medal of merit award of U of Pennsylvania’s Wharton School Alumni Assn. for “outstanding business leadership.”

Dr. Wm. O. Baker, Bell Labs physical sciences research director, elected v.p. in charge of research; Dr. Henrik W. Bode, mathematical research director, succeeds him.

Guy Entekin promoted to mgr. of Burlington, Ia. plant of International Resistance Co.; Roger Lowery promoted to senior mechanical engineer at Burlington.

John H. Beedle promoted to mgr. of Raytheon’s new commercial equipment div.; Gordon S. Humphrey elevated to mgr. of govt. equipment div.

William J. Barkley, ex-Collins Radio exec. v.p. & gen. sales mgr., named v.p. of Rust Industrial Co., Manchester, N.H., maker of remote control equipment.

George D. Butler, ex-sales v.p. of Warren Electronics Inc., Irvington, N.J., appointed sales director of Norden-Ketay Corp.

Matthew A. McLaughlin named Avco v.p. & gen. counsel, Henry J. Oechler appointed secy.

Charles P. Myers promoted to Westinghouse gen. counsel, Leonard E. Kust to gen. tax counsel.

**Financial & Trade Notes:** DuMont stockholders, at special meeting Oct. 10, approved in toto the plan to spin off broadcasting from manufacturing activities (Vol. 11:33-34, 39)—and board of directors of new DuMont Broadcasting Corp. proceeded forthwith to elect Bernard L. Goodwin, secy. of Allen B. DuMont Laboratories Inc. and v.p.-gen. mgr. of all music publishing subsidiaries of Paramount Pictures Inc., as pres. of the new company. Ted Cott was chosen v.p., and both went on the board.

An executive committee of 5 directors was set up, comprising Paramount v.p. Paul Raibourn as chairman, Dr. DuMont, Armand Erpf (partner of Carl M. Loeb, Rhoades & Co.) and Messrs. Goodwin and Cott. Raibourn was elected treas.; Richard L. Geismer & Irving Singer, asst. treas.; Paul O'Friel, asst. to secy. Other members of board are Barney Balaban, Dr. T. T. Goldsmith Jr., Stanley F. Patten, Percy M. Stewart, Edwin Weisl.

DuMont Broadcasting Co., it was announced, will seek to acquire more TV stations and some radio stations in addition to WABD, N. Y. and WTTG, Washington, which it takes over from parent company along with the DuMont Telecentre in N. Y. As soon as FCC approves transfers of stations, DBC will issue one share of stock for each 2½ now held. It will have 2,500,000 of \$1 par common outstanding (944,422 at start as result of 1-for-2½ distribution) and will seek additional working capital of at least \$1,500,000 through the sale of shares, to be offered first to present stockholders on pro rata basis.

DuMont Laboratories, which should shortly announce selection of a new pres., will increase its authorized shares from 2,500,000 to 5,000,000, will no longer have A & B classes. Presently 1,801,054 A shares are outstanding, 560,000 B, all latter owned by Paramount Pictures which also owns 68,500 A and which will thus continue to hold about 26% interest in the company. Stock option plan provides that 90,000 shares will be reserved for purchase by key executives, including the new pres., in addition to an option on 35,000 given Dr. DuMont.

Dr. DuMont becomes chairman of board, devoting full time to executive duties until 1966 at \$50,000 a year; thereafter, for 10 years, he will be paid \$20,000 a year as consultant. He no longer gets former incentive compensation of 2½% of companies' earnings in excess of \$1,000,000 before Federal taxes. New pres. will go on board, along with one other executive; other board members are same as DBC board except for Goodwin and Cott.

Note: Possibility that first new acquisition of DBC may be KTLA, Los Angeles (Klaus Landsburg, mgr.), owned by Paramount and operated as an independent, is seen in fact that Goodwin is v.p. of the KTLA operating company and Raibourn has been in charge of it virtually from its inception in 1947 as one of the pioneer TV stations of the country. However, it's undoubtedly valued at far more than the \$1,500,000 which it's proposed to raise for DBC initially. If KTLA is later merged into DBC on a stock basis, Paramount Pictures might conceivably acquire control of DBC. Paramount's interest is not only station operation but subscription TV, of which Paramount pres. Barney Balaban is one of the most ardent proponents.

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Electrical industry, including TV, radio & electronics, gained only .1% on rate of return on investment from 1940 to 1953, but in 1950 rose to 6.9% over 1940 figure, Federal Trade Commission reveals. In list of 25 selected industries, GE, Westinghouse, RCA, Sylvania were chosen as Big 4 of 68 firms in electrical category. GE showed return of 17.1% in 1940, 26.6% in 1950, 18.5% in 1953; Westinghouse return was 9.7%, 15.5% & 10.7% in those periods; RCA, 12.8%, 29% & 16.8%; Sylvania, 21.3%, 18.1% & 9.9%.

"Special earnings dynamics" in American Broadcasting-Paramount Theatres Inc. are seen in decidedly bullish report by S. B. Lurie, of Josephthal & Co., 120 Broadway, N. Y. in which he contrasts 1955 good profits prospects with losses of preceding 2 years and concludes "the 1956 potential could be explosive" and broadcast earnings "may exceed the respectable profits of the theatre division." Presently, his analysis states, the network has an indicated \$74,000,000 of billings on its books for the 1955-56 season, whereas this year's TV gross will be \$50-\$54,000,000 as compared with \$34,000,000 in 1954. He points out that NBC & CBS ("managed by advertising men rather than showmen") are practically "out" of saleable time; that ABC is gathering TV affiliates; that whereas Paramount division's profits were off 30% in first half of 1954, year ended with 11% gain; that current \$1 dividend rate may be raised; that AB-PT's working capital of nearly \$31,000,000 gives it strong position; that heavy depreciation charges permit rapid amortization of some \$40,000,000 of long-term debt. He concludes: "But it is the earnings potential inherent in a TV operation which has taken on a forward look that provides the immediate speculative 'plus.'"

Official Films Inc. (Harold L. Hackett, pres.-chairman; Herbert Jaffe, exec. v.p.) is asking its stockholders, in notice for Oct. 31 annual meeting, to approve increase in capital stock from present 2,000,000 shares to 3,000,000—stating it's to take advantage of profitable opportunities in near future. Acquisition of quality TV properties is goal. Present list includes *My Little Margie*, *Foreign Intrigue*, *Willy, Trouble with Father*, *Adventures of Robin Hood*.

Television Shares Management Corp., selling agent for Television-Electronics Fund, first open-end investment trust in the field, estimates factory value of electronic equipment and components, including TV-radio apparatus of all kinds, will run about \$8 billion this year, according to exec. v.p. Paul A. Just, speaking before Boston Investment Club. This compares, he said, with only \$213,000,000 in 1939.

General Instrument Corp., for 6 months ended Aug. 31, showed net loss of \$10,796 after carry-back tax credits on sales of \$13,350,127 vs. net loss of \$249,946 on sales of \$9,671,200 in 1954 period. The 1955 figures include sales and earnings since March 1 of Automatic Mfg. Corp., recently acquired subsidiary.

LaPointe Electronics reports loss of \$174,743 on sales of \$529,497 for 8 months ended June 30. No comparison available.

Teleprompter Corp. chairman Irving B. Kahn, announcing expansion program that includes absorption of franchiser Teleprompter National Sales Co., has named Herbert W. Hobler, formerly sales mgr. of the franchise company, as sales v.p., and has set up the following new divisions: stations div., headed by Warren Abrams, ex-CBS; public speaking & staging div., Wm. Marsh, director, handling govt. & export business and acting as liaison with Underwood Corp. in connection with production and sales of new "Telexecutive" portable cueing device (Vol. 11:41); sales service div., James Blair, director, and Ray Hagen, field sales rep.; network & film services div., Don Redell, director, in association with Bart Swift; field offices div., supervised by Hobler. Named director of operations is Nat Myers, with Phil Elbert as comptroller. The 3 organizers of the corporation—Kahn, Hubert J. Schlafly, Fred Barton—continue in their present positions, v.p. Schlafly directing engineering & development and v.p. Barton supervising western div. in Los Angeles. Firm now employs 200.



**Color Trends & Briefs:** Total of 16 stations, including network keys, are equipped with live color cameras as of today, RCA reports—with WFBM-TV, Indianapolis, the latest, installing chain this week and planning inauguration of colorcasts shortly. WOAI-TV, San Antonio, began live colorcasts Oct. 15 with 8 hours of color opening day and a schedule calling for average of 60 hours a month. RCA also reports that it has equipped 45 stations for color film & slides.

These are the stations with live color camera chains: WBAL-TV, Baltimore; WBEN-TV, Buffalo; WBAP-TV, Ft. Worth; WFBM-TV, Indianapolis; KNXT, KRCA & KTLA, Los Angeles; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; WDSU-TV, New Orleans; WCBS-TV & WRCA-TV, New York; WKY-TV, Oklahoma City; KMTV, Omaha; WOAI-TV, San Antonio; KRON-TV, San Francisco.

RCA lists following with film & slide equipment: WSB-TV, Atlanta; WBAL-TV & WMAR-TV, Baltimore; WBZ-TV, Boston; WBEN-TV, Buffalo; WCHS-TV, Charleston, W. Va.; WBT, Charlotte; WNBQ, Chicago; WNBK, Cleveland; WWJ-TV, Detroit; WHO-TV, Des Moines; WBAP-TV, Ft. Worth; KMJ-TV, Fresno; KPRC-TV, Houston; WSAZ-TV, Huntington; WJAC-TV, Johnstown; WDAF-TV, Kansas City; WGAL-TV, Lancaster; KRCA & KTTV, Los Angeles; WTMJ-TV, Milwaukee; KSTP-TV, Minneapolis-St. Paul; WSM-TV, Nashville; WNHC-TV, New Haven; WRCA-TV, New York; WKY-TV, Oklahoma City; KMTV, Omaha; WXEX-TV, Petersburg-Richmond; WCAU-TV & WFIL-TV, Philadelphia; KTVK, Phoenix; KPTV, Portland, Ore.; WTVR, Richmond; WSLs-TV, Roanoke; KCRA-TV, Sacramento; WOAI-TV, San Antonio; KRON-TV, San Francisco; KOMO-TV, Seattle; KSD-TV, St. Louis; KHQ-TV, Spokane; WSyr-TV, Syracuse; WFLA-TV & WTVT, Tampa; WTOP-TV, Washington; WPFH, Wilmington, Del. In addition, CBS has purchased RCA film cameras for network use.

Summarizing color-equipment of NBC-TV affiliates this week, NBC exec. v.p. Robert Sarnoff noted that affiliates have fed several color shows to network and stated: "We hope to do more and more color originations on the local level. We believe color must spring up from all parts of America if it is to reach maturity as a national service." He said that 31 NBC-TV affiliates can now produce local color; that 102 affiliates can handle network color, putting NBC's color shows within reach of 90% of nation's TV homes. NBC's output of some 40 hours of color monthly represents 10% of its entire schedule, he said.

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Closed-circuit preview in color of "Alice in Wonderland," to be presented by Maurice Evans on NBC-TV *Hallmark of Fame* Oct. 23, 4-5:30 p.m., was shown to about 1000 Hallmark salesmen assembled at 100 NBC affiliates Oct. 13. Also shown were scenes from other plays in series: Nov. 20 "The Devil's Disciple," Dec. 11 "The Corn is Green," Feb. 5 "The Good Fairy." On Oct. 14 closed-circuit briefing on upcoming daily 3-4 p.m. color dramatic series, *NBC Matinee Theatre* which starts Oct. 31, was fed to 112 affiliates, where sponsors and ad agency representatives gathered. Show included dress rehearsal from Burbank, Cal. color studios, switched to WKY-TV, Oklahoma City, where mgr. Proctor A. (Bud) Sugg described station's role in series, then to Lansing, Mich. for interview with Michigan State U drama Prof. Wilson Paul, winding up in New York with presentation by NBC executives.

Motorola exec. v.p. Robert W. Galvin's color predictions: Retail sales of 50,000 this year, 300,000 next year, 1,000,000 in 1957. And prices in 1957 should be \$500-\$600, he said.

Network color schedules for next 2 weeks: NBC-TV—Oct. 17-21 & 24-28, *Howdy Doody*, 5:30-6 p.m.; Oct. 17, *Producers' Showcase*, "Cyrano de Bergerac," starring Jose Ferrer, Claire Bloom, 8-9:30 p.m.; Oct. 18, *Milton Berle Show*, featuring Ann Sothern, 8-9 p.m.; Oct. 20, *Home* segment, 11:45 a.m.-noon; Oct. 23, *Maurice Evans Presents*, "Alice in Wonderland," starring Gillian Barber, Eva LeGallienne, Bobby Clark, Martyn Green, Burr Tillstrom, 4-5:30 p.m.; Oct. 25, *Today* segments, 7-10 a.m., *Home* segments, 11:45-noon; Oct. 28, *Today & Home* segments (usual times); Oct. 29, NCAA football game, Iowa vs. Michigan, 2:15-5 p.m. CBS-TV—Oct. 18, *Red Skelton Show*, 9:30-10:00 p.m.; Oct. 20, *Climax*, "House of Shadows," starring Diana Lynn, James Daly, James Gleason, Jane Darwell, 8:30-9:30 p.m.; Oct. 22 & 29, *Gene Autry Show*, 7-7:30 p.m.; Oct. 22, *Ford Star Jubilee*, "Together With Music," starring Mary Martin, Noel Coward, 9:30-11 p.m. Other shows: NBC-TV—Nov. 5, *Max Liebman Presents*, "The Great Waltz," 9-10:30 p.m.; Nov. 6, *Color Spread*, "Constant Husband" (film), 7:30-9 p.m.; Nov. 14, *Producers' Showcase*, "Wonderful Town," 8-9:30 p.m.; Nov. 20, *Maurice Evans Presents*, "The Devil's Disciple," 4-5:30 p.m.; Nov. 26, NCAA football game, Army vs. Navy, 1:15-4 p.m.; Nov. 26, *Max Liebman Presents*, "Dearest Enemy," 9-10:30 p.m.; Nov. 30, *Kraft Television Theatre*, 9-10 p.m. CBS-TV—Nov. 5, 12, 19 & 26, *Gene Autry Show*, 7-7:30 p.m.

"Whale of a success" with its World Series color promotion is reported by Lawrence H. Rogers II, v.p.-gen. mgr. of WSAZ-TV, Huntington, W. Va. Besides 21-in. sets which he states packed them into Huntington & Charleston studios all 7 days, station had three 46-passenger buses, each with color set installed and with own special aerials, stationed at heaviest traffic locations in downtown Huntington—and they played to full (and rotating) houses at all times. For Sun. game, one of buses was detailed to International Nickel Co. picnic attended by 2000. Games in color also displaced programs of both Rotary & Kiwanis, some 550 attending, including Gov. of W. Va. and staff.

Excellent idea: *You and Color TV* on KOA-TV, Denver Oct. 18, 5-5:15 p.m., is designed to show viewers how to tune color sets. Operations supervisor Jim Butts will conduct program, cutting into colorcast *Milton Berle Show* to give viewers color picture to work with. Berle show is normally shown in Denver at 8 p.m. in black-&white via quick kine. Sponsors of unique program are local Pioneer TV Service and Daniels & Fisher.

NBC-TV "Colorcade," featuring 13 colorcasts of American scene inserted on *Today*, *Home & Howdy Doody*, started Oct. 14 with football game preview at Mich. State. Pickups are to be made by NBC color mobile unit (which televised World Series) at East Lansing, Mich., Oct. 20; Greenfield Village, Dearborn, Mich., Oct. 25; Ann Arbor, Mich., Oct. 28; Detroit, Nov. 3; Dayton, Nov. 9; Philadelphia, Nov. 23.

Foto-Video Labs (Albert J. Baracket, pres.), recently moved to larger quarters at 25 Amity St., Little Falls, N. J., reports shipment of color and black-&white video equipment to WRCA-TV, New York; KSL-TV, Salt Lake City; WCCO-TV, Minneapolis.

Prize of 21-in. RCA color set is being offered by George Storer's WGBS-TV, Miami (Ch. 23) to contestant submitting best name for new 937-ft. tower. Contest is aimed to promote both station and NBC color shows it carries.

San Francisco Chronicle's KRON-TV, one of most ardent boosters of color TV, had exhibit devoted to it that was one of highlights of Oct. 1-9 Exposition of Modern Living in Oakland.

**T**HE RASH OF SALES of TV & radio stations appears to have subsided somewhat—and there are some that simply “can’t be had.” Nevertheless, the prudent owner ought to know the true worth of facilities he controls and new and improved methods of appraisal are available, according to Ray V. Hamilton, partner of Blackburn-Hamilton, station brokers, speaking Oct. 7 before Ohio Assn. of Radio & TV Bestrs. in Columbus.

Market values have risen appreciably in last few years, said Hamilton, with AM values rising “gradually” and TV soaring “phenomenally.” For example, Blackburn-Hamilton over the last 12 months negotiated sales of three 1-kw daytime radio stations in good but not top markets for prices ranging from \$450,000 to \$500,000 each; sold a TV station in the Northwest for \$375,000 in 1949 that’s valued in excess of \$4,000,000 now; might have had another TV in California in 1950 for \$500,000 that’s currently valued at some \$7,000,000. (Good guess is he was referring to KPIX, San Francisco, now owned by Westinghouse, with whose radio counterpart KSFO he was once connected himself.)

Standard considerations in setting going price of a TV and/or radio station, he said, are power & frequency; network affiliation; competitive factors in market; size, character & growth potential of market; fixed assets, “net quick” position, equipment inventory & condition, replacement needs; length of time station has operated; history of gross income and net earnings. Other criteria, which he said might be termed “psychological,” include an estimate of the reputation of the station in its own community, i.e., an evaluation of its goodwill.

He urged stations to secure “through scientific means, an appraisal of their properties—not as a onetime service but as a continuing service over the years.” Owners should know values not necessarily for sales purposes but also in order that to determine on what basis they want to retain and operate their properties.

NARTB fund to retain experts for fight against possible AT&T line charge increase will be solicited by TV v.p. Thad Brown in letters to all members next week. Action came after WTAR-TV’s Campbell Arnoux, in panel discussion at 3-day regional meeting in Roanoke Oct. 12-14, voiced fear that expiration of line contracts Oct. 31 would bring “terrific boost” in cost of programming. Lawrence H. (Bud) Rogers II, WSAZ-TV, Huntington, complained of music licensing fees in TV, said his radio operations spent \$4800 annually for licenses, TV costs were \$60,000. G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of Code Review Board, said board had almost no complaints on films produced exclusively for TV.

Buying & selling seminar of Radio & TV Executives Society starts Oct. 18, meetings set at 12:15 p.m. at Old Brew House, 205 E. 54th St., N. Y. Curriculum arranged by co-chairmen H-R Representatives’ Frank Pellegrin and WNEW’S Mary McKenna includes Hugh Beville, NBC director of research; Hal Miller, Benton & Bowles; Beth Black, Harry B. Cohen Adv.; Anne Wright, J. Walter Thompson.

Pioneer FM broadcaster Capt. W. G. H. Finch has come the full circle by applying for an FM station to be operated from his home in Newtown, Conn. He established WGHF in New York in 1940, operated it until selling out to Muzak last June. In meantime, he returned to active naval duty during Korean war, rising to asst. chief of Office of Naval Research before retiring Aug. 1.

Power increases: WTVD, Durham, N.C. (Ch. 11) Oct. 5 to 316-kw ERP; KCRA-TV, Sacramento (Ch. 3) Sept. 23 to 100-kw; WCOV-TV, Montgomery, Ala. (Ch. 20) Sept. 30 resumed operation at 200-kw ERP, following temporary low-power operation due to fire (Vol. 11:35).

Some \$7,000,000 may be spent on TV political campaigning next year at both national and state-local levels, party spokesmen estimated this week. GOP chairman Leonard Hall told N. Y. Republican Club that national TV budget had been set at \$1,500,000-\$2,000,000, and national committee officials estimated that state-local spending would equal or exceed that amount. Democrats were vague on TV plans but admitted they wouldn’t let GOP get too far ahead. In 1952, Republicans spent \$1,643,909 on TV nationally, Democrats \$1,303,916 (Vol. 9:1). If GOP plans materialize—and if Democrats maintain 1952 ratio—total outlay at all levels will reach or exceed \$7,000,000. Chairman Hall said “a great deal” of Republican outlay would be spent in South because of high TV expansion there. Both parties are eyeing spot time at end of national campaign programs as ideal for state-local plugs. For Democrats, it will be “year of decision” on TV, party spokesman said, with chance to evaluate fully the effect of telecasts on campaigning. GOP time-buying will be handled by Carroll Newton, BBD&O, with Harry Beaudouin, ex-NBC press dept., in charge of promotion. Democrats haven’t named agency, but Jack Christie is director of TV-radio activity. There were 112 stations and approximately 20,000,000 sets-in-use at time of 1952 elections; by 1956 elections, there will be some 500 stations and at least 40,000,000 sets.

Dispute over private vs. AT&T microwave has resulted in litigation between North Dakota Bestg. Co. (KCJB-TV, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck) and AT&T in Federal Court at Fargo. AT&T first filed suit seeking \$9000 from the broadcaster for alleged failure to pay expediting charges for construction of microwave relay system from Minneapolis to Fargo. North Dakota Bestg. pres. John W. Boler then filed counterclaim and cross-complaint seeking \$20,180, including \$18,180 for costs incurred in preparations for building own microwave at a time it says AT&T would not agree to build the relay system connecting Minneapolis to Fargo. Boler also asked reimbursement of \$2000 in charges by AT&T which he called “excessive and unlawful.”

New speed records claimed: (1) RCA and KARD-TV, Wichita (Ch. 3) installed station from cameras to antenna tip, constructed transmitter building and went on air Sept. 1 with full power exactly 30 days after equipment arrived. (2) WHTN-TV, Huntington, W. Va. (Ch. 13) began operating Oct. 2 with temporary antenna just 24 days after start of construction, including 3000-seat studio. Among previous record claimants, KPTV, Portland, Ore. (Ch. 27) in 1952 went on air 60 hours after transmitter and tower had completed trip across continent (Vol. 8:38).

Sidelight on deintermixture squabble: WTIC, Hartford, applicant for Ch. 3, this week complained to FCC that uhf WWLP, Springfield, Mass., was “using its TV facilities in an attempt improperly to obtain public support for its position before the Commission to delete Ch. 3 from Hartford.” WTIC said WWLP gen. mgr. Wm. L. Putnam appeared on station Oct. 11 requesting viewers to write FCC urging deintermixture in Connecticut Valley. WTIC protested such use of WWLP’s facilities, urged full inquiry by Commission.

Long-distance uhf transmission using “scatter” principles (Vol. 11:32) is subject of RCA experiments with new antenna atop northern tip of Adirondack Mountains at Covey Hill, Que., 2 mi. north of U.S. border. Signals are beamed directly to receiver in Riverhead, L.I., 288 mi. away.

New “captive TV” closed circuit system—using Vidicon camera, self-contained receiver-control board combination & microphone-intercom unit—is being marketed by Siegler Corp.’s Hallamore Electronics Co., Long Beach, Cal. (sales headquarters at 221 N. LaSalle St., Chicago).

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — October 22, 1955

PAT WEAVER'S LONDON speech called "great" by leading British journal, is fine documentary on commercial telecasting (p. 1 and Supplement).

"STRAW VOTE" AT FCC generally opposes deintermixture, but decisions are still tentative; final word not expected for 2 weeks (p. 1).

2-MEGAWATT EQUIPMENT ordered by Scranton uhf outlet, along with gear for 2 new semi-satellites at Williamsport and Sunbury, Pa. (p. 2).

THEATRES OPPOSE THEATRE-TV for World Series, as Theatre Owners of America refuses to have any part in plan which would do "disservice to millions" (p. 3).

ILLEGAL BOOSTERS perform useful service, hurt no one, FCC examiner states, but attorneys agree FCC will reverse decision, silence boosters (p. 4).

ONE CRITIC BERATES us for inferring any foreigners can do better; more comments by technical experts on "whys" of the British TV image (p. 7).

MERCHANDISING GIMMICKS give big lift to record TV sales pace. GE's Dr. Baker sharply critical of current color marketing techniques (p. 10).

WAR ON TUBE "COUNTERFEITERS" intensified by Sylvania, which lists 5 ways for service dealer to determine whether tube is used or new (p. 13).

AUTOMATION MUST EXPAND, electronics spokesmen agree, though Sprague warns against plunging in without careful cost studies (p. 13).

GOLDMAN, SACHS & CO. report on electronics sees TV-radio-appliance business at \$3.8 billion this year, or 2.4% of nation's retail sales (p. 14).

TV-RADIO CENSUS, county-by-county, to be made this year by Nielsen, released in mid-1956. Farm TV figures compiled for Del., Ill., Ind., N. C. (p. 9).

"CYRANO" COLORCAST superb, but outdoor sports still disappointing; NBC & CBS update list of affiliates capable of rebroadcasting color (p. 15).

**'SYLVESTER WEAVER'S GREAT SPEECH':** That's how World's Press News and Advertisers' Review headlined p. 1 box calling attention to its 4-p. loose-leaf supplement carrying transcript of the NBC president's notable speech in London before the Institute of Practitioners of Advertising, which is a sort of counterpart of our AAAA. Though we recently published excerpts of that address (Vol. 11:41), which the trade press here apparently overlooked and full text of which NBC could not at first supply, we are also reproducing the WPN supplement this week and distributing it to you here-with through the cabled permission of that eminent mouthpiece of Fleet Street.

We regard it as one of the most lucid discussions and powerful defenses (if indeed defense is needed) of the American system of telecasting, which Britain has at least partially adopted. It's so cogently expressed, such a fine commentary on the business of telecasting, that it can be used as copybook material for American students of the industry. Interestingly, the British publication, which calls itself "The National Weekly for Press and Advertising," stands out in striking contrast to its U.S. counterpart for the generous treatment it accords the news of TV -- and, we might add, the substantial lineage it gets from the TV as well as printed media.

**FCC GROPING FOR NEW ALLOCATIONS POLICY:** This was another crucial week on deintermixture and allocations, and though FCC made some very tentative and unannounced decisions -- which tend somewhat to indicate that wind blows against deintermixture -- no really clearcut policy is expected to emerge for 2 weeks. Specifically, FCC on Oct. 17 instructed staff to draft series of decisions. But vote on each case was so close or so many commissioners abstained from voting, or votes had so many strings attached -- that it's foolhardy to predict ultimate final vote.

Here's how the "straw votes" ran: Evansville, Madison and Peoria -- 3-1 vote to turn down deintermixture; Hartford -- 3-2 vote for deintermixture; Albany -- 4-2 vote to drop Ch. 10 into nearby Vail Mills.

On top of these, there were instructions to begin general allocations rule-making to evaluate all plans submitted to date. Great uncertainty about final vote

stems from fact that as many as 3 commissioners abstained from tentative vote and that there's much concern in FCC that actions may not be consistent.

It's presumed Commission would begin issuing final decisions on vhf channels in areas affected if deintermixture decisions are finalized. But biggest question is whether new CP-holders would be permitted to build pending overall allocations study. Commission hasn't yet made up its mind on this.

There was speculation several commissioners might continue to abstain, declining to vote not only on final deintermixture go-around but on final vhf decisions which might be brought up for action thereafter.

No final action of any kind is expected next week. No meetings are scheduled, for members will be attending meeting of National Assn. of Railroad and Utilities Commissioners in Asheville, N.C. "Der Tag" may possibly be Nov. 2.

\* \* \* \*

Manufacturing industry went on record with FCC, meanwhile, when RETMA's new Frequency Allocation Study Committee sent letter urging that TV needs both vhf & uhf; that FCC's allocation plan (and therefore uhf) is not "fundamentally defective or inadequate" despite "statements of a pessimistic nature that have been made recently to the Commission and in the press"; that RETMA stands ready to make definitive technical studies of uhf to aid Commission in re-evaluating allocations.

RETMA group is headed by Dr. W.R.G. Baker, v.p. of GE, which has heavy commitments in uhf through manufacture of uhf equipment and its contributions to NATS station-aid plan. Other members: H. Leslie Hoffman, RETMA pres.; Max F. Balcom, Sylvania; Paul V. Galvin, Motorola; E.C. Anderson, RCA; H.C. Bonfig, CBS-Columbia; Leonard C. Truesdell, Zenith; James D. McLean, Philco.

Educators also urged that uhf be saved. Joint Committee on Educational TV noted that 172 of the 258 educational assignments are uhf; that only 3 educational uhf stations are on the air, whereas 12 vhf's are operating. "It is therefore clear," JCET wrote FCC, "that the future development of educational TV on a nationwide basis is closely tied in with the development and success of uhf TV."

Uhf operators raced against time, meanwhile, filing numerous petitions asking Commission not to turn down deintermixture and not "aggravate" situation with new vhf grants until it has studied whole allocations picture.

Sharp attack on CBS's allocations proposals (Vol. 11:41) was launched by a group of New England uhfs. Hartford's WGTH-TV, New Britain's WKNB-TV, Springfield-Holyoke's WWLP & WHYN-TV filed petition stating, among other things: "The CBS allocation plan is exclusively a plan for the distribution of national TV network programs, utilizing the fewest possible number of stations. The concepts on which it is based are in conflict with the basic policies embodied in the Communications Act."

Vhf applicants who have won initial decisions were also jittery, and several told FCC that requests for delay should be turned down and CPs finally issued. Commission did turn down one petition for delay, denying request of Storer's uhf WGBS-TV & Ft. Lauderdale's WITV (Mortimer Loewi) that final decisions be delayed in Miami Ch. 7 & Ch. 10 cases. Commission said that petitioners had no standing to request such action; that they were "strangers" to the cases and had no right to ask FCC to tie its hands. Comr. Hyde dissented, said that because WGBS-TV & WITV have Miami deintermixture petition pending they're entitled to full Commission consideration.

FCC held up for another month, until Dec. 1, its change in rules to permit vhf stations in Zone I to go to 1250 ft. with full power.

**BOLD NEW UHF SCHEME IN SCRANTON:** If uhf is dying, they haven't heard about it in Wilkes-Barre & Scranton. That area already has nation's first two 1,000,000-watt TV stations -- and soon is scheduled to get first one that can deliver 2,000,000 watts, with its own 2 new uhf semi-satellite "associate stations" in nearby cities.

Scranton CBS affiliate WGBI-TV (Ch. 22) has signed contract with GE for more than \$500,000 worth of equipment -- "by far the largest single order for uhf TV broadcasting equipment ever signed" -- not only for its own unique power-boost "laboratory" but also to put on air 2 long-inactive grantees in Williamsport & Sunbury.

WGBI-TV isn't sure whether it will go permanently to 2,000,000 watts or not, but it has ordered equipment to make it possible -- GE 45-kw transmitter & 50-gain helical antenna. It also has bought special switching equipment for changing the antenna-transmitter groupings to test various power-&gain combinations for coverage and economic feasibility. It applied to FCC this week for authority to experiment with powers up to 2 megawatts. At same time it asked Commission to postpone any action to permit uhf powers up to 5 megawatts until WGBI-TV completes propagation tests at various powers, as nation's first high-power uhf laboratory.

Promising to make all data available to the industry, WGBI-TV proposes to increase height by 240-ft., install special 2-section antenna which can provide gain of 25 or 50, transmitter which can deliver 12, 23 or 45 kw. It will set up special field strength measuring stations at various distances from transmitter. It will operate both above and below 1-megawatt level to determine exactly how much difference high power really makes.

It is especially interested in solving a long-time TV controversy: antenna gain vs. transmitter power. So it will make exhaustive tests with 1-megawatt ERP achieved in 2 different ways: 45-kw transmitter power with 25-gain antenna, and 23-kw power with 50-gain antenna. A WGBI-TV official estimated that latter method would cost about \$5000 a month less than former, due to savings in electricity.

\* \* \* \*

Scranton station is expected to purchase controlling interest in CP-holder WRAK-TV, Williamsport (Ch. 36) through WGBI-TV attorney Vance L. Eckersley, who has option to buy Williamsport station. It's also probable that WGBI-TV will buy interest in its second "associate" station, Sunbury's WKOK-TV (Ch. 38).

Williamsport station will pick up WGBI-TV programs via one-hop microwave and rebroadcast them with 25-kw ERP. Sunbury outlet will use direct pickup and 250-kw power plant. Both stations will have local staffs and originate up to 3 hours of local programming daily. Williamsport construction will begin as soon as transfer application is approved by FCC, and is slated to be on air 90 days thereafter. The Sunbury construction will take longer, since site surveys, etc. must be made.

All equipment for the 3 stations is due for late fall delivery, but WGBI-TV spokesman says 2-megawatt gear probably won't be operative until early spring.

Other stations in area are Wilkes-Barre's WBRE-TV & WILK-TV, both now operating at 1-megawatt (Vol. 11:3) and Scranton's WARM-TV & WTVU (latter off air pending channel change) -- all uhf and all those on air reportedly doing very well.

**THEATRES NIX 'POPCORN WORLD SERIES':** Theatre-TV entrepreneurs who plan to negotiate for exclusive rights to the World Series had the rug pulled out from under them this week by their own best friends, the theatre owners.

Noting the already rising resentment of ball fans over reports that Theatre Network TV wants to tie up rights to 1957 Series (Vol. 11:41), big Theatre Owners of America decided to nip the whole business in the bud before it gets out of hand. The exhibitors' group put out strong statement pledging undying fealty to principle of free TV and invoking a pox on anyone who aids or abets any admission-fee TV scheme.

TOA had a threefold purpose in issuing its timely statement: (1) Theatres would reap an unprecedented harvest of public ill-will if Series were suddenly taken from free home screens and put on theatre screens at a price. (2) As active opponent of subscription TV through exhibitors' Committee Against Pay TV, TOA realizes the hypocrisy of opposing fee TV for the home while profiting from fee TV in the theatre. (3) TNT's chances of grabbing off World Series were so extremely remote that the theatres had nothing to lose and everything to gain by taking their stand.

Though it did not mention theatre TV, TOA's statement voiced "serious concern" over reports that negotiations may be conducted to make "the public pay an admission charge or a fee for the privilege of seeing each televised [World Series] game." TOA said it felt "that the mere announcement of such a completed plan will arouse a wave of indignation on the part of the public..."

"The tradition of watching the World Series on free TV is firmly entrenched

in American life. If the public should be deprived of this privilege, it is our opinion that not only organized baseball but also any organizations connected with such a plan would be doing a serious disservice to millions of Americans."

Note: American Federation of TV & Radio Artists this week announced that it opposes fee TV because "it will reduce the employment opportunities of our members, will adversely affect the entertainment industry and is not in the public interest."

**NO HARM IN ILLEGAL BOOSTERS, SAYS EXAMINER:** In one of the most startling examiners' decisions in many a moon, FCC examiner J.D. Bond held this week (FCC 55D-65, 66, 67) that there's nothing wrong with illegal boosters -- and recommended the Commission not take them off air. In ruling on cease-&-desist proceedings against operators of such boosters in Bridgeport, Nespalem & Quincy, all in the State of Washington, Bond flabbergasted the industry -- particularly the operators of community antenna systems -- when he wrote in his conclusions:

"The TV booster station does not cause objectionable or harmful interference to any existing or authorized radio broadcast or communications transmission or reception. This new use of radio, in practice, affords a larger and more effective use of TV broadcast channels so that many families in the area are provided with a better, dependable, and more economical TV program service...The utilization of radio channels and the Commission's essential controls thereof are not impaired or threatened by [unlicensed boosters]." Earlier in decision, Bond stated:

"In both highway and electronic airway traffic the cognizant authorities have rules for licensing and controlling the high-powered vehicles employed, but it does not follow in either situation that an unlicensed baby buggy or a low-powered booster station must be denied a little room to perform its useful chore."

Both FCC and industry attorneys told us unanimously that Commission is bound to reverse the decision -- with a vengeance. To do otherwise, they say, would be to abdicate FCC's basic control over transmissions. Said one: "He's simply repealing the Communications Act."

National Community TV Assn. counsel E. Stratford Smith alternated between hilarity and incredulity. Taking the "baby buggy" statement, he said:

"In this incredibly inept and short-sighted analogy, the Examiner reveals his complete lack of comprehension of the problem confronting him. He failed to perceive that hundreds, or perhaps thousands, of unlicensed 'baby buggies' on the same highways with high-powered vehicles must inevitably result in the mass destruction of the babies." Attacking Bond's opinion that boosters are doing no harm, Smith said: "This is like saying that if a victim can afford to be robbed and the loot will be put to good use, then larceny is of no consequence, or that the police need not concern themselves over a hit-&-run driver if the victim is not seriously injured and the driver had an excuse for being in a hurry."

With estimated 50-185 illegal boosters operating, with Washington Senators Magnuson & Jackson backing them, now with Bond's decision -- it's expected that the boosters will sprout like mushrooms until FCC finally acts.

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Signs of the TV times: NBC-owned TV-AM stations in Sept. increased local sales nearly 38% over Sept. 1954, all stations sharing in rise, reports v.p. Charles R. Denny; Local TV was up 36%, local radio up 44%; national spot in both media is also running well ahead. KRCA, Los Angeles, increased local TV sales 64%; WRC-TV, Washington, 63%. In radio, WMAQ, Chicago, was up 121%; KNBC, San Francisco, up 57% . . . KNXT-CBS, Los Angeles key, enjoyed all-time record summer quarter (July-Aug.-Sept.), according to sales mgr. Robert D. Wood; it was 62% ahead of same 1954 quarter, with local up 80% and spot up 45% . . . WOR-TV, General Tele-radio-owned, oft pointed out as one of the "unprofitable" N. Y. stations (which it has denied during last year), reports billings up 82% for first 9 months of year, increases rates 25-110%, first hike since Nov. 1952.

The two biggest concert artist bureaus and their subsidiaries, representing some 80% of nation's bookings, were fined total of \$16,000 in Federal court in N. Y. this week after pleading nolo contendere to Dept. of Justice civil & criminal anti-trust complaints charging conspiracy to restrain interstate trade, monopoly in management & booking of concert artists, illegal operation of audience associations, conspiracy to refrain from competing with one another. Columbia Artists Management Inc. was fined \$2000, its subsidiary Community Concerts Inc. \$10,000; National Concert & Artists Corp. and its subsidiary Civic Concert Service Inc. were fined \$2000 each. They said govt. charges related to activities discontinued 7 years ago. Note: Networks were once in artist bureau field, from which they had to withdraw, and they are connected with these companies now only as occasional clients.

**Personal Notes:** Harold E. Fellows, NARTB pres., due to be released from Boston hospital this week end, will convalesce from siege of pneumonia at home in Swampscott, Mass. during next 2 weeks . . . Sylvester L. (Pat) Weaver, NBC pres., returns to N. Y. Nov. 1 after trip around world; this week he was in Singapore, Manila, Hong Kong, then he proceeds to Tokyo & Honolulu . . . Earl M. Johnson, Mutual v.p. in charge of station relations & engineering, program v.p. Roy Danish, network programming v.p. Bert Hauser, among more than 30 dropped in staff reduction ordered this week . . . George Pamental, ex-NBC & Fletcher D. Richards Inc., joins expanded WOR-TV sales dept., along with Warren M. Morton, ex-ABC-TV & Crosley Bestg. Co., and Robert Bastian, latter assigned to Chicago office . . . Wm. C. Gillogly promoted to ABC-TV eastern sales mgr., reporting to national sales mgr. Charles R. Abry . . . Robert Curran promoted to mgr. of ABC co-op sales for TV, Wm. Aronson for radio, in separation of co-op depts. . . . Robert L. Coe promoted to midwest regional mgr., ABC-TV station relations dept. . . . Fred Ahern resigns as operations director, CBS-TV Hollywood . . . Joseph O. Meyers promoted to mgr. of NBC News, reporting to news director Wm. R. McAndrew . . . L. A. (Duke) Larson now is asst. gen. mgr. as well as sales mgr. of WISN-TV, Milwaukee, reporting to v.p. I. E. Showerman . . . Miss Fran Riley resigns as asst. director of NARTB publicity & informational services to join Ted Bates publicity dept., N. Y. . . . Warren Woods leaves Washington law firm of Roberts & McInnis Nov. 1, starting own practice at 1701 K St. NW (phone National 8-2520) . . . V. Byron (By) Williams promoted to program director of WTRF-TV, Wheeling, W. Va., succeeding Louis Meyer, with Garry Vorhees succeeding Williams as asst. program director . . . Mary Smith promoted to Trendex v.p., John P. List to comptroller . . . Stuart Nathanson, ex-asst. production mgr. of KIMA-TV, Yakima, Wash., becomes production chief of satellite KEPR-TV, Pasco, Wash., when on Nov. 1 it begins "live studio" programming; Robert Parnell, ex-KIMA, named chief studio engineer . . . O. W. Myers named gen. mgr. of WNEM-TV, Bay City, Mich., succeeding Harry E. Travis, with D. Scott Hager as asst. gen. mgr. . . . M. D. Hunnicutt, ex-WLOS-TV, Asheville, N. C., named operating supervisor of educational WTTW, Chicago . . . Joseph Bonansinga, v.p.-gen. mgr. of WGEM-TV, Quincy, Ill., elected pres. of Illinois Broadcasters Assn. . . . William L. Kost, ex-sales mgr., WRDW-TV, Augusta, Ga., ex-Headley-Reed, 1930 West Point graduate, joins WABC-TV sales, N. Y. . . . Paul Blair, ex-Ziv, appointed to head Chicago office of UM&M TV office of United Film Service, headquartering at 333 No. Michigan Ave. . . . Manny Reiner, ex-Guild Films sales v.p., succeeds Bernard Jacon as gen. sales mgr. of I.F.E. Releasing Corp. . . . Mrs. Shirley Hewitt promoted to exec. asst., Blair-TV, N. Y. . . . Bernard Musnik, ex-Crosley Bestg. Co. eastern sales v.p., joins Ziv in business development of new products . . . Joseph McDonald, NBC, named chairman of NARTB copyright committee, succeeding Joseph Baudino, Westinghouse.

Competent outside staff for FCC network study is proving extremely difficult to recruit. Meanwhile, 2 from Commission staff have been detailed to the investigation—chief economist H. H. Goldin and attorney Ashbrook Bryant. Other Commission people have been given assignments, but they're on part-time basis, paid from FCC funds—not from the \$80,000 appropriated by Congress for study. Those who may be called upon for specific tasks include economists James Sheridan & Irwin Fine, attorneys Max Paglin, Sol Schildhouse & Thomas Fitzpatrick, engineer Louis Rein, accountant Robert Leahy.

**AGENCIES:** Charles W. Tennant Jr., creative director of Geoffrey Wade Adv., Chicago, named director of adv., Miles Laboratories, as Wade named Booth Luck chief of TV spot & film section, Jack Farnell director of network TV programs, Peter Lind radio director . . . Robert R. Newell, Cunningham & Walsh v.p. in charge of creative production & chairman of its operations committee, appointed exec. v.p. . . . John W. Forney, senior v.p., Campbell-Mithun Co., Minneapolis, has resigned to open own agency, John W. Forney Inc., Roanoke Bldg.; Kenneth D. Ruble promoted to v.p. . . . Robert P. Kleimann, ex-Strauchem & McKim Adv., Cincinnati, named TV-radio production supervisor, Foote, Cone & Belding, L. A. . . . William W. Suitt, ex-Maxon, Detroit, now v.p. & partner in new Wright, Campbell & Suitt Inc., Chicago . . . Robert Lee named Canadian TV-radio supervisor, Young & Rubicam, Montreal . . . Jeff Wilson transferred by Al Paul Lefton Co. to v.p.-gen. mgr. of Chicago office.

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Spot reps are "short-sighted" in their opposition to *Monitor* and its extension to a daily service, NBC exec. v.p. Robert W. Sarnoff told AAAA conference in N.Y. Oct. 19, declaring "everybody in the radio business ought to be concentrating on getting more total nourishment for the medium, instead of fighting over diminished scraps." He said network radio is far from dead, appealed to advertisers for support of its new forms of "block programming" (Vol. 11:41) to start new upward spiral. Sharing same platform, CBS Radio v.p. Howard G. Barnes defended CBS policy of big-name entertainment on regular schedules, said: "We are serving a mandate of the public based on 30 years of entrenched listening habits that cannot be tossed aside casually." Hope for "bedeviled TV viewer" in form of less offensive commercials that are more effective in promoting sales was held out by Horace Schwerin, pres. of Schwerin Research Corp. He warned against using size of audience as sole yardstick for effectiveness of commercials, said messages for Toni home permanents and General Mills' Sugar Jet cereals were examples of "mood" approach, which were both highly effective in sales and well received by audience.

Alexander Film Co., Colorado Springs, nation's largest producer of theatrical film commercials and also active in TV commercials, has been sold for more than \$2,500,000 to Harold Kaye and Monte E. Livingston, who are expected to step up firm's TV activities. New majority owner Kaye formerly headed Harold Kaye ad agency in N. Y., currently is part owner of AM stations WMFJ, Daytona Beach; WLOW, Portsmouth, Va.; WORC, Worcester, Mass.; WINN, Louisville; and WALT, Tampa—latter 2 stations having been recently purchased. Livingston, minority purchaser, is Hollywood attorney and exec. v.p. of Lone Ranger Inc. Sale was negotiated by Allen Kander and Edwin Tornberg.

New FCC examiner appointed this week: Jay A. Kyle, 49, now gen. counsel of Kansas Corp. Commission, state's utilities regulation body, and a former asst. attorney general of Kansas.

George C. Dibert, J. Walter Thompson Co. v.p., who owns a retail store in Conn. dealing exclusively in RCA receivers, elected chairman of Audit Bureau of Circulation, succeeding John H. Platt, Chicago.

Mrs. Frank U. Fletcher, 42, wife of partner of Spearman & Roberson law firm and daughter of the late Col. A. V. Dalrymple, onetime Radio Commission official, died in Washington Oct. 17. Besides her husband, she is survived by 3 children—Frank Jr. 18, Dalrymple 13, Anne 3.

**Network Accounts:** Electric Companies of America, assn. of utilities, will sponsor NBC-TV's "Project 20" series of 9 "telementaries," replacing Pontiac, which cancelled this week. Series will start early next year, leading off with *Nightmare in Red*, depicting rise of Communism in Russia. Pontiac also dropped 2 programs of Ed Murrow's *See It Now* series on CBS-TV; first show, Wed. Oct. 26, 9-10 p.m., will be profile of Vice President's role. It gave no reason for its sudden action, which took trade by surprise . . . Revlon and P. Lorillard Co. to share sponsorship of \$64,000 *Panel*, an outgrowth of Revlon's top-rated \$64,000 *Question*, on CBS-TV starting in late Nov., Sun. 10-10:30 p.m.; Revlon has also appointed Emil Mogul Co. to replace BBDO for its "Silknet" hair spray, "Aquamarine" shampoo and another unidentified product . . . Curtiss Candy to be alt. sponsor (with General Mills) of Screen Gems' *Tales of the Texas Rangers* on CBS-TV starting Oct. 29, Sat. 11:30-noon, thru C. L. Miller Adv., Chicago . . . Monsanto Chemical Co. (plastics div.) to sponsor 4 *Winky Dink and You* shows before Xmas on CBS-TV, Sat. 10:30-11 a.m. & Sun. noon-12:30 p.m., thru Needham, Louis & Brorby . . . Minute Maid (orange juice) buys alt. Wed. 12:15-12:30 p.m. segment of *Tennessee Ernie Show* on NBC-TV starting Nov. 2, Mon.-thru-Fri. 12-12:30, thru Ted Bates . . . General Foods to sponsor one-shot Ringling Brothers circus performance from Sarasota, Fla. on CBS-TV Dec. 16, Fri. 8-9 p.m., thru Benton & Bowles . . . NBC-TV to originate partic.-sponsored *World of Mr. Sweeney* from west coast starting Nov. 7, Mon.-thru-Fri. 4:30-4:45 p.m. . . Oldsmobile to use one-shot *Patti Page Premiere Party Show* on NBC-TV Nov. 2, Wed. 10:30-11 p.m., for introduction of its 1956 line . . . New name of *You'll Never Get Rich* on CBS-TV will be *Phil Silvers Show*, effective Oct. 25, Tue. 8-8:30 p.m.

Rate increases: WFIL-TV, Philadelphia, raises base hour from \$2400 to \$2875, min. \$450 to \$575; KTLA, Los Angeles, hour from \$1250 to \$1500, min. \$250 to \$300; WBAL-TV, Baltimore, from \$1100 to \$1250 & \$200 to \$275; KPRC-TV, Houston, from \$900 to \$1000 & \$180 to \$220; KERO-TV, Bakersfield, Cal., from \$400 to \$500 & \$80 to \$100; WVEC-TV, Hampton-Norfolk, from \$300 to \$350 & \$60 to \$70; WKBT, LaCrosse, Wis. adds Class AA hour (7:30-10 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250; KWFT-TV, Wichita Falls, raises hour from \$250 to \$300, min. \$50 to \$60; KVOA-TV, Tucson, from \$225 to \$250 & \$45 to \$50; KKTU, Colorado Springs, from \$150 to \$200 & \$40 to \$50; CKX-TV, Brandon, Man. from \$150 to \$170 & \$33 to \$37. Spot rate increases: WWJ-TV, Detroit, raises base min. from \$400 to \$500; WOAI-TV, San Antonio, min. from \$140 to \$160.

Among advertisers currently reported using or preparing to use TV station time: Norfolk Paint Co., Quincy, Mass. (paints), thru Hoag & Provandie, Boston; Smith Bros., Poughkeepsie, N. Y. (cough drops), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; C. F. Mueller Co., Jersey City (macaroni & spaghetti), thru Scheideler, Beck & Werner, N. Y.; SeaPak Corp., St. Simons Island, Ga. (frozen seafood), thru N. W. Ayer, N. Y.; Clayton Labs, subsidiary of Grove Laboratories, St. Louis (Citroid cold remedy), thru Dowd, Redfield & Johnstone, N. Y.; Tenilhist Co., Dallas (Tenilhist cough syrup), thru Pams Adv., Dallas; Pepperidge Farms, Norwalk, Conn. (bakery products), thru Kenyon & Eckhardt, N. Y.; Desert Inn, Palm Springs, Cal., thru Goodman-Anderson Adv., L.A.

Printers' Ink Advertisers' Guide to Marketing for 1956, released Oct. 21, lists top 100 advertisers and all those who spent more than \$1,000,000 in advertising in 1951, 1952, 1953 & 1954, giving combined totals for the 7 major media; also, for same years, are tabulations of 100 leading TV network and 100 top radio network advertisers.

**Telecasting Notes:** Masterpiece of understatement from Oct. 19 *Variety*, a publication not generally noted for understatement: "New season has further alerted the networks to one other major factor: In view of what's been happening on the Warner Bros. Presents, MGM Parade and Screen Directors Playhouse fronts, many feel the time has come for a re-evaluation of the picture in terms of what contribution, if any, the film industry can make to big-league TV" . . . "The Comics Are Still the Giants of TV," headlines same *Variety* article, pointing out that new season is now old enough to show that "drama, audience participation, quizzers, even a \$64,000 *Question* can come and go, but the comic who's worth his salt remains the A-1 basic ingredient who can pull 'em in and give a network a something extra when the Niensens and Trendexes are tabulated" . . . Movie producers reported agreeing to put up \$150,000 to sponsor telecast of Council of Motion Picture Organizations' Audience Awards (Vol. 11:42); in past, same companies have refused to sponsor Academy Award Oscar presentations . . . Motion Picture Academy's board has rejected number of offers for TV film series capitalizing on Oscar winners; Academy feels it "couldn't control the quality" of such a show . . . Bellyfull of Hollywood? Ziv announces "new film talent policy" of tapping east coast pool of actors and writers for its film series. "Hollywood is using up its TV talent at a rapid rate, and some acting faces and writing styles are in danger of becoming all-too-familiar," said pres. John L. Sinn . . . Speculation continues in trade press on General Teleradio's plans for TV release of RKO feature backlogs. Latest rumor is that company plans to release 60-75 a year beginning by next Jan. 1 . . . Kraft TV Theatre, which this week marked 503rd performance, offers \$50,000 award to writer of best TV play it uses from Nov. 2, 1955 to Oct. 31, 1956. Judges in unusual promotion-&-talent search will be N. Y. *Herald Tribune* drama critic Walter Kerr, actress Helen Hayes, playwright Maxwell Anderson . . . That off-again-on-again Bing Crosby musical version of *High Tor*, to be filmed as a CBS-TV spectacular, now reported preparing for first rehearsals Oct. 31 in N. Y. for filming by Desilu . . . CBS reopens negotiations for a TV natural—2-hour performance of *Porgy & Bess*, featuring current touring Robert Breen-Blevins Davis company . . . Weekly 90-min. drama series, possibly in color, live from its Hollywood Television City, reportedly is new secret CBS-TV project . . . MCA-TV to syndicate second run of *Kit Carson* series, just concluded for Coca-Cola in 130 markets . . . TPA and Jack Chertok in deal to produce *Tugboat Annie* series at General Service Studio . . . Fund for the Republic has dropped plan for TV series featuring *Washington Post* cartoonist Herbert L. Block (Herblock).

Latest list of 4649 theatrical films available for TV—*TV Film Program Directory—Feature Film*—was released Oct. 19 by Broadcast Information Bureau, 535 Fifth Ave., N. Y. (Judy Dupuy, editor). One section lists film available in color. In foreword, Miss Dupuy points out that use of whole list would enable a TV station to carry features & westerns 12 hours a day without repeats for about 13 months; she also points out that neither the recent Federal consent decree (Vol. 11:38) nor purchase of RKO by General Teleradio will produce current new film for TV until both the musicians and Screen Actors Guild come to working arrangements with studios and producers.

Miss Universe of 1955 (Miriam Stevenson, of Winnsboro, S. C.) has decided on a TV rather than movie career and has taken job as hostess of weekly night variety show and daily housewives show on WIS-TV, Columbia, S. C.

New portable theatre-TV projector is being manufactured by Trad Electronics Corp., Asbury Park, N. J., and marketed by Motiograph Inc., Chicago.



**H**OW DARE WE even imply that any foreign TV service has aspects superior to ours! Why, it's disloyal—it's un-American! The systems are different, so there's no basis for comparison. Do you want to substitute their system of non-commercial TV for ours?

That's one reaction we've had to the series of comments we've been publishing on our observation that the images we've seen in England are superior to those generally seen in the American home (Vol. 10:45 & 11:36, 40-42). The sole prot-estant, representing an equipment manufacturer, won't contribute to our symposium, nor does he want his identity revealed.

But he's plenty hot under the collar that we even undertook this discussion, regarding it as an indirect aspersen on American equipment and technicians.

Nothing could be further from our minds—and the frank remarks of the top-hole industry people who have thus far contributed to our symposium speak for themselves. Most agree with the basic thesis; some disagree—but none violently. And we've encountered nobody else who doesn't think the airing of this subject isn't all to the good. Our idea is that it may lead to more self-searching at the highest administrative and engineering levels, and perhaps the adaptation of superior foreign techniques and know-how to make our own system work better.

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Even FCC Chairman McConaughy, just returned from a trip abroad, including England and Scotland, remarked in a recent talk (before the NARTB district meeting at Roanoke) that he was "greatly impressed by the quality and clarity of the British TV picture and by the similarity of their new commercial broadcasting system to our own." We've heard, too, that the French 819-line image and the West German 625-line are extraordinarily good—some say better than ours.

This week's contributors, all in the spirit of honest probing, offer some interesting new viewpoints and explanations, ranging from the psychological to the technical. One thinks our mental or psychological approach is different; several emphasize the British penchant for "meticulous care" in equipment maintenance; others mention fact that Britain has fewer transmitters, fewer receivers, single-channel receivers, different (and better) horizontal resolution."

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Dr. Frank G. Kear, the Washington consulting engineer, finds "seeds of truth but not the whole answer" in the recent observation that the British use more engineers. "I believe," he writes, "that one of the basic reasons is the American temperament, or we might say American impatience with today. Once we have attained a goal or acquired an object, our inclinations are to go to a new goal or a new object, whereas the British, having a more limited economy and a different mental approach, are more inclined to wring the last element of use or purpose out of each goal or object as they acquire it.

"The British, having decided upon a TV system which included a limitation of 405 lines, proceeded to direct their efforts toward extracting the last fine details of excellence possible from the TV system thus adopted. This they continue to do. If a change of one resistor in one camera would change the circuit one-half of 1%, the change is made and the picture is improved. If it is found that the lenses of a camera should be cleaned twice daily instead of once weekly, they are thereafter cleaned twice daily. Attention to detail and a serious interest and appreciation of this attention is the answer . . .

"It is true that in Britain they have fewer receivers, fewer transmitters, so that it is easier to keep both at the peak of operating condition. However, the point is that it is not a matter of its being easy, but rather that they do keep both receiving and transmitting equipment in proper operating condition.

"In this country we had scarcely achieved commercial TV when we sought nation-wide network operation. The existing cables were poor, the picture transmitted thereon was degraded—but we had networks. Before these network lines were improved to provide a really good picture, we dove into the problem of color. This absorbed an untold number of engineers who could and should have been busy improving maintenance of black-&-white transmissions.

"Before we had used our 12 vhf channels, we not only foresaw the demand for many more channels but insisted that they be allocated. Now we have many engineers trying to make uhf equipment work. There is no one left to run the station . . ."

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"The receiver is the key," in the opinion of Joseph B. Epperson, chief engineer of Scripps-Howard Radio. "A single channel receiver can be designed for optimum performance from the antenna all the way through the RF stages. They do not have the problem of making one antenna give satisfactory bandwidth through upper and lower vhf channels as in this country, not to mention the uhf problems. They have no problems of bandswitching and matching through a multiplicity of channels in an effort to provide maximum performance on all channels. Their antennas are cut and tuned for maximum performance at this one channel, thus minimizing the possibility of ghosts and insuring adequate bandwidth. With no tuners on their receivers, they have no tracking problems in the tuners and no problems of possible oscillator drifts on one channel as compared to another.

"Based on my own observations, I would say that more than 50% of picture deterioration with age in a TV receiver is caused by tuner difficulties in one form or another. Thus British receivers should maintain better pictures with less maintenance than those in this country. Installation difficulties are minimized with the single-channel receiver. Add these facts to the good craftsmanship of the British receivers and I believe we are getting close to the answer. I believe these facts will be generally true for the 2-channel receivers now coming into use, too."

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Leslie J. Woods, Philco v.p.-director for research engineering, himself British-trained, agrees that the technical quality of British transmissions are "definitely better than the average U. S. broadcast"—but he doesn't think they're superior to the best programs from some of our network originating stations, nor does he think foreign sets are better. He says:

"A first-class broadcast requires the exercise of considerable technical skill in lighting, camera manipulation and studio and transmitter equipment adjustment. Many programs originating at U. S. network headquarters command top technical personnel in their respective fields and the resultant broadcasts are hardly excelled anywhere. On occasion, however, lighting techniques which are extremely important for high quality transmission are sloppy and picture contrast suffers in video reproduction. Film transmissions from poor 16mm film are often atrocious, but I have seen excellent broadcasts from good film in conjunction with U. S.-made continuous film scanners."

In the matter of TV receivers, Woods contends that "U. S. techniques in design and factory adjustment of quality are unequalled anywhere." Foreign TV receivers

measured in the Philco labs, he says, do not indicate any superiority over our domestic product.

It must be recognized, he points out, that until now [with the ITA commercial system just starting] the British have had no interference problems and have been able to use full bandwidth without the handicap of trap circuits which can introduce phase problems. The British outdoor pickups, he thinks, are superior to ours and he ventures that "the image orthicon used by the British [may be] superior."

Generally, though, he agrees "it must be admitted that the quality of the picture in the home on a British TV receiver is usually superior to what we are accustomed to in this country and I believe that the superiority is definitely traceable to the care with which the British generate and transmit their TV signal."

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Motorola's George W. Fyler thinks the technical explanations offered by Hazeltine's Arthur V. Loughren (Vol. 11:41) are somewhat misleading. "I feel," he writes, "that the answer lies in the horizontal resolving powers of the 2 systems.

"Because of a higher intermediate frequency, U. S. TV receivers can only realize a receiver bandwidth of about 3.5 mc, as compared with about 3 mc for the British receivers. But with fewer lines per frame and fewer frames per second, the British line rate is only 10,125 per second as compared with our 15,750. Thus their cycles per line is 296 compared with 222 for our receivers.

"This means that they have 33% more horizontal detail in each line, although they do have fewer lines per picture. Nevertheless, their system is probably better balanced for vertical and horizontal resolution. Seldom if ever does the horizontal of U. S. pictures approach the vertical resolution . . ."

Also commenting on the Loughren thesis, Tore Lundahl, exec. v.p., Technical Appliance Corp. (Taco antennas) observes: "The only thing I can think of adding is the fact that in the U. S. system the time for one horizontal line to cross a tube is 63 microseconds, whereas in the British system it is approximately 89 microseconds,

**E**QUIPMENT SHIPMENTS reported this week: By GE—5-kw transmitter to upcoming KHOK-TV, Hayes Center, Neb. (Ch. 6), due to start in late Nov. as satellite of KHOL-TV, Kearney, Neb. By RCA—50-kw transmitter Oct. 18 to WGN-TV, Chicago. By Gates Radio—500-watt transmitter to WORA-TV, Mayaguez, Puerto Rico (Ch. 5), which began operating Oct. 1. By Truscon—840-ft. guyed tower for early Nov. shipment to WIIC, Pittsburgh (Ch. 11), due for Nov. start.

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

KDWI-TV, Tucson, Ariz. (Ch. 9) has completed construction plans, now that FCC has approved new transmitter site on Bigelow Mt., plans to be on air next May, reports owner D. W. Ingram. It has GE transmitter with color gear ordered for delivery next March, will use 200-ft. Ideco tower 8737 ft. above sea level. It will be 3rd outlet in city (1950 pop. 45,454). Base hour will be \$350. Rep not chosen.

WNBE-TV, New Bern, N.C. (Ch. 13) has given firm order for GE equipment, grantee Nathan Frank told FCC as he filed opposition to request of WLOW, Portsmouth, Va. that his CP be cancelled so that Ch. 12 can be assigned to Norfolk area (Vol. 11:41). Frank said he'd been held up by hurricanes and zoning difficulties.

CKNX-TV, Wingham, Ont. (Ch. 8) has rescheduled targets to early Nov. for test patterns, late that month for

giving them an opportunity to have more definition shown in their picture . . . better definition on the horizontal plane than we would have in the American system."

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"I think your question is one of personal opinion rather than of substantial fact," writes Jack Poppele, onetime WOR-TV engineering v.p., now asst. director for TV-radio of U. S. Information Agency, handling Voice of America, who returned recently from an overseas inspection tour that gave him an opportunity to look at British TV. He goes on:

"My conclusions would be that since British TV had adopted a standard of 405 lines, the engineering of their receiving sets more nearly matches the transmission standards which obviously produces a good picture. In America, for 525-line standards, the majority of TV receivers produce 350 to 375 lines . . . I believe there is a more universal degree of relationship between transmitter manufacturers and receiver manufacturers in England, where the entire system is built to the common standard.

"Picture monitors which I have observed in the control rooms of American TV broadcasters have infinitely the same or better quality than similar monitor observations that I have seen with the 405 lines in England." Poppele points out that a \$200 set here costs less to a man getting an average of \$80-\$100 a week than a \$200 set in England costs the man averaging \$50 a week, and he opines that "the person in America obviously gets more for his money but perhaps not the same quality."

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George W. Bailey, exec. secy. of the IRE, also believes "the British TV image is better than ours because it is inherent in the British to use meticulous care in the construction and operation of all scientific apparatus, including radio and TV gear." Over here, he says, our emphasis is on huge and expensive shows, over there on technique. "I have been assured by several of our well-known engineers who have visited the U. K.," he states, "that the TV budget there allows for many more engineers per station—some say 4 to 1—than in the U.S.A."

commercial operation, writes asst. gen. mgr. G. W. Cruickshank. Wingham is about 65 mi. north of CFPL-TV, London, and about 20 mi. east of Lake Huron. Transmitter house is ready for 2-kw RCA unit, and 12-slot wavestack antenna was scheduled for installation on 600-ft. Stainless tower week of Oct. 10. Base hour will be \$200. Reps will be Adam Young and All-Canada.

CKRS-TV, Jonquiere, Que. (Ch. 12) now plans start in Nov., reports mgr. Tom Burham. RCA 250-ft. wavestack antenna, with Oct. 20 delivery date, is scheduled to be ready Nov. 5. RCA 2-kw transmitter was delivered early in Oct. It will be part of CBC's French-language net, will cover headwaters of Saguenay River area. Base hour will be \$160. Reps will be Adam Young and Joseph A. Hardy & Co. Ltd.

An FCC hearing manual, favorite project of Chairman McConnaughey, moved another step toward finalization when Commission issued notice of proposed rule-making, asking comments by Nov. 21. Manual is designed "to promote uniformity in matters concerning the introduction and use of evidence in comparative broadcast proceedings." Proposal is Notice 55-1051, Doc. 11522, available from FCC or from us.

New 750-ft. guyed tower, being shipped by Stainless next week, will be erected on Lookout Mt. by KOA-TV, Denver. Setup is unusual because towers that height are seldom placed on such mountains. Height will be 8147-ft. above sea level, 1480-ft. above average terrain.

**F**ARM TV PENETRATION exceeds 50% in Illinois, Indiana & Delaware, according to Oct.-Nov. 1954 figures compiled this week on basis of just-released Census Bureau data gathered for 1954 Census of Agriculture. In North Carolina, though there were twice as many farms with TV as with telephones, penetration was just 26%, or 70,560 farms with TV out of total 267,906 farms. In Delaware, 3785 or 6297 farms had TV, or 60%; Illinois, 91,538 of 175,543, or 52%; Indiana, 91,282 of 153,593, or 59%. Farm TV count for all counties in the 4 states:

| DELAWARE   |             |               |             |             |               |
|------------|-------------|---------------|-------------|-------------|---------------|
| County     | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
| Kent       | 1,938       | 1,145         | Sussex      | 3,229       | 1,734         |
| New Castle | 1,130       | 906           |             |             |               |
|            |             |               | State Total | 6,297       | 3,785         |

| NORTH CAROLINA |             |               |             |             |               |
|----------------|-------------|---------------|-------------|-------------|---------------|
| County         | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
| Alamance       | 2,749       | 1,211         | Jones       | 1,515       | 415           |
| Alexander      | 1,504       | 521           | Lee         | 1,500       | 504           |
| Alleghany      | 1,447       | 281           | Lenoir      | 3,529       | 1,250         |
| Anson          | 2,238       | 502           | Lincoln     | 2,333       | 1,296         |
| Ashe           | 3,754       | 792           | McDowell    | 1,323       | 445           |
| Avery          | 1,509       | 392           | Macon       | 1,896       | 160           |
| Beaufort       | 3,194       | 1,246         | Madison     | 3,482       | 437           |
| Bertie         | 3,165       | 832           | Martin      | 2,888       | 1,170         |
| Bladen         | 3,633       | 349           | Mecklenburg | 2,787       | 1,398         |
| Brunswick      | 1,976       | 250           | Mitchell    | 1,763       | 431           |
| Buncombe       | 4,303       | 1,082         | Montgomery  | 995         | 374           |
| Burke          | 1,922       | 738           | Moore       | 2,328       | 508           |
| Cabarrus       | 1,882       | 907           | Nash        | 5,461       | 960           |
| Caldwell       | 2,165       | 972           | New Hanover | 376         | 103           |
| Camden         | 434         | 233           | Northampton | 2,879       | 614           |
| Carteret       | 640         | 112           | Onslow      | 2,064       | 335           |
| Caswell        | 2,899       | 718           | Orange      | 1,939       | 636           |
| Catawba        | 2,718       | 1,283         | Pamlico     | 738         | 194           |
| Chatham        | 2,844       | 890           | Pasquotank  | 791         | 442           |
| Cherokee       | 1,638       | 186           | Pender      | 2,266       | 334           |
| Chowan         | 895         | 241           | Perquimans  | 888         | 288           |
| Clay           | 864         | 70            | Person      | 3,591       | 695           |
| Cleveland      | 4,672       | 1,662         | Pitt        | 5,583       | 2,191         |
| Columbus       | 6,051       | 671           | Polk        | 997         | 339           |
| Craven         | 2,358       | 913           | Randolph    | 3,578       | 1,214         |
| Cumberland     | 3,002       | 198           | Richmond    | 1,572       | 436           |
| Currituck      | 544         | 315           | Robeson     | 8,037       | 583           |
| Dare           | 39          | 5             | Rockingham  | 4,188       | 1,643         |
| Davidson       | 3,561       | 1,547         | Rowan       | 2,911       | 1,388         |
| Davie          | 1,527       | 386           | Rutherford  | 3,021       | 1,117         |
| Duplin         | 5,650       | 1,080         | Sampson     | 6,822       | 894           |
| Durham         | 1,622       | 514           | Scotland    | 1,241       | 83            |
| Edgecombe      | 3,725       | 825           | Stanly      | 2,244       | 1,144         |
| Forsyth        | 2,927       | 1,292         | Stokes      | 3,809       | 1,137         |
| Franklin       | 4,050       | 418           | Surry       | 4,297       | 873           |
| Gaston         | 1,762       | 964           | Swain       | 758         | 35            |
| Gates          | 1,166       | 432           | Tennessee   | 968         | 162           |
| Graham         | 757         | 55            | Tyrrell     | 499         | 156           |
| Granville      | 3,578       | 625           | Union       | 4,415       | 1,919         |
| Greene         | 2,945       | 1,016         | Vance       | 2,106       | 302           |
| Gulford        | 4,518       | 2,120         | Wake        | 5,770       | 1,323         |
| Halifax        | 4,244       | 468           | Warren      | 2,866       | 193           |
| Harnett        | 4,684       | 922           | Washington  | 773         | 204           |
| Haywood        | 2,818       | 555           | Watauga     | 2,427       | 478           |
| Henderson      | 1,998       | 653           | Wayne       | 4,588       | 1,182         |
| Hertford       | 1,761       | 647           | Wilkes      | 4,088       | 1,275         |
| Hoke           | 1,560       | 121           | Wilson      | 3,919       | 1,357         |
| Hyde           | 570         | 62            | Yadkin      | 3,148       | 818           |
| Iredell        | 3,699       | 1,358         | Yancey      | 2,153       | 237           |
| Jackson        | 1,813       | 211           |             |             |               |
| Johnston       | 7,822       | 1,045         | State Total | 267,906     | 70,560        |

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41); Ariz., Fla. (Vol. 11:42).

New county-by-county TV-radio census will be undertaken later this year by A. C. Nielsen, with release of vitally-important data due in mid-1956. Nielsen will finance own study, requested by networks and leading ad agencies. It's intended as interim census, pending start of NARTB's long-delayed census, now scheduled for mid-1957 (Vol. 11:42). Meanwhile, Edward Petry & Co. has disclosed plans to release Nov. 1 a booklet, *TV Set Count and Market Data—County by County*, incorporating *Television Magazine's* latest sets-in-use estimates for each of the country's 3071 counties, paralleled by figures on population, families & retail sales from *Sales Management's* "1955 Survey of Buying Power."

| ILLINOIS   |             |               |             |             |               |
|------------|-------------|---------------|-------------|-------------|---------------|
| County     | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
| Adams      | 2,733       | 1,556         | Livingston  | 3,098       | 1,528         |
| Alexander  | 594         | 130           | Logan       | 1,765       | 843           |
| Bond       | 1,364       | 761           | McDonough   | 1,907       | 940           |
| Boone      | 1,048       | 672           | McHenry     | 2,059       | 1,626         |
| Brown      | 840         | 312           | McLean      | 3,505       | 1,954         |
| Bureau     | 2,735       | 1,807         | Macon       | 1,911       | 1,313         |
| Calhoun    | 823         | 452           | Macoupin    | 2,865       | 1,848         |
| Carroll    | 1,508       | 1,096         | Madison     | 2,695       | 1,618         |
| Cass       | 955         | 425           | Marion      | 2,181       | 845           |
| Champaign  | 2,847       | 1,948         | Marshall    | 1,111       | 480           |
| Christian  | 2,111       | 1,189         | Mason       | 1,133       | 535           |
| Clark      | 1,791       | 754           | Massac      | 873         | 146           |
| Clay       | 1,652       | 366           | Menard      | 820         | 283           |
| Clinton    | 1,572       | 881           | Mercer      | 1,784       | 1,424         |
| Coles      | 1,665       | 750           | Monroe      | 1,312       | 728           |
| Cook       | 2,272       | 1,803         | Montgomery  | 2,365       | 1,295         |
| Crawford   | 1,515       | 622           | Morgan      | 1,560       | 812           |
| Cumberland | 1,455       | 471           | Moultrie    | 1,149       | 552           |
| DeKalb     | 2,010       | 1,446         | Ogle        | 2,430       | 1,251         |
| De Witt    | 1,160       | 721           | Peoria      | 1,981       | 1,081         |
| Douglas    | 1,304       | 670           | Perry       | 1,301       | 422           |
| Du Page    | 1,039       | 829           | Piatt       | 1,140       | 812           |
| Edgar      | 1,787       | 979           | Pike        | 2,214       | 1,150         |
| Edwards    | 918         | 171           | Pope        | 757         | 52            |
| Effingham  | 1,819       | 380           | Pulaski     | 794         | 145           |
| Fayette    | 2,443       | 869           | Putnam      | 437         | 165           |
| Ford       | 1,323       | 861           | Randolph    | 1,743       | 873           |
| Franklin   | 1,627       | 567           | Richland    | 1,346       | 210           |
| Fulton     | 2,528       | 1,196         | Rock Island | 1,607       | 1,301         |
| Gallatin   | 673         | 183           | St. Clair   | 2,288       | 1,394         |
| Greene     | 1,390       | 895           | Saline      | 1,563       | 581           |
| Grundy     | 1,104       | 856           | Sangamon    | 2,503       | 1,285         |
| Hamilton   | 1,481       | 246           | Schuyler    | 1,212       | 551           |
| Hancock    | 2,583       | 1,315         | Scott       | 677         | 325           |
| Hardin     | 527         | 41            | Shelby      | 2,743       | 912           |
| Henderson  | 909         | 671           | Stark       | 874         | 590           |
| Henry      | 2,844       | 2,456         | Stephenson  | 2,387       | 1,145         |
| Iroquois   | 3,094       | 1,729         | Tazewell    | 1,882       | 944           |
| Jackson    | 1,726       | 649           | Union       | 1,245       | 245           |
| Jasper     | 1,879       | 351           | Vermillion  | 2,577       | 1,633         |
| Jefferson  | 2,507       | 786           | Wabash      | 721         | 207           |
| Jersey     | 1,102       | 773           | Warren      | 1,620       | 1,130         |
| Jo Daviess | 1,853       | 826           | Washington  | 1,786       | 654           |
| Johnson    | 1,086       | 106           | Wayne       | 2,545       | 273           |
| Kane       | 1,879       | 1,706         | White       | 1,446       | 283           |
| Kankakee   | 2,108       | 1,529         | Whiteside   | 2,430       | 1,802         |
| Kendall    | 1,029       | 756           | Will        | 2,607       | 2,067         |
| Knox       | 2,334       | 1,653         | Williamson  | 1,319       | 412           |
| Lake       | 1,293       | 1,044         | Winnebago   | 1,876       | 1,199         |
| LaSalle    | 3,487       | 1,917         | Woodford    | 1,734       | 757           |
| Lawrence   | 1,092       | 398           |             |             |               |
| Lee        | 2,247       | 1,347         | State Total | 175,543     | 91,538        |

| INDIANA     |             |               |             |             |               |
|-------------|-------------|---------------|-------------|-------------|---------------|
| County      | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
| Adams       | 1,928       | 675           | Madison     | 2,297       | 1,912         |
| Allen       | 3,195       | 1,810         | Marion      | 1,786       | 1,448         |
| Bartholomew | 1,565       | 1,021         | Marshall    | 2,357       | 1,342         |
| Benton      | 1,094       | 722           | Martin      | 764         | 316           |
| Blackford   | 858         | 450           | Miami       | 1,589       | 897           |
| Boone       | 2,182       | 1,741         | Monroe      | 1,558       | 1,114         |
| Brown       | 612         | 365           | Montgomery  | 2,031       | 1,596         |
| Carroll     | 1,645       | 876           | Morgan      | 1,509       | 1,145         |
| Cass        | 1,974       | 842           | Newton      | 907         | 639           |
| Clark       | 1,751       | 1,300         | Noble       | 1,989       | 980           |
| Clay        | 1,738       | 1,075         | Ohio        | 416         | 285           |
| Clinton     | 1,891       | 1,441         | Orange      | 1,558       | 735           |
| Crawford    | 1,177       | 466           | Owen        | 1,380       | 811           |
| Daviess     | 2,003       | 888           | Parke       | 1,469       | 864           |
| Dearborn    | 1,616       | 1,095         | Perry       | 1,074       | 341           |
| Decatur     | 1,609       | 1,076         | Pike        | 1,056       | 365           |
| DeKalb      | 1,829       | 1,175         | Porter      | 1,597       | 1,336         |
| Delaware    | 1,946       | 1,456         | Posey       | 1,383       | 521           |
| Dubois      | 1,706       | 396           | Pulaski     | 1,493       | 902           |
| Elkhart     | 2,853       | 1,001         | Putnam      | 1,962       | 1,305         |
| Fayette     | 798         | 601           | Randolph    | 2,271       | 1,240         |
| Floyd       | 1,016       | 721           | Ripley      | 2,278       | 1,205         |
| Fountain    | 1,316       | 784           | Rush        | 1,582       | 1,265         |
| Franklin    | 1,732       | 960           | St. Joseph  | 1,938       | 1,402         |
| Fulton      | 1,788       | 892           | Scott       | 926         | 512           |
| Gibson      | 1,916       | 588           | Shelby      | 1,874       | 1,587         |
| Grant       | 1,998       | 1,320         | Spencer     | 1,615       | 478           |
| Greene      | 2,099       | 1,175         | Starke      | 1,275       | 850           |
| Hamilton    | 2,001       | 1,639         | Steuben     | 1,316       | 760           |
| Hancock     | 1,510       | 1,095         | Sullivan    | 1,963       | 1,199         |
| Harrison    | 2,392       | 1,386         | Switzerland | 1,234       | 655           |
| Hendricks   | 2,142       | 1,691         | Tiptecanoe  | 1,829       | 1,062         |
| Henry       | 2,203       | 1,656         | Tipton      | 1,284       | 923           |
| Howard      | 1,676       | 1,235         | Union       | 634         | 501           |
| Huntington  | 1,990       | 995           | Vanderburgh | 1,193       | 451           |
| Jackson     | 1,966       | 945           | Vermillion  | 808         | 491           |
| Jasper      | 1,617       | 1,129         | Vigo        | 1,911       | 1,175         |
| Jay         | 2,022       | 900           | Wabash      | 1,881       | 1,050         |
| Jefferson   | 1,813       | 1,086         | Warren      | 987         | 488           |
| Jennings    | 1,554       | 748           | Warrick     | 1,312       | 322           |
| Johnson     | 1,373       | 1,111         | Washington  | 2,156       | 1,250         |
| Knox        | 1,888       | 1,149         | Wayne       | 1,783       | 1,206         |
| Kosciusko   | 2,598       | 1,187         | Wells       | 2,134       | 1,020         |
| Lagrange    | 1,710       | 581           | White       | 1,615       | 756           |
| Lake        | 1,706       | 1,433         | Whitley     | 1,716       | 995           |
| La Porte    | 2,166       | 1,673         |             |             |               |
| Lawrence    | 1,741       | 1,034         | State Total | 153,593     | 91,282        |

**GIMMICKS AS FACTOR IN HIGH TV SALES:** Good times and plenty of consumer buying power are probably the keys to today's flourishing TV trade -- but merchandising gimmicks, the Something New that the TV manufacturers have added to their lines, are certainly contributing their share to the record rate of sales.

How much? It depends on who you're talking to -- but consensus of set makers is that they've helped plenty. Some qualify their answers by saying it's sometimes difficult to measure what proportion of total sales can be directly attributed to a particular gimmick, or that experience with the gimmick is still too limited.

Probably most-talked-about new item this year, GE's 14-in. portable (listing at \$99.95 & \$129.95) has been smash hit, drawing grudging praise even from competitors. It's even used by TV stations as monitors -- perhaps finest testimonial of all. GE has been especially delighted because it's provided outlet for its 14-in. tubes, which had been considered "passe". Yet, despite its enormous success, GE reportedly is preparing to cut back production on the set, reasoning that demand won't be as great as colder weather sets in.

Emerson apparently doesn't share this view -- for this week it introduced a 14-in. AC/DC portable at \$98, billed it as "the world's lowest-priced TV receiver." Set is primarily intended for big Xmas promotion, sales v.p. Michael Kory saying he's not sure whether it will be retained in line thereafter. He added, however, that "the production run on this set will be as extensive as we can make it."

Though it doesn't have a portable -- yet -- Westinghouse sees big future for it, says gen. sales mgr. Dan D. Halpin. He regards it as counterpart of table radio and says "there's a great need for sets which can be moved in and out of the house, and I confidently predict the trend will grow next year, when 17-in. portable sets will be shown." Westinghouse is well pleased by success of its own Tip Top Front Tuning and multi-colored cabinets, just as Emerson is enthused about its pastels.

Zenith's heavily-promoted "Flash-Matic" gizmo, a flashlight gun with which its ads suggest viewer may turn set (and commercials) on and off, has hit production snag because of a shortage of photo-electric cells. Only a comparative trickle of sets has come off line so far, but a recent agreement with GE for cells is expected to stimulate production shortly, according to one of Zenith's leading distributors.

RCA is coming out shortly with own remote control unit, described as "New RCA Magic Brain Remote TV Control." E.C. Cahill, pres. of RCA Service Co., said wired unit (retailing for \$60) can turn set on and off from 30 feet, change stations, adjust volume, picture & fine tuning. RCA regards unit as ideal for bars and other public places, where there's need for remote operation of monochrome & color sets.

Philco, whose forte is merchandising, is enthused about success of its "Top Touch Tuning," in which controls are built into top of set (Vol. 11:27). The only major manufacturer with a blonde set to match every mahogany model, Philco also says blonde receivers have proved very popular. As to its remote control unit (at \$10), a spokesman said company is just getting started on its production.

Emerson, GE, Magnavox and Bendix hiked TV prices this week, leaving Westinghouse and Zenith as only trade leaders which haven't raised them yet. Emerson upped all consoles by \$10; it was second hike within 3 months by Emerson, which raised all sets \$10 in Aug. GE's boost was \$10 on 3 basic models in middle of line. Bendix, which resumed TV production last week after strike, went up \$5-\$15 on top 10 models. Magnavox increased 8 basic models by \$10-\$21.

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**How's Color Doing?** No specific figures yet from RCA, but its distributors continue reporting they're awaiting added shipments, highly enthusiastic about color. Sharp criticism of color merchandising, however, came this week from one who helped

pioneer its development as chairman of NTSC -- GE's Dr. W.R.G. Baker. There was no mistaking his target when he told Boston Conference on Distribution:

"The lesson we have been taught by color TV is that no industry should become so inflated by past success that it allows itself to drift along complacently with the idea that the public is willing to buy any product you want to produce when you produce it...It should have been recognized at the beginning that the marketing fundamentals for color TV were altogether different from those for monochrome TV or even radio. Both monochrome TV and radio offered a new service -- a new type of entertainment. Color adds only a new dimension to an established service and, as a result, the consumer places a definite restriction upon the premium he's willing to pay." GE is making no color sets, plans none until its own new tube is ready (in 1957) unless RCA campaign clicks (Vol. 11:40).

Color got accolade, however, from Motorola v.p. Edward R. Taylor, who told San Francisco newsmen this week: "It is much more interesting to watch than black-&-white. It adds plus to viewing and to merchandising. The networks are doing a terrific job in color TV." Taylor predicted 60% of all sets sold in 1960 will be color but he declined to make any price predictions. Westinghouse's Dan Halpin, planning color receivers sometime next year, predicted 350,000 sets will be sold in 1956.

**Consumer Credit:** You still can get any shade of opinion on whether it's too high or too low. Most of those who spoke out this week contended there's no danger in present level of installment debt. Examples: (1) Vice President Nixon, in talk to Investment Bankers Assn., declared: "Credit terms which for a time were out of line now seem to be under control." His speech heartened many businessmen, who have feared Govt. plans to ask for tighter credit controls. (2) James K. Vardaman, member of Federal Reserve Board, told Ga. Bankers Assn. that "consumer installment and housing credit are the most popular goats of those who want something to kick around or who are interested in distracting attention from abuses in other credit fields." (3) Arno H. Johnson, v.p. & research director of J. Walter Thompson Co., told Boston Conference on Distribution that consumer debt was too low and could safely expand by 60% next year. (4) American Retail Federation, following Washington conference of 38 state merchants' assns., said consumer debt "is within very safe limits," added that 57% of nation's families have no installment debt.

**Economic Boom-Boom:** President's Council of Economic Advisers issued report detailing extent of national economic gains in the quarter ended Sept. 30. The gross national product rose to record annual rate of \$392 billion in 3-month period, up \$7.2 billion from second quarter. The top-level group reported consumer spending in that period reached record annual rate of \$256.5 billion, up \$6 billion from the second quarter. Other highlights: (1) Boom in home construction leveled off, as many in Govt. had hoped it would, expenditures totaling \$16.2 billion, down slightly from second quarter. (2) Business spending on new plant and equipment rose sharply to annual rate of \$25.4 billion. (3) Business inventories rose to annual rate of \$3 billion. (4) State and local govt. spending increased to rate of \$30.1 billion. In another economic report released this week, Census Bureau revealed that average income of each person last year was \$2300, about same as in 1953. Average income of 50,000,000 men was \$3200; for 28,000,000 women, it was \$1200.

**Fair Trade:** Investigation of fair trade enforcement by Justice Dept., Federal Trade Commission and manufacturers themselves will be launched soon by subcommittee headed by Sen. Humphrey (D-Minn.). Addressing annual convention of National Assn. of Retail Druggists in Atlantic City, Humphrey said his committee has prepared new questionnaire to be sent to 2500 manufacturers of fair-traded items to determine, among other things, cost of enforcing fair trade. Same convention heard caustic criticism of Attorney General's National Committee to Study the Anti-Trust Laws, which recently urged repeal of fair trade laws (Vol. 11:14). Rep. Patman (D-Tex.), co-author of Robinson-Patman Act on price discrimination and monopolies, charged that 61-man committee of lawyers and educators was part of "the most adroit and the most deceptive lobby in my experience." He said committee "was made up for the most part of anti-trust lawyers who specialize in defending big business clients."

**Production:** TV output totaled 198,831 week ended Oct. 14, compared to 185,435 preceding week and 186,467 week ended Sept. 30. It was year's 41st week and brought production for year to date to about 5,985,000 vs. 5,400,000 in same period of 1954. Radio production spiraled to 350,351 (149,163 auto) week ended Oct. 14, highest for any week in more than 4 years, compared to 334,816 (125,780 auto) preceding week and 284,949 (103,932 auto) week before. For 41 weeks, radio output totaled 10,550,000, compared to approximately 8,375,000 in corresponding period of 1954.

**Trade Personals:** William P. Maginnis, v.p.-works mgr. of Federal Telephone & Radio components div. (IT&T) & onetime chief engineer of RCA's Bloomington, Ind. plant, elected pres. of IT&T's Kuthe Labs, Newark (vacuum tubes), succeeding pres.-founder Dr. Herman Kuthe, now chairman . . . Paul E. Bryant, gen. mgr. of Hoffman Electronics' wholly-owned distributing operations, promoted to gen. sales mgr. for TV-radio, replacing Walter L. Stickel, resigned . . . Richard H. Schneberger, Crosley-Bendix national service mgr., named special asst. to Chester G. Gifford, pres. of Crosley-Bendix . . . W. W. Boyne, onetime v.p.-gen. mgr. of Zenith's N. Y. factory branch, joins Norge div. of Borg-Warner Corp. . . . Dr. Allen B. DuMont, whose 54-ft. cruiser *Hurricane III* recently won national high-point championship for second straight year, re-elected commodore of Eastern Cruiser Assn. . . . Herbert W. Cole promoted to industrial & military tube specialist, GE tube dept., Clifton, N. J. . . . J. E. Van Wagenen, sales mgr. of semi-conductor products, Federal Telephone & Radio, named selenium product line mgr. . . . Robert B. Sampson, administrator of distributor finances, RCA corporate staff, appointed market research mgr. of tube div., Harrison, N. J. . . . Earl Vaught appointed Emerson mid-west district mgr., headquartering in Kirkwood, Mo. (St. Louis) . . . Wm. Bullock, mgr. of commercial sales & merchandise dept., RCA Victor record div., promoted to gen. mgr. of new single record dept., in charge of all Label "X" records; George Marek, mgr. of artists & repertoire, promoted to mgr. of record album dept.; Joseph Carlton continues as mgr. of popular artists & repertoire . . . Lester R. Schmidt, ex-Crosley, named Raytheon TV-radio regional mgr. in N. Y.-Phila.-Harrisburg area, replacing James Schneer, resigned . . . Roger L. LaRue promoted to commercial sales administrator, National Co. . . . Wm. Vogel promoted to district commercial engineer, GE tube dept., Chicago . . . Bodie L. Stahlschmidt, ex-Emerson, named Admiral mid-South regional mgr., Memphis, succeeding Richard J. Bambery, now sales mgr. of freezer-air conditioner div.

National Electronic Distributors Assn. (NEDA) elects 1955-56 officers: pres., Joseph A. DeMambro, DeMambro Radio Supply Co., Boston; exec. v.p., L. B. Calamaras (re-elected); 1st v.p., Leo I. Meyerson, World Radio Labs Inc., Council Bluffs, Ia.; 2nd v.p., Byron C. Deadman, Northern Radio & TV Co., Green Bay, Wis.; secy., Meyer J. Spiro, Meyers Electronics Inc., Bluefield, W. Va.; treas., Victor N. Zachariah, Zack Radio Supply Co., San Francisco. Re-elected chairman: Aaron Lippman, Aaron Lippman & Co., Newark.

RETMA-IRE fall meeting committee plaque was awarded this week to Lewis M. Clement, Crosley technical adviser and chairman of RETMA engineering dept. executive committee, for "important activities in the field of reliability of electronic equipment and long-time contributions to the work of the RETMA engineering dept."

Henry G. Baker, retiring as v.p. in charge of RCA Victor TV div., honored at testimonial dinner attended by 150 Oct. 20 at Cherry Hill Inn, Camden; he'll live in Pompano, Fla., continue as RCA consultant.

**DISTRIBUTOR NOTES:** Eddy & Co. Inc., Providence (RCA) takes over Whirlpool line, replacing Capitol Distributing Co. . . . CBS-Columbia appoints Luethi & Welch Inc., 73 E. Naghten St., Columbus, O. (C. H. Luethi, pres.) . . . Kolhoff Inc. is new exclusive Muntz distributorship formed by ex-Muntz v.p. George Kolhoff in Philadelphia (Broad & Spring Garden Sts.) and Detroit; Lane Stoudt is gen. mgr. of Philadelphia operation . . . Eastern Co., Boston-Cambridge (RCA) appoints Charles Collins mgr. of new market development dept.; Joseph Cunningham named sales mgr. of radio-phonos; David Rockman credit mgr.; Thomas Reilly adv. & sales promotion mgr. . . . Gough Industries, L. A. (Sylvania) promotes v.p. S. T. Bell to exec. v.p.; v.p. James Hrabetin adds duties of gen. sales mgr. of supply div. . . . Ray Distributing Co., Savannah (DuMont) opens branch at 1341 Vega St., Jacksonville . . . Philco Distributors Inc., Newark, appoints John Mazey, ex-Zenith N. Y., as adv. & sales promotion mgr., replacing Gerald Gast . . . Horn & Cox, L. A. (Raytheon) appoints Henry N. Trott adv. & sales promotion mgr. . . . Majestic International Corp., effective Jan. 1, will sell German-made Grundig-Majestic radios through independent distributors, except in N. Y. & Chicago, where factory branches are maintained . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) moves to 50-35 50th Rd., Maspeth, L. I. . . . Midland Specialty Co., Phoenix (RCA) moves in mid-Jan. to 1930 N. 22nd Ave.

Reshuffling of Philco executives, designed to place even greater emphasis on merchandising, brought these changes this week: James M. Skinner, a v.p. of TV div., named v.p.-gen. mgr. in charge of that div., succeeding Frederick D. Ogilby, who moves up to new position of corporate marketing v.p. Gibson B. Kennedy, northeastern sales mgr., Boston, named to new post of merchandising mgr. of TV div.; Wm. H. Chaffee, v.p.-gen. mgr. of radio div., heads new automotive radio div., with Henry E. Bowes, ex-adv. & sales promotion mgr. of TV div., heading home radio div. and J. S. Frietsch succeeding Bowes in TV div. while retaining post of sales promotion mgr. of home radios. Robert P. Kelly, gen. sales mgr. of Philco Distributors Inc., N. Y., promoted to mgr. of refrigerator sales, succeeding John L. Goldschmeding, now mgr. of electric range sales.

Strike at 29 Westinghouse plants, including TV-radio factory at Metuchen, N. J., moves into second week with no settlement in sight. At week's end, company sought court injunction to halt mass picketing, outlawed by Taft-Hartley Act, and IUE assessed all members a day's pay or \$15 a month, whichever is larger, to support strike.

Jerome J. Kahn, founder and ex-pres. of Standard Transformer Corp., serving recently as management consultant, resigns as technical consultant to trustees reorganizing Muntz TV under Chapter X of Bankruptcy Act, following acceptance of reorganization plan by required number of shareholders and general creditors.

New RETMA Trade Directory, 1955-56 (146-p.), listing all members and their executives, organizational departments, products, trade names, etc., out this week—edited by office mgr. Anna Chase.

**Topics & Trends of TV Trade:** Sylvania means business in its crackdown on "tube counterfeiter," the handful of unscrupulous individuals who rebrand and resell used tubes as new—a racket which Philco estimates is costing TV-radio users \$100,000,000 a year and which several companies are combating (Vol. 11:33-34). Following up its offer of \$1000 reward for information leading to arrest and conviction of a "tube counterfeiter" (Vol. 11:38), Sylvania has notified service dealers of 5 ways to determine whether a tube is new:

(1) Turn on tube tester and immediately depress "merit" button to get picture of emission, as it builds up. If tube is not new, swing of needle will be erratic.

(2) Look for presence of particles in glass envelope. If counterfeiter "reprocesses" parts of tube, elements are often flaked off.

(3) Look for a burned mica spacer. "This quite commonly results from the heating of the glass envelope to remove the 'burn' marks of an old tube," said Sylvania. "To recognize burned mica, check the appearance of new, undamaged mica in a brand-new tube."

(4) Discolored pins indicate tube is not new. "There is no reason for pins of a brand-new tube to show signs of wear."

(5) If tube brand is barely visible, be on guard. Only reason for faded brands is constant use. Sylvania adds:

"The tube counterfeiter usually is a pretty slick operator. He tells a good story. The pitch might be that he bought unused quality tubes at auction, or when a service shop went out of business, and is passing on the saving to you. He might claim that an equipment manufacturer discontinued certain tube types in his equipment and sold these unused quality tubes at a loss. In rare cases, even a distributor might be taken in by a tube counterfeiter and, unknowingly, sell counterfeit tubes to you."

\* \* \* \*

First RCA-Whirlpool product to be marketed will be line of home freezer units, due to reach consumers in Jan., according to John W. Craig, ex-RCA, now Whirlpool-Seeger v.p.-director of merchandise development. He explained that recent purchase of International Harvester's Evansville, Ind. plant (Vol. 11:40) enabled Whirlpool to introduce home freezers nearly year earlier than anticipated. RCA-Whirlpool home refrigerators will be introduced in fall of 1956, said Craig. Note: GE Supply Co., out to gain bigger share of increasingly competitive white goods market, launches series of intensive one-week sales training programs for its personnel in 25 districts shortly after first of year, directed by M. Ewing Brown, mgr. of major appliances marketing, Louisville.

More diversification by Admiral may be in the wind, according to "profile" article on pres. Ross Siragusa in Oct. 15 *Forbes Magazine*. Story quotes him as considering entering building supply manufacture as hedge against fluctuations in consumer product lines. New division eventually might make heating and air conditioning systems. "This division is definitely in the offing," Siragusa is quoted. "We're toying with building a master sink, complete with all appliances." While admitting it's still only a "dream," he speculates that such a division might increase Admiral's sales \$75-\$150,000,000 in next 5-10 years.

Stromberg-Carlson will move TV-radio production facilities to another plant in Rochester shortly after first of year, said company spokesman in scotching rumors it plans to leave TV-radio field in favor of industrial electronics. He said company intentionally scheduled heavy TV-radio production run for first 9 months this year, in expectation that output would taper off in last 3 months as equipment is dismantled and moved.

**Electronics Reports:** Make haste slowly in going into automation—that was essence of advice by Sprague Electric chairman Robert C. Sprague, ex-RETMA chairman & pres., in Oct. 18 address to IRE-RETMA fall meeting in Syracuse. Electronics industry's growth in next 30 years, he predicted, will probably be unparalleled by any other major industry with the possible exception of atomic energy. Quoting Stanford Research Institute's 1953 projection of 82% increase in electronics output in 10 years, he commented that labor force is due to expand only 8-10%.

"Even if we consider these production estimates to be optimistic," he said, "we can see that the achievement of this projected growth and the serving of vast new markets for our products will require a much greater effectiveness in our use of labor. I wish I could say that automation will be the answer to this problem during the next decade. Actually, it is my opinion that we must attack the problem on 3 fronts:

"(1) Expand our efforts to further develop and standardize on advanced components and subassemblies. (2) Continue the mechanization program which is now in full sway. (3) Make use of automation as it is developed along various lines."

Meanwhile, Sylvania revealed it's developing equipment for automatic manufacture of color TV tubes in testimony by chairman-pres. Don G. Mitchell before Congressional Joint Economic Committee. Pointing to current status of color TV as striking example of automation's importance to industry, he said cost of color sets can't be reduced until tubes can be manufactured by the automatic machines now being designed. Broader use of automation, he stated, "will stimulate such a period of growth that the electronics industry's present volume of \$9.5 billion annually [will] be increased to \$20 billion a year by 1964-65."

Also testifying at Congressional automation hearings was Stromberg-Carlson pres. Robert C. Tait, who cited predictions of shrinking labor force while the population increases and said shortage of engineers already was industry's chief problem. He called automation "only answer to meet tomorrow's demand for goods with tomorrow's labor force." Next week, committee will hear Ralph J. Cordiner, GE pres., and Cleo Brunetti, director of General Mills engineering research & development.

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Use of transistors for TV sets is still highly debatable, as indicated by formal papers and corridor discussions during RETMA-IRE fall meeting in Syracuse this week. Engineers there seemed generally agreed that use of transistors at TV frequencies is still some time away, but Motorola announced this week that pilot production has been started on new transistor that works in vhf & uhf range, and pres. Paul V. Galvin predicted there would be widespread use of them in TV, radios and military equipment. He said they can be mass-produced, expects volume production to start at Phoenix plant in 1-2 years. Motorola v.p. Daniel E. Noble stated that cost may be reduced by 1958-1959 so that transistors will compete with tubes in consumer products.

New approach to modular concept of components assembly—called "Pin Assembly Circuit" or PAC System—was introduced by Erie Resistor Corp. at IRE-RETMA fall meeting this week in Syracuse. Using "building blocks" of 1/8 x 5/8-in. resistors and silvered ceramic capacitors, machine automatically assembles sub-circuits on phenolic base strip with all leads for resistor-condenser combinations protruding from one side, solders all connections and molds unit into plastic block for further assembly on automation lines. Unlike Tinkertoy (Vol. 11:12), PAC modules do not comprise complete circuit stages with tube sockets, transformers, etc.

**Financial & Trade Notes:** Still another big N. Y. financial house—Goldman, Sachs & Co.—is out with a report on the electronics industry, and it forecasts electronics as a whole continuing to outpace the rise in industrial production and in gross national product. However, there will be wide divergence in rate of growth as between major divisions of the industry—Goldman, Sachs forecasting that industrial electronics and electronic office equipment will probably have most dynamic growth of all.

TV has had the fastest growth so far, though gov't. purchases of electronic equipment for defense have gone up from around \$500,000,000 in 1950 to an estimated \$2.5 billion this year and are expected to achieve another record year in 1956, says report. Household appliance and radio store sales, it's pointed out, totaled \$590,000,000 in 1937 or only 1.4% of nation's retail sales of \$42.15 billion and .8% of disposable income of \$71.06 billion. By 1954, sales of TV-radio-appliance stores amounted to \$3.81 billion, or 2.2% of total retail sales of \$171.67 billion and 1.5% of total disposable income of \$253.6 billion.

This year, it's estimated, the TV-radio-appliance dealers will do \$3.85 billion of the nation's total retail sales of \$180.25 billion (or 2.4%), representing 1.7% of the nation's disposable income of \$263.8 billion. Further growth is anticipated because of such economic factors as more equitable distribution of income, higher proportion of discretionary spending by family units, more households, less household help. By 1960, it's reckoned retail sales of appliances should go up some 45%.

\* \* \* \*

GE's earnings of \$141,359,000 (\$1.63 a share) in first 9 months set new record for the period, up 4% from previous peak of \$136,191,000 (\$1.57) in corresponding period of 1954. Sales of \$2.245 billion were also 4% above the \$2.167 billion in first 9 months year ago but were second to 1953's peak of \$2.431 billion. Taxes were \$147,500,000 vs. \$157,500,000 year ago. There was no breakdown by products, but pres. Ralph J. Cordiner reported that overall commercial products sales in first 9 months set a record, offsetting loss of defense billings. For quarter ended Sept. 30, profit was \$39,467,000 (45¢) on sales of \$722,007,000 vs. \$42,335,000 (49¢) on \$719,800,000 in 3rd quarter 1954.

RCA's first \$1 billion year seemed assured with report this week that 9-mo. sales reached new record of \$740,662,000, up \$80,277,000 or 12% from previous record in 1954. Net profit was \$30,995,000, up \$3,438,000 or 12% from same 1954 period. Per-share net earnings were \$2.04 vs. \$1.80. Records were also achieved in third quarter when sales totaled \$252,112,000, increase of \$36,136,000 or 17% from the \$215,976,000 of same 1954 quarter; net profit for quarter was \$8,934,000 (58¢) vs. \$8,289,000 (54¢).

Packard-Bell Co. ended fiscal year Sept. 30 with sales exceeding \$21,000,000 and profit after taxes of about \$585,000 as against \$17,774,136 & \$164,245 preceding year, exec. v.p. Robert S. Bell reported at annual meeting this week. Per-share earnings (688,000 shares) were 85¢ vs. 24¢, and year was third largest in firm's history, he said. TV sales for first 8 months of this year are 78.8% ahead of last year, comparing with industry average of 27.4%.

Collins Radio Co. reports net income of \$3,475,000 (\$2.32 per share) on sales of \$108,164,000 in fiscal year ended July 31 vs. \$2,650,000 (\$1.77) on sales of \$90,300,000 for preceding year.

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**Dividends:** Jerrold Electronics Corp., 10¢ payable Nov. 1 to stockholders of record Oct. 24 (first div. on common issued July 7, 1955); Aircraft Radio 20¢ regular and 10¢ extra Nov. 16 to holders Nov. 2; Television-Electronics Fund, quarterly 10¢ plus estimated 50¢ per share net capital gain, to be distributed Nov. 30 to holders Nov. 1.

"Even a giant can get trampled in a bull market rush," says Oct. 22 *Business Week*, which goes on to tell why "Westinghouse Gets a Cuffing" in the stock market, in sales, in earnings—assessing reasons and concluding that "in the longer and broader view, Westinghouse has been embarrassed and hurt, but not crippled"; that its capital structure is intact, assets having grown faster than most, affairs liquid, cash & marketable securities covering all current debt 1½ times; that it hasn't lost any non-military market position; that there has been "no panic in Pittsburgh"; that indeed Westinghouse has made bold investments in new projects since earnings hit the skids.

Hoffman Electronics Corp. third quarter sales rose to \$11,866,375 to bring 9-mo. total to \$29,220,714, reports pres. H. Leslie Hoffman. Profits were \$515,113, bringing 9-mo. total to \$934,292, or \$1.29 per share on the 722,094 common shares outstanding. Third quarter sales were 43% ahead of same 1954 period, but 9-mo. sales total in 1954 was \$32,750,904, profit \$1,139,421 (\$1.57.) Rate of delivery against gov't. contracts, said Hoffman, increased substantially during third quarter; shipments of TACAN in quantity began in Aug.; TV unit sales are ahead of last year; and "immediate future should see a continuation of the improved conditions experienced in third quarter."

American Broadcasting-Paramount Theatres Inc. reports estimated net profit after taxes for first 9 months was \$5,254,000, or \$1.20 a share on 4,137,933 shares outstanding, up 68% from \$3,127,000 (68¢ on 3,967,493 shares) in same 1954 period. Third quarter profit was estimated at \$1,899,000 (43¢) vs. \$1,373,000 (31¢). ABC div., pres. Leonard Goldenson reported, went into profit column as against sizeable loss in 1954 third quarter. Theatre earnings were slightly ahead for first 9 months, but disappointing Sept. brought fall quarter below last year's best third quarter since 1950.

Magnavox stockholders to vote Oct. 26 on proposal to double number of authorized shares from 1,000,000 to 2,000,000 in preparation for possible expansion.



Film industry launched its defense this week against charges of conspiracy to keep movies off TV in Gov't's 3-year-old "16mm suit" (Vol. 8:30 & 11:38-39, 41) with statistical survey designed to show how TV had hurt theatre boxoffice. Evidence was presented after Los Angeles Federal Judge Yankwitch refused to dismiss charges as requested by 5 major film companies remaining in litigation. Armed with voluminous records and survey samples, Stanford research economist Kennett Beggs testified that theatre attendance had declined steadily with advent of TV, but admitted that precise figures were not always available and that some conclusions in survey represented deductions only. Between 1942 & 1954, he said, estimated gross earnings of features on TV had increased 659%, with \$2000-\$7500 price range of top features in 1948 jumping to \$25,000-\$50,000 in 1954. Earlier, as Gov't. concluded its case, subscription TV issue was injected into trial through mention of Phonevision. Judge Yankwitch then speculated whether in future, if toll TV is approved by FCC, Gov't. might not move to have it declared monopoly on grounds it would be keeping films from some people.

AT&T-Air Force \$2.4 billion SAGE defense communications project (Vol. 11:39-40), target in political battle over allocation of funds, received green light from Comptroller General this week provided AF seeks specific Congressional authority for spending next year. Earlier, portions of project were approved by FCC, permitting expansion of existing AT&T facilities in 7 eastern states, but without blanket approval for entire plan. Comptroller General and FCC both acted after personal intervention by Defense Secy. Wilson.



# TV offers a New Renaissance

by SYLVESTER WEAVER

This speech was delivered by the President of the National Broadcasting Company at a luncheon given by the Institute of Practitioners in Advertising at Grosvenor House, on September 27th, 1955. Lt.-Col. A. M. Wilkinson was in the chair

**T**HANK YOU, COLONEL, MR. CHAIRMAN, honoured guests, ladies and gentlemen. First of all, I want to congratulate the people responsible for getting commercial television started, for the ingenuity and resourcefulness and determination to be ready and start on the September date. The ITA, the programme contractors, the advertising groups, the set manufacturers and service organisations—all concerned deserve great credit.

I think that you in advertising deserve particular credit because you have been willing to look ahead and buy what your judgement and intelligence told you would be great advertising values later.

Because of the misinformation about television in the United States that has been printed here, let me assure you of one certainty. In the States, television advertising has been overpoweringly, overwhelmingly, fantastically successful, particularly for the advertisers. The *Daily Express* said in an editorial last Thursday, and I quote,—“In America business men are giving up this method of advertising,” that is, television. This is true in precisely the same way that it is true to say that in America the people are giving up breathing. Some pass away every day.

Let me assure you that we in America have already proved the power of television, over all forms of advertising, and it has become the basic buy of those companies who must advertise to live, food, drug, tobacco, soap and consumer goods generally. I will return to this.

**I WOULD ALSO LIKE** to pay tribute today to the BBC, with whom we at NBC have been associated for so long, and we hope that the new competition will only increase and strengthen the ability and nobility of the BBC's undertakings.

I believe that our television services in America must have access to a great deal of programme material from Britain, because our heritage is here in so large a part, and our programming must always reflect this. Therefore, I believe we will find television, through ITA or BBC or independent groups, providing 10 or 15 million dollars a year worth of programmes to the US. And this does not include movies for television use, nor shows built for continental or world locales, but produced by British interests. The effect of a stronger television industry, will be a whole new source of revenue to the British producers from America. With the purchase of American programmes here, we

are beginning an exchange that should be helpful to both of us, in money as well as understanding.

Now as a subscriber to the *Listener*, *Punch*, the *Manchester Guardian* and other British papers I know what a lot of people over here think of us in American commercial television. In part I am delighted by this knowledge as when *Punch* comes out with jokes about the Home County's Crematoria, “terms include ‘free scattering of ashes’.”

The comments of the *Manchester Guardian* recall criticism that has also come from American intellectual forces. On balance I would say that the *Manchester Guardian* was better written. But both groups get the same marks for accuracy in my opinion, and very low marks they are.

**ONE POINT MADE** generally was that, and I quote Lady Violet Bonham Carter, “The advertiser is not concerned with the influence of broadcasting on the mind and spirit of the nation.” And while the advertiser may not be, the broadcaster is. The real question is whether or not a broadcaster who is operating a commercial enterprise and is supported by advertising revenue, is less able to do a good job than the broadcaster who is supported out of the public purse.

I cannot analyse this problem except as an American and within an American frame of reference. Since our societies differ extremely, my lugubrious conclusion is that I will succeed only in being able to offend every group before I have finished. Nonetheless, onward!

As I say, I read the *Listener*; I enjoy the BBC service; I think the idea of free programmes is excellent, but I have always, as an American and a firm believer in our incentive system, which is not exactly the same as the free enterprise system, as I will come to—but as a believer in the incentive system, I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight.

There is no question but that broadcasting has a wide usefulness to people, but there is also no question that an equal usefulness is through broadcasting's integration into a modern economic society through advertising. Broadcasting can upgrade the economy, while upgrading, when properly run, popular taste.

This audience includes the press and the BBC as well as the ITA and representatives from various parts

of the British society. It should be interesting for you to hear what we believe television is doing in the United States, and within our own frame of reference, how it is serving a revolution of incalculable scope.

It has been said that a society follows its communications, not only in its physical form, but in its cultural patterns. I believe this, and believe that the revolution that is going on because of broadcasting is accelerating certain trends in our society, and that the evidence on balance is overwhelmingly for good.

Before I go into the subject, let me talk for a few minutes about television itself and programming and advertising, and then come to our concept in the States of the television medium.

First of all let me make my plea here that I have fought for so long in the States against the great critical opinion which almost unanimously in the States as well as here defined television as a “Small screen reaching people in small groups and an intimate instrument that should remain true to those limitations.” This is absolute nonsense.

**TELEVISION IS A** communications invention. It is a machine. It is anybody, anywhere in that wherever one person can go or attend or be present at anything, every man can be substituted for that person by the camera. It is this limitless definition of television as a machine that we have tried so hard to implement in the States. And this can be done in selling as well as in programming. Today in the United States it is said that people sit at home for several hours watching stultifying entertainment bringing them lower and lower into some video idiot mental level with an unending succession of trivia and escape.

Actually the people are really going places via television—attending with other people an event in some meeting place for people. They may be at a concert; at a radio show; at a rodeo or an aquacade or a Broadway theatre or a motion picture house. They may be seeing a personal appearance or a lecture platform. The point is that television, in its limitless capaciousness, covers all the forms that human beings have developed in their entire history, and with the cameras, allows people to be present wherever anything, entertaining or instructive, is going on. What the people choose to see and how well the presentations are made, technically by us, are different questions that I will come

to. But we look upon the television screen not as a small screen that demands intimacy, but as a miraculous port through which every man can look out upon a fascinating wide, wide world. Eyes that a generation ago would have rarely strayed above the ground because of status or class or other misfortune now see anything that the richest, the most privileged, the most cultured man in any state of society could ever see for himself.

**THOSE WHO WOULD** limit television's greatness to the new art form of the small screen, the small listening group and the tight unities of television itself, completely misunderstand the limitless ability that television gives us to go places, to see things, to understand, to experience and, finally, to participate.

We will go into outer space from Mount Palomar; we will follow the electron microscope into the brain; we will attend history wherever it is being made; our people will meet the great personalities of their time face to face, not in a formal presentation but in informal conversations where you really get a feeling of the innate personality. All these and many more aspects of television are building a new race.

I recognise that the BBC has done most of what we are talking about, but the BBC by its very nature will not do what commercial television must do. Commercial television, to be successful, must attract the big audience—everyone. If television does not attract and influence the big audience, elevating its tastes, increasing its knowledge, maturing its judgement, clarifying its understanding and all the other points on which better information and exposure to culture can continue the movement upward of people, then British commercial television will fail. It will fail in its mission, for its mission is to do something that the BBC really cannot do. Its mission is to reach the big audiences and improve them. The BBC gives the people what they want, group by group. British commercial television, like American television, must give the people what they will look at, but they should always, as we do, realise that all programmes can serve a purpose beyond diversion, can carry a higher information content. It is easy to programme with what people already want to see. This is excellent but limited. It is difficult to programme so that people watch what they want to see in a form that includes things they don't want to see. This is the system that we use with tremendous

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*"a programme content that not only amuses but and enlarges the viewer, and prepares him*

success at NBC. We call it "enlightenment through exposure." Originally we called it "Operation Frontal Lobes" and you can imagine what a grand time the critics had with that. I used that name really for fun, because I once heard a very distinguished Canadian make a speech on how we have come down out of the trees entirely because of our frontal lobes. Anything advancing the common man to the uncommon man has, to me, a frontal lobian quality.

**IT SEEMS TO ME** that commercial television, because of the need to attract a total audience, will have more influence in elevating British tastes than the BBC, which is filling and responsive to needs that already exist and that, thanks to commercial television, will be ever enlarged. British commercial television thus can follow what we at NBC consider the grand design of television, the creation of an all-people elite. We believe that we are shaping a society which acknowledges that no true prosperity, no enduring culture can stand on a bedrock of human misery or of race or class or group subjection. We believe that it is impossible for a society to consider itself mature and intelligent and humane so long as any normal person in it has been denied exposure to the great ideas, the great achievements, the great history of man. This is the opportunity and the destiny of commercial television. It is the one communications medium that can offer the heritage of man to everyone in a living, vibrant and interesting form. To do this, we must first engage the attention of the total audience. We must expose all of our people to the thrilling rewards that come from an understanding of fine music, ballet, the classics, science, the arts, everything. In our minds to programme for the intellectual alone is easy and duplicates other media. To make us all into intellectuals—there is the challenge for commercial television.

It is easy to push a button when you are in the mood to see television and not like that is offered. It is also easy to pick up a telephone and tell somebody at a magazine stand to send you two magazines. If you do not further describe what you want and if you take no trouble to find out what is available, it is quite possible that you can generalise in a most high-handed manner about the product of the press, or of the air, but the fact is that you will be wrong.

So far as television is concerned, while a great deal of our material is escape or built for special services, the fact also is that tremendously exhilarating projects are on every week that are attracting tremendous audiences and informing and instructing and enlightening and enriching their lives. This should be

done here and it will be done by commercial television as well as by the BBC. The very fact that tremendous revenues will be added to the broadcasting industry should mean that the programming should be much better.

**I DO NOT WANT** to give the impression that we are satisfied with our programme schedule. We are not. We have good things and we have bad things. We have problems that are serious and problems that are insoluble. At NBC we do five hours of service programming in the morning, information of interest to women and to the family, and special programmes for children. In the afternoon we programme entertainment, with a full-hour play of night-time quality, done in colour, every afternoon at 3 o'clock. Our night-time schedule includes six fine hour-dramas a week, together with great extravaganzas and reviews starring all of the people who play the Palladium, together with many who don't. In our weekly spectacles and telementaries, however, we have that special added inducement to viewing that we hope will keep the light or occasional viewers watching their sets, and we hope will attract as many of the regular viewers as possible. This is like the two-hour colour spectacular, "The Skin of Our Teeth" two Sundays ago, or the Sadler's Wells Ballet which is coming up, or Frank Sinatra in Thornton Wilder's "Our Town" in the 90-minute musical version which was played a few days ago, to an audience of probably 40 million people. Your own Jeannie Carson comes out in the new musical comedy of "Heidi" Saturday, and Maurice Evans is presenting "Alice in Wonderland." We have bought "The Constant Husband," starring Rex Harrison, an English movie to be shown to our television audience before its release to the theatres. We have also done the same thing with "Richard the Third" for a three hour, all night, presentation sometime next year. Many other attractions of this unusual importance are scheduled. Then in our information programmes, we have great stories of the Twentieth Century, in prime night-time periods—programmes like "Nightmare In Red," the study of Russia to the death of Stalin, and others, like "Three, Two, One, Zero", on the Hydrogen Bomb—which played here on the BBC. In addition, other telementaries like one on young India and one on "Tomorrow—Our Life in 1976," are scheduled in the next few weeks. The range and scope and quality of the attractions that are presented to the American viewing public are certainly comparable to anything offered in any of the other media or arts. Our operas in English, our regular shows with what we call a

high information content, our public service features, all add up to a powerful programme schedule that should appeal to every segment of our population.

And so we have our great audiences, actually the total population on a cumulative basis and we give them a programme content that not only amuses but informs; that not only entertains, but inspires; that enriches and enlarges the viewer, and prepares him for the life of a man—not a vegetable. In the design of our schedule to reach the entire public we believe that if we do not reach the total audience we fail, and that if our influence and impact on the total audience is not positively and affirmatively for good, we also fail. This is the policy of the National Broadcasting Company. I think it shows that in intention, at least, those who decry the American system and commercial television are wrong. If they say that we have failed, they have not sufficiently studied the records. We have not yet succeeded, it is true, but we have not failed.

**NOW LET ME TURN** to the subject of advertising. Here, again, I have read a great deal of information, and misinformation, published in this country. In television, as we have developed it at NBC, the advertising agency has lost a large measure of the control he had over radio. We do not generally have television sponsorship in the old sense that we had it in radio. Therefore, the setup as the ITA has developed it is much

there is nothing you can think of that will help sell your product or service that cannot be produced. If there is to be a failure, let's get it straight now, the failure will be yours, the man's: it will not be the machine's. Furthermore, then and now it is my honest conviction that television advertising is being blocked from a far higher degree of interest, and of selling power by the condensation with which much of it is prepared. Again, I do not know anything about the English market, so I'm not competent to discuss whether your commercials will be effective to your market. In our own market, there is so much power in the medium that even bad commercials are selling goods. Some day this will stop being true and our advertising will improve. The major weakness, it seems to me, is that the writers of advertising are not taking advantage of the tremendous scope and excitement and exhilaration that we have in this medium and the tremendous amount of information that we can transmit quickly to people.

I have seen a great deal written about cost per thousand and measurement of impact. It is true as agency men that you must get into these matters, but let me assure you that you will save an awful lot of time if you don't concentrate on them. Television will outsell anything. It has incredible power. If you do not sell with your television, it has to be the advertising that is wrong. It is impossible for me to

*"In the States TV advertising overwhelmingly, fantastically*

more like our setup than like the old American radio formula of sponsorship—which is the dead horse so many are beating so hard.

This has raised the question of whether straight advertising would sell goods on television, particularly at the prices asked.

Despite all of the usefulness that we offer advertisers that will not be available on the ITA plan, you are still offered the really big important thing. The real value was never sponsorship, never the gratitude factor, never integrated commercials, never personal selling. The real value always was huge circulation and the opportunity to present a message that was actually selling the person. This was even true in radio. In television it is quadruply true, for you have sight and sound and motion and will eventually have colour. As I used to tell our men at Young and Rubicam, when I ran the radio and television department which included our copy department,

believe that the British people can be that different. If they object to advertising that is cheap and condescending, that is what I mean when I say the advertising is wrong, but I cannot believe that genuine descriptions of products with information as to why they are serviceable and good, and what features they have that are appealing would offend anybody, if they were done well.

**I BELIEVE**, therefore, that commercial television will be a great asset to Great Britain, with its advertising revenues it can offer an exciting programme schedule and one which will have to be directed to a job that has the social significance of improving the total audience by the nature of its obligations. It is true that these obligations do not have to be met. I know that I have been fighting a long, hard battle in the United States, because in many cases the immediate interests of those concerned would not support

*informs; that not only entertains but inspires; that enriches for the life of a man—not a vegetable”*

the kind of ideals that I have been discussing here. At the same time, I am now in my seventh year of command of the NBC Television Network, which is really since before it started, and we can take great pride in how far we have come in building an instrument of great service to the public and of great usefulness to our advertisers.

**I ALSO BELIEVE** that advertising on television will become the most important aspect of your advertising budget, once the stations are built, and the conversions are made and the actual audience is available to you. The important thing for advertisers to do is to learn how to use the medium, how to prepare advertising that intelligently makes sense. You know, we ran a number of your commercials on our programme "Monitor," a forty-hour weekend radio show that we have on NBC. But I am afraid that I must admit that we did it because we thought they were funny. I presume that you don't think they are funny, or that they are funny and they sell goods. But as I said, I am not competent in this field. If you asked me to write advertising to sell the English I would be extremely concerned because so much of the advertising that I have seen in print is foreign to the kind of basic advertising principles upon which I have been brought up. Nonetheless, in advertising, British commercial television should play an important role in continuing to cut distribution costs and to increase the

*has been overpoweringly successful for the advertiser”*

domestic economy.

And this brings me to the point that I know is very worrisome to the British and may be one of the reasons why commercial television is a matter of concern in some quarters. Will television sell goods so effectively, on top of an already strong demand for consumer products beyond, perhaps, the capacity of the country to produce while, at the same time, maintaining its export trade?

This brings me to an exposition of really the general frame of reference of the American society that I mentioned earlier, which is extremely appropriate in answer to this question of the development of the British domestic economy.

Before I go too deeply into this, let me again make my plea for tolerance on your side. I am an American speaking from an American frame of reference but, as you heard earlier, I am married to a British girl and I'm of British extraction if we go back a mere two hundred years.

But I am an American. I believe wholeheartedly that we in America are trying to achieve our revolution. I also fear that you in Great Britain are trying to stop your revolution.

What I am saying is, of course, my own opinion and not necessarily representative. Our own intellectuals frequently fear the general public as though the ancient fear of the people had merit instead of, as it seems to me, merely focusing on the problems that the development of an all-people elite will bring to us.

I believe that in the last few years we have set in motion an information explosion. To each man there is flooding more information than he can presently handle, but he is learning how to handle it and, as he learns, it will do him good. I mean that each individual has the equipment to handle far more data than he does handle, and we can vastly increase the volume of traffic through his mind, and when we do increase that volume of traffic and he has more data available, he will respond with better data handling as an individual. By that I mean he will make better and more rational and more intelligent decisions. He will less likely be moved by emotionalism. He will be less likely to fall prey to fear, anxiety and confusion.

**I BELIEVE THAT MAN** has come a long way fast, and he can now make a quantum jump forward in a generation, largely due to television, for now we can see the day coming when a normal human being can handle the entire information load necessary

to place himself into his own time with all the information about his history as a human being, as a member of a race, a nation, a creed, a faith, all the information about the universe he inhabits and its scientific description; all the information about the human culture he inherits and its achievements and its history; all the information about himself and the way he works as an individual; so that his personal balance and equilibrium can be stabilised; so that he can handle his life and grow intelligently; and all the information about his future and all futures projected so that he can select from among the myriad alternatives the kind of person he wants to become, the kind of life he wants to live, the kind of work he wants to do, the kind of achievements he can aim for.

This new world is not really understood. People talk about pressure for conformity, from the mass media, when actually the real pressure is building an infinity of

differences. There is a transitional impact of people gaining social and economic privilege that they have never before enjoyed. But if they show certain undesirable traits, it is less than generous to criticise them.

We believe that this is a real revolution and that it is creating a new elite. We believe this new elite will encompass all men except the handicapped, the sub-normal; we believe it will bring about no great Utopian Monolith, but an explosion of an infinite number of personalities, each moving finally as his talents and interests direct him, not as his good and bad luck in birth and health and race, etc., have determined for him.

**THIS REVOLUTION** cannot take place unless through mass media, and particularly television, one is able to either build a classless society or reduce the paraphernalia and points of difference between social groups, so that individuals can move from any racial or ethnic or economic or class background into any other group or class, without any feeling of inferiority or superiority, without any fear, without any shame.

We believe that the uniformity that will follow from television and radio in the superficials of dress and manners and customs and speech is a decent civilised goal in any society. It prevents people who have the talent to move out of their group, from being hurt or ashamed or afraid as they move wherever their talent takes them.

Furthermore, the general attacks on the mass media and upon American industrial democracy do not make a very good case. There is absolutely no confusion of the popular, with the excellent, that I know of in this country or my own, in spite of what the critics say. There is a very definite feeling that what is excellent may very well be popular, as it is in broadcasting. The biggest TV audiences last season were for the best shows and most important events, generally. All very frequently it is also quite possible that what is excellent may not be popular and that what is popular may not be excellent. The people do not confuse the two. Furthermore, atomising our society into groups who are for the first time learning of fields and special interest activities that appeal to them that they never heard of before will increase. The incentive to dissent and heresy the right to be different, the acceptability of eccentricity.

The impact of television creating new interests will replace the static act of watching with the impact to go and do something in the new field of interest. We know that this is true from our experience with radio where the tremendous interest in serious music in the United States, and the fantastic growth of the number of symphony orchestras and

concerts of various types has followed the impact of the radio medium. Similar impact will cover everything else in the other fields.

Then, it is not true that the ease of television viewing stops people from more disciplined activity. You can walk into a drug store in the United States and probably find all of the so-called hundred great books on sale at fifty cents apiece or less, lecture halls are crowded and I needn't tell you about the millions of tourists. Actually, as the intellectuals do not seem to understand, real progress starts when we recognise that the paraphernalia of status is the trivia of life. It is when we put behind us the childish pursuit for some equality with any status group or money group or priestly group or any other basis for elitehood or apartness, and go to the fields of our special interests, where each of us as a personality develops his or her inborn interests, or adopted interests—it is only then that we are moving toward real maturity.

And to me, television and radio are the basic force behind this revolution. They are that, because they picture for the people the possible new world as it is available to them. Broadcasting shows the people what they can do and buy; what they can use and have; things of the spirit and the mind and the body; things for the individual and the group. Thus, broadcasting in the States becomes for us the centre of our incentive system, and this is the system under which we are achieving so much in real good for our people. Good homes, good health, good reading, good drama, good music, good everything. It is important that our great broadcasting enterprises sell goods, but more than selling goods, we sell the idea of a worthwhileness of a society that gives us all these real things: the home, the car, the library, travel and leisure, the whole of our tradition, at almost no cost. The price is to exchange peace-of-mind in a society of status for a certain amount of anxiety in a society of mobility. It is worth it.

**I READ IN THE Listener** a month or so ago one of W. H. Auden's pieces on writing poetry. In it he says, "Technology puts at our immediate disposal the arts of all ages and all cultures. The full impact of the machine in this respect is quite recent. Tradition now means a consciousness of the whole past as present, yet as a structure in whole, whose parts are related in terms of before and after."

Our people have available in their home, no matter how low their income, this complete art of all ages and all cultures, done in a system which attracts them even though they have no immediate known interest in the more rewarding, or

*"Television is the instrument through which a nation can be awakened to the need for new and better methods"*

better, or finer, of the arts. Its name is television; without that machine you cannot show people this picture of a future that does far more than makes them buy; it makes them work. America has grown great, not because people bought, and not because the country was rich. It has grown great because in America people work. They work hard and they work for real incentives, real things. The things may vary and the priority list of the individual may put bathtubs ahead of books. This may not be true in another generation, because he will not have to choose. He will, of course, have both. But the main thing is that in an economic system every individual, instead of fighting against some other group on some class basis to divide what there is, is trying also to increase production. Americans know first that it is only increased production per man that brings real wealth. Second, that all of us must be real professionals in our own undertaking, third, that we must do hard work in order to enjoy the things that we know are available to us. It is this that I think could well be considered by the British as they worry about their domestic economy and television. Television is the instrument through which a nation can be awakened to the needs for new and better methods of production, for new increases in manpower output; for new ideas in product development, for streamlined distribution and all the rest of the aspects of a modern economic democracy.

In the United States it was possible that after the pent-up war demand was filled that our country would go into a recession, instead of which there was an explosion up to a new economic plateau. I can't prove this, but I believed it completely, sincerely, as do many others. It was the power of television showing the people the rewards before them, making them willing work ever to harder to reach their real individual goals that sent us to our soaring new plateau, and this is going to happen again, and again, and again, in the United States. Already privilege is almost universal.

**THIS IS AN EXCITING,** exhilarating thing, brought about largely through the mass media and, of course, with television playing the leading role. As one looks at the American economy today, with its low work week, and its tremendous production and its high incomes, one must remember several things. First of all, that we have 25 million people already watching Shakespeare and opera, and that we have drug stores selling classics, and classical music playing all day and all night on the air in our biggest cities, and that we are building an all-people elite. Make fun of it if you will. You have very little time in which to do so.

But remember this also: if our people were satisfied with the standard of living of 1870, we could have a five-hour week right now. That would produce enough for all of us to have what our grandfathers had. But it is not enough, and our people will not sit still for it, and that is why, thanks to television and the picture of the great life before them, the incentives are so sharpened that there is a driving, churning speed in the American economy as it moves ahead devoted to the good things of life, both physical and mental.

There is considerable humorous handling in the British press about America, but I think it is interesting to realise that the reason we do not have any Socialists has nothing to do with propaganda about the free enterprise system. It is that actually the men who here might be Socialists, in America have joined with the entire working group, and they want to move ahead and build an ever-higher production, a broader shared wealth, a new leisure, a miracle society of new things that make life easier, more comfortable, more fun, more rewarding, more enlightened—a new world in which every man will be an Athenian with slaves of metal and electrons. They know that this world can only be created by

forgetting their special group desires and fears in order to increase per-man output. The nation is put ahead of the group.

**BECAUSE OF THE** knowledge spread by the new media, and particularly television, our entire society has an incredibly uniform desire to advance on its present economic and political patterns and concepts, and the desire to advance as fast as possible.

I have gone into this at great length, mainly because television is not just to sell soap. Television has a far more important role not only in uplifting the population, but a dynamic and revolutionary role that will influence every aspect of society, and if it is run right, influence it for good. Also, the problems that face Great Britain are soluble in more than one direction. The experience of the United States, with its mass media creating a desire among all of us to work harder and sacrifice personal and group advantages, to get real values quickly is something worth consideration by the British leadership.

Why are the Americans in a hurry—because there is so much to do! Where do Americans think they're going with so much speed? We can see where we're going and most of us find it a happy prospect. *[verbatim]*

Copies of this supplement to 'WPN' may be obtained price 6d from the  
Circulation Director at 9/10 Old Bailey, London, E.C.4 CEN 4040.

**Color Trends & Briefs:** Contrast in quality between outdoor and indoor color was never more striking than it was this week—between NBC-TV's Oct. 15 Michigan State-Notre Dame game and Oct. 17 "Cyrano de Bergerac" on *Producers' Showcase*. As in World Series colorcasts (Vol. 11:41), quality of game transmission was generally disappointing. At Federal Communications Bar Assn. outing at the Horace Lohnes estate near Washington, where color sets were tuned to game, hundreds of consulting engineers, lawyers and FCC personnel agreed sports colorcasts have a long way to go before public is impressed.

By contrast, *Cyrano* was perfect—demonstrating precisely what the shouting is all about. Color is what made a brilliant performance complete. Critical comment of those who saw play in color was epitomized by *Variety's* George Rosen, who wrote: "The color was magnificent. Seldom if ever before had it been put to better use, for of all the plays converted to video, few have lent themselves to the compatible tint as this version of the dashing, romantic poet and swordsman." As an interesting statistical footnote, NBC-TV v.p. Thomas A. McAvity reported that the 30,000,000 viewers who saw play were 60 times as many as attended its 1946 & 1953 Broadway productions, 5 times as many as saw the movie.

\* \* \* \*

Network color schedules for next 2 weeks: NBC-TV—Oct. 24-28 & Nov. 1-4, *Howdy Doody*, 5:30-6 p.m.; Oct. 25 & 28, *Today* segments, 7-10 a.m.; Oct. 25 & 28, Nov. 3, *Home* segments, 11 a.m.-noon; Oct. 29, NCAA football game, Iowa vs. Michigan, 2:15-5 p.m.; Oct. 31, new dramatic series *NBC Matinee Theatre*, 3-4 p.m., running daily thru Fridays; Nov. 5, *Max Liebman Presents*, "The Great Waltz," starring Patrice Munsel, 9-10:30 p.m.; Nov. 6, *Color Spread*, "Constant Husband" (film), 7:30-9 p.m. CBS-TV—Oct. 29 & Nov. 5, *Gene Autry Show*, 7-7:30 p.m.; Oct. 25, *Red Skelton Show*, 9:30-10 p.m.; Nov. 3, *Shower of Stars*, starring Jack Benny, 8:30-9:30 p.m. Other upcoming shows: NBC-TV—Nov. 14, *Producers' Showcase*, "Wonderful Town," 8-9:30 p.m.; Nov. 20, *Maurice Evans Presents*, "The Devil's Disciple," 4-5:30 p.m.; Nov. 26, NCAA football game, Army vs. Navy, 1:15-4 p.m.; Nov. 26, *Max Liebman Presents*, "Dearest Enemy," 9-10 p.m.; Nov. 30, *Kraft Television Theatre*, 9-10 p.m.; Dec. 4, *Color Spread*, Maurice Chevalier variety show, 7:30-9 p.m. CBS-TV—Nov. 12, 19 & 26, *Gene Autry Show*, 7-7:30 p.m.

First 5 weeks' schedule of *NBC Matinee Theatre*, daily 3-4 p.m. dramatic color series which starts Oct. 31, was released this week, includes originals, adaptations from stories, novels, etc., plus some repeats of TV hits. Among repeats are *Kraft TV Theatre's* "The House on Wildwood Lane," *U. S. Steel's* "One for the Road" & "The Aspern Papers," *TV Playhouse's* "Roman Fever," *Hallmark's* "Courtship of Miles Standish," *Studio One's* "Wuthering Heights." Exec. producer Albert McCleery reported that rights to 110 properties have been obtained; that 3500 performers will be employed, including Sir Cedric Hardwicke, John Barrymore Jr., Fay Bainter, Sarah Churchill, Kent Smith, Richard Arlen, Gene Raymond, Clare Boothe Luce, Margaret Truman, Hugh O'Brien, Richard Boone, Katherine Bard, Kevin McCarthy.

First detailed color rate card is claimed by KTLA, Los Angeles, one of the 16 stations so far equipped to originate live color as well as slides and 16 & 35mm film (Vol. 11:42). Schedule newly prepared for *Standard Rate & Data* calls for \$750 extra for color on hour show, \$500 on half-hour or less.

McClatchy's KMJ-TV, Fresno (Ch. 24), one of the more successful uhf outlets, inaugurated first local colorcasts of films & slides Oct. 2 in conjunction with 16-p. section of *Fresno Bee* devoted to color TV and featuring ads in color.

Network affiliates equipped to rebroadcast color originated by networks now number 114 for CBS, 102 for NBC. We asked networks to bring up to date the July 15 lineup tabulated on pp. 355-356 of our *TV Factbook No. 21*. NBC reports these additions: WDEF-TV, Chattanooga; WIS-TV, Columbia, S. C.; WTVD, Durham, N. C.; KTSM-TV, El Paso; KARK-TV, Little Rock; KCCC-TV & KCRA-TV, Sacramento; KTBS-TV, Shreveport (replacing KSLA); KTIV, Sioux City, Ia.; KYTV, Springfield, Mo.; WKNB-TV, New Britain (replacing WNHC-TV, New Haven); WXEX, Petersburg, Va.; KRBC-TV, Abilene, Tex.; WNDU-TV, South Bend, Ind.; WITN, Washington, N. C. CBS makes these additions: KFVS-TV, Cape Girardeau, Mo.; WCSC-TV, Charleston, S. C.; KRNT-TV, Des Moines; KROD-TV, El Paso; WSEE, Erie; WJTV, Jackson, Miss.; KRCG, Jefferson City, Mo.; KSWM-TV, Joplin, Mo.; KOLN-TV, Lincoln, Neb.; WKRG-TV, Mobile, Ala. (replacing WALA-TV); WGTH-TV, Hartford (replacing WKNB-TV, New Britain); WREX-TV, Rockford, Ill.; KATV, Pine Bluff, Ark.; WGBI-TV, Scranton, Pa.; KSLA, Shreveport; KCMC-TV, Texarkana, Tex.; WFLB-TV, Fayetteville, N. C.; WDXI-TV, Jackson, Tenn.; WFAM-TV, Lafayette, Ind.; WDBJ-TV, Roanoke; KGUL-TV, Galveston; KCMO-TV, Kansas City (replacing KMBC-TV).

Again seeking manufacturers to build Lawrence color tube and sets incorporating it, Paramount Pictures' subsidiary Chromatic TV Labs is reportedly negotiating with Sears Roebuck—whose main suppliers are Pacific Mercury & Warwick. Biggest bottleneck appears inability to find manufacturer willing to produce tube; several have indicated they'll do so if they have more than one set-making customer. Chromatic has long stated that sets using its tube can be built to retail for \$400. Several sets have been made for it by Telechrome Inc., Amityville, Long Island, N. Y., using conventional black-&-white components in vertical chassis, housed in cabinet size of Crosley Super-V.

Color tube developments reported at RETMA-IRE fall meeting in Syracuse this week: (1) RCA's R. B. Janes said improvements in 21-in. tube have been effected by more accurate placement of mask and better method of placing phosphor dots on faceplate. He stated that "almost perfect color purity" has been achieved and that color tube life is now comparable with that of black-&-white. Next step, he said, is substitution of cheaper parts while maintaining quality. (2) CBS-Hytron's N. F. Fyler described 22-in. rectangular all-glass tube, said that its color uniformity is superior to that of round and that design permits greater mechanization and automation.

Another RCA distributor with heavy color promotion program, Southeastern Radio Supply, Raleigh, this week conducted symposium which attracted 350 dealers, servicemen and station representatives from the Carolinas and Virginia. Southeastern's sales mgr. Bill Hartenstein said another meeting is planned in 60-90 days, told of plans to aid dealers and servicemen in demonstrating and servicing sets. In Boston this week, Electric Institute sponsored meeting for servicemen, during which RCA field engineer C. W. Walters explained color circuitry.

U. S. will be host to CCIR Study Group 11 for 2 weeks starting March 5, as the international group works towards setting color standards for rest of the world. Demonstrations will be conducted at UN headquarters and at labs of most active color organizations. RETMA has reactivated NTSC, which formulated U. S. standards, and group is working with State Dept. in preparation for CCIR visit. GE's Dr. W. R. G. Baker continues as NTSC chairman.

"Color Television Engineering" (450-pp., McGraw-Hill, \$8) is new book by RCA's articulate lecturer on color, J. W. Wentworth.

NBC-Westinghouse swap of TV-radio stations in Philadelphia and Cleveland (Vol. 11:21) was held up by tight vote of FCC this week—with new Comr. Richard Mack breaking 3-3 tie and Commission voting to send principals a “McFarland Letter” indicating a hearing will be necessary. Under terms of deal, NBC would take over WPTZ & radio KYW, Philadelphia, Westinghouse would acquire WNBK & radio WTAM, Cleveland, and NBC would also pay Westinghouse \$3,000,000. Dissenting Comrs. Hyde, Doerfer & Lee favored approval of sale now. Commission’s letter said it’s concerned with monopoly and whether NBC pressured Westinghouse into the deal. It noted NBC’s present and proposed station ownership, said that there are 26,538,000 people living in Washington-Philadelphia-New York-New Britain areas where NBC would own stations; that 1,556,000 live in area overlapped by coverage of WRCA-TV, New York and WPTZ; that Westinghouse would have concentration in Pittsburgh-Cleveland-Ft. Wayne area. “The Commission is also concerned,” letter said, “as to whether the NBC used its power to grant or withhold network facilities as an instrument to persuade Westinghouse to accept the proposed Philadelphia-Cleveland exchange.”

Prosecution of college football authorities under anti-trust laws was asked Oct. 21 in complaint filed with Justice Dept. by WJIM-TV, Lansing, which accused National Collegiate Athletic Assn. and pres. Asa Bushnell of “arbitrarily restraining the televising of [Oct. 22] football game between Michigan State U and the U of Illinois.” WJIM-TV said gate has been completely sold out for 30 days, both schools had consented to local telecast of game, and it was available for telecast under “home TV sellout provision” of NCAA rules. “Under these circumstances,” said WJIM-TV, “refusal by the NCAA [is] not in the public interest and prohibits the flow of TV to the public. This conduct in our view is wholly arbitrary and without any plausible excuse and is injurious to the TV industry and the public it serves.”

Community antenna operators certainly have plenty to talk about as they meet at Antlers Hotel, Colorado Springs, Colo., Oct. 24. Not only is there FCC examiner J. D. Bond’s remarkable decision favoring illegal boosters (p. 4), but there’s threat of tightening govt. regulation. Wyoming Public Service Commission recently ordered that system planned in Rawlins could charge only \$25 for connection fee instead of proposed \$125, though this week it indicated it would amend ruling to permit the \$125 charge—with \$100 of it designated “contribution in aid of construction,” \$25 as “income.” There are reports, too, that group of western station operators are about to ask FCC to assume jurisdiction over systems.

While wrestling with deintermixture petitions (p. 1), FCC received another this week—from WPFA-TV, Pensacola, Fla. (Ch. 15) and KTAG-TV, Lake Charles, La. (Ch. 25), both controlled by Charles W. Lamar Jr. Reshuffle sought: substitute Ch. 4 for 25 in Lake Charles, 13 for 15 in Pensacola, 4 for 13 in Biloxi, 25 for 4 in Beaumont-Port Arthur; delete Ch. 4 from New Orleans. Another allocations petition filed, by Sarkes Tarzian’s WTTV, Bloomington, Ind. (Ch. 4), was request that Ch. 13 be assigned to Cartter, Ill.

Waiver of “territorial exclusivity” rule requested by WTTV, Bloomington, Ind. was turned down by FCC this week. WTTV said rule had forced cancellation of its “first refusal” clause in NBC contract because its channel isn’t assigned to Indianapolis, but Commission said station’s “primary obligation” is to Bloomington. Pre-freeze station said it was losing revenues because of loss of “first refusal” rights, might have to drop some educational programs.

Initial decision in Edward Lamb case probably will come in December. Hearing examiner Herbert Sharfman, now back at work after illness, says he’s currently working on case, which involves renewal of Lamb’s license for WICU, Erie (Ch. 12), but probably won’t be able to make his original goal of Nov. 24. Lamb’s attorney Russell Brown this week filed 115-p. point-by-point answer to Broadcast Bureau’s proposed findings in case and requested oral argument on the findings. Brown’s brief compared the reputation of Lamb’s witnesses with those put on stand by Broadcast Bureau, concluded that statements of credible witnesses who testified as to Lamb’s anti-communist views and activities “overwhelmingly countervail the scum brought forth by the Broadcast Bureau. It must be obvious,” brief continued, “that sober, considered judgment requires a finding that Lamb’s militant, open, unequivocal personal independence and loyalty to the United States are plainly disclosed, as against the fanciful deductions, imaginative inferences and sinister implications of his detractors.” Broadcast Bureau expects to file reply, probably week of Oct. 29.

New York police files and other official records have been opened to New York TV Productions Inc., headed by Theodore Granik, for use in projected *Dragnet*-type TV film series. *New York Times* broke story on front page Oct. 22, reporting Mayor Wagner had ordered all city department heads to “make their files, equipment and manpower available” to the commercial TV concern headed by his “long-time personal friend” who is a member of the law firm with which Mayor was formerly associated. *Times* reports other TV film producers had previously sought in vain to crack New York Police Dept.’s records, described as a “gold mine” of TV material.

Two TV applications were filed this week, bringing total pending FCC action to 161 (19 uhf). They were: for Provo, Utah, Ch. 11, by local group headed by attorney Robert W. Hughes, which will offer stock to public; for Ponce, Puerto Rico, Ch. 7, by George A. Mayoral, mgr. of New Orleans’ WJMR-TV & exec. v.p. of WORA-TV, Mayaguez, in partnership with electrical supply & building material dealer Wm. Cortada. [For details, see *TV Addenda 21-0* herewith; for complete listing of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

Deintermixture is a “subject of public importance and interest,” Wm. L. Putnam, mgr. of WWLP, Springfield, Mass. (Ch. 22), said in letter to WTIC, Hartford, and he invited WTIC principals to present their viewpoints over WWLP. Putnam had gone before cameras to urge support of deintermixture, and WTIC complained to FCC (Vol. 11:42). WWLP is urging deletion from Hartford of Ch. 3, for which WTIC is applicant.

Control of KTVH, Hutchinson, Kan. (Ch. 12), Wichita area CBS-TV outlet, was acquired by *Minneapolis Star and Tribune* (Cowles) last week, FCC approving \$1,000,000 purchase of 80%; former owners retain 20% (Vol. 11:28). Cowles interests also operate KRNT-TV, Des Moines (Ch. 8) and KVTM, Sioux City, Ia. (Ch. 9); own 47% of WCCO-TV, Minneapolis (Ch. 4); publish *Des Moines Register & Tribune* and *Look Magazine*.

Hollywood film production goes on 5-day week under terms of new agreement between Assn. of Motion Picture Producers with IATSE, representing some 14,000 skilled production employes; pay increases run 11-14%.

Negotiations for merger of TPA and Screen Gems were formally called off this week, due to “difficulties that could not be resolved.”

Power increases: WAKR-TV, Akron (Ch. 49) Oct. 5 to 213-kw ERP; KONA, Honolulu, Oct. 22 to 60-kw ERP on Ch. 2 from 35-kw on Ch. 11.

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — October 29, 1955

**TV SETS ON FARMS:** 2,000,000 farms have them, 3,000,000 don't, on basis of projected U. S. census figures; 15% of households, 5% of TVs are on farms (p. 1).

**FATE OF ALLOCATIONS** remains anyone's guess, with action next week unlikely; long-range predictions lean toward vhf mileage cuts, dropins (p. 2).

**TOLL-TV FRONT QUIET**, with FCC absorbed in deintermixture-allocations problems and Congressmen intent on next year's elections (p. 3).

**U. S. POPULATION INCREASE** of 7% from 1950 to 1954 shared by all but 7 states. Handy Census Bureau table useful in revising evaluation of markets (p. 6).

**FIVE NEW STATIONS** due to start in next few weeks, bringing more service to Mo., Ark., Texas & Hawaii; 3 due soon in Canada. Plans of other grantees (p. 6).

**BRITISH VS. U. S. TV** evaluated by more top-notch engineers who make spirited defense of American standards but credit British with meticulousness (p. 11).

**LIGHTER-WEIGHT TV SETS** are goal of many manufacturers, stimulated by success of GE's 32-pound 14-inch portable, Emerson's \$98 receiver (p. 8).

**UPGRADING OF DISCOUNT HOUSES** urged by NARDA managing director, pleading for their integration into local economic community (p. 10).

**SYLVANIA EARNINGS** of \$9,556,210 for 9 months break full-year profit record of \$9,536,181; sales show increase of 8% over last year (p. 13).

**AUTOMATION WILL BOOST** employment, wages, standard of living, electronics industry tells Congressmen; labor leaders fear job losses (p. 14).

**TINKERTOY MODULES** for lab use being offered to industry by new Aerovox division, now working with set manufacturers toward modular design TV (p. 14).

**COLOR FILM CHAINS** bought by 59 stations; DuMont lists 15 shipments to be added to RCA's 47, GE's 1; RCA sells live chains to 2 more (p. 15).

**FARMS—15% OF HOUSEHOLDS, 5% OF TVs:** The 15% of American families who live on farms own 5% of the TV sets in use. Some 3,000,000 of the 5,000,000 farm households are not equipped with TV receivers.

These facts are projected from first authoritative count of TVs on farms, county-by-county, now nearing completion by U.S. Census Bureau. Data was collected year ago as part of 1954 Census of Agriculture, but the fact that 25% sample was used makes it probably the most accurate TV count of any kind ever made. Govt. has been releasing the tabulations one county at a time, and since last July we have been printing the tallies as soon as each state is completed (Vol. 11:28 et seq.).

The TV count for all farms will be complete by year's end--but as of today, only 14 states remain to be tabulated, and we'll continue to print the complete data as fast as it becomes available from Census Bureau (farm TV count for latest state, Mississippi, is on p. 7). Though the missing 14 include the important TV states of New York, California, Ohio, Pennsylvania & Michigan, enough results are now available to spot the trends in TV set distribution on American farms.

Advertising Research Foundation's recent estimate that 57.7% of farms do not have TV (Vol. 11:40) appears to have been quite accurate, in view of fact that the Census counts to date indicate a figure of about 60% (subject to minor changes as tabulations are completed for the missing 14 states).

The 3,000,000 remaining non-TV farms represent a tough challenge to TV industry's circulation dept. Many can't readily pick up good signal because of distance from station, though lack of electricity is not a significant barrier to spread of TV to farms -- Rural Electrification Administration reporting that 92.3% of nation's farms are now wired.

Farm TV penetration by region, based on tabulations to date: Northeast 60% (Me., N.H., Vt., Mass., R.I., Conn., N.J.). North central 42% (Ind., Ill., Wis., Minn., Ia., N.D., S.D., Neb., Kan.). West 30% (Mont., Ida., Wyo., Colo., N.M., Ariz., Utah, Nev., Wash., Ore.). South 25% (Del., N.C., Fla., Tenn., Miss., Ark., Okla., Tex.).

States with highest farm TV penetration are those in east with small farms and concentrated population: New Jersey 82.8%, Rhode Island 76.3%, Massachusetts 68.9%, Connecticut 68.7%, Delaware 60%. Lowest penetration is in wide-open western states: Wyoming 8%, Montana 9%, Nevada 9%.

Note: Farm population is continuing 20-year pattern of shrinkage, while farms increase in size. In 1950, there were 5,382,000 farms in U.S., but in 1954 the total decreased to around 5,000,000. Census Bureau this week reported 7% increase in U.S. population during same period. For population shifts by states, see p. 6.

**ALLOCATIONS STILL TOTALLY UP IN AIR:** No more certainty in allocations-deintermixture picture has appeared this week -- and there's good chance next week will go by without definitive action. FCC Comr. Bartley will be attending NARTB regional meeting in Colorado Springs, Colo., and it's traditional for Commission not to act on vital matters without full membership present.

There's growing belief that when Commission does finally grapple with problem again it will determine that the only thing to do is to enter over-all allocations proceeding. And the long-range guessing in Washington is that end-product will be a cut in vhf standards to permit dropins of more stations.

Hanging heavily over whole proceedings is Court of Appeals, where FCC's battling average in last year or 2 has been very poor. This week, court again slapped Commission down, ordering it to take another look at its Ch. 11 grant of merged WWSW-WJAS application in Pittsburgh. Uhf WENS, Pittsburgh, had charged grant was illegal, filed a Ch. 11 application which it said was entitled to hearing.

Another threat of court action came in form of petition to FCC from off-air WTRI, Albany (Ch. 35). It asked rehearing on allocations proceedings in Albany-Schenectady-Troy area. It has been seeking to get area made all-uhf, while WROW-TV has been asking that Ch. 10 be added.

WTRI based petition on CBS's informal conferences with Commission, charging that CBS's recommended allocation plans affect the formal on-the-record proceedings. WTRI said conference is illegal, nullifies everything that went before.

On the Congressional front, Senate Commerce Committee chairman Sen. Magnuson (D-Wash.) says: "I won't comment on specific issues. That's the Commission's business, but I hope they have something done by the time we start hearings Jan. 17."

Working quietly in background, Senate committee's allocations engineering study committee headed by MIT's Prof. Edward Bowles and consisting of industry's top engineering talent (Vol. 11:24-26) is steadily tackling allocations problems, but probably won't be heard from for some time. Group hasn't met since initial meeting in Capitol June 21, but Chairman Bowles has assigned individual tasks to each member and has been consulting with them personally and by mail. Group is expected to make a report -- though probably not a final one -- when Sen. Magnuson's hearings start.

Dr. Allen B. DuMont's advice to FCC, given in recent 3½-hour session with Chairman McConnaughey, is understood to be same as he has long advocated. He has said that goal should be 5 competing stations in top 60 markets; that it would take some 24 vhf channels to cover country properly; that getting only 2-3 vhf channels from military or FM would doom uhf without helping situation; that extensive deintermixture is real answer; that uhf is not an inferior service.

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ABC pres. Robert E. Kintner expanded on his allocations philosophy in speech at Pulse luncheon in N.Y. Oct. 26, calling number of stations "the No. 1 problem" in the industry and stating:

"We believe that this is one problem left in the communications industry that will plague and vex not only the industry, but the public as well for the rest of its days unless action is taken soon. Faster FCC action is also needed on vhf grants in such cities as Pittsburgh, Boston and Miami where the vhf allocations are there, but undecided...When this problem of scarcity is solved by the Govt., as I am sure it will be, then you will find that this portion of the communications business will be more competitive than radio ever thought of being, because with radio in its hey-



day there remained the scarcity of clear channels which contributed to an unequal situation among the networks."

More juggling of allocations was sought this week, meanwhile: (1) WTSK-TV, Knoxville (Ch. 26) asked that Ch. 7 be taken from WSPA-TV, Spartanburg, S.C., added to Knoxville and Augusta, Ga. or to Knoxville and Columbia, S.C. (2) Onetime CP-holder WGOV-TV, Valdosta, Ga. (Ch. 37) sought addition of Ch. 8 to Valdosta, though its post office is 3.6 mi. too close to Tampa. (3) Radio WGBR, Jesup, Ga. requested assignment of Ch. 8 to Brunswick, supporting deintermixture petition of CP-holder WOBS-TV, Jacksonville (Ch. 30). (4) Texas Technological College requested that Ch. 5 be reserved for educational use in Lubbock.

If anyone wants a uhf transmitter nowadays, he can obtain one for a lot less than they were priced originally. At recent meeting in Washington, uhf operators were told that RCA has 10-15 transmitters in warehouse, is offering them for \$22,500 including \$6500 filterplexer and \$2591 worth of tubes. Used transmitters, with new filterplexer, crystals and tubes, are \$15,000. Original price of 1-kw transmitter was \$57,000, later reduced to \$47,000. GE is reported having very few in stock.

**PAY-TV ISSUE SHOVED ASIDE—MOMENTARILY:** Pay-as-you-look TV fight is mighty quiescent nowadays and there's no telling when it will flare up again. As far as FCC is concerned, it has more than it can handle with deintermixture and uhf problems. It feels pay TV is far from urgent matter, won't detach any staff to work on it. Congress is much more concerned with next year's elections and, despite RCA Chairman Sarnoff's suggestion that toll TV be made a campaign issue (Vol. 11:39), apparently no Congressman wants to take a stand on the matter -- except to placate local friends and generous campaign contributors.

There isn't the proverbial Chinaman's chance that subscription TV will be a plank in national platforms but if it were, in the words of the canny Sam Goldwyn this week, "that would be the end of it." Goldwyn has been one of the most vocal proponents of toll TV in moviedom.

Key men on Capitol Hill, Sen. Magnuson (D-Wash.) and Rep. Priest (D-Tenn.), chairmen of Senate and House Commerce Committees, have shown no eagerness to jump into the act, though Magnuson says fee TV will come up in Jan. hearings.

Other Congressmen haven't been so shy. Rep. Celler (D-N.Y.), chairman of influential Judiciary Committee got mighty upset about it at one time, introduced a bill to ban pay TV. Others who have opposed subscription TV publicly are Sen. Welker (R-Ida.), Rep. Bass (R-Tenn.) and Rep. Radwan (R-N.Y.). Speaking up as champions of pay-as-you-look were Rep. Chelf (D-Ky.) and Rep. Lane (D-Mass.). However, there's no real division on party lines.

Spokesmen for both pro-pay and anti-pay camps claim they've corralled plenty of powerful support in Congress. If so, they're keeping them under wraps. From the standpoint of lobbying power, anti-pay forces probably have the biggest guns. There are far more big station operators and theatremen -- who are very nice friends for a candidate to cultivate -- than there are pay-TV proponents, who have less to offer.

Telecasters at NARTB regional meeting in San Francisco this week were warned not to let up in opposition to pay-as-you-look. TV board member Robert Swezey, of WDSU-TV, New Orleans, stated: "Those of us engaged in the free system of TV are under obligation to acquaint all interested parties and the general public with our views. Failure to maintain a continuously firm and vigorous position in the controversy may well have the most disastrous results for the TV industry."

Outside the domain of govt. regulation, Jerrold Electronics pres. Milton Shapp says he still plans to start wired pay TV in 6 to 9 months in several communities (Vol. 11:37). But Zenith spokesman Millard Faught this week claimed wire toll TV "would automatically change it from a great potential ally to a certain and dangerous enemy of TV broadcasting stations." It would "become a menace to broadcasting," he said, "competing for audiences but adding nothing to broadcast TV service."

Good education for the public came in form of article by Milton Lehman -- in Oct. 29 Saturday Evening Post -- a readable presentation of subscription-TV dispute.

**Personal Notes:** Robert E. Kintner, ABC pres., will represent TV-radio in media panel Nov. 1 in 46th annual Assn. of National Advertisers convention Oct. 31-Nov. 2 at Hotel Plaza, N. Y. . . . Dr. Thomas Coffin, NBC research mgr., addresses Princeton U Advertising & Selling Forum Nov. 15 on "TV as a Selling Force" . . . Fred Ahern, ex-CBS-TV director of west coast operations, joins General Teleradio's RKO Radio Pictures as production coordinator, reporting to exec. v.p. Charles L. Glett . . . Harold Woolley promoted to sales mgr., KTVT, Salt Lake City . . . Jerry Gordon, ex-Muzak Corp., Washington, now national sales mgr., KCSJ-TV, Pueblo, Colo. . . . Alan D. Vaber promoted to program director, WMGU, Adams-Pittsfield, Mass., replacing Edward Pearson, resigned . . . Lane Blackwell, ex-Radio Free Europe, named mgr. of London office, Freemantle Overseas Radio & TV Inc. . . . Andrew P. Jaeger, ex-sales v.p. of Procter TV Enterprises & onetime director of DuMont film div., and James T. Shaw, ex-TV-radio director of Henri, Hurst & McDonald, Chicago, join Ziv in expansion of national sales dept. . . . Mrs. Sally Ball Kean promoted to asst. director of NARTB publicity & informational services, replacing Miss Fran Riley, now Ted Bates & Co. publicity dept., N. Y. . . . Robert S. Mandeville, ex-v.p. & eastern sales mgr. of reps Everett-McKinney, joins expanded sales dept. of H-R Representatives, along with Calvin S. Cass, ex-Hoag-Blair . . . E. James York, ex-King Features Syndicate, named mgr. of Screen Gems' expanded merchandising dept. . . . Edward E. Gardner, ex-TV sales mgr., Headley-Reed Co., joins NBC Radio Spot Sales, Chicago . . . Glenn Shaw promoted to gen. mgr. of radio KDYL, Salt Lake City . . . Stanford Levy, ex-WHUM-TV, Reading & WFIL-TV, Philadelphia, named sales facilities coordinator, WRCA-TV, N. Y. . . . Wm. Golding, ex-promotion mgr. of Avco's Crosley div., joins sales staff of Ziv International . . . Thomas B. Shull, ex-mgr., WTOM-TV, Lansing, Mich., joins N. Y. sales staff of MCA-TV Film Syndication . . . Richard Barron named promotion mgr. of WSJS-TV, Winston-Salem, replacing Jack Abernathy, resigned . . . Frederick L. Essex, onetime Ruthrauff & Ryan producer, named TV-radio director of American Baptist Convention, replacing Roy I. Madsen, now secy. of American Bible Society's dept. of churches . . . Robert Hyland promoted to gen. mgr. of radio KMOX, St. Louis, succeeding Eugene Wilkey; CBS says latter will devote full time to preparation of KMOX-TV (Ch. 11), for which it holds initial decision.

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Mrs. Laura L. Hollingsworth, 67, well-known administrative asst. in FCC secretary's office, died Oct. 23 after long illness; she served FCC and predecessor FRC 28 years.

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**AGENCIES:** Russell Johnston named TV-radio v.p. of Marschalk & Pratt div., McCann-Erickson; Wm. C. Munro named TV-radio research v.p. . . . Stanley Frame, National Biscuit Co., appointed chairman of advertising research steering committee, Assn. of National Advertisers, succeeding Frank W. Mansfield, Sylvania . . . Paul Foley, ex-MacManus, John & Adams, joins McCann-Erickson as v.p. & chairman of plans board, Detroit . . . Dr. A. B. Blankenship, ex-Young & Rubicam research mgr., joins Ted Bates as v.p.- research director . . . Gene Patterson promoted to senior TV-radio program supervisor, Dancer-Fitzgerald-Sample . . . Michael V. McCarthy Jr. named TV-radio director of Chicago office, Erwin Wasey & Co. Ltd. . . . George A. Bradford, ex-GE TV-radio adv. mgr., named executive on Crosley Electronics account, Compton Adv., assisted by John Roper, ex-Magnavox . . . Peter Keveson, ex-TV-radio copy director, Lennen & Newell, named TV-radio commercial copy director, Doherty, Clifford, Steers & Shenfield . . . Heber G. Wolsey, TV-radio mgr., Gillham Adv., Salt Lake City, elected a v.p.

Illegal booster approval by FCC examiner J. D. Bond last week (Vol. 11:43) was assailed as stimulus to further illegal operation and as a threat to Commission's entire allocations system at National Community Television Assn.'s meeting in Colorado Springs, Colo., this week. In telegram to FCC Chairman McConnaughey, NCTA pres. M. F. Malarkey Jr. said: ". . . the effect of these decisions has been to completely terminate the development of lawful means of furnishing TV reception to fringe areas. Failure on the part of the Commission to immediately suspend, review and reverse these initial decisions will result in further widespread violations and will constitute an abdication of your Commission's ability, hence its authority, to properly control and regulate the channels of communication throughout the U.S." Milton J. Shapp, pres. of Jerrold Electronics (community antenna systems) also told FCC that Bond's decisions imperiled allocations system and already had stimulated 6-10 sales a day of illegal booster equipment by one Northwest distributor.

"Abandon attitude of business atheism and get religion" KPIX gen. mgr. Philip G. Lasky warned NARTB region 8 conference in San Francisco this week. Discussing "Challenge of the TV Code," Lasky told broadcasters that if they are to survive progressively and unfettered, they must "recognize the position of the public as the all-powerful hand which gave us this industry and which can take it away." Earlier, WDSU-TV v.p. & gen. mgr. Robert D. Swezey cautioned members against a "let George do it" attitude toward solution of multiple problems which threaten industry, saying TV is in crucial period when its normal growth may be thwarted and even permanently arrested. During 3-day session, ex-NARTB pres. & chairman Judge Justin Miller called on group to unite with other media in fighting continuing battle to insure free dissemination of news.

How TV transformed school started in 1909 with \$1.65 into modern plant with endowment of \$826,000 was told in Oct. 28 *N.Y. Herald Tribune* feature on Dr. Laurence C. Jones, Mississippi Negro educator this week. Chance appearance on Ralph Edwards' *This Is Your Life* some months ago ended with Edwards' appeal for \$1 contributions to Dr. Jones' school. Money poured in and what once had been log cabin near Jackson, Miss., now is bustling institution where students do all work in preparation for vocations.

RCA chairman David Sarnoff was awarded Chicago Navy League plaque for "pioneering in field of communications" at Oct. 27 dinner gathering which heard him call for 3-point national security program. After praising Navy's early work in radio development, Gen. Sarnoff urged nation to maintain military strength to point where fear of reprisal will deter any attack, to develop strong civil defense program and to "pursue victory in the so-called cold war, as resolutely as the Navy has always pursued victory in hot wars."

International TV film center with libraries in N. Y. and Paris to exchange cultural, educational and scientific movies between U. S., Russia and other United Nations countries, was proposed in recent resolution introduced at Tangier Conference on Television sponsored by UNESCO. Maurice Mitchell, head of Encyclopedia Britannica Films and Ivan Andreev, director of Soviet TV & radio, discussed possibility of newsreel exchange and reciprocity in entry of cameramen and TV reporters to U. S. & Russia.

American TV demonstration drew greatest crowds of any country's exhibits at recent Pakistan industrial fair at Karachi, with 868,000 people getting first peek at TV screen. Among closed-circuit programs were interviews with NBC pres. Sylvester L. Weaver Jr. and N. Y.'s ex-gov. Thomas E. Dewey.

**Network Accounts:** Sponsor bargain, top-rated \$64,000 *Question* on CBS-TV, costs Revlon only \$70,000 a week in time, talent, production and prize money, according to packager Louis G. Cowan Productions. That's considered dirt-cheap, when compared to spiraling costs of lower-rated variety or drama shows (by contrast, competitor Hazel Bishop reportedly pays \$90,000 for *This Is Your Life* on NBC-TV). Revlon sales have shown 40% increase since program went on air, said v.p. Martin Revson. . . Ford and Alcoa are among big advertisers who plan even bigger plunges into network TV next year, according to survey in Oct. 24 *Wall Street Journal*. . . Chevrolet, in first regular daytime sponsorship by auto manufacturer, buys Wed. 10:15-10:30 a.m. segment of *Garry Moore Show* on CBS-TV starting Nov. 30, thru Campbell-Ewald, Detroit. . . Charles Antell (Super Lanolin liquid makeup) to sponsor *Ted Mack Show* on NBC-TV starting in Nov., Mon.-thru-Fri. 3:15-3:30 p.m., thru Product Services Inc., N. Y. . . Norwich Pharmacal Co. to replace GE as 15-min. alt. week sponsor of *Ozzie and Harriet* on ABC-TV starting in Jan., Fri. 8-8:30 p.m., thru Benton & Bowles. . . Upjohn Co., in network TV debut, buys several partic. on medical segment of *Home* on NBC-TV starting in Nov., Mon.-thru-Fri. 11 a.m.-noon, thru Wm. Douglas McAdams Inc. . . Carter Products and Pharmaceuticals Inc. to replace *Meet Millie* with *Joe and Mabel* on CBS-TV starting Jan. 3, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Edward Kletter Assoc. . . Dodge to sponsor Cotton Bowl football game from Dallas on NBC-TV Jan. 2, Mon. 1:45-4 p.m., thru Grant Adv.

ABC-TV's emergence as third network has important meaning to all facets of industry, ABC pres. Robert Kintner told annual Pulse luncheon Oct. 26 at Hotel Plaza, N.Y., where he was honored as its "man of the year." He said advertisers and agencies "now have additional ways of testing new programs, building new franchises and improving old franchises." Programming-wise, he said this means "greater opportunity for talent; particularly young talent; greater opportunity for developing new programming ideas; greater opportunity for doing business in a creative world." Finally, he declared: "To the public it means that the listener is no longer confined to a choice of 2 national programming structures; he now has a third and in the public interest I hope the day will come that he will have a fourth and a fifth." He defended network radio generally and ABC Radio's "theme" plan of programming particularly (Vol. 11:41), saying: "We know that a business which can do a gross of over \$600,000,000 is something not dead enough to be buried. We also know that a medium that covers 96% of all homes in America does not have one foot in the grave."

First partic. sponsors for NBC Radio's *Weekday*, daily extension of *Monitor*-type program format starting Nov. 7, are Associated Products Inc. (5-Day deodorant stick), Phillips-Jones Corp. (Van Heusen shirts) and Mennen Co. (Mennen Skin Magic), all thru Grey Adv. Gross price for one-min. spot, subject to frequency discount, is \$1500; 30 sec., \$5625 for minimum of 5 per week; 6-sec. "billboards," \$4500 for minimum of 10 per week.

Liggett & Myers, for *Dragnet*, is first sponsor to order all 44 of NBC-TV's smaller markets under network's new Program Extension Plan (Vol. 11:41). According to NBC, some 611,000 TV homes have thus been added to *Dragnet* audience.

Radio KDKA, Pittsburgh, celebrates 35th anniversary next week, will receive "Historic Sites in Journalism" award from journalistic fraternity Sigma Delta Chi at Nov. 2 luncheon featuring FCC Comr. Richard A. Mack as speaker.

**Station Accounts:** Top 25 spot advertisers in third 1955 quarter, with number of spot schedules and stations they used, as reported in Oct. 25 *Rorabaugh Report on Spot TV Advertising*: Procter & Gamble, 29 schedules & 526 stations; Brown & Williamson, 5 & 449; Colgate-Palmolive, 18 & 294; General Foods, 17 & 258; Toni, 8 & 210; National Biscuit, 16 & 188; Bulova Watch, 1 & 180; Sterling Drug, 13 & 165; Ratner Promotions, 16 & 162; Standard Brands, 6 & 162; American Chicle, 9 & 159; Miles Labs (Alka-Seltzer), 6 & 157; Liggett & Myers, 3 & 144; Philip Morris, 2 & 139; Carter Products, 19 & 137; Ford Motor, 6 & 130; General Motors, 8 & 128; Kellogg Co., 9 & 120; M&M Candy, 1 & 117; Continental Baking, 14 & 116; Block Drug, 14 & 114; Coca-Cola, 2 & 114; Hills Bros. (coffee), 2 & 111; Nehi Corp., 9 & 105; Purex Corp., 7 & 103. New to the third-quarter list were Ratner Promotions, Liggett & Myers, Continental Baking, Block Drug & Hill's Bros. . . . Lionel Corp., on theory that everyone's an electric train fan, will direct appeal to all members of the family in big TV spot campaign for Xmas, thru Grey Adv. . . Lemon Products Advisory Board plans big spot campaign to promote frozen lemonade as year-round beverage, using slogan "Any time is time for a lemonade lift," thru McCann-Erickson, L. A. . . Wine Institute, 717 Market St., San Francisco, plans spot drive to promote California premium wines in east, thru Roy S. Durstine Inc., San Francisco. . . United Gas Co. of Shreveport, one of biggest natural gas distributors in nation, to sponsor TPA's *Count of Monte Cristo* in 9 southern markets. . . Stroh Brewery Co. to sponsor Detroit Red Wings hockey schedule, to be divided among all 3 Detroit stations, plus 4 in upstate Mich., thru Zimmer, Keller & Calvert Inc., Detroit. . . National Biscuit Co. using cartoon character "Buffalo Bee" to introduce new Wheat Honeys and Rice Honeys cereals with big TV-newspaper campaign, thru Kenyon & Eckhardt. . . Among advertisers currently reported using or preparing to use TV station time: Eelbeck Milling Co., Columbus, Ga. (Hushpuppy mix, cornbread mix), thru H. G. Sample Adv., Atlanta; Warson Product Corp., St. Louis (Warsene capsules), thru Gleen R. Stocker & Assoc., St. Louis; North American Airlines, N. Y., thru Associated Adv. Service, N. Y.; Toastmaster Products Div., McGraw Electric Co., Elgin, Ill. (toasters, waffle irons), thru Erwin, Wasey & Co., Chicago; John H. Wilkins Co., Washington (Wilkins coffee), thru M. Belmont Ver Standig Adv., Washington; Dolores of Florida, Lakeland, Fla. (brasieres), thru Bishopric, Green & Assoc., Miami; National Airlines, Miami, thru Grant Adv., Miami; Bunny Bear Inc., Everett, Mass. (Bunny Bear crib mattresses, auto bed), thru Badger, Browning & Parcher, Boston; John H. Breck Inc., Springfield, Mass. (Breck hair & scalp preparations), thru H. B. Humphrey, Alley & Richards, Boston; Carac Co., Freeport, N. Y. (fertilizers & insecticides), thru Mann-Ellis, N. Y.; Socony Mobil Oil Co., thru Compton Adv., N. Y.

Rate increases: WNAC-TV, Boston, raises base hour from \$2000 to \$2200, min. \$420 to \$500; KDKA-TV, Pittsburgh, hour from \$1500 to \$1700, 20 sec. \$300 to \$400; WCCO-TV, Minneapolis, hour from \$1100 to \$1475, min. \$275 to \$330; KTNT-TV, Tacoma, Wash., from \$700 to \$900 & \$150 to \$180; KJEO-TV, Fresno, from \$450 to \$500 & \$90 to \$125; KELO-TV, Sioux Falls, S. D. adds new Class AA rate (7-10 p.m. daily) at \$425, min. at \$85, Class A hour remaining \$350; WSUN-TV, St. Petersburg, base hour from \$325 to \$400, min. \$65 to \$80; KVTV, Sioux City, from \$300 to \$350 & \$60 to \$75; KCEN-TV, Temple, Tex. from \$250 to \$300, min. \$50 to \$60. Spot increase: WOR-TV, New York, increased base min. rate from \$300 to \$500, 20 sec. \$200 to \$300, 10 sec. \$125 to \$200, base hour remaining \$1500.

**POPULATION RISE OF 7% between 1950 and 1954**, reported by U. S. Census Bureau this week, was shared by all but 7 states—greatest increases being shown by California, Florida, Delaware and most of the mountain states (Nevada's 31% and Arizona's 23.8% leading all, except for Alaska's 62%). The whole country's population went from 150,697,361 to 161,183,000 (162,409,000 including armed forces overseas) as of July 1, 1954—a figure that director of census Robert W. Burgess has said may rise to 228,000,000 by 1975.

Because the figures have great significance in evaluating markets, we publish the Census Bureau's new table below, showing the new 1954 estimates, official 1950 figures, percentage of change. Incidentally, the new figures and/or projections therefrom might well be used in connection with the state and county TV ownership figures just published in handy brochure form by Edward Petry & Co., titled *TV Set Count and Market Data—County by County*. The TV estimates therein are *Television Magazine's*; the figures on population (now revisable) and on families and retail sales are by *Sales Management*.

The Petry brochure is available from that company on request, or we'll get one for you. Following are complete state-by-state figures:

| NEW ENGLAND        |            |            |         |
|--------------------|------------|------------|---------|
| State              | 1954       | 1950       | % chge. |
| Maine              | 890,000    | 913,774    | - 2.6   |
| New Hampshire      | 550,000    | 533,242    | + 3.2   |
| Vermont            | 377,000    | 377,747    | - 0.3   |
| Massachusetts      | 4,924,000  | 4,690,514  | + 5.0   |
| Rhode Island       | 837,000    | 791,896    | + 5.7   |
| Connecticut        | 2,185,000  | 2,007,280  | + 8.8   |
| MIDDLE ATLANTIC    |            |            |         |
| New York           | 15,826,000 | 14,830,192 | + 6.7   |
| New Jersey         | 5,303,000  | 4,835,329  | + 9.7   |
| Pennsylvania       | 10,984,000 | 10,498,012 | + 4.6   |
| EAST NORTH CENTRAL |            |            |         |
| Ohio               | 8,720,000  | 7,946,627  | + 9.7   |
| Indiana            | 4,235,000  | 3,934,224  | + 7.7   |
| Illinois           | 9,193,000  | 8,712,176  | + 5.5   |
| Michigan           | 7,028,000  | 6,371,766  | + 10.3  |
| Wisconsin          | 3,628,000  | 3,434,575  | + 5.6   |

**FIVE NEW TV stations** look like good bets to get on air in November, though no new starters have begun in last 3 weeks, leaving on-air total at 454, including 107 uhf. Imminent stations, all shooting for Nov. 15 or earlier, are KTVO, Kirksville, Mo. (Ch. 3); KHTV, Little Rock, Ark. (Ch. 11); KMVI, Wailuku, Hawaii (Ch. 12 satellite of Honolulu's KONA); KBST-TV, Big Spring, Texas (Ch. 4). One scheduled early Nov. starter can be scratched—Pittsburgh's WIIC (Ch. 11), whose grant was stayed this week by court pending further FCC action (see p. 2).

In Canada, 3 stations are candidates for early starts, all shooting to be on in next week or 2: CJLH-TV, Lethbridge, Alta. (Ch. 7); CKRS-TV, Jonquiere, Que. (Ch. 12); CKNX-TV, Wingham, Ont. (Ch. 8).

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

KTHV, Little Rock, Ark. (Ch. 11), with 50-kw RCA transmitter almost ready, plans Nov. 3 test patterns using 150-ft. auxiliary tower, reports gen. mgr. B. G. Robertson. Commercial start is set for Nov. 20, after 12-bay RCA antenna is installed on 1175-ft. Ideco tower, under construction, which it will share with KARK-TV. KTHV becomes CBS primary next April 1, meanwhile will carry

| WEST NORTH CENTRAL   |                    |                    |              |
|----------------------|--------------------|--------------------|--------------|
| State                | 1954               | 1950               | % chge.      |
| Minnesota            | 3,132,000          | 2,982,483          | + 5.0        |
| Iowa                 | 2,665,000          | 2,621,073          | + 1.7        |
| Missouri             | 4,076,000          | 3,954,653          | + 3.1        |
| North Dakota         | 635,000            | 619,636            | + 2.5        |
| South Dakota         | 672,000            | 652,740            | + 2.9        |
| Nebraska             | 1,366,000          | 1,325,510          | + 3.1        |
| Kansas               | 2,023,000          | 1,905,299          | + 6.2        |
| SOUTH ATLANTIC       |                    |                    |              |
| Delaware             | 371,000            | 318,085            | + 16.7       |
| Maryland             | 2,601,000          | 2,343,001          | + 11.0       |
| District of Columbia | 849,000            | 802,178            | + 5.9        |
| Virginia             | 3,560,000          | 3,318,680          | + 7.3        |
| West Virginia        | 1,990,000          | 2,005,552          | - 0.8        |
| North Carolina       | 4,225,000          | 4,061,929          | + 4.0        |
| South Carolina       | 2,270,000          | 2,117,027          | + 7.2        |
| Georgia              | 3,606,000          | 3,444,578          | + 4.7        |
| Florida              | 3,300,000          | 2,771,305          | + 19.1       |
| EAST SOUTH CENTRAL   |                    |                    |              |
| Kentucky             | 2,978,000          | 2,944,806          | + 1.1        |
| Tennessee            | 3,362,000          | 3,291,718          | + 2.1        |
| Alabama              | 3,001,000          | 3,061,743          | - 2.0        |
| Mississippi          | 2,126,000          | 2,178,914          | - 2.4        |
| WEST SOUTH CENTRAL   |                    |                    |              |
| Arkansas             | 1,798,000          | 1,909,511          | - 5.8        |
| Louisiana            | 2,882,000          | 2,683,516          | + 7.4        |
| Oklahoma             | 2,174,000          | 2,233,351          | - 2.7        |
| Texas                | 8,479,000          | 7,711,194          | + 10.0       |
| MOUNTAIN             |                    |                    |              |
| Montana              | 619,000            | 591,024            | + 4.8        |
| Idaho                | 598,000            | 588,637            | + 1.5        |
| Wyoming              | 298,000            | 290,529            | + 2.4        |
| Colorado             | 1,499,000          | 1,325,089          | + 13.1       |
| New Mexico           | 778,000            | 681,187            | + 14.2       |
| Arizona              | 928,000            | 749,587            | + 23.8       |
| Utah                 | 762,000            | 688,862            | + 10.6       |
| Nevada               | 210,000            | 160,083            | + 31.0       |
| PACIFIC              |                    |                    |              |
| Washington           | 2,531,000          | 2,378,963          | + 6.4        |
| Oregon               | 1,640,000          | 1,521,341          | + 7.8        |
| California           | 12,500,000         | 10,586,223         | + 18.1       |
| TERRITORIES          |                    |                    |              |
| Alaska               | 208,000            | 128,643            | + 62.0       |
| Hawaii               | 522,000            | 499,794            | + 4.4        |
| Puerto Rico          | 2,229,000          | 2,210,703          | + 0.8        |
| Canal Zone           | 53,800             | 52,822             | + 1.8        |
| Virgin Islands       | 24,000             | 26,665             | - 10.0       |
| <b>Total</b>         | <b>161,183,000</b> | <b>150,697,361</b> | <b>+ 7.0</b> |

Note: Including armed forces overseas, total as of July 1, 1954 was 162,409,000.

CBS & ABC shows not cleared by present affiliate KATV, Pine Bluff-Little Rock (Ch. 7). It's 42% owned by local radio KTHS, a subsidiary of *Shreveport Times* (KWKH); 32% by *Little Rock Arkansas Democrat*, with pres. A. K. Angel holding another 10% personally; remainder by National Equity Life Insurance Co. Base hour will be \$200. Rep will be Branham.

KHPL-TV, Hayes Center, Neb. (Ch. 6) planned as satellite by KHOL-TV, Kearney (Ch. 13), has changed call from KHOK-TV and plans Dec. 2 commercial start, reports promotion mgr. Mrs. Violet M. Aspegren for principal Dr. F. Wayne Brewster, head of hospital & clinic in Holdrege. Residents of tri-state area near Nebraska's southwest border, which will get new service, contributed \$140,000 of estimated \$188,000 building cost (Vol. 11:39). GE 5-kw transmitter is being installed in new 22x40-ft. building, also containing convenient living quarters for operating personnel. Construction of 500-ft. Stainless tower started week of Oct. 24, with 6-bay 81-ft. GE antenna scheduled for installation Nov. 25. Satellite's only employes will be chief engineer John Seide, coming from KHOL-TV, and asst. engineer Thomas Johnson, of Segundo, Colo. KHOL-TV's \$200 base rate will include both stations. Rep is Meeker.

**Telecasting Notes:** "Britain Outproducing N. Y. as Supplier of U. S. Video Film," headlines Oct. 29 *Billboard*, which reports that 6 shows are now in production in England which are either on air in U. S. or on the market here and that current plans could double this number. "This still doesn't begin to approach TV film production in Hollywood, where there are an estimated 50-odd shows currently shooting for network airing and another dozen for syndication," story adds. "But it will put Britain far out ahead of New York, where there are now only 5 shows being filmed, including 2 by Electronicam. There is no TV film production on the European continent at this moment" . . . "TV tryouts" for motion picture material are proposed by independent movie producer Wm. Schorr, who intends to use TV to pre-test a couple of his movie stories. The veteran theatrical and radio director compares TV to the out-of-town tryout for Broadway plays. He plans to make 30-min. or hour versions of 2 of his story properties, either live or filmed, for use on TV before movie shooting begins. He hopes not only to gauge audience reaction but also arouse interest of possible backers . . . TV to movies: "Uncle Ed and Circumstance," recent CBS-TV *Studio One* production featuring Jackie Gleason, reportedly will be adapted as theatrical feature starring the TV comedian; theatrical version of ABC Syndication's *Sheena, Queen of the Jungle* goes before Cinemascope cameras in Feb.; independent producer Vincent M. Fennelly due to begin shooting next week on "Crime in the Streets," originally seen on ABC-TV's *Elgin Hour* . . . Bing Crosby's TV "spectacular" debut now definitely scheduled for March 10 on CBS-TV's *Ford Star Jubilee* in Arthur Schwartz musical version of Maxwell Anderson's "High Tor," with Julie Andrews. Filming of black-&-white show begins in Hollywood Nov. 7 . . . Universal Pictures has bought screen rights to "The Great Man," controversial novel about TV by NBC's Al Morgan . . . TV hit becomes Broadway hit: "No Time for Sergeants," originally produced on *U. S. Steel Hour*, won unanimous raves from N. Y. critics on its opening as a legitimate production . . . Arche Mayers, founder and former pres. of Unity TV Corp. and veteran of film distribution industry, sets up new Standard Television Corp. (745 Fifth Ave., N. Y.) in TV film distribution & syndication field . . . Frank Sinatra forms independent Kent Productions Inc., to produce TV films as well as 6 theatrical features . . . Full-hour weekly filmed drama series, tentatively titled *Wire Service*, will be produced for ABC-TV by Four Star Productions, owned by Charles Boyer, David Niven, Dick Powell & Ida Lupino. Contract calls for maximum of 39 films in 1956-57 program season, to be filmed in Hollywood, Paris & London . . . *Rerun: Big Town*, filmed drama which ran 5 years on NBC-TV, to be syndicated by MCA-TV under title of *Headline* . . . Taking its local shows "on the road," Philadelphia's WCAU-TV Nov. 3 originates 3 regular live shows from Mid-Atlantic Farm & Home Show in Atlantic City, 60 mi. from studio . . . Opening night at Tulsa Opera televised by KOTV, featuring arrival of first-nighters, backstage glimpses, etc.

RCA and Westinghouse offer equal job opportunities to all regardless of race and creed, RCA chairman David Sarnoff and Westinghouse chairman-pres. Gwilym A. Price told President's Committee on Govt. Contracts, headed by Vice-President Nixon, this week in Washington. Sarnoff stated that Negroes, Japanese and other minority groups have made fine record both in RCA and NBC, many rising to high positions in engineering and programming; that advancement is based solely on individual achievement and potential for promotion. Price said Westinghouse was part of industry which expected to double size in next decade, couldn't afford to ignore Negro manpower potential.

**PENETRATION OF TV on Mississippi's farms** is just slightly over 13%—or 29,514 farms with TV out of total 215,815 farms in state. County-by-county figures for the state are latest in series of tabulations based on Census Bureau's 1954 Census of Agriculture of Oct.-Nov. 1954, with TV figures compiled from Govt.'s individual county tabulations. The Mississippi farm TV county census:

| MISSISSIPPI     |             |               |              |             |               |
|-----------------|-------------|---------------|--------------|-------------|---------------|
| County          | Total Farms | Farms with TV | County       | Total Farms | Farms with TV |
| Adams           | 1,026       | 120           | Lincoln      | 2,717       | 532           |
| Alcorn          | 2,498       | 407           | Lowndes      | 2,317       | 165           |
| Amite           | 2,737       | 310           | Madison      | 4,059       | 424           |
| Attala          | 3,089       | 284           | Marion       | 2,667       | 436           |
| Benton          | 1,537       | 328           | Marshall     | 3,483       | 554           |
| Bolivar         | 6,739       | 507           | Monroe       | 3,775       | 395           |
| Calhoun         | 2,672       | 266           | Montgomery   | 1,642       | 139           |
| Carroll         | 2,066       | 170           | Neshoba      | 3,569       | 532           |
| Chickasaw       | 2,444       | 198           | Newton       | 2,870       | 538           |
| Choctaw         | 1,590       | 85            | Noxubee      | 2,685       | 189           |
| Claiborne       | 1,204       | 107           | Oktibbeha    | 2,103       | 117           |
| Clarke          | 2,255       | 397           | Panola       | 4,457       | 1,077         |
| Clay            | 1,944       | 114           | Pearl River  | 1,767       | 676           |
| Cochahoma       | 5,134       | 447           | Perry        | 1,065       | 114           |
| Copiah          | 2,785       | 487           | Pike         | 2,531       | 472           |
| Covington       | 2,172       | 225           | Pontotoc     | 3,402       | 537           |
| De Soto         | 3,840       | 922           | Prentiss     | 2,758       | 356           |
| Forrest         | 1,333       | 212           | Quitman      | 3,864       | 599           |
| Franklin        | 1,276       | 234           | Rankin       | 2,895       | 725           |
| George          | 1,306       | 178           | Scott        | 2,872       | 466           |
| Greene          | 1,124       | 80            | Sharkey      | 1,431       | 122           |
| Grenada         | 1,394       | 165           | Simpson      | 2,802       | 426           |
| Hancock         | 711         | 216           | Smith        | 2,694       | 280           |
| Harrison        | 1,046       | 299           | Stone        | 620         | 158           |
| Hinds           | 4,627       | 870           | Sunflower    | 6,681       | 488           |
| Holmes          | 4,108       | 355           | Tallahatchie | 4,521       | 650           |
| Humphreys       | 2,614       | 230           | Tate         | 2,975       | 636           |
| Issaquena       | 605         | 95            | Tippah       | 2,590       | 568           |
| Itawamba        | 2,504       | 342           | Tishomingo   | 1,859       | 162           |
| Jackson         | 1,216       | 287           | Tunica       | 3,664       | 387           |
| Jasper          | 2,735       | 390           | Union        | 3,044       | 717           |
| Jefferson       | 1,787       | 96            | Walthall     | 2,595       | 358           |
| Jefferson Davis | 2,499       | 315           | Warren       | 1,316       | 192           |
| Jones           | 3,610       | 638           | Washington   | 4,348       | 319           |
| Kemper          | 2,475       | 312           | Wayne        | 1,913       | 178           |
| Lafayette       | 2,532       | 474           | Webster      | 1,847       | 71            |
| Lamar           | 1,570       | 282           | Wilkinson    | 1,378       | 86            |
| Lauderdale      | 2,557       | 619           | Winston      | 2,672       | 268           |
| Lawrence        | 1,791       | 192           | Yalobusha    | 1,902       | 343           |
| Leake           | 3,737       | 489           | Yazoo        | 3,777       | 516           |
| Lee             | 3,960       | 483           |              |             |               |
| Leflore         | 4,938       | 319           |              |             |               |
|                 |             |               | State Total  | 215,815     | 29,514        |

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41); Ariz., Fla. (Vol. 11:42); Del., Ill., Ind., N. C. (Vol. 11:43).

Record-breaking price again is being paid for profitable independent WNEW, N. Y. (50-kw, 1130 kc), which is being sold for \$4,000,000 to group headed by oilman Jack Wrather, who also owns 39% of KFMB-TV & KFMB, San Diego, and last year acquired Lone Ranger Inc. for \$3,000,000 (Vol. 10:32). Wrather and John L. Loeb, of Carl M. Loeb, Rhoades & Co. investment firm, will own 75%, with ex-Blair pres. Richard D. Buckley continuing as pres.-gen. mgr. and 25% owner. Selling holdings are estate of late attorney Horace Lohnes, 25%, and following who hold 16.66% each: Harry R. Playford, St. Petersburg banker; H. W. Holland, St. Petersburg attorney; Ed. C. Wright, financier. Previous record price for radio station was the \$2,100,000 paid by this group when it acquired WNEW last year (Vol. 10:16) from firm controlled by Wm. S. Cherry Jr., of Providence's big Cherry & Webb dept. store, also operator of WPRO-TV & WPRO. Allen Kander & Co. negotiated sale.

Conne-Stephens Productions Inc. is new TV film company capitalized at \$1,000,000, planning several dramatic series. Officers are Wm. Stephens, pres.; Harry Maizlish and Donn Tatum, v.p.'s; Jerome Weber, secy.-counsel; Alice Blackburn, treas.; Edward R. Conne, chairman. Wm. Morris Agency will handle distribution.

**TRADE SCRAMBLES FOR LIGHTER-WEIGHT SETS:** Stimulated by spectacular success of GE's 32-lb. 14-in. portable (at \$99.95 & \$129.95) and recent entry of Emerson into 14-in. portable field (at \$98), a number of major TV manufacturers are experimenting with means of injecting some form of portability into their lines next year.

Their goal is a lighter-weight table model -- not necessarily a portable set as such, complete with handle, but a set which can be transported easily from room to room. As one manufacturer put it, "we're shooting for a table model that, like its radio counterpart, is really a table model -- not one that weighs a ton." Apropos of radio comparisons, it should be noted too that portables have proven one of the real staples of radio industry -- consistently good sellers.

Portability and profitability are the keynotes of their experiments. To a company, they profess grudging admiration of GE's successful sales volume, but they also want their own lighter-weight sets to provide them a greater profit margin.

Tube makers hold key to future plans, as they have in many other facets of TV's development in past. Their research is currently centered on wider-deflection tubes, premitting use of shallower, lighter cabinets. Another aspect is greater use of lighter-weight printed circuits, which nearly all have in their current lines.

Set makers are cloaking their experiments in secrecy, for obvious competitive reasons. They say, however, that whatever changes they make won't be reflected in new sets until mid-1956. There's still too much work to be done in the laboratories to bring out lighter-weight models at Jan. winter markets in Chicago.

GE isn't sure about future of its own 14-in. portable, despite its success. Some 200 workers were laid off at Syracuse last week, as production on the set began to taper off, prompting speculation that GE was preparing to bring out new portable. Jack Beldon, marketing mgr. of GE's TV-radio dept., told us:

"We're going to keep our foot in the second-set door. Exactly what form that will take, I can't say at the moment. Our portable has shown that the second-set market can be cracked and we will continue to plug for that market."

Emerson is "mighty pleased" with early response to its 14-in. portable, said spokesman. But he acknowledged that it would be several weeks before its true value could be properly assessed. It may or may not be retained in line beyond Xmas.

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Mass TV market continues to manifest buy-up trends, success of 14-in. portable notwithstanding. RCA spokesman reported advent of Xmas season has strengthened consumer demand for its higher-priced models. Philco pres. James H. Carmine said big volume market is for TV sets with special features, not low prices, added that Philco's biggest seller is its 24-in. console, not 17-in. price leader. Motorola v.p. Ed Taylor said his company has been required to alter its production mix four times this year to accomodate increased demand for high-end 21 & 24-in. receivers.

Any new models to be shown in Jan. -- and they will be relatively few -- no doubt will be dropped in at the higher end of the line, in effort to stimulate this trend. Chances are, too, that more sets will be dropped than added, with some low-end "loss leaders" sacrificed to make room for more profitable receivers.

Hallicrafters was only company to increase prices this week, raising 5 models average of \$10. Only strike-bound Westinghouse, among major manufacturers, hasn't increased prices yet. Zenith increased prices last month by \$10 on its leader sets and added two 24-in. models to line, but made no public announcement at the time.

Brief highlights of other major trade developments this week:

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**Color Movement:** Philco started production this week on its 2 color sets (at \$795 & \$895), pres. James H. Carmine revealed at American Marketing Assn. luncheon

in Washington. He later told us the sets were being shipped to distributors as soon as they came off the lines. He reiterated view that color won't be an "important influence" in mass market until late 1956 -- but once it gets going, sales will be "tremendous." "Black-&-white sets will move into the rumpus room, or an upstairs bedroom, while color takes over in the living room," he said. "...But there is much that remains to be done in the laboratories of both manufacturers and broadcasters. Until the broadcasting networks present color programs at more frequent intervals, color TV will not move forward rapidly." C.P. Baxter, gen. mgr. of RCA Victor TV div., though still declining to release national sales totals, this week reiterated that "there is a possibility that color receivers may be in short supply during the months ahead." He rounded up previously-reported sales in several markets up to the time of World Series (Vol. 11:40-41): Ohio Appliances, Cincinnati, 68; Raymond Rosen & Co., Philadelphia, 333 to dealers, of which 109 went to consumers; RCA Victor Los Angeles branch, 181; Southern Wholesalers, Washington, 35 to consumers.

**Economic Rainbows:** Dun & Bradstreet survey of 1363 manufacturers, distributors & retailers finds that 67% believe first-quarter sales next year will be higher than first 3 months of 1955. About 30% predicted no change, 3% said they expected sales to be lower. Higher earnings were forecast by 54% of businessmen, lower by only 4%. About 59% said they anticipated no change in prices, 38% foresaw boosts; 78% indicated payrolls would remain at current levels, 18% felt they would increase their staff. Another bullish look into the future came from Dec. Fortune Magazine, which predicted that purchasing power of average family will double in next 25 years from present \$4400. Its projection was predicated on average 3% annual increase in the national production in next 25 years, with average work week dropping from 41 hours to about 35. In still another burst of optimism, Herbert R. Silverman, chairman of National Commercial Finance Conference Inc., told annual convention of Commercial Finance Industry: "If Government adopts the right policies and if business, particularly the financial industry of which we are a part, pursues responsible policies. we would easily have in 1956 a total of business activity of between \$400 billion and \$405 billion." He urged more liberal monetary policies to encourage growth.

**Economic Paradoxes:** Even though the national economy is booming, the bankruptcy courts are keeping pace. This anomalous situation was reported to annual convention of National Assn. of Referees in Bankruptcy in Washington by Edwin L. Covey, chief of bankruptcy div. of U.S. Courts. He said 59,404 bankruptcy petitions were filed in fiscal year ended last June 30, more than at any time since 1947, and 6268 more than in preceding fiscal year. Archie H. Cohen, editor of Referee's Journal, said: "It's a strange paradox, but it is true because credit is free and easy. People buy more than they should because they earn good salaries. When business is bad, credit tightens and people buy only what they need. Also, a lot of small businesses fail because persons venture into business who have no understanding of the relationship between cost and profit, and should never have been in business in the first place." Note: Dun & Bradstreet last week reported 270 failures among TV-radio-appliance retailers in first 9 months, down from 373 in first 9 months of 1954.

**Production:** TV output totaled 186,153 week ended Oct. 21, compared to 198,831 preceding week and 185,435 week ended Oct. 7. It was year's 42nd week and brought production for year to date to about 6,200,000 vs. 5,650,000 in same period of 1954. Aided by high auto set production for new models, output of radios keeps soaring, totaling 374,708 (189,383 auto) week ended Oct. 21 -- highest in 4½ years, compared with 350,351 preceding week and 334,816 week before. For 42 weeks, radio production totaled 10,925,000, compared to 8,600,000 in corresponding period of 1954.

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Admiral sued its ex-distributor, Major Appliance Distributors, Charlotte (now DuMont and CBS-Columbia) this week for \$144,732 and possession of files held by defendant. The 13-count complaint charges improper sales and breach of contract.

Hoffman Electronics has taken over all service policies & warranties of Stewart-Warner, no longer producing TV-radio-phonos in U. S. but continuing in Canada.

Chicago's 1956 Parts Show space drawings will be held Dec. 7 at Biltmore Hotel, N. Y.; manufacturers planning to exhibit must return contracts by Nov. 30 to Kenneth C. Prince, 1 N. LaSalle St., Chicago.

Canadian Marconi has advanced from seventh place in 1953 to third place currently in dollar volume of TV sales among Canadian manufacturers, according to gen. mgr. John J. Kingan.

**Topics & Trends of TV Trade:** Good word for some discount houses came this week from unexpected source—NARDA managing director A. W. Bernsohn, whose Oct. 25 speech to American Chamber of Commerce Executives at Milwaukee was an appeal to upgrade the discounter. NARDA has never taken official stand vis-a-vis discount houses, though its conventions have been spiced by some rather hot anti-discount house speeches by its leading members.

He urged Chamber of Commerce to invite discount houses to become members, and to offer them opportunities to serve on committees working out codes of advertising ethics. At the same time, he advised Chamber members to join with BBB, local dealers and law enforcement officials to prosecute anyone, including discounter, who "operates in such a manner as to defraud your community's citizens." He concluded:

"There are almost as many types of discounters as there are numbers of them. Some were just yesterday the most stalwart of the list price dealers and some will doubtlessly develop to that type tomorrow. Among those there are many who are making a substantial contribution to our economy and many who are so contemptible in their operation you should get to know them better so as to discover how best to exterminate them from your community. Bring them to you. See for yourself. There's a lot of good Chamber membership material among these people—and also a lot of very interesting and rewarding work to be done with, for, or to them."

Reviewing early days of discount houses, Bernsohn said many franchised retailers became "legitimate cut-throat dealers" in effort to meet competition. Discount houses, by the same token, also changed their mode of operations by "prettying up their stores, advertising, training their salesmen better, offering price and terms, gaining brand identification."

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Approval of Muntz reorganization plan (Vol.10:10, 11:26), has been voted by majority of general creditors and stockholders. In formal notice filed this week in Chicago Federal Court, 83% of creditors, holding aggregate of more than \$4,000,000 in general claims, and stockholders with about 70% of company's 1,115,376 common shares, approved Chapter X plan to pay creditors 25% of their claims in new 3% preferred stock (\$1 par), up to total of 1,050,000 shares, with balance in non-interest 8-year notes. Common stockholders will receive stock in reorganized company on share-for-share basis. Tax claims of \$1,609,230 will be paid over 3-year period.

TV shipments to dealers totaled 4,155,541 in first 8 months, when production was 4,820,991, according to RETMA state-by-state report released this week (county-by-county tables available to members from RETMA on request). They compared with shipments of 3,463,871, production of 3,785,519, in first 8 months of 1954. New York led with 404,250; California second, 355,011; Pennsylvania third, 258,647. Aug. shipments totaled 605,664, compared to 465,160 in July and 466,694 in Aug. 1954.

Wilcox-Gay Corp., currently operating under Chapter XI of Bankruptcy Act, was authorized by Federal Court this week to borrow \$141,250 from Wm. E. Heller Co., Chicago, to provide for financing of subsidiary Majestic International. Loan must be repaid in 24 monthly installments of about \$5885 each.

Diversification—with a vengeance: Zenith announces "Sensilarm," thin 17-jewel wrist watch that can be set like an alarm clock but, instead of buzzing, sets up a vibration in the thin metal back; it was developed originally for hard of hearing, probably will sell for \$59.50 & \$79.50.

**Trade Personals:** Norman C. Owen, who joined Zenith as distribution v.p. in July after resigning as pres. of Webster-Chicago, named sales v.p. of CBS-Columbia, replacing Harry Schecter, resigned; David J. Hopkins continues as CBS-Columbia sales director, under Owen . . . Paul A. Barkmeier resigns as v.p.-gen. mgr. of RCA Estate div., now consolidated in Whirlpool-Seeger Corp. operations; he had previously served as pres. of RCA Estate Appliance Corp., v.p. of RCA Distributing Corp. & v.p.-gen. mgr. of record div. . . . George L. Wilcox, Canadian Westinghouse exec. v.p., elected pres., replacing Herbert H. Rogge, resigned . . . Ernest L. Hall, gen. mgr. of consumer products for DuMont licensee Canadian Aviation Electronics Ltd., promoted to new post of corporate director of planning & merchandising, headquartering in new location at 6214 Cote de Liesse Road, Montreal . . . Vincent Barreca, pres. of Canadian Admiral, assumes additional duties of operations v.p., is also elected a director of parent Admiral Corp. . . . Carl A. Duffy, mgr. of Packard-Bell service dept., elected a v.p. . . . Joseph F. Walsh resigns as marketing mgr., Westinghouse TV-radio div. . . . James L. Emaus promoted to sales engineering mgr., DuMont CR tube div., reporting to div. sales mgr. Robert G. Scott . . . Wm. R. Greer promoted to southeastern district sales mgr., GE tube dept., headquartering in Clifton, N. J. . . . Leslie A. Roberts resigns as pres. of Philharmonic Radio & TV Corp. to become vice-chairman of Seagrave Corp., Columbus, O., fire engine manufacturer . . . Arthur B. Shesser promoted to sales director, Haydu Bros. (tubes); Frank G. Ferdinand, ex-Sheldon Electric, named sales mgr. of CR tube div. . . . Allen S. Johnson, ex-Webster-Chicago & Westinghouse, joins Thompson Products as asst. to electronics div. mgr. Wm. M. Jones, in charge of production & merchandising of hi-fi line . . . Dr. Ralph L. Power rejoins Hoffman Electronics as editor of *Hoffman Transmitter* after 2 years in South America . . . Wm. P. Mackle resigns as sales mgr. of Admiral range div. to join Norge div., Borg-Warner Corp. . . . J. Carl Brigrance, ex-Remington Corp., named midwestern sales mgr. of Emerson's new air conditioner div., Omaha . . . Lyle Leverick, ex-E. B. Latham Co., N. Y., named Andrea N. J. sales mgr. . . . Earl Rush resigns as gen. mgr. of V-M Corp. (phonos) to join L. A. distributor J. W. Marsh Co.



Realignment of RCA executive responsibilities, disclosed this week, resulted in several changes of titles. Dr. Elmer W. Engstrom, exec. v.p. for research & engineering, is promoted to new post of senior exec. v.p. (directly below chairman David Sarnoff and pres. Frank Folsom), supervising RCA Labs, defense and commercial electronic products (excluding TV), engineering & manufacturing services and product planning. Ewen C. Anderson, exec. v.p. of commercial dept., gets new position of exec. v.p. for public relations, continuing to supervise patents; reporting to him will be Orrin Dunlap Jr., v.p. in charge of institutional advertising & press relations, staff v.p. George Wheeler in charge of Washington office, and community relations director Julius Haber. Charles M. Odorizzi, whose title of corporate exec. v.p. is abolished, has been named exec. v.p. for sales & services, supervising RCA International, RCA Distributing Corp., RCA Service Co., RCA Institutes & communications div. W. W. Watts, exec. v.p. for electronic products, is named exec. v.p. for electronic components, continuing supervision over tubes, transistors & parts, with engineering products and defense work shifted to Dr. Engstrom. Robert A. Seidel continues as exec. v.p. for consumer products. Personnel v.p. E. M. Tuft, v.p.-gen. attorney Robert L. Werner and v.p.-treas. Ernest B. Gorin, who had reported to Odorizzi, will report to Folsom.



**DISTRIBUTOR NOTES:** CBS-Columbia appoints Frank Edwards Co., 382 6th St., San Francisco (Frank Edwards, pres.), replacing McCormack Corp.; Edwards Co. is ex-DuMont outlet . . . Capehart-Farnsworth appoints Edgar A. Brown Inc., Carnegie & E. 40th St., Cleveland (Edgar A. Brown, pres.) and Neil Distributors Inc., 1035 NW 71st St., Miami (Herbert S. Neilinger, pres.) . . . Olympic Radio appoints Maloney Distributing Co., 1117 Farnam St., Omaha (James J. Maloney, pres.) . . . Westinghouse Electric Supply Co., Boston, appoints John E. Sheasgreen as mgr. of consumer products, succeeding Edward Sutherland, transferred to N. Y. headquarters; R. C. Pound, from Burlington, Vt. office, succeeds Sheasgreen as consumer products mgr. in Portland-Bangor . . . Victor H. Meyer Distributing Corp., N. Y. (Sylvania) appoints David Stern, ex-Gross Distributors Inc. (Stromberg-Carlson), as major appliance sales mgr.

Westinghouse made pitch for hotel-motel trade with demonstration of special TV-radio sets at National Motel Show this week at Chicago's Morrison Hotel. Radio selector system is built into TV receivers, enabling guest to listen to local radio stations and/or hotel music system. Westinghouse recently sold more than 1000 TV sets to new Statler-Hilton Hotel in Dallas (Vol. 11:33).

Westinghouse signed wage agreement with 14,000 white collar workers this week—but chances of imminent settlement of 3-week strike of 55,000 production workers at 29 plants, including TV-radio factory at Metuchen, N. J., appeared slim. Negotiations with striking IUE were recessed until Nov. 1 following week of fruitless bargaining.

Wrist radio using 3 transistors, button-sized batteries, covering broadcast band, advertised at \$24.95 by L.E.L., 380 Oak St., Copiague, L. I., N. Y.

**THE GAMUT**, from "gamma" to "sidebands," is covered this week in engineers' comments on British vs. American TV images—in our symposium which has elicited views of many of the top technical minds of the country (Vol. 10:45 & 11:36, 40-43). One theme running through most of this week's responses is a strong defense of U. S. standards and their potential for greater brightness without flicker—with superior quality of average British picture generally attributed simply to meticulous attention to equipment.

Noting our series on picture quality in "England vs. the colonies," Dr. George H. Brown, director of RCA Labs' systems research writes, good-humoredly: "By now, you will find it difficult to find the average expert who will be willing to say that we have better pictures, because so many people have said the reverse." But he does state: "I no longer understand what is meant by a 'better' picture. Certainly the use of 525 lines is better than 405, but the average American receiver pairs the odd and even lines so we generally look at a picture with only half of the available 525 lines. A little careless operation of the camera pairs the lines at the transmitter, so even a good receiver is thwarted. The English are a little ahead on horizontal resolution, for they scan 10,125 lines per second while we scan 15,750 . . . I have seen over the air many times pictures which are the equal to anything produced in England. However, that is not the general rule. Col. Henn-Collins [Vol. 11:41] says they do not use more technicians per picture, but I believe they use more technicians per picture . . . The BBC maintains its own relays and links from studio to the several stations and they work over these facilities endlessly. In the U. S., the telephone company supplies the links, they are not available for previews, the local circuits and switching facilities

Census Bureau will be fountainhead of market data for trade in next 9 months—planning to release state-by-state, industry-by-industry information as of 1954 on number of business establishments, total sales, payrolls, value of products shipped, cost of materials, etc. Based on 1954 Census of Business, data will provide first complete picture of nation's business structure since 1947-48.

Lansdale Tube Co., a Philco div., starts supplying vacuum tubes and semi-conductor products directly to industry & Govt. C. H. Warshaw has been named mgr. of semi-conductor sales, W. F. Maher gov't. sales, J. J. Grabiec tube sales. Marshall A. Williams, gen. sales mgr. of gov't. & industrial div., will also be gen. sales mgr. of Lansdale operations.

Emerson Radio's Charitable & Educational Foundation, which last year completed distribution of \$100,000 to first 10 non-commercial educational stations to start operations, has established employe scholarship program at New York's New School for Social Research, with 18 initial awards.

Zenith has asked year's postponement of trial of its patent infringement counter-claim suit against RCA, GE & Western Electric. Federal Court in Wilmington, Del., set trial for Jan. 16 but Zenith filed motion for postponement. Hearing on Zenith's request was set for Nov. 9.

Radio shipments to dealers, excluding auto radios, totaled 2,991,307 in first 7 months, 13% above the 2,662,346 shipped in first 7 months of 1954, reports RETMA. July shipments alone were 475,500, compared to 338,572 in July 1954.

Simple TV-sound-only receiver, also covering FM band, is subject of how-to-make-it article in Nov. *Radio & Television News*.

are variable and not too good, and the programs do often come over vast distances." Brown also states that it's far easier to get good pictures with fixed-tuned single-channel British sets than with our multi-channel receivers. In conclusion, he reports visiting a couple of new stations recently, where "the technicians were following the book because it was all new and strange. Their pictures were practically perfect."

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Hazeltine's chief research engineer Charles J. Hirsch analyzes differences in these areas: (1) Camera—Tube is linear over whole operating range and has a level in its output signal which corresponds to absolute black, permitting good reproduction of gray scale. There are no spurious halos due to overloading, and high frequency response holds up better. "However," he adds, "the camera is less sensitive with the result that lenses must be more open and this results in reduction in the depth of focus." (2) Bandwidth—While British picture has some 20% more horizontal resolution, "this is compensated for by having fewer lines, which makes for less vertical resolution and fewer pictures per second, which increases the tendency to flicker." (3) Transmitters—"Because there are fewer transmitters and the selectivity problem is correspondingly less, the receivers need not be as sharp on the vestigial sideband side of the carrier. This results in less quadrature distortion." (4) Delay equalization—"The British do a splendid job of equalizing the signal to make sure that all parts of each picture element arrive at the same time. The overall effect is that British pictures have a sharpness which is often lacking in our pictures."

Hirsch concludes: "To be fair, however, it should be pointed out that we are comparing one British transmission on which loving care is spent, with 7 transmissions in New York, so that the average is bound to be statistically

in favor of the British. Our standards are capable of giving pictures which are superior to the British and the high quality of British pictures shows that one can do an excellent job by making the most of the facilities available."

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Maintenance is also stressed by Dr. Thomas T. Goldsmith, DuMont research v.p. "A high degree of technical perfection in operation," he says, "can give a better quality picture even with the lower resolution of 405 lines than is available in many of our out-of-the-way stations operated on a shoestring by a limited technical staff . . . Another factor which probably accounts for relatively good field performance in England is the absence to a large degree of tall buildings in metropolitan areas. As you know, New York City is a very poor place to get good TV pictures."

As for film telecasts, Dr. Goldsmith says: "The British have used the flying-spot technique for many years and undoubtedly have harnessed it well by long experience. This might account to some degree for the overall conclusion that British pictures are good." But British pictures have some defects, he says:

"The low frame rate of 25 per second does lead to considerable interlace flicker which I have noticed. British engineers who have visited me in the U. S. have remarked on the efficiency with which we utilize our interlace system for very smooth picture reproduction. Our higher resolution standards give superior performance when the equipment is well maintained, both at the transmitting and receiving end. I believe it is a practice to use higher brightness receivers in the U. S. than in England with a resultant better viewing condition, particularly in the daytime. I believe that our best shows in the U. S. provide considerably superior performance than is available in the British system." Dr. Goldsmith also attributes good British pictures to simplicity of manufacturing and tuning single-channel sets, and he expects that choice of stations will result in reduced performance of average British set.

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Non-technical observer Merle S. Jones, CBS v.p. for stations and general services, said his recent British viewing was limited to hotel receivers and control-room monitors but: "I must say that the installation of a set in my hotel room was handled with great care by the Savoy Hotel people, and I am sure that I had the finest possible reception in that area, and believe me, I did get a very good picture."

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NBC v.p.-chief engineer Robert E. Shelby puts it this way: "It is my understanding that there is not a great difference between the theoretical limits of the 2 sets of standards with respect to potential definition. It is noted, however, that the lower field repetition rate in Great Britain (50 per second vs. 60 per second in the U. S.) results in a threshold of perceptible flicker at a substantially lower picture brightness.

"Without in any way questioning the sincerity of the reported observations, I am impelled to point out that such qualitative comparisons are not very accurate, even when the pictures being compared are seen simultaneously side by side. If it should ever be deemed necessary to settle this question by committee action, I have no desire to serve on the subcommittee which would select the picture to be designated as typical of average U. S. TV picture quality!"

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Frank P. Barnes, GE mgr. of marketing, broadcast equipment, says he also has been given to understand, by GE people who have been over, that BBC retains a very large staff of technicians to keep equipment operating at top quality at all times.

"Within this country, picture quality is often a function of the amount of maintenance applied to the equipment," he states. "The same equipment in the hands of major network technicians will put out pictures of substantially better quality than those transmitted from the average station. I do not believe that there are any fundamental techniques or standards of the British system which would produce better pictures than our own."

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Noted consultant John V. L. Hogan doubts whether any single reason accounts for differences. "It may well be," he says, "that the British engineers are more careful in their transmitter and studio adjustments, and that the tube and set manufacturers are more critical as to performance than is customary in the U. S. Over here, we transmit many poor pictures, but I am inclined to believe that their fuzziness or poor tone-scale is the result of carelessness or poor components rather than any inherent limitations of the system."

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Another top-notch engineering executive, who chooses to remain anonymous, says there's much more to the matter than definition. "To the eye," he states, "there is not very much difference between the British and American standards. As a matter of fact, it takes particular program material to notice the difference between the British 405 system and French 819 system.

"At a recent CCIR meeting the British, in trying to sell their 405-line system as compared to the European 625-line, gave a demonstration showing that small distortions in transmission or reception made little difference in the 405-line picture but seriously degraded the 625-line system . . . For example, in reception, a reflection on a transmission line of reasonable length can reduce the definition of the American picture by 50%. Under the same conditions, the British picture is degraded only 15%. Again with respect to reception, the British are fortunate in that they were required to receive only one channel and the problem of designing receivers to cover several octaves and antennas to do the same thing would not exist. Even with their present 2 channels they have a much easier job.

"With regard to broadcasting, I was impressed by the fact that I was shown at least twice as much testing and measuring equipment as broadcasting equipment so that in addition to 4 times as many engineers per program, they must have 4 or 5 times as many maintenance engineers per system.

"I am surprised that those reporting on the good British images were not disturbed by flicker. Most of the demonstrations that I have witnessed of the British, French and Dutch TV systems were conducted either at night or in rooms with shades carefully drawn. On a few occasions I have operated receivers in homes under lighting conditions which are common to American TV viewers and found that I was disturbed by the very pronounced flicker. In conclusion, Americans over a period of time will lick the problems of noise and distortion in our picture and we will not be disturbed by flicker."

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Consulting engineer Robert Kennedy suggests another reason for quality of British pictures. Reading Oct. *Wireless World* letters to the editor, he noted reference to double sideband transmission in London. "With a decent receiver," he says, "double sideband will certainly produce a better picture than single sideband, which we use." We checked with RCA's top-notch transmitter engineer Jack Young, who said: "Double sideband would reduce such imperfections as 'leading white' and 'trailing smears.' I think it would be enough for a critical layman to notice." BBC is due to switch to single sideband, same as ITA.

**Financial & Trade Notes:** Sylvania's 9-month earnings of \$9,556,210 (\$2.97 per share) not only broke a record for that period, but also exceeded the highest full-year profit in company's history. Earnings in first 9 months of 1954 were \$6,166,226 (\$1.93), and best full-year profit was 1953's \$9,536,181 (\$3.10). Sales in first 9 months of 1955 were \$216,242,559, nearly 8% ahead of the \$200,827,520 sales in corresponding 1954 period. Third-quarter earnings were \$3,468,191 (\$1.07), highest of any quarter in company's history, up 31% from third quarter 1954's \$2,643,441 (85¢). Sales were \$77,529,210, also a record high and 5% over \$73,756,822 in same 1954 quarter.

Pres. Don Mitchell told stockholders that record-breaking earnings and high sales "represented excellent over-all business conditions and strong demand throughout Sylvania's major product lines." He said company's TV set sales are "strong," and demand from its tube customers is running far ahead of last year. Market for tubes in commercial and industrial field is "especially promising," he declared. Company's defense backlog was about \$65,000,000 as of Sept. 30.

Note: Sylvania sales research director Frank W. Mansfield told San Francisco Sales Executives Assn. Oct. 27 that Sylvania's 1955 sales should hit record \$300,000,000 and go to \$320,000,000 in 1956. Sales last year were \$281,000,000.

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CBS's 1955 revenues should exceed \$300,000,000, vs. \$280,300,000 in 1954, but net is expected to be little changed from 1954's \$11,410,000—according to analysis issued Oct. 14 by W. E. Hutton & Co., N. Y. investment house. Revenues for first 26 weeks of 1955 were \$150,000,000, net \$6,300,000. For future, report prepared by R. L. Weissman states, annual revenues of \$375-\$400,000,000 and net of \$22-\$24,000,000 may be expected when color TV comes into its own—possibly in year starting in fall of 1956. "Color is obviously the big development to look toward," report says. "The prospect is for a retail TV set market measured in terms of billions of dollars. This is a market created by the black-&-white sets and awaits only a product that can be marketed at substantially less than the prevailing \$750 price." After reviewing tremendous surge of CBS's TV & radio networks in recent years and their excellent showing so far this year, report attributes static net earnings outlook for 1955 to "unsatisfactory price situation" affecting CBS-Hytron tube div. and problems facing CBS-Columbia receiver div. "in connection with the building up of a strong distribution system [and] widespread disregard of adequate profit margins." Summary notes that Columbia Records div. continues profitable and that recently organized monthly subscription LP record club has met with "very satisfactory response."

Westinghouse reports 9-month earnings of \$43,839,000 (\$2.55 a share) on sales of \$1.134 billion, down from profits of \$62,644,000 (\$3.77), sales of \$1.213 billion in corresponding 1954 period. Third quarter profits were \$14,422,000 (84¢) on sales of \$378,468,000 vs. \$17,285,000 (\$1.04) on \$401,674,000 in third quarter year ago. Pres. Gwilym A. Price said results in third quarter "were adversely affected by a prolonged production loss" resulting from IUE strike, which currently has shut down 29 plants, including TV-radio factory at Metuchen, N. J. He said consumer products sales in first 9 months were 10% over same 1954 period.

Television-Electronics Fund had net assets of \$105,942,248 on Sept. 30, up 96% from \$53,997,200 on same date year ago. Net asset value per share rose to \$11.28 on 9,395,026 shares outstanding Sept. 30 from \$9.46 on 5,707,201 shares year earlier. Sept. was record sales month—\$2,676,153 vs. \$2,102,835 in Sept. 1954.

RCA will borrow \$100,000,000 in first public financing operation in firm's 36-yr. history through offering of 25-yr. subordinated convertible debentures to common stockholders in Nov., chairman David Sarnoff announced Oct. 28. As reported earlier (Vol. 11:36), RCA will use funds for working capital required by expanded business volume and to improve facilities for research, manufacturing and service in electronics and allied field. Debentures will be offered in ratio of \$100 principal amounts for each 14 shares of common stock of record and will comprise only outstanding senior obligation of RCA with exception of \$150,000,000 in promissory notes due in 1970-77 to insurance companies. Lehman Bros. and Lazard Freres & Co. will manage nationwide group of investment bankers who will underwrite \$100,000,000 offering; rights to subscribe will be mailed to common stockholders about mid-Nov. Gen. Sarnoff stated: "It is significant that 80% of RCA's business in 1955 will be in products and services introduced on market in last 10 years. RCA sales of products and services amounted to \$940,950,000 in 1954, largest volume in RCA history up to that time. In the first 9 months of 1955, sales have reached \$740,662,000, an increase of 12% over the first 9 months of last year and highest in any comparable period in the corporation's 36 years. It is expected that in 1955, RCA sales volume will exceed \$1 billion."

Arvin Industries 1955 sales will run \$63-\$65,000,000 vs. \$53,372,757 in 1954, earnings exceeding \$4 vs. \$2.50 per share, pres. Glenn Thompson told N. Y. Society of Security Analysts. In reply to question from floor, he said company had no regrets about its decision to drop TV this year (Vol. 11:13), though it represented \$6,000,000 annual business. "It just wasn't worth it to us," he said. "It took so much effort and money without our being sure that we could make a profit that we just couldn't work up any enthusiasm for it." Arvin's third-quarter earnings were \$1,057,833 (\$1.19 per share) on sales of \$15,411,963 vs. \$613,680 (69¢) on \$12,985,370 for same 1954 period.

Magnavox earned \$564,807 (71¢ a share) on sales of \$13,322,884 in 3 months ended Sept. 30, compared to \$331,729 (42¢) on \$10,347,538 in corresponding period of 1954. At annual meeting Oct. 26, stockholders voted to increase outstanding common shares (\$1 par) from 1,000,000 to 2,000,000 to finance expansion. Pres. Frank Freimann said \$6,500,000 in new defense and research contracts were received in last 60 days.

Standard Coil Products Co. had net loss of \$304,753 on sales of \$44,534,655 in first 9 months, compared to profit of \$1,912,279 (\$1.30 a share) on \$55,707,168 in corresponding 1954 period. Pres. Glen E. Swanson attributed loss to operations on "old tuner line" and non-recurring organizational expenses in setting up Canadian subsidiary, saw return to profitable operations next year.

Thompson Products earned \$8,986,542 (\$3.20 per share) on sales of \$214,478,664 in first 9 months 1955 vs. \$8,812,107 (\$3.25) on \$203,493,692 for same 1954 period. Pres. J. D. Wright predicted considerably higher sales for year but said earnings probably will be lower because of "company transitions."

General Precision Equipment earnings plunged sharply in quarter ended Sept. 30—\$202,000 (8¢ per share) on sales of \$31,456,000 vs. \$1,061,000 (\$1.15) on \$31,141,000 in same period 1954. Pres. Hermann G. Place said decline was caused by adverse factors affecting subsidiaries.

Muter Co. earned \$161,025 (22¢ per share) on sales of \$8,973,557 in first 9 months of 1955, compared to \$226,501 (31¢) on \$8,689,481 in corresponding period of 1954.

Gross Telecasting Inc. had gross revenue of \$1,800,000 in first 9 months vs. \$1,600,000 in same 1954 period. Per-share earnings after taxes were \$1.33 vs. \$1.19.

Biggest stock issue by a TV film distributor would be the \$8,000,000 which reportedly will be sought by UM&M Inc. through public offering. Charles Amory, pres. of the year-old distributing firm, said this week he expects gross to reach \$5,000,000 for year ending Oct. 21, 1956. Company's hottest current property, *Sherlock Holmes*, grossed \$500,000 through sale to local banks and loan associations during its first year. No details were available on the proposed stock issue. Note: Another TV film company going to public for financing is new Splendor Film Corp., offering 1,200,000 shares at 50¢ each. Company will specialize in producing Negro TV and theatrical films, is headed by playwright-producer-director Warren Coleman, band leader Noble Sissle and longtime NBC orchestra personnel director H. Leopold Spitalny.

Dividends: Sylvania, 50¢ payable Dec. 22 to stockholders of record Dec. 2; Gross Telecasting 'A' 30¢ and 'B' 5¢, Nov. 10 to holders Oct. 31; Westinghouse, 50¢ Dec. 1 to holders Nov. 7; Magnavox, 37½¢ Dec. 15 to holders Nov. 25; Baltimore Radio Show (radio WFBR, Baltimore), 10¢ Dec. 1 to holders Nov. 15; P. R. Mallory, 35¢ Dec. 10 to holders Nov. 14; Standard Coil Products, 10¢ Nov. 17 to holders Nov. 7; Oak Mfg. Co., 35¢ Dec. 15 to holders Dec. 1; General Dynamics, 55¢ Jan. 10 to holders Nov. 18; Republic Pictures, 5% stock Jan. 3 to holders Dec. 7.

Webster-Chicago Corp. earned \$691,476 (\$1.33 a share) on sales of \$21,847,039 in first 9 months of 1955, compared to \$236,894 (46¢) on \$19,754,744 in same 1954 period. Third-quarter earnings were \$630,300 (\$1.21) on sales of \$8,325,979 vs. \$74,060 (14¢) on \$7,015,933 in third quarter year ago. Chairman R. F. Blash told stockholders that big profit increase in third quarter resulted from sale of vacant real estate in Berkeley, Ill., plus many innovations to improve production efficiency.

Jerrold Electronics Corp., in first statement to stockholders, reports unaudited earnings of \$51,249 on sales of \$1,559,778 for 6 months ended Aug. 31, and announced plans for construction of new community antenna systems and development of new master antenna products.

Official Films (Harold Hackett, pres.) reports net profit of \$346,217 for fiscal year ended June 30, up \$30,000 from preceding fiscal year. Stockholders vote Oct. 31 on authority to increase capitalization from 2,000,000 to 3,000,000 common shares (10¢ par).

Clevite Corp. earned \$3,219,431 (27¢ per share) on sales of \$16,033,395 during quarter ended Sept. 30 vs. \$1,980,501 (15¢) on \$13,846,187 for same 1954 period. Pres. W. G. Laffer said electronics sales have improved and that firm is expanding work in transistors and diodes.

Texas Instruments Inc., manufacturers of silicon transistors, expects to report per-share earnings of about 48¢ on sales of \$28-\$30,000,000 for full 1955, said pres. J. E. Jonsson, compared to 40¢ on volume of \$24,387,334 in 1954.

P. R. Mallory & Co., which left TV tuner business to concentrate on other components, earned \$1,626,530 (\$1.49 a share) on sales of \$47,564,194 in first 9 months of 1955, vs. \$521,048 (29¢) on \$39,462,774 same 1954 period.

Daystrom & subsidiaries earned \$960,000 (\$1.01 per share) on sales of \$37,855,000 for 6 months ended Sept. 30 vs. \$757,813 (\$1.17) on \$36,266,000 for same period of 1954.

Beckman Instruments earned \$1,322,050 (\$1.06 per share) on sales of \$21,330,598 in year ended June 30 vs. \$920,280 (85¢) on \$18,652,870 in 1953-54 period.

Electronic Associates, Long Branch, N. J., earned \$198,185 (80¢ per share) in 8 months ended Aug. 31; comparison with same period last year unavailable.

Columbia Pictures earned net of \$4,948,000 (\$5.64 per share) for year ended June 30 vs. \$3,594,733 (\$4.01) in 1953-54 period.

## Electronics Reports: Automation—industry vs. labor:

Depending on who was talking, you could take your choice of country's future in pictures painted by witnesses at Congressional hearings on automation this week. Electronics industry leaders, who have tremendous stake in automation, envisioned increased employment, higher living standard, shorter work week and almost-unbelievable economic boom ahead. Dr. Cleo Brunetti, director of General Mills engineering research & development, pointed to TV picture tube industry as example of automation's benefits. A few years ago, he said, 20-in. picture tube blanks were sold by manufacturer for \$75 at a loss. Now, automatic machinery turns out 21-in. blanks for \$8.50 at a profit and 2000 people have jobs that didn't exist before.

Also testifying was GE pres. Ralph J. Cordiner who said nation would need about 40% more goods and services by 1965 with only 14% more people in labor force—therefore, industry must develop more productive machinery and methods. Labor—represented by CIO secy-treas. James Carey and Communications Workers' pres. J. A. Bierne—bowed to inevitability of automation but called for long range controls to avert mass unemployment and displacement of workers. Both urged shorter work week, higher salaries and—at same time—drastically reduced consumer prices.

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Three definitions of automation, as given in last 2 weeks by leaders in electronics industry: (1) Former RETMA chairman & pres. Robert C. Sprague, chairman of Sprague Electric, in address last week to Radio Fall Meeting (Vol. 11:43)—“That domain of activity which adds to the mechanisms and processes one or more of the following in various degrees: feedback control, programming, versatility and integration.” (2) Cleo Brunetti, General Mills director of engineering research & development, at this week's Congressional hearing on automation —“Machine, power, programming and control.” (3) GE pres. Ralph J. Cordiner, at hearing—“Continuous automatic production, largely in the sense of linking together already highly mechanized individual operations.”

Tinkertoy modules for laboratory use are now being offered by Aerovox Corp.'s new module div., which leased from Bureau of Standards the original Tinkertoy module pilot production plant in Arlington, Va. (Vol. 11:21). Company currently is specializing in supplying “modularized standard circuits” for use by design engineers, electronics labs, etc., but plans to open new plant for mass production of modular components. Aerovox now offers modules comprising the following circuits: DC regulator, video limiter, low level cathode follower, dual cathode follow or video mixer, intermediate video amplifier, video driver amplifier. Module div. mgr. Sam J. Griffin says Aerovox is working with some leading TV set manufacturers toward eventual design of modular TV receivers. Aerovox plans to supply modules to set and equipment manufacturers in same manner as does ACF Electronics, Alexandria, Va., whose Compac modules are also based on Tinkertoy (Vol. 11:12).

Million-hour transistor for military computers has been developed by 2 top electronics labs, may be produced in next few years, Philco research director Donald G. Fink told IRE in Washington this week. Names of labs can't be divulged, Fink said, but research is expected to pave way for better semi-conductors in future civilian TV and radio use, primarily because 100-year type units can be produced without costly design and production methods.

Dyna Co., 5142 Master St., Philadelphia, is new company designing & producing electronic components & equipment, especially for hi-fi (David Hafner, pres.).

Sylvania plans to build multi-million dollar tube plant in Altoona, Pa., replacing quarters it now rents there.

**Color Trends & Briefs:** DuMont reports it has shipped color film scanners to 15 stations up to this week. RCA previously reported 45 shipments (Vol. 11:42), announced 2 more sales this week, and GE has delivered 1. Thus, 63 color film chains have been sold to 59 stations (4 have both RCA & DuMont). This week, RCA also reported sale of live color cameras to 2 more stations—WJBK-TV, Detroit and WTAR-TV, Norfolk—making 18 stations which have purchased live chains. RCA's latest film camera sales were to WTOP-TV, Washington and WTAR-TV, Norfolk.

Following is DuMont's up-to-date list of color film scanner purchasers: WCBS-TV & WABD, N. Y.; WFMY-TV, Greensboro, N. C.; WAGA-TV, Atlanta; WBZ-TV, Boston; WFBM-TV, Indianapolis; KXJB-TV, Valley City, N. D.; WTVW & WITI-TV, Milwaukee; KTRK-TV, Houston; WDSU-TV, New Orleans; KDUB-TV, Lubbock, Tex.; KTLA & KNXT, Los Angeles; WDBJ-TV, Roanoke.

DuMont lists, in addition, 5 shipments of "industrial" color film scanners, somewhat modified from station equipment. These went to Corning Glass, Eimac, Crosley, Motorola, Canadian Westinghouse. GE's sole shipment was to KING-TV, Seattle, 1½ years ago; this gear was replaced by brand new GE equipment this week.

\* \* \* \*

Industry's evaluation of GE color tube, which GE demonstrated recently and said may be ready for production by 1957 (Vol. 11:40, 42), is supplemented by comment of Dr. Thomas T. Goldsmith, DuMont research v.p. "I have not seen the GE tube recently," he said, "but some of my engineers saw it in detail and report that the pictures were very good. We have been working for some time on tubes having quite similar characteristics, and they offer promising results. Economically, the construction of a strip tube with a set of strip deflection components appears to me to be fundamentally costly. This cost in the tube may be partially offset by better performance and perhaps some simplification in the operating circuitry." As for color sets generally, Dr. Goldsmith goes on, "I still feel that we have not yet reached a practical answer on tubes and circuits to be able to provide a low-cost color receiver which can assure the customers of long and relatively trouble-free performance of high quality. You should give us research people more time to invent some real ways to produce good color TV."

**Color set sales reports:** Philadelphia—RCA distributor Raymond Rosen & Co. states that dealer Mort Farr's color billings in Sept. were 50% of his black-&-white; that 9 area dealers have sold total of 73 sets in recent weeks. Davenport, Ia.—L. A. Baumgartner, mgr. of RCA Victor Distributing Corp. reports: "Interest in color in this area is definitely on the upswing. At a meeting for servicemen held here early in Oct., we had an attendance of 142, which gave us almost 100% acceptance of invitations. Most of our good dealers, those who are in a location near enough to receive an adequate signal, are demonstrating color to their customers. Retail sales are increasing as evidenced by repeat orders from dealers. It looks now as if we'll be completely out of both models early in Dec."

**Lenticular film** for color kinescope recordings, using addition process and black-&-white emulsion, was demonstrated by Eastman Kodak to network representatives this week. Though no estimate of commercial availability was made, network engineers were impressed, one stating: "We think they have something. They gave no prices, and it isn't going to be ready tomorrow, but it looks good." Movie industry has long experimented with process, but low light efficiency has been roadblock.

**Daily colorcasts** of last 10 min. of 2:30-3 p.m. *Jinx Falkenburg* show will start Oct. 31 on WRCA-TV, N. Y.

**Network color schedules for next 2 weeks:** NBC-TV—Oct. 31-Nov. 4 & Nov. 7-11, *Howdy Doody*, 5:30-6 p.m.; Oct. 31-Nov. 4 & Nov. 10-11, *NBC Matinee Theatre* with John Conte, starring Louis Hayward, Kevin McCarthy, Augusta Dabney, Wm. Bishop, James Dunn & Ann Harding, 3-4 p.m.; Nov. 3, *Home segments*, 11 a.m.-noon; Nov. 5, *Max Liebman Presents*, "The Great Waltz," starring Patrice Munsel, Jarmila Novotna & Bert Lahr, 9-10:30 p.m.; Nov. 6, *Sunday Spectacular*, "Constant Husband," (film) starring Rex Harrison, Margaret Leighton & Kay Kendall, 7:30-9 p.m.; Nov. 9, *Today segments*, 7-10 a.m. & *Home segments*, 11 a.m.-noon. CBS-TV—Nov. 1 & 8, *Red Skelton Show*, 9:30-10 p.m.; Nov. 3, *Shower of Stars*, starring Jack Benny, Frankie Laine, Marilyn Maxwell & Gracie Allen, 8:30-9:30 p.m.; Nov. 4, *Mama* episode, "Dream for a Day," starring Peggy Wood, 8-8:30 p.m.; Nov. 5 & 12, *Gene Autry Show*, 7-7:30 p.m.; Nov. 10, *Climax*, "Scheme to Defraud," starring Dennis O'Keefe & Phyllis Thaxter, 8:30-9:30 p.m. **Among upcoming shows:** NBC-TV—Nov. 14, *Producers' Showcase*, "Dateline 2," starring Milton Berle, Greer Garson, Wm. Holden, Martha Raye & John Wayne, 8-9:30 p.m.; Nov. 20, *Maurice Evans Presents*, "The Devil's Disciple," starring Ralph Bellamy, 4-5:30 p.m.; Nov. 26, NCAA football game, Army vs. Navy, 1:15-4 p.m.; Nov. 26, *Max Liebman Presents*, "Dearest Enemy," 9-10 p.m.; Nov. 30, *Kraft TV Theatre*, 9-10 p.m.; Dec. 4, *Color Spread*, Maurice Chevalier variety show, 7:30-9 p.m.; Dec. 12, *Producers' Showcase*, "Sleeping Beauty," starring Margot Fonteyn and Sadler's Wells Ballet, 8-9:30 p.m. CBS-TV—Nov. 19, *Ford Star Jubilee*, "The Caine Mutiny Court Martial," 9:30-11 p.m.; Nov. 19 & 26, *Gene Autry Show*, 7-7:30 p.m.; Nov. 24, *Climax*, 8:30-9:30 p.m.

"Color TV: Who'll Buy a Triumph?" titles article by Francis Bello in Nov. *Fortune Magazine*—with theme built around fact that tremendous technical success of creating NTSC standards is yet to be matched by set sales. Article recites history of color development, tells how system works, describes various tri-color tubes, outlines marketing experience to date, gives predictions on sales. Author even attempts to determine precisely who contributed what inventions to system—something it will probably take courts years to decide. He says this year's set sales "probably will not exceed 35,000, and the total number of color sets operating by year's end will be under 50,000."

"Year of color" will be 1956, with set sales running into hundreds of thousands, NBC exec. v.p. Robert W. Sarnoff predicted in question-&-answer interview with Maurice Zolotow in Nov. *Cosmopolitan Magazine*. He estimated 25,000 color sets now in use. On programming, Sarnoff said he's against giveaway shows in general but said *\$64,000 Question* is a good program, wished NBC had it. He outlined NBC's plans for developing new writers and improving children's shows.

Color is "perfect public relations medium," NBC v.p. Syd Eiges told public relations group in Washington this week. "Getting in on the ground floor of color TV," he said, "can bring prestige and leadership to PR people themselves as well as to the interests they work for." He said that many types of documentaries, unimpressive in black-&-white, become worthwhile in color.

AT&T's color facilities rates will continue on present "experimental" basis until Jan. 1, 1957, according to statement filed with FCC this week.

Dealers' color sets will be installed and serviced indefinitely by RCA Service Co., free of charge, under new policy; previously, installation and adjustment ran \$29.50.

NBC-TV underwriting pilot films for 2 color series—*Adventures of Tom Sawyer* and *Johnny Moccasin*, western.

Formation of a Political Broadcast Unit to coordinate NBC's handling of 1956 campaigns was announced this week. Headed by NBC treas. Joseph A. McDonald, unit will process all requests for purchases of political time, following up move last April to make available spot and regular commercial periods in fall of 1956 (Vol. 11:18). Meanwhile, Democrats finally entered full-scale TV-radio planning stage last week, when Democratic National Committee chairman Paul Butler stated that party would allot approximately \$5,000,000 to broadcasting in next year's national campaign. If GOP maintains spending ratio in line with 1952 outlays (Democrats, \$2,573,576; GOP, \$3,447,734), our earlier estimate of \$7-\$8,000,000 for both parties (Vol. 11:42) would have to be increased to \$11-\$12,000,000. Butler called TV "greatest medium that has ever been developed for politics," but added that daytime radio is tremendously valuable.

New York Mayor Wagner backtracked on his order to make city files available to TV producer Theodore Granik (Vol. 11:43) after Police Commissioner Kennedy refused to cooperate and other TV film producers and newspapers unleashed storm of protest. Editorials suggested that city should receive payment for material and that other TV producers be given same opportunity as Granik. Denying that he had intended to give Granik a monopoly, Wagner ordered review of whole question, inviting TV-radio representatives to serve on special committee to study issue. Meanwhile, Granik held press conference jointly with v.p. Ralph Cohn of Columbia Pictures' Screen Gems subsidiary, announced that Screen Gems and Granik's New York TV Productions Inc. would jointly produce TV film series *The New York City Story* at cost of \$1,000,000 for 39 half-hour films.

Top program on British commercial TV for first week was *I Love Lucy* which drew 94% of viewers in those homes equipped with tuners which will receive new ITA as well as BBC, according to Nielsen. Following closely behind was big variety show *Sunday Night at the Palladium* with 93%. First full week of competitive telecasting "shows that many of the new ITA programs are making large inroads on the BBC's audience in those homes equipped to receive both BBC and ITA transmissions," Nielsen says.

Camera and the courts: Florida Supreme Court ruled this week that person shown on TV during news program cannot sue TV station for invasion of privacy, dismissed \$250,000 damage suit against Miami's WTVJ brought by "innocent bystander" picked up by TV camera during police gambling raid. Court ruled he wasn't injured because telecast didn't depict him as being arrested or tag him as gambler. In N. Y., "guest" of CBS's *What's My Line?* was sentenced to 9-month prison term after Detroit viewers identified him as car thief (Vol. 11:33).

ABC lost a legal point this week when N. Y. Supreme Court Justice Hofstadter denied its motion to dismiss \$7,000,000 suit brought against it by Walter Winchell for alleged breach of contract (Vol. 11:36). The judge, however, directed that Winchell's complaint be "recast" so that it gives "with greater particularity" his course of action.

NARTB forms community antenna committee, headed by Wm. Fay, WHAM-TV, Rochester. Other members: Wm. C. Grove, KFBC-TV, Cheyenne; Lawrence H. Rogers II, WSAZ-TV, Huntington, W. Va.; Henry Slavick, WMCT, Memphis; Omar Elder, ABC-TV; Thomas Fisher, CBS-TV; Harry Olsson, NBC-TV.

Application for Coos Bay, Ore., Ch. 16, was filed with FCC this week by local KOOS, owned by Sheldon F. Sackett, who also holds CP for KVAN-TV, Vancouver, Wash. (Ch. 21). Applications on file now total 162 (20 uhf). [For details, see *TV Addenda 21-P* herewith.]

It's not conspiracy but a matter of price which has kept feature movies away from TV, defense witnesses testified this week in Govt.'s "16mm" anti-trust suit against 5 major movie makers (Vol. 8:30 & 11:38-43). "We never refused to sell if the price was right," 20th Century-Fox pres. Spyros P. Skouras told Los Angeles Federal Court Judge Yankwich. "Prices offered, however, were so ridiculous that we could not sell our film." Former RKO pres. Ned Depinet also denied any conspiracy and said his board of directors had rejected any sale of film backlog until "price was right." Former RKO v.p. Creighton J. Tevlin reported on negotiations with networks for company's old features, said CBS was offered 450-600 films for \$10,000,000 cash in 1951 but turned them down. RKO was sold this year to General Teleradio for \$25,000,000. At one point in hearing Judge Yankwich ruled that Govt. can't force defendants to make current features available to TV. Completing testimony he began last week, Stanford Research Institute's Kenneth Beggs estimated that TV's purchases of feature films totaled \$21,900,000 in 1954 as opposed to \$12,300,000 in 1952 and \$2,500,000 in 1949. He said TV cost the movies \$365,000,000 at the boxoffice last year.

Debate over theatre-TV World Series continues, but with declining vigor following Theatre Owners of America's rejection of a closed-circuit Series monopoly last week (Vol. 11:41, 43). This week Independent Theatre Owners pres. Harry Brandt took opposing view, favoring a World Series limited to theatre screens. An "enlightened public," realizing that baseball is a business, would be "delighted to watch the entire Series in their local theatres," he said. One closed-circuit TV topkick—Sheraton Closed Circuit TV exec. v.p. Wm. P. Rosensohn—came out against a theatre Series, saying "events of tremendous national import and interest should be available to all without payment of a fee or admission price." Note: FCC Comr. Robert Bartley says he gets a chuckle out of current talk of World Series on theatre TV. "I saw the World Series in a Dallas theatre in 1920," he relates. "It was when they had those boards with lights showing the positions and plays. I remember it very well because Bill Wambsganss executed an unassisted triple play and the board wasn't able to convey it. A man had to come out and explain it." It was 1920 Series, with Wambsganss playing with Cleveland Indians vs. Brooklyn Dodgers.

Prizes totaling \$40,000 will be awarded by Fund for the Republic to best 3 TV shows on civil rights subjects during Oct. 1, 1955-May 31, 1956 period. Judges: theatrical producer Kermit Bloomgarden, publisher-telecaster Gardner Cowles, CCNY pres. Dr. Buell G. Gallagher, Alf M. Landon, KEYD-TV, Minneapolis, mgr. Robert M. Purcell, Mrs. Eleanor Roosevelt, author Gilbert Seldes, N. Y. attorney Harrison Tweed.

Peabody TV & Radio Awards Advisory Board named TV personality and author Bennett Cerf chairman to succeed Edward Weeks, editor of *Atlantic Monthly*. Jan. 10 is closing date for 1955 nominations—which should be sent to U. of Georgia journalism school—in these categories: news, entertainment, education, juvenile programs, promotion of international understanding and public service.

Another hike due in TV film-costs: IATSE technicians, having won 30¢ hourly wage increase and 5-day week from movie majors, begin negotiations next week with Alliance of TV Film Producers. Settlement is expected to be on similar lines. Most TV film companies now operate on 6-day week.

DuPont Foundation TV-radio award nominations were opened this week by Lee Memorial Journalism Foundation, Washington & Lee U, Lexington, Va.; deadline is Dec. 31.

New Armed Forces TV station is scheduled for installation in Panama Canal Zone next spring.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — November 5, 1955

TV-RADIO TRENDS and future appraised for admen at ANA convention in significant report by ABC pres. Robert E. Kintner (p. 1 & Supplement).

NEW "SLIM LOOK" FOR TV sets coming as tube & set makers work on 120-degree tube making possible much smaller cabinets, lighter sets (p. 1).

DEINTERMIXTURE VOTED DOWN by FCC, 4-2, general rule-making due to start; special meeting scheduled for Comr. Bartley's participation (p. 2).

ALL-OUT FOR COLOR, despite industry apathy, NBC will spend \$12,000,000 to expand colorcasting; RCA reveals 1000 set sales weekly (pp. 3 & 15).

TV's OWN TELEGRAPH network for time clearances, program changes, ad copy, etc. projected by Teleprompter Corp.; FCC rules it's common carrier (p. 4).

BUY-UP TREND CONTINUES in receiver market, with average retail sales higher and 24-in. demand up. Some techniques used in merchandising color (p. 9).

TOP 100 DEFENSE CONTRACTORS since start of Korean war include 23 firms identified with electronics, headed by GE, General Dynamics, AT&T, Bendix (p. 12).

IRE ELECTS HAZELTINE'S Art Loughren as 1956 pres., adds directors, fellows; Philco's Frank Bingley and Zenith's Jack Bridges win top awards (p. 13).

MOTOROLA NOW MAKING push-button gearshift for Chrysler Corp. cars; 3rd quarter sales set record with \$225,000,000 year seen. Philco sales, net up (p. 14).

RATE OF NEW CPs still sluggish, this week's 2 bringing year's total to 44; examiner upholds CBS's right to switch affiliates in Albany (p. 5).

**'TELEVISION & RADIO—TODAY & TOMORROW':** In line with our policy of bringing to you, or telling you about, important "documentary" data in the TV and related electronics fields as it becomes available (see also box on p. 16), we send you herewith a Supplement containing full text of an important "report to advertisers" delivered this week by ABC pres. Robert E. Kintner at the convention of the National Assn. of Advertisers. He had been chosen as spokesman for TV-radio broadcasters on a panel on which rival marketing media also had their say. We think he did a bang-up job.

TV's challenge, as he says, is not whether the medium is effective but how best to buy it, program it and use it commercially. He thereupon discourses on the trends to film, to multiple sponsorships, to 90-minute shows, to increasing network control of programming. He takes a detached attitude on color, sees it requiring the same "5-year circulation growth" that TV itself did -- but not as a major programming factor before 1957.

Some significant new findings in a survey of Detroit viewers are disclosed, and Kintner again takes FCC to task for not acting more expeditiously in equalizing competitive channel facilities in the top 100 markets. As for radio, particularly network radio as it shrinks in the face of TV's impacts, he makes a strong case for its continuing effectiveness as an advertising medium, pointing out that "about the same number of people listen to radio today as they did before TV" -- though admittedly "not as often or as long" and "less...in the living room."

Though aimed essentially at admen, this is "must" reading for all executives concerned with marketing and with TV and/or radio advertising. It sets forth fundamental facts about the strengths and weaknesses of the media, and nicely appraises their present effectiveness and future potential.

**NEW 'SHALLOW' TV SETS IN THE WORKS:** A new compact shape for TV sets -- one that should please the housewife, make for greater portability and cut shipping costs -- is being seriously explored by tube and set makers, who have set mid-1956 goal for biggest change in receiver appearance since introduction of the rectangular tube.

Making possible TV's new svelte shape will be a much shallower tube using a deflection angle of 110 or 120 degrees -- which for the first time will permit the designing of a 21-in. set whose depth is much less than its width. It should take

several pounds off total weight of set, due to smaller cabinet and lighter weight of the tube itself -- a big assist in the trend to portability (Vol. 11:44).

While it's a step toward the "flat tube," new experimental 120-degree tube is of conventional rectangular CR tube design except for its wide angle and its stubby appearance. The trend to larger screen sizes which slowed down a couple of years ago has recently been supplanted by the search for a "flatter" tube.

The 120-degree tube measures 15-15/16-in. from faceplate to tip of base in the 21-in. screen size, weighs 22.6 lb. The 110-degree tube is slightly longer and heavier. The traditional 70-degree tube measured 23 $\frac{1}{2}$ -in., weighed 26 lb. A year ago, industry converted to 90-degree tube which is 20-7/16-in. long, weighs 24.2 lb.

While most manufacturers seem to be shooting for mid-1956 marketing of new shallow sets, many won't be pinned down or even permit quotes. Nearly everybody is working on it and some 120-degree tubes have been built and even sampled to receiver makers -- but the label on the new slim TV still remains "strictly experimental."

The problem: economics. The 120-degree tube requires extremely high sweep voltage to deflect electron beam at such a sharp angle. In addition to problem of designing new economical high-voltage deflection components, this also means virtual redesign of receiver circuit for proper balance with the higher voltages required. The 110-degree tube involves same problems but to far lesser extent. Nevertheless, there isn't a manufacturer who doesn't believe these troubles can be worked out.

\* \* \* \*

Most optimistic tube maker we talked to was Westinghouse, whose gen. mgr. Richard T. Orth hopes a 120-degree tube can be ready for deliveries by Jan. Though not yet a big CR tube maker, Westinghouse is pushing hard for the new tube, and has sampled it to a few customers (including Westinghouse receiver div.) in hopes they can help work out deflection yoke and circuit problems. The experimental model is a 21-in. rectangular with neck of standard diameter, though work is also going forward on small-neck model which complicates tube-making but helps simplify deflection.

We saw the tube the other day at Westinghouse's Elmira tube plant (one of the few not affected by the big Westinghouse strike) and were advised that the all-glass bulbs came from Corning Glass, which is also expected to have the "flattened" item in 14, 17 & 24-in. sizes as soon as the 21-in. is proved practical. Kimble Glass is also ready to turn out the bulbs as soon as needed.

One of largest independent picture tube makers, National Video Corp., has also sampled set makers with 120-degree 21-in. tube, but pres. Asher Cole stressed it is being made for experimental use, not for immediate application. "It will require a great deal of circuitry by yoke manufacturers before we can decide whether it's economically feasible to sweep it," he said. But then he added that his company is shooting for deliveries in time to hit mid-1956 markets with "thin TV."

"We're not encouraging our customers to go hell-bent on it now," said CBS-Hytron pres. Charles J. Stromeyer of the 120-degree tube. "Much work remains to be done on technical problems connected with its use." Like some other tube makers, he declined to give his opinion on statements that 120-degree sets will be on the market by mid-1956, with perhaps a preliminary dribble even before that time.

Though they're not talking about it yet, and it isn't known whether they've sampled their customers, too, it's an open secret that other big tube makers also are working on same development -- certainly RCA, Sylvania, GE, Raytheon.

**DEINTERMIXTURE REJECTED, RULE-MAKING SET:** Allocations hassle got dramatic this week. With deintermixture proponent Comr. Bartley absent Nov. 2, FCC voted 4-2 to deny all deintermixture petitions and to drop Ch. 10 into Albany area -- Comrs. Hyde & Webster dissenting. They all voted to start general rule-making proceeding for purpose of weighing entire industry's suggestions on allocations.

Out in Colorado, where he's been attending NARTB regional meeting and looking over govt. installations, Bartley heard what had happened, grabbed the phone and told colleagues he wanted in on the act. They acceded to his request, and all 7 members met Sat. Nov. 5, failed to take final action, scheduled another meeting.

That's where things stood at press time -- but prospects of Bartley's par-



ticipation changing majority vote seemed very slim. Uhf operators in affected areas -- Hartford, Madison, Peoria, Evansville -- made last-ditch effort to block final action. Knowing that new Comr. Mack had voted, they petitioned for reopening of the cases, asking that Mack at least hear oral argument before voting. Whether tactic succeeds or not, counsel for uhf operators are talking about court appeals.

Deadline for filing comments in rule-making proceeding, once FCC starts it, was fixed at Jan. 15 -- but this might be changed. Meanwhile, it's understood FCC would move fast to finalize long-pending initial decisions in cities where they've been stymied by deintermixture petitions. Grantees would be permitted to build with understanding they'd be under same jeopardy -- no more, no less -- affecting any other station in event radical allocations changes are finally made.

**NBC's VAST COLOR EXPANSION, RCA SET SALES:** More than ever the prime movers in color, unflagging in their zeal for it despite intra-industry lassitude and skepticism, RCA and NBC this week stepped up their multi-million dollar drive to put color across.

Seriousness of their intent can be gauged by fact that Nov. 4 meeting of RCA board authorized NBC to spend \$12,000,000 to expand its color facilities by fall of 1956 -- in N.Y., Chicago, Los Angeles. This includes \$1,250,000 for the complete conversion to color, by next April 15, of NBC-owned WNBQ, Chicago, so that it will be able to colorcast some 10 hours of programs daily.

Net result of NBC's color expansion will be to enable it, within a year, to double present network color schedule -- from 40 to 80 hours monthly. Though the announcement doesn't mention it, NBC's WRC-TV, Washington, will feature color heavily -- perhaps go all-color -- when it builds completely new facilities soon. Silence on network's WNBK, Cleveland, is due to fact it's awaiting final FCC approval of plan to exchange ownership of WNBK for Westinghouse's WPTZ, Philadelphia (Vol. 11:43).

[For NBC plans for new studios, technical facilities, etc., see p. 15.]

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RCA revealed at same time the answer to most persistent question in industry -- number of color sets being sold. Answer, disclosed by Chairman Sarnoff:

"We are selling sets at the rate of about 1000 a week -- and these are actual installations in customers' homes." Gen. Sarnoff also gave his estimate of total industry sales expected next year: "More than a couple hundred thousand."

No mention was made of color set price cuts, so it's apparent company hasn't departed from opinion given us by high RCA source (Vol. 11:39): "If any set maker can make and sell 25,000 a month, it's conceivable [prices] could come down."

Impact of announcement about WNBQ color plans was felt immediately in Chicago, where Ned Corbett, RCA Victor Distributing Corp., reported order for 500 sets from Polk Bros., Chicago chain said to be biggest TV merchandiser in midwest.

Industry now has a "bearing" on color set sales, with Gen. Sarnoff's disclosure. Since RCA is far-&-away the biggest producer and merchandiser, it may be assumed industry's total color sales isn't greatly in excess of RCA's 1000 weekly. One survey of Los Angeles area puts RCA's share at 70% -- so industry weekly total could be in 1250-1500 range. (For current merchandising efforts, see p. 9.)

As for number of color TV sets in use, recent survey by Pulse for Television Age showed total of 26,942 in whole country (about 3000 in New York City); updated, that would indicate perhaps 40,000 as of now. Noteworthily, of those who have seen colorcasts, 72.9% liked what they saw, 25% didn't; 5.6% planned to buy a color set during 1955-56, 86.7% had no such plans, 2.1% didn't know.

\* \* \* \*

CBS is turning bearish about color, meanwhile. Queried about reports CBS is cutting back its colorcasting schedule -- now about 10 hours monthly and embracing some of the best tint shows yet telecast -- pres. Frank Stanton denied them but his response to us clearly indicates disappointment with the progress of color to date:

"We're constantly watching the situation. You don't turn these things off and on like a faucet. If we were to cut back, it certainly wouldn't be sometime

soon. We have commitments in color -- in 'Shower of Stars,' 'Ford Star Jubilee,' 'Omnibus,' 'Red Skelton Show,' etc.

"We certainly have no plans to increase the color schedule. Why should we? There has been no response in set sales. We're getting complaints about the quality of pictures from color on black-&-white sets."

Speculation over CBS's color plans started with story in Nov. 2 Variety which reported that Stanton had issued memo "alerting the program staff to the possibility of the network folding its tint tents within the next 30 days." Stanton said he has issued no such memo.

One of CBS's ambitions has been to profit from color through tube sales of its CBS-Hytron div., set sales of CBS-Columbia div. But divisions have shown such great losses that they've eaten huge chunk out of TV-radio networks' big earnings.

**F**ASTER & CHEAPER intercity communications —an instantaneous service devoted entirely to 2-way telegraph traffic of TV stations, networks, ad agencies, reps, program producers, etc.—are proposed in system projected by Teleprompter Corp., which got FCC advice this week that it was subject to common carrier regulation and thereupon immediately announced intention to launch \$5,000,000 project.

Teleprompter, which manufactures and leases prompting devices, rear screen TV equipment and automatic slide projection devices, announced Nov. 4 through its chairman Irving B. Kahn that it has undertaken, in conjunction with Western Union, to set up a semi-automatic telegraphic network with switching centers in N.Y., Chicago, Atlanta, Dallas, Los Angeles. Messages from one user to another will be transmitted to nearest switching center, then routed by coded signal through use of tape.

Network would be used for time clearances, transmission of availabilities, program changes, cueing, news, women's & farm features, ad copy, outage reports to networks, etc. Teleprompter executives point out that clearance of facilities for networks, for example, heretofore has taken as long as 8 hours, can now be done in minutes — and more cheaply.

Project would be known as Teleprompter Program Communications Network, and plan is to get it going in about 6 months. It's understood to have blessing and backing of Western Union, which goes in for "group" usage and leases circuits for bank and aeronautical and other "industrial networks." Several of the TV networks are said to have indicated they would join, as have some important reps and others.

Mr. Kahn and his v.p. for engineering, H. J. Schlafly Jr., who fathered the idea, were in conference this week with FCC officials, who were informed that the projected telegraph network would ultimately connect about 500 service points. Subscribers would pay fixed fees for overall service, probably monthly, and these would amount to considerably less than present overhead telegraph, TWX or telephone rates — made possible because of group usage.

It's mainly on matter of tariffs to be charged — inasmuch as FCC has indicated (Public Notice No. 25210) that such a service would constitute common carrier operation — that the Teleprompter executives were in conference with FCC this week. Mr. Kahn stated flatly no stock issue was planned to raise working capital, and it's presumed Western Union is to be the prime backer.

WTVK is new call approved this week for WTSK-TV, Knoxville (Ch. 26) by FCC, denying objections of radio WIVK, Knoxville.

**Personal Notes:** Charles T. Ayers resigns as ABC Radio v.p. to join NBC as v.p. in charge of radio network, replacing Wm. H. Fineshriber, who resigned earlier this year; Don Durgin promoted to succeed Ayers, with Gene Accas promoted to succeed him as director of sales development & research; John H. Eckstein succeeds Accas as adv. & promotion director; Adolph L. Seton elevated to publicity director . . . Joseph Stamler promoted to sales mgr., WABC-TV, N. Y., replacing Lawrence L. Wynn, resigned . . . Stephen C. Riddleberger promoted to new post of ABC Radio business mgr. . . . Harold E. Fellows, NARTB pres., returned to desk Nov. 2 after bout with pneumonia . . . Gustav B. Margraf, ex-NBC gen. counsel and later its v.p. for talent, elected this week as gen. solicitor, Reynolds Metals Co., Richmond . . . Charles W. Besosa and Wm. H. Quinn promoted to v.p.'s of Nielsen TV-radio div. . . . Samuel H. Cuff, its consultant on TV-radio since 1947, appointed fulltime director of TV-radio activities for Allied Stores, 401 Fifth Ave., N. Y. . . . Leonard C. Warager promoted to administrative sales mgr., NBC film div., succeeded by Daniel M. Curtis as eastern sales mgr.; Edward A. Montanus promoted to replace Curtis as central sales mgr. . . . Thomas McManus, v.p. & eastern sales mgr. of MCA-TV, named to new post of international sales mgr. . . . Wm. C. MacPhail, publicity director of Kansas City Athletics and son of ex-major league magnate Larry MacPhail, named CBS sports director, succeeding John Derr, now exec. producer of CBS Radio sports programs . . . Stanley Reid promoted to production mgr. of WTOP-TV, Washington . . . Nevin McCord, ex-Salt Lake City theatreman, recently program director of KEDD, Wichita, promoted to KEDD resident mgr. under pres. Stanley H. Durwood . . . Theodore Koop, CBS director of Washington news & public affairs, named to Alexander Hamilton Bicentennial Commission's advisory committee on public relations . . . Paul Audette, ex-WOAI-TV, San Antonio, named production mgr. of upcoming CKRS-TV, Jonquiere, Que., due this month . . . Al Hollander resigns as operations director of WABD, N. Y. . . . Stan Byrnes promoted from west coast rep to sales mgr., Studio Films Inc. . . . James E. Denning appointed NBC director of talent & program contact administration . . . Edythe Rein, secy., E. Jonny Graf, midwest sales mgr., Edward M. Gray, west coast sales mgr., promoted to v.p.'s, National Telefilm Assoc. . . . Walter Stein, ex-MBS, appointed asst. research mgr., CBS-TV Spot Sales.

John E. Brady, General Foods' TV-radio coordinator, named director of adv. services, corporate marketing dept.

Herman Paley, 76, charter member of ASCAP, composer of more than 1000 songs (*Keep on Smiling, Sympathy, Billy*), 1934-44 director of entertainment for WOR under Alfred J. McCosker, died Nov. 4 in Hollywood. He is survived by his wife, son & daughter.

**S**LOW RATE of TV grants by Commission in recent months picked up a bit this week with issuance of 2 CPs — to Community Telecasting, Youngstown (Ch. 73) and KINY, Juneau, Alaska (Ch. 8). Commission has granted 44 CPs this year, only 11 of them in 4 months since July 1.

Youngstown is one of the handful of "uhf islands" in country, where WFMJ-TV (Ch. 21) and WKBN-TV (Ch. 27) have been operating quietly and successfully, relatively free from outside vhf signals and with no vhf channels assigned to city. New grantee is owned 50% by Sanford Schafitz, operator of radio WJAR, Farrell, Pa., 50% by banker Guy M. Gully. Schafitz's father, Leonard J., once held CP for WSHA, Sharon, Pa. (Ch. 39); he sought to drop it, but Commission revoked it instead — ruling he had misrepresented finances (Vol. 11:36).

Juneau grantee is controlled by Wm. J. Wagner, of Seattle, operator of 6 Alaskan AMs and owner of 6% of TV stations KTVA, Anchorage (Ch. 11) & KTVF, Fairbanks (Ch. 11).

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CBS's switch of affiliation from WTRI, Albany-Schenectady-Troy (Ch. 35) to WROW-TV (Ch. 41) was solely a "legitimate exercise of a business judgment," in opinion of FCC chief examiner James D. Cunningham, who recommended that Commission turn down WTRI's protest and affirm sale of WROW-TV to group headed by Lowell Thomas. WTRI had charged that sale violated multiple-ownership rules, anti-trust acts, etc.

Cunningham held that CBS was entitled to choose WROW-TV even though "the evidence presented in behalf of protestant establishes the superiority of WTRI over WROW-TV from the standpoint of their relative abilities to aid the CBS in its competitive position [and] although the record shows that the WTRI management was not afforded the opportunity to make a factual presentation (to CBS) of the relative merits of the two operations . . ." He ruled that Thomas is not under control of CBS.

**C**RITIC JOHN CROSBY, who likes nothing better than to needle the industry, its programs and its denizens, this week departed from that tack to deliver a homily on the influence and power of Edward R. Murrow that contains some penetrating observations on the TV medium going well beyond a mere accolade to that great broadcaster. In his syndicated column, Crosby starts out by calling Murrow "one of the most powerful men in the U. S. today" and then he ruminates on a movie now being made in Hollywood that tells about a cracker barrel philosopher with a big radio audience who tries to get us into a war with China.

"Could this happen?" he writes. "Maybe I'm naive, but I doubt it." Then he expands on what he calls "The Crosby Law," using Murrow as the vehicle:

"It seems to me that Murrow has influence simply because he doesn't misuse it, and the minute he tried to, he wouldn't have it. Perhaps I'm over-optimistic, but I feel strongly that the American public not only cannot be gulled, but would violently resent any attempt at persuasion on matters they hold dear. They will buy the toothpaste, they will laugh at the jokes, they will tune in by the millions. But these are matters of no moment. The moment you get into areas where they feel deeply—the farm problem, foreign policy, public office—skepticism mounts.

"In fact, it might be stated as Crosby's Law that the more important the subject is, the less influence the guy with the mike has. In matters of the most profound importance to the individual—say, religion—I doubt that the

NBC's purchase of uhf WBUF-TV, Buffalo (Ch. 17), which has been protested by present NBC-TV affiliate WGR-TV (Ch. 2), was set for hearing to start Dec. 19. Issues really cover the waterfront: (1) Would sale promote monopoly by NBC? (2) Would NBC's pending acquisition of uhf WKBN-TV, New Britain, Conn. and WPTZ, Philadelphia, promote monopoly? (3) Did NBC pressure Westinghouse into deal wherein they'd swap their Philadelphia & Cleveland stations? (4) Does RCA's past anti-trust history reflect on NBC's qualifications?

WGR-TV has asked FCC to hold up transfer of WBUF-TV pending the hearing, but WBUF-TV says it can't hold out beyond Dec. 31, would have to go off air. Commission deferred decision on this until it inspects WBUF-TV balance sheet.

\* \* \* \*

To pave way for drop-in of Ch. 2 in Asheville, N.C. via co-channel mileage cuts, WISE-TV (Ch. 62) filed petition asking amendment of various rules so that FCC could consider each such drop-in on individual merits. It requests that new channels assigned at less than present spacings be called "flexibility assignments." Station suggests changes in Sec. 3.609, 3.607(b) & 3.610. It proposes to build Ch. 2 station with 1.259-kw, 423-ft. above average terrain, to avoid interference with Grade B contours of WFMV-TV, Greensboro, N.C. (159 mi.) and WSB-TV, Atlanta (165 mi.).

Effort to block final grant of Ch. 7 to *Omaha World-Herald* was made this week by Nebraska Democratic State Central Committee and Omaha Teamsters' Union (AFL). They sought to intervene on grounds newspaper has "long standing habits of news suppression and bitter bias." *World-Herald* was favored over KFAB by Examiner Honig's initial decision April 6.

George B. Storer's pre-freeze WSPD-TV, Toledo (Ch. 13) was granted move to site 9 mi. southeast of Toledo and height increase from 510 to 970 ft.—Commission deciding slight increase in Grade A overlap with Storer's WJBK-TV, Detroit (Ch. 2) is inconsequential.

Murrows, or Godfreys, the Winchells or anyone else could sway a single soul a single inch."

Crosby was unstinting in his admiration of Ed Murrow and producer Fred Friendly for their initial CBS-TV *See It Now* program of the new season. It's now carried sporadically as 60 or 90-min. show. The first, titled *The Great American Lottery*, dealt with the Vice Presidency of the U. S. from earliest days to now, drew general acclaim.

Teen-ager TV habits, as surveyed by Advertest Research in N. Y. area in outside-the-home interviews with 663 youngsters age 13-19 years: Average exposure to four principal media "yesterday" was 3½ hours with 46% of time spent on TV, 35% on radio, 11% on newspapers, 8% on magazines. TV viewing was heaviest after 9 p.m., radio did best between 6-9 p.m., newspapers & magazines 3-6 p.m. TV was found in 97% of homes, radio in 99%, and 75% of youngsters were exposed to TV daily with most preferring same programs as adults. Of TV commercials, beer and cigarette ads were liked best and movies, comedy, mystery & variety shows were top choices. About 33% felt TV had good influence mainly through education, keeping teen-agers off streets and forming basis for conversation. Detrimental effect was admitted by 35%, who cited tendency to imitate actors, excess of crime programs, interference with home work.

Proposal to transfer control of CKLW-TV, Windsor-Detroit (Ch. 9) to Paramount Windsor Theatres Ltd., has been filed with Canadian Broadcasting Corp., will be acted upon Dec. 1.

**Telecasting Notes:** Daily "daytime spectaculars" made their debut this week on NBC-TV's high-budgeted Mon-thru-Fri. 3-4 p.m. *Matinee Theatre*. First in color drama series, J. P. Marquand's "Beginning Now" starring Louis Hayward, was hailed by *New York Times'* Jack Gould as "a drama that consistently held interest . . . meticulously cast with top players . . . lavish and imaginative direction." On other hand, *Variety* called it "hardly a cut above the conventional soap opera in story material." Both, however, saluted it as heralding new era in daytime TV. Said Gould: "The program's theory is that distaff viewers, who enjoy intelligent dramas after dark, do not suddenly become moronic clucks in the daylight. [It is] a significant contribution to the evolution of a more mature TV" . . . Movie studios' efforts in network TV nicely summed up the adroit "Eye & Ear Man" in Oct. 31 *Advertising Age*: "With the exception of Disney, there is no film company that appears to have impressed the mass audience of TV, which is greater any single night than the largest all-time audience of any single picture. Neither have the executives of the film industry had to account for their judgment as strictly as they must in a mass medium which almost instantly reflects the opinion of the customer. Can it be that the motion picture management is due for a change to enable it to meet the electronic age with wisdom and courage?" . . . More TV hits go Hollywood—all from NBC's *Philco-Goodyear TV Playhouse*: Paddy Chayefsky, who wrote "Marty," will rejoin producer Harold Hecht and director Delbert Mann, who filmed it, in production of his "Bachelor Party" early next year. Pair of Robert Alan Aurthur's plays—"Shadow of a Champ" & "A Man Is 10 Feet Tall"—also bought for movies, former for \$100,000, said to be highest TV-to-Hollywood deal yet . . . Seven dramas originally seen on TV are currently on MGM's movie shooting schedule . . . TV series to be adapted as theatrical movies: Warner Bros. plans cinema versions

of *Our Miss Brooks*, *Lone Ranger* and *Ed Sullivan Show*; movie *Medic* to be made by Medic Productions, *Racket Squad* by Hal Roach Jr., both for Allied Artists distribution . . . Movie producers won't buy any network TV time, after all. Council of Motion Picture Organizations, which had tentatively decided to get movie industry sponsorship for its Audience Awards (Vol. 11:42-43), changed its mind, called off telecast as an "expression of appreciation to the nation's newspapers" . . . Who Controls Network TV Programming? *Sponsor Magazine* asked that question of the networks themselves, came up with show-by-show breakdown Oct. 31. Conclusion: "Of 844 total network hours, a little over one-half—424½ hours—are network-controlled. Client, agency or packager control the remaining 419½ hours." On ABC, 80 program hours are network-controlled, 70 outside-controlled; CBS, 174 & 160; NBC 180½ & 179½ . . . First ABC-TV 90-min. spectacular reportedly will be filmed drama, to be produced by an outside firm to network's specifications . . . Who said that? "[NBC pres. Pat Weaver] has done a great job. He comes out swinging at all times. Some of the things he comes up with might drop dead, but all of them show some kind of thought. That creates excitement and it's good for the medium."—CBS-TV comedian Jackie Gleason in Nov. 5 *Billboard* interview . . . World Series games were out-rated only by \$64,000 *Question* in Nielsen survey for Sept. 25-Oct. 8. Jackpot show was viewed in 18,694,000 homes or 58.2%, and Sun. Series game was second with 18,631,000 homes and 56.1%.

20th Century-Fox TV operations are now headed by Irving Asher, Paramount producer for last 5 years, succeeding Sid Rogell, founding head of its TV subsidiary TCF Productions, who moves over to other duties. Otto Lang continues as exec. producer of GE's *20th Century-Fox Hour*.

**A**NOTHER TV CODE—this one for the TV film industry—is in the works in Hollywood, despite some protests that any new code would mean needless duplication of NARTB's TV code. Drafting of new code was initiated Oct. 29 at joint meeting of National Society of TV Producers and National Audience Board, year-old group dedicated to program improvement.

NSTP pres. Tom Lewis, head of Lewislor Productions, said TV film code was necessary to let producers "guide themselves in the making of properties for the viewing public in either live or filmed TV shows." Desilu exec. producer Martin Leeds, who was named chairman of committee to explore formulation of code, called the proposed document "an outline of good taste." Other committee members named were Wm. Mooring, columnist of Catholic publication *The Tidings* and member of Audience Board's preview advisory committee; D. B. Bernstein, of Audience Board; Jack M. Warner Jr., of Warner Brothers, representing TV units of major movie studios; Max Guilford, NSTP; Richard St. John, Alliance of TV Producers.

Before being named to code committee, St. John expressed doubt as to whether such a code was needed, calling the whole discussion "beating a dead horse." Also skeptical was Harold See, KRON-TV, San Francisco, chairman of NARTB film committee, who pointed out that most stations subscribe to NARTB Code and are obligated to screen all films for objectionable matter.

Radically new film base for TV & movie industry, strong enough to tow an automobile yet only ⅓ as thick as present film bases, was announced this week by DuPont and will be on market soon. It's called "Cronar" and its chief advantage is extreme toughness and resistance to shrinkage, suiting it ideally to TV usage and storage.

Two huge movies-to-TV deals in offing: (1) General Teleradio offering nearly the entire RKO feature and short subject backlog directly to selected stations in "test markets." Teleradio is seeking to realize \$15,000,000 through sale of the features to TV, has so far been unable to unload the entire block at that price to any single syndicator, and so is testing the direct-to-station approach. Backlog is said to contain up to 750 features and 950 shorts. Reportedly approached by Teleradio were several "typical" stations in large, medium and small markets on 5-year deals involving all or a major part of the package. Top RKO pictures of the past aren't included in package, being held out for theatrical reissues. (2) Paramount's entire 2000-film backlog of short subjects is on verge of being sold for TV at about \$4,500,000. A. W. Schwalberg, one-time Paramount v.p., is representing unidentified syndication purchaser in negotiations.

American Research Bureau this week proposed own county-by-county TV set census for next year, requiring 8-12 months and costing more than \$1,000,000. According to preliminary proposal submitted to networks and leading agencies, survey would cover station reception and frequency of reception, based on 500,000 personal family interviews in 1000-county sample. A. C. Nielsen Co. has previously announced plans for county-by-county set census next year.

Latest intercity microwaves granted TV stations: To KRGV-TV, Weslaco, Tex., 7-hop system from San Antonio; to KNOX-TV, Grand Forks, N. D., 1-hop from Fargo. At same time, Commission declined to grant Portland-Bangor microwave to WABI-TV, Bangor—sending station McFarland Letter noting that AT&T facilities are available.

**Station Accounts:** Bell Telephone Co. of Pennsylvania, setting pattern which will be duplicated in several other states, opens month-long intensive spot test campaign on WGAL-TV, Lancaster, for its "TFT" (Too Few Telephones) drive, thru Gray & Rogers Adv., Philadelphia; it's designed to promote greater use of extension phones . . . Chicago's partic.-sponsored *In Town Tonight*, news-variety show on WBBM-TV (Mon.-thru-Fri. 10-11 p.m.) is sold out, representing gross of \$2,000,000 a year and making it one of most successful local daily strips; among sponsors are Standard Oil, Old Golds, Magikist, Toastmaster, Hamilton Glass, Ford Dealers Assn. . . Ruppert Brewing Co. (Knickerbocker beer) signs 4-year contract for \$5,000,000 to sponsor N. Y. Giants home baseball games on WPIX and radio WMCA, thru Biow-Beirn-Toigo; Chesterfield sponsored last year . . . Union Pacific R.R. to sponsor *Basketball with Gardner*, clinic for basketball coaches and players moderated by U of Utah coach Jack Gardner, for 3rd straight year on KSL-TV, Salt Lake City, Tue. 6:15-6:30 p.m., thru Gillham Adv. . . Kellogg Co. plans expansion of current spot campaign to introduce Special K Cereal, with national distribution planned for next spring, thru Leo Burnett Co., Chicago . . . CBS-Columbia releases through local distributors series of 50-sec. spot commercials on its TV-radio-phonos lines, featuring Quentin Reynolds, with provision for 10-sec. local dealer identification . . . Among other advertisers currently reported using or preparing to use TV stations time: Femco Corp., San Francisco (Oven-Sprite oven cleaner), thru Wilson-Markey Adv., San Francisco; Paramount Citrus Assn., San Francisco (Cal Fame frozen juices & fruits), thru Anderson-McConnell Adv., San Francisco; Block Drug Co., Jersey City (Laxium), thru Emil Mogul Co., N. Y.; Golden Mix Inc., Warsaw, Ind. (griddle cake & waffle mix), thru Garfield Adv., Detroit; Wm. B. Reilly & Co., New Orleans (Luzianne coffee & tea), thru Roman Adv., Baltimore; Armour & Co., Chicago (Miss Wisconsin cheddar cheese), thru John W. Shaw Adv., Chicago; Grand Union Co., E. Paterson, N. J. (supermarkets), thru L. H. Hartman Co., N. Y.; Miles Laboratories, Elkhart, Ind. (Tabcin cold tablets), thru Geoffrey Wade Adv., Chicago; Block Drug Co., Jersey City (Nytol for sleeping), thru Harry B. Cohen Adv., N. Y.; Northern Pacific R.R., St. Paul, thru BBDO, Minneapolis; Hutchinson Chemical Corp., Chicago (waterproof wax), thru Roberts, MacAvinche & Senne, Chicago; E & B Brewing Co., Detroit thru Simons-Michelson Co., Detroit; Seaside Oil Co., Santa Barbara, Cal., thru McCarty Co., L. A.; Gibson Refrigerator Co., Chicago, thru Henri, Hurst & McDonald.

American Chicle is second sponsor to buy into NBC-TV's "Program Extension Plan" to aid smaller-market stations (Vol. 11:41), ordering 24 of the 44 PEP stations for its one-third sponsorship of *Caesar's Hour*, Mon. 8-9 p.m. Liggett & Myers ordered all 44 stations last week for *Dragnet*.

NBC-TV increased evening IDs from 5 to 10 sec. this week in move to allow network and sponsors more time for messages about upcoming programs. Program times have accordingly been shortened by 5 seconds.

First "TV Show Train" of fall season will be run on New Haven R.R. Nov. 26 to carry people from Springfield, Mass. and way points to N. Y. for *Perry Como Show* on NBC-TV.

New ABC affiliates: WCTV, Thomasville, Ga.-Tallahassee, Fla. (Ch. 6) and WTVY, Dothan, Ala. (Ch. 9), latter also CBS under Extended Market Plan.

New reps: WENS, Pittsburgh to Branham (from Petry); KCRG-TV, Cedar Rapids, Ia. to Hoag-Blair (from Venard, Rintoul & McConnell).

**Network Accounts:** NBC-TV's daytime color experiment, partic.-sponsored *Matinee Theatre* (Mon.-thru-Fri. 3-4 p.m.), has \$5,500,000 billings week after its Oct. 31 debut. Latest sponsor is Corn Products Refining Co. (52 partic.), thru C. L. Miller Co. Those signed in advance of debut: Liggett & Myers (104 partic.), thru Cunningham & Walsh; Sylvania (32), thru J. Walter Thompson; Block Drug, for Amm-I-Dent toothpaste (26), thru Harry B. Cohen Adv.; Bates Fabrics (13), thru James P. Sawyer Inc.; Motorola (13), thru Leo Burnett Co.; B. T. Babbitt Co. (13), thru Dancer-Fitzgerald-Sample; Procter & Gamble (13), thru Benton & Bowles; Alcoa (2), thru Fuller & Smith & Ross . . . RCA to sponsor three 30-min. segments in color on NBC-TV's *Home* Nov. 8, 15 & 22, Tue. 11-noon, shows originating from some 38 Allied Stores outlets, thru Kenyon & Eckhardt . . . Ralston Purina to sponsor *Ethel & Albert* on ABC-TV starting Nov. 11, Fri. 10-10:30 p.m., thru Guild, Bascom & Bonfigli, San Francisco . . . Mutual of Omaha to be alt. sponsor (with American Chicle) of *Zoo Parade* on NBC-TV starting Nov. 6, Sun. 3:30-4 p.m., thru Bozell & Jacobs . . . Lionel Trains Corp., in big pre-Xmas splurge, buys *Paul Winchell and Jerry Mahoney Show* on NBC-TV starting Nov. 5, Sat. 11-11:30 a.m., thru Grey Adv. . . Goodyear to sponsor special religious show, *No Room at the Inn*, on NBC-TV Xmas Sun. 4-4:30 p.m., thru Young & Rubicam . . . ABC-TV is preparing entry in big-money giveaway sweepstakes, to compete with CBS-TV's \$64,000 *Question* and NBC-TV's *Big Surprise*; in audition stage is new show emceed by Jan Murray, in which top prize is \$100,000 . . . NBC-TV planning own baseball game-of-the-week next summer, in competition with CBS-TV; it will be sponsored on co-op basis.

FCC approved 2 radio station sales to groups organized to acquire TV-radio properties: (1) Continental Telecasting Corp. bought KRKD, Los Angeles, from Frank Doherty interests for \$417,500 (Vol. 11:35); it's headed by Arthur B. Hogan, pres. of Albert Zugsmith Corp., which owns 36% %; Richard C. Simonton, functional music operator in Los Angeles and Las Vegas, who holds 36% %; Frank Oxarart, of radio KFWB and 20% owner of Tucson's KVOA-TV & KVOA, who has 26% %. (2) Dolph-Petty Bestg. Co. acquired KMYR, Denver, from F. W. & A. G. Meyer for \$155,000 (Vol. 11:29, 33). Dolph-Petty ownership interlocks with KULA-TV & KULA, Honolulu; WMT-TV & WMT, Cedar Rapids; radio KJBS, San Francisco. In addition, FCC approved transfer of KAVE, Carlsbad, N. M., along with CP for KAVE-TV (Ch. 5), to John Battison group for \$150,000 (Vol. 11:32, 39); selling group is headed by Val Lawrence, of KROD-TV, El Paso.

Radio KANS, Wichita, Kan. (5-kw D, 1-kw N, 1480 kc, NBC) was sold this week for \$225,000 by O. L. (Ted) Taylor (who now has only KRGV-TV & KRGV, Weslaco, Tex.) to Kenyon Brown & Frank Lynch, who also own KBYE, Oklahoma City. Brown owns 1/3 of KWFT-TV & KWFT, Wichita Falls, Tex., and has interest in radio KGLC, Miami, Okla. Sale was negotiated through Blackburn-Hamilton.

Assn. of National Advertisers elects these 1956 officers: chairman, Edwin W. Ebel, General Foods, succeeding E. G. Gerbic, Johnson & Johnson; vice-chairman, George Mosley, Seagram Distillers, succeeding Ebel; pres., Paul B. West (re-elected). Directors: Ben H. Wells, 7-Up Bottling Co.; Henry Schachte, Lever Bros.; Howard Marple, Monsanto Chemical; Donald Frost, Bristol-Myers.

Power increases: KSLA, Shreveport, La. (Ch. 12) Oct. 30 to 316-kw ERP; KFDX-TV, Wichita Falls, Tex. (Ch. 3) Oct. 30 to 100-kw; KIMA-TV, Yakima, Wash. (Ch. 29) Oct. 20 to 191-kw; KELO-TV, Sioux Falls, S.D. (Ch. 11) Oct. 13 to 251-kw.

**E**QUIPMENT SHIPMENTS reported this week: By GE—5-kw transmitter to upcoming KEST-TV, Big Spring, Tex. (Ch. 4), due Dec. 15; 10-kw transmitter to upcoming KOSA-TV, Odessa, Tex. (Ch. 70), due in mid-Dec.; 5-bay antenna to KQTV, Fort Dodge, Ia. (Ch. 21). By RCA—10-kw transmitter to upcoming KHAS-TV, Hastings, Neb. (Ch. 5), due Dec. 1.

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

KLEW-TV, Lewiston, Ida. (Ch. 3), installing 5-kw GE transmitter, plans Nov. 15 test patterns, CBS programming by Thanksgiving, reports gen. mgr. Charles R. White. Foundations for tower and guy wires have been poured and 50-ft. 3-bay GE antenna is scheduled for installation on 250-ft. Fisher tower shortly after Nov. 10. It will be operated as non-satellite by Tom Bostic's KIMA-TV, Yakima, Wash. (Ch. 29), which also operates satellite KEPR-TV, Pasco, Wash. (Ch. 19), holds CP for KBAS-TV, Ephrata, Wash. (Ch. 43) and is applicant for Ch. 8 satellite in Walla Walla. Reps will be Weed, and Moore & Lund (Northwest). Base hour will be \$150.

KBST-TV, Big Spring, Tex. (Ch. 4) has changed test pattern target to Dec. 15, plans Dec. 25 start with CBS shows, writes pres.-gen. mgr. Wm. J. Wallace. Installation of 5-kw GE transmitter starts Nov. 24 and 500-ft. Andrews tower with 3-bay antenna is due to be ready Dec. 1. Owners include Robert W. Whipkey, publisher of *Big Spring Herald*, and Lewis O. Seibert, owner of San Angelo radio KGKL and 45% of KPLT, Paris, Tex. Base rate will be \$150. Rep will be Pearson.

KRMA-TV, Denver (Ch. 6, educational), installing 5-kw GE transmitter in Nov., plans Dec. test patterns, has tentative Jan. target for programming, reports TV engineer T. G. Morrissey for Dr. Kenneth Oberholtzer, supt. of schools. CP is held by Denver public school system. Ideco 210-ft. tower with GE antenna is ready at site near Look-out Mt., where Denver's 4 commercial outlets have transmitters. KRMA-TV will be 19th non-commercial station.

KHAD-TV, Laredo, Tex. (Ch. 8) plans Dec. 1 start, reports 50% owner Hank Avery. It's second area outlet, XEFE-TV, Nuevo Laredo, Mex. (Ch. 11) having begun Spanish-language programming last Sept. (Vol. 11:40). KHAD-TV's 500-watt Gates transmitter is due for delivery in 2 weeks. Studio is being built downtown at Convent & Houston Sts. Prodelin 8-bay antenna will be on Hamilton Hotel roof, in same block, 210-ft. above ground. Shaun F. Murphy, ex-WTVP, Decatur, Ill. will be mgr., with Lawrence Beckman, ex-WOAI-TV, San Antonio, chief engineer. Rep not chosen.

WDAM-TV, Hattiesburg, Miss. (Ch. 9) expects to be on air between Feb. 15 and March 1, reports 1/3 owner Dave A. Matison Jr., who also has interest in Hattiesburg radio WHSY and operates chain clothing store. Building plans are about complete and bids will be asked in late Nov. Transmitter & tower haven't been ordered as yet. Base hourly rate will be \$150. Rep not chosen.

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CKGN-TV, North Bay, Ont. (Ch. 10) has 5-kw Canadian GE transmitter due Nov. 20, expects to start programming 10 days after Dec. 10 test patterns, reports G. A. Alger, one of principals in new Tel-Ad Co. Ltd., organized by local businessmen to take over license and construction of station. Stainless 373-ft. tower, due at Callendar, Ont. site Nov. 10, will have GE slotted antenna. Russ J. Eastcott, ex-CHCH-TV, Hamilton, Ont., is gen. mgr.; Bill Hart, ex-CKSO-TV, Sudbury, Ont., commercial production chief; Walter Totman, chief engineer. Base hourly rate will be \$160. Canadian reps will be Paul Mulvihill and John N. Hunt & Assoc. (Vancouver).

**W**EST VIRGINIA farm census, compiled this week by U.S. Census Bureau, shows that 20,007 of state's 68,583 farms—about 29%—had TV in Oct.-Nov. 1954, when count was made. It's 35th state to be tabulated in first farm census to include TV set count (number of farms is based on actual count, TV sets on 20% sample). The county-by-county totals:

| WEST VIRGINIA |             |               |                    |               |               |
|---------------|-------------|---------------|--------------------|---------------|---------------|
| County        | Total Farms | Farms with TV | County             | Total Farms   | Farms with TV |
| Barbour       | 1,561       | 287           | Mingo              | 881           | 272           |
| Berkeley      | 1,131       | 671           | Monongalia         | 1,593         | 744           |
| Boone         | 610         | 200           | Monroe             | 1,772         | 481           |
| Braxton       | 1,773       | 213           | Morgan             | 459           | 207           |
| Brooke        | 320         | 210           | Nicholas           | 1,616         | 426           |
| Cabell        | 1,643       | 910           | Ohio               | 479           | 400           |
| Calhoun       | 1,258       | 182           | Pendleton          | 1,322         | 149           |
| Clay          | 849         | 175           | Pleasants          | 392           | 105           |
| Doddridge     | 944         | 122           | Pocahontas         | 1,061         | 147           |
| Fayette       | 1,675       | 395           | Preston            | 2,060         | 642           |
| Gilmer        | 1,106       | 160           | Putnam             | 1,537         | 738           |
| Grant         | 777         | 135           | Raleigh            | 2,038         | 638           |
| Greenbrier    | 2,172       | 535           | Randolph           | 1,383         | 229           |
| Hampshire     | 1,135       | 278           | Ritchie            | 1,228         | 222           |
| Hancock       | 248         | 192           | Roane              | 1,904         | 489           |
| Hardy         | 1,006       | 186           | Summers            | 1,427         | 202           |
| Harrison      | 1,712       | 392           | Taylor             | 764           | 212           |
| Jackson       | 1,751       | 798           | Tucker             | 542           | 78            |
| Jefferson     | 615         | 435           | Tyler              | 763           | 185           |
| Kanawha       | 1,735       | 741           | Upshur             | 1,648         | 191           |
| Lewis         | 1,345       | 183           | Wayne              | 2,292         | 872           |
| Lincoln       | 1,726       | 580           | Webster            | 959           | 195           |
| Logan         | 625         | 190           | Wetzel             | 1,214         | 322           |
| McDowell      | 931         | 136           | Wirt               | 604           | 80            |
| Marion        | 1,379       | 501           | Wood               | 1,698         | 506           |
| Marshall      | 1,311       | 608           | Wyoming            | 1,096         | 222           |
| Mason         | 1,648       | 637           |                    |               |               |
| Mercer        | 2,235       | 816           |                    |               |               |
| Mineral       | 630         | 185           |                    |               |               |
|               |             |               | <b>State Total</b> | <b>68,583</b> | <b>20,007</b> |

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41); Ariz., Fla. (Vol. 11:42); Del., Ill., Ind., N. C. (Vol. 11:43); Miss. (Vol. 11:44).

TV station costing \$18,937 is proposed for Ponce, Puerto Rico (Ch. 9) in application by Ralph Perez Perry, owner of San Juan radio WKVM and TV applicant for Caguas. He proposes to use complete Adler small-station package costing \$15,937, taking 3 days to assemble. Transmitter power would be 150 watts. ERP from already-available RCA antenna would be 826 watts. Tower erection and installation would be done by staff of WKVM. Perry says station would provide immediate TV service with possibility of developing into larger operation later. His application brings total on file with FCC to 161 (19 uhf). [For details, see *TV Addenda 21-Q* herewith; for complete listing of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

Sarkes Tarzian's entry into station equipment field has been highly successful, according to commercial mgr. F. Dan Meadows, who reports: "We just got into full-scale production late this summer and already we have delivered equipment to 17 stations. These deliveries have included everything from distribution amplifiers to microwave, and 2 stations have their studios completely equipped by us."

New report on propagation in vhf & uhf TV bands has been issued by FCC. Prepared by Wm. C. Boese & Harry Fine, it was originally presented at Sept. 23 IRE symposium in Washington. Copies of report, known as T.R.R. Report No. 2.4.15, may be obtained from FCC, or from us.

Canadian TV applications to be considered at CBC meeting Dec. 1: Stewart-Warner Corp. of Canada Ltd. for experimental Ch. 10, Belleville, Ont.; Twin Cities Television Ltd. for Ch. 2, Kamloops, B.C., 160 mi. NE of Vancouver.

Rules covering TV station monitors and their type approval were finalized by FCC this week. Rules are effective Dec. 12 but stations have until June 1, 1957 to comply. Copies are available from Commission or from us.

**BETTER TV RECEIVERS IN GREATER DEMAND:** "I have never seen anything like it in our 10-year history. Folks just don't seem to be interested in leader models anymore. They come into the stores with plenty of folding money in their pockets and all they talk about are sets selling around \$300 and up. I read in your issue last week that Motorola had altered its production mix 4 times to higher-end sets. Well, I've had to change mine 6 times this year -- that's how tough it is to keep up with demand."

So spoke one major manufacturer this week, in commenting on the buy-up market -- TV trade's biggest development, which is continuing into what promises to be the industry's best Xmas season and full year. Production is heading inexorably towards 8,000,000 for 1955, with retail sales likely to be around 7,800,000.

Several statistical charts document trend to higher-end sets. Average retail price of \$215 now for TV set represents \$20 increase over first of year, and would be higher but for the spectacular success of GE's 14-in. portable (at \$99.95 and \$129.95). How much higher, the statisticians won't estimate -- but they place 14-in. production for first 9 months at 200,000 (out of total of 5,760,506), with the overwhelming majority made by GE. Emerson and Olympic also have 14-in. receivers. By contrast, only 20,000 of the 14-in. sets were produced in first 9 months of 1954.

Production of 24-in. sets has increased from 2% at start of year to about 8% currently. This is a screen size which shows gains each month, nearly always at the expense of 17-in. category. Westinghouse's Dan Halpin, for one, has predicted that 24-in. will account for 20% of industry's sales next year (Vol. 11:37), and Philco's Jimmy Carmine has said 24-in. is his "hottest" seller (Vol. 11:44). RCA also says 24-in. is "improving". There's no industry-accepted method to chart movement from low-end to high-end 21-in. sets, but this is another definite trend.

Brief highlights of other major trade developments this week:

\* \* \* \*

**Color Merchandising:** Those 1250-1500 color set sales a week (see p. 3) -- what merchandising angles are being used to sell them? Judging from reports from distributors, answers can be summed up in term "creative selling" -- i.e., find a customer for each set, rather than wait for the customer to ask for set. To be sure, there's no single pattern of merchandising for all markets -- each has its own individuality. But here are a few of the techniques used among most successful markets:

Krich-New Jersey Inc. (RCA), taking "Cadillac trade" goal literally, sent a circular to list of 4500 Cadillac owners in its area 2 weeks ago. It was headlined, "To the person who demands the finest things in life!", urged them to mail enclosed card to nearest dealer for private demonstration of color set. James S. Cohan, mgr. of merchandising, said 387 requests for private showings were received in few days after mailing, added he expects to sell majority of them.

In Los Angeles, where local Electric League estimates 450 color sets moved to dealers in Sept.-Oct. (about 90% of them sold to consumers), RCA factory branch is placing dealer-listing ads in all metropolitan newspapers and supplying dealers with in-store promotion material. Starting Nov. 15, it will have big promotions on billboards in area, with KRCA spots emphasizing color.

Motorola's Los Angeles distributor Kierulff & Co. put color sets in several model homes, and its sales mgr. Edward O. Morgan was instrumental in forming So. Cal. TV Dealers Assn. to promote color. Dealers themselves sent invitations to select customer lists inviting them to showings of colorcasts. Penn-Owsley Music Co., for one, invited more than 400 upper-income Hollywood families to special showing at its Wilshire Blvd. store, reports it sold more than 20 sets in last 2 weeks.

In Philadelphia, RCA distributor Raymond B. Rosen & Co., whose avowed goal is 150 sales a week, stepped up pace of his ad campaign. In Nov. 3 Philadelphia Bul-

letin, ad lists full color schedules for 2 weeks, invites readers to send for free booklet explaining details of color system. The 21-in. sets are pictured, but only mention of price is line reading: "Prices for RCA Victor Color Television Sets Begin at \$395 (for 15-inch model CT-100, not shown)." Bruno-N.Y. used checkerboard calendar motif in N.Y. newspapers to call attention to color program schedules.

**Economic Sparkle:** They're getting repetitious, but the high-level economic forecasts continue uniformly bullish. National Assn. of Purchasing Agents, on basis of its Oct. membership survey, foresees good business conditions continuing well into 1956. It reports definite signs of price stability, employment at the highest peak since mid-1950, inventories in "favorable" balance. Robert W. Burgess, director of Census Bureau, predicted that total retail sales in 1955 would be about \$184 billion -- \$13-14 billion over 1954. Steel Magazine predicted sizeable employment and production increases next year, with greatest gains in second quarter. Looking ahead 10 years, Assn. of National Advertisers and American Assn. of Advertising Agencies this week issued joint report declaring that advertising could help raise standards of living by 33% in next decade, with average family income rising to \$7000 a year.

**SEC Recognition:** SEC Index of Weekly Closing Prices of Common Stocks on N.Y. Exchange last week established TV-radio industry as separate entity for first time. Companies used for index compilation are RCA, Sylvania, Philco, Admiral, Emerson, Magnavox. For week ended Oct. 28, TV-radio index -- based on 1939 figure of 100 -- was 542.9, down 1.3% from previous week's 550. Note: Dept. of Commerce has always lumped TV-radio within larger category of electrical machinery in its compilations.

**Production:** TV output totaled 183,139 week ended Oct. 28, compared to 186,153 preceding week and 198,831 week ended Oct. 14. It was year's 43rd week and brought production for 10 months to about 6,500,000 vs. 5,850,000 in same period of 1954. Still spurred by high auto set production, radio output soared to 386,523 (180,386 auto) week ended Oct. 28, compared to 374,708 preceding week and 350,351 units week before. For 10 months, radio output was 11,500,000 vs. 8,850,000 same 1954 period. Another RETMA report released this week placed official 9-month production of TVs at 5,760,506, radios at 10,027,362. Detailed 9-month tabulation:

|               | PRODUCTION |             | RADIO PRODUCTION BY TYPES |           |           |           |
|---------------|------------|-------------|---------------------------|-----------|-----------|-----------|
|               | Total TV   | Total Radio | Home Sets                 | Portables | Clock     | Auto      |
| January.....  | 654,582    | 1,068,146   | 280,121                   | 47,303    | 166,885   | 573,837   |
| February..... | 702,514    | 1,089,724   | 232,831                   | 109,120   | 150,031   | 597,742   |
| March (5 wks) | 831,156    | 1,482,274   | 300,840                   | 233,465   | 173,944   | 774,025   |
| April.....    | 583,174    | 1,099,775   | 193,431                   | 265,866   | 72,602    | 567,876   |
| May.....      | 467,394    | 1,114,035   | 161,357                   | 258,701   | 130,608   | 563,369   |
| June (5 wks). | 589,973    | 1,204,935   | 181,930                   | 255,833   | 182,605   | 584,567   |
| July.....     | 344,295    | 718,489     | 141,119                   | 79,410    | 93,517    | 404,443   |
| August.....   | 647,903    | 947,634     | 300,513                   | 106,197   | 137,604   | 403,320   |
| Sept. (5 wks) | 939,515    | 1,302,350   | 417,802                   | 139,164   | 234,106   | 511,278   |
| TOTAL.....    | 5,760,506  | 10,027,362  | 2,209,944                 | 1,495,059 | 1,341,902 | 4,980,457 |

Olympic Radio's TV plans remain unchanged, said pres. Morris Sobin, despite purchase of controlling interest in firm this week by group of private investors headed by Wm. Husted, 250 Park Ave., N. Y., chairman of exec. committee of Siegler Corp., gas heater manufacturer now in electronics through subsidiary Hallamore Mfg. Co. (industrial TV equipment). Investment group purchased the 137,332 shares (about 30%) of Olympic held by Fox, Wells & Co. Settlement of transaction is scheduled for Nov. 15, when other members of syndicate will be revealed, said Sobin. He added: "Though Mr. Husted is chairman of the Siegler executive committee, he does not represent that company in any way in this purchase. This is totally a personal investment by a group of individuals who see in Olympic an excellent investment, now that our research arm, Olympic Development Co., has been separated from us. Our TV sales through Sept. 30 were 46% over last

year, and our 9-month statement will show a nice profit." Olympic's 6-month earnings were \$158,722 (35¢ per share) on sales of \$8,352,742 vs. profit of \$76,993 (17¢) on \$9,342,768 in first half of 1954 (Vol. 11:38).

"What? Another merger rumor?" That was Sentinel Radio pres. Ernest Alschuler's reply to query about reports that Magnavox and Sentinel were near agreement on merger. He commented: "There is absolutely nothing on the fire at the moment involving a merger of Sentinel. That doesn't mean there won't be something tomorrow or next week or next month. I have been approached by a number of manufacturers who, for one reason or another, have expressed an interest in a merger. I am a businessman and, like other businessmen, am interested in listening to bona fide business propositions. But right now there is nothing cooking."



**Trade Personals:** Charles P. Baxter, gen. mgr. of RCA Victor TV div., elected a v.p., succeeding Henry G. Baker, retired; James M. Toney elected v.p.-gen. mgr. of RCA Victor Radio & Victrola div.; Dr. Douglas H. Ewing elected v.p. in charge of RCA Labs . . . Antony Wright, CBS-Columbia v.p. in charge of engineering, who was one of the "fathers" of RCA's pioneer 630-TS while with that company in Camden, resigned this week, will be succeeded week of Nov. 14 by R. T. Capodanno, Emerson engineering v.p.; Wm. Vassar, Emerson chief engineer, also moves to similar post at CBS-Columbia . . . Seymour Mintz, expres. of CBS-Columbia and former Admiral adv. mgr., currently a consultant with Kudner adv. agency, handling National Co. account, has opened own merchandising-sales consultant firm, Manco Associates, 515 Madison Ave., N. Y. (Plaza 3-3855) . . . Dr. W. R. G. Baker, v.p.-gen. mgr. of GE electronics div., accompanied by electronics counsel Robert M. Estes and CR tube consulting engineer Dr. J. C. Nonnenkens, left Nov. 1 by plane for inspection of European electronics developments, will return Nov. 23 . . . George W. Keown, Tung-Sol gen. sales mgr., elected sales v.p., succeeding Raymond E. Carlson, who continues as a corporate v.p. & director . . . Merle F. Johnson named regional mgr. of distributor sales, GE tube dept., Chicago, succeeded as distributor sales administrator in Schenectady headquarters by Louis M. Robb, San Francisco district sales mgr. . . Ernest H. Vogel retired this week as mgr. of marketing, GE electronics div. . . Verne G. Rydberg promoted to mgr. of Westinghouse industrial tube sales, Clifton Potter to mgr. of new commercial engineering dept., Elmira tube div. . . Karl H. Carstens promoted to Magnavox adv. mgr., replacing Ellis H. Redden, resigned; Stewart Roberts, merchandising director & asst. sales mgr., adds duties of sales training director . . . R. Lee Waterman, gen. mgr. of consumer products, Corning Glass Works of Canada Ltd., elected a v.p., succeeding late Glen W. Cole . . . Henry Goldsmith resigns as U. S. sales director of Kingsway of London Ltd. (hi-fi), plans to represent several British manufacturers from Chicago headquarters . . . Harold Clare named Andrea Radio credit mgr. . . Ronald E. Vedder, Sylvania TV-radio sales training mgr., named district sales mgr., Kansas City . . . R. F. MacGillivray transferred from San Francisco to Los Angeles as district mgr. of Westinghouse major appliances . . . Donald J. Whittum appointed Sparton merchandiser for central Mich., headquartered in Jackson . . . Abraham A. Vogel, Emerson controller, elected v.p. . . W. McConnachie named supt., production engineering, Canadian Westinghouse TV-radio div.; R. Fraser is supt., quality control; R. J. Robinson, service supervisor.

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**DISTRIBUTOR NOTES:** Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) extends coverage to N. J., replacing Apollo Distributing Co., Newark, which becomes Zenith outlet, replacing own factory branch; Wm. J. O'Brien promoted to Kaye gen. sales mgr. . . CBS-Columbia appoints D'Elia Distributors Inc., 1330 Fairfield Ave., Bridgeport, Conn. (Charles A. D'Elia, pres.) . . . Muntz appoints newly-formed Pitt Stores Inc., 5523 Penn Ave., Pittsburgh (Arthur Gartman & Robert Benne, chief officers) . . . Moore Bros. Distributing Co., Houston (Motorola) appoints Ben Collins pres. & treas., replacing W. B. Moore, resigned . . . Westinghouse Electric Supply Co., N. Y., appoints Robert W. Stewart gen. mgr. of consumer products; Louis G. Berger named asst. to pres. Victor D. Kniss . . . Great Northern Distributing Co., South Bend (Crosley-Bendix) promotes Thomas M. Kiley to v.p.-gen. sales mgr. . . Hale Bros. Stores, San Francisco, appoints Robert Nave mgr. of TV-major appliances . . . George Rosen Co., Baltimore (Olympic) appoints Bernard D. Smith sales mgr.

**Topics & Trends of TV Trade:** Philco Service Co., the factory servicing branch set up recently in Chicago, Newark, Philadelphia & Pittsburgh (Vol. 11:35-36), will not become a national subsidiary a la RCA Service Co., it was explained this week by electronic service mgr. Frank D. Whitten.

"We strongly believe in service by dealers themselves, and we have no intention of competing with them," he said. "Dealer service is best for the manufacturer, distributor, dealer and consumer." He described Philco's 4 branches as supplementary facilities in areas where adequate service is not available.

"The consumer who buys a receiver without adequate service is inclined to blame the manufacturer for anything that goes wrong with the set thereafter," he said. "That just isn't fair to the manufacturer, and we want to do everything we can to protect our name."

\* \* \* \*

RETMA quarterly meeting Nov. 16-18 at Chicago's Palmer House will consider new appeal to Federal Trade Commission for reconsideration of trade practice rules (Vol. 11:27-28) and review plans for obtaining excise tax relief on all TV-radio sets (Vol. 11:40-41). In addition, board will receive report of its special frequency allocation study committee (Dr. W. R. G. Baker, GE, chairman), which recently recommended to FCC that RETMA organize all-industry committee to study technical factors in allocations controversy (Vol. 11:43).

Smallest speaker ever built for commercial use is RCA's claim for new unit developed for use in pocket-size transistorized radios. It's 2 1/8-in. in diameter, about 1/2-in. thick. RCA Labs' Dr. Harry F. Olson said size reduction was achieved by incorporating magnetic structure within shell surrounding cone—called this as radical a design departure as putting engine in rear of car.

Outer space dept.: Month-long TV-radio set promotion by Cincinnati Electrical Assn., Cincinnati Gas & Electric Co. & Cincinnati Post tells consumers new receivers are "out of this world," hence offers top prize of "a trip on the first commercial flight to the moon—good until used," for letter contest. If winner doesn't choose to wait, he can convert prize into \$1000 cash.

Four 21-in. caster-equipped consoles were introduced this week by Westinghouse, which said they are "aimed at filling the rapidly increasing consumer demand for mobile TV receivers." Prices are \$200, \$210, \$250 & \$260—casters \$20 extra. They have "Tip Top Front Tuning," aluminized tube and "Silver Safeguard" deep-etched printed circuits.

DuMont's new west coast headquarters at 11800 W. Olympic Blvd., Los Angeles, embracing 30,000-sq. ft. plant, was occupied this week with Ralph B. Austrian as mgr.; George Hakim, mgr. for TV receivers; George Jollie, warehouse & servicing mgr.

Assn. of Better Business Bureaus to distribute work kit on policing comparative price advertising, including check list for determining truthfulness of ads, suggested ad copy, rule card of "do's-&-don'ts" for copywriters. Copies will be available from local BBBs.

Raytheon adds 21-in. maple console at \$230, which it claims is industry's first such set under \$300. It has vertical chassis, top front tuning, 6-in. speaker, 90-degree aluminized tube.

Meetings of Motorola distributors, to discuss marketing and promotion plans in first quarter of 1956, are set for Phoenix Dec. 8-9 and Boca Raton, Fla., Dec. 15-16.

Crosley-Bendix national distributor convention scheduled at Miami Beach, Dec. 5-7.

Philco's next distributor convention will be held in several hotels in Miami Beach, Jan. 4-6.

**Electronics Reports:** Military spent \$1.206 billion on electronics-communications and guided missiles in fiscal year ended June 30, 1955. Defense Dept.'s newly released preliminary *Report on Status of Funds by Budget Category* shows this outlay down about 10% from 2 previous years — \$1.33 billion in fiscal 1954 & \$1.296 billion in fiscal 1953 — reflecting general reduction in military spending since Korean war.

Spending in both categories last year represented approximately 10% of \$12.997 billion in major procurement & production, with \$637,000,000 going for electronics-communications and \$569,000,000 for guided missiles. Largest single item in procurement was aircraft — \$8.038 billion (61%) — which also accounted for considerable electronic equipment not listed as "electronics" in Defense summary.

All 3 services were about equal in percentages of budgets allocated to electronics-communications & missiles together, but varied widely in total sums spent and shares for each category. Their outlays: Army, \$28,000,000 (2½%) for electronics-communications, \$88,000,000 (6½%) for guided missiles; Navy, \$159,000,000 (4%) and \$176,000,000 (5%); Air Force, \$450,000,000 (5.7%) and \$305,000,000 (4.3%).

As of June 30, 1955, military had total of \$1,645,438,000 obligated in unpaid electronics-communications contracts and \$1,355,490,000 in guided missiles, with total of \$3,645,852,000 in unspent funds to cover them. While Defense figures do not break down spending for research & development, the outlay of \$1.364 billion in that operation is known to include sizeable amount for electronics-missiles.

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"Datavision" is new industrial TV system developed by Dage TV div. of Thompson Products Inc. using telephone lines instead of coaxial cable. Datavision is designed for sending check signatures from main banks to branches, transmitting sales records, etc. over distances up to 15 mi. It sends still pictures, which stay on high-persistence screen long enough to be read before they fade off. Dage points out that rental of telephone wires costs far less than cable or microwave service. Camera and receiver cost about \$2250, extra receivers \$625.

Selenium shortage is being felt by electronics industry. Rectifier div. of Sarkes Tarzian Inc. this week advised defense mobilizer Arthur S. Flemming of growing shortage of the vital material together with black market which threatens to destroy small rectifier manufacturers. Company asked that large selenium producers be required to supply electronics industry's needs and that Govt. sponsor selenium scrap recovery program.

Canada's electronics industry, percentage-wise, may outstrip that of U. S. during next decade, said B. K. Westrum, Sylvania sales v.p. and director of Sylvania Electric (Canada) at Toronto news conference this week. Canadian subsidiary, founded in 1949, is making more and more of the products it sells, he said, and should enjoy 50% more net sales this year than last.

**Acquisitions:** Clevite Corp. acquires full ownership of Transistor Products Inc., Waltham, Mass., changing its name to Clevite Transistor Products; Clevite has owned majority interest since 1953. Texas Instruments Co., Dallas, now owns Rogers Exploration Service Ltd., Calgary, Alta. geophysical firm.

Another old-line consumer goods maker diversifies into electronics: 47-year-old Hoover Co. (vacuum cleaners) purchases Phebeo Inc., Baltimore engineering firm specializing in electronics and guided missiles, plans to begin construction of \$500,000 plant for new subsidiary soon.

**Merger plan abandoned:** Stewart-Warner and McGraw Electric Co. this week ended negotiations and announced that no merger was contemplated.

**NEW LIST OF "TOP 100" prime defense contractors** since beginning of Korean war has been compiled by Senate Preparedness Investigating subcommittee, which charged that the list released last spring by Defense Dept. (Vol. 11:23) was "misleading" and "inaccurate." Earlier list covered period from end of Korean war (mid-1953) through 1954, and because of contract terminations and cancellations did not include such large companies as General Motors (No. 1 on subcommittee's new list with \$6.6 billion in contracts) and Westinghouse (No. 16 on new list).

Defense Dept. has denied subcommittee's charges, saying its list was compiled at request of Sen. Fulbright (D-Ark.) who wanted tabulation covering the 18-month period. Some 45 companies appearing on subcommittee's new list didn't appear on 18-month list, it said, because "cancellations and terminations partially or wholly offset new business awarded them during this period."

New list includes 23 companies closely identified with electronics. General Electric with \$3.67 billion in contracts, is biggest of these, being No. 5 among all contractors, followed by General Dynamics (8th), AT&T (12th), Bendix Aviation (15th), Westinghouse (16th). Many electronic items, of course, are made or contracted by big "non-electronic" companies on the list, including aircraft manufacturers who occupy 7 of the first 10 positions. Likewise, most companies identified with electronics also make non-electronic military items.

These are the electronics and related companies on new list (mid-1950 through 1954) together with their ranking among the top 100, their total contracts, amount, of terminations & cancellations and net value of contracts (for comparison with Defense Dept. list, see Vol. 11:23):

| Company<br>(Including<br>Subsidiaries) | Rank | Total<br>Contracts | Terminations & Cancellations | Net Value |
|--|------|--------------------|------------------------------|-----------|
| (in millions of dollars)               |      |                    |                              |           |
| General Electric                       | 5    | \$4,048.9          | \$376.4                      | \$3,672.5 |
| General Dynamics                       | 8    | 2,869.4            | 119.4                        | 2,670.0   |
| AT&T                                   | 12   | 1,916.0            | 160.7                        | 1,755.3   |
| Bendix Aviation                        | 15   | 1,185.5            | 30.3                         | 1,155.2   |
| Westinghouse                           | 16   | 1,601.1            | 454.7                        | 1,146.4   |
| Sperry Corp.                           | 17   | 1,137.9            | 47.3                         | 1,090.6   |
| Hughes Tool Co.                        | 19   | 993.6              | 57.9                         | 935.7     |
| RCA                                    | 23   | 823.1              | 82.7                         | 740.4     |
| IT&T                                   | 29   | 611.5              | 85.5                         | 526.0     |
| Avco                                   | 30   | 544.4              | 22.0                         | 522.4     |
| Philco Corp.                           | 38   | 450.8              | 46.5                         | 404.3     |
| IBM Corp.                              | 39   | 430.3              | 38.6                         | 391.7     |
| Raytheon                               | 42   | 376.0              | 6.7                          | 369.3     |
| Collins Radio Co.                      | 44   | 361.2              | 13.6                         | 341.6     |
| Minn.-Honeywell                        | 62   | 207.4              | 19.8                         | 193.6     |
| Hazeltine Corp.                        | 63   | 213.9              | 22.8                         | 191.1     |
| Remington Rand                         | 64   | 190.4              | .2                           | 190.2     |
| Sylvania                               | 65   | 198.9              | 13.7                         | 185.2     |
| American Bosch                         | 66   | 190.0              | 5.6                          | 184.4     |
| Gillfillan Bros.                       | 79   | 153.1              | —                            | 153.1     |
| Motorola                               | 80   | 161.0              | 8.0                          | 153.0     |
| Admiral Corp.                          | 84   | 152.0              | 6.4                          | 145.6     |
| Stewart-Warner                         | 91   | 128.7              | 4.1                          | 124.6     |

**Flour makes dough**—but so does electronics. General Mills' electronics activities under printed circuits pioneer Cleo Brunetti, is described in Oct. issue of Television Shares Management Corp.'s monthly bulletin, *Keeping Up*. Among products from General Mills' engineering, research & development dept. in Minneapolis: 300-hour aircraft flight recorder; microhygrometer to measure moisture profile of small objects like wheat berries; and the widely publicized "Autofab," first complete automatic assembly machine for electronic circuits ever built by one firm and sold to another (IBM) for production line use.

**Scatter propagation**, reliable beyond-horizon vhf-uhf transmission (Vol. 11:32) is subject of huge Oct. special issue of *Proceedings of the IRE*. Issue was organized by MIT's Jerome B. Weisner and papers procured & selected by Bureau of Standards' Kenneth A. Norton—both important contributors to science of scatter propagation.

A Network President Analyzes

Television & Radio—Today and Tomorrow

Full Text of Report by Robert E. Kintner, President, American Broadcasting Co.

Speaking for TV-Radio Before Annual Meeting of Assn. of National Advertisers, New York City, Nov. 1, 1955

I FEEL SURE I need not devote time to proving that television and radio are the most dynamic, most forceful, and importantly, the most human of our media of communication. They are also the most immediate and the most intimate.

Television today focuses on 35,000,000 sets with 437 stations on the air. [EDITOR'S NOTE: On-air total was 454 as of Nov. 1, 1955.] In 1957 there will be over 38,500,000 sets and certainly before 10 years, nearly all of the 55,000,000 homes we should have by then will have TV. Television's dollar volume this year will pass the billion-dollar mark.

A simple indication of the growth of TV coverage, which is of the greatest interest to the TV advertiser, is the fact that 3 years ago the average evening program covered only 70% of TV homes, while the average evening program today covers over 83%—actually, because of the increase in sets, more than twice as many homes—in terms of delivered audience.

In considering TV from the advertiser's viewpoint, the first question that naturally suggests itself is what proportion of the advertising budget can be profitably allocated to this medium.

In 1948, every one of today's top 25 advertisers, excluding distillers, were in network radio, and to 11 of them it was their most important advertising medium. Today, for at least 19 of these 25 advertisers, TV is unquestionably their No. 1 medium. Counting only network TV, the typical advertiser in the top 25 invested 47% of his advertising dollars in TV and 56% in the broadcast medium.

The challenge of TV is not a challenge of whether the medium is effective, the challenge is how best to program it, how best to buy it, and how best to use it commercially—a challenge that is shared by the broadcasters and the advertisers. Since only 165 advertisers use network TV today, there is the added challenge of how the networks can make greater use of TV by smaller companies possible.

The Trend in Programming

What is the trend in programming?

Andrew Carnegie once said, "There is no harm in putting all your eggs in one basket—as long as you watch the basket." Mr. Carnegie was a wise man, but unlike Christopher Marlowe, writing 350 years ago, he probably did not envision "infinite riches in a little room," which I interpret to mean the present TV screen.

The trend in TV today by top advertisers and by small advertisers is unmistakably toward more and more shared sponsorship, rather than a complete sponsorship of programs. Three years ago, 51% of network TV advertisers were participating sponsors. Today, 76% are participating in some form of multiple sponsorship. This has come about for budgetary reasons; from a desire to spread the risk of a flop over several shows; and from a desire on the part of the larger advertisers to distribute their commercial minutes over different time periods and days of the week for different products.

Let me cite the advantages and disadvantages of this trend. The advantage is a simple one of the ability to participate in programs with bigger stars, bigger production budgets, and creative values that should attract larger audiences.

The disadvantage, in the minds of many agencies and advertisers, is that these programs are inevitably network-controlled. Also, the advertiser loses the greater identification, the greater audience gratitude, and the tailor-made merchandising possibilities.

We all should face the facts on this controversial question of network control of programming. There is no doubt that certain networks, at certain times, have worked almost desperately to replace advertiser-controlled programs with network programs which they believed would obtain greater public attention. Sometimes the networks were right; sometimes the networks were wrong.

Networks Handed More Responsibility

I, personally, believe that in order to program 3 strong networks from early morning until late at night, every creative force—whether it is from the networks, the advertisers, the agencies, or the packagers—is needed. The objective fact, however, seems to be that this issue is becoming more and more academic because of multiple sponsorship, with the result that the networks are being handed more and more responsibility of direct programming. This comes about, in great part, because of the tremendous commitments that must be made in programming, and the inability of multiple sponsors to get together on their own.

This entails a great responsibility on the networks' management, for in effect what is happening is as old shows are replaced with new, networks are being put in the position of calling the shots in the great preponderance of network time periods.

At the risk of taking a Rotarian approach, I believe that this calls for much closer liaison between the advertising agencies and the networks; a much better understanding by the networks of consumer motivation; and a great deal more research by all of us on what makes people buy.

I think the increasing emphasis on consumer motivation in brand selection and in the habit patterns of consumption itself, which seems sure to open new advertising vistas in the next 10 years, will show that selection of the right program frame is as important as the right kind of presentation technique for the commercial itself.

Trend Toward Film Programming

Television is such an intimate medium that I doubt if circulation and audience measures are at all adequate yardsticks from which to judge individual audience reaction or to infer a correlation with sales effectiveness. Proper research may, in truth, revive the desire to sponsor individual programs exclusively and may well reverse this present participation trend. In any event, I think it is a field where the advertiser, the agency, and the network must spend substantial sums.

Next to the trend towards participating sponsorship,

a striking development is the trend toward film programming. Today, the networks—all 3 of them—are programming between 40% & 50% of Class A nighttime hours with film. I think this will be substantially increased. The advantages are many: Lower costs due to use of re-runs, either by the same advertiser or by a sell-off to other national or regional sponsors; the possibility of overseas revenue; the ability to get performers and production forces that can be gotten in no other way; and the advantage in merchandising.

The disadvantages are principally twofold, but they are important: One is a misjudgment in putting the wrong type of show on film, such as may be the case of comedians; and, secondly, the terrific damage that can be done when things go wrong after the shows are in the can and flop.

Particularly with the advent of color, the percentage of film on networks will greatly increase, but I believe the advertisers and networks face a severe test of judgment in measuring the worth of the spontaneity of the live show.

I know that you have been bewitched and bewildered by the development of the spectaculars, about which I can speak freely since this has been a battle between NBC and CBS. Advertiser reaction has been very strong—ranging from complaints by advertisers of having lost their shirts to pride of “having captured the imagination of millions,” depending upon whether or not the spectacular produced the rating that its tremendous costs make necessary.

In order not to put myself in either corner, I will call these shows special programs. If you are talking of cost-per-thousand buying, you will be interested that all special shows on another network, rated by Nielsen over a 6-month period last season, resulted in \$4.42 cost-per-thousand per commercial minute, compared to \$2.99 cost-per-thousand of the average commercial nighttime program. In other words, the cost-per-thousand of the average special show was about 50% higher than the average nighttime show in addition to having far less reach over a 4-week period. On the basis of regular buying, I doubt if more than half of the special shows can achieve a good cost-per-thousand, but the special shows do have certain advantages in special promotion for the larger companies. It is one method whereby the smaller companies can afford to use the medium to bring special stars and programs to TV. I think the number of special shows should increase rather than decrease.

I think the real significance of special programs in the long run will be to expand normal programming length to 90 minutes and longer. There is nothing sacred about the half-hour and hour timing of programming, and since research seems to indicate that it is a better gamble in attracting audience and holding people to have a longer, rather than a shorter show, it is my guess that next season will see many 1½ and 2-hour programs in the daytime and nighttime on a regular basis. In effect, what the networks and producers will be attempting to do is to recreate in the home, on a regular basis, program vehicles very similar to the motion pictures and the full-length plays. To say that this is a gigantic creative job is a masterpiece of understatement, but one which I believe will be solved by marshaling the full forces of the creative community.

#### Is TV Pricing Itself Out of the Market?

I have attempted to highlight some of the possible TV program trends, and I should like now to turn to what I will call some “problem areas.”

The first is the oft-repeated charge that “TV is pricing itself out of the market.” We are in a scarcity market on creative talent, whether it be performers, writers, producers or directors, so that the advertisers, the agencies and the networks are at a disadvantage. We also, unfortunately because of prestige factors, are perhaps the victim of certain networks and certain advertisers trying to show each other that they can do anything better than the other fellow. This is a subject where I am not the

proper person, nor is this the proper forum, to make a comment.

Program costs over the last 3 years have risen substantially. Looking at 28 shows which have been on the air since 1951, we find that their production cost has gone up about 83% while during the same period time costs have doubled. However, these costs have been outdistanced by the growth in TV circulation. Compared with 4 years ago, the cost-per-thousand of the typical TV program has fallen. However, in the past year the cost-per-thousand index has shown a slight rise. This has resulted from greater competition among networks for the audience; the adding of new stations and smaller markets; and the fact that some new advertisers, principally smaller advertisers, are not buying TV with commensurate program expenditures.

It is certainly to the interest of the networks to keep costs down, and to pass on to the advertisers these savings. The networks are not receiving unconscionable profits. In 1954, when the network gross sales were \$306,000,000, profits were \$36,500,000 including the profits of 16 owned network stations which, of course, are more profitable than the network.

#### Color No Major Factor Until 1957

Putting aside costs, on which I doubt if the networks and the advertisers will ever agree, let me touch on another problem area—that of the development of color. Here again, I am in somewhat of a delicate position, since our company is not a manufacturer of TV sets, and since I know that I need not recall to this audience that the forecast on the progress of color has been substantially overstated. Color TV apparently will not be an important factor in the immediate future, as far as reaching large audiences is concerned. According to the best estimates we have been able to obtain in the trade, I am told that there are about 40,000 color sets compared to over 35,000,000 black-&-white sets in the country at the present time—a substantial part of which are in the hands of dealers. I am also told that the industry should produce about 150,000 sets this year. So, from a color circulation point of view, it would appear that we are now about at the stage we were in mid-1948 with black-&-white, and it looks to our research people as if color will go through the same 5-year circulation growth that black-&-white did, although at a slower rate, to achieve really national penetration.

However, perhaps I should hedge this prediction by saying that black-&-white set sales of 500,000 per month, and more, surprised even the industry, but it is my personal belief that color will not be a real major factor in network programming until at least 1957.

#### FCC Should Act Quickly on Allocations

The principal problem area, in my judgment, is the restricted markets challenge, which is of tremendous importance to advertisers as well as to the networks. Under the Federal Govt. allocation plan, there can never be truly competitive TV service in many of the top 100 markets covering the great bulk of the population, because of the inability of the UHF station to compete with the VHF stations. I can, perhaps, illustrate the point best by saying that of a total of 244 TV markets today, there are only 11 that have 4 or more TV stations; that is, only 5% of the present markets are truly free markets.

Without disrupting the present TV business, it is possible for the FCC to authorize the moving of VHF stations which have not been used in smaller communities; to create new VHF stations; to return to commercial broadcasting interests certain educational VHF channels not in use today; to deintermix and separate VHF's from UHF's in certain markets; and through other means to create at least 3, and I would hope 4 or 5, truly competitive TV stations in the great bulk of the top 100 markets.

If you and the 3 networks, supplemented by the 4th or 5th network, are to do business on equal footing with your competitors, this FCC action must be taken and taken quickly.

At first blush, this may appear to be an intrusion of this meeting of the private business of the networks, but

actually it is your business, because if your programs cannot be heard in many of the top 100 markets, except in bad time periods, you are not getting an equal share of the potential with your competitors.

Another problem relates to protecting your program franchise. With 3 strong networks operating in competition, the advantages to certain advertisers with important programs on one or 2 networks will be diminished as TV advances. As TV reaches practically the 100% saturation of radio, the individual program broadcast ratings and broadcast audience will probably go down per market, and even per dollar invested. This increased competition means that the small trend of rating decline—about 10%—experienced by most programs during the 1954-55 season may become accelerated. To put it in its simplest terms, *Lucy* and *Dragnet* will still be good, but they won't have a 70% share of audience as they did in 1953, or even a 50% share as they do now. Even newcomers like *Disneyland* with a current 60% share of audience will feel the effect of more and more freedom of program choice.

It may seem strange to you to have a network president point out the possibility of share of audiences declining, but to me it represents a challenge in programming to offset this by getting more people to tune in more often. The program you buy today for tomorrow has to be 3 or 4 times as strong in inherent popularity and audience recruiting power than the program you bought last year or this year, to deliver for your company the same relative sales effectiveness and advertising value.

Time franchises, as contrasted with program franchises, are the key to successful TV advertising, just as they have been in radio, because of the limitation of the hours in the day. I am not talking of the possibility of your franchise suddenly being hit by something like the *\$64,000 Question*. I am talking about your franchise being faced with newer, better researched, more-likely-to-succeed programming than the old durables on which you may be riding.

#### Urges Re-evaluation of TV Potential

Now as to commercial use, TV has been so effective in terms of previous advertising standards that relatively little research has gone into testing TV commercials as compared, say, with copy testing, readership studies, and the like for your printed advertising. To meet the challenges of America, to increase the sales effectiveness of TV, I believe it behooves all of us to re-examine our most cherished beliefs, and even our proudest accomplishments to date, to permit pure research to analyze more completely than ever before the emotional and persuasive potential of TV commercial presentation.

I do not believe—and I can say this because I am in a neutral frontier as between advertiser and agency—that the average TV commercial is as well done as the average print ad, but this fact is obscured by the tremendous impact advantages of the bare method of presentation—the sight-&-sound medium of all TV itself. In other words, I believe the effectiveness of TV advertising can be increased *geometrically* while TV's circulation, now that 70% of the homes are TV equipped, can only be increased arithmetically. I think we in the TV business also have to know a great deal more about the habits and inclinations of the people who control the TV set and who sit by it. Very recently our company financed a pilot study in the Detroit area to try to pinpoint some of the characteristics of viewing control and viewing inclination. Admittedly, it only suggests clues, but since we prepared it with the idea of supplying information to this group, I believe you will be interested in some of the highlights, particularly those which may be different from what you have suspected:

#### Survey Findings Among Detroit Viewers

(1) We found the dominance of the housewife in nighttime TV viewing is considerably greater than the male; 28% greater with regard to over-all activity and 46% with regard to general interest. Peculiarly enough, this was not necessarily traced to our living in a matriarchal

society, but rather to the absence of the spouse. I can only presume that in Detroit the boys either work harder or play harder.

(2) There is frequently more unanimity of appeal within the household of lower-rated programs than for most programs appearing in the top 10 in terms of total homes delivered. I suppose that this may be traced to the fact that the leading programs become more controversial, presumably developing strong dislikes as well as likes which tend to fragmentize the audience within the household.

(3) It appears that the housewife asserts herself to a greater extent in the selection of a TV program when there is general drama or a situation comedy available. As for mysteries, the housewife appear to have about the same interest level as her husband. Naturally, as you would expect, when sports events are on, the husband asserts his dominance, but what surprised me is that he exercises it also for certain types of motion pictures. I can only guess that the same factors which keep men away from home in Detroit must affect their choice of feature films on TV. Incidentally, the husband frequently reports, especially on week-nights, that he would like to watch programs other than those chosen by his family, so presumably the presence of a second TV set in the home will increase the male viewing activity.

(4) The most important point that this pilot survey showed was that there were approximately half as many family members not watching TV as were watching during prime evening hours. Of these non-viewers, almost as many were in the home as were out of the home. This indicates, of course, that there is still a sizeable reservoir of potential viewers at home in peak-viewing hours which better programming would attract to the set.

(5) The old axiom of radio that habit plays a strong role in listening activity is certainly indicated by this study. The study shows that good programs, regularly slotted, are very hard to beat. Consequently, if you are considering a special one-time show in TV it probably will get good results only in particularly soft-time periods in the regular program schedule. Moreover, it is evident that if special shows are scheduled during strong weekly programming time periods, they reduce to a considerable degree the unanimity of audience appeal in the household. This, of course, results in reducing viewers per set to the average special show.

#### Radio's Status in the TV Age

I will touch very briefly on network radio, not because I do not believe it is important, since any medium of information that can reach 96% of all homes in America is extremely important, but because I believe that I can highlight the problem as it affects network radio rather succinctly.

You remember the good old days when the first topic of conversation in the morning was "Did you hear Hope last night?"; when an embittered Fred Allen was offering to insure his listeners for \$5,000 against any loss of money by not being called by *Stop the Music*; and when "Miss Hush" instead of Hal Marsh was on the front pages. There have been many, and elaborate, studies of network radio. They net down to the fact that about the same number of people listen to radio today as they did before TV, but they do not listen as often or as long. These studies point out simple facts well known to you—that there is less radio listening in the living room, and more in other rooms and in cars; that radio is listened to by the individual and not by the family; that radio listeners look for both personal guidance and entertainment; that in the daytime radio listeners do other things while they listen, while 2 out of 3 nighttime listeners concentrate only on the program.

I think the problem of network radio and of local radio, for that matter, is not a problem relating to the public, although listening and revenues have dropped. It is primarily the failure on the part of the radio networks and of the local stations to back their research with substantial sums to return to radio the excitement that is necessary. This reluctance of the business to gamble, I think, is also

due in substantial part to the attitude taken by those advertising agencies who refuse to give it proper consideration; and by those advertisers who are most interested in satisfying distributors and salesmen with glamour buys in TV rather than good advertising buys.

We are greatly concerned by the general acceptance of the easy way out of the radio business by supplying long blocks of music and news. This concept, it seems to us, is dragging radio to the lower levels of monotony. We would be foolhardy to imagine that we could return to the days of the family gathered around the set to hear Amos 'n' Andy or Jack Benny. The radio listener now demands a freedom of choice where he can tune in and out of a program without being forced to listen hour on end.

#### Clue to Future of Network Radio

The clue to the future of network radio, our research indicates, is in dramatic stories in the daytime which satisfy the housewives' desire for a realistic approach by dealing with problems with which she can really identify herself and from whose dramatization she can profit; in programming that can be listened to on a day-to-day basis without carry over; and, in the nighttime, the broadcasting of real information, designed to answer emotional, spiritual and similar demands of the individual through techniques that are exciting, but also in program lengths that are short and can be tuned in and out.

I think it is to the discredit of the networks, the advertisers and the agencies that this instantaneous medium with such potential for good and with such advertising advantage in cost-per-thousand, has been permitted to become a stepchild in the communications business. However, I see signs among the networks of program vitality. I hope their efforts in network radio will receive greater support from the agencies and advertisers. Thus a revitalization of radio can quickly result.

Let me just touch briefly on future electronic developments, for they will affect your advertising. Taking 2 years from now as a first forecast, TV will be little different from what it is today as far as the general public is concerned. Of course, there will be an increase in the number of color TV sets, but a trend towards larger screens will be delayed because of this color development. The method of transmission will improve, and by 2 years from now we shall see the entrance into commercial TV of tape operations which will substantially improve the kinescope methods of today.

It is more interesting to guess about the electronic world 10 years from now, in 1965. In our judgment, color TV will be commonplace, with receivers accepting equally good black-&-white or color. The home receivers will bear little resemblance to those in common use today. Screens will be flat and large size—to be hung on walls, put on patios, built into fireplaces, and used wherever picture frames or mirrors are used today. These screens will be measured in feet, not inches, and we may even expect 5x7½-ft. picture sizes. The electronic feeds will come from miniature cabinets. Home maintenance problems will be greatly lessened, and since no tubes will be used, the life of a TV receiver may be expected to extend over long periods of time.

#### World-Wide TV Will Be Commonplace

By 1965, there should be small TV cameras for closed circuit TV in every home. These cameras will allow the busy housewife to observe the children at play, acting as nurses and giving her additional eyes all over the house.

TV telephones should be available for both business and home installations, offering both parties the dubious advantage of seeing each other.

Trans-world TV will be as commonplace as transcontinental TV is today so that our program fare will regu-

larly include trans-oceanic and trans-world TV programs. And lest you think all the new developments will be in TV, radio receivers will have been drastically altered by 1965.

I am sure you are all familiar with the newest marvel in the electronic world—the transistor. This extraordinary device, no larger than a pea, will make possible the "Dick Tracy" wrist-watch transmitter and receiver. There will be thousands of conversations of mothers calling their youngsters home, motorists (God forbid) chatting between cars on the highways, housewives at bridge parties giving instructions to their maids over their personal miniature 2-way radio telephones. Radios will be of watch-size, and everyone will carry one with him or her.

I will not even attempt to judge how well we shall be able to know, and motivate, the consumer in 1965. All I will prophesy is that most of you gentlemen will be chairmen of the board, and you will be watching your children or grandchildren become shop stewards, arbitration delegates, or officers of IOU or some other tax exempt institution.

We are on the edge of an era of automation. Automation as a concept is not new, but its extent and future development is. Automation, if coupled with increased consumption, can mean many wonderful things for the future—higher salaries and more leisure time which will result in the sale of more consumer goods. Automation, coupled with increased production, can mean new unlimited horizons for Americans. The basic principle of automation is the feedback—a fascinating phenomenon—which electrically and mechanically corrects mistakes. Feedback makes possible the magic of the self-regulating and self-correcting mechanism.

#### TV Will Be Major Selling Machine

We cannot, nor would we want to, apply automation to the individual's conduct, but basically in consumer selling the feedback principle can be in new types of qualitative research that are so necessary in the communications business. In effect, all research is a feedback since it completes the circuit from sales message to the consumer and back to the advertiser who in the future should be able to tell much more scientifically how he should regulate the signal; how he can improve his message.

I believe TV will be the major selling machine that will enable us to meet the challenge posed by the production machine of the future. TV is to the problem of consumption what automation is proving to be to the problem of production.

The more production is based on automation, the more selling, advertising and marketing need humanization. One of the reasons the broadcast media are so successful has nothing to do with their wide coverage and circulation. They are as successful as they are because they are the most human of all methods of communication—the most immediate, the most personal, the most intimate. They not only reach people, they communicate ideas and desires to them on the human level. Here at once, through broadcasting, is a mass medium that is a personal medium.

We only imperfectly understand the personal impact of radio and TV although we have sold the media for years on the basis of its measured mass reach. This is the area where research will be most helpful in the future, for just as you turn your attention from production and distribution problems to consumption problems and are increasingly studying the consumer himself, so in the future you will be buying by an impact yardstick rather than a purely circulation yardstick. When both the circulation and impact dimensions of radio and TV are measurable, your use of the broadcast media will be even more effective than it is now—as it will have to be to meet the Challenge of America.

**N**EWLY ELECTED IRE president for 1956 is Arthur V. Loughren, 53, Hazeltine research v.p., who was a vice chairman of NTSC, which formulated color standards, and winner of the 1955 Morris Liebmann Memorial Prize for his work on compatible color. He succeeds John D. Ryder, dean of engineering, Michigan State U. New v.p. is Herre Rinia, research chief of Philips of Eindhoven, who succeeds Prof. Franz Tank, of Swiss Institute of Technology. Newly elected 1956-58 directors are E. W. Herold, RCA Princeton Labs, and Prof. J. R. Whinnery, U of California.

Regional directors for 1956-57 were elected as follows: Region 1, C. R. Burrows, Cornell U; 3, J. G. Brainerd, U of Pennsylvania; 5, J. J. Gershon, DeVry Technical Institute, Chicago; 7, C. F. Wolcott, Gilfillan Bros., Los Angeles.

Philco's Frank J. Bingley, color research engineer, was winner of Vladimir K. Zworykin TV Prize Award for 1956. Zenith's Jack E. Bridges won the Browder J. Thompson Memorial Prize for his *Proceedings of the IRE* paper on "Detection of TV Signals in Thermal Noise."

Among the 75 new fellows named by the IRE board at Nov. 2 meeting were: Bell Labs' Wm. R. Bennett, Horace T. Budenbom, Alva B. Clark, Clifford E. Fay, A. Gardner Fox, Russell C. Newhouse, Robt. L. Wallace Jr.; RCA's Loy E. Barton, Alan M. Glover, N. I. Korman, Humboldt W. Leverenz, Waldemar J. Foch, Edwin E. Spitzer, Wm. A. Tolson; Philips Labs' Ora S. Duffendack & George A. Espersen; Stanford Research's J. V. N. Granger & Jesse E. Hobson; GE's James E. Beggs, Harry F. Mayer, Chauncey G. Suits; Federal Labs' Harold A. Snow and Avery G. Richardson.

Also elected fellows: Leslie C. Jesty, Marconi's; Wm. S. Bachman, Columbia Records; George E. Bailey, IRE exec. secy; Capt. W. G. H. Finch & Capt. Willis H. Beltz, USN (ret.); Wilson P. Boothroyd, Philco; Rudolf C. Hergenrother, Raytheon; Kurt Lehovc, Sprague Electric; George McElrath, NBC; Wayne B. Nottingham, Electronics Corp. of America; Gordon K. Teal, Texas Instruments Inc.; A. Melvin Skellett, Tung-Sol; John M. Sheldon, Corning Glass; Wm. J. Barkley, Rust Industrial Co.

Spencer-Kennedy Labs Inc., Cambridge, Mass., electronics and community antenna equipment firm, announces "enlargement of management," with this alignment of top administrators: Founder Fitzroy Kennedy assumes senior management post of board chairman; Donald Spencer, of investment brokers Scudder, Stevens & Clark, Cambridge, Mass., becomes pres.; George W. W. Brewster becomes chairman of exec. committee.

Electronic home kitchen range, retailing at about \$1000, will be placed on market this month by Tappan Stove Co., using radar-type heating unit developed by Raytheon. Tappan unit employs "browning" device to improve food's appearance and operates at 2450 mc. GE announced similar stove, due on market late next year, and Frigidaire and Westinghouse indicate they will market a unit soon.

"Scatter" technique of long-distance vhf & uhf communications (Vol. 11:32) will be topic of address by Dr. Allen B. DuMont at Washington IRE meeting in Lisner Auditorium Nov. 14.

Spring TV Conference sponsored by IRE Cincinnati Section will be held April 13-14, with Suburban Bell's Arthur B. Ashman in charge of adv. & exhibits; Crosley's Reuben Nathan in charge of hotel registrations.

"Single Sideband" is 24-p. brochure issued by Eitel-McCullough, San Bruno, Cal., giving characteristics of tubes used with single sideband.

Transistor production data may soon be tallied on regular basis by RETMA, which is currently surveying industry to determine if it can get production figures.

New section chiefs in Central Radio Propagation Labs of National Bureau of Standards' Boulder, Colo. labs: Thomas N. Gautier Jr., upper atmosphere research; Richard C. Kirby, ionospheric research; Wm. Q. Crichlow, frequency utilization research; Myron C. Selby, high frequency electrical standards; Alvin H. Morgan, radio broadcast service; Dr. David M. Kerns, extreme high frequency & noise; George Birnbaum, microwave frequency & spectroscopy; Robt. Beatty, microwave circuit standards.

DuMont technical products div. (instruments & parts), under Dr. P. S. Christaldi, promotes F. Wm. Scharpwinkel to technical sales dept. service mgr. and Rudolph H. Arp to mgr. of parts sales in expansion of national service facilities.

Rear Adm. Ernest St. C. von Kleeck, retired chief of staff of 4th Naval District, joins El-Tronics, Philadelphia, as asst. to pres.; Arnold A. Zachow, operations mgr., elected operations v.p.; Joe N. Lopes, ex-Crosley, named sales mgr.

William N. Norris, v.p. of Remington Rand div., Sperry Rand Corp., appointed gen. mgr. of new Univac div., consolidation of all electronic computer and tabulating machine operations.

Dr. Heinz K. Henisch, transistor authority on leave from U of Reading, England, appointed visiting scientist at Sylvania physics lab, Bayside, N. Y.

Dr. Elmer W. Engstrom, RCA senior exec. v.p., speaks on automation Nov. 11 at U of Pennsylvania Centennial Symposium on Modern engineering.

J. L. De Cubas, ex-gen. areas sales mgr., elected operations v.p., Westinghouse International Co., succeeding George L. Wilcox, now pres. of Canadian Westinghouse.

James H. Foster, chief of electronic research, Erie Resistor, promoted to gen. mgr. of electro-mechanical div.

Raymond D. Griffiths, ex-Sylvania field sales mgr., appointed director of govt. contracts dept., National Co.

Edwin M. Martin, ex-v.p. of Farnsworth TV & Radio Corp., named patent attorney for Hughes Aircraft Co.

J. Kneeland Nunan, ex-pres. of Consolidated Vacuum Co., named v.p. & gen. mgr. of Clevite Research Center.

Col. Earle S. Cooke, commander, Signal Corps engineering labs, Ft. Monmouth, promoted to brig. gen.

Solar-powered all-transistor radio which might "last lifetime without repair" has been produced experimentally by Admiral. Using 7 solar battery cells (\$25 each) and 8 transistors, set is about size of ordinary table model radio, may be in production by 1958.

"Safety & Special Radio Services Primer," issued by FCC, is 14-p. guide to mushrooming non-broadcasting stations, groups services into 4 broad categories, explains function of each.

Varian Associates of Canada, wholly owned by Varian Associates, Palo Alto, Cal., has opened 10,000-sq. ft. microwave tube plant at Georgetown, Ont.

Consolidated Engineering Corp., Pasadena, Cal., has asked stockholders to approve change of name to Consolidated Electrodynamics Corp. at Nov. 7 meeting.

Webster-Chicago has bought, for about \$1,000,000, the White Cap div. of White Cap Co., Chicago, major supplier of electrical steel laminations for TV transformers.

Jerrold Electronics Corp., Philadelphia, recently opened new 9800-sq. ft. engineering labs at Byberry Rd. & Pennsylvania Turnpike.

Eitel-McCullough building 17,000-sq. ft. addition to main plant in San Bruno, Cal., to be used for production of super klystron amplifier tubes.

**Financial & Trade Notes:** Motorola pres. Paul V. Galvin disclosed this week that his firm—in radical departure from TV-radio-electronics—had entered an entirely new manufacturing phase in becoming principal supplier of new all-mechanical push-button gear-shift mechanisms for all Chrysler Corp. automobiles. Motorola has long been a prime supplier of auto radios.

In report to stockholders, Galvin announced that third quarter sales of \$60,685,113 set record for that period and earnings of \$1,940,847 (\$1 per share) almost eclipsed previous high mark, comparing with \$47,038,843 sales and \$1,731,766 (90¢) earnings in same 1954 period. For 9 months of 1955, earnings were \$4,885,848 (\$2.52) on \$153,978,232, up 6% from \$4,590,067 (\$2.37) on \$139,504,053 in same 1954 period. Predicted sales of \$225,000,000 for year (Vol. 11:30, 41) still are expected, he said.

On color TV, Galvin said big-volume market still was 2-3 years away, still a luxury item though firm is selling sets in limited quantity. Galvin stated: Microwave sales are booming, industrial electronics applications are expanding, portable radio sales are excellent, and auto radio deliveries to car builders—principally Ford, Chrysler & American Motors—continue to follow curve of auto output.

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Philco sales in first 9 months of 1955 pulled up to \$269,218,000 and net income to \$4,854,000 (\$1.21 per share) from \$249,726,000 & \$2,275,000 (53¢) in same 1954 period which included 7-week strike in its electronic plants. Third quarter sales were \$91,177,000, net income \$1,279,000 (31¢) vs. \$75,050,000 & \$540,000 (12¢). In Nov. 4 report to stockholders, pres. James H. Carmine said demand for 1956 TV line is greater than ever, that refrigerator and other appliance sales are substantially ahead of last year, but that “unusually keen competitive conditions again resulted in considerably reduced earnings in air conditioning.”

Carmine announced that Philco has just received one of its largest govt. contracts, providing for volume production of guided missiles. He predicted:

“Looking to the future, Philco is continuing its large development programs and incurring pre-production expenses on color TV, transistors, automatic production equipment, and an entire line of automatic washers and driers. We believe that each of these fields will contribute substantially to our sales and earnings in coming years, but we are currently in the make-ready stage and are absorbing the heavy cost of all these projects on a pay-as-you-go basis.

“With demand for our TVs, home & automobile radios, and refrigerators continuing at a high level, and the tempo of our govt. work increasing, we expect a gratifying volume of sales and earnings in the fourth quarter this year and are also budgeting for increases in almost all product lines in 1956.”

\* \* \* \*

IT&T has no intention of spinning off or divesting itself of any of its electronics or telecommunications operations, nor is it involved in any merger plans, said v.p. Leonard Jacobs II at recent meeting of Financial Analysts of Philadelphia. This was in response to question undoubtedly evoked by recurring rumors that its Capehart-Fansworth subsidiary may be sold or merged. Comptroller Paul F. Swantee said 1955 sales are running 10-12% ahead of 1954 and earnings of parent company should exceed \$2 a share vs. \$1.35 last year.

Tung-Sol earned \$2,286,511 (\$3.29 per share) on record sales of \$36,051,818 during first 9 months of 1955 vs. \$1,478,493 (\$2.51) on \$28,103,964 in same 1954 period. Outstanding common shares in 1955 period totaled 644,587 vs. 565,328 in same 1954 period.

Among officers' & directors' stock transactions reported to SEC during Oct.: Owen D. Young sold 700 shares of ABC-Paramount 5% pfd., holds 625; Parker H. Erickson sold 200 Avco, holds 200; Arnold O. Beckman sold 25,000 Beckman Instruments, holds 466,933; Pat Leone bought 2200 Gabriel Co., holds 2200; Harry S. Samuels & wife bought 800 Gabriel, hold 10,900; John W. Belanger transferred 100 GE to Mrs. Anna Belanger, bought 2625 GE, holds 7557; L. R. Boulware bought 4500 GE, holds 4500; Orville F. Haas bought 987 GE, holds 2295; H. A. McKinnon bought 300 GE, holds 4227; Gerald L. Phillippe bought 2150 GE, holds 3772; Arthur F. Vinson bought 690 GE, holds 3709; Clarence C. Walker bought 1125 GE, holds 2853; J. Geoffrey Notman sold 1410 General Dynamics, holds 1000; Laurence B. Dodds bought 100 Hazeltine, holds 200; John A. Rankin sold 105 Magnavox, holds none; Thomas A. Kennally sold 2900 Philco, holds 9064; Leslie J. Woods sold 100 Philco, holds 7593; Paul F. Hannah sold 1000 Raytheon, holds 1348; Harold C. Mattes sold 532 Raytheon, holds 7427; Norman Waite bought 100 Sangamo Electric, holds 100; Curtis A. Haines bought 260 Sylvania, holds 766; P. E. Haggerty bought 669 Texas Instruments in trust, holds 149,859 personally; John M. Schliff bought 500 Westinghouse, holds 10,500; Frank M. Folsom bought 100 Whirlpool Corp., holds 100.

WJR, The Goodwill Station, big Detroit AM outlet and one of few whose stock is publicly held, reports sales of \$1,961,524 and net income of \$169,863 (33¢ per share) for 9 months ended Sept. 30. This compares with \$2,214,243 & \$274,997 (53¢) in same 1954 period. Third quarter sales were \$636,952, net income \$38,774 (8¢) vs. \$679,710 & \$58,320 (11¢) in 1954 period.

Storer Broadcasting Co. reports net income rose to \$2,864,269 (\$1.13 per share) in first 9 months of 1955 from \$2,355,947 (92¢) in same 1954 period. For Sept. quarter, Storer profit was \$1,012,360 (41¢) vs. \$738,638 (29¢). For month of Sept. alone, profit was \$409,439, which is 91% ahead of the \$214,913 of Sept. 1954.

Reeves Soundcraft Corp.'s consolidated net income for 6 months ended June 30 was \$92,910 vs. \$54,533 in 1954 period. Sales were \$1,923,481 vs. \$1,482,568, up largely because of increasing consumer & industrial demand for magnetic products, according to pres. Hazard E. Reeves. New Microlac recording disc has been well received, he states in Oct. 14 report, and sales of wholly-owned Bergen Wire Rope Co. have increased.

Globe-Union (Centralab) earned \$364,824 (51¢ per share) on sales of \$15,388,836 in quarter ended Sept. 30 vs. \$180,783 (25¢) on \$13,539,269 in same 1954 period. Earnings for first 9 months of 1955 are \$853,925 (\$1.19) on \$35,053,158 vs. \$338,903 (54¢) on \$30,636,439 in corresponding 1954 period.

Gabriel Co. earned \$68,251 (12¢ per share) on sales of \$3,545,070 in quarter ended Sept. 30 vs. loss of \$61,483 on \$4,420,916 in same period of 1954. Earnings for first 9 months of 1955 were \$69,905 (9¢) on sales of \$10,304,862 vs. \$89,302 (13¢) on \$14,453,856 in 1954 period.

Raytheon earned \$764,000 (28¢ per share) on sales of \$39,184,000 in quarter ended Aug. 31 vs. \$1,102,000 (44¢) on \$44,698,000 in same 1954 period.

Jerrold Electronics Corp., in first report since its public stock issue, reports sales of \$1,559,779 and net profit of \$51,249 (6¢ a share) in 6 months ended Aug. 31.

Dividends: Tung-Sol, 60¢ extra and 25¢ regular quarterly, payable Dec. 2 to stockholders of record Nov. 18; DuMont, one share of new DuMont Broadcasting Corp. for each 2½ shares of Allen B. DuMont Labs, record Nov. 14.

Herman H. Kahn, partner in N. Y. investment banking firm of Lehman Brothers, elected to Avco board.



**Color Trends & Briefs:** Most dramatic portion of NBC's \$12,000,000 color expansion program (p. 3)—conversion of Chicago's WNBQ completely to color by next April 15—was announced Nov. 3 in unique color closed-circuit split-screen N.Y.-Chicago press conference. Balance of program, covering N.Y. & Los Angeles, was disclosed after NBC board meeting next day—covering plans to spend \$6,000,000 on Burbank, Cal. facilities, \$4,750,000 on N. Y.

Participating in closed-circuit conference were RCA-NBC chairman Brig. Gen. David Sarnoff, NBC pres. Sylvester L. Weaver, NBC exec. v.p. Robert W. Sarnoff, owned-station v.p. Charles R. Denny, WNBQ mgr. Jules Herbubeaux.

Gen. Sarnoff said WNBQ was chosen to be first all-color station "because Chicago has always been a key city in the operations of NBC and the radio & TV industry generally." Chicago is big; it's home of many set makers; it's centrally located and undoubtedly will be good showcase for displaying color station equipment in action.

Describing plans for \$1,250,000 Chicago project, Denny said 50,400 sq. ft. have been leased on roof of Merchandise Mart in addition to space housing present black-&-white facilities—latter to be completely replaced by color gear. Station will have 5 live color cameras, 2 film. In addition, exhibition room containing color sets and other displays will be built. Denny said average station can convert to color for about \$500,000, compared with \$1,250,000 needed for WNBQ.

Weaver, just back from 5-week round-world trip, said he was glad to see that color shows have been "tremendously successful" in size of audience and critical approval, stated that "color is really going to explode." Robert Sarnoff rounded up color status, reporting that 90% of TV homes are in range of NBC color signals; that 104 NBC affiliates can rebroadcast color; that "dealers are selling color receivers as fast as they are turned out."

NBC outlined several projects for expanding N. Y. & Los Angeles (Burbank) facilities. In N. Y., a second color studio will be built in Brooklyn and Ziegfeld Theatre will be converted into a color studio. In Burbank, NBC will add another color studio, construct an office building, triple technical workspace, install color recording equipment and master control. Four new color film chains will be acquired.

"This investment," said Robert Sarnoff, "is another firm indication of our faith in the future of color TV. Even if others in the broadcasting and receiver-manufacturing industries continue to mark time, RCA & NBC intend moving ahead with a program that adds substantially to the more than \$65,000,000 we have spent in pioneering and developing compatible color TV and in creating a substantial color broadcasting service."

Sarnoff noted, incidentally, that Eastman's lenticular film (Vol. 11:44) shows greatest promise for hot kines—can be processed in 3 hours—but stated that magnetic tape is "ultimate solution."

\* \* \* \*

Westinghouse's seriousness about color tube production is indicated by announcement this week by tube div. v.p. Richard T. Orth that more than \$1,000,000 is being spent on facilities, with aim of regular commercial production by early 1956. Westinghouse has fixed on a 22-in. all-glass rectangular shadow-mask tube (Vol. 11:40) and says its design "dispenses with costly metal flanges previously used to join the faceplate and funnel of earlier color picture tubes." New production process also "eliminates the expensive and unwieldy insulation required in TV receivers which employ metal flange tubes."

Now rolling on color film scanner production, GE reports Nov. 2 shipment to WJIM-TV, Lansing, Mich. plus sale this week to KRLD-TV, Dallas.

## Network Color Schedules

(Nov. 7-21, 1955)

- Nov. 7-11—*Howdy Doody* (NBC), 5:30-6 p.m.  
 Nov. 8—*Home segments* (NBC), 11 a.m.-noon; *Milton Berle Show* (NBC), featuring Gloria De Haven, Sammy Davis Jr., Will Mastin Trio, Gogi Grant, 8-9 p.m.; *Red Skelton Show* (CBS), 9:30-10 p.m.  
 Nov. 9—*Today segments*, 7-10 a.m.; *Home segments*, 11 a.m.-noon (both NBC).  
 Nov. 10—*NBC Matinee Theatre* with John Conte presenting "An Apple for Miss Myrtle," starring Geraldine Page, 3-4 p.m.; *Climax* (CBS), "A Scheme to Defraud," starring Dennis O'Keefe, Phyllis Thaxter, Marilyn Erskine, 8:30-9:30 p.m.  
 Nov. 11—*NBC Matinee Theatre* with John Conte presenting "Man Without a Country," starring James Daly, 3-4 p.m.  
 Nov. 12—*Gene Autry Show* (CBS), 7-7:30 p.m.  
 Nov. 13—*Wide, Wide World segments* (NBC), 4-5:30 p.m.; *Omnibus segments* (CBS), 5-6:30 p.m.  
 Nov. 14-18—*Howdy Doody* (NBC), 5:30-6 p.m.  
 Nov. 14—*Producers' Showcase* (NBC), "Dateline 2," story on freedom of the press by Robert E. Sherwood, John Steinbeck, Irving Berlin, starring Milton Berle, Greer Garson, Wm. Holden, Martha Raye, John Wayne, 8-9:30 p.m.  
 Nov. 15—*Home segments* (NBC), 11 a.m.-noon; *Red Skelton Show* (CBS), 9:30-10 p.m.  
 Nov. 16—*NBC Matinee Theatre* with John Conte (also Nov. 17-18), 3-4 p.m.; *Arthur Godfrey Show* (CBS), 8-9 p.m.  
 Nov. 19—*Gene Autry Show* (CBS), 7-7:30 p.m.; *Ford Star Jubilee* (CBS), "The Caine Mutiny Court Martial," starring Lloyd Nolan, Barry Sullivan, Frank Lovejoy, 9:30-11 p.m.  
 Nov. 20—*Hallmark Hall of Fame* (NBC), "The Devil's Disciple," with Maurice Evans, Ralph Bellamy, Dennis King, 4-5:30 p.m.  
 Nov. 21—*NBC Matinee Theatre* with John Conte (also Nov. 22, 23, 25), 3-4 p.m.; *Howdy Doody* (NBC thru Nov. 25), 5:30-6 p.m.

British color should start on European 625-line standards, dropping 405-line system, in opinion of C. O. Stanley, head of powerful Pye Ltd. Quoted in Oct. 15 *Wireless & Electrical Trader*, of London, he called 405-line system "inferior to standards of the rest of the world"—despite agreement of many that British transmission-reception is frequently superior to that of many U. S. stations (Vol. 11:36, 38, 40-44). He said use of 405 lines in color to keep transmissions compatible would degrade picture and threaten export trade which he said was "already lost in the black-&-white market." He said color is a "flop" in U. S. so far, urged British to go slow meanwhile. British trade magazine also reports observations on U. S. color by BBC supt. engineer D. C. Birkinshaw, who stated color-casting began before good low-cost sets were available.

N. Y. newspapers have picked up rumors that Paramount Pictures' subsidiary Chromatic TV Labs is planning production of color sets to sell for less than \$400, using Lawrence tube (Vol. 11:43). All that's confirmed is that Telechrome Inc. is building samples for Chromatic, which is seeking a manufacturer to build tubes and sets. RCA Chairman Sarnoff, queried about such reports during Nov. 3 press conference (see p. 3), stated: "All I know is what I read in the newspapers—and I don't believe everything I read."

Analyzing color movies, *Variety* reports 152 of this year's 264 major features were shot in color—but notes beginning of trend to smaller color percentage. One reason given: "There's a theory that, with Hollywood keeping such close tab on TV material, and buying a good deal of it, black-&-white may become more the fashion than ever. The TV stories, as a rule, are intimate subjects that could lose via the tinting process."

Little Canadian color, except for "spill-over" from U. S., is expected until about 1958, according to Ricardo Muniz, mgr. of Canadian Westinghouse TV-radio div. Addressing International Assn. of Electrical Leagues in Montreal, he predicted black-&-white would be an oddity in Canada in 10-15 years.

Technical papers on color included in Oct. *Journal of the SMPTE*: "Integration of Color Equipment in a TV Station," by Phillip B. Laeser, WTMJ-TV, Milwaukee; "CBS Television Color Studio 72," by R. B. Monroe, CBS.

End of testimony in "16mm anti-trust suit" against 5 major movie producers came this week in Los Angeles Federal Court, with final arguments by both sides Nov. 10-11. Govt. charges the movie studios illegally conspired to keep 16mm films from TV and other outlets. These defense witnesses testified this week: (1) Warner Bros. production v.p. Jack L. Warner, who said the studio in 1948 adopted policy of refusing to release any films to TV "irrespective of price," and in 1950 the studio replaced that policy with a "wait-&-see" attitude, now "will entertain any offers for selling to TV." He said TV showing destroys "re-make value" of good old films. (2) Universal-International v.p. Charles J. Feldman, who testified that sale of features to TV would hurt business, but said his company, too, has adopted "watchful waiting" policy. (3) Ralph Cohn, pres. of Columbia Pictures TV subsidiary Screen Gems, who said his company had turned out 600-750 filmed TV programs since 1951, but has withheld its old features from TV because of legal and union problems—in addition to the possibility that their value may be enhanced later if FCC authorizes fee TV.

Dormant subscription-TV argument warmed up slightly this week, with these developments: (1) NARTB pres. Harold E. Fellows insisted board spoke for all telecasters when it resolved against toll TV; this was in answer to Zenith's charges network representatives on board "coerced" other members. Fellows stated: "I doubt if the members of this Assn. ever will endorse a system of broadcasting which requires the audience to buy its entertainment, its news and its educational product and its advertising on a subscription basis." (2) In debate before N.Y. IRE Nov. 2, Skiatron engineers Wm. J. Shanahan & J. H. Laub termed "ridiculous" Jerrold's claims that wired pay-TV would be cheaper than telecast system and that scrambled systems can be broken and bootlegged. Jerrold's Donald Kirk Jr. again challenged pay-TV proponents to a test of coded signals' inviolability. (3) An early toll-TV adherent, comedian Jackie Gleason, reiterated his belief in pay concept, said it would bring vaudeville back to movie house—but didn't say how.

Sale of off-air WLBR-TV, Lebanon, Pa. (Ch. 15) to Walter Annenberg's Triangle Publications Inc., publisher of *Philadelphia Inquirer* (WFIL-TV & WFIL), was approved this week—FCC overriding objections of WHUM-TV, Reading (Ch. 61) and Harrisburg's 3 uhf outlets (Vol. 11:38). Annenberg plans to get WLBR-TV on air in 45 days. Sellers are radio WLBR (52%) and *Lebanon News* (36%) which get \$115,000, purchaser also assuming \$125,000 in obligations (Vol. 11:27). Earlier this year, Triangle bought WBNF-TV, Binghamton (Ch. 12) with WBNF for \$2,700,000 (Vol. 11:11, 19), now is applicant for Ch. 18 satellite in Elmira. It's also buying Altoona's WFBG-TV (Ch. 10) with WFBG for \$3,500,000 (Vol. 11:32, 39).

A mouse threw Milwaukee's WISN-TV off air for 24 hours when it crawled into transmitter, causing short-circuit. Station says it received over 30,000 phone calls. Highest incidence of calls occurred during and after 8 p.m. *Boxing from St. Nick's* program; second highest was for 5 p.m. *Mickey Mouse Club*.

Phenomenon of the times: Walter Annenberg's *TV Guide* leads all Audit Bureau of Circulations newsstand sales for first half of 1955 with average per issue of 2,296,071; nearest runners-up were *Ladies Home Journal*, 1,625,160, and *Saturday Evening Post*, 1,456,720.

Attacking illegal boosters, particularly to offset FCC examiner J. D. Bond's initial decision in favor of them (Vol. 11:43), community antenna equipment makers Jerrold, Spencer-Kennedy and Entron have retained retired FCC Comr. George E. Sterling as consultant.

"Auto-Zoom" lens for vidicon cameras is offered by Perkin-Elmer Corp., Norwalk, Conn.

### Available on Request

WE STILL HAVE on hand some extra prints of the following recent Supplements and other reference items, which can be supplied to our subscribers at no cost for single copies: *Television Set Count and Market Data by County and State*, brochure tabulating county-by-county figures on total families, TV homes, population & retail sales, as published Nov. 1 by Edward Petry & Co.; *Electromagnetic Spectrum and 1955 Frequency Allocations*, 15½ x 21½-in. colored wall chart published by *Tele-Tech* and distributed with the *Digest* of last July 2; "Real Role of the TV-Appliance Distributor," Supplement containing full text of notable Aug. 15 speech by Thomas F. Joyce, pres., Raymond Rosen & Co.; "TV Offers a New Renaissance," reprint of important speech in London Sept. 27 by Sylvester Weaver, NBC pres. (Vol. 11:43); and of course the ANA speech on "Television & Radio—Today and Tomorrow" by ABC pres. Robert Kintner, distributed with this issue. These are available free on request as long as the supply lasts—but please don't ask for more than one copy.

"The Microwave Picture—1955" titles special loose-leaf section of Nov. *Tele-Tech*, containing maps of routes of 116 long-haul systems (more than 50 mi. in length) and lists of companies operating both long and short-haul systems. The lists are divided into 3 main categories: Industrial & Commercial, Common Carrier, TV Broadcasting. There are 28 stations with individual microwave interconnections, it discloses. Supplement contains ads of Motorola, specialist in radio communications systems; it's available on request from Caldwell-Clements Inc., 480 Lexington Ave., N. Y., or we'll get one for you.

License renewals of NBC's WNBQ, Chicago, CBS's WBBM-TV, Chicago, and *Milwaukee Journal's* WTMJ-TV came up for scrutiny in FCC meeting Nov. 2—question being whether Commission should ask stations why they're solidly commercial 6-11 p.m.—but FCC voted regular renewals. Comr. Doerfer, who has shown high regard for FCC's old "Blue Book" on stations' public service responsibilities, is strong for making licensees toe the line. Comr. Hyde, on other hand, is all for dropping present 3-year license and granting licenses for indefinite period. Other members are ranged between, though Comr. Lee has been particularly outspoken about some commercial practices (Vol. 11:17).

Republican National Committee has disclosed that, though national elections are still year off, it has completed negotiations with the major TV-radio networks for \$2,000,000 worth of time for the 1956 campaign—with dates and hours for about 90% of the speeches (though not the speakers) actually reserved. Advance bookings, they reckon, will save them \$300,000 in pre-emption and talent-fee costs. Networks, it's revealed, have revised commercial contracts to allow for lapses in regular-sponsor contracts in order to make way for the political time. Democrats have not yet revealed all details of TV-radio plans.

ABC offered free time this week to any bona fide member of a major political party who wishes to announce his candidacy for President over TV & radio. Other networks presumably will make same offer.

NARTB's 1956 Convention Committee schedules first meeting Nov. 10 at Chicago's Conrad Hilton Hotel. Co-chairmen are Campbell Arnoux, WTAR-TV, Norfolk, and E. K. Hartenbower, KCMO-TV, Kansas City.

# Television Digest

NOV 14 1955 with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — November 12, 1955

DEINTERMIXTURE DENIED in official FCC 5-2 vote; overall rule-making starts with deadline Dec. 15; final vhf decisions coming soon (pp. 1, 6 & Special Report).

WESTINGHOUSE'S CHRIS WITTING heads vast consumer products operations, including TV-radio, appliance, lamp, tube divs.; Don McGannon new WBC pres. (p. 3).

EVERY MOVIE MAKER now involved in TV, as new developments unfold: NBC buys half-interest in movie firm; Columbia Pictures plans spectaculars (p. 4).

NEW STARTERS in Little Rock, Ark., Kirksville, Mo., Lethbridge, Alta. bring on-air total to 456 in U. S., 30 in Canada; 52 so far this year (pp. 5 & 16).

5-MILE RULE REJECTED by FCC; Ch. 13 granted in Twin Falls, Ida.; examiner reaffirms initial decision favoring Mountain City in Chattanooga (p. 5).

TV NEWS COVERAGE suppressed by many govt. officials, sometimes Congress, lone TV-radio spokesman tells House group probing alleged suppression (p. 6).

17-in. PRODUCTION DWINDLES TO 15% of industry output. Chicago color sales spurt foreseen. Battle of white goods titans moves to Capitol Hill (p. 11).

COIN-TV "SWINDLE" trial begins, as 2 plead guilty in alleged conspiracy connecting "American Institute of TV Manufacturers" to \$2,000,000 motel fraud (p. 13).

REPORT ON HAZELTINE tells why its stock declined some 20 points, is bullish on near-term future prospects of big patent & development firm (p. 15).

TWO STATION SALE DEALS announced this week—Honolulu's KULA-TV for \$600,000, Wichita Falls' KWFT-TV for \$800,000, including AM adjuncts (p. 7).

FARM TV SET CENSUS for Virginia, county-by-county, shows 32.8% penetration, while 27.6% of Georgia's farms are equipped with TV (p. 10).

ABC-TV's DRIVE toward real competitive status showing results in new-season program ratings (p. 9) and in peak Sept. billings reported by PIB (p. 16).

**RULE-MAKING STARTS, DEINTERMIXTURE DENIED:** FCC finally pried loose its allocations logjam -- acting as has been anticipated for some weeks (Vol. 11:43-45). Expressed in briefest terms, this is what Commission did: Denied deintermixture, approved one vhf drop-in and started study of whole allocations picture.

Commission turned down deintermixture not only in the 5 cases ready for decision -- Evansville, Hartford, Peoria, Madison, Albany-Schenectady -- but in all other pending cases. It also denied vhf drop-ins which would have required changes in basic standards -- mileage cuts, power-height drops, use of directionals, etc. It did not deny vhf drop-ins which comply with present standards. (For list of the 30 petitions denied, see p. 6.)

Most important immediate effect is to permit the Commission to make final vhf decisions in 14 cases, as fast as it can move, and to schedule oral arguments -- which clear the way for final decisions -- in 9 additional cases. First grants may come in 2-3 weeks. (For list of the 23 cities and channels involved, see p. 6.)

Several uhf operators are planning court appeals. Commission tried to write as carefully as possible, but there's no telling whether appeals will successfully block final decisions or prevent winners of decisions from building or going on air. Courts have been giving FCC rough time lately -- yet there's no way of determining whether they'll frown on this week's decision.

Commission put heavy pressure on industry, meanwhile, by giving it the extremely short deadline of Dec. 15 for filing all recommendations on how to improve the allocations-uhf situation; replies to Dec. 15 filings are due Jan. 6. More time will undoubtedly be sought, very possibly granted. (Full text of FCC notice of proposed rule-making is included herewith as Special Report. In addition, we have a supply of the Commission orders denying deintermixture petitions -- Public Notices 55-1125 and 55-1126 -- available on request.)

A significant aspect of decision, not anticipated, was that it was a 5-2 vote, with Comr. Webster changing his mind and joining majority in decisions denying

deintermixture in Evansville, Hartford, Peoria & Madison -- leaving only Comrs. Hyde & Bartley dissenting. However, Webster refused to go along with majority in dropping Ch. 10 into Vail Mills (Albany). Importance of 5-2 vote is that it leaves no doubt Commission can muster majority to act on final vhf decisions and grant CPs. Before Webster made switch, there was considerable doubt FCC could have mustered a quorum, many attorneys arguing that law would have prevented new Comr. Mack from voting on grants because he hadn't heard oral argument. That would have left only 3 commissioners ready to vote -- not a quorum.

\* \* \* \*

FCC's reasoning in its decision was simply this: Uhf-allocations problem is nationwide; deintermixture, if study of overall picture proves it to be wise policy, should not be undertaken on piecemeal basis; therefore, deintermixture should be evaluated along with other proposed panaceas in a single-package proceeding.

Key statement in the decision was: "In our opinion, if deintermixture, even on a partial basis, should finally be determined to be a useful method of resolving the overall problems, the particular communities for its application should not be selected merely because of the fortuitous circumstance of whether a vhf station has commenced operation in any particular community. Certainly there is nothing in the records before us which would lead us to conclude that the limited deintermixture here sought would provide any significant help in resolving the difficulties now confronting uhf broadcasters in other communities..."

"There is little, if any, reason to believe, for instance, that the reassignment of channels as requested in the instant petitions, and in the other pending petitions seeking similar relief, would significantly stimulate the conversion of vhf receivers, the increased sale of combination uhf-vhf receivers, the improvement of uhf transmitting and receiving equipment or the elimination of uhf and vhf equipment cost differentials."

To justify the Vail Mills vhf drop-in, Commission stated: "Refusing to make use of the valuable vhf frequency as contemplated by the present rules would, we believe, be a waste of valuable spectrum space for which active demand is indicated... We do not believe that we would be justified in withholding this service, which can be afforded under our present rules even though we are presently considering possible amendments to our allocations."

What is needed, Commission said, is a "thorough re-examination of the entire TV structure." Not that FCC thinks it has done too badly in expanding TV, however. As it stated in notice of rule-making, some of its objectives have been achieved. It said that more than 90% of population can get one station; some 75% can get 2. About 275 cities have at least one station; 112 have 2. But FCC did concede that "many of the smaller communities are without a first local outlet and the expansion of multiple, competing services in the larger economic and population centers of the country is lagging," and it agreed that uhf problems have been "significant factor."

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The new rule-making proceeding is wide open, quite general. The FCC invites everyone to come forward with every remedy he can devise. This includes those who have already submitted plans informally -- ABC, CBS, Crosley, individual lawyers and engineers, Uhf Industry Committee, etc. Incidentally, Commission's decision this week defended its right to receive informal plans and suggestions.

Commission asked those filing to stick to overall plans, not to submit solutions for single communities or limited areas. It requested that those proposing plans assigning channels to specific cities also submit full assignment plan for the cities in Zone I. It also stated that it would consider proposals suggesting the elimination of assignment plan altogether. Just this week, it received one such proposal -- filed by law firm of Scharfeld & Baron (see p. 6).

The usually mild-mannered Comr. Hyde wrote some of the strongest language he's ever used. His dissent said that majority action was "premature, ill-advised and wholly inconsistent." He continued:

"Until it has been shown that [nationwide service] can be achieved with the 12 present vhf channels (or that additional vhf channels are available with which to

achieve such result), I deem it imperative to preserve the uhf service. What the Commission has done today may deal a death blow to uhf TV service." He charged that denial of deintermixture petitions was "virtually bereft of specific findings to support the conclusions." He questioned wisdom of accepting informal plans and said that new rule-making proceeding is just a "semblance of due process." He went on:

"But the obvious reason for the sudden haste of the majority in taking the present action is to clear the decks for the immediate grant of vhf applications in a number of communities involved in the deintermixture cases, and in other communities in which deintermixture has been suggested and peremptorily turned down."

In speech at NARTB regional meeting in Des Moines earlier in week, Hyde made strong plea to save uhf: "Uhf is not dead. It is sick, and about that there is no question. But even though it is sick, it still remains as one of the basic foundations for the proper development of our TV industry." Furthermore, he said, many industry leaders say there's nothing fundamentally wrong with uhf -- and he pointed to RETMA's recent letter to FCC (Vol. 11:43) and GE's announcement of new ceramic tube showing promise of improving uhf receiver performance (Vol. 11:42).

Comr. Bartley's dissent was brief. He said that deintermixture cases should have been decided on individual merits, affording "stability and guidance for the TV service." He said uncertainty has been created, deterring applicants. Vail Mills "slug-in," he said, "will be the death knell of multiple uhf services in the area; consequently, less instead of more service to the public."

Comr. Webster said he changed his mind because he's satisfied that deintermixture proponents will have their say during general rule-making. But he couldn't buy the Vail Mills drop-in, he said, because it's "so obviously inconsistent with the general rule-making proceeding."

**WITTING HEADS WESTINGHOUSE CONSUMER DIV.:** Big Westinghouse Electric Corp. went to its highly successful subsidiary, Westinghouse Broadcasting Co., for a new executive to head up its vast consumer products operations -- pres. Gwilym A. Price announcing appointment of 40-year-old Chris J. Witting as gen. mgr. to succeed the affable and popular veteran John M. McKibben, who joins staff of the corporation's v.p.-gen. mgr. John K. Hodnette. Witting will be elected v.p. at upcoming board meeting.

Witting has already assumed his duties at Pittsburgh headquarters, succeeded as pres. of the TV-radio stations subsidiary by WBC v.p. Donald H. McGannon, who continues to report to WBC chairman and Westinghouse v.p. E.V. Huggins. Witting thus divorces himself entirely from the broadcasting operations.

These divisions now are in Witting's jurisdiction: Appliances (John Ashbaugh, v.p.-gen. mgr.) with plants at Mansfield, Columbus & Newark, O.; E. Springfield, Mass. Lamp (Fergus M. Sloane, gen. mgr.) with plants at Bloomfield, Belleville & Trenton, N.J.; Fairmont, W.Va.; Little Rock, Ark.; Owensboro & Richmond, Ky.; Reform, Ala.; Paris, Tex. TV-Radio (E.J. Kelly, gen. mgr.) with plant at Metuchen, N.J. Tubes (Richard T. Orth, v.p.-gen. mgr.) with plants at Elmira & Bath, N.Y.

Big distributor subsidiary Westinghouse Electric Supply Co., with 99 branches and headed by pres. Victor Kniss, also falls within Witting's purview -- but not the air conditioner div., with factory in Staunton, Va.

The new executive inherits an immediate problem in most of his plants -- the now 4-week-old strike of IUE-CIO & UE (independent) unions at 30 Westinghouse plants, including all in Witting's group except Elmira, Bath, Little Rock, Owensboro, Richmond, Reform, Paris. He must tackle that as his first big problem.

Don McGannon, 35, who came to WBC as Witting's aide last Jan., heads one of the few Westinghouse subsidiaries presenting no big headache to Pittsburgh headquarters; in fact, it claims to be biggest non-network entity in the broadcasting field from standpoint of gross business and profit, consisting of 4 TV, 5 radio stations. Like Witting, McGannon came to the Westinghouse subsidiary from DuMont Network. He's a graduate of Fordham '40, Fordham Law '47, had 5 years of Army service, 2 overseas.

Witting took over WBC in Jan. 1954, resigning as managing director of DuMont Network which he had joined in 1947. Since then, he has engineered the Westinghouse \$9,750,000 purchase of KDKA-TV, Pittsburgh (Ch. 2) and \$6,000,000 purchase of KPIX,

San Francisco (Ch. 5). He's a CPA, ex-Price Waterhouse, attended New York U, got law degree in night school, during war handled business affairs of USO Camp Shows, did 1½-year hitch in Maritime Service. Highly successful in every post he has occupied, it's assumed he's being groomed for even bigger things at Westinghouse.

Some years ago, another broadcasting executive was impressed into appliance field--WLW's James D. Shouse, named Avco v.p. detailed to Crosley's TV-radio-appliance operations; he recently returned to chairmanship of Crosley Broadcasting Corp.

**MOVIES & TV--PARTNERSHIP NOW COMPLETE:** It took 10 years to seal the contract, but the movie and TV industries, after a lot of foolish feuding, now fully realize that they're going to be partners for life -- and like it.

Every movie company -- major and minor -- now has a stake in TV. Conversely, TV networks, syndicators and others in the industry have begun to take an active interest in the theatrical motion picture art.

Highly significant new move is NBC's entry into movie production business. Though deal is still shrouded in secrecy, network has acquired 50% of an independent movie company of high standing -- ace producer-director-writer Joseph Mankiewicz's Figaro Holding Co., which last year turned out the profitable "Barefoot Contessa."

NBC will finance future Mankiewicz theatrical film production, it is understood -- and the pact has all sorts of implications with regard to use of Mankiewicz story properties and his services for live and filmed network productions.

Just as TV keeps hankering after good feature movies, it's now standard procedure for movie producers to monitor all original dramas on TV, snatching up film rights to every one that shows promise. In the last few months a new variation has emerged--movie companies buying rights to top TV plays before their video exposure. Independent producers are even planning to use TV as "tryout" for movie story material. It beats the "sneak preview" idea, since the test can be made before a single foot of movie film is exposed.

\* \* \* \*

Hollywood's production lines are humming with their greatest prosperity ever -- thanks to TV, which now employs more film personnel than movies. Every one of the major studios has now come around to heavy TV activity, with increases planned.

Year's most sensational movie-TV story, of course, was sale of RKO Pictures to General Teleradio for \$25,000,000 (Vol. 11:30) -- which put RKO in TV business and GT in movie production-distribution. GT's 6 TV stations will start showing features from RKO's 700-film backlog early next year. A score of other stations have been approached with RKO picture package in recent weeks, and the new features can be expected to start flowing through the industry shortly after Jan. 1.

Columbia Pictures, always active in TV through its Screen Gems subsidiary, will soon embark on TV production under its own name. It is currently negotiating with networks on plan to make special 90-min. TV features, is also offering them 2 high-budget features -- "The 5000 Fingers of Dr. T" (a theatrical flop of several years ago) and "The Prisoners," British-made film starring Alec Guinness and never released to theatres in this country.

Universal-International, which got its fingers burned when it went into TV early in the game through its United World Films subsidiary, is now back in the fold producing commercials. Its schedule for this month comprises 69 commercials, a new record (see p. 9). U-I plans wholehearted debut into TV program production soon.

Of the other majors, MGM, 20th Century-Fox and Warner Bros. produce their own byline shows for the networks, with 20th Century's TCF Productions also making half-hour TV film series. Paramount is in TV through its ownership of Los Angeles' KTLA and part ownership of DuMont Broadcasting as well as 50% partnership in York Productions which turns out NBC's Colgate Variety Hour (live). Republic makes more money from TV than movies, has released most of its old features to TV, has own TV film distributing subsidiary, and owns huge film processing labs, doing mostly TV work.

\* \* \* \*

TV has been called an offspring of radio and movies. Astute radio station owners early saw it as their rightful heritage and moved into it. Movie producers

and distributors see it too -- now that the telecasting business is grossing about \$1 billion a year. One segment of the movie industry has never realized it -- the large fraternity of theatre owners who have been left out in the cold. With only a couple of dozen exceptions, the exhibitors scorned the opportunity to become TV station impressarios when it was presented to them on a silver platter.

In our first issue 10 years ago, we pointed up the interrelationship of the movies, radio & TV in this widely quoted editorial declaration, which we believe is as applicable today as when we first printed it Sept. 1, 1945:

"What David Wark Griffith once referred to as 'the wedding of the whispers and the shadows' -- radio and the movies -- has now been consummated in a prideful progeny: Television. He is a lusty youngster, now in the stage of growing pains but bursting with health and energy. What he will show to his parents -- what he will accomplish in the realms of broadcasting, motion pictures, advertising, merchandising -- we'll soon see. That his parents must perforce keep up with him; that the radio companies, big and little, are aware of the fact; that major movie firms like Paramount, MGM, 20th Century-Fox, are eyeing him cautiously if not benevolently -- is evident. They all know they cannot afford to become fat and smug and complacent in the new world of entertainment, education and trade which he will command."

**456 STATIONS NOW ON AIR, 30 IN CANADA:** Another small-market station takes to the air commercially this week -- KTVO, Kirksville, Mo. (Ch. 3) which on Nov. 13 becomes CBS extended market plan affiliate. Town's population is only 11,110, and nearby Ottumwa, Ia. only 33,631, but it's in rich farm belt with nearest other outlet 65 mi. away. Also starting test patterns Nov. 14 is new KTHV, Little Rock, Ark. (Ch. 11), area's third outlet. And CJLH-TV, Lethbridge, Ont. (Ch. 7) opens Nov. 13.

These bring total on-air stations in U.S. to 456 (107 uhf), in Canada to 30 (22 privately owned). So far this year, there have been 52 U.S. starters and about a dozen more are due before next Jan. 1. Nineteen quit the air in 1955 to date, all save 2 being uhf; the 2 were mergers of vhf time-sharers in Minneapolis-St. Paul and Monterey-Salinas, Cal. [For details about this week's new starters, see p. 16.]

**A**NOTHER UHF HOPE, along with deintermixture, was dashed this week when FCC rejected proposed "5-mile rule." This would have required stations to put transmitters within 5-mi. of city to be served, unless they gave good reasons for waiver of rule. Such a rule, Commission said (Comr. Lee dissenting), "is neither desirable nor practicable, and could defeat the objectives of the assignment table by preventing the most efficient use of TV channels." UHF operators were hoping rule would be adopted and keep vhf stations out of their backyards.

Uhf operators are still hoping that FCC won't put into effect its newly adopted rule, several times postponed, to permit Zone I vhf stations to go to 1250-ft. This week, Frank Lyman Jr., pres. of WTAO-TV, Cambridge-Boston (Ch. 56) wrote FCC Chairman McConaughy, stating: "Has the FCC become dedicated to increasing the monopoly position now held in the hands of a few vhf stations? The proposed Zone I increase solidifies their monopolistic position; it increases the already fantastic economic base of these high-tower, high-power vhf stations."

\* \* \* \*

FCC granted one CP, meanwhile—Ch. 13, Twin Falls, Ida. to Magic Valley TV Corp., owned by principals of KIDO-TV, Boise—Commission being satisfied with applicant's response to McFarland Letter questioning plans for programming (Vol. 11:42).

Mountain City TV Inc. was again favored for grant of Chattanooga's Ch. 3, over WDOD, when examiner J. D. Bond issued supplemental initial decision. Record had been reopened to receive testimony showing that 50%

owner Ramon G. Patterson now owns 20% of radio WAPO, instead of 100%, and that he and Mrs. Patterson will be able to devote fulltime to TV station.

FCC received sharp reply from *Omaha World-Herald* this week to charges by Nebraska Democratic State Central Committee and Omaha's Teamsters' Union (AFL) attempting to block grant of Ch. 7 to Herald Corp. (Vol. 11:45). Newspaper says that time to intervene expired long ago; that charges it suppresses news "are made recklessly, without any facts to support them, are completely false, and in the few cases where facts are asserted, it is apparent they have been made inaccurately, carelessly and in a distorted manner."

FCC took following additional actions: (1) Set Jan. 2 for start of hearing between WSYR-TV, Syracuse and WFIL-TV, Philadelphia for satellite Ch. 18 station in Elmira, N. Y. (2) Granted CP-holder WNBE-TV, New Bern, N. C. (Ch. 13) more time to build, dismissing petition of Norfolk's Commonwealth Bestg. Corp. which asked that CP be cancelled. (3) Told WSTV-TV, Steubenville, O., that hearing appears necessary on its application to buy CP for WBLK-TV & WBLK, Clarksburg, W. Va. and WPAR, Parkersburg. (4) Held up sale of Edward Lamb's WTOD, Toledo to Booth stations pending action on renewal of Lamb's license for WICU, Erie.

Opposition to theatre-TV World Series came this week from the second of the 2 national theatre owners' associations. Allied States Assn. of Motion Picture Exhibitors, which claims to represent 60% of nation's exhibitors, voted to oppose any plan to put Series on theatre TV. Several weeks ago, Theatre Owners of America took similar stand (Vol. 11:43).

**D**EINTERMIXTURE petitions of all kinds are piecemeal approaches to basic allocations problem, FCC stated in denying all those pending along with the "Big 5"—Evansville, Peoria, Madison, Hartford & Albany-Schenectady (p. 1). In addition, it said, petitions suggesting other departures from present standards shouldn't be considered on an individual basis. Therefore, it issued blanket order denying all. Listed below are those denied; if any petition for channel changes is not included, it's presumably still "alive" and susceptible to approval as was drop-in of Ch. 10 in Vail Mills (Albany)—which fulfilled all mileage requirements of existing standards. Following is the list of denials, tabulated by FCC according to date of filing:

Louisville, Ky.—Mid-America Bcstg. Co. Assign Ch. 7, 9 & 13 to Louisville.

Atlantic City, N. J.—Neptune Bcstg. Corp. Assign Ch. 8 to Atlantic City.

Corpus Christi, Tex.—Coastal Bend TV Co. Delete Ch. 6 & 10 and assign Ch. 56 & 65 to Corpus Christi.

Hutchinson, Kan.—Stanley H. Durwood. Assign Ch. 8 to Hutchinson and delete from Manhattan, Kan. & Woodward, Okla.

New Orleans, La.—Supreme Bcstg. Co. Assign Ch. 2 to New Orleans and substitute Ch. 61 for Ch. 2 at Baton Rouge.

Springfield, Ill.—Plains TV Corp. Shift educational reservation from Ch. 22 to Ch. 2 at Springfield or assign Ch. 2 to St. Louis and substitute Ch. 41.

Raleigh, N. C.—Sir Walter TV Co. Shift educational reservation from Ch. 40 to Ch. 11 in Durham and from Ch. 22 to Ch. 5 in Raleigh.

Fresno, Cal.—O'Neill Bcstg. Co. Shift educational reservation from Ch. 18 to Ch. 12 in Fresno.

Jacksonville, Fla.—Jacksonville Journal Co. Shift educational reservation from Ch. 7 to Ch. 36.

Sacramento, Cal.—Capital City Corp. Shift educational reservation from Ch. 6 to Ch. 40 or delete Ch. 3 & 7 from Sacramento.

Anderson, S. C.—Wilton E. Hall. Delete Ch. 7 from Spartanburg and reassign to other cities.

Miami-Ft. Lauderdale, Fla.—Storer Bcstg. Co. & Gerico Investment Co. Delete Ch. 7 & 10 from Miami.

Newport News, Va.—Eastern Bcstg. Corp. Shift educational reservation from Ch. 21 to Ch. 10 at Norfolk-Portsmouth-Newport News.

Toledo, O.—Woodward Bcstg. Co. Delete Ch. 11 at Toledo and assign to Detroit and reserve Ch. 13 for education.

Canton, O.—Brush Moore Newspapers Inc. Assign Ch. 12 to Canton.

Bakersfield, Cal.—Bakersfield Bcstg. Co. Assign Ch. 12 to Bakersfield and delete from Fresno.

Bridgeport, Conn.—Southern Conn. & L. I. TV Co. Assign Ch. 6 to Bridgeport.

Decatur, Ill.—Prairie TV Co. Delete Ch. 2 from Springfield.

Santa Barbara, Cal.—James Monroe & Wm. E. Sullivan. Assign Ch. 2 to Santa Barbara.

Jacksonville, Fla.—Southern Radio & Equipment Co. Reserve Ch. 12 for education in Jacksonville and assign Ch. 7 to Savannah, Ga.

Jacksonville, Fla.—Duval County Board of Public Instruction. Shift educational reservation from Ch. 7 to Ch. 36.

Leesburg, Fla.—WLBE Inc. Delete Ch. 7 from Jacksonville and assign it as commercial channel in Leesburg.

**T**V NEWS COVERAGE is suppressed and discriminated against by many govt. officials, and at times by Congress itself, according to TV-radio's sole spokesman at this week's much-publicized House subcommittee hearings probing alleged suppression and censorship of govt. news. Industry witness was Ted Koop, CBS Washington director of news & public affairs and ex-deputy director of war-time Office of Censorship, testifying along with number of newspaper executives before a subcommittee which banned TV coverage but permitted other media.

Koop singled out Secy. of State Dulles and Defense Secy. Wilson as examples of cooperation with TV, but said that many other govt. officials refuse or fail to recognize it; that it's difficult to understand why officials will talk freely for press, and sometimes radio, but clam up for TV. He said: "The biggest setback to radio and TV news coverage of the Federal Govt. this last year has come from the House of Representatives itself," and pointedly cited Speaker Rayburn's enforcement of old rule that only "pencil and paper reporters" can get into hearings.

Koop recalled old proverb, "Physician, heal thyself." That brought retort from Rep. Hoffman (R-Mich.): "We belong to a different segment"—obviously meaning he felt

Philadelphia—Herbert Mayer d/b as Ajax Enterprises. Delete vhf channels in Philadelphia.

Pensacola & Lake Charles, Fla.—Charles W. Lamar Jr. & KTAG-TV Inc. Delete Ch. 4 from Beaumont-Port Arthur, Tex. and New Orleans, La.

Valdosta, Ga.—WGOV-TV Inc. Assign Ch. 8 to Valdosta.

Jesup, Ga.—W. Glenn Thomas Sr. Assign Ch. 8 to Brunswick, Ga. and delete Ch. 7 from Jacksonville, Fla.

Knoxville, Tenn.—South Central Bcstg. Corp. Delete Ch. 7 from Spartanburg, S. C. and assign to Knoxville and Columbia, S. C.

Asheville, N. C.—WISE-TV Inc. Assign Ch. 2 to Asheville.

Erie, Pa.—Great Lakes TV Co. Assign Ch. 6 to Erie.

Final vhf decisions should start issuing from FCC, starting within 2-3 weeks, now that deintermixture petitions have been turned down. Following is the complete list of cases which are "mature" and await only final Commission decision: Bristol, Va.-Tenn., Ch. 5; Corpus Christi, Ch. 10; Evansville, Ind., Ch. 7; Fresno, Ch. 12; Knoxville, Ch. 10; Madison, Ch. 3; Miami, Ch. 7 & 10; Norfolk-Portsmouth, Ch. 10; Omaha, Ch. 7; Peoria, Ch. 8; Richmond, Ch. 12; Seattle, Ch. 7; Springfield, Ill., Ch. 2. In addition, it's expected FCC will move rapidly to schedule oral argument, which is last procedural step before final decision, in following cases: Charlotte, N. C., Ch. 9; Hartford, Ch. 3; Indianapolis, Ch. 13; Jacksonville, Ch. 12; New Orleans, Ch. 4; Orlando, Ch. 9; Paducah, Ky., Ch. 6; Raleigh, Ch. 5; San Antonio, Ch. 12. Only one competitive uhf case awaits final decision—for Canton, O., Ch. 29. [For principals in all foregoing cases, see *TV Factbook No. 21* (blue section) with weekly Addenda thereto.]

Allocations plan has served its purpose and is now nothing but a clumsy device slowing TV's expansion, in opinion of Scharfeld & Baron, Washington law firm which this week submitted a proposal to FCC that allocations plan be discarded. Long opposed to any allocations plan, Scharfeld & Baron urged Commission to rid itself of the "planned economy" inherent in fixed assignment table. They suggest no change in technical standards but ask that prospective applicants seek stations wherever they can fit them technically. They concede allocation plan may have had justification when adopted in 1952—to speed grants and hold channels for smaller cities and educators. Now, they say, govt. shackles can be taken off and free-enterprise forces can be permitted to rule. They see TV expansion speeded—with one applicant stimulating applications by others who wouldn't want to lose chance of getting channel—duplicating AM experience. Same forces would stimulate educators, too, they stated.

Congress fell into a different category from other govt. agencies when it came to TV.

Koop proposed that govt. officials adopt the policy of releasing all news possible rather than "How little of this can I give out?" Subcommittee members are Chairman Moss (D-Cal.), Rep. Fascell (D-Fla.), Rep. Hoffman.

Subscription TV opponents aren't dismissing subject as dead by any means, though it's obviously dormant. This week, CBS v.p. Richard S. Salant told Minneapolis Ad Club that toll TV would have a depressing effect on nation's economy by limiting usefulness of TV as an advertising medium. "Since TV is so important and so useful as an advertising medium," he said, "the country's economic interests are less well served if advertisers are forced from a most efficient medium to less efficient media." At NARTB regional meeting in Des Moines, board member W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., delivered a free-wheeling blast, calling pay-TV a "parasitic growth [which would] drain the life juices out of the roots of telecasting." He reported results of survey conducted for him in Lubbock by Texas Tech: 60% of interviewees had never heard of pay-TV and 81% were against it.



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# Proposed Rule-Making on VHF-UHF Channel Allocations

Public Notice 55-1124 Inviting Suggestions for Changes in Sixth Report and Order

Issued Nov. 10, 1955 in Conjunction with Orders (Notices 55-1125 & 55-1126)  
Denying All Pending UHF Deintermixture Petitions

Comments Due by Dec. 15, 1955; Reply Comments Due by Jan. 6, 1956 (see *Television Digest*, Vol. 11:46)

In the Matter of  
Amendment of Part 3 of the  
Commission's Rules and Regula-  
tions Governing Television  
Broadcast Stations } Docket No. 11532

### NOTICE OF PROPOSED RULE MAKING

1. The Commission's present television assignment plan, promulgated in its Sixth Report and Order in 1952, was designed to lay the foundation for the development of a nationwide competitive television system which would meet a series of stated objectives. These objectives may be briefly summarized as follows:

- (a) At least one service to all areas.
- (b) At least one station in the largest possible number of communities.
- (c) Multiple services in as many communities as possible to provide program choice and to facilitate competition.

2. To some extent these objectives have been realized. Over 90% of the population can receive a degree of service from at least one television station. Approximately 75% can receive a degree of service from two or more stations. Almost 275 communities have at least one, and 112 of these have two or more, local television facilities in operation. Over 430 stations are now on the air, and the number of television sets in the hands of the public has increased to 35 million.

3. But despite this tremendous growth, it is evident from recent experience that a nationwide competitive television service has not been realized to the extent contemplated at the time the Commission issued its Sixth Report and Order. Many of the smaller communities are without a first local outlet and the expansion of multiple, competing services in the larger economic and population centers of the country is lagging. Difficulties encountered in achieving successful operation of stations in the UHF band have been a significant factor leading to this situation.

4. The familiar difficulties presently facing television broadcasters raise questions with respect to basic elements of the standards and principles established by the Commission in the Sixth Report and Order. And while these difficulties have varying impact on individual broadcasters and communities, they are manifestly nationwide in scope and may have far-reaching implications for the future of the television system as a whole. The Commission is therefore convinced that any approach to their solution must take cognizance of the overall, national scope of the problem.

5. The Commission recognizes that some of the present hindrances to the further expansion of television service in many communities are due to causes which lie beyond its control. To an appreciable extent these problems are basically economic and arise out of the limits beyond which it is not possible, at the present stage of the development of the television art, to obtain sufficient economic support to meet the high costs of construction, programming and operation of television stations. On other aspects of the problem, relating for example to the improvement of transmitting and receiving equipment, the industry itself can make valuable contributions. At the same time, the Commission wishes to insure that to the extent that any of the present difficulties may be alleviated by possible revision of the present allocation system, such possibilities will be fully explored.

6. The Commission has received a number of proposals from interested segments of the industry, which although they envisage fundamental departures from the present system adopted in the Sixth Report and Order and approach the problem on a nationwide basis, do not challenge the Commission's basic objectives. Some of the techniques suggested for alleviating the difficulties involve the use of additional VHF frequencies; the reduction of minimum separations to make additional VHF channel assignments possible, using either the present 12 VHF channels or new VHF channels, or both; deintermixture on a basis consistent with a nationwide solution; and other techniques. A number of the proposals include suggestions for modifications of the present standards which would permit the use of directional antennas, cross polarization, new limits on antenna heights and maximum powers for new channel assignments, and others; and some proposals contemplate combinations of the foregoing techniques. Some of the proposals envisage a revised nationwide table of fixed assignments; others look toward the adoption of new standards which would govern the addition of specific channel assignments on the basis of individual applications. In addition to these plans which have already been advanced, the Commission understands that a number of studies have been initiated by other groups in the industry.

7. In these circumstances, the Commission believes that the public interest would be served by the institution of a general rule making proceeding to consider possible overall solutions to the problem on a broad, nationwide basis. All interested parties, including those who have informally tendered proposals to the Commission, will have the opportunity of submitting their suggestions in this proceeding. This proceeding will, we believe, facilitate an orderly review of the proposals and will afford the Com-

mission a sound basis on which it may compare the advantages and disadvantages of the proposals, both among themselves and with respect to the present plan, and evaluate them in terms of the opportunities they may provide for fuller realization of a nationwide competitive television system.

8. As noted, there is considerable diversity among the various approaches that have been suggested. The multiplicity of the possible alternative plans suggests the desirability of establishing a basis on which it will be possible for the Commission to make a full and fair evaluation of the different proposals. This would be facilitated if those parties submitting proposals included data and comments relating to:

- (a) The nature and the extent of departures, if any, from the present standards as adopted in the Sixth Report and Order with respect to:
  - (1) Minimum separations.
  - (2) Minimum and maximum limitations on powers and antenna heights.
  - (3) Use of directional antennas.
  - (4) Cross polarization.
  - (5) Any other deviations from present standards.
- (b) The effect of the proposed revision on the assignments occupied by existing stations.
- (c) The extent to which the plan submitted provides for the future expansion of television service.
- (d) The impact of the plan on the problem of receiver incompatibility.
- (e) The effect of the plan on the educational reservations.

It would also be helpful to the Commission if parties submitting proposals which envisage a revised table of fixed channel assignments, would include an assignment

plan for Zone I indicating the specific assignments in each city. The Commission will also consider proposals which envisage revised standards for the addition of channel assignments on the basis of individual applications, rather than by incorporating new assignments in a revised fixed Table of Assignments.

9. In this initial stage, the Commission believes it would not be desirable to consider proposals whose scope is limited to action affecting only individual communities or a limited area. Premature involvement with questions relating exclusively to individual city assignments or to limited areas, without reference to a nationwide system, would unduly impede our progress in determining the basic course which it would be desirable to follow in considering possible revisions to the nationwide television allocation plan. At a later date, when the Commission has determined the general nature of any revisions to the present allocation scheme which it would be desirable to adopt, it will then be in a better position to consider comments relating to specific channel assignments proposed for individual communities.

10. All interested parties are invited to file written comments in accordance with this Notice. In light of the many considerations which favor minimizing delay, the Commission has decided to require the filing of comments no later than December 15, 1955, and the filing of reply comments by January 6, 1956. An original and 14 copies of comments should be filed.

11. Authority for the institution of this proceeding is contained in Sections 1, 4 (i) and (j), 301, 303 (a), (b), (c), (d), (e), (f), (g), (h) and (r), and 307 (b) of the Communications Act of 1934, as amended, and Section 4 of the administrative Procedure Act.

FEDERAL COMMUNICATIONS COMMISSION

MARY JANE MORRIS,  
*Secretary.*

Adopted: November 10, 1955

**Personal Notes:** Wm. Dozier resigns as director of CBS-TV network programs, Hollywood, to become production v.p. of General Teleradio's RKO-Radio Pictures under pres. Daniel T. O'Shea, also ex-CBS; Dozier served at RKO in 1944-46 as exec. asst. to the late Charles Koerner, then production v.p. . . . Al Di Giovanni, ex-CBS-TV Spot Sales, joins NBC-TV as sales development mgr. for *Today*, *Home & Tonight*, reporting to Robert McFayden, network director of sales development . . . Norman (Pete) Cash, Television Bureau of Advertising's director of station relations, elected v.p., Virginia Hensler asst. secy.-treas., at Chicago board meeting Nov. 10 . . . Kevin Sweeney has signed new 5-year contract to remain as pres. of Radio Advertising Bureau . . . Franklin A. Tooke, ex-gen. mgr. of Westinghouse's radio KYW, Philadelphia, on Nov. 14 becomes gen. mgr. of its WBZ-TV, Boston, succeeding W. C. Swartley, now v.p. in charge of all Boston operations . . . Alfred E. Towne, recently resigned chief engineer of KPIX, San Francisco, has formed A. E. Towne Assoc., TV-radio consulting engineers, with offices in NBC Bldg., 420 Taylor St., San Francisco (phone Prospect 5-3100) . . . Wm. Seaman promoted to operations mgr., WABD, N. Y., replacing Al Hollander, resigned . . . James A. Gates, ex-TPA & Ziv, named merchandising director of Yankee Network, Boston . . . Al Constant, gen. mgr. of KBAK-TV, Bakersfield, Cal., elected v.p. & director . . . Robert A. O'Connor, ex-MBS, joins CBS-TV engineering dept.'s radio frequency div. . . . Louis Kemper promoted to production supervisor, KMBC-TV, Kansas City . . . Everett Jarrett named Screen Gems' central div. mgr., Cleveland . . . Maurice Gresham, ex-KCOP, Los Angeles, appointed gen. sales mgr., McCadden Productions, Hollywood . . . Stanton D. Bennett, chief engineer, KOVR, Stockton, Cal., has resigned to become asst. director, Linfield Research Institute, McMinnville, Ore. . . . Leonard H. Goldenson, ABPT chairman, re-elected chairman of board, United Cerebral Palsy Inc., which he helped found . . . Charles Moos, NBC mgr. of labor relations, named mgr. of talent & contract operations.

\* \* \* \*

**ADVERTISING AGENCIES:** John C. Legler, recently adv. director of Electronics Corp. of America, Cambridge, Mass., ex-v.p. of old Cecil & Presbrey Inc., becomes v.p. of St. Georges & Keyes Inc., N. Y. and supervisor of H. K. Porter Co. account . . . Robert Murray Haig, ex-v.p. & TV copy director of J. Walter Thompson, joins Kudner as supervisor of TV copy . . . Vic Maitland, ex-Walker & Downing, Pittsburgh, handling Duquesne beer account, recently with Duquesne as adv. mgr., is forming own agency and will handle the account . . . Thomas A. Wright Jr., ex-NBC, joins Leo Burnett as group supervisor, media dept.

Television Bureau of Advertising (TvB), at first annual meeting in Chicago Nov. 11, elected these new directors: H. Preston (Pete) Peters, Free & Peters, replacing George Brett, Katz Agency; Robert Lemon, WTTV, Bloomington, Ind.; Gordon Gray, WOR-TV, N. Y.; Robert Tinker, KVTU, Sioux City, Ia.; Otto Brandt, KING-TV, Seattle. All other directors were re-elected, except Clair McCollough, WGAL-TV, Lancaster, resigned.

Carlos Lazo, 40, Mexico's Secretary of Communications and noted architect who designed and directed the building of Mexico City's great University City, was killed Nov. 5 with his son and 5 others in Communications Dept. airplane which crashed shortly after takeoff from Mexico City. He is survived by wife and 4 children.

Wm. Howard Vilas, 52, director of commercial film production, J. M. Mathes Inc., previously with Gold Medal and Pillsbury in Minneapolis, died Nov. 5 in Norwalk, Conn. Surviving are his wife & daughter.

Wichita Falls' KWFT-TV (Ch. 6), with radio KWFT (5-kw, 620 kc, CBS), has been sold by the controlling Rowley theatre chain family (E. H. Rowley, pres.) and one-third owner Kenyon Brown for slightly in excess of \$800,000—with a proviso whereby Brown repurchases the radio station for about \$100,000. Purchaser of the CBS-TV affiliate is Grayson Enterprises, operating radio KSYD, Wichita Falls (10-kw D, 1-kw N, 990 kc, ABC), headed by Sydney Grayson, which formerly was called KFDX and was purchased from old owner Darrold A. Cannan. Cannan now operates KFDX-TV, Wichita Falls (Ch. 3), affiliated with NBC & ABC but now without any AM affiliation. The Rowleys thus get out of TV field, which they entered in 1953 as partners with Brown, who also owns part-interest in radios KBYE, Oklahoma City, and KGLC, Miami, Okla. Brown recently also sold his interest in the old share-time KMBY-TV, Monterey, Cal.; last week purchased radio KANS, Wichita, Kan. (5-kw D, 1-kw N, 1480 kc, NBC) in association with Frank Lynch for \$225,000 from O. L. Taylor (Vol. 11:45); is one of group proposing to buy KFEQ-TV, St. Joseph, Mo. (Ch. 2) with KFEQ (5-kw, 860 kc, MBS) from Barton Pitts for \$550,000 plus assumption of about \$235,000 in liabilities—holding 25% interest in association with Bing Crosby, 25%; George Coleman, 25%; John E. Fetzer, WKZO-TV, Kalamazoo, 12½%; Paul O'Bryan, Washington attorney, 12½% (Vol. 11:34).

Honolulu's KULA-TV (Ch. 4) with KULA (10-kw, 690 kc, ABC) has been purchased for \$600,000, payable \$150,000 cash and remainder over 5 years, in deal closed this week with Television Corp. of America, co-equally owned by gen. mgr. Jack Burnett; Albert Zugsmith, TV-radio station broker; Arthur B. Hogan, pres. of Albert Zugsmith Corp., Los Angeles; Richard C. Simonton, wired music operator of Los Angeles & Las Vegas. Hogan and Simonton also were principals in recently approved \$417,500 purchase of radio KRKD, Los Angeles (Vol. 11:35, 45) by Continental Telecasting Corp., newly formed for purpose of acquiring TV-radio properties. Sellers of the Honolulu stations include American Broadcasting Stations Inc., owning 41% (licensee of WMT-TV & WMT, Cedar Rapids, Ia. and Dolph-Petty Bestg. Co., 42.5%. Among principals in the selling entities are Helen S. Mark, Herbert L. Petty, Wm. B. Dolph, Wm. B. Quarton. Note: Frank Oxarart, of KFWB, Hollywood, with John D. Feldman Jr., applied to FCC this week to buy KDON, Salinas, Cal. (5-kw, 1460 kc) for \$115,000 from Charles B. Grant; Oxarart recently became 26% owner of radio KRKD in association with Zugsmith group, earlier had acquired 20% of Tucson's KVOA-TV & KVOA (Vol. 11:27).

Radio station sales, involving TV principals, approved by FCC this week: (1) KXL, Portland, Ore., sold for \$450,000 by group headed by E. B. Craney (pres.-gen. mgr. of KXLF-TV, Butte) to Lester M. Smith & Lincoln Dellar, owners of KJR, Seattle (Vol. 11:41)—Smith & Dellar also getting approval to acquire KHMO, Hannibal, Mo. for \$40,000. (2) WSGN & WSGN-FM, Birmingham, by John S. Jemison Jr. group to owners of WTOV-TV, Winston-Salem, for \$123,250 after 5 years of operation under lease (Vol. 11:42). (3) KVNI, Coeur d'Alene, Ida., for \$85,000 by Scripps Newspapers and Burl C. Hagadone to Alan Pollock, who also owns 5% of KBET-TV, Sacramento (Vol. 11:41). (4) Transfer of 40% of WABR, Winter Park, Fla., which holds CP for WEAL-TV, Orlando (Ch. 18), by Carmen (Jim) Macri to R. H. Gunckel Jr. & James H. Sawyer, who increase holdings to 60% & 40%, respectively. Macri, who gets \$29,000 for stock, recently became majority owner of Jacksonville's WOBS and Ch. 30 grantee WOBS-TV (Vol. 11:31).

Britain's famed Ealing Studios, one of few not yet devoted to TV film production, has been purchased by BBC.

**Station Accounts:** Toy industry, anticipating biggest Xmas season in its history, with average family expected to spend \$28 on toys, to step up pace of TV advertising substantially, independently and through Toy Guidance Council, 1124 Broadway, N. Y. (Friend-Reiss Adv., N. Y.); Opinion Research Corp. recently reported that most toys are bought for 2-6 age group, who are most susceptible to TV ads . . . Drewrys Ltd. (beer) to sponsor TPA's *Susie* in 13 midwestern markets starting Jan. 23, replacing *Eddie Cantor Comedy Theatre*, and will build merchandising program around cartoon character "Susie," thru MacFarland, Aveyard & Co., Chicago; starring Ann Sothorn, *Susie* is new title of current CBS-TV series, *Private Secretary* . . . Bowling bonanza: Prizes of \$25,000 in cash and merchandise, including grand award of new car and house full of furniture, are offered in multi-sponsored, highly-popular *Let's Go Bowling* on WISN-TV, Milwaukee, Sun. 1-2 p.m. . . . Wilson & Co. (meat packing) buys Guild Films' *I Spy* in 10 markets, thru Needham, Louis & Brorby, Chicago; it's now sold in 42 markets . . . Quaker City Chocolate & Confectionery Co., Philadelphia, to sponsor *Ramar of the Jungle* in 9 markets initially, with more to be added next year, thru Adrian Bauer Adv., Philadelphia . . . Among other advertisers currently reported using or preparing to use TV station time: Bonnie Jonnie Div., Ball Bros. Co., Muncie, Ind. (toilet bowl cleaner), thru Applegate Adv., Muncie; Max Factor & Co., Pharmaceutical Div., Hollywood (SEBB scientific formula), thru Doyle, Dane Bernbach, N. Y.; Foremost Packing Co., East Moline, Ill. (Fore-Pac cheesefurters), thru Warren & Litzenger, Davenport, Ia.; Parks Sausage Co., Baltimore (meat products), thru Applestein, Levenstein & Golnick, Baltimore; Electric Auto-Lite Co., Toledo (auto electrical systems), thru Grant Adv., N. Y.; Solarine Co., Baltimore (waxes & polishes), thru Courtland D. Ferguson, Washington; Brondow Inc., Mt. Vernon, N. Y. (Breath-O-Pine deodorant & cleanser), thru Abbott Kimball Co., N. Y.; Carnation Co., Los Angeles (Friskies dog food), thru Erwin, Wasey & Co., L. A.; Alliance Mfg. Co., Alliance, O. (Lift-A-Door garage door operator), thru Huffman & Broadwater, Canton; Siegler Corp., Centralia, Ill. (oil & gas-fired space heaters), thru Marvin Gordon & Assoc., Chicago; Studebaker-Packard Corp., Detroit (Packard Clipper torsion-level suspension system), thru Ruthrauff & Ryan, Detroit; Nestle Co. Inc., White Plains, N. Y. (Nescafe), thru Bryan Houston, N. Y.; Brach Mfg. Corp., div. of General Bronze Corp., Newark (Magne-Tenna indoor antenna), thru Blaine-Thompson Co., N. Y.; Lima Bean Advisory Board, L.A., thru J. Walter Thompson, L.A.

TV is most-preferred advertising medium of food and drug retailers, reports NBC research mgr. Dr. Thomas E. Coffin, in second part of network's intensive research project in Ft. Wayne, *Strangers Into Customers*. First part, dealing with what happens to consumers when TV comes to town, was reported in May at NARTB convention (Vol. 11:22). Second part, *Dealers Sound Off on Advertising*, made these points: 7 out of 10 dealers notice TV advertising for products they carry; 2 out of 5 stocked new brands because of TV advertising; 3 out of 4 urged manufacturers of lines they handle to use TV advertising; TV causes 5 times as much comment as newspapers, radio & magazines combined.

Chicago area sponsors will spend \$50,000,000 in NBC-TV billings this year, which Nov. 9 *Variety* suggests may be one reason why network chose WNBQ for its all-color "model" station (Vol. 11:45). Leading NBC-TV sponsors from Chicago area, many of them buying into color shows: Sunbeam, Maybelline, Motorola, Hazel Bishop, Hallmark, Armour, Toni, Kleenex, Dormeyer, Kraft, S. C. Johnson.

**Network Accounts:** General Motors has picked up full sponsorship of 90-min. *Wide Wide World* on NBC-TV, alt. Sun. 4-5:30 p.m. It had been sponsoring 60 min. of show for its Delco, A-C Spark Plug and Guide Light divs., thru D. P. Brother & Co., Detroit . . . Oldsmobile to make clean sweep of movie & TV awards telecasts on NBC-TV, sponsoring Academy Awards nominations Feb. 18, Sat. 9-10:30 p.m. and presentations March 21, Wed. 10:30 p.m.-12:15 a.m., and TV's "Emmy" awards March 17, Sat. 9-10:30 p.m. . . . CBS-TV, with public affairs sustaining schedule each Sun. 2:30-5 p.m., will offer to sponsors 60 or 90-min. "public affairs drama program" shortly, in effort to compete with NBC-TV's *Wide Wide World* (GM-sponsored) and Hallmark's Maurice Evans' *Hall of Fame* dramas . . . Roto-Broil to sponsor 30-min. of *Super Circus* on ABC-TV starting Nov. 13, Sun. 5-6 p.m., thru Product Services Inc. . . . Charles Antell (Lanolin hair preparation) to sponsor 30-min. of *Ozark Jubilee* on ABC-TV starting Nov. 12, Sat. 7:30-9 p.m., thru Product Services Inc. . . . Lever Bros. to sponsor Wed. 10-10:15 a.m. segment of *Garry Moore Show* on CBS-TV starting Nov. 16, thru J. Walter Thompson . . . Curtis Candy to sponsor *Tales of the Texas Rangers* on CBS-TV alt. Sat. 11:30 a.m.-noon, thru C. L. Miller Inc., Chicago . . . Ralston Purina (Ry-Krisp) to sponsor Thu. 2-2:15 p.m. alt. week segment of *Robert Q. Lewis Show* on CBS-TV starting Nov. 10, thru Guild, Bascom & Bonfigli, San Francisco . . . General Tire to sponsor Detroit-Green Bay pro football game on ABC-TV Thanksgiving Day starting at noon, thru D'Arcy . . . Frigidaire to cancel *My Favorite Husband* on CBS-TV Dec. 27, Tue. 10:30-11 p.m. . . . CBS-TV's partic.-sponsored west coast *Panorama Pacific* (Mon.-thru-Fri. 7-9 a.m.) on Nov. 14 extends to KTNT-TV, Seattle & KOIN-TV, Portland . . . Steve Allen's *Tonight* on NBC-TV will start long-rumored West Coast origination in

"Close resemblance between a sponsor and the type of show he presents" is often established by TV viewers who judge him accordingly, says Admiral-sponsored Bishop Fulton J. Sheen (ABC-TV & radio). The noted prelate of *Life Is Worth Living* warned Radio & TV Executives Society luncheon in N. Y. this week that shows loaded with crime and criminals may make family audiences ask, "How do we know the sponsor is not a racketeer, too?" After luncheon, he was asked to expand on remark and replied: "Take a wrestling program. Wrestling is a fake. If Tiffany sponsored such a program the family would ask, 'What is Tiffany selling—zircons?' The family establishes a moral relationship between the sponsor and program." Principal theme of the Bishop's speech was call for more programs that enlighten and inform—a lecture series on languages, for example. He also deplored fact that when one network starts a program and finds it popular, other networks rush in with same kind of show at same time.

BBDO's own David Gerber, TV producer, is experting its production of *DuPont Cavalcade Theatre's* "Barbed Wire Christmas" on ABC-TV Dec. 20. Story by Larry Marcus relates how a group of GIs successfully defied German ban on prisoner Xmas celebration in Stalag 17. Gerber was a prisoner in that camp after being shot down while an Air Force sergeant. His story was previously produced on the *Cavalcade* radio show.

Judith Waller, NBC director of public affairs & education, appointed network's public affairs representative under v.p. Davidson Taylor, with traveling assignment as liaison between network and organizations; she was recently awarded honorary degree by Northwestern U.

N. Y. State Civil Defense Commission appoints Kastor, Farrell, Chesley & Clifford Inc. as TV-radio consultants for public education drive in connection with Conelrad.

**Telecasting Notes:** ABC-TV has reached "first plateau" in its widely heralded climb toward "major network" status. Not only are its billings up (see p. 16), but new-season ratings show it becoming more competitive with the other networks in certain time segments. ABC-TV this week claimed it has "moved into first place in network ratings from 7:30-8:30 p.m. Mon.-thru-Fri.," based on average Oct. ARB tabulations. Its average ARB rating for that weekday hour was 20.1 in Oct. 1955 vs. 10.2 in Oct. 1954. Its top shows during that period are *Disneyland* (still the only ABC-TV show to make "top 10"), *Rin Tin Tin*, *Warner Bros. Presents . . . Walt Disney's Mickey Mouse Club* has given ABC-TV a position of strength in 5-6 p.m. weekday period, the network calling it the highest-rated daytime program. Next Feb., ABC-TV moves deeper into daytime programming, scheduling feature films in 3-5 p.m. period preceding *Mickey Mouse . . .* ABC-TV is still a low third in over-all network competition despite the improvement, and it's now firming up plans for a strengthened 1956-57 lineup. Involved are a dozen 90-min. live spectaculars plus some 60-min. drama & variety shows and 11 new 30-to-90-min. film shows. Rather than invest heavily in talent, network has novel "co-production" plan, as exemplified by its new partnership with TPA whereby it will help finance about half of that independent distributor's output for next season. Partnership deals have also been made with other top independent producers . . . "Mr. Television" came out second-best Nov. 8 for first time in history as CBS-TV's Tue. 8-8:30 p.m. *Phil Silvers Show* out-trended Milton Berle's first half-hour by 25.2 to 17.6. Berle's second half-hour drew 21.9 vs. 18.5 for CBS-TV's *Navy Log . . .* Re-runs of network film shows are finding their way to daytime TV through syndication, and pres. Hal Hackett of Official Films sees new pattern emerging whereby re-runs will be largely confined to daytime—giving stations top quality shows at less-than-local-show cost and leaving more night hours free for first-run syndication . . . TV is ideal showcase for legitimate theatre attractions, says producer Paul Gregory, who is putting 2 of his plays on TV before their theatrical openings. His forthcoming CBS-TV spectaculars, *The Big Banjo* and *The Day Lincoln Was Shot*, will be launched as theatrical roadshows after their TV runs.

Two hot disputes over football TV developed this week between telecasters and collegiate authorities: (1) CBS announced it would defy an NCAA-imposed black-out of Iowa for Nov. 12 Illinois-Wisconsin game. NCAA imposed the ban because an alleged "unauthorized telecast" of the Iowa-Minnesota game the preceding Saturday on KRNT-TV, Des Moines. Network replied: "We cannot accede to your request to 'black out' Iowa in violation of our contracts with the sponsor of the broadcasts and our affiliated station." (2) Washington's WTOP-TV, in an on-the-air editorial Nov. 11, accused U of Maryland coach Jim Tatum of confusing "his obligation as athletic director of a state university with his status as a TV performer." Station explained Tatum had refused it permission to film Nov. 12 Maryland-Clemson game for TV showing the following day (Sunday), and said: "He [Tatum] stated that his principal reason was that he himself has a TV program on Monday night" on WMAL-TV, presenting filmed highlights of game. Tatum later denied the charge, saying that the university's contract gives his sponsor—a local bank—first rights on use of all films of Maryland games.

NBC-TV's talent search started last May and directed by Leonard Hole, director of program development, has resulted in selection of 9 young script writers being placed under 7-year contracts, selected out of 12,000 contest entries. Four comedians were also chosen for final tryouts.

"We have already worked out a format for these shows which will result in good shows for home consumption," Gregory told *Variety*. "But we won't be giving away the entire property. In fact, we're convinced that what will be telecast will stimulate ticket buyers so that when the shows come to their respective towns they will want to see them" . . . As did Sam Goldwyn Jr., Frank Capra Jr. is starting his career in TV, having signed as asst. director of *Gunsmoke* TV film series (CBS); his father has worked fulltime for last 3 years directing 4 experimental full-hour science TV films for AT&T . . . Navy Antarctic expedition will be recorded by Walt Disney cameramen, who will spend 17 months with Rear Adm. Byrd's men, their filmed progress reports to be shown on ABC-TV's *Disneyland* and *Mickey Mouse Club . . .* Tele-Casting: Hollywood producer Henry Ginsberg told press conference he spent as much time before TV screens as he did scanning player lists of major studios in casting new Warner Bros. epic, *Giant*. He compared TV today with the "short subject" of yesterday as a primary source of new feature-picture talent . . . Newspaper-TV cooperation: Denver's KBTW and *Denver Post* producing new cooperative *Denver Post TV News*, 5-min. filmed newscast, for airing at 3:55 p.m. daily, same time first edition of *Post* hits streets. Newscasts will feature national, international & local news, features, sports & social items, using photographs of current issue of newspaper, with narration by reporters who covered the stories and scenes shot in newsroom . . . Public service film series, *Focus on Delinquency*, produced by KNXT, Los Angeles, will be shown to meeting of Institute of Juvenile Court Judges in Pittsburgh Nov. 27-30 as exemplifying TV's role in disseminating information about social problems.

Universal Pictures' subsidiary United World Films v.p. George Bole reports that 20% of commercials being produced during Nov. are in color (see p. 4). Advertisers currently using UWF for TV film production are Conoco Oil & Studebaker, thru Benton & Bowles; DeSoto & GE, thru BBDO; Scott Tissue & Lux Soap, thru J. Walter Thompson; Olin Industries, thru D'Arcy Adv.; Campbell Soup, thru Leo Burnett. In addition, it's making half-hour industrial film for American Stock Exchange.

Unique cold war weapon—a rugged, hand-operated plastic phonograph that can be made for about 50¢—was revealed by RCA Nov. 9 in demonstration by RCA technical director Arthur Van Dyck, its creator, during speech by Gen. Sarnoff before Overseas Press Club in N. Y. Thereafter, Dr. Van Dyck went on NBC-TV to describe it, and it was also described on radio. Unit "about size of loaf of bread" is of almost primitive design, shatterproof and made to be dropped by planes behind Iron and Bamboo curtains to deliver American messages "that can't be jammed." Possessing amazing volume and clarity, machine is adaptation of earliest phonographs which were similarly hand-cranked and used same principle of direct connection between needle and cone amplifier. Entire device comes packaged in corrugated cardboard carton about 4x4x10-in. Unit was mentioned in Gen. Sarnoff's "Program for a Political Offensive Against World Communism" submitted to Pres. Eisenhower early this year (Vol. 11:20) and was more or less "off the record" until demonstrated this week. Gen. Sarnoff revealed that several of the machines were under test by Voice of America; that RCA had no commercial interest in it, will turn over design to anyone; that it might be produced for as little as 20¢ by toy makers.

John J. Nordberg promoted to chief of telephone div., FCC Common Carrier Bureau, succeeding Robert E. Stromberg who becomes chief of new Office of Accounting Systems.



**DECLINE—BUT NOT FALL—OF THE 17-in.:** Demand for 17-in. receivers, once the industry's "giant super-screen size," has dwindled to less than 15% of current production -- and prospect is that it will dip even lower before it gets better, so strong is the movement to higher-end models. Four years ago, 17-in. accounted for 65% of output.

"We're producing 17-in. table models only to demand," said an RCA spokesman. "In other words, if a distributor in a certain market tells us he needs some 17-in. sets to fill a gap in his area, we'll make them. Otherwise, no." Philco, Admiral and Motorola spokesmen said their 17-in. output was "sporadic" or "very light."

With price differential narrowed to \$20 or so between a 17 & 21-in., dealers are admittedly urging prospective 17-in. customers to go for 21-in. NARDA chairman Mort Farr, operating retail chain in suburbs of Philadelphia, informs us: "Of course we're discouraging customers from buying 17-in. sets. They'll be saving money by buying 21-in. and we'll be making more money, too."

What's the future for 17-in.? Strangely enough, few manufacturers are ready to consign it to the graveyard. One reason is the possibility that shallower sets incorporating 110 or 120-degree tubes (Vol. 11:45) could be made as 17-in., once the principle is mastered in current research on 21-in. tubes.

Increasingly important second set market is cited as additional factor. As one major set maker says: "As long as there is a second set market, there always will be at least a limited demand for 17-in. Some second set purchasers, who might have a 21-in. set, prefer to work down to a 17-in. for the den or children's room."

Brief highlights of other major trade developments this week:

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**Appliance Giants:** "The whole electrical appliance industry lives in the shadow of the danger that General Motors may choose tomorrow to double its appliance business." That statement, from ex-GE v.p. T.K. Quinn, who also was once pres. of big Maxon Inc. agency and now heads small appliance firm called Monitor Equipment Corp. in N.Y., before a Senate Judiciary subcommittee investigating monopoly, pointed up the massive struggle for major positions in white goods by some of nation's biggest industrial names. The subcommittee, headed by Sen. O'Mahoney (D-Wyo.), delved deeply into the multifarious activities of GM, which among other things is nation's largest producer of auto radios (Delco) and has strong position in refrigerators through its Frigidaire div. Quinn said GM "is entirely too big and threatens the very existence of countless good companies and eventually our own free American institutions." He said GE was first major company to market a full appliance line and listed Philco, Westinghouse, Admiral, Crosley-Bendix and RCA among companies which followed suit. He said that development of a full line was a necessity because those manufacturers which continue to produce only one or two items in a white goods line find it more difficult to get strong distribution in various markets. If GM decided to expand its appliance operations, he said, it could "silence almost any protest from its competitors by an adroit use of its purchasing power." Note: Cory Corp., Chicago, this week became nation's largest manufacturer of air conditioners through purchase of Mitchell Mfg. Co., onetime TV-radio producer. Cory pres. J.W. Alsdorf said that Mitchell would operate as wholly-owned subsidiary of Cory and its air conditioners would be competitive with Cory's. Eugene A. Tracy remains as Mitchell gen. mgr.

**Color Merchandising:** TV manufacturers centered in Chicago generally agreed this week that RCA-NBC's move to equip WNBQ as first all-color station would rev up color sales in their home bases considerably, elsewhere eventually.

Admiral v.p. W.C. Johnson called it "a major step in the right direction, one which will have an important stimulating effect on color in the midwest." Motorola exec. v.p. Robert W. Galvin said: "The action at WNBQ is a very, very big step in

the ultimate expansion of color sets in Chicago -- and this will have its effect in other areas as well. Increased programming has always been an essential factor in the growth of color." He declined to alter his prediction of 300,000-350,000 color sales next year, 1,000,000 in 1957 because, he said, that forecast was predicated on the anticipation that color programming would be expanded generally.

Raytheon v.p. Henry F. Argento predicted the "log jam" in color production "will be broken within a very short time," as the WNBQ action will have "a tremendous springboard effect on the mass production of color TV receivers." Hallicrafters pres. Raymond W. Durst said he "totally agrees" with Argento's forecast.

"Creative selling" -- finding customers for color sets -- is the key to successful merchandising of color at the retail level, and our conversations this week with 3 of nation's leading color dealers add more merchandising techniques to those reported last week (Vol. 11:45).

Sol Polk, whose Polk Bros., Chicago, is said to be biggest TV merchandiser in midwest, told us: "I have every confidence that I will be able to sell quickly the 500 RCA color sets I ordered last week. I have sold 500 to date and I am sure I can double that in a matter of months. We've made a circuit of country clubs and night clubs and have sold plenty that way. The Chez Paree has one, so does the Key Club, so do many leading country clubs around Chicago. We, meaning all the dealers, ought to sell 6000 color sets in Chicago next year with no strain." Demon salesman Polk then added: "Do you have a color set? Do you have any friends in Chicago who might be interested? I'll be glad to arrange a private demonstration for them."

Johnson Bros., Baltimore (Wm. & Elmer Johnson, partners) has sold about 125 color sets this year, keeps leather-bound book listing each color set owner in area, then makes personal calls on neighbors to urge them to "keep up with the Joneses." The brothers operate a live-wire service organization, enabling them to tell customers: "If this set does not measure up to everything we've said about it, we want you to send it back and we'll take care of it."

Mort Farr has sold about 40 color sets in Oct.-Nov., chiefly by heavy promotions in newspapers and on his own program on WCAU-TV. He says he's been kept busy playing host to "color parties" in store after closing hours on nights of network colorcasts and has been "beating the bushes" for Cadillac-trade customers.

**Economic Roundup:** Gross national product "will probably surpass" \$400 billion early in 1956, it was predicted this week by James Clawson, chairman of U.S. Savings & Loan League's Committee on Trends and Economic Policies. "While the trend of developments in the latter part of 1956 are somewhat less certain, it appears that the year as a whole will be favorable," he said in formal statement, adding that because 1956 is an election year, "there is no doubt that every effort will be made to maintain economic activity at high levels." Commerce and Labor Depts., in joint report, disclosed that employment in Oct. jumped to record high of 65,161,000, up by 428,000 from Sept. and 3,020,000 from Oct. 1954. Commerce Dept. reported consumer income in Sept. jumped to record annual rate of \$307.5 billion, more than \$2 billion over Aug. and \$15.25 billion over start of year.

**Retail Sales:** RETMA reports 9-month TV retail sales of 5,149,977, compared to 4,645,063 sold in first 9 months of 1954. Sept. sales of 978,838 were highest for any month this year, comparing with 586,577 in Aug. and 986,136 in Sept. 1954. The 9-month retail sales of radios, not including auto sets, totaled 3,942,676, compared to 4,032,704 in same 1954 period. However, auto radio production (considered equivalent to retail sales) totaled 4,980,457 in first 9 months this year vs. 2,843,750 auto sets in same period year ago. Sept. radio sales, excluding auto, were 753,068 vs. 456,625 in Aug. and 763,589 in Sept. 1954.

**Production:** TV output totaled 173,042 week ended Nov. 4, compared to 183,139 preceding week and 186,153 week ended Oct. 21. It was year's 44th week and brought production for year to date to about 6,675,000 vs. 6,000,000 in same period of 1954. Radio production totaled 382,527 units (178,064 auto) week ended Nov. 4, compared to 386,523 preceding week and 374,708 week before. For 44 weeks, radio output totaled 11,900,000 vs. 9,100,000 in corresponding period of 1954.



**Topics & Trends of TV Trade:** Two men pleaded guilty to conspiracy charges this week in alleged \$2,000,000 motel TV swindle, as Chicago Federal court began trial of 8 other persons, officials of a "TV manufacturer," a sign company and a "TV trade association" which once had headquarters in Washington (Vol. 8:24, 40 & 9:39, 41). Pleading guilty were pres. Nathan James Elliott of United States Sign Corp., (also known as J. Matt Thompson) and Edward C. MacReady, identified as inventor of coin-operated TV "Previewer." Conspiracy charges were dropped against Preview TV Corp., the sign company and American Institute of TV Manufacturers—all presumably defunct.

Trial involves those associated with Preview TV Corp., Chicago, which offered to motels and hotels coin-operated TV device which was supposed to give viewers 4-minute "free sample" of TV program before they inserted coin to see rest of show. Asst. U.S. attorney Edward J. Calihan Jr. said Previewer device cost motel-hotel operators \$250 each and signs to advertise them cost \$395 apiece. He said some Previewers were delivered but none of them worked and no investors got their money back. A number of telecasters were approached in 1952 as possible Previewer franchisers (Vol. 8:40).

Charges were dropped against John Ponsaing, Oakland, Cal.; Herman Rodnick, Los Angeles; Del W. Kettering, Monmouth, Ill.; Cyrus Simmons, Chicago (deceased). Among those on trial are Bruce Hantover, former pres. of Preview, and Wm. F. Robichaud, former pres. of American Institute of TV Manufacturers.

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Picture tube sales in first 9 months totaled 7,680,781, valued at \$147,072,146, compared to 6,476,566 worth \$134,922,387 in corresponding period of 1954, reports RETMA. Sept. sales were 1,202,430, valued at \$22,867,851, compared to 1,048,534 at \$19,812,567 in Aug. and 1,149,791 at \$23,892,469 in Sept. 1954. Receiving tube sales in first 9 months totaled 347,668,000, valued at \$257,544,000 vs. 266,050,000 at \$191,761,000 in first 9 months of 1954. Sept. sales were 47,588,000, worth \$34,596,000 vs. 45,238,000 at \$33,099,000 in Aug., 40,966,063 at \$28,953,592 in Sept. 1954.

Sylvania was acquitted this week in Chicago Federal Court on anti-trust charges of price fixing in fluorescent glass tubes. Four other companies pleaded guilty and were fined \$2000 each.

Zenith adds 3 new higher-end TVs to its line, reflecting increased demand for more expensive receivers (Vol. 11:45): 24-in. mahogany table, \$270; 24-in. open-face mahogany console, \$340; 21-in. full-door console, \$450.

Trans-Vue Corp., Chicago (David Krechman, pres.), back in TV production on "very limited" scale, plans to import transistor radios from Japan.

Raytheon increased prices on nine 21-in. consoles in "Aristocrat" line by \$10-\$20, new prices being \$220-\$340.

Admiral 17 & 21-in. sets have been installed in all 650 seaside villas of Ellinor Village, Daytona Beach, Fla.

**Trade Personals:** Harold R. Sheer named sales mgr. of Philco's new metropolitan div. (N. Y.-Newark-Trenton-Philadelphia), continuing as v.p. of Philco Distributors Inc., N. Y.; A. H. Chatten named sales mgr. of North Atlantic div., succeeded by Robert C. Digges as Atlantic div. sales mgr., Philadelphia; Joseph F. Anlauf named east central div. sales mgr., Detroit . . . B. M. Barrett, gen. sales mgr. of consumer products, RCA Victor Co. Ltd., Montreal, appointed director of appliances & marketing dept., RCA International; J. A. O'Hara, RCA southern rep for TV sales, promoted to RCA International sales mgr., military exchange services . . . Jack H. Zink, ex-appliance sales mgr. of Chicago factory branch, named sales mgr. of Admiral range div., replacing Wm. Mackle, now with Norge . . . James A. Steel promoted to mgr. of color tube pilot production engineering, GE tube dept.; Edmund F. Schilling promoted to mgr. of color tube product engineering . . . Leonard Hanat promoted to Raytheon TV-radio sales mgr. for Chicago area . . . Bernard H. Lippin, chairman of Symphonic Radio, assumes full control of Philharmonic Radio Corp., buying 50% interest held by Leslie A. Roberts, who resigned as pres. last week . . . George Ritter, from Indianapolis RCA plant, now mgr. of manufacturing for RCA of Brazil, headed by Perry Hadlock; new post includes supervision of new tube plant at Belo Horizonte due for completion next year. Henry Boler, ex-mgr. of manufacturing at Sao Paulo RCA plant, is now staff asst. to H. B. Allen, Magnavox director of operations, was succeeded in Brazil job by Wm. G. Beaman, promoted . . . Charles W. Weingartner, ex-Feldkamp-Malloy Inc., Chicago, named Magnavox adv. production mgr. . . . Michael Muckley, onetime Hallicrafters eastern sales mgr., resigns as sales mgr., Espey Mfg. Co. . . . Thomas S. Knight Jr. promoted to sales mgr. of new Fla. sales district, GE tube dept., Tampa . . . Sol Goldin resigns as TV-appliance buyer, Strawbridge & Clothier dept. store, Philadelphia, to join Whirlpool-Seeger as product mgr. of stove div. . . . Seymour D. Gurian promoted to sales mgr. of engineering products div., Radio Receptor Co. . . . Lloyd W. Dunn promoted to Capitol Records sales & merchandising v.p. . . . Comdr. James H. Leach (USN ret.), 2520 Holman Ave., Silver Spring, Md., has resigned as mgr. of Washington office, Brush Electronics . . . W. McConnachie promoted to production engineering supt., Canadian Westinghouse TV-radio div.; R. Fraser promoted to supt. of quality control, R. J. Robinson to service supervisor, D. W. Pettigrew to sales promotion supervisor . . . Howard Cushing resigns as sales director of Bell & Howell hi-fi div., his duties assumed temporarily by pres. R. G. Smith . . . Edward J. Felesina appointed public relations mgr. of IT&T's Federal Labs . . . Carl E. Treutle, gen. sales mgr. of Almasen Americano, RCA distributor in Venezuela, named South American regional sales mgr., RCA International, headquartering in Bogota, Colombia; Frank A. McCall, mgr. of record sales & marketing, RCA International, appointed Caribbean and Central American regional sales mgr., Miami.

**DISTRIBUTOR NOTES:** Crosley-Bendix establishes factory branch in Chicago, replacing big Harry Alter Co., which is retiring from TV-radio-appliance distribution . . . Philco Distributors Inc., Cleveland, appoints Stuart Falk gen. mgr., Frank Bonner gen. sales mgr. . . . Philco Distributors Inc., N.Y., promotes Wallace W. Meyer to gen. sales mgr., succeeding Robert Kelly, now refrigerator sales mgr. of parent company . . . Admiral Distributors-Boston promotes John R. Hodgins to gen. mgr. . . . Krich-New Jersey Inc., Newark (RCA) appoints Murray Balis, ex-Westinghouse Electric Supply Co., as sales mgr. of RCA-Whirlpool products, succeeding Leonard Fischer, now gen. sales mgr. . . . Delaware Valley Distributors,

Philadelphia (Crosley-Bendix) extends territory to Ocean & Mercer Counties, N.J., previously served by Apollo Distributing Corp., now Zenith outlet for N.J. . . . Marshall-Wells Co., Duluth (Arvin) reports resignation of exec. v.p. Lawrence M. Hatfield . . . RCA Distributing Corp., Kansas City, appoints Mrs. R. J. McAlexander as asst. to v.p. . . . Modern Distributing Corp., Cincinnati (Crosley-Bendix) appoints Charles Groene asst. sales mgr., replacing James Taggart, resigned . . . Simon Distributing Co., Washington (Zenith) moves Nov. 25 to new headquarters at 3335 V St. NE . . . CBS-Columbia appoints Albert J. Mathias & Co., 305 S. 2nd Ave., Phoenix (Sidney Meyer, pres.).

**Color Trends & Briefs:** Another interesting contrast in impact of color came in form of NBC-TV's "Great Waltz" Nov. 5 and "Constant Husband" Nov. 6—somewhat reminiscent of football game and "Cyrano" differences (Vol. 11:43). "Great Waltz" was clearly meant for color, being a lavish period musical. *Variety's* George Rosen, for example, called it "another standout victory for RCA's brilliant and still-secret compatible hues . . ." And *N. Y. Herald Tribune's* Marie Torre wrote: "It was the kind of show that should have been seen in color, and it's a pity so many of us couldn't."

Most reviewers of "Constant Husband," on other hand, didn't even mention color. It was a "first"—the first time TV has premiered a major movie—and reviewers were preoccupied with guessing what impact showing would have on subsequent theatrical boxoffice. Critics were quite split in their views—*N. Y. Times's* Jack Gould said telecast was no fair test of possible boxoffice, while *Washington Star's* Bernie Harrison felt that it was. But *Variety's* Fred Hift stated flatly that it was a punk show and that Britain's Sir Alexander Korda made an "excellent deal" by getting NBC-TV to buy it and surround it with the hoopla of a "first." He didn't think telecast would do much to boost future boxoffice.

Our own reaction was that it was a run-of-the-mill movie, amusing but a cut below Britain's better shows; that color was quite incidental, being overshadowed by the story; that subscription-TV, if it ever comes, better not rely on average movie for its success.

\* \* \* \*

Color set with Chromatic Labs' Lawrence tube (Vol. 11:43-44) was observed in operation this week by *Retailing Daily's* Martin P. Rosenblum, who reported picture is improved over previous demonstrations but still inferior to quality of rendition on RCA 21-in. set. Set was seen at labs of Telechrome Inc., Amityville, L. I., N. Y. which is making samples for Chromatic, owned chiefly by Paramount Pictures. Latter is seeking to license manufacturers to make tube and sets, asserting they can be retailed for less than \$400. Rosenblum found skin tones excellent, overall impression pleasant, believes set might be promoted as price leader—if engineers overcome defects such as pincushioning, poor focus at edges, etc.

Closed-circuit color demonstration of well-known products was conducted this week by NBC's Tele-Sales dept. for meeting of Packaging Institute of America at Hotel Statler, N. Y.

Emergency appeal to the nation's TV-radio repairmen to help relieve critical shortage of selenium was issued Nov. 8 by Charles F. Honeywell, business & defense services administrator, Dept. of Commerce. Acting just a week after rectifier manufacturer Sarkes Tarzian pleaded for govt.-backed salvage program (Vol. 11:45), Honeywell said: "The selenium production lost [in last summer's work stoppages] cannot be made up and the current supply situation is so acute that it threatens to curtail operations of some consuming industries. In this situation the servicemen and their shops can render a valuable service by salvaging scrapped products containing selenium, such as discarded rectifiers. It is particularly important, in view of the severe shortage, that radio and TV servicemen collect all replaced and discarded rectifiers and return them to distributors or manufacturers, so that the selenium contained in these components may be reclaimed and reused." TV-radio industry uses about 1,000,000 lbs. of selenium a year, about half total U.S. supply.

Roy A. Long, Stanford Research Institute, elected western v.p. of Audio Engineering Society.

**Network Color Schedules**  
(Nov. 14-26, 1955)

- Nov. 14—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Dateline 2" featuring guest appearance by Vice President Nixon. Story on freedom of press by Robert E. Sherwood, John Steinbeck, Irving Berlin, starring Milton Berle, Greer Garson, Wm. Holden, Martha Raye, John Wayne, 8-9:30 p.m.
- Nov. 15—NBC: *Home segments*, 11 a.m.-noon; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Nov. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Godfrey and His Friends*, 8-9 p.m.
- Nov. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Nov. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Nov. 19—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "The Caine Mutiny Court Martial" starring Lloyd Nolan, Barry Sullivan, Frank Lovejoy, 9:30-11 p.m.
- Nov. 20—NBC: *Hallmark Hall of Fame*, "The Devil's Disciple," with Maurice Evans, Ralph Bellamy, Dennis King, 4-5:30 p.m.
- Nov. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Nov. 22—NBC: *Home segments*, 11 a.m.-noon; *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Nov. 23—NBC: *Today segments*, 7-10 a.m.; *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Nov. 24—NBC: *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.
- Nov. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Nov. 26—NBC: NCAA football, Army vs. Navy, 1:15-4 p.m.; *Max Liebman Presents*, "Dearest Enemy," with Cornelia Otis Skinner, Cyril Ritchard, Anne Jeffreys, Robert Sterling, 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.

Guesstimating probable color set sales, one of industry's most popular and vital games, was undertaken by RETMA picture tube section at recent meeting in N. Y. Average of the estimates for next 3 years, made by secret ballot of 17 members under chairman D. W. Gunn, Sylvania, were as follows: 1956—color 211,000, black-&-white 7,223,000; 1957—color 723,000, black-&-white 6,944,000; 1958—color 1,953,000, black-&-white 6,311,000. Most recent projection of color set sales was that of RCA Chairman Sarnoff, who estimated last week that 1956 sales by the whole industry would run "more than a couple hundred thousand" (Vol. 11:45).

Paramount Pictures v.p. Paul Raibourn, MIT engineer as well as Harvard business graduate, has been issued Patent No. 2,723,305 covering system for projecting color TV which he has assigned to Paramount-controlled Chromatic TV Labs.

Color TV demonstration drew 93,000 paid spectators to Stromberg-Carlson exhibit at Rochester's "Industry on Parade" exposition last week.

Radio is in a "mess" due to 3 major causes, NARTB radio board chairman Henry Clay, exec. v.p.-gen. mgr., KWKH, Shreveport, La., told NARTB regional conference in Des Moines this week: (1) FCC has granted far too many licenses, increasing number of stations almost 3-fold from 933 in 1945, cutting average annual time sales from \$323,000 to \$181,000; (2) TV has caused "distorted thinking" among radio men, making them forget about old medium or lose confidence in it; (3) Advertising agencies turned to TV, and radio men forgot to remind them of remission. Clay stated crisis could be overcome by abandoning "TV psychosis" and promoting radio.

Best TV commercials are brief, humorous, sincere and animated, according to ABC-TV survey of Los Angeles homes. Earl J. Hudson, ABC western div. v.p., told Hollywood Ad Club that the survey "helps explode the theory that the average TV viewer is a 12-year-old nincompoop." Brevity is most important feature of a commercial, he said, adding that survey points up viewer preference for "less flamboyance in claims and statements and for direct information about specific products, simply stated without exaggeration."

**Financial & Trade Notes:** Hazeltine Corp., whose American Stock Exchange price has ranged from 59¾ to 36½ this year (currently is 41), is seen as a good growth stock in report this week by Auchincloss, Parker & Redpath, which reports that its decline was "primarily due to the development of a competing radar system to the one on which Hazeltine owned the basic patents" but that the company "is confident that a third system which it has developed and for which it has been given a development contract by the Navy has unusual merit."

Report discloses Hazeltine has added about 20% plant capacity in preparation for 1956, also that it has been working with American Optical Co. on a color TV projection system "which will feature 3 small inexpensive tubes instead of one large expensive tube" (Vol. 10:31, 47, 49). In bullish report, big brokerage firm states:

"Hazeltine occupies a unique position in the radio, TV and electronic equipment industries in that it owns a host of basic patents and, as licensor, collects royalties from virtually every manufacturer of such equipment. Its income from royalties and license fees amounts to about \$3.50 a share before taxes. While it also carries on extensive manufacturing operations of its own, it maintains the basic position of not competing with its licensees . . .

"Earnings of the corporation reached a high of practically \$4 per share last year. Because at the end of 1954 the company had largely completed several big production contracts and had to do development work and retooling for new contracts, earnings dropped off in the first half of 1955, amounting to \$1.10 per share compared with \$2.75 for the comparable period of 1954. Comparison of the second half of the year with the like period of 1954 should present a much improved picture since the production stage on some of the new contracts will have been reached during those months. By the end of the year, or early in 1956, it is confidently expected that the company will be proceeding at a substantially higher rate than it was in the record year of 1954."

In last 1954 quarter, regular quarterly dividend payment was raised from 25¢ to 35¢ and an extra of 90¢ paid. This year's quarterly payments have been at the 35¢ rate. Hazeltine has 700,000 shares of stock outstanding, with no senior securities ahead of the common.

\* \* \* \*

Admiral earned \$3,385,676 (\$1.43 a share) on sales of \$146,791,839 in first 9 months, down from \$4,382,175 (\$1.86) on \$156,467,275 in corresponding 1954 period. Third-quarter earnings were \$1,439,484 (61¢) on sales of \$52,772,916, compared to \$1,823,325 (77¢) on \$51,265,777 in third quarter year ago. Exec. v.p. John B. Huarisa commented: "Our civilian business has continued to increase, with sales of all products considerably ahead of last year. The sharp drop in production for our armed forces that began a year ago has run its course, and non-military business has more than offset it. Our investment in automatic assembly equipment during the past 2 years is beginning to pay off and we anticipate a good 4th quarter despite the keenest competition imaginable."

Despite heavy losses in its manufacturing operations, CBS Inc. net profits for first 9 months of 1955 rose 19.5% to \$8,718,713 from \$7,299,130 for same 1954 period. Sales went up 15%—to \$302,589,748 from \$263,746,543. Per-share earnings were \$1.19 compared to \$1.04 after adjusting to reflect 3-for-1 stock split last April. Besides 20¢ cash dividend, directors Nov. 9 declared 2% stock dividend as of Nov. 25, stating belief that "a substantial portion of the company's earnings should be reinvested in its business to help finance continuing rapid growth."

Beckman Instruments Inc., Fullerton, Cal., was admitted Nov. 7 to trading on N. Y. Stock Exchange.

Fraudulent sale of TV film securities was charged by New York State Attorney General Javits in obtaining temporary injunction this week to stop 37-year-old West Hooker, of Larchmont, N. Y., from offering for sale at \$100 a share securities in 2 TV film companies he heads. He was charged with failing to register as securities dealer and engaging in "fraudulent, deceptive and misleading statements" in prospectus offering stock in Film Network Inc. and Master Television Corp., both of 853 Seventh Ave., N. Y. Asst. Attorney General Clurman said Hooker had proposed multi-million dollar TV film network. Documents in court affidavit also accused Hooker of anti-Semitic activities. Hooker is quoted as saying he already raised \$50,000 to organize network of "Christian TV stations."

First woman director on CBS board, elected this week, is Mrs. Millicent C. McIntosh, president of Barnard College, a trustee of Bryn Mawr, a director of Home Life Insurance Co., holder of honorary degrees from Johns Hopkins, Smith, New York U, Goucher, Bates, N. J. College for Women, Case Institute. She's the wife of Dr. Rustin McIntosh, professor of Columbia U Medical College and director of pediatrics, Babies Hospital. CBS chairman Wm. S. Paley is a trustee of Columbia U.

The movies doing all right: Paramount Pictures net income for 9 months ended Oct. 1 rose to \$7,680,000 (\$3.51 per share) from \$5,558,000 (\$2.52) for same 1954 period—latter having included non-recurring net capital gain of \$832,000 (38¢). Third quarter profit was \$2,515,000 (\$1.15) vs. \$2,428,000 (\$1.10).

Indiana Steel Products Co. reports net income for 9 months ended Sept. 30 was \$533,941, or \$1.95 per share based on 284,298 shares resulting from 2-for-1 split last March. Third quarter net was \$200,416 (70¢). Comparisons are unavailable.

Texas Instruments Inc. earned \$1,099,748 (34¢ per share) in 9 months ended Sept. 30 vs. \$811,842 (27¢) in same period in 1954. Net income for third quarter was \$403,738 (12½¢) vs. \$220,246 (7¢). Pres. J. E. Jonsson reported backlog of \$16,500,000 in military orders vs. \$2,060,000 at end of last year.

Charles Amory's Minot TV Inc., 509 Madison Ave., N. Y., is reported preparing SEC prospectus for new stock issue to finance \$4,000,000 acquisition of some 2000 short subjects from Paramount Pictures, including Popeye, Grantland Rice, Robert Benchley and other series.

Financial World, national weekly, has adjudged the American Broadcasting-Paramount Theatres Inc. annual report for third time as best in motion picture industry and presented pres. Leonard Goldenson with its "Oscar of Industry" Oct. 24.

Guild Films earned \$283,101 on gross billings of \$5,056,986 for 9 months ended Aug. 31, representing records for both sales and profit, reports pres. Reub Kaufman. Assets are listed at \$3,685,485, liabilities \$1,938,806.

SEC's TV-radio stock index (Vol.11:45) for week ended Nov. 4 was up 3% over closing price of previous week—559 vs. 542.9, based on 1939 figure of 100.

\* \* \* \*

Dividends: Storer Broadcasting Co., 37½¢ on common and 5¢ on unlisted "B" common, payable Dec. 14 to stockholders of record Dec. 1; American Broadcasting-Paramount, regular 25¢ & extra 20¢ Dec. 20 to holders Nov. 25; CBS Inc., 20¢ Dec. 9 to holders Nov. 25 and 2% stock dividend Dec. 30 to holders Nov. 25; General Instrument Corp., 12½¢ Jan. 16 to holders Dec. 15; Cornell-Dubilier, 30¢ regular and 30¢ extra, Dec. 30 to holders Dec. 15.

## Network Television Billings

September 1955 and January-September 1955  
(For August report see *Television Digest*, Vol. 11:41)

**N**EW HIGH for year and second highest month in its existence was achieved by ABC-TV in Sept., according to Publishers Information Bureau tabulations, which showed \$4,123,780 billings for that network as against \$2,660,601 in same 1954 month. In Nov. 1954, thanks to political time sales, ABC-TV reached record high of \$4,134,103 (*TV Factbook No. 21*, p. 32).

Sept. saw formal demise of DuMont Network, so that its billings figure was down to a mere \$11,538 as against \$802,721 in Sept. 1954. NBC-TV jumped to \$13,734,194 from \$11,767,789 in Aug.; CBS-TV to \$15,188,805 from \$14,959,098 in Aug. Both were heavily ahead of Sept. 1954. Combined networks were \$33,058,317 for the month vs. \$26,198,116 in Sept. 1954, bringing their 9-month aggregate to \$290,575,813 from \$222,824,813 for same 1954 period.

PIB no longer gives radio network figures, now discontinued (Vol. 11:41). The Sept. PIB report:

### NETWORK TELEVISION

|                    | September<br>1955   | September<br>1954   | Jan.-Sept.<br>1955   | Jan.-Sept.<br>1954   |
|--------------------|---------------------|---------------------|----------------------|----------------------|
| CBS .....          | \$15,188,805        | \$12,936,020        | \$138,474,755        | \$102,989,891        |
| NBC .....          | 13,734,194          | 9,798,774           | 116,279,486          | 88,299,817           |
| ABC .....          | 4,123,780           | 2,660,601           | 32,718,864           | 22,693,361           |
| DuMont .....       | *11,538             | 802,721             | *3,102,708           | 8,841,744            |
| <b>Total .....</b> | <b>\$33,058,317</b> | <b>\$26,198,116</b> | <b>\$290,575,813</b> | <b>\$222,824,813</b> |

### NETWORK TELEVISION—January-September 1955

|                | ABC                 | CBS                  | DuMont             | NEC                  | Total                |
|----------------|---------------------|----------------------|--------------------|----------------------|----------------------|
| Jan. \$        | 3,718,195           | \$15,831,141         | \$ 723,960         | \$13,172,695         | \$ 33,445,991        |
| Feb.           | 3,567,696           | 14,694,726           | 597,275            | 12,419,641           | 31,279,338           |
| Mar.           | 3,806,425           | 16,036,896           | 628,625            | 14,102,093           | 34,574,039           |
| Apr.           | 3,527,558           | 15,426,214           | 462,335            | 13,285,933           | 32,702,040           |
| May            | 3,606,427           | 15,978,680           | 273,640            | 13,591,687           | 33,450,434           |
| June           | 3,542,304           | 15,724,184           | 218,845            | 12,238,694           | 31,724,027           |
| July           | 3,263,803           | 14,635,011           | 131,105            | 11,966,760           | 29,996,679           |
| Aug.           | 3,562,676           | 14,959,098           | 55,385             | 11,767,789           | 30,344,948           |
| Sept.          | 4,123,780           | 15,188,805           | *11,538            | 13,734,194           | 33,058,317           |
| <b>Tot. \$</b> | <b>\$32,718,864</b> | <b>\$138,474,755</b> | <b>\$3,102,708</b> | <b>\$116,279,486</b> | <b>\$290,575,813</b> |

\* Effective Sept. 15, 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.

Decision on illegal boosters by FCC examiner J. D. Bond—who recommended FCC approve unlicensed operations (Vol. 11:43)—came under withering official fire this week as Commission general counsel's office filed brief asking for cease-&-desist orders against Washington state operators in Bridgeport, Nespelem & Quincy. Brief said that heart of issue was flagrant challenge to Commission's authority over construction and operation of such boosters under Sec. 301 of Communications Act; that boosters must come under Sec. 301 because record proves they have caused interference to authorized signals; that examiner arrogated to himself FCC's policy-making powers. There's little doubt FCC will decide to reverse examiner, issue cease-&-desist orders, but it may face ticklish task of getting them off air—for booster operators have shown little regard for Commission's opinions so far, continuing to build new boosters throughout litigation. They seem to feel that state of Washington and Washington, D. C. are a long way apart. National Community TV Assn. counsel E. Stratford Smith also filed brief, stating in part that the Communications Act has "an absolute prohibition against unauthorized radio transmission and reflects no Congressional intent to allow the Commission discretion as to whether or not to permit such transmission to go unlicensed . . ."

**T**WO NEW STATIONS can be added to U. S. roster, one to Canadian, first starters in about a month—bringing U. S. total to 456, Canadian to 30. They're KTVO, Kirksville, Mo. (Ch. 3); KTHV, Little Rock, Ark. (Ch. 11); CJLH-TV, Lethbridge, Alta. (Ch. 7). Details:

KTVO, Kirksville, Mo. starts with CBS shows Nov. 13 following week of test patterns, reports mgr. Berg Allison, ex-KBIZ, Ottumwa, Ia., which is also the TV business address. It has 25-kw RCA transmitter, 1101-ft. Stainless tower near Lancaster, Mo., about halfway between towns. Nearest other stations are in Quincy, Ill., 65 mi.; Hannibal, Mo., 73 mi.; Columbia, Mo., 87 mi.

James J. Conroy, attorney of Superior, Wis., who also controls KBIZ & radio WBIZ, Eau Claire, Wis., owns 2/3 and is gen. mgr.; Charles Fellers, ex-KBIZ, sales mgr.; James Bolen, ex-WSIL-TV, Harrisburg, Ill., program mgr.; Olaf Gabrielson, ex-KFGO, Fargo, N. D., chief engineer. Base hour is \$300. Rep is Bolling.

KTHV, Little Rock, Ark., begins test patterns Nov. 14, plans Nov. 20 start with CBS & ABC shows not cleared by KATV, Pine Bluff-Little Rock (Ch. 7), becomes CBS primary next April 1. It has 50-kw RCA transmitter on Shinall Mt., is using 150-ft. auxiliary tower pending current installation of 12-bay RCA antenna on 1175-ft. Ideco tower to be shared with KARK-TV, Little Rock (Ch. 4).

KTHV is 42% owned by radio KTHS, a subsidiary of *Shreveport Times* (KWKH); 32% by *Little Rock Arkansas Democrat*, whose pres. A. K. Engel holds another 10% personally; remainder by National Equity Life Insurance Co. KWKH mgr. Henry B. Clay, who also owns 11% of KTRE-TV, Lufkin, Tex. (Ch. 9), is exec. v.p.; B. G. Robertson, from KTHS, gen. mgr.; Ernie Burns, ex-KARK-TV, production mgr. Also from KTHS are Cecil Bland, program mgr.; W. V. Hutt, commercial mgr.; Cecil Suitt, chief engineer. Base hour is \$200. Rep is Branham.

CJLH-TV, Lethbridge, Alta. begins programming Nov. 13 after formal opening Nov. 12. It's 50 mi. from Montana border, has first Standard Electronics transmitter to be used by a Canadian station—10-kw with Alford antenna on 600-ft. Stainless tower. Co-owners are local radio CJOC and Hugh Buchanan's *Lethbridge Herald*. Norman Botterill, mgr. of CJOC, is managing director; Robt. Ransom, from CJOC, production mgr.; Douglas Keough, ex-CBUT, Vancouver, sales mgr.; B. A. Reagh, ex-CJOC, technical director. Base hour is \$160. Reps are Weed and All-Canada.

Victory in celebrated "capital gains" case of the old CBS-NBC radio talent raid days was won this week by Jack Benny in U. S. Tax Court ruling. The 7-year-old case was the cause celebre in which comedian formed a corporation (Amusement Enterprises Inc.) involving his services, sold it to CBS and paid long-term capital gains tax on transaction (25%) instead of personal income tax (about 75%). Internal Revenue Service ruled arrangement did not qualify as capital gain transaction, but it was overruled by Tax Court. Saving to Benny totals about \$1,000,000. Internal Revenue hasn't indicated whether it will appeal.

One new TV application was filed with FCC this week, bringing total pending to 161 (19 uhf). The application was for Ensign, Kan., Ch. 6, by over 400 stockholders. [For details, see *TV Addenda 21-R* herewith.]

David Garroway Co. Inc. has been incorporated in N. Y. to engage in TV, radio & theatrical activities, with an authorized capital of 20 no par shares.

# Television Digest

with **ELECTRONICS** REPORTS

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## SUMMARY - INDEX OF THE WEEK'S NEWS—November 19, 1955

**PUBLIC PAYING \$3.28 BILLION** for TVs, parts, servicing, etc. this year; cost of extra power and TV advertising brings total outlays to \$4.81 billion (p. 1).

**TRANS-ATLANTIC TV** can be started now using "scatter" techniques, say Dr. DuMont and others, but engineering opinion on subject is sharply divided (pp. 1 & 9).

**ALLOCATIONS SCENE** shifts to uhf stations' fight to block vhf grants, FCC's efforts to add more vhf assignments, with Congress and courts watching (p. 3).

**FCC BROADCAST BUREAU** says CBS not best St. Louis Ch. 11 applicant; NBC & Westinghouse urge approval of Philadelphia-Cleveland station swap (p. 4).

**MAJOR MOVIE PRODUCERS** moving deeper into TV, with Warner Bros., 20th Century-Fox, Paramount, RKO adding to TV film production; other news of films (p. 7).

**BIG SECOND-SET MARKET** revealed in ARB survey showing only 4.6% of 33,000,000 TV homes have second set; 49.3% of receivers under 21-in. (p. 10).

**CONTROL OF OLYMPIC RADIO** sold to group of industrialists and bankers; company plans electronics expansion through purchase of going concerns (p. 11).

**MERGER OF HALLICRAFTERS** into big Penn-Texas holding company under discussion, as Chicago TV-radio maker shows profit after loss year (p. 15).

**MILTON EISENHOWER** and Walter Annenberg sign unusual pact for Penn State U's use of daily fixed-time on WFBG-TV, Altoona (Ch. 10) for 5 years (p. 7).

**GRAND FORKS (N. D.) STARTER** is 457th on air in U. S. as Canada's 31st gets under way. News notes on shipments and upcoming stations (p. 8).

**TV'S STATURE IN THE NATIONAL ECONOMY:** The American public's outlay for TV receiving sets and their upkeep this year will amount to about \$3.28 billion, according to the industry's own Mr. Statistics -- Frank W. Mansfield, Sylvania sales research director and chairman of the RETMA statistical dept. Here's how he figures it:

Some 7,900,000 TVs will have been sold this year for \$1.95 billion at retail. In addition, consumers will have spent some \$780,000,000 on replacement tubes, parts, antennas, etc. Another \$550,000,000 will be paid for installation and servicing.

Grand total is about same as last year's, when 7,300,000 TV sets were sold, but estimated bill then for replacement tubes, parts, etc. was \$823,000,000, for servicing & installation \$576,000,000. In 1953, the total was \$3.1 billion; 1952, \$2.6 billion; 1951, \$2.2 billion; 1950, \$2.1 billion. Before 1950, TV was small fry.

We get a truly fabulous figure for TV's place in the national economy if we add to the 1955 figure of \$3.28 billion the \$481,000,000 estimated extra cost for electricity to power the nation's TV sets (Vol. 11:35), and also the guesstimated \$1.05 billion that advertisers will spend this year for time, talent and concomitant costs on the American networks and stations (Vol. 11:39).

The grand total of "newly created product" represented by TV would thus come to slightly more than \$4.81 billion -- or better than 1.2% of the gross national product which Dept. of Commerce estimates will amount to \$390 billion this year.

That's for TV alone. Radio figures haven't been worked up yet, though it's known that fully 6,300,000 home and 6,200,000 auto radios will have been sold this year for probable retail total of nearly \$500,000,000. Parts and servicing should come high, too, for there are some 91,000,000 home, 31,000,000 auto sets in use.

Note: TV sets-in-use at end of 1955, according to Mansfield: 37,400,000, as compared to 31,830,000 at end of 1954.

**TRANS-OCEAN 'SCATTER' TV—HOW SOON?** "Global TV" sprang into the headlines this week as the newspapers discovered the newly harnessed phenomenon of ultra-reliable over-the-horizon radio communication using vhf & uhf "forward scatter" principles.

Many industry and govt. engineers received their first technical education in "scatter" this week, too, in Washington under IRE auspices, at first seminar ever

held on scatter principles. First published account of experimental uses of scatter techniques for reliable radio communication appeared in Television Digest in April 1952 (Vol. 8:17), followed last Aug. by our report -- also exclusive -- that the military is now making extensive practical use of scatter, which we termed "the hot-test thing in radio communications" (Vol. 11:32).

Our non-technical article was printed right after Pentagon lifted security veils from some significant data and uses of scatter. Since then, the subject has been treated in hundreds of pages in the technical press.

But it was Dr. DuMont's bullish speech at the IRE symposium -- on the practicability of global TV by means of scatter transmission -- which really caught the ear of the press and public. Said the TV pioneer:

"There have been a lot of statements and remarks in recent years about the possibility of a global TV system. 'Forward scatter' very definitely gives the industry the tool by which it can be accomplished...A complete global system may well be decades in the future, but certainly a start can be made now. I believe that it would be well worth the attention of Congress to study the feasibility of immediately establishing a live trans-Atlantic TV hookup using scatter transmission techniques. It is possible in a very short time to have a link across the ocean. In my opinion we ought to get going right away."

\* \* \* \*

While scatter has many implications for TV -- mostly favorable, but with perhaps some threat, too, in competition for spectrum space (see p. 9) -- the "global TV" idea stands out as by far the most dramatic. We checked with experts on scatter and on long-distance TV networking, and found no unanimity as to how soon a trans-Atlantic link could be built. Estimates run from 2 years to 10 or 20.

There is agreement on one point: Such a hookup could not be built for TV use exclusively -- it would be far too expensive. It must be constructed primarily for other communications purposes -- such as telephone & telegraph, military data-handling and radar -- with the circuits leased to TV for occasional special-event use. The time barrier alone (it's midnight in London & Paris when it's 7 p.m. in New York & 4 p.m. in Los Angeles) would seem to preclude regular live east-west use of relay.

Most vigorous proponent of transocean-TV-now is Wm. Halstead. His Unitel Inc. last year was instrumental in getting Congress to pass bill establishing top-level committee to study international communications (Vol. 10:30-31, 34) -- which never got going because no money was appropriated. Halstead's plan -- called "Narcom" -- calls for 14-hop uhf tropospheric scatter relay system from Canada to Scotland or Norway, hooking into Eurovision network, with relay points in Labrador, Baffin Is., Greenland, Iceland & Faeroe Islands, longest hop being 290 mi., Iceland to Faeroes.

Halstead estimates system would cost \$50,000,000, could be started now and completed in 2 years. His plan is to raise private capital to construct the link if Govt. won't undertake project. RCA engineers, who have worked with Halstead, reflect his optimism that necessary equipment -- including 200-kw transmitters for the long hops -- could be built now. Halstead points out that all relays could be located at present military bases, airstrips & settlements; none need be at out-of-way spots.

Some scatter experts take sharp issue with Halstead's thesis. They point out that too little is known about scatter at bands wide enough to accommodate TV signal. While bands sufficient for TV have been transmitted by scatter, neither equipment nor know-how has been developed to the point where a TV signal may reliably be sent 290 mi., they say. They point to AT&T's current uhf scatter experiments -- sending TV signal from Florida to Cuba (less than 150 mi.) -- which reportedly have encountered many difficulties. They add that Atlantic telephone-telegraph facilities are adequate -- so who's going to pay for such a system, even if it can be built today?

An early scatter TV network to Europe hinges on 2 conditions: (1) Whether we really have the know-how to build such a system now, and (2) whether the military -- which certainly would be the prime user of such facilities for some time to come -- has any need for such a broadband data-transmission system. We could get no verification of rumors that Pentagon intends to build top-of-the-world communication network which would be adaptable for occasional TV use. [For further details, see p. 9.]

**THE ALLOCATIONS PICTURE—WHAT NEXT?** Aftermath of last week's deintermixture and allocations decisions (Vol. 11:46) is the emergence of 2 major questions:

(1) Will FCC now make final vhf decisions in ticklish vhf-uhf areas and will it be able to make CPS stick while grantees build and go on air?

(2) How will allocations be altered after FCC gets through with its rule-making proceeding which is now underway?

You can take your choice of a wide variety of violent answers to both questions. Intention of FCC majority is definitely to render final decisions as fast as it can and get the new stations on air -- but there are a good many highly resourceful attorneys for uhf operators in the critical areas who will use every strategem in the books to prevent or delay new vhf competition.

There certainly will be court appeals. As a starter, several uhf operators filed petitions with FCC asking that the vhf decisions be held in abeyance and that they be permitted to intervene in the vhf cases. Commission is expected to reject these pleas, and uhf operators are planning to go to courts as soon as vhf grants are issued. One party is expected to appeal immediately -- off-air WTRI, Albany (Ch. 35), which lost fight to keep Ch. 10 from being dropped into Albany area.

Counter-attacking the uhf petitions, many vhf applicants awaiting final decisions have urged the Commission to pay no heed to appeals for delay, not to create another freeze. Such petitions were filed by applicants in Norfolk, Evansville, San Antonio, Raleigh and Corpus Christi.

Outlook is far from clear in any event. One attorney for uhf stations says: "This is only about the 4th inning." Another vows: "None of these new vhf stations will be on the air for a year." Many winners of vhf initial decisions aren't a bit fazed, however, are confident CPS are at hand and that they'll build.

Congress is another imponderable, in addition to courts. Senators are under tremendous pressure, particularly from uhf constituents. Sen. Pastore (D-R. I.), chairman of communications subcommittee of Interstate Commerce Committee, wrote FCC for explanation of its decision last week. He received answer, hasn't disclosed it.

\* \* \* \*

On technical side, there seems little doubt that FCC will end up squeezing more stations into present 12 vhf channels -- regardless whether it takes measures to preserve uhf or manages to corral more vhf channels from Govt.

There is growing opinion among engineers, for example, that vertical polarization -- many times considered, then rejected -- is now ready for use. Most plans proffered to date recommend it. Allocations expert A. Earl Cullum is preparing material for submission by Storer Bcstg. Co. to show advantages of "cross-polarization" -- use of both horizontal and vertical.

Cullum's figures show, for example, that co-channel spacing can be reduced from 170 to 142 mi. in Zone I and produce 2 stations with total of 26,600-sq. mi. of Grade B coverage, compared with present single station's 15,500-sq. mi. Cullum also argues that simple directionals are feasible, highly useful. In addition, he feels that 4 more vhf channels would probably take care of all the stations the country can support in the foreseeable future. He likens the job facing FCC and industry to that facing manufacturers before they squeezed compatible color into 6-mc channel.

FCC's hunt for more vhf channels took all 7 members to office of ODM director Arthur Flemming this week. Meeting was first of its kind, ended up with Flemming indicating eagerness to explore problem and agreeing to establishment of an ad hoc committee including his asst. director Maj. Gen. Jerry Matejka, FCC Chairman McConaughy, representatives of Defense Dept. & Commerce Dept. -- with others possibly to be added from time to time. Commission requested no specific number of channels, and Flemming gave no assurance as to what might be transferred to TV.

FCC hopes to have a good idea, by the time it makes decision on allocations, whether it will get more channels or whether they're a will-o'-the-wisp.

RETMA still shows leaning toward preservation of uhf, deciding in Chicago this week to participate in allocations rule-making and adopting resolution stating: "In view of the fact that excellent TV service has been provided to most of the

people of the U.S. under the channel allocation plan existing under the Commission's 6th Report & Order, the Commission should not make definitive amendments to that allocation plan without the benefit of a compilation of the best technical information available in industry on problems involved in vhf-uhf channel allocations."

No one has asked for postponement of Dec. 15 deadline for filing comments in rule-making but some one is bound to -- and FCC will undoubtedly grant short delay.

\* \* \* \*

Commission went to work on another horn of its dilemma this week by conferring with top network officials on network study it's conducting under mandate of Senate -- originally sparked by Sen. Bricker (R-O.). Purpose of meeting was to get networks' cooperation in supplying voluminous data on their accounting, breakdown of subsidiaries' finances, talent contracts, affiliation practices, etc.

Reports from the meeting are that Commission showed it's far from certain what it wants to do. Commissioners said "progress was made." Industry sources used such words as "fiasco." FCC's network study staff, under Roscoe Barrow, is still looking for more personnel. Chances are whole matter will just mosey along -- unless some one in Congress gets hot about it again. Senate Commerce Committee still plans to start its overall hearing Jan. 17.

Importance of network affiliation was stressed by Comr. John C. Doerfer in address at NARTB meeting in Dallas this week. He said that "programming is essentially the root of the problem" and noted that "the local uhf broadcaster, even with a 100% conversion or a high percentage of conversion, lives in mortal fear of a network competitor. The probability that he will lose all or some of his network programs to the vhf operator is a fear well founded..."

"Apparently a good deal of the present difficulty of the uhf operator has been a failure to obtain a network contract. But that is a business judgment which cannot be rightfully laid at the doorstep of the Commission. It does not have the power to program or to compel any network to enter into an affiliation contract with any station operator." Doerfer shied from govt. intervention, stating:

"To regulate network programming is tantamount to regulation of independent station programming -- from there to terms and from terms to rate cards. It is unrealistic to assume that a governmental agency can tip the scales of economics without changing the level of all business heaped upon one plate of that scale."

**S**T. LOUIS' Ch. 11 should not go to CBS, in opinion of FCC's Broadcast Bureau, which filed exceptions to examiner Thomas Donahue's initial decision favoring CBS. Bureau doesn't say which CBS competitor should get the grant, but it attacked CBS from several angles—paucity of religious, agricultural & educational programs on its other stations, absence of local ownership, etc.

NBC & Westinghouse, pushing for FCC approval of their proposed swap of Philadelphia & Cleveland stations (Vol. 11:21), informed Commission that Westinghouse wasn't coerced into deal and that there's no possibility of "monopoly" involved. Letter from RCA-NBC chairman David Sarnoff and Westinghouse Bestg. Co. chairman E. V. Huggins stated:

"The Companies entered into the agreement satisfied that the exchange is a fair one, that its consummation will serve the best interest of both companies and that it is consistent with the public interest." They pointed out that 16 TV stations can be received in area served by N. Y. & Philadelphia stations, cited ARB survey showing that people in area between watch either N. Y. or Philadelphia—but not both, and they noted that only 5 out of nation's 3700 TV-AM-FM stations are involved.

Among other activities at FCC this week: (1) Effectiveness of new rule to extend Zone I vhf ceiling to 1250-ft. was postponed again, to Jan. 9, while Uhf Industry Committee filed petition asking that rule be vacated because of pendency of allocations rule-making. (2) Uhf

CP for WIL-TV, St. Louis (Ch. 42) was turned in, cancelled. (3) WDSM-TV, Superior, Wis. (Ch. 6) petitioned for change for Sec. 3.613 of rules so that stations could establish main studios in cities which are hyphenated in allocation table.

All-out preparation for allocation proceeding is being made by consulting engineer John Mullaney, who with law firm of Welch, Mott & Morgan has proposed increasing number of vhf stations by cutting co-channel mileages, power reductions, directional antennas, cross-polarization, etc. (Vol. 11:32). Mullaney has established antenna farm at Bumpass, Va., will experiment on amateur bands with corner reflector antennas, using horizontal & vertical polarization; A. W. Kramer, ex-Raytheon, heads up project. Mullaney says he's prepared to establish 200-watt non-directional and 1-kw directional Ch. 12 experimental station in Washington to demonstrate interference conditions to FCC. He'd use WOL-FM tower and equipment which has been offered by 2 manufacturers. Site is 97-mi. from nearest co-channel station, WPFH, Wilmington, 30-odd miles from adjacent-channel WAAM & WBAL-TV, Baltimore. Mullaney plans to submit 300-p. document, including channel-by-channel allocation for whole U.S., during FCC allocations proceeding.

Inadvertently omitted last week from our list of vhf applicants who await FCC final decisions is Corpus Christi's KRIS, whose application for Ch. 6 is unopposed.



**Personal Notes:** David Kaigler Jr., ex production mgr. of WCAU-TV & WFIL-TV, named gen. mgr. of WPFH, Wilmington, Del., taking over duties assumed by owner Paul F. Harron when he bought station early this year (Vol. 11:4, 13); Kaigler, graduate of Naval Academy, was formerly with Adrian Bauer Adv., Philadelphia . . . Stanton M. Osgood resigns as NBC-TV film production mgr. to become production director of Nathan Halpern's Theatre Network TV . . . George Rice named program director, WABC-TV, N. Y., replacing Ardien Rodner Jr., resigned; Tak Kako promoted to succeed Rice as film director . . . John F. Patt, pres. of WJR, Detroit and upcoming WJRT, Flint, Mich. (Ch. 12), is back at his desk part time after recuperating from heart attack during last May's NARTB convention in Washington . . . Charles L. Glett, onetime CBS v.p., now exec. v.p. of RKO, elected to board of directors of Assn. of Motion Pictures Producers; Wm. H. Anderson, Walt Disney Productions, also elected . . . Irving A. Fein named CBS Radio v.p. in charge of adv., sales promotion & press information; I. S. Becker named v.p. for business affairs, Richard W. Jolliffe administrative mgr. of sales services . . . Henry Howard, CBS Radio business affairs director, named director of TV music operations . . . Arch Smith named mgr. of DuMont technical operations, replacing Harry C. Milholland, who resigned along with his asst. Eric Herud; Ed Lieberthal resigns as mgr. of broadcast operations . . . Harry E. Travis, succeeded by O. W. Myers as gen. mgr. of WNEM-TV, Bay City-Saginaw, joins staff of Sen. Potter (R-Mich.) as news secretary . . . Wm. E. Lucas, ex-program director of Sioux City's KTIV, named program director of upcoming WSAV-TV, Savannah (Ch. 3); Elmer Alley, ex-WSM-TV, Nashville, production mgr.; Thomas E. Belcher, ex-KGEO-TV, Enid, Okla., commercial mgr. . . . Walter J. Duschinsky, associated with Wm. J. Scripps in Detroit consulting practice, ex-consultant on TV stations in Tokyo, now head of new telecommunications div., Victor Gruen & Assoc., Los Angeles architects . . . John Hopkins promoted to asst. mgr. KFJZ-TV, Ft. Worth; Arno Mueller, program director; John Stegall, production mgr. . . . Henry H. Mamet, from radio-TV dept. of U of Kansas City, named mgr. of upcoming KRMA-TV, Denver (Ch. 6, educational), due in Jan.; James Case, ex-CBS-TV, Hollywood, and NBC, N. Y., producer-director; Thomas G. Morrissey, Denver consulting engineer and ex-chief engineer of Denver's KFEL-TV, chief engineer . . . Wm. Hedgpeth named film director, WTOP-TV, Washington, replaced as sales promotion director by Joseph P. Dowling, ex-Headley-Reed, N. Y. . . . Joseph F. Whalley promoted to new post of director of business affairs & financial planning, WNBQ & WMAQ, Chicago . . . Ben Strouse, gen. mgr. of WWDC, Washington, elected pres., Md.-D. C. Radio & TV Broadcasters Assn.; Robt. Cochrane, program director of WMAR-TV, Baltimore, elected secy.-treas. . . . Stan Morris promoted to trade news editor, ABC western div. . . . Warner H. Moore, ex-WRCA-TV, N. Y., joins Philadelphia office of Outdoor Adv. Inc. . . . Gill Lee, from San Diego & Phoenix stations, appointed asst. to gen. mgr. Joe Herold, KBTB, Denver . . . Edward Graessle promoted to mgr. of ABC treasury affairs, reporting to controller Harold L. Morgan Jr.

Charles E. Smoot, Washington attorney and native Washingtonian, is leading candidate for appointment as FCC asst. gen. counsel next week. New appointee will take over legislation, treaties & rules div., Richard A. Solomon taking charge of litigation div., J. Smith Henley becoming assoc. gen. counsel, second in command to gen. counsel Warren E. Baker.

**ADVERTISING AGENCIES:** Alvin Kabaker, TV-radio v.p. of Dancer-Fitzgerald-Sample, heading both N. Y. & Hollywood operations, joins Compton Adv. as director of west coast operations; Tom Carson named Compton supervisor on all accounts other than Procter & Gamble . . . Joseph Unger, ex-Grey Adv. marketing director, appointed by Biow-Beirn-Toigo Inc. as v.p. in charge of sales promotion on Whitehall Pharmacal account . . . Edward R. Beach, ex-Benton & Bowles and Procter & Gamble, joins McCann-Erickson, N. Y., as v.p. & chairman of marketing plans board . . . Edward C. Kennelly, ex-Princeton Film Center, now exec. v.p., Lenhart Adv. Inc., Hopewell, N. J.

Jansky & Bailey Inc., old-line TV-radio station consulting engineers, who also engage in systems engineering, operations research & radio allocations engineering for non-broadcast clients and in applied research & development work in electronics fields, this week announced tax-free exchange-of-stock affiliation with General Communication Co., 677 Beacon St., Boston (Ronald Jones, pres). Details of financial arrangements were undisclosed since firms are privately owned. General Communication Co. makes electronic equipment such as electromagnetic switches, coaxial switches, electronic test units, pulse modulators, power supplies, signal generators, oscilloscopes, etc., much of it for Govt. Jansky & Bailey, which on Sept. 1 celebrated its 25th anniversary, will continue in the station consulting field.

Academy of Television Arts & Sciences sent its pres. Don DeFore to N. Y. this week to meet with local committee on better procedures for annual "Emmy" awards, which will be carried next March 17 on NBC-TV under Oldsmobile sponsorship. Volunteering services on local committee were Ed Sullivan; Lawrence Langner, Theatre Guild; John Daly, ABC v.p.; Rod Erickson, Young & Rubicam v.p.; Nicholas E. Keesley, Lennen & Newell v.p. DeFore disclosed that an "Emmy" would be presented President Eisenhower "for distinguished use and encouragement of the TV medium" in recognition of his televised press conferences.

James C. Petrillo's AFM expelled CBS musical director Lud Gluskin and fined him \$5000 for allegedly recording music for filmed TV shows under "illegal conditions." The 40-year union member was charged with recording music for 3 network film properties—a practice which the union says is illegal.

Brig. Gen. David Sarnoff, RCA chairman, appointed by President Eisenhower to be chairman of National Security Training Commission, succeeding late Maj. Gen. Julius Ochs Adler, gen. mgr. of *N. Y. Times*.

Frank U. Fletcher, of Spearman & Roberson, Munsey Bldg., Washington, is spearheading project to establish chapter of Radio Pioneers (Raymond F. Guy, NBC, pres.) in the nation's capital.

Harold Baker, news director of WSM-TV & WSM, Nashville, elected pres. of Radio-TV News Broadcasters Assn. at Denver convention Nov. 18.

George L. Jensen, 51, chief of engineering div., FCC Field Engineering & Monitoring Bureau, was found hanged in his home last week; coroner issued certificate of suicide. Colleagues said Jensen had been emotionally upset and physically ill for some time, suffering from migraine headaches and ulcers. Survivors are wife, sister & father. Floyd Wickenkamp was named acting chief of div.

Norman Nash, 49, ex-Kudner v.p., who as copy chief of the agency pioneered many TV techniques, died Nov. 16 in the Virgin Islands where he lived since retirement from business last July. He is survived by his wife and 2 sons.

**Network Accounts:** Sponsor dissatisfaction cropped up on 2 networks this week, causing cancellation of one big show and casting doubt on another highly promising one. Colgate-Palmolive, after 5 years of sponsorship, notified NBC-TV it wants to give up *Colgate Variety Hour* Sun. 8-9 p.m. and relinquish the time period, asking to be relieved from contract which runs through June 1956. NBC spokesman said last show in series probably will be Dec. 25. At CBS, P. Lorillard Co. (Kent cigarettes) cancelled plans to co-sponsor upcoming \$64,000 *Panel* Sat. 10-10:30 p.m. with Revlon, preferring to stay temporarily with *Appointment with Adventure*. Revlon is now seeking another co-sponsor, another time period and perhaps another network . . . J. P. Stevens & Co., big textile firm headed by ex-Army Secy. Stevens, in first network sponsorship, buys one-third of *Omnibus* on CBS-TV starting Jan. 1, Sun. 5-6:30 p.m., thru Bryan Houston Inc., N. Y. . . . CBS-TV will pre-empt *Omnibus* time Nov. 27, Sun. 5-6:30 p.m., for second in Ed Murrow's *See It Now* series—this one titled *Ballots at Bear Creek: An Educational Western*, examining controversy in Jefferson County, Colo., created by school bond issue . . . Dow Chemical buys 13 partic. on *Matinee Theatre* colorcast on NBC-TV starting in Jan., Mon.-thru-Fri. 3-4 p.m. . . . Procter & Gamble, in pre-Thanksgiving "saturation" drive for Fluffo pie mix, to buy 60 spots Nov. 21 on NBC-TV's *Home, Tonight & Matinee Theatre*, and CBS-TV's *On Your Account, I Love Lucy & Search for Tomorrow*, thru Biow-Beirn-Toigo . . . Black & Decker (tools) buys 24 spots on NBC-TV's *Today, Home & Tonight* starting Nov. 10, thru Van Sant, Dugdale & Co., Baltimore . . . Hills Bros. (coffee) buys 3-times-a-week partic. on *Panorama Pacific* on CBS-TV west coast regional network starting Dec. 7, Mon.-thru-Fri. 7-9 a.m., thru N. W. Ayer, N. Y. . . . American Home Products, Mon. sponsor of *Douglas Edwards and the News* on CBS-TV 7:30-7:45 p.m., extends sponsorship to Wed. & Fri. starting Dec. 28, thru Biow-Beirn-Toigo . . . Buick to sponsor Orange Bowl football game from Miami on CBS-TV Jan. 2 starting at 2 p.m., thru Kudner . . . New daytime give away program, *Play for Keeps*, being prepared by CBS-TV for 30-min. showing before end of year; it's Goodson-Todman package, to be emceed by Sonny Fox . . . Arthur Godfrey to originate all his TV-radio programs from Miami Beach week starting Nov. 21.

Among advertisers currently reported using or preparing to use TV stations time: Potter Drug & Chemical Corp., Malden, Mass. (Cuticura talcum), thru Atherton & Currier, N. Y.; Vick Chemical Co., N. Y. (Vicks lozenges), thru Morse International, N. Y.; Bosco Co., N. Y. (Bosco milk amplifier), thru Ruthrauff & Ryan, N. Y.; American Can Co., N. Y. (soft drink cans), thru Young & Rubicam, N. Y.; Blevins Popcorn Co., Nashville (Pops-Rite popcorn), thru Simon & Gwynn, Memphis; Independent Grocers' Alliance, Chicago, thru Reach, Yates & Mattoon, N. Y.; International Molded Plastics Inc., Cleveland (Brookpark plastic dinnerware), thru Product Services, N. Y.; Edward Kenneth Corp., N. Y. (KornX foot remedy), thru Product Services, N. Y.; Mytinger & Casselberry, Long Beach, Cal. (Nutrulite food supplement), thru Dan B. Miner Co., L. A.; Sawyer's Inc., Portland, Ore. (View-Master stereo products), thru Carvel Nelson & Powell Adv., Portland; Dr. Pepper Bottling Co., Atlanta, co-op.

Assn. of National Advertisers has published booklet titled *Criteria for Business-Sponsored Educational Films*, detailing methods for reaching the educational audience and prepared by ANA's film steering committee with aid of Eastman Kodak's Thomas W. Hope; it's available from ANA, 285 Broadway, N. Y., \$2.

Licensed TV sets in Britain totaled 4,883,849 Sept. 30, up 97,434 in Sept., 60,832 in Aug.

Raymond Spector, chairman of Hazel Bishop and pres. of ad agency bearing his name, got reams of publicity this week in charging NBC as "arrogant, brazen and callous" in its "disregard for the needs of advertisers." He told press conference he was considering legal action against network for its "refusal" to let him have Sun. 10:30-11 p.m. time period this season. He said he had a verbal agreement for the time period with NBC, which then gave it to American Tobacco for *Justice*. NBC flatly denied charge, saying Spector had never had contract for the time. Spector also lashed out at what he called NBC's "high-handed manner" in insisting on control of programming and time segments—a viewpoint that drew this editorial observation from *Billboard*: "In raising the old network control bugaboo, Spector is vainly trying to revive an issue which could no longer be resuscitated even by the gaudiest surgical feats of *Medic*. . . . Thanks to the firm decision of NBC and CBS to retain final authority over what should or should not be aired over their facilities, it's now seldom possible for a sponsor to short-change other bankrollers in the lineup as well as the audience with a cheapie show. It also enables network execs to plan the strongest possible lineups for a full evening, lineups which tend to pull the viewer from one show to the next, instead of the anarchic conditions of the radio days when it was every sponsor for himself."

**Rate increases:** WHEN-TV, Syracuse, adds new Class AA hour (8-10:30 p.m. daily) at \$850, min. at \$200, Class A hour remaining \$700; WHEC-TV & WVET-TV, Rochester, N. Y. share-time outlets raise Class A base hour from \$600 to \$700, Class AA min.-only rate from \$140 to \$160, Class A min. \$120 to \$140; KFOR, Portland, Ore. hour from \$500 to \$600, min. \$100 to \$120; WWLP, Springfield, Mass. Dec. 1 raises base hour from \$350 to \$400, min. \$70 to \$80; KTSM-TV, El Paso, has raised base hour from \$250 to \$325, min. \$50 to \$65; WJMR-TV, New Orleans, hour from \$250 to \$300, min. \$50 to \$60; KVAL-TV, Eugene, Ore. hour from \$225 to \$300, min. \$45 to \$60; WTOG-TV, Savannah, from \$200 to \$250 & \$40 to \$50; WSAU-TV, Wausau, Wis. from \$200 to \$250 & \$40 to \$50. **Spot increases:** WMAL-TV, Washington, raises base min. rate from \$150 to \$180; WHAM-TV, Rochester, N. Y., adds new Class AA min.-only rate (7:59-10:01 p.m. daily) at \$160, Class A min. (6:59-7:59 & 10:01-11:01 daily) going from \$150 to \$140; WBRZ, Baton Rouge, Jan. 1 adds new Class AA 20 sec.-only rate (7-10 p.m. daily) at \$65. **Rate decrease:** WPPFA-TV, Pensacola, cuts base hour from \$120 to \$74, min. \$18 to \$11.

Most successful TV commercials in L.A. area, from standpoint of sponsor identification, are those of Ford, Bank of America & Hamm Brewing Co. So said ABC western v.p. Earl Hudson in speech to Hollywood Ad Club last week, on basis of ABC survey (Vol. 11:46). He declared that a majority of sponsors are using the wrong type of commercials for their products, thereby actually creating ill will. Other results: 30% felt average TV commercial gives too much information, 20% say it doesn't give enough; 70% contend advertiser should list stores where his product can be purchased locally; 93% of men and 75% of women preferred male announcer; one of most irritating features were back-to-back commercials.

NBC Radio discontinues midnight-8 a.m. segment of *Monitor* starting in Jan. because an insufficient number of affiliates were carrying that portion of round-the-clock weekend program. NBC spokesman insisted, however, that show is doing "very well" commercially.

New list of "Timebuyers of the U. S.," by cities and with addresses and accounts handled, occupies about 24 pages of Nov. 14 *Sponsor Magazine*, will later be published in booklet form. It's based on rep John E. Pearson's records, supplemented by *Sponsor* survey.

**Telecasting Notes:** Major movie makers going even deeper into TV (Vol. 11:46): Warner Bros., now producing only its full-hour *Warner Bros. Presents* for ABC-TV, has at least five 30-min. film series in preparation for 1956-57 market, also says it's available to make one-shot spectaculars. In the works are *Amazon Trader*, now being filmed in Brazil; *High Venture*, aviation stories, comedy series, and series based on sea adventures and insurance company files . . . 20th Century-Fox starts construction of new \$500,000 TV music scoring & recording building—this expenditure over & above the \$1,000,000 allotted earlier this year to reconvert Western Ave. lot to TV film production . . . Paramount, now planning to enter TV film production, is renovating sound stages for TV use . . . General Teleradio's RKO has definitely decided to go into TV film field, as well as to resume production of theatrical features . . . Goodson & Todman, top live TV program packagers, now going into film with a vengeance and will offer at least 6 filmed shows next season—running gamut from situation comedy through children's educational to juvenile delinquency series; one property carries the current animal star vogue (*Lassie, Rin Tin Tin, Champion*, et al.) to its illogical extreme—series starring a zebra! . . . ABC-TV announced 9 new filmed program properties for next season—3 half-hour series produced by Louis F. Edelman (2 westerns, one Americana anthology), full-hour *Wire Service* filmed by 4-Star Productions, 30-min. melodrama by Desilu, 30-min. semi-documentary by Jerry Devine on little-known U. S. communities, 30-min. adult western by Jack Chertok, full-hour dramatic anthology produced abroad by Sheldon Reynolds . . . "Dramacular" is word coined by ABC-TV for its upcoming weekly series of 90-min. filmed dramas scheduled for next season. Tentatively titled *Command Performance*, 26 to 39 shows (plus 13 repeats) will be produced by Meridian Productions Inc., to be sold to 3 or 4 sponsors. John E. Gibbs, who negotiated the deal and whose John Gibbs Agency will supply authors, says there's possibility that some of the "dramaculars" will be released to theatres—either in U. S. or overseas—after their TV showings . . . Comedians: Martin & Lewis, complaining that Hollywood studio audiences are getting blase from sitting in on too many TV shows, filled the house with Woodbury College students for Nov. 13 *Colgate Variety Hour* telecast, hope to use more "specialized group" audiences in the future. Bob Hope wanted to top this by filming his TV show in the Soviet Union before studio audience, but Russia is expected to veto plan . . . Nine first-run feature films made in 1953-54 and still in theatrical release by Lippert Pictures Inc. have been offered by Lippert subsidiary Tele-Pictures Inc. for 1956 TV showing . . . Another TV film producer expands into movies: Parsonnet & Wheeler Inc., TV film & commercial producer, begins work on its first theatrical feature, "A Lion Is Loose."

Sunday is "educational spectacular" day on networks—what with Ford Foundation's superb 90-min. *Omnibus* on CBS-TV and GM's exciting *Wide Wide World* on NBC-TV. Now, Alfred P. Sloan Foundation, which produces modest-budgeted Sunday *American Inventory* on film for NBC-TV, wants to expand show to full-hour documentary, live in color, either monthly or bi-monthly. And CBS-TV plans live Sun. afternoon drama series, *Front Row Center*, from Hollywood 4-5 p.m. beginning Jan. 8.

Formation of film distributors' organization is due shortly after Jan. 1. Steering committee for the tentatively-titled Assn. of TV Film Distributors under General Teleradio's Dwight Martin has completed 6 months' work on rules of procedure and tentative budget and is now sending application blanks to all TV film distributors, together with other organizational proposals.

MILTON S. EISENHOWER finalized agreement this week with publisher Walter Annenberg (*Philadelphia Inquirer*) whereby Pennsylvania State U, which he heads, will utilize 12:30-1 p.m. period daily except Sun. and 11 a.m.-12 noon Sun. on WFBG-TV, Altoona, Pa. (Ch. 12). Annenberg's Triangle Publications Inc. (WFIL-TV, Philadelphia & WNBF-TV, Binghamton) proposes to purchase station from Gable dept. store interests, along with radio WFBG (250 watts, 1350 kc, NBC), for \$3,500,000 cash (Vol. 11:32,33,39).

Details of agreement, unique in annals of commercial-educational TV station relations, were disclosed Nov. 18 when formal application for transfer of ownership was filed with FCC. The President's youngest brother specifically authorized that the memorandum covering the unusual fixed-time allotment plan be filed with the transfer application. Deal is conditional on transfer, of course, but that's regarded as foregone certainty.

Penn State would use daily 12:30-1 p.m. for *Home & Farm Life* program directed by its agricultural & home economics chief Dr. Herbert Albrecht—covering weather, market reports, farm news, home economics, farm science, 4-H Club work, gardening, health, wildlife, etc. Hour-to-hour Sun. telecast would be called *Pennsylvania State University Chapel*, consisting of non-sectarian services.

Arrangement is to be in effect for 5 years, the university agreeing to use TV equipment it now owns, Annenberg agreeing to set up microwave relay for the 30-mi. haul from State College to Altoona. Not part of the agreement, Annenberg is also making grant of \$10,000 a year for the next 5 years for the project and furnishing kinescope equipment "so that these programs may be filed for the university's own use, distributed to other educational institutions and to other TV stations . . ."

Though Penn State has never indicated an interest in acquiring a TV station of its own (uhf Ch. 48 having been reserved for an educational non-commercial in State College, Pa.), it has been a pioneer in closed-circuit TV classroom experiments. Last July 31, sponsored by Fund for the Advancement of Education, Penn State published a 102-p. report on "An Investigation of Closed-Circuit TV for Teaching University Courses."

Annenberg founded pre-freeze WFIL-TV (Ch. 6) as counterpart of radio WFIL (5-kw, 560 kc, ABC); earlier this year paid \$2,700,000 for WNBF-TV, Binghamton, N. Y. (Ch. 12) with radio WNBF (5-kw, 1290 kc, CBS); a few weeks ago got FCC authorization to take over CP for now-silent WLBR-TV, Lebanon, Pa. (Ch. 15) for \$235,000 (Vol. 11:45). He proposes to revive latter station shortly. In addition, he has application pending for new Ch. 18 station in Elmira, N. Y., which he proposes to operate as satellite of Binghamton outlet.

Reader's Digest for Dec. will carry article by Maj. J. Andrew White on "The First Big Radio Broadcast"—the Dempsey-Carpentier fight from Jersey City, July 2, 1921; White was first RCA broadcasting director, later first pres. of CBS (1927-28).

"How to Figure Talent Costs in TV Filmed Commercials" is newly revised booklet now available from Screen Actors Guild, 551 Fifth Ave., N. Y., and 7046 Hollywood Blvd., Los Angeles, Cal.

Half-hour film of 1955 New England flood, shot by cameramen of WJAR-TV, Providence, who won Peabody Award for their hour documentary on Hurricane Carol, is being made available to other TV stations on no-cost basis.

**G**RAND FORKS, N. D. gets first station as KNOX-TV (Ch. 10) was all set to start test patterns this week end, to be followed shortly by regular NBC & ABC programming. New station is 457th on air, opens up virtually new market for it's 70 mi. from nearest outlets in Fargo & Valley City. Using 5-kw DuMont transmitter, it starts with 2.95-kw ERP but proposes to go to 29.5-kw shortly; it uses 6-bay 37-ft. antenna on 215-ft. tower installed by Tower Construction Co., Sioux City. State Senator Carroll E. Day is pres. & acting gen. mgr.; Robert Lukkoson, sales mgr.; John Dark, program director; C. J. Thomforde, technical director; Lyle Gilbertson, ex-WDAY-TV, Fargo, chief engineer.

Canada's 31st station, CKNX-TV, Wingham, Ont. (Ch. 8), started programming Nov. 18 after week of test patterns, reports pres.-gen. mgr. W. T. Cruickshank. It's about 65 mi. north of CFPL-TV, London (Ch. 10), uses 2-kw RCA transmitter with 12-slot wavestack antenna on 600-ft. Stainless tower. Controlled by Cruickshank family, G. W. Cruickshank is station mgr.; Don Hildebrand, program mgr.; Vin Dittmer, sales mgr.; Scott C. Reid, chief engineer. Base hour is \$200. Reps are Adam Young and All-Canada.

Only shipments reported this week were by GE—a 35-kw GE amplifier Nov. 11 to KREM-TV, Spokane, Wash. (Ch. 2); 1-bay standby antenna to KPRC-TV, Houston (Ch. 2); 3-bay antenna to upcoming KBST, Big Spring, Tex. (Ch. 4), due in mid-Dec. GE also reported order for 5-bay antenna to be shipped Dec. 15 to KPTV, Portland, Ore. (Ch. 27), which shortly boosts power to 1 megawatt. GE also has order for complete new TV station from Govt. of Uruguay, to be installed in Montevideo.

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

WSAV-TV, Savannah, Ga. (Ch. 3), with all major items of equipment on hand, including 10-kw RCA transmitter, doesn't have specific target but plans start about Feb. 1956, or earlier, as soon as AT&T makes interconnection available for NBC programming, writes pres.-gen. mgr. Harben Daniel. It will have 3-bay RCA antenna

"Closed-circuit stations" in small communities, via local originations by community antenna systems, are being pushed by Richard T. Silberman, pres. of Kay Lab, San Diego vidicon camera manufacturer. With such setups, he said, community operators "can ward off establishment of low-power and satellite stations in their areas by offering local programming facilities." One of Kay Labs' first sales for community use was to operator in Richland, Wash. It offers live shows 11:45-2 p.m. daily, 9-10:30 a.m. Sat. Along same line, community antenna equipment maker Jerrold Corp. and system operator Bannock Cable TV, Pocatello, Ida., reported \$5000 gift to Idaho State College so that it could feed instructional programs to town's 11 public schools.

Bitter blast against community antenna operators was unleashed by Standard Television Co.'s Arche Mayers this week at National TV Film Council's forum in New York. They "cheat" TV film industry, he said, by relaying to their subscribers TV film properties without paying fee or getting permission. Another speaker, General Tele-radio's Dwight Martin, estimated that approximately 3362 feature films and 495 TV film series are now available to TV—which can use only about 1570 films and 111 series in a year. "As of the present, the supply of film greatly exceeds the demand." He suggested concentration on high-quality product as antidote to oversupply.

on Ideco tower, 370-ft. above ground, on roof of Liberty National Bank Bldg. Meredith E. Thompson, from WSAV, will be operations mgr.; Byron Strong, chief engineer. Base hour will be \$275. Rep not chosen.

KHAS-TV, Hastings, Neb. (Ch. 5), now shooting for Dec. 18 start, may not make it until first of year, reports gen. mgr. Duane L. Watts, ex-KHOL-TV, Kearney, Neb. Transmitter-studio building is nearly ready for 10-kw RCA unit, expected to be installed in 30 days. RCA 12-bay antenna goes up shortly on 600-ft. Ideco tower. Seaton Publishing Co., publisher of *Hastings Tribune*, headed by Fred A. Seaton, asst. to President Eisenhower, earlier this year transferred CP to new Nebraska Television Corp., retaining 56% control (Vol. 11:36). W. L. Murray, ex-KBTV, Denver, will be program mgr. Base hour will be \$200. Rep will be Weed.

WDMJ-TV, Marquette, Mich. (Ch. 6) hasn't set target, but RCA transmitter is due last week of Nov., when 12-bay 189-ft. antenna is scheduled for installation on 200-ft. Ideco tower, reports gen. mgr. W. H. Treloar. CBS Extended Market Plan affiliation is effective about Dec. 15. Owner Frank J. Russell, publisher of *Marquette Mining Journal* (WDMJ), who also controls *Iron Mountain News* (WMIQ), acquired CP earlier this year from Jerome Sill & Herbert R. Herzberg (Vol. 11:33). Gordon Brozek, from WDMJ, will be chief engineer. Base hour will be \$120. Rep will be Weed.

CJLH-TV, Lethbridge, Alta. (Ch. 7), which put out test signals for 2 days last week as planned (Vol. 11:46), had to call things off Nov. 14 because high winds and cold weather foiled plans to remove tower scaffolding, preventing suitable signals. It expected to resume tests and begin programming momentarily, reports Norman Botterill, managing director.

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"Candelabra" antenna, 1521-ft. structure giving co-equal height to KRLD-TV & WFAA-TV, Dallas (Vol. 11:30), is given 18-p. spread in Oct. issue of RCA's *Broadcast News*, which also features reports on medical use of color TV, 35mm intermittent color film projector, low-cost operation at KROC-TV, Rochester, Minn., effects of A-bomb tests on communications equipment.

Actor Bing Crosby, banker George L. Coleman (Miami, Okla.) and Texas broadcaster Kenyon Brown are disclosed as co-equal stockholders of new Midland Broadcasting Co., formed to purchase KFEQ-TV, St. Joseph, Mo. (Ch. 2), with radio KFEQ (5-kw, 680 kc, MBS), for \$550,000 plus assumption of \$200,000 bank loan and routine current liabilities. Application for transfer from Barton Pitts was filed with FCC Nov. 16. Combined stations show current assets of \$108,178, total assets of \$553,712, total liabilities of \$238,985, earned capital surplus of \$84,356. They ran deficit of \$19,629 for year to date, according to application, which revealed that Michigan broadcaster John E. Fetzer and Washington attorney Paul O'Bryan, originally scheduled for 12½% stock each (Vol. 11:34), had withdrawn from deal. Sale was handled by Robert Grant, of Kidder, Peabody & Co., Chicago.

Founders Corp., subsidiary of Tele-Trip Inc., N. Y. aviation insurance firm headed by John H. Shaheen, this week got FCC approval of its—recently exercised option on 50% of KTVR Denver (Ch. 2). It assumed half of \$400,000 purchase price, \$350,000 liabilities in recent transfer from Gene O'Fallon to J. Elroy McCaw (Vol. 11:31, 39). Founders Corp. includes on board Eugene duPont III, Wilmington, and H. J. Rand, Cleveland, and owns radios WTAC, Flint, and KPOA, Honolulu.

**D**REAM OF GLOBAL or transoceanic TV (see p. 1) has always been an intriguing subject. RCA-NBC's Gen. Sarnoff has been an enthusiastic proponent, having once proposed a chain of relay planes spaced at intervals across the Atlantic to form a microwave bridge for special events telecasts. First regular Cuba-to-U.S. telecast, staged this week by NBC-TV on its *Wide Wide World*, used single plane—flying over 2 miles high—as a microwave relay station, with excellent results.

Also taking note of global TV this week was convention of American Rocket Society in Chicago. R. P. Haviland of GE (which has a prime contract for forthcoming "man-made moon") proposed using space satellites as TV relay stations. He suggested that about 10 of these could provide worldwide live TV. Nevertheless—and despite conflicting ideas on the subject—best bet is that scatter techniques will provide first regular trans-Atlantic TV link.

Other TV applications of scatter may be closer than its transoceanic uses. As substitute for microwave, high-powered uhf tropospheric scatter relays can make possible wider spacing between relay stations and eliminate need for towers. This could be big boon in connecting to live TV networks such distant places as Alaska and Central & South America—permitting long hops over inaccessible or completely unpopulated places. When this can be done hinges on outcome of current AT&T experiments—and on economics.

Current applications of scatter are all military or experimental. Basic research for "ionospheric scatter"—which uses vhf for extremely long-distance transmission (up to 1000 mi.)—was conducted by National Bureau of Standards. Tropospheric scatter, which can use greater bandwidth for distances up to 300 mi. (the type of transmission which will be useful for TV relays) is based on research by NBS, Bell Labs and MIT's Lincoln Labs. Air Force was first to recognize military value of scatter and was first to put it to use, with installations handled by Page Communications Engineers, Washington. Military scatter equipment has been built by Collins Radio, National Co., Radio Engineering Labs, Rixon Electronics, D. S. Kennedy & Co. Experimental work has been accelerated recently—on TV and other phases—by AT&T and RCA as well as many others.

While parts of the TV band may be well suited for the non-TV vhf scatter communications use, there's been no inclination so far on the part of the military to seek any TV channels. But in informal discussions, nation's top scatter brains, in Washington for IRE symposium, express opinion that widespread use of this new communications technique may some day touch off an allocations battle royal.

The only hint of allocations problems at symposium sessions was contained in Comr. Webster's keynote address. "It is inevitable," he said, "that, as an experimental program develops [into] practical application, there arises the matter of frequency allocations for the use of the developments on a regular basis . . . It is possible that the [commercial] implementation of scatter may require that adjustments be made in the Commission's table of frequency allocations."

Hazel Bishop, thru Raymond Spector Co., is first national advertiser to order series of new 30-sec. spots on WTMJ-TV, Milwaukee, under station's plan to eliminate double-spotting between programs. Plan seeks to substitute 30-sec. for conventional 20-sec. announcements between network shows and thus cut down on number of commercials during any given period.

In first year of British commercial TV, sponsors on the London station alone will have spent some £7,000,000 (\$19,000,000) for spots; in first 3 weeks of the service, which started in latter Sept. (Vol. 11:39), they spent £400,000 (\$1,120,000) for 700 commercials. British advertisers find commercial TV something worth backing and encouraging despite still relatively small audience on area's second channel, estimated by some at no more than 500,000 homes to date. Thus Robert Barr, TV director of big Charles F. Higham Ltd. agency, reported to Publicity Club of Leeds recently. Said he: "It has all been done as a matter of faith by the advertisers and determination by those who believe in commercial TV." ITA's Sir Robert Fraser, speaking to Radio & Television Retailers Assn., later referred to commercial TV's growth as "phenomenal," estimated 750,000 homes converted by end of year. Note: List of current sponsors, as reported in Oct. 28 *Commercial Television News*, includes brand names very familiar in America: Surf, Shell, Esso, Alka-Seltzer, Rise, Max Factor, Ronson, Vick's, Dunhill, Parker Pen, Nestlé's, Guinness, Schweppes, Kolynos, Gillette, Kodak, Kleenex, Colgate, Toni, Brillo, Remington, Revlon—these in addition to about twice as many purely domestic brands.

First use of records to get its message across is to be employed by Voice of America in India & Africa. VOA has bought 15,000 records with messages by President Eisenhower, Nehru & Gandhi to be distributed free in India. For Africa, it has purchased 10,000 discs built around theme of African music in America, featuring Howard U choir. Records were made by Great Northern Record Mfg. Co., Minneapolis, headed by DeWitt C. Mower, ex-MBS. Discs are 78rpm, 8 & 10-in. Project has no direct tieup with low-cost hand-operated phonograph described by RCA chairman David Sarnoff last week (Vol. 11:46)—though Great Northern says that if Indian & African "pilot" tests are successful, project will probably be extended to Iron Curtain countries.

Final brief in Edward Lamb case was filed this week by Broadcast Bureau. Next step in the lengthy and controversial Communist-charge case is initial decision by FCC hearing examiner Herbert Sharfman, expected within a month. At stake is renewal of Lamb's license for WICU, Erie. In reply to Lamb's "objections to Broadcast Bureau's proposed findings of fact" (Vol. 11:43), Broadcast Bureau's brief charged that Lamb attorneys' 115-p. brief "roamed far and wide outside of the record" to bring in extraneous matter not covered in the 8-month hearings.

Owners of WTOB-TV, Winston-Salem, are buying WLOW, Portsmouth, Va. (250-watts, 1400 kc, MBS) for \$212,500 on long-term basis, according to FCC application filed this week. Sellers are ex-owners of WTOV-TV, Norfolk (Ch. 27) and Boston admen Emyl J. Arnold & Harold Kaye, latter having bought 50% of WLOW for \$105,000 after WTOV-TV was sold to Temus Bright (Vol. 11:12, 15). WTOB-TV recently took over Birmingham's WSGN from John S. Jemison Jr. group on lease basis with option to buy for \$123,250 after 5 years (Vol. 11:42, 46).

TV transmitters, receivers and relay stations should be presented to Asiatic countries by U. S. Govt., NBC pres. Sylvester L. Weaver Jr. suggested in address to Grocery Manufacturers Assn. of America convention in New York Nov. 18. Recently returned from round-the-world trip, Weaver proposed that these transmitters be supplied with steady stream of the best cultural programs produced in America, as well as informational material on health, farming, etc.

CBS-TV crew headed by London newsman Winston Burdett has shot 15-min. documentary on British commercial TV, which presumably will be screened soon.

**SURVEY SHOWS SECOND-SET MARKET WIDE OPEN:** Only 4.6% of the estimated 33,000,000 TV households in nation have 2 or more sets -- and 49.3% of all sets-in-use are under 21-in. Those statistics, from American Research Bureau's quarterly set distribution survey, as of Oct., illustrate anew that there's a long way to go before second-set market is really deeply penetrated, despite admitted success of 14-in. portables and others designed primarily as second sets.

A mere .3% gain is thus represented in second-set households over the 4.3% disclosed by ARB in its last report in May (Vol. 11:35). Numerically, it means that about 1,518,000 households had a second set in Oct., date of latest survey.

The 5 biggest cities are particularly wide open for second-set exploitation. In New York, for example, the rate of second-set ownership is only 6.6%; in Chicago, 9.2%; Los Angeles, 7.7%; Philadelphia, 8.9%; Detroit, 7%.

As to screen size, 47.6% are 21-in.; 34.8% are 16 & 17-in.; 7.6% are 12-to-14-in.; 2.4%, 19-in.; 2.3%, 20-in.; 2.3%, 24-in.; 2.1%, 10-in.; .4%, 27-in.; .1%, 7-in. & under; .4%, other screen sizes.

Foregoing statistics are all we're permitted to use from report, which also gives data nationally and for 31 selected markets on share of sales by brands, on replacement rate of purchases, age of sets-in-use, average number of sets purchased. Inquiries about report should be addressed to ARB, National Press Bldg., Washington.

These markets are covered: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Ft. Worth, Dayton, Detroit, Denver, Harrisburg, Houston, Indianapolis, Kansas City, Los Angeles, Louisville, Milwaukee, Minneapolis-St. Paul, New York, Omaha, Philadelphia, Pittsburgh, Portland (Ore.), Salt Lake City, San Antonio, San Francisco, St. Louis, Seattle-Tacoma, Syracuse, Washington.

Brief highlights of major trade developments this week:

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**Electrical Brilliance:** There's a terrific future in store for electrical industry, 2 top industry figures told National Electrical Mfrs. Assn. convention. Gwilym A. Price, Westinghouse chairman-pres., predicted electric power consumption in average home in 1960 would increase by 40% over 1955, basing his forecast on a population increase of 11,000,000 in next 5 years, 6,000,000 new homes, and about \$37 billion more in consumer purchasing power. He said big "musts" for electrical industry are "the necessity of breaking the bottleneck of inadequate wiring and the development of atomic power to provide the electricity to take care of rising demands." Don G. Mitchell, chairman-pres. of Sylvania, predicted that production of electric products will reach \$35-\$40 billion annually within 10 years, more than double the current rate. Consumption of electric power will reach annual rate of a trillion kilowatt hours by 1965, he predicted, urging "more and better machines" as only way to meet prospect of severe manpower shortage which will result from the stepped-up economic demands. "The man who is afraid there will be mass unemployment, or the equally short-sighted individual who wonders whether we will be able to sell the increased output of the machines, has about as little confidence in the free enterprise system as the Patent Office supervisor who quit some 40 or 50 years ago because he thought everything had been invented," he remarked.

**Color Merchandising:** About 175 RCA color sets have been sold in metropolitan Chicago in the 2 weeks since the announcement that WNBQ would be nation's first all-color station, it was reported by Ned Corbett, v.p. in charge of RCA Victor Distributing Corp. branch. About 50 of the sets went to big Polk Bros. chain, which has order for 500 more color sets (Vol. 11:46). All told, he estimates about 1000 RCA color sets have been sold to date in Chicago area. He said WNBQ announcement had "stimulated color interest tremendously" and expected steady sales improvement.

Irving Sarnoff, pres. of RCA distributor Bruno-N.Y., said 2 immediate goals

of his color merchandising campaign are to get widest possible exposure in grills and bars and to sell to dealers for their homes, as first step in stimulating their desire to buy color sets for their stores. He said Liberty Music Stores has proven his biggest single customer thus far, but declined to release figures on sales.

Price of \$695-\$995 is still biggest single obstacle to color's development at dealer level, according to Retailing Daily's own national survey. It found rather high general interest in color which could be converted into sales by "reasonable" price. Some retailers blamed poor promotion by manufacturers for slow color sales, others were reluctant to undertake any promotions of their own. Survey indicated that many retail salesmen had very limited information about color. It was also reported some dealers were accepting price of \$50 above cost to move color sets.

Emerson's Ben Abrams came out this week with prediction that "a mass market for color sets, with annual sales of 3,000,000 units, will be achieved in 1958." He predicted that sets would sell for about \$300 in that year. As to immediate future, he foresaw sales of 500,000 color sets next year, 1,500,000 in 1957. Another set maker with prognostications this week was Sylvania TV-radio v.p. A.L. Chapman. He predicted sales of 250,000-275,000 color sets next year, 500,000-600,000 in 1957. He said prices will "never drop to the \$200-\$300 price range" because of expensive costs of production. He saw no early prospect of substantial price cuts.

**Economic Spiral:** Federal Reserve Board reported that production, employment, income and retail sales remained at record high levels in Oct. and early Nov. Its monthly summary of business conditions said the index of industrial output for Oct. held at record Sept. level of 142% of 1947-49 base period. Projecting its study into early Nov., board reported slight advance in average prices for industrial commodities, led by consumer goods, cotton textiles, leather products, crude oil, newsprint and tin cans. Average weekly factory earnings reached new peak of \$78.69 in Oct., 79¢ above Sept. and 9% higher than year ago. Meanwhile, 2 Babson's Reports analysts predicted slight 1956 declines in business and stock prices from this year. Arthur Babson, son of founder Roger Babson (who became famous for predicting 1929 stock market crash) foresaw total business next year averaging 5% under 1955. John Riordan predicted "an irregularly descending stock market average through the spring of 1956," urged stockholders to get rid of "speculative" holdings now.

**Production:** TV output totaled 171,921 week ended Nov. 11, compared to 173,042 preceding week and 183,139 week ended Oct. 28. It was year's 45th week and brought production for year to date to about 6,830,000 vs. 6,200,000 in same period of 1954. Radio production soared to 403,488 units (188,314 auto) week ended Nov. 11, highest for any week in nearly 5 years, comparing to 382,527 (178,064 auto) week ended Nov. 4 and 386,523 (180,386 auto) week before. For 45 weeks, radio production totaled 12,300,000 vs. 9,300,000 in corresponding period of 1954.

**O**LYMPIC RADIO plans to expand through acquisition of other going concerns in electronics field, it was revealed by pres. Morris Sobin following formal purchase this week of controlling interest in Olympic by group of industrialists and financiers (Vol. 11:45). Sobin said negotiations are under way with several Eastern firms.

The purchasing group bought the 137,332 shares of common stock held by Fox, Wells & Co. for undisclosed price, representing about 30%, biggest single block of the 453,552 common shares outstanding. Members of the purchasing group: Wm. H. Husted, N. Y., chairman of Siegler Corp. exec. committee (heaters), in electronics through control of Hallamore Mfg. Co. (closed-circuit industrial equipment); Maj. Gen. Wm. H. Draper, chairman of Mexico Light & Power Co., Mexico City, and ex-Undersecretary of Army; Donald Royce, senior partner of investment bankers Wm. R. Staats & Co., Los Angeles; Edward H. Heller, partner of investment bankers Schwabacher & Co., San Francisco; Phillip S. Fogg, pres. of Consolidated Electrodynamics Corp., Pasadena; Maj. Gen. Frederick L. Anderson, Palo Alto, Cal.; Alton A. Brody, Beverly Hills, Cal.;

John G. Brooks, Highland Park, Ill.; Newell P. Crawford, N. Y.; Maj. Gen. Pierpont Morgan Hamilton, Santa Barbara, Cal.

Husted, Heller & Anderson were elected to board, along with Robert Kerr, asst. v.p. of Irving Trust Co.; A. Charles Schwartz, partner of Bache & Co.; Jan Ostermeyer, ex-pres. of Shell Chemical Co. Continuing on board were Sobin, Olympic chairman A. A. Juviler and v.p. Richard C. Noel.

National Union Electric Corp. has called stockholders meeting Dec. 8 to ask for authority to increase the 1,750,000 shares of common now authorized (30¢ par) to 4,000,000 so that board may be in position "to acquire business or businesses." Except to state that firm is exploring suggestions and proposals, proxy statement does not disclose any actual plans. Last year, National Union sold its CR tube plant and facilities to Sylvania (Vol. 10:48-49), is 41.43% owned by its officers & directors who include chairman-pres. C. Russell Feldmann, 22.49%, and director Harry E. Collins, 16.57%.

**Topics & Trends of TV Trade:** Highly useful merchandising ideas to help fellow dealers increase their profit margin over current estimated 3% were advanced this week by NARDA v.p. Don Gabbert in forceful address to Iowa Appliance Dealers Assn. Gabbert, a Minneapolis dealer, set forth these suggestions:

(1) Make advertising and promotions pay off by "creating a selling atmosphere on your retail floor." In addition to strong display material, dealers were urged to improve demonstrations for step-up sales and to label unidentifiable merchandise "to help with that add-on sale."

(2) Develop incentive program so salesmen will be paid for extra effort in selling up to higher-priced models. Step-up units should get most favorable display space and demonstrated most dramatically—i.e., putting fresh food in an operating refrigerator, placing higher-priced TVs in windows.

(3) Reduce number of lines carried, to permit concentration on volume with fewer suppliers, thus enabling dealer to get best cost sheet from distributor.

(4) Develop low-cost reconditioning program for trade-ins to be able to handle them for maximum profit, not as a substitute for a discount. Some dealers, he said, keep at least one piece of used merchandise on floor at all times in order to excite interest in store's second-hand dept.

(5) Play down discount house argument. "Teach yourself and your salesmen how to sell against 'I can get it for less.' Tell the customer: 'The discount is built right into the list price' or 'you are buying a protected investment' or 'my hundreds of satisfied customers tell me it is the most they've ever got for their money.'"

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There are about 10,000 discount houses in nation, doing annual volume of \$500,000,000, according to estimate of one of the leading and most voluble of them—Stephen Masters, of Masters Inc., N. Y. Addressing Public Utilities Advertising Assn. meeting this week in Rochester, N. Y., he said criticism of discount houses is reminiscent of protests over rise of dept. stores, chain stores, door-to-door selling, supermarkets & mail order houses. He told utility men they were the first discounters, because: "When Edison perfected the light bulb, electricity was sold for 25¢ a kilowatt. Electricity was used for street, factory & home lighting. That was the night load. Utilities needed day load to have full pay load. The answer was to sell kilowatts cheaper and create a market for daytime appliances that would consume more kilowatts. That has been the procedure for 75 years. The kilowatt today costs the consumer about 1.7¢." He said his own store does annual volume of \$20,000,000, or average of \$40 per customer; sells \$700 worth of merchandise per sq. ft. vs. \$76 for average dept. store; holds cost of each \$100 sales to \$11.20 vs. \$32.90 for dept. store.

Storer Broadcasting Co., in 9-mo. report (Vol. 11:45), disclosed that manufacturing at New Rochelle plant of Empire Coil Co., which had been operated at a loss, was terminated Oct. 25 and its assets are being liquidated. Once flourishing plant was acquired from Herbert Mayer in \$10,000,000 "package deal" involving acquisition of Cleveland's WXEL (Ch. 8) and Portland's KPTV (Ch. 27) early in 1954 (Vol. 10:2, 44).

Fedders-Quigan Corp. (Salvatore Giordano, pres.), producer of RCA room air conditioners, has contracted with Whirlpool-Seeger to produce them under RCA-Whirlpool label through June 1958.

RCA to build addition to its hi-fi & tape recorder plant at Cambridge, O., adding 210,000 sq. ft. at cost of \$2,700,000, due to be completed by mid-1956.

**DISTRIBUTOR NOTES:** RCA Victor Distributing Corp., Los Angeles, takes over distribution of RCA-Whirlpool refrigerators & freezers from Graybar . . . CBS-Columbia appoints Shook & Fletcher Co., 2915 10th Ave., N, Birmingham, Ala. (P. G. Shook, pres.) . . . Zenith appoints newly-formed McKee & McKee Inc., 640 Ricks St., Jackson, Miss. (John McKee & James H. McKee, partners) . . . Gerald O. Kaye & Assoc., Crosley-Bendix N. Y. distributor now relocated at 50-35 50th Rd., Maspeth, L. I., anticipates sales of \$50,000,000 this year vs. \$24,000,000 last year and \$18,500,000 in 1953, says pres. Gerald O. Kaye . . . Harry Alter Co., leaving TV-radio-appliance distribution field as Crosley-Bendix distributor in Chicago, will retain only refrigerator parts business . . . Southern Appliances Inc., Charlotte (Raytheon) appoints Larry Miller, ex-Cannon Distributing Co., as asst. gen mgr. . . Admiral Distributors-Oklahoma City names W. C. Henderson to gen. mgr. . . Zenith appoints Amarillo Hardware Co., 600 Grant St., Amarillo (E. W. Pipkin, pres.).

\* \* \* \*

Mexico City's 3 TV stations, their satellite outlets in Pueblo & Cuernavaca, plus the recently established stations in Monterrey & Guadalajara, are now serving some 150,000 receivers, reports Admiral public relations director Martin Sheridan, just back from visit to subsidiary there with pres. Ross D. Siragusa. He ranks Admiral de Mexico (R. J. Freeman, pres.; W. J. Kohler, v.p.) as top TV manufacturer in the country, other prominent brands being Beckwith (Mexican-German), Calbest, Crosley, Electra (Mexican), GE, Hotpoint (GE), Packard-Bell, Philco, RCA, Sears Roebuck, Sylvania, Zenith. U. S. manufacturers must assemble there, for govt. ruling forbids imports of sets costing more than \$80. Admiral has own service setup, offering service policy at \$32 for first year, \$45 for second, its line comprising 17-in. table at \$240; 21-in. table, \$320; 21-in. console, \$400; 21-in. hi-fi combination, \$775. Note: Mexico also has border stations in Juarez & Tiajuana (see *TV Factbook No. 21*, p. 240).

RETMA board meeting in Chicago this week, in addition to adoption of channel allocations resolution (see p. 3), authorized counsel Glen McDaniel to petition Federal Trade Commission for reconsideration of its trade merchandising rules (Vol. 11:28); agreed to file report with Commerce Dept. urging it to make more nickel available to tube industry; decided to start preliminary work on compiling production and sales data on phonographs; approved renewed effort to get 10% excise tax reduced to 5% on all sets and to eliminate tax on color receivers.

Wilcox-Gay's amended Chapter XI plan, providing payment over 5 years of 50% of unsecured claims of more than \$100, was approved Nov. 10 by Referee Woolridge in Grand Rapids Bankruptcy Court. Wilcox-Gay, parent of Garod Radio, must file deposit by Nov. 28 to put plan into effect.

Zenith's patent infringement counterclaim suit against RCA, GE & Western Electric has been set for trial April 5 in Federal Court, Wilmington. Judge Leahy set the date this week in denying Zenith's petition for postponement until Oct. 1956 (Vol. 11:44).

Westinghouse to introduce new TV line in Jan., called "Convention" to tie in with its sponsorship of Presidential nominating conventions on CBS-TV next Aug. The current "Catalina" and "Riviera" series will be retained.

NARDA's Trade-In Blue Books, out in mid-Dec., are priced at \$5 for TV volume, \$7.50 for appliances, \$10 together. Address NARDA headquarters, Merchandise Mart, Chicago.

Admiral of Australia (Pty.) Ltd. starts construction of new TV-radio plant on 21-acre tract near Sydney.



**Electronics Reports:** "Our biggest bet is the electronics industry," said pres. J. D. Wright this week in reporting to N. Y. Society of Security Analysts that Thompson Products Inc., expanding its activities in atomic energy, guided missiles & electronics fields, will earn about \$4 a share this year on about \$275,000,000 gross business vs. \$4.25 on \$268,000,000 in 1954. Big Cleveland automotive & airplane parts manufacturer owns Dage Electronics Div., Michigan City, Ind., and Bell Sound Systems, Columbus, O., holds 49% of Ramo-Wooldridge Corp., Los Angeles, with option on additional 35%; latter's 1955 sales alone will run \$30,000,000, he said.

Daystrom Inc. "is currently investigating several electronics companies for possible purchase," having just completed \$9,000,000 sale of its American Type Founders subsidiary to investment group headed by David Berdon and Jay Levine of New York (Vol. 11:32,39). Five of Daystrom's 6 operating units are now in electronics, electrical instrumentation & nucleonics, with 85% of its sales in electronics or allied products. For first half of 1955, Daystrom's net income was \$980,000 (\$1.01 on 973 182 shares) on sales of \$37,855,000, vs. \$758,000 (\$1.17 on 643,911) on sales of \$36,266,000 for corresponding 1954 period.

**Modular construction**—widely heralded as newest concept in TV set manufacturing (Vol. 11:23,24,38)—is still some distance away for RCA, senior exec. v.p. Dr. Elmer W. Engstrom says in Nov. 14 *Retailing Daily* interview. He states that modules have proven extremely efficient on short-run production; that RCA is studying technique, but will continue use of printed circuits for mass runs at present since they have "produced more reliable equipment at a lower cost."

**Solar battery price**—greatest barrier to widespread use (Vol. 11:42)—has been cut 20% on single units and up to 60% on mass orders, reports Hoffman Electronics' National Fabricated Products Div. Price of single-cell unit will be \$20 instead of \$25, quantities up to 500 will be \$12.50 each, larger orders \$10 each.

**Diversifying into electronics**, Van Norman Co., Springfield, Mass. machine tool manufacturer, has acquired Insuline Corp. of America (antennas, electronic products) and Transitron Inc. (electronic components & assemblies) by exchange of stock. Both will operate as subsidiaries.

**Raytheon has cut price on transistors** for experimental use from \$1.25 to 99¢ in move to encourage greater use of semi-conductor by amateurs and to make them available to schools for instructional purposes.

**Tiny industrial TV camera**—5.2-in. long, 2.6-in. in diameter—was exhibited at recent German Radio-TV-Phonograph Fair at Dusseldorf. It uses standard 8mm film camera lenses.

**First radio-controlled traffic light system** (Vol. 10:52) was put into operation Nov. 15 at 13 Chicago intersections. Built by GE for \$50,000, system will be extended later.

**Uhf "scatter" communications system** has been set up by Canadian Bell Telephone Co. to service defense installations along coastline of Canada's sub-Arctic.

Alva B. Clark, 65, who has been serving as director of a Defense Dept. research project since retirement as Bell Labs v.p. last Feb., died in N.Y. Nov. 14. One of industry's pioneers, he served with Bell System for 43 years, headed development of transcontinental coaxial & microwave facilities, direct distance dialing system and automatic message accounting system, held 44 patents.

Gerald W. Willard, 54, retired Bell Labs specialist in piezo-electric crystals and ultrasonics, died Nov. 18 at his home in Fanwood, N. J.

**Trade Personals:** Edmund Orgill, pres. of Admiral distributor Orgill Bros., elected mayor of Memphis this week by 18,635 votes over nearest rival, will take leave of absence from his firm starting Jan. 1 . . . R. J. Sargent promoted to mgr. of Westinghouse major appliance div., Mansfield, O., reporting to J. H. Ashbaugh, v.p. of appliance divs. . . Charles M. Odorizzi, RCA exec v.p. sales & services, returns Nov. 24 from 5-week inspection tour of South American operations . . . David H. Cogan, chairman of Victoreen Corp. ex-pres. of CBS-Columbia, elected pres. of Nameplate & Monogram Co., supplier of escutcheons and other ornaments to TV-radio-appliance industry . . . Arthur H. Forbes promoted to asst. distributor sales mgr., Standard Coil . . . Roland Conroy, ex-Stewart-Warner, named Sylvania TV-radio district sales mgr., Minneapolis . . . Robert B. Saichek, partner in Barton Adv., Chicago, named Motorola sales promotion mgr. . . Howard W. Morse, ex-Magnavox & Hallicrafters, appointed Scott Radio field sales mgr. . . Edwin Cornfield, ex-pilot Radio, named sales mgr. of tape recorder div., Dejur-Amsco Corp., Long Island City . . . Irving E. Russell resigns as adv. mgr. of Webster-Chicago to join CBS-Columbia . . . Joseph Frank, sales v.p. of Astron Corp. (capacitors), elected pres., succeeding late Otto Paschkes . . . Julius Haber, RCA, appointed chairman of RETMA public relations committee, replacing Ellis Redden, resigned recently from Magnavox.

**National Electrical Mfrs. Assn. elects new officers:** chairman, James W. Corey, Reliance Electric, Cleveland, succeeding A. F. Metz, Okonite Co., Passaic, N. J.; pres., A. A. Berard, Ward Leonard Electric Co., Mt. Vernon, N. Y. (re-elected); v.p.'s—J. L. Singleton, Allis-Chalmers, Milwaukee; Fred F. Loock, Allen-Bradley Co., Milwaukee; J. J. Mullen Jr., Moloney Electric, St. Louis; B. C. Neece, of Landers, Frary & Clark, New Britain, Conn.; W. V. O'Brien, GE, N. Y. In addition, N. J. MacDonald, Thomas & Betts Co., Elizabeth, N. J., was elected to officers' committee.

Electronics industry is well represented among latest appointments to new Defense dept. industry advisory committee on safeguarding classified information. Included are: J. J. Jacoppi, Western Electric; Russell E. White, GE; John L. Buckley, Varian Assoc.; J. A. Ranallo, Thompson Products; R. D. Williams, Battelle Memorial Institute; David Lester, Hupp Corp.

**Annual Forrestal Award** for leadership in promoting understanding and cooperation between Govt. and industry, first won by President Eisenhower last year, will be bestowed on RCA-NBC chairman David Sarnoff at a dinner in Washington Jan. 26 by National Security Industrial Assn. (formerly the Navy League).

Richard M. Osgood, ex-chief of Air Material Command's electronics systems div., in charge of setting up radar defense system on northern edge of North America, appointed mgr. of equipment fabrication, Sylvania avionics & guided missiles lab, Waltham, Mass.

Harold B. Whitfield promoted to AT&T gen. patent attorney, succeeding Maurice R. McKenney, retired. Whitfield is succeeded as gen. patent attorney for Western Electric subsidiary by Norval S. Ewing, Bell Labs.

Capt. Wilson P. Cogswell (USN ret.), onetime director of Electronic Resources Production Agency & MIT consultant, appointed staff asst. for military operational analysis, Stromberg-Carlson engineering & research dept.

Gordon N. Thayer, Bells Lab v.p., appointed chief engineer of AT&T, effective Dec. 1, succeeding H. I. Romnes, now an AT&T v.p.

Robert Cheek, asst. mgr. of Westinghouse electronics div., named mgr. of new industrial electronic products dept.

**Color Trends & Briefs:** Swing toward local color programming continues, with more and more TV stations reporting "firsts." NBC's WNBQ, Chicago, on Nov. 14 started weekly 30-min. film show *Cowboy G-Men*, RCA-Victor Distributing Corp. sponsoring, as start of buildup to its projected exclusively-color schedule by April 15 (Vol. 11:45).

Other stations reporting recently: WBAL-TV, Baltimore, began regular daily colorcasts Oct. 31, including live commercials on 10:45-11 a.m. *Homemakers* show. WDSU-TV, New Orleans—which recently built complete color studios—began first local commercial color program last week with big Maison Blanche dept. store as sponsor. KMTV, Omaha, claims area's first color commercial, for local auto dealer. KPTV, Portland, Ore., will colorcast 5 episodes of Pacific Power & Light Co. series this winter. WFIL-TV, Philadelphia, presented its second full-length color movie last week.

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Revolutionary color film heretofore classified "top secret" by Govt. and sensitive enough for indoor and night use without extra lights will be used for first time in spot news coverage by NBC-TV's *News Caravan*, producer Frank C. McCall told National Assn. of Radio & TV News Editors this week in Denver. Film is new Anscochrome which has speed rating of ASA 32, comparable to slower black-&-white types, but through processing tricks it can gain speed almost equal to Eastman's ultra-fast black-&-white Tri-X without losing too much color quality. *Caravan's* news editor Arthur Holch showed scenes shot under existing light conditions inside United Nations chamber, at indoor hockey game and at rescue operation in Conn. during recent flood.

Skeptical appraisal of color was given this week by John Crosby, N. Y. Herald Tribune Syndicate columnist. Asking "Whatever happened to the vast boom in color sets we were led to expect?" he lists RCA-NBC's multi-million-dollar color projects, says that if RCA is selling 1000 sets a week (Vol. 11:45) it's still "chicken feed." "It does seem to me," he goes on, "that RCA is trying to thrust color on a public that is not only apathetic about paying \$895 for its 21-in. set but occasionally downright hostile about receiving color telecasts on its present black-&-white screen." His conclusion: "NBC's position seems to be that color is inevitable, that it is the wave of the future. Perhaps it is. But when?"

"Ever-tantalizing question whether color TV will be able to break down anti-air attitude of many large dept. and specialty stores is in wind again following announcement of NBC's new \$9,000,000 color plans [Vol. 11:45] . . . Admen peering into crystal ball point out that local color TV will have it all over 4-color process in newspapers which is limited by quality of newsprint. This advantage, they say, will interest those retailers of apparel and home furnishings who have hitherto been married to black-&-white print."—*Sponsor Magazine*, Nov. 14.

"Color TV is truly wonderful and hundreds of thousands of people can afford sets now, and at today's low prices of \$795 and \$895. And countless hundreds of thousands of others soon will be able to buy color sets within the coming year, as production increases and prices are adjusted downward."—Robert A. Seidel, RCA exec. v.p., consumer products, in speech prepared for delivery Nov. 21 to Sales Executives' Midwest Conference, Chicago.

Hollywood's use of color seems to be leveling off, according to *Motion Picture Herald*, which editorializes in Nov. 12 issue that "rule of reason" is taking place of previous rush to color; that recent black-&-white hits are indication that nature of story should dictate whether film would be better in black-&-white or color.

## Network Color Schedules

(Nov. 21 - Dec. 4, 1955)

- Nov. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Nov. 22—NBC: *Home* segments, 11 a.m.-noon; *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Nov. 23—NBC: *Today* segments, 7-10 a.m.; *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Nov. 24—NBC: *Howdy Doody*, 5:30-6 p.m.; *Assignment: India*, documentary with Chester Bowles as film narrator, 5-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 Nov. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Nov. 26—NBC: NCAA football, Army vs. Navy, 1:15-4 p.m.; *Max Liebman Presents*, "Dearest Enemy," with Cornelia Otis Skinner, Cyril Ritchard, Anne Jeffreys, Robert Sterling, 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Nov. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Nov. 29—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9:30 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Nov. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Kraft TV Theatre*, 9-10 p.m.  
 Dec. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 Dec. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 3—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Dec. 4—NBC: *Color Spread*, Maurice Chevalier variety show, 7:30-9 p.m.

**More color service schools:** Philco, which recently started color set production (Vol. 11:44) and is now delivering its \$795 & \$895 models to distributors, has launched 40-hour course at Philadelphia plant, says it expects to train 20,000 servicemen by using factory graduates to instruct others. Hoffman reports that 50% of those attending its recent 6-hour training courses in Los Angeles indicate they plan to merchandise color within 3 months; it plans to repeat the courses in 60-90 days. Some 500-700 servicemen are expected to attend technical session in Detroit Nov. 22, with RCA field engineer Cleon Taylor speaking under sponsorship of RCA Victor Distributing Corp. and local servicemen's associations. In Grand Rapids, Mich., B. & W. Distributing Co. (Motorola) says it has drawn servicemen from 100 mi. away to night classes, plans to repeat course several times in next few months. B. & W. partner J. Eugene Wright sums up color status thus: "Heretofore, programming has been one of the big obstacles in color TV sales, but this is beginning to disappear. Dealer reluctance is now one of the major obstacles. Service is the big question raised by both dealer and customer."

First British tests of NTSC color are analyzed by technical editor of London's *Wireless & Electrical Trader* in Oct. 29 issue after viewing closed-circuit demonstration of color and black-&-white sets side-by-side. He reports that monochrome reproduction of compatible color signal was excellent except for crawling dot pattern in some areas when viewed closeup; that other anticipated defects were entirely absent; that color was well rendered but lacked fine detail on live pickup. Writer also noted considerable fringing, attributed it possibly to tube, which was 15-in. RCA 3-gun mask type in Marconi circuit.

Start of color in Mexico City is reportedly due some time next year. Engineer Guillermo Gonzalez Camarena, employed by Azcarraga-O'Farrill interests, is said to have "new" system permitting reception on monochrome sets with slight modification. At height of U. S. color battle several years ago, Camarena was reported planning to put CBS-type sequential signals on air.

Special NBC-TV color film documentary *Assignment: India*, narrated by Chester Bowles, ex-U. S. ambassador to India, will be telecast 5-6 p.m. Thanksgiving Day, replacing *Pinky Lee & Howdy Doody*. Bowles served as consultant on film, edited from more than 10 hours of footage shot in India under supervision of NBC public affairs dept. producer Robert Graff.

**Financial & Trade Notes:** Diversification—with a vengeance!—is seen in report that leaked this week that Penn-Texas Corp., big N. Y. holding company headed by L. D. Silberstein, was looking into possibility of acquiring Hallicrafters Inc., Chicago, old-line radio, TV, communications and defense equipment manufacturing concern founded by its chairman Wm. J. Halligan. Report came out even as Hallicrafters was disclosing that it had earned \$406,146 (49¢ a share) on sales of \$25,063,463 during fiscal year ended Aug. 31, as against loss of \$940,946 on sales of \$31,054,363 in preceding year.

According to Hallicrafters pres. Raymond W. Durst, Penn-Texas is one of several companies that have "shown an interest" in acquiring or merging with Hallicrafters. After *Chicago Tribune* played up story Nov. 18, he issued statement that "we have not in any instance sought or solicited such inquiries inasmuch as we have complete confidence in our present and future prospects as an independent company."

Hallicrafters has "made no commitments in the direction indicated," the statement continued, and so will not "lend credence" to the report. Then the statement inferentially admitted something was in the wind when it went on to say that present management is committed to "no moves" unless such moves insure advantageous arrangement for shareholders, present employe seniority, perpetuation of present activities and of present distribution organization. No merger or sale of assets will be considered, it was stated, unless these conditions are assured and until stockholders approve. There's no proposal, however, on agenda for stockholders meeting Dec. 12.

Hallicrafters had loss year in 1954 for first time since 1947, according to its annual report. Business currently is excellent, said Durst, noting that on basis of new fiscal year's first two months (Sept. & Oct.) business should be at least 1½ times ahead of year just reported.

Hallicrafters annual report shows assets of \$13,450,223 as of Aug. 31 as against \$16,037,532 year earlier;

RCA's first public financing started Nov. 17 with offering to common stockholders of right to subscribe to \$100,000,000 of 3½% debentures convertible into common shares at \$50 per share and due Dec. 1, 1980. Price is 102½, thus yielding about 3.35% to maturity. Subscription rights, on basis of \$100 of debentures for each 14 common shares owned of record Nov. 17, expire Dec. 5. From a sinking fund, \$4,500,000 of the debentures will be retired Dec. 1 of each year from 1965-79. Proceeds will be added to working capital, used for expansion. Lehman Brothers and Lazard Freres & Co. head underwriting by more than 25 investment houses.

Walter E. Heller & Co., Chicago factors who have backed various independent film producers, reported in theatrical trade press to have earmarked \$5,000,000 for entertainment financing, including \$2,000,000 for backing of TV films. Firm has backed United Artists productions (currently, the profitable *Not as a Stranger*) and Sheldon Reynolds' TV series *Foreign Intrigue*. It was also identified with financing of TPA.

Oak Mfg. Co. earned \$1,158,376 (\$1.77 per share) on sales of \$16,125,239 for 9 months ended Sept. 30 vs. \$838,472 (\$1.28) on \$12,450,396 for same period in 1954. Oak recently issued one new share for each 4 outstanding, increasing common shares from 524,950 to 656,129.

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**Dividends:** Hazeltine Corp., 35¢ quarterly, 60¢ year-end payable Dec. 15 to stockholders of record Dec. 1; American Electronics, 12½¢ Dec. 15 to holders Dec. 1; Cleveland Corp., 50¢ year-end Dec. 9 to holders Nov. 28; Aerovox, 5% stock Dec. 15 to holders Dec. 1; GE, 50¢ Jan. 25 to holders Dec. 16.

current liabilities were down to \$7,129,067 from \$10,072,925; indebtedness down to \$433,077 from \$480,852; earned surplus up to \$3,494,365 from \$3,088,219. Of 1,000,000 authorized \$1 par shares, 825,000 were outstanding, of which Mr. Halligan owns 33,700 shares and holds 140,100 as trustee for his 3 sons while Mrs. Halligan holds 27,800 and Wm. J. Halligan Jr. holds 46,700—for family total of 24.4%. Mr. Durst owns 32,900 shares. Stock is listed on Midwest Exchange.

Penn-Texas Corp., formerly known as Pennsylvania Coal & Coke Corp., has estimated assets of \$85,000,000, up from only \$4,600,000 in 1950; its sales this year will run \$80,000,000 as against \$6,000,000 in 1950. This is largely due to acquisition of new operations. Recently it acquired Pratt & Whitney Co., and currently it's acquiring Colts' Mfg. Co. (arms & instruments) and Liberty Products Corp. (aircraft parts). Its only subsidiary in electronics fields is Crescent Co., Pawtucket, R. I. (wire & cable). Other subsidiaries are Potter & Johnston Co. (automatic turret lathes); Industrial Brownhoist (heavy materials-handling equipment); "Quick-Way" Truck Shovel Co. (truck mounted power shovels); Bayway Terminal Corp. (industrial service); Tex-Penn Oil & Gas Corp.; Chandler-Evans (aircraft components); Pennco Oil Corp.; P-T Corp. (oil & gas producers); Pennsylvania Coal & Coke (bituminous coal mining); Saxon Steamship Co.; Seaborne Steamship Corp.; Seasplendor Steamship Corp. It's subject of Nov. 19 special report by McLaughlin, Cryan & Co., 1 Wall St., N. Y.

Note: Exchange of stock plan said to be under consideration would provide that Hallicrafters stockholders receive 40 shares of Penn-Texas stock for each 100 Hallicrafters. Penn-Texas has 1,886,211 shares of \$10 par stock outstanding, 868,285 of \$40 par \$1.60 cumulative convertible preferred, each 5 shares convertible to 8 common; it closed on N. Y. Stock Exchange this week at 18¼, its 1955 high having been 22½, low 17½. Hallicrafters closed at 6%.

Among "111 Growth Stocks" listed and individually discussed in 48-p. brochure with that title released by Merrill Lynch, Pierce, Fenner & Beane, 70 Pine St., N. Y., are these in TV-radio-electronics fields categorized as follows: Good Quality Wider Price Movement—Minneapolis-Honeywell, Sperry Rand. Speculative—Beckman Instruments, Motorola, RCA, Sprague Electric, Sylvania, Texas Instruments. Special, Dependent on National Defense—Bendix Aviation, Boeing, Douglas, General Dynamics, No. American Aviation, Thompson Products, United Aircraft.

General Dynamics Corp., reporting record third quarter, earned \$13,754,390 (\$2.74 per share on 4,998,259 outstanding) on sales of \$506,133,306 during 9 months ended Sept. 30 vs. \$14,161,038 (\$2.78) on \$477,829,633 in corresponding period last year. Earnings for third quarter were \$4,369,633 (87¢) on \$163,143,379 compared with \$4,320,213 (85¢) on \$154,523,974 in same period of 1954. Coincident with financial statement, Stromberg-Carlson div. exec. v.p. Gordon Holt again denied repeated rumors that old-line firm would leave TV-radio field (Vol. 11:43).

Insulated Circuits Inc., Belleville, N. J. (capacitors, printed circuits, etc.), has filed stock registration with SEC to offer 100,000 shares of 6% conv. pfd., \$5 par, through underwriting group headed by Alexander Watt & Co., 42 Broadway, N. Y.

Magnavox's proposed new issue of 120,000 of \$50 par convertible preferred stock will be voted on by stockholders at special meeting Dec. 14; it's to raise about \$6,000,000 for development and expansion.

Electronics Corp. of America earned \$295,000 (39¢ per share) on sales of \$8,549,000 during 9 months ended Sept. 30 vs. \$135,700 (16¢) on \$4,209,000 in 1954 period.

New county-by-county set census for 1956, proposed recently by both Nielsen and American Research Bureau as interim measure pending results of NARTB's own circulation survey in 1957 (Vol. 11:43-44), is unnecessary and a waste of money, in opinion of NBC research & planning director Hugh M. Beville Jr. He believes, first, that a satisfactory set of county-by-county estimates can be and will be projected by Advertising Research Foundation from figures made available recently by Census Bureau (Vol. 11:34, 39-40). Such a projection, he says, will be adequate for industry's needs until NARTB's "thoroughly tested and validated" project gets under way. Secondly, he says it would be wiser to concentrate on getting station coverage data in 250-300 selected communities "where population and TV circulation are sufficient to be of commercial importance [and] where there is a real practical need for TV station viewing data." As for the other communities, he said current engineering contour material is sufficient or the communities are too small to be of commercial importance. [Note: We still have available for our subscribers a few copies of brochure, *Television Set Count and Market Data by County and State*, tabulating county-by-county figures on total families, TV homes, population & retail sales, as published Nov. 1 by Edward Petry & Co.]

Long-overdue reforms in TV-radio station regulations, as advocated by Westinghouse stations v.p. Joseph E. Baudino at this week's NARTB regional meeting in Dallas: (1) Amend Sec. 315 of Communications Act to free station from liability for political matter which it must carry and cannot censor and to simplify regulations governing political broadcasts. (2) Extend station licensing period from current 3 to 10 years, with accompanying changes to ease work load of FCC staff. (3) Extend term of network affiliation from 2 to 5 years. (4) "Avoid by voluntary action the necessity for FCC setting limits on the amount of time in excess of option hours the network would be permitted to use."

TV has been blamed for children's eyestrain, stomach trouble, maladjustment, juvenile delinquency. Now along comes a Dr. Almon F. Halpern of Dallas and tells Southern Medical Assn. at Houston that the old family villain—the TV set—may be responsible for at least one form of the common cold. Said he: Children who watch TV while "lying on a rug" may contract "allergic" type cold if they're sensitive to mold and dust. He didn't suggest tossing out the TV set, though—merely said to spray rugs with a special chemical. Our own medical editor proposes a solution which may, under certain circumstances, be simpler: Tell the kids to get up off the rug.

Proposal for world's tallest TV tower, WHAS-TV's 2000-ft.-plus structure near Louisville (Vol. 11:8, 35), got hearing by Washington airspace panel this week after lengthy delays. In addition to originally proposed site 17 mi. southeast of city, station proposed alternate location 20 mi. east of Louisville. Because of "serious aviation questions" involved in proposal, panel deferred decision on clearance until Dec. 19.

NARTB convention April 15-19 at Chicago's Conrad Hilton Hotel will be divided—as this year—into TV, radio & Assn. "days." Registration fees will also be the same—\$25 for pre-registrants, \$27.50 for registration on arrival, \$10 for banquet tickets final evening. Broadcast engineering conference is scheduled April 16-18, management conference April 17-19. George Gayou & Co., St. Louis & Chicago, has been retained to handle exhibits.

CBS stock is among 31 issues for which Los Angeles Stock Exchange applied for trading privileges with SEC this week.

Howard K. Smith, CBS London correspondent, awarded honorary degree by Tulane U, his alma mater.

Release of more movies to TV was subject of much speculation this week after Internal Revenue Service ruled that one undisclosed movie company's outright sale of 200 films was subject to capital gains rather than regular income tax. In opinion of tax experts, ruling isn't likely to precipitate flood of old movies from Hollywood vaults because IRS termed case "unusual and isolated" and because selling company (believed to be Allied Artists) stipulated that it had no plans to repeat deal. Nevertheless, lawyers said other companies might use precedent to get rid of some old films on similar one-time basis, but revenue officials implied strongly that repetitious sales would bring quick reversal of opinion. Ruling is No. 55-706, will be released publicly Nov. 28 by Internal Revenue Service, Washington, D. C.

Relaxation of rules requiring announcement of mechanical video & audio recordings is in works with issuance of FCC proposed rule-making this week, prompted by NARTB and ABC (Vol. 11:5). NARTB seeks to limit such announcements to programs in which time element is significant, e.g., news broadcasts, panel discussions, special events, etc.; NARTB says present rules are outmoded, and there's little likelihood of deceiving modern "sophisticated" audiences by eliminating announcements on most programs. ABC seeks elimination of announcements when delay doesn't exceed time zone differential between points of origin and rebroadcast. Reply comments are due Dec. 15; copies of Public Notice 55-1136 can be obtained from FCC or we'll get one for you.

Hassles over NCAA's football TV restrictions have been occurring at the rate of one-a-week or better this season. This week's: Iowa Gov. Leo Hoegh appealed to NCAA to relax its rules and permit 4 Iowa CBS-TV affiliates to carry this week's Iowa-Notre Dame game from South Bend. Cedar Rapids' WMT-TV, only station scheduled to carry the contest, had cited "prohibitive" networking charges for a single-station telecast, wanted game also telecast by Des Moines' KRNT-TV, Mason City's KGLO-TV, Sioux City's KVTV & WHBF-TV, Rock Island, Ill. Despite fact that no football game was scheduled in Iowa same day, NCAA refused, saying such a release would be "breach of commitments and agreements."

Availability of information from govt. agencies, including FCC, is detailed in handy book published by Govt. Printing Office. Titled "Replies from Federal Agencies to Questionnaire Submitted by the Special Subcommittee on Govt. Information," book was printed for Congressional committee, is available from House Committee on Govt. Operations, House Office Bldg., Washington, D. C.

Recent power increases: WSIX-TV, Nashville (Ch. 8), Oct. 31 to 177-kw ERP from new 940-ft. tower; CKCO-TV, Kitchener, Ont. (Ch. 13), Nov. 11 to 54-kw at 651-ft.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — November 26, 1955

**TREND TO MERGERS** and acquisitions seen continuing into 1956 as smaller firms are caught in competitive squeeze and big newcomers eye electronics (p. 1).

**COMMUNITY SYSTEMS'** problems piling up but operators see future unclouded nonetheless; Jerrold reports new systems and rate of growth (pp. 2 & 16).

**VHF DECISIONS** in touchy vhf-uhf areas considered imminent despite split in FCC; telecasters lining up, preparing allocations pitches (p. 3).

**GENERAL TELERADIO MERGES** with RKO Radio Pictures Inc. for tax purposes. Tom O'Neil's new RKO Teleradio Pictures Inc. will have 2 divisions (p. 5).

**BIGGEST FILM-TO-TV DEAL** imminent as RKO Teleradio prepares to sell 600 features to Matty Fox for \$12,000,000, and to its own stations for \$3,000,000 (p. 5).

**FCC NETWORK STUDY** gets direction from Commission, which lists subjects to be explored, covering intimate aspects of network operations (p. 8).

**COMMISSION GRANTS** Buffalo uhf, Billings (Mont.) vhf, Memphis vhf educational, overrides objections on network service to Mexico border stations (p. 8).

**RETAIL FORECASTS TRIMMED** in wake of slight TV sales dip. RCA prospectus, analysis of Philco shed more light on how trade leaders rank in market (p. 11).

**9-MONTH TV SHIPMENTS** to dealers, listed state-by-state, totaled 5,174,732 while production ran 5,760,506. Shipments 16% ahead of 1954 period (p. 13).

**TV-ELECTRONICS FUND**, industry's first open-end investment trust, reports on assets, new stocks added, holdings dropped during quarter to Oct. 31 (p. 14).

**"WAR BABY GROWN UP"**—Sylvania's rise to \$300,000,000 annual sales, putting it "up with the giants," detailed in profile of expanding company (p. 15).

**TV's BIGGEST WEEK** in programming sees top stars in 90-min. Broadway shows, high-rated movies, documentaries—causing moviemen much concern (p. 9).

**EL DORADO, ARK.** gets 458th U. S. station, as new outlets in Memphis and other cities get ready to start. Reports on equipment shipments (p. 10).

**OVER 65% OF OHIO FARMS** have TV—highest penetration, except for northeast coast, of 38 states tabulated so far in Census county-by-county poll (p. 10).

**MORE MERGERS & ACQUISITIONS IN THE WIND:** This being an era of mergers and industrial giants, you can expect to see more of them develop during the next year in TV-radio-electronics fields. Hardly a week passes without news of mergers or acquisitions, usually of small or medium-sized companies joining together or being taken over by big ones -- more often than not by big companies not now in electronics but seeking to "diversify" their way into its magical realms.

The proposed acquisition of Hallicrafters by Penn-Texas Corp. (Vol. 11:47), by no means a fait accompli yet; the passing of control of Olympic Radio into new hands (Vol. 11:47); purchase of control of Webster-Chicago by Titus Haffa, who owns the big Dormeyer appliance manufacturing concern (Vol. 11:24-26) -- all are straws in the wind that really began to be felt last spring when old-line Stromberg-Carlson was merged into huge General Dynamics, of which it's now a division (Vol. 11:18, 27).

Interestingly enough, the biggest entities in television and radio -- RCA, Philco, Admiral, Motorola, Zenith, GE, Westinghouse -- have not participated to any noteworthy extent in acquisitions of smaller companies in recent years, though it's an open secret that they have been sought out and sometimes literally begged for parental adoption by many smaller companies.

Whatever their motives in rejecting opportunities to acquire such properties as Empire Coil Co., now being liquidated by Storer (Vol. 11:47), and others offered, the fact is that the big fellows are getting bigger in their own way while competing like blazes with one another. RCA, for example, will achieve \$1 billion this year, yet has even gotten out of the manufacture of ranges and has turned over its air conditioner and stove business to Whirlpool-Seeger combine in favor of the stronger TV-radio-appliance merchandising setup it acquires (Vol. 11:29-30, et seq).

Philco hasn't taken over any new operation in a long time, and Motorola has elected to expand in its own chosen fields of TV-communications-military products.

Admiral's contraction of business in the last year, largely due to loss of defense contracts, has been accompanied by an expansion of its own distributorships (18 of them now) in the face of a general trend away from company-owned distribution.

Who's next in the merger picture? It's hard to say, but it's fairly clear that the new banking interests in DuMont, who have just completed the 1-for-2½ share spinoff of telecasting from manufacturing activities (Vol. 11:20, 33, 34, 39), are not thinking merely in terms of a new president for DuMont Labs, expected to be named any day now. They've been looking into expansions by way of acquiring or merging -- though the rumored tieup with Belock Instrument Corp. apparently is out.

Purchase of Olympic Radio by the new industrial-financial group that includes Siegler Corp. chairman Wm. H. Husted is avowedly a first step toward some sort of expansion (Vol. 11:47); Siegler, manufacturer of heaters, owns Hallamore Mfg. Co., which has announced plans to manufacture closed-circuit industrial TV equipment.

Admiral's pres. Ross Siragusa told Forbes Magazine recently (Vol. 11:43) that he's thinking of diversifying into the building supply business, notably heating and air conditioning systems, and has been toying with building a master sink, complete with all appliances. It won't be surprising if 1956 is the year for such expansion.

Year ahead may well alter the face of the industry, as competition between the big fellows -- whether for the TV-radio-appliance trade, for supremacy in other electronics products, or for the all-important defense contracts -- gets keener and impels the smaller fellows to continue to go to Wall Street for help in joining up with others in order to achieve volume and financial stability.

Right now, in TV-radio at least, nearly everybody is doing very well or fairly well in a boom market. But everybody wants a hedge against the bigtime competition and against declining markets -- and some see it in mergers and in diversification under stronger financial auspices.

\* \* \* \*

Note: Federal Trade Commission economists this week forecast this year's mergers & acquisitions in manufacturing & mining would probably exceed 500, largest number since 1930 when there were 799. All-time peak was 1245 in 1929. Same trend is noted in banking, and FTC does not undertake to evaluate or give opinion except to say high rate in manufacturing & mining is a phenomenon of a high level of business prosperity. "Merger fever" is said to be such that some companies have set up research depts. devoted exclusively to exploring possibilities, while business "marriage brokers" are quite active. Some of motivations found by FTC are need for additional capital, diversification, own sources of supply and distribution, tax savings.

**COMMUNITY ANTENNAS--PROBLEMS & PROSPECTS:** Community antenna operators' problems seem to be coming to a head currently, but operators cheerfully refer to them as "growing pains," report business booming. Actually, reason so much interest is being focused on the wired systems is that they've become large enough to be a factor in the TV industry. Current problems line up like this:

(1) Illegal boosters: CATV operators were thrown into a tizzy when FCC examiner J.D. Bond issued his initial decision recommending unauthorized boosters not be put off air (Vol. 11:43). However, they have no doubt FCC will reverse Bond and curb their free-wheeling competitors.

Even if some sort of booster is legalized by FCC, the CATV owners still see no basic threat to their business. According to National Community TV Assn. exec. secy.-gen. counsel E. Stratford Smith, illegal boosters are already running into internal troubles: they're interfering with each other; they've occasionally gone off air while set owners passed hat to continue operations. But, basically, there just isn't enough vhf spectrum space, he says, to build sufficient boosters to supply set owners with multiple signals on non-interference basis -- whereas most CATV systems can easily furnish several signals.

(2) Govt. regulation: To date, only one state utilities commission, Wyoming's, has actually assumed jurisdiction -- though several others have talked about it. CATV operators don't like such regulation but don't consider it fatal. They believe they can persuade commissions to adopt liberal rules because of great risks inherent

in the business. In addition, they point out that the commissions always give utilities some measure of protection in exchange for regulating them -- yet commissions have no power to protect CATV systems from the competition of Federally-authorized new TV stations, station power-height increases, boosters, satellites, etc. Thus, by reason, state commissions must regulate with a light hand on reins.

FCC has shown little inclination, through the years, to get into CATV regulation. However, several telecasters have been urging NARTB to push for Federal curbs of systems on grounds CATV stymies growth of regular stations. NARTB has formed committee, is studying matter.

Most vigorous opponent of systems is Wm. Grove, operator of KFBC-TV, Cheyenne, Wyo. He says he'd like to build satellites in Wyoming communities which now get Denver signals via community systems. Currently, he's asking Wyoming utilities commission not to permit CATV system in Rawlins.

(3) Property rights: From time to time, TV stations have sought to block CATV's use of their signals on grounds that program property rights are being pirated. None of these efforts has come to a head. KOA-TV, Denver, once asked Casper, Wyo. system to sign an affiliation contract, later dropped the request. Ed Craney's KXLF-TV, Butte, once ordered Bozeman system to stop using its signals but hasn't forced issue in courts. WMCT, Memphis, once sought FCC aid on property rights matter, was turned down. KFBC-TV's Grove appears to be most militant opponent.

Latest attack on property rights question came last week when Arche Mayers, Standard TV Co., charged that CATV systems "cheat" film industry by picking up signals without paying fee (Vol. 11:47). NCTA's legal position on property rights is that CATV doesn't supply program service but is merely an antenna service doing for its subscribers something they cannot economically do themselves. Presumption is that the issue will some day be thrashed out in courts.

All other TV stations are either non-committal or actually encouraging CATV operations. For that matter, none has even complained to FCC about illegal boosters using their signals. Reason seems to be simply that they regard any increase in the size of audience as all to the good.

\* \* \* \*

Growth of CATV industry seems unimpeded, meanwhile, except in Pacific Northwest where prospective system operators are waiting for hassle over illegal boosters to simmer down and for some "ground rules" to emerge.

NCTA estimates there are 475-500 systems serving 30 or more homes each, for total of some 300,000 homes. It has 220 CATV operators as members, plus virtually all equipment makers as associate members.

Largest manufacturer of community equipment, Jerrold -- which this week purchased controlling interest in Key West system--reports that it has supplied equipment for 13 new towns in last 4 months and that growth of older systems is generally continuing at good clip (for details, see p. 16).

**FCC EDGING TOWARD VHF FINAL DECISIONS:** FCC's prospective action on hot vhf final decisions still isn't clear. Next week should tell the tale. This week, Commission took up Fresno Ch. 12 case (KARM was favored over KFRE in initial decision last year) but came to no final vote, passed it over until next week.

Crux of the matter is whether a quorum can be obtained to act. Comrs. Mack & Webster are key men at the moment. It's not certain whether Mack is free to vote, because he didn't hear oral argument on the case. And Webster is concerned about disturbing status quo with new vhf grants while deintermixture is being considered in general allocations rule-making (Vol. 11:46-47). However, it's said that Mack may vote if he reads the oral argument.

Current predictions are that, despite these apparent uncertainties, Commission will make the final decisions. It's assumed McConnaughey, Doerfer & Lee are ready to do so, with Hyde & Bartley urging that no CPs be issued in critical vhf-uhf areas.

First of the court appeals was filed, meanwhile, when off-air WTRI, Albany (Ch. 35), owned jointly by Harry Wilder and Stanley-Warner Theatre interests and rep-

resented by ex-FCC chairman Paul Porter and ex-FCC asst. gen. counsel Harry Plotkin, asked court to review Commission decision dropping Ch. 10 into area and to enjoin it from throwing Ch. 10 open to applications. WMGT, Adams, Mass. (Ch. 19), through McKenna & Wilkinson, also plans to file similar appeal against the drop-in next week.

\* \* \* \*

Industry is jockeying for position, more than ever, as FCC prepares to dig into whole allocations setup. Several pioneer vhf telecasters, including some of those who spoke up for themselves during Senate "Potter hearings" on uhf last year (Vol. 10:30, et seq), are planning to meet early in Jan. with aim of forming protective group. Meeting will probably be held in Washington, and some of group are urging formation of permanent setup similar to radio's Clear Channel Bcstg. Service. It would be permanent, with Washington offices, counsel & consulting engineers. Membership would include affiliates of all networks, plus independents.

Another uhf group, without formal organization, spoke up this week. Six uhf telecasters, identifying themselves as "successful uhf stations," wrote FCC Chairman McConnaughey and stated:

"In the past, we have only asked that we be permitted to pursue our objective of serving our respective markets and we have asked for no special consideration. Now, however, we find our very existence threatened and feel that we should be given some idea of the Commission's thinking and have the opportunity of presenting our views to the Commission." They requested informal meeting with FCC.

Heading group is Thomas P. Chisman, WVEC-TV, Norfolk. Others who signed the letter: Allen M. Woodall, WDAK-TV, Columbus, Ga.; Ben Baylor, WINT, Ft. Wayne, Ind.; Thomas P. Shelburne, WILK-TV, and David M. Baltimore, WBRE-TV, both Wilkes-Barre; William L. Putnam, WWLP-TV, Springfield, Mass.

New group is distinct from Uhf Industry Committee, headed by Harold Thoms, WISE-TV, Asheville, N.C. Also in process of formation is Committee for Home Town TV, sparked by Philip Merryman, WICC-TV, Bridgeport, Conn., which aims to include vhf as well as uhf stations.

It's expected some vhf operators will support deintermixture, urging preservation of uhf. During Potter hearings, they supported status quo on allocations. But now they feel deintermixture is least of several possible evils. All palliatives which propose squeezing in more vhf stations would work to their disadvantage -- by paring down their service areas and breeding new vhf competitors.

Engineers are now gearing for allocations proceeding, and though no one has asked for extension of Dec. 15 deadline virtually everyone scoffs at idea that problem can be thrashed out in month or two. Most see the affair running well into next year, and some predict hassle will still be going on in 1957.

FCC chief engineer Edward W. Allen is working hard to get himself and staff in position to answer all technical questions as Commission propounds them. He heads FCC-Industry Radio Propagation Advisory Committee, which has been tailoring new propagation curves, studying cross-polarization, power-height relationships, directional antennas, etc. But members say what they really need is indication of policy from Commission -- what its goal is in terms of numbers of stations, in cities of what size, covering what areas. (For RPAC membership, see p. 16.)

National Assn. of Manufacturers served notice on the Commission this week, through its Committee on Manufacturers Radio Use, that if FCC manages to get more vhf channels for TV from Govt. its allocations problems won't be over by any means. "This Committee," it wrote FCC, "representing the 'heavy industry' users of mobile radio communications, considers itself an interested party for the reason that TV broadcasting requires a huge portion of the available spectrum and any approach to creating additional TV channels immediately presents a threat to all the non-broadcast services, in which industry has an important and permanent interest." NAM said it is concerned about "block allocations", said this policy "freezes frequencies in localities where there is little or no prospect that they will be put to use. We know that that is true of the FM broadcast service, and we suspect that it prevails in the TV service as well." Group is already seeking to share FM band (Vol. 11:6).



**R**KO TELERADIO PICTURES Inc. will be new name of merged General Teleradio Inc. and RKO Radio Pictures Inc. as soon as FCC approves transfer of the TV-radio station licenses held by General Teleradio. This was disclosed this week as transfer papers were filed, along with notice that General Teleradio Inc. has acquired the slightly more than 10% stock interest held by Macy's dept. store interests, for which it's paying \$2,250,000. Thus the General Tire & Rubber Co. subsidiary will be 100% owned, and it's proposed to set up newly named company into 2 main divisions—General Teleradio and RKO Radio Pictures.

It was just 4 years ago that General Tire's expanding subsidiary, then known as Thomas S. Lee Enterprises Inc., acquired R. H. Macy & Co.'s WOR-TV & WOR, New York, along with new plant and various assets, for \$4,500,000 in cash or other assets, plus 25-year lease on studio-transmitter properties at \$315,000 a year—Macy's retaining 10% interest (Vol. 7:46). Engineered by Thomas F. O'Neil, who had taken over operation of Mutual Broadcasting System (Vol. 7:21), it was at that time the biggest station deal in history.

It was in July of this year that RKO Radio Pictures Inc., with its Hollywood plant, plus vaults full of feature films and shorts, plus world-wide distribution setup, was purchased for \$25,000,000 by General Teleradio (Vol. 11:29,30) financed by Chase National Bank loans covered by notes for \$10,000,000 (at 3¾%) and \$15,000,000 (at 3½%, reducible to 3¼%) payable at semi-annual rate of \$1,000,000 and \$750,000, respectively (Vol. 11:39).

According to FCC file, General Teleradio now owns WOR-TV & WOR; WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WHBQ-TV & WHBQ, Memphis; WEAT-TV & WEAT, West Palm Beach, Fla.; radio

KFRC, San Francisco; RKO Radio Pictures Inc., which had 5 affiliated corporations, 2 of which (RKO-Pathe Inc. and Van Buren Corp.) have been merged into RKO Radio Pictures Inc.; RKO Television Corp., now inactive; Cormex, S.A., holding company owning about 30% of Mexican corporation operating studios in Mexico; Windrose Inc., owning real estate in Los Angeles. Note: General Teleradio also owns 55% of WGTB-TV, Hartford (Ch. 18) and WGTB, sale of which to CBS pends FCC approval (Vol. 11:28).

Up to their Nov. 18, 1955 agreement, 6592 (out of 7324 outstanding shares of 10,000 authorized) were owned by General Teleradio, 732 by R. H. Macy. General Teleradio's net income after Federal taxes was \$1,549,964 in 1954 and \$1,194,112 in 1953. Consolidated net loss of RKO Radio Pictures Inc. was \$418,556 in 1954 and \$3,390,205 in 1953. The merger, accordingly, will result in tax savings.

Excluding Mutual, General Teleradio's assets as of Sept. 30, 1955 were \$2,293,886 cash, \$168,556 bonds. Current assets totaled \$12,788,942, embracing \$3,670,476 for MBS, \$4,121,672 notes receivable, \$214,958 prepaid rent, \$19,150 insurance, \$2,299,744 other assets. Investments and advances totaled \$25,684,206, fixed assets \$6,123,936—for grand total of \$45,110,406.

Current liabilities were reported as \$8,924,458, long-term debt \$28,500,000, surplus \$7,685,948.

Top executives, besides Mr. O'Neil, who holds titles of pres., treas. & director, are Daniel T. O'Shea, John B. Poor, Willet H. Brown, Charles L. Glett, J. Miller Walker, vice presidents & directors (Mr. Walker also secy.); Wm. H. Clark, director; Joseph J. Lamb, asst. secy. & director. Following are also vice presidents: Walter Bramson, John Cleghorn, Wm. Dozier, Gordon Gray, Norman Knight, Robert Manby, Dwight Martin, Robert Schmid, George Steffy, J. Glen Taylor, Harry Trenner, James E. Wallen. Asst. secretaries are B. D. Bender, Robert Hawkinson, Paul J. Quinn.

**Telecasting Notes:** Biggest sale yet of movies to TV is about to be consummated, with veteran TV film distributor Matty Fox due to buy 600 RKO pictures plus undisclosed number of short subjects from RKO Teleradio Pictures (new corporate name of RKO-General Teleradio empire; see above) for \$12,000,000. Though deal has been reported ready for signatures, Fox told us at press time: "I'm very hopeful that something will be concluded; however, I cannot say that it has been" . . . Fox would also get first option on 150 more RKO features, presumably after their theatrical reissue. It would give him rights to syndicate the RKO movies to stations in all cities except the 6 in which Teleradio operates TV stations. GT's own stations will pay total of \$3,000,000 for the package, giving RKO Teleradio \$15,000,000 which reportedly will be used to start movie production wheels going at RKO studios . . . Matty Fox founded Motion Pictures for TV Inc., later liquidating its inventory, and is pres. of Skiatron TV Inc., exclusive licensee for Skiatron subscription-TV system. He's also large stockholder and director of C & C Super Corp., soft drink firm which now owns feature film library formerly syndicated by MPTV. In RKO deal, Fox reportedly is backed by C & C money, as well as by First National Bank of Boston and financier David Baird . . . Hal Roach Studios, which produces its own TV films and rents space to other producers, reports 1955 the biggest year in its 35 years of existence, with production of 310 TV films at cost of \$9,045,000 . . . Screen Producers Guild turned thumbs down on offers from all networks and major TV producers to participate in production of weekly film show like that done by Screen Directors Guild, saying it "feels that its prestige would be seriously damaged were it to conform to the standards and practices generally in use today in the

TV industry" . . . "Culture" can be popular: CBS-TV's Nov. 19 *Ford Star Jubilee* may have set an unofficial record for viewership of spectaculars, over top-notch competition, when "Caine Mutiny Court Martial" scored 26.6 Trendex in first half-hour opposite 15.4 for *Jimmy Durante Show*; 30.2 for second half-hour against *George Gobel's* 21.4; 31 in third period opposite *Hit Parade's* 19.3 . . . Paddy Chayevsky turns his sharp insight on telecasting industry itself in TV drama he's now preparing for Feb. exposure on NBC-TV's *Playwrights '56*, tentatively titled "The Man Who Knocked Off Ed Sullivan." It's said to have as its central character an NBC executive assigned the task of working up Sun. night program to out-rate the popular CBS-TV variety show . . . NBC's "comedy development program" may bear fruit early next year in network's attempt to knock off Ed Sullivan. After *Colgate Variety Hour* drops Sun. 8-9 p.m. spot Dec. 25, network will fill the hour with a "comedy-in-depth" program beginning Jan. 8, using large numbers of "newly discovered" comedians (see also Network Accounts) . . . Danny Kaye reported in talks with several agencies with eye on TV spectacular debut next year.

New broadcasting reference collection has been started by Library of Congress under Librarian L. Quincy Mumford with presentation of tapes typical of week's programming by NBC's WRC, Washington, in form of 140 reels. NBC v.p.-WRC gen. mgr. Carleton D. Smith said he hopes later to present a full week of WRC-TV schedule on kines.

Hollywood upgrade: With 37 theatrical films now in production, 9 on foreign location, Hollywood studios are working at highest level in 5 years, says *Hollywood Reporter*.

**Personal Notes:** Don Durgin, ABC Radio exec. v.p., designated ABC representative on NARTB radio board, replacing Charles T. Ayres, now v.p. in charge of NBC Radio . . . Harold P. See upped to gen. mgr. from station mgr. of KRON-TV, San Francisco, as Charles deYoung Thieriot assumes presidency of *San Francisco Chronicle* . . . Robert W. Sarnoff, NBC exec. v.p., elected to board of National Multiple Sclerosis Society . . . Ralph J. Bitzer, who recently withdrew from old Fred O. Grimwood & Co. to set up own consulting engineering practice, has opened office in 298 Arcade Bldg., St. Louis (phone Garfield 1-4954) . . . Jerome S. Boros, FCC Hearing Div. attorney, joins firm of Fly, Shuebruk, Blume & Gaguine . . . Warren C. Zwicky, ex-Scharfeld & Baron, joins law firm of ex-FCC Comr. Robert F. Jones, Perpetual Bldg., Washington . . . Charles E. Smoot, Washington attorney, appointed FCC asst. gen. counsel in charge of legislation, treaties & rules, succeeding asst. gen. counsel Richard A. Solomon, now in charge of litigation div.; J. Smith Henley, asst. gen. counsel, moves into newly created post of associate gen. counsel . . . Jack Donohue, from Chicago office, named Pacific Coast network sales mgr., CBS Radio, succeeding Bok Reitzel, now on sabbatical leave after being transferred to Detroit office . . . Henry R. Poster, ex-MBS & Headley-Reed, named ABC Radio mgr. of sales development, reporting to Gene Accas, director of sales development & research . . . Samuel Fuller promoted to director of NBC-TV special projects, Hollywood, in charge of new comedy program to replace *Colgate Variety Hour* Jan. 8, Sun. 8-9 p.m. . . . Robert F. Davis promoted to research director, CBS-TV Spot Sales . . . Bert Hauser, ex-Mutual program v.p., joins Hardy Burt Productions, 104 E. 40th St., N. Y. . . . Joseph Brandel, ex-Philips of Eindhoven, appointed European sales director for Ziv International, stationed in Paris, following return of director Ed Stern from month's survey of European capitals . . . Ben F. Hovel, gen. mgr. of WKOW-TV, Madison, elected pres. of Wisconsin Broadcasters Assn. . . . Thomas C. Sawyer, ex-WWOR-TV, Worcester, named production mgr. of WMUR-TV, Manchester, N. H. . . . Jerome A. Stone, ex-gen. mgr. of radio WNDB, Daytona Beach, has joined Voice of America as field liaison officer . . . Henry J. McMahon promoted to mgr. of Yankee Network's new retail merchandising dept. . . . John R. Porterfield, ex-Storer eastern radio sales mgr. and onetime gen. mgr. of WGLV, Easton, Pa. & WNET, Providence, joins WABC-TV, N. Y. whose mgr. Robert Stone also announced appointments of James E. Szabo, ex-Adam Young sales mgr., and Leonard E. Hammer, ex-Adam Young & MCA-TV . . . Ernest M. Walker promoted to sales mgr. of ABC Radio central div., Chicago . . . David Kittrell, ex-Katz Agency and ex-CBS Radio Spot Sales mgr. in Atlanta, joins WTVD, Durham, N. C. . . . Edward Grossman, Guild Films radio div. director, resigns to set up own business, handling financing of TV films and TV-radio stations . . . C. F. Daugherty promoted to mgr. of facilities div., WSB-TV & WSB, Atlanta; Robt. A. Holbrook succeeds him as chief engineer . . . Robert J. Dean, ex-KMJ-TV, Fresno, named gen. sales mgr. of WFIE, Evansville . . . Steve Zinn, operations mgr. of WITV, Ft. Lauderdale, returns to Tampa's WTVT as station mgr. . . . Ben K. McKinnon, v.p.-gen. mgr. of WGVL-TV, Greenville, S. C., named gen. mgr. of Birmingham's radio WSGN, by new owner Winston-Salem Bestg. Co. (Vol. 11:47).

George Frey, NBC-TV network sales v.p. and the industry's top golfer, on Nov. 21 celebrated his 31st year with NBC and its predecessor AT&T-owned WEAJ, N. Y.

Charles Shaw, news director of WCAU-TV & WCAU, Philadelphia, wins Better Understanding Award of English Speaking Union.

**ADVERTISING AGENCIES:** George Haight, McCann-Erickson programming director, Hollywood (*Climax, Shower of Stars*), Jan. 1 becomes v.p. in charge of TV-radio dept., N. Y., reporting to Terence Clyne, v.p. & management supervisor of TV-radio dept. . . . Julian Field promoted to senior v.p. & creative director, Lennen & Newell . . . G. Warren Schloat Jr., ex-Wm. Esty Co., named Compton Adv. v.p. in charge of TV-radio commercial production; Mrs. Jessica Maxwell, ex-Biow-Beirn-Toigo, appointed Compton TV-radio casting & dialogue director . . . John C. Williams, chairman of L. Bamberger & Co., Newark, Jan. 1 becomes pres. of United Adv. Agency, N. Y. & Newark, succeeding Emanuel London, who moves up to vice-chairman, Leonard Dreyfuss continuing as chairman; it changes name on that date to Williams & London, Advertising . . . George Lewis named TV-radio director, Rowe-Doherty Assoc., N. Y. . . . Julian Field, ex-William Esty Co. & Ted Bates & Co., appointed senior v.p. & creative director, Lennen & Newell . . . Joyce Cook, ex-Robert Maxwell Assoc. & Frank Wisbar Productions, joins McCann-Erickson as west coast TV production supervisor.

\* \* \* \*

Newly formed North Advertising Inc., 430 No. Michigan Ave., Chicago, headed by Don Paul Nathanson, ex-Weiss & Geller v.p. in charge of Toni and other accounts, names following new executives: Charles P. Hirth Jr., ex-Biow & Hearst Adv. Service, named v.p. & group supervisor in charge of Prom and Silver Curl (home permanents); Richard S. Paige, ex-NBC, director of media; Kerry F. Sheeran, ex-Weiss & Geller, Chicago, executive in charge of Tonette Children's Home Permanent and Soft-style & Spin Curlers; Robert G. Fryml, ex-Henri, Hurst & McDonald, art director; Kent D'Alessandro, ex-Benton & Bowles, media analyst & buyer; Gene DaDan, ex-NBC, Chicago, TV-radio administrative dept.

Two agency mergers: Emil Mogul Co. combines with Storm & Klein Inc. Jan. 2, new firm taking Mogul name, Edward Klein becoming exec. v.p. & treas., Charles M. Storm chairman of exec. committee, Arthur Klein TV-radio director. Also, Honig-Cooper Co., San Francisco, merges with Rhoades & Davis Adv. Jan. 1, retaining Honig-Cooper name, Robert O. Davis becoming v.p. in charge of Rhoades & Davis div., J. A. Honald v.p. in charge of L. A. office.

Examinations for jobs in all fields of advertising—TV, radio, newspapers, magazines—will be given Dec. 3 under auspices of American Assn. of Advertising Agencies at Waldorf-Astoria, N. Y. They're open to those not now employed by an agency and to seniors and other promising college students. Deadline is Nov. 29 for applications to AAAA, 420 Lexington Ave., N. Y.

Teleprompter executives will demonstrate proposed new TV "program communications network," which is backed by Western Union (Vol. 11:45), at Radio & Television Executives Society luncheon meeting Nov. 28 in Hotel Roosevelt, N. Y.

Mrs. Ned Calmer, 46, wife of the CBS news commentator, died of pneumonia Nov. 24 in hospital in Charlottesville, Va. Besides her husband, she is survived by a daughter, 3 grandchildren, her parents, 4 sisters.

Walter Bredin, 59, news editor of Hearst Metrotone News in charge of TV assignments for Television Film Service, died Nov. 22 in N. Y. He is survived by his widow and 2 daughters.

Wm. V. (Bill) Bradley, 35, newscaster of KPIX, San Francisco, formerly with CBS in N. Y. & Philadelphia, was killed Nov. 23 in auto collision in San Francisco.

**Station Accounts:** Signs of the TV times: Uptrend in radio as well as TV time sales, especially national spot, is noted in advance statement by Westinghouse stations national sales mgr. Eldon Campbell as executives of the 4 TV and 5 radio stations foregather Nov. 28-30 for N. Y. meetings. Westinghouse claims to be biggest non-network organization of stations, both from gross and profit standpoint, which means it claims to do more business than Storer group (7 TV, 7 AM stations). The 4 Westinghouse TV stations this year are enjoying 13.5% more gross sales than in 1954, Campbell reports; the 5 radio stations are 5% ahead "despite the serious decline in radio network revenues"; combined national spot of the 5 radio stations is 9% ahead. Local sales account mainly for radio's upsurge, with KDKA, Pittsburgh, up 19%; KYW, Philadelphia, up 18%; WBZ-WBZA, Boston, up 21%. (For lists of Westinghouse and Storer stations, see *TV Factbook No. 21*, p. 52.) . . . **Good program idea:** WRGB, Schenectady, recently demonstrated how public service can be integrated into commercial format of morning household program, winning bigger audiences as result. Occasion was 5-day series on area Ground Observer Corps activities woven into multi-sponsored *Home Fare* series, 9-9:30 a.m. Shows featured in-studio interviews complete with air defense equipment, with regular features of program (news, weather, household hints, etc.) re-scheduled within the half-hour. Audience response was high, and Air Force is now preparing highlights of show for other stations . . . MCA-TV, in new brochure, advises auto dealers to sponsor syndicated films, says TV is only medium to match postwar growth of auto industry, lists 60 auto dealers who have sponsored 15 MCA-TV films in last 2 years . . . Campbell Soup concentrating its soup-on-the-rocks campaign for iced soup in 10 southern markets this winter, thru BBDO . . . Hamm Brewing Co. & Oklahoma Oil Products to sponsor all home games of Chicago White Sox and Cubs on WGN-TV next year and in 1957, thru Campbell-Mithun . . . Mennen Co. buys 30-min. *Passport to Danger* from ABC Film Syndication for 30 markets, thru McCann-Erickson . . . Among other advertisers currently reported using or preparing to use TV station time: **Stouffer Corp.**, Cleveland (Stouffer's restaurants & frozen cooked foods), thru Fuller & Smith & Ross, Cleveland and Calkins & Holden, Chicago; **Sell's Specialties**, N. Y. (Sell's liver pate & other meat & poultry specialties), thru Allen Christopher Co., N. Y.; **Wildroot Co.**, Buffalo (Van hair formula), thru BBDO, N. Y.; **Cook Chemical Co.**, Kansas City (Real-Kleen dry cleaner), thru Henri, Hurst & McDonald, Chicago; **Alfred D. McKelvy Co.**, subsidiary of Vick Chemical Co., N. Y. (Seaforth toiletries), thru BBDO, N. Y.; **International Salt Co.**, N. Y., thru BBDO, N. Y.; **Hormel & Co.**, Minneapolis (Italian salami), thru BBDO, Minneapolis; **Oneida Ltd.**, Oneida, N. Y. (silverware), thru BBDO, N. Y.; **All Channel Antenna Corp.**, Woodside, N. Y., thru Samuels Adv., N. Y.

Rate increases: WNBC-TV, Binghamton, N. Y., adds Class AA hour (7:30-10:30 p.m. Mon.-Sat. & 6-10:30 p.m. Sun.) at \$800, 20 sec. at \$160, Class A hour going from \$600 to \$700, 20 sec. from \$120 to \$140. KFSA-TV, San Diego, raises base hour from \$600 to \$800, min. \$120 to \$160. WKTV, Utica, N. Y., Jan. 1 raises base hour from \$475 to \$550, min. \$85 to \$100. WALA-TV, Mobile, has added class AA hour (7-9:30 p.m. Mon.-Sat. & 6-9:30 p.m. Sun.) at \$450, min. at \$90, Class A hour remaining \$400. WHYN-TV, Springfield, Mass., Jan. 1 raises base hour from \$300 to \$400, min. \$75 to \$100. WCHS-TV, Portland, Me., has raised base hour from \$350 to \$400, min. \$70 to \$80. Spot increases: KOIN-TV, Portland, Ore., raises Class AA min.-only rate from \$175 to \$200; WTAO-TV, Boston, base min. from \$50 to \$60.

**Network Accounts:** Avco (Crosley-Bendix home appliances), Andrew Jergens Co. (hair preparation) and Brown & Williamson Tobacco Co. (Viceroy) to share sponsorship of new NBC-TV comedy program, as yet untitled, which will replace *Colgate Variety Hour* starting Jan. 8, Sun. 8-9 p.m. NBC says new program will be "a showcase for new comedy talent and will feature comedy in all its forms." Respective agencies are Compton Adv., Robert W. Orr Adv., Ted Bates & Co. . . . **Marital turnabout:** Frigidaire, which dropped *My Favorite Husband*, is replacing it with *Do You Trust Your Wife?*, new quiz program starring Edgar Bergen & Charlie McCarthy, on CBS-TV starting Jan. 3, Tue. 10:30-11 p.m., thru Kudner . . . **Armstrong Cork Co.** to sponsor *Nightmare in Red*, first of NBC's "Project 20" telementaries, as substitute for its own *Armstrong Circle Theatre* on NBC-TV Dec. 27, Tue. 9:30-10:30 p.m., thru BBDO . . . **Johnson & Johnson** and **Dow Chemical** each buys 13 partic. on NBC-TV's color *Matinee Theatre* starting in Jan., Mon.-thru-Fri. 3-4 p.m., former thru N. W. Ayer, latter thru MacManus, John & Adams . . . **Easy Washing Machine** to sponsor Wed. 10:30-10:45 a.m. portion of *Arthur Godfrey Time* on CBS-TV starting Jan. 11, thru BBDO; **Bristol-Myers** adds Thu. 10:30-10:45 a.m. segment, starting Jan. 5, to its current Mon. & Wed. 10:45-11 portions, thru Young & Rubicam . . . **Prudential** to become full sponsor of *You Are There* on CBS-TV Sun. 6:30-7 p.m. starting next month, when **Electric Companies Advertising Program** drops as alt. sponsor . . . **Block Drug** buys 104 partic. on NBC-TV's *Today*, Mon.-thru-Fri. 11-noon, starting in Jan., thru Harry B. Cohen Adv., N. Y. . . . **American Meat Institute** to buy series of spots on NBC-TV next year to promote sale of pork products, thru Lennen & Newell . . . **New public affairs** program, *CBS Sunday News*, featuring Eric Sevareid, starts Jan. 8, 3:30-4 p.m., unsponsored as yet . . . **Ernie Kovacs** to have own comedy show on NBC-TV starting Dec. 12, Mon.-thru-Fri. 10:30-11 a.m. . . . **New Disney show**, *Walt Disney's Magic Kingdom*, starts on ABC Radio Dec. 5, Mon.-thru-Fri. 11:35-noon.

Automatic estimators, permitting timebuyers to calculate quickly audience sizes and cost-per-thousand in specific markets, were distributed this week by both NBC Spot Sales and WBNS-TV, Columbus, O. NBC's "Spot Estimator" consists of a paper disc 10-in. in diameter, with 2 scales on each side. On one side are scales headed "Number of Homes" and "Rating Points". By placing given rating for program or announcement under scale for number of homes in market, one can find in a tiny window the number of homes reached. On reverse side are scales headed "Audience Size" and "Cost Per Spot or Schedule." By placing cost-per-announcement figure under audience size, the cost-per-thousand figure will appear in window. Inquiries about it should be addressed to Morton Gaffin, mgr. of new business & promotion, NBC Spot Sales, N. Y. The "TV Cost Calculator" of WBNS-TV, devised by Blair TV's Otto Ohland and Martin Katz, is 6-in. in diameter, has calibrated figures, maneuvered by moving circle within a circle to reveal cost-per-thousand by matching program rating with number of TV homes.

New reps: WTTG, Washington, to Raymer (from H-R Television); KTVI, St. Louis, to Weed (from Radio-TV Representatives); WEAT-TV, West Palm Beach, to H-R Television (from Walker).

FCC chairman George C. McConaughy will be principal speaker at annual Sylvania TV awards dinner in the Waldorf-Astoria, N. Y. Nov. 29.

Revenue and expense figures for all TV-AM-FM stations for 1954, giving usual detailed breakdowns, will be issued by FCC week of Nov. 28.

**N**ETWORK STUDY by FCC, undertaken by direction of Congress, is designed to explore every possible facet of the network business, as indicated by "Network Study Committee Order No. 1" issued this week—but big question is just how much zip Commission will put into the job. Few people expect a duplication of the tough network probe FCC conducted in 1938-43.

Pace of study is expected to pick up, now that objectives have been laid down. In addition, staff director Roscoe Barrow, dean of Cincinnati U Law School, has been hampered by difficulty in obtaining enough competent help. However, he expects to announce appointment of several attorneys and economists next week.

Congress gave FCC \$80,000 for the job, to last until next June 30, but it's considered likely that more money and time will be needed—and that funds will be appropriated.

In issuing "Order No. 1" (Public Notices 55M-977 & 978), Commission noted that it has made no re-evaluation of networks since 1938-43 and stated that changes in radio and addition of TV justify new study. Committee comprises Chairman McConnaughey, Comrs. Hyde, Bartley & Doerfer.

Basically, the FCC notice states, the network study "will concern itself with the broad question whether the present structure, composition and operation of radio and TV networks and their relationship with their affiliates and other components of the industry, tend to foster or impede the maintenance and growth of a nation-wide competitive radio and TV broadcasting industry." Accordingly, it sets forth these "detailed facts required":

(A) What has been and will continue to be the effect on radio and TV broadcasting of the following:

(1) Ownership and operation of both radio and TV networks by the same person, or persons affiliated with, controlled by, or under common control with the same person;

(2) Ownership and operation of radio and TV broadcasting stations by persons who, directly or indirectly, own or operate radio or television networks;

(3) The production, distribution or sale of programs or other materials or services (including the providing of talent) by various persons, both within and outside of the broadcasting industry, for (1) radio and TV network broadcasting, and (2) radio and television non-network broadcasting;

(4) The representation of stations in the national spot field by various persons;

(5) The relationships between networks and their affiliates including but not limited to those having to do with (1) selection of affiliates, (2) exclusivity, (3) option time, (4) free hours, (5) division of revenue, and (6) term of contract;

(6) The contracting for or lease of line facilities used in the operation of networks by persons who, directly or indirectly, own and operate networks;

(7) Related interests, other than network broadcasting, of persons who, directly or indirectly, own or operate networks;

(8) The ownership of more than one radio or television broadcast license by any one person.

(B) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and the economic feasibility of the development of a multiple-network structure in terms of (1) the number of broadcast outlets available, (2) national advertising potential, (3) costs of network establishment and operation, and (4) other relevant factors.

(C) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and economic feasibility of effective competition in the national advertising field between networks and non-network organizations in terms of (1) the number and type of broadcast outlets available, (2) national advertising potential, (3) needs of the advertiser, and (4) other relevant factors.

National Assn. of Christian Broadcasters is new non-denominational organization composed of TV-radio broadcasters and ministers and educators interested in broadcasting. Pres. is Frank Bush, Greenville, Ill., religious TV producer; v.p., G. B. Gordon, TV director, WICS-TV, Springfield, Ill.; secy., Bob Vernon, producer, KOAM-TV, Joplin, Mo.; treas., Jocelyn Dutton, ex-WXLW, Indianapolis & WLW, Cincinnati.

**T**HREE TV GRANTS were awarded by FCC to uncontested applicants: (1) Buffalo's Ch. 59 to local group comprising attorney Richard Oblatz, v.p. Richard Levy of Philco distributor W. Bergman Co. and metal salvage dealer Daniel A. Roblin (Vol. 11:40). (2) Billings, Mont., Ch. 8 to local KGH, owned by oilmen P. N. Fortin and W. J. & Kenneth L. Hancock. (3) Memphis' non-commercial Ch. 10 to Memphis Community TV Foundation, educational group.

Commission gave ABC-TV the go-ahead to transmit its programs to Tijuana's XETV, overruling long-standing opposition of San Diego's KFMB-TV & KFSD-TV. FCC said that ABC showed service is needed; that San Diego stations hadn't sufficiently justified claim they would be injured; that "maintenance of a free interchange of programs" with Mexican stations outweighs arguments of the objectors. San Diego stations are expected to file "economic injury" protests.

FCC also granted permission to Lansing's WJIM-TV to move to 980-ft. tower at new site 8 mi. southeast of city.

Triangle Publications Inc. (Walter Annenberg) asked Commission's permission to drop its application for Ch. 18 satellite at Elmira, N. Y., stating that it has found that a co-channel booster is best method to provide service from its WNBC-TV, Binghamton (Ch. 12). It said it will ask FCC to change its rules to permit the booster.

U of Nebraska and banker Byron J. Dunn, who as trustee operates university's non-commercial KUON-TV, on Lincoln's Ch. 12, asked FCC to classify channel as non-commercial and release educational Ch. 18 for commercial use. They explained that university wants to assume full charge of station, and operation on non-commercial channel would make it easier by exempting it from minimum hours of operation, helping it get films not available to commercial stations, assisting it in securing funds from state legislature, foundations, etc.

Comments on FCC hearing manual proposal (Vol. 11:43), favorite project of Chairman McConnaughey, were filed with Commission this week with 2 opposing the idea and 2 endorsing it with modifications. Washington law firms of Scharfeld & Baron and Cohn & Marks saw little merit and much potential trouble in manual, said it might be amended to remove ambiguities and confusing sections, then used only as a guidebook for new examiners and counsel. Both were opposed to proposed rule limiting argument on objections to evidence to 3 minutes, contending that specific cases should dictate time limit. Dow, Lohnes & Albertson and CBS favored adoption, but both suggested changes. Neither objected to 3-min. proposal. Manual is proposed "to promote uniformity in matters concerning the introduction and use of evidence in comparative broadcast proceedings."

Canadian Bestg. Corp. earned \$4,267,668 on income of \$34,735,788 during year ended March 31, with TV service accounting for entire profit in operations. TV earnings were \$4,479,421 on income of \$21,275,805 compared to radio's deficit of \$211,753 on \$13,459,983. Commercial telecasting increased \$2,822,559 over preceding year and advertising revenue was almost double that for radio. Annual report released Nov. 23 by A. Davidson Dunton, chairman of board of governors, placed heaviest emphasis on growth of TV, citing advancement in engineering, programming, coverage, revenue.

H. Scott Killgore, manufacturer's rep and consulting engineer, who owns radios WARE, Ware, Mass. & WKXL, Concord, Mass., has bought daytimer WKXV, Knoxville.

**S**PECTACULAR SUCCESS of 60-&90-min. one-shot program "specials" prompted one important movie industry publication to cry out in anguish this week that "toll TV is here—for free." In editorials Nov. 22 & 23, *Film Daily* reviewed recent and planned top-notch programs and concluded that TV is now providing more formidable competition than ever to the movie houses. Editorial Nov. 22 contained this pointed comment:

"Mark this down in your book. The TV competition which only was to come with the advent of the pay-as-you-see variety is actually here—for the mere twisting of the dial, and *no charge.*"

No longer a bold new experiment, TV's spectaculars are now an established part of the programming picture—they are "events," to be looked forward to, and to be discussed for days afterward. There is no question that the top-hole spectaculars are keeping more folks at home—particularly on the biggest going-out night, Saturday.

And there's little question that Nov. 19-27 has been TV's biggest 8-day programming triumph in its history—thanks to the 60-&90-min. "specials." Broadway cast of "Caine Mutiny Court Martial" on CBS-TV Nov. 19 (in color) was followed next day by Maurice Evans' Broadway cast in "Devil's Disciple" on NBC-TV (also in color) and by CBS-TV's "She Stoops to Conquer" on *Omnibus*. Same evening saw hilarious J. Arthur Rank film feature "Lavender Hill Mob" on ABC-TV. On Thanksgiving Day, NBC-TV's color teleumentary on India showed again what TV can do in field of educating public to current problems. In same vein, Edward R. Murrow's *See It Now* treats problems of raising money for schools in special 90-min. show Nov. 27. And another Broadway play was Nov. 26 NBC-TV's "Dearest Enemy," Rodgers & Hart musical (in color) featuring Cornelia Otis Skinner & Cyril Ritchard.

NBC-TV also has 2 ballets in color on its Yuletide season roster—Dec. 12 performance of "Sleeping Beauty" by Sadler's Wells Ballet and a tentative Xmas afternoon show featuring New York City Ballet's "Nutcracker Suite," during its run at New York City Center. "Thus

**T**HE DEFICIT STORY of uhf WBUF-TV, Buffalo (Ch. 17), whose transfer to NBC has been protested by WGR-TV (Ch. 2) on "economic injury" grounds and set for hearing Dec. 19, is disclosed in detail in financial statement filed this week as requested by the FCC. It shows that the uhf outlet, which began operation in Aug. 1953, quit the air in Feb. 1955, then resumed in March when deal to sell to NBC for \$312,500 was made (Vol. 11:11), had a net operating deficit of \$363,994 as of Oct. 31, 1955. For the 9 months ended Oct. 31, its income from the sale of time was only \$33,663, operating expenses \$171,218, net loss from operations \$166,155.

On basis of the Oct. 31 balance sheet, pres. Sherwin Grossman tells FCC, if the total purchase price of \$312,500 from NBC were paid to the corporation, none of that money could be made available to the stockholders of WBUF-TV Inc. because these obligations must first be paid: current notes payable, \$25,000; purchases of equipment secured, \$103,112; current accounts payable, \$90,796; accrued accounts, \$25,424; long-term indebtedness \$123,380—for total of \$371,714.

WGR-TV, whose NBC affiliation expires next Aug., charges that the NBC acquisition promotes monopoly and asked for stay of transfer until after hearing (Vol. 11:45). Meanwhile, it has affiliated with ABC-TV while some NBC-TV programs are going to WBUF-TV. Latter has told FCC that it can't hold out beyond Dec. 31, may have to quit air again, and Commission deferred final decision until it inspects balance sheet.

the nation's video audience will be seeing, again for free, a current Broadway attraction scaled at the Center up to \$3.80," comments *Film Daily*.

The movie trade paper also looks with considerable alarm at ABC-TV's plans for 90-&120-min. filmed dramas next season (Vol. 11:47). "Do you have to be told," it asks, "that to all intents and purposes, these [will] be new feature motion pictures? And of course for free . . .

"The advent of the 90-min. dramatic show—and the looming 2-hour dramatic telefilm later—suggests a highly interesting question," Nov. 23 editorial comments. "What happens now to the value of the major studio libraries?"

Semi-annual Christopher program awards for "family entertainment," covering 6 months ended Sept. 30: "Judge Contain's Hotel" on NBC-TV's *Kraft Theatre* (Maury Holland, producer-director; Wm. Mourné, writer); "The Narrow Man" on NBC-TV's *Armstrong Circle Theatre* (David Susskind, producer; Paul Bogart, director; Anne Howard Bailey, writer); "Deal a Blow" on CBS-TV's *Climax* (Martin Manulis, producer; John Frankenheimer, director; Robert Dozier, writer); "Pajama Game" on ABC-TV's *Ozzie & Harriet* (Ozzie Nelson, producer-director; Leo Pepin, assoc. producer; Dick Bensfield, Perry Grant & Don Nelson, writers).

Judges for "Mike" awards to women in TV & radio, announced by *McCall's Magazine*: Mrs. Lorena B. Hahn, U. S. representative to UN Commission on Status of Women; Dr. Anna Hawkes, pres., American Assn. of University Women; Mrs. Bea Johnson, winner of 1953 award and women's dept. director, KMBC-TV, Kansas City; Mrs. Jean Wade Rindlaub, v.p., BBDO; Otis Lee Wiese, editor & publisher, *McCall's*. Winners will be announced in magazine's May issue.

Another hit tune built up by TV is "Love and Marriage"—from NBC spectacular *Our Town*—which was on *Lucky Strike Hit Parade* last week. Song-plugging is rampant on TV, but as yet it has created few hits. According to *Billboard*, the only others to turn the trick were "Let Me Go, Lover," "Ballad of Davy Crockett," "Hard to Get."

A TV prize contest uncovered a murder in a real-life situation that would do credit to any mystery writer. Promotion was conducted by KONA, Honolulu (Ch. 2), which hid a replica of its new tower on the rugged slopes of Koko Head, gave rhymed clues on the air and offered \$2500 worth of cash and prizes to finder. As more than 5000 viewers combed area last week, eager searchers uncovered a grisly treasure: an unidentified corpse, shot twice through the head. Police said he had been murdered. Next day, pair of lucky Honolulu brothers found the treasure after crowd of more than 10,000 caused "worst traffic jam in Oahu history".

As part of KDKA's 35th anniversary celebration Nov. 2, Westinghouse Broadcasting Co. has published 38-p. reprint of Aug. *American Heritage's* symposium by 14 pioneers of American radio, each giving his recollections of some aspect. It's one of the best collections of radio memorabilia ever published. Authors are H. V. Kaltenborn, Wm. S. Hedges, Lyman L. Bryson, E. L. Bragdon, Dorothy Gordon, Lawrence Ashley Hawkins, Donald G. Little, Herbert Hoover, Chester H. Lang, Arthur Judson, Thomas H. Cowan, Walter C. Evans, O. H. Caldwell.

Fort Pearson, veteran Chicago announcer, realized profit of \$30,000 on sale this week of KVON, Napa, Cal. (500-watts, 1440 kc, U). Pearson bought station last February from Gibson Radio & Publishing Co. for \$45,000 (Vol. 11:8), sold it this week for \$75,000 to Jack L. & Alyce M. Powell.

**A**NOTHER SMALL MARKET station goes on the U. S. roster—KRBB, El Dorado, Ark. (Ch. 10), which began test patterns last week end and shortly will get NBC service. It's 54th new starter this year, bringing total to 458. Near state's southern border, located approximately 60 mi. from Monroe, La., 80 mi. from Shreveport, new KRBB has 5-kw RCA transmitter acquired from Terre Haute's WTHI-TV (Ch. 10), with 6-bay RCA antenna and 600-ft. Skyline tower. Ownership interlocks with radio KVMA, Magnolia, Ark. Wm. H. Bigley is 1/2 owner & gen. mgr.; Dudley Walker, from KVMA, western sales mgr.; W. C. Womack, eastern sales; Vernon Williamson, ex-KFDX-TV, Wichita Falls, production mgr. Base hour is \$200. Rep is Pearson.

RCA shipped multiple section (stacked) antenna Nov. 26 to Little Rock for use by KARK-TV (Ch. 4) and KTHV (Ch. 11) on new 1175-ft. Ideco tower—KARK-TV to use 6-section superturnstile unit, KTHV 12-section superturnstile. RCA also reports these superturnstile antenna shipments: 12-section, sent Nov. 1 to upcoming WDMJ-TV, Marquette, Mich. (Ch. 6), due in Dec.; 12-section, Nov. 1 to WKRC-TV, Cincinnati (Ch. 12); 6-section, Nov. 4 to WJBK-TV, Detroit (Ch. 2); 6-section, Nov. 7 to KCMO-TV, Kansas City (Ch. 5). Shipped Nov. 18 was 18-gain 240-ft. custom-built rectangular slot antenna to WHTN-TV, Huntington, W. Va. (Ch. 13). GE shipped 6-bay antenna Nov. 23 to upcoming KHPL-TV, Hayes Center, Neb. (Ch. 6), due on air in Dec.

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

WREC-TV, Memphis, Tenn. (Ch. 3) plans to test by early Dec. and be on air regularly by Jan. 1, reports owner Hoyt B. Wooten. It has 25-kw RCA transmitter on hand, will use 6-bay antenna on 1077-ft. Ideco tower, now virtually completed. Transferring from radio WREC are Charles Brakefield, commercial mgr., and Jack Michael, program director. WREC-TV will be CBS basic, will have \$800 base hourly rate. Rep will be Katz.

KLEW-TV, Lewiston, Ida. (Ch. 3), delayed several times by bad weather, now hopes to start with test patterns by Dec. 1, reports gen. mgr. Charles R. White. GE 5-kw transmitter is installed and ready, but storms have slowed installation of 50-ft. 3-bay GE antenna on 250-ft. Fisher tower. CBS programming will start about week after test patterns. KLEW-TV is owned by same interests (headed by A. W. Talbot & Tom Bostic) as KIMA-TV, Yakima, Wash. (Ch. 29), which operate satellite KEPR-TV, Pasco, Wash. (Ch. 19), hold CP for KBAS-TV, Ephrata, Wash. (Ch. 43), are applicants for Ch. 8 satellite in Walla Walla. Base hour will be \$150. Reps will be Weed and Moore & Lund (Northwest).

WITI-TV, Glendale, Wis. (Ch. 6), with 25-kw DuMont transmitter due for delivery Dec. 15, was due to install 6-section superturnstile RCA antenna on 963-ft. Kimco tower Thanksgiving Day, according to v.p.-gen. mgr. Soren H. Munkhof. But building construction is not far enough advanced to set specific target, he advises, although Feb. date was reported earlier (Vol. 11:33). Planned as Milwaukee area independent, it expects to carry about 10 hours weekly of local live color, plus feature and syndicated TV films. Rates have not been set yet. Rep will be H-R Television.

KHPL-TV, Hayes Center, Neb. (Ch. 6), planned as satellite by KHOL-TV, Kearney, Neb. (Ch. 13), has changed target to mid-Dec., reports promotion mgr. Mrs. Violet M. Aspegren for principal owner Dr. F. Wayne Brewster, head of hospital & clinic in Holdrege. GE 5-kw transmitter has been installed and 6-bay antenna, due to

**M**ORE THAN 65% of Ohio's farms have TV, according to U. S. Census Bureau's county-by-county tabulation just completed as part of 1954 Census of Agriculture. This is highest farm TV penetration of the 38 states whose tabulations have been released so far, except for New Jersey and the New England states. Ohio had 115,363 TVs on 177,074 farms. County-by-county picture:

| OHIO       |             |               |             |             |               |
|------------|-------------|---------------|-------------|-------------|---------------|
| County     | Total Farms | Farms with TV | County      | Total Farms | Farms with TV |
| Adams      | 2,304       | 1,059         | Logan       | 2,056       | 1,452         |
| Allen      | 2,097       | 1,010         | Lorain      | 2,644       | 2,096         |
| Ashland    | 2,048       | 1,311         | Lucas       | 1,824       | 1,485         |
| Ashtabula  | 3,376       | 1,955         | Madison     | 1,249       | 943           |
| Athens     | 1,734       | 755           | Mahoning    | 1,946       | 1,280         |
| Auglaize   | 1,963       | 1,251         | Marion      | 1,417       | 1,139         |
| Belmont    | 1,997       | 1,050         | Medina      | 2,353       | 1,841         |
| Brown      | 2,828       | 1,677         | Meigs       | 1,757       | 990           |
| Butler     | 2,331       | 1,910         | Mercer      | 2,389       | 1,201         |
| Carroll    | 1,557       | 870           | Miami       | 2,253       | 1,861         |
| Champaign  | 1,866       | 1,373         | Monroe      | 1,709       | 580           |
| Clark      | 1,723       | 1,405         | Montgomery  | 2,583       | 2,156         |
| Clermont   | 2,487       | 1,831         | Morgan      | 1,469       | 471           |
| Clinton    | 1,594       | 1,298         | Morrow      | 2,085       | 1,550         |
| Columbiana | 2,893       | 1,966         | Muskingum   | 2,584       | 1,427         |
| Coshocton  | 1,781       | 606           | Noble       | 1,457       | 481           |
| Crawford   | 1,746       | 1,108         | Ottawa      | 1,392       | 945           |
| Cuyahoga   | 1,145       | 920           | Paulding    | 1,357       | 687           |
| Darke      | 3,885       | 2,880         | Perry       | 1,388       | 896           |
| Defiance   | 1,776       | 1,116         | Pickaway    | 1,582       | 1,411         |
| Delaware   | 2,045       | 1,735         | Pike        | 1,308       | 645           |
| Erie       | 1,151       | 915           | Portage     | 2,667       | 2,041         |
| Fairfield  | 2,514       | 2,168         | Preble      | 2,216       | 1,605         |
| Fayette    | 1,373       | 1,094         | Putnam      | 2,379       | 1,400         |
| Franklin   | 2,051       | 1,802         | Richland    | 2,394       | 1,591         |
| Fulton     | 2,354       | 1,580         | Ross        | 2,176       | 1,440         |
| Gallia     | 2,212       | 1,105         | Sandusky    | 1,953       | 1,550         |
| Geauga     | 1,682       | 1,096         | Scioto      | 1,321       | 752           |
| Greene     | 1,784       | 1,376         | Seneca      | 2,288       | 1,555         |
| Guernsey   | 2,032       | 705           | Shelby      | 1,926       | 1,496         |
| Hamilton   | 1,481       | 1,132         | Stark       | 3,214       | 2,091         |
| Hancock    | 2,338       | 1,517         | Summit      | 2,119       | 1,770         |
| Hardin     | 1,883       | 1,225         | Trumbull    | 2,932       | 1,917         |
| Harrison   | 977         | 534           | Tuscarawas  | 2,350       | 1,065         |
| Henry      | 2,072       | 1,606         | Union       | 1,775       | 1,281         |
| Highland   | 2,555       | 1,705         | Van Wert    | 1,800       | 840           |
| Hocking    | 1,089       | 644           | Vinton      | 984         | 431           |
| Holmes     | 2,104       | 611           | Warren      | 1,962       | 1,633         |
| Huron      | 2,018       | 1,324         | Washington  | 2,576       | 810           |
| Jackson    | 1,427       | 791           | Wayne       | 3,080       | 1,668         |
| Jefferson  | 1,273       | 763           | Williams    | 1,959       | 1,105         |
| Knox       | 2,100       | 1,370         | Wood        | 2,766       | 2,246         |
| Lake       | 1,225       | 922           | Wyandot     | 1,537       | 989           |
| Lawrence   | 1,883       | 1,152         |             |             |               |
| Licking    | 3,144       | 2,327         | State Total | 177,074     | 115,363       |

Note: In our farm census table for Virginia (Vol. 11:46), totals for Washington County should read: farms, 4,317; farms with TV, 906. Elizabeth City and Warwick should be deleted from county tabulation as they are now classified as independent cities rather than counties. State totals are unchanged.

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:29); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41); Ariz., Fla. (Vol. 11:42); Del., Ill., Ind., N. C. (Vol. 11:43); Miss. (Vol. 11:44); W. Va. (Vol. 11:45); Ga., Va. (11:46).

arrive Nov. 28, is to be installed Dec. 7 on 500-ft. Stainless tower. Residents of tri-state area near Nebraska's southwest border, which will get new service, contributed gifts totaling \$140,000 of estimated \$188,000 building cost (Vol. 11:39). KHOL-TV plans to increase base hour from \$200 to \$250 after KHPL-TV has been in operation 6 weeks. Rep is Meeker.

KINY-TV, Juneau, Alaska (Ch. 8), which got CP Nov. 2, expects to get on air by Jan. if equipment delivery isn't delayed, writes owner & gen. mgr. Wm. J. Wagner, who also is v.p. & 6% owner of KTVA, Anchorage & KTVF, Fairbanks, and is sole owner of radio stations KINY, Juneau; KFQD, Anchorage; KFRB, Fairbanks; KTKN, Ketchikan; KIFW, Sitka; KIBH, Seward. Antenna now is installed on 260-ft. Blaw-Knox tower, also used by KINY. Adler transmitter is due to be shipped by end of Nov. Studios being built in downtown Juneau will connect via microwave with TV-radio transmitter house. Joe Mangan will be sales mgr., coming from Wagner-owned Alaska Radio-TV Sales, rep firm which will be KINY-TV rep.

**SALES FORECAST CUT; LEADERS' SHARE OF MARKET:** A slight dip in retail TV sales in last month or so below last year's corresponding period has caused some revisions downward in estimates for full year. Oct. sales were 2% under Oct. 1954, and evidence accumulated so far points to a similar reduction for Nov.

Upshot is that trade's statistical pundits are scaling down their forecasts of retail sales this year to about 7,750,000 -- whereas they were talking in terms of 8,000,000 some 2 months ago. The 7,750,000 total will be a record, of course -- exceeding the previous high of 7,300,000 in 1954.

Danger of excessive inventories at year's end doesn't appear to be too strong -- despite fact that production will approximate 8,000,000 (also a record). The 2,300,000 TVs in inventory at all levels at end of Oct. are being gradually worked off as production shows seasonal tapering.

"We're not particularly alarmed by the sales dip," said marketing director of a major manufacturer. "We rather anticipated that sales would recede a little in the fourth quarter. We've been going like a house afire all year and still are. But remember that the industry sold 2,673,000 TV sets in the fourth quarter of 1954, so a slight reduction from that level isn't going to hurt anyone."

Big metropolitan centers like N.Y., Chicago and Philadelphia are said to be experiencing biggest rates of declines, with smaller communities holding their own.

Brief highlights of other major trade developments this week:

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**Radio Is Red Hot:** Overshadowed somewhat by TV's record 1955, radios are quietly enjoying a boom of their own this year, which may see over 14,000,000 sets produced and 13,000,000 sold at retail. Radio production has been breaking records consistently in last month or so, spurred primarily by high demands of auto industry. It's expected that 8,000,000 passenger cars will be produced this year (coincidentally, about the same number as TVs) -- and of that number, 7,000,000 will have radios installed at factory. Auto sets are currently running about 45% of all radio output. Though the 14,000,000 sets would be far under 1947's record 20,000,000, they represent a big comeback from 10,400,530 turned out last year.

**Share of the Market:** How the TV set makers rank on the industry ladder in terms of dollar volume and unit sales has never been officially revealed -- though it's generally acknowledged that RCA and Philco rank 1-2. After that, the picture gets cloudy, with Admiral the probable No. 3 and Motorola and Zenith vying for No. 4. A reputable research firm recently credited RCA with 18% of TV unit sales in the 15 months to June 30, 1955, giving Philco 11%, Admiral over 8%, Motorola under 8% (Vol. 11:38) -- but it did not undertake to rank them by dollar values.

Some light on RCA's position, at least dollar-wise, was shed recently when it filed SEC prospectus in connection with sale of \$100,000,000 worth of debentures (Vol. 11:47). RCA stated its TV set sales accounted for 17% of its total revenues of \$488,510,000 in first half of 1955, which would mean about \$83,000,000 at factory level. Projected for full year, assuming TV sets continue to account for 17% of RCA volume, which will exceed \$1 billion this year, the figure would go to \$170,000,000. Actually, TV set sales may account for an even higher percentage in light of statement last week by Robert A. Seidel, exec. v.p. for consumer products, that Oct. was best month in RCA history for TV-radio sales.

If factory value of entire industry's TV output runs \$1.1 billion this year, as anticipated, the RCA slice could account for a minimum of 15%, which is what the prospectus also said was its 1954 figure. This is nearest to a public figure on its TV volume ever revealed by RCA, though it must be borne in mind that the figure is dollar volume, not units. It's interesting to note that, in its reply to Dept. of

Justice civil action on its patent pool (Vol. 11:14), RCA claimed its percentages of "total electronics industry sales" were 10% in 1954; 10.5%, 1953; 10.3%, 1952; 11.3%, 1951; 12.8%, 1950. No breakdown for TVs was given for those years.

Since RCA is generally regarded as bellwether for the industry, it's significant that the prospectus also points out that 21-in. sets account for 80% of current production; that broadcasting activities (meaning NBC) accounted for 24% of first half revenues, which probably means at least \$250,000,000 for the year.

Philco's position is subject of 8-p. analysis just released by Argus Research Corp., 61 Broadway, N.Y., which states: "Philco, as a manufacturer of TV receivers, seems to account for about 11% of the total industry output at this stage." Study notes that TV accounts for 40% of Philco's volume, govt. business 20%. Total electronics represents about 70%. Philco spokesman said company cooperated with Argus, but did not initiate the survey and doesn't necessarily agree with its conclusions.

Motorola TV sales this year are expected to be around \$100,000,000 out of total company sales of \$225,000,000. This means something like 9% of industry volume.

**On-the-Cuff Prosperity:** Though installment buying stood at record \$34.2 billion at end of Sept., latest month for which figures are available, there seems to be no disposition by Govt. to ask for reimposition of direct controls on consumer credit. Federal Reserve Board appears determined, instead, to strike at all inflationary tendencies by indirect means, such as increasing discount rate to banks. This week, it raised from 2¼% to 2½% the interest on money loaned by its district banks to commercial banks, thus putting pressure on latter to curb their own lending. Economic authorities believe the increase in discount rate is a good sign -- pointing to a new business upturn following momentary pause after President's heart attack.

**Spending Spiral:** Commerce Dept., in Nov. Survey of Current Business, estimates that business spending for new factories and equipment this year will probably beat 1953's record \$28.3 billion and that consumer expenditures will exceed the 1954 high of \$256 billion. Other business indices from report: Employment at end of Oct. was 65,200,000, highest on record for that month, with only 2,100,000 unemployed; auto output in Oct. was "back virtually on full production schedule," with steel up to 98% of capacity, commercial construction "by far the most active on record." Labor Dept. Bureau of Labor Statistics reported average take-home pay of factory workers rose to new high of \$72.18 for those with 3 dependents, \$64.85 for single employes. Both figures rose by \$5 over Oct. 1954. Leading business services are in virtual agreement that coming months will see a continuation of economic upbeat. Comments American Institute for Economic Research: "All signs point to further gains in business activity well into next year. Demand continues strong at all levels, and inflationary pressures are increasing." Cleveland Trust Bulletin: "Favorable prospects for auto and steel bolsters near-term outlook for general business. Inventories are not excessive -- but will bear watching." Brookmire Service: "Federal Reserve Board [production] index may work higher, but chances are against any great change from present plateau."

**Production:** TV output tapered off to 167,137 week ended Nov. 18, compared to 171,921 preceding week and 173,042 week ended Nov. 4. It was year's 46th week and brought output for year to date to about 7,000,000 vs. 6,400,000 same 1954 period. Radio production soared to 438,651 (204,664 auto) week ended Nov. 18, compared to 403,488 (188,314 auto) preceding week and 382,527 (178,064 auto) week ended Nov. 4. For 46 weeks, radio output was 12,700,000 vs. 9,500,000 in same period of 1954.

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New use for TV: "Drive-in service" for hotel registrants—which brings motorist face-to-face with desk clerk without leaving car—has been installed by DuMont at Temple Hotel, Pendleton, Ore. Novel closed-circuit system uses 2-way camera-receiver setup which enables tourist to drive to selected spot at special curbside booth where he can be seen via TV by clerk and, in turn, can see desk man as he arranges for rooms. Bellhop brings registration card and key, permitting guest to go directly to room without trouble of going through lobby in driving garb.

National Assn. of Music Merchants reappoints K. G. Gillespie, Jenkins Music Co., Kansas City, as chairman of TV-radio committee; Fielder K. Lutes, Thearle Music Co., San Diego, named vice-chairman, succeeding T. T. Leyden.

Scope of RETMA activities, including description of organization and achievements in 31-year history, is detailed in new 38-p. booklet, *RETMA Membership Services and Activities*, available free from headquarters.

Western Winter Market in San Francisco is scheduled Feb. 6-10, with TV-radio-appliance banquet Feb. 8.



**Trade Personals:** George K. Bryant, controller of RCA Victor TV div., promoted to operations mgr., reporting to gen. mgr. Charles P. Baxter . . . Gordon P. Hentz, ex-gen. sales mgr. of RCA Estate Appliance Corp., and Wm. P. Mackle, ex-Admiral electric range sales mgr., join Norge as regional sales mgrs. of eastern territory, headquartering in Philadelphia . . . Forrest W. Price, national sales mgr. of Columbia Records, joins CBS-Columbia as mgr. of factory branch distributing operations . . . J. V. Deacon appointed director of consumer products sales div., Westinghouse International, succeeded by J. A. Jaeger as adv. & sales promotion director . . . Morton E. Ornitz rejoins Emerson as special staff asst. to pres. Benjamin Abrams; he left firm as v.p. in 1946 to become management consultant & investment counselor . . . Frank A. Mitchell resigns as sales mgr. of Emerson air conditioning div. . . . Cyrus T. Read rejoins Hallcrafters as director of amateur relations, communications equipment div., having resigned in 1945 to join Montgomery Ward as buyer of electronic equipment . . . James R. Kerr, director of Avco west coast div., elected a v.p. . . . Arthur H. Forbes promoted to asst. distributor sales mgr., Standard Coil . . . Hugh Englemann promoted to Motorola local adv. mgr., supervising all co-op campaigns . . . Thomas C. Andersen transferred from Schenectady to San Francisco as district sales mgr. of GE tube dept. distributor sales office, reporting to regional mgr. W. C. Walsh . . . Donald M. Strathearn resigns as engineering director of Crosley-Bendix home appliances . . . Howard Berk named to new post of adv. & sales promotion mgr., Columbia Records electronics products div. . . . Bert W. Reynolds appointed mgr. of N. Cal. Electrical Bureau. San Francisco, succeeding LeRoy H. Bennett, retired . . . John C. Nash named Sparton Los Angeles district TV merchandiser by sales mgr. R. M. Marberry . . . Wm. Herrman, ex-Retailing Daily TV-radio staff, joins Hoffman Electronics as editor of company organ, *The Transmitter* . . . Frank W. Guthrie named sales mgr. of tape recorder div., Magnecord Inc. . . . Maurice L. Levy, technical asst. to Emerson manufacturing v.p., promoted to director of commercial engineering div.

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**DISTRIBUTOR NOTES:** Admiral appoints E. T. Donohue Inc., 13 Canal St., Rochester, N. Y. (Edward T. Donohue, pres.), replacing Fay-San Distributors Inc. . . . Whirlpool-Seeger appoints RCA distributor Frank Lyon Co. Inc., 208 E. Markham St., Little Rock (Frank Lyon, pres.), replacing Admiral outlet Orgill Bros. Arkansas Co. Inc. . . . CBS-Columbia appoints Nash Ringel Inc., 1451 Central Ave., Albany (Morton Nash, pres.) . . . CBS-Columbia of Detroit reports resignation of gen. mgr. Wm. Rutherford, who becomes pres. of Specialties Distributing Co., Detroit, succeeding Leonard Turnbull, now chairman . . . Capehart-Farnsworth appoints newly formed Schattinger Distributing Co., 1621 Belmont St., Fresno, headed by Richard Schattinger, ex-Don Anderson Inc., Fresno (Raytheon) . . . Philco Distributors, Cleveland, promotes Frank Moore to operations mgr. . . . Frank Edwards Co., San Francisco (CBS-Columbia) appoints Ralph Stoddard, ex-McCormack Corp., as sales mgr., replacing Richard Southworth, resigned . . . Appliance Distributors Inc., Chicago (Admiral) promotes Arnold Wisnie to appliance sales mgr., succeeding Jack Zink, now sales mgr. of Admiral range div. . . . Main Line Cleveland Inc. (RCA) appoints James Shipley, ex-Paul Warner Adv., as adv. mgr. . . . Grabell Lyons Inc., Hartford (Crosley-Bendix) extends territory to include western Mass., replacing Western Massachusetts Distributors Inc. . . . Polk Bros., big Chicago retail appliance chain, reports resignation of exec. v.p. Harry Huebner; he's onetime sales mgr. of Harry Alter Co., Chicago (Crosley-Bendix) . . . Vornado Distributing Co., N. Y., appoints T. J. Hodgens v.p. in charge; he's ex-v.p. & gen. mgr. of Admiral Distributors-Boston.

**Topics & Trends of TV Trade:** TV shipments to dealers totaled 5,174,732 in first 9 months, when production was 5,760,506, according to RETMA state-by-state report released this week. They represent 16% increase over the 4,469,596 of first 9 months of 1954, when production was 4,733,315. New York led shipments, with 498,625; California second, 448,095; Pennsylvania third, 327,772. Sept. shipments totaled 1,019,191 vs. 605,664 in Aug. and 1,005,725 in Sept. 1954. Here's 9-month report (county-by-county tables available to members from RETMA on request):

| State                | Total   | State          | Total     |
|----------------------|---------|----------------|-----------|
| Alabama              | 89,564  | New Jersey     | 167,236   |
| Arizona              | 27,609  | New Mexico     | 17,825    |
| Arkansas             | 57,809  | New York       | 498,625   |
| California           | 448,095 | North Carolina | 131,684   |
| Colorado             | 39,864  | North Dakota   | 17,429    |
| Connecticut          | 71,928  | Ohio           | 271,212   |
| Delaware             | 11,710  | Oklahoma       | 75,380    |
| District of Columbia | 48,881  | Oregon         | 62,636    |
| Florida              | 178,658 | Pennsylvania   | 327,772   |
| Georgia              | 113,265 | Rhode Island   | 25,658    |
| Idaho                | 20,233  | South Carolina | 72,719    |
| Illinois             | 285,858 | South Dakota   | 18,772    |
| Indiana              | 137,253 | Tennessee      | 103,183   |
| Iowa                 | 74,527  | Texas          | 290,099   |
| Kansas               | 65,262  | Utah           | 18,908    |
| Kentucky             | 85,782  | Vermont        | 15,387    |
| Louisiana            | 110,833 | Virginia       | 92,824    |
| Maine                | 36,854  | Washington     | 87,697    |
| Maryland             | 72,577  | West Virginia  | 55,807    |
| Massachusetts        | 144,428 | Wisconsin      | 112,471   |
| Michigan             | 213,501 | Wyoming        | 5,164     |
| Minnesota            | 86,422  |                |           |
| Mississippi          | 46,579  | U. S. TOTAL    | 5,155,378 |
| Missouri             | 135,191 | Alaska         | 5,865     |
| Montana              | 14,494  | Hawaii         | 13,489    |
| Nebraska             | 44,059  |                |           |
| Nevada               | 6,761   | GRAND TOTAL    | 5,174,732 |
| New Hampshire        | 18,893  |                |           |

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Suit seeking \$1,625,000 treble damages was filed in Chicago Federal Court this week by 8 local TV-radio-appliance dealers, charging 12 manufacturers and distributors and 2 big retailers with violations of anti-trust laws. They contend that the 2 retail defendants, Polk Bros. and Grossi Bros. Inc., were granted lower prices and were furnished paid salesmen and demonstrators by manufacturers. In addition to Polk and Grossi, defendants are Philco, RCA, Westinghouse, Remco Inc., Magic Chef, Sampson Co., Graybar, RCA Victor Distributing Corp., Westinghouse Electric Supply Co., Maytag-Chicago, R. Cooper Jr. Inc., Central Appliance & Furniture Co.

Muntz TV, operating under Chapter X of Bankruptcy Act since March 1954, earned \$728,653 for year ended Aug. 31, according to trustees' report filed this week in Chicago Federal Court. Total income was \$8,377,741, including \$8,050,351 from sale of TV sets; expenses were \$7,649,088. About 70,000 sets were produced in year. Report noted that a govt. claim for \$2,700,000 was settled for about \$1,312,000 and that a large debt involving air conditioning units was also cleared.

Probe of electronic tube & component imports, requested by Eitel-McCullough, was suspended this week by U. S. Tariff Commission pending lower court decision in Md. in suit by Eitel-McCullough against Amperex Electronic Corp., subsidiary of Philips of Eindhoven. Suit charges infringement of Eimac patents.

Westinghouse will raise prices of all sets in its "Riviera" series except Model 938, a 21-in. open-face console at \$250, when it introduces its "Westinghouse Presidential" TV line in Jan. The "Westinghouse Presidential" line comprises "Catalina," "Convention" & "Riviera" series.

American Television & Radio Co., St. Paul (Albert A. Goffstein, pres.), which entered TV production earlier this year after 24 years as radio manufacturer (Vol. 11:26), introduces new 21-in. full-door console at \$495 in mahogany, walnut & blonde korina.

Meeting of phono manufacturers has been called by RETMA for Dec. 5 at Chicago's Conrad Hilton Hotel to discuss proposed statistical service covering all record playing equipment.

**Financial & Trade Notes:** Television-Electronics Fund Inc. net assets were \$105,847,907 (9,574,053 shares) when fiscal year ended Oct. 31, with provision for \$5,936,699 in distributions payable Nov. 30. At end of third quarter July 31, assets were \$104,639,370 (9,132,272 shares). These stocks were added during Oct. 31 quarter: 30,000 shares of General Telephone Corp., with market value of \$1,102,500; 1000 Industrial Electronics, \$25,000; 5000 Neptune Meter Co. of N. J., \$140,625; 12,000 United Aircraft rights, \$6375; \$188,000 AT&T 3/8% convertible debentures; \$150,000 Litton Industries 5% conv. deb.; \$100,000 TelAutograph Corp. 4/4% conv. deb. Also included are \$2,000,000 in Treasury notes.

Fund added to holdings in following stocks during quarter ended Oct. 31: ACF Industries, Addressograph-Multigraph, AT&T, Babcock & Wilcox, Bell & Gossett, Bell & Howell, Bullard Co., Bulova Watch, Burroughs, Carborundum, Chance Vought, Chemical Products, Cincinnati Milling Machine, Clevite Corp., Columbia Pictures, Consolidated Electronics, Corning Glass, Curtiss-Wright, DuMont "A", duPont, Eastman Kodak, Electric Controller & Mfg., Elgin National Watch, Ex-Cell-O, Federal Sign & Signal, Food Machinery & Chemical, Friden Calculating Machine, General Mills, General Tire & Rubber, G. M. Giannini, Goodyear, Hazeltine, Hoffman Electronics, Lockheed Aircraft, Mallory, W. L. Maxson, National Acme, National Cash Register, Northrop Aircraft, Oak Mfg., Otis Elevator, Paramount Pictures, Pullman, RCA, Royal McBee, Ryan Aeronautical, Servomechanisms, Square D, Stewart-Warner, Taylor Instrument, Technicolor, TelAutograph, United Aircraft, Walt Disney, Warner Bros., Zenith.

Part of holdings were sold in Admiral, Aerovox, Aircraft Radio, Allis-Chalmers, AB-PT, American Chain & Cable, American Phenolic, Bendix Aviation, Boeing, Borg-Warner, CBS "A", Douglas Aircraft, Eaton Mfg., Electronic Assoc., Electronics Corp. of America, General Controls, General Dynamics, GE, Hammond Organ, Indiana Steel Products, International Resistance, IT&T, Magnavox, Marchant Calculators, Minneapolis-Honeywell, Minnesota Mining & Mfg., Motorola, North American Aviation, Penn Controls, Philco, Raytheon, Robertshaw-Fulton Controls, Sperry Rand, Storer Bestg., Sylvania, Thompson Products, Tung-Sol, Western Union, Westinghouse Electric.

Eliminated were Fund's 6000 shares of Arvin Industries, 21,000 Theo. Gary & Co. (exchanged for General Telephone), 5500 Precision Radiation Instruments, 1200 Top Industries, 2100 United Shoe Machinery, 75 G. M. Giannini 6% cumulative conv. pfd. (converted to common).

(For similar report on May 1-July 31 quarter, see Vol. 11:34, p. 14).

\* \* \* \*

Among officers' & directors' stock transactions reported to N. Y. and American stock exchanges in Oct.: Edward J. Noble reduced AB-PT 5% preferred holdings to 232,528 shares through redemption of 92,073 by company; Joseph A. Zock bought 2900 General Precision Instrument common, holds 18,201; Harry Landsiedel bought 25,800 Sperry Rand, holds 38,040 jointly, 13,904 directly; Bernard O. Reuther acquired 46,000 Sperry Rand, holds 56,734; Frank J. Atwood bought 3000 Sperry Rand, holds 6242; T. F. Allen bought 3000 Sperry Rand, holds 4726; J. A. W. Simson bought 5000 Sperry Rand, holds 10,332; A. R. Rumbles bought 47,688 Sperry Rand, holds 47,688; Albert H. Rumble acquired 5000 Sperry Rand, made gift of 200, holds 13,056; Arnold Facius bought 1000 Sperry Rand, holds 2000; Alfred H. Avery made gift of 6000 Electronics Corp. of America, holds 37,334.

SEC's TV-radio stock index for week ended Nov. 18 was up 1.8% over closing price of previous week—576.5 vs. 566.5, based on 1939 figure of 100.

Though still beset by strikes and a decline in first 9 months' earnings (Vol. 11:44), Westinghouse orders this year to date are 10% above last year's, treas. George Main told Cleveland Society of Security Analysts this week. While avoiding any predictions on sales or profits for 1955, he forecast that 1956 sales would top \$1.55 billion with earnings better than \$4 per share (1954 earnings were \$5.06 on sales of \$1.631 billion). Westinghouse had set sights earlier on approximating that sales figure, but with lower earnings this year (Vol. 11:31)—before the 6-week-old strike at 30 plants upset its apple cart. According to Main, 1955 consumer goods orders are up 10%, heavy apparatus up 25%, but defense orders are down 9-10%. He pointed out that company has protected itself on recent orders with "escalation"—price-at-time-of-shipment—provisions to offset price cutting and said Westinghouse next year anticipates "nice increase" in billings of general products and consumer goods, with defense orders down.

Stock dividends were declared by these TV-radio-electronics firms since Oct. 31, 1955: CBS "A", 2%; Sprague Electric, 50%; Eitel-McCullough, 10%; Corning Glass, 2 1/2 for 1; Magnavox, 5%; Indiana Steel Products, 2 for 1; Storer, 2 for 1; General Dynamics, 100%; Electronic Associates, 100%; Raytheon, 5%; P. R. Mallory, 3 for 2; Oak Mfg., 25%; Aerovox, 5%; DuMont, one share new DuMont Broadcasting Corp. for each 2 1/2 shares of Allen B. DuMont Labs; Airborne Instruments Lab, 5%.

Twentieth Century-Fox earnings went down to \$4,446,851 (\$1.68 per share) in 39 weeks ended Sept. 24 from \$5,732,063 (\$2.17) in corresponding 1954 period. Third quarter earnings were \$1,656,051 (62¢) vs. \$2,635,518 (\$1) in same period of 1954. Pres. Spyros Skouras reported that 7 oil wells on studio lot are producing 3000 barrels per day and that 8th is being drilled.

American Phenolic Corp. earned \$688,346 (\$1.72 per share) on sales of \$17,140,936 in 9 months ended Sept. 30, 1955 vs. \$414,361 (\$1.03) on \$18,735,166 in same period of 1954. Earnings for third quarter were \$245,362 (61¢), representing 4.61% of net sales, highest ratio since 1950.

Howard W. Sams & Co., leading industry technical publishing service, reports sales for fiscal year ended June 30, 1955 were \$3,262,161, up 16% from \$2,798,979 for preceding year. Net profit after taxes was \$140,027 (\$2.34 per share) vs. \$87,218 (\$1.09), up 60%.

Davega Stores showed net loss of \$27,114 on sales of \$12,135,548 in first half of fiscal year ended Sept. 30 vs. loss of \$242,124 on sales of \$11,568,252 in same 1954 period.

Electrical & Musical Industries (EMI) earned \$386,071 (37¢ per share) in year ended last June 30 vs. \$247,857 (25¢) in preceding year.

\* \* \* \*

Dividends: Philco, 40¢ payable Dec. 12 to stockholders of record Dec. 3; Airborne Instruments Lab, 5% stock div. Dec. 19 to holders of record Dec. 5; Sprague Electric Co., 30¢ Dec. 14 to holders Nov. 30; General Precision Equipment, 60¢ Dec. 15 to holders Dec. 5; Globe-Union, 30¢ Dec. 10 to holders Dec. 1; Sperry Rand, 20¢ Dec. 31 to holders Dec. 5; Paramount Pictures, 50¢ Dec. 15 to holders Dec. 1; 20th Century-Fox, 40¢ Dec. 24 to holders Dec. 9; Reeves-Ely Labs, 10¢ Dec. 31 to holders Dec. 15; Hoffman Electronics, 25¢ Dec. 31 to holders Dec. 12; Wells-Gardner, 20¢ quarterly (increase) plus 20¢ extra, Dec. 15 to holders Dec. 5; WJR, The Goodwill Station, 15¢ Dec. 16 to holders Dec. 7.

Sir Godfrey Ince, 64, permanent Secretary for Ministry of Labor, succeeds Maj. Gen. Sir Leslie Nicholls Feb. 1 as chairman of the nationalized Cable & Wireless Ltd., operating most of Britain's external communications.

**Electronics Reports:** Sylvania's spectacular rise in electronics under dynamic leadership of chairman-pres. Don G. Mitchell is cover story in Nov. 1 *Forbes Magazine* which calls firm a "War Baby Grown Up." With sales at \$300,000,000 clip for 1955 and first 9 months' earnings of \$9,556,210 already well ahead of any previous full year (Vol. 11:44), *Forbes* says Sylvania now is "up with the giants" in electrical products—GE & Westinghouse. Under the 50-year-old Mitchell, Sylvania has diversified from lamps into atomic and rocket fuels, photo flashbulbs, TV etc., now is eyeing "white goods" field with possibility of buying established line—but biggest items are picture and receiving tubes. However, *Forbes* says, these growth prospects haven't yet impressed Wall St. with quite same feeling held for GE, et al. Sylvania stock is selling at about 15 times 1954 earnings, 11 times projected 1955 earnings, while GE is bringing 21 times last year's earnings and about 18 times projected 1955 earnings. Also, Sylvania has sought fresh capital from Wall St. 7 times since World War II. However, magazine states, sheer size of firm's \$92,700,000 plant investment will solve some capital problems; depreciation and amortization amount to about \$9,000,000 yearly. Together with plowed-back earnings, this sum is considered sufficient for most expansion needs. But *Forbes* concludes there's still question whether Sylvania can finance projected expansion "without further transfusions of outside capital."

\* \* \* \*

Reallocation of 9800-13,225-mc band was proposed by FCC this week in rule-making which would: (1) Assign 9800-9900 mc exclusively to govt. use. (2) Eliminate allocation of 10,600-mc to industrial, scientific & medical use. (3) Provide 10,500-10,550-mc band for govt. and non-govt. use in emissions other than pulsed. (4) Make no change in 9900-10,000, 10,000-10,500, 10,700-13,200-mc bands. Comments are due Jan. 23.

Transistorized army field telephone "repeater"—about 1/5 size and weight of World War II tube-type counterpart and many times tougher—has been developed at Signal Corps' Ft. Monmouth labs, is expected to cost about \$30, much less than older version. Printed circuit unit is hermetically sealed in plastic, can give good performance up to 30 miles by splicing into line about every 6 miles.

United Business Service, Boston, advising its subscribers that "every investor should have some participation in this [electronics] field," lists the following as representative firms to consider: AT&T, Bendix Aviation, Boeing, Burroughs, CBS, Douglas, GE, IT&T, IBM, Minneapolis-Honeywell, Motorola, National Cash Register, North American Aviation, Philco, RCA, Raytheon, Sperry Rand, Sylvania, Thompson Products, Westinghouse. In addition, it lists these as companies "largely in electronics": Allied Control, American Electronics, Beckman Instruments, Collins Radio, Consolidated Electrodynamics, Daystrom, ElectroData, Electronic Associates, Electronics Corp. of America, G. M. Giannini, Hoffman Electronics, Laboratory for Electronics, Litton Industries, P. R. Mallory, W. L. Maxson, Norden-Ketay, Servomechanisms, Sprague Electric, Texas Instruments, Tung-Sol.

Development of metallized paper capacitors is subject of report on Signal Corps research prepared by Sprague Electric Corp, released to industry this week in 52-p. illustrated booklet titled *Investigation of Metallized Paper Capacitors*. Copies of report, PB111715, are available from Commerce Dept. Office of Technical Services, Washington, D. C., price \$1.50.

GE reports largest single order ever placed for commercial two-way radio equipment—a new contract just signed with U. S. Navy. Order includes 1100 mobile radios, 100 base stations, 500 station control units, 600 portable 2-way radios to be used at naval air stations.

Corning Glass to add 20,000-sq. ft. to its components plant at Bradford, Pa. for expansion of resistor and capacitor production. It's first step in eventual concentration of all components facilities at Bradford.

Stromberg-Carlson started construction recently on new administration headquarters and research labs north of present site in Rochester, as part of \$5,000,000 expansion program.

Charles Sumner Fess, 58, industrial specialist and expediting officer of Electronics Div. of Commerce Dept.'s Business & Defense Services Administration, died of heart attack Nov. 23 at his Arlington, Va. home. Son of the late Sen. Simeon P. Fess (R-Ohio), he is survived by wife.

### Network Color Schedules (Nov. 28 - Dec. 12, 1955)

Nov. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Nov. 29—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9:30 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Nov. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Kraft TV Theatre*, "Once a Genius," starring Eva Gabor, 9-10 p.m.  
 Dec. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 Dec. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 3—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Dec. 4—NBC: *Color Spread*, Maurice Chevalier variety show, 7:30-9 p.m.  
 Dec. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Dec. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*. "The Passport," starring Frank Lovejoy and Katy Jurado, 8:30-9:30 p.m.  
 Dec. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 10—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Dec. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers Showcase*, "The Sleeping Beauty," starring Margot Fonteyn and Sadler's Wells Ballet, 8-9:30 p.m.

Revised edition of RCA's 35-p. brochure on color TV, profusely illustrated and ideal for explaining to laymen what color TV is all about and how it works, has been published and is available from RCA information dept., 30 Rockefeller Plaza, N. Y.

More than 100 TV technicians have enrolled in color service school of Philadelphia's big RCA distributor, Raymond Rosen & Co., which offers novel plan to stimulate interest in color set servicing. After serviceman takes course, Rosen offers him 15-in. color set for training other shop personnel; set may be paid for by picture tube purchases. Dealers are urged to knock it out of adjustment to give servicemen experience.

NBC-TV schedules colorcast of Tournament of Roses parade from Pasadena, Cal., 12:15-1:45 p.m. EST Mon. Jan. 2, followed by black-&-white telecasts of Cotton Bowl game at 1:45 and Rose Bowl game at 4:45. On Dec. 31, Blue-Gray game will be telecast at 2:15 p.m. and East-West game at 4:45 p.m., both monochrome.

Color nomenclature is treated exhaustively in new volume by Bureau of Standards' Kenneth L. Kelly & Deane B. Judd. Titled *The ISCC-NBS Method of Designating Colors and a Dictionary of Color Names*, it's 158-pp., available from Govt. Printing Office, Washington 25, D. C., \$2.

"The ABC's of Color Television," by Bell Labs' J. M. Barstow, carried in Nov. *Proceedings of the IRE*, is good roundup for students and others to whom color is new.

Demonstration of Lawrence-tube sets to industry and press is reportedly planned for near future by Chromatic TV Labs, Paramount Pictures subsidiary.

COMMUNITY ANTENNA systems continue to crop up and expand despite fact industry's "growing pains" are giving it twinges currently (p. 2). Largest equipment maker, Jerrold Electronics Corp., Philadelphia, reports it has supplied equipment for following new towns in last 4 months:

Sunnyside-Drageron, Utah; Hobart, Okla.; Del Rio & Marfa, Tex.; Cutbank, Mont.; Hancock, Iron Mountain & Iron River, Mich.; Claremont, N. H.; Cooperstown, N. Y.; Sheridan & Rawlins, Wyo.; Bend, Ore.

Commenting on rate of growth, Jerrold reports that Dubuque (Ia.) system, started last May 13, has 2145 connections, waiting list of 259; that Uvalde, Tex. operations, started June 24, has 252 subscribers; that Tupelo, Miss., began June 18, has 275. For older systems, Jerrold gives following examples of increases during last 12 months: Flagstaff, Ariz., from 325 to 834; Ellensburg, Wash., 360 to 728.

Just this week, Jerrold announced purchase of controlling interest in broadcaster (WKWF) John Spottswood's system in Key West, Fla., Spottswood to remain as pres. Jerrold plans microwave from Miami, hopping Florida keys and installing CATV systems on several of the islands. Company is planning to wire up military housing project at Key West Naval Base, expects to complete systems and microwave by end of 1956.

Radio, then and now: Tremendous audience appeal of TV was vastly underrated by radio industry 5 years ago, U. S. Chamber of Commerce's Sept. *Advertising Newsletter* reveals in reporting results of poll of broadcasters on predictions of 1950 vs. facts of 1955. Except for TV, their prognostications—substantiated by Radio Advertising Bureau figures—showed surprising acumen in peering half-decade around corner in their own bailiwick. On percentages of nighttime audiences, broadcasters predicted 63% for radio, 37% for TV in '55; were exactly backwards, according to RAB which gives TV 63%, radio 37%. The 1950 poll found 2 out of 5 broadcasters sure TV and radio would specialize on types of advertising, but RAB opines they missed on that one, too, since most advertisers use both media. On future of radio programming, broadcasters hit nail on head with prediction that, 5 years later, materialized to great degree in NBC's *Monitor* format.

Russian TV set prices "slashed"! NBC Moscow correspondent Irving R. Levine reports 12-in. models marked down from 3000 to 2300 rubles (\$750 to \$575), 17-in. sets now \$675 and 6-in. \$400. Price cuts apparently indicate mass production by Soviet TV industry, Levine says, but set ownership still is such novelty that vast crowds continue to gape at displays in dept. stores; beyond Moscow, sets are limited to workers' clubs. Note: Visiting Soviet housing delegation recently inspected N. Y. homes and apartments, "vetoed" our TV antenna forests as "spoiling appearance" of buildings, and proposed solution in true Communist style—"collective" or community antennas.

Uruguay's first TV station, in Montevideo, is scheduled to go on air early next year. Owned by Govt., it will be operated "for educational use." The 5-kw Ch. 5 transmitter was shipped last week by International GE, will be followed by complete GE studio equipment, including 3 cameras, 16 & 35mm slide equipment. Using 6-bay GE antenna, station will radiate 32.5 kw.

Don't let kiddies watch grunt-&-groan matches on TV, because "professional wrestling doesn't teach fair play." That's advice of Minneapolis mayor Eric Hoyer. He says he's been swamped with complaints from parents. So has City Council, which is due to vote on proposal to ban wrestling from Municipal Auditorium and Armory.

Members of Radio Propagation Advisory Committee, joint FCC-industry group studying allocations problems (see p. 3): Edward W. Allen, FCC chairman; Ralph Harmon, Westinghouse, vice chairman; Wm. Boese, FCC, secy.; Harry Fine, FCC, treas.; Stuart Bailey, Jansky & Bailey Inc.; Ross Bateman, of Page, Creutz, Garrison & Waldschmidt; E. W. Chapin, FCC; J. H. Chisholm, Lincoln Labs (MIT); A. Earl Cullum, consulting engineer; A. L. Durkee, Bell Labs; A. G. Kandoian, Federal Telecommunication Labs; Dr. Frank Kear, Kear & Kennedy; J. C. McNary, Assn. of FCC Engineers; Dr. Philip Newman, Air Force Cambridge Research Center; K. A. Norton, Central Radio Propagation Labs, NBS; Clure Owen, ABC; James D. Parker, CBS; J. P. Veatch, RCA; R. P. Wakeman, DuMont; G. V. Waldo, FCC; A. Prose Walker, NARTB; R. M. Wilmotte, consulting engineer.

Puerto Rico, which has lured many industries from the mainland through tax concessions and free-plant program, is now making big pitch for film production for TV and theatres. Govt. offers to provide new modern studios, financing by private Puerto Rican investors, lower costs, complete freedom from taxes on profits or income—and promises that Mother Nature will provide Hollywood-type climate, sans smog. Paramount, RKO, Jose Ferrer and Brandt Theatres reportedly are seeking to get franchise from govt.-owned Puerto Rican Development Co.

National Lutheran Council, composed of 8 Lutheran church bodies, is setting up TV-radio dept. under its div. of public relations. It will be supervised by Rev. O. H. Hove, Minneapolis, secy. of Evangelical Lutheran Church and chairman of NCL's div. of public relations; Robert E. A. Lee, New York, exec. secy. of Lutheran Church Productions Inc.; Dr. John Bachmann, New York, head of speech dept. & audio-visual center, Union Theological Seminary.

Application to set up "scatter" TV networking service between Homestead, Fla. and Havana, Cuba, submitted by v.p. Clive M. Beckwith of Florida Micro-Communications, Miami, was returned this week by FCC as "defective." It proposed use of 5-kw transmitter at 750 mc, and said Cuban TV stations had indicated they would be interested in subscribing to the service.

Due to increased TV activity, membership in Screen Actors Guild rose from 8370 to record 9832 during year ended Oct. 31, treas. George Chandler reported this week at annual Hollywood meeting. During year, \$565,639 was distributed to members in residual payments on TV entertainment films and \$140,159 was disbursed for TV rights in theatrical pictures. Walter Pidgeon was re-elected pres.

Three Armed Forces TV stations went on air this week, all on Ch. 8, with 100 watts ERP using Dage equipment: Nov. 22, KANU-TV, Asmara, Eritrea; Nov. 24, stations at Clark Air Base, Philippines, and Guantanamo Bay, Cuba. Armed Forces TV Service now has 10 stations in operation, with 3 more due to go on air by Jan. 20.

Third AT&T TV microwave channel from Denver to Omaha was authorized this week for installation by next summer to provide adequate facilities for transmission of telecasts of Republican national convention in San Francisco next Aug.

Upcoming meetings at NARTB headquarters: Insurance Committee, Nov. 29 (Gilmore Nunn, WLAP, Lexington, chairman); Broadcast Engineering Conference Committee, Nov. 30 (Willard J. Purcell, WGY, Schenectady, chairman).

Michigan State U has scheduled its 11th annual TV-radio conference for high school & college students and teachers, March 10, 1956, under direction of TV-radio director Robert P. Crawford.

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — December 3, 1955

**RECORD \$1 BILLION** in TV-radio revenues for 1954 confirmed by FCC—TV rising 37% to \$593,000,000, radio dropping 5.4% to \$449,500,000 (p. 1).

**ACTION ON KEY VHF DECISIONS** blocked by late uhf petitions, but expected soon; examiner reversals due in Fresno, Madison & Peoria (p. 2).

**EDUCATIONAL CHANNELS** in jeopardy, but educators' drive for TV stations has lost most of its steam, due to high costs and more pressing school needs (p. 3).

**CLOSED-CIRCUIT TV** spreading fast as reasonably priced teaching aid. Over 60 schools using it, as large-scale tests prove its educational effectiveness (p. 4).

**RESTRAINT OF ABUSES** in programs and commercials is up to public, not Govt., says FCC chairman at Sylvania Awards dinner; 17 AM renewals held up (p. 6).

**NO FEE-TV DECISION** in immediate future, FCC Chairman McConnaughey tells minor leagues; lists procedural problems, legal uncertainties (p. 6).

**SHARE-TIME UHF** sought by vhf share-time WVET-TV & WHEC-TV, Rochester; 2 CPs issued as FCC holds up CBS purchase of WGTH-TV, Hartford (p. 9).

**"FULL LINE" CONCEPT** behind GE's transfer of TV-radio dept. REA foresees big market for TV-radio-appliances on farms in next decade (p. 11).

**PRODUCTION CUTBACK** of electronics items may be forced by shortage of nickel, RETMA tells Govt. in plea for more materials to tube manufacturers (p. 14).

**RAYTHEON'S DAVID T. SCHULTZ** offered presidency of DuMont, arousing unverifiable rumors that merger is in making; financial & trade reports (p. 15).

**COLOR TV IN HOTEL ROOMS** has boomed demand for higher priced rooms and room service at New York's Governor Clinton, which will buy more sets (p. 17).

**SATELLITE ON MAUI**, Hawaii, is 459th U. S. station on air. Canada's 32nd starts in Jonquiere, Que. Notes on upcoming new stations (p. 9).

**FARM TV CENSUS** shows New York with 68.4% TV penetration of farm homes, Pennsylvania 55.4%, Maryland 61.9%, Kentucky 23.7%, South Carolina 20% (p. 10).

**NEWHOUSE ACQUIRES WABT** and radio WAPI in \$18,700,000 Birmingham News deal; Augusta newspapers buy WRDW-TV & WRDW for \$1,000,000 (p. 18).

**THE OFFICIAL TV-RADIO REVENUE STORY—1954:** Broadcasting industry cracked \$1 billion in revenues for first time in 1954, thanks to TV's phenomenal upsurge and despite a sliding radio business, according to the FCC's complete figures released this week. Specifically, networks & stations took in \$1,042,500,000 last year -- TV accounting for \$593,000,000, radio for \$449,500,000. Matter of fact, FCC's auditors noted, when you add the \$133,000,000 paid as commissions and \$193,000,000 paid to organizations other than networks and stations (such as talent, program & production people) the grand total spent on all TV-radio broadcasting ran about \$1.4 billion.

[That would be just about what McCann-Erickson figured was the over-all total in the revised estimates it recently made for Printers' Ink (Vol. 11:34) when it put grand total of advertiser expenditures on all TV last year at \$803,600,000, on all radio at \$564,900,000. From the TV figure, we adduced that TV alone would go well above \$1 billion this year (Vol. 11:39) -- an estimate we'll stand by until proved or disproved by the next McCann-Erickson and the next FCC "audits."]

Standing out markedly is fact that TV revenues rose 37% from 1953, while its profits before taxes climbed 32.8% to \$90,300,000. This, while radio revenues went down 5.4% and its profits broke sharply (down 24%) to \$41,800,000. Following are additional salient features of 18-p. report:

(1) The 4 TV networks & their 16 o-&-m stations had revenues of \$306,688,000 vs. \$213,700,000 in 1953, before-taxes profit of \$36,521,000, more than double 1953's \$18,000,000. Revenues of national & regional AM networks and their 21 stations fell to \$88,593,000 from \$97,300,000 in 1953, profit to \$8,149,000 from \$10,400,000.

(2) Total TV time sales were broken down as follows: \$241,225,000 network, \$176,766,000 spot, \$120,131,000 local. In radio, network sales were \$83,684,000, spot \$120,168,000, local \$247,478,000.

(3) TV revenues break down to \$452,205,000 from time sales, \$140,732,000 from sale of talent, program material and production. Radio's time sales came to \$404,117,000, talent, etc. to \$44,668,000.

(4) Average pre-freeze station (other than the 16 network-owned) achieved a revenue of \$2,183,326 in 1954, up from \$1,896,456 in 1953. Its profit before taxes increased to \$734,395 from \$657,609 preceding year.

(5) New York was more profitable than any other 2 TV markets put together -- its 7 outlets netting \$13,870,212 on sales of \$42,035,793. Only other 7-station market, Los Angeles, had total station profits of only \$1,611,932 on \$23,718,677 gross. Chicago's 4 TVs made \$8,227,849 profit on \$24,924,357 sales. Detroit was third in profits, its 3 stations garnering \$5,710,860 on revenues of \$12,523,110. Runners-up in order of profits were Boston, Philadelphia, Cleveland, San Francisco.

(6) Investment in tangible TV station property ran \$315,009,000 original costs, \$229,178,000 depreciated cost. Investment in networks and their stations was \$87,346,000 original, \$59,691,000 depreciated. Other 92 pre-freeze stations represented \$104,985,000 original cost, \$64,420,000 depreciated cost. Total for 177 post-freeze vhfs was \$82,259,000 original cost, \$71,169,000 depreciated cost; for 125 uhfs, \$40,420,000 original cost, \$33,898,000 depreciated cost.

(7) All TV networks and stations employed total of 29,412 people -- 25,324 full-time, 4088 part-time. Pre-freeze stations with revenues under \$1,250,000 averaged 57 full-time employes, 14 part-time. Those with revenues over \$1,250,000 had average of 93 full-time, 12 part-time. Pre-freeze average was 86 full, 12 part-time.

Report comprises 22 tables, including detailed breakdowns of expenses and revenues for whole industry and for markets with 3 or more stations each, classification by income groups and by size of city, age of stations, etc. Report treats post-freeze stations briefly because earlier report had given detailed breakdowns, with emphasis on differences between vhf and uhf (Vol. 11:34). This week's report is Public Notice 26134, available from Commission -- or we'll get you copy.

**KEY FINAL DECISIONS STILL HANG FIRE:** No action yet at FCC on final vhf decisions in intermixed vhf-uhf areas where uhf operators are seeking to stave off action. Both Fresno Ch. 12 and Madison Ch. 3 cases came before Commission Nov. 30 -- but last-minute petitions filed by uhf operators in both cities blocked action temporarily. FCC staff will digest latest filings, and the vital final actions are due next week.

Commission did make one final vhf decision, affirming examiner's initial decision and granting CP for Ch. 12 in Richmond to WRVA-Thalhimer Theatres, denying WRNL (see p. 9). In this case, however, no one sought to block action.

Though examiner was affirmed in Richmond case, it's understood that FCC has lined up to reverse examiners in at least 3 others -- preparing to grant Fresno's Ch. 12 to KFRE, Madison's Ch. 3 to WISC, Peoria's Ch. 8 to WMBD. This assumes, of course, that Commission majority decides to make the decisions now -- and opinion around FCC is that the assumption is correct.

FCC Broadcast Bureau is urging Commission to act, has filed opposition to petitions filed by uhf operators in Madison, Peoria, Corpus Christi, Raleigh, Evansville & Springfield, Ill., and presumably will oppose others as they are filed.

Bureau says such petitions are "much too late" and "would be fruitless"; that they're filed to prevent grants; that they wrongly assume FCC didn't mean what it said Nov. 10 when it stated that general allocations rule-making would give deintermixture fair consideration regardless whether new vhfs were authorized.

Court of Appeals is moving fast, meanwhile, to give uhfs their day in court. Appellant uhfs WTRI, Albany, and WMGT, Adams, Mass. will get hearing Dec. 8 on their requests that FCC's drop-in of Ch. 10 in Albany area (Vail Mills) be frozen pending allocations rule-making. Court went to unusual measure of asking FCC whether it is planning quick action on Ch. 10 applications; FCC assured court it wouldn't act for 30 days after Dec. 15. The Dec. 8 hearing could be a real whing-ding.

Court also denied motions of Pittsburgh's WWSW and City of Pittsburgh which asked that WWSW be permitted to finish construction on Ch. 11 but not go on the air.

Earlier in week, FCC ordered rehearing on details of WWSW-WJAS merger which led to grant, made uhf WENS an intervenor, but refused to halt construction. Obviously, a lot of legal mish-mash is yet to be conducted before situation is clear.

Sen. Magnuson (D-Wash.), chairman of Interstate Commerce Committee, spoke up for first time in months. He said little. Issuing press release, he noted that 10 months ago he asked FCC what it was doing about deintermixture, then stated:

"It is a shameful situation that the Commission has not established an over-all policy which would assure a realistic nationwide competitive TV service so that all segments of the public, the licensee, the applicant and the viewers, would know, once and for all, where and what type of channels are assigned. This critical situation must be solved and our committee proposes to see that it is done as quickly as possible." He reiterated that his Committee would begin hearings Jan. 17; that he'd expect "full report" from FCC at that time. His statement didn't indicate pro or con attitude about deintermixture or allocations generally--except that he wants speed.

Adhering to the "Vail Mills pattern," Commission authorized another drop-in this week -- adding Ch. 9 to Elmira, N.Y. but turning down request of WTVE (Ch. 24) that it be given the new channel. Voting lineup was same as in Vail Mills case -- Comrs. Hyde, Webster & Bartley dissenting.

In another allocations action, Commission finally cancelled its new rule which would have permitted Zone I vhf stations to operate with full power at 1250-ft. It decided to throw concept into pot of general rule-making. It did make one exception, however. Stations which had built towers over 1000-ft. between March 21, 1951 and April 14, 1952 in reliance upon conditions of FCC's "Third Report" are permitted to go to full power. But it looks as if only one station -- WBEN-TV, Buffalo -- is qualified. WSAZ-TV, Huntington, which had joined WBEN-TV in pushing for the rules change originally, is left out. Same goes for 16 others (for list, see Vol.11:30).

FCC Chairman McConnaughey and Comr. Doerfer conferred with ODM officials this week, setting up machinery for exploring possibility of getting more vhf channels (Vol.11:47). Current predictions in and out of FCC are that there's better than 50-50 chance at least 3 channels will be obtained eventually.

**SCHOOLS' INACTION PERILS RESERVED CHANNELS:** At a time when non-commercial channel reservations are in greatest jeopardy, educational leaders' drive for school-owned TV stations seems to have lost most of its steam. But educators are showing an increasing interest in closed-circuit TV -- much better suited to their budgets -- with at least 60 systems now operating and many more planned.

Educational TV wasn't on the agenda at this week's White House Conference on Education in Washington, though in closing minutes group approved report on public relations which recommended "the setting aside and more effective use of additional channels for educational TV." Only other allusion to TV in conference's discussions and records was contained in report on school building needs, which lumped "visual aids" with swimming pools as items which are "desirable, but not mandatory."

The educators we talked to at the conference hadn't lost their interest in TV as "powerful educational medium." But there was no optimism about the possibilities of obtaining funds for stations from tight-fisted legislatures and boards of education while there are so many more pressing educational needs. The tribulations of the 18 non-commercial pioneers now on air have had their influence, too.

Educators' lack of drive for TV stations is more significant today than ever. While FCC ponders how to stretch existing vhf channels, prospective commercial telecasters can't be blamed for hungrily eyeing the 67 reserved vhf channels which are completely unoccupied. And the Commission today is more amenable than it ever has been in the past to removing the educational asterisks from these channels.

Of the 258 reserved channels, 86 are vhf, 172 uhf. There are 18 non-commercial stations on air, 16 of them on reserved channels. Twelve reserved vhf channels and 4 uhf are occupied. Nineteen more have been granted, of which 7 are vhf.

If educational channels aren't selling like hotcakes, closed-circuit TV systems are. Survey just released by American Council on Education lists 60 colleges and school systems using closed-circuit (see p. 4) -- and it's only the beginning.

"Closed-circuit TV is spreading like wildfire," said Dr. Franklin P. Dunham, TV-radio chief of U.S. Office of Education. Other educators we queried at the conference this week were divided as to closed-circuit's ultimate place in education. Some felt it might be good substitute for educational stations, particularly in the small towns. Others, like Dr. Dunham, saw it as a means to an end -- as a stimulus and training ground for institutions which later would use the experience and equipment as nucleus for their own educational stations.

Closed-circuit systems at \$2000 and up are well within reach of many schools and colleges -- unlike TV stations at \$50,000-\$200,000 with an insatiable appetite for upkeep capital and program material. And the educators point out that closed-circuit is tailor-made relief for today's crowded schools and teacher shortages.

There are still plenty of missionaries for educational TV station operation. But today they're looking for "reappraisals" and "evaluation" and "experimentation" -- honestly seeking to find education's true place in TV, and vice versa.

"It's past time for an inventory and reappraisal of educational TV," said Dr. Dunham. "We should know our limitations and we surely should know we can't compete for audiences with the many fine educational programs now on the networks."

Dr. James E. Allen Jr., Commissioner of Education for New York State, whose 6 CPs have been stranded by lack of funds since they were granted in 1952, told us he expects legislature to allot money this winter for "pilot" station to help educators learn true value of educational TV through experimentation.

Pres. John A. Hannah of Michigan State U, whose non-commercial WKAR-TV is on commercial uhf channel, says he feels TV's educational potential has hardly been tapped. "No one knows where it's going," he adds. "There's much more to be done before its true value can be assessed."

**C**LOSED-CIRCUIT TV is now being used by schools and colleges (see above) for virtually everything from freshman orientation to complex lab demonstrations. Many of the educational wired-TV systems are classified as "experimental"—but the results which have been announced to date indicate educators are enthused over value of closed-circuit as a teaching tool.

Stephens College, Columbia, Mo., has one of the most extensive closed-circuit systems in use, enabling one instructor to lecture to as many as 50 classrooms simultaneously. This project is financed by grants from RCA and Fund for the Advancement of Education. Latter foundation is also sponsoring closed-circuit work at NYU, where 500 students are taking televised courses in creative composition and English literature.

Perhaps most thorough report and handbook on use of closed-circuit in college instruction is Penn State U's 102-p. bulletin, *An Investigation of Closed Circuit TV for Teaching University Courses*. After year's trial, university says it found no "significant differences in informational learning" between students taking "live" courses and those taking same courses by closed-circuit. Project has been expanded this year, 2500 students taking TV courses.

Military has been a leader in use of closed-circuit for training purposes. Recent experiments by George Washington U Human Resources Office with Signal Corps trainees at Camp Gordon, Ga. found TV was as effective as direct teaching, sometimes even better.

Joint Committee on Educational TV is currently making exhaustive survey of educational uses of closed-circuit, due to be released early next year. A preliminary list, compiled on basis of earlier JCET survey, shows 60 school & college installations, plus 8 instructional TV systems at military posts. Here is list, as released by American Council on Education:

- Alabama—\*U of Alabama, University; Alabama Polytechnic Institute, Auburn.
- California—San Jose State College, San Jose; U of So. California, Los Angeles; College of Physicians & Surgeons, San Francisco.
- Colorado—Denver public schools.
- Connecticut—Yale University, New Haven.
- District of Columbia—Georgetown University, institute of languages and linguistics, Washington.
- Florida—Dade County public schools, Miami.
- Idaho—Idaho State College, Pocatello.
- Illinois—Chicago Teachers College; Illinois Institute of Technology, Chicago; U of Chicago, Nathan Goldblatt memorial hospital, Chicago; \*U of Illinois, Urbana; Loyola University school of dentistry, Chicago; Northwestern University, Evanston.
- Indiana—U of Indiana, Bloomington; Indiana State Teachers College, Terre Haute.
- Iowa—\*Iowa State College, Ames; U of Iowa, Iowa City.
- Kansas—Roosevelt High School, Emporia; Kansas State College, Manhattan; Kansas State Teachers College, Pittsburg; U of Kansas medical school, Kansas City.
- Louisiana—Louisiana State University, Baton Rouge; Southwestern Louisiana Institute, Lafayette.
- Maryland—U. S. Naval Academy, Annapolis.
- Massachusetts—Boston University; Emerson College, Boston; Hamilton public schools, South Hamilton.
- Michigan—\*Michigan State University, East Lansing; U of Michigan, Ann Arbor; U of Detroit school of dentistry.
- Minnesota—U of Minnesota, Minneapolis.
- Missouri—Stephens College, Columbia; \*U of Missouri, Columbia.
- New Jersey—State Teachers College, Montclair.
- New York—Albany Medical College; Cornell University, Ithaca; New York University, N. Y. City; Syracuse University.
- North Carolina—\*Consolidated U of North Carolina, Chapel Hill, Raleigh, Greensboro.
- Ohio—Case Institute of Technology, Cleveland; South High School, Columbus.
- Oregon—Oregon State College, Corvallis; U of Oregon, Eugene; Oregon Technical Institute, Oretech.
- Pennsylvania—Pennsylvania State University, University Park; U of Pennsylvania hospital, Philadelphia.
- South Carolina—South Carolina Area Trade School, West Columbia.
- South Dakota—U of South Dakota, Vermillion.
- Texas—Texas Western College, El Paso; U of Texas, Austin.
- Washington—Washington State College, Pullman; Vancouver High School.
- Wisconsin—Milwaukee Vocational & Adult Schools; \*U of Wisconsin, Madison.
- Military installations—Walter Reed Army Medical Center, Washington; Signal Corps Training Center, Camp Gordon, Ga.; Chanute Air Force Base, Rantoul, Ill.; Strategic Air Force Command, Lewiston, Me.; Signal Corps, Ft. Monmouth, N. J.; Army Chaplain School, Ft. Slocum, N. Y.; Signal Corps Pictorial Center, Long Island City, N. Y.; Army Transportation School, Ft. Eustis, Va.

\* Facilities also used for TV station operation.



**Personal Notes:** Newly elected NBC-TV v.p.'s: Michael Dann, program sales; Matthew J. Culligan, national sales director; Walter D. Scott, national sales mgr.; Mort Werner, national programs; Jules Herbuveaux, v.p.-gen. mgr. of WNBQ & WMAQ, Chicago . . . New Westinghouse Broadcasting Co. v.p.'s: Richard M. Pack, programming; Rolland V. Tooke, Philadelphia (WPTZ & KYW); Harold C. Lund, Pittsburgh (KDKA-TV & KDKA). W. C. Swartley had previously been elected v.p., Boston (WBZ-TV & WBZ-WBZA) . . . New ABC Film Syndication v.p.'s: Richard P. Morgan, in charge of business affairs; John Burns, director of national sales; Wm. Clark, director of western sales div. . . . Walter M. Koessler, ex-exec. v.p. of WITV, Ft. Lauderdale, later sales mgr. of Storer's WGBS-TV, Miami, promoted to WGBS-TV managing director, succeeding Francis Riordan, transferred to managership of KPTV, Portland, succeeding Russell K. Olsen . . . Daniel P. Weinig, from Katz Agency, named eastern radio sales mgr. for Storer stations, succeeding John R. Porterfield, resigned . . . Mort Werner, director of NBC-TV partic. programs, promoted to national program director, succeeding Samuel Fuller, now director of special projects, starting with new comedy show replacement for *Colgate Variety Hour* starting Jan. 8, Sun. 8-9 p.m. . . . Michael Rastovich, ex-KPTV, Portland, named chief engineer of upcoming KLEW-TV, Lewiston, Ida. (Ch. 3) due soon . . . Fred D. Adair Jr., ex-Richard Nelter Adv., San Francisco, named mgr. of Headley-Reed Co. San Francisco office . . . Morton J. Wagner, station mgr. of Madison's WMTV, elected exec. v.p. and will also supervise Gerald A. Bartell radios WOKY, Milwaukee; WAPL, Appleton, Wis.; WBGE, Atlanta; KCBQ, San Diego . . . Edward G. Smith, ex-gen. mgr. of WTVH-TV, Peoria, now with WEEK-TV, Peoria . . . Jack Wells, ex-KCSJ-TV & KCSJ, Pueblo, to station coordinator of radio KGA, Spokane, replacing Richard Godon, now sales mgr. . . . Richard Anderson promoted to chief engineer of KOVR, Stockton, succeeding Stanton D. Bennett . . . Jack P. Reeder promoted to director of promotional media, Crosley stations; Roy Shannon named promotion director of WLWT . . . Gene E. Stout, ex-editor, local *TV Guide*, joins WPTZ, Philadelphia, as publicity

"The Inside Story of Person to Person," titles lively story in Dec. 13 *Look Magazine* on behind-the-scenes problems of Ed Murrow's Fri. 10:30-11 p.m. program on CBS-TV. Written by Joe McCarthy, it reveals pressures on Murrow and his staff of 35 to get individual "visits," the million-and-one technical problems of placing equipment in homes, the pickups from microphones hidden under clothing, etc. Oddest reaction: Groucho Marx, "stiff and restrained." Homes most requested by audience for visits: Liberace and Edward R. Murrow. Visit to former is probable, says Murrow, ruling out latter as "too dull."

Fascinating article about General Tire & Rubber empire, "The O'Neils' Money Machine" by Robert Coughlin, in Dec. 5 *Life*, reveals Tom O'Neil's General Teleradio staff studies indicated "a hypothetical profit of \$9,000,000" in the \$25,000,000 purchase of RKO Radio Pictures from Howard Hughes. Estimates included \$5,000,000 potential value of films completed but not yet in theatres, \$15,000,000-plus "wholesale value" of feature film backlog for TV, \$5,000,000 in studio property and distribution facilities.

National Assn. of TV-Radio Farm Directors, at annual convention, elects: pres., John McDonald, WSM-TV & WSM, Nashville; v.p., Jack Timmons, KWKH, Shreveport; secy.-treas., Dix Harper, WLS, Chicago; historian, Herbert Plambeck, WHO-TV & WHO, Des Moines.

Pat Weaver steps out—and was due to be among the folks interviewed on Igor Cassini's *Million Dollar Showcase* on DuMont's WABD night of Dec. 2 as it remotes from society's famed Knickerbocker Ball in New York's Ambassador Hotel.

director, succeeding Fred E. Walker, now gen. mgr. of radio WTTM, Trenton . . . Cy Kaplan, ex-gen. sales mgr. of WGTH-TV, Hartford, recent midwest sales mgr. World Broadcasting System, appointed eastern director of national sales, National Telefilm Assoc. . . . Frank Brill named eastern sales mgr., MCA-TV Ltd., succeeding Tom McManus, now international sales mgr. . . . Don Sharpe resigns as pres. of 4-Star Productions, attorney Wm. Cruikshank becoming acting pres.

**ADVERTISING AGENCIES:** Milton Biow, who stepped down as head of the agency bearing his name last Jan. 1, resumes active direction of Biow-Beirn-Toigo, with pres. F. Kenneth Beirn leaving the agency as of Jan. 6 . . . John J. Seery, ex-McCann-Erickson and Cecil & Presbry, promoted to head new TV dept. of Cellomatic Corp., 756 Seventh Ave., N. Y., set up to expand Cellomatic animation technique for TV shows . . . Charles E. Claggett, who organized Gardner Adv. radio dept. in 1935 and rose to gen. mgr. of big St. Louis agency last year, has been elected pres., succeeding Elmer G. Marshutz, now chairman . . . Wm. E. Macke, ex-Zenith adv. mgr., appointed v.p.-gen. mgr. of Detroit office, Kenyon & Eckhardt . . . David Hayes promoted to acting TV-radio director, W. E. Long Co., Chicago agency specializing in bakery accounts, replacing Edwin C. Fritz Jr., resigned . . . Fred Flanagan, copy supervisor on several major accounts, elected Kenyon & Eckhardt v.p. . . . Jeanne Harrison, ex-Ziv, joins Emil Mogul as exec. TV producer-director . . . Miss Nina Flinn, ex-Doyle Dane Bernbach, joins Robert W. Orr & Assoc. as timebuyer . . . Peter S. Pell, ex-CBS-TV, joins exec. staff of Roy S. Durstine Inc., N. Y. . . . Arthur Wilkins, ex-Young & Rubicam, joins Dancer-Fitzgerald-Sample Inc. as head of new copy & motivational research.

Frederick B. Ryan Sr., 72, who with the late Wilbur Ruthrauff founded Ruthrauff & Ryan in 1912, died of coronary thrombosis Nov. 29 in Ft. Lauderdale, Fla. He had resigned as chairman of board early this year. Surviving are his wife and 2 sons—Frederick B. Ryan Jr., present chairman of the agency; Quincy, a v.p.

Six Dallas business men have joined with Sidney A. Grayson & Nat Levine, co-owners of radio KSYD, Wichita Falls, in setting up KSYD Television Co. Inc. for purpose of buying KWFT-TV, Wichita Falls (Ch. 6), along with radio KWFT (Vol. 11:46). Rowley theatre chain family and Kenyon Brown, latter one-third owner of KWFT stations, are getting \$825,000 for stations, with Brown authorized to re-acquire KWFT for \$75,000, according to application filed this week. Buying firm comprises: Mr. Grayson, pres. & gen. mgr., 5%; Nat Levine, secy.-treas., 25%; Irving L. Gold, v.p., 12½%; Murray Gold, 12½%; Ben Aaron, v.p., 6.67%; Roy Aaron, 6.67%; Leon Aaron, 6.67%; Theodore Shanbaum, 25%. In addition to Grayson as gen. mgr., proposed TV staff includes Billy Richie, program director; Lambert Cain, commercial mgr.; Herbert Wiley, chief engineer.

Jack O. Gross, who founded KFMB-TV San Diego, and sold it in 1950 with radio KFMB for \$925,000 and other considerations to John Kennedy (Vol. 6:46 & 7:17), this week acquired KXOC, Chico, Cal. (10-kw, 1060 kc, MBS) for \$150,000 from Harold T. Gibney. Blackburn-Hamilton was broker.

Wilton E. Hall, publisher of *Anderson* (S. C.) *Independent* and owner of WAIM-TV & WAIM there, has been voted 1955 Man of the South, winning award of *Dixie Business*, Atlanta magazine. He's ex-pres. of So. Carolina Press Assn. and for a time served out an appointment as U. S. Senator.

Initial decision in Lamb case is due week of Dec. 5 from FCC examiner Herbert Sharfman.

**A** PPEALING TO PUBLIC to be "articulate" in making its needs known to TV-radio industry, FCC Chairman McConnaughey got off one of his best speeches to date, addressing Sylvania Awards dinner in N. Y. Nov. 29. He reiterated his repugnance of "big-stick" Govt. regulation by stating:

"I respect with near-reverence that part of our legislation that keeps Govt. away from prescribing programs . . . Let me reassuringly add that we bureaucrats at the Commission do not pretend to feel that we know what is good for the people."

Bulk of his talk was a moral-suasion appeal. He said Commission is "thankful" for licensees who have produced well-rounded schedules and is glad that "very, very few" have not made such efforts. Most fertile area for general improvement, he said, lies in the "large middle ground of average licensees who have neither done anything outstanding nor anything particularly wrong." "It poses a serious question to us at the Commission," he added, "to determine whether we are the proper group to make the constructive suggestions or to set up the criteria for guidance of this group. . . . It is my sincere hope that the industry will be able to solve their own program problems and maintain high standards."

"I like TV," McConnaughey confessed, "not everything, but enough to afford me many enjoyable and informative hours during the week." However, he stated, "with unforgiveable frequency the American living room is being fed material more appropriately reserved for the barroom or midway. . . . Is good taste so elusive a concept as to be improbable of agreement among writers, producers, directors and performers on what to avoid? I think not."

Attacking "bait-&-switch" commercials, the chairman asked: "Will not our broadcasting system suffer substantial long-run losses for creating general suspicion of the things it recommends for purchase?" He also opined: "I do not believe that the long commercial carries greater selling impact than the short, punchy message. Nor do I believe that piling up commercials is a significant accomplishment."

**T**OLL-TV DECISION still isn't in sight, FCC chairman George C. McConnaughey told minor leagues' convention in Columbus, O. Nov. 28. Leagues have been looking hopefully to pay-TV to offset declining gate receipts—while leagues' pres. George M. Trautman told convention that free telecasts of major league games are minors' chief worry, "a distinct menace to our operations." But McConnaughey gave them little hope for immediate succor when he said:

"Because of the voluminous nature of the record, mandatory procedures and issues involved, the Commission itself cannot be expected to reach any speedy decision. Also, there is a great deal of opinion that no pay-as-you-see TV can be authorized by the Commission without legislation by the Congress. If that develops, I am sure that you know the added difficulties that would be presented to any speedy action. . . . I believe it but fair to warn against any false hopes of an immediate solution."

McConnaughey took no pro or con stand on issue, but he made it clear that he's not merely casually interested in it and that he'll do his utmost to see that TV presents maximum amount of baseball for the "stay-at-home audience." Another point he made is that it's technically impossible, currently, to present both pay and free programs on same channel simultaneously. "Any given channel or

Curbs on abuses, he concluded, must come from forces outside Govt. "Too few people are aware," he said, "that they have right to demand that broadcasting stations serve their needs, wants and interests. This force must be awakened to its potential influence and made articulate so that those who create, produce and sponsor programs may know what is expected of them."

\* \* \* \*

Though Commission eschews censorship and program control, it has held up license renewals of 17 Illinois & Wisconsin radio stations, asking them to explain what appears to be overcommercialization and too few programs on education, religion, agriculture, etc. The stations:

Illinois—WBBM, WCFL, WEDC, WGES & WIND, Chicago; WHFC, Cicero; WKRS, Waukegan; WPEO, Peoria; WMOK, Metropolis. Wisconsin—WAPL, Appleton; WATK, Antigo; WBEV, Beaver Dam; WEAU, Eau Claire; WEMP, Milwaukee; WGEZ, Beloit; WHVF, Wausau; WOKW, Sturgeon Bay. Next batch of renewals—Missouri & Iowa—comes up Feb. 1.

✓ Broadcasts of horse-racing information brought denial of license renewal, one of FCC's rarest actions, to radio WWBZ, Vineland, N. J. Station was first set for hearing Feb. 1952 to determine whether its extensive racing information was aiding illegal bookmakers. At various stages of the proceeding, station cut racing information more and more until it was dropped altogether early this year. Commission ruled, however, that improvement came too late and was too clearly tied to FCC moves. FCC once denied renewal to radio WTUX, Wilmington, Del. for carrying race information but later reconsidered, reversed itself. Comr. Lee dissented in WWBZ case, said decision wouldn't stand up in court. "There is no evidence in this record," he said, "of programming before 1952, as requested by the Commission in originally setting it for hearing. On the contrary, much of the evidence on which the decision is based refers to a period after the hearing commenced. It seems to me that the Commission is acting in a punitive manner to try to punish a station for not conforming to its every suggestion." Station will ask ✓ for reconsideration, undoubtedly appeal to courts if denied.

TV station at any particular time," he said, "must be utilized wholly either for toll TV or free TV programs."

Major leagues, as well as minor, have been mighty interested in toll-TV possibilities. Brooklyn Dodgers pres. Walter O'Malley has been outspoken advocate, stating flatly that he'd like to charge subscription-TV viewers 50¢ epr set per game. Currently, however, he's suggesting that free TV be put on a game-of-the-week basis (see p. 18).

Other toll-TV developments: (1) N. Y. City Council rules committee plans early Jan. meeting on anti-pay resolution introduced last March 1 by Council pres. Abe Stark. (2) Station-theatre owner Joe Floyd (KELO-TV, Sioux Falls, S. D.) is working on "Exhibivision"—simultaneous presentation of movies in theatres and closed-circuit community system; he plans discussions with film producers, distributors and community antenna equipment manufacturers. Apparently, his goal is same kind of operation tested several years ago by Paramount Pictures' Telemeter in Palm Springs, Cal. (3) Zenith publicist Ted Leitzell told Poor Richard Club in Philadelphia that Zenith is merely seeking fair test of system; that "if it proves to be a service of value to the public, we will prosper. If the public says 'no thank you,' we will lose our investment. That is the traditional American way of doing business."

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FCC chairman George C. McConnaughey speaks at Philadelphia's Poor Richard Club Dec. 6.

**Station Accounts:** National Assn. of Retail Clothiers & Furnishers, 200 Fifth Ave., N.Y., reporting in Nov. bulletins on several success stories of clothing stores on local TV indicates many more could be won over by aggressive stations. Phil Gibson, pres. of Ray Beers Clothing Co., Topeka, a pioneer in radio advertising, reports great success with 15-min. TV program *Ray Beers Show*, opening with picture of 3-way mirror as commercial and featuring music & sports. Tate Brown Co., Charlotte, sponsoring 15-min. program irregularly, comments: "TV advertising is most gratifying and its direct response is phenomenal. Sometimes for months later it pulls in sales." Edward Stern, pres. of Straus Co., Fargo, is equally enthusiastic about his twice-weekly 5-min. sports program on local WDAY-TV . . . Milner Products, Jackson, Miss., plans biggest campaign in its history next year for Perma Starch div., thru Gordon Best Co., Chicago . . . John B. Stetson Co., with biggest sales year in its history assured for 1955, plans big all-media campaign next year to push "ventilated" straw hats, thru Gray & Rogers, N.Y. . . . Carnation Milk (Albers div.) buys *Waterfront* from MCA-TV for 16 western markets starting early next year, thru Erwin Wasey Co. . . . First National Bank of Milwaukee buys 17-week Big 10 basketball schedule, offered by CBS-TV as co-op, on WXIX starting Dec. 12, thru Cramer-Krasselt Adv., Milwaukee . . . National Assn. of Better Business Bureaus plans to produce series of TV films for its 100 local bureaus in effort to fight bait-switch ads . . . Among other advertisers currently reported using or preparing to use TV station time: Doyle Packing Co., Long Branch, N. J. (Strongheart dog food), thru Roy S. Durstine, N. Y.; Englander Co., Chicago (mattresses), thru Leo Burnett Co., Chicago; Thomas Leeming Co., N. Y. (Ben-Gay pain reliever), thru Wm. Esty & Co., N. Y.; Kentile Inc., Brooklyn (Kentile floors & walls), thru Ruthrauff & Ryan, N. Y.; Chanel Inc., N. Y. (perfume & cologne), thru Norman, Craig & Kummel, N. Y.; Hebrew National Kosher Sausage Co., Brooklyn (meat products), thru Rockmore Co., N. Y.; Alkaid Corp., N. Y. (Alkaid antacid tablets), thru Emil Mogul Co., N. Y.; Chock Full O'Nuts, N. Y. (coffee), thru Grey Adv., N. Y.; D. P. Harris Hardware & Mfg. Co., N. Y. (Rollfast roller skates & bicycles), direct; Kasco Mills Inc, Kasco, N. Y. (Kasco dog food & farm feed), thru Clark & Bobertz, Detroit;

Rate increases: WXYZ-TV, Detroit, raises base hour from \$1700 to \$1800, min. \$325 to \$450. WBRC-TV, Birmingham, raises hour from \$750 to \$800, min. \$185 to \$210. KZTV, Reno, Feb. 1 raises base hour from \$225 to \$300, min. \$37.50 to \$60. KRGV-TV, Weslaco, Tex. has added new Class AA hour (6:20-10:01 p.m. daily) at \$250, min. at \$45, Class A hour going from \$200 to \$187.50. Combination base hour for KRDO-TV, Colorado Springs & KCJS-TV, Pueblo, raised from \$175 to \$225, min. \$45 to \$52. CHEX-TV, Peterborough, Ont., hour from \$200 to \$230, min. \$40 to \$46. Spot increases: WLWT, Cincinnati, Jan. 1 raises Class AA min. from \$190 to \$250, 8 Sec. \$85 to \$125; WLOS-TV, Asheville, raises min. from \$50 to \$60.

New reps: DuMont's WABD, New York, to Raymer Jan. 1 (from Avery-Knodel), Raymer also being new rep for WTTG, Washington; KOA-TV, Denver, to NBC Spot Sales Feb. 1 (from Petry); WITV, Ft. Lauderdale-Miami, to Forjoe (from H-R Television); WNOW-TV, York, Pa., to Forjoe (from Robert S. Keller); KNTV, San Jose, Cal., to Bolling; WTOV-TV, Norfolk, to McGillvra; KOAT-TV, Albuquerque, to Hollingbery; KDUB-TV, Lubbock, Tex., to Branham (from Avery-Knodel).

NBC-TV affiliates hold annual convention in Chicago's Drake Hotel, Dec. 7-8.

**Network Accounts:** Trend to multiple sponsorships is detailed in just-completed Nielsen study showing 11% increase in last 6 months in programs with at least 2 sponsors. Multiple sponsors are most prevalent in drama shows (20), variety (18), audience partic. (9), situation comedies (8), children's (6), news (5), sports (3), educational (2), panel (2), how-to-do-it (1) . . . Tournament of Roses Parade from Pasadena Jan. 2 will be on 2 networks 11:45 a.m.-1 p.m., Quaker Oats buying ABC-TV coverage this week thru Lynn Baker Adv., N. Y.; Minute Maid (frozen juices) will sponsor in color on NBC-TV, where parade has been an "exclusive" for last 3 years . . . Procter & Gamble to sponsor Mon. 3:45-4 p.m. portion of *Bob Crosby Show* on CBS-TV starting Dec. 5, thru Compton Adv.; it's 9th CBS-TV show in which P&G is at least part sponsor, others being *Guiding Light*, *Brighter Day*, *Lineup*, *Search for Tomorrow*, *I Love Lucy*, *Love Story*, *On Your Account*, *It's Always Jan* . . . Colgate-Palmolive, cancelling *Colgate Variety Hour* on NBC-TV Dec. 25, Sun. 8-9 p.m., apparently still likes that time period, buying series of partic. on J. Arthur Rank's *Famous Film Festival* on ABC-TV starting in Jan., Sun. 7:30-9 p.m., thru Ted Bates . . . American Chicle (Dentyne gum) buys 2 partic. on *Famous Film Festival* on ABC-TV Sun. 7:30-9 p.m., thru Dancer-Fitzgerald-Sample; Florists Telegraph Delivery Assn., Detroit, one partic., thru Grant Adv., N. Y.; Lewis-Howe Co., St. Louis (Tums), 2 partic., thru Dancer-Fitzgerald-Sample, N. Y.; National Presto Industries, Eau Claire, Wis. (pressure cookers), 3, thru Gourfain-Cobb & Assoc., Chicago; Procter & Gamble (Shasta shampoo), 1, thru Biow-Beirn-Toigo; Tony (Bobbi pin curl permanent), 2, thru Tatham-Laird, Chicago; Zenith (hearing aid div.), 2, thru BBDO, Chicago . . . Pharmaceuticals Inc. to sponsor *Sunday News Special* on CBS-TV starting Jan. 8, Sun. 11-11:15 p.m., succeeding Norwich Pharmacal, thru Edward Kletter Assoc. . . . Scott Paper to sponsor Mon. portion of *Valiant Lady* on CBS-TV starting Dec. 5, Mon.-thru-Fri. 12-12:15 p.m., thru J. Walter Thompson . . . Gurney Products Ltd., Montreal (ranges & heaters) to sponsor MCA-TV's 30-min. weekly *Life With Elizabeth* in all CBC-TV markets except Montreal . . . Norwich Pharmacal to sponsor every 4th week of *Ozzie and Harriet* on ABC-TV starting Jan. 6, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Time slotting: NBC-TV planning to push *Dragnet* up 30-min., to start Thu. 8:30, opposite hour-long *Climax* 8:30-9:30 on CBS-TV, with *People's Choice* shifted to old *Dragnet* time of 9-9:30.

NBC-TV's "Program Extension Plan" to help smaller markets get top network programs at minimum cost to advertiser (Vol. 11:41) now has 47 member stations, with 21 sponsors feeding 19 programs weekly. Seven sponsors are on all stations: Armour & Pet Milk (*George Gobel Show*); L&M Cigarettes (*Dragnet*); RCA, Whirlpool-Seeger & Sunbeam (*Milton Berle Show* & *Martha Raye Show*); Chevrolet (*Chevvy Show*). Additions to member stations in last 2 weeks: KTVO, Kirksville, Mo.; WSIL-TV, Harrisburg, Ill.; WCTV, Thomasville, Ga.-Tallahassee, Fla.; KRBB, Eldorado, Ark.; KMID-TV, Midland-Odessa, Tex.; KHAD-TV, Laredo, Tex. (CP). These stations have dropped out: KBES-TV, Medford, Ore.; KIEM-TV, Eureka, Cal.; KVDO-TV, Corpus Christi, Tex.

Named co-chairmen of national TV-radio committee of 1956 March of Dimes campaign; John H. Mitchell & Don Durgin, ABC; Hubbell Robinson Jr. & Howard G. Barnes, CBS; Robert A. Monroe, MBS; Tom McAvity & Charles T. Ayres, NBC.

Network switches: KMTV, Omaha, to NBC Jan. 1; WOW-TV, Omaha, to CBS same day.

**Telecasting Notes:** Trouble with TV commercials, says current Grey Adv. Agency's ever-sprightly newsletter *Grey Matter*, is "parental influence": radio, theatre, movies, podium. "It would have been better, lots better, if the TV commercial had been the issue of a house-to-house salesman and a retail store clerk," it opines, while urging a course in selling for announcers in order to get the more personal approach. "The TV commercial is the blood brother of the in-the-home salesman," it says—but this apparently hasn't gotten over to the sponsors despite the shining examples of Arthur Godfrey, Dave Garroway, Steve Allen, et al. . . . Some seasoned announcers, handed a piece of commercial copy to recite, are complaining bitterly against "commercials which lecture, rave, orate, talk the viewer to death, are pompous, irritating, wildly exaggerated, and result in burying the product they have come to praise," according to *Grey Matter* . . . Success of feature films as network programming on ABC-TV's Sun. evening *Famous Film Festival* (J. Arthur Rank photoplays) has prompted ABC-TV to buy 100 more of that big British producer's features at price reportedly between \$1,500,000 & \$2,000,000 for 3-5 p.m. daily slot immediately preceding *Mickey Mouse Club*, beginning in Jan. Package includes such top British oldies as Sir Laurence Olivier's *Hamlet* & *Henry V*, *Genevieve*, *The Cruel Sea*, *The Lady Vanishes*, *Tonight at 8:30*—though most are not as well known. Rank is now said to have only 30 films in vaults not now being shown on U. S. TV . . . Snags have developed in nearly-consummated purchase of 600 RKO oldies by Matty Fox for \$12,000,000 (Vol. 11:48), and while the veteran TV film distributor still is said to be favorite to get the package, deal is less certain than it appeared to be last week. Meanwhile, General Teleradio this week announced that "showing of certain selected films in the RKO inventory will begin on TV in Jan. 1956," but added that no plans have been "finalized." Release, obviously aimed at soothing disturbed movie exhibitors, pledged that "disposition of the library to TV would be accomplished in a controlled manner that would simply replace other films already in TV distribution" . . . How TV plugs help movies is illustrated by Nov. 30 *Variety* story

on recent Disney pictures—all plugged mightily on *Disneyland* (ABC-TV). "Davy Crockett," shown 3 times on TV before release to theatres (and which presumably recouped its entire cost on TV alone) grossed \$2,000,000—extremely high for a "western." Disney's "20,000 Leagues Under the Sea" already has passed \$7,000,000-mark and is still running in theatres. (Only 153 pictures have grossed more than \$4,000,000). "Lady & the Tramp" reaped \$4,000,000 on its first 2500 dates . . . Another moviemaker follows MGM's lead in toning down blurs on its network series (Vol. 11:42): Irving Asher, new gen. mgr. of 20th Century-Fox's TV unit, said this week he's "trying to devise a new formula" for the 9-min. "behind the scenes at the studio" segment of GE-sponsored *20th Century-Fox Hour* (CBS-TV). He said studio will step up TV activities next year, adding 5-7 TV film series to the 2 currently being produced . . . Some 42 half-hour film series which had first runs on networks are now in syndication, according to tabulation in Dec. 3 *Billboard*; list of 2577 films shows MCA-TV has largest collection, with 10 series totaling 642 films . . . Ford Foundation negotiating with CBS-TV Film Sales for syndication of half-hour filmed segments originally shown on *Omnibus*, under tentative title of *Under the Sun* . . . New comedy talent, writing and ideas unearthed by NBC's "comedy development plan" will be given TV exposure on new *KRCA Kapers*, Mon.-thru-Thu. 6:15-6:45 p.m. on network's Los Angeles outlet . . . African safari, in search of zoo animals, will be televised in color on 9 Sun. afternoon telecasts of *Zoo Parade* on NBC-TV beginning Dec. 18; film was shot this summer specially for the show . . . "No TV," says Danny Kaye, denying last week's reports that he's available and negotiating for spectaculars (Vol. 11:48).

NBC-TV Opera Co. has been formed as a road company to present concerts in leading cities in U. S. and eastern Canada starting next fall. Announcement was to be made by chairman David Sarnoff Sun. Dec. 4 on *NBC-TV Opera Theatre*, which will continue its regular schedule. Samuel Chotzinoff, NBC music director, will transpose opera from TV for theatre presentation. Judson, O'Neill & Judd Co. will manage tour under 4-year contract.

**SYLVANIA AWARDS** for 1955 were highlighted by these citations: to broadcasting industry as a whole, in recognition of its coverage of the New England-Pennsylvania flood disasters; to White House news secy. James C. Hagerty for opening presidential news conferences to TV; to NBC-TV's *Peter Pan*, as "Show of the Year," performance adjudged "most entertaining to the whole family"; to NBC-TV's Pat Weaver, for "greatest contributions to creative TV techniques"; to Gillette for excellence of sports coverage. Other awards:

- Best New TV Series—\$64,000 *Question* (CBS-TV).
- Best Performance by an Actor—Sidney Poitier, in "A Man Is Ten Feet Tall" on *Philco TV Playhouse* (NBC-TV).
- Best Performance by an Actress—Julie Harris, in "Wind from the South" on *U. S. Steel Hour* (CBS-TV).
- Best Performance in Classical Role—Jose Ferrer, for "Cyrano de Bergerac" on *Producers' Showcase* (NBC-TV).
- Best Performance by an Actor in Supporting Role—Ed Begley, for "Patterns" on *Kraft TV Theatre* (NBC-TV).
- Best Performance by an Actress in Supporting Role—Mildred Dunnington, for "A Child Is Born" on *Kraft TV Theatre* (ABC-TV).
- Best Comedy Show—Phil Silvers' *You'll Never Get Rich* (CBS-TV).
- Most Original Teleplay—"A Man Is Ten Feet Tall" on *Philco TV Playhouse* (NBC-TV).
- Best Dramatic Show—"Patterns" on *Kraft TV Theatre* (NBC-TV).
- Variety Entertainment—*Ed Sullivan Show* (CBS-TV).
- Best Musical Series—*Voice of Firestone* (ABC-TV).
- Best Dramatic Series—*Kraft TV Theatre* (NBC-TV).
- Best Documentary—"The Vice Presidency—the Great American Lottery" on *See It Now* (CBS-TV).
- Network Public Service—*The Search* (CBS-TV).
- Local Public Service—*Our Religious Roots* (KPX, San Francisco) and *Dateline Washington* (WDSU-TV, New Orleans).
- Local News and Special Events—WBZ-TV, Boston.
- Network Educational Series—*Omnibus* (CBS-TV).

- Best Local Educational Series—*Your Future Unlimited* (WMCT, Memphis).
- Best Network Children's Show—*Mickey Mouse Club* (ABC-TV).
- Best Local Children's Show—*Children's Corner* (educational WQED, Pittsburgh).
- Best Network Women's Show—Arlene Francis' *Home* (NBC-TV).
- Best Commercials—Sanka Coffee, Schweppes Quinine Water and Dow Chemical (Saran Wrap).

Judges were: Deems Taylor, composer & music authority, chairman; Dean Kenneth Bartlett, director of TV-radio center, Syracuse U; Seymour Berkson, publisher of *New York Journal-American*; Gilmore Brown, pres., Pasadena Playhouse; Judge Samuel S. Leibowitz; Leonard Bernstein, conductor & composer; Hon. James A. Farley; Dr. Frank Bradley, past pres., American Hospital Assn.; Jackie Robinson, Brooklyn Dodgers; Dorothy Draper, decorator & designer; Mrs. Roy F. Layton, pres., Girl Scouts of America; Mrs. John E. Hayes, past pres., National Congress of Parents & Teachers.

New low-priced closed-circuit TV package for industrial and commercial use was announced this week by Television Utilities Corp., New Hyde Park, N. Y. Price was not disclosed. Company says it has supplied closed-circuit installations to United Nations, Consolidated Edison, Roosevelt & Yonkers Raceways, U of Michigan, U of Illinois, Michigan State U, Iowa State College, Emerson College (Boston), U of Houston, Navy, Signal Corps, Army Proving Grounds, Army Black Hills Ordnance Depot.

**UNIQUE SHARE-TIME UHF application** was filed this week when Rochester's WVET-TV & WHEC-TV, already profitably sharing vhf Ch. 10 and CBS & ABC affiliations, asked FCC for Ch. 27. They're the only share-time TV stations still operating of the several once on air. For precedent, stations can point to radios WBAP, Ft. Worth & WFAA, Dallas, which have long shared 820 & 570 kc—only setup of the kind. Rochester stations propose to alternate both time and channels.

Commission final decision on Richmond's Ch. 12 (p. 2) was first since Odessa, Tex. decision of July 15, is regarded as precursor of host of important grants; there are 15 ready for action (for list, see Vol. 11:46). In picking Larus (WRVA)-Thalhimer Theatres over WRNL (*Richmond Times-Dispatch* and *News-Leader*), Commission's decision listed superior proposed programs, past record, experience of principals, local residence, ownership-management integration and diversification of local communications interests. One additional CP was issued, an uncontested Ch. 12 grant to WJMS, Ironwood, Mich., headed by Wm. L. Johnson.

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FCC is questioning CBS's proposed purchase of uhf WGTH-TV, Hartford (Ch. 18), as it did NBC's efforts to buy WKNB-TV, New Britain (Ch. 30), by sending principals a McFarland Letter. Commission says that sales contract appears to violate 3.658(a) of rules (concerning affiliations); that purchase raises questions of concentration of control because CBS would have stations serving 30,000,000 people; that competition may be "substantially restrained" because CBS would own the only Hartford station.

**SATELLITE KMVI-TV, Wailuku, Hawaii** (Ch. 12) starts programming Dec. 4 after week of test patterns—second "repeater" TV station on Maui island and 459th outlet in U. S. and possessions. It has 5-kw GE transmitter and 6-bay RCA superturnstile antenna atop Haleakala Crater, where it picks up and re-transmits programs of Honolulu's KONA in much same way that satellite KMAU picks up programs of parent KGMB-TV, Honolulu (Vol. 11:16). Neither station has studio on Maui, but KMVI-TV will originate slide commercials with audio, has set base rate of \$27 plus art & photography costs. Owner is semi-weekly *Maui News* (KMVI). Radio staffers functioning for TV are Richard E. Mawson, mgr.; Frank Kovacic, commercial mgr.; George Tam, chief engineer.

CKRS-TV, Jonquiere, Que. (Ch. 12), covering headwaters of Saguenay River area, started Dec. 1 as part of CBC's French-language net after running test patterns previous weekend. It's 32nd outlet in Canada, 24th privately-owned. It has 2-kw RCA transmitter, 250-ft. wavestack antenna. Henry LePage, gen. mgr. of Quebec City's CHRC, is pres., with Tom Burham, ex-CKRS mgr.; Gerard Lemieux, technical director; Jean M. Dugas, program director; Paul Audette, production mgr. Base hour is \$160. Reprs are Adam Young and Jos. A. Hardy & Co.

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

KHAD-TV, Laredo, Tex. (Ch. 8) has changed test pattern target to Dec. 15, reports gen. mgr. Shaun Murphy

NBC went to Court of Appeals, meanwhile, over FCC's action in setting its purchase of WBUF-TV, Buffalo (Ch. 17) for hearing on protest of WGR-TV (Ch. 2).

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Allocations changes sought: (1) WEEK-TV, Peoria, asked that Ch. 25 be substituted for its Ch. 43, Ch. 77 replacing Ch. 40 in Galesburg, Ill. Reason for shift, it said, was that lower channels are better and that it would be closer on dial to WTVH-TV's Ch. 19, easing conversion and reception problems. (2) Aaron B. Robinson requested addition of Ch. 11 to St. Joseph, Tenn., Ch. 49 to be substituted for Ch. 11 in Lexington, Tenn.; he said he'd apply if shift were made.

Application for 840-watt Ch. 29 on-channel booster to repeat signals of KIMA-TV, Yakima, Wash. (Ch. 29) was sought this week by Kittitas Valley TV Assn. which proposes to support station in Ellensburg by public subscription. It asked for waiver of rules on directional, monitors and operators. Plant cost is estimated at \$14,830, yearly operating \$6000. Since Commission hasn't finalized proposed booster rules, it's presumed application will be returned.

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An "executive director" of FCC, a top administrator of staff such as several other govt. agencies have, will be appointed if Chairman McConnaughey has his way. At Commission meeting last week, however, he was unable to persuade majority to go along with him. McConnaughey has in mind classifying job Grade 18, paying \$14,800.

Three new FCC attorneys, recently hired: Richard M. Zwolinski, ex-Covington & Burling, Washington firm, to Renewal & Transfer Div.; James E. Faust, ex-private practice in Washington, to Broadcast Facilities Div.; Miss Natalie R. Yaeger, June 1955 graduate of Catholic U, to Broadcast Facilities Div.

for co-owners Hank Avery & David H. Cole. Studio building at Convent & Houston Sts. is ready, 500-watt Gates transmitter is on hand and 8-bay Prodelin antenna, due Dec. 4, is scheduled for installation on Hamilton Hotel roof following day. It has signed with CBS under Extended Market Plan, will be area's second outlet—XEFE-TV (Ch. 11), across border in Nuevo Laredo, having begun as Spanish-language outlet last Sept. (Vol. 11:40). Rep will be Pearson.

CHLT-TV, Sherbrooke, Que. (Ch. 7) plans start late next spring, reports mgr. A. Gauthier. RCA transmitter & antenna have been ordered and station is seeking to lease site in Mont-Orford Provincial Park. Outlet will be about 60 mi. NE of Newport, Vt. Base rate not set. Rep will be Jos. A. Hardy & Co. Ltd.

KAVE-TV, Carlsbad, N. M. (Ch. 6), planning mid-1956 start, has ordered DuMont transmitter, reports gen. mgr. John Battison, whose wife heads group which recently acquired CP and radio KAVE for \$150,000 (Vol. 11:39, 45). Existing 291-ft. tower will be used. Base rate hasn't been set. Rep not chosen.

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CBC Board of Governors Dec. 1 recommended grant of experimental Ch. 10 in Belleville, Ont. to Stewart-Warner Corp. of Canada Ltd., but deferred action on Ch. 2 application for Kamloops, B. C. by Twin Cities Television Ltd. Stewart-Warner wants to use experimental station to test receivers. CBC approved these power increases: CKCW-TV, Moncton, N. B. (Ch. 2), to 25-kw visual, 15-kw aural; upcoming CFCY-TV, Charlottetown, P. E. I. (Ch. 13), due next spring, to start with 38.6-kw visual, 19.3-kw aural, using directional antenna 771-ft. above av. terrain.

**F**ARM TV CENSUS figures released by Census Bureau for 43 states to date show 1,564,470 farms TV-equipped out of total of 4,030,600—penetration of about 38.8%. The Oct.-Nov. 1954 county-by-county figures are yet to be tabulated for Alabama, California, Louisiana, Michigan, Missouri. States tabulated this week were New York, with 72,293 TVs on 105,714 farms (68.4% penetration); Pennsylvania, with 71,369 on 128,876 farms (55.4%); Maryland, with 20,099 on 32,500 farms (61.9%); Kentucky, with 45,926 on 193,487 farms (23.7%); South Carolina, with 24,861 on 124,203 farms (20%).

Interesting sidelight on New York State figures is fact that of New York City's 221 farms, only 81 have TV sets. None of the farms are in Manhattan (New York County), and none of Bronx's 13 farms have TV, though 10 of them are run by operators living on them. The county-by-county figures:

**NEW YORK**

| County      | Total Farms | Farms with TV | County             | Total Farms    | Farms with TV |
|-------------|-------------|---------------|--------------------|----------------|---------------|
| Aibany      | 1,175       | 780           | Oneida             | 3,281          | 2,656         |
| Alleghany   | 2,180       | 1,235         | Onondaga           | 2,539          | 2,027         |
| Bronx       | 13          | —             | Ontario            | 2,371          | 1,878         |
| Broome      | 2,022       | 1,622         | Orange             | 2,129          | 1,586         |
| Cattaraugus | 3,040       | 2,160         | Orleans            | 1,536          | 1,195         |
| Cayuga      | 2,491       | 1,800         | Oswego             | 2,858          | 2,239         |
| Chautauqua  | 4,621       | 3,283         | Otsego             | 2,823          | 1,711         |
| Chemung     | 1,090       | 711           | Putnam             | 220            | 183           |
| Chenango    | 2,280       | 1,494         | Queens             | 83             | 31            |
| Clinton     | 1,967       | 1,055         | Rensselaer         | 1,616          | 1,202         |
| Columbia    | 1,440       | 1,003         | Richmond           | 72             | 40            |
| Cortland    | 1,134       | 888           | Rockland           | 134            | 115           |
| Delaware    | 2,865       | 1,530         | St. Lawrence       | 4,380          | 1,389         |
| Dutchess    | 1,310       | 891           | Saratoga           | 1,768          | 1,395         |
| Erie        | 3,963       | 3,131         | Schenectady        | 448            | 271           |
| Essex       | 839         | 246           | Schoharie          | 1,458          | 1,103         |
| Franklin    | 1,771       | 711           | Schuyler           | 958            | 560           |
| Fulton      | 742         | 526           | Seneca             | 1,089          | 851           |
| Genesee     | 1,944       | 1,500         | Steuben            | 3,219          | 1,938         |
| Greene      | 1,098       | 677           | Suffolk            | 1,464          | 1,208         |
| Hamilton    | 32          | —             | Sullivan           | 1,450          | 844           |
| Herkimer    | 1,719       | 1,291         | Tioga              | 1,580          | 1,118         |
| Jefferson   | 2,978       | 1,713         | Tompkins           | 1,409          | 972           |
| Kings       | 43          | 10            | Ulster             | 1,915          | 1,245         |
| Lewis       | 1,541       | 927           | Warren             | 580            | 295           |
| Livingston  | 1,612       | 1,170         | Washington         | 2,043          | 1,373         |
| Madison     | 2,057       | 1,474         | Wayne              | 2,913          | 2,263         |
| Monroe      | 2,721       | 2,211         | Westchester        | 555            | 452           |
| Montgomery  | 1,296       | 965           | Wyoming            | 2,063          | 1,563         |
| Nassau      | 329         | 285           | Yates              | 1,224          | 861           |
| New York    | —           | —             |                    |                |               |
| Niagara     | 3,223       | 2,440         | <b>State Total</b> | <b>105,714</b> | <b>72,293</b> |

**SOUTH CAROLINA**

|              |       |       |                    |                |               |
|--------------|-------|-------|--------------------|----------------|---------------|
| Abbeville    | 1,774 | 349   | Hampton            | 1,501          | 216           |
| Aiken        | 2,657 | 752   | Horry              | 6,918          | 782           |
| Allendale    | 687   | 144   | Jasper             | 971            | 110           |
| Anderson     | 5,043 | 1,316 | Kershaw            | 2,233          | 477           |
| Bamberg      | 1,239 | 285   | Lancaster          | 2,119          | 860           |
| Barnwell     | 1,353 | 377   | Laurens            | 2,752          | 757           |
| Beaufort     | 1,201 | 140   | Lee                | 2,339          | 266           |
| Berkeley     | 2,965 | 475   | Lexington          | 2,526          | 540           |
| Calhoun      | 1,403 | 273   | McCormick          | 821            | 100           |
| Charleston   | 1,841 | 422   | Marion             | 2,820          | 285           |
| Cherokee     | 2,357 | 964   | Marlboro           | 2,207          | 337           |
| Chester      | 2,036 | 628   | Newberry           | 2,223          | 551           |
| Chesterfield | 3,240 | 702   | Oconee             | 2,799          | 530           |
| Clarendon    | 3,813 | 298   | Orangeburg         | 5,237          | 923           |
| Colleton     | 2,751 | 310   | Pickens            | 2,601          | 593           |
| Darlington   | 3,887 | 582   | Richland           | 2,043          | 494           |
| Dillon       | 3,001 | 271   | Saluda             | 1,964          | 322           |
| Dorchester   | 1,908 | 343   | Spartanburg        | 5,547          | 2,111         |
| Edgefield    | 1,688 | 334   | Sumter             | 3,441          | 392           |
| Fairfield    | 1,441 | 302   | Union              | 1,328          | 506           |
| Florence     | 6,891 | 828   | Williamsburg       | 5,875          | 520           |
| Georgetown   | 1,593 | 207   | York               | 3,109          | 1,133         |
| Greenville   | 4,520 | 1,512 |                    |                |               |
| Greenwood    | 1,540 | 237   | <b>State Total</b> | <b>124,203</b> | <b>24,861</b> |

**MARYLAND**

|                        |       |       |                    |               |               |
|------------------------|-------|-------|--------------------|---------------|---------------|
| Allegany               | 864   | 348   | Howard             | 881           | 654           |
| Anne Arundel           | 1,187 | 828   | Kent               | 711           | 566           |
| Baltimore <sup>1</sup> | 2,331 | 1,807 | Montgomery         | 1,455         | 1,105         |
| Calvert                | 1,248 | 752   | Prince Georges     | 1,786         | 1,329         |
| Caroline               | 1,396 | 924   | Queen Annes        | 977           | 723           |
| Carroll                | 2,571 | 1,729 | St. Marys          | 1,443         | 741           |
| Cecil                  | 1,185 | 930   | Somerset           | 801           | 247           |
| Charles                | 1,440 | 710   | Talbot             | 747           | 556           |
| Dorchester             | 1,027 | 548   | Washington         | 1,934         | 1,180         |
| Frederick              | 2,792 | 1,903 | Wicomico           | 1,560         | 593           |
| Garrett                | 1,438 | 454   | Worcester          | 1,178         | 363           |
| Harford                | 1,548 | 1,109 |                    |               |               |
|                        |       |       | <b>State Total</b> | <b>32,500</b> | <b>20,099</b> |

<sup>1</sup> Includes Baltimore City

**KENTUCKY**

| County       | Total Farms | Farms with TV | County             | Total Farms    | Farms with TV |
|--------------|-------------|---------------|--------------------|----------------|---------------|
| Adair        | 2,743       | 240           | Larue              | 1,357          | 522           |
| Allen        | 2,252       | 535           | Laurel             | 3,008          | 155           |
| Anderson     | 1,071       | 430           | Lawrence           | 1,554          | 653           |
| Ballard      | 1,133       | 218           | Lee                | 866            | 25            |
| Barren       | 3,822       | 921           | Leslie             | 1,062          | 30            |
| Bath         | 1,324       | 235           | Letcher            | 1,574          | 90            |
| Bell         | 1,034       | 55            | Lewis              | 1,657          | 441           |
| Boone        | 1,306       | 881           | Lincoln            | 2,241          | 276           |
| Bourbon      | 1,530       | 682           | Livingston         | 912            | 70            |
| Boyd         | 646         | 346           | Logan              | 2,524          | 853           |
| Boyle        | 1,132       | 352           | Lyon               | 695            | 91            |
| Bracken      | 1,303       | 715           | McCracken          | 1,477          | 225           |
| Breathitt    | 2,076       | 111           | McCreary           | 906            | 50            |
| Breckinridge | 2,193       | 555           | McLean             | 1,026          | 177           |
| Bullitt      | 792         | 445           | Madison            | 2,866          | 269           |
| Butler       | 1,490       | 172           | Magoffin           | 1,718          | 330           |
| Caldwell     | 1,289       | 155           | Marion             | 1,653          | 668           |
| Calloway     | 2,292       | 320           | Marshall           | 1,653          | 200           |
| Campbell     | 874         | 610           | Martin             | 919            | 265           |
| Carlisle     | 884         | 115           | Mason              | 1,448          | 827           |
| Carroll      | 822         | 356           | Meade              | 1,003          | 631           |
| Carter       | 2,136       | 676           | Menifee            | 779            | 125           |
| Casey        | 2,772       | 381           | Mercer             | 1,823          | 746           |
| Christian    | 2,160       | 577           | Metcalfe           | 2,024          | 245           |
| Clark        | 1,356       | 293           | Monroe             | 1,945          | 361           |
| Clay         | 2,365       | 65            | Montgomery         | 1,295          | 258           |
| Clinton      | 1,416       | 101           | Morgan             | 2,074          | 522           |
| Crittenden   | 1,157       | 110           | Muhlenberg         | 1,413          | 243           |
| Cumberland   | 1,451       | 68            | Nelson             | 1,647          | 726           |
| Daviess      | 2,481       | 685           | Nicholas           | 1,345          | 460           |
| Edmonson     | 1,362       | 255           | Ohio               | 2,318          | 370           |
| Elliott      | 1,074       | 245           | Oldham             | 656            | 354           |
| Estill       | 1,341       | 70            | Owen               | 1,668          | 662           |
| Fayette      | 1,418       | 538           | Owsley             | 1,052          | 20            |
| Fleming      | 1,993       | 541           | Pendleton          | 1,568          | 745           |
| Floyd        | 2,532       | 567           | Perry              | 1,625          | 55            |
| Franklin     | 1,188       | 496           | Pike               | 3,913          | 746           |
| Fulton       | 940         | 160           | Powell             | 705            | 42            |
| Gallatin     | 525         | 275           | Pulaski            | 4,126          | 281           |
| Garrard      | 1,778       | 258           | Robertson          | 659            | 220           |
| Grant        | 1,602       | 850           | Rockcastle         | 1,514          | 85            |
| Graves       | 3,763       | 415           | Rowan              | 740            | 137           |
| Grayson      | 2,319       | 397           | Russell            | 1,884          | 161           |
| Green        | 2,008       | 295           | Scott              | 1,573          | 430           |
| Greenup      | 1,457       | 572           | Shelby             | 2,150          | 1,172         |
| Hancock      | 835         | 206           | Simpson            | 1,439          | 330           |
| Hardin       | 2,513       | 1,040         | Spencer            | 966            | 491           |
| Harlan       | 944         | 50            | Taylor             | 1,712          | 466           |
| Harrison     | 1,901       | 941           | Todd               | 1,484          | 385           |
| Hart         | 2,577       | 546           | Trigg              | 1,289          | 167           |
| Henderson    | 1,399       | 458           | Trimble            | 894            | 540           |
| Henry        | 1,556       | 771           | Union              | 895            | 242           |
| Hickman      | 983         | 107           | Warren             | 3,145          | 831           |
| Hopkins      | 1,516       | 170           | Washington         | 1,804          | 736           |
| Jackson      | 1,813       | 90            | Wayne              | 1,682          | 56            |
| Jefferson    | 1,742       | 1,423         | Webster            | 1,326          | 177           |
| Jessamine    | 1,187       | 291           | Whitley            | 1,899          | 85            |
| Johnson      | 1,528       | 406           | Wolfe              | 992            | 87            |
| Kenton       | 1,167       | 920           | Woodford           | 877            | 345           |
| Knott        | 1,842       | 85            |                    |                |               |
| Knox         | 2,363       | 71            | <b>State Total</b> | <b>193,487</b> | <b>45,926</b> |

**PENNSYLVANIA**

|            |       |       |                    |                |               |
|------------|-------|-------|--------------------|----------------|---------------|
| Adams      | 2,376 | 1,218 | Lackawanna         | 1,054          | 642           |
| Allegheny  | 1,897 | 1,402 | Lancaster          | 7,951          | 2,656         |
| Armstrong  | 2,026 | 1,257 | Lawrence           | 1,609          | 1,050         |
| Beaver     | 1,266 | 1,045 | Lebanon            | 1,762          | 805           |
| Bedford    | 2,570 | 1,384 | Lehigh             | 1,671          | 1,253         |
| Berks      | 4,130 | 2,643 | Luzerne            | 1,990          | 997           |
| Blair      | 1,350 | 825   | Lycoming           | 2,095          | 595           |
| Bradford   | 3,237 | 2,056 | McKean             | 796            | 512           |
| Bucks      | 2,730 | 2,019 | Mercer             | 3,271          | 1,705         |
| Butler     | 3,048 | 2,097 | Mifflin            | 1,068          | 397           |
| Cambria    | 1,542 | 1,088 | Monroe             | 687            | 464           |
| Cameron    | 92    | 50    | Montgomery         | 2,505          | 1,799         |
| Carbon     | 570   | 379   | Montour            | 553            | 195           |
| Centre     | 1,350 | 738   | Northampton        | 1,858          | 1,348         |
| Chester    | 3,383 | 2,305 | Northumb'and       | 1,855          | 546           |
| Clarion    | 1,663 | 933   | Perry              | 1,612          | 462           |
| Clearfield | 2,017 | 1,272 | Philadelphia       | 76             | 36            |
| Clinton    | 565   | 250   | Pike               | 335            | 283           |
| Columbia   | 1,785 | 750   | Potter             | 999            | 458           |
| Crawford   | 3,590 | 1,823 | Schuylkill         | 1,802          | 915           |
| Cumberland | 2,325 | 1,135 | Snyder             | 1,344          | 290           |
| Dauphin    | 1,695 | 658   | Somerset           | 2,861          | 1,699         |
| Delaware   | 493   | 401   | Sullivan           | 462            | 264           |
| Elk        | 504   | 265   | Susquehanna        | 2,144          | 1,454         |
| Erie       | 3,318 | 2,484 | Tioga              | 1,926          | 958           |
| Fayette    | *     | *     | Union              | 924            | 185           |
| Forest     | 173   | 90    | Venango            | 1,416          | 656           |
| Franklin   | 2,556 | 836   | Warren             | 1,241          | 585           |
| Fulton     | 1,124 | 401   | Washington         | 3,423          | 2,352         |
| Greene     | 2,091 | 978   | Wayne              | 2,061          | 1,103         |
| Huntingdon | 1,554 | 707   | Westmoreland       | 3,905          | 2,774         |
| Indiana    | 2,691 | 1,634 | Wyoming            | 1,118          | 634           |
| Jefferson  | 1,491 | 920   | York               | 5,549          | 3,206         |
| Juniata    | 1,205 | 382   |                    |                |               |
|            |       |       | <b>State Total</b> | <b>128,876</b> | <b>71,369</b> |

\* Not available at press time.

**STORY BEHIND GE's CONSUMER PRODUCTS SHIFT:** Significance of GE's action this week in transferring its TV-radio dept. from electronics div. into a new consumer products group goes beyond a mere organizational realignment. (Details of changes on p. 13).

It's an extension of the "full line" merchandising concept, as practiced by RCA and Westinghouse, among GE's major competitors. Furthermore, it represents a desire by high company brass to give TV the benefit of the same merchandising and promotional push that has put GE white goods close to the top in sales. Finally, it's reflection of confidence that the company can at long last compete successfully with industry leaders in TV merchandising -- a confidence based on GE's admittedly good name in white goods field and apparently stimulated by huge success of its 14-in. portable (at \$99.95 & \$129.95).

There's also possibility that GE tube facilities will give it a running start toward developing and marketing the much-talked-about lightweight TV set with a 120-degree deflection tube (Vol. 11:44-45).

Method of future distribution of GE's TV receivers is still under company study. Roy W. Johnson, exec. v.p. in charge of new consumer products group, said no decision had been reached yet on whether TV would continue to be distributed exclusively through GE Supply Co. or would follow the white goods pattern of "dual distribution" through Gesco, GE Appliances and independent distributors. GE pres. Ralph J. Cordiner is known to favor keeping TV exclusively with Gesco on grounds that it requires "specialized selling."

GE is also expanding "full line" concept on limited basis at retail level. The 400-odd Goodyear tire stores, which together constitute GE's biggest customer, will henceforth carry full line of GE consumer products, instead of just some.

Note: Admiral also announced reorganization this week, creating separate sales divs. for electronic products and home appliances, in move which spokesman said resulted from increase in appliance business. It introduced freezers & ranges in 1953. Two new vice-presidents were elected as result of shifts (see p. 13).

Brief highlights of other major trade developments this week:

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**Big Farm Market:** Further evidence of the huge and still wide open market for appliances on farms was presented this week by Rural Electrification Administration market study showing farmers expected to spend \$5.34 billion for electrical appliances and equipment in next 5 years, \$11.3 billion in 10 years, \$24 billion in 20. For TV sets, some \$472,000,000 would be spent in 1956-60 -- \$156,000,000 in initial purchases, \$316,000,000 in replacements; in 1961-65, \$579,000,000 would be spent -- \$154,000,000 in initial purchases, \$425,000,000 in replacements. At current average retail price of about \$205, it would be equivalent to some 2,300,000 TV set sales on farms in next 5 years, 2,800,000 in 1961-65. No product breakdowns are given after 1965. Radio sales are expected to total \$105,000,000 in 1956-60, \$102,000,000 in 1961-65. Other appliances: refrigerators, \$535,000,000 & \$523,000,000; washing machines, \$439,000,000 & \$437,000,000; home freezers, \$363,000,000 & \$499,000,000; air conditioners, \$102,000,000 & \$145,000,000; ranges, \$213,000,000 & \$232,000,000. California offers top market for appliances and equipment, with sales expected to reach \$297,000,000 in next 5 years; Tennessee second, \$284,000,000; Iowa, \$278,000,000; Ohio, \$270,000,000; Wisconsin, \$241,000,000.

**Consumer Confidence:** U of Michigan Survey Research Center's Oct. study, released this week, adds fuel to general belief that consumers feel pretty good about their individual economic outlook in next 12 months. It said 71% of the 2000 families questioned in all sections of nation expect "good times" will continue through next Oct. at least. That figure rises to 82% among consumers with incomes over \$5000.

Only about 15% indicated uncertainty about future, 8% anticipated downward trend. To test strength of their confidence, this question was asked: "Do you happen to know about any unfavorable developments which may make the country's business situation worse?" Only about third of families would name any such development. Among things mentioned were President's illness, upcoming elections, high consumer installment debt. Plans to buy homes, appliances, autos were as numerous as in June. However, many who expressed hopes to buy homes said they are counting on continuation of liberal credit terms. Same is true of plans to make major improvements on their homes.

**Consumer Credit:** Even as Federal Reserve Board disclosed that consumer credit rose to all-time high of \$26.963 billion as of Oct. 31, FRB chairman Martin told a Senate subcommittee on housing that his agency's objective is to "moderate the inordinate demand for credit with all the tools at our disposal." Recent restrictions on bank credit (Vol.11:48) are one example of this "policy of restraint," he added. He said the demand for credit "is not out of hand yet" but expressed fears that it must be watched closely. "Under prevailing conditions, demands for funds are running far ahead of the supply of savings," he said. "To meet these demands by creating new supplies of money through the commercial banking system with assistance of the Federal Reserve System would invite dangerous inflationary repercussions throughout the entire country." Meanwhile, one top consumer finance official challenged view that the installment-buying public was living beyond its means. E. F. Wonderlic, administrative v.p. of General Finance Corp., addressing annual bank correspondents' conference sponsored by First National Bank of Chicago, said only 1.18% of consumer loans would be defaulted this year for non-payment -- about same rate as 1954, adds: "Only if there is a breakdown of known and accepted practice on the part of lenders will an unexpected flood of unstable credit transactions peril today's prosperity."

**Production:** TV output dropped to 132,331 in Thanksgiving week ended Nov. 25, compared to 167,137 preceding week and 171,921 week ended Nov. 11. It was year's 47th week and brought output for year to date to about 7,130,000 vs. 6,560,000 units in same 1954 period. Radio production declined to 376,079 (168,422 auto), compared to 438,651 preceding week and 403,488 week before. For 47 weeks, radio production totaled 13,100,000 vs. 9,750,000 in corresponding period in 1954.

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**B**UYING HABITS of the 40,000 residents of "Video-town," Cunningham & Walsh's experimental pilot city of New Brunswick, N. J., are detailed in full text of eighth annual survey released this week and supplementing previously published information (Vol.11:37,42). Among findings:

**Set Sales**—About 60% of sets sold in 1954 were consoles, less than 33% table models, 5% combinations. [Ed. Note: This is somewhat higher than RETMA's national average for consoles, slightly lower for table models.]

**Service Contracts**—Some 12% have service contracts, same as in 1954. [This compares to estimated national average of 8%.]

**Service Calls**—Average repair on TV set is made once in 11 months, and average bill is \$7.83 (\$7.81 for pre-'51 sets), exclusive of service contract cost. [The national average for service call is \$12.50.]

**Color**—"Buying interest is being stifled by both the original cost of the color set and by the further shock to a potential buyer when he inquires about the cost of repairs." Many dealers aren't sold on color, believe image isn't as clear as black-&-white, are apprehensive about servicing problem—consequently they don't push color.

Copies of report are available from Cunningham & Walsh, 260 Madison Ave., N. Y.

Excise tax collections on TV-radio-phonos totaled \$136,849,000 in fiscal year ended June 30, compared to \$135,435,000 in preceding fiscal year, reports Internal Revenue Service.

"Bargain on a String" is title of unusual 3-p. press release issued this week by Federal Trade Commission condemning "bait advertising" as result of staff interviews with hundreds of victims. Chairman John W. Gwynne commented: "We know that the unscrupulous merchant who advertises 'nailed to the floor' bargains simply to lure customers into buying high-priced products they can't afford, is a menace to the honest business community and to the public." FTC statement said "bait" ads were most prevalent in sale of sewing machines, vacuum cleaners, furniture, electrical appliances and TV-radio sets—plus TV-radio servicing. It lists 5 "warning signs" to alert prospective purchasers: (1) A product priced at a "startlingly" lower figure than in comparable stores. (2) Reluctance by salesmen to show advertised product. (3) Disparagement of advertised product and insistence by salesman on showing more expensive items. (4) Explanations that advertised product is only a "floor sample" and that "long delays" will be encountered in getting others like it. (5) A sell-out of the "bargain" in a suspiciously short time—"but let me show you something else even better."

Dates to remember: U. S. Chamber of Commerce's new publication *Special Days, Weeks & Months, 1956* lists 325 events, holidays & industry self-promotion periods which lend themselves to special advertising campaigns, including National TV & Radio Week, date not set; National TV Servicemen's Week, March 5-10; National Portable Radio Month, June; National Advertising Week, Feb. 19-25. Copies can be procured from Chamber, Washington, D. C.; price 50¢.



**Trade Personals:** Clifford J. Hunt resigns as v.p.-gen. mgr., Stromberg-Carlson TV-radio div., to become Zenith v.p. & mgr. of distribution, replacing Norman C. Owen, now sales v.p., CBS-Columbia; Stromberg has moved Sidney R. Curtis, v.p.-govt. contracts, into Hunt's former post, with duties of sales mgr. F. Leo Granger and rest of TV-radio staff remaining unchanged . . . Hal Conklin resigns as Admiral gen. sales mgr. . . . Frederick J. Willard, v.p. of Philco International Corp. for Europe-Asia-Africa, transferred from Philadelphia headquarters to London, and elected to boards of Philco (Overseas) Ltd. and Philco (Great Britain) Ltd.; he will assist in expansion of those companies planned under Col. Allan S. Dayton, their managing director . . . Harry A. Ehle promoted from sales-adv. v.p. to exec. v.p., International Resistance Co., engineering v.p. Jesse Marsten moving up to senior v.p. . . . Walter L. Stickel, ex-Hoffman gen. sales mgr., opens rep offices at 1709 W. 8th St., Los Angeles . . . Verne C. Roberts named Raytheon radio sales mgr.; he's succeeded by E. H. Applegate as distributor sales mgr. of Regency div., I.D.E.A. Inc. . . . John M. Englisby, ex-Electronics Corp. of America, named Raytheon asst. district sales & service mgr. for N.Y. area, reporting to district mgr. Donald B. Whittemore . . . Jack T. Miller promoted to asst. production control mgr., DuMont technical products div., succeeding F. Wm. Scharpwinkel, now service mgr. . . . Mourie Housel Jr. transferred from Richmond to Cleveland as Magnavox regional mgr., succeeded by Henry N. Muller Jr. . . . Arthur W. Volck promoted to Crosley-Bendix adv. mgr., replacing Joseph A. Schulte, now asst. merchandising mgr. of Whirlpool-Seeger . . . Lee Cowan, from Philadelphia headquarters, named gen. mgr. of tubemaker Continental Electronics' new branch at 2724 Leonis Blvd., Los Angeles; J. David Peters, ex-Sheldon Electric, named gen. sales mgr. of branch . . . Bruce Vinkemulder, ex-Sangamo Electric, named distributor sales mgr. of Globe-Union's Centralab div. . . . John Upp, ex-Proctor Electric, named Amphenol's TV accessory sales mgr.

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**DISTRIBUTOR NOTES:** Motorola appoints Copeland Co., 900 E. 5th Ave., Knoxville (E. B. Copeland, pres.), replacing Moore-Handley Hardware Co. Inc., which continues as Motorola outlet in Chattanooga . . . Hoffman Electronics appoints Appliance Merchandisers Inc., Boston; Gautreaux's Electronics Supplies Inc., New Orleans; Stack Electronics Inc., Binghamton, N. Y. . . . Admiral Distributors Inc., San Francisco, names A. J. McGettrick gen. mgr., in addition to duties as mgr. of Los Angeles and San Diego branches; Wm. M. Casey promoted to gen. sales mgr. of San Francisco branch, replacing Edward F. Sweeny, resigned . . . Admiral Distributors-Oklahoma City promotes W. C. Henderson to gen. mgr., replacing C. E. Rogers, resigned . . . CBS-Columbia appoints Irving E. Russell gen. mgr. of Detroit factory branch . . . Hough-Wylie Co., Charlotte (Philco) expands territory to include western N. C., replacing John Mobley Appliances Inc., Asheville . . . Harry Knodel Distributing Co., Cincinnati (Zenith) appoints J. H. Tygrett sales v.p. . . . GE Supply Co. promotes Glenn E. McFarling, Memphis district mgr., to head 8-state region, headquartering in St. Paul . . . L. H. Appliance Wholesalers Inc., 930 Manchester Ave., Pittsburgh, is new TV-radio-appliance distribution outlet formed by Frank H. Stiening, ex-refrigeration mgr. of Hamburg Bros., Pittsburgh (RCA-Whirlpool); lines to be carried will be announced later, said Stiening.

RCA pres. Frank M. Folsom to address NARDA banquet Jan. 16 as feature of annual convention at Chicago's Conrad Hilton Hotel Jan. 15-17.

Kendrick R. Wilson Jr. promoted to Avco financial v.p., Frank S. Larson to treas., succeeding Walter Mogensen, retiring from both positions.

**MAJOR REORGANIZATION** at GE (see p. 11) transfers TV-radio dept. from electronics div. into new consumer products group headed by exec. v.p. Roy W. Johnson. The electronics div., headed by Dr. W. R. G. Baker, was expanded through addition of industrial electronics lab (Dr. George L. Haller, mgr.), industrial computer section (Wm. J. Morlock, mgr.), and electronics business study headed by Dr. Baker—and the entire division was transferred to new electronic, atomic & defense system group headed by v.p. C. W. La Pierre.

Consumer products group, with headquarters in N. Y., comprises 5 divisions; Appliances & TV receivers, housewares & radio receivers, air conditioners, Hotpoint Co., lamp. Headquarters for appliance & TV receiver div., headed by v.p. Charles K. Rieger, will be in Louisville. TV receiver dept. headquarters and production, however, will continue in Syracuse, under gen. mgr. Herbert Riegelman. Headquarters for housewares and radio receivers, headed by v.p.-gen. mgr. Willard H. Sahloff, will be in Bridgeport, Conn. New radio dept. is headed by Wm. P. Von Behren, from GE management consultant staff, with production continuing at Utica, N. Y. All other appliances are unchanged.

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Admiral's creation of separate sales divisions for home appliances and electronic products (see p. 11) resulted in these changes: George A. Bodem, founder-pres. of Admiral Minneapolis distributor George Spencer Inc., becomes v.p. in charge of electronics div., Chicago, supervising TV-radio & electronic products; James R. Oberly, pres. of Admiral International, assumes additional duties of v.p. in charge of parent company's appliance div., supervising refrigerators, ranges, freezers & air conditioners. Joe Marty Jr. remains as gen. mgr. of electronics div., reporting to Bodem. Both Bodem and Oberly will report to sales v.p. W. C. Johnson, who simultaneously announced that number of regional sales mgrs. would be doubled from 15 to 30 as result of reorganization.

Salary slash of 40-50% was imposed on all Westinghouse elected officers and other key management officials this week by pres. Gwilym Price as result of 7-week IUE strike at 30 plants, including TV-radio factory at Metuchen, N. J. In addition, he said at least 40% of non-striking administrative & technical employes will be furloughed weekly on rotation basis. "With absolutely no progress in negotiations, we can only conclude we are settling down for a long strike," he said. Union is seeking 15¢ hourly wage increase over current average \$2.10.

Panel on servicemen's training will be sponsored by RETMA Dec. 8 as part of annual convention of American Vocational Assn. Dec. 5-9 at Haddon Hall Hotel, Atlantic City, N. J. John Winant, Sprague Electric, will discuss "Industry Requirements for Electronic Technicians." Lawrence Lipp, coordinator of Philadelphia vocational schools, will talk on "RETMA's Course in Advanced Servicing Techniques for TV Service Technicians." Paul M. Zbar, chief RETMA instructor at N. Y. Trade School, will outline contents of new course in basic electronic servicing.

Chris J. Witting, newly named Westinghouse v.p. in charge of consumer products (Vol. 11:46), on Nov. 29 was presented Westinghouse Order of Merit, highest honor bestowed by the company, at dinner of its broadcasting company executives addressed by chairman-pres. Gwilym A. Price; until recently Witting was pres. of the broadcasting subsidiary.

Dr. Alan M. Glover, in charge of transistor operations of RCA tube div., promoted to gen. mgr. of newly formed semi-conductor div., reporting to W. W. Watts, exec. v.p. electronic products. He headquarters at Harrison plant pending completion of new \$3,000,000 plant at Somerville, N. J., due to be occupied by his division in mid-1956.

**Topics & Trends of TV Trade:** Fill-in TV models, as opposed to full lines, will be the rule at big Chicago winter furniture markets Jan. 9-20, judging from announcements by set manufacturers thus far. Some will show no new models—primarily because the market dates conflict with or precede their own distributor conventions.

RCA, Philco, Admiral, GE, DuMont, Crosley and perhaps Motorola are among companies planning to show some new models at Chicago to "sweeten" their lines. CBS-Columbia, Hallicrafters, Capehart-Farnsworth, Magnavox, Raytheon and strike-bound Westinghouse have not announced plans yet. Only Olympic Radio has disclosed plans for full line. Here is lineup of exhibitors at Chicago:

Merchandise Mart (all on 11th floor)—Admiral, Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox, Motorola, RCA, Raytheon, Westinghouse, Zenith. American Furniture Mart—Philco, Bendix Radio, Hallicrafters, Sperton. Several others will exhibit at Loop hotels—among them DuMont at Drake and St. Clair, Olympic at Congress, Sentinel at Sheraton.

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Found guilty of coin-TV fraud this week by Chicago Federal Court jury were 7 men identified with Preview TV Corp., United States Sign Corp. and American Institute of TV Manufacturers, all organizations now defunct (Vol. 8:24, 40; 9:39, 41; 11:46). Sentencing was delayed pending Dec. 12 hearing on motions for new trial. Govt. had charged defendants with fraud and conspiracy in \$2,000,000 motel TV swindle involving franchises for "Previewer"-equipped coin-TV sets. Convicted were Wm. F. Robichaud, pres. of American Institute of TV Manufacturers, Washington; Eugene R. Flitcraft, Oak Park, Ill.; and Lyman Jones, D. J. Maxim, Blanchel L. Murrelle, Earl C. Raphael, Milton G. Severinghaus, all of Chicago. Earlier in trial 3 others pleaded guilty—Bruce Hantover, Houston, pres. of Preview TV Corp.; Nathan James Elliott (also known as J. Matt Thompson), pres. of United States Sign Corp.; Edward C. MacReady, Chicago, identified as inventor of "Previewer."

TV set sales by Canadian factories in first 10 months totaled 575,639, production 654,567, reports RETMA of Canada. They compare with 436,701 & 404,186 in first 10 months of 1954. Projected production estimate is for 287,389 more sets in Nov.-Jan. period. Oct. sales totaled 111,295 at average price of \$301, production 114,703. Inventory at end of Oct. was 126,812 vs. 123,404 at start of month. Montreal led in 10-month sales, with 109,918; Toronto, 79,779; British Columbia, 55,407; other Ontario, 50,902; Manitoba, 43,264; Alberta, 38,705; Ottawa & eastern Ontario, 36,326; Quebec City, 34,900; Nova Scotia, 33,357; Hamilton-Niagara, 28,638; New Brunswick & Prince Edward Island, 18,842; Saskatchewan, 16,376; Windsor, 15,079; Newfoundland, 7834; other Quebec, 6312.

RETMA appealed to Federal Trade Commission this week for amendment to 2 trade practice rules on methods of designating TV screen sizes and requirement that picture tubes using repossessed glass be labeled as "used" (Vol. 11:28, 47). RETMA petition said the FTC rule offers "perhaps 20 different methods of measurement" of screens, declared "the resulting confusion would be enormous." It also contended that there is no difference in quality of CR tubes with used and new containers if both have new functional parts. Marking former tubes as "used" would deceive customer into believing they are less desirable, it said.

Assets of Kaye-Halbert Corp., Culver City, Cal., recently adjudicated bankrupt, were sold for \$44,000 this week. Trustees reported \$130,438 in cash at end of Oct., with accounts receivable totaling \$100,000.

**Electronics Reports:** Immediate action to relieve nickel shortage was sought this week by RETMA pres. H. Leslie Hoffman in letter to Secy. of Commerce Weeks. If more nickel is not made available to electronics industry, he said, "a severe cutback will occur in the production of receiving tubes and of the full range of electronics equipment in which they are incorporated. This in turn will cause the loss of skilled manpower throughout the entire electronics industry, reaching serious proportions some months hence."

Accompanying letter was report outlining industry's nickel requirements and summarizing steps taken to conserve nickel. It estimated tube industry's 1956 nickel requirements at 262,000 lbs. a month, and pointed out that if industry had not put conservation program into effect, monthly requirements would be 600,000 lbs. At week's end, Commerce Dept. had not replied, but a spokesman said RETMA's request was being weighed.

Govt.'s diversion of strategic materials to industry to prevent severe shortages has many precedents. During 1955, Office of Defense Mobilization funneled 23,950,000 lbs. of extra nickel to American industry to help relieve crisis. "If these diversions had not occurred," said Hoffman, "the electronics industry would have suffered more seriously this year from the nickel shortage."

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Hupp Corp., Cleveland holding company, announced this week it has acquired business and assets of Pioneer Electric & Research Corp., Chicago, for 16,000 common shares to be issued by Hupp. Pioneer, which will become Hupp division, is now manufacturing remote control electronic equipment used primarily in teletype communications. Company plans to adapt it to TV program switching, power transmission control, pipeline regulation, railroad signal control and other fields. Earlier this year, Hupp entered electronics field through purchase of electronics business of Brown Allen Chemicals Inc. (crystals, phototubes, transistors, TV components). This month it purchased Typhoon Air Conditioning Co. & Typhoon Prop-R-Temp Corp.

Van Norman Industries is new name approved by stockholders for former Van Norman Co., Springfield, Mass. machine tool manufacturer now diversifying into electronics through purchase of Insuline Corp. of America and Transatron Inc. (Vol. 11:47). Stockholders also voted to increase capitalization to 400,000 shares of convertible preferred stock and 2,000,000 shares of common. Among company's directors is Roger L. Putnam, part owner and pres. of WWLP, Springfield (Ch. 22).

Spencer-Kennedy Labs has completed move into new plant on Soldiers Field Road, Boston, more than doubling its engineering & manufacturing space.

J. E. Harris Jr., Dayton engineering rep of Emerson Research Labs, div. of Emerson Radio, and Joseph D. Shantz, chief electronics engineer, Bell Aircraft Corp., named delegates to Radio Technical Commission for Aeronautics, to which their companies have been newly elected. Their alternates are Dr. Harry Goldberg and John P. Chisholm, respectively.

Dr. S. J. Begun, authority on magnetic recording and v.p.-director of Clevite Research Center, appointed director of marketing for Clevite Corp., succeeding Willard W. Brown, now pres. of company's Clevite Graphic Bronze Div.

M. C. Mack, from Baltimore electronics plant, named mgr. of engineering services, Westinghouse electronic tube div., Elmira, N. Y., reporting to engineering mgr. C. E. Ramich.

**Financial & Trade Notes:** Apropos our discussion of mergers and acquisitions in TV-radio-electronics fields last week (Vol. 11:48), it leaked out this week that David T. Schultz, Raytheon senior v.p. & treas., has been offered the presidency of Allen B. DuMont Laboratories Inc. In light of previously avowed expansion intentions of the banking interests who engineered recent spinoff of DuMont telecasting from manufacturing operations (Vol. 11:33, 34, 39), it was bruited about that this was prelude to eventual merger of Raytheon-DuMont, especially inasmuch as Schultz is 61 years old. This was supposed to be reason for flurry in Raytheon stock this week; it opened at 16 Mon., closed at 17% Fri. Year's high was 25%, low 13%.

Careful inquiry indicates that Schultz has indeed been offered the job, but there was no substantiation of any merger rumors. Quite the contrary, Raytheon's pres. Charles F. Adams told us flatly, "There's no such prospect, there have been no negotiations." He added: "Maybe it's a gleam in somebody's eye, but it's not a gleam in mine." Said Armand G. Erpf, partner of Carl M. Loeb, Rhoades & Co., who is sparking the changes at DuMont: "No comment."

It's understood Schultz is the choice not only of Chairman DuMont and Mr. Erpf, but also very acceptable to Paramount Pictures Corp., largest single DuMont stockholder (about 26%). Deal offered him is undisclosed, but presumably it includes stock options and possibly better salary than at Raytheon, where last year his remuneration was \$55,650. He is listed as owning 7594 shares of Raytheon common. He's a 1918 chemistry graduate of Cornell, joining Raytheon in 1927 as v.p. & treas. after serving in executive and technical capacities with Atlantic Refining Co. and New England Oil Refining Co. He's a director of Union Market National Bank, Metals & Controls Inc., Spencer Thermostat Co.

Note: With merger-acquisition rumors rampant, it was significant that Stewart-Warner pres. Bennett Archambault told N. Y. Society of Security Analysts this week that his company, which got out of TV-radio manufacture & distribution late last year (Vol. 10:51-52), is planning to acquire other businesses; its electronics div., he said, has backlog of \$40,000,000 in defense orders. Also disclosed this week was fact that Stromberg-Carlson, recently merged into General Dynamics as a div. (Vol. 11:18), is currently making a study of the TV-radio field with avowed purpose of deciding whether it's worthwhile to stay in it. Stromberg meanwhile has authorized TV production through first quarter 1956. Clifford J. Hunt, v.p.-gen. mgr. of Stromberg's TV-radio div., resigned this week to become Zenith v.p. (see Personal Notes).

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Allen B. DuMont Laboratories reports sales during 40 weeks ended Oct. 9 were \$51,964,000, net loss \$2,019,000 (89¢ per share). During corresponding 1954 period, sales were \$67,593,000, net profit after taxes \$612,000 (22¢). The 1954 period included operations of DuMont Network and of highly profitable WDTV, Pittsburgh which was sold early in 1955 to Westinghouse. The 1955 period includes only 10 days of WDTV ownership, though network was in operation until last summer.

Mailed to DuMont stockholders this week were approximately 944,000 shares and scrip of new DuMont Broadcasting Co. common on basis of one for each 2½ shares held in Allen B. DuMont Laboratories Inc. as of Nov. 14. This is in accordance with recently approved spinoff of telecasting from manufacturing (Vol. 11:33, 34, 39). New DBC will have 2,500,000 authorized shares, will shortly make pro rata offer to DBC stockholders in order to acquire \$1,500,000 more capital. Dr. DuMont is chairman; Bernard L. Goodwin, pres.; Ted Cott, v.p.

Among officers' and directors' stock transactions reported during Oct.-Nov. to SEC and to N. Y. & American stock exchanges: Frank M. Folsom bought 100 Whirlpool-Seeger, holds 200; L. W. Teegarden bought 260 RCA, holds 501; Mildred McA. Horton bought 100 RCA, holds 300; Robert E. Kintner sold 620 AB-PT, holds 1900; Julius F. Brauner bought 100 CBS "B", holds 100; Benjamin Abrams bought 2400 Emerson, holds 227,000; Louis G. Pacent Jr. bought 100 Emerson, holds 400; Laurence B. Dodds bought 100 Hazeltine, holds 300; George E. Burens bought 1350 GE, holds 2700; Harold E. Strang bought 2700 GE, holds 5363; R. E. Carlson bought 500 Tung-Sol, holds 1772; Wm. I. Myers bought 100 Avco, holds 500; E. R. Piore bought 100 Avco, holds 100; Harry D. Belock bought 100 Belock Instruments, holds 230,166; Helen Neuschaefer bought 700 Belock, holds 127,628; Thomas F. Hanley bought 1400 Belock, holds 40,126; John D. Stout Jr. bought 100 Consolidated Electronics, holds 100; Harold I. Thorp sold 500 Decca, holds 1000; John Jay Hopkins made gifts of 3940 General Dynamics, holds 58,496; Albus Durham sold 3500 Lear, holds 256; Jack Stadler sold 200 Norden-Ketay, holds 15,400; Y. Frank Freeman bought 200 Paramount, holds 1600; Edward W. Avery bought 500 RKO Theatres, holds 4000; Harold E. Newcomb bought 300 RKO Theatres, holds 2200.

Olympic Radio, which has just changed control and plans new expansion by acquisitions (Vol. 11:47), reports net profit for 9 months ended Sept. 30 totaling \$211,584 (46¢ per share) on sales of \$12,254,574 vs. \$105,215 (24¢) on \$12,939,893 in same 1954 period. There were 453,522 shares outstanding Sept. 30 vs. 431,925 year before. Pres. Morris Sobin said fourth quarter prospects are good since it's usually peak sales period for TVs, radios, phonos.

Zenith Radio earned \$5,004,069 (\$10.16 per share) on sales of \$108,468,108 in first 9 months, compared to \$2,573,954 (\$5.23) on \$90,968,450 in corresponding period of 1954. Third-quarter earnings were \$1,878,008 (\$3.81) on sales of \$37,012,406 vs. \$1,285,708 (\$2.61) on \$34,287,041 in same period year ago. Pres. E. F. McDonald Jr. said TV shipments set records for both periods.

Servomechanisms Inc. earned \$322,120 (42¢ per share) on sales of \$9,019,137 during 9 months ended Sept. 30 vs. \$400,603 (53¢) on \$9,198,480 in same period of 1954. Company states computer market is expected to increase threefold during 1956-57.

Clarostat Mfg. Co. earned \$100,000 (24¢ per share) on sales of \$4,453,000 in first 9 months vs. \$57,000 (14¢) on \$4,000,000 in corresponding 1954 period.

Electronics Corp. of America earned \$295,000 on sales of \$8,549,000 in first 9 months, compared to \$135,700 on \$4,209,000 in same period year ago.

Webster-Chicago was admitted to trading on the Midwest Stock Exchange as of Dec. 1.

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Dividends: Zenith Radio, 75¢ quarterly and \$2.25 extra payable Dec. 27 to stockholders of record Dec. 9 (making year's total \$5 vs. \$3 in 1954); Radio Condenser, 5¢ plus 4% stock Dec. 30 to holders Dec. 1; Bendix Aviation, 60¢ Dec. 27 to holders Dec. 12 and 5% stock Jan. 21 to holders Dec. 9; Webster-Chicago, 25¢ Dec. 20 to holders Dec. 10; Gabriel Co., 15¢ Dec. 15 to holders Dec. 12; Whirlpool-Seeger, 35¢ Dec. 31 to holders Dec. 16; Arvin Industries, 50¢ Dec. 29 to holders Dec. 12; Belock Instrument, 3% stock Jan. 15 to holders Dec. 15; Standard Radio "A", 15¢ Jan. 10 to holders Dec. 20; Muter Co., 15¢ Dec. 31 to holders Dec. 15; Decca Records, 25¢ Dec. 29 to holders Dec. 15; RCA, 25¢ quarterly plus 50¢ extra Jan. 23 to holders Dec. 16.

Teleprompter Corp.'s proposed new "TV program communications network" (Vol. 11:45) and its so-called "Telemation system" were demonstrated Nov. 28 before some 200 members of New York's Radio-TV Executives Society, including a sprinkling of AT&T executives. Simulating a station-rep-agency setup, it was shown how they could exchange telegraphed messages in a matter of seconds, as against slower TWX methods. Plan is to line up networks, stations, reps & agencies as members of one big semi-automatic communications system of own a la airline & banking services. FCC has ruled it will be classified as common carrier, and Western Union has indicated it will provide the lines and possibly some of the backing. "Telemation system" provides cues and effects via the system, and plan for "packaged national spot advertising" would distribute to stations full copy and cueing devices for local telecasts. Teleprompter chairman Irving B. Kahn said system could be in operation within 6 months after first equipment is installed.

Farm safety awards presented at National Assn. of TV & Radio Farm Directors meeting in Chicago this week went to: KFEQ-TV & KFEQ, St. Joseph, Mo.; WKJG-TV & WKJG, Ft. Wayne; WKY-TV & WKY, Oklahoma City; KOA-TV & KOA, Denver; WRCA-TV & WRCA, N. Y.; WSJS-TV & WSJS, Winston-Salem. Radio-only; KLIK, Jefferson City, Mo.; KMON, Great Falls, Mont.; KOAC, Corvallis, Ore.; KSLM, Salem, Ore.; KTHS, Little Rock; KUOM, St. Paul; KWTO, Springfield, Mo.; WGY, Schenectady; WHAM, Rochester; WHDH, Boston; WHFB, Benton Harbor, Mich.; WHO, Des Moines; WIBC, Indianapolis; WJAG, Norfolk, Neb.; WLS, Chicago; WLW, Cincinnati; WMIX, Mt. Vernon, Ill.; WNAX, Yankton, S. D.; WRFD, Worthington, O. Judges were C. L. Mast, secy-treas., American Agricultural Editors' Assn.; Creston J. Foster, American Farm Bureau Federation; George Menard, farm director, WBBM-TV & WBBM, Chicago; Maynard H. Coe, National Safety Council.

Signs of the TV times: Combined NBC-owned stations jumped their local sales 18% in Oct. over same month year ago, national spot going up 13%, reports v.p. Charles R. Denny. For first 10 months of 1955 local figure was also up 18%, spot up 10%. Biggest increases were registered by WRC-TV, Washington (Carleton Smith v.p.-gen. mgr.) which boosted local 53%, national spot 43%; KRCA, Los Angeles, local up 75%, national spot 18%; radio WRC, local up 32%, national spot 47%. Said KRCA gen. mgr. Tom McCray: "Our commercial time from 6 p.m. to sign-off is completely sold out every night in the week; our total commercial time is 98.8% sold."

"TV has developed more fine creative talent in the past 5 years than the motion picture business has in 40 years of professional existence." So said TV producer Worthington Miner in recent address at U of Southern California. "TV now is also a close competitor to the stage for high dramatic quality," he added. He said TV is welcoming new creative talent, but urged students to "follow some form of specialization" and break into TV at the small-town level rather than New York or Hollywood.

Request of WPFH, Wilmington, Del. that FCC reconsider its assignment of call letters WPHD to Herbert Mayer's Ch. 23 uhf CP in Philadelphia (Vol. 11:15) was turned down this week, Commission stating it believes call letters aren't sufficiently alike to confuse public.

Early fruits of the second program choice (commercial) now available to London public and soon to be extended to rest of Britain: During Oct., British TV licenses (£2, or \$5.60 a year) showed record monthly increase of 194,413 to reach total of 5,078,262.

Mutual Affiliates Advisory Committee meets with network topkicks in Hollywood (Fla.) Hotel, Dec. 6-8.

Theatre business up, too: Stanley Warner Corp., which owns or leases 303 theatres, in fiscal year ended Aug. 27 earned consolidated net profit of \$3,065,800 (\$1.39 a share), increase of 73% over \$1,770,100 (80¢) of preceding year. Theatre admissions, merchandise sales and other income went up to \$92,410,500 from \$66,447,800. Firm has been buying own common stock in open market, reports acquiring 278,300 shares (of the 2,474,271 issued) at average cost of \$14.72. No breakdown is furnished for International Latex Corp., wholly owned subsidiary acquired in April 1954, but its operations are reflected in 1955 accounts.

Columbia Pictures Corp. v.p.-treas. A. Schneider, in reporting this week that year's earnings would reach new high despite third quarter drop to \$899,000 (81¢ a share) from \$1,349,000 (\$1.24) year ago, revealed that its TV subsidiary would account for \$11,000,000 in sales this year as against \$6,000,000 last year.

Universal Pictures this week declared extra dividend of 25¢ on common, along with regular quarterly of 25¢, both payable Dec. 22 to stockholders of record Dec. 12.

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Inexpensive color commercials of "live" products and opaques are possible, RCA reports, with new, simple 3-lens attachment to 3-V film camera. Big advantage, RCA engineers say, is that many live commercials can be presented without use of expensive studio camera. It's so easy to build, they say, that many station engineers are making it themselves. It gives excellent depth of focus, high fidelity, avoids problems and delays involved in making transparencies. It can be used to demonstrate products on stage about 2x3-ft.; brightness level required produces too much heat for performers, though hands of demonstrators may be put under lights without trouble. Device will be available within 3 months.

Colorcast football finally hit its stride in Nov. 26 Army-Navy game on NBC-TV—with generally excellent results despite sunlight-shadow contrasts—a vast improvement over previous colorcast football games and World Series. And color again demonstrated it's a natural for costume musicals, NBC-TV's Nov. 26 "Dearest Enemy" being regarded by many as finest color yet presented. Excellent use of color on film was NBC-TV's *Assignment India*, presented originally on Thanksgiving Day & scheduled for repeat Christmas Day 4:30-5:30 p.m.

Grade B telefilms on way out? *Variety* reports CBS-TV's top echelon has agreed only 'A' TV movies—"real hits"—can make money, after 2-day conference between chairman Wm. S. Paley, pres. Frank Stanton, TV div. pres. J. L. Van Volkenburg, network program v.p. Hubbell Robinson and Desi Arnaz, pres. of Desilu Productions (CBS film partner). Said Arnaz: "We all agreed 'B' products won't make a dime on TV and that all future programs should be designed as 'A' product."

Filmed TV commercials are overwhelmingly preferred to live by networks and stations, recent poll by *Billboard's* TV Editorial Advisory Board reveals, and almost 66% expect no change in preference with advent of full-scale color. Survey—which included ad agencies & sponsors—found majority cited lower film costs, ease of handling and less chance of error as reasons for favoring film.

British legislators who are also TV-radio commentators are still barred from discussing any issue on the air for 14 days prior to its debate in Parliament. Move to repeal regulation was defeated this week by 271-126 vote.

New remote control pre-selector for TV studio lighting, permitting selection of 10 different pre-set arrangements, is being marketed by Century Lighting Inc., 521 W. 43d St., N. Y.

**Color Trends & Briefs:** Ticked pink with color is gen. mgr. Victor Giles of New York's Governor Clinton Hotel, who installed RCA 21-in. color sets in 50 rooms last Oct. (Vol. 11:39), expects to buy 50 more soon and eventually to have color sets in all 1200 rooms.

"We've had requests from all over the country for our 'rainbow rooms,' as we call them," he told us. "They're all booked in advance and we can't fill the requirements." Enthusiastically he declared that he "could have used 250" color-equipped rooms on Saturdays during football colorcasts.

Besides added number of guests, he said room service had shot up about 55% in the "rainbow rooms," 35% of the calls being for liquor. "They come in from out of town, and just sit in the rooms and watch TV. We had a couple last week end who tore up 2 tickets to *Damn Yankees* just to watch a spectacular. Some people just sit and watch black-&-white shows in hopes that some color will come on. And they all invite friends to come up and watch with them."

He said hotel has had "no trouble whatever" with the color sets and that "reception is better than black-&-white." All bellboys are instructed in tuning the sets and they tell the guests which knobs to touch and which not to touch. Once the sets are tuned, said Giles, they stay tuned.

Sets were installed by Wells Television Inc., which handles RCA hotel installations in New York. Hotel doesn't charge extra for color sets, has them in higher priced rooms, black-&-white sets in nearly all other rooms.

Owner of Governor Clinton Hotel, Fields Management Co. (Leo A. Fields), has also installed color sets in all public rooms of its Biscayne Terrace Hotel in Miami and has ordered them for public rooms of its Bancroft Hotel in Worcester and Commander in Cambridge, Mass.

"I am a color enthusiast and am bullish about its future," said FCC Chairman McConnaughey in his Sylvania Awards speech Nov. 29 (see p. 6). "It makes a picture look sharper and more life-like and will open up to TV whole new areas of programming and in attracting business. When, you will ask, will I be able to buy a color set at a reasonable price. With the admonition that as a prognosticator I have been 100% right about 10% of the time, I will venture to say that prices will start to come down as production goes up. Now I know that this is not sticking my neck way out—the history of every new development shows declining unit costs as volume expands. I really believe, however, that this next year will witness significant beginnings in volume production of color receivers and usher in an era where the color set will be as commonplace in the home as black-&-white is now."

Political candidates may buy color TV time during next election, impelling *New York Times* to observe that "color TV school credits will be a prerequisite for the electoral college next year." According to Wm. A. Berns, news & special events chief of WRCA-TV & WRCA, N. Y., the station is starting special classes for politicians on what to wear and how to make up for color.

Color TV success story, as reported by Ed Westphal, owner of Tick-Tock Tavern, Davenport, Ia., to mgr. L. A. Baumgartner, RCA Victor Distributing Co. there: "Color TV is great! I operate a tavern and serve food a short way out of town. I feel I will get my money's worth out of personal enjoyment of wonderful color."

"Color TV is our business" is slogan employed by Electronic Specialty Co., Muskegon, Mich., which puts tag line in all promotion, including stamp on mail and checks.

Color equipment order: WNDU-TV, South Bend, Ind., RCA 3-V film camera.

## Network Color Schedules

(Dec. 5-31, 1955)

- Dec. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Dec. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Climax*, "The Passport," starring Frank Lovejoy and Katy Jurado, 8:30-9:30 p.m.  
 Dec. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 10—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Dec. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Sleeping Beauty," starring Margot Fonteyn and Sadler's Wells Ballet, 8-9:30 p.m.  
 Dec. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Dec. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Shower of Stars*, "A Christmas Carol," starring Fredric March, Basil Rathbone, 8:30-9:30 p.m.  
 Dec. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 17—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "I Hear America Singing," starring Eddie Fisher, Debbie Reynolds, Red Skelton, Nat "King" Cole, Ella Fitzgerald, 9:30-11 p.m.  
 Dec. 18—NBC: *Zoo Parade*, 3:30-4 p.m.  
 Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.  
 CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Dec. 21—NBC: *Howdy Doody*, 5:30-6 p.m.  
 Dec. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Climax*, 8:30-9:30 p.m.  
 Dec. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 24—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 NBC: *Max Liebman Presents*, "Babes in Toyland," starring Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Bambi Linn, Rod Alexander, Bil & Cora Baird puppets, 9-10:30 p.m.  
 Dec. 25—NBC: *Zoo Parade*, 3:30-4 p.m.; *Assignment India*, 4:30-5:30 p.m.  
 Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.

Servicing a color set is not as difficult as some think, even though circuitry and parts are somewhat different—and a black-&-white repairman can readily become proficient at it. This is the position of RCA Service Co.'s commercial service dept., headed by Conrad C. Odden, which is planning expansion of its 22-man field staff in order to assist more independent service men. Thus far, 107 workshop sessions in various cities have resulted in the training of 2515 service men in color, with 97 color clinics attended by 8015 technicians. RCA has distributed 140,000 of its color TV books—*Practical Color Television* and *Television Service Tips*.

To help hypo color—and also to dispose of its model 205C2 color sets listing at \$895—CBS-Columbia authorized its dealers in N. Y. metropolitan area this week to allow full purchase price of customers' old black-&-white receivers, up to \$400, against purchase of its color set, a 19-in. model with 44 tubes. Said sales v.p. Norman C. Owen: "We are making this unprecedented move to stimulate over-all interest in the color medium, to help create excitement about color TV in the minds of the public, and to establish an increasing audience in the metropolitan area for the ambitious color program schedule spearheaded by CBS-TV."

Film and slide commercials are being colorcast at no extra cost this month on WWJ-TV, Detroit, in order to encourage local sponsors and agencies to experiment with use of 16mm film and 35mm slides. Local originations are *Colorland*, Mon.-thru-Fri. 1-1:15 p.m.; *Adventure Ho!* Sun. 11 a.m.-noon.

Philadelphia's famed Mummers' Parade Jan. 2, sponsored by supermarket chain, will be televised in color for first time on WCAU-TV (CBS), first color sponsorship in Philadelphia history.

**PUBLISHER Samuel I. Newhouse's \$18,700,000** purchase of Birmingham News Co. this week, —biggest newspaper deal in history, rivaled only by Cyrus Curtis' 1930 purchase of *Philadelphia Inquirer* for \$18,000,000—included acquisition of WABT (Ch. 13), affiliated with ABC & NBC, and radio WAPI (10-kw D, 5-kw N, 1070 kc, NBC) whose lease from 3 Alabama universities still has about 13 years to run.

Both stations were acquired by *Birmingham News* interests in June, 1953 from banker Edward L. Norton (75%) and broadcaster Thad Holt (25%) for total of \$2,400,000 (Vol. 9:15, 24). About half that sum is still owed Norton & Holt, which, with other obligations of the newspaper company, means the Newhouse purchase price includes assumption of about \$2,200,000 liabilities.

Deal was second this week involving TV stations—other being \$1,000,000 cash sale of WRDW-TV, Augusta, Ga. (Ch. 12), CBS affiliate, with radio WRDW (5-kw, 1480 kc, CBS) to Southeastern Newspapers Inc., publishers of *Augusta Chronicle* and *Herald*. Actual purchase price was about \$600,000, inasmuch as buyers assume \$400,000 liabilities.

W. S. Morris is pres. of Southeastern Newspapers, and he revealed plans to put Pat H. Rice Jr., the newspaper's gen. mgr., in asgen. mgr. of the TV & radio stations, now managed by James W. Hicks and W. Ray Ringson, respectively. Sellers, each owning 20%, are Grover C. Maxwell, pres.; Allen M. Woodall, exec. v.p. (who also owns 25% of and manages WDAK-TV, Columbus, Ga. and owns radio WDAK outright); Mr. Ringson, secy.-treas.; F. Frederick Kennedy, v.p.; Harry W. Jernigan, v.p. Transfer papers are expected to be filed next week.

Big Birmingham deal was handled by broker Allen Kander. It brings under Newhouse ownership the *Birmingham News* (circ. 190,000), state's biggest daily; *Huntsville* (Ala.) *Times* (circ. 20,000); radio WHBS, Huntsville (5-kw D, 500-w N, 1550 kc, ABC); Mercury Express Inc., truck carrier that distributes *Birmingham News* and *Birmingham Post-Herald*, latter owned by Scripps-Howard but printed and circulated jointly under contract.

The Victor Hanson Trust, in selling the Birmingham properties, ends 45 years of family ownership, but in line with Newhouse policy of local autonomy the same management will be retained at newspapers and stations. That includes Henry P. Johnston, nephew of the late Mr. Hanson, who manages the stations. However, he probably will work henceforth in close collaboration with E. R. (Curly) Vadeboncoeur, gen. mgr. of Newhouse's 100% owned WSyr-TV & WSyr, Syracuse, who is his chief advisor on TV-radio.

Third TV station owned outright by Newhouse interests is WTPA, Harrisburg, Pa. (Ch. 71), where Newhouse publishes *Harrisburg Patriot and News*. Early this year, when he bought *St. Louis Globe Democrat* for \$6,250,000 cash (Vol. 11:13), Newhouse acquired with it 23% interest in KWK-TV (Ch. 4) with radio KWK, St. Louis. In 1950, he bought the *Portland Oregonian* for \$5,000,000, and in 1953 he exercised option to acquire 50% interest in KOIN-TV, Portland, Ore. (Ch. 6), along with KOIN, after selling out *Oregonian's* holdings in KGW.

Newhouse also owns a chain of newspapers in New York and New Jersey (for complete list, see WSyr-TV listing, *TV Factbook No. 21*, p. 156.)

Note: Newspaper interests now represent full or part ownership of some 135 out of the 459 TV stations on the air, or approximately 30%. (For list of newspaper ownerships to July 1, 1955 see *TV Factbook No. 21*, pp. 55-56.)

Big league baseball telecasts, perennial whipping-boy of minor leagues in the financial struggle, may end up as their best friend if Brooklyn Dodgers' pres. Walter O'Malley has his way. O'Malley, who stirred up hornets' nest early in year by saying he favored putting Dodgers' games on subscription TV (Vol. 11:19), proposed nationwide broadcast of "TV Game of the Week" at meeting of minors in Columbus this week. Plan would drop estimated \$1,500,000 into minor league "kitty" each year, to be doled out to clubs needing financial aid, also would split another \$1,500,000 between selected group of teams in both major leagues. O'Malley said individual big league teams—selected on basis of fan interest from each league—would make own contracts with sponsors for nation-wide TV coverage one night each week of 26-week season. "Game of the Week" wouldn't interfere with regularly scheduled local telecasts, he said, and could be sold for about \$3,000,000 a year, half of which would go to minors. Proposal was referred to minor league committee for study. Meanwhile, annual move to ban all TV-radio broadcasts of major league games in minors' territory was knocked down again at meeting, but big leagues were put on notice that unless differences on issue can be worked out, minors would refuse to renew pact with them next year.

If President Eisenhower runs again, his campaign appearances will be almost 100% on TV instead of time-honored "whistle-stop" personal tours, according to GOP national chairman Leonard Hall. He told Chicago press conference this week that, while the President would have to make a few trips, a TV campaign would strain him far less. TV has "revolutionized" presidential campaigning, he said, and video appearances are best best way to meet people "face to face" in their living rooms. With large portion of \$2,000,000 TV-radio budget already committed by BBDO in advance time purchases (Vol. 11:45), GOP headquarters revealed plans to hit hard, quick and often with hundreds of 1-min. & 5-min. spots at end of choice network shows, rather than to rely on relatively few 15 or 30-min. speeches. Democrats are still shopping around for ad agency, say they hope to appoint one within month. Big agencies are said to be wary of taking on Democrats' campaign for fear of alienating Republican clients.

FCC members got pilot's-eye view of tall TV towers Nov. 29 when Air Force took them on unusual flying junket to Dayton and back. The commissioners (except McConnaughey & Bartley) were flown out "to see what the towers look like from the air," according to Comr. Lee, co-chairman of Joint Industry-Govt. Tall Structure Committee. Air Force has opposed high towers, but modified its stand in recent agreement on new tall-tower criteria (Vol. 11:36, 38, 41); yet it has filed opposition to several pending applications for tall towers. Towers observed by commissioners included those of WSAZ-TV, Huntington, W. Va. (1069-ft.) and WHIO-TV, Dayton (1096-ft.).

Close tabs on private microwaves are being kept by FCC, which asked WEAU-TV, Eau Claire, Wis., at license renewal time, whether AT&T service is now available. Commission has long had rule-making pending to give stations more leeway in using their own facilities in preference to AT&T's (Vol. 10:38, et seq.). In meantime, FCC hasn't forced any station to abandon its own microwave—and stations are fighting to keep them, on grounds they're far cheaper than phone company service.

WOR-FM resumed operations from Empire State Bldg. Dec. 2 after 2-year hiatus, mgr. Gordon Gray stating that resumption stemmed from public demand which is based on hi-fi enthusiasm and AM interference.

Sidney Hillman Foundation's \$500 award for outstanding contributions by TV-radio has set Feb. 1 as deadline for entries, which should be sent to 15 Union Sq., N. Y.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — December 10, 1955

**35.5% OF FARMS HAD TV** in late 1954, Govt. reports; 1,699,162 TVs on 4,782,395 farms shown in complete county-by-county tabulation (p. 1 & Special Report).

**WEAVER GETS 15-YEAR CONTRACT** as Robert Sarnoff becomes NBC president; harmonious Chicago affiliates convention told billings are up (pp. 2 & 5).

**FCC ALLOCATIONS POLICY** shaken as Court of Appeals stays effectiveness of vhf drop-in; possibility of blocking vhf decisions increases (p. 2).

**LAMB IS INNOCENT**—not subversive, but naive—FCC examiner rules in decision which could help Commission get off the hook in lengthy "red" case (p. 3).

**FILMS-TO-TV SUIT** lost by Govt. as court rules major movie makers are acting legally in refusing to release features to TV and other "competitors" (p. 4).

**SYLVANIA AWARD JUDGES** praise TV's improvement in creative output, new spectaculars and children's programs, rap "slapstick" and "canned laughter" (p. 9).

**KLEW-TV, LEWISTON, Ida.** is 460th station on air, third of projected 4-station setup, with satellites, by owners of KIMA-TV, Yakima, Wash. (p. 10).

**MERCHANDISING "GIMMICKS"** mark fill-in models. Some product failures reported. Whirlpool head defends "full lines." Phono record probe launched (p. 11).

**RCA COLOR SET AT \$695** being introduced, along with 2 new models at \$995 each; big production increase slated. Sylvania starts own output in April (p. 13).

**CROSLY-BENDIX & RETMA** executives foresee good 1956—Gifford urging "big ticket" sales be pushed, Secrest forecasting another good TV-radio sales year (p. 14).

**TEN-YEAR FORECASTS** by electronics' leaders: RCA's Folsom sees \$17 billion industry; Sylvania's Mitchell sees \$5.2 billion in distribution & servicing (p. 15).

**NEW ELECTRONICS INVESTMENT** fund reports additions to portfolio since July 1, lists present holdings; investments totaled \$9,318,268 as of Oct. 1 (p. 16).

**FAITH IN COLOR** is theme of NBC pres. Robert Sarnoff's address to affiliates, disclosing plans for network and owned stations, lenticular film, etc. (p. 17).

**ALL TV NETWORKS** hit all-time highs in Oct., with combined 10-month billings already exceeding whole of 1954, auguring \$400,000,000-plus year (p. 18).

**FARM POPULATION—TV's TOUGHEST MARKET:** Nearly two-thirds of America's farms were still without TV in Oct.-Nov. 1954, according to U.S. Census Bureau's just-released farm TV penetration figures, compiled as part of its 1954 Census of Agriculture. County-by-county tables, completed this week and published in full as Special Report herewith, tell this story: Total farms, 4,782,395; farms with TV, 1,699,162; farms without TV, 3,083,233; TV penetration, 35.5%.

The new farm TV figures are based on 20% sample -- largest ever used in any nationwide TV survey -- and the tables should prove valuable guide for receiver manufacturers, distributors and dealers as well as station operators, reps & agencies.

Farm market is TV's toughest nut to crack -- for obvious reasons. Accepting CBS Research's recent estimate that TV signals are available to 97% of population, TV to many farms means expensive tower and antenna installations -- often to pick up only one fair-to-middling signal.

States with highest farm TV penetration were New Jersey (82.9%), Rhode Island (76.3%), Massachusetts (68.9%), Connecticut (68.7%), New York (68.4%). Those with the lowest were Wyoming (7.6%), Nevada (8.8%), Montana (9%). By regions, the Middle Atlantic states led U.S. with 63.1% penetration. Next were East-North-Central with 54.6%, New England 52.2%, Pacific states 47.8%, West-North-Central 34.7%, South Atlantic 28.2%, West-South-Central 27.5%, Mountain 24.4%, East-South-Central 20%.

This week's Special Report includes table of state farm TV totals with percentages of penetration, and Census Bureau's table of U.S. population shifts since 1950. Most of the individual state farm TV census tables were previously published in Television Digest -- we have brought them to you weekly since last July -- or as soon as they were tabulated (Vol. 11:28-49). Completed this week, and printed for the first time in our Special Report, are the county-by-county lists for Alabama, California, Louisiana, Michigan, Missouri.

**NBC TOP-LEVEL SHIFTS; CONVENTION QUIET:** Everything was peaches-&-cream at the NBC-TV affiliates convention in Chicago this week, with exception of some grumbling on part of optionals that they aren't getting enough of network TV's huge current upsurge in business. Closed meetings in Drake Hotel Thu. & Fri. were largely in nature of stock-taking with top executives of network, were mostly concerned with "family affairs."

But it was a week of big events at NBC itself, for preliminary to convention the NBC board promoted pres. Pat Weaver to chairman, exec. v.p. Bob Sarnoff to pres. (see p. 5) -- and on Dec. 7 there was the sad news that one of the industry's technical stalwarts, v.p.-chief engineer Bob Shelby, had died suddenly of heart attack.

Plans and prospects of color TV had an important place on the agenda, but the usual spokesman for color, Brig. Gen. David Sarnoff, who relinquished his NBC chairmanship to Weaver while elevating his son to the presidency, left the telling to his son (p. 17). Gen. Sarnoff went to the Chicago meeting Fri., as he related it, to set at rest rumors that Weaver's new title means he's been "kicked upstairs."

Quite the contrary, he told the affiliates, the new Weaver contract is "for a longer period of time than he can retain his slim figure." The team of "Pat & Bob" remains intact, and he cited as another example of effective network teamwork the Paley-Stanton combination at CBS. It's learned the Weaver contract runs 15 years, longest ever given any network executive. On the administrative side, too, it's now clear that young Sarnoff's right-hand man -- in fact, acting as No. 2 administrative chief of the network quietly and without fanfare for some time -- is David Adams, whose title is staff v.p. Whether he's due to become exec. v.p. hasn't been disclosed. (For further report on Chicago meeting, see p. 5.)

**COURT RULING HITS FCC ALLOCATIONS POLICY:** FCC this week sustained a major setback in its policy on allocations and deintermixture when Court of Appeals issued an order staying effectiveness of its Ch. 10 drop-in for Vail Mills (Albany). Ruling came on Dec. 9 on plea of WMGT, Adams, Mass. (Ch. 19) and off-air WTRI, Albany (Ch. 35) after court heard argument Dec. 8. WMGT won stay, WTRI's request being rejected. Court didn't give reason for granting stay to WMGT. It did say that current general rule-making shouldn't be held up. In turning down WTRI, it ruled that no possibility of "irreparable injury" had been shown.

Effects of court ruling may go further than Vail Mills case. It may mean that court is ready to block construction of vhf grants as fast as FCC issues them in areas where deintermixture petitions have been denied -- Madison, Fresno, Peoria, Hartford, Corpus Christi, etc. On other hand, attorneys for vhf applicants argue that a drop-in is quite different from situation in cities where vhf channels have been assigned from the start; that uhf operators in those markets may have a much tougher job convincing court Commission is wrong. In any event, ruling bolsters uhf operators' arguments, perhaps considerably.

Decision came after FCC had actually issued vhf decision in one of the contested areas -- giving Ch. 6 to KRIS, Corpus Christi, turning down efforts of uhf KVDO-TV (Ch. 22) to block grant. Actually, though Commission hasn't announced them, decisions were rendered Dec. 7 granting Madison's Ch. 3 to WISC, Fresno's Ch. 12 to KFRE, as anticipated (Vol. 11:49). These 2 have been held up for changes in wording and for the addition of dissenters' opinions. It's understood that Comrs. Doerfer, Mack & Webster favored KFRE, Comrs. McConnaughey & Lee for KARM -- with Comrs. Hyde & Bartley saying no grant should be issued; in Madison, vote is said to have had McConnaughey, Doerfer, Webster, Lee & Mack for WISC, Bartley saying neither applicant is qualified because of concentration of media ownership, Hyde stating that no grant should be issued pending allocations rule-making.

In Corpus Christi case, which was announced, Hyde & Bartley dissented, stating merely: "We dissent because of the failure of the Commission to dispose of the deintermixture petition on its merits prior to action upon the application."

Text of Hyde's dissent from drop-in of Ch. 9 in Elmira, N.Y. (Vol. 11:49) was released this week. He said, in part: "The majority is apparently willing to further aggravate the intermixture problem by piecemeal additions, but unwilling even to consider corrective action on the same basis."



## County-by-County Tables

# Television Sets on Farms in the United States

Compiled by U.S. Bureau of the Census for 1954 Census of Agriculture  
As of October-November 1954

Total Farm Data Based on Actual Count, TV Figures on 20% Sample

(For Table of U. S. Population Shifts, 1950-54, see page 3)

### STATE TOTALS AND PERCENTAGE OF PENETRATION

| State         | Total Farms | Farms with TV | % TV Penetration | State          | Total Farms | Farms with TV | % TV Penetration |
|---------------|-------------|---------------|------------------|----------------|-------------|---------------|------------------|
| Alabama       | 176,956     | 32,261        | 18.2%            | Nevada         | 2,857       | 250           | 8.8%             |
| Arizona       | 9,321       | 3,809         | 40.9             | New Hampshire  | 10,411      | 5,475         | 52.6             |
| Arkansas      | 145,075     | 29,400        | 20.3             | New Jersey     | 22,686      | 18,798        | 82.9             |
| California    | 123,074     | 70,897        | 57.6             | New Mexico     | 21,070      | 3,648         | 17.3             |
| Colorado      | 40,749      | 11,101        | 27.2             | New York       | 105,714     | 72,293        | 68.4             |
| Connecticut   | 12,753      | 8,759         | 68.7             | North Carolina | 267,906     | 70,560        | 26.3             |
| Delaware      | 6,297       | 3,785         | 60.1             | North Dakota   | 61,939      | 11,178        | 18.0             |
| Florida       | 57,543      | 13,477        | 23.4             | Ohio           | 177,074     | 115,363       | 65.1             |
| Georgia       | 165,524     | 45,720        | 27.6             | Oklahoma       | 118,979     | 41,695        | 35.0             |
| Idaho         | 38,735      | 11,404        | 29.4             | Oregon         | 54,442      | 15,933        | 29.3             |
| Illinois      | 175,543     | 91,538        | 52.1             | Pennsylvania   | 128,876     | 71,369        | 55.4             |
| Indiana       | 153,593     | 91,282        | 59.4             | Rhode Island   | 2,004       | 1,529         | 76.3             |
| Iowa          | 192,933     | 105,809       | 54.8             | South Carolina | 124,203     | 24,861        | 20.0             |
| Kansas        | 120,167     | 34,004        | 28.3             | South Dakota   | 62,520      | 10,600        | 17.0             |
| Kentucky      | 193,487     | 45,926        | 23.7             | Tennessee      | 203,149     | 50,123        | 24.7             |
| Louisiana     | 111,127     | 22,510        | 20.3             | Texas          | 292,946     | 90,323        | 30.8             |
| Maine         | 23,368      | 8,921         | 38.2             | Utah           | 22,825      | 9,795         | 42.9             |
| Maryland      | 32,500      | 20,099        | 61.8             | Vermont        | 15,981      | 6,068         | 38.0             |
| Massachusetts | 17,361      | 11,968        | 68.9             | Virginia       | 136,416     | 43,693        | 32.0             |
| Michigan      | 138,922     | 77,716        | 55.9             | Washington     | 65,175      | 29,172        | 44.8             |
| Minnesota     | 165,225     | 55,045        | 33.3             | West Virginia  | 68,583      | 20,007        | 29.2             |
| Mississippi   | 215,915     | 29,514        | 13.7             | Wisconsin      | 153,558     | 60,333        | 39.3             |
| Missouri      | 201,614     | 63,650        | 31.6             | Wyoming        | 11,392      | 870           | 7.6              |
| Montana       | 33,059      | 2,970         | 9.0              |                |             |               |                  |
| Nebraska      | 100,846     | 33,661        | 33.4             | U. S. Total    | 4,782,395   | 1,699,162     | 35.5%            |

### FARM TV CENSUS BY STATES AND COUNTIES

| ALABAMA   |             |               | ARIZONA     |             |               | ARKANSAS |             |               |
|-----------|-------------|---------------|-------------|-------------|---------------|----------|-------------|---------------|
| County    | Total Farms | Farms with TV | County      | Total Farms | Farms with TV | County   | Total Farms | Farms with TV |
| Autauga   | 1,519       | 218           | Apache      | 233         | 5             | Arkansas | 1,661       | 606           |
| Baldwin   | 2,534       | 731           | Cochise     | 904         | 87            | Ashley   | 2,135       | 319           |
| Barbour   | 2,494       | 159           | Coconino    | 216         | 5             | Baxter   | 809         | 52            |
| Bibb      | 1,117       | 307           | Gila        | 251         | 20            | Benton   | 4,492       | 696           |
| Blount    | 3,682       | 1,315         | Graham      | 417         | 31            | Boone    | 1,769       | 353           |
| Bullock   | 1,634       | 79            | Greenlee    | 158         | 1             | Bradley  | 1,092       | 151           |
| Butler    | 2,161       | 99            | Maricopa    | 3,502       | 2,475         |          |             |               |
| Calhoun   | 1,996       | 753           | Mojave      | 145         | —             |          |             |               |
| Chambers  | 2,177       | 433           | Navajo      | 456         | —             |          |             |               |
| Cherokee  | 2,141       | 662           | Pima        | 641         | 379           |          |             |               |
| Chilton   | 2,785       | 761           | Pinal       | 1,047       | 445           |          |             |               |
| Choctaw   | 2,344       | 194           | Santa Cruz  | 173         | 29            |          |             |               |
| Clarke    | 2,525       | 143           | Yavapai     | 609         | 48            |          |             |               |
| Clay      | 1,967       | 395           | Yuma        | 569         | 284           |          |             |               |
| Cleburne  | 1,391       | 545           |             |             |               |          |             |               |
| Coffee    | 2,773       | 101           | State Total | 176,956     | 32,261        |          |             |               |
| Colbert   | 1,837       | 217           |             |             |               |          |             |               |
| Conecuh   | 2,338       | 161           |             |             |               |          |             |               |
| Coosa     | 1,380       | 358           |             |             |               |          |             |               |
| Covington | 3,098       | 197           |             |             |               |          |             |               |
| Crenshaw  | 1,983       | 92            |             |             |               |          |             |               |
| Cullman   | 6,291       | 2,583         |             |             |               |          |             |               |
| Dale      | 1,611       | 81            |             |             |               |          |             |               |
| Dallas    | 4,124       | 320           |             |             |               |          |             |               |
| DeKalb    | 6,136       | 1,131         |             |             |               |          |             |               |
| Elmore    | 2,728       | 1,976         |             |             |               |          |             |               |
| Escambia  | 1,723       | 158           |             |             |               |          |             |               |
| Etowah    | 3,169       | 1,004         |             |             |               |          |             |               |
| Fayette   | 2,089       | 382           |             |             |               |          |             |               |
| Franklin  | 2,418       | 363           |             |             |               |          |             |               |
| Geneva    | 2,292       | 127           |             |             |               |          |             |               |

ARKANSAS—(continued)

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Lee                | 3,230          | 592           |
| Lincoln            | 2,031          | 319           |
| Little River       | 936            | 207           |
| Logan              | 1,944          | 178           |
| Lonoke             | 2,992          | 857           |
| Madison            | 1,918          | 120           |
| Marion             | 993            | 63            |
| Miller             | 1,543          | 418           |
| Mississippi        | 5,812          | 2,274         |
| Monroe             | 1,885          | 198           |
| Montgomery         | 931            | 40            |
| Nevada             | 1,420          | 298           |
| Newton             | 1,261          | 46            |
| Ouachita           | 1,360          | 214           |
| Perry              | 670            | 77            |
| Phillips           | 3,895          | 697           |
| Pike               | 924            | 109           |
| Poinsett           | 3,399          | 1,389         |
| Polk               | 1,536          | 145           |
| Pope               | 1,753          | 199           |
| Prairie            | 1,332          | 345           |
| Pulaski            | 2,584          | 900           |
| Randolph           | 1,558          | 284           |
| St. Francis        | 3,689          | 786           |
| Salline            | 1,176          | 312           |
| Scott              | 1,102          | 45            |
| Searcy             | 1,322          | 62            |
| Sebastian          | 1,610          | 289           |
| Sevier             | 1,124          | 183           |
| Sharp              | 1,156          | 63            |
| Stone              | 1,068          | 87            |
| Union              | 1,763          | 313           |
| Van Buren          | 1,358          | 264           |
| Washington         | 4,094          | 580           |
| White              | 3,470          | 680           |
| Woodruff           | 1,910          | 306           |
| Yell               | 1,465          | 145           |
| <b>State Total</b> | <b>145,075</b> | <b>29,400</b> |

CALIFORNIA

|                 |       |       |
|-----------------|-------|-------|
| Alameda         | 1,428 | 1,019 |
| Alpine          | 13    | --    |
| Amador          | 307   | 100   |
| Butte           | 2,843 | 1,404 |
| Calaveras       | 430   | 159   |
| Colusa          | 746   | 365   |
| Contra Costa    | 1,812 | 1,122 |
| Del Norte       | 210   | 20    |
| El Dorado       | 552   | 227   |
| Fresno          | 9,776 | 5,998 |
| Glenn           | 1,538 | 714   |
| Humboldt        | 1,659 | 654   |
| Imperial        | 1,633 | 669   |
| Inyo            | 94    | 9     |
| Kern            | 2,304 | 1,437 |
| Kings           | 1,845 | 1,060 |
| Lake            | 1,038 | 281   |
| Lassen          | 397   | 7     |
| Los Angeles     | 8,254 | 6,478 |
| Madera          | 1,806 | 1,047 |
| Marin           | 501   | 332   |
| Mariposa        | 299   | 65    |
| Mendocino       | 1,586 | 277   |
| Merced          | 4,073 | 2,044 |
| Modoc           | 740   | 16    |
| Mono            | 43    | 1     |
| Monterey        | 1,598 | 894   |
| Napa            | 1,576 | 961   |
| Nevada          | 471   | 239   |
| Orange          | 4,593 | 3,449 |
| Placer          | 1,583 | 808   |
| Plumas          | 151   | 10    |
| Riverside       | 4,906 | 3,123 |
| Sacramento      | 3,397 | 1,915 |
| San Benito      | 880   | 474   |
| San Bernardino  | 5,475 | 3,718 |
| San Diego       | 6,478 | 4,216 |
| San Francisco   | 40    | 20    |
| San Joaquin     | 5,437 | 3,103 |
| San Luis Obispo | 1,848 | 912   |
| San Mateo       | 484   | 322   |
| Santa Barbara   | 1,374 | 795   |
| Santa Clara     | 4,953 | 3,596 |
| Santa Cruz      | 1,578 | 659   |
| Shasta          | 1,079 | 253   |
| Sierra          | 66    | 1     |
| Siskiyou        | 970   | 76    |
| Solano          | 1,229 | 765   |
| Sonoma          | 5,831 | 3,410 |
| Stanislaus      | 6,629 | 3,427 |
| Sutter          | 1,787 | 960   |
| Tehama          | 1,707 | 725   |
| Trinity         | 215   | 16    |
| Tulare          | 6,633 | 4,032 |
| Tuolumne        | 352   | 136   |
| Ventura         | 1,856 | 1,381 |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Yolo               | 1,158          | 624           |
| Yuba               | 804            | 372           |
| <b>State Total</b> | <b>123,074</b> | <b>70,897</b> |

COLORADO

|                    |               |               |
|--------------------|---------------|---------------|
| Adams              | 1,286         | 843           |
| Alamosa            | 398           | 19            |
| Arapahoe           | 674           | 390           |
| Archuleta          | 225           | 1             |
| Baca               | 934           | 41            |
| Bent               | 575           | 66            |
| Boulder            | 990           | 625           |
| Chaffee            | 199           | 34            |
| Cheyenne           | 434           | 16            |
| Clear Creek        | 14            | 6             |
| Conejos            | 732           | 53            |
| Costilla           | 380           | 12            |
| Crowley            | 442           | 155           |
| Custer             | 171           | 33            |
| Delta              | 1,416         | 94            |
| Denver             | 107           | 66            |
| Dolores            | 203           | --            |
| Douglas            | 350           | 152           |
| Eagle              | 179           | 3             |
| Elbert             | 733           | 300           |
| El Paso            | 897           | 328           |
| Fremont            | 833           | 245           |
| Garfield           | 677           | 7             |
| Gilpin             | 17            | 7             |
| Grand              | 191           | 20            |
| Gunnison           | 221           | --            |
| Hinsdale           | 40            | --            |
| Huerfano           | 353           | 34            |
| Jackson            | 112           | 18            |
| Jefferson          | 1,171         | 752           |
| Kiowa              | 443           | 57            |
| Kit Carson         | 1,085         | 16            |
| Lake               | 17            | 2             |
| La Plata           | 833           | 24            |
| Larimer            | 1,521         | 913           |
| Las Animas         | 818           | 49            |
| Lincoln            | 656           | 160           |
| Logan              | 1,327         | 206           |
| Mesa               | 2,443         | 414           |
| Mineral            | 20            | --            |
| Moffat             | 329           | 1             |
| Montezuma          | 941           | 20            |
| Montrose           | 1,316         | 90            |
| Morgan             | 1,370         | 745           |
| Otero              | 955           | 293           |
| Ouray              | 118           | 1             |
| Park               | 159           | 12            |
| Phillips           | 560           | 35            |
| Pitkin             | 82            | --            |
| Prowers            | 904           | 21            |
| Pueblo             | 1,037         | 564           |
| Rio Blanco         | 228           | --            |
| Rio Grande         | 534           | --            |
| Routt              | 531           | 13            |
| Saguache           | 302           | 9             |
| San Juan           | 0             | --            |
| San Miguel         | 112           | 10            |
| Sedgwick           | 417           | 16            |
| Summit             | 36            | 1             |
| Teller             | 95            | 11            |
| Washington         | 1,162         | 262           |
| Weld               | 4,087         | 2,773         |
| Yuma               | 1,307         | 63            |
| <b>State Total</b> | <b>40,749</b> | <b>11,101</b> |

CONNECTICUT

|                    |               |              |
|--------------------|---------------|--------------|
| Fairfield          | 1,104         | 779          |
| Hartford           | 2,628         | 1,817        |
| Litchfield         | 1,618         | 1,097        |
| Middlesex          | 835           | 537          |
| New Haven          | 1,626         | 1,307        |
| New London         | 1,932         | 1,219        |
| Tolland            | 1,322         | 909          |
| Windham            | 1,688         | 1,094        |
| <b>State Total</b> | <b>12,753</b> | <b>8,759</b> |

DELAWARE

|                    |              |              |
|--------------------|--------------|--------------|
| Kent               | 1,938        | 1,145        |
| New Castle         | 1,130        | 906          |
| Sussex             | 3,229        | 1,734        |
| <b>State Total</b> | <b>6,297</b> | <b>3,785</b> |

FLORIDA

|           |       |     |
|-----------|-------|-----|
| Alachua   | 1,610 | 411 |
| Baker     | 390   | 180 |
| Bay       | 264   | 92  |
| Bradford  | 617   | 205 |
| Brevard   | 1,017 | 256 |
| Broward   | 408   | 197 |
| Calhoun   | 523   | 52  |
| Charlotte | 148   | 29  |
| Citrus    | 278   | 14  |
| Clay      | 188   | 94  |
| Collier   | 116   | 21  |

| County             | Total Farms   | Farms with TV |
|--------------------|---------------|---------------|
| Columbia           | 987           | 269           |
| Dade               | 1,527         | 900           |
| De Soto            | 505           | 63            |
| Dixie              | 214           | 23            |
| Duval              | 475           | 326           |
| Escambia           | 1,334         | 413           |
| Flagler            | 100           | 73            |
| Franklin           | 36            | 2             |
| Gadsden            | 1,024         | 70            |
| Gilchrist          | 369           | 62            |
| Glades             | 103           | 22            |
| Gulf               | 98            | 15            |
| Hamilton           | 747           | 140           |
| Hardee             | 1,114         | 99            |
| Hendry             | 188           | 28            |
| Hernando           | 387           | 42            |
| Highlands          | 583           | 163           |
| Hillsborough       | 4,492         | 1,458         |
| Holmes             | 1,481         | 79            |
| Indian River       | 683           | 98            |
| Jackson            | 2,997         | 149           |
| Jefferson          | 924           | 68            |
| Lafayette          | 483           | 73            |
| Lake               | 2,920         | 820           |
| Lee                | 458           | 144           |
| Leon               | 910           | 92            |
| Levy               | 498           | 78            |
| Liberty            | 285           | 6             |
| Madison            | 1,104         | 102           |
| Manatee            | 804           | 258           |
| Marion             | 1,853         | 357           |
| Martin             | 186           | 56            |
| Monroe             | 11            | --            |
| Nassau             | 205           | 88            |
| Okaloosa           | 863           | 81            |
| Okeechobee         | 242           | 52            |
| Orange             | 2,726         | 991           |
| Osceola            | 527           | 195           |
| Palm Beach         | 874           | 309           |
| Pasco              | 1,036         | 317           |
| Pinellas           | 758           | 315           |
| Polk               | 4,020         | 828           |
| Putnam             | 622           | 252           |
| St. Johns          | 350           | 197           |
| St. Lucie          | 735           | 168           |
| Santa Rosa         | 1,202         | 212           |
| Sarasota           | 349           | 68            |
| Seminole           | 789           | 324           |
| Sumter             | 761           | 117           |
| Suwannee           | 1,705         | 299           |
| Taylor             | 323           | 38            |
| Union              | 385           | 77            |
| Volusia            | 1,173         | 283           |
| Wakulla            | 242           | 2             |
| Walton             | 1,214         | 108           |
| Washington         | 1,003         | 57            |
| <b>State Total</b> | <b>57,543</b> | <b>13,477</b> |

GEORGIA

|               |       |       |
|---------------|-------|-------|
| Appling       | 1,403 | 185   |
| Atkinson      | 584   | 90    |
| Bacon         | 986   | 144   |
| Baker         | 751   | 90    |
| Baldwin       | 464   | 119   |
| Banks         | 981   | 293   |
| Barrow        | 1,138 | 506   |
| Bartow        | 1,519 | 789   |
| Ben Hill      | 654   | 82    |
| Berrien       | 1,445 | 210   |
| Bibb          | 779   | 402   |
| Bleckley      | 712   | 136   |
| Brantley      | 671   | 209   |
| Brooks        | 1,703 | 120   |
| Bryan         | 404   | 92    |
| Bulloch       | 2,490 | 334   |
| Burke         | 1,654 | 244   |
| Butts         | 720   | 246   |
| Calhoun       | 690   | 66    |
| Camden        | 278   | 98    |
| Candler       | 908   | 109   |
| Carroll       | 3,155 | 1,541 |
| Catoosa       | 833   | 325   |
| Chatblton     | 192   | 80    |
| Chatham       | 496   | 191   |
| Chattahoochee | 52    | 7     |
| Chattooga     | 1,098 | 392   |
| Cherokee      | 1,646 | 935   |
| Clarke        | 495   | 234   |
| Clay          | 567   | 99    |
| Clayton       | 804   | 644   |
| Clinch        | 209   | 46    |
| Cobb          | 1,987 | 1,356 |
| Coffee        | 1,979 | 211   |
| Colquitt      | 2,678 | 359   |
| Columbia      | 736   | 219   |
| Cook          | 1,137 | 152   |
| Coweta        | 1,501 | 532   |
| Crawford      | 568   | 111   |
| Crisp         | 917   | 186   |
| Dade          | 606   | 164   |

| County     | Total Farms | Farms with TV |
|------------|-------------|---------------|
| Dawson     | 605         | 330           |
| Decatur    | 1,306       | 72            |
| De Kalb    | 1,048       | 721           |
| Dodge      | 1,533       | 211           |
| Dooley     | 1,256       | 186           |
| Dougherty  | 534         | 128           |
| Douglas    | 890         | 407           |
| Early      | 1,638       | 120           |
| Echols     | 209         | 5             |
| Effingham  | 806         | 181           |
| Elbert     | 1,525       | 427           |
| Emanuel    | 1,601       | 271           |
| Evans      | 609         | 77            |
| Fannin     | 1,068       | 215           |
| Fayette    | 850         | 348           |
| Floyd      | 1,558       | 770           |
| Forsyth    | 1,735       | 1,077         |
| Franklin   | 1,713       | 507           |
| Fulton     | 2,127       | 1,223         |
| Gilmer     | 968         | 238           |
| Glascock   | 425         | 76            |
| Glynn      | 223         | 45            |
| Gordon     | 1,579       | 577           |
| Grady      | 1,648       | 122           |
| Greene     | 947         | 203           |
| Gwinnett   | 2,659       | 1,567         |
| Habersham  | 1,207       | 353           |
| Hall       | 2,277       | 1,154         |
| Hancock    | 1,130       | 141           |
| Haralson   | 1,129       | 508           |
| Harris     | 837         | 230           |
| Hart       | 1,857       | 546           |
| Heard      | 911         | 275           |
| Henry      | 1,508       | 755           |
| Houston    | 625         | 210           |
| Irwin      | 1,308       | 235           |
| Jackson    | 1,676       | 693           |
| Jasper     | 571         | 187           |
| Jeff Davis | 941         | 113           |
| Jefferson  | 1,230       | 198           |
| Jenkins    | 914         | 185           |
| Johnson    | 957         | 138           |
| Jones      | 483         | 188           |
| Lamar      | 639         | 289           |
| Lanier     | 490         | 44            |
| Laurens    | 2,472       | 491           |
| Lee        | 587         | 62            |
| Liberty    | 607         | 94            |
| Lincoln    | 684         | 154           |
| Long       | 331         | 52            |
| Lowndes    | 1,521       | 232           |
| Lumpkin    | 893         | 242           |
| McDuffie   | 826         | 246           |
| McIntosh   | 186         | 33            |
| Macon      | 991         | 194           |
| Madison    | 1,545       | 474           |
| Marion     | 650         | 81            |
| Meriwether | 1,573       | 478           |
| Miller     | 1,118       | 35            |
| Mitchell   | 1,777       | 198           |
| Monroe     | 702         | 273           |
| Montgomery | 745         | 46            |
| Morgan     | 1,104       | 407           |
| Murray     | 1,023       | 353           |
| Muscogee   | 350         | 125           |
| Newton     | 984         | 472           |
| Oconee     | 818         | 339           |
| Oglethorpe | 1,201       | 235           |
| Paulding   | 1,149       | 644           |
| Peach      | 316         | 101           |
| Pickens    | 765         | 300           |
| Pierce     | 1,287       | 336           |
| Pike       | 875         | 348           |
| Polk       | 1,253       | 493           |
| Pulaski    | 684         | 114           |
| Putnam     | 535         | 154           |
| Quitman    | 249         | 23            |
| Rabun      | 628         | 75            |
| Randolph   | 1,016       | 102           |
| Richmond   | 478         | 247           |
| Rockdale   | 636         | 328           |
| Schley     | 401         | 79            |
| Screven    | 1,687       | 290           |
| Seminole   | 687         | 21            |
| Spalding   | 748         | 401           |
| Stephens   | 835         | 200           |
| Stewart    | 587         | 62            |
| Sumter     | 1,235       | 273           |
| Talbot     | 623         | 138           |
| Talferro   | 448         | 65            |
| Tattnall   | 1,578       | 178           |
| Taylor     | 818         | 140           |
| Telfair    | 1,061       | 81            |
| Terrell    | 1,226       | 122           |
| Thomas     | 1,655       | 166           |
| Tift       | 1,287       | 137           |
| Toombs     | 1,220       | 144           |
| Towns      | 658         | 115           |
| Treutlen   | 613         | 48            |
| Trout      | 1,337       | 479           |
| Turner     | 870         | 141           |

# U. S. POPULATION SHIFTS: 1950-54

| NEW ENGLAND   |           |           | %     |
|---------------|-----------|-----------|-------|
| State         | 1954      | 1950      | chge. |
| Maine         | 890,000   | 913,774   | - 2.6 |
| New Hampshire | 550,000   | 533,242   | + 3.2 |
| Vermont       | 377,000   | 377,747   | - 0.3 |
| Massachusetts | 4,924,000 | 4,690,514 | + 5.0 |
| Rhode Island  | 837,000   | 791,896   | + 5.7 |
| Connecticut   | 2,185,000 | 2,007,280 | + 8.8 |

| MIDDLE ATLANTIC |            |            | %     |
|-----------------|------------|------------|-------|
| State           | 1954       | 1950       | chge. |
| New York        | 15,826,000 | 14,830,192 | + 6.7 |
| New Jersey      | 5,303,000  | 4,835,329  | + 9.7 |
| Pennsylvania    | 10,984,000 | 10,498,012 | + 4.6 |

| EAST NORTH CENTRAL |           |           | %      |
|--------------------|-----------|-----------|--------|
| State              | 1954      | 1950      | chge.  |
| Ohio               | 8,720,000 | 7,946,627 | + 9.7  |
| Indiana            | 4,235,000 | 3,934,224 | + 7.7  |
| Illinois           | 9,193,000 | 8,712,176 | + 5.5  |
| Michigan           | 7,028,000 | 6,371,766 | + 10.3 |
| Wisconsin          | 3,628,000 | 3,434,575 | + 5.6  |

| WEST NORTH CENTRAL |           |           | %     |
|--------------------|-----------|-----------|-------|
| State              | 1954      | 1950      | chge. |
| Minnesota          | 3,132,000 | 2,982,483 | + 5.0 |
| Iowa               | 2,665,000 | 2,621,073 | + 1.7 |
| Missouri           | 4,076,000 | 3,954,653 | + 3.1 |
| North Dakota       | 635,000   | 619,636   | + 2.5 |
| South Dakota       | 672,000   | 652,740   | + 2.9 |
| Nebraska           | 1,366,000 | 1,325,510 | + 3.1 |
| Kansas             | 2,023,000 | 1,905,299 | + 6.2 |

| SOUTH ATLANTIC       |           |           | %      |
|----------------------|-----------|-----------|--------|
| State                | 1954      | 1950      | chge.  |
| Delaware             | 371,000   | 318,085   | + 16.7 |
| Maryland             | 2,601,000 | 2,343,001 | + 11.0 |
| District of Columbia | 849,000   | 802,178   | + 5.9  |
| Virginia             | 3,560,000 | 3,318,680 | + 7.3  |
| West Virginia        | 1,990,000 | 2,005,552 | - 0.8  |
| North Carolina       | 4,225,000 | 4,061,929 | + 4.0  |
| South Carolina       | 2,270,000 | 2,117,027 | + 7.2  |
| Georgia              | 3,606,000 | 3,444,578 | + 4.7  |
| Florida              | 3,300,000 | 2,771,305 | + 19.1 |

| EAST SOUTH CENTRAL |           |           | %     |
|--------------------|-----------|-----------|-------|
| State              | 1954      | 1950      | chge. |
| Kentucky           | 2,978,000 | 2,944,806 | + 1.1 |
| Tennessee          | 3,362,000 | 3,291,718 | + 2.1 |
| Alabama            | 3,001,000 | 3,061,743 | - 2.0 |
| Mississippi        | 2,126,000 | 2,178,914 | - 2.4 |

| WEST SOUTH CENTRAL |           |           | %      |
|--------------------|-----------|-----------|--------|
| State              | 1954      | 1950      | chge.  |
| Arkansas           | 1,798,000 | 1,909,511 | - 5.8  |
| Louisiana          | 2,882,000 | 2,683,516 | + 7.4  |
| Oklahoma           | 2,174,000 | 2,233,351 | - 2.7  |
| Texas              | 8,479,000 | 7,711,194 | + 10.0 |

| MOUNTAIN   |           |           | %      |
|------------|-----------|-----------|--------|
| State      | 1954      | 1950      | chge.  |
| Montana    | 619,000   | 591,024   | + 4.8  |
| Idaho      | 598,000   | 588,637   | + 1.5  |
| Wyoming    | 298,000   | 290,529   | + 2.4  |
| Colorado   | 1,499,000 | 1,325,089 | + 13.1 |
| New Mexico | 778,000   | 681,187   | + 14.2 |
| Arizona    | 928,000   | 749,587   | + 23.8 |
| Utah       | 762,000   | 688,862   | + 10.6 |
| Nevada     | 210,000   | 160,083   | + 31.0 |

| PACIFIC    |            |            | %      |
|------------|------------|------------|--------|
| State      | 1954       | 1950       | chge.  |
| Washington | 2,531,000  | 2,378,963  | + 6.4  |
| Oregon     | 1,640,000  | 1,521,341  | + 7.8  |
| California | 12,500,000 | 10,586,223 | + 18.1 |

| TERRITORIES    |                    |                    | %            |
|----------------|--------------------|--------------------|--------------|
| Territory      | 1954               | 1950               | chge.        |
| Alaska         | 208,000            | 128,643            | + 62.0       |
| Hawaii         | 522,000            | 499,794            | + 4.4        |
| Puerto Rico    | 2,229,000          | 2,210,703          | + 0.8        |
| Canal Zone     | 53,800             | 52,822             | + 1.8        |
| Virgin Islands | 24,000             | 26,665             | - 10.0       |
| <b>Total</b>   | <b>161,183,000</b> | <b>150,697,361</b> | <b>+ 7.0</b> |

Note: Including armed forces overseas, total as of July 1, 1954 was 162,409,000.

| GEORGIA—(continued) |                |               |
|---------------------|----------------|---------------|
| County              | Total Farms    | Farms with TV |
| Twigg               | 630            | 99            |
| Union               | 1,004          | 157           |
| Upson               | 812            | 368           |
| Walker              | 1,710          | 538           |
| Walton              | 1,834          | 1,002         |
| Ware                | 972            | 388           |
| Warren              | 883            | 122           |
| Washington          | 1,640          | 219           |
| Wayne               | 949            | 205           |
| Webster             | 476            | 48            |
| Wheeler             | 719            | 38            |
| White               | 839            | 291           |
| Whitfield           | 1,534          | 746           |
| Wilcox              | 1,035          | 152           |
| Wilkes              | 1,140          | 251           |
| Wilkinson           | 601            | 125           |
| Worth               | 2,153          | 238           |
| <b>State Total</b>  | <b>165,524</b> | <b>45,720</b> |

| IDAHO      |             |               |
|------------|-------------|---------------|
| County     | Total Farms | Farms with TV |
| Ada        | 2,007       | 879           |
| Adams      | 283         | 38            |
| Bannock    | 873         | 267           |
| Bear Lake  | 759         | 73            |
| Benewah    | 440         | 109           |
| Bingham    | 2,160       | 840           |
| Blaine     | 320         | 55            |
| Boise      | 142         | 33            |
| Bonner     | 1,150       | 373           |
| Bonneville | 1,482       | 684           |
| Boundary   | 596         | 128           |
| Butte      | 271         | 67            |
| Camas      | 131         | 12            |
| Canyon     | 4,183       | 1,725         |
| Caribou    | 578         | 145           |
| Cassia     | 1,225       | 296           |
| Clark      | 67          | 42            |
| Clearwater | 386         | 62            |
| Custer     | 290         | 54            |
| Elmore     | 407         | 94            |
| Franklin   | 1,098       | 403           |
| Fremont    | 891         | 372           |
| Gem        | 916         | 241           |
| Gooding    | 1,038       | 49            |
| Idaho      | 1,090       | 79            |
| Jefferson  | 1,247       | 588           |
| Jerome     | 1,122       | 135           |
| Kootenai   | 1,324       | 494           |

| County             | Total Farms   | Farms with TV |
|--------------------|---------------|---------------|
| Latah              | 1,309         | 445           |
| Lemhi              | 491           | 4             |
| Lewis              | 391           | 78            |
| Lincoln            | 413           | 73            |
| Madison            | 902           | 413           |
| Minidoka           | 1,067         | 208           |
| Nez Perce          | 938           | 158           |
| Oneida             | 485           | 246           |
| Owyhee             | 744           | 310           |
| Payette            | 1,113         | 387           |
| Power              | 397           | 154           |
| Shoshone           | 168           | 41            |
| Teton              | 447           | 102           |
| Twin Falls         | 2,406         | 279           |
| Valley             | 206           | 47            |
| Washington         | 776           | 124           |
| <b>State Total</b> | <b>38,735</b> | <b>11,404</b> |

| ILLINOIS   |             |               |
|------------|-------------|---------------|
| County     | Total Farms | Farms with TV |
| Adams      | 2,733       | 1,556         |
| Alexander  | 594         | 130           |
| Bond       | 1,364       | 761           |
| Boone      | 1,048       | 672           |
| Brown      | 840         | 312           |
| Bureau     | 2,735       | 1,807         |
| Calhoun    | 823         | 452           |
| Carroll    | 1,508       | 1,096         |
| Cass       | 955         | 425           |
| Champaign  | 2,847       | 1,948         |
| Christian  | 2,111       | 1,189         |
| Clark      | 1,791       | 754           |
| Clay       | 1,652       | 366           |
| Clinton    | 1,572       | 881           |
| Coles      | 1,665       | 750           |
| Cook       | 2,272       | 1,803         |
| Crawford   | 1,515       | 622           |
| Cumberland | 1,455       | 471           |
| DeKalb     | 2,010       | 1,446         |
| De Witt    | 1,160       | 721           |
| Douglas    | 1,304       | 670           |
| Du Page    | 1,039       | 829           |
| Edgar      | 1,787       | 979           |
| Edwards    | 918         | 171           |
| Effingham  | 1,819       | 380           |
| Fayette    | 2,443       | 869           |
| Ford       | 1,323       | 861           |
| Franklin   | 1,627       | 567           |
| Fulton     | 2,528       | 1,196         |
| Gallatin   | 673         | 183           |

| County     | Total Farms | Farms with TV |
|------------|-------------|---------------|
| Greene     | 1,390       | 895           |
| Grundy     | 1,104       | 856           |
| Hamilton   | 1,481       | 246           |
| Hancock    | 2,583       | 1,315         |
| Hardin     | 527         | 41            |
| Henderson  | 909         | 671           |
| Henry      | 2,844       | 2,456         |
| Iroquois   | 3,094       | 1,729         |
| Jackson    | 1,726       | 649           |
| Jasper     | 1,879       | 351           |
| Jefferson  | 2,507       | 786           |
| Jersey     | 1,102       | 773           |
| Jo Davless | 1,853       | 826           |
| Johnson    | 1,086       | 106           |
| Kane       | 1,879       | 1,706         |
| Kankakee   | 2,108       | 1,529         |
| Kendall    | 1,029       | 756           |
| Knox       | 2,334       | 1,653         |
| Lake       | 1,293       | 1,044         |
| LaSalle    | 3,487       | 1,917         |
| Lawrence   | 1,092       | 398           |
| Lee        | 2,247       | 1,347         |
| Livingston | 3,098       | 1,528         |
| Logan      | 1,765       | 843           |
| McDonough  | 1,907       | 940           |
| McHenry    | 2,059       | 1,626         |
| McLean     | 3,505       | 1,954         |
| Macon      | 1,911       | 1,313         |
| Macoupin   | 2,865       | 1,848         |
| Madison    | 2,695       | 1,618         |
| Marion     | 2,181       | 845           |
| Marshall   | 1,111       | 480           |
| Mason      | 1,133       | 535           |
| Massac     | 873         | 146           |
| Menard     | 820         | 283           |
| Mercer     | 1,784       | 1,424         |
| Monroe     | 1,312       | 728           |
| Montgomery | 2,365       | 1,295         |
| Morgan     | 1,560       | 812           |
| Moultrie   | 1,149       | 552           |
| Ogle       | 2,430       | 1,251         |
| Peoria     | 1,981       | 1,081         |
| Perry      | 1,301       | 422           |
| Platt      | 1,140       | 812           |
| Pike       | 2,214       | 1,150         |
| Pope       | 757         | 52            |
| Pulaski    | 794         | 145           |
| Putnam     | 437         | 165           |
| Randolph   | 1,743       | 873           |
| Richland   | 1,346       | 210           |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Rock Island        | 1,607          | 1,301         |
| St. Clair          | 2,288          | 1,394         |
| Salline            | 1,563          | 581           |
| Sangamon           | 2,503          | 1,285         |
| Schuyler           | 1,212          | 551           |
| Scott              | 677            | 325           |
| Shelby             | 2,743          | 912           |
| Stark              | 874            | 590           |
| Stephenson         | 2,387          | 1,145         |
| Tazewell           | 1,882          | 944           |
| Union              | 1,245          | 245           |
| Vermillion         | 2,577          | 1,633         |
| Wabash             | 721            | 207           |
| Warren             | 1,620          | 1,130         |
| Washington         | 1,786          | 654           |
| Wayne              | 2,545          | 273           |
| White              | 1,446          | 283           |
| Whiteside          | 2,430          | 1,802         |
| Will               | 2,607          | 2,067         |
| Williamson         | 1,319          | 412           |
| Winnebago          | 1,876          | 1,199         |
| Woodford           | 1,734          | 757           |
| <b>State Total</b> | <b>175,543</b> | <b>91,538</b> |

| INDIANA     |             |               |
|-------------|-------------|---------------|
| County      | Total Farms | Farms with TV |
| Adams       | 1,928       | 675           |
| Allen       | 3,195       | 1,810         |
| Bartholomew | 1,565       | 1,021         |
| Benton      | 1,094       | 722           |
| Blackford   | 858         | 450           |
| Boone       | 2,182       | 1,741         |
| Brown       | 612         | 365           |
| Carroll     | 1,645       | 876           |
| Cass        | 1,974       | 842           |
| Clark       | 1,751       | 1,300         |
| Clay        | 1,738       | 1,075         |
| Clinton     | 1,891       | 1,441         |
| Crawford    | 1,177       | 466           |
| Davless     | 2,003       | 888           |
| Dearborn    | 1,616       | 1,095         |
| Decatur     | 1,609       | 1,076         |
| DeKalb      | 1,829       | 1,175         |
| Delaware    | 1,946       | 1,456         |
| Dubois      | 1,706       | 396           |
| Elkhart     | 2,853       | 1,001         |
| Fayette     | 798         | 601           |
| Floyd       | 1,016       | 721           |
| Fountain    | 1,316       | 784           |
| Franklin    | 1,732       | 960           |

INDIANA—(continued)

| INDIANA—(continued) |         | Total Farms | Farms with TV | County  | Total Farms | Farms with TV | County  | Total Farms | Farms with TV |       |       |
|---------------------|---------|-------------|---------------|---------|-------------|---------------|---------|-------------|---------------|-------|-------|
| Fulton              | 1,788   | 892         | Decatur       | 1,561   | 412         | Douglas       | 1,435   | 831         | Breathitt     | 2,076 | 111   |
| Gibson              | 1,916   | 588         | Delaware      | 2,177   | 1,030       | Edwards       | 583     | 174         | Breckinridge  | 2,193 | 555   |
| Grant               | 1,998   | 1,320       | Des Moines    | 1,394   | 817         | Elk           | 848     | 140         | Bullitt       | 792   | 445   |
| Greene              | 2,099   | 1,175       | Dickinson     | 1,204   | 318         | Ellis         | 1,065   | 131         | Butler        | 1,490 | 172   |
| Hamilton            | 2,001   | 1,639       | Dubuque       | 2,042   | 981         | Ellsworth     | 858     | 248         | Caldwell      | 1,289 | 155   |
| Hancock             | 1,510   | 1,095       | Emmet         | 1,199   | 396         | Finney        | 726     | 33          | Calloway      | 2,292 | 320   |
| Harrison            | 2,392   | 1,386       | Fayette       | 2,818   | 1,195       | Ford          | 1,299   | 167         | Campbell      | 874   | 610   |
| Hendricks           | 2,142   | 1,691       | Floyd         | 1,766   | 716         | Franklin      | 1,696   | 789         | Carlisle      | 884   | 115   |
| Henry               | 2,203   | 1,656       | Franklin      | 2,076   | 1,306       | Geary         | 552     | 82          | Carroll       | 822   | 356   |
| Howard              | 1,676   | 1,235       | Fremont       | 1,321   | 1,118       | Gove          | 644     | 34          | Carter        | 2,136 | 676   |
| Huntington          | 1,990   | 995         | Greene        | 1,914   | 1,461       | Graham        | 741     | 51          | Casey         | 2,772 | 381   |
| Jackson             | 1,966   | 945         | Grundy        | 1,765   | 1,066       | Grant         | 248     | 5           | Christian     | 2,160 | 577   |
| Jasper              | 1,617   | 1,129       | Guthrie       | 2,045   | 1,193       | Gray          | 672     | 50          | Clark         | 1,356 | 293   |
| Jay                 | 2,022   | 900         | Hamilton      | 2,046   | 1,518       | Grayley       | 267     | 8           | Clay          | 2,365 | 65    |
| Jefferson           | 1,813   | 1,086       | Hancock       | 1,974   | 835         | Greenwood     | 1,148   | 133         | Clinton       | 1,416 | 101   |
| Jennings            | 1,554   | 748         | Hardin        | 2,021   | 1,391       | Hamilton      | 406     | 7           | Crittenden    | 1,157 | 110   |
| Johnson             | 1,373   | 1,111       | Harrison      | 2,152   | 1,609       | Harper        | 1,217   | 491         | Cumberland    | 1,451 | 68    |
| Knox                | 1,888   | 1,149       | Henry         | 1,703   | 875         | Harvey        | 1,368   | 450         | Davless       | 2,481 | 685   |
| Kosciusko           | 2,598   | 1,187       | Howard        | 1,661   | 435         | Haskell       | 306     | 16          | Edmonson      | 1,362 | 255   |
| Lagrange            | 1,710   | 581         | Humboldt      | 1,410   | 910         | Hodgeman      | 587     | 98          | Elliott       | 1,074 | 245   |
| Lake                | 1,706   | 1,433       | Ida           | 1,403   | 996         | Jackson       | 1,727   | 737         | Estill        | 1,341 | 70    |
| La Porte            | 2,166   | 1,673       | Iowa          | 1,939   | 1,165       | Jefferson     | 1,585   | 817         | Fayette       | 1,418 | 538   |
| Lawrence            | 1,741   | 1,034       | Jackson       | 1,992   | 1,235       | Jewell        | 1,553   | 170         | Fleming       | 1,993 | 541   |
| Madison             | 2,297   | 1,912       | Jasper        | 2,696   | 1,802       | Johnson       | 1,342   | 949         | Floyd         | 2,532 | 567   |
| Marion              | 1,786   | 1,448       | Jefferson     | 1,601   | 555         | Kearny        | 318     | 20          | Franklin      | 1,188 | 496   |
| Marshall            | 2,357   | 1,342       | Johnson       | 2,244   | 1,238       | Kingman       | 1,320   | 497         | Fulton        | 940   | 160   |
| Martin              | 764     | 316         | Jones         | 1,959   | 1,272       | Kiowa         | 506     | 71          | Gallatin      | 525   | 275   |
| Miami               | 1,589   | 897         | Keokuk        | 2,140   | 1,077       | LaBette       | 2,048   | 734         | Garrard       | 1,778 | 258   |
| Monroe              | 1,558   | 1,114       | Kossuth       | 3,070   | 1,226       | Lane          | 362     | 53          | Grant         | 1,602 | 850   |
| Montgomery          | 2,031   | 1,596       | Lee           | 1,751   | 781         | Leavenworth   | 1,748   | 992         | Graves        | 3,763 | 415   |
| Morgan              | 1,509   | 1,145       | Linn          | 3,133   | 2,152       | Lincoln       | 1,015   | 163         | Grayson       | 2,319 | 397   |
| Newton              | 907     | 639         | Louisa        | 1,119   | 858         | Linn          | 1,377   | 616         | Green         | 2,008 | 295   |
| Noble               | 1,989   | 980         | Lucas         | 1,345   | 593         | Logan         | 345     | 5           | Greenup       | 1,457 | 572   |
| Ohio                | 416     | 285         | Lyon          | 1,878   | 740         | Lyon          | 1,835   | 290         | Hancock       | 835   | 206   |
| Orange              | 1,558   | 735         | Madison       | 1,857   | 1,131       | McPherson     | 2,123   | 684         | Hardin        | 2,513 | 1,040 |
| Owen                | 1,380   | 811         | Mahaska       | 2,320   | 746         | Marion        | 1,928   | 457         | Harlan        | 944   | 50    |
| Parke               | 1,469   | 864         | Marion        | 2,106   | 1,071       | Marshall      | 2,083   | 348         | Harrison      | 1,901 | 941   |
| Perry               | 1,074   | 341         | Marshall      | 2,151   | 1,755       | Meade         | 638     | 45          | Hart          | 2,577 | 546   |
| Pike                | 1,056   | 365         | Mills         | 1,209   | 936         | Miami         | 1,845   | 872         | Henderson     | 1,399 | 458   |
| Porter              | 1,597   | 1,336       | Mitchell      | 1,658   | 758         | Mitchell      | 1,057   | 157         | Henry         | 1,556 | 771   |
| Posey               | 1,383   | 521         | Monona        | 1,825   | 1,314       | Montgomery    | 2,045   | 714         | Hickman       | 983   | 107   |
| Pulaski             | 1,493   | 902         | Monroe        | 1,317   | 436         | Morris        | 1,067   | 216         | Hopkins       | 1,516 | 170   |
| Putnam              | 1,962   | 1,305       | Montgomery    | 1,397   | 967         | Morton        | 347     | 6           | Jackson       | 1,813 | 90    |
| Randolph            | 2,271   | 1,240       | Muscataine    | 1,713   | 1,362       | Nemaha        | 1,800   | 436         | Jefferson     | 1,742 | 1,423 |
| Ripley              | 2,278   | 1,205       | O'Brien       | 1,948   | 1,030       | Neosho        | 1,759   | 498         | Jessamine     | 1,187 | 291   |
| Rush                | 1,582   | 1,265       | Osceola       | 1,268   | 451         | Norton        | 993     | 200         | Johnson       | 1,528 | 406   |
| St. Joseph          | 1,938   | 1,402       | Page          | 1,824   | 1,110       | Ness          | 885     | 141         | Kenton        | 1,167 | 920   |
| Scott               | 926     | 512         | Palo Alto     | 1,833   | 475         | Osage         | 1,691   | 661         | Knott         | 1,842 | 85    |
| Shelby              | 1,874   | 1,587       | Plymouth      | 2,722   | 1,887       | Osborne       | 1,011   | 107         | Knox          | 2,363 | 71    |
| Spencer             | 1,615   | 478         | Pocahontas    | 1,907   | 770         | Ottawa        | 1,042   | 348         | Larue         | 1,357 | 522   |
| Starke              | 1,275   | 850         | Polk          | 2,329   | 1,788       | Pawnee        | 814     | 287         | Laurel        | 3,008 | 155   |
| Steuben             | 1,316   | 760         | Pottawattamie | 3,330   | 2,610       | Phillips      | 1,196   | 200         | Lawrence      | 1,554 | 653   |
| Sullivan            | 1,963   | 1,199       | Poweshiek     | 1,991   | 1,157       | Pottawatomi   | 1,520   | 413         | Lee           | 866   | 25    |
| Switzerland         | 1,234   | 655         | Ringgold      | 1,544   | 584         | Pratt         | 860     | 425         | Leslie        | 1,062 | 30    |
| Tippecanoe          | 1,829   | 1,062       | Sac           | 1,894   | 1,125       | Rawlins       | 813     | 21          | Letcher       | 1,574 | 90    |
| Tipton              | 1,284   | 923         | Scott         | 2,030   | 1,590       | Reno          | 2,712   | 1,072       | Lewis         | 1,657 | 441   |
| Union               | 634     | 501         | Shelby        | 1,978   | 1,427       | Republic      | 1,705   | 192         | Lincoln       | 2,241 | 276   |
| Vanderburgh         | 1,193   | 451         | Sioux         | 2,842   | 1,151       | Rice          | 1,155   | 594         | Livingston    | 912   | 70    |
| Vermillion          | 808     | 491         | Story         | 2,123   | 1,663       | Riley         | 1,044   | 189         | Logan         | 2,524 | 853   |
| Vigo                | 1,911   | 1,175       | Tama          | 2,537   | 1,446       | Rooks         | 965     | 197         | Lyon          | 695   | 91    |
| Wabash              | 1,881   | 1,050       | Taylor        | 1,839   | 912         | Rush          | 972     | 216         | McCracken     | 1,477 | 225   |
| Warren              | 987     | 488         | Union         | 1,376   | 489         | Russell       | 941     | 194         | McCree        | 906   | 50    |
| Warrick             | 1,312   | 322         | Van Buren     | 1,532   | 491         | Saline        | 1,212   | 437         | McLean        | 1,026 | 177   |
| Washington          | 2,156   | 1,250       | Wapello       | 1,610   | 516         | Scott         | 479     | 24          | Madison       | 2,866 | 269   |
| Wayne               | 1,783   | 1,206       | Warren        | 2,081   | 1,305       | Sedgwick      | 2,158   | 1,036       | Magoffin      | 1,718 | 330   |
| Wells               | 2,134   | 1,020       | Washington    | 2,057   | 1,110       | Seward        | 380     | 12          | Marion        | 1,653 | 668   |
| White               | 1,615   | 756         | Wayne         | 1,618   | 386         | Shawnee       | 1,720   | 900         | Marshall      | 1,653 | 200   |
| Whitley             | 1,716   | 995         | Webster       | 2,463   | 1,806       | Sheridan      | 770     | 54          | Martin        | 919   | 265   |
| State Total         | 153,593 | 91,282      | Winnebago     | 1,629   | 685         | Sherman       | 573     | 6           | Mason         | 1,448 | 827   |
|                     |         |             | Winneshiek    | 2,580   | 615         | Smith         | 1,372   | 151         | Meade         | 1,003 | 631   |
|                     |         |             | Woodbury      | 2,784   | 1,930       | Stafford      | 1,050   | 444         | Menifee       | 779   | 125   |
|                     |         |             | Worth         | 1,463   | 632         | Stanton       | 282     | 14          | Mercer        | 1,823 | 746   |
|                     |         |             | Wright        | 1,855   | 1,256       | Stevens       | 436     | 25          | Metcalfe      | 2,024 | 245   |
|                     |         |             | State Total   | 192,933 | 105,809     | Sumner        | 2,190   | 977         | Monroe        | 1,945 | 361   |
|                     |         |             |               |         |             | Thomas        | 731     | 47          | Montgomery    | 1,295 | 258   |
|                     |         |             |               |         |             | Trego         | 796     | 117         | Morgan        | 2,074 | 522   |
|                     |         |             |               |         |             | Wabaunsee     | 1,114   | 325         | Muhlenberg    | 1,413 | 243   |
|                     |         |             |               |         |             | Wallace       | 327     | 4           | Nelson        | 1,647 | 726   |
|                     |         |             |               |         |             | Washington    | 2,026   | 304         | Nicholas      | 1,345 | 460   |
|                     |         |             |               |         |             | Wichita       | 366     | 11          | Ohio          | 2,318 | 370   |
|                     |         |             |               |         |             | Wilson        | 1,317   | 278         | Oldham        | 656   | 354   |
|                     |         |             |               |         |             | Woodson       | 815     | 121         | Owen          | 1,668 | 662   |
|                     |         |             |               |         |             | Wyandotte     | 1,009   | 715         | Owsley        | 1,052 | 20    |
|                     |         |             |               |         |             | State Total   | 120,167 | 34,004      | Pendleton     | 1,568 | 745   |
|                     |         |             |               |         |             |               |         |             | Perry         | 1,625 | 55    |
|                     |         |             |               |         |             |               |         |             | Pike          | 3,913 | 746   |
|                     |         |             |               |         |             |               |         |             | Powell        | 705   | 42    |
|                     |         |             |               |         |             |               |         |             | Pulaski       | 4,126 | 281   |
|                     |         |             |               |         |             |               |         |             | Roberts       | 659   | 280   |
|                     |         |             |               |         |             |               |         |             | Rockcastle    | 1,514 | 85    |
|                     |         |             |               |         |             |               |         |             | Rowan         | 740   | 137   |
|                     |         |             |               |         |             |               |         |             | Russell       | 1,884 | 161   |
|                     |         |             |               |         |             |               |         |             | Scott         | 1,573 | 430   |
|                     |         |             |               |         |             |               |         |             | Shelby        | 2,150 | 1,172 |
|                     |         |             |               |         |             |               |         |             | Simpson       | 1,439 | 330   |
|                     |         |             |               |         |             |               |         |             | Spencer       | 966   | 491   |
|                     |         |             |               |         |             |               |         |             | Taylor        | 1,712 | 466   |
|                     |         |             |               |         |             |               |         |             | Todd          | 1,484 | 385   |
|                     |         |             |               |         |             |               |         |             | Trigg         | 1,289 | 167   |
|                     |         |             |               |         |             |               |         |             | Trimble       | 894   | 540   |

| KENTUCKY—(continued) |                |               |
|----------------------|----------------|---------------|
| County               | Total Farms    | Farms with TV |
| Unlon                | 895            | 242           |
| Warren               | 3,145          | 831           |
| Washington           | 1,804          | 736           |
| Wayne                | 1,682          | 56            |
| Webster              | 1,326          | 177           |
| Whitley              | 1,899          | 85            |
| Wolfe                | 992            | 87            |
| Woodford             | 877            | 345           |
| <b>State Total</b>   | <b>193,487</b> | <b>45,926</b> |

| LOUISIANA          |                |               |
|--------------------|----------------|---------------|
| Parish             | Total Farms    | Farms with TV |
| Acadia             | 3,310          | 379           |
| Allen              | 1,160          | 121           |
| Ascension          | 1,283          | 459           |
| Assumption         | 313            | 131           |
| Avoyelles          | 4,467          | 514           |
| Beauregard         | 1,262          | 169           |
| Bienville          | 1,673          | 265           |
| Bossier            | 2,020          | 553           |
| Caddo              | 2,771          | 557           |
| Calcasieu          | 1,296          | 441           |
| Caldwell           | 1,089          | 335           |
| Cameron            | 649            | 192           |
| Catahoula          | 1,578          | 242           |
| Clabourne          | 2,167          | 367           |
| Concordia          | 1,189          | 169           |
| DeSoto             | 2,575          | 282           |
| E. Baton R'ge      | 1,704          | 972           |
| East Carroll       | 1,715          | 424           |
| East Feliciana     | 1,460          | 181           |
| Evangeline         | 3,226          | 256           |
| Franklin           | 4,171          | 1,117         |
| Grant              | 1,322          | 200           |
| Iberla             | 1,002          | 179           |
| Iberville          | 572            | 234           |
| Jackson            | 1,058          | 248           |
| Jefferson          | 218            | 141           |
| Jeffson Davis      | 1,207          | 392           |
| Lafayette          | 2,928          | 275           |
| Lafourche          | 736            | 388           |
| La Salle           | 775            | 95            |
| Lincoln            | 1,586          | 425           |
| Livingston         | 2,585          | 1,058         |
| Madison            | 1,418          | 365           |
| Morehouse          | 2,610          | 452           |
| Natchitoches       | 3,169          | 327           |
| Orleans            | 40             | 10            |
| Ouachita           | 1,500          | 410           |
| Flaquemines        | 594            | 277           |
| Pointe Coupee      | 1,917          | 362           |
| Rapides            | 3,665          | 506           |
| Red River          | 1,551          | 151           |
| Richland           | 3,144          | 645           |
| Sabine             | 1,757          | 87            |
| St. Bernard        | 153            | 83            |
| St. Charles        | 161            | 104           |
| St. Helena         | 1,534          | 299           |
| St. James          | 413            | 174           |
| St. John           | 141            | 56            |
| St. Landry         | 6,700          | 454           |
| St. Martin         | 2,198          | 98            |
| St. Mary           | 417            | 168           |
| St. Tammany        | 1,405          | 552           |
| Tangipahoa         | 3,998          | 1,502         |
| Tensas             | 1,341          | 201           |
| Terrebonne         | 658            | 334           |
| Union              | 2,131          | 492           |
| Vermilion          | 2,661          | 411           |
| Vernon             | 1,723          | 147           |
| Washington         | 2,950          | 860           |
| Webster            | 1,673          | 253           |
| W. Baton R'ge      | 414            | 109           |
| West Carroll       | 2,255          | 669           |
| West Feliciana     | 648            | 57            |
| Winn               | 1,134          | 136           |
| <b>State Total</b> | <b>111,127</b> | <b>22,510</b> |

| MAINE              |               |               |
|--------------------|---------------|---------------|
| County             | Total Farms   | Farms with TV |
| Androscoggin       | 1,009         | 490           |
| Aroostook          | 3,940         | 354           |
| Cumberland         | 1,749         | 966           |
| Franklin           | 968           | 242           |
| Hancock            | 1,252         | 565           |
| Kennebec           | 2,132         | 994           |
| Knox               | 806           | 305           |
| Lincoln            | 975           | 497           |
| Oxford             | 1,392         | 501           |
| Penobscot          | 2,219         | 1,109         |
| Piscataquis        | 530           | 257           |
| Somerset           | 1,878         | 679           |
| Sagadahoc          | 368           | 202           |
| Waldo              | 1,553         | 677           |
| Washington         | 1,120         | 273           |
| York               | 1,477         | 810           |
| <b>State Total</b> | <b>23,368</b> | <b>8,921</b>  |

| MARYLAND           |               |               |
|--------------------|---------------|---------------|
| County             | Total Farms   | Farms with TV |
| Allegany           | 864           | 348           |
| Anne Arundel       | 1,187         | 828           |
| Baltimore          | 2,331         | 1,807         |
| Calvert            | 1,248         | 752           |
| Caroline           | 1,396         | 924           |
| Carroll            | 2,571         | 1,729         |
| Cecil              | 1,185         | 930           |
| Charles            | 1,440         | 710           |
| Dorchester         | 1,027         | 548           |
| Frederick          | 2,792         | 1,903         |
| Garrett            | 1,438         | 454           |
| Harford            | 1,548         | 1,109         |
| Howard             | 881           | 654           |
| Kent               | 711           | 566           |
| Montgomery         | 1,455         | 1,105         |
| Prince Georges     | 1,786         | 1,329         |
| Queen Anne         | 977           | 723           |
| St. Marys          | 1,443         | 741           |
| Somerset           | 801           | 247           |
| Talbot             | 747           | 556           |
| Washington         | 1,934         | 1,180         |
| Wicomico           | 1,560         | 593           |
| Worcester          | 1,178         | 363           |
| <b>State Total</b> | <b>32,500</b> | <b>20,099</b> |

| MASSACHUSETTS      |               |               |
|--------------------|---------------|---------------|
| County             | Total Farms   | Farms with TV |
| Barnstable         | 512           | 246           |
| Berkshire          | 1,088         | 752           |
| Bristol            | 1,610         | 1,287         |
| Dukes              | 72            | 30            |
| Essex              | 1,197         | 921           |
| Franklin           | 1,541         | 729           |
| Hampden            | 1,412         | 904           |
| Hampshire          | 1,610         | 872           |
| Middlesex          | 2,245         | 1,762         |
| Nantucket          | 11            | —             |
| Norfolk            | 915           | 666           |
| Plymouth           | 1,846         | 1,364         |
| Suffolk            | 35            | 15            |
| Worcester          | 3,267         | 2,420         |
| <b>State Total</b> | <b>17,361</b> | <b>11,968</b> |

| MICHIGAN   |             |               |
|------------|-------------|---------------|
| County     | Total Farms | Farms with TV |
| Alcona     | 740         | 170           |
| Alger      | 290         | 5             |
| Allegan    | 4,225       | 2,446         |
| Alpena     | 1,019       | 66            |
| Antrim     | 836         | 202           |
| Arenac     | 1,036       | 390           |
| Baraga     | 399         | 16            |
| Barry      | 2,137       | 1,416         |
| Bay        | 2,349       | 1,080         |
| Benzie     | 451         | 196           |
| Berrien    | 4,624       | 3,212         |
| Branch     | 2,165       | 1,500         |
| Calhoun    | 2,702       | 2,035         |
| Cass       | 2,103       | 1,133         |
| Charlevoix | 758         | 120           |
| Cheboygan  | 703         | 50            |
| Chippewa   | 999         | 61            |
| Clare      | 723         | 299           |
| Clinton    | 2,602       | 1,773         |
| Crawford   | 51          | —             |
| Delta      | 928         | 187           |
| Dickinson  | 420         | 119           |
| Eaton      | 2,790       | 1,966         |
| Emmet      | 837         | 96            |
| Genesee    | 3,275       | 2,157         |
| Gladwin    | 1,074       | 421           |
| Gogebic    | 433         | 55            |
| Grand      | —           | —             |
| Traverse   | 1,123       | 436           |
| Gratiot    | 2,498       | 1,558         |
| Hillsdale  | 2,907       | 1,770         |
| Houghton   | 1,005       | 55            |
| Huron      | 3,524       | 1,002         |
| Ingham     | 2,328       | 1,724         |
| Ionia      | 2,315       | 1,612         |
| Iosco      | 590         | 212           |
| Iron       | 484         | 57            |
| Isabella   | 2,050       | 1,102         |
| Jackson    | 2,306       | 1,611         |
| Kalamazoo  | 2,265       | 1,687         |
| Kalkaska   | 400         | 87            |
| Kent       | 3,769       | 2,362         |
| Keweenaw   | 26          | —             |
| Lake       | 331         | 85            |
| Lapeer     | 2,807       | 1,815         |
| Leelanau   | 883         | 176           |
| Lenawee    | 3,463       | 2,602         |
| Livingston | 1,829       | 1,253         |
| Luce       | 114         | 10            |
| Mackinac   | 279         | 30            |
| Macomb     | 2,465       | 2,077         |
| Manistee   | 842         | 276           |
| Marquette  | 387         | 40            |
| May        | 1,327       | 520           |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Mecosta            | 1,575          | 770           |
| Menominee          | 1,518          | 602           |
| Midland            | 1,576          | 860           |
| Missaukee          | 868            | 163           |
| Monroe             | 3,289          | 2,749         |
| Montcalm           | 2,682          | 1,591         |
| Montmorency        | 321            | 35            |
| Muskegon           | 1,342          | 930           |
| Newaygo            | 2,028          | 911           |
| Oakland            | 2,064          | 1,723         |
| Oceana             | 1,726          | 724           |
| Ogemaw             | 797            | 239           |
| Ontonagon          | 693            | 67            |
| Osceola            | 1,246          | 490           |
| Oscoda             | 221            | 17            |
| Osego              | 350            | 55            |
| Ottawa             | 3,308          | 1,745         |
| Presque Isle       | 820            | 25            |
| Roscommon          | 118            | 40            |
| Saginaw            | 4,250          | 2,448         |
| St. Clair          | 3,281          | 2,406         |
| St. Joseph         | 1,991          | 1,296         |
| Sanilac            | 4,125          | 2,033         |
| Schoolcraft        | 259            | 70            |
| Shiawassee         | 2,539          | 1,711         |
| Tuscola            | 3,781          | 1,844         |
| Van Buren          | 3,444          | 2,470         |
| Washtenaw          | 2,686          | 2,068         |
| Wayne              | 2,221          | 1,908         |
| Wexford            | 817            | 396           |
| <b>State Total</b> | <b>138,922</b> | <b>77,716</b> |

| MINNESOTA         |             |               |
|-------------------|-------------|---------------|
| County            | Total Farms | Farms with TV |
| Aitkin            | 1,805       | 332           |
| Anoka             | 1,194       | 783           |
| Becker            | 2,613       | 453           |
| Beltrami          | 1,676       | 80            |
| Benton            | 1,395       | 461           |
| Big Stone         | 983         | 91            |
| Blue Earth        | 2,784       | 1,552         |
| Brown             | 1,976       | 844           |
| Carlton           | 1,630       | 610           |
| Carver            | 1,875       | 1,156         |
| Cass              | 1,487       | 176           |
| Chippewa          | 1,629       | 326           |
| Chisago           | 1,618       | 965           |
| Clay              | 1,988       | 979           |
| Clearwater        | 1,305       | 46            |
| Cook              | 34          | —             |
| Cottonwood        | 1,959       | 536           |
| Crow Wing         | 1,283       | 245           |
| Dakota            | 1,839       | 1,427         |
| Dodge             | 1,691       | 996           |
| Douglas           | 2,283       | 300           |
| Fairbault         | 2,388       | 863           |
| Fillmore          | 2,779       | 854           |
| Freeborn          | 2,910       | 1,300         |
| Goodhue           | 2,698       | 1,491         |
| Grant             | 1,286       | 146           |
| Hennepln          | 2,534       | 1,793         |
| Houston           | 1,619       | 220           |
| Hubbard           | 1,095       | 60            |
| Isantl            | 1,470       | 721           |
| Itasca            | 1,714       | 165           |
| Jackson           | 2,254       | 516           |
| Kanabec           | 1,381       | 661           |
| Kandiyohi         | 2,540       | 866           |
| Kittson           | 1,290       | 42            |
| Koochiching       | 903         | 30            |
| Lac qui Parle     | 1,970       | 281           |
| Lake              | 152         | 46            |
| Lake of the Woods | 632         | 5             |
| Le Sueur          | 1,863       | 1,095         |
| Lincoln           | 1,514       | 197           |
| Lyon              | 1,911       | 373           |
| McLeod            | 2,299       | 1,317         |
| Mahnomen          | 850         | 175           |
| Marshall          | 2,382       | 230           |
| Martin            | 2,504       | 856           |
| Meeker            | 2,263       | 1,131         |
| Mille Lacs        | 1,725       | 678           |
| Morrison          | 2,845       | 558           |
| Mower             | 2,585       | 1,249         |
| Murray            | 2,003       | 451           |
| Nicollet          | 1,483       | 786           |
| Nobles            | 2,206       | 667           |
| Norman            | 1,711       | 585           |
| Olmsted           | 2,264       | 958           |
| Otter Tail        | 5,894       | 931           |
| Pennington        | 1,152       | 56            |
| Pine              | 2,452       | 792           |
| Pipestone         | 1,307       | 414           |
| Polk              | 3,660       | 554           |
| Pope              | 1,731       | 282           |
| Ramsey            | 454         | 390           |
| Red Lake          | 851         | 65            |
| Redwood           | 2,597       | 840           |
| Renville          | 3,040       | 1,285         |
| Rice              | 2,197       | 1,365         |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Rock               | 1,404          | 617           |
| Roseau             | 2,132          | 53            |
| St. Louis          | 3,568          | 900           |
| Scott              | 1,471          | 991           |
| Sherburne          | 1,009          | 548           |
| Sibley             | 2,142          | 1,250         |
| Stearns            | 4,308          | 1,442         |
| Steele             | 1,837          | 987           |
| Stevens            | 1,233          | 110           |
| Swift              | 1,723          | 366           |
| Todd               | 3,293          | 505           |
| Traverse           | 1,012          | 149           |
| Wabasha            | 1,545          | 651           |
| Wadena             | 1,333          | 140           |
| Waseca             | 1,625          | 784           |
| Washington         | 1,514          | 1,070         |
| Watsonwan          | 1,421          | 503           |
| Wilkin             | 1,183          | 477           |
| Winona             | 1,787          | 520           |
| Wright             | 3,177          | 1,910         |
| Yellow             | —              | —             |
| Medicine           | 2,103          | 374           |
| <b>State Total</b> | <b>165,225</b> | <b>55,045</b> |

| MISSISSIPPI     |             |               |
|-----------------|-------------|---------------|
| County          | Total Farms | Farms with TV |
| Adams           | 1,026       | 120           |
| Alcorn          | 2,498       | 407           |
| Amite           | 2,737       | 310           |
| Attala          | 3,089       | 284           |
| Benton          | 1,537       | 328           |
| Bolivar         | 6,739       | 507           |
| Calhoun         | 2,672       | 266           |
| Carroll         | 2,066       | 170           |
| Chickasaw       | 2,444       | 198           |
| Choctaw         | 1,590       | 85            |
| Clabourne       | 1,204       | 107           |
| Clarke          | 2,255       | 397           |
| Clay            | 1,944       | 114           |
| Coahoma         | 5,134       | 447           |
| Copiah          | 2,785       | 487           |
| Covington       | 2,172       | 225           |
| De Soto         | 3,840       | 922           |
| Forrest         | 1,333       | 212           |
| Franklin        | 1,276       | 234           |
| George          | 1,306       | 178           |
| Greene          | 1,124       | 80            |
| Grenada         | 1,394       | 165           |
| Hancock         | 711         | 216           |
| Harrison        | 1,046       | 299           |
| Hinds           | 4,627       | 870           |
| Holmes          | 4,108       | 355           |
| Humphreys       | 2,614       | 230           |
| Issaquena       | 605         | 95            |
| Itawamba        | 2,504       | 342           |
| Jackson         | 1,216       | 287           |
| Jasper          | 2,735       | 390           |
| Jefferson       | 1,787       | 96            |
| Jefferson Davis | 2,499       | 315           |
| Jones           | 3,610       | 638           |
| Kemper          | 2,475       | 312           |
| Lafayette       | 2,532       | 474           |
| Lamar           | 1,570       | 282           |
| Lauderdale      | 2,557       | 619           |
| Lawrence        | 1,791       | 192           |
| Leake           | 3,737       | 489           |
| Lee             | 3,960       | 483           |
| Leflore         | 4,938       | 319           |
| Lincoln         | 2,717       | 532           |
| Lowndes         | 2,317       | 165           |
| Madison         | 4,059       | 424           |
| Marion          | 2,667       | 436           |
| Marshall        | 3,483       | 554           |
| Monroe          | 3,775       | 395           |
| Montgomery      | 1,642       | 139           |
| Neshoba         | 3,569       | 532           |
| Newton          | 2,870       | 538           |
| Nowbee          | 2,685       | 189           |
| Oktibbeha       | 2,103       | 117           |
| Panola          | 4,457       | 1,077         |
| Pearl River     | 1,767       | 676           |
| Perry           | 1,065       | 114           |
| Pike            | 2,531       | 472           |
| Pontotoc        | 3,402       | 537           |
| Prentiss        | 2,758       | 356           |
| Quitman         | 3,864       | 599           |
| Rankin          | 2,896       | 725           |
| Scott           | 2,872       | 466           |
| Sharkey         | 1,431       | 122           |
| Simpson         | 2,802       | 426           |
| Smith           | 2,694       | 280           |
| Stone           | 620         | 158           |
| Sunflower       | 6,681       | 488           |
| Tallahatchie    | 4,521       | 650           |
| Tate            | 2,975       | 636           |
| Tippah          | 2,590       | 568           |
| Tishomingo      | 1,859       | 162           |
| Tunica          | 3,664       | 387           |
| Union           | 3,044       | 717           |
| Walthall        |             |               |

| MISSISSIPPI—(continued) |                |               |
|-------------------------|----------------|---------------|
| County                  | Total Farms    | Farms with TV |
| Warren                  | 1,316          | 192           |
| Washington              | 4,348          | 319           |
| Wayne                   | 1,913          | 178           |
| Webster                 | 1,847          | 71            |
| Wilkinson               | 1,378          | 86            |
| Winston                 | 2,672          | 268           |
| Yalobusha               | 1,902          | 343           |
| Yazoo                   | 3,777          | 516           |
| <b>State Total</b>      | <b>215,915</b> | <b>29,514</b> |

| MISSOURI        |             |               |
|-----------------|-------------|---------------|
| County          | Total Farms | Farms with TV |
| Adair           | 1,721       | 444           |
| Andrew          | 1,849       | 961           |
| Atchison        | 1,155       | 650           |
| Audrain         | 2,032       | 685           |
| Barry           | 2,901       | 689           |
| Barton          | 1,724       | 482           |
| Bates           | 2,357       | 978           |
| Benton          | 1,628       | 279           |
| Bollinger       | 1,707       | 261           |
| Boone           | 2,446       | 856           |
| Buchanan        | 1,847       | 984           |
| Butler          | 2,802       | 416           |
| Caldwell        | 1,431       | 843           |
| Callaway        | 2,243       | 679           |
| Camden          | 922         | 126           |
| Cape Gir'ardeau | 2,313       | 360           |
| Carroll         | 1,959       | 885           |
| Carter          | 431         | 36            |
| Cass            | 2,414       | 1,465         |
| Cedar           | 1,673       | 256           |
| Chariton        | 2,211       | 578           |
| Christian       | 2,079       | 599           |
| Clark           | 1,244       | 531           |
| Clay            | 1,329       | 839           |
| Clinton         | 1,203       | 612           |
| Cole            | 1,477       | 425           |
| Cooper          | 1,749       | 540           |
| Crawford        | 1,316       | 414           |
| Dade            | 1,706       | 406           |
| Dallas          | 1,847       | 560           |
| Davless         | 1,889       | 765           |
| DeKalb          | 1,487       | 580           |
| Dent            | 1,423       | 219           |
| Douglas         | 2,087       | 356           |
| Dunklin         | 2,605       | 1,165         |
| Franklin        | 2,752       | 1,063         |
| Gasconade       | 1,351       | 449           |
| Gentry          | 1,491       | 636           |
| Greene          | 3,677       | 1,550         |
| Grundy          | 1,420       | 464           |
| Harrison        | 2,227       | 666           |
| Henry           | 2,042       | 676           |
| Hickory         | 1,012       | 147           |
| Holt            | 1,193       | 549           |
| Howard          | 1,297       | 388           |
| Howell          | 2,613       | 266           |
| Iron            | 752         | 86            |
| Jackson         | 2,291       | 1,602         |
| Jasper          | 2,594       | 993           |
| Jefferson       | 1,809       | 973           |
| Johnson         | 2,592       | 1,261         |
| Knox            | 1,198       | 496           |
| Laclede         | 2,042       | 513           |
| Lafayette       | 2,449       | 1,244         |
| Lawrence        | 2,782       | 790           |
| Lewis           | 1,260       | 588           |
| Lincoln         | 1,714       | 875           |
| Linn            | 1,702       | 418           |
| Livingston      | 1,487       | 575           |
| McDonald        | 1,869       | 325           |
| Macon           | 2,381       | 574           |
| Madison         | 846         | 140           |
| Maries          | 1,316       | 218           |
| Marion          | 1,368       | 580           |
| Mercer          | 1,282       | 248           |
| Miller          | 1,855       | 453           |
| Mississippi     | 1,435       | 261           |
| Moniteau        | 1,491       | 372           |
| Monroe          | 1,867       | 582           |
| Montgomery      | 1,542       | 426           |
| Morgan          | 1,369       | 218           |
| New Madrid      | 2,865       | 871           |
| Newton          | 2,914       | 997           |
| Nodaway         | 2,845       | 1,134         |
| Oregon          | 1,550       | 92            |
| Osage           | 1,691       | 349           |
| Ozark           | 1,450       | 93            |
| Pemiscot        | 2,794       | 1,265         |
| Perry           | 1,692       | 348           |
| Pettis          | 2,267       | 610           |
| Phelps          | 1,647       | 293           |
| Pike            | 1,645       | 682           |
| Platte          | 1,434       | 964           |
| Folk            | 2,489       | 637           |
| Fulaski         | 1,010       | 191           |
| Putnam          | 1,417       | 228           |
| Ralls           | 1,314       | 565           |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Randolph           | 1,547          | 449           |
| Ray                | 1,999          | 1,071         |
| Reynolds           | 862            | 47            |
| Ripley             | 1,259          | 87            |
| St. Charles        | 1,823          | 986           |
| St. Clair          | 1,712          | 355           |
| St. Francois       | 1,185          | 560           |
| St. Louis          | 1,715          | 980           |
| Ste. Genevieve     | 889            | 417           |
| Saline             | 2,115          | 848           |
| Schuyler           | 903            | 155           |
| Scotland           | 1,172          | 414           |
| Scott              | 1,353          | 317           |
| Shannon            | 1,144          | 83            |
| Shelby             | 1,466          | 596           |
| Stoddard           | 3,344          | 545           |
| Stone              | 1,478          | 286           |
| Sullivan           | 1,881          | 219           |
| Taney              | 1,064          | 237           |
| Texas              | 2,847          | 285           |
| Vernon             | 2,580          | 709           |
| Warren             | 1,025          | 324           |
| Washington         | 1,097          | 401           |
| Wayne              | 1,088          | 148           |
| Webster            | 2,291          | 583           |
| Worth              | 740            | 278           |
| Wright             | 2,436          | 372           |
| <b>State Total</b> | <b>201,614</b> | <b>63,650</b> |

| MONTANA            |               |               |
|--------------------|---------------|---------------|
| County             | Total Farms   | Farms with TV |
| Beaverhead         | 339           | 32            |
| Big Horn           | 815           | 84            |
| Blaine             | 734           | 16            |
| Broadwater         | 215           | 6             |
| Carbon             | 896           | 188           |
| Carter             | 432           | 1             |
| Cascade            | 1,133         | 290           |
| Chouteau           | 1,064         | 337           |
| Custer             | 453           | —             |
| Daniels            | 609           | 6             |
| Dawson             | 687           | 6             |
| Deer Lodge         | 117           | 13            |
| Fallon             | 384           | 7             |
| Fergus             | 1,070         | 63            |
| Flathead           | 1,434         | 88            |
| Gallatin           | 1,041         | 13            |
| Garfield           | 366           | 6             |
| Glacier            | 385           | 4             |
| Golden Valley      | 197           | 25            |
| Granite            | 181           | 9             |
| Hill               | 899           | 61            |
| Jefferson          | 274           | 2             |
| Judith Basin       | 489           | 71            |
| Lake               | 1,490         | 98            |
| Lewis & Clark      | 382           | 50            |
| Liberty            | 337           | 107           |
| Lincoln            | 387           | 25            |
| McCone             | 610           | 5             |
| Madison            | 508           | 30            |
| Meagher            | 155           | —             |
| Mineral            | 85            | —             |
| Missoula           | 642           | 33            |
| Musselshell        | 259           | 23            |
| Park               | 550           | 19            |
| Petroleum          | 140           | 3             |
| Phillips           | 711           | 7             |
| Pondera            | 696           | 80            |
| Powder River       | 424           | —             |
| Powell             | 222           | 1             |
| Prarie             | 257           | —             |
| Ravalli            | 1,396         | 69            |
| Richland           | 1,004         | 3             |
| Roosevelt          | 860           | 18            |
| Rosebud            | 481           | 18            |
| Sanders            | 591           | 34            |
| Sheridan           | 965           | 25            |
| Silver Bow         | 142           | 28            |
| Stillwater         | 643           | 117           |
| Sweet Grass        | 366           | 16            |
| Teton              | 952           | 204           |
| Toole              | 446           | 50            |
| Treasure           | 148           | 14            |
| Valley             | 1,097         | 5             |
| Wheatland          | 201           | 3             |
| Wibaux             | 290           | 2             |
| Yellowstone        | 1,401         | 555           |
| <b>State Total</b> | <b>13,059</b> | <b>2,970</b>  |

| NEBRASKA  |             |               |
|-----------|-------------|---------------|
| County    | Total Farms | Farms with TV |
| Adams     | 1,271       | 319           |
| Antelope  | 1,758       | 309           |
| Arthur    | 107         | 1             |
| Banner    | 254         | 77            |
| Blaine    | 178         | 2             |
| Boone     | 1,531       | 494           |
| Box Butte | 707         | 12            |
| Boyd      | 703         | 32            |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Brown              | 518            | 2             |
| Buffalo            | 2,000          | 677           |
| Burt               | 1,321          | 941           |
| Butler             | 1,685          | 883           |
| Cass               | 1,597          | 1,065         |
| Cedar              | 1,948          | 1,035         |
| Chase              | 612            | 20            |
| Cherry             | 812            | 20            |
| Cheyenne           | 953            | 149           |
| Clay               | 1,079          | 272           |
| Colfax             | 1,313          | 635           |
| Cuming             | 1,801          | 971           |
| Custer             | 2,625          | 214           |
| Dawes              | 676            | 10            |
| Dawson             | 1,759          | 578           |
| Dakota             | 688            | 21            |
| Deuel              | 411            | 33            |
| Dixon              | 1,321          | 792           |
| Dodge              | 1,641          | 1,238         |
| Douglas            | 1,432          | 1,204         |
| Dundy              | 527            | 23            |
| Fillmore           | 1,377          | 448           |
| Franklin           | 908            | 203           |
| Furnas             | 1,003          | 282           |
| Frontier           | 873            | 113           |
| Gage               | 2,274          | 862           |
| Garden             | 528            | 17            |
| Garfield           | 371            | 8             |
| Gosper             | 559            | 167           |
| Grant              | 70             | 0             |
| Greeley            | 800            | 87            |
| Hall               | 1,386          | 551           |
| Hamilton           | 1,343          | 400           |
| Harlan             | 764            | 308           |
| Hayes              | 436            | 8             |
| Hitchcock          | 683            | 23            |
| Holt               | 1,873          | 137           |
| Hooker             | 78             | 0             |
| Howard             | 1,201          | 191           |
| Jefferson          | 1,357          | 306           |
| Johnson            | 1,042          | 520           |
| Kearney            | 958            | 546           |
| Keith              | 594            | 9             |
| Keya Paha          | 377            | 7             |
| Kimball            | 463            | 106           |
| Knox               | 2,074          | 590           |
| Lancaster          | 2,351          | 1,430         |
| Lincoln            | 1,596          | 88            |
| Logan              | 211            | 12            |
| Loup               | 224            | 4             |
| Madison            | 1,731          | 663           |
| McPherson          | 166            | 7             |
| Merrick            | 1,130          | 303           |
| Morrill County     | 854            | 43            |
| Nance              | 890            | 201           |
| Nemaha             | 1,178          | 673           |
| Nuckolls           | 1,172          | 149           |
| Otoe               | 1,833          | 1,143         |
| Pawnee             | 1,024          | 318           |
| Perkins            | 685            | 8             |
| Phelps             | 998            | 447           |
| Pierce             | 1,491          | 461           |
| Platte             | 1,892          | 662           |
| Polk               | 1,242          | 571           |
| Red Willow         | 828            | 130           |
| Richardson         | 1,562          | 714           |
| Rock               | 397            | 9             |
| Saline             | 1,644          | 525           |
| Sarpy              | 801            | 541           |
| Saunders           | 2,203          | 1,359         |
| Scotts Bluff       | 1,741          | 163           |
| Seward             | 1,674          | 845           |
| Sheridan           | 1,018          | 19            |
| Sherman            | 1,021          | 117           |
| Sioux              | 525            | 29            |
| Stanton            | 1,150          | 561           |
| Thayer             | 1,369          | 297           |
| Thomas             | 123            | 5             |
| Thurston           | 914            | 545           |
| Valley             | 1,038          | 80            |
| Washington         | 1,309          | 1,026         |
| Wayne              | 1,393          | 800           |
| Webster            | 1,013          | 178           |
| Wheeler            | 272            | 46            |
| York               | 1,563          | 571           |
| <b>State Total</b> | <b>100,846</b> | <b>33,661</b> |

| NEVADA    |             |               |
|-----------|-------------|---------------|
| County    | Total Farms | Farms with TV |
| Churchill | 619         | 20            |
| Clark     | 210         | 22            |
| Douglas   | 124         | 4             |
| Elko      | 278         | 12            |
| Esmeralda | 22          | —             |
| Eureka    | 36          | —             |
| Humboldt  | 113         | —             |
| Lander    | 33          | —             |
| Lincoln   | 134         | —             |
| Lyon      | 327         | 6             |
| Mineral   | 53          | —             |
| Nye       | 134         | —             |

| County             | Total Farms  | Farms with TV |
|--------------------|--------------|---------------|
| Ormsby             | 33           | —             |
| Perishing          | 117          | 1             |
| Storey             | 11           | 1             |
| Washoe             | 465          | 181           |
| White Pine         | 148          | 3             |
| <b>State Total</b> | <b>2,857</b> | <b>250</b>    |

| NEW HAMPSHIRE      |               |               |
|--------------------|---------------|---------------|
| County             | Total Farms   | Farms with TV |
| Belknap            | 575           | 278           |
| Carroll            | 467           | 239           |
| Cheshire           | 817           | 343           |
| Coos               | 670           | 211           |
| Grafton            | 1,393         | 378           |
| Hillsborough       | 1,831         | 1,252         |
| Merrimack          | 1,542         | 956           |
| Rockingham         | 1,678         | 1,114         |
| Strafford          | 660           | 406           |
| Sullivan           | 778           | 293           |
| <b>State Total</b> | <b>10,411</b> | <b>5,475</b>  |

| NEW JERSEY         |               |               |
|--------------------|---------------|---------------|
| County             | Total Farms   | Farms with TV |
| Atlantic           | 1,279         | 1,012         |
| Bergen             | 547           | 467           |
| Burlington         | 1,835         | 1,431         |
| Camden             | 658           | 575           |
| Cape May           | 315           | 246           |
| Cumberland         | 2,237         | 1,926         |
| Essex              | 154           | 111           |
| Gloucester         | 1,608         | 1,425         |
| Hudson             | 52            | 43            |
| Hunterdon          | 2,204         | 1,765         |
| Mercer             | 828           | 662           |
| Middlesex          | 1,070         | 978           |
| Monmouth           | 2,486         | 2,146         |
| Morris             | 1,023         | 847           |
| Ocean              | 1,214         | 1,009         |
| Passaic            | 314           | 255           |
| Salem              | 1,478         | 1,225         |
| Somerset           | 1,035         | 874           |
| Sussex             | 1,021         | 754           |
| Union              | 208           | 165           |
| Warren             | 1,120         | 882           |
| <b>State Total</b> | <b>22,686</b> | <b>18,798</b> |

| NEW MEXICO         |               |               |
|--------------------|---------------|---------------|
| County             | Total Farms   | Farms with TV |
| Bernalillo         | 883           | 402           |
| Catron             | 315           | 30            |
| Chaves             | 672           | 367           |
| Colfax             | 442           | 13            |
| Curry              | 957           | 65            |
| De Baca            | 267           | 31            |
| Dona Ana           | 1,119         | 561           |
| Eddy               | 630           | 202           |
| Grant              | 340           | 31            |
| Guadalupe          | 333           | 27            |
| Harding            | 263           | 23            |
| Hidalgo            | 175           | 4             |
| Lea                | 747           | 193           |
| Lincoln            | 418           | 82            |
| Los Alamos         | *             | *             |
| Luna               | 325           | 165           |
| McKinley           | 419           | 1             |
| Mora               | 750           | 29            |
| Otero              | 369           | 53            |
| Quay               | 863           | 55            |
| Rio Arriba         | 1,880         | 167           |
| Roosevelt          | 1,585         | 144           |
| Sandoval           | 879           | 105           |
| San Juan           | 830           | 6             |
| San Miguel         | 865           | 48            |
| Santa Fe           | 703           | 128           |
| Sierra             | 256           | 22            |
| Socorro            | 398           | 105           |
| Taos               | 1,082         | 73            |
| Torrance           | 551           | 125           |
| Union              | 680           | 63            |
| Valencia           | 1,074         | 348           |
| <b>State Total</b> | <b>21,070</b> | <b>3,648</b>  |

| NEW YORK    |             |               |
|-------------|-------------|---------------|
| County      | Total Farms | Farms with TV |
| Albany      | 1,175       | 780           |
| Alleghany   | 2,180       | 1,235         |
| Bronx       | 13          | —             |
| Broome      | 2,022       | 1,622         |
| Cattaraugus | 3,040       | 2,160         |
| Cayuga      | 2,491       | 1,800         |
| Chautauqua  | 4,621       | 3,283         |
| Chemung     | 1,090       | 711           |
| Chenango    | 2,280       | 1,494         |
| Clinton     | 1,967       | 1,055         |
| Columbia    | 1,440       | 1,003         |
| Cortland    | 1,134       | 888           |
| Delaware    | 2,865       | 1,530         |
| Dutchess    | 1,310       | 891           |
| Erie        | 3,963       | 3,131         |
| Essex       | 839         | 246           |

**NEW YORK—(continued)**

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Franklin           | 1,771          | 711           |
| Fulton             | 742            | 526           |
| Genesee            | 1,944          | 1,500         |
| Greene             | 1,098          | 677           |
| Hamilton           | 32             | —             |
| Herkimer           | 1,719          | 1,291         |
| Jefferson          | 2,978          | 1,713         |
| Kings              | 43             | 10            |
| Lewis              | 1,541          | 927           |
| Livingston         | 1,612          | 1,170         |
| Madison            | 2,057          | 1,474         |
| Monroe             | 2,721          | 2,211         |
| Montgomery         | 1,296          | 965           |
| Nassau             | 329            | 285           |
| New York           | —              | —             |
| Niagara            | 3,223          | 2,440         |
| Oneda              | 3,281          | 2,656         |
| Onondaga           | 2,539          | 2,027         |
| Ontario            | 2,371          | 1,878         |
| Orange             | 2,129          | 1,586         |
| Orleans            | 1,536          | 1,195         |
| Oswego             | 2,858          | 2,239         |
| Otsego             | 2,823          | 1,711         |
| Putnam             | 220            | 183           |
| Queens             | 83             | 31            |
| Rensselaer         | 1,616          | 1,202         |
| Richmond           | 72             | 40            |
| Rockland           | 134            | 115           |
| St. Lawrence       | 4,380          | 1,389         |
| Saratoga           | 1,768          | 1,395         |
| Schenectady        | 448            | 271           |
| Schoharie          | 1,458          | 1,103         |
| Schuyler           | 958            | 560           |
| Seneca             | 1,089          | 851           |
| Steuben            | 3,219          | 1,938         |
| Suffolk            | 1,464          | 1,208         |
| Sullivan           | 1,450          | 844           |
| Tioga              | 1,580          | 1,118         |
| Tompkins           | 1,409          | 972           |
| Ulster             | 1,915          | 1,245         |
| Warren             | 580            | 295           |
| Washington         | 2,043          | 1,373         |
| Wayne              | 2,913          | 2,263         |
| Westchester        | 555            | 452           |
| Wyoming            | 2,063          | 1,563         |
| Yates              | 1,224          | 861           |
| <b>State Total</b> | <b>105,714</b> | <b>72,293</b> |

**NORTH CAROLINA**

|            |       |       |
|------------|-------|-------|
| Alamance   | 2,749 | 1,211 |
| Alexander  | 1,504 | 521   |
| Alleghany  | 1,447 | 281   |
| Anson      | 2,238 | 502   |
| Ashe       | 3,754 | 792   |
| Avery      | 1,509 | 392   |
| Beaufort   | 3,194 | 1,246 |
| Bertie     | 3,165 | 832   |
| Bladen     | 3,633 | 349   |
| Brunswick  | 1,976 | 250   |
| Buncombe   | 4,303 | 1,082 |
| Burke      | 1,922 | 738   |
| Cabarrus   | 1,882 | 907   |
| Caldwell   | 2,165 | 972   |
| Camden     | 414   | 233   |
| Carteret   | 640   | 112   |
| Caswell    | 2,899 | 718   |
| Catawba    | 2,718 | 1,283 |
| Chatham    | 2,844 | 890   |
| Cherokee   | 1,638 | 186   |
| Chowan     | 895   | 241   |
| Clay       | 864   | 70    |
| Cleveland  | 4,672 | 1,662 |
| Columbus   | 6,051 | 671   |
| Craven     | 2,358 | 913   |
| Cumberland | 3,002 | 198   |
| Currituck  | 544   | 315   |
| Dare       | 39    | 5     |
| Davidson   | 3,561 | 1,547 |
| Davie      | 1,527 | 386   |
| Duplin     | 5,650 | 1,080 |
| Durham     | 1,622 | 514   |
| Edgecombe  | 3,725 | 825   |
| Forsyth    | 2,927 | 1,292 |
| Franklin   | 4,050 | 418   |
| Gaston     | 1,762 | 964   |
| Gates      | 1,166 | 432   |
| Graham     | 757   | 55    |
| Granville  | 3,578 | 625   |
| Greene     | 2,945 | 1,016 |
| Guilford   | 4,518 | 2,120 |
| Halifax    | 4,244 | 468   |
| Harnett    | 4,684 | 922   |
| Haywood    | 2,818 | 555   |
| Henderson  | 1,998 | 653   |
| Hertford   | 1,761 | 647   |
| Hoke       | 1,560 | 121   |
| Hyde       | 570   | 62    |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Iredell            | 3,699          | 1,358         |
| Jackson            | 1,813          | 211           |
| Johnston           | 7,822          | 1,045         |
| Jones              | 1,515          | 415           |
| Lee                | 1,500          | 504           |
| Lenoir             | 3,529          | 1,250         |
| Lincoln            | 2,333          | 1,296         |
| McDowell           | 1,323          | 445           |
| Macon              | 1,896          | 160           |
| Madison            | 3,482          | 437           |
| Martin             | 2,888          | 1,170         |
| Mecklenburg        | 2,787          | 1,398         |
| Mitchell           | 1,763          | 431           |
| Montgomery         | 995            | 374           |
| Moore              | 2,328          | 508           |
| Nash               | 5,461          | 960           |
| New Hanover        | 376            | 103           |
| Northampton        | 2,879          | 614           |
| Onslow             | 2,064          | 335           |
| Orange             | 1,939          | 636           |
| Pamlico            | 738            | 194           |
| Pasquotank         | 791            | 442           |
| Pender             | 2,266          | 334           |
| Perquimans         | 888            | 288           |
| Person             | 3,591          | 695           |
| Pitt               | 5,583          | 2,191         |
| Polk               | 997            | 339           |
| Randolph           | 3,578          | 1,214         |
| Richmond           | 1,572          | 436           |
| Robeson            | 8,037          | 583           |
| Rockingham         | 4,188          | 1,643         |
| Rowan              | 2,911          | 1,388         |
| Rutherford         | 3,021          | 1,117         |
| Sampson            | 6,822          | 894           |
| Scotland           | 1,241          | 83            |
| Stanly             | 2,244          | 1,144         |
| Stokes             | 3,809          | 1,137         |
| Surry              | 4,297          | 873           |
| Swain              | 758            | 35            |
| Transylvania       | 968            | 162           |
| Tyrrell            | 499            | 156           |
| Union              | 4,415          | 1,919         |
| Vance              | 2,106          | 302           |
| Wake               | 5,770          | 1,323         |
| Warren             | 2,866          | 193           |
| Washington         | 773            | 204           |
| Watauga            | 2,427          | 478           |
| Wayne              | 4,588          | 1,182         |
| Wilkes             | 4,088          | 1,275         |
| Wilson             | 3,919          | 1,357         |
| Yadkin             | 3,148          | 818           |
| Yancey             | 2,153          | 237           |
| <b>State Total</b> | <b>267,906</b> | <b>70,560</b> |

**NORTH DAKOTA**

|               |       |       |
|---------------|-------|-------|
| Adams         | 555   | 37    |
| Barnes        | 1,789 | 521   |
| Benson        | 1,331 | 96    |
| Billings      | 358   | 7     |
| Bottineau     | 1,677 | 490   |
| Bowman        | 537   | 5     |
| Burke         | 892   | 57    |
| Burleigh      | 1,026 | 296   |
| Cass          | 2,323 | 1,365 |
| Cavalier      | 1,794 | 43    |
| Dickey        | 1,171 | 197   |
| Divide        | 907   | 24    |
| Dunn          | 1,059 | 31    |
| Eddy          | 556   | 29    |
| Emmons        | 1,259 | 261   |
| Foster        | 612   | 78    |
| Golden Valley | 424   | 1     |
| Grand Forks   | 1,886 | 466   |
| Grant         | 1,018 | 115   |
| Griggs        | 805   | 200   |
| Hettinger     | 887   | 62    |
| Kidder        | 871   | 141   |
| La Moure      | 1,365 | 247   |
| Logan         | 827   | 67    |
| McHenry       | 1,596 | 478   |
| McIntosh      | 982   | 22    |
| McKenzie      | 1,202 | 10    |
| McLean        | 1,859 | 308   |
| Mercer        | 852   | 46    |
| Morton        | 1,453 | 427   |
| Mountrail     | 1,279 | 175   |
| Nelson        | 1,104 | 93    |
| Oliver        | 555   | 97    |
| Pembina       | 1,519 | 120   |
| Pierce        | 957   | 62    |
| Ramsey        | 1,269 | 82    |
| Ransom        | 1,140 | 393   |
| Renville      | 833   | 270   |
| Richland      | 2,325 | 939   |
| Rolette       | 1,001 | 88    |
| Sargent       | 1,168 | 295   |
| Sheridan      | 865   | 67    |
| Sioux         | 318   | 47    |

| County             | Total Farms   | Farms with TV |
|--------------------|---------------|---------------|
| Slope              | 447           | 5             |
| Stark              | 1,169         | 87            |
| Steele             | 862           | 353           |
| Stutsman           | 2,042         | 288           |
| Towner             | 884           | 42            |
| Trails             | 1,326         | 669           |
| Walsh              | 2,084         | 159           |
| Ward               | 1,983         | 603           |
| Wells              | 1,391         | 89            |
| Williams           | 1,536         | 28            |
| <b>State Total</b> | <b>61,939</b> | <b>11,178</b> |

**OHIO**

|            |       |       |
|------------|-------|-------|
| Adams      | 2,304 | 1,059 |
| Allen      | 2,097 | 1,010 |
| Ashland    | 2,048 | 1,311 |
| Ashtabula  | 3,376 | 1,955 |
| Athens     | 1,734 | 755   |
| Auglaize   | 1,963 | 1,251 |
| Belmont    | 1,997 | 1,050 |
| Brown      | 2,828 | 1,677 |
| Butler     | 2,331 | 1,910 |
| Carroll    | 1,557 | 870   |
| Champaign  | 1,866 | 1,373 |
| Clark      | 1,723 | 1,405 |
| Clermont   | 2,487 | 1,831 |
| Clinton    | 1,594 | 1,298 |
| Columbiana | 2,893 | 1,966 |
| Coshocton  | 1,781 | 606   |
| Crawford   | 1,746 | 1,108 |
| Cuyahoga   | 1,145 | 920   |
| Darke      | 3,885 | 2,880 |
| Defiance   | 1,776 | 1,116 |
| Delaware   | 2,045 | 1,735 |
| Erie       | 1,151 | 915   |
| Fairfield  | 2,514 | 2,168 |
| Fayette    | 1,373 | 1,094 |
| Franklin   | 2,051 | 1,802 |
| Fulton     | 2,354 | 1,580 |
| Gallia     | 2,212 | 1,105 |
| Geauga     | 1,682 | 1,096 |
| Greene     | 1,784 | 1,376 |
| Guernsey   | 2,032 | 705   |
| Hamilton   | 1,481 | 1,132 |
| Hancock    | 2,338 | 1,517 |
| Hardin     | 1,883 | 1,225 |
| Harrison   | 977   | 534   |
| Henry      | 2,072 | 1,606 |
| Highland   | 2,555 | 1,705 |
| Hocking    | 1,089 | 644   |
| Holmes     | 2,104 | 611   |
| Huron      | 2,018 | 1,324 |
| Jackson    | 1,427 | 791   |
| Jefferson  | 1,273 | 763   |
| Knox       | 2,100 | 1,370 |
| Lake       | 1,225 | 922   |
| Lawrence   | 1,883 | 1,152 |
| Licking    | 3,144 | 2,327 |
| Logan      | 2,056 | 1,452 |
| Lorain     | 2,644 | 2,096 |
| Lucas      | 1,824 | 1,485 |
| Madison    | 1,249 | 943   |
| Mahoning   | 1,946 | 1,280 |
| Marion     | 1,417 | 1,139 |
| Medina     | 2,353 | 1,841 |
| Meigs      | 1,757 | 990   |
| Mercer     | 2,389 | 1,201 |
| Miami      | 2,253 | 1,861 |
| Monroe     | 1,709 | 580   |
| Montgomery | 2,583 | 2,156 |
| Morgan     | 1,469 | 471   |
| Morrow     | 2,085 | 1,550 |
| Muskingum  | 2,584 | 1,427 |
| Noble      | 1,457 | 481   |
| Ottawa     | 1,392 | 945   |
| Paulding   | 1,357 | 687   |
| Perry      | 1,388 | 896   |
| Pickaway   | 1,582 | 1,411 |
| Pike       | 1,308 | 645   |
| Portage    | 2,667 | 2,041 |
| Preble     | 2,216 | 1,605 |
| Putnam     | 2,379 | 1,400 |
| Richland   | 2,394 | 1,591 |
| Ross       | 2,176 | 1,440 |
| Sandusky   | 1,953 | 1,550 |
| Scioto     | 1,321 | 752   |
| Seneca     | 2,288 | 1,555 |
| Shelby     | 1,926 | 1,496 |
| Stark      | 3,214 | 2,091 |
| Summit     | 2,119 | 1,770 |
| Trumbull   | 2,932 | 1,917 |
| Tuscarawas | 2,350 | 1,065 |
| Union      | 1,775 | 1,281 |
| Van Wert   | 1,800 | 840   |
| Vinton     | 984   | 431   |
| Warren     | 1,962 | 1,633 |
| Washington | 2,576 | 810   |
| Wayne      | 3,080 | 1,668 |
| Williams   | 1,959 | 1,105 |

| County             | Total Farms    | Farms with TV  |
|--------------------|----------------|----------------|
| Wood               | 2,766          | 2,246          |
| Wyandot            | 1,537          | 989            |
| <b>State Total</b> | <b>177,074</b> | <b>115,363</b> |

**OKLAHOMA**

|                    |                |               |
|--------------------|----------------|---------------|
| Adair              | 1,590          | 207           |
| Alfalfa            | 1,406          | 575           |
| Atoka              | 1,489          | 235           |
| Beaver             | 1,275          | 91            |
| Beckham            | 1,572          | 285           |
| Blaine             | 1,620          | 843           |
| Bryan              | 2,117          | 367           |
| Caddo              | 2,888          | 1,607         |
| Canadian           | 1,848          | 1,178         |
| Carter             | 1,544          | 442           |
| Cherokee           | 1,798          | 380           |
| Chockaw            | 1,617          | 187           |
| Cimarron           | 559            | 52            |
| Cleveland          | 1,214          | 582           |
| Coal               | 793            | 165           |
| Comanche           | 1,477          | 686           |
| Cotton             | 1,041          | 491           |
| Craig              | 1,602          | 572           |
| Creek              | 1,559          | 678           |
| Custer             | 1,619          | 585           |
| Delaware           | 1,974          | 360           |
| Dewey              | 1,193          | 402           |
| Ellis              | 970            | 99            |
| Garfield           | 2,241          | 1,442         |
| Garvin             | 1,860          | 885           |
| Grady              | 2,493          | 1,443         |
| Grant              | 1,792          | 734           |
| Greer              | 1,026          | 120           |
| Harmon             | 878            | 112           |
| Harper             | 694            | 79            |
| Haskell            | 1,271          | 125           |
| Hughes             | 1,555          | 514           |
| Jackson            | 1,572          | 341           |
| Jefferson          | 909            | 351           |
| Johnston           | 871            | 137           |
| Kay                | 2,045          | 831           |
| Kingfisher         | 1,658          | 1,071         |
| Kiowa              | 1,642          | 728           |
| Latimer            | 965            | 59            |
| Le Flore           | 2,541          | 238           |
| Lincoln            | 2,257          | 941           |
| Logan              | 1,666          | 762           |
| Love               | 882            | 254           |
| Major              | 1,593          | 430           |
| Marshall           | 563            | 102           |
| Mayes              | 1,863          | 637           |
| McCain             | 1,404          | 784           |
| McCurtain          | 2,799          | 350           |
| McIntosh           | 1,565          | 338           |
| Murray             | 572            | 250           |
| Muskogee           | 2,387          | 799           |
| Noble              | 1,322          | 697           |
| Nowata             | 1,080          | 342           |
| Oklfuskee          | 1,297          | 419           |
| Oklahoma           | 2,411          | 1,655         |
| Okmulgee           | 1,720          | 765           |
| Osage              | 1,703          | 1,048         |
| Ottawa             | 1,301          | 488           |
| Pawnee             | 1,296          | 562           |
| Payne              | 1,748          | 761           |
| Pittsburg          | 2,071          | 379           |
| Pontotoc           | 1,608          | 667           |
| Pottawatomie       | 2,163          | 1,057         |
| Pushmataha         | 1,223          | 53            |
| Roger Mills        | 1,158          | 107           |
| Rogers             | 1,929          | 868           |
| Seminole           | 1,614          | 715           |
| Sequoyah           | 1,774          | 257           |
| Stephens           | 1,772          | 675           |
| Texas              | 1,156          | 125           |
| Tillman            | 1,415          | 689           |
| Tulsa              | 1,807          | 1,098         |
| Wagoner            | 1,478          | 554           |
| Washington         | 757            | 358           |
| Washita            | 2,447          | 934           |
| Woods              | 1,323          | 381           |
| Woodward           | 1,104          | 169           |
| <b>State Total</b> | <b>118,979</b> | <b>41,695</b> |

**OREGON**

|           |       |       |
|-----------|-------|-------|
| Baker     | 998   | 101   |
| Benton    | 1,153 | 370   |
| Clackamas | 5,607 | 2,487 |
| Clatsop   | 697   | 172   |
| Columbia  | 1,773 | 719   |
| Coos      | 1,408 | 15    |
| Crook     | 393   | 17    |
| Curry     | 390   | 41    |
| Deschutes | 1,067 | 44    |
| Douglas   | 2,155 | 235   |
| Gilliam   | 212   | 27    |
| Grant     | 403   | 2     |
| Harney    | 322   | 10    |

OREGON—(continued)

| County             | Total Farms   | Farms with TV |
|--------------------|---------------|---------------|
| Hood River         | 1,002         | 275           |
| Jackson            | 2,647         | 1,228         |
| Jefferson          | 590           | 69            |
| Josephine          | 1,443         | 481           |
| Klamath            | 1,297         | 75            |
| Lake               | 426           | 8             |
| Lane               | 4,042         | 1,229         |
| Lincoln            | 677           | 71            |
| Linn               | 3,196         | 935           |
| Malheur            | 2,446         | 891           |
| Marion             | 4,543         | 1,934         |
| Morrow             | 463           | 24            |
| Multnomah          | 1,680         | 886           |
| Polk               | 1,605         | 532           |
| Sherman            | 265           | 82            |
| Tillamook          | 857           | 215           |
| Umatilla           | 2,143         | 143           |
| Union              | 987           | 51            |
| Wallowa            | 686           | 33            |
| Wasco              | 805           | 110           |
| Washington         | 3,676         | 1,558         |
| Wheeler            | 173           | —             |
| Yamhill            | 2,473         | 863           |
| <b>State Total</b> | <b>54,442</b> | <b>15,933</b> |

PENNSYLVANIA

|                    |                |               |
|--------------------|----------------|---------------|
| Adams              | 2,376          | 1,218         |
| Allegheny          | 1,897          | 1,402         |
| Armstrong          | 2,026          | 1,257         |
| Beaver             | 1,266          | 1,045         |
| Bedford            | 2,570          | 1,384         |
| Berks              | 4,130          | 2,643         |
| Blair              | 1,350          | 825           |
| Bradford           | 3,237          | 2,056         |
| Bucks              | 2,730          | 2,019         |
| Butler             | 3,048          | 2,097         |
| Cambria            | 1,542          | 1,088         |
| Cameron            | 92             | 50            |
| Carbon             | 570            | 379           |
| Centre             | 1,350          | 738           |
| Chester            | 3,383          | 2,305         |
| Clarion            | 1,663          | 933           |
| Clearfield         | 2,017          | 1,272         |
| Clinton            | 565            | 250           |
| Columbia           | 1,785          | 750           |
| Crawford           | 3,590          | 1,823         |
| Cumberland         | 2,325          | 1,135         |
| Dauphin            | 1,695          | 658           |
| Delaware           | 493            | 401           |
| Elk                | 504            | 265           |
| Erie               | 3,318          | 2,484         |
| Fayette            | 2,546          | 1,666         |
| Forest             | 173            | 90            |
| Franklin           | 2,556          | 836           |
| Fulton             | 1,124          | 401           |
| Greene             | 2,091          | 978           |
| Huntingdon         | 1,554          | 707           |
| Indiana            | 2,691          | 1,634         |
| Jefferson          | 1,491          | 920           |
| Juniata            | 1,205          | 382           |
| Lackawanna         | 1,054          | 642           |
| Lancaster          | 7,951          | 2,656         |
| Lawrence           | 1,609          | 1,050         |
| Lebanon            | 1,762          | 805           |
| Lehigh             | 1,671          | 1,253         |
| Luzerne            | 1,990          | 997           |
| Lycoming           | 2,095          | 595           |
| McKean             | 796            | 512           |
| Mercer             | 3,271          | 1,705         |
| Mifflin            | 1,068          | 397           |
| Monroe             | 687            | 464           |
| Montgomery         | 2,505          | 1,799         |
| Montour            | 553            | 195           |
| Northampton        | 1,858          | 1,348         |
| Northumb'and       | 1,855          | 546           |
| Perry              | 1,612          | 462           |
| Philadelphia       | 76             | 36            |
| Pike               | 335            | 283           |
| Potter             | 999            | 458           |
| Schuylkill         | 1,802          | 915           |
| Snyder             | 1,344          | 290           |
| Somerset           | 2,861          | 1,699         |
| Sullivan           | 462            | 264           |
| Susquehanna        | 2,144          | 1,454         |
| Tioga              | 1,926          | 958           |
| Union              | 924            | 185           |
| Venango            | 1,416          | 656           |
| Warren             | 1,241          | 585           |
| Washington         | 3,423          | 2,352         |
| Wayne              | 2,061          | 1,103         |
| Westmoreland       | 3,905          | 2,774         |
| Wyoming            | 1,118          | 634           |
| York               | 5,549          | 3,206         |
| <b>State Total</b> | <b>128,876</b> | <b>71,369</b> |

RHODE ISLAND

| County             | Total Farms  | Farms with TV |
|--------------------|--------------|---------------|
| Bristol            | 100          | 70            |
| Kent               | 319          | 246           |
| Newport            | 444          | 350           |
| Providence         | 819          | 652           |
| Washington         | 322          | 211           |
| <b>State Total</b> | <b>2,004</b> | <b>1,529</b>  |

SOUTH CAROLINA

|                    |                |               |
|--------------------|----------------|---------------|
| Abbeville          | 1,774          | 349           |
| Aiken              | 2,657          | 752           |
| Allendale          | 687            | 144           |
| Anderson           | 5,043          | 1,316         |
| Bamberg            | 1,239          | 285           |
| Barnwell           | 1,353          | 377           |
| Beaufort           | 1,201          | 140           |
| Berkeley           | 2,965          | 475           |
| Calhoun            | 1,403          | 273           |
| Charleston         | 1,841          | 422           |
| Cherokee           | 2,357          | 964           |
| Chester            | 2,036          | 628           |
| Chesterfield       | 3,240          | 702           |
| Clarendon          | 3,813          | 298           |
| Colleton           | 2,751          | 310           |
| Darlington         | 3,887          | 582           |
| Dillon             | 3,001          | 271           |
| Dorchester         | 1,908          | 343           |
| Edgefield          | 1,688          | 334           |
| Fairfield          | 1,441          | 302           |
| Florence           | 6,891          | 828           |
| Georgetown         | 1,593          | 207           |
| Greenville         | 4,520          | 1,512         |
| Greenwood          | 1,540          | 237           |
| Hampton            | 1,501          | 216           |
| Horry              | 6,918          | 782           |
| Jasper             | 971            | 110           |
| Kershaw            | 2,233          | 477           |
| Lancaster          | 2,119          | 860           |
| Laurens            | 2,752          | 757           |
| Lee                | 2,339          | 266           |
| Lexington          | 2,526          | 540           |
| McCormick          | 821            | 100           |
| Marion             | 2,820          | 285           |
| Marlboro           | 2,207          | 337           |
| Newberry           | 2,223          | 551           |
| Oconee             | 2,799          | 530           |
| Orangeburg         | 5,237          | 923           |
| Pickens            | 2,601          | 598           |
| Richland           | 2,043          | 494           |
| Saluda             | 1,964          | 322           |
| Spartanburg        | 5,547          | 2,111         |
| Sumter             | 3,441          | 392           |
| Union              | 1,328          | 506           |
| Williamsburg       | 5,875          | 520           |
| York               | 3,109          | 1,133         |
| <b>State Total</b> | <b>124,203</b> | <b>24,861</b> |

SOUTH DAKOTA

|             |       |     |
|-------------|-------|-----|
| Armstrong   | 10    | —   |
| Aurora      | 817   | 34  |
| Beadle      | 1,518 | 78  |
| Bennett     | 386   | 7   |
| Bon Homme   | 1,368 | 457 |
| Brookings   | 1,841 | 512 |
| Brown       | 1,846 | 193 |
| Brule       | 711   | 19  |
| Buffalo     | 154   | 2   |
| Butte       | 651   | 7   |
| Campbell    | 636   | 23  |
| Charles Mix | 1,567 | 163 |
| Clark       | 1,298 | 64  |
| Clay        | 1,153 | 703 |
| Codington   | 1,078 | 82  |
| Corson      | 777   | 51  |
| Custer      | 380   | 1   |
| Davison     | 892   | 85  |
| Day         | 1,600 | 46  |
| Deuel       | 1,208 | 132 |
| Dewey       | 484   | 40  |
| Douglas     | 883   | 40  |
| Edmunds     | 978   | 22  |
| Fall River  | 415   | 7   |
| Faulk       | 711   | 41  |
| Grant       | 1,264 | 67  |
| Gregory     | 1,086 | 44  |
| Haakon      | 431   | 2   |
| Hamlin      | 1,023 | 87  |
| Hand        | 1,093 | 44  |
| Hanson      | 830   | 149 |
| Harding     | 408   | 2   |
| Hughes      | 327   | 6   |
| Hutchinson  | 1,683 | 357 |
| Hyde        | 395   | 8   |
| Jackson     | 219   | 3   |
| Jerauld     | 633   | 57  |
| Jones       | 289   | —   |
| Kingsbury   | 1,392 | 235 |
| Lake        | 1,252 | 574 |

| County             | Total Farms   | Farms with TV |
|--------------------|---------------|---------------|
| Lawrence           | 339           | —             |
| Lincoln            | 1,734         | 750           |
| Lyman              | 636           | 18            |
| McCook             | 1,324         | 371           |
| McPherson          | 1,104         | 32            |
| Marshall           | 1,024         | 239           |
| Meade              | 1,049         | 9             |
| Mellette           | 350           | 15            |
| Miner              | 1,007         | 251           |
| Minnehaha          | 2,320         | 1,242         |
| Moody              | 1,295         | 556           |
| Pennington         | 795           | 11            |
| Perkins            | 855           | 24            |
| Potter             | 544           | 10            |
| Roberts            | 1,911         | 289           |
| Sanborn            | 819           | 50            |
| Shannon            | 240           | 2             |
| Spink              | 1,557         | 102           |
| Stanley            | 216           | 2             |
| Sully              | 419           | 8             |
| Todd               | 412           | 1             |
| Tripp              | 1,194         | 21            |
| Turner             | 1,866         | 656           |
| Union              | 1,366         | 856           |
| Walworth           | 579           | 12            |
| Washabaugh         | 173           | —             |
| Yankton            | 1,360         | 622           |
| Ziebach            | 344           | 7             |
| <b>State Total</b> | <b>62,520</b> | <b>10,600</b> |

TENNESSEE

|            |       |       |
|------------|-------|-------|
| Anderson   | 1,555 | 475   |
| Bedford    | 2,299 | 871   |
| Benton     | 1,035 | 155   |
| Bledsoe    | 827   | 58    |
| Blount     | 2,847 | 916   |
| Bradley    | 1,430 | 306   |
| Campbell   | 1,467 | 295   |
| Cannon     | 1,503 | 390   |
| Carroll    | 3,205 | 370   |
| Carter     | 2,446 | 631   |
| Cheatham   | 1,232 | 509   |
| Chester    | 1,399 | 255   |
| Clairborne | 2,622 | 347   |
| Clay       | 1,089 | 128   |
| Coke       | 2,451 | 309   |
| Coffee     | 1,698 | 537   |
| Crockett   | 2,607 | 801   |
| Cumberland | 1,549 | 207   |
| Davidson   | 2,374 | 1,676 |
| Decatur    | 1,046 | 61    |
| De Kalb    | 1,527 | 520   |
| Dickson    | 1,898 | 641   |
| Dyer       | 2,653 | 1,097 |
| Fayette    | 4,188 | 613   |
| Fentress   | 1,464 | 119   |
| Franklin   | 2,262 | 519   |
| Gibson     | 4,880 | 1,337 |
| Giles      | 3,301 | 552   |
| Grainger   | 2,249 | 206   |
| Greene     | 5,955 | 977   |
| Grundy     | 596   | 120   |
| Hamblen    | 1,558 | 260   |
| Hamilton   | 1,908 | 787   |
| Hancock    | 1,748 | 155   |
| Hardeman   | 2,710 | 542   |
| Hardin     | 2,008 | 149   |
| Hawkins    | 3,646 | 527   |
| Haywood    | 4,294 | 833   |
| Henderson  | 2,423 | 300   |
| Henry      | 2,503 | 417   |
| Hickman    | 1,407 | 413   |
| Houston    | 622   | 156   |
| Humphreys  | 1,040 | 299   |
| Jackson    | 1,884 | 392   |
| Jefferson  | 2,084 | 346   |
| Johnson    | 1,807 | 261   |
| Knox       | 3,599 | 1,280 |
| Lake       | 760   | 222   |
| Lauderdale | 3,368 | 989   |
| Lawrence   | 3,200 | 550   |
| Lewis      | 529   | 106   |
| Lincoln    | 3,407 | 697   |
| Loudon     | 1,400 | 351   |
| McMinn     | 2,016 | 291   |
| McNairy    | 2,599 | 502   |
| Macon      | 2,409 | 721   |
| Madison    | 3,594 | 852   |
| Marion     | 894   | 145   |
| Marshall   | 1,887 | 620   |
| Maury      | 3,010 | 1,021 |
| Meigs      | 684   | 103   |
| Monroe     | 2,540 | 350   |
| Montgomery | 2,475 | 669   |
| Moore      | 764   | 150   |
| Morgan     | 908   | 192   |
| Obion      | 2,488 | 667   |
| Overton    | 2,194 | 349   |
| Perry      | 715   | 62    |
| Pickett    | 778   | 46    |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Polk               | 770            | 115           |
| Putnam             | 2,544          | 572           |
| Rhea               | 1,005          | 234           |
| Roane              | 1,306          | 272           |
| Robertson          | 3,002          | 1,412         |
| Rutherford         | 3,441          | 1,398         |
| Scott              | 1,016          | 76            |
| Sequatchie         | 433            | 72            |
| Sevier             | 2,577          | 466           |
| Shelby             | 5,145          | 2,190         |
| Smith              | 2,505          | 835           |
| Stewart            | 1,134          | 237           |
| Sullivan           | 3,499          | 1,083         |
| Sumner             | 3,522          | 1,314         |
| Tipton             | 3,906          | 1,523         |
| Trousdale          | 847            | 260           |
| Unicoi             | 954            | 120           |
| Union              | 1,426          | 335           |
| Van Buren          | 479            | 85            |
| Warren             | 2,253          | 649           |
| Washington         | 3,541          | 1,138         |
| Wayne              | 1,447          | 85            |
| Weakley            | 3,402          | 470           |
| White              | 1,822          | 321           |
| Williamson         | 2,669          | 1,094         |
| Wilson             | 2,990          | 997           |
| <b>State Total</b> | <b>203,149</b> | <b>50,123</b> |

TEXAS

|               |       |       |
|---------------|-------|-------|
| Anderson      | 2,150 | 232   |
| Andrews       | 87    | 39    |
| Angelina      | 1,939 | 315   |
| Aransas       | 99    | 14    |
| Archer        | 417   | 190   |
| Armstrong     | 351   | 203   |
| Atascosa      | 1,481 | 638   |
| Austin        | 2,240 | 444   |
| Bailey        | 884   | 374   |
| Bandera       | 618   | 240   |
| Bastrop       | 1,667 | 340   |
| Baylor        | 598   | 234   |
| Bee           | 861   | 199   |
| Bell          | 2,881 | 1,123 |
| Bexar         | 2,772 | 1,444 |
| Blanco        | 574   | 183   |
| Borden        | 191   | 67    |
| Bosque        | 1,421 | 354   |
| Bowie         | 2,440 | 614   |
| Brazoria      | 1,669 | 857   |
| Brazos        | 1,269 | 347   |
| Brewster      | 101   | 2     |
| Briscoe       | 481   | 136   |
| Brooks        | 283   | 21    |
| Brown         | 1,432 | 201   |
| Burleson      | 1,634 | 312   |
| Burnet        | 982   | 374   |
| Caldwell      | 1,236 | 434   |
| Calhoun       | 303   | 88    |
| Callahan      | 946   | 337   |
| Cameron       | 2,836 | 1,138 |
| Camp          | 831   | 80    |
| Carson        | 426   | 238   |
| Cass          | 2,381 | 515   |
| Castro        | 828   | 422   |
| Chambers      | 491   | 290   |
| Cherokee      | 3,076 | 361   |
| Childress     | 706   | 55    |
| Clay          | 978   | 485   |
| Cochran       | 479   | 227   |
| Coke          | 419   | 93    |
| Coleman       | 1,427 | 268   |
| Collin        | 3,166 | 1,977 |
| Collingsworth | 856   | 55    |
| Colorado      | 1,662 | 371   |
| Comal         | 697   | 222   |
| Comanche      | 2,092 | 275   |
| Concho        | 554   | 134   |
| Cooke         | 1,700 | 671   |
| Coryell       | 1,575 | 465   |
| Cottle        | 469   | 46    |
| Crane         | 22    | 2     |
| Crockett      | 147   | 9     |
| Crosby        | 779   | 631   |
| Culberson     | 61    | 1     |
| Dallam        | 370   | 130   |
| Dallas        | 2,689 | 1,951 |
| Dawson        | 1,101 | 626   |
| Deaf Smith    | 674   | 270   |
| Delta         | 1,117 | 241   |
| Denton        | 2,221 | 1,168 |
| De Witt       | 2,213 | 413   |
| Dickens       | 646   | 153   |
| Dimmit        | 291   | 68    |
| Donley        | 619   | 151   |
| Duval         | 652   | 18    |
| Eastland      | 1,681 | 299   |
| Ector         | 77    | 36    |
| Edwards       | 269   | 25    |
| Ellis         | 2,885 | 1,537 |
| El Paso       | 690   | 470   |



| TEXAS—(continued) |             |               | Total         | Farms   | Total  | Farms         | Total   | Farms  | Total                                   | Farms   |        |
|-------------------|-------------|---------------|---------------|---------|--------|---------------|---------|--------|---|---------|--------|
| County            | Total Farms | Farms with TV | Farms         | with TV | County | Farms         | with TV | County | Farms                                   | with TV |        |
| Erath             | 2,021       | 543           | Moore         | 247     | 166    | Millard       | 1,094   | 242    | Nansemond                               | 1,306   | 537    |
| Falls             | 2,707       | 723           | Morris        | 670     | 126    | Morgan        | 237     | 136    | Nelson                                  | 1,277   | 343    |
| Fannin            | 2,953       | 730           | Motley        | 386     | 35     | Plute         | 202     | —      | New Kent                                | 279     | 125    |
| Fayette           | 3,773       | 535           | Nacogdoches   | 2,336   | 202    | Rich          | 275     | 38     | Norfolk                                 | 791     | 469    |
| Fisher            | 1,191       | 365           | Navarro       | 2,520   | 802    | Salt Lake     | 2,072   | 1,598  | Norhampton                              | 481     | 342    |
| Floyd             | 1,184       | 699           | Newton        | 1,026   | 165    | San Juan      | 272     | 5      | Northumber-                             |         |        |
| Foard             | 438         | 167           | Nolan         | 643     | 143    | Sanpete       | 1,363   | 556    | land                                    | 751     | 268    |
| Fort Bend         | 2,407       | 868           | Nueces        | 1,157   | 362    | Sevier        | 923     | 107    | Nottoway                                | 1,089   | 392    |
| Franklin          | 810         | 145           | Ochiltree     | 466     | 90     | Summit        | 443     | 219    | Orange                                  | 848     | 334    |
| Freestone         | 1,711       | 284           | Oldham        | 147     | 51     | Tooele        | 309     | 214    | Page                                    | 1,185   | 401    |
| Frio              | 540         | 205           | Orange        | 571     | 266    | Utah          | 867     | 7      | Patrick                                 | 2,255   | 495    |
| Gaines            | 508         | 209           | Palo Pinto    | 946     | 254    | Wasatch       | 340     | 109    | Pittsylvania                            | 5,715   | 1,831  |
| Galveston         | 715         | 436           | Panola        | 2,026   | 249    | Washington    | 637     | —      | Powhatan                                | 599     | 280    |
| Garza             | 436         | 225           | Parker        | 2,004   | 915    | Wayne         | 290     | —      | Prince Edward                           | 1,179   | 353    |
| Gillespie         | 1,306       | 180           | Parmer        | 909     | 327    | Weber         | 1,477   | 973    | Prince George                           | 685     | 261    |
| Glasscock         | 139         | 47            | Pecos         | 293     | 24     |               |         |        | Prince                                  |         |        |
| Gollad            | 708         | 169           | Polk          | 1,308   | 219    |               |         |        | William                                 | 783     | 456    |
| Gonzales          | 2,147       | 666           | Potter        | 398     | 283    | State Total   | 22,825  | 9,795  | Princess Anne                           | 692     | 375    |
| Gray              | 523         | 207           | Presidio      | 226     | 2      |               |         |        | Pulaski                                 | 940     | 465    |
| Grayson           | 2,815       | 1,035         | Rains         | 647     | 174    |               |         |        | Rappahannock                            | 583     | 144    |
| Gregg             | 857         | 164           | Randall       | 680     | 379    | VERMONT       |         |        | Richmond                                | 675     | 252    |
| Grimes            | 1,566       | 256           | Reagan        | 107     | 24     | Addison       | 1,368   | 769    | Roanoke                                 | 1,217   | 676    |
| Guadalupe         | 2,097       | 689           | Real          | 222     | 30     | Bennington    | 690     | 422    | Rockbridge                              | 1,495   | 451    |
| Hale              | 1,703       | 1,068         | Red River     | 2,360   | 354    | Caledonia     | 1,332   | 337    | Rockingham                              | 3,571   | 1,152  |
| Hall              | 747         | 80            | Reeves        | 322     | 14     | Chittenden    | 1,186   | 513    | Russell                                 | 2,355   | 301    |
| Hamilton          | 1,496       | 298           | Refugio       | 270     | 49     | Essex         | 361     | 127    | Scott                                   | 3,538   | 605    |
| Hansford          | 421         | 88            | Roberts       | 113     | 39     | Franklin      | 1,704   | 872    | Shenandoah                              | 2,056   | 643    |
| Hardeman          | 652         | 187           | Robertson     | 1,622   | 217    | Grand Isle    | 302     | 130    | Smyth                                   | 1,626   | 434    |
| Hardin            | 1,144       | 343           | Rockwall      | 425     | 214    | Lamoille      | 828     | 277    | Southampton                             | 1,962   | 728    |
| Harris            | 3,868       | 2,510         | Runnels       | 1,473   | 406    | Orange        | 1,355   | 328    | Spotsylvania                            | 1,082   | 466    |
| Harrison          | 2,581       | 172           | Rusk          | 3,189   | 480    | Orleans       | 1,527   | 477    | Stafford                                | 712     | 405    |
| Hartley           | 203         | 100           | Sabine        | 943     | 69     | Rutland       | 1,409   | 783    | Surry                                   | 678     | 261    |
| Haskell           | 1,330       | 350           | San Augustine | 1,002   | 77     | Washington    | 1,321   | 333    | Sussex                                  | 1,099   | 290    |
| Hays              | 872         | 398           | San Jacinto   | 1,106   | 184    | Windham       | 989     | 286    | Tazewell                                | 1,531   | 388    |
| Hemphill          | 310         | 41            | San Patricio  | 888     | 297    | Windsor       | 1,609   | 414    | Warren                                  | 476     | 216    |
| Henderson         | 2,232       | 539           | San Saba      | 927     | 114    | State Total   | 5,981   | 6,068  | Washington                              | 4,317   | 906    |
| Hidalgo           | 4,072       | 1,307         | Schleicher    | 242     | 67     |               |         |        | Westmoreland                            | 742     | 297    |
| Hill              | 2,653       | 1,088         | Scurry        | 945     | 191    | VIRGINIA      |         |        | Wise                                    | 1,497   | 266    |
| Hockley           | 1,269       | 904           | Shackelford   | 324     | 86     | Accomack      | 1,069   | 461    | Wythe                                   | 1,658   | 540    |
| Hood              | 803         | 350           | Shelby        | 2,799   | 269    | Albemarle     | 1,818   | 609    | York                                    | 239     | 131    |
| Hopkins           | 2,507       | 459           | Sherman       | 260     | 90     | Alleghany     | 487     | 158    | Independent                             |         |        |
| Houston           | 2,438       | 308           | Smith         | 3,498   | 642    | Amelia        | 963     | 324    | cities <sup>1</sup>                     | 473     | 244    |
| Howard            | 642         | 223           | Somervell     | 352     | 44     | Amherst       | 1,157   | 326    | State Total                             | 136,416 | 43,693 |
| Hudsbeth          | 178         | 73            | Starr         | 1,023   | 32     | Appomattox    | 999     | 245    |   |         |        |
| Hunt              | 2,737       | 1,088         | Stephens      | 497     | 81     | Arlington     | 16      | 5      | <sup>1</sup> Alexandria, Bristol, Buena |         |        |
| Hutchinson        | 171         | 90            | Sterling      | 88      | 34     | Augusta       | 2,891   | 1,074  | Vista, Charlottesville, Clifton         |         |        |
| Irion             | 126         | 34            | Stonewall     | 453     | 131    | Bath          | 443     | 127    | Forge, Colonial Heights, Dan-           |         |        |
| Jack              | 843         | 265           | Sutton        | 150     | 10     | Bedford       | 3,059   | 1,072  | ville, Falls Church, Fredericks-        |         |        |
| Jackson           | 1,074       | 271           | Swisher       | 967     | 507    | Bland         | 728     | 208    | burg, Hampton City, Harrison-           |         |        |
| Jasper            | 1,616       | 306           | Tarrant       | 3,043   | 2,238  | Botetourt     | 1,264   | 636    | burg, Hopewell, Lynchburg,              |         |        |
| Jeff Davis        | 101         | 8             | Taylor        | 1,282   | 630    | Brunswick     | 2,650   | 580    | Martinsville, Newport News,             |         |        |
| Jefferson         | 1,038       | 528           | Terrell       | 107     | 1      | Buchanan      | 2,256   | 296    | Norfolk, Petersburg, Ports-             |         |        |
| Jim Hogg          | 129         | —             | Terry         | 968     | 560    | Buckingham    | 1,291   | 328    | mouth, Radford, Richmond,               |         |        |
| Jim Wells         | 720         | 79            | Throckmorton  | 436     | 94     | Campbell      | 2,084   | 883    | Roanoke, South Norfolk, Staun-          |         |        |
| Johnson           | 2,444       | 2,428         | Titus         | 1,462   | 200    | Caroline      | 1,169   | 436    | ton, Suffolk, Waynesboro, Wil-          |         |        |
| Jones             | 1,471       | 583           | Tom Green     | 1,033   | 384    | Carroll       | 3,757   | 991    | liamsburg, Winchester, Coving-          |         |        |
| Karnes            | 1,587       | 458           | Travis        | 2,092   | 760    | Charles City  | 301     | 140    | ton, Virginia Beach, Warwick            |         |        |
| Kaufman           | 2,106       | 917           | Trinity       | 852     | 87     | Charlotte     | 1,904   | 359    | City, Galax, Norton.                    |         |        |
| Kendall           | 713         | 240           | Tyler         | 1,198   | 187    | Chesterfield  | 910     | 508    |   |         |        |
| Kenedy            | 16          | 3             | Upshur        | 1,893   | 226    | Clarke        | 377     | 178    | WASHINGTON                              |         |        |
| Kent              | 291         | 86            | Upton         | 38      | 10     | Craig         | 409     | 157    | Adams                                   | 639     | 369    |
| Kerr              | 672         | 219           | Uvalde        | 641     | 148    | Culpeper      | 1,128   | 394    | Asotin                                  | 465     | 63     |
| Kimble            | 434         | 29            | Val Verde     | 220     | 6      | Cumberland    | 977     | 294    | Benton                                  | 1,483   | 293    |
| King              | 79          | 6             | Van Zandt     | 2,934   | 976    | Dickenson     | 1,682   | 320    | Chelan                                  | 1,875   | 184    |
| Kinney            | 96          | 13            | Victoria      | 1,232   | 204    | Dinwiddle     | 1,638   | 593    | Clallam                                 | 1,068   | 531    |
| Kleberg           | 281         | 20            | Walker        | 1,195   | 191    | Essex         | 613     | 155    | Clallam                                 | 1,068   | 531    |
| Knox              | 837         | 253           | Waller        | 1,005   | 331    | Fairfax       | 1,153   | 842    | Clark                                   | 4,100   | 2,094  |
| Lamar             | 2,529       | 317           | Washington    | 2,848   | 381    | Fauquier      | 1,513   | 806    | Columbia                                | 356     | 112    |
| Lamb              | 1,787       | 1,094         | Webb          | 277     | 24     | Floyd         | 2,160   | 568    | Cowlitz                                 | 1,362   | 585    |
| Lampasas          | 827         | 269           | Wharton       | 2,466   | 825    | Fluvanna      | 778     | 215    | Douglas                                 | 990     | 228    |
| La Salle          | 282         | 42            | Wheeler       | 853     | 67     | Franklin      | 2,941   | 821    | Ferry                                   | 403     | 84     |
| Lavaca            | 3,294       | 310           | Wilchita      | 765     | 438    | Frederick     | 1,298   | 624    | Franklin                                | 413     | 57     |
| Lee               | 1,534       | 257           | Wilbarger     | 997     | 399    | Giles         | 916     | 334    | Garfield                                | 300     | 107    |
| Leon              | 1,739       | 150           | Willacy       | 865     | 456    | Gloucester    | 596     | 219    | Grant                                   | 1,090   | 213    |
| Liberty           | 1,361       | 650           | Williamson    | 3,338   | 1,293  | Goochland     | 741     | 265    | Grays Harbor                            | 1,324   | 524    |
| Limestone         | 2,128       | 499           | Wilson        | 1,617   | 636    | Grayson       | 2,626   | 612    | Island                                  | 657     | 430    |
| Lipscomb          | 422         | 33            | Winkler       | 36      | 9      | Greene        | 662     | 90     | Jefferson                               | 356     | 226    |
| Live Oak          | 787         | 132           | Wise          | 1,873   | 951    | Greensville   | 1,161   | 204    | King                                    | 5,181   | 3,427  |
| Llano             | 481         | 137           | Wood          | 1,834   | 356    | Halifax       | 4,751   | 1,241  | Kitsap                                  | 1,550   | 1,091  |
| Loving            | 9           | —             | Yoakum        | 312     | 98     | Hanover       | 1,541   | 747    | Kittitas                                | 1,131   | 96     |
| Lubbock           | 2,081       | 1,650         | Young         | 960     | 295    | Henrico       | 696     | 396    | Klickitat                               | 796     | 180    |
| Lynn              | 1,152       | 701           | Zapata        | 250     | 17     | Henry         | 1,374   | 553    | Lewis                                   | 2,793   | 887    |
| McCulloch         | 739         | 70            | Zavala        | 246     | 39     | Highland      | 570     | 108    | Lincoln                                 | 1,051   | 676    |
| McClellan         | 3,634       | 1,326         | State Total   | 292,946 | 90,323 | Isle of Wight | 1,003   | 524    | Mason                                   | 526     | 306    |
| McMullen          | 165         | 77            | UTAH          |         |        | James City    | 227     | 99     | Okanogan                                | 1,770   | 89     |
| Madison           | 1,145       | 262           | Beaver        | 342     | —      | King and      |         |        | Pacific                                 | 665     | 138    |
| Marion            | 715         | 70            | Box Elder     | 1,660   | 1,042  | Queen         | 764     | 214    | Pend Orielle                            | 461     | 224    |
| Martin            | 577         | 225           | Cache         | 2,184   | 1,033  | King George   | 470     | 219    | Pierce                                  | 3,611   | 2,338  |
| Mason             | 676         | 52            | Carbon        | 315     | 37     | King William  | 526     | 242    | San Juan                                | 295     | 177    |
| Matagorda         | 1,220       | 445           | Daggett       | 49      | —      | Lancaster     | 446     | 190    | Skagit                                  | 2,352   | 1,048  |
| Maverick          | 271         | 8             | Davis         | 1,333   | 989    | Lee           | 3,116   | 406    | Skamania                                | 240     | 75     |
| Medina            | 1,546       | 622           | Duchesne      | 892     | 24     | Loudoun       | 1,438   | 882    | Snohomish                               | 4,345   | 2,512  |
| Menard            | 325         | 31            | Emery         | 718     | 21     | Louisiana     | 1,371   | 594    | Spokane                                 | 3,594   | 2,287  |
| Midland           | 287         | 64            | Garfield      | 329     | 1      | Lunenburg     | 1,846   | 377    | Stevens                                 | 1,918   | 507    |
| Milam             | 2,659       | 720           | Grand         | 59      | 1      | Madison       | 1,068   | 259    | Thurston                                | 1,766   | 936    |
| Mills             | 893         | 104           | Iron          | 465     | —      | Mathews       | 458     | 175    | Wahkiakum                               | 376     | 137    |
| Mitchell          | 819         | 79            | Juab          | 337     | 179    | Mecklenburg   | 3,783   | 700    | Walla Walla                             | 1,101   | 152    |
| Montague          | 1,520       | 516           | Kane          | 162     | —      | Middlesex     | 501     | 152    | Whatcom                                 | 4,036   | 1,555  |
| Montgomery        | 1,416       | 599           |               |         |        | Montgomery    | 1,447   | 635    | Whitman                                 | 1,961   | 1,157  |
|                   |             |               |               |         |        |               |         |        | Yakima                                  | 6,775   | 3,077  |
|                   |             |               |               |         |        |               |         |        | State Total                             | 65,175  | 29,172 |

WEST VIRGINIA

| County     | Total Farms | Farms with TV |
|------------|-------------|---------------|
| Barbour    | 1,561       | 287           |
| Berkeley   | 1,131       | 671           |
| Boone      | 610         | 200           |
| Braxton    | 1,773       | 213           |
| Brooke     | 320         | 210           |
| Cabell     | 1,643       | 910           |
| Calhoun    | 1,258       | 182           |
| Clay       | 849         | 175           |
| Doddridge  | 944         | 122           |
| Fayette    | 1,675       | 395           |
| Gilmer     | 1,106       | 160           |
| Grant      | 777         | 135           |
| Greenbrier | 2,172       | 535           |
| Hampshire  | 1,135       | 278           |
| Hancock    | 248         | 192           |
| Hardy      | 1,006       | 186           |
| Harrison   | 1,712       | 392           |
| Jackson    | 1,751       | 798           |
| Jefferson  | 615         | 435           |
| Kanawha    | 1,735       | 741           |
| Lewis      | 1,345       | 183           |
| Lincoln    | 1,726       | 580           |
| Logan      | 625         | 190           |
| McDowell   | 931         | 136           |
| Marion     | 1,379       | 501           |
| Marshall   | 1,311       | 608           |
| Mason      | 1,648       | 637           |
| Mercer     | 2,235       | 816           |
| Mineral    | 630         | 185           |
| Mingo      | 881         | 272           |
| Monongalia | 1,593       | 744           |
| Monroe     | 1,772       | 481           |
| Morgan     | 459         | 207           |
| Nicholas   | 1,616       | 426           |
| Ohio       | 479         | 400           |
| Pendleton  | 1,322       | 149           |
| Pleasants  | 392         | 105           |
| Pocahontas | 1,061       | 147           |
| Preston    | 2,060       | 642           |

| County             | Total Farms   | Farms with TV |
|--------------------|---------------|---------------|
| Putnam             | 1,537         | 738           |
| Raleigh            | 2,038         | 638           |
| Randolph           | 1,383         | 229           |
| Ritchie            | 1,228         | 222           |
| Roane              | 1,904         | 489           |
| Summers            | 1,427         | 202           |
| Taylor             | 764           | 212           |
| Tucker             | 542           | 78            |
| Tyler              | 763           | 185           |
| Upshur             | 1,648         | 191           |
| Wayne              | 2,292         | 872           |
| Webster            | 959           | 195           |
| Wetzel             | 1,214         | 322           |
| Wirt               | 604           | 80            |
| Wood               | 1,698         | 506           |
| Wyoming            | 1,096         | 222           |
| <b>State Total</b> | <b>68,583</b> | <b>20,007</b> |

WISCONSIN

|             |       |       |
|-------------|-------|-------|
| Adams       | 989   | 144   |
| Ashland     | 846   | 120   |
| Barron      | 3,540 | 1,405 |
| Bayfield    | 1,257 | 343   |
| Brown       | 2,672 | 1,792 |
| Buffalo     | 1,682 | 457   |
| Burnett     | 1,179 | 407   |
| Calumet     | 1,772 | 895   |
| Chippewa    | 3,157 | 1,011 |
| Clark       | 4,274 | 876   |
| Columbia    | 2,615 | 963   |
| Crawford    | 1,674 | 256   |
| Dane        | 5,094 | 2,347 |
| Dodge       | 3,954 | 2,178 |
| Door        | 2,024 | 980   |
| Douglas     | 1,152 | 505   |
| Dunn        | 2,870 | 1,388 |
| Eau Claire  | 1,857 | 578   |
| Florence    | 316   | 90    |
| Fond du Lac | 3,479 | 1,906 |

| County     | Total Farms | Farms with TV |
|------------|-------------|---------------|
| Forest     | 467         | 111           |
| Grant      | 3,533       | 1,068         |
| Green      | 2,189       | 782           |
| Green Lake | 1,247       | 494           |
| Iowa       | 2,268       | 517           |
| Iron       | 276         | 70            |
| Jackson    | 1,787       | 286           |
| Jefferson  | 2,782       | 1,628         |
| Juneau     | 1,740       | 202           |
| Kenosha    | 1,385       | 1,032         |
| Kewaunee   | 1,829       | 1,035         |
| La Crosse  | 1,454       | 310           |
| Lafayette  | 2,025       | 691           |
| Langlade   | 1,356       | 552           |
| Lincoln    | 1,512       | 248           |
| Manitowoc  | 3,321       | 1,901         |
| Marathon   | 5,691       | 1,153         |
| Marinette  | 2,014       | 949           |
| Marquette  | 1,048       | 254           |
| Milwaukee  | 1,065       | 796           |
| Monroe     | 2,784       | 395           |
| Oconto     | 2,529       | 1,276         |
| Oneida     | 416         | 46            |
| Outagamie  | 3,188       | 1,902         |
| Ozaukee    | 1,234       | 902           |
| Pepin      | 735         | 276           |
| Pierce     | 2,393       | 1,548         |
| Polk       | 3,258       | 1,791         |
| Portage    | 2,415       | 590           |
| Price      | 1,619       | 200           |
| Racine     | 1,704       | 1,382         |
| Richland   | 2,150       | 235           |
| Rock       | 3,138       | 1,345         |
| Rusk       | 1,865       | 470           |
| St. Croix  | 2,665       | 1,878         |
| Sauk       | 2,913       | 473           |
| Sawyer     | 739         | 126           |
| Shawano    | 3,197       | 1,285         |
| Sheboygan  | 2,900       | 1,806         |

| County             | Total Farms    | Farms with TV |
|--------------------|----------------|---------------|
| Taylor             | 2,566          | 456           |
| Trempealeau        | 2,698          | 345           |
| Vernon             | 3,485          | 465           |
| Vilas              | 168            | 30            |
| Walworth           | 2,113          | 1,373         |
| Washburn           | 999            | 350           |
| Washington         | 2,245          | 1,505         |
| Waukesha           | 2,669          | 1,988         |
| Waupaca            | 2,931          | 1,127         |
| Waushara           | 1,762          | 495           |
| Winnebago          | 2,152          | 1,091         |
| Wood               | 2,536          | 482           |
| <b>State Total</b> | <b>153,558</b> | <b>60,333</b> |

WYOMING

|                    |               |            |
|--------------------|---------------|------------|
| Albany             | 310           | 58         |
| Big Horn           | 849           | 69         |
| Campbell           | 509           | 4          |
| Carbon             | 330           | 5          |
| Converse           | 348           | 2          |
| Crook              | 540           | 5          |
| Fremont            | 1,271         | 17         |
| Goshen             | 1,154         | 134        |
| Hot Springs        | 200           | 5          |
| Johnson            | 320           | 3          |
| Laramie            | 667           | 296        |
| Lincoln            | 629           | 32         |
| Natrona            | 274           | 17         |
| Niobrara           | 381           | 2          |
| Park               | 891           | 74         |
| Platte             | 676           | 58         |
| Sheridan           | 760           | 8          |
| Sublette           | 204           | 3          |
| Sweetwater         | 139           | —          |
| Teton              | 98            | 17         |
| Uinta              | 301           | 60         |
| Washakie           | 290           | 1          |
| Weston             | 251           | 2          |
| <b>State Total</b> | <b>11,392</b> | <b>870</b> |

Majority of Commission is making it clear in all decisions and in its court arguments that all deintermixture proponents will have full opportunity to present their arguments during rule-making, on which comments are due Dec. 15.

First substantial filing in rule-making was made, meanwhile, when comments were submitted by "Committee for Hometown TV Inc." -- group led by WICC-TV, Bridgeport, Conn. (Ch. 43) and including WNHC-TV, New Haven (Ch. 8), WATR-TV, Waterbury (Ch. 53), WHYN-TV, Holyoke (Ch. 55), possibly others.

The 46-page document filed by attorneys Paul Porter, Harry Plotkin and Reed Miller blasted the Commission in bitter language, made several specific proposals. "Since deeds speak louder than words," group said, "it is only fair for a disinterested outsider to conclude that the Commission speaks kindly for uhf but its helping hand is for vhf." It proposes that all TV stations' coverage be limited to their cities' retail trading areas; that new stations be dropped in through shorter separations; that deintermixture be employed. Novel proposal is also made that stations operating on drop-in vhf channels also operate on uhf simultaneously, abandoning vhf when 85% or more of receivers are uhf-vhf or after 5 years -- whichever is later. Deintermixture will create enough "uhf islands," group says, to encourage manufacturers to build only all-channel sets.

Efforts to acquire more vhf channels from military continued this week. ODM announced composition of committee working on it, plus technical group assisting it. Top-level group comprises: Maj. Gen. Jerry Matejka, ODM, chairman; FCC Chairman McConnaughey; George T. Moore, Asst. Secy. of Commerce; George B. Larkin, staff director of communications, Office of Asst. Secy. of Defense (supply & logistics). The technical committee comprises: Edward W. Allen, Albert L. McIntosh & James E. Barr, FCC; Brig. Gen. F.F. Uhrhane, Office of Chief Signal Officer; Capt. Henry Williams Jr., Office of Naval Communications; Brig. Gen. Alvin L. Pachynski, Air Force; Percy D. McKeel, CAA.

**IS FCC OFF THE HOOK IN THE LAMB CASE?** One of FCC's hottest potatoes -- the 2-year-old and much-publicized Edward O. Lamb communist-charge case -- began to cool off this week as hearing examiner Herbert Sharfman recommended renewal of Lamb's license for WICU, Erie, Pa. His so-called "initial decision" gives Commission good opportunity to get off the hook, if it so chooses, in a case that has been marked from beginning to end by incredible bumblng, fumbling and blundering.

While finding in favor of the millionaire Toledo broadcaster-industrialist, who is also a lawyer and newspaper publisher (Erie Dispatch), Sharfman was at pains to state that the Commission was justified in starting the proceeding; that information it had "was obviously serious enough to warrant further inquiry in hearing"; that the Broadcast Bureau's conduct of its side of case showed careful, thorough, diligent preparation. Certainly it became a cause celebre, and without question the stormiest proceeding in all FCC history.

It's clear now that the Lamb case was conceived by an inept and fumbling Commission which bowed to pressures of the times when the communist hysteria was at its peak. Whole case, with its recanting witnesses, charges of bribery, etc. was born of tortured logic within the Commission, nurtured by warped presentations by both Broadcast Bureau and Lamb's legal staff -- now climaxed by an examiner's decision that can best be described as tortuous.

In 64 days of hearings, 7000 pages of transcript were amassed relating to the Commission charges that Lamb was guilty of misrepresentation when he denied earlier that he had knowingly associated with and contributed to communist groups and had advocated changes in the U.S. Govt. by unconstitutional means.

Sharfman's 140-p. decision, noteworthy for its "literary" embellishments, its curious analyses of grammar, its capsule book reviews, and its sprinklings of witticisms and sarcasms, concluded that:

"There is no proof that Lamb personally engaged in any subversive activity. Perhaps the picture of Lamb which emerges is one of uncertain authenticity -- that of a shrewd, successful and aggressive lawyer who was connected in some way with several communist-dominated matters which, despite his demonstrated acumen, he failed

to recognize...Lamb's possible naivete in allying himself with these groups [cannot] on this record, be transformed into something sinister...There is nothing [in his writings] to indicate that he called for the importation of communism in the United States and the destruction of American institutions..."

Next move is up to Broadcast Bureau, which isn't expected to take any action for at least 2 weeks. It's not a foregone conclusion that the Bureau, which fought the case so ardently and diligently (and with so many changes in personnel), will appeal the decision. Though improbable, it's not inconceivable that the Bureau may choose to endorse Sharfman's decision or not to file at all, thereby giving the Commissioners further help in bailing their way out of their own Lamb stew.

Said Lamb: "I am very pleased at this evidence of the integrity of our administrative processes. The ordeal has been an unfortunate one, but I am thankful that the outcome assures the broadcasting industry that freedom of speech and freedom of conscience will be retained in this country."

**GOVT. SLAPPED DOWN IN FILMS-TO-TV SUIT:** Moviemakers who withhold old films from TV aren't acting illegally, and the Govt. has no right to force producers to sell their product to their own "competitors". This was gist of decision by Los Angeles Federal Judge Yankwich in 3½-year-old "16mm case" against 5 major movie companies -- one of Govt.'s last big-stick anti-trust suits.

Govt. had accused film makers of illegal conspiracy to keep 16mm versions of old feature films away from TV and other non-theatre users (Vol. 8:30). Though the movie exhibitors blamed unknown and mysterious "TV powers" for institution of the action, fact is that the TV industry never sought the prosecution and has generally adopted hands-off policy in regard to it.

Suit was instituted in 1952 by President Truman's Attorney General McGranery, who called it "part of the continuing program of the anti-trust division to prevent businessmen and others from combining to place restrictions upon what the public may see on their TV sets." It followed up earlier anti-trust suit against the National Football League which resulted in the ending of some league restrictions on the telecasting of professional football games (Vol. 8:20 & 9:46).

This week's film decision stressed that current movie industry practice with regard to 16mm prints isn't unreasonable restraint of trade, nor is it a boycott. It flatly rejected govt. contention that major movie makers and their trade associations were engaged in "conspiracy," but ruled that they were merely following good business practices in not selling to TV. It added that moviemakers can't be compelled to make 16mm versions of features or compelled to distribute them.

Court's action won't cause any TV executives to jump out of windows; feature film market actually is loosening up nicely now. But what will rankle TV industry is the judge's made-in-Hollywood definitions of TV and motion pictures:

"As to television, this court holds that television is mainly an advertising medium, in which free entertainment through motion pictures and other methods is used to merchandise another's product...Motion pictures, while essentially entertainment, are also of educational value, and are recognized as a means of expression protected by the free speech and free press guarantees of the 1st & 5th Amendments."

Govt. hasn't decided whether to appeal. Defendants were 20th Century-Fox, Warner Bros., RKO, Columbia, Universal and their subsidiaries. Three other defendants -- Republic Pictures, Pictorial Films, Films Inc. -- had entered consent decrees before case went to trial (Vol. 11:38-39).

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TV interference, particularly in lower vhf bands, is expected to increase next year and get worse in winter of 1957-58—due to 11-year sunspot cycle. FCC reported numerous recent complaints of interference in 25-50-mc mobile radio bands this week, said nothing about TV. Commission engineers tell us, however, that reflection of waves from upper ionosphere layer will cause TV signals from 600-1500 miles away to be received either as interference to local stations or a clear picture on locally unoccupied channels. Little trouble is expected on higher

vhf or on uhf channels. Last sunspot cycle hit peak in winter of 1946-47, but with only about a dozen TV stations and about 20,000 receivers in operation, few interference complaints were reported. This time, with about 35,000,000 sets in use and 460 stations on air, Commission engineers say problem could become real hairshirt next year. FCC's Public Notice 55-1213 warns operators of mobile systems which need high reliability—such as emergency services—to consider use of higher frequencies which are free from such interference.

**H**IGHLIGHT OF NBC-TV affiliates convention in Chicago's Drake Hotel Dec. 8-9 was off-the-cuff talk by newly elected chairman Pat Weaver, devoted mainly to his programming philosophy—gist of which is that immediate ratings aren't as important as the long-haul buildup of audience interest in the finer things that TV can do. He pointed proudly to NBC's program innovations, and to such special and much-talked-about shows as *Peter Pan* and *Assignment India*. For the long pull, he said, they build prestige and audience loyalty that mean far more than ephemeral ratings and will inevitably result in high ratings.

It's evident NBC-TV is still smarting because its bitter competitor CBS-TV retains the lead, although a narrowing one, in billings (see PIB figures, p. 18) and lately has captured additional top ratings—but there was little doubt that his listeners were with Weaver, judging from the enthusiastic ovation he got after he had completed his talk. On the business side, too, the stock-taking seemed to satisfy them, notably the report of sales v.p. George H. Frey.

Indicative of upsurge of TV, which finds virtually every network-affiliated station on the profit side, Frey reported that NBC-TV's 1955 time billings were 28% ahead of 1954; that an average of 53½ hours per week has been sold as against 46½ last year, with daytime sales up

40%; that NBC's share of total network billings has risen to 42% from 39% last year; that July-thru-Oct. PIB figures show increase of 39% over year ago.

Frey apparently couldn't resist observing, too, that CBS-TV's share of network billings has slipped from 51% last year to 46% this year; that whereas NBC-TV's billings are running 28% ahead of last year, CBS-TV's are up 20%.

Healthy advance in diversity of sponsorships was shown by fact that 231 advertisers have used NBC-TV this year as against 210 in 1954, 165 in 1953, 138 in 1952, only 105 in 1951; that 36 new advertisers went on the network during first 8 months alone; that 1955 billings of *Today*, *Home & Tonight* combined exceed \$17,000,000, running 37% ahead of last year, and are represented by 131 different advertisers.

The affiliates reelected Walter J. Damm, WTMJ-TV, Milwaukee, as chairman for 2 more years; elected Lawrence Rogers II, WSAZ-TV, Huntington, W. Va., vice chairman, succeeding Clair McCollough, WGAL-TV, Lancaster; Edward Wheeler, WWJ-TV, Detroit, secy.-treas., succeeding William Fay, WHAM-TV, Rochester. Board members serve 2-year terms, aren't due for election until next year.

Scroll of appreciation was presented to Damm, and framed resolutions voted for Gen. Sarnoff and Weaver. Attending were 129 delegates from 43 basic stations (out of 47 membership) and from 61 optionals (out of 79).

### Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1955 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

New entry in multi-million dollar sweepstakes for acquisition of TV stations: Partnership of Wm. Zeckendorf, head of big Webb & Knapp realtors & builders of New York City and onetime ABC board member, with John C. Mullins, Tulsa & Phoenix amusement park owner who in 1952 sold his KPHO-TV in Phoenix to Meredith for about \$2,000,000 (Vol. 8:26) and who early this year acquired half interest in KBTB, Denver (Ch. 9) in \$1,000,000 deal (Vol. 11:7). They're avowedly out "to buy and operate 5 major market TV stations and an undisclosed number of big-city radio outlets." As first step, Zeckendorf became 50% owner of KBTB, for which Mullins and partner Frank R. Leu, Nashville & Mobile insurance man, paid \$900,000 cash and assumed \$100,000 mortgage & notes. Zeckendorf's Webb & Knapp is buying out Leu's interest, paying him \$100,000 cash, paying up note of \$50,000 owing him and buying up \$700,000 in outstanding debenture bonds.

Reputedly the biggest money-maker of them all, radio WNEW, New York, discloses gross sales of \$2,664,315 and net income after taxes of \$295,068 in 9 fiscal months ending July 31 vs. \$2,707,479 & \$321,519 in same 1954 period. Figures were revealed in profit-&-loss statement filed with FCC in connection with proposed sale for \$4,000,000, record price for a radio station (Vol. 11:44). Purchasers are Jack Wrather, 39% owner of KFMB-TV & KFMB, San Diego, who acquires 37½%; John L. Loeb, partner of bankers Carl M. Loeb, Rhoades & Co., 37½%; Richard D. Buckley, pres.-gen. mgr., 25%. Sellers are Horace Lohnes estate (25%) and other holders who last year paid then record \$2,100,000 for the station (Vol. 10:16).

**S**YLVESTER L. (PAT) WEAVER, creator and innovator, and Robert W. (Bob) Sarnoff, administrator and business man, were installed as NBC chairman and president, respectively, by action of the board at special meeting Dec. 7—ending the plethora of rumors about imminent changes at the network, including a persistent one that there was friction between them and that Weaver was about to quit.

The team of "Pat & Bob", it was stated, was working more harmoniously and effectively than ever, and the promotions were rewards for "the brilliant achievement of NBC" during their 2 years as president and executive v.p. Moreover, Weaver receives a lucrative long-term contract and at the ripe old age of 47 gets the freedom from administrative duties he wants in order to pursue his forte, which is the creation and development of new programs.

The 37-year-old Bob Sarnoff, son of an illustrious father who relinquishes the NBC chairmanship to Weaver while retaining chairmanship of parent RCA, is manifestly the beneficiary of paternal interest—but he actually is an extremely able, very personable and highly popular young man and his selection is probably better appreciated within the company than outside.

He knows the business well, having joined NBC in 1948 and having worked at all levels. As the knowledgeable Jack Gould of the *New York Times* put it, he is "extremely well informed on the intricacies of the fabulously complicated business and manifestly is not walking into a sinecure position." As for Weaver, Gould stated:

"Not the least of Mr. Weaver's attributes is to engender a contagious sense of excitement about TV's future—in this respect his beneficial influence on employe morale at NBC really has been remarkable. Just as he cast the presidency in his own mould, so, too, he may impart his own brand of distinctive importance to the chairmanship . . . Whatever the immediate future holds, life at NBC is

not going to be dull. Not with two Sarnoffs and one Weaver."

\* \* \* \*

The apperceptive but cynical John Crosby, who in the past has scoffed at some of Weaver's innovations, notably at the enormously successful *Today* in its inceptive days, observes in his Dec. 9 column that:

"Weaver, for all his flamboyant syntax, had an immensely important influence not only on his own network but on the whole industry. Television, when he came into the picture, was beginning to box itself in with endless repetitions of a few unvarying formula shows, most of them a half hour long. It was Weaver who tore the stale old structure apart and rebuilt the whole concept of programming. Half-hour shows were replaced with hour-long, 1½-hour and 2-hour shows with the eventual promise of their getting even longer or more elaborate. The biggest stars, the finest authors, the greatest classics were shoveled on to TV, and along with it came whole new, strictly TV ideas like *Wide Wide World*.

"So pervasive was the Weaver influence that CBS had to reorganize much of its programming in the Weaver mould, and now ABC, with its forthcoming 90-minute dramas, seems to be falling in line, too."

Apparently fearing that the Weaver influence may wane, Crosby adds: "Weaver was not invariably right, as who is, but no one will ever accuse him of a lack of courage or imagination. It is only to be hoped that that courage and imagination will not be wholly lost to NBC."

\* \* \* \*

Brig. Gen. Sarnoff, now 64, is eligible for retirement from RCA next year—but few believe he will retire, short of a call to public service. It remains to be seen whether he intends that his self-made mantle shall eventually fall on the shoulders of his eldest son. It isn't often that father-son successorships have come to pass in the still rather youthful TV-radio industry, though there are a lot in the distributing field and quite a few hold executive positions in manufacturing companies their fathers head.

Most noteworthy example of latter is Robert W. Galvin, exec. v.p. of Motorola and son of founder-pres. Paul V. Galvin; those who know young Galvin have little doubt that he will head the company some day. At Hallicrafters, two sons of founder-chairman Wm. J. Halligan hold executive posts—William Jr. and Robert, both technically trained. At Admiral, pres. Ross Siragusa's eldest son Ross Jr., recently out of the Army, has a sales post, and at DuMont, young Allen B. Jr., recently out of engineering college, has gone to work.

Stromberg-Carlson's director of public relations Stanley H. Manson is the son of a onetime pres. Radio Condenser Co.'s pres. Russell E. Cramer has Russell Jr. as a v.p., and at Plamondon Magnetics, A. D. Plamondon III works under his father. At Packard-Bell, exec. v.p. Robert Bell is nephew of founder-pres. Herbert A. Bell, and at Emerson, Benjamin Abrams, who has no son, has several nephews in the business.

■

Admiral Richard E. Byrd's "Operation Deepfreeze," Antarctic expedition, is being accompanied by NBC-TV reporter-cameraman Wm. B. Hartigan, who flew to New Zealand last week to join one of the ships en route to the South Pole and won't be able to come back for at least 3 months. Arlene Francis flies to Japan Dec. 27 at invitation of Japanese Radio NHK and women's magazine *Shufunotomo* to film segments for her NBC-TV *Home* program.

NARTB lists 1999 members as of Dec. 8, up 160 in year—comprising 1260 AMs, 326 FM's, 278 TV's, 127 associates, 4 TV & 4 AM networks. There are 261 subscribers to TV code.

LIVE TELECAST of a murder trial was carried for first time this week when KWTX-TV, Waco, Tex. (Ch. 10) covered courtroom proceedings in bomb-slaying case, disrupting daily routine of many people in area, who dropped everything to sit by TV sets—as millions did nationally during McCarthy-Army feud and Kefauver crime hearings. Event was important and dramatic step in TV-radio's long battle for equality with press in news coverage, in which NARTB has taken lead (Vol. 11:36).

Judge D. W. Bartlett, veteran of 25 years on Texas bench, permitted one TV camera in balcony facing witnesses, bolstered TV's cause tremendously with deed and words. "Television is the coming thing," he said, "and TV should be allowed in courtrooms provided it does not distract from court proceedings . . . It will just become a routine thing [and] will cause no more excitement than regular newspaper reporters covering a trial."

Case involved bomb-murder of wealthy ranchwoman, and since telecasts started it's been major topic of local conversation. Businessmen and housewives took time out to watch TV, filling stations installed sets, public school civics classes attended trial via TV and half of Baylor U law faculty and students watched it daily.

TV's role got nation-wide coverage in newspapers which gave it play over actual trial news. NARTB pres. Harold E. Fellows hailed it: "In the struggle to attain complete freedom of information, TV has made another new inroad by gaining admittance to a courtroom [to] carry live the proceedings of a murder trial . . . I salute the judge and trial attorneys for allowing KWTX-TV to demonstrate that TV can cover court proceedings in a mature and dignified manner." At the same time, Fellows blasted Colorado Supreme Court Justice E. V. Holland for ban on TV-radio coverage of any trials in that state, including sensational case of bomb explosion aboard United Airlines plane Nov. 1 which killed 44 persons.

The *N. Y. Herald Tribune*, which gave TV coverage of Waco trial conspicuous news play, tore it apart editorially. Under headline "Justice as an Entertainment," *Tribune* said that Judge Bartlett had made a "show out of a very serious process;" that a murder trial was not a public diversion and should not be officially treated as such. Paper said purpose of public trial is to prevent abuses which might otherwise go undetected, failed to acknowledge fact that telecasts threw trial open to vastly larger public audience without disturbing decorum of court.

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Hazards of TV show business: CBS Inc. sued for \$170,000 in Birmingham court for characterization of Albert L. Patterson, murdered district attorney in *Studio One* drama "Short Cut"; plaintiff is his widow. It's second suit growing out of Phenix City gangsterism story (also made into movie)—other having been against CBS also, along with sponsor Westinghouse, for \$1,000,000 by a local citizen. Meanwhile, Los Angeles Federal Judge Carter Dec. 9 ruled NBC innocent of plagiarism in 2-year-old suit brought by Columbia Pictures as result of a Sid Caesar-Imogene Coca skit, "From Here to Obscurity," which the movie maker said infringed on copyright and libeled its picture *From Here to Eternity*. Judge warned comedians, however, that legal trouble is possible where burlesque follows original work too closely.

Ten closed-circuit telecasts are scheduled by Theatre Network Television Inc. between Dec. 22 & April 21, representing billings of more than \$1,125,000, according to pres. Nathan L. Halpern. Contracts have been signed by GOP National Committee for 50-city "Salute to Eisenhower" dinner; by GE for 2 sales meetings; Upjohn Co., for 4 medical sessions; Smith, Kline & French, for 5th "Videclinic" for physicians.

**Personal Notes:** Jack Rayel, exec. producer of Maurice Evans series on NBC-TV's *Hallmark Hall of Fame*, named CBS-TV director of network programs, Hollywood, replacing Wm. Dozier, now production v.p. of General Tele-radio's RKO-Radio Pictures . . . Theodore F. Streibert, director of U. S. Information Agency (Voice of America) due back Dec. 22 from 5-week tour of Middle East operations . . . Ben Wickham, who resigned from editorial staff of *Cleveland News* in 1952 to become director of program operations of WXEL-TV, Cleveland, promoted to managing director; post has been temporarily filled by Wm. E. Rine, Storer district v.p., since recent resignation of Franklin Snyder . . . Robert H. Teter, gen. mgr. of radio KYW, Philadelphia, promoted to new position of exec. asst. to pres. Donald H. McGannon, Westinghouse stations . . . John F. Hardesty, eastern sales mgr., Westinghouse stations, Jan. 1 joins Radio Advertising Bureau as v.p. under recently reelected pres. Kevin B. Sweeney . . . John C. Treacey, mgr. of NBC Spot Sales Cleveland office, transferred to Detroit as mgr. of TV sales, replacing Allan Kerr, resigned . . . Keith S. Jameson, recently acting chief of Voice of America special events branch, has been transferred to London as TV-radio officer of USIA, succeeding the late Pat Campbell; he formerly was with radios WMAL, Washington, WMBD, Peoria, and Armed Forces Network in Europe . . . C. Edward Little promoted to gen. & sales mgr. of WITV, Fort Lauderdale, Fla., succeeding Walter M. Roessler; Steve Zinn returns from Tampa's WTVT to become station mgr.; Glenn Carpenter promoted to operations mgr. . . W. Ervin (Red) James, communications attorney, has moved from Montgomery, Ala. to Houston, Tex., establishing offices at 4005 Travis St. (phone Jackson 3-0043) . . . Lincoln Mayo, ex-NBC-TV operations in N. Y., named sales & production mgr. of newly-granted WJMS-TV, Ironwood, Mich. (Ch. 12) & WJMS, as well as affiliated radios WIKB, Iron River, Mich. and WATW, Ashland, Wis. . . James E. Allen, ex-adv. & promotion director, Crosley stations, named editorial director of *Sponsor Magazine*, with Miles David promoted to exec. editor . . . Paul Owen, asst. TV-radio professor, named program director of U of Houston's KUHT . . . Perry S. Ury, ex-sales mgr. of WFMZ & off-air WFMZ-TV, Allentown, Pa., appointed pres. of A.T.E. Advertising Inc., same city . . . T. Ellsworth Stepp, TV-radio director, U of Colorado, named exec. secy. of Colorado Broadcasters & Telecasters Assn. . . Bruce M. Johns, out of Marines, returns to WTVN-TV, Columbus, as promotion & publicity mgr. . . Thomas P. Cookerly promoted to Carolina sales mgr. for WBTV, Charlotte . . . Robert E. Dunville, pres. of Crosley stations, assumes title of pres. of Crosley Bcstg. of Atlanta, operating WLWA there, with gen. mgr. Harry Le Brun adding title of v.p.; Joe Dwyer, Crosley asst. secy.-treas., also promoted to v.p. of WLWA . . . Roger La Reau, ex-station mgr. of WCMB-TV & WCMB, Harrisburg, Pa. & onetime gen. mgr. of WRDW-TV, Augusta, Ga., and Vincent deP. Meade, ex-CBS, join Crosley eastern div. sales force.

NBC v.p. & chief engineer Robert E. Shelby, 49, died suddenly Dec. 9 of a heart attack at his home in Teaneck, N. J. With NBC since 1929, joining it shortly after graduation in electrical engineering from the U of Texas, he rose through the ranks, became v.p. & chief engineer in July, 1954 when O. B. Hanson was elevated to v.p. of parent RCA. One of the most popular and highly respected engineers in the industry, he pioneered both black-&-white and color TV developments, participating on nearly all committees and special researches leading to emergence of TV after the war. His duties are currently being handled by George McElrath, director of technical operations. Shelby leaves his wife and 2 young daughters.

**ADVERTISING AGENCIES:** Leo Burnett, pres. of Leo Burnett Co., and Fairfax Cone, pres. of Foote, Cone & Belding, both receive *Printers' Ink* Gold Medal Advertising Award for 1955 . . . Robert P. Lytle, v.p. of Ketchum, MacLeod & Grove, Pittsburgh, named mgr. of its newly established office at 155 E. 44th St., N. Y. . . Wm. S. Doughton rejoins Dancer-Fitzgerald-Sample as TV-radio script editor after 6 years as TV coordinator of General Mills' Betty Crocker programs . . . Gustave W. Eisenmann, ex-Princeton Film Center, named gen. mgr. of motion picture div., Robert J. Enders Inc., Washington . . . Grace Rauworth appointed TV-radio media mgr., J. R. Pershall Agency, Chicago . . . Burt M. Harris, ex-Walt Framer Productions v.p. in charge of TV merchandising, joins TV-radio production dept., N. W. Ayer, N. Y.; Wm. H. Fallon, ex-Sullivan, Stauffer, Colwell & Bayles, joins N. W. Ayer TV-radio research dept. . . Hal Friedman, ex-NBC-TV special events, joins Kudner in charge of "off-the-air" industrial productions . . . Bradford Knight Cross, ex-Princeton Film Center, joins Lavenson Bureau of Advertising Inc., Philadelphia, as supervisor of account service dept.

FCC's network study staff was augmented this week with appointment of 4 members in addition to previously assigned FCC economist H. H. Goldin and Commission attorney Ashbrook P. Bryant. New appointees: Louis H. Mayo, asst. dean, George Washington U Law School, named exec. secy. of staff; Harry J. Nichols, ex-Mumm, Malloy & Nichols, Columbus, O. ad agency, named advertising-marketing consultant; James F. Tierney, from private law practice in Washington, appointed attorney-investigator; Peter Gerlando, ex-FCC economist recently with Census Bureau. All report to Roscoe Barrow, dean of U of Cincinnati Law School, staff director of study.

Houston Mayor Roy Hofheinz, 16% owner of KTRK-TV (Ch. 13) and 25% of radio KTHT, was defeated for re-election Nov. 19 after serving 3 years. Winner was Oscar Holcombe, who has been mayor for about 20 of last 30 years. Hofheinz is expected to devote attention to TV-radio properties, law practice and other business interests.

J. W. Betts, gen. mgr. of radio WFTM, Maysville, Ky., elected chairman of Mutual Affiliates Advisory Committee, succeeding John M. Walter, mgr. of WJPG, Green Bay, Wis. Ray Butterfield, WLOX, Biloxi, Miss., was elected vice chairman; Ken Nybo, KBMY, Billings, Mont., secy.

Jack R. Howard, gen. editorial mgr. of Scripps-Howard Newspapers and pres. of Scripps-Howard Radio, appointed by President Eisenhower this week as member of Postoffice Dept. advisory board on methods and policies for improving the postal service.

Fred Garrigus, NARTB mgr. of organizational services, will be featured speaker at Radio & Television Institute at Henry W. Grady School of Journalism, U of Georgia, Jan. 25-27.

Maj. Thomas B. Claggett promoted to chief of TV-radio branch, Army public information div., succeeding Lt. Col. Tom Mathews, assigned to Ft. Sam Houston.

Harlan Logan resigns as public relations director of Corning Glass to become General Foods v.p. for public relations & personnel.

Martin P. Henry, 50, pres. of Video Pictures Inc., N. Y., onetime Paramount and Fox director, 1942-46 Signal Corps major in charge of producing Army training films, died at New York Hospital Dec. 6. Survivors are his mother and a sister, Mrs. Gene Sarazen, wife of the golfer.

Thomas M. Hackett, 49, assoc. director of media relations, Young & Rubicam, died Dec. 7 at Northern Westchester Hospital, Mt. Kisco, N. Y. Survivors are his wife, son, daughter, mother & sister.

**Station Accounts:** "How to Use Daytime Spot TV Successfully," 22-p. brochure released this week by rep Avery-Knodel, makes these points to prospective daytime sponsors: (1) It's best way to reach the 20 to 39-year-old "age of acquisition" customers whose average family income is \$4710. (2) 67% of daytime viewers allocate at least \$20 a week for food and grocery products. (3) Incentive "package" discount rates on many stations make it economically attractive. (4) High audience "turnover" rate makes it possible to reach greater audience than for many evening shows in individual markets. Copies are available from Avery-Knodel, 720 Fifth Ave., N. Y. . . . Oklahoma Oil Co., Chicago, sole sponsor of *Eight O'Clock Theatre* (feature films) on WGN-TV Sun. 8-10 p.m., rates kudos from Dec. 5 *Advertising Age* for bucking top-rated network shows, for using only 13 min. for its commercials out of allotted 22 min., and for leaving high-pressure salesmanship out of messages . . . RCA using one of its most extensive all-media Christmas campaigns for its radios & phonos under R. E. Conley, adv. & sales promotion mgr. of RCA Victor Radio & "Victrola" div., thru Kenyon & Eckhardt, N. Y. . . . American Sugar Refining Corp. (Domino, Franklin, Sunny Cane brands) scheduling heavy spot campaign for 1956, thru Ted Bates & Co. . . . U. S. Steel Homes Inc. orders 8-min. sales promotion film in color, *House for the Bride*, from Al Stahl Productions, N. Y., for local tie-ins with TV programs, sales meetings, etc., thru BBDO . . . Sears Roebuck appoints Mayers Co. Inc., its Los Angeles agency, to direct its national advertising; agency plans to establish Chicago office, already is working on series of filmed TV commercials . . . Among advertisers currently reported using or preparing to use TV station time: Kasco Mills Inc., Kasco, N. Y. (Kasco dog food & farm feed), thru Clark & Bobertz, Detroit; Alliance Mfg. Co., Alliance, O. (Lift-A-Dor garage door operator; antenna rotor), thru Foster & Davies, Cleveland; Westfield Mfg. Co., div. of Torrington Co., Westfield, Conn. (Columbia bicycles), thru Horton-Noyes Co., Providence, R. I.; National Biscuit Co., N. Y. (Wheat & Rice Honies cereal), thru Kenyon & Eckhardt, N. Y.; Medomak Canning Co., Rockland, Me. (One Pie Brand pie filling), thru Ingalls-Miniter Co., Boston; Fine Products Corp., Augusta, Ga. (Nunnally's and Hollingworth's candies), thru Day, Harris, Hargrett & Weinstein, Atlanta; Texize Chemicals Inc., Greenville, S. C. (industrial & household products), thru Henderson Adv., Greenville; Serta Associates, Chicago (Land-O-Nod mattresses), thru Bozell & Jacobs, Chicago; Kraft Foods Co., Chicago (miniature marshmallows), thru J. Walter Thompson, Chicago; Buckeye Formulas Inc. ("This" cold-water cleaner for woollens), thru Ettinger Adv., N. Y.; Mrs. Tucker's Foods Inc., div. of Anderson, Clayton & Co., Sherman, Tex. (shortenings), thru A. A. Crook Adv., Dallas; Vick Chemical Co., N. Y. (Sofskin hand cream), thru BBDO, N. Y.; Safeway Stores Inc., Oakland, Cal. (Lac-Mix dry milk powder), thru Ruthrauff & Ryan, San Francisco.

**Kudos from an adman:** In current *Advertising Agency*, Ruthrauff & Ryan TV-radio chief George Wolf nominates ABC pres. Robert E. Kintner as "Mr. Television of 1955"—observing that "this is the year that ABC-TV, under Kintner's leadership, has broken the programming lock that NBC-TV and CBS-TV enjoyed, good news for agency men and clients everywhere."

Pepsi-Cola cancelled \$8,000,000 account with Biow-Beirn-Toigo this week, ending 7-year association that began with predecessor Biow Co. Pepsi-Cola gave no reason for cancellation, merely said it had invited several agencies to bid on contract, denying earlier report that it would switch to D'Arcy, which recently lost Coca-Cola account to McCann-Erickson.

**Network Accounts:** ABC-TV is going all-out to push partic. sales in *Afternoon Film Festival*, its most ambitious daytime programming venture, Mon.-thru-Fri. 3-5 p.m. starting Jan. 16 (opposite NBC-TV's highly-touted *Matinée* colorcasts). Feature films to be shown are taken from the 100 purchased this week from J. Arthur Rank for estimated \$1,500,000 (Vol. 11:49). Special sales force has been created to offer 60 & 90-min. partic., with up to 18 spots per 2-hour show. A different film will be shown each day—among them *Hamlet*, *Queen Is Crowned*, *Run for Your Money*, *Beware of Pity* . . . Hartz Mountain Products (pet food) drops *Captain Hartz and Pets* on NBC-TV, will be alt. sponsor (with Roto-Broil and Chunky Chocolate Corp.) of *Super Circus* on ABC-TV starting Jan. 1, Sun. 5-6 p.m., thru George H. Hartman Co., Chicago . . . Jacoby-Bender Inc. (JB watch bands) to be partic. sponsor of *Stop the Music* on ABC-TV starting Jan. 5, Thu. 8:30-9 p.m., thru Grey Adv. . . . Seven-Up Co. to sponsor Wed. 3:30-3:45 p.m. portion of *Bob Crosby Show* on CBS-TV starting Dec. 7, thru J. Walter Thompson . . . Mennen Co. buys one-fourth sponsorship of National Pro League basketball schedule on NBC-TV starting Jan. 7, Sat. 3-5 p.m., thru McCann-Erickson . . . Gulf Oil to sponsor Sugar Bowl football game from New Orleans on ABC-TV Jan. 2, starting at 2 p.m., thru Young & Rubicam . . . Chrysler to sponsor East-West football game from San Francisco on NBC-TV Dec. 31, starting at 4:45 p.m., thru McCann-Erickson . . . Union Oil Co. to sponsor 4 major Santa Anita stake races on all 19 stations of CBS-TV Pacific Network starting Dec. 31, Sat. 4-4:30 p.m., thru Young & Rubicam . . . Sheaffer Pen drops out as alt. sponsor (with Kent cigarettes) of Herb Shriner's *Two for the Money* on CBS-TV Sat. 9-9:30 p.m.

**Rate increases:** WBBM-TV, Chicago, raises Class A base hour from \$3300 to \$3700, min. only Class AA rate from \$650 to \$750, Class A min. from \$425 to \$475. KWK-TV, St. Louis, raises base hour from \$1200 to \$1500, min. \$250 to \$300. XETV, Tijuana-San Diego, Jan. 1 raises base hour from \$500 to \$600, 20 Sec. \$100 to \$120. KTVH, Hutchinson-Wichita, Feb. 1 adds Class AA hour (6:30-10 p.m. daily) at \$500, min. at \$120, Class A hour going from \$450 to \$375. KOLN-TV, Lincoln, Neb. has added Class AA hour (6:59-9 p.m. daily) at \$400, min. at \$80, Class A hour remaining \$300. WNAO-TV, Raleigh, raises base hour from \$250 to \$325, min. \$50 to \$65. WEAR-TV, Pensacola, adds Class AA hour (7:30-9:30 p.m. daily) at \$300, min. at \$60, Class A hour going from \$225 to \$240. KFDA-TV, Amarillo, Jan. 1 raises base hour from \$250 to \$300, min. \$50 to \$70. WSEE, Erie, raises base hour from \$200 to \$250, min. \$40 to \$50. WJDM, Panama City, Fla. raises hour from \$150 to \$175, min. \$22.50 to \$35. **Spot Increases:** WTVN-TV, Columbus, adds Class AA min. only rate (8-10:30 p.m. daily) at \$160, Class A min. remaining \$125. KSD-TV, St. Louis, Jan. 1 raises base min. from \$200 to \$250. WKY-TV, Oklahoma City, has raised base 20 sec. from \$175 to \$225. KGGM-TV, Albuquerque, Jan. 1 raises min. from \$50 to \$60.

**Lowest rate in TV history:** Wm. J. Wagner's upcoming KINY-TV, Juneau, Alaska (Ch. 8), due on air sometime in Jan., announces hour rate of \$60, scaling down to \$48 for 260 times; \$36 for half hour, \$12 for 1-min., \$9 for 20 seconds, \$7.20 for 10-sec. or IDs. It's recalled that Rogan Jones' KVOS-TV, Bellingham, Wash. (Ch. 12), which started in May, 1953 with base rate of \$90; it's now up to \$300.

Television Bureau of Advertising has added 15 more stations to membership, bringing total to 178. With addition of Hollingbery, it now has 9 rep firms as members as well as NBC-TV & CBS-TV.



**Telecasting Notes:** TV's "coming of age" in 1955 was praised this week in 5th annual report of Sylvania TV Awards' committee of judges, issued as sort of post mortem on last week's award presentations (Vol. 11:49). Here's what the judges liked about TV this year: (1) "Total creative output has shown great improvement, [and] the industry is to be commended for developing new writers." (2) "The networks have shown courage in producing costly shows at great financial risk with little assurance of material reward." (3) Children's shows have improved in "program content and production," with more educational topics now woven into entertaining shows . . . Judges didn't like: (1) "Distressing tendency to slapstick" by TV comedians, together with "over-contrived situations" as exemplified by filmed situation comedies. (2) "The increasing use of canned applause and laughter." (3) "TV's lack of ability to present serious music" . . . Repeats of top live TV dramas, an idea we've long espoused (Vol. 11:17-21), continues to gain momentum with announcement that *Goodyear Playhouse* will present next Jan. 1 "Rise Up and Walk," TV play by Robert Anderson which was acclaimed when first televised on NBC-TV's *Robert Montgomery Presents* nearly 4 years ago. Comments *Goodyear Playhouse* producer Herbert Brodtkin: "I plan to repeat other plays from time to time. For years I tried to sell a regular series titled *The Best of Television*, which would have been repeats of good shows, but I found that sponsors usually object to repeats" . . . Hollywood travelers: Alex Segal, who won fame as director of *Celanese Theatre* and *U. S. Steel Hour*, back in N. Y. from Hollywood where he adapted the TV play "Fearful Decision" into movie for MGM; he's booked to direct 2 shows for *Producers' Showcase*, plans to freelance. Herbert Bayard Swope, until 2 months ago an ace producer-director for NBC-TV, now doing 3 pictures for 20th Century-Fox in Hollywood, in N. Y. on visit this week, not too anxious to return to TV . . . Swope is a loyal TV graduate, but he told the *N. Y. Times* that TV isn't altogether satisfying, even at its best, for creative people. "You work hard for weeks," he said, "developing a show of which you can be proud and which even the critics agree is great. Then

what happens? It's seen once and it is gone. All the effort vanishes with that single performance. The reward—the satisfaction—of accomplishment is too ephemeral measured against the awful pressures. With the movies or a play or a novel there is a certain amount of permanency to the work" . . . No Hollywood offer will attract top TV playwright Rod Serling, who had distinction last week of winning a Sylvania Award (Vol. 11:49) and seeing 3 of his one-hour shows on the networks within 5 days. Ex-paratrooper Serling, according to *Time*, is "probably TV's most versatile writer [but] he has few literary pretensions." Though Hollywood has bought 3 of his scripts, he says: "My future is unquestionably in TV. I like movies as a change of pace, but TV is much more intimate. You're looking at people close up, physically and psychologically, and there aren't as many taboos" . . . More TV dramas sold to movies: "Incident in an Alley," recently on NBC-TV's *Playwrights 56*, to be given feature film treatment by Michael Myerberg, who has just completed movie version of Rod Serling's "Patterns"; David Shaw's "Double Jeopardy" has been acquired by Columbia Pictures, Shaw to write screen play . . . Six TV film directors nominated for 3rd annual Screen Directors Guild directorial achievement award, winner to be honored at Jan. 29 dinner: Robert Flory, Roy Kellino, James Neilson, Ted Post, Wm. Seiter, Don Weis.

Animal kingdom fights it out: Despite dire predictions earlier this year, humans continue to fill most star positions on TV shows—though they lost some ground to animals in 1955. They'll continue to lose in 1956, with new upcoming series (surprisingly, all on film) starring another monkey, another horse and a zebra. New and strange turn of events is the rise of the mouse—until this year not considered a suitably talented TV performer—to TV dominance. Mice are now fighting it out with horses and dogs for greatest number of starring roles (it's dead heat now; 2 each). Latest development is CBS-TV's wooing of Paul Terry's movie cartoon character "Mighty Mouse" to be host on his own *Mighty Mouse Playhouse* Sat. 1:30-2 p.m. beginning Dec. 10. We can't help wondering if he's riding on cousin Mickey's coattails.

All-out probe of Canadian TV-radio—which could result in end of CBC's dual role as boss and competitor of private broadcasting—was ordered this week by Prime Minister St. Laurent, who appointed 3-man Royal Commission to begin study early next year. Long sought by Canadian Assn. of Radio & TV Broadcasters in behalf of the operators of Canada's 24 privately-owned TV stations and 96 radio outlets (govt.-owned CBC has 8 TVs, 22 radios), inquiry will explore possibility of separating CBC's station regulatory and programming functions, as well as study finances of tax-supported CBC. Chance of opening door to private Canadian networks—now prohibited—is remote since St. Laurent has specified that programming must remain under govt. control. Members of commission: R. M. Fowler, pres. of Canadian Pulp & Paper Assn.; Edmund Turcotte, ex-editor of *Montreal's Le Canada* and now Canadian ambassador to Colombia; James Stewart, pres. of Canadian Bank of Commerce, said to be only member with exclusively private industry background.

Total advertising volume, predicts *Printers' Ink* editor Eldridge Peterson, will pass \$9 billion in 1956, may possibly run \$9¼ billion, as against \$8,750,000,000 this year. The *Printers' Ink* forecasts, prepared in collaboration with Robert Coen, of McCann-Erickson research dept., are usually uncannily accurate—especially as regards TV-radio (Vol. 11:49). The 1954 forecast was \$8 billion, and final figure turned out to be \$8,164,100,000 (for breakdowns, see Vol. 11:34).

Is TV a "billion-dollar sucker?" Ziv-TV chairman Frederic W. Ziv, who always comes up with new and provocative ways to promote his syndicated film series, this week produced a promotion piece which we think makes especially good sense. He now guarantees all his TV films to be "plug-free"—this pledge accompanied by statement of concern over "dangerous trend among TV producers to trade the valuable TV time of advertisers for the questionable bargains of 'planted' products and services not sharing in the program's costs, talky backstage visits with movie moguls or clips from non-TV films, and free rides on major scheduled airlines." He estimated that free riders are getting as many as 50,000,000 "publicity impressions" weekly on TV.

American networks and newsreel companies are joining in world-wide protest against apparent determination of organizing committee for Olympic Games in Australia next year to sell exclusive TV-newsreel rights to an English company, which in turn would offer rights to only one company in each country. There's even talk of a boycott of the Melbourne games if there's limitation on cameramen.

Canadian Broadcasting Corp. board of governors has recommended denial of application to transfer control of CKLW-TV, Windsor-Detroit (Ch. 9) to Paramount Windsor Theatres Ltd. on grounds law prohibits multiple ownership; purchasing firm interlocks with Famous Players Canada, which owns 50% of CKCO-TV, Kitchener, Ont. (Ch. 13) and 25% of CFCM-TV, Quebec City (Ch. 4).

**Y**EAR'S 56th TV starter, making it 460 now on air (107 uhf), got going this week in Lewiston, Ida. after delays forced by bad weather. It's KLEW-TV (Ch. 3) which started Dec. 9 with CBS programs after 2 days of test patterns, according to wire from gen. mgr. Charles White, ex-sales chief of KPTV, Portland, Ore. It also plans to carry ABC & NBC, picking up signals of KIMA-TV, Yakima, Wash. (Ch. 29) via latter's satellite KEPR-TV, Pasco, Wash. (Ch. 19).

In northwestern part of state on Washington border, KLEW-TV opens up new TV area, being 100 mi. from Pasco and 85 mi. from Spokane. It uses 5-kw GE transmitter and 250-ft. Fisher tower surmounted by 50-ft. 3-bay antenna. It's owned by Cascade Bestg. Co. (Tom Bostic & A. W. Talbot) which operates KIMA-TV with radio KIMA and satellite KEPR-TV, holds CP for KBAS-TV, Ephrata, Wash. (Ch. 43), is applicant for Ch. 8 satellite in Walla Walla. Willard W. Thomas, from KEPR-TV, is sales mgr.; Robert S. Hallock, ex-KPTV, production mgr.; Michael Rastovich, chief engineer. Base hour is \$150. Reps are Weed and Moore & Lund (Northwest).

Note: KEPR-TV at Pasco, which began just year ago as out-&-out satellite of KIMA-TV, Yakima, now has 40x25-ft. local studio in new building and on Dec. 4 offered "live programming for area businessmen."

NARTB's community antenna committee voted this week to recommend that association file "friend of the court" briefs to protect stations' property rights in TV signals "in any appropriate litigation which may arise to establish these property rights." NARTB stated: "The Committee recognized that community antenna systems have had a part in bringing viewing service to certain areas not otherwise served. Nevertheless, the Committee took the position that the community antenna operators must recognize the property rights of the broadcasters whose programs these systems utilize." Committee member Wm. C. Grove, KFBC-TV, Cheyenne, Wyo., is currently contesting use of his signals by system in Rawlins, Wyo., in proceedings before Wyoming's utilities commission. He's most active opponent of systems, stating that their operation in small communities stifles growth of local free TV. Chairman of committee is Wm. Fay, WHAM-TV, Rochester. Other members present: Lawrence H. Rogers, WSAZ-TV, Huntington; Thomas Fisher, CBS; Harry Olsson, NBC. Absent members: Henry Slavick, WMCT, Memphis; Omar Elder, ABC.

Signs of the TV times, ABC: Independent stations like KTTV & KCOB, Los Angeles, now reported operating well in the black; KTVW, Tacoma, 5th outlet in Seattle-Tacoma area, also doing nicely—owner J. Elroy McCaw telling at least one FCC member he's convinced that there's "a real place for non-network stations" and that they can be made to show profit . . . KFSD-TV, San Diego, reports Oct. business, up 58.8% from Oct. 1954, was highest in its history, with national up 34.5% . . . CBS-TV film sales reports its news-reel service now goes to 69 markets . . . Hal Roach Studios, Hollywood, reports its TV commercial film dept. alone enjoyed billings of \$1,500,000 this year, most of business coming from N. Y. & Chicago (Chevrolet, Johnson's Wax, Delco, Reynolds Aluminum, United Airlines, Eastman Kodak, Marlboro, Slenderella, Helena Rubinstein, et al).

Explosion demolished community antenna tower this week on Locust Mountain, north of Shenandoah, Pa. Valued at \$2000, tower was property of Brandonville Television Assn., which served 100 families in Brandonville. Police are investigating.

New community antenna systems: L. W. Peay, Alamosa, Colo. operator, reports he'll have systems going in Antonito & La Jara on Jan. 1, Gunnison & Monte Vista in March—all Colorado.

"TV in 10 Years Transforms America" titles leading article by Lawrence M. Hughes in 22-p. section of Nov. 20 *Sales Management* devoted to TV as an advertising medium. Most of tables and text aren't new to *Television Digest* readers, but compendium is handy for quick reference. Among subjects treated, by headlines: The Shift & Shuffle in Media (from magazines to network TV, from network TV to magazines); Families View TV 5 Hours a Day; Advertisers Bet a Billion on TV; How Much TV Does a Dollar Buy?; TV-Sold Brands Become Consumer-Dealer Choice; Broadcasters Promise Still-Better Programs; Cost-Per-Thousand Drops as TV Circulation Climbs; TV Profits Advertiser More Than Broadcaster; Will Color Television "Hypnotize" Customers?; Free-vs.-Toll Forces Gird for Big Battle. Most newsworthy item in whole compendium: Of Procter & Gamble's estimated \$75,000,000 for all ad media in 1955, two-thirds will go to TV; in 1956, P&G is expected to increase TV expenditures to \$60,000,000. Most noteworthy observation: "But even with all the medium's shortcomings, the fact remains that TV could not have kept growing on unpalatable fare. And there's evidence that the fare is becoming not only tastier but more nutritious."

Radio station sales with TV overtones, recently approved by FCC: (1) KDON, Salinas, Cal., sold for \$115,000 by Charles B. Grant to Frank Oxarart & John D. Feldman Jr. (Vol. 11:46); Oxarart is associated with KFVB, Hollywood, and Zugsmith group, owns 20% of Tucson's KVOA-TV & KVOA. (2) KCUL, Ft. Worth, sold for \$400,000 by J. G. Ulmer to Dalworth Bestg. Co. (Vol. 11:37), principal owner being Georgia's ex-Gov. E. D. Rivers Sr.; pres.-mgr. & 29% owner is Kurt A. Meer. Rivers previously held interests in 3 TV grants—uhf in Jacksonville & Miami, vhf in Thomasville, Ga.—has disposed of them (Vol. 10:51; 11:20, 27). Other station sale deals, completed this week, subject to FCC approval: (1) KERO, Bakersfield, Cal. (250 watts, 1230 kc, NBC), sold for \$85,000 cash to Carl E. Haymond, owner of Yakima's KIT, by Gene DeYoung, who retains KERO-TV (Ch. 10). (2) KGPH, Flagstaff, Ariz. (1-kw D, 500 watts N, 690 kc, ABC), sold for \$27,500 by Eugene C. Phillippi to KOY Bestg. Co., which formerly owned share-time KOY-TV, Phoenix (Ch. 10). Both latter sales were negotiated by Blackburn-Hamilton.

Daytime Broadcasters Assn., comprising 175 sunrise-sunset radio stations operating on clear channels, this week filed petition with FCC seeking to extend broadcast day to at least 5 a.m.-7 p.m., stating that present hours "make it impossible for daytime radio stations to observe any normal kind of business day" and that "this was a form of govt.-dictated business inefficiency." Pres. of DBA is Jack Younts, WEEB, Southern Pines, N. C. Approximately 900 of nation's 2700-odd AM stations are daytime; their efforts to extend hours have been tied up in FCC's famed 10½-year-old clear channel-daytime skywave case. Counsel for DBA is ex-Comr. Frieda B. Henneck, handling her first case since she left Commission June 30.

Community antenna systems run by clubs, associations, etc., of which there are very few, must pay income tax, Internal Revenue Service ruled this week. Decision stated that groups aren't clubs under definition of Internal Revenue Code which "contemplates the comingling of members, one with the other, in fellowship"; that sole activity of TV clubs is to maintain antenna system.

Blanket power increase for all radio stations should be studied, NARTB's AM committee urged this week in resolution asking that radio board go into subject at Feb. meeting. Idea frequently has been suggested, never formally proposed to FCC. NARTB engineering mgr. A. Prose Walker also reported that association is preparing petition asking FCC to permit remote control of directional AM stations.

**FILL-IN MODELS—SAME SETS, NEW WRINKLES:** Success of "gimmick merchandising" thus far this year, on which we've previously reported (Vol. 11:43), is clearly reflected in the new "fill-in" models introduced this week (for details, see p. 14).

RCA's first clock-timer set; DuMont's 3 table model "convertibles," which can be turned into consolettes with addition of separately-shipped legs and table tops; Philco's extension of "top touch tuning" device to sets retailing as low as \$200 -- all indicate how set makers have been smitten with merchandising potentialities of the added Something New which have come to be called "gimmicks".

Thus, the pattern of midwinter fill-in models has been established as a new device or a new accessory added to the old sets, rather than as a totally redesigned receiver. Latter may come from some manufacturers next June in form of lightweight models incorporating the 110 or 120-degree tube (Vol. 11:45-46) -- though there's a lot more work to be done in the labs before they're ready for market.

Admiral and Emerson will be next to show fill-ins, at distributor conventions within a month. You can look for a continuation of the add-a-gimmick trend from both, though neither will comment in advance of showings. Emerson pres. Ben Abrams did tell us, however, that Emerson will be unable to meet its original Jan. target for introduction of a "Tinkertoy," or modular design, receiver (Vol. 11:23-24, 38). He said engineering progress has been "very good," but production techniques aren't sufficiently advanced to permit introduction before March 1. DuMont is also shooting for early spring debut of a "Tinkertoy" set.

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Retailing Daily says retail TV sales are booming this Christmas season, based on its own national survey -- but industry figures show different picture. Whereas Retailing Daily says gains average up to 30% over 1954, a leading trade statistical source says retail sales in Oct. were 2% under 1954, Nov. 5% under year ago, and Dec. is expected to be around 20% below same month of 1954. He said he doubted more than 800,000 TVs would be sold in Dec., as against 1,000,000 in Dec. 1954.

It's definitely not a free-spending Yule for TV. Though there's a trend to higher-end sets, there's also a strong pull in direction of under-\$100 portables. Big metropolitan markets are still going for the GE and Emerson portables, though GE has tapered off production and Emerson has discontinued output entirely, having quickly exhausted its output quota for 1955.

Brief highlights of other major trade developments this week:

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**Is Quality Slipping?** It's nothing to get the shakes about, but a number of top-flight TV manufacturers have been experiencing what they admit is an excessive amount of product trouble recently. Each manufacturer obviously wants no mention of his name -- but the sum of their comments is that all manner of production trouble has cropped up. Higher-than-average receiving tube burn-outs, faulty dip soldering, warped metal cabinets, printed circuit difficulties are but a few of the vexatious problems. For the most part, set makers are pretty confident they've got problems licked but all are keeping much closer eye on production-line testing. There seems to be general agreement that the trouble started back in Sept., when set makers put their production into high gear and consequently were forced to hire sub-standard labor to meet the demand. Some slipshod work on production lines was consequence.

**Full-Line Fever:** What's the value of full-line merchandising? Elisha Gray II, articulate pres. of Whirlpool-Seeger, whose appliance business is part of RCA's full line, listed these advantages: "A big, full-line manufacturer can subsidize one line with others in a poor season and he can subsidize the entry of a new product into the market; he can broaden research and speed up engineering developments; by spread-

ing production costs over many products, he can get his brand name across to the public much cheaper; and he can gain greater leverage with dealers, distributors and builders if he can supply all their major appliances."

Speaking at Institute of Appliance Manufacturers conference in Cincinnati, he explained the thinking behind Whirlpool-Seeger merger, in which RCA and Sears each now owns about 20%. "We wanted to swim with the current," he said. "Frankly, we felt that Whirlpool, with only its home laundry line, was swimming upstream. Even though we were successful, we know the basic arithmetic of the appliance industry was against us because the survival rate of those without full lines was low."

Is there future for smaller manufacturers who can't afford full lines? Gray thinks there is, pointing out that many such firms have compact, efficient operations, low overhead, up-to-the-minute products, direct-to-dealer selling and concentration in their own geographic areas. "To each it is an individual problem, depending on the philosophy of management," he said. "There are many circumstances where growth is inadvisable. The salvation is not always in merging." Note: GE last week became latest full-line merchandiser, shifting TV-radio into new consumer products group to take advantage of full-line marketing (Vol. 11:49).

**Sky-High Economy:** Evidence of economic plenty this year keeps piling up in the form of official reports from Govt. -- and virtually all the economic pundits see little, if any, decline next year. At the risk of sounding repetitious, here are capsule summaries of most significant reports from Govt. this week:

(1) Employment in Nov. was 64,800,000, highest ever for that month, according to joint Labor-Commerce Dept. report, noting that factory jobs reached new postwar peak of 17,100,000. (2) Weekly pay of factory workers rose to average \$79.52 in Nov., or \$1.02 higher than previous peak of \$78.50 in Oct. and \$5.92 above level of last Nov., according to separate report by Labor Dept. (3) Personal income in Oct. was at record annual rate of \$309.5 billion, a gain of \$1.5 billion over Sept. rate, said Commerce Dept. Office of Business Economics. (4) Business plans to spend at \$31.5 billion annual rate for plant and equipment in first quarter of 1956, or \$1.5 billion above rate in current quarter, noted another Commerce report. (5) The cash dividends paid by public-owned corporations during first 10 months were 9.5% ahead of same 1954 period, totaling \$7.721 billion vs. \$7.05 billion, said Commerce.

Looking ahead to 1956, Dec. 12 Newsweek Magazine, in 20-p. special report titled "The Big Surge--the New America," predicts gross national product of about \$400 billion, foresees series of new economic records, and gives this retrospective appraisal of 1955 boom: "With more than 65,000,000 jobs and factory take-home pay averaging \$72 a week, a whole new middle class has been created, with an estimated 14,000,000 families in the \$5000 income bracket or better. In spending his money, the average individual's wants have been gradually upgraded. He has also started to yearn for something just a little bit different. American industry this year has been ready to fill those wants -- and to expand capacity if need be."

**Probe of Record Industry:** A sweeping grand jury investigation of the phonograph record industry has been ordered by Dept. of Justice to determine if there have been anti-trust violations in its merchandising & distribution practices. Several major record companies were served with subpoenas this week, returnable Dec. 16 to Federal Court in N.Y., seeking a wide range of data on industry practices. In keeping with its traditional policy in such matters, Justice refused to comment on any phase of the inquiry, except to confirm that the grand jury investigation had been ordered. It's known, however, that the study dates back at least a year and is headed by Richard B. O'Donnell, chief of Justice's anti-trust div. in N.Y. Spokesman for RCA Victor legal dept. commented: "The Justice Dept. sent its investigators to RCA a year ago and asked us voluntarily to open our files to them. We refused to do so and asked them to put their specific requests in a letter. They would not do this but chose instead to subpoena the information. I doubt that they will find anything to support an anti-trust charge." Spokesman for Columbia Records, which with Victor ranks 1-2 in industry, said only that "the Justice Dept. has asked for certain facts in its subpoena and we are very happy to provide them." John W. Griffin, exec. secy.

of Record Industry Assn. of America, which is not involved in probe, said: "All the record industry has done in the last 4 years is reduce prices. Does the Govt. feel that this is contrary to the public interest?"

**Production:** TV output totaled 154,126 week ended Dec. 2, compared to 132,331 Thanksgiving week and 167,137 week ended Nov. 18. It was year's 48th week, brought production for year to date to about 7,250,000 vs. 6,800,000 in same period of 1954. Another RETMA report this week placed official 10-month production at 6,520,241, of which 977,537 were uhf-equipped at factory. Production in first 10 months of 1954 was 5,654,791. Radio production totaled 426,927 (204,276 auto) week ended Dec. 2, compared to 376,079 Thanksgiving week and 438,651 week before. For 48 weeks, output was 13,500,000 vs. 9,900,000 in same 1954 period. Official 10-month production of radios was 11,527,568, compared to 8,040,230 in corresponding period year ago.

**COLOR TABLE MODEL** priced at \$695, or \$100-\$200 lower than its current \$795 & \$895 sets, will be introduced by RCA Dec. 12 at meeting of field reps in Atlantic City. At same time, RCA adds 2 full-door consoles in mahogany and cherry-wood at \$995 each. Present \$795 & \$895 console and open-face console are carried over. All are 21-in.

RCA billed the 5 sets as "industry's first color TV line," said all have 26-tube circuits. The full-door models, in addition, have 3 speakers and "panoramic sound." RCA's intentness in pushing color next year is manifest in statement by TV v.p.-gen. mgr. Charles P. Baxter:

"The receivers will be produced in sufficient quantity, and supported by promotional activity of sufficient magnitude, to convince everyone, beyond any shadow of doubt, that color TV will be big business for the industry in 1956 . . . As a matter of actual fact, we have already started to materially step up our production rate of color receivers. To give a general idea of the size of the program, we plan to produce about twice as many color receivers in the first half of 1956 as were produced in the last half of 1955."

Baxter did not elaborate, nor would any other RCA spokesman, on how many sets that means. However, RCA Chairman Sarnoff told us last week that his company alone expects to manufacture 200,000 next year. "Nothing can stop color," he said, but he admitted it will take sales of 20,000-25,000 sets per month to achieve "mass production" and thus to bring down prices substantially (Vol. 11:39). On Nov. 4 he disclosed that RCA is selling 1000 color sets a week (Vol. 11:45) and it states that it's selling all it's making.

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That RCA is making most of the industry's color sets, including most of those under other brand names, is well known in the trade—but RCA officials won't talk about it. This week, however, H. Leslie Hoffman, pres. of Hoffman Electronics and RETMA, remarked in talk before Los Angeles Society of Security Analysts (see also p. 14):

"Only 2 companies to our knowledge are currently producing 21-in. color receivers engineered and manufactured in their own plants, although many are selling them. I am extremely proud to report that Hoffman is one of the 2 . . . Many other companies are having their sets made by RCA."

Hoffman told security analysts, in reply to question, that his Pasadena plant's color production is now running 300-500 sets a month, claimed he's getting 25% of the 21-in. color sales in L. A. market. He predicted industry will make and sell 300,000 sets in 1956. He added: "It

is doubtful whether the price of color TV will drop as rapidly as was the case with black-&-white TV, but I seriously question whether price is anywhere nearly as important a factor as many people believe."

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Sylvania, which had been getting color sets from RCA, will start making own at Batavia, N. Y. plant in April, it was announced by operations v.p. Arthur L. Chapman, who said initial run would be on 2 or 3 models. They will use own 21-in. round tubes, same type as RCA's, will have 28-30 tubes in all—"a somewhat smaller package than most color sets these days." He declined to state price, but commented, "I don't expect much change from the \$695-to-\$895 range."

Chapman would not give production estimate for his own company, but said he expects industry to produce about 250,000 next year. "It's our feeling that color is about ready to start moving," he remarked. "But we expect a slow, steady growth, and we think it will take at least 3 years before the industry sells 1,000,000 a year . . . We expect the last half of 1956 will see a real market development for color for the first time."

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GE is stepping up color work, apparently, though up to now it's been rather bearish about industry's progress. All color activities are being integrated into new "Color System Technical Project" under veteran engineer I. J. Kaar. Purpose, says v.p. Dr. W. R. G. Baker, "is to insure that all of the color TV technical activities of the company move ahead on a common front and with all possible speed." Kaar stated: "There can be no doubt but that color will be the next major advancement in the home entertainment field. However, its greatest problem today is the color reproducer tube which is not bright enough for viewing in a lighted room, and is too expensive. We are confident that continued intensive development will provide the solution to the tube problem." GE has been working on "post acceleration" tube which was demonstrated recently but isn't promised commercially until 1957 (Vol. 11:40). Included in new project are segments of following depts.: laboratories, tube, technical products, electronic components, TV receiver.

Color sets go to market—supermarkets in metropolitan N. Y. area, that is. RCA distributors Bruno-N. Y. and Krich-Radisco placed RCA color sets in National Supermarket stores in Elizabeth, Irvington, Rahway & Metuchen, N. J., and in London Terrace Supermarket in N. Y. for demonstration purposes only—and shoppers' reaction was reported "tremendous." Sets were installed free in return for including demonstration hours in store ads. Three color shows on WRCA-TV were watched by thousands as result—and NBC disclosed similar merchandising projects would be formulated to expose color to mass audiences in other cities.

**Topics & Trends of TV Trade:** First of perennial wave of year-end predictions came this week from Crosley-Bendix pres. Chester G. Gifford and RETMA exec. v.p. James D. Secrest, both agreeing that 1956 black-&-white retail sales will be only slightly under 1955's estimated record 7,700,000. Gifford spoke to distributors convention in Miami Beach, Secrest in annual Symposium on the Business Outlook at U. S. Chamber of Commerce.

Gifford thought 1956 black-&-white sales will run "within 100,000" of this year, shied from predicting color set sales which he did not see as "a serious obstacle to continued high volume of black-&-white." He foresaw increases of 300,000 units each in sales of room air conditioners and automatic dryers, thought washing machines and refrigerators will go up 100,000 units each over this year's 3,000,000 & 4,000,000, respectively.

Profits in appliances, he said, can be realized only by pushing "big ticket" items, especially combination refrigerator-freezers, washer-dryers, luxury TVs, etc. Crosley-Bendix will soon offer retailers "package kitchens."

Secrest forecast 7,300,000 black-&-white TV sales in 1956, with radio sales about equivalent to 1955's 14,000,000 if auto output continues at high level. He would not venture to predict color set sales next year, stating only that "many industry leaders believe" at least 250,000 will be produced and that the number and quality of colorcasts will be governing factor. Next year's military electronics production, he said, is expected to approximate this year's \$2.4 billion. "Business confidence," he said, is definitely more bullish than at the beginning of this year.

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RETMA pres. H. Leslie Hoffman, addressing Los Angeles Society of Security Analysts Dec. 8, prognosticated black-&-white sales "easily will reach 7,200,000 next year"—plus an additional 300,000 color sets (for his other remarks on color, see p. 13). Color will never obsolete black-&-white, he said, but it will inevitably enjoy great growth because of increased programming already undertaken by NBC-TV and expected from other networks. Promised soon, he said, are 80 hours of colorcasts per month. His own Los Angeles plant, he disclosed, is now making 300-500 color sets per month.

Hoffman Electronics Corp.'s total 1955 sales, he said, will approximate \$44,000,000, earnings about \$1,500,000 (\$2.10 per share) compared to \$42,647,000 & \$1,485,000 (\$2.08) last year. He predicted 1956 volume of "substantially in excess of \$50,000,000" and said his company would achieve \$100,000,000 by 1960.

With pardonable pride, Hoffman noted that it was just 14 years ago Dec. 3 that, fresh from his hometown of Jackson, Mich., where he had worked for Sparks-Withington, he took over old Mission Bell Radio Mfg. Co., which had sales that year of \$29,763, a deficit of \$7500 and 3 employes. His company, now listed on N.Y. Stock Exchange, has net worth of nearly \$10,000,000, employs more than 3000.

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Justice Dept. has served Philco with "interrogatory" in connection with its anti-trust suit charging company illegally restricts its distributors in franchise agreements (Vol. 10:51-52). Philco has been granted extension until Dec. 31 to reply to series of questions about its merchandising practices. No date has been set for trial, but serving of "interrogatory" indicates setting of date may be imminent.

Packard-Bell has started shipments of all-channel, full-door 21-in. color console at \$925 in mahogany, \$950 in American Colonial maple.

RETMA of Canada, listing 116 members as of Nov. 1, schedules 1956 convention June 7-9 at Ste. Adele, Que.

Philco introduced 25 new TV models this week to distributors in what will undoubtedly be largest single offering by a leading manufacturer this winter. Prices range from \$180 to \$370. Biggest talking point is extension of "top touch tuning" to 21-in. table model listing as low as \$200, so that nearly all sets are now so equipped. Cabinet colors such as charcoal green and maroon, with ivory and gold dials, indicate emphasis Philco is putting on color as promotion feature. Sets will be shown to dealers week of Christmas.

DuMont introduced 5 new "fill-in" TVs with top tuning controls at meeting of regional managers this week. Included are 2 table models which will be promoted as "convertible" sets; these will be shipped with removable legs and a table top larger than set itself, and customer can remove legs from set and attach them to table, "converting" it to console. They list at \$240 & \$260. Other models are 21-in. mahogany table at \$200, 21-in. open-face mahogany consoles at \$280 & \$320.

RCA's only addition to black-&-white line (for color sets, see p. 13) is its first clock-timer set—a 21-in. open-face console at \$290, equipped with built-in clock, enabling viewer to turn set on automatically to pre-determined channel up to 6 hours in advance. It will be introduced Dec. 12 at field reps meeting in Atlantic City.

Back-to-work movement at Westinghouse started this week when 900 workers crossed the IUE picket lines at appliance plant in Columbus, O., one of 30 factories which have been struck for 8 weeks, including TV-radio factory at Metuchen, N. J. Only major development in negotiations this week was request by union leaders to submit issues involved in strike to secret ballot of members. Westinghouse agreed only if members would cast a vote for or against company's 5-year contract offer.

Trade publishing notes: V. L. McKernin, pres. of Sherry Publishing Co., acquires Kolbe group of trade journals, including *Radio & Television Journal*, *Music Trade Review*, *Musical Merchandising*; ex-owner Alex H. Kolbe continues as adv. v.p. . . . Martin Clifford named v.p. of newly formed Gernsback Library Inc., N. Y., which plans to increase output of paper-bound technical books; he formerly headed book dept. of Gernsback Publications Inc., publisher of *Radio-Electronics Magazine*.

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First postwar Japanese radio imports, under "Silver" brand, are disclosed by new distribution firm, Gillett Electronics Corp., 10 E. 34th St., N. Y., headed by Richard B. Stollmack, ex-Philco Distributors Inc. First shipments went this week to 2 big dept. stores—Gimbels, N. Y., and Goldblatt Bros., Chicago. First model is a \$20 4-tube portable in red, ivory, tan, gray, yellow, blue or pink. Stollmack said 3 more portables are due in Feb.

All-in-one receiver: Sylvania will market in Feb. a combination 3-way portable radio, complete with Geiger counter, sun dial and compass in one portable unit housed in a leather carrying case. It will retail for \$65. Called "Prospector," it weighs 4½ lbs., is 7x10-in., has 4 tubes. Sylvania explained that in disaster areas the owner could listen on radio to civil defense stations, while Geiger counter registered radioactivity.

RCA introduces 4 automatic clock radios at \$30, \$35, \$40 & \$45, promises immediate delivery to dealers for Christmas purchasers. It also says its 2 "all-transistor" portable radios at \$65 & \$75 will be available this month.

Motorola portable radio sales this year will double 1954, with table model sales up 25%, says radio sales mgr. J. B. Anger, who also forecast clock radio sales in 4th quarter will be highest in company's history.

**Electronics Reports:** Forecasting season is upon us again, and 2 top industry leaders this week undertook 10-year forecasts of future of electronics industry. In Chicago, at Dec. 7 luncheon meeting of 500 RCA-NBC suppliers, RCA pres. Frank M. Folsom predicted industry in next 10 years would grow 66% to achieve annual output "well over \$17 billion." He said electronics expansion will continue to be more rapid than that of most other industries, pointing out that electronics value has doubled since 1950 while gross national product has increased by only 35%. "By the end of 1964, the value of electronics will be more than triple its 1950 value, while the gross national product will not have quite doubled."

Folsom said there are now 1,600,000 workers directly and 3,000,000 indirectly employed in companies that serve the electronics industry. In 10 years, he added, "we believe that the industry will employ more than 6,000,000 workers, directly and indirectly."

Sylvania chairman-pres. Don Mitchell, addressing his company's electronics products sales conference at Atlantic City next day, predicted distribution-service business in electronics industry will reach volume of \$5.178 billion—more than double today's figure—in next 10 years. His breakdown: \$2.104 billion in components, \$1.389 billion in distributor revenue, \$1.685 billion in service & installation business.

He said 1955 distribution-service business was \$2.059 billion, predicted next year's at \$2.324 billion, and \$3.303 billion by 1960.

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Rear Adm. Frederick R. Furth, Chief of Naval Research and specialist in electronic warfare, retires from active duty Dec. 31, and will join Farnsworth Electronics Co. (IT&T) as special asst. to pres. Harvard L. Hull in charge of new products div. Adm. Furth, 54, has been directing preliminary technical work on the earth satellite program. He holds Legion of Merit for wartime electronic contributions. He'll be succeeded as Chief of Naval Research by Capt. Rawson Bennett II, now asst. chief for electronics, Bureau of Ships, and ex-director of Navy Electronics Lab, San Diego.

James W. Baldwin, civilian aide to Chief Signal Officer for last 10 years, onetime secy. of old Federal Radio Commission and managing director of old National Assn. of Broadcasters, retired Nov. 30 after 28 years of govt. service.

Dr. A. M. Zarem, known for his inventions of electronic controls for high speed photographic equipment, resigns as asst. director and mgr. of So. California div., Stanford Research Institute, to open office at 727 W. Seventh St., Los Angeles, as independent counselor.

Dr. Clifford C. Furnas, chancellor of U of Buffalo, Dec. 5 took oath as asst. Defense Secy. for Research & Development, post formerly held by Air Force Secy. Donald A. Quarles.

R. Karl Honaman, under heavy fire lately for his public information policies, resigned Dec. 9 as Asst. Secy. of Defense for public affairs, returns at end of month to Bell Labs to resume his job of director of publications.

Glenn A. Fowler appointed research v.p. of AT&T's Sandia Corp., Albuquerque, with Fred J. Given named research & development services v.p. and Raymond P. Lutz operations v.p.

Walter A. MacNair, since 1952 v.p. of Sandia Corp. at Albuquerque, elected Bell Labs v.p. in charge of switching and transmission development, succeeding Gordon N. Thayer, newly named AT&T chief engineer.

Robert C. Hutchins, ex-Bendix Aviation, named mid-western sales mgr. of Standard Electronics Corp., subsidiary of Dynamics Corp. of America.

New slow-scanning industrial TV system which uses telephone wires instead of cable or microwave (Vol. 11:45) is now being offered by Penna. Bell Telephone Co. as low-cost service package on circuits up to 25 mi. in metropolitan areas. Developed and manufactured by Dage Television Div. of Thompson Products Inc., and known as Datavision, system is designed for transmission of such data as still pictures, printed or written material, meter gauge readings. The complete TV picture is scanned in 4-5 seconds, and because of slow rate of transmission, system requires bandwidth of only about 8 kc. Datavision was demonstrated this week by Dage and Bell in Philadelphia, where it's being used experimentally by Philadelphia National Bank for signature verification between 2 central city offices. First production run on the equipment is beginning at Dage's Michigan City, Ind. plant.

New silicon alloy transistor has been developed by Philco, pres. James H. Carmine announced in quarterly report to stockholders. Calling it "the first precision-made high-speed silicon transistor," he said it will operate at temperatures as high as 150° C, compared to 85° limit for germanium transistors. He also announced acquisition of 100,000-sq. ft. plant at Spring City, Pa. as home for all of company's transistor activities.

Charles Weyl, pres. of International Resistance Co., awarded "Centennial Citation" by U of Pennsylvania, from which he was graduated in 1917, for "stimulating advocacy of the humanities in the engineering curriculum, for pioneering work in radiologic physics, and for responsible administration in the graphic arts and electrical manufacturing industries."

Interchangeable power tubes are summarized in alphabetical & numerical order in new edition of GE's booklet on interchangeability of power tubes, now available from GE distributors.

Dr. Edward Chester Creutz, since 1949 head of Carnegie Tech physics dept. and nuclear research center, appointed research director of General Dynamics Corp.'s general atomic div.

Clevite Aero Products Inc. is new name of Wallace Aviation Corp., Wallingford, Conn. firm recently acquired by Clevite Corp., Cleveland electronics & bearings maker.

Consolidated Electronics Corp. directors this week authorized acquisition of Price Electric Corp., Frederick, Md. (electrical relays).

Army has bought RCA's Bizmac, new electronic data processing system, for \$4,000,000. It will be installed at Ordnance Tank-Automotive Command, Detroit.

International Resistance Co. shut down its struck plant at Asheville, N. C. Dec. 4 as result of picket line violence and reports of increased vandalism.

Raytheon opened new 225,000-sq. ft. industrial electronics lab recently at Wayland, Mass., built at cost of \$2,500,000.

Single sideband equipment for operation in services under 25 mc, designated type SSB-1, is now being offered commercially by RCA.

Dr. Jesse E. Hobson, director of Stanford Research Institute and with it since 1948, has announced resignation effective March 31.

W. A. Reichel, exec. v.p. of Kearfott Co., elected to new post of senior v.p. in charge of engineering of parent company, General Precision Equipment Corp.

Mark Shepherd Jr. promoted to v.p. in charge of semiconductor div., Texas Instruments.

Maj. Gen. Charles F. Born, USAF ret., named director of service engineering, apparatus div., Texas Instruments.

Wilbert H. Steinkamp, ex-Beckman Instruments, named sales v.p., Weston Electrical Instrument Corp.

**Financial & Trade Notes:** Electronics Investment Corp., organized by Charles E. Salik last April as an open-end mutual investment trust along lines of Television-Electronics Fund Inc. (Vol. 11:17), in first semi-annual report to stockholders last week, listed \$7,101,393 in common stock holdings, \$220,000 preferred stocks (4000 shares of P. R. Mallory Co., 4½% convertible), \$1,996,875 in govt. bonds—total investments of \$9,318,268 as of Oct. 31, 1955. Statement shows net assets on that date of \$9,928,107, equivalent to \$4.31 per share on 2,305,424 shares of \$1 par capital stock outstanding. Net income from all investments from May 13, 1955 to Oct. 31, 1955 was \$32,783 after total expenses of \$74,016.

Firm has its headquarters in Bank of America Bldg., San Diego, Cal., where Salik formerly was a broadcaster. Since report on holdings last July 1 (Vol. 11:31), EIC portfolio has added these stocks: 5000 shares Daystrom, \$126,250; 7000 Garrett Corp., \$256,375; 3000 General Precision Equipment Corp., \$112,125; 7000 IT&T, \$192,500; 3000 Motorola, \$144,750; 8000 Standard Coil Products, \$86,000; 5000 Stewart-Warner, \$190,000.

Other holdings: 4000 ACF Industries, \$240,000; 6000 American Broadcasting-Paramount Theatres, \$163,500; 1500 Babcock & Wilcox, \$133,875; 4000 Bendix, \$193,000; 3000 Borg-Warner, \$127,125; 4000 Burroughs, \$100,000; 6000 Cleveite, \$125,250; 7500 Collins Radio, \$140,625; 7000 CBS, \$161,875; 8000 Consolidated Engineering, \$168,000; 2000 Corning Glass, \$132,000; 1500 Cutler-Hammer, \$106,875; 1000 Eastman Kodak, \$79,000; 3500 Gary (Theodore) & Co., \$190,750; 3000 General Dynamics, \$170,250; 4000 GE, \$187,000; 2500 General Railway Signal, \$148,125; 500 IBM, \$190,000; 6500 Magnavox, \$251,875; 4000 Minneapolis-Honeywell, \$222,000; 1500 Minnesota Mining & Mfg., \$149,625; 2500 National Cash Register, \$90,312.50; 4000 No. American Aviation, \$252,500; 2000 Otis Elevator, \$130,000; 5000 Philco, \$150,000; 350 Phillips Gloeilampenfabrieken, \$302,400; 4000 RCA, \$169,000; 10,000 Raytheon, \$151,250; 8125 Sperry Rand, \$172,656.25; 3000 Sprague Electric, \$157,500; 2000 Square D, \$91,000; 5000 Sylvania, \$218,125; 10,000 Texas Instruments, \$112,500; 3000 Thompson Products, \$140,250; 4800 Western Union, \$98,400; 2000 Westinghouse, \$108,250; 2000 Worthington Corp., \$90,000; 1500 Zenith, \$178,500.

Note: Complete \$97,393,990 portfolio of Television-Electronics Fund Inc., first of the open end investment funds, is detailed in Oct. 31, 1955 annual report just released and available from Fund's Chicago office, 135 So. LaSalle St. It was digested in our Vol. 11:48.

\* \* \* \*

Warner Bros. Pictures Inc. earned \$4,002,000 (\$1.61 per share) on revenues of \$76,991,000 in year ended Aug. 31 vs. \$3,976,000 (\$1.60) on \$72,093,000 in preceding year. Current assets as of Aug. 31 were \$50,628,153, liabilities \$17,495,851 vs. \$49,005,559 & \$16,233,287, respectively, year earlier.

Sparks-Withington Co. sales dropped to \$4,421,690 in first fiscal quarter ended Sept. 30 from \$5,669,807 in same 1954 period due to reduced defense billings, pres. John J. Smith reported to stockholders this week. Earnings report will come with 6-month statement.

Teleprompter Corp. expects volume to exceed \$1,000,000 this year compared to \$533,661 last year, and net income to climb from 39¢ to \$1 per share, reports Dec. 6 *Wall Street Journal*.

Beckman Instruments Co. reports first quarter net income of \$369,712 (30¢ a share) on revenues of \$6,109,413 in first quarter of its fiscal year ended Sept. 30; this compares with \$290,786 on \$4,761,964 in same 1954 quarter.

\* \* \* \*

Dividends: Admiral Corp., 25¢ payable Dec. 31 to stockholders of record Dec. 15; Hoffman Electronics, 25¢ Dec. 31 to holders Dec. 12; American Phenolic, 20¢ Jan. 27 to holders Jan. 13; Capitol Records, 15¢ quarterly plus 10¢ extra Dec. 31 to holders Dec. 15; Corning Glass Works, 25¢ quarterly plus 50¢ extra Dec. 27 to holders Dec. 16; Columbia Pictures, 2½% stock div. Jan. 31 to holders Dec. 30; Canadian GE, \$1 quarterly plus \$4 extra Jan. 2 to holders Dec. 16; Audio Devices Inc., 5¢ Dec. 19 to holders Dec. 12.

**Trade Personals:** David T. Schultz, senior v.p. & treas. of Raytheon, this week accepted presidency of Allen B. DuMont Laboratories Inc. (Vol. 11:49), succeeding Dr. Allen B. DuMont, who becomes chairman on Jan. 3; with Raytheon since 1927, Schultz is on RETMA board and is a director of its technical products div. . . Wm. G. Young, Montgomery Ward eastern regional mgr., named gen. sales mgr. of Capehart-Farnsworth, replacing E. W. Gaughan, resigned; Keith Brooks, from Montgomery Ward's Chicago headquarters, replaces Young . . . Peter J. Grant, Sylvania eastern sales mgr., promoted to mgr. of sales manpower development of TV-radio div., replacing Joseph Sullivan, now sales mgr. of York Refrigeration . . . Brooks A. Kafka promoted to sales mgr. of CR tube sub-dept. GE, Syracuse . . . W. Jesse Harber Jr., from GE's receiving tube plant at Owensboro, Ky., named mgr. of CR tube plant at Syracuse . . . John D. Van Der Veer promoted to Tung-Sol gen. sales mgr., succeeding George W. Keown, now sales v.p. . . . Jack Siegrist resigns as DuMont merchandising mgr., joins Philco Jan. 3 in undetermined capacity . . . Edward K. Foster, Bendix v.p. in charge of Towson (Md.) TV-radio plant, named 1955 Man of The Year by Towson Town Assn. for outstanding contributions to economic and civic life of the community . . . H. E. Von Kahrs, ex-Westinghouse, named Motorola regional sales mgr. for Pacific Northwest, replacing Ashton Hulbert, resigned . . . Richard B. Pell appointed New England sales rep for Stromberg-Carlson's sound systems & intercom equipment . . . Willard L. Hemsworth, ex-RCA Estate, named CBS-Columbia regional mgr. for Dakotas, Minn., Ia., Wis. & Neb. . . . Eugene B. Shields, ex-Norge, named Magnavox asst. adv. mgr. . . . Stephen Karalis promoted to production mgr. of Chattanooga plant, Campbell Industries Inc., subsidiary of Clarostat . . . Irving I. Ser promoted to sales mgr., Astron Corp. (capacitors) . . . Roger G. Hall, ex-asst. mgr. of Chicago Symphony, named midwest sales & promotion mgr., Electric & Musical Industries (U.S.) Ltd., parent of Capitol Records.

\* \* \* \*

**DISTRIBUTOR NOTES:** DuMont appoints Kaemper & Barrett, San Francisco (W. H. Kaemper, pres.), currently celebrating 25th year as appliance distributor . . . George Spencer Inc., Minneapolis (Admiral) elects Raymond O. Hebenstreit, v.p.-gen. mgr. of Admiral Milwaukee factory branch, as pres., succeeding George A. Bodem, now v.p. in charge of parent Admiral's electronics div., Chicago; Bodem remains chairman of Spencer and retains his financial interest . . . Emerson Radio of Pennsylvania opens branch at 1637 N. 7th St., Harrisburg (Charles Berger, sales mgr.) . . . Penn Appliance Distributors Inc., Harrisburg (Crosley-Bendix) appoints Victor Blanchard, ex-Westinghouse Electric Supply Co., as sales v.p. . . . Philco Distributors Inc., N. Y., appoints N. Kenneth Blake, ex-Northeastern Distributors, Boston, as merchandise mgr. . . . Northeastern Distributors, Boston (Zenith) appoints Martin J. Scully, ex-Admiral-Boston, as adv. & sales promotion director.

Of the \$100,000,000 principal amount of 3½% convertible subordinated debentures offered by RCA to holders of its outstanding common stock (Vol. 11:47), \$93,378,500 was purchased through exercise of rights. Remaining \$6,621,500 was sold to Lehman Bros. & Lazard Freres & Co. for account of several underwriters.

Owen D. Young has withdrawn as a director of American Broadcasting-Paramount Theatres. The retired pres.-chairman of GE, who was one of founders of RCA, has been a director since Feb. 1953, holds 1400 shares of AB-PT preferred, 1500 common stock.

Bert Williams, 52, Admiral's asst. national service mgr. in charge of field engineers, died Dec. 3 in Chicago.



**Color Trends & Briefs:** Color was the theme, entirely, of NBC pres. Robert W. Sarnoff's address to affiliates convention in Chicago Dec. 9. Pointing to NBC-TV's \$12,000,000 expansion program, previously announced (Vol. 11:45), he urged affiliates to invest in color facilities and profit on a long-range basis.

Reminiscent of exhortations by his father, RCA chairman Brig. Gen. David Sarnoff, when he urged NBC affiliates to take the expensive leap into TV in 1947, young Sarnoff's address expressed complete faith in future of color.

He predicted that total advertising expenditures would rise from 1955's estimated more-than-\$9 billion to \$13.5 billion in 1965 and that color would capture for TV 25% of that, compared with 12½% now—giving TV more than \$3 billion vs. \$1 billion this year.

In addition to giving details of NBC-TV's facilities expansion, including all-color plans for WNBQ, Chicago (Vol. 11:45), young Sarnoff disclosed these additional plans:

(1) Expansion of NBC's color schedule "until the entire network schedule is presented in color." For immediate future, new color programs will include several *Perry Como* shows, one or more of *Playwrights 56*, *Kraft TV Theatre*, *Goodyear Playhouse*, *Alcoa Hour*, *Robert Montgomery Presents*, *News Caravan*, and segments of *Wide Wide World* originated from mobile unit on west coast.

(2) Improvement of west coast color schedule by installation of color recording equipment using new lenticular film (Vol. 11:44)—to permit satisfactory delayed colorcasts. "The ultimate solution will come with magnetic tape," Sarnoff said, "but it probably won't be ready for full operational use by next fall."

(3) Presentation of full afternoon of product demonstrations Jan. 11 at N. Y. convention of National Retail Dry Goods Assn.

(4) Conversion of NBC-TV's owned-&-managed stations completely to color, "one by one," following pattern of WNBQ, Chicago.

"These steps are not only an expression of faith in color," Sarnoff said, "they are sound business measures which will help create a new industry—with opportunities for NBC, its affiliates and the whole medium, surpassing anything in all of broadcasting's history."

\* \* \* \*

King-size color shows in pocket-size studios are possible with new "color video inset" technique developed by NBC engineering dept. under v.p.-chief engineer Robert E. Shelby, who died Dec. 8 (see p. 7). Technique permits image of one camera to be set into image of another to form single picture with no overlapping—thus differing from superimposition. Use of inset allows actor to be placed in front of any background picked up by live camera—mountainside, street, seashore, etc.—as well as in front of "spectacular" settings scanned in miniature in studio. Used 4-5 years in black-&-white without fanfare, technique was first employed in color in Oct. 23 *Alice in Wonderland* to show Alice shrinking in size and to put dancing oysters into Walrus-&-Carpenter scene.

World's largest map of U. S., slightly less than ¼ size of football field, will be major scenic effect of CBS-TV's colorcast of "I Hear America Singing" on *Ford Star Jubilee*, 9:30-11 p.m. Dec. 17. Map was created by CBS-TV set designer Robert Tyler Lee and required week's work by 3 men to paint it on Hollywood studio floor.

New optical device for colorcasting products and opaques with 3-V film camera, such as that described by RCA (Vol. 11:49), has been built by engineers of WCAU-TV, Philadelphia, was used for first time Nov. 30.

## Network Color Schedules

(Dec. 12 - Jan. 14, 1955)

- Dec. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Sleeping Beauty," starring Margot Fonteyn and Sadler's Wells Ballet, 8-9:30 p.m.
- Dec. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *See It Now*, Ed Murrow interviews Grandma Moses, 9-10 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Dec. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, "A Christmas Carol," starring Fredric March, Basil Rathbone, 8:30-9:30 p.m.
- Dec. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 17—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "I Hear America Singing," starring Eddie Fisher, Debbie Reynolds, Red Skelton, Nat "King" Cole, Ella Fitzgerald, 9:30-11 p.m.
- Dec. 18—NBC: *Zoo Parade*, 3:30-4 p.m.
- Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 21—NBC: *Howdy Doody*, 5:30-6 p.m.
- Dec. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dragnet*, "Christmas Story," 9-9:30 p.m. CBS: *Clímax*, 8:30-9 p.m.
- Dec. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 24—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Babes in Toyland," starring Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Bambi Linn, Rod Alexander, Bill & Cora Baird puppets, 9-10:30 p.m.
- Dec. 25—NBC: *Zoo Parade*, 3:30-4 p.m.; *Assignment India*, 4:30-5:30 p.m.
- Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 14—CBS: *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.

Order for 50 RCA color projection units, capable of producing 15x20-ft. picture, has been placed by Sheraton Closed Circuit Television Inc. (Wm. Rosensohn) to establish "the first coast-to-coast closed-circuit color TV network for the use of business and industry." Announcement by Sheraton said first installation will be made about Jan. 1 at New York's Sheraton Astor Hotel, followed by unit for Sheraton Hotel in Chicago, with 50 hotels equipped by Feb. 1. Announced plans call for color network to be expanded to 100 hotels by June 1956. Projection receivers will use NTSC standards, permitting closed-circuit telecasts to be viewed in color in some locations, monochrome in others.

Hassle has developed over procedure for showing U. S. color standards and developments to international group of engineers (CCIR) next March (Vol. 11:43). NTSC was reactivated for purpose; RCA, which claims virtually full credit for developing color system, sees no reason for this, currently plans not to participate in NTSC-sponsored demonstrations but to show its developments independently. State Dept. is caught in the middle, and efforts are being made to bring RCA back into the fold.

Biggest of all TV advertisers, Procter & Gamble, has included 20 color and 50 black-&-white Westinghouse sets, along with 500 radios and other products, as prizes in new "Pink Dref" contest to be promoted in NBC-TV's *Tennessee Ernie Ford* and CBS Radio's *Road of Life* shows as well as in 4-color ads in women's magazines, store posters.

Grandma Moses, the famous 95-year-old painter, will be featured in Edward R. Murrow's *See It Now* on CBS-TV Dec. 13—segment to be colorcast, showing some of her best known paintings. Jazz trumpeter Louis Armstrong also will be interviewed on program titled "Two American Originals." Sponsor is Shulton Inc. (Old Spice lotion).

Suggestion by color enthusiast Dan D. Halpin, gen. sales mgr. of Westinghouse TV-radio div.: "Every house needs 2 color sets—one for the children and one for the adults."

## Network Television Billings

October 1955 and January-October 1955

(For September report see *Television Digest*, Vol. 11:46)

**A**LL 3 NETWORKS achieved all-time record billings in Oct., and 10-month total has already surpassed whole of 1954. That's main significance of Oct. report on TV billings released Dec. 7 by Publishers Information Bureau. If Oct. was record month, it's more than likely that Nov. & Dec. also will be—and that predicted \$400,000,000 gross will be exceeded by considerable amount.

Biggest gain was NBC-TV's, whose Oct. \$15,708,875 ran nearly \$2,000,000 ahead of Sept. but is still nearly \$1,000,000 behind CBS-TV's \$16,623,317. Probably the most significant increase was shown by ABC-TV, which with \$5,894,868 was more than \$1,750,000 ahead of Sept. and nearly \$2,000,000 ahead of Oct. 1954. Combined networks (including now discontinued DuMont) grossed \$328,789,322 in Jan.-thru-Oct., as against \$254,519,176 in same 10 months of 1954; for all 1954, their total was \$320,154,274. The Oct. PIB report:

| NETWORK TELEVISION |                     |                     |                      |                      |
|--------------------|---------------------|---------------------|----------------------|----------------------|
|                    | October<br>1955     | October<br>1954     | Jan.-Oct.<br>1955    | Jan.-Oct.<br>1954    |
| CBS                | \$16,623,317        | \$13,985,922        | \$155,098,072        | \$116,975,813        |
| NBC                | 15,708,875          | 12,370,228          | 131,974,810          | 100,670,045          |
| ABC                | 5,894,868           | 3,890,802           | 38,613,732           | 26,584,163           |
| DuMont†            | —                   | 1,447,411           | 3,102,708            | 10,289,155           |
| <b>Total</b>       | <b>\$38,227,060</b> | <b>\$31,694,363</b> | <b>\$328,789,322</b> | <b>\$254,519,176</b> |

| NETWORK TELEVISION TOTALS TO DATE |                     |                      |                    |                      |                      |
|-----------------------------------|---------------------|----------------------|--------------------|----------------------|----------------------|
|                                   | ABC                 | CBS                  | DuMont†            | NBC                  | Total                |
| Jan.                              | \$ 3,718,195        | \$15,831,141         | \$ 723,960         | \$13,172,695         | \$ 33,445,991        |
| Feb.                              | 3,567,696           | 14,694,726           | 597,275            | 12,419,641           | 31,279,338           |
| Mar.                              | 3,806,425           | 16,036,896           | 628,625            | 14,102,093           | 34,574,039           |
| Apr.                              | 3,527,558           | 15,426,214           | 462,335            | 13,285,933           | 32,702,040           |
| May                               | 3,606,427           | 15,978,680           | 273,640            | 13,591,687           | 33,450,434           |
| June                              | 3,542,304           | 15,724,184           | 218,845            | 12,238,694           | 31,724,027           |
| July                              | 3,263,803           | 14,635,011           | 131,105            | 11,966,760           | 29,996,679           |
| Aug.                              | 3,562,676           | 14,959,098           | 55,385             | 11,767,789           | 30,344,948           |
| Sept.                             | 4,123,780           | 15,188,805           | 11,538             | 13,720,643*          | 33,044,766*          |
| Oct.                              | 5,894,868           | 16,623,317           | —                  | 15,708,875           | 38,227,060           |
| <b>Tot.</b>                       | <b>\$38,613,732</b> | <b>\$155,098,072</b> | <b>\$3,102,708</b> | <b>\$131,974,810</b> | <b>\$328,789,322</b> |

\* Revised as of Dec. 7, 1955.

† Effective Sept. 15, 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.

Speculation about FCC chairmanship flared up this week after published reports that Chairman McConnaughey may be succeeded by Comr. Doerfer or Lee under rotation policy March 21. At time of appointment to FCC last year (Vol. 10:42), McConnaughey stated that he'd been designated chairman for one year but that "nothing has been said to me about rotation." Speculation is likely to continue until President Eisenhower again acts, presumably prior to March 21 when McConnaughey's year is up. However, some highly placed sources state flatly that McConnaughey will again be named chairman. They point out that although President first spoke up for rotation policy for gov. agencies, he hasn't stuck to it in practice. They note, for example, that Federal Power Commission chairmanship hasn't rotated. McConnaughey was appointed to fill unexpired term of retired Comr. George C. Sterling, which ends June 30, 1957.

President Eisenhower personally is about to ask Congress to approve program costing more than \$125,000,000 for U. S. Information Service headed by ex-MBS chairman Ted Streibert. That would be about 50% more than present budget, expiring next July 1. Propaganda setup includes Voice of America and expanding use of foreign TV stations, which are increasing rapidly throughout world.

New TV blackout attempt by major league baseball, via "friendly" suit by Govt. to nail down anti-trust aspects of case, was turned down by Justice Dept. this week. Baseball commissioner Ford Frick revealed at majors' meeting in Chicago Dec. 6 that he had proposed: (1) Big league adoption of rule restricting telecasts to areas beyond 50 miles of home clubs' territory. (2) Immediate Justice Dept. injunction against the rule's enforcement, thereby avoiding damage suits by broadcasters and Federal anti-trust penalties. (3) "Friendly" suit by Govt. to test rule's legality, carrying case to Supreme Court for final settlement. Frick said Justice at first was agreeable, then turned him down. Frick also released details of Stephen Fitzgerald Co. fan survey (Vol. 11:34) showing that about 40% would pay 25-50¢ per game for baseball via subscription TV; that 75% felt TV & radio had stimulated interest in game. Asked for suggestions for "betterment of baseball," 34% recommended less TV coverage, but majority called for better parking facilities, shorter games, more attention to spectator comfort, etc. Meanwhile, major leagues again voted down minors' attempt to curb TV-radio broadcasts in their territories (Vol. 11:49).

Actions on applications & grants this week: (1) FCC affirmed Ch. 69 grant in Ft. Wayne to Radio Ft. Wayne after obeying Court of Appeals order that it take into account possible effect of death of Paul V. McNutt, principal of opponent Anthony Wayne Bestg. Co. (2) Telepolitical Bestg. Co., Clovis, N. M., dismissed Ch. 12 application, stating that grant should go to KICA because latter is a "home organization which has for years contributed much to this area in the way of public service." (3) KTVQ, Oklahoma City (Ch. 25) asked for temporary operation on Ch. 11 until educational grantee KOED-TV, Tulsa, is ready to use the channel. (4) Prospective applicant WLYC, Williamsport, Pa. asked for allocation of Ch. 26 to town. (5) WENS, Pittsburgh (Ch. 16), proposed that Ch. 5 be assigned to city, with limited power-height and directional antenna.

Temporary injunction barring all stock sales in New York State by West Hooker and his 2 companies was issued this week by state supreme court Justice Gavagan. Hooker last month was temporarily restrained from selling stock in Film Network Inc. and Master Television Corp. (Vol. 11:46). Justice Gavagan ruled that Hooker's prospectus "tends to mislead the public" about the amount of money raised and uses the names of Gen. MacArthur and other prominent persons without their knowledge. Hooker, editor of *Nationalist Party Bulletin*, said the injunction was part of a "smear campaign" directed against him because of his "anti-Jewish" views. Attorney General Javits is seeking permanent injunction.

TV-radio "disc jockey" tax status was clarified by Internal Revenue Service this week. It ruled that performer is a station employe subject to withholding of income and social security taxes if he is paid regular minimum and if station has full control of time, format, length & content of program. Ruling does not apply to those who buy time outright to produce shows at own financial risk.

England's second commercial outlet is now scheduled to start Feb. 17, 1956 in Birmingham, with Associated Television Ltd. (Norman Collins group) as contractor with Independent Television Authority for Mon.-thru-Fri. time and Associated British Television Ltd. (Sir Philip Warter group) as contractor for Sat.-Sun. time.

Power increases: WMUR-TV, Manchester, N. H. (Ch. 9), Dec. 1 to 282-kw ERP; WHTN-TV, Huntington, W. Va. (Ch. 13), Dec. 9 to 316-kw, using 240-ft. custom-built rectangular slot antenna; CHSJ-TV, St. John, N. B. (Ch. 4), Nov. 19 to 100-kw. WTVK, Knoxville (Ch. 26), Dec. 12 to 314-kw.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — December 17, 1955

**LONG-RANGE FUTURE OF TV** now up to FCC as it considers 150 comments filed in rule-making; final show-down for uhf is in the works (pp. 1-7).

**MADISON CH. 3** granted to WISC over dissent of Hyde & Bartley; court upholds "diversification" principle in Portland Ch. 12 case (p. 7).

**TV "OSCARS,"** presented by group of undisputed stature, urged as substitute for "clutter of meaningless awards" by publicity-seeking commercial groups (p. 10).

**TOP-NOTCH SELZNICK FILMS** sold for TV to NTA, now negotiating to merge with national film distributor and due to announce another feature buy next week (p. 10).

**EDUCATIONAL TV GRANTED \$6,493,840** by Ford Foundation, all but \$140,000 going to Ann Arbor program center; individual station grants continue (p. 11).

**"HEAVY HABIT VIEWERS"** don't elevate TV but they make ratings, says NBC Chairman Weaver, who takes lofty view of responsibility to public as whole (p. 11).

**PORTLAND'S NEW KTLV** (Ch. 8) to get new RCA 100-kw transmitter, most powerful yet built; Middlebrooks to manage outlet, being merged with radio KGW (p. 12).

**14,000,000 RADIO SALES** expected in 1955. RCA cuts cost of color service contracts. RETMA tube section cautions wide-angle tube isn't imminent (p. 13).

**STORE FOR USED APPLIANCES** to be established by John Shillito Co., big Cincinnati dept. store, as means of solving vexing problem of trade-ins (p. 15).

**ELECTRONICS VOLUME** of \$10.8 billion in 1956 and \$22 billion in 1965 forecast by Sylvania's Don Mitchell (p. 17). GE's Dr. Baker also looks to record 1956 (p. 16).

**NEW "INDUSTRIAL AGE,"** sparked by automation, heralded in Congressional report predicting economic dislocation but recommending no new legislation (p. 17).

**HALLICRAFTERS MERGER** agreed upon, with 2-for-5 stock exchange amounting to \$6,300,000 sale to Penn-Texas Corp.; executive, product plans unchanged (p. 18).

**COLORCASTS SCORE HITS**—Sadler's Wells ballet, Grandma Moses, "Christmas Carol" illustrate kind of shows that can be exploited to sell color sets (p. 19).

**UHF's QUIT THE AIR** in Oklahoma City and Pensacola as WREC-TV, Memphis (Ch. 3) gets ready to start. On-air total now 459, of which 105 are uhf (p. 20).

**INDUSTRY'S VHF-UHF IDEAS—THE SHOWDOWN:** The shape of TV to come -- the nature of the industry 10-20 years from now -- is now up to FCC, with this week's filing of some 150 comments recommending how and where stations should be established.

Industry has until Jan. 6 to file replies to the comments submitted this week. However, few expect the Commission will know more than it will after it has studied this week's comments. We've gone through every comment that we could track down at the Commission, digested every one of them and report them herewith on pp. 3-7 -- and it's clear to us that this is the final showdown on uhf.

Paradoxically, intra-industry problems are at a critical juncture -- yet the programming levels reached as we enter this "Golden Age of Television" are beyond those ever imagined during the heyday of radio, even beginning to satisfy today's most carping critics and picayune eggheads.

There were no startlingly new suggestions among this week's comments, but the emphasis and weight given to previous ideas are of great importance.

Basic question remains this: Can a nationwide, competitive system be provided by present 12 vhf channels, by addition of a few more vhf channels, or by fostering development of uhf?

\* \* \* \*

Comments can be broken down into several main categories: (1) Existing or prospective vhf operators insist that present service must be maintained, not whittled away. (2) Uhf operators urge that stations in each city must be kept competitive, primarily vhf or uhf. (3) Majority of those with stake in overall health of the industry lean towards measures to fortify uhf.

Most important new filings came from RCA-NBC and GE, both of which had previously been quite mum. Details of their proposals are covered more fully on fol-

lowing pages, but essence of RCA-NBC's comment is that uhf is essential, must be preserved; that deintermixture is a valuable tool; that the FCC not be too hasty in altering vhf standards to add vhf stations. GE goes further, insisting that an all-uhf system should be explored before other proposals are considered.

CBS stood by its previous plans, submitted informally to FCC (Vol. 11:41). It maintains that economics of TV dictate that nation must look to the big cities for most of its service; that judicious handling of station separations, powers & heights can provide adequate competition in those large markets. CBS added a sweetener for uhf operators this time, urging FCC to seek legislation that would permit uhf stations to move directly to new vhf channels without fighting competitors.

ABC probably stands smack in the center of all proposals, recommending both deintermixture and restricted number of vhf drop-ins -- to provide "uhf islands" from which national uhf expansion can come, and to provide 3 or more competitive stations in all cities capable of supporting them.

Deintermixture is the battle-cry of virtually all uhf stations. Those doing well in predominantly uhf areas want their markets made all-uhf. Those who lost out or are losing out in predominantly vhf areas want a vhf channel, even one of reduced coverage, to compete with their vhf neighbors.

Operating vhf stations caution FCC that overzealous attempts to provide more stations could result in loss of service to hinterland folk who could get service no way except through powerful vhfs.

\* \* \* \*

FCC has obviously been torn by conflicting pressures, will continue to be. Just this week, it granted vhf Ch. 3 in Madison, Wis., up to now all-uhf -- but it steadfastly maintains it wouldn't hesitate to move any vhf station to uhf if the overall public interest dictates. Comrs. Hyde and Bartley, however, dissented bitterly -- charging majority is just doubletalking (see p. 7).

Commission is striving valiantly to get more vhf channels from military and other services, yet majority of this week's comments are shot through with doubts about such channels. Scarcely anyone endorsed them wholeheartedly. Most thought they'd be too few to mean anything and many predicted they'd have the same basic problem faced by uhf -- need for conversion.

Commission's problem is as tough as any it has ever faced -- not excluding the 1948-52 allocations proceeding, color decision, subscription TV. The New Deal "super-planners" of 1948-52 did their sincere best, but they flunked badly -- and they admit it. Current Commission, with an Eisenhower-appointed majority, has a chance to rectify to some degree the mistakes of the old regime -- but it's going to take a tremendous amount of courage and intelligence.

There were a few last-minute requests for more time to file comments. FCC ruled it would consider each on its merits, wouldn't issue blanket extension.

Feeling in industry is that there isn't much more to say, that Jan. 6 reply comments are predictable. One big question remaining is Congress. When Senate Commerce Committee starts hearings on problems Jan. 17, as promised, will it demand a specific plan of action? It depends almost entirely on how the pressures run -- next year being an election year.

\* \* \* \*

Key political figures on the Senate Commerce Committee are Senators Magnuson (D-Wash.), Bricker (R-O.), Pastore (D-R.I.). Overall, there's the extremely powerful voice of Senate majority leader Lyndon Johnson (D-Tex.), who has said nothing publicly but knows the situation very well, has watched it closely; his wife owns 2 Texas TV stations -- one vhf, one uhf.

No one in Congress has really taken a stand -- except for Sen. Magnuson's expression of impatience with Commission for taking so long to come up with a solution (Vol. 11:49). None has evinced any true comprehension of the problem or any serious interest. Perhaps they just don't see any vote-getting "sex appeal" in the issue. However, competent observers believe that the politicians making the most noise next session will have most influence on the ultimate decision.

## Digests of Comments in VHF-UHF Allocations Rule-Making

**AMERICAN BROADCASTING CO.**—Urges provision for at least 3 competitive services in top 100 markets, 4 or more in 90 of them, and “major improvement in the smaller markets as well.” This to be accomplished through: (1) Strengthening of uhf by deintermixture. (2) Reassignment of unused educational vhf channels to commercial use. (3) Reduction of vhf co-channel separations to as low as 130-mi., with powers “calculated to produce the same interference field at the Grade A contour of the co-channel station as would be produced by a vhf station with maximum power and 1000-ft. antenna height operating at the standard separation for the zone involved.”

Mileage changes should not be based on use of directional antennas, cross-polarization or similar techniques. Such techniques, when proved feasible, should be employed to reduce interference.

The 11-p. document urges that a table of assignments be retained and that FCC make its primary objective the establishment of “multiple services in as many communities as possible to provide program choice and to facilitate competition.” Counsel: Geraldine B. Zorbaugh and McKenna & Wilkinson.

**COLUMBIA BROADCASTING SYSTEM**—Proposes, with some modifications, the two alternative plans previously submitted informally to the FCC (Vol. 11:41). Plan I provides for 3 or more competitive stations in 84 of top 100 markets, through 27 vhf drop-ins and move of 7 vhf channels from smaller markets. This would be accomplished by reducing separations in some cases, while protecting existing services by restricting radiation of new drop-in or move-in stations with directional antennas, cross-polarization or both. Mileage cuts to be done on a “strictly limited” basis.

Plan II would provide at least 3 vhf stations in all 100 top markets, plus 364 vhf stations in markets other than top 100. This to be accomplished by allocation of 3 new vhf channels—6A, 6B & 6C—to be obtained from other radio services, plus drop-ins and move-ins similar to those provided for in Plan I.

It's recommended that FCC urge Congress to pass legislation permitting uhf operators to move directly to new vhf channels and permitting vhf operators to move to larger cities, in certain cases—all without consideration of any other applications for the channels.

If more than 3 additional vhf channels can be obtained, it's suggested that 4 more be used for “community” vhf stations—with powers in order of 20-kw, height 500-ft., co-channel spacing 85-mi.

CBS estimates cost of converting receivers to new vhf channels would run \$5-\$30. Cost of adjusting antenna for vertical polarization is set at about \$10.

Educational reservations would be unchanged under Plan I. Under Plan II, vhf reservations would remain unchanged but uhf reservations would be shifted to vhf where possible.

Document is approximately 175-pp., includes city-by-city allocation tables for plans, maps, tables of drop-ins & moves, economic analysis of nation's station potential, estimated cost of moving all TV to uhf, etc. Counsel: Julius F. Brauner & Richard A. Forsling.

**GENERAL ELECTRIC CO.**—Urges consideration of an all-uhf system before trying other remedies. States that GE is neither supporting nor attacking an all-uhf service but believes its possibilities should be explored first. Asserts that transition to uhf would be eased by normal replacement of sets over a 5-7 year period. States that Commission should accept RETMA's offer to conduct technical study and estimates that RETMA could produce useful

information within 60-90 days. Urges, in meantime, that no more vhf grants be made in markets now served by uhf. Submits that no one yet knows “whether uhf can or cannot give an adequate nationwide competitive TV service.” Submitted by W. J. Morlock, gen. mgr., technical products dept.

**RCA & NBC**—In joint 22-p. brief, development of uhf propagation and advances in equipment are summarized and FCC is urged “to foster and preserve” the 70 uhf channels, to do what it can to help uhf. It's suggested that FCC urge Congress to repeal excise tax on all-channel receivers so as to make them competitive with vhf-only sets; that it “deintermix on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand”; that it encourage multiple owners with resources and know-how to undertake operation of uhf stations in intermixed markets; that it permit uhf stations to use DA's and on-channel boosters.

“Careful study,” but not immediate use, of proposals to add vhf is suggested—including reduced separations, directional antennas, cross-polarization, reduced antenna heights & powers; and the proposal to obtain added vhf channels from other users of spectrum space, notably the military.

Commission is admonished to stick to a “Master Plan” if it decides to modify the present allocation plan or change present standards. Any “case-by-case” approach in which present standards are relaxed to solve individual problems “will inevitably result in progressive degradation of service to the public,” says the brief. These principles should govern if there's any modification: Modified plan should be predicated upon channels actually available for commercial TV; should allow for substantial expansion of TV service over the years; should not degrade or destroy service to rural and small communities. Counsel: Robert L. Werner, Ray B. Houston, Thomas E. Ervin & James E. Greeley.

**STORER BROADCASTING CO.**—Recommends: (1) Retention of uhf band. (2) Elimination of uhf-vhf intermixture “in as many areas as is feasible without deleting existing vhf services.” (3) No grants of first vhf stations in areas that are now uhf-only, nor second vhf grants in areas “where it would aggravate an intermixture problem.” The 23-p. brief proposes reallocation making following cities substantially all-vhf or all-uhf: Peoria, Ill.; Evansville, Ind.; Madison, Wis.; Hartford, Conn.; Albany-Troy-Schenectady, N. Y.; Spartanburg, S. C.; Jacksonville, Fla.; Savannah, Ga.; Orlando, Fla.; Springfield, Ill.; St. Louis, Mo.; Terre Haute, Ind.; New Orleans, La.; Baton Rouge, La.; Beaumont-Port Arthur, Tex.; Pensacola, Fla.; Lake Charles, La.; Miami-Ft. Lauderdale, Fla.; Tampa-St. Petersburg, Fla.; Corpus Christi, Tex.; Hutchinson, Kan.; Manhattan, Kan.; Raleigh-Durham, N. C.; Fresno, Cal.; Norfolk-Portsmouth-Newport News, Va. Urges for vhf no change in separations, heights & powers or directional antennas. Counsel: John E. McCoy.

**WESTINGHOUSE BROADCASTING CO. INC.**—Recommends: (1) Protection of service areas of existing stations. (2) Immediate adoption of CBS “Plan I” to provide 3 stations in top 100 markets. (3) Continuance of educational reservations. (4) Provision for as many uhf-only markets as possible, provided protection is given to existing stations. Counsel: John W. Steen.

**CROSLY BROADCASTING CORP.**—Proposes that 2 additional vhf channels be provided from FM band—92-98 mc and 102-108 mc. Exhibits include maps and tables showing reallocation making use of new channels. Submitted by Wm. S. Alberts, chief propagation engineer.

**AFL-CIO**—Urges preservation of all 82 channels and continued reservation of educational channels. Submitted by George Meany, pres.

**GEORGE B. ANDERSON**, Twin City Advertising Agency, Francis J. Matrangola, Standard Tobacco Co. (AM operators)—Endorse "Mullaney Plan" (see p. 5). Counsel: Harry J. Daly & Lenore G. Ehrig.

**ATLANTIC VIDEO CORP.** (WRTV, Asbury Park, N.J., Ch. 58, now off air)—Requests establishment of community vhf stations with reduced mileage separations, by using low powers & antenna heights, etc.; opposes addition of new vhf channels outside present band. Counsel: Cohn & Marks.

**CAPITAL CITY TV CORP.** (KCCC-TV, Sacramento, Cal., Ch. 40)—Proposes that educational vhf channels be turned over to commercial use if not used by educators by a specified time. Counsel: Fisher, Wayland, Duvall & Southmayd.

**CHANNEL 16 OF RHODE ISLAND INC.** (off-air WNET, Providence, Ch. 16)—Recommends assignment of Ch. 3 & 6 to Providence area and withholding of action on grants or drop-ins which might preclude the assignments. Counsel: Cottone & Scheiner.

**COASTAL BEND TELEVISION CO.** (KVDO-TV, Corpus Christi, Tex. Ch. 22)—Urges deintermixture, preservation of uhf band. Counsel: Cohn & Marks.

**COMMITTEE FOR HOMETOWN TV INC.**—Favors: (1) Deintermixture. (2) Vhf drop-ins via shorter separations. (3) Confinement of stations' coverage to their retail trading areas. (4) Simultaneous vhf-uhf operation by licensees until service areas are 85% converted to uhf or 5 years, whichever is longer. The 46-p. document attacks FCC policies, urges change in philosophy, recites history of TV development. Counsel: Arnold, Fortas & Porter.

**COMMITTEE ON MANUFACTURERS RADIO USE (NAM)**—States: "TV broadcasting requires a huge portion of the available spectrum and any approach to creating additional TV channels immediately presents a threat to all the non-broadcasting services, in which industry has an important and permanent interest." Expresses concern about "block allocations" policy, stating that this "freezes frequencies in localities where there is little or no prospect that they will be put to use. We know that that is true of the FM broadcast service, and we suspect that it prevails in the TV service as well." Submitted by Frank Smith.

**CORNELL UNIVERSITY** (grantee WHCU-TV, Ithaca, N.Y., Ch. 20)—Urges reduction in mileage separations and power & heights to permit assignment of vhf to Ithaca. Counsel: Cohn & Marks.

**A. EARL CULLUM & THOMAS A. WRIGHT** (engineers)—Suggest: (1) Possibility of assigning portion of FM band and 72-76 mc to TV. (2) Use of higher towers, higher gain antennas and cross-polarization. (3) Re-evaluation of grades of service, including higher levels for heart of principal city and establishment of "rural" contour beyond Grade B. (4) Changes in method of predicting signal levels, including technique for determining effective antenna heights. (5) FCC encourage filing of field intensity measurements.

**RICHARD W. DAVIS** (grantee WELI-TV, New Haven, Conn., Ch. 59)—Favors deintermixture, tailoring of stations to market areas.

**GENE T. DYER** (grantee WTVI, Ft. Pierce, Fla., Ch. 19), **MID-AMERICA BCSTG. CORP.** (WKLO-TV, Louisville, Ch. 21, now off air) & **PRAIRIE TV CO.** (WTVP, De-

catur, Ill., Ch. 17)—In separate comments, propose "long-term" policy of deintermixing vhf & uhf allocations in areas where it will improve TV service to public, authorizing directional antennas & reductions in mileage separations. Also ask immediate "interim policy" of (1) deleting from predominantly uhf areas vhf channels for which no station has been authorized, assigning these channels in predominantly vhf areas where they are needed, with use of directional antennas where necessary (in case of WKLO-TV & WTVP), or (2) permitting uhf stations in vhf areas to operate on vhf channels, using directionals where necessary (in case of WTVI). All 3 ask specific deintermixture actions in own home areas. Counsel: Haley, Doty & Wollenberg.

**EDUCATIONAL CHANNELS, Groups Favoring Continuation**—Joint Committee on Educational TV (see below); Broadcasting & Film Commission, National Council of Churches of Christ in the U.S.A.; Congregational Christian Churches (Office of Communication); Connecticut Citizens Council on Educational TV; National Assn. of Educational Broadcasters; National Education Assn. of the U.S.; Nashville Educational TV Foundation; Kansas State College; Southern Regional Education Board.

**GERICO INVESTMENT CO.** (WITV, Ft. Lauderdale, Fla., Ch. 17)—Supports nationwide deintermixture. Counsel: McKenna & Wilkinson.

**GREAT LAKES TELEVISION CO.** (WSEE, Erie, Pa., Ch. 35)—Proposes "immediate action" to permit uhf stations now threatened with destruction in vhf areas to operate on vhf channels with directional antennas, reduced separations, etc., WSEE to be assigned to Ch. 6. "Long-term" proposals: deintermixture, reduced vhf station separation, permanent allocation of Ch. 6 to Erie. Counsel: Haley, Doty & Wollenberg.

**GULF TV CO.** (KGUL-TV, Galveston, Tex., Ch. 11)—Two levels of coverage and protection are urged: (1) Protection of a station's Grade A contour at all times. (2) Protection of Grade B except when a new applicant "could prove affirmatively that the public interest would be served by a proposal causing interference within an existing station's Grade B coverage area." Suggests adoption of coverage-interference criteria proposed in FCC's "Third Notice" of March 21, 1951. Urges use of engineering standards permitting improvement of service through "limitations in power & antenna height, directional antennas, offset carrier, and perhaps cross-polarization, for the purpose of more complete spectrum utilization." Counsel: Scharfeld & Baron.

**HAVENS & MARTIN INC.** (WTVR, Richmond, Va., Ch. 6)—Opposes any changes that would reduce its service area. Opposes lifting Zone I full-power vhf maximum height to 2000 ft. States that insufficient information is available on directional antennas or cross-polarization to justify their use now. Counsel: John H. Midlen.

**FRIEDA B. HENNOCK** (attorney)—Proposes: (1) Preservation of philosophy in Sixth Report & Order, requiring both uhf & vhf. (2) Deintermixture. (3) Reservation of educational channels. (4) Encouragement of manufacturers to build all-channel sets. (5) Regulation of chain broadcasting "so as to assure non-monopolistic availability of programming on an equal basis to vhf and uhf stations."

**JOINT COMMITTEE ON EDUCATIONAL TV**—In 83-p. printed comments, urges that FCC "not abandon or water down the sound objectives stated in the Sixth Report." Only sound approach, it argues, "must lie in preserving and fostering the growth of the uhf service." Without taking

stand on deintermixture or other proposed remedies, it states that "the issue in this proceeding is not whether uhf service is to be maintained, but how it can be preserved and stimulated." Argues that elimination of educational vhf reservations would not contribute much to solution, even if Commission should "try to cram all TV into the vhf bands." Asks FCC to specify issues with "greater particularity." Counsel: Telford Taylor & Seymour Krieger.

**KNUZ TELEVISION CO. (KNUZ-TV, Houston, Ch. 39, now off-air)**—Urges "low-power community stations" on present vhf band in areas now saturated with vhf-only receivers. Counsel: Cohn & Marks.

**LAKE HURON BROADCASTING CORP. (WKNX-TV, Saginaw, Mich., Ch. 57)**—Requests that Saginaw area be made all-uhf or all-vhf and that FCC maintain status quo on vhf grants and power-height increases in certain Michigan and Ohio cities pending consideration of possibility of adding Ch. 10 & 11 to Saginaw area. Counsel: Cottone & Scheiner.

**HERBERT MAYER, d/b as AJAX ENTERPRISES** (grantee of WPHD, Philadelphia, Ch. 23, and WHMB, Boston, Ch. 38)—Urges extensive deintermixture. Suggests interim simultaneous vhf-uhf operation for vhf operations required to shift. Also recommends exploration of an all-uhf plan.

**MIDDLESEX BROADCASTING CORP. (WTAO-TV, Cambridge, Mass., Ch. 56)**—Recommends assignment of Ch. 13 to Cambridge, amendment of rules to permit vhf assignments with low power and reduced mileage separations "upon specified showings where it is established that the proposed channel assignment would further the objective of a nationwide competitive TV system." Counsel: Cottone & Scheiner.

**JOHN H. MULLANEY (engineer) and WELCH, MOTT & MORGAN (attorneys)**—Advocate elimination of allocation plan, then the assignment of some 200 more vhf stations within present 12 channels on case-to-case basis through: (1) Reduction of co-channel mileages to as low as 88-mi., adjacent-channel as low as 31-mi., with powers as low as 100-watts. (2) Use of directional antennas with 20-db suppression. (3) Possible use of cross-polarization. (4) Elimination of 104 unapplied-for vhf assignments. Existing stations would be protected to extent now provided in FCC rules.

Objectives of plan are to give each uhf operator a vhf channel, assign at least 3 vhf stations to most major markets and at least 2 vhf to "as many markets as could feasibly support" them. Document consists of 85-pp. plus exhibits, includes recitation of allocations history.

**NATIONAL COMMITTEE FOR UTILITIES RADIO**—Opposes any shift of frequencies of mobile radio users in Power Radio Service. Submitted by R. W. Lewis, chairman.

**NEPTUNE BROADCASTING CO. (WFPG-TV, Atlantic City, Ch. 46, now off air)**—Asks revisions of rules to permit assignment of vhf channels to "New Jersey, and Atlantic City particularly," through authorization of directional antennas at reduced mileage separations and/or low-power operation, cross-polarization, etc. Counsel: Cottone & Scheiner.

**O'NEILL BROADCASTING CO. (KJEO, Fresno, Cal., Ch. 47)**—Recommends deintermixture be adopted as a general principle and that FCC "invite comments on specific channel assignments in individual communities in order to ascertain whether a pattern for general reallocation consideration exists and the nature of such pattern." Also

suggests it may be necessary to change mileage spacings, powers & heights and to consider individual topographic conditions. Counsel: Joseph Brenner.

**S. H. PATTERSON (KSAN-TV, San Francisco, Ch. 32)**—Supports deintermixture, and suggests: (1) Acquisition of more vhf channels. (2) Reduction of co-channel vhf spacing to 110 mi., adjacent-channel to 30 mi. (3) Reduction of power and use of directional antennas. (4) Commercial use of educational channels all hours except 3 or 4 daily. (5) Reallocation of vhf channels "when it is advantageous to existing uhf operators." (6) Addition of Ch. 11 to San Francisco via reassignments in Fresno and San Jose.

**PENNSYLVANIA BROADCASTING CO. (WIP, Philadelphia)**—Proposes allocation of new "Channel 6-A" by eliminating 88-94 mc from FM band and reallocating dislocated FM stations elsewhere in band; new TV channel to be assigned to large centers of population now inadequately served. Counsel: Welch, Mott & Morgan.

**PIEDMONT BROADCASTING CORP. (WBTM-TV, Danville, Va., Ch. 24 now off-air)**—Suggests vhf drop-ins via assignments based on protected contours. Counsel: John H. Midlen.

**T. P. PIKE, Asst. Secy. of Defense**—Urges attention to recommendations of Joint Industry-Govt. Tall Structure Committee in any re-evaluation of antenna heights.

**PLAINS TV CORP. (WICS, Springfield, Ill., Ch. 20)**—Recommends deintermixture through shift of Ch. 2 from Springfield to St. Louis. Counsel: McKenna & Wilkinson.

**LEE SCARBOROUGH (TV dealer, Nacogdoches, Tex.)**—Representative of "group interested in constructing local TV station" urges: (1) Allocation of more vhf channels in predominantly vhf areas through use of lower powers, reduced mileage minimums, directional antennas & cross-polarization. (2) Deintermixture action to reallocate vhf channels from successful uhf markets to vhf areas. Counsel: Haley, Doty & Wollenberg.

**SIGNAL HILL TELECASTING CORP. (KTVI, St. Louis, Ch. 36)**—Suggests deintermixture and: (1) Reduction of minimum separations by 40% except in unusual cases in sparsely settled areas. (2) Establishment of minimum & maximum powers and antenna heights to prevent encroachment into other markets. (3) Directional antennas; use of cross-polarization if necessary. Wants revisions of allocation plan to apply to existing and new stations. Counsel: Roberts & McInnis.

**SIR WALTER TV CO. (WNAO-TV, Raleigh, N. C., Ch. 28)**—Asserts additional vhf channels "would present essentially the same conversion problems now inherent in uhf with the added disadvantage that the uhf stations, such as WNAO-TV, would have to abandon already substantial uhf circulation and start from scratch in building up a new conversion ratio." Urges: (1) Deintermixture. (2) Vhf drop-ins on "market-by-market" basis. (3) Directional antennas, reduction of separations, use of cross-polarization for vhf. (4) FCC push for tax differential between vhf-only and all-channel sets. (5) If new vhf channels are obtained, they shouldn't be intermixed with present vhf or uhf channels in same communities. (6) Interim actions to preserve uhf, such as awarding a uhf channel to winner of hearing for Raleigh's Ch. 5 pending final determination of overall rule-making. Counsel: Haley, Doty & Wollenberg.

**SKIATRON ELECTRONICS & TV CORP. and SKIATRON TV INC.**—Request that FCC "reaffirm the objectives of the Sixth Report & Order, retain uhf as a basic part of the

national TV plan, and press forward with its rule-making proceeding [regarding subscription TV] so pregnant with answers to the basic economic questions posed in this proceeding." Asserts that advertising cannot support nationwide TV system, that subscription TV is the answer. Counsel: James M. Landis and Lyon, Wilner & Bergson.

**SOUTH CENTRAL BROADCASTING CORP.** (WTVK, Knoxville, Tenn., Ch. 26)—Recommends assignment of Ch. 7 to Knoxville. Counsel: Loucks, Zias, Young & Jansky.

**SOUTHERN CONN. & LONG ISLAND TELEVISION CO.** (WICC-TV, Bridgeport, Ch. 43)—Reiterates request for assignment of Ch. 6 to Bridgeport area through reduction of separations. Counsel: McKenna & Wilkinson.

**SOUTHERN RADIO & EQUIPMENT CO.** (Grantee WOBS-TV, Jacksonville, Fla., Ch. 30)—Submits detailed "plan of selective deintermixture," which would require no authorized vhf station to switch to uhf, but deleting 14 ungranted vhf assignments. Counsel: McKenna & Wilkinson.

**SPECIAL INDUSTRIAL RADIO SERVICE ASSN.**—Opposes any shift of frequencies now used by mobile services. Counsel: Jerome H. Heckman.

**SUMMIT RADIO CORP.** (WAKR-TV, Akron, Ch. 49)—Requests deintermixture of Akron area through reduction of power of "outside vhf stations," nationwide reallocation of present vhf band with more outlets provided by reduction of mileage separations, or providing vhf channel to Akron by shifting channels in other cities in area and reducing mileage separations. Counsel: Kirkland, Fleming, Green, Martin & Ellis.

**TELECASTING INC.** (WENS, Pittsburgh, Ch. 16)—Urges additional vhf assignments in large markets not already allocated 4 commercial vhf channels. Counsel: McKenna & Wilkinson.

**TELEVISION COLUMBUS** (WDAK-TV, Columbus, Ga., Ch. 28)—Requests that communities with over-50% uhf saturation be made all-uhf, and as secondary alternative the addition of vhf channels by reduction of mileage separations, antenna heights and powers. Counsel: Cohn & Marks.

**TIMES-WORLD CORP.** (WDBJ-TV, Roanoke, Va., Ch. 7), **GABLE BROADCASTING CO.** (WFBG-TV, Altoona, Ch. 10), **MID-CONTINENT TELECASTING** (KOAM-TV, Pittsburg, Kan., Ch. 7), **ORLANDO BROADCASTING CO.** (WDBO-TV, Orlando, Fla., Ch. 6) and **PIKES PEAK BROADCASTING CO.** (KRDO-TV, Colorado Springs, Ch. 13)—Urge FCC to forego any action which would "degrade" present vhf service until it can be determined whether additional vhf frequencies will be made available for TV. Counsel: George O. Sutton.

**TRIANGLE PUBLICATIONS INC.** (WFIL-TV, Philadelphia, Ch. 6)—Recommends that FCC guard against too great reduction of station separation minimums, particularly where over-water propagation is concerned. Counsel: Lyon, Wilner & Bergson.

**TRI-CITY RADIO CORP.** (WLBC-TV, Muncie, Ind., Ch. 49)—Opposes proposals to permit full-power vhf operation at 2000-ft. Counsel: John H. Midlen.

**TRI-STATE TELEVISION INC.** (WINT, Waterloo, Ind., Ch. 15)—Petitions to permit TV station to identify itself with main community served "rather than the tiny community to which it is presently licensed." Counsel: Kirkland, Fleming, Green, Martin & Ellis.

**ULTRA HIGH FREQUENCY INDUSTRY COORDINATING COMMITTEE**—Urges adoption of "single market" plan of confining station coverage through: (1) Selective deintermixture. (2) Tailoring of powers & heights to specific communities. (3) Adding vhf stations via lower separations on case-by-case basis. (4) Limiting Ch. 2-6 stations to 50-kw, Ch. 7-13 to 100-kw, unless showing of need for more power is made. In addition, recommends that deintermixture petitions be severed from general rule-making and granted immediately. Urges that continued efforts be made to obtain more vhf channels but that other relief be provided in meantime. Counsel: Cottone & Scheiner.

**UHF TELECASTING CORP.** (KVVG, Tulare, Cal., Ch. 27) and **KBAK-TV** (Bakersfield, Cal., Ch. 29)—Favor "change from the present rigid assignment plan to one based on protection from interference," including creation of separate "Western Zone," directional antennas, lower powers. Propose that existing assignments be protected "to maximum powers and antenna heights," with criteria formulated by joint industry committee if necessary. Urge that existing uhf operators get first opportunity to operate on dropped-in vhf channels. Counsel: Krieger & Jorgensen.

**VAN CURLER BROADCASTING CORP.** (WTRI, Albany, Ch. 35, now off air)—Urges preservation of uhf, doubts that additional vhf channels would be helpful, says FCC "must create an administrative climate favorable to uhf operators and investors," favors remedies suggested by Committee for Hometown TV Inc. Counsel: Arnold, Fortas & Porter.

**WEST CENTRAL BROADCASTING CO.** (WEEK-TV, Ch. 43) and **HILLTOP BROADCASTING CO.** (WTVH, Ch. 19), both Peoria, Ill. and **MONONA BROADCASTING CO.** (WKOW-TV, Ch. 27) and **BARTELL TV CORP.** (WMTV, Ch. 33), both Madison, Wis.—Urge adoption of deintermixture—plus use of low-power vhf stations and new vhf channels where new vhf assignments won't harm uhf. Counsel: Cohn & Marks; Fly, Shuebruk, Blume & Gaguine; Samuel Miller.

**WILMINGTON TV CORP.** (WTHT, Wilmington, N. C., Ch. 3)—Urges changes in network regulations to assure small-city stations regular network service. Submitted by A. L. Wheeler, treas.

**WISE-TV INC.** (WISE-TV, Asheville, N. C., Ch. 62)—Proposes assignment of Ch. 2 to Asheville. Counsel: Cottone & Scheiner.

**WSAZ INC.** (WSAZ-TV, Huntington, W. Va., Ch. 3)—Recommends that Zone I vhf stations operate with full power at 1250-ft. and that no changes be made that would reduce service areas of existing stations. Counsel: Cohn & Marks.

**WSM INC.** (WSM-TV, Nashville, Ch. 4)—Requests authorization of low-power unattended boosters on vhf as well as uhf, urges additional vhf frequencies be assigned to TV, retention of uhf, opposes drop-ins and reduced separations. Counsel: Kirkland, Fleming, Green, Martin & Ellis.

**WTVJ INC.** (Miami, Ch. 4)—Endorses CBS proposals. Counsel: Segal, Smith & Hennessey.

**ZENITH RADIO CORP. & TECO INC.**—Propose in 18-p. brief that FCC authorize subscription TV for temporary 2-year period by (1) stations which operated at loss during last year; (2) stations which carry, or expect to carry next year, less than 7½ hours weekly of paid CBS or NBC programs, and (3) all new stations coming on air. Petition



also asks that fee-TV be limited to 15% of any station's broadcast time and that Commission defer further consideration of allocations actions until it observes how well the fee-TV proposal works. Counsel: Joseph S. Wright; Pierson, Ball & Dowd; Loucks, Zias, Young & Jansky.

The following urge that no changes be made that would reduce service rendered by existing stations, particularly in rural areas: Alvarado Broadcasting Co. Inc., Albuquerque, N. M.; Mt. Washington TV Inc., Poland Spring, Me.; KAKE-TV Inc., Wichita, Kan.; Harbenito Broadcasting Co., Harlingen, Tex.; Regional Broadcasting Co., Jonesboro, Ark.; WJNO-TV Inc., W. Palm Beach, Fla.; Louisiana TV Broadcasting Corp., Baton Rouge, La.; Forest Capital Broadcasting Co., Lufkin, Tex.; Arizona Broadcasting Co. Inc., Tucson, Ariz.; WSAV Inc., Savannah, Ga.; Montana Network, Billings, Mont.; Richmond TV Corp., Richmond, Va.; Greater Rockford TV Inc., Rockford, Ill.

Note: Following parties filed brief statements reserving right to participate in further proceedings if desired: Alabama Educational TV Commission; American TV Co. Inc., Ft. Smith, Ark.; Bell Pub. Co., Temple, Tex.; KDRO Radio & TV Inc., Sedalla, Mo.;

**MADISON'S CH. 3** was granted this week to WISC, over sharp dissent of Comrs. Hyde & Bartley, who blasted action as "untimely and ill-advised" in view of Commission's current allocations rule-making proceeding. Only other grant this week was non-commercial Ch. 13 in Monroe, La. to State Dept. of Education.

In granting Ch. 3 to WISC, Commission overruled initial decision which favored opponent WIBA and the petitions by 2 Madison uhf outlets which argued that no grant should be made pending outcome of allocations proceeding. Commission based its preference on fact that WISC (owned by Morgan Murphy-Superior Evening Telegram), despite its interlocking ownership with other newspapers and stations (including WEAU-TV, Eau Claire), evidenced less concentration of media locally than did WIBA, owned principally by *Capital Times* and *Wisconsin State Journal*, city's only morning papers.

Hyde-Bartley dissent charged grant "will complicate and hinder proper consideration of [deintermixture] proposals which the Commission has stated would be fully explored" in current rule-making proceedings. "The Commission has decided that the pending rule-making proceeding is the forum where proposals and petitions concerning deintermixture should be heard. However, at the same time, [the] Commission is deciding, as a practical matter, the very issues it proposes to consider in the future . . ."

In another newspaper ownership case, Appeals Court significantly upheld FCC grant based largely on diversification issue despite fact that newspaper was found to have "relatively small voice" in rejected applicant. In appeal by Columbia Empire Telecasters from grant of Portland, Ore. Ch. 12 to KLOR, Judges Edgerton, Bazelon & Fahy ruled: "However small their [newspaper and radio stations'] 'voice' in Columbia's affairs may have been, Columbia was not, as [KLOR] was, 'dissociated from existing media of mass communication.'"

Meanwhile, Supreme Court refused to touch Appeals Court decision which ordered FCC to hold hearing on WSAY's protest of Ch. 10 share-time grant to WHEC-TV & WVET-TV, Rochester (Vol. 11:31). Thus, there's strong possibility the Ch. 10 stations may have to go off air pending the protest hearing. In interim, they've applied for uhf Ch. 27 in hopes of having channel to go to in event they're pushed off Ch. 10; WSAY asked FCC to

Midnight Sun Broadcasting Co., Anchorage & Fairbanks, Alaska; KFJI Broadcasters, Klamath Falls, Ore.; Hawaiian Broadcasting System Inc., Honolulu, Hilo & Wailuku, Hawaii; Mosby's Inc., Missoula, Mont.; Bi-States Co., Kearney & Hayes Center, Neb.; Magic Valley TV Corp., Twin Falls, Ida.; KIDO Inc., Boise, Ida.; Fisher's TV Co., Seattle, Wash.; Curators of U of Missouri, Columbia, Mo.; Black Hills Broadcast Co. of Rapid City, Rapid City & Lead, S. D.; Northwest TV Co., Ft. Dodge, Ia.; Jefferson TV Co., Jefferson City, Mo.; Oregon Radio Inc., Salem, Ore.; KBIZ, Inc., Kirksville, Mo.; Springfield (Mo.) TV Inc.; Rivoli Realty Co., Johnstown, Pa.; Greater East Tennessee TV Inc., Knoxville, Tenn.; The Brockway Co., Carthage, N. Y.; Vindicator Printing Co., Youngstown, O.; Greenville (S. C.) TV Co.; M & M Broadcasting Co., Marinette, Wis.; Radio Augusta Inc., Augusta, Ga.; Patriot-News Co., Harrisburg, Pa.; Irwin (Pa.) Community TV Co.; Mountain City TV Inc., Chattanooga, Tenn.; Port Arthur (Tex.) College; Triad TV Corp., Parma, Mich.; WIRL TV Co., Peoria, Ill.; Columbia Amusement Co., Paducah, Ky.; Hazleton (Pa.) TV Corp.; KEDD Inc., Wichita, Kan.; Associated Bcstrs. Inc. & WGAL Inc., Bethlehem & Lancaster, Pa.; South Bend (Ind.) Tribune; A. S. Abell Co., Baltimore; Sangamon Valley TV Corp., Springfield, Ill.; On the Air Inc., Evansville, Ind.; Meyer Bcstg. Co., Bismark, N. D.; Travelers Bcstg. Service Corp., Hartford, Conn.; Biscayne TV Corp., Miami; Port Huron (Mich.) Bcstg. Co.; Jefferson Standard Bcstg. Co., Charlotte, N. C.; Cedar Rapids (Ia.) TV Co.; Alexandria (La.) Bcstg. Co.; Herald Publishing Co., Albany, Ga.; Arthur R. Olson, Tulsa; WGN Inc., Chicago; Lycoming Bcstg. Co., Williamsport, Pa.; Great Lakes TV Inc., Buffalo; Capitol Bcstg. Co., Jackson, Miss.; Valley Electric Co., San Luis Obispo, Cal.; Radio Honolulu Ltd.; Peninsular Bcstg. Co., Grand Rapids; WJR, The Goodwill Station, Flint; Wilton E. Hall, Anderson, S. C.; Elfred Beck, Tulsa.

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refuse them Ch. 27. They've also formed agreement with Rochester Institute of Technology whereby latter would continue operating on Ch. 10, retaining profits, pending disposition of the protest.

Another appeal was filed, meanwhile, Southland TV Co. seeking to reverse FCC's decision picking Shreveport TV Co. (KSLA-TV, Ch. 12).

Court of Appeals bowed to Supreme Court ruling in famous Easton-Allentown radio case (Vol. 11:24), reversing itself this week and ruling that FCC's decision stands. FCC had granted 1230 kc to WEEX, Easton, because of city's greater need for station. Appeals Court said Commission erred in reversing examiner who had picked WHOL, Allentown. Supreme Court then slapped down Court of Appeals. Net effect of whole litigation is affirmation of FCC's power to overrule examiners and to weigh needs of communities before considering qualifications of competing applicants. Appeals Court majority in this week's decision comprised Judges Prettyman and Miller, with Bazelon dissenting.

FCC network study staff headed by Roscoe Barrow, dean of U of Cincinnati Law School, got 2 more staffers this week—Dr. Jesse Markham, ex-chief economist, Federal Trade Commission, now associate professor of economics, Princeton; Dr. Warren Baum, ex-Dept. of State, Mutual Security Agency and other govt. agencies, currently employed by Rand Corp. They're in addition to the 6 announced last week (Vol. 11:50).

First non-govt. use of "scatter" techniques (Vol. 11:32, 47) for regular operational long-distance radio communication was approved this week by FCC, when it granted Aeronautical Radio Inc. modification to use vhf ionospheric scatter to supplement its aeronautical fixed communication service between Miami and San Juan, Puerto Rico, distance of 1040 miles.

**Personal Notes:** Andrew Hammerschmidt, associate director of NBC technical operations, promoted to chief engineer, succeeding the late Robert E. Shelby . . . Lester W. Spillane, chief of FCC Renewal & Transfer Div., joins John P. Hearne in San Francisco law practice, with offices at 405 Central Tower Bldg.; he's a veteran FCC employe, having started in old Commerce Dept. radio div. in 1928, then transferred to Federal Radio Commission, forerunner of FCC . . . Alfred Larson, ex-commercial mgr. of KPHO-TV, Phoenix, named asst. to Payson Hall, TV-radio director of Meredith stations, working out of Des Moines; he's succeeded at KPHO-TV by Howard Stalnakar, from radio KPHO . . . Jack Gross, onetime owner of KFMB-TV, San Diego & KFMB, who recently acquired radio KXOC, Chico, Cal., has become chairman of board of Trans-Community Television Network Inc., headed by Jerome L. Doff, Beverly Hills attorney—promoting "Commprovision" system for piping closed-circuit films, kine & live programs to homes in small communities . . . Gordon R. Kerr, ex-radio WCOP, Boston, named gen. mgr. of General Teleradio's recently acquired WEAT-TV & WEAT, W. Palm Beach; he had previously been sales mgr. of General Teleradio's WGTH-TV & WGTH, Hartford, whose sale to CBS pends FCC approval . . . John Reynolds, gen. mgr. of KHJ-TV, Hollywood, and James Richards, eastern sales mgr., elected Don Lee v.p.'s . . . Jerome Harris, ex-ABC-TV eastern sales mgr., joins exec. staff of McCann-Erickson TV-radio dept. . . . Kenyon Brown, KWFT-TV & KWFT, Wichita Falls, named chairman of exec. committee, Radio Advertising Bureau . . . Gil Johnston named sales mgr. of KWK-TV, St. Louis, succeeded in N. Y. CBS-TV Film Sales office by A. Robert Bonagura, ex-NBC . . . Donald H. McGannon, who recently succeeded Chris Witting as pres. of Westinghouse stations, is subject of personality sketch in Dec. 9 *Printers' Ink* . . . Richard Sloan, ex-KXLY-TV, Spokane, and WJHP-TV, Jacksonville, named sales mgr. of WGBS-TV, Miami, succeeding Walter M. Koessler, now managing director . . . James M. Dolan resigns as DuMont sports director . . . Charles G. Baskerville, ex-gen. mgr. of WNAO-TV, Raleigh, named gen. mgr. of radio WALT, Tampa, Fla. . . . John Croft, ex-national sales mgr., WJTV, Jackson, Miss., joins WFBM-TV, Indianapolis . . . Wilfred C. Prather promoted to technical supervisor of WNBQ & WMAQ, Chicago, in charge of color training for station personnel . . . Willard S. Smith, ex-TV-radio director of Brooke, Smith, French & Dorrance, N. Y., named mgr. of promotion & merchandising, WJBK-TV, Detroit . . . LeRoy V. Bertin, No. Cal. regional mgr. of *TV Guide*, named director of sales promotion & development, WNBK-TV & WNBK, Binghamton, N. Y. . . . Gordon W. Davis, program mgr. of Westinghouse's radio KYW, Philadelphia, promoted to gen. mgr., reporting to v.p. Rolland V. Tooke . . . James H. Carmine Jr., son of Philco pres., resigns as sales rep of Philco Distributors, Philadelphia, to join sales staff of Westinghouse's radio KYW, Philadelphia . . . Gilbert Zingaro promoted to exec. v.p. in charge of operations, Cellomatic Corp., producers of live animations . . . Fred A. Niles resigns as exec. v.p. of Kling Film Productions, Chicago, which he founded in 1947 . . . Frank G. O'Halloran, ex-NBC, named sales mgr. of Sterling TV's industrial film div.

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New administration in AFTRA's big New York local was voted in by record 1650 TV-radio performers, who tossed out most of the "right-wing" officers in favor of new "middle-of-the-road" group headed by John Henry Faulk. Principal issue in campaign was alleged sympathy for "blacklisting" shown by old officers through their endorsement of Aware Inc. (Vol. 11:25, 28). Unofficial tally showed 27 of the 35 candidates on Faulk's slate elected, 8 incumbents reelected.

**ADVERTISING AGENCIES:** Ernest A. Jones, exec. v.p. of MacManus, John & Adams, Detroit (Cadillac, Pontiac), elected pres., succeeding James R. Adams, who moves up to chairman and head of new creation planning committee; John R. MacManus, senior partner, becomes exec. v.p. & chairman of operating committee . . . Harry W. Chesley Jr. resigns as Philip Morris marketing v.p. to become exec. v.p. & director of D'Arcy St. Louis office . . . Mann Holiner resigns as v.p. & mgr. of Hollywood office, Ted Bates & Co., reportedly to prepare Broadway musical; Austin Peterson returns to agency to replace him, after serving several months at NBC-TV . . . George M. McCoy Jr., ex-Colgate-Palmolive media dept., joins N. W. Ayer as mgr. & administrator of timebuying dept. . . . Don Rowe, business mgr. of BBDO's TV dept., N. Y., transfers to Hollywood as mgr. of TV-radio production, succeeding v.p. Walter Tibbals, moving to N. Y. office as major account exec. . . . Wm. R. Simpson, BBDO copy chief, San Francisco, and J. B. Pollock, supervisor of Standard Oil of California account, each elected v.p. of BBDO . . . Sherman E. Rogers, ex-Platt-Forbes Inc., named copy chief, Anderson & Cairns Adv. . . . Lee Randon named TV-radio mgr., Henri, Hurst & McDonald, Chicago, replacing James Shaw, now Ziv . . . Arthur E. Duram, TV-radio mgr., Fuller & Smith & Ross, elected a director . . . Forrester Mashbir, ex-KPIX, named TV-radio director of San Francisco office of J. Walter Thompson as Kalman Phillips transfers to L. A. office . . . Grant M. Thompson promoted to v.p., Wm. Esty Co.; v.p. Wm. L. Young, in charge of marketing-merchandising dept., made member of copy & planning board . . . New Leo Burnett Co. v.p.'s: Lee Bland, in charge of broadcasting div.; David W. Dole, in charge of broadcasting business div.; Gordon Minter, v.p. & mgr. of film production, Hollywood office.

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Canadian Temperance Federation adopted resolution urging FCC to end "sabotaging of Canadian anti-liquor advertising laws by beer broadcasts on Buffalo TV and radio stations." Dr. Caradine Hooton, exec. secy. of Methodist Board of Temperance in Washington, D. C., promised to take matter up with FCC. CBC bans all liquor and beer ads, unless special permission is granted by provincial authorities.

Thomas Alva Edison Foundation program awards for contributions to improvement of juvenile behavior and advancement of science went to *You Are There* (CBS-TV), *Let's Take a Trip* (CBS-TV), *Mr. Wizard* (NBC-TV). WBNS-TV, Columbia, won award as station "best serving interests of youth." Radio winners were *Family Theatre* (MBS), *Adventures in Science* (CBS), ABC and WTIC, Hartford.

Canadian Station Representatives Ltd. has been formed as separate corporation by Adam J. Young Jr. to handle Canadian list, now consisting of CFCQ-TV, Saskatoon; CFRN-TV, Edmonton; CHCH-TV, Hamilton, Ont.; CHLT-TV, Sherbrooke; CJBR-TV, Rimouski; CKCW-TV, Moncton; CKNX-TV, Wingham; CKVR-TV, Barrie.

Walter Weir, v.p. of Donohue & Coe, is author and NBC-TV's Hudson Faussey is producer-director of *The Dope Peddlers*, original skit satirizing advertising & marketing, to be produced at American Marketing Assn. annual Christmas party in New York's Hotel Biltmore, Dec. 21.

CBS-TV's "Extended Market Plan," inaugurated last Dec. to help small-market stations get top network programs at minimum cost to advertisers (Vol. 10:49), now has 26 station members, with 46 sponsors feeding 59 network programs per week.

Gruen Watch Co. has set up own TV-radio service for its dealers, detailing Ralph M. Somerfield as director of new dept. designed to aid them in their local advertising.

**Station Accounts:** L. Bamberger & Co., big N. J. dept. store chain which once owned WOR, Newark, and was later absorbed by R. H. Macy & Co., has entered into \$15,000-a-week contract with Irving Rosenhaus' WATV & WAAT, Newark, for sponsorship of 8 hours of TV programming for 52 weeks, plus unstated number of TV-radio spots—all to promote stores' goods & services. It's one of biggest dept. store TV-radio contracts on record. All other media will retain their share of ad budget . . . Sears Roebuck to sponsor *What's the Pixie?*, panel quiz show featuring local TV-radio personalities, on WNBQ, Chicago, for 26 weeks starting Jan. 4, Wed. 10:30-11 p.m., thru George A. Hartman Co., Chicago . . . Hamm Brewing Co., St. Paul, Minn., buys half hour of Sat. 8-10 p.m. *California Hayride*, on KVOR, Stockton, Cal., thru Campbell-Mithun, Minneapolis . . . Among advertisers currently reported using or preparing to use TV station time: Alberto-Culver Co. of Hollywood, Chicago (Alberto VO5 for hair & scalp), thru Geoffrey Wade Adv., Chicago; Riken Optical Industries Ltd., N. Y. (importers of Richoflex cameras), thru Kameny Assoc., N. Y.; Royal Victoria Hotel, Nassau, Bahamas, thru Grant Adv., Miami; Dad's Root Beer Co., Chicago, thru Martin Co., Chicago; Helbros Watch Co., N. Y., thru Erwin, Wasey & Co., N. Y.; Fantastic Inc., Los Angeles (Fantastic home permanent), thru Kline Simpson & Assoc., L. A.; Charles E. Hires Co., Philadelphia (Hires root beer), thru N. W. Ayer, Philadelphia; International Breweries, Detroit (Mel-O-Dry beer & ale),

thru Brooke, Smith, French & Dorrance, Detroit; Golden Mix Inc., Warsaw, Ind. (griddle cake & waffle mix), thru Garfield Adv. Assoc., Detroit; Park Sausage Co., Baltimore (meat products), thru Applestein, Levinstein & Golnick, Baltimore; Church Industries, Chicago (Evr-Foam Magic sponge), thru Olian & Bronner, Chicago; Hancock Corp., Philadelphia (Quickie Speedway mops, kitchen stools & housewares), thru Gresh & Kramer, Philadelphia; Hazel Bishop ("Liquid Make-Up"), thru Raymond Spector Co., N. Y.; Albers Milling Co., L. A. (Albers cereals), thru Erwin, Wasey & Co., L. A.; Diamond Crystal Salt Co., N. Y., thru Ogilvy, Benson & Mather, N. Y.; M-O-Lene Rug Cleaner Inc., Chicago, thru Arthur Meyerhoff & Co., Chicago; Tuxedo Candy Co., div. of Safeway Stores Inc., thru Foote, Cone & Belding, San Francisco.

Rate increases: KFMB-TV, San Diego, raises base hour from \$800 to \$900, min. \$180 to \$230. WOW-TV, Omaha, raises base hour from \$800 to \$850, min. \$160 to \$200. KWTV, Oklahoma City, Feb. 1 raises base hour from \$750 to \$800, min. \$150 to \$180. KSLA-TV, Shreveport, Jan. 1 raises base hour from \$300 to \$400, min. \$60 to \$80. WKNX-TV, Saginaw-Bay City, Mich. has raised base hour from \$300 to \$375, min. \$60 to \$75. KDUB-TV, Lubbock, Tex. raises hour from \$300 to \$350, min. \$50 to \$60. KHOL-TV, Kearney, Neb. in Jan. will raise hour from \$200 to \$250, min. \$30 to \$50, after satellite KHPL-TV, Hayes Center, Neb. gets on air.

**H**OW TV-RADIO billings account for as high as 70%, seldom under one-fourth, of the total business done by 36 of the top U. S. advertising agencies, is pointed up in 1955 rankings compiled for Dec. 12 *Broadcasting-Telecasting* by its agency editor Florence Small. Survey covers 36 agencies, whose TV billings this year totaled \$658,200,000, radio \$154,300,000—combining to represent 38% of their total business. The rankings (reproduced with permission, all dollar figures in millions):

| Rank         | Agency                                | Combined TV-Radio Billings | TV Only        | Radio Only     | TV-AM Share of Overall Billing | Comparison with 1954 TV-Radio Billing |
|--------------|---------------------------------------|----------------------------|----------------|----------------|--------------------------------|---------------------------------------|
| 1.           | Young & Rubicam                       | \$72                       | \$60           | \$12           | 40%                            | \$12 +                                |
| 2.           | BBDO                                  | 60                         | 49.5           | 10.5           | 40%                            | 1 +                                   |
|              | McCann-Erickson                       | 60                         | 49.5           | 10.5           | 30%                            | 14 +                                  |
| 4.           | J. Walter Thompson                    | 58                         | 53             | 5              | 33 1/3%                        | 8 +                                   |
| 5.           | Leo Burnett                           | 42.1                       | 36.3           | 5.8            | 62%                            | 8.8+                                  |
| 6.           | Benton & Bowles                       | 39                         | 35             | 4              | 58%                            | 9.8+                                  |
|              | William Esty                          | 39                         | 35             | 4              | 50%                            | 8 +                                   |
| 8.           | Ted Bates                             | 37                         | 30             | 7              | 70%                            | 9.5+                                  |
| 9.           | Kenyon & Eckhardt                     | 34.5                       | 30             | 4.5            | 55%                            | 12 +                                  |
| 10.          | Blow-Belrn-Tolgo                      | 30                         | 25             | 5              | 68%                            | 3.4-                                  |
|              | Dancer-Fitzgerald-Sample              | 30                         | 17             | 13             | 52%                            | 1.5+                                  |
| 12.          | Compton Adv.                          | 25.5                       | 21             | 4.5            | 50%                            | 3.2+                                  |
| 13.          | N. W. Ayer & Son                      | 21                         | 11             | 10             | 20%                            | 3 +                                   |
| 14.          | Foote, Cone & Beld'g                  | 20.5                       | 17             | 3.5            | 30%                            | 1.5-                                  |
| 15.          | Lennen & Newell                       | 20                         | 16             | 4              | 50%                            | same                                  |
| 16.          | Sullivan, Stauffer, Colwell & Bayles  | 17.8                       | 14.5           | 3.3            | 58%                            | 4 +                                   |
| 17.          | Cunn'gham & Walsh                     | 17                         | 13.5           | 3.5            | 33%                            | 1 +                                   |
| 18.          | Ruthrauff & Ryan                      | 15.5                       | 11.5           | 4              | 25%                            | 2.5+                                  |
| 19.          | Campbell-Ewald                        | 14                         | 11             | 3              | 25%                            | 4 +                                   |
|              | Kudner Agency                         | 14                         | 11.5           | 2.5            | 35%                            | same                                  |
|              | Maxon Inc.                            | 14                         | 11             | 3              | 40%                            | same                                  |
| 22.          | Tatham-Laird                          | 12.2                       | 11.3           | .9             | 60%                            | 2.7+                                  |
| 23.          | Needham, Louts & Brorby               | 12                         | 9              | 3              | 40%                            | .1+                                   |
| 24.          | Grant Adv.                            | 11.1                       | 8.5            | 2.6            | 20%                            | 5.6+                                  |
| 25.          | Geoffrey Wade Adv.                    | 11                         | 7              | 4              | 85%                            | same                                  |
| 26.          | D'Arcy Adv.                           | 10                         | 6.5            | 3.5            | 22%                            | 2 +                                   |
|              | Weiss & Geller                        | 10                         | 8              | 2              | 60%                            | same                                  |
| 28.          | Bryan Houston                         | 9.8                        | 7              | 2.8            | 50%                            | 1.7-                                  |
| 29.          | MacManus, John & Adams                | 8.5                        | 7.8            | .7             | 25%                            | 1.5+                                  |
| 30.          | Erwin, Wasey & Co.                    | 8                          | 5              | 3              | 25%                            | same                                  |
|              | Grey Adv.                             | 8                          | 6.3            | 1.7            | 30%                            | 2.9+                                  |
| 32.          | Geyer Inc.                            | 7                          | 5              | 2              | 30%                            | 1 +                                   |
| 33.          | Earle Ludgin & Co.                    | 6.3                        | 6              | .3             | 60%                            | *                                     |
| 34.          | Norman, Craig & Kummel                | 6                          | 4              | 2              | 30%                            | *                                     |
|              | Doherty, Clifford, Steers & Shenfield | 6                          | 4              | 2              | 50%                            | same                                  |
| 36.          | Warwick & Legler                      | 5.7                        | 4.5            | 1.2            | 38%                            | .2+                                   |
| <b>TOTAL</b> |                                       | <b>\$812.5</b>             | <b>\$658.2</b> | <b>\$154.3</b> |                                |                                       |

\* Unlisted in 1954.

**Network Accounts:** Procter & Gamble, network TV's biggest sponsor, is now so heavily in TV it's competing with itself on rival networks in same time period—though for non-competitive products. This week it bought Mon.-Wed.-Fri. 4-4:45 p.m. segments of *Queen for a Day* on NBC-TV starting Feb. 6, thru Compton Adv., despite fact it sponsors *On Your Account* on CBS-TV Mon.-thru-Fri. 4:30-5 p.m. Also, it bought alt. week sponsorship (with GE lamp div.) of *Medic* on NBC-TV starting Jan. 2, Mon. 9-9:30 p.m., placing it opposite its full sponsorship of *I Love Lucy* on CBS-TV . . . North American Philips Co. (Norelco electric shavers) to sponsor 3 programs in NBC-TV's "Project 20" series of telementaries next spring and fall, thru C. J. La Roche Co.; programs are *World War I, Rise and Fall of a Dictator, Rebirth of Freedom* . . . Toni to replace Elgin Watch as sponsor of Ed Murrow's *Person to Person* on CBS-TV Jan. 6, 20 & Feb. 3, Fri. 10:30-11 p.m., thru North Adv. Inc., Chicago . . . Alka-Seltzer buys Thu. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting Jan. 5, thru Geoffrey Wade Adv., Chicago . . . Miller Brewing Co., Atlantic Refining & Buick to share sponsorship of National Football League playoff game from Los Angeles on NBC-TV Mon. Dec. 26, starting at 3:45 p.m., thru Mathisson & Assoc., N. W. Ayer, Kudner . . . Whitehall Pharmacal drops out as co-sponsor with Western Union of *Down You Go* on ABC-TV Thu. 9:30-10 p.m. . . CBS-TV's effort to program successful morning show opposite NBC-TV's hit *Today* Mon.-thru-Fri. 7-9 a.m. ran into more trouble this week—newsman Walter Cronkite leaving *Morning Show* for second time in format reshuffle, with prospect that Will Rogers Jr. (who substituted for vacationing Dave Garroway on *Today* last summer) will replace m.c. Dick Van Dyke in Jan.

New reps: WEWS, Cleveland, to Blair Jan. 1 (from Branham); WCPO-TV, Cincinnati, to Blair Jan. 1 (from Branham); WMCT, Memphis, to Blair, date not set yet (from Branham); KKTU, Colorado Springs, to Bolling (from Hollingbery); KRDO-TV, Colorado Springs & KCSJ-TV, Pueblo (Silver Dollar Net) to Pearson (from Avery-Knodel); WMTW, Poland Spring, Me., names Kettell-Carter New England rep, replacing Paul Tiemer, who has been in charge of station's Boston office.

**Telecasting Notes:** Plea for annual TV awards of the stature of movies' Oscar is voiced in Dec. 12 *Advertising Age* editorial, which urges "central control to prevent a multitude of meaningless awards from cluttering up the programs." It dismisses the awards by commercial organizations (Sylvania, *Look*, *Billboard*, *Variety*) as being inspired by desire for inexpensive publicity and using "random list of semi-qualified judges." Peabody Awards, it says, "are probably more genuine than the others, but the method of categorizing shows, the nature of the judging, and the eligibility of the judges [are] pretty foggy" . . . Hope for unified TV awards, says *Advertising Age*, seems to come from National Academy of TV Arts & Sciences, now making effort to get together TV leaders for purpose of making annual awards. "The newest member of show business certainly needs a spokesman to answer the hairbrained do-gooders who are always conducting fascinating surveys about TV and crime, or TV and commercialism or hootchy-kootchy dancers on TV or something else. This answer cannot come from a commercial or semi-commercial TV organization. It must come from a cultural organization dedicated to the well-being of TV and with cognizance of the responsibilities of the medium" . . . TV film commercials have cost sponsors \$20-30,000,000 in 1955, about 15% more than last year, Leon Morse estimates in Dec. 17 *Billboard*. If industrial films (many of which find their way to TV) are also included, commercial & industrial production together gross \$60-70,000,000. Survey reports color film commercials cost up to 25% more than black-&-white . . . No fenders were dented when NBC-TV topkicks decided to assign Fred Coe to repeat his top-notch job as producer of "Peter Pan" Jan. 9. Coe's regular job is producer of NBC-TV's *Playwrights 56*, sponsored by Pontiac; "Peter Pan" will be sponsored by Ford . . . TV tryouts get first large-scale use for testing new movie scripts as Universal-International makes dozen unproduced stories available to leading TV drama shows—at a price—in newest twist of Hollywood-TV partnership . . . TV writers' income increased more than 90% in 1955 over 1954 in New York, about 90% in Hollywood, according to Writers Guild of America pres. F. Hugh Herbert . . . NBC-TV has 108 new show properties under development, according to trade reports—a new record and nearly twice the 60 which were incubating this time last year . . . Now it's \$100,000: First contestant to go the full route on NBC-TV's *Big Surprise* was 72-year-old Mrs. Ethel Park Robertson, who reportedly gets about \$28,000 of it as take-home pay, \$72,000 going to Uncle . . . Highly lauded educational series, *Camera Three*, after 2½ years on New York's WCBS-TV, Jan. 22 becomes CBS-TV network show, Sun. 11:30 a.m. . . Repeating hit performance of several years ago, Charles Laughton will read special Christmas selections over NBC-TV 11 p.m.-midnight Dec. 24, live from Hollywood . . . Two top movie producer-directors, Wm. Wyler & John Huston, reportedly have been signed to do two 90-min. spectacles each for NBC-TV in 1957.

Repeats of hit spectacles seem to be the order of the day at NBC-TV for the holiday season. Christmas Eve will see live repeat of Max Liebman's "Babes in Toyland" (color), 9-10:30 p.m. There will be 2 repeats Christmas Day—the color film documentary, "Assignment: India," 4:30-5:30 p.m., and NBC-TV's perennial Yule opera, "Amahl and the Night Visitors," which gets its 6th live performance, this time on *Alcoa Hour*, 9-10 p.m. And Jan. 9 is date for long-awaited live repeat of TV's most widely praised show, "Peter Pan," in color, 7:30-9:30 p.m.

Saturday Evening Post single-copy sales increased by 2,000,000 during 6 weeks it ran Arthur Godfrey series; first installment set record for a single issue—5,200,000.

**FEATURE FILM SALES to TV** make news nearly every week now—and this week's important movies-to-TV sale is highly significant in 2 respects: The block of David O. Selznick pictures is one of best packages ever sold for TV use, and the deal is indicative of determination of National Telefilm Associates to rise to top in film syndication and distribution.

NTA's Selznick package was purchased at price of over \$1,000,000, or more than \$100,000 per picture. So far, 11 titles in package have been identified, but a few more may be disclosed as rights are legally cleared. The pictures include: *Farmer's Daughter*, for which Loretta Young received Academy Award, with Joseph Cotten & Ethel Barrymore; *Notorious* (Cary Grant, Ingrid Bergman); *Since You Went Away* (Jennifer Jones, Lionel Barrymore, Claudette Colbert, Shirley Temple); *Portrait of Jennie* (Cotten, Ethel Barrymore, Jennifer Jones); *Paradine Case* (Gregory Peck, Charles Laughton, Ethel Barrymore); *I'll Be Seeing You* (Ginger Rogers, Cotten, Shirley Temple); *Spiral Staircase* (Dorothy McGuire, Ethel Barrymore); *Garden of Allah* (Marlene Dietrich, Charles Boyer); *Bill of Divorcement* (John Barrymore, Katharine Hepburn), and remake of same picture (re-titled for TV) with Adolph Menjou & Maureen O'Hara; *Intermezzo* (Ingrid Bergman, Leslie Howard). NTA gets U. S.-Canadian rights for 5 years.

NTA lost out in bidding for General Teleradio's 750-film RKO backlog, whose sale to Matty Fox (Vol. 11:48-49) is now virtually certain. But NTA next week is due to announce acquisition of another block of outstanding American feature films. To exploit these top-notch productions, the firm is planning to enter field of national distribution (it previously has been principally a syndicator), and is negotiating to buy out a privately owned distributor, though NTA says deal is still far from consummation.

In other film developments: (1) Sir Alexander Korda finally signed contract giving NBC-TV rights to present Sir Laurence Olivier's 3-hour *Richard III* on TV simultaneous with its U. S. theatre premiere (Vol. 11:26). NBC will pay \$500,000 for first showing, probably early in March, and has option for second and third showings at \$100,000 each after theatrical release and reissue. (2) Following pattern set by Paramount and Warner Bros., 20th Century-Fox now is offering its backlog of 400-plus short subjects to TV—and, according to unverifiable rumors, some of its older feature pictures.

"TV's Silent Critics" titles article in Dec. 11 *New York Times* by Richard F. Shepard, detailing stepped-up activities of U. S. Customs Service in inspecting and evaluating their "most perishable import"—TV news film. Says article: Five years ago, only 100 foreign film shipments a month arrived in New York. Three years ago, figure was 650, and it now stands at about 1200. Overwhelming part consists of TV newsreels, which must be classified for duty purposes (1-3¢ a foot) and screened in accordance with laws forbidding entry of obscene material or matter urging treason, insurrection or resistance to U. S. laws.

"Vidpix Bundles from Britain" headlines Dec. 14 *Variety* story relating that American TV film distributors have written \$3,000,000 in contracts for total of 25 TV film series playing on British TV (though some have been made in Britain under U. S. company auspices or partnership). CBS TV Film sales is No. 1 in British sales, with 6 series on BBC & ITA (plus kine of *Person to Person*, distributed by CBS network); Ziv is second with 5.

**E**DUCATIONAL TV got a whopping \$6,493,840 grant this week from its chief benefactor, the Ford Foundation, which gave all but \$140,000 to Educational TV & Radio Center at Ann Arbor, Mich. (H. K. Newburn, pres.) in far-reaching step emphasizing importance of developing programs, now that educational TV forces have completed first stage of "missionary" public relations work in getting stations on air.

Ford Foundation also created new Joint Council on Educational TV in Washington (Ralph Steetle, exec. director), to which it allocated \$140,000 for one year's expanded operations, including assumption of public relations responsibilities of National Citizens Committee on Educational TV (Robert Mullen, exec. director), which is abolished.

Grant is unrelated to the much-publicized \$500,000,000 allocation this week by Ford Foundation to privately-supported universities and colleges and to hospitals, and does not affect the continuing grants to individual educational stations by Ford Fund for Adult Education.

"By 1959 the [Program] Center will be able to distribute approximately double the 5 hours weekly of TV programs which are now made available on film to the nation's educational stations," said announcement. "At the same time, the new funds will permit the expenditure of greater amounts per program, thus making it possible to improve materially the . . . quality of the program efforts."

The Council, which supersedes former Joint Committee on Educational TV, which Steetle also directed, will be expanded to be "more widely representative than the earlier organization [and] will continue to work toward the preservation and utilization of those channels reserved by the FCC for educational TV and radio stations." It's expected to absorb most of NCCET staff. Mullen plans to open public relations office in Washington.

Note: Board of Regents of U of State of N. Y., holding CPs for 8 uhf stations in as many cities since 1952 but stymied by failure of State Legislature to appropriate for them (Vol. 10:26), this week made new appeal to Legislature for \$975,000 for projected WGTW in N. Y. (Ch. 25) and WTVZ, Albany (Ch. 17). N. Y. station would be operated by Metropolitan Educational TV Assn., composed of leading educators and chartered by board of regents. Funds requested also would cover cost of closed-circuit equipment in one N. Y. elementary school and one high school and create TV unit in State Dept. of Education.

"Robert E. Sherwood Awards" is designation of Fund for the Republic's 1955-56 TV prizes, in memory of the late playwright who was member of Fund's board. The Fund announced it has increased total amount of awards from \$40,000 to \$55,000, with \$20,000 each to go to commercial network drama and commercial network documentary which treat subjects in field of civil liberties "with the greatest distinction, taste and effectiveness." \$15,000 to best program concerning liberty and freedom produced by an independent commercial station. Added to awards jury were Robert Taft Jr., Cincinnati attorney and son of late U. S. Senator, and attorney Philip H. Willkie, Rushville, Ind., son of late Wendell Willkie. Alf M. Landon has resigned because of business commitments.

New York Herald Tribune's pocket book size *TV & Radio Magazine*, section of Sun. edition, devotes Dec. 18 front and back covers to Perry Como and Jackie Gleason, respectively, "to dramatize the spiciest series of Sat. night fights ever conducted over TV." Inside pages are devoted to their stories.

**R**ATINGS ARE MADE by the "heavy habit viewers," in opinion of NBC chairman Pat Weaver, who expounded at quite some length on his philosophy of programming at NBC-TV affiliates convention in Chicago last week (Vol. 11:50). Transcript of his extemporaneous remarks, made available this week, reveals some interesting angles:

"Our basic policy," he asserted, "is that we won't run a TV network that does not service the American public. By that I mean all the audiences in it, not just the heavy habit viewers . . . [the] group of people who will turn to whatever they like of what is on. If you cater only to the largest share of audience of this group, the heavy viewer group, you are really aiming TV downhill to the real trivia type, time trap, escape, series of nothing.

"In other words, the forces that you set in motion, if you place too high a value on heavy viewers, are forces that really call for the degradation of the service . . . We don't want to give the people what they already want solely. We want to give the people something that will make more of them want more of the better things."

That's not to deprecate CBS-TV and the high ratings its shows have received, some of which Weaver said NBC has tried to get, some of which were taken from NBC. But his thesis was that the innovations, the spectaculars, the experimental shows, the over-all programming structure, have won for his network a "cumulative rating" that is more important than "quantitative ratings." He went on:

"We do want the biggest share of the habitual viewers as much of the time as we can get them. But we have to program responsibly. We have to realize we can elevate taste and upgrade standards and improve TV. That means we can improve both individuals and the society in which we live . . .

"We believe that every NBC show should serve a purpose beyond diversion, and every time we can increase information, contact, facts, knowledge, and we deliver a fact somewhere to a mind somewhere in the country, we have added one more tool, one more weapon in the fight against bigotry, stupidity, intolerance and prejudice, and we have taken one more step forward toward sanity, maturity and adulthood.

"We are going to program up, and not down. We will use our showmanship and skill to get great audiences, but we will continue, in any event, to meet our commercial challenges—and well within doing the kind of shows that we know must be done. TV is far too great an instrument to be degraded into a 'home jukebox' to keep the kids quiet."

The affiliates—hard-headed business men, keenly competitive operators—evidently liked what they heard, for they gave Weaver a standing ovation. And the story, unverifiable, is that his new 15-year contract with NBC gets him an annual income which, with benefits, runs up to \$200,000 a year; that new pres. Robert W. Sarnoff's salary is \$100,000.

Look Magazine's annual TV awards, to be presented on ABC-TV's *Masquerade Party* Dec. 21, 9-9:30 p.m.: best special performance, *Peter Pan* (NBC-TV); drama, *Climax* (CBS-TV); children's, *Disneyland* (ABC-TV); quiz, *\$64,000 Question* (CBS-TV); public affairs, *Meet the Press* (NBC-TV); sports, *Cavalcade of Sports* (NBC-TV); news, *News Caravan* (NBC-TV); religious, *Life Is Worth Living* (ABC-TV); comedian, George Gobel (NBC-TV); m.c., Garry Moore (CBS-TV); director, Alfred Hitchcock (CBS-TV); producer, Robert Montgomery (NBC-TV).

**M**OST POWERFUL TV transmitter ever sold is RCA's new 100-kw high-band vhf unit, first of which has been ordered by upcoming KTLV, Portland, Ore. (Ch. 8) as part of \$1,000,000 equipment package, which also includes 6 camera chains including remote (see below). New transmitter combines two 50-kw amplifiers to provide double the output of most powerful vhf transmitters installed to date. In normal operation, station will combine 100-kw transmitter with 3.6-gain antenna to achieve 316-kw ERP, but maximum power can also be achieved through simple switching arrangement to combine 50-kw portion of transmitter with antenna gain of 7.2.

Pittsburgh's WIIC (Ch. 11), now delayed by litigation, is also reported to have ordered RCA 100-kw transmitter, to be used with new GE helical antenna—adaptation of GE's uhf helical antenna. GE engineers call new vhf antenna the simplest ever made. With gain of 4, its cost is comparable to high-gain batwing types, and it eliminates need for diplexer. Modified version will be made for low-band vhf. GE earlier announced its own 100-kw high-band vhf transmitter.

RCA this week announced availability of 25-kw uhf power amplifier tube, the type used in its new 25-kw transmitter (Vol. 11:21). Transmitter is now available for virtually immediate delivery.

Equipment shipments and orders this week: GE reports Nov. 28 shipment of 6-bay batwing antenna to KDKA-TV, Pittsburgh (Ch. 2). DuMont reports order for 50-kw transmitter and associated studio equipment to be shipped in Feb. to newly granted WRVA-TV, Richmond, Va. (Ch. 12). And General Precision Lab reports order for two additional 16mm recorders from Canadian Broadcasting Corp., making total of 10 that CBC has ordered for all its stations. GPL states its video recorders are now in use in more than 90% of all studios.

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

KTLV, Portland, Ore. (Ch. 8) not only will spend \$1,000,000 on new 100-kw RCA transmitter and allied equipment (see above) but proposes to be completely ready for color when station is ready to start next July under gen. managership of James L. Middlebrooks, onetime CBS engineering executive, now director of engineering for KING-TV, Seattle (Ch. 5) whose owner Mrs. Dorothy S. Bullitt was prime mover in acquiring the CP and who will be KTLV's exec. v.p. This week, CP-holder North Pacific TV Inc. announced it was applying to FCC to change proposed transmitter site to West Hills, in Portland, where 600-ft. Ideco tower would be installed with 46-ft. RCA superturnstile antenna which would give it height of 1550 ft. above average terrain. FCC will also be asked to permit same corporation to take over radio KGW, Portland, which Mrs. Bullitt's group purchased last year from *Portland Oregonian* for \$500,000. In addition to Mrs. Bullitt and Middlebrooks as executives & directors, merger will have Gordon Orput, insurance man, as pres.; Paul F. Murphy, realtor, v.p.; Henry A. Kuckenber, contractor, v.p.; W. Calder McCall, oilman, treas.; Prescott W. Cookingham, secy.; Henry B. Owen, exec. v.p. of KING-TV, v.p.; Otto P. Brandt, asst. secy. All save the KING-TV executives are Portland residents.

KPAR-TV, Sweetwater, Tex. (Ch. 12), with 689-ft. Andrews tower about ready, plans start early in Jan., writes W. D. (Dub) Rogers, pres. of parent KDUB-TV, Lubbock (Ch. 13). Transmitter house is nearly ready for 5-kw DuMont transmitter formerly used by KDUB-TV. Dan Guthrie will be KPAR-TV station mgr., with KDUB-TV personnel handling sales, programming & engineering. It has signed with CBS under Extended Market Plan. Base

hour will be \$200; station also will be sold in combination with KDUB-TV at \$495 base rate. Rep for both stations will be Branham.

KRMA-TV, Denver (Ch. 6, educational) expects to have 5-kw GE transmitter installed by Dec. 20, has tentative Dec. 30 target for test patterns, plans programming about month later, reports TV engineer T. G. Morrissey. Ideco 210-ft. tower with GE antenna is ready at site near Lookout Mt., where Denver's 4 commercial outlets have transmitters. CP is held by Denver public school system, headed by Dr. Kenneth Oberholtzer, supt. It will be 19th non-commercial station.

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CFCL-TV, Timmins, Ont. (Ch. 6) has started construction of studio-transmitter building, plans June start, reports owner J. Conrad Lavigne, operator of predominantly French-language radio CFCL. It's nearly 200 mi. NE of Sault Ste. Marie. GE transmitter has been ordered for March delivery, and construction of 330-ft. Wind Turbine tower, with 4-bay batwing antenna, is due to start in May. Base hour will be \$160. Rep: Omer Renaud & Co. Ltd.

Radio station sales approved this week, involving principals with TV interests: (1) WLOW, Portsmouth, Va. sold for \$212,500 by ex-owners of WTOV-TV, Norfolk (Ch. 27) and Boston admen Emyl J. Arnold & Harold Kaye to owners of WTOB-TV, Winston-Salem (Vol. 11:47). (2) WILD, Birmingham, sold for approximately \$400,000 by George Mattison and Houston ex-Mayor Roy Hofheinz to Sherwood R. Gordon's WSAI, Cincinnati (Vol. 11:42); Hofheinz owns 16% of Houston's KTRK-TV & 25% of radio KTHT there. (3) 75% of KMBY, Monterey, Cal., sold for \$50,000 by Mr. & Mrs. Fred Gwynn to B. T. (Tim) Timothy, one of founders of Avery-Knodel rep firm (Vol. 11:36); veteran radio engineer Gwynn acquired KMBY for \$70,000 earlier this year after KSBW-TV, Salinas, had bought out time-sharing KMBY-TV & KMBY for \$230,000, then had to sell KMBY to retain own KSBW (Vol. 11:10).

Stamford, Conn. Mayor Thomas Quigley called on FCC this week, urging that CP for WSTF (Ch. 27) not be extended, stating group in city is willing to build station if it can get the channel. Commission has been automatically extending uhf CPs until Jan. 16, 1956. FCC staff suggested to Mayor Quigley that he explore possibility of getting another uhf channel assigned to Stamford. (For principals in WSTF, which has held grant since May 27, 1953, see p. 264, *TV Factbook No. 21*.)

Over-the-horizon microwave service between Florida City, Fla. and Guanabacoa, Cuba, is sought by AT&T in application filed with FCC. Initially, the link would provide telephone service only, using maximum of 36 channels, but company would also use the link to continue experiments in Florida-Cuba TV service (Vol. 10:39, 45, 49, 51). Transmissions would be on 692-740 & 840-880 mc.

Top network newsmen in Washington named to public relations committee of Alexander Hamilton Bicentennial Commission: Bryson Rash, ABC; Theodore Koop, CBS; Robert Hurleigh, MBS; Julian Goodman, NBC.

Christmas Eve Mass recited by Pope Pius XII in St. Peter's basilica will be televised this year for first time in history, inaugurating new microwave network linking Naples with Rome & Milan.

GOP closed-circuit rally, to be handled by Theatre Network TV Inc., will link 75-100 cities during "Salute to Eisenhower" fund-raising dinners Jan. 20.

Second color "Vitascan" units have been ordered from DuMont by WTVY, Dothan, Ala. (Ch. 9) and upcoming WITI-TV, Milwaukee (Ch. 6).

**THE 'WHY' OF 14,000,000 RADIO SALES:** "We're like a prizefighter who has been on the ropes, ready for a knockout, and then rallied to win the fight. Last year, we were down to 10,300,000 sales, and everybody was saying TV was ready to put the slug on us. But we're in the recovery stage now, and I'd say our future is excellent."

Motorola radio sales mgr. J.B. (Kip) Anger gave us that "horseback" analysis of radio's status when we sought out the reasons behind its extraordinary comeback this year, in which at least 14,000,000 sets will be sold. Though their metaphors were somewhat less colorful, radio sales managers of several other companies agreed that radio's upsurge was one of the bigger if less publicized developments in the trade this year -- and they saw no letdown in 1956. Typifying optimism was forecast by Sylvania pres. Don G. Mitchell of over 12,000,000 radio sales next year (p. 17).

High demands of auto industry are pacing comeback, what with 7,000,000 units installed at factory in the 8,000,000 cars being produced this year. But home sets are also enjoying boom -- spurred by compact size of receivers, utility of portables and clock sets, colored cabinets, new styles and low prices (retail average: \$30). All these factors have made radios particularly attractive as Christmas gifts.

"Portable radios are a story in themselves," said one manufacturer. "We used to think of them in terms of beaches and outings -- uses outside the home. That's all changed now. We've found that they have a lot of in-home applications. Women like their mobility and enjoy taking them from room to room as they work."

Transistorization is key word in future, of course. Though transistorized radios on market today are priced at \$50 and up, manufacturers expect sharp drop in cost within 18 months, anticipating day when cord will disappear from all radios.

Brief highlights of other major trade developments this week:

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**Tube Turmoil:** RETMA CR tube section took unusual step of issuing a press release to warn that a TV set incorporating the "much-publicized wide-angle small-neck picture tube was not imminent. Agitated by published reports which some tube makers contended gave impression that such a set was "around the corner," the dozen manufacturers who attended meeting in N.Y. issued statement asserting that glass bulbs for wide-deflection tubes won't be sampled until early next year and that "neither the bulb nor the deflection components have reached a stage whereby they may be evaluated in the light of necessary technical and economic considerations." So important does RETMA regard development of 110 or 120-degree tube that it set up an engineering advisory committee to work with JETEC technical committee to evaluate problems involved and to report to industry. Our own reports on development of the wide-angle tube, derived from personal observations and discussions with top leaders of industry, have stressed that much work remains to be done in lab on "sweeping" face of tube economically and that set makers are shooting for June 1956 as date for introduction of the shallower sets, a goal still deemed realistic (Vol.11:44-45,49).

**Color Exposures:** Besides introducing \$100 cheaper color set, at \$695 (Vol.11:50), RCA cut cost of 12-month color service contract from \$140 to \$100 and reduced 90-day contract price from \$50 to \$40. Move was welcomed by RCA distributors as "the best news we could have, short of a big price cut in the sets themselves." Announcement was made by RCA Service Co. pres. E.C. Cahill to field reps' parley in Atlantic City.

"The cost reductions now being made mirror the fact that every day more and more people are buying big color TV sets and that the demand will increase by leaps and bounds during the weeks and months ahead," he said. "In reducing the service contract prices, RCA hopes to speed the nation-wide coverage of color TV by making efficient, competent service available at the lowest possible cost to consumers."

Color thus took another stride in its evolutionary industry-wide advance -- what with Philco now making sets in modest quantities, Sylvania planning to start production of own sets next April, Hoffman planning color speedup, Admiral coming out this week with new color console, CBS-Columbia offering up to \$400 in trade-ins on color in N.Y. market. On bearish side, GE's Roy W. Johnson, exec. v.p. of new consumer products group, this week said industry still doesn't know how to make good color set, said it will be late 1956 or early 1957 before GE markets color receiver. When it does, he said it will use own "post-acceleration" color tube (Vol. 11:40).

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On merchandising front, big push is to get color exposed to as many people as possible. One of most ambitious ventures is piping of continuous color programs 12 hours a day by closed circuit to various N.Y. locations (see p. 19). Irving Sarnoff, exec. v.p. of Bruno-N.Y., says more people will see color in RCA Exhibition Hall by Christmas than have seen it in all N.Y. stores. In Boston, RCA distributor Eastern Co. has sold color sets to 6 big local Ford dealers for installation in their show-rooms. Dealers report that additional thousands have thus viewed color -- and a lot of cars have also been sold thereby.

At retail level, Polk Bros. dept. store, Chicago, continues to lead color parade, having sold more than 200 sets in Sept.-Nov. period by aggressive, creative selling. Its latest advertising stunt is mailing colored Vogue cigarettes to key business executives in nation, inviting them to "smoke on Polk" and calling their attention in accompanying letter to fact that store will prepay freight on color set anywhere in nation and arrange for installation and servicing. It invites collect phone calls to store for further information.

**Retail Sales:** Bearing out reports of retail sales decline in 4th quarter, RETMA this week reported that TV sales dropped to 746,274 in Oct., compared to 978,838 in 5-week Sept. and 799,164 in Oct. 1954. Retail sales in the first 10 months totaled 5,896,251, compared to 5,444,227 in corresponding period year ago -- but despite further declines in Nov. and Dec., they're still expected to reach at least 7,400,000 for year, or 100,000 above record 1954. Retail sales of radios in first 10 months, excluding auto radios, totaled 4,666,981 vs. 4,602,989 in first 10 months of 1954. Auto radios would add another 6,500,000 to the 1955 10-month total. Sales of radios in Oct., excluding auto, totaled 724,305, compared to 753,068 in Sept., 570,285 in Oct. 1954. Auto sales in Oct. totaled 645,000.

**60% TV-Radio-Appliance Tax:** If you think our 10% manufacturers' excise tax on TVs is onerous, consider what the recent tightening-up on so-called "hire purchase" and "credit trading" in Britain must mean -- this to slow down a booming TV industry stimulated by new commercial competition for BBC. To combat inflation, so-called "purchase tax" rates were upped 20%, so that TV-radio receivers are now taxed 60%. That isn't quite up to the 66½% of 1951-53, but it led secy. S.E. Allchurch of the British Radio Electronics Manufacturers Assn. to exclaim: "There have been 7 changes of P.T. [purchase tax] on radio industry products and 4 changes of H.P. [hire purchase, or installment buying] agreements in 3½ years. These constant changes and uncertainty every time there is a Budget are more damaging to the industry than the actual increase in purchase tax now announced. They make nonsense of efforts to achieve any effective production and commercial planning, and also have an indirect adverse effect on export." In addition, the Chancellor of Exchequer's new budget hiked tax on distributed profits (dividends) from 22½% to 27½% from Nov. 1. Note: First 9 months of 1955, British Treasury collected \$58,800,000 from purchase tax on TV sets, \$18,800,000 on radio sets -- based on old rates.

**Production:** TV output totaled 142,982 week ended Dec. 9, compared to 154,126 preceding week and 132,331 Thanksgiving week. It was year's 49th week and brought production for year to date to about 7,400,000 vs. 7,000,000 in same period of 1954. Radio output totaled 421,572 (194,544 auto) week ended Dec. 9, compared to 426,927 week ended Dec. 2 and 376,079 Thanksgiving week. For 49 weeks, radio production was estimated at 13,900,000, as against 10,000,000 in corresponding period of 1954.



**Topics & Trends of TV Trade:** How to handle trade-ins, one of dealers' biggest headaches (Vol. 11:32), has been solved by at least one big dept. store—John Shillito Co., Cincinnati. It's setting up own retail outlet next spring to deal exclusively in used TV-radio-appliances—chiefly those taken in at its main store as trade-ins. As far as is known, it's first such outlet in nation.

Store spokesman explained that establishing a separate outlet for used appliances enables main store to devote more manpower and space to merchandising new items and "solves the perennial problem of what to do with the old sets customers turn in." Prices of used merchandise will be determined by Walter Winston, appointed mgr. of new store. The spokesman commented: "We do not expect to make money the first year or so. We'll be satisfied to reach the break-even point at the start, but after that we believe the store will prove profitable."

Note: Another big dealer, 5-store Hudson-Ross Inc., Chicago, expanded its operations this week by leasing the TV-radio-appliance depts. of 6-outlet Wieboldt Stores Inc. Hudson-Ross already leases and operates TV-appliance depts. of big Mandel Bros. Leonard Wolfe, Hudson-Ross TV-radio buyer, will manage expanded operation. Wieboldt pres. James F. Tobin said he considered leasing a "sound move" because "TV-radio-appliance business has progressively become so highly specialized."

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Admiral's new fill-in sets, introduced Dec. 15 at distributors convention in Chicago, are further reflections of "gimmick merchandising" we reported last week (Vol. 11:50). Admiral's device, incorporated in 5 of its 7 sets, is "automatic power tuner" consisting of 2 buttons located in upper corners of set. By pushing button in left-hand corner, receiver is turned on automatically to "normal listening volume"; pressing button in right-hand corner automatically changes channels. Optional remote control unit is offered at \$20 extra. Automatic tuners are in charcoal metal table models at \$200 & \$230, open-face mahogany consoles at \$270, \$300 & \$340. In addition, 2 new tables at \$180 & \$230 do not incorporate the tuners.

Sparton quits TV-radio production in U. S. as of Jan. 1. Pres. John J. Smith, announcing this Dec. 15, cited "continued operating losses of the domestic TV receiver division." Plans are to expand TV-radio production at London, Ont. plant, and continue to produce electronic remote controls for industry & Govt. at Jackson, Mich. plant and wood cabinets for TV manufacturers at Steger, Ill. factory. Some 300-400 are employed in its TV-radio div. Sparks-Withington is third company to discontinue TV production voluntarily this year, others being Arvin and Stewart-Warner.

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Picture tube sales in first 10 months totaled 8,905,771, valued at \$170,579,766, compared to 7,746,240 worth \$161,520,089 in same 1954 period, reports RETMA. Receiving tube sales were 395,788,000 at \$292,649,000, as against 308,397,000 at \$220,991,000 in first 10 months of 1954. Oct. receiving tube sales of 48,119,000 set all-time record for third straight month. RETMA's monthly breakdown:

|              | Picture Tubes    |                      | Receiving Tubes    |                      |
|--------------|------------------|----------------------|--------------------|----------------------|
|              | Units            | Value                | Units              | Value                |
| Jan.         | 866,956          | \$ 17,661,018        | 37,951,000         | \$ 26,879,000        |
| Feb.         | 859,529          | 17,119,568           | 38,526,000         | 28,108,000           |
| March (5 wk) | 913,003          | 17,625,881           | 40,859,000         | 29,743,000           |
| April        | 788,317          | 14,620,075           | 35,426,000         | 26,780,000           |
| May          | 779,329          | 14,572,518           | 32,919,000         | 25,916,000           |
| June (5 wk)  | 706,890          | 13,244,499           | 40,821,000         | 31,256,000           |
| July         | 515,793          | 9,498,169            | 28,340,000         | 21,167,000           |
| Aug.         | 1,048,534        | 19,812,567           | 45,238,000         | 33,099,000           |
| Sept. (5 wk) | 1,202,430        | 22,867,851           | 47,588,000         | 34,596,000           |
| Oct.         | 1,224,990        | 23,507,620           | 48,119,000         | 35,105,000           |
| <b>TOTAL</b> | <b>8,905,771</b> | <b>\$170,579,766</b> | <b>395,788,000</b> | <b>\$292,649,000</b> |

Desire for "full line" merchandising, in which TV could be "cranked into the over-all sales planning of major appliances," was motivation for GE's recent switch of TV into new consumer products group, said exec. v.p. Roy W. Johnson at press conference this week—thus indirectly confirming our own analysis (Vol. 11:49). He said it was likely that GE Supply Co. would continue to distribute TV-radio despite the organizational transfer. Discussing TV industry rankings, in reply to question, he said: "One thing all of us are sure of is that RCA is No. 1. From there on it is difficult to evaluate, but there are 3 of us within 100,000 sets of each other." He estimated RCA's share of market at 15-16% and said, "this is the only industry I know of where the leader has so small a percentage of the business." He said GE was "running a lot better than 8%." RCA and Philco are generally regarded as 1-2, followed (but not necessarily in this order) by Admiral, Zenith, Motorola, GE. He said his own company is No. 1 in home radio output.

NARDA convention banquet speaker at Chicago's Conrad Hilton Hotel Jan. 16 will be NBC chairman Sylvester L. (Pat) Weaver Jr., substituting for RCA pres. Frank M. Folsom. Chris J. Witting Jr., Westinghouse exec. v.p. for consumer products, will address luncheon session next day. Other speakers include James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & "Victrola" div.; Dan D. Halpin, sales mgr. of Westinghouse TV-radio div.; Cliff M. Knoble, Raytheon TV-radio merchandising mgr.

Improved version of AM-FM classroom radio, called "Educator," is being produced by Fairchild Controls Corp. (Richard Hodgson, ex-Chromatic Labs, pres.), which recently acquired old Freed-Eisemann facilities in Syosset, L. I. It has 12 tubes, 8-in. speaker, 100-15,000 cycle range. It's also releasing 2 new pamphlets, *Perfect Classroom Reception* and *Radio—Classrooms' Newest Tool*, available free from company's electronic div., 200 Hudson St., N. Y.

Next British National Radio Show will be held in Earls Court, London, Aug. 22-Sept. 1, 1956, with preview for overseas visitors Aug. 21. Organizer is Radio Industry Council, 59 Russell Sq., London WC-1. Annual Radio Component Show will be held at Grosvenor House, London, April 10-12, with preview April 9. Organizer is Radio & Electronic Component Manufacturers Federation, 21 Toothill St., London SW-1.

DuMont has sold its old plant at 1500 Main St., Clifton, N. J., which formerly housed transmitter and instruments manufacturing divisions, now in new building adjacent to tube plant in Clifton. An old textile mill, it has 150,000 sq. ft., DuMont retaining about 50,000 for storage space. Purchaser was Getty Clifford Corp., realtors.

Crosley introduced 14 new models at Miami Beach convention last week, ranging from \$140 for 17-in. walnut table model to \$280 for 21-in. blonde console. Nine of new models comprise "Advance V" series, superseding "Super V" line, which 2 years ago pioneered vertical chassis trend. "Advance V" series also contains vertical chassis.

More merchandising devices: Malin Enterprises, 3732 E. Olympic Blvd., Los Angeles, offering "Select-O-Vision" remote control unit at \$50—a 5½x3x2¼-in. plastic unit adaptable to all sets except those with continuous tuners.

Motorola will introduce "a couple" of black-&-white fill-in models in Jan. "in a price bracket where the need for bolstering the line is greatest," said company spokesman. He declined to give details.

National Assn. of Music Merchants schedules annual convention Feb. 13-14 at Mark Hopkins, San Francisco.

Zenith distributors' convention is scheduled Jan. 15-17 at Miami Beach's Fontainebleau and Eden Roc Hotels.

**Trade Personals:** John W. Craig, ex-v.p. & gen. mgr. of RCA Victor home appliance div., serving since Sept. as Whirlpool-Seeger v.p. & director of merchandise development, elected v.p.-gen. mgr. of Westinghouse electric appliance div., Mansfield, O., succeeding John H. Ashbaugh, who remains as v.p. & special consultant to Chris J. Witting, exec. v.p. for consumer products . . . R. L. McCormack promoted to mgr. of Raytheon's new "special tube" div., in charge of all non-entertainment tube types, headquartering in Newton, Mass. and reporting to N. B. Krim, v.p. in charge of tube operations . . . Myles M. Walker promoted to new post of market development mgr., Raytheon commercial equipment div., Waltham . . . John M. Malone promoted to mgr. of Tung-Sol initial equipment tube sales . . . John E. Kelly, adv. & sales promotion mgr. of Philco-Los Angeles, promoted to national adv. mgr. of parent company's TV-radio div.; Jack Frietsch continues as sales promotion director . . . George Forman, ex-Bulova Watch, appointed Emerson adv. mgr., succeeding Edward Kantrowitz, now asst. to marketing v.p. Lester Krugman . . . Edward Berman, DuMont sales training director, promoted to new post of mgr. of new market dealer development . . . John S. Herbst, Hoffman Electronics, elected exec. v.p. of Los Angeles Electric League; Robert H. Thompson, Packard-Bell, elected a director . . . Roy E. Mulhausen named Spartan district merchandiser, headquartering in Denver . . . Alan Livingston, v.p. in charge of artists & repertoire, and Daniel C. Bonbright, v.p. in charge of finance, elected to board & exec. committee of Capitol Records . . . Keith Kirstein, Radio-TV Service Co., Sacramento, elected pres. of Cal. State Electronics Assn. . . . Hans H. Nord, ex-DuMont, named senior engineer, Foto-Video Labs, Little Falls, N. J. . . . Anthony Dillon promoted to new post of CBS-Columbia market development mgr., reporting to sales director David J. Hopkins.

**DISTRIBUTOR NOTES:** Whirlpool-Seeger appoints 2 more RCA distributors—Dulaney Distributing Co., Oklahoma City, and Wyatt-Cornick Inc., Richmond . . . RCA Victor Distributing Corp. opens branch at 2001 W. 12th St., Erie, for Whirlpool appliance distribution (Nelson P. Reed, mgr.) . . . CBS-Columbia establishes factory branch, CBS-Columbia Distributors Inc., 2223 El Cajon Blvd., San Diego (Mike Nicolin, gen. mgr.) . . . CBS-Columbia appoints Radio, Television & Appliance Co., 511 Westlake Ave. N., Seattle (F. T. Brien, pres.) . . . Bendix Radio appoints J. K. Hagemeyer Co., Meridian, Miss. . . . Southern Wholesalers, Washington (RCA) elects John E. O'Connor sales v.p.; Frank Levine promoted to merchandise mgr. of TV-radio-appliances; Ralph Lane resigns as gen. mgr. . . . Goldberg Co. Inc., Richmond (CBS-Columbia) will merge shortly with A. R. Tiller Corp., local Sunbeam & Vornado outlet . . . L&P Electric Co., Brooklyn (Raytheon) elects gen. mgr. Michael S. Morris a v.p. . . . GE Supply Co., San Francisco, promotes R. A. McWhinney to district mgr. of consumer goods, Frank Jordan to merchandise mgr. . . . Peaslee-Gaulbert Corp., Louisville (Admiral) promotes R. H. Means to mgr. of TV-major appliance dept., succeeded as sales mgr. by W. D. Edens . . . Interstate Distributors, Kansas City (Sylvania) extends territory to southern Mo., adjacent to Springfield . . . Admiral-Boston names Sherman M. Clough, ex-Frigidaire, as adv. & sales promotion mgr., replacing Martin Scully, now Northeastern Distributors, Boston (Zenith) . . . Graybar transfers E. I. Funk from Akron to New Orleans as branch mgr., succeeding A. W. Wheeler, now Shreveport branch mgr.; D. J. Mertzluft succeeds Funk at Akron . . . Strawbridge & Clothier, Philadelphia dept. store, appoints Alphonse C. Stine as TV-major appliance buyer, replacing Sol Goldin, now Whirlpool-Seeger range product mgr. . . . L. Bamberger & Co., N. J. dept. store chain, reports resignation of Herbert J. Zients as mgr. of TV-radio-appliances dept.

**E**LECTRONICS INDUSTRY will more than equal 1955's record activity next year, says Dr. W. R. G. Baker, GE v.p. in charge of electronics div. and RETMA engineering chairman, in year-end statement which forecasts "new all-time peaks in total industry volume." His prognostications for 1956:

(1) Swing to color "will proceed rapidly" as new advances are made in color and as 65 new stations go on air, more than half of them able to transmit color—bringing total stations to 535 by end of 1956. Presently, 250 stations possess network color facilities, 80 color film & slide equipment, 25 live color equipment—but only about 150,000 color sets will be sold in 1956.

(2) Sales of monochrome TVs should total 7,100,000 next year, sales of home & portable radios 7,000,000. Sales of mobile communications equipment will go up 15%.

(3) "Electronics will become a more vital link in the overall weapons concept of modern defense. Greater emphasis will be placed on equipment capable of control, guidance and navigation of airborne weapons systems with extreme accuracy and reliability."

(4) More efficient production will be achieved through use of more flexible automatic machinery. As automation progresses, there will be "dramatic increase" in the use of printed wire boards in electronic circuitry.

(5) Transistors will achieve "major break-through" in devices for entertainment & industrial uses as well as for military use. They will reduce size and complexity of computing machines. Nevertheless, there will be steady growth in demand for electronic tubes of all types due to increased use of electronic controls in industrial & military equipment.

Excellent agenda of technical papers has been lined up for Jan. 30-Feb. 3 meeting of AIEE at Hotels Statler & Governor Clinton, N. Y. by committee on TV & Aural Broadcasting Systems under live-wire chairman Joseph B. Epperson, Scripps-Howard stations' technical director. The papers: Feb. 1—"Light Amplifying Phosphors," F. E. Williams, GE; "Evaluation of Radio Influence Voltages in Fluorescent Lighting Installations," F. H. Wright & S. A. Zimmerman, GE; "Conversion of Studio Lighting from Black-&White to Color TV," P. W. Wygant, WBAP-TV, Ft. Worth; "Reduction of TV Studio Temperatures Using Heat Control Coatings," G. T. Howard, GE, and A. F. Turner, Bausch & Lomb. Feb. 2—"TV in the World Today," C. J. Hirsch, Hazeltine; "Color TV System Performance Requirements," Ralph C. Kennedy, NBC; "Vitascan," J. H. Haines & G. R. Tingley, DuMont; "Engineering ITV Installations," J. W. Belcher, GPL; "Electron Color Microscope," J. J. Reeves, CBS Labs; "Ampliphase Transmitter," T. J. Boerner, RCA.

Maj. Gen. George I. Back, recently retired Army chief signal officer, has joined International Resistance Co. as asst. to pres. Charles Weyl investigating new markets for IRC products and processes.

LaMotte T. Cohu, chairman of Kay Lab, San Diego, ex-pres. of Consolidated Vultee and director of General Dynamics, elected to board of trustees of Whittier College.

GE Research Lab has assigned Dr. George J. Szasz as its first scientific representative abroad, assigning him first to European tour including meetings and visits to labs.

Dr. Harold V. Gaskill, ex-Iowa State College, joins Collins Radio as v.p. in charge of planning.

Lynn Eaton, v.p. of National Co., appointed asst. to pres. Joseph H. Quick.

Kenneth Kistler, 39, DuMont traffic mgr., died Dec. 8 of coronary thrombosis at his home in Fairlawn, N. J. He is survived by wife, 2 young daughters and father, latter a DuMont employe.

**U**PDATED FIGURES on electronics industry's immediate and 10-year prospects—both electronics as a whole and TV-radio in particular—are offered by Sylvania chairman-president Don G. Mitchell in a year-end statement that sets forth figures that are even more startling than those which his finance v.p. W. Benton Harrison advanced before the Financial Analysts of Philadelphia in a widely-quoted speech last March 10 (see our Vol. 11:11 & full-text Supplement).

Theirs are perhaps the most authoritative industry statistics of them all, for they're the product of the research machinery of the industry's Mr. Statistics himself—Frank W. Mansfield, Sylvania director of sales research and chairman of the RETMA statistical committee, some of whose forecasts we also published in Vol. 11:47. It's noteworthy that Mitchell revises most of the Harrison prognostications upward. In summary:

(1) Electronics as whole will achieve sales of \$10.8 billion in 1956, or nearly \$1 billion more than 1955. By 1960, volume will exceed \$15.6 billion; by 1965 it will be \$22 billion. (Mr. Harrison had estimated \$9 billion for this year and \$20 billion by 1964.)

(2) About 7,600,000 TV sets will have been sold to public during 1955, valued at \$1.055 billion at factory. In 1956, TV set sales will be approximately 7,500,000, of which 200,000 are color sets, representing factory value of about \$1 billion. In 1960, TV set sales will total 9,600,000 (31% of them color units) valued at \$1.521 billion. In 1965, "it is likely" that 11,600,000 sets will be sold at factory price of nearly \$2 billion. "Color is on the way, after a slow start," says Mitchell, "But it will be . . . 6 years before color TV unit sales catch up with black-&-white."

(3) Home radio sales this year will total 6,700,000 sets at factory value of \$134,000,000; next year, 6,000,000 sets will be sold at \$120,000,000; in 1960, about 7,000,000 at \$133,000,000; by 1965, 7,300,000 at nearly \$140,000,000. Add 7,000,000 auto radios this year at \$175,000,000 factory

value; in 1956, 6,000,000 at \$150,000,000; 1960, 5,500,000 at \$137,000,000; 1965, 6,000,000 at \$150,000,000.

(4) TV picture tubes, radio receiving tubes, special electronic tubes and other components for repair purposes will amount to \$680,400,000 at factory in 1955, \$800,000,000 in 1956, \$1.25 billion in 1960, in excess of \$2 billion in 1965.

(5) Records & phonographs should increase steadily from this year's \$121,000,000 to \$123,000,000 in 1956, \$135,000,000 in 1960, \$144,000,000 in 1965—and "the increasing demand for high-fidelity systems may increase this total substantially."

Foregoing are "factory door" prices, Mitchell emphasizes—and he estimates that sale of end products and parts through distribution channels should be just short of \$2.2 billion this year, nearly \$2.3 billion in 1956, more than \$3.3 billion in 1960, at least \$4.8 billion in 1965.

To the foregoing he adds repairmen's service, which he estimates at about \$930,000,000 this year, nearly \$1 billion next year, more than \$1.23 billion in 1960, about \$1.685 billion in 1965. Then there are also TV-radio broadcasting revenues: \$1.435 billion this year, \$1.9 billion in 1956, more than \$3.4 billion in 1960, above \$5.4 billion by 1965.

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Uncle Sam is biggest customer of the electronics industry as a whole, of course, his purchases in that field running 7.4% of all defense expenditures—and even without a "shooting war" Mitchell forecasts that this year's total of just under \$2.5 billion will be exceeded next year, maybe accounting for as much as 10%. "We see govt. purchases in the vicinity of \$3.3 billion by 1960 and at nearly \$4 billion in 1965," he said. "These are only estimates, and it is quite possible that govt. purchases could double over 10 years."

As for so-called industrial uses of electronic systems and equipment—e.g., electronic computers, closed-circuit TV in factories, offices & homes, devices for auto safety and airport controls, other non-entertainment applications—the Sylvania chief estimated they totaled about \$670,000,000 this year, should reach nearly \$800,000,000 in 1956, will be about \$1.2 billion in 1960, nearly \$1.9 billion by 1965.

**Electronics Reports:** "We are clearly on the threshold of an industrial age, the significance of which we cannot predict, and with potentialities which we cannot fully appreciate." So said report on recent automation hearings (Vol. 11:44) by Senate-House subcommittee on economic stabilization, headed by Rep. Patman (D-Tex.). Stating that automation is due to advance to levels that "may well surpass the imagination," report predicted that economic hardships and dislocations were inevitable, and that "maintenance of a good, healthy, dynamic and prospering economy"—rather than specific legislation—is best hope for the transition period. Excerpts from 13-p. printed report (available from committee on request):

"Along with automation and the introduction of labor-saving machinery and techniques in some parts of the economy, whole new industries have arisen and may be expected to arise. The electronics industry, for example, is today made up of hundreds of companies, both large and small, employing ever-increasing numbers." But the subcommittee warns that these new industries will not take care of those displaced from older industries.

Automation makes possible new goods and services. "The mass production of color TV turns upon the development of automatic processes for placing literally hundreds of thousands of separate and individual colored dots upon the face of a picture tube, a task all but beyond human capabilities for precision and tolerance for tedium . . ."

While employment potentials in new industries "may not be as high as they would seem at first thought," sub-

committee draws attention to employment possibilities in service industries associated with new products. "For every employe counted as employed in TV manufacturing, countless local TV repairmen, scattered in every city and hamlet of the nation, depend for their livelihood on the mass production and mass distribution of the TV sets produced by automated industry." Subcommittee was particularly disturbed by shortage of trained technicians and engineers, urged "fullest attention" to the problem of providing technical training to young people with demonstrated ability and aptitude.

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To help relieve nickel shortage in 1956, Office of Defense Mobilization announced this week it will divert 4,100,000 lbs. monthly to private industry from scheduled shipments to Govt., same amounts as in Nov. & Dec. but double the monthly amounts diverted earlier this year. This sizable diversion is expected to prevent the "severe cutback" in production of receiving tubes which was predicted this month by RETMA pres. H. Leslie Hoffman in plea to Commerce Secy. Weeks for more nickel to industry (Vol. 11:49).

Dr. Louis N. Ridenour, ex-v.p. of Paramount's International Telemeter Corp., named director of Lockheed Aircraft Corp.'s missile systems div. research lab, succeeding Dr. Ernst Krause, who resigned along with about 15 other missile scientists over differences in policy matters. Since April 1955, Dr. Ridenour has been head of missile division's program development branch.

**Financial & Trade Notes:** Hallicrafters Inc., as forecast in this column 4 weeks ago (Vol. 11:47), becomes a subsidiary of big Penn-Texas Corp., operating as a coordinate division much along the lines of Stromberg-Carlson in General Dynamics, as result of merger agreement concluded Dec. 14 and subject to ratification by stockholders of both corporations sometime before Feb. 27. Deal in effect amounted to \$6,300,000 sale of Hallicrafters, inasmuch as it calls for issuance by Penn-Texas of 332,000 shares of its stock to Hallicrafters stockholders, or 2 for 5. Penn-Texas closed on N. Y. Stock Exchange Dec. 16 at 18 $\frac{3}{8}$  and Hallicrafters on Midwest at 7.

Deal followed shortly upon retirement of Raymond W. Durst as Hallicrafters' president, due to personal matters; he remains as consultant and a director, Penn-Texas policy being to have separate board for each of its subsidiaries. Chairman Wm. J. Halligan Sr. has assumed his duties, with Wm. J. Halligan Jr. promoted to sales v.p.; Robert F. Halligan, another son, to v.p.; Charles T. Marshall to communications sales mgr.

Merger also follows close upon release of Hallicrafters' report showing earnings of \$140,500 (17¢ per share) on sales of \$4,707,221 in quarter ended Nov. 30 compared to \$104,292 (13¢) on \$6,420,537 in same 1954 period. During fiscal year ended last Aug. 31, Hallicrafters earned \$406,146 (49¢) on sales of \$29,063,463 as against loss of \$940,946 on sales of \$31,054,363 in preceding year (Vol. 11:47).

There will be no changes in the Hallicrafters setup, it was stated. Its 2 Chicago plants, employing more than 1000, are outgrowth of "ham" equipment business founded in 1933 by the then 34-year-old Halligan, who chose upon graduation from West Point in 1922 to become a Boston newspaper reporter rather than an Army man and who turned to manufacturing while writing one of the early radio columns for the old *Boston Telegram*. There is no intention to quit any phases of the TV-radio or communications equipment businesses "as long as they're profitable," and the advantages of the new tieup were said to include

availability to Hallicrafters of the engineering & scientific divisions of Penn-Texas—notably in the aircraft parts and machine tool fields.

Working capital of Hallicrafters last Aug. 31 was \$4,793,531, and last week Halligan reported that his company had further improved its financial position by paying off \$891,387 in bank loans and notes, reducing accounts payable by \$767,409, reducing inventories more than \$1,000,000, increasing earned surplus (reported as \$3,088,219 on Aug. 31) by \$442,352. It has 825,000 shares of common stock outstanding, of which Halligan and his family own 201,600 (24.4%) and Durst, 32,900.

There were no banking intermediaries in the deal. Penn-Texas is headed by 50-year-old L. D. Silberstein, about whom there has been very little publicity but who is described by acquaintances as a wizard with a genius for putting companies together. Originally known as Pennsylvania Coal & Coke Corp., Penn-Texas assets climbed to \$85,000,000 this year from only \$4,600,000 in 1950. Its total sales have gone up to an estimated \$80,000,000 from \$6,000,000 in same period. Its net earnings this year are expected to total \$4,500,000, or about \$1.20 per common share after reflecting 10-month loss of about \$500,000 by Colt's, according to study by McLaughlin, Cryan & Co., 1 Wall St., N. Y. Its most recent acquisitions were Pratt & Whitney and Liberty Products Corp. (aircraft parts) and Colt's Mfg. Co. (arms & instruments).

Only Penn-Texas subsidiary previously in electronics field is Crescent Co., Pawtucket, R. I., making wire & cable. Other subsidiaries are Chandler-Evans (aircraft components); Potter & Johnston Co. (automatic turret lathes); Industrial Brownhoist Co. (heavy materials-hauling equipment); "Quick-Way" Truck Shovel Co. (power shovels); Bayway Terminal Corp. (industrial service); Tex-Penn Oil & Gas Corp., Pennco Oil Corp. & P-T Corp. (oil & gas producers); Pennsylvania Coal & Coke Corp. (mining); Saxon Steamship Co., Seaborne Steamship Co. & Seasplendor Steamship Corp. (ships).

Indiana Steel Products Co., with quarterly dividend of 25¢ distributed Dec. 10 to stockholders of record Nov. 23, reported operations for 10 months ended Oct. 31 resulted in net income after taxes of \$614,542 (\$2.16 per share) compared to \$1.69 per share for same 1954 period. Last board meeting decided to retire \$100,000 more of outstanding debentures as of Dec. 1, reducing funded debt to about \$200,000.

National Telefilm Associates Inc. (Eli Landau, pres.), which recently marketed 312,500 shares of its stock at \$5 (Vol. 11:22), reports net profit of \$60,531, equal to 9¢ per share on 650,000 shares of common outstanding, during quarter ended Oct. 31. Film rentals totaled \$660,995 during period. Comparable figures are unavailable.

IT&T's earnings for 9 months ended Sept. 30 were highest for any similar period in its history—consolidated net income amounting to \$16,036,240 (\$2.23 a share) as against \$12,838,789 (\$1.79) in 1954 period. Net sales were \$313,496,377 vs. \$260,014,244.

American Electronics Co. reports sales of \$4,318,619 and net profit of \$117,377, or 34¢ per share on 517,860 shares outstanding, during first 9 months of 1955 vs. \$3,441,745 sales and \$190,186 profit (40¢ on 476,000 shares) in same 1954 period.

Edward Lamb Enterprises, headed by the Ohio-Pa. broadcaster-publisher and investor in various appliance firms, has acquired, along with group of friends of Mr. Lamb, "in excess of 100,000 shares" of the 392,000 outstanding shares of Seiberling Rubber Co., Akron.

George Link, v.p. of Link Aviation Inc., elected a director of General Precision Equipment Corp.

Clevite Corp. will set new sales and earnings record this year, according to pres. William G. Laffer, addressing Cleveland Society of Security Analysts this week. He estimated earnings at \$4,750,000 (about \$2.50 a share) on sales of \$72,000,000, which would compare with \$2,668,648 (\$1.33) on \$59,204,627 last year and with previous high of \$3,914,228 on \$70,528,107 in 1953. Advent into electronics fields has proved excellent move, said Laffer, though "greatest growth in this part of the company's business is still to come."

Magnavox stockholders Dec. 14 approved issuance of 120,000 shares of new \$50 preferred stock, for which SEC registration has been filed, and pres. Frank Freimann announces that it will be offered by underwriting group headed by Reynolds & Co., N. Y., shortly after Jan. 1.

George J. DeMartini, partner of Cohen, Simonson & Co., New York brokers, has been elected a director of Guild Films Inc.

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**Dividends:** Emerson Radio, 10¢ quarterly plus 5¢ extra payable Jan. 16 to stockholders of record Jan. 6; Motorola, 37 $\frac{1}{2}$ ¢ Jan. 13 to holders Dec. 30; Packard-Bell, 12 $\frac{1}{2}$ ¢ Jan. 25 to holders Jan. 1; IT&T, 35¢ Jan. 15 to holders Dec. 22; Gabriel Co., 12 $\frac{1}{2}$ ¢ Feb. 1 to holders Jan. 16; Lear Inc., 15¢ Jan. 13 to holders Dec. 21; Electrical & Musical Industries Ltd., 12¢ Jan. 4 to holders Dec. 20; Electronic Associates, 25¢ Dec. 31 to holders Dec. 21; Howard W. Sams & Co., 10¢ regular, plus 10¢ extra Jan. 25 to holders Jan. 16; National Co., 10¢ Dec. 30 to holders Dec. 25; Canadian Westinghouse, 25¢ Jan. 3 to holders Dec. 15 (down from previous 50¢ quarterly).

**Color Trends & Briefs:** NBC-TV hit the cultural jackpot with its Dec. 12 colorcast of Sadler's Wells presentation of "The Sleeping Beauty" ballet. And, to everyone's surprise, it also hit a rating jackpot, NBC estimating audience at 30,000,000—mostly black-&-white, of course—or 25,000,000 more than have seen the Sadler's Wells ballet in all its 2000 performances in the last 10 years in Europe, U. S. & Canada.

Impact of telecast of a major ballet has been praised and analyzed by critics all over U. S., but too few were able to comment on significance of color. In our opinion, no show has ever been more enhanced by color—and NBC-TV engineers and equipment were at their technical best.

Those newspaper reviewers lucky enough to see the ballet in color fell all over themselves. Examples: John Crosby, N. Y. Herald Tribune Syndicate—"This was one of those shows which were just made for color TV, which adds almost another dimension to the screen." Jack Gould, N. Y. Times—"For those blessed with a color receiver in accurate adjustment, many of the scenes were breathtaking in their loveliness. Ballet truly emphasizes the value of the medium in natural tints."

CBS-TV also scored smash hits with color this week—the Grandma Moses interview, with splendid shots of her paintings, on Ed Murrow's *See It Now* Dec. 13 and the sepia-tinted (well suited to mood) telecast of "A Christmas Carol" with Frederic March on *Shower of Stars* Dec. 15.

In Washington, alert RCA distributor Southern Wholesalers loaned color sets to the 3 newspaper TV reviewers, reaped the kind of promotional comment that no kind of newspaper ad can match. This suggests that distributors the nation over have been missing an extremely good bet; that a few judiciously placed color sets could bring tremendous returns.

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Color exposure 11 a.m.-11 p.m., 7 days a week, in and around New York's Rockefeller Center, is being provided from now until Jan. 2 by WRCA-TV and RCA distributor Bruno-New York. Hamilton Shea, v.p. in charge of WRCA-TV, estimates more than 150,000 people will see color on sets located in Rockefeller Center lobby, Chase Bank, Liberty Music Show, Radio City Music Hall, "21" Club, RCA Exhibition Hall—plus Abraham & Straus store in Brooklyn. Closed-circuit color film will be fed to receivers when no color shows are on air.

RCA & NBC are going all-out in preparations for color demonstrations at convention of National Retail Dry Goods Assn. in N. Y. Jan. 11 (Vol. 11:50). Show will originate at Colonial Theatre, to be seen on 40 color sets at Statler Hotel grand ballroom. Speakers will include veteran merchandisers RCA pres. Frank Folsom and consumer products exec. v.p. Robert Seidel—both formerly with Montgomery Ward, Folsom also previously with San Francisco's Hale Bros., Seidel with W. T. Grant Co. Program will run all afternoon, will include closed-circuit color films when no color shows are on air. Arlene Francis will be m.c.

More than 200 RCA 21-in. color sets have been ordered for use by Sheraton Closed Circuit TV Inc., according to exec. v.p. Wm. P. Rosensohn. These will be supplemented by 2 existing RCA projection color units, to be installed in New York's Sheraton Astor Hotel and Chicago's Sheraton early next year. RCA says it is ready to produce more theatre-type color TV projectors if there are orders. Statement last week by Sheraton Closed Circuit gave erroneous impression that "closed-circuit color network" would use theatre-type color projection equipment exclusively.

Thomas W. Sarnoff, NBC Pacific Coast director of production and business affairs, speaking last week before Los Angeles Ad Club, described expansion plans for color at Burbank studios, said RCA-NBC have thus far spent \$65,000,000 on development of color TV.

### Network Color Schedules (Dec. 19, 1955 - Jan. 15, 1956)

- Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 20—NBC: *Home*, 11:37-11:44 a.m.; *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 21—NBC: *Howdy Doody*, 5:30-6 p.m.
- Dec. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dragnet*, "Christmas Story," 9-9:30 p.m. CBS: *Climax*, 8:30-9 p.m.
- Dec. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 24—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Babes in Toyland," starring Dennis Day, Dave Garraway, Wally Cox, Jack E. Leonard, Bambi Linn, Rod Alexander, Bil & Cora Baird puppets, 9-10:30 p.m.
- Dec. 25—NBC: *Zoo Parade*, 3:30-4; *Assignment India*, 4:30-5:30 p.m.
- Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 1—NBC: *Sunday Spectacular*, "Happy New Year," starring Barbara Ann Scott, Dick Button in ice ballet, Peggy Lee and Stan Kenton's orchestra, 7:30-9 p.m.
- Jan. 2—NBC: Tournament of Roses Parade from Pasadena, Cal., 12:15-1:45 p.m.
- Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
- Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- Jan. 11—NBC: *Howdy Doody*, 5:30-6 p.m.
- Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 14—CBS: *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
- Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 4-6 p.m.

Disc color converter produced by Color Converter Inc., Columbia City, Ind. (Vol. 11:22, 42) has been introduced in N. Y. market by MARRT Electronics Inc., Woodmere, L. I. MARRT offers \$195 package including \$149.95 for converter, \$20 installation, \$25 service policy. MARRT v.p.-chief engineer Russell Gerstein reports having sold about 100 so far, says company is receiving 25 every 2 weeks. Reporting observation of 30-in. disc in action, *Retailing Daily's* Henry Brief wrote: "The demonstration of the color converter seen by this reporter disclosed a color picture completely satisfactory so far as color reproduction was concerned. This, however, was more than offset by a noticeable and annoying flicker. It should be pointed out that the color show was viewed in the MARRT shop under far from ideal conditions. Bright sunlight streamed in from a large, undraped display window." Color Converter Inc. obtained rights to build device from Airtronics Research Inc., Bethesda, Md., where it was developed by youthful engineer Robert P. Benjamin (Vol. 10:6).

Admiral introduced new 21-in. color console, at \$895 in mahogany, \$915 in blonde, at distributors convention this week. Joe Marty Jr., gen. mgr. of electronics div., said new color set has top-front tuning, 28 tubes, illuminated channel numbers, removable window, turret tuners, dual 6x9-in. speakers and "color killer that automatically cuts out unused color circuits during black-&-white programs and automatic color control circuits to suppress interference, maintain color intensity and keep colors true." The 3-gun picture tube provides 260-sq.-in. picture, said Admiral, which gave no indication of production plans.

Lease of color mobile unit to individual stations, is new plan announced by RCA. First will be available this month, to be used initially by WCAU-TV, Philadelphia, for New Year's Day Mummers' Parade. Unit is offered to all stations within 150-mi. of Philadelphia; others will be built for use in other areas. Unit includes 2 live color cameras, complete with video & audio facilities, and RCA offers services of 2 engineers to train and supervise station personnel.

**M**EMPHIS' THIRD station, Hoyt Wooten's WREC-TV (Ch. 3), was readying this week end for probable Dec. 19 start of test patterns in preparation for Christmas Day commercial debut as CBS basic. Finishing touches were being put this week to 25-kw RCA transmitter installation, with 6-bay antenna on 1077-ft. Ideco tower, and new studios in Hotel Peabody, also home of radio counterpart. Most of staff has been mustered from radio WREC, including Charles Brakefield, commercial mgr.; Jack Michael, program director; Wilson Raney, chief engineer. Base hour is \$800. Rep is Katz.

WREC-TV will bring on-air total to 459, of which 105 are uhf—two more uhf having reported this week that they had quit the air. They're KTVQ, Oklahoma City (Ch. 25), which left air Dec. 15 pending FCC action on request for temporary operation on educational Ch. 11, assigned still-unbuilt KOED-TV, Tulsa (Vol. 11:50); and WPFA-TV, Pensacola, Fla. (Ch. 15) which notified Commission it was going dark Dec. 18 after having been in operation since Oct. 1953.

They are first to quit air since WWOR-TV, Worcester, Mass. (Ch. 14) dropped last Sept. 5 (Vol. 11:37), and they bring to 17 the total of uhf stations leaving the air this year. Altogether, 51 uhf have ceased operation to date, or about half as many as have survived.

Oklahoma City station was established in Oct. 1953 by John Esau group, later turned over to attorney-oilman Jack Farris who had advanced it some \$100,000. Despite hypos from GE-supported National Assn. of TV Stations (NATS) (Vol. 11:21), it has been unable to meet competition from the 2 local vhf outlets. Pensacola station's operation was taken over under lease last year by Charles W. Lamar, then part owner of successful WAFB-TV, Baton Rouge, La. (Ch. 28) and still 40% owner of KTAG-TV, Lake Charles, La. (Ch. 25).

Televised murder trial in Waco, Tex. (Vol. 11:50) has given strong impetus to TV's demands for access of visual reporting media to courtrooms. In Denver, it was cited as a precedent after State Supreme Court Justice E. V. Holland barred photographic and recording equipment from hearing of John Gilbert Graham on charge of murder in bombing of United Air Lines plane—despite fact that trial judge had previously admitted such coverage earlier in same hearing. Denver's KLZ-TV & KLZ took their case directly to viewers in TV-radio editorial, featuring filmed & recorded statement by pres. Hugh B. Terry and recorded statements of support from NARTB pres. Harold Fellows, CBS news chief John Day & Radio-TV News Directors Assn. pres. Russ Van Dyke. Meanwhile, CBS-TV west coast news director Sam Zelman cited Waco case in plea to Conference of California Judges to overturn ruling of Santa Monica Superior Judge Stanley Mosk barring cameras from trial of John R. Crooker, accused of murdering socialite Mrs. Norma McCauley. Waco's historic televised trial lasted 4 days, jury finding Harry L. Washburn guilty of murdering his ex-mother-in-law with homemade automobile bomb.

Opposition to NCAA game-of-the-week telecasts was reaffirmed this week by NARTB sports committee, which said they "militate against the public interest by depriving large segments of the American people of football broadcasts which they want to receive." Committee chairman George J. Higgins, KMBC-TV, Kansas, said matter would be placed on agenda of NARTB board meeting in Feb.

Extension of Lamb case deadline for filing exceptions to Examiner Sharfman's initial decision (Vol. 11:50) was requested this week by FCC Broadcast Bureau. In asking that date be postponed from Dec. 27 to Feb. 6, Bureau said it needs more time to examine decision and decide what to do.

General Teleradio Inc. becomes General Teleradio div. of parent RKO Teleradio Pictures Inc. as result of FCC approval this week of transfer of all TV-radio stations in group headed by Thomas F. O'Neil (Vol. 11:48). Commission also approved \$2,250,000 purchase of Macy's 10% interest in General Teleradio. RKO Radio Pictures will be name of motion picture div. of newly incorporated General Tire & Rubber Co. subsidiary. Stations involved are WOR-TV & WOR, New York; WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WHBQ-TV & WHBQ, Memphis; WEAT-TV & WEAT, W. Palm Beach; radio KFRC, San Francisco. General Teleradio div. also has 55% of WGTH-TV & WGTH, Hartford, which is being sold to CBS (Vol. 11:28, 36, 49).

Agreements to purchase more stock in WAFB-TV, Baton Rouge (Ch. 28) have been made by WDSU Broadcasting Co., operating WDSU-TV, New Orleans (Ch. 6) and, if FCC approves transfer, latter will own slightly more than 60% (about 1900 out of 3100 shares). Plan is to continue to operate the stations separately, with local stockholders continuing to hold shares, and to link them via microwave for joint regional programming. Cities are 75 mi. apart. WDSU-TV is NBC basic, as is its AM counterpart; WAFB-TV gets ABC & CBS service, its radio affiliate being MBS. WDSU owners (Edgar B. Stern Jr. group) already own slightly more than 20% of WAFB-TV & WAFB. The Baton Rouge uhf was first station to begin operating in city (April, 1953) and is reputed to be well in profit column. Its pres. & gen. mgr. is Tom E. Gibbens.

Detroit stereotypers strike, which has shut down *News*, *Free Press* and *Times* since Dec. 1, has resulted in business bonanza for area's TV-radio stations as well as big expansion of public service broadcasts. Afternoon network shows have generally been cancelled to make way for local demands, including considerable time sales to dept. stores to advertise Christmas goods. There was no tendency of station management to gloat over bad break suffered by their newspaper colleagues, but added business provided welcome windfall and gave some advertisers first taste of the air media; stations hope many will stay with them.

Record-breaking \$4,000,000 sale of New York independent radio WNEW (Vol. 11:44, 50) was approved by FCC this week. Richard D. Buckley continues as pres.-gen. mgr. & 25% owner, other principals (37½% each) being oilman Jack Wrather, who also owns 39% of San Diego's KFMB-TV & KFMB, and John L. Loeb, partner of bankers Carl M. Loeb, Rhoades & Co. Sellers are Horace Lohnes estate (25%) and 3 other stockholders who, with Buckley, acquired station last year for then record \$2,100,000 (Vol. 10:16).

Charleston Evening Post has sold its 29.5% interest in WUSN-TV, Charleston, S. C. (Ch. 2) for \$206,310. Stock is now voted by Hazard E. Reeves, of New York, being held in equal parts by his Preview Theatre Inc., Reeves Products, Reeves Sound Studios and Three Hundred Four Corp. Newspaper also turned over option on additional 823 shares in WUSN-TV to pres. J. Drayton Hastie, who with family is largest stockholder.

Contracts: Judy Garland this week signed 3-year exclusive pact with CBS-TV, providing for one network appearance a year through 1959, with renewal options, her first appearance to be on live spectacular next fall. Martin & Lewis signed 5-year contract with NBC-TV, said to involve "several million dollars."

Shades of 1945: "The day when the expensive nature of TV is overcome, and TV programmes are possible not only from a studio or a *nearby* play-field but from *distant* interesting places, television will be accepted on a level similar to the radio (beyond the stage of novelty)." — Editorial in *Radio Times of India*, Nov. 1955.

**THE AUTHORITATIVE**  
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# Television Digest

with **ELECTRONICS** **REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — December 24, 1955

**CERTIFICATION OF TV SETS** and other receivers in 30-890 mc range ordered by FCC in radiation control ruling; "seal" to be affixed to approved sets (p. 1).

**VHF GRANTS CONTINUE** at FCC while industry studies allocations comments; Seattle lawyer to run Senate Commerce Committee investigation (p. 2).

**LIFE EXPECTANCY OF PICTURE TUBES** estimated at 4 years by GE market research on basis of survey of 4000 sets; life span varies with size of tube (p. 3).

**NETWORK LINEUPS ALTERED** considerably during 1955 as coverage expands and rates go up. ABC-TV now has 213 affiliates, NBC-TV 193, CBS-TV 158 (p. 3).

**ILLEGAL BOOSTER** operators plead with FCC for legalization; Commission considers new 10-watt "TV translator" service on Ch. 70-83 (p. 7).

**INVENTORY OF 2,150,000 TVs, 3,000,000 radios** at year's end not regarded as dangerous. GE ships new 14-in. model. TV production breaks full-year record (p. 9).

**LICENSING OF SERVICEMEN**, with arguments pro and con, reviewed by official of service dealers' group. Pending legislation in several areas taken up (p. 11).

**STEP-UP IN MILITARY ELECTRONICS** due next year, as Secy. Wilson reveals huge shift from conventional to "wonder weapons"—missiles, atom power, etc. (p. 12).

**ALL-TIME HIGH** of \$6.8 billion factory value of electronic products predicted in 1956 by Commerce Dept., with color TV retail sales at \$250,000,000 (p. 12).

**SEATONS' KHAS-TV, HASTINGS, Neb.** (Ch. 5) gets under way this week as uhf owned by Longview (Tex.) appliance dealer quits air, 18th this year (p. 8).

**FCC ORDERS 'CERTIFICATION' OF TV SETS:** Sweeping order with teeth in it -- to control radiation from all receivers operating in 30-890 mc range, including TV & FM sets -- was finalized by FCC at week's end.

It provides that all sets made after next May 1 (except uhf TV receivers, which have later deadline) must be "certified" as adhering to specific radiation limits and tagged or labeled for information of the purchaser.

Order was devised in cooperation with RETMA, but differs in some respects from earlier published RETMA and FCC proposals (Vol. 10:16). An industry spokesman said order appears reasonable and should impose no hardships on set makers.

Issued at 11th hour just before holiday week end, new order is identified as "First Report and Order," Public Notice 55-1260 -- copies available from FCC, or we shall be glad to get one for you. Principal provisions:

(1) Maximum radiation limits are established in frequencies from 25-1000 mc, adhering very closely to RETMA recommendations. "Power line" method is temporarily adopted for establishing limits between 450 kc & 25 mc.

(2) Manufacturer must certify that each receiver conforms to radiation limits for 25-1000 mc on basis of tests made "on a sufficient number of production units to assure that all production units comply with the radiation limitations."

(3) Seal or label is to be placed on each certified receiver to indicate to purchaser that it complies with FCC regulations.

Rule applies to all sets made after May 1, 1956 -- except uhf TV sets, for which same requirements will be applied to all new models placed in production after Dec. 31, 1956 and every set manufactured after June 30, 1957.

Radiation at frequencies below 25 mc -- from sweep circuits, color oscillators, 21-mc IF circuits, etc.--must meet specified limits in all new TV models placed in production after June 30, 1956 and in all TV sets made after Dec. 31, 1956.

\* \* \* \*

If certification seems a roundabout way to regulate receivers, it's because Commission has no authority over set makers, as such. It does have power to clamp down on the owner of a radiating receiver -- whether it be a police radio, aircraft receiver or TV set. In effect, it's telling prospective purchaser that he'll be sure he's complying with the law when he buys a set with a certification seal.

Order makes no mention of RETMA's standard intermediate frequency of 41.25 mc, is aimed only at keeping radiation below the established limits.

Set makers will have no trouble complying with order, in opinion of RETMA exec. v.p. James D. Secrest. He said at least 90% of current set production already conforms with the limits, and remaining few can easily meet them in time.

Commission offered to cooperate with set makers to insure implementation of new rules. It proposed conference before March 1 to exchange information and devise best means of getting certification program off the ground.

New radio receiver rule is first in new series of specific radiation orders. Others will apply to community antenna systems, wired campus-type radio systems, carrier systems, wireless phonographs, radio garage door openers, and the like.

**ALLOCATIONS QUIET, SENATE READIES HEARING:** Like digesting a too-large Christmas dinner, industry is slowly ruminating the huge mass of comments on allocations filed with FCC last week (Vol. 11:51) -- and wondering what to say on the next go-around.

Though deadline for reply comments is Jan. 6, there has been at least one request for extension -- Committee for Hometown TV asking 30 days -- and chances are that Commission will grant 2 weeks' postponement next week.

Commission is continuing firm in its policy of making vhf grants, meanwhile -- clearing Evansville's Ch. 7 this week. Decision hasn't been released, but it's understood examiner's choice was affirmed, CP going to Evansville TV (Rex Schepp) over WEOA & WGBF. Another big decision, though not involving allocations, is due out next week -- approval of NBC-Westinghouse Philadelphia-Cleveland station swap (Vol. 11:21, 25, 43). Vote is said to have been 6-1, Bartley dissenting.

First court appeal against vhf grants in deintermixture cases was made this week -- KVDO-TV, Corpus Christi (Ch. 22) asking Court of Appeals to review action of FCC and requesting stay of effectiveness of Ch. 6 grant to KRIS (Vol. 11:50).

No major FCC action is expected Christmas week, no regular meeting scheduled. Following week may be light, too, for at least 2 commissioners won't be in town -- Chairman McConnaughey & Comr. Webster -- and Commission usually delays action on big issues when vote is close and there are absentees.

\* \* \* \*

There were few late filings on allocations to add to those we digested last week (total: more than 150). The most substantial was that of consulting engineer & ex-FCC Comr. T.A.M. Craven, filing on his own. He argues that at least 65 channels are needed, suggests deintermixture be explored. He believes that more vhf channels should be obtained but that lower part of uhf band must also be used.

Craven would like to see another vhf channel in 54-90-mc band, 14 more in 225-470-mc, plus the 38 uhf channels comprising Ch. 14-51. He suggests cutting co-channel separations to 160-mi. in Zone I, with 1250-ft. antenna maximum, 190-mi. in Zone II & III with 2000-ft. antenna. He appends Zone I table of assignments which would create some uhf-only "islands," shifting some vhf stations to uhf.

Sen. Hubert Humphrey (D-Minn.) filed a "comment" -- letter urging that FCC continue educational channel reservations because educators move slowly.

\* \* \* \*

Commission is doing its homework, too, preparing for Senate Commerce Committee hearing which starts Jan. 17. Committee began to show signs of life this week, Chairman Magnuson (D-Wash.) announcing from Seattle the appointment of attorney Kenneth A. Cox "to direct the investigation into radio & TV" -- taking over the post vacated last summer by New York attorney Sidney Davis.

Cox is a partner in the Seattle firm of Little, LeSourd, Palmer, Scott and Slemmons. He's 39, had no previous experience in communications. He has already started work, according to Magnuson, is due in Washington first week in January.

List of proposed witnesses is being prepared by committee staff, meanwhile, with first invitations to go out next week. Lead-off witness probably will be FCC Chairman McConnaughey. Hearings will be held by full committee under Magnuson, with some aspects of investigation possibly to be farmed out later to communications sub-committee under Sen. Pastore (D-R.I.).



**LIFE SPAN OF PICTURE TUBES—AND SETS:** It's a curious fact that none of the 50-odd TV picture tube manufacturers, big or little, can provide detailed statistics about the life expectancy of CR tubes. However, at our request, GE came up this week with the first data we've been able to secure on the subject -- in form of "conclusions" by its tube dept. market research mgr. R.B. Yepsen:

(1) Average picture tube life in the home is approximately 4 years -- that is, 50% have to be replaced by the end of their fourth year of use.

(2) Life span varies with the size of the tube -- and, generally, it can be stated that the larger the tube, the shorter the life.

(3) Changes in technology, both in sets and in picture tube manufacture, are bringing trend to longer tube life -- a significant factor being aluminized tubes.

"Factored into these conclusions," Yepsen tells us, "is the supposition that TV sets are scrapped when they require a second replacement tube, at about 8 years of life. Surveys indicate the average set owner decides to scrap his set instead of installing a second picture tube replacement, because the tube replacement averages somewhere between a fourth and a third of the price of a new set. This contrasts with the automobile market where even a major repair job is only a small percentage of the cost of a new car."

How did the GE researchers reach their conclusions? By surveying 4000 sets operating in homes and representing a composite of all brands and all sizes in proportion to actual sales in the last 5 years. "The data from these surveys was translated into picture tube life curves which were then applied to retail set sales by size by year. While the number of complete histories of tubes was limited by the sample size and the length of time that tubes were in use, we were able to obtain sufficient information on 16-in. & 17-in. tubes through about the fourth year of life and on 21-in. tubes through  $2\frac{1}{2}$  years of life to be able to extrapolate..."

Why aren't actual engineering tests run? They are and they do serve certain engineering requirements. But: "They are somewhat unsatisfactory as a practical standard of measure to marketing personnel because of the arbitrary assumptions which must be made as to actual end of life under field conditions. Engineering surveys also are very costly because of the hundreds of tube samples that must be kept operating continually year after year. To our knowledge, no tube manufacturer has ever been able to determine picture tube life by engineering tests alone."

\* \* \* \*

Note: Up to  $8\frac{1}{2}$  years has generally been accepted in the trade as the life expectancy of a TV receiver -- at least the length of time it's kept before being scrapped or turned in. But these are the first definitive figures we've been able to get on how long the picture tube lasts. They also point up enormous importance of the tube replacement market -- considering that some 37,500,000 sets are now in use and from 7,000,000 to 8,000,000 sets are now being sold each year.

GE tube dept. mgr. J. Milton Lang just year ago (Vol. 11:1) predicted that 5,500,000 tubes would be required as replacements in 1955 -- then about one in every 6 sets as against one in 7 in 1954. He estimated that about 11,500,000 tubes would be made this year, presumably including rebuilds. Actually, he turns out to be about 1,000,000 shy for, while RETMA figures do indicate about 11,500,000 new tubes, they don't include estimated 1,000,000 rebuilds, which bring total to 12,500,000.

With 1955 set production running about 7,650,000, each requiring a new tube, it's estimated 4,250,000 new & rebuilt tubes went for replacements, or about one in 9 sets-in-use. Remaining 600,000 new & rebuilds went to export and Govt. This week, Lang predicted consumers will spend \$300,000,000 in 1956 to replace picture tubes in 6,000,000 sets -- in addition to replacing more than 150,000,000 TV circuit tubes.

**NETWORK LINEUPS—YEAR'S FLUX, HIGHER COSTS:** Nowhere in the flourishing business of telecasting has change and expansion been more pronounced than in network TV, whose 10-month time billings totaled nearly \$329,000,000 as against \$254,000,000 in same 1954 period, according to PIB (Vol. 11:50). That indicates 1955 will run better than \$400,000,000, representing actual revenues of some \$300,000,000 after all discounts.

More affiliates and higher time rates tell part of the story. More stations

on the air (approximately 60 so far this year) have also been accompanied generally by increases in rates of existing stations, both local and network, as illustrated by a comparison of the network lineups now with those at start of this year.

In compiling data for our semi-annual TV Factbook, Spring-Summer edition of which is due off the presses in early Feb., we're struck by the fact that the new network rate cards (which will be published in detail, along with executive personnel listings) and the new station rate cards (which are all digested) show quite a few changes in affiliations and a constant flux upwards. Consider the networks' year:

There was demise of DuMont Network at midyear, leaving 3 national networks in the field. There was the upsurge of ABC-TV from a weak third runner to a fast comer, though it's still a far third to CBS-TV & NBC-TV. Then there's the competition among all of them for exclusive station affiliations, to say nothing of the intense rivalry for business leadership and top ratings -- CBS-TV maintaining top place. Here's numerical gist of what has happened among networks in last 3 months:

(1) CBS-TV starts the new year with 158 affiliates, of which 51 are "basic required", i.e., must be bought as a package or not at all; one-time rate for these basics is \$63,800 for an hour. Year ago the basic group comprised 56 stations and could be bought for \$54,975. Among the CBS basics, there were a dozen changes during the year -- additions, deletions, switches. As of now, CBS-TV has 49 "basic optionals" (total cost per hour: \$19,150) as against 44 last year (\$19,300); in addition, it has 51 supplementary connected and 7 non-interconnected affiliates as against 59 & 11 year ago. To buy today's entire CBS-TV lineup of 158 stations would cost an advertiser \$97,730 now as against 170 for \$90,005 a year ago.

(2) NBC-TV has 193 affiliates today, of which 55 are basics costing \$68,375 an hour. Year ago there were 52 basics, costing \$62,075. NBC-TV lists 108 more as "interconnected", costing \$36,000 as against 106 in the same category year ago costing \$34,650. In addition, it has 30 non-interconnected affiliates vs. 33 year ago. To buy the entire NBC-TV lineup of 193 stations would cost advertiser \$109,050 as compared with 191 stations at \$102,055 year ago. There were only 7 changes among its basic affiliations this year, most notably the addition of some uhf outlets.

(3) ABC-TV rate card simply lists 195 connected stations (at \$99,205), 13 non-connected (\$1750) -- total costing \$100,955. Year ago there were 158 connected (at \$86,325), 55 non-connected (\$10,580) -- entire 213 costing \$96,905. Thus 37 were added to connected list during year. But ABC-TV affiliates in many instances also have primary tieups with CBS-TV and/or NBC-TV, due to fact no second or third outlet is available in some cities -- and time clearances are still its biggest headache.

Note: All 3 networks have a liberal sprinkling of uhf affiliates -- their reply to outcry that Madison Ave. is talking down uhf. But fact is CBS-TV has only one uhf on its basic (its own WXIX, Milwaukee) and 11 on its basic optional list. NBC-TV has 5 uhf basic (2 of which it's buying) and 11 uhf interconnected.

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Ohio Education Assn., representing 45,000 teachers and school administrators, debunks notion that educators have only scallions for commercial sponsors, gives awards to 7 sponsors for "outstanding contributions to education" after hearing its awards chairman Betty Stautzenberger declare: "Sponsors are the forgotten men of TV-radio awards. We are quick to single out the sponsor for criticism when he is associated with an inferior program, but when everything goes smoothly—even unusually well—we merely tolerate him." Awards went to Camels & Plymouth for John Cameron Swayze's *News Caravan* (NBC-TV); Pan-American Airways & Johns-Manville for *Meet the Press* (NBC-TV); American Chicle & Mutual of Omaha for *Zoo Parade* (NBC-TV); Ohio Bell Telephone for *Ohio Story* (local radio).

FCC's network study committee appointed another consultant this week—Edward R. Eadeh, 1952-55 DuMont network research director. He previously held coverage and market analysis positions with ABC, MBS & CBS. (For other appointments to FCC group, see Vol. 11:50-51.)

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Page, Creutz, Garrison & Waldschmitt, Washington engineering firm, has formed new operating company for domestic broadcast and communications work—Page, Creutz, Steel & Waldschmitt Inc. Officers: Esterly C. Page, pres.; John Creutz, exec. v.p.; David L. Steel Sr., v.p.-treas.; Joseph A. Waldschmitt, v.p. Other subsidiaries: Page Communications Engineers Inc., handling govt. and foreign business; Rixon Electronics Inc., research & development. Organization has added west coast office at 303 White-Henry-Stuart Bldg., Seattle (phone Mutual 3280).

"Candelabra" antenna, giving Dallas' WFAA-TV & KRLD-TV co-equal height on 1521-ft. tower (Vol. 11:30), was placed in operation Dec. 23. Stations claim coverage of 42 counties, 2,272,600 people, 552,740 sets.

Tallest structure between Tampa and Atlanta is claim for new 995-ft. tower, with 6-bay GE superturnstile, to be erected March 1 for WMBR-TV, Jacksonville, by Tower Construction Co., Lodi, N. J.

**Station Accounts:** Sales in 56 markets less than 2 weeks following its release are reported by Ziv for new weekly 30-min. series, *The Man Called X*. Biggest single sponsor is Ohio Oil Co. (Marathon gasoline & oil), buying 13 mid-western markets, thru N. W. Ayer. Among others are Gold Seal Glass Wax on WCAU-TV, Philadelphia, thru Campbell-Mithun, Minneapolis; Safeway Stores on WKY-TV, Oklahoma City, thru Foote, Cone & Belding, San Francisco; Duquesne Light & Power Co. on KDKA-TV, Pittsburgh; GE Supply Co. on KING-TV, Seattle; Marine Trust Co. on WBEN-TV, Buffalo, thru BBDO, Buffalo; Royal Cup Coffee & Tea on WABT, Birmingham; Sahara Hotel on KLAS-TV, Las Vegas; Edison Electric Co. on KHJ-TV, Los Angeles . . . Studebaker, typifying TV splurges of auto makers, increases its 1956 TV budget by 60% over 1955 "to add new stations in line with dealer recommendations and to carry out a balanced spot TV program," according to gen. sales mgr. Wm. A. Keller . . . Colgate-Palmolive & American Gas Assn. to use extensive spot campaign starting next month to promote joint sponsorship of \$100,000 consumer jingle-writing contest, top prizes being automatic gas washer-dryer, water heater & sink-cabinet layout . . . Vaseline planning big spot campaign in more than 100 markets starting second week in Jan., thru McCann-Erickson . . . Lucky Lager Brewing Co. buys 30-min. *Crunch and Des* series from NBC film div. for 8 western states, Hawaii & Alaska, as replacement for *Great Gildersleeve*, thru McCann-Erickson, San Francisco . . . Among advertisers currently reported using or preparing to use TV station time: Brooklyn Products Co., Brooklyn, Mich. (Chem-O-Cel sponges), thru Patten-Gillie-Beltaire, Detroit; Henry K. Wampole & Co., Philadelphia (Bionoid pharmaceutical), thru Critchfield & Co., Chicago; Smith-Douglass Co., Norfolk, Va. (fertilizers), thru Lindsey & Co., Richmond; Charles Antell Inc., Baltimore (Power Pak cosmetics), thru Product Services Inc., N. Y.; Radiant Mfg. Corp., Chicago (Magic Ovenliner), thru Irving J. Rosenbloom Adv., Chicago; Crescendoe Gloves Inc., Johnstown, N. Y. (gloves), thru Leber & Katz, N. Y.; Protex Products Co., N. Y. (Compliment closet accessories), thru Posner-Zabin Adv., N. Y.; Banquet Canning Co., div. of F. M. Stamper Co., St. Louis (canned chicken), direct; Marlowe Chemical Co., N. Y. (Fire Chief home fire extinguisher), thru Kastor, Farrell, Chesley & Clifford Inc., N. Y.; Mercedes-Benz Distributors Inc., N. Y., thru Robert W. Orr & Assoc.

Biggest single ad medium outside the networks, *Life Magazine*, reports its 1955 ad revenues will be \$121,000,000, up \$7,400,000 from 1954; total pages went up to 4397 from 4195. Curtis Publishing Co. also reveals that 1955 gross advertising revenues for *Saturday Evening Post*, *Ladies Home Journal* & *Holiday* came to \$113,142,595, up 9.1% from 1954.

New reps: WSUN-TV, St. Petersburg, Jan. 1 to Venard, Rintoul & McConnell (from Weed); WALB-TV, Albany, Ga. Jan. 1 to Venard, Rintoul & McConnell (from Burn-Smith); WJTV, Jackson, Miss. Jan. 1 to Katz (from Weed); WCMB-TV, Harrisburg, to Gill-Perna (from Forjoe).

Station Reps Assn. elects: pres., Adam J. Young Sr., Adam Young Inc.; managing director, Lawrence Webb (re-elected); secy., Robert Meeker, Robert Meeker Assoc.; treas., Eugene Katz, Katz Agency Inc. Elected to board were Joseph Weed, Lewis H. Avery, John P. Blair, John E. Pearson.

Pepsi-Cola's \$8,000,000 annual account, up for grabs since its switch from Biow-Beirn-Toigo 2 weeks ago (Vol. 11:50), was awarded to Kenyon & Eckhardt, which drops \$1,500,000-\$2,000,000 Welch Grape Juice account.

**Network Accounts:** Daytime color spectaculars once a month are planned by NBC-TV starting in spring. Plan envisions expanding *Matinee* colorcasts, Mon.-thru-Fri. 3-4 p.m., to 2-4 p.m. once a month for dramatic presentations, first of which may be *Barretts of Wimpole Street*, originating from Hollywood and featuring Katharine Cornell. Prospect is that, like *Matinee*, it will be sold to partic. sponsors . . . Colgate-Palmolive, which dropped *Colgate Variety Hour* last week, will become alt. sponsor (with Camels) of *Crusader* on CBS-TV starting Jan. 13, Fri. 9-9:30 p.m. . . . Pharmaceuticals Inc. to sponsor Ted Mack's *Original Amateur Hour*, which goes to full-hour on ABC-TV starting Jan. 1, Sun. 9:30-10:30 p.m., thru Edward Kletter Assoc., cancelling *Life Begins at 80* Sun. 10-10:30 p.m. . . . Amana Refrigeration Inc. to sponsor Pacific Coast Conference basketball games on CBS-TV in West starting Dec. 24, Sat. 2-4 p.m., thru Maury, Lee & Marshall . . . Hazel Bishop to sponsor alt. Thu. 10-10:15 a.m. segment of *Garry Moore Show* on CBS-TV starting Jan. 5, thru Raymond Spector Co. . . . Shaeffer Pen to sponsor Mon. 2-2:15 p.m. segments of *Robert Q. Lewis Show* on CBS-TV Jan. 9 & 16, thru Russel M. Seeds . . . McKesson & Robbins (Neo-Aqua-Drin throat lozenges) to sponsor Jimmy Powers' pre-game warm-up before Sugar Bowl Jan. 2 on ABC-TV, Mon. 1:45-1:55 p.m., thru Ellington & Co., N. Y. . . . NBC-TV to launch new Goodson-Todman audience partic. show, *Choose Up Sides*, Jan. 7, Sat. noon-12:30 p.m., with *Mr. Wizard* moving to 12:30-1 p.m.

Rate increases: WTOV-TV, Norfolk, adds Class AA hour (7:30-9:30 p.m. daily) \$500, min. at \$100, Class A hour going from \$350 to \$400. WFIE, Evansville, Ind. Jan. 1 adds Class AA hour (7-10 p.m. Mon.-Sat. & 6-10 p.m. Sun.) at \$350, min. at \$70, Class A hour remaining \$300. WJHL-TV, Johnson City, Tenn. Jan. 1 raises base hour from \$250 to \$300, min. \$50 to \$60. KOPO-TV, Tucson, Jan. 1 adds Class AA hour (6:59-10 p.m. Mon.-Fri., 5:59-10 p.m. Sat., 4:59-10 p.m. Sun.) at \$300, min. at \$60, Class A hour remaining \$250. KROC-TV, Rochester, Minn. Jan. 1 raises base hour from \$200 to \$250, min. \$40 to \$50. Spot increase: WXEL, Cleveland, Jan. 1 raises Class AA min. from \$375 to \$400.

New Advertising Research Foundation officers: chairman, J. Ward Maurer, Wildroot Co., succeeding Fred B. Manchee, BBDO; vice-chairman, Dr. W. H. Wulfeck, Wm. Esty Co.; pres., Wm. A. Hart (re-elected); secy., Edward F. Herrick (re-elected); treas., Edward P. Seymour, Crowell-Collier.

New Electronicam business: George Jessel's audience-participation show, *Love & Marriage*, goes before the Dumont film-live cameras in New York Dec. 28, when 3 complete half-hour shows will be put on film in single day.

National Community TV Assn. 1956 convention will be held in William Penn Hotel, Pittsburgh, June 12-14.

### 1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 10, cost \$5.00 each; single copies \$7.50.

**Personal Notes:** George P. Hollingbery moves from pres. to chairman of TV-radio rep firm bearing his name, with exec. v.p. F. Edward Spencer Jr. going to vice chairman; Harry Wise, to pres. of TV div.; Fred F. Hague, to pres. of radio div. . . . Richard L. Linkroum promoted to exec. producer of NBC-TV's *Today, Home & Tonight*, succeeding Mort Werner, now network programs v.p.; Giraud Chester promoted to gen. programming exec., Richard B. Jackson to mgr. of partic. programs, Erik Hazelhoff to director of program sales . . . George W. Norton Jr., president of WAVE-TV, Louisville, named Louisville's 1955-56 Man of the Year by Louisville Ad Club . . . I. S. Becker, pres. of CBS-owned Air Features, package firm, named CBS Radio v.p. in charge of business affairs; Jack Donahue, from Chicago office, transferred to Los Angeles as CBS Radio west coast sales mgr. . . . Robert W. Sarnoff, pres. of NBC, addressed Cleveland Friends of Jewish Theological Seminary of America Dec. 18 on occasion of *Eternal Light* awards dinner . . . Wayne Oliver, ex-AP, now editor of *Television*, resigns as of Jan. 9 to join business news staff of *United States News & World Report*, Washington . . . John B. Poor, MBS exec. v.p., designated its representative on NARTB radio board & AM committee, replacing Earl M. Johnson, resigned . . . Howard H. Bell, asst. to NARTB pres. Harold E. Fellows, assumes additional duties as co-ordinator of all joint projects with state broadcaster associations . . . Wm. Fairbanks resigns as ABC Radio national sales mgr. to take same position at NBC Radio . . . J. Birney Blair, from KHQ, named sales mgr. of KHQ-TV, Spokane, replacing John Pindell, now local sales mgr. of KING-TV, Seattle . . . Wm. J. Mullen named national sales mgr. of WABI-TV, Bangor, Me. and affiliated radios WABI and WPOR, Portland, Me. . . . John B. Shelton, ex-Chicago office of Crosley Bcstg. Co. ex-Avery-Knodel, named Chicago mgr. of Everett-McKinney, succeeding Robert Meskill, now with CBS Radio Spot Sales there . . . Malcolm Klein promoted to asst. gen. sales mgr. of KABC-TV, Los Angeles, succeeding Donald Quinn, resigned to become partner in McGovern-Quinn Co. . . . Harley F. Reynolds, chief engineer, now also operation supervisor of WGVL, Greenville, S. C., succeeding Ben K. McKinnon, who left to become gen. mgr. of Birmingham radio WSGN; Wade Angus Davis named national sales mgr. . . . Ray Rand resigns as head of A-V Tape Libraries, N. Y., which has been sold by Audio & Video Products to James Rizek group . . . Nelson Alquist, ex-WMCT, Memphis, named chief engineer, KBTB, Denver . . . Jimmie Isaacs promoted from local sales mgr. to v.p. & gen. sales mgr. of W. D. (Dub) Rogers' KDUB-TV, Lubbock & upcoming KPAR-TV, Sweetwater (Ch. 12), due in early Jan., with James Phillips named controller & asst. secy.-treas.; W. H. Shipley, promoted from promotion mgr. to v.p. & administrative asst.; Ray Trent, to asst. mgr., program director & film buyer; Rudy Starnes, to asst. mgr. & chief engineer; Dan Guthrie, to KPAR-TV station mgr.; John Kreiger, radio mgr. . . . Bill Schock, ex-WPLC-TV, Lake Charles, La., named chief engineer of upcoming KOSA-TV, Odessa, Tex. (Ch. 7), due on air momentarily; Stu Klein, ex-KTBC-TV, Austin, Tex., production mgr. . . . Jack Williams promoted to director of promotion & merchandising, WSAZ-TV, Huntington, W. Va.

Storer Broadcasting Co. elects 5 more v.p.'s, including first of radio station managers to get the title: Bill Michaels, managing director of WJBK-TV, Detroit; Harry Lipson, radio WJBK, Detroit; James Bailey, WBRC, Birmingham; Paul Miller, WWVA, Wheeling.

Assn. of Radio News Analysts elects these officers: pres., John MacVane, ABC (re-elected); v.p.'s, Eric Sevareid & Ned Calmer, both CBS; secy., Walter Cronkite, CBS; treas., Cesar Saerchinger, ABC.

**ADVERTISING AGENCIES:** Rolland W. Taylor, serving last 3 years as adv. v.p. of Colgate-Palmolive, returns to Foote, Cone & Belding as exec. v.p. & director in charge of N. Y. office, succeeding Elwood Whitney, now devoting full time to creative plans & account supervision; Stuart Sherman, member of Foote, Cone & Belding exec. committee since 1948 and before that pres. of old Sherman & Marquette Inc. (now Bryan Houston Inc.), replaces Taylor at Colgate-Palmolive . . . Harry A. Berk, v.p. & director of Warwick & Legler and onetime pres. of Foote, Cone & Belding International, named v.p. & director of McCann-Erickson (International) under chairman Frank White, onetime NBC pres. . . . Harold Rosenzweig, ex-partner in Ira Rubel & Co., accountants, elected v.p.-treas. of new North Adv. Inc., Chicago, formed recently by Don Paul Nathanson, ex-Weiss & Geller; George Gruenwald elected v.p. in charge of 3 Toni product accounts (Deep Magic facial cleansing lotion, Tonette children's home permanent, Sofstyle curlers) . . . J. Hugh Davis, ex-Foote, Cone & Belding, Chicago, recently a Hollywood packager, rejoins Hearst as v.p. & associate publisher of *Puck*, Sun. supplement . . . Charles W. Alexander, ex-Hicks & Greist, named v.p. of Mohr Assoc., N. Y., heading electronics accounts.

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Rear Admiral Stanley F. Patten, USN ret., v.p. of Allen B. DuMont Labs, elected pres. of N. Y. chapter, Armed Forces Communications & Electronics Assn., succeeding Col. Allen E. Wharton, of N. J. Bell Telephone Co. Other officers elected: v.p.'s, Harry R. Bang, N. Y. Telephone Co., Col. Ludwig R. Engler, RCAC & Col. Benjamin H. Oliver Jr., AT&T; secy., Lt. Col. David Talley, Federal; recording secy., Royal F. Jewett, Western Electric. Directors: Vice Admiral W. S. Anderson, USN ret.; George W. Bailey, IRE; Col. T. L. Bartlett, RCA; Thomas Brown, N. Y. Telephone Co.; E. C. Carlson, Mutual Life Insurance Co.; Rear Admiral R. W. M. Graham, Raytheon; Lt. Col. W. L. Hallahan, Laird & Co.; John V. L. Hogan, Hogan Labs; Fred L. Lack, Western Electric; Maj. Gen. F. N. Lanahan, Federal; D. F. McClure, N. Y. Telephone Co.; Col. L. Z. Millar, Western Union; Col. T. H. Mitchell, RCAC; Leroy Spangenberg, Mackay Radio; Rear Admiral Ellery W. Stone, American Cable & Radio.

"Liberally salted with American favorites," as Pulse puts it, are the top 10 TV programs in London area, according to first report of newly established British Pulse Ltd. rating service (15 Sackville St., London, W. 1; John Robertson, managing director). These were initial findings: *Double Your Money*, counterpart of the \$64,000 *Question* but on much smaller scale, 64; *Take Your Pick*, 57; *Jack Hylton Presents*, 57; *I Love Lucy*, 56; *People Are Funny*, 56; *Robin Hood*, 56; *Roy Rogers*, 56; *Theatre Royal*, 56; *Dragnet*, 55; *Palladium*, 55; *Colonel March*, 54.

Up-to-date information on all documentary, business, educational and cultural films will be given wide distribution as result of "substantial contribution" to Film Council of America by Alfred P. Sloan Foundation. Grant will make it possible to distribute 500,000 copies of FCA's *Film Users' Guides* to libraries, program chairmen, etc.

Three-hop 75-mi. private microwave has been installed by WHIS-TV, Bluefield, W.Va. (Ch. 6), bringing signals from Roanoke. Equipment is first installation of RCA's new TVM-1A, operating in 5850-7125 mc band, giving ERP up to 10 kw.

Thumb-size microphone offered by RCA is claimed as smallest dynamic type yet developed. It weighs 2.3-oz., measures 2 9/16 x 15/16-in., has frequency response of 80-12,000 cycles.

Tele-Press has been projected by French National Press Federation to operate commercial TV network and stations along lines of Britain's new ITA.

**I**LLEGAL BOOSTER operators from State of Washington had another "day in court" this week as full FCC held *en banc* oral argument which featured defense of boosters not only by attorney R. W. Gibson, Quincy, Wash., but by Congressmen Walt Horan (Republican of Wenatchee) and Don Magnuson (Democrat, Seattle).

Commission treated the Congressmen with deference, as it has the whole illegal-booster issue—particularly since Washington Senators Warren Magnuson (D) and Henry Jackson (D) have in past also spoken up for the booster operators.

Oral argument was on examiner J. D. Bond's initial decision which recommended boosters be kept on air because they performed useful service, hurt no one (Vol. 11:43).

Burden of boosters' argument was that FCC has no jurisdiction because the repeaters are so low powered that they're not interstate in character and don't cause interference. Under persistent questioning by Comr. Webster, a stickler for respect for the law, booster defenders conceded possibility that repeaters could get out of hand. They pleaded that the vhf boosters be permitted to continue until Commission found some way to legalize them or provide a satisfactory substitute. One substitute they don't want is community antenna service; they have a violent opposition to paying the cable companies.

With the boosters continuing to spring up all over Pacific Northwest despite FCC's frowns, Commission has speeded up its search for a "legal home" for the boosters. With Sen. Magnuson anxious to corral every possible vote for reelection next year, Commission is really under pressure to produce.

The answer, undoubtedly, will be uhf. In fact, Commission on Dec. 21 briefly considered staff draft of proposed rule-making to establish "TV translator" service.

**Telecasting Notes:** New slump in movie attendance has developed in recent months, and rising foreign receipts of motion picture industry aren't enough to offset it. So said Motion Picture Assn. pres. Eric Johnston at Hollywood press conference last week. While he said he couldn't estimate size of boxoffice recession, other sources put decline between 10% & 20% since early spring. Johnston said it was difficult to pin down responsibility for slump, but expressed belief movie business is still trying to find its proper place in competition with TV and other entertainment & recreation media . . . "Marriage" of the circus with TV, a la the movie-TV nuptials, is in plans of Ringling Bros. and Barnum & Bailey, writes *Billboard's* Sam Chase from Sarasota, Fla. in Dec. 24 issue. Among plans to revamp the Big Top for the electronic age: (1) Weekly TV show using circus as background, and of course, promoting circus' live attractions. (2) Construction of year-round elaborate zoo at site of circus' Florida training grounds, as Disneyland-type attraction. (3) Cutting down on regular summer tour, using TV's promotional benefits to attract smaller-town circus fans to nearby larger cities where circus is playing . . . Paddy Chayefsky's *Marty*, which began as a TV drama and ended up as one of year's top movies, won another prize this week—Best Motion Picture of 1955, by vote of committee on exceptional films of National Board of Review of Motion Pictures, which also named film's star, Ernest Borgnine, as year's best actor . . . British movie short, *On the Twelfth Day*—subject of big color spread in recent issue of *Life*—will be featured on NBC-TV color spectacular *Happy New Year*, Jan. 1, 7:30-9 p.m. It's also being shown in some theatres, by permission of NBC which holds 2-year rights . . . Ratings:

It was passed over, is expected to come up again Jan. 4. There seems little question rule-making will be issued along these lines:

(1) Set aside uhf Ch. 70 to 83 for exclusive use of the service—which would simply pick up and rebroadcast signals of regular stations.

(2) Limit transmitters to 10 watts, permitting directional antennas giving up to 50-60 watts ERP.

(3) Make grants on case-to-case basis, putting burden on operators to clean up interference as it arises and to protect regular uhf stations operating on channels below.

(4) Establish extremely limited operator requirements—perhaps permitting restricted-license operator to look at receiver occasionally to see if booster is operating, turn it off if something seems wrong.

(5) Authorize equipment on a "type approval" basis. This means manufacturer could submit a sample, go ahead and sell units if Commission engineers approve design.

Much of FCC's consideration of problem is based on work of engineer Ben Adler, New Rochelle, N. Y., who supplied equipment for experimental station in Manson, Wash. It's said that a single-channel booster can be sold for about \$1000.

One problem facing Commission is fact that it's now considering whole TV allocations problem—which involves all vhf & uhf channels—and has some fear of prejudging its final decision by an allocation for "translator" service. It's argued by some at FCC, however, that public can't lose if such service is established now—because receivers purchased in reliance on the service will be useful for both vhf & uhf in future, regardless what the final allocation looks like.

Community antenna operators won't be happy when "translator" rule-making starts. But they've long anticipated it and they claim they'll be able to out-serve the little repeaters by providing multiple trouble-free signals.

NBC-TV's Saturday night *Perry Como Show* finally out-Trendex Jackie Gleason's *Honeymooners* Dec. 17, 8:30-9 p.m., 28.3 to 22.3. Re-runs of *I Love Lucy* made Trendex's top 10 for Dec. 1-7. The regular Mon. evening *Lucy* series was No. 2 (following \$64,000 *Question*) with 40.6, *Saturday Lucy Show* (6:30-7) No. 10 with 25.7 (tied with *Honeymooners*) . . . General Teleradio is using its TV know-how to promote RKO movies: 13 TV stations have indicated their intention to participate in promotion campaign for Howard Hughes' *The Conqueror*, opening in theatres in Jan., in exchange for cut in film's local gross. Teleradio used similar arrangement for TV promotion of its movie version of *Gangbusters* . . . Transfilm, big producer of TV commercials and industrial films, sets up Special Projects Div. headed by exec. v.p. Walter Lowendahl, to enter fields of TV film programming and feature film production . . . Martin & Lewis' NBC-TV contract (Vol. 11:51) runs 5 years, calls for 4 shows a year, with \$1,500,000 a year for the team, who retain all rights to their shows; also signed to new 15-year contract this week by NBC-TV was Eddie Fisher.

Junior Achievement, national non-profit organization sponsored by many leading industrial concerns as means of helping business careers of teen-agers, will tell its story next year in series of public service TV-radio spots, under direction of public relations chairman W. T. Okie, v.p. of J. M. Mathes Inc., 260 Madison Ave., N. Y.

Jack Wrather, the Texas-Oklahoma oil heir who owns substantial interests in KFMB-TV, San Diego, and radio WNEW, New York, and is applicant for Ch. 13 in Yuma, Ariz., heads group which has acquired control of 2000-acre Corrigan movie ranch in California.

**YEAR'S 58th NEW STATION** began test patterns Dec. 23—KHAS-TV, Hastings, Neb. (Ch. 5), which will start regular programming Jan. 1 as NBC interconnected. Same day, FCC was notified that KTVE, Longview-Tyler, Tex. (Ch. 32) was leaving the air Christmas Day after having been in operation since Oct. 1953, making it the 18th uhf station to quit thus far this year, 52nd since TV began. Total number of stations now on air is 459 (104 uhf).

New vhf starter in southeastern Nebraska is controlled by Seaton Publishing Co., headed by Fred A. Seaton, asst. to President Eisenhower. Firm publishes *Hastings Tribune* along with other small-town newspapers in Nebraska, Kansas & other midwest states. Station is second outlet in area that also gets service from KHOL-TV, Kearney, Neb. (Ch. 13) with transmitter about 37 mi. away.

KHAS-TV uses 10-kw RCA transmitter, 600-ft. Ideco tower with 12-bay antenna. Duane L. Watts, ex-KHOL-TV, is gen. & sales mgr.; Robert Schnuelle, ex-KHOL-TV, production mgr.; W. L. Murray, ex-KBTV, Denver, operations mgr.; Duane B. Allison, from radio KHAS, chief engineer. Base hour is \$200. Rep is Weed.

Longview-Tyler outlet leaving air is owned by appliance dealer A. James Henry. Its chief competitor was KLTW, Tyler-Longview (Ch. 7), which started about year later, is owned by Mrs. Lucille Ross Lansing, managed by Marshall H. Pengra. Area had another uhf which went off air in Oct. 1954 after about year of operation—Jacob Newborn's KETX, Tyler (Ch. 19).

Only new equipment shipments reported this week were by GE: 12-bay antenna Dec. 17 to upcoming KOSA-TV, Odessa, Tex. (Ch. 7), due on air in Jan.; 100-watt transmitter to uhf WTVK, Knoxville (Ch. 26). GE also reported order for 6-bay batwing antenna for Feb. delivery to WMBR-TV, Jacksonville (Ch. 4).

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

KPIC, Roseburg, Ore. (Ch. 4) has DuMont transmitter on hand, expects to be on the air next Feb., reports Wm. B. Smullin, whose California-Oregon TV Inc. (KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore.) owns 50%. Other half is owned by KVAL-TV, Eugene, Ore. KPIC will use Fisher tower with RCA antenna, has studio-transmitter house under construction. Rep not chosen.

KBST-TV, Big Spring, Tex. (Ch. 4) has delayed test pattern to Jan. 6, CBS programming debut to Jan. 15, reports pres.-gen. mgr. Jack Wallace. It will use 5-kw GE transmitter and 500-ft. Andrews tower with 3-bay antenna. Owners include Robert W. Whipkey, publisher of *Big Spring Herald*, and Lewis O. Seibert, owner of San Angelo radio KGKL and 45% of KPLT, Paris, Tex. Base rate will be \$150. Reps will be Pearson.

WDAM-TV, Hattiesburg, Miss. (Ch. 9) has RCA transmitter ordered for mid-Jan. delivery, plans March 1 start, reports Dave A. Matison Jr., 33 1/3% owner, who also has interest in local radio WHSY and operates chain clothing store. Construction of studio-transmitter building starts about Jan. 1. WDAM-TV will use RCA 6-bay antenna on 500-ft. Ideco tower. Base rate will be \$150. Rep not reported.

KRIS-TV, Corpus Christi, Tex. (Ch. 6), which got CP Dec. 9, plans start by mid-spring, reports pres. T. Frank Smith. It will be city's second, KVDO-TV (Ch. 22) having started in June, 1954. Equipment hasn't been ordered yet, but 692-ft. Andrews tower is planned at site 14 mi. W of city. Rep not chosen.

**Network Color Schedules**  
(Dec. 26, 1955 - Jan. 31, 1956)

- Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 1—NBC: *Sunday Spectacular*, "Happy New Year," starring Barbara Ann Scott, Dick Button in ice ballet, Peggy Lee and Stan Kenton's orchestra, 7:30-9 p.m.
- Jan. 2—NBC: *Tournament of Roses Parade from Pasadena, Cal.*, 12:15-1:45 p.m.
- Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 7—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
- Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- Jan. 11—NBC: *Howdy Doody*, 5:30-6 p.m.
- Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 14—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
- Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 3:30-5:30 p.m.
- Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- Jan. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, 9-10:30 p.m.
- Jan. 22—NBC: *Zoo Parade*, 3:30-4 p.m.
- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 29—NBC: *Sunday Spectacular*, 7:30-9 p.m.
- Jan. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, 8-9:30 p.m.
- Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

**Color Trends & Briefs:** "Color era" may be gold mine for many TV film syndicators, Dec. 21 *Variety* predicts on basis of sampling of key syndication topkicks. "Those most benefitting will be the distributors currently stockpiling tint negatives while selling the black-&-white versions in the present market," says article. "When color comes . . . syndication will return to the state of a 'seller's market' like the one which existed some 3 years ago in syndication."

Basis for bullish appraisal is the phrase "color residuals"—the distributors feeling that second runs in color of already televised monochrome film series will attract first-run prices or better. "In short, some syndicators are taking the stand that shooting in color gives the equivalent of 2 separate series insofar as sales prospects are concerned," says *Variety*. Ziv and Flamingo are cited as examples of TV film producers now shooting all series in color, though now distributing only black-&-white prints.

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Another color converter—and how to build it for \$50-\$85—is highlight of annual TV issue, Jan. *Radio-Electronics Magazine*, which also contains articles on Standard Coil's new "Rainbow" color TV tuner, color TV receiving tubes, color test equipment.

TV color film packages now available from RCA Recorded Program Services: *Town & Country Time*, 52 quarter-hours; *Sam Sneed Show*, 39 five-min. golf programs; *Foy Willing & Riders of the Purple Sage*, 100 western musical selections; *World Around Us*, 26 quarter hours.

**INVENTORIES IN GOOD SHAPE AS YEAR ENDS:** Thanks to a production cutback which offset 4th quarter retail sales decline, TV inventories at year's end aren't likely to be a problem. Frank Mansfield, RETMA statistical chairman and Sylvania director of sales research, estimates year-end inventories at about 2,150,000 -- 300,000 higher than at start of year but in his opinion, "not dangerously high."

"The industry showed commendable alertness in cutting back its TV production when sales started to get a little soft about 6 weeks ago," said Mansfield. "As a result, what could have been a serious stockpile problem failed to materialize. If the industry continues to be cautious in early 1956, we can reduce them further."

Inventories were 2,400,000 on Dec. 1, indicating how sharply they were cut in Dec. If production had not been cut sharply in Dec. (to estimated 600,000 for full month), it's admitted that some serious liquidations and "dumping" would occur in first quarter of 1956. That prospect is now regarded as very unlikely.

Radio inventories of slightly over 3,000,000 at year's end are likewise not considered dangerous, even though they're more than 300,000 higher than at start of year. So strong is the continuing demand for radios that trade statisticians regard inventories under 3,000,000 as too low to keep up with requirements.

Brief highlights of other major trade developments this week:

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**Production:** TV output totaled 133,966 week ended Dec. 16, compared to 142,982 preceding week and 154,126 week ended Dec. 2. It was year's 50th week and brought production for year to date to about 7,500,000, exceeding previous record full-year total of 7,463,800 in 1950 and ahead of last year's 7,346,715. Full 1955 production is now estimated at about 7,650,000. Radio output totaled 400,607 (187,015 auto) in week ended Dec. 16, compared to 421,572 week ended Dec. 9 and 426,927 week before. For 50 weeks, radio production was estimated at 14,200,000, as against 10,100,000 in same 1954 period. Full 1955 radio output is estimated at 14,600,000.

**New GE Portable:** Further evidence of GE's determination to break into the Big 4 of TV manufacturers is a new 14-in. portable now being shipped to key GE Supply Co. outlets for distribution to dealers starting next month. It's an even lighter, step-up version of its successful \$99.95 & \$129.95 portable, of which company has sold 200,000 since its introduction last May and which will remain in production. New set weighs 26 lb., or 6 lb. less than the \$99.95 model, has aluminized tube and is equipped with handle. Though national list price has not been established yet, it's expected to retail at about \$140. It comes in 3 color combinations -- brown-ivory, gold-ivory & blue-ivory -- and will be shown to dealers at winter markets in Chicago Jan. 9-20, along with 6 or 7 "conventional" fill-in models.

**Color Exposures:** CBS-Columbia reports sales of 357 color sets to dealers, 128 to consumers in first 10 days of its metropolitan N.Y. trade-in plan, in which dealers allow up to \$400 on black-&-white sets toward purchase of 19-in. \$895 color model 205C2 (Vol. 11:49). A number of dealers were reported bypassing trade-in and simply offering color set at a sharply reduced price.

Hoffman Electronics, declaring its color plant at Pasadena is back-ordered on receivers, is supplying its dealers with gift certificates redeemable for color sets because "the company is unable to meet the demand for Hoffman Colorcasters," said gen. sales mgr. Paul E. Bryant. Under plan, dealers will be able to take orders for color sets and deliver them in future. Hoffman is also using extensive ad campaign in connection with Tournament of Roses Parade colorcasts, while continuing weekly ads on TV-radio pages of newspapers in 19 markets.

Promotions are also expanded on distributor-dealer level. In San Antonio, Motorola distributor South Texas Appliance Corp. is sponsoring registration plan,

whereby anyone owning a new black-&-white Motorola set can register for chance to exchange it even-up for 19-in. 19CT1 Motorola color set (at \$695), with winner determined by drawing. Cleveland dealer Higbee Co. has been inserting double-page newspaper ads promoting RCA color set (at \$795 & \$895) and RCA high-fidelity tape recorder-phonograph (at \$1600) on one page and fur coats (from \$895 to \$3500) on the other page, with message urging them as "gifts to express more than you can say." It offers to eliminate all down payments, with up to 2 years to pay.

General Appliance Co., with 3 retail outlets in Louisville, advertised \$895 21-in. RCA color sets for \$495, resulting in several sales and "many inquiries," but the promotion drew fire of Robert A. Seidel, RCA exec. v.p. for consumer products, who said "the advertisement which has been referred to our attention was published by a Louisville dealer on his own responsibility...and we definitely will not contribute in any way to the cost of such a promotion."

**The Economic Crystal Ball:** Authoritative United Business Service this week published annual forecasts of its staff, "substantiated by the views and conclusions of other recognized business and investment authorities," and summarized them thus: "Business in general next year will show a moderate gain over 1955, with most of the increase expected in the first half. Total income, spending, industrial output and employment will rise to new highs -- despite some declines in production of autos, housing starts and farm income. There will be another round of advances in wages. Average wholesale prices and living costs will tend upward. A tight rein will be kept on credit. Although competition will continue to be intense, total 1956 profit and dividends will set new records. Election year politics will create some uncertainties and hamper legislation -- but personal taxes will be reduced." Detailing, it foresees retail sales rising to record \$192 billion in 1956, or 3%-4% increase over 1955; construction spending at record \$43.5 billion, up \$1.5 billion over this year; earnings after taxes up 5%-8% over 1955.

National Assn. of Credit Men's annual survey of business executives, released this week in its Monthly Business Review, finds 67% of those interviewed believe sales will increase next year over 1955; 50% anticipate increase in profits; 75% feel they will pay same dividends as in 1955, 20% anticipating higher dividends. Also, 50% reported their companies would do "more than an average amount" of factory modernization next year, 67% indicated they would concentrate on automation.

Alan H. Temple, exec. v.p. of First National City Bank of N.Y., predicted a leveling-off period in 1956, saying: "Business expansion is beginning to bump into certain ceilings. Two of these are the supply of metals and of labor, both of which are now tight." Addressing American Pharmaceutical Manufacturers Assn. convention, he said outlays for plant and equipment should serve chiefly to sustain current pace of economy, adding: "There are no convincing signs of a downturn in business, and so the prospect is for a long crest in the business level. Demand should be ample to support this level in the coming year."

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**Trade Personals:** S. F. Fassler promoted to marketing mgr. of GE's new radio receiver dept., Bridgeport, Conn.; C. S. Temple elevated to sales mgr., W. E. Newing to finance mgr., with W. N. Maddox continuing as radio manufacturing mgr. . . . Walter Lukas, ex-Emerson, named CBS-Columbia chief electrical engineer, in charge of all TV projects & components engineering; Martin Perry and Ludwig Zucker, both ex-Emerson, appointed chief radio engineer & chief mechanical engineer, respectively; Harold H. Knubbe promoted to new post of technical asst. to CBS-Columbia engineering v.p. R. T. Capodanno . . . Nicholas De Falco promoted to DuMont gen. mgr. of quality control, reporting to v.p. Stanley F. Patten . . . Wm. A. Henderson Jr. promoted to mgr. of govt. sales of Federal Telephone & Radio (IT&T) . . . Wallace F. Baker promoted to asst. gen. sales mgr., Westinghouse electronic tube div., Elmira, N. Y. . . . Frank J. Moch, pres. of National Alliance of TV & Electronic Service Assns., re-elected pres. of its Chicago affiliate, TESA-Chicagoland . . . Lyle G. Bergmann pro-

moted to Hallicrafters export mgr. . . . R. K. Andras appointed sales director of TV-appliance div., Moffats Ltd., Weston, Ont., Avco of Canada subsidiary and manufacturer of Crosley-Bendix merchandise; A. Peters named gen. sales mgr. for TV-radios, reporting to Andras . . . Herbert Krauss, ex-Steelman Phonograph & Granco Radio, named west coast regional mgr., Majestic International, replacing Harold Ashbach, resigned . . . Joe Delaney resigns as sales mgr. of Cadence Records, his duties assumed by pres. Archie Bleyer.

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Radio & Television Inc., which owns the Brunswick brand name but has not been very active in production in recent years, has been appointed exclusive U.S. distributor for an unannounced line of British hi-fi phono-radio combinations, and will also supervise sales and distribution of a line of English-manufactured and other electronic components, according to pres. Herbert L. Weisburgh, just back from London.



**Topics & Trends of TV Trade:** Licensing of servicemen—good or bad? That controversial question, kicked back and forth on agenda of many trade conventions for at least 5 years, is subject of provocative article in Jan. *Radio-Electronics Magazine* by one who's really qualified to treat the subject — John A. Wheaton, secy. of National Electronic Technicians & Service Dealers Assns. (NETSDA).

Arguments for licensing: "If a licensing law is written correctly and enforced properly, it establishes a minimum standard of qualification of competency; it tends to raise the standards in the service business; it provides an official body to deal with fraud and malpractice; it tends to reduce fraud and malpractice by deterring persons for fear of losing a license."

Arguments against licensing: "Possibility of regimentation; possibility of bureaucratic interference; will not prevent fraud and malpractice; will raise the service costs."

Wheaton says Madison, Wis. has most comprehensive licensing law of any in force, though bill pending in Louisiana legislature would be even more inclusive, requiring all electronic technicians to be licensed. New York City, California, Utah & Tennessee are other areas where licensing bills pend. Of such legislation, he writes:

"All these bills have as their main purpose a desire to serve the public interest; they also express—between the lines—the desire of the electronic service technician to raise the standards of his profession and obtain a measure of prestige which does not exist to any degree at the present time. That many men in the business realize that fact is evidenced by the changing attitude of various industry groups during the last few years." As example of changing attitude, Wheaton notes that NARDA, which once flatly opposed licensing, now takes position that it's a matter for local option.

For guidance to communities or states contemplating licensing legislation, he suggests close scrutiny of N.Y. State licensing law of 1921, which places real estate brokers and salesmen in semi-professional category, and suggests it could be applied to servicemen. It sets up advisory board under Secretary of State and provides for examinations to meet minimum standards of efficiency.

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Monochrome sales of 7,300,000, plus at least 250,000 color, with dollar value probably exceeding this year's \$1.9 billion, are foreseen for 1956 by RETMA pres. H. Leslie Hoffman in year-end statement amplifying predictions to Los Angeles Society of Security Analysts 2 weeks ago (Vol.11:50). They compare with expected 7,450,000 black-&-white, 35,000 color sales this year. He also anticipates "continuing strong" market for radios, particularly auto sets and portables, "with transistor types providing a new stimulant," and predicts transistors will also induce expansion of plant facilities to accommodate increased commercial & industrial uses of all electronic equipment. He estimated total 1955 electronic business at \$9.7 billion, including broadcasting, merchandising & service revenues. This year's factory sales were \$5.5 billion, he said. "Breakthrough of color TV, both in manufacturing and broadcasting" was called "most significant merchandising development" of 1955. "Sales of the large-screen color sets during the fall and early winter indicated that exposure to color programs and sets, rather than price, is the determining factor in public acceptance of this exciting new product," he declared.

Sonora Radio & Television Corp. (Joseph Gerl, pres.), Chicago private-label manufacturer which recently resumed production of own brand, introduces 17-in. portable at \$110; 21-in. open-face console at \$200; 24-in. mahogany console at \$300—all under own label.

**DISTRIBUTOR NOTES:** DuMont starts factory-to-dealer distribution shortly in Boston, Cincinnati & Dayton as first markets to be served by DuMont National Distributors Inc., formed recently as subsidiary to merchandise directly to dealers in areas where "strong independent distribution" is unobtainable (Vol. 11:38) . . . Admiral appoints Dakota Electric Supply Co., 1017 4th Ave., Fargo, N. D. (V. F. Cole, pres.), taking over Dakota territory from George L. Spencer Co., Minneapolis, which will concentrate on Minnesota; George A. Bodem, founder-chairman of Spencer and its ex-pres., is now electronics div. v.p. of Admiral in Chicago . . . Sylvania appoints new Electric Wholesalers of Florida Inc., 700 E. Union St., Jacksonville, Fla. (F. H. Dendy Sr., pres.) . . . Crosley-Chicago names James G. Koontz gen. mgr. . . Ray Distributing Co., Jacksonville (DuMont) appoints R. M. Everitt gen. mgr. . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints Kenneth C. Stewart, ex-Wanamaker's, as v.p. & sales mgr., replacing John Mehr, resigned . . . Krich-N. J., Newark (RCA) appoints Murray M. Balis as appliance sales mgr. . . Raymond Rosen & Co., Philadelphia (RCA) reports resignation of James T. Davis as adv. & sales promotion mgr. . . Capehart-Farnsworth appoints A. G. Radio, Philadelphia, for clock, portable & table radios only, Olson & Co. continuing as TV distributor . . . Graybar appoints John Reine as central district mgr., Chicago, succeeding W. E. Guy, retired.

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Federal Trade Commission, as predicted, has rejected RETMA's plea for reconsideration of FTC trade practice rules relating to designation of picture tube sizes and labeling of used tubes (Vol.11:27-28). RETMA had urged that manufacturers should not be required to disclose in ads whether picture tubes are measured horizontally or diagonally, and that tubes incorporating used glass envelopes should not be designated as used if all other components are new. FTC denial said only that rules were in accordance with Federal Trade Commission Act and that modifications "would be contrary to the public interest." Rules go into effect Dec. 28.

TV shipments to dealers totaled 5,987,044 in first 10 months, when production was 6,520,241, reports RETMA in state-by-state release (county-by-county tables available to members on request). They compared with shipments of 5,372,756, production of 5,654,791, in first 10 months of 1954. New York led the shipments with 571,140; California second, 512,903; Pennsylvania third, 385,037. Oct. shipments were 812,312, compared to 1,019,191 in 5-week Sept. and 903,160 in Oct. 1954.

Wilcox-Gay's Chapter XI bankruptcy plan, providing payment of 50% of unsecured claims of more than \$100 over 5-year period, was approved this week by Federal court in Grand Rapids. Control of company, with its subsidiaries Majestic Radio and Garod Radio, was returned to chairman-pres. Leonard Ashbach, with receiver Wadsworth Bissel appointed disbursing agent to supervise payments to Govt. and creditors.

Hearing on price discrimination suit, in which 8 Chicago TV-radio-appliance dealers seek \$11,625,000 treble damages from 12 manufacturers and distributors and 2 big dept. stores on grounds of anti-trust violations (Vol.11:48), has been set for Jan. 17 in Chicago Federal Court.

CBS-Columbia will introduce full new line of TV-radios at distributors convention Dec. 28-30 at Waldorf-Astoria, N.Y. It's one of few manufacturers to come out with full line in winter, nearly all others having fill-in models.

Excise tax collections on TV-radio-phonos totaled \$33,482,000 in 3 months ended Sept. 30, compared to \$21,706,000 in same quarter of 1954, reports Internal Revenue Service.

**Electronics Reports:** Step-up in military electronics production and development contracts is due next year as preparedness emphasis continues to shift to guided missiles and atom power, and away from conventional weapons. Electronics increase was confirmed this week by Defense Secy. Wilson as he gave preview of Administration's proposed defense budget for fiscal 1957 (beginning July 1, 1956). Highlight of proposal is record-breaking \$1 billion for guided missile development & production, up from current rate of about \$750,000,000.

In addition to increasing defense budget to \$35.5 billion (about \$1 billion over current budget), Administration will seek obligational authority (for long-term production that will not be paid for in fiscal 1957) of \$35 billion, an increase of nearly \$2 billion. Without giving details, Secy. Wilson indicated that electronics would begin to accelerate in the defense picture, by pointing out that new budget curtails orders for conventional weapons and shifts emphasis to research, development & production of such items as intercontinental ballistic missiles, robot aircraft, nuclear-powered ships and aircraft and most advanced types of conventional planes—all leaning heavily on electronics.

Secy. Wilson estimated intercontinental ballistic missile (IBM), capable of carrying nuclear warhead across ocean, might be ready in 5 years.

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"Marked progress" is reported by RCA chairman David Sarnoff in developments of an electronic light amplifier, magnetic tape recorder for TV, high-speed Electrofax electronic printing process, electronic air conditioner, microwave 2-way radio communications for all types of vehicles. But he gives no further details in year-end statement. The 5 important areas in which new advances are being made are listed as transistors, business machines (Bizmac data processing), military electronics, radar, closed-circuit TV. RCA this year will do better than a \$1 billion business for first time in its history, he stated, representing growth from \$1,000,000 just 35 years ago and up 320% from its sales volume of \$237,000,000 just 10 years ago.

New major closed-circuit TV installations: (1) New York Savings Bank, pioneer in closed-circuit TV, has opened new Radio City branch completely equipped with GPL closed-circuit facilities and National Cash Register automatic accounting machinery. Bank says the "electronic teammates" will provide facilities for 333% increase in deposits with only 25% increase in equipment and personnel. (2) New DuMont closed-circuit TV system is used to insure precise control of giant 35,000-ton press at Alcoa's Cleveland works—permitting press operator to see at all times whether press is correctly loaded.

Principles behind light amplifiers and the eventual picture-on-the-wall TV—photoconductivity and electroluminescence—are treated in series of papers in Dec. *Proceedings of the IRE*. Entire issue is devoted to solid-state electronics, with emphasis on topics about which very little has been published—especially on materials which can generate, store or are actuated by light.

Dr. Lee deForest's 23 diaries dating from 1891, when he was 18, to 1949, have been given to the Library of Congress; now 82, he still works at his Los Angeles electronics firm, Lee deForest Inc.

Collins Radio Co., Cedar Rapids, Ia., has purchased Communication Accessories Co., Hickman Mills, Mo., 400-employee manufacturer of toroids, magnetic amplifiers, filters, transformers.

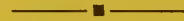
Experimental station with 10 mobile units, to operate on 900.6 & 930.6 mc for purpose of developing mobile services, was granted by FCC to Motorola this week.

**ALL-TIME HIGH** in electronics production in 1956 was predicted this week end by Commerce Dept.'s electronics experts, who have long record of accurate forecasts. Estimate was contained in Commerce Secy. Weeks' year-end survey of major industries, which indicated that most of them "will continue operating at or close to peak levels through the first 6 months of 1956."

Electronics forecasts were prepared by Commerce Dept.'s Business & Defense Services Administration (BDSA) Electronics Div., headed by Donald A. Parris. Factory prices of electronic products made in 1956 were estimated at \$6.8 billion, compared with \$6.3 billion in 1955, which equalled previous high made in 1953, and with \$5.8 billion in 1954. Reliability of forecast is indicated by last year's prediction for 1955 of \$6.1 billion (Vol. 11:1), revised at midyear to \$6.2 billion (Vol. 11:27).

Included in estimate are TV-radio receivers, broadcast & radio communication equipment, tubes & electronic components, industrial TV and military equipment such as radar, sonar & guided missile electronic systems. As to TV-radio, Commerce forecast had this to say:

"Expanded color TV [program] schedules are expected to boost the sale of color receivers to better than \$250,000,000 at retail prices," which would work out to about 300,000 sets at average price of \$750. "By the end of the year, automobile and portable radios will be almost wholly made with transistors instead of tubes."



New electronic devices and applications: (1) RCA Labs has developed electronic device to cut down vibration of machines by turning vibration against itself through detecting & amplifying system which responds instantaneously to each motion of machine, either by creating an opposite force or by absorbing the motion; project was disclosed by Dr. Harry F. Olson, director of acoustical & electromechanical research lab, and uses principles similar to those of Olson's electronic sound absorber. (2) Electronic "answer man"—a sort of talking directory for supermarkets, complete with commercials—which tells customers where to find grocery items when they push one of 96 pushbuttons, has been installed experimentally in a Whittier, Cal. supermarket; it was developed by Joseph Muscolino, 348 E. Foothill Blvd., Arcadia, Cal. (3) Electronics helps Canadian experts study habits of herring at Pacific Biological Station near Nanaimo, B.C.; solenoid-operated device automatically picks out fish which had been tagged by govt. biologists the preceding spring.

Strike at Sylvania CR tube plant in Seneca Falls, N.Y. ended Dec. 21 with 3-year contract providing average 15-25¢ hourly wage increase, plus fringe benefits. Workers had been on strike 50 days.

Dr. Oscar Theodore Marzke named director of research, Naval Research Lab, succeeding Dr. Edward O. Hulburt, who Jan. 1 becomes senior scientist for U. S. National Committee for International Geophysical Year of National Academy of Sciences. Dr. Marzke has been NRL assoc. director of research for materials.

Rear Adm. G. H. DeBaun, who before his retirement was in charge of aircraft communications in office of Chief of Naval Operations, named exec. asst. to v.p., Aircraft Radio Corp.

Dr. Edwin G. Schneider, mgr. of Sylvania's missile systems lab, promoted to chief engineer of electronic systems div., reporting to mgr. Henry Lehne and succeeded by Dr. Sherrerd B. Wells, mgr. of lab's electronics dept.

Edwin Vennard, pres. of Middle West Service Co., Chicago, succeeds Col. Howard S. Bennion, retiring, as v.p. of Edison Electric Institute June 1.

Charles E. Steen Jr. appointed v.p.-gen. mgr., El-Tronics Inc., Philadelphia.

**Financial & Trade Notes:** Westinghouse's sales and earnings this year will be substantially below 1954, primarily because of strike at 40 plants which began Oct. 17, said pres. Gwilym Price in year-end statement. But, he added: "We are confident that our greatly improved production facilities will contribute much to an improved 1956." For 1954, company reported earnings of \$84,594,000 (\$5.06 per share) on sales of \$1.631 billion, compared to \$74,322,000 (\$4.53) on \$1.582 billion in 1953.

In addition to the "adamant and paradoxical stand" of IUE in calling strike (later joined by UE), Price said sales and earnings this year were also adversely affected by cancellation of defense orders, high cost of rapid amortization of new facilities and "extraordinarily heavy" expenditures required to get production started in several new plants. He said:

"Fortunately, most of these problems are behind us. New orders for heavy apparatus booked in 1955 showed a substantial gain over 1954 and our backlog for this equipment is again building up. The \$296,000,000 expansion program begun in 1951 is now completed and the many fine facilities we have built are fully staffed. With resumption of normal operations, we can look forward to an increasing contribution to earnings from these facilities."

He said 6 major facilities were placed in operation or brought to advanced development in 1955, among them the multi-million dollar Westinghouse Research Labs in Churchill Borough, near Pittsburgh; \$12,500,000 jet research & development center at Kansas City; \$7,000,000 expansion of military electronics operations in Baltimore.

Note: IUE-UE strike has idled 55,000 workers in 40 plants, including TV-radio factory at Metuchen, N.J., appliance plants in Columbus, Mansfield & Newark, O., E. Springfield, Mass.; electronics factory in Baltimore. The tube plants in Elmira and Bath, N.Y. are not affected.

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Webster-Chicago, in distributing year-end dividend of 25¢ Dec. 20, making 40¢ total for year, disclosed net sales of \$24,959,693 (including 1955 govt. contracts of \$7,826,885 and 1954 govt. contracts of \$7,070,716) during 10 months ended Oct. 31 vs. \$23,535,511 in same 1955 period. Net income & special credit totaled \$751,042 (\$1.21 per share) vs. \$349,259 (56¢). Special credit was non-recurring \$364,046 profit on sale of 45 acres of vacant land held in Cook County, subject to \$91,011 capital gains tax. Note: Rumors of merger with Sentinel Radio have been denied, though Webster-Chicago pres. Titus Haffa has discussed subject with Sentinel pres. Ernest Alschuler and is said to be on lookout for acquisition of a TV firm.

Dynamics Corp. of America (formerly Claude Neon) will absorb its subsidiary, Reeves-Ely Labs Inc., as means of simplifying corporate structure and eliminating overlapping expenses. As approved by directors of both companies Dec. 20, and subject to ratification by stockholders at special meetings Jan. 20, plan involves share-for-share exchange of Reeves-Ely common held by minority shareholders (431,574 out of 855,110 common shares outstanding) for new Dynamics \$2 par preferred. Latter will pay \$1 annual cumulative dividends, compared with 20¢ on Reeves-Ely common, and each share is convertible into 2 shares of Dynamics common within next 10 years.

Among shares sold short as of Dec. 15, in anticipation of lower prices, were several electronics and related issues, according to report this week by N.Y. Stock Exchange. Excluding odd-lot dealers, these were the short totals: AT&T, 14,860 shares; Avco, 2940; Consolidated Electronics Industries, 5640; Corning Glass, 7380; General Dynamics, 13,695; GE, 65,196; IT&T, 3549; Motorola, 5630; Penn-Texas, 46,074; RCA, 12,961; Raytheon, 6153.

General Precision Equipment Corp., parent of group of TV, electronic, movie and aviation companies, will report 1956 sales of about \$130,000,000, compared with \$123,332,000 last year, pres. Hermann G. Place told N. Y. Society of Security Analysts this week. Though 9-month earnings were down to \$2.01 a share, Place said he hopes figure for entire year will cover the annual dividend rate of \$2.40 a share. Backlog of orders by end of next year is expected to reach \$160,000,000 and profits before taxes \$10,000,000, he said. GPE announced this week acquisition of majority of outstanding stock of Shand & Jurs Co., Berkeley, Cal., manufacturer of materials used in handling of explosives—whose products range from manhole covers to complex electronic instruments.

Sam Norris, ex-pres. of Amperex Electronic Corp., a unit of Philips of Eindhoven, this week was elected pres. of Nuclear Corp. of America, formed in Sept. through merger of Reo Holding Corp. and Nuclear Consultants and now traded on American Stock Exchange. He replaces Richard H. Keatinge, temporary pres. who continues as a director. This week, also, Louis R. Kurtin, chairman of Nuclear Corp, announced agreement to buy all business and assets of Radioactive Products Inc., Detroit, in consideration of 146,000 Class A shares of Nuclear and disclosed that management is currently engaged in discussions with other companies in nucleonic and related electronic fields looking to acquisitions.

Technical Operations Inc., Arlington, Mass., working on silicon for manufacture of transistors, phosphors, "electronic umpires" for Army field maneuvers, transistorized power supplies for guided missiles, among other items, reports that its fourth fiscal year ended Sept. 30 with gross income of \$615,592 and net profit of \$17,363 vs. \$469,552 & \$10,053 in 1954. Earned surplus was \$34,187 on Sept 30. Firm is headed by pres. Frederick C. Henriques, with Marvin G. Schorr & Eric T. Clarke as v.p.'s; on board is Raytheon v.p. David R. Hull.

Consolidated Electronics Industries Corp. formerly Reynolds Spring Co., which has completed deal to take over \$750,000 Price Electric Corp. (relays) for 25,000 shares of its stock, reports net income of \$861,988 (\$1.30 a share) on sales of \$11,018,537 for fiscal year ended Sept. 30. In preceding year, there was loss of \$202,190 on sales of \$6,824,076. As of Sept. 30, current assets were \$7,546,801, current liabilities \$3,426,769.

Sale of Western Union's international cable system to Textron American Inc. (Vol. 11:28) has been called off and negotiations terminated. Agreement was snagged when Anglo-American Telegraph Co., from which WU rents 5 transatlantic cables, refused to give consent for assignment of lease to Textron.

National Theatres Inc., which owns 143 and leases 193 theatres, grossed \$61,692,000 in fiscal year ended Sept. 24 compared to \$64,497,000 in corresponding 1954 period. Net income for year was \$2,886,000 (\$1.04 per share) vs. \$2,857,000 (\$1.03).

Axe Science & Electronics Corp. mutual fund, reported to have purchased 150,000 of the 690,000 shares of Ultrasonic Corp., Cambridge, Mass., recently issued at \$1 a share.

Electronics Corp. of America has placed \$2,000,000 of subordinate convertible debentures through Eastman, Dillon & Co., proceedings to be used for added working capital required by increased sales volume.

Lear Inc., maker of guided missiles and precision instruments for aircraft, has registered \$3,000,000 of convertible debentures, due Dec. 1, 1970, with SEC, offering to be handled by Smith, Barney & Co.

Defense Dept. got cool reception from FCC in oral argument this week when attorney George Spiegel asked for reconsideration of initial decision approving move of KGEO-TV, Enid, Okla., to new 1356-ft. tower (Vol. 11:37). Case is generally considered bellwether in determining FCC's attitude toward Pentagon's blanket opposition to over-1000-ft. towers. Comments by commissioners—particularly Chairman McConnaughey—indicated feeling that Defense Dept. had had its "day in court" and was seeking to reopen record only because it had been overruled. In another trail-blazing high tower case, Washington Air-space panel postponed until Jan. 17 decision on proposal by WHAS-TV, Louisville, to erect 2000-ft. tower, which would be world's tallest (Vol. 11:47).

FCC's "tough" policy on uhf grantees—that of grant-no extensions of CPs beyond Jan. 16 unless construction has started—should be relaxed, Uhf Industry Committee urged in petition this week. Petition states that wholesale cancellation of uhf CPs Jan. 16 or immediately thereafter would have extremely depressing psychological effect; that there are other uhf channels available in most cities where CP-holders are marking time, so there are very few "squatters" on channels that are in demand, etc. Commission's current policy was adopted last June 9 (Vol. 11:24) on theory uhf grantees ought to get busy or get out.

Microwave to bring signals of KUTV, Salt Lake City, to new community antenna system in Elko, Nev. was granted by FCC this week to dentist Dr. Wilbur J. Fahden and accountant John E. Griffin, db/as Television Microwave. Estimated cost of Raytheon 6062.5-mc equipment is \$18,643, annual operating cost \$8106. Antenna operator TV Transmission Inc. has agreed to pay \$10,800 annually.

Sale of WBUF-TV, Buffalo (Ch. 17) to NBC (Vol. 11:11, 26, 39) should not be held up pending hearing on protest of WGR-TV (Ch. 2), FCC ruled this week. Commission accepted WBUF-TV's assertion that losses would force it off air Dec. 31 unless sale goes through; that it couldn't keep going indefinitely while waiting for final decision on protest hearing.

Conference of presidents of state broadcasting associations has been called by NARTB pres. Harold E. Fellows in Washington Feb. 21. It's to discuss ways of increasing joint projects of NARTB and state groups on sports, freedom of information, legislation, public service campaigns.

Satellite application for Hagaman, N. Y., Ch. 29 (allocated to Gloversville), was filed this week by WROW-TV, Albany (Lowell Thomas group). [For further details, see TV Addenda 21-X herewith.]

A Christmas card we didn't receive—but which is being circulated among the movie folks this season—bears this greeting in Old English letters: "Help Stamp Out TV!" This brings to mind a poster, which was originated recently as a gag in the offices of a large receiving tube manufacturer and has since been copied and reproduced elsewhere in the industry. It pictures a large booted foot about to tramp on a tiny 3-pronged object, and the legend reads: "This Is Your Fight—Help Stamp Out Transistors!"

### Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1955 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

FCC rules affecting applications and hearings were amended in 2 substantial changes this week: (1) Effective Jan. 1, Sections 1.387 & 1.724 are changed to permit a party to file a competing application for 10 days following the date on which an earlier application was designated for hearing. Previously, rules required an applicant to file 60 days before hearing was to begin before he could get into hearing; danger in this was that a prospective applicant might be frozen out of a hearing unfairly. (2) Effective immediately, new Sec. 1.370 was added to specify that no application for new station or for change of site, height or power will be acted upon for 30 days after public notice is given that application was accepted for filing. FCC has had 30-day rule-of-thumb from which it sometimes departed; new rule makes 30-day wait certain.

Actor Bing Crosby, George L. Coleman & Kenyon Brown this week secured ownership of KFEQ-TV, St. Joseph, Mo. (Ch. 6) & KFEQ when FCC approved transfer from Barton Pitts to their newly formed Midland Bestg. Co., of which they're co-equal owners (Vol. 11:34, 47). Price was \$550,000, plus assumption of \$200,000 bank loan and current liabilities. Approval brings Crosby back into TV ownership. With Coleman and Brown, he had shared ownership of KMBY-TV, Monterey, Cal., sold it earlier this year for \$230,000 to owners of KSBW-TV, Salinas, with which station had shared Ch. 8 (Vol. 11: 16). Brown is selling his 1/3 interest in KWFT-TV, Wichita Falls, Tex. (Ch. 6) to Grayson-Levine group (Vol. 11:46, 49).

"Commprovision" plan of running closed-circuit cable-fed "stations" in small communities (Vol. 11:8, 31) looks as if it's ready to move forward, having acquired source of programs. ABC-TV this week announced signing contract with Trans-Community TV Network Inc., 141 El Camino Drive, Beverly Hills, Cal. (Jack Gross, chairman; Jerome L. Doff, pres.) to provide it with kines of virtually entire ABC-TV schedule. Trans-Community has been dickering with other networks for similar arrangement, at same time seeking to interest community antenna operators. It states it has lined up several system operators, particularly in western states, hasn't identified them.

TV DX-ing has become quite a hobby—and 1955 was a "banner year" for long-distance reception, according to Jan. *Radio-Electronics Magazine*, which lists 67 fans who have logged 50 stations or more, including 3 who have picked up more than 200. At top of list is Robert Seybold, Dunkirk, N.Y., with 259 stations to his credit (including 28 uhf), most distant of which was 4900 mi. His DXs include stations in 45 states and 6 countries.

Relief for FM operators was granted by FCC this week in form of rules amendment exempting them from requirement that they broadcast 5 hours Sundays; 36-hour weekly minimum was retained. Action came on petition of New York's WHOM-FM, which noted that AM stations are exempt from the Sun. rule and that Sun. broadcasts require overtime pay.

Novel idea was thrown into subscription-TV situation this week by organization calling itself "Adfre TV International Ltd." (L. W. Mallett, exec. v.p.), Portland, Ore. It submitted 5-page document to FCC, claiming development of an "induction" method of fee-TV, warning that other toll systems "increase the present dangerous radiation or X-ray factor of the receiving set."

"For Freedom and Peace" is slogan now used by Voice of America in all English and some foreign language station identifications. It was first proposed by RCA chairman David Sarnoff in memorandum to White House. Voice of America director J. R. Poppele said constant repetition of the words would help convey truth about U. S. policies and goals.

**THE AUTHORITATIVE**  
NEWS SERVICE FOR MANAGEMENT  
OF THE VISUAL BROADCASTING AND  
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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — December 31, 1955

**CRYSTAL BALL FOR 1956** shows fabulous prospects for all facets of TV, though not many more new stations, muddled FCC & Congressional situation (p. 1).

**EDUCATIONAL TV PUSHES** programming as next phase of its development, following \$6,493,840 Ford Foundation grant; 7 more stations due in 18 months (p. 4).

**TV IS TOP NEWS MEDIUM** for Detroit public during newspaper strike, according to poll financed by 3 struck newspapers; stations step up newscasts (p. 5).

**100 MORE AM STATIONS** than TV starters authorized by FCC during 1955. Total of 2941 AMs at year's end, up 159. New AM-FM Directory out soon (p. 6).

**SALE OF RKO BACKLOG** of 740 features & 1000 shorts to Matty Fox's C&C Television followed by release of 140 Columbia movies to Screen Gems for TV (p. 6).

**EVANSVILLE'S Ch. 7** goes to Rex Schepp, while court affirms grant to WXEX-TV, Richmond-Petersburg, but sends Beaumont Ch. 6 case back to FCC (p. 7).

**TV FILM PRODUCTION** has reached plateau, survey shows, with no increase for 1956. Number of shows drops, reflecting small syndicators' troubles (p. 8).

**TRADE'S OUTLOOK FOR 1956** indicates continued upswing, with production and sales of 7,500,000 TVs, firm-to-higher prices, expansion of portables (p. 11).

**PROBE OF PARTS DISTRIBUTION** may be started soon by Senate subcommittee if current exploratory inquiry uncovers evidence of "economic concentration" (p. 13).

**CLOSED-CIRCUIT TV** for industry, business and education to blaze trail in 1956; total installations to be doubled or tripled within year (p. 14).

**STANDARD & POOR'S** forecasts 1956 earnings to "at least equal" 1955. Sylvania sales exceeded \$300,000,000, Mitchell also predicting good year ahead (p. 15).

**NBC TAKES OVER WBUF-TV**, Buffalo, plans to make it "uhf showcase." FCC approves Westinghouse-NBC swap of Philadelphia-Cleveland TV-radio stations (p. 10).

**ODESSA, TEX. VHF** is last of 59 new starters in 1955, making 459 on air. Nearly dozen say they plan January debuts; 6 others due by spring (p. 10).

**SPLIT IN FCC** on allocations philosophy to be explored at Jan. 17 Senate hearings, with each Commissioner asked to give individual views (p. 16).

**FABULOUS PROSPECTS FOR THE NEW TV YEAR:** "What's past is prologue," according to Shakespeare -- and so our customary year-end stock-taking, as TV embarks on its 10th commercial year, will seek to equate what may be ahead with what has just ended.

What impresses us most about the new-year prospects is that 1956 is a presidential election year, and an unusually important one; that the power, prestige and responsibilities of TV will be recognized as never before; that the public's attention will be riveted to the medium; that Congressmen, concerned with the cost and importance of TV campaigning, will make great demands on the industry.

But aside from political and social aspects, here is a quick glimpse of the basic industry as it enters its 10th commercial year -- for TV really can date its business beginnings from the 16 stations that were on the air in 1947, when a mere trickle of 178,571 receiving sets reached the market:

New Year begins with nearly 37,500,000 TV sets in use. All but 4,000,000 are in the nation's 47,500,000 households. That compares with sets-in-use figure of 33,500,000 at start of 1955. Replacements and second sets are now big factors in keeping assembly lines rolling to tune of at least 7,000,000 new sets a year, and it's unlikely that more than 3,000,000 new TV homes will be added during 1956. Rate of new stations going on air decelerated to mere 59 during 1955, and present total of 459 on air is not likely to increase by more than a few dozen in 1956.

The business of telecasting has ended its first \$1 billion year, representing about 12% of the national advertising budget -- and 1956 will be even bigger. Public expenditures for TV receivers, parts & servicing accounted for \$3.28 billion in an "electronics economy" figured at nearly \$10 billion (at factory levels, mainly) and due to achieve \$10.8 billion in 1956 and to double itself during the next decade.

Now for the particulars. What's ahead for 1956? Without claiming to be soothsayers -- though we haven't done too badly in our previous steps out on the

limb -- we offer these summaries of the best thinking of the editors of Television Digest with Electronics Reports, each in his specialty, as we prepared to launch our Volume 12 in the 11th year since we began publication on Sept. 1, 1945. (Several categories are dealt with separately in this issue. For roundup on Trade Prospects, we refer you to p. 11. For Educational TV, see p. 4. For Industrial TV, see p. 14. For Electronics in general, we can't improve on the reports in Vol. 11:47 & 51.)

\* \* \* \*

ADVERTISER EXPENDITURES ON TV: Lumping time, talent, production & all other costs, we estimated last Sept. (Vol. 11:39), projecting forward the McCann-Erickson estimates for Printers' Ink, that the 1955 figure would total \$1,050,000,000 out of Printers' Ink-predicted \$8,750,000,000 for all advertising, or about 12%. The 1955 TV breakdown was: network, \$525,000,000; spot, \$275,000,000; local, \$250,000,000. (For 1954, figures were: network, \$417,900,000; spot, \$205,200,000; local, \$180,500,000 -- total of \$803,600,000, or 9.8% of the national budget of \$8,164,100,000.)

We see no reason for changing our 1955 guesstimate. As for 1956, we don't feel we're going too far out on the proverbial limb in accepting the Television Advertising Bureau's estimate of a 30% increase across the board. For one thing, there are more stations, bigger networks, higher rates. For another, TvB tells us that a Nielsen survey covering national spot alone shows 909 new brands using TV spot in final 1955 quarter as against preceding quarter; and that a forthcoming report will show 3300 different companies now using TV advertising nationally or regionally.

Accordingly, we expect \$1,360,000,000 to be spent by all advertisers on TV in 1956 -- going to: networks, \$700,000,000; spot, \$360,000,000; local, \$300,000,000. If the national advertising budget goes up to \$10 billion, as some confidently feel, that would mean 13.6%. TV will continue to be the fastest growing of all media.

Note: 1956 being a national political campaign year, it's expected that up to \$10,000,000 may be spent by the parties and candidates, on national & local levels, in buying TV time. Republican National Committee has already earmarked \$1-\$1,500,000 (Vol. 11:42), Democrats haven't yet said. In 1952, Republicans spent \$1,643,909 on TV nationally, Democrats \$1,303,916 (Vol. 9:1); there were only about 112 stations and 20,000,000 sets in use at that time.

\* \* \* \*

NEW STATIONS: 59 went on the air in U.S. during 1955 (only 6 uhf, 2 of them educational) as against 101 starters in 1954. Though 165 CPs are still outstanding, including 127 uhf (of which 35 are stations that have left the air but retained CPs), it's our considered opinion that the majority of the 92 new uhf CPs will never be built, that most of the 35 off-air won't return, that 1956 will see relatively few of the 151 new-station applications (22 uhf) processed through to construction. In a word, it will be surprising if as many as 50 new stations start in 1956 -- a more likely figure being 25-30. (For the scant 15 we expect to start in early 1956, based on fact they have equipment on hand or ordered, see story on p. 10.)

Year thus ends with 459 stations on air in U.S., 32 in Canada, 8 of latter having started in 1955. The year just ended saw 21 uhf stations quit operating, for economic reasons, making total of 53 to date. Two resumed operation in 1955 -- Norfolk's WTOV-TV (Ch. 27) & Fairmont, W. Va.'s WJPB-TV (Ch. 35) -- but we don't venture to predict how many more will quit during 1956. There should be fewer, however, because more of the 103 uhf stations operating are now in the black.

\* \* \* \*

ALLOCATIONS: The face of the industry, in terms of station facilities, will remain unchanged during the year. There's a slight possibility that FCC will initiate changes that will produce results in future years. Most probable of these is a change in vhf standards -- separations, powers & heights, directionals -- to permit modest increase in number of vhf stations in major markets. Wrangling in Commission, courts and Congress will reach a new peak -- but upshot will be no radical change. Big guns are essentially on side of the status quo. Chances are against acquisition of more vhf channels from Govt. -- and chances of their being used this year, if finally earmarked for TV, are nil.

FEDERAL COMMUNICATIONS COMMISSION: George McConnaughey's designation as chairman expires in March, and probability is he will get post for another year -- though there's possibility it will be rotated to Comr. John Doerfer. Comr. Webster, independent career man whose term expires June 30, faces opposition to reappointment from Democrats who would like third member of their party on Commission -- but he has a lot of friends and stands good chance of reappointment.

"Hands off" philosophy will continue, regardless of any membership changes, except, paradoxically, in the field of programming. Comrs. Doerfer & Lee will retain lead in fighting "overcommercialization," misleading commercials and what they've often criticized as program "imbalance".

There will be more care and caution in writing decisions -- Commission finally getting "court-shy" after having been bruised repeatedly by U.S. Court of Appeals. Network study staff will begin to dig into job -- but whole effort is in jeopardy until Congress definitely appropriates more funds for fiscal year starting July 1.

\* \* \* \*

CONGRESS: Hearings on uhf, allocations and networks -- due to be started Jan. 17 by Senator Magnuson's Interstate Commerce Committee -- are aimed at putting FCC on the spot, forcing definitive action on uhf problems. To what degree they succeed will depend upon the vigor with which the Senators and new staff director Kenneth A. Cox actually push the inquiry.

No major TV legislation is likely to emerge from Congress next session, but the outcries on Capitol Hill, the political pressures, will inevitably have their effect on the FCC -- always sensitive on that score. In an election year, which will see unprecedented use of TV, there will be more attention than ever before to cost of time and availability of stations to the politicians, with more hearings possible.

Attempts to revive excise tax exemptions for uhf-equipped sets will fail.

\* \* \* \*

PROGRAMS: TV's "golden age" will extend into 1956, with networks reaching in all directions for programming to astound and bewilder the critics of free TV. Key will be the 90-minute spectacular -- of which there will be more in 1956 than 1955 -- with no entertainment prospect left unturned.

There will be more Broadway dramas, more original plays and musicals, more good movies, more daring departures from tradition. Spurred by success of "Peter Pan" and the "Sleeping Beauty" ballet, spectacles will reach to higher-dome levels and will offer more classics, more operas, more ballet, Shakespeare, etc. and will occasionally burst their 90-minute confines to 2 hours and more.

\* \* \* \*

FILM: Resurgence of the feature film in TV, which started in 1954 with the General Teleradio "Million Dollar Movie" package, was accelerated in 1955 by first regular network presentation of feature movies -- ABC-TV's Sun. night "Famous Film Festival" package of J. Arthur Rank first-on-TV titles. In 1956, big new batches of features, some of them top-notch and some not too old, will really hit the TV channels. Included will be first of RKO backlog, some distributed nationally by General Teleradio and the rest syndicated by Matty Fox's C&C Television (see p. 6); new daily ABC-TV Rank series; NTA's Selznick package; Screen Gems' Columbia features.

Other movie majors will re-evaluate their plans for TV release of oldies, watching closely what happens to the RKO package. TV film syndication will continue to be buyers' market, with big distributors increasing dominance over field -- and better selection of new and repeat film series than ever for stations and sponsors.

\* \* \* \*

COLOR: Growth will be steady, not spectacular -- unless there's startling technological development, perhaps a true invention, to produce good receivers to sell for \$400 to \$500. Total production and sales should run between 200,000 and 300,000. Color programming will grow in quality and volume, NBC alone promising to increase from current 40 hours per month to 80 hours (Vol. 11:45).

Color will be thrust more and more into public awareness so that by year's end production and sales should be going at good clip even if there's little price

drop. RCA will remain far-&-away the leader in color, but others will join in -- so that by end of year quite a few more manufacturers will be termed "active in color."

Number of stations able to originate color, now only a few dozen, will increase gradually -- but programming burden will still rest primarily on the networks. CBS is keeping foot-in-door in color, but has indicated it won't extend itself until and unless there's an obvious boom in sets. ABC has no immediate color plans.

\* \* \* \*

SUBSCRIPTION TV: For the first time in our annual predictions, we're willing to venture that the FCC will finally dispose of the issue -- by turning it down, or tossing it into lap of Congress. Tide of public opinion has been turned strongly against the concept. Most influential TV and movie industry forces are in vigorous opposition. The 3 system proponents stand pretty much alone now, with scarcely the weight to change the trend -- yet happily enjoying the benefits of last year's tremendous publicity. Congress will probably get into the act, generating a little temporary heat -- but ending up by doing nothing about it.

\* \* \* \*

COMMUNITY ANTENNAS: They will hold their own, but expansion will be modest; there are approximately 400 systems in operation now. It will be year of battles on more fronts than ever -- but well-established systems will continue to do well, despite legal or illegal boosters, dealings with govt. agencies, and the opposition of some telecasters. It's a bigger business than at first apparent (see TV Factbook).

**EDUCATIONAL TV REACHES FIRST PLATEAU:** Bolstered by the recent \$6,493,840 grant from Ford Foundation, educational TV forces are reorienting themselves to place greater emphasis on programming -- satisfied that the concept of educational TV has gained acceptance and that the 18 stations now on air represent a base on which to build.

Ralph Steetle, exec. director of Joint Council on Educational TV, created by Ford with \$140,000 allocation (Vol. 11:51), says this of next phase of its growth:

"We have 2 basic objectives next in sight. First, we have to strengthen the stations on the air through better programming. For the purposes of educational TV, that doesn't necessarily mean programs that will have mass audiences, high ratings or shows with large entertainment quotients. We want shows that are instructional, but that doesn't mean they can't be entertaining at the same time.

"Secondly, we have a public relations goal. We have to spread the word about the success of those stations -- tell how they overcame their problems and just what their most successful activities are. In the past, we haven't been able to do this because we haven't had many station successes. The stations were struggling to get on the air and stay on the air, once they had gained community acceptance. But we have attracted community leaders in various localities to carry the public relations ball -- meaning fund-raising in some cases -- so I feel we're ready for Step 2."

(For list of educational stations on air, see p. 5.)

\* \* \* \*

Steetle expects another 7 educationals on air in next 18 months, most immediate being KRMA-TV, Denver (Ch. 6); WKNO-TV, Memphis (Ch. 10); KETA, Oklahoma City (Ch. 13). These will be followed by New Orleans, where Greater New Orleans Educational TV Foundation has applied for Ch. 8, and Minneapolis, where Ch. 2 will be applied for shortly by citizens' group. Also due in 1956 or early 1957 are Atlanta, where school system has applied for Ch. 30, and Nashville, where Nashville Educational TV Foundation has applied for Ch. 2.

Whether educational TV forces are correct in their conviction that public sentiment is now ranged on their side, remains to be seen. Legislatures in several states are still balking at appropriating public funds for educational TV, however zealous they may champion the concept. Most significant example of recalcitrance is N.Y., where only last week the board of regents of U of the State of New York, holding CPs since 1952 for 8 uhf stations in as many cities, appealed anew to state legislature for \$975,000 with which to build at least in New York City & Albany.

Danger that FCC may be induced to withdraw all or some of the 67 unused vhf



educational channel reservations, antagonism of the commercial broadcasters, apparently rouse no fears among the protagonists of educational TV stations. They doubt Commission will take away any of the channels, though admitting that there isn't the proverbial Chinaman's Chance that most of them will be claimed within the next generation. They're inclined, as one put it, to regard present Commission as "passively friendly" because it might be "political dynamite" to tamper with their channels.

\* \* \* \*

Closed-circuit systems are serving purposes of educational TV exceedingly well, allowing educators lots of time to make preparations for their stations, perhaps even serving as long-term substitute for educational outlets. JCET list of 60 school & college installations, plus 8 instructional TV systems at military posts (Vol. 11:49) was a conservative estimate, based on preliminary compilation. Southern Regional Education Board, in Dec. 15 comments on FCC allocations proposals, says its area has 9 closed-circuit operations not listed by JCET. They're in U of Arkansas, Florida State U, Mississippi Southern, U of Florida, U of Georgia, Medical College of Charleston, U of Tennessee, Texas Tech, Western Texas State Teachers College.

Industrial TV manufacturer Kay Lab also lists additional closed-circuit installations at U of Arizona, U of California at Santa Barbara, Stanford Research Institute, U of Denver Research Institute, New Mexico A. & M., Johns Hopkins U, Notre Dame, U of California at Berkeley. There are undoubtedly others.

**WHO SAID TV ISN'T A GOOD NEWS MEDIUM?** All this talk about TV not being so hot as a medium for newscasting gets an eloquent answer in survey conducted by Market-Opinion Research Co. for the Detroit Free Press, News and Times, which have been shut down since Dec. 1 by a strike of mechanical workers. One thousand random Detroiters were asked: "Where are you getting most of your news?" Their replies, based on number of times each source was mentioned: TV, 79.3%; radio, 62.2%; Detroit Reporter (strike-born union newspaper), 20.7%; neighborhood newspaper, 12.4%; other, 3.1%.

Detroit TV stations have always gone in heavily for news (big Cunningham Drug chain being a prime buyer of time for that purpose) and newscasts have been stepped up during strike, of course. And with Detroit metropolitan area's set saturation around 93% (ARB, March 1955) -- it would appear that set owners like what they see and hear, for they're keeping those sets tuned in. It's estimated that the average family has TV set turned on nearly 40 hours a week, so it's natural that newscasts should get a proportionately higher share of the increased viewing.

Television Bureau of Advertising tells us this finding jibes with Nielsen survey showing that 7 out of 10 TV homes regularly listen to news on their TVs. Lest the telecasters become too cocky, though, the poll also showed that 97% of those interviewed said they would go back to reading the same newspapers as before when the strike is over; only 1.4% said they would not; 1.6% said don't know. After New York newspaper strike of late 1953, when TV stations also reaped rich harvest of new accounts, including dept. stores (Vol. 9:49-50), newspapers quickly regained their circulation and advertisers; there's no data available on how many newly acquired advertisers stayed with TV, which has been consistently up since then.

Educational stations on air (see p. 4), in order of starting dates: KUHT, Houston (Ch. 8); WKAR-TV, E. Lansing (Ch. 60); WQED, Pittsburgh (Ch. 13); WHA-TV, Madison (Ch. 21); KQED, San Francisco (Ch. 9); WCET, Cincinnati (Ch. 48); KETC, St. Louis (Ch. 9); KUON-TV, Lincoln, Neb. (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-Urbana (Ch. 12); WTHS-TV, Miami (Ch. 2); WTVS, Detroit (Ch. 56); WTTW, Chicago (Ch. 11); WOSU-TV, Columbus, O. (Ch. 34).

Important document: Kiplinger Letter for Dec. 24 is devoted entirely to Population, contains invaluable data for marketers, can be had for the asking by writing Kiplinger Washington Agency, 1729 H St. NW, Washington.

### 1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 10, cost \$5.00 each; single copies \$7.50.

**2941 AM STATIONS, 557 FMs AT YEAR'S END:** Radio stations continue to increase -- and 159 new ones were authorized by the FCC during 1955, or exactly 100 more than there were new TV starters (see p. 2). A statistical recapitulation of our soon-off-press 1956 AM-FM Directory reveals once again that the oft-predicted decline in AMs hasn't materialized. The drop in FMs has been slight, too.

Actual figures are these: AMs authorized at end of 1955 total 2941, of which 2814 were licensed and on the air and 137 are still CPs. On same 1954 date, total was 2782, of which 2662 were licensed and on the air and 120 were CPs. Thus there hasn't been a year since the wartime freeze ended that AM didn't add to its ranks: At end of 1953, total was 2644; 1952, 2516; 1951, 2410; 1950, 2351; 1949, 2246; 1948, 2131; 1947, 1961; 1946, 1579; 1945, 1056. Most of newcomers are local or daytimers.

FM grantees total 557 at end of 1955, of which 536 are on air; year ago, the total was 583, with 549 on air. During 1955, FM licenses dropped numbered 36, with 2 CPs turned in. At end of year, 17 applications for new FM stations were pending.

The 1956 AM-FM Directory (loose-leaf and punched for binding, carrying no ads, cost per extra copy \$7.50) also lists all applications for new AM stations pending as of end of 1955. These total 222, as against 174 year before. Dropped during 1955 were 7 AM licenses, 11 CPs.

Directory logs all North American radio stations. Canada's AMs increased to 201 from 197 during the year, Mexico's to 454 from 443, Cuba's to 139 from 135 -- all listed, as are the U.S. & Canadian, with addresses, facilities, etc.

**A** ACQUISITION of entire RKO backlog of 740 features and more than 1000 shorts by C&C Super Corp., holding company whose principal owner is Matty Fox, is not only biggest films-to-TV deal in history—but it has implications which will be felt strongly throughout the TV, film distribution and movie industries.

Ink had hardly dried on RKO-C&C pact when Columbia Pictures wired TV stations Dec. 30 notifying them that it was releasing 104 new-to-TV feature pictures through its Screen Gems subsidiary. It gave no further details, but Screen Gems is expected to make titles available in week or so.

Opening of the RKO floodgates means TV audiences will be treated to more feature films than ever before—including some top hits of past 20 years (see titles below)—some of them probably destined to wind up on the networks a la ABC-TV's *Famous Film Festival* and *Afternoon Film Festival* (which both use J. Arthur Rank's British backlog). It means, eventually, a fresh flow of feature films for station use.

To distribution industry, it means far tougher competition in feature film field—including retirement of many played-out-on-TV movies. It sets up a new colossus in the TV feature film field—C&C Television Corp., headed by Matty Fox, which will own the 740 RKO features plus about 640 features owned by Fox's Western Television, now merged into C&C (currently being distributed by Guild Films). Fox said he will soon announce "unique" method of film distribution.

To movie industry, it means new competition at box-office from TV with Hollywood product. Perhaps more important, it's causing movie moguls to re-examine any plans they might have for sale-to-TV of their backlogs. Will this mean a glut on the market, depreciating values of films held in vaults? Or is now the time to let loose, before other studios get into the act? It also means more product for nation's theatres, since RKO Teleradio will earmark the \$15,200,000 received for the films to revive

theatrical film production (and start TV film production) at RKO studios.

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Principal terms of the complicated deal, signed last week end and revealed this week:

(1) C&C "leases in perpetuity" from RKO Teleradio the entire backlog of RKO films produced through July 24, 1955; originally produced at cost of \$750,000,000, it's estimated they would cost at least \$1.3 billion if produced today.

(2) C&C's rights include TV distribution in U. S. & Canada as well as foreign theatre and TV rights and world 16mm rights, including U. S. Exempted from its U. S. rights to the features are the 6 markets in which General Teleradio owns TV stations—New York, Los Angeles, Boston, Hartford, West Palm Beach, Memphis—where GT will handle distribution to its own stations.

(3) C&C gets rights to about 80% of films immediately, the remainder after they complete 3 years of theatre showings—with one important exception: General Teleradio has right to pick out any 150 pictures and sell them to national sponsor for one TV showing, with rights to them reverting to C&C in 24 months whether or not they are sold by General Teleradio. GT is not permitted to sell them to stations. RKO retains story rights to all the pictures and can remake any of the 740 for theatres.

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Here's how General Teleradio will come out on its \$25,000,000 purchase of RKO Pictures 5 months ago from Howard Hughes: It has recovered \$15,200,000 of its investment from sale of backlog to C&C—this amount believed to be tax-exempt because RKO has tax loss carry-forward estimated at about \$15,000,000 and because sale to C&C has been classified as "lease." The 6 markets in which General Teleradio has reserved rights to sell the films to its own stations (at \$5,000,000) are expected to realize at least \$8,000,000. It retains all RKO studio properties estimated at \$5,000,000. It receives theatre income from all RKO pictures still in distribution, plus the unreleased *Jet Pilot* and *The Conqueror*, which have 3 years to run before reverting to TV—latter carrying an unamortized value of \$7,500,000. In addition it has the

national first-run TV rights to 150 of the films, value of which should run well into millions.

Fox's C&C TV Corp. should come out all right, too. He estimates that his \$15,200,000 investment would bring total return of \$43,000,000 within 5 years—including \$30,000,000 from U. S. TV and \$13,000,000 from foreign distribution, mostly in theatres. One report said he had already contracted for distribution of less than half of the films at nearly \$15,000,000. Another report said International Latex (owned by Stanley Warner Theatres) was planning to sponsor some of the films on 170 stations.

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C&C paid \$12,200,000 cash for the package—\$9,200,000 borrowed from First National Bank of Boston and \$3,000,000 from Irving Trust Co. Remaining \$3,000,000 will be paid out of earnings as it comes due within next 24 months.

Fox was founder and president of Motion Pictures for TV Inc., and later of Western TV, owner of largest collection of feature films for TV. By bartering feature films for station time, he accumulated \$10-\$15,000,000 worth of station time credits. C&C Super Corp., headed by Walter S. Mack, producer of canned soft drinks and owner of big Nedick's lunchroom chain, last June bought Western TV—reportedly principally to obtain the station time for a TV campaign for its soft drinks. Fox emerged as principal stockholder in C&C, whose directors include real estate magnate Wm. Zeckendorf and Gen. James A. Van Fleet.

Simultaneously with announcement of RKO feature sale, Fox announced he had sold his interest in United Artists Pictures—a move obviously aimed at forestalling reprisals by theatre owners.

Among pictures included in sale: 9 Fred Astaire-Ginger Rogers musicals, 7 Jane Russell films, *Hunchback of Notre Dame* (Charles Laughton), *Abe Lincoln in Illinois* (Raymond Massey), *Citizen Kane* (Orson Welles), *Little Minister* (Katharine Hepburn), Frank Buck's *Bring 'Em Back Alive*, *Gunga Din* (Victor McLaglen), *Kitty Foyle* (Ginger Rogers), *The Sea Around Us*, etc.



**Film sale oddity:** A TV film producer is disposing of its film backlog, with 2 of the bidders said to be major movie studios. Involved in negotiations to sell some 115 TV films for about \$2,000,000 is Four Star Productions, owned by Dick Powell, David Niven & Charles Boyer—producer of *Four Star Playhouse*, *Stage Seven*, *Cavalcade Theatre*, etc. Unidentified bidders are said to include the movie studios, 2 TV networks and 2 TV film distributors. Four Star's acting pres., Hollywood attorney Wm. A. Cruikshank, said of the sale: "It was a question of whether the stockholders will profit most from an assured price now or from stringing out returns [through syndication] over the future years."

**Movie shorts are finding their way to TV** in ever-increasing numbers. In addition to the 1000-plus RKO package, these deals are now in various stages: Paramount is about to complete sale of 1600 shorts to UM&M Inc. for \$3,500,000 (Vol. 11:46). CBS is buying all assets of Paul Terry's Terrytoons Inc.—including an 1100-cartoon backlog—for a price reportedly near \$5,000,000. (3) Trans-Lux Pictures has acquired entire library of Encyclopedia Britannica Films for TV and theatrical distribution and is expected to concentrate on merchandising the 700 shorts—many in color—to TV.

**Report on TV & motion picture instruction** in American colleges will be prepared by Society of Motion Picture & TV Engineers' new Committee on College Motion Picture & TV Curricula, headed by Desmond P. Wedberg, editor of *Film* and *A-V World*.

**A**NOTHER "BIG" VHF decision—big in sense it was involved in deintermixture proceedings—was rendered this week when FCC granted Evansville's Ch. 7 to Evansville TV (Rex Schepp), turning down local WGBF. Uhf operators will undoubtedly go to court and ask for stay, as did those in Madison this week when they petitioned court to hold up CP granted WISC (Vol. 11:51).

Commission's principal grounds for preferring Schepp were ownership-management integration (he'll run station) and diversification—WGBF principals owning AMs in Evansville, Terre Haute & East St. Louis.

Comrs. Hyde & Bartley again dissented, as they did in Madison and Corpus Christi cases, on same grounds, i.e., that grants should be withheld until allocations rule-making is concluded (Vol. 11:50-51). Comr. Mack abstained from voting.

Court of Appeals rendered 2 decisions, meanwhile—none in deintermixture cases—involving comparative vhf decisions. In Richmond-Petersburg Ch. 8 case, court declined to upset grant to Tom Tinsley's WXEX-TV, now on air—merely said: "We do not find that the Commission ignored factors that required consideration or acted arbitrarily in choosing between the applications." Judges were Edgerton, Miller & Washington.

In Beaumont Ch. 6 case, however, which resulted in grant to Darold Cannan's now-operating KFDM-TV, court ordered Commission to reopen record to consider events which occurred after grant was made Aug. 4, 1954—but it didn't order KFDM-TV off air. FCC had granted KFDM, turning down KRIC & KTRM. KFDM and KTRM principal W. P. Hobby (*Houston Post*-KPRC-TV) then agreed to transfer grant to new corporation in which KFDM would have 62½%, Hobby 32½%. Court accepted KRIC argument that Commission should reopen record to take into account this agreement—particularly since one of FCC's major reasons for turning down KTRM in first place was "concentration of mass media" in KTRM-Hobby tieup. Judges were Bazelon, Fahy & Danaher—Danaher dissenting.

If there's any true trend in recent court decisions, it seems to be this: (1) FCC must be extremely meticulous in giving everyone fullest consideration in administrative procedures. (2) Court won't substitute its judgment for FCC's in comparative cases on general merits not involving "diversification" issue. (3) Court is inclined to horn in if it feels Commission is ignoring diversification.

Among other FCC actions this week: (1) Examiner Thomas H. Donahue issued initial decision denying protest of radio KSEM, Moses Lake, Wash. against grant of satellite KBAS-TV, Ephrata, Wash. (Ch. 43) to KIMA-TV, Yakima, Wash. (Ch. 29). He doubted that satellite would prevent establishment of local TV station in area. (2) Commission set Feb. 29 for start of hearing on protests against recent purchase of off-air WLBR-TV, Lebanon, Pa. (Ch. 15) by Walter Annenberg (WFIL-TV, Philadelphia, et al.). Protesting are uhfs WHP-TV, WTPA & WCMB-TV, Harrisburg; WHUM-TV, Reading.



Reply comments on allocations rule-making are now due Jan. 20—FCC granting 2-week extension as expected (Vol. 11:52). A few reply comments have already been filed—mostly from educational groups urging channel reservations be retained. Uhf CP-holder WHEF-TV, Brockton, Mass. (Ch. 62) and radio WBBB, Burlington, N. C. seconded Zenith's position that subscription TV is answer to problems. Biscayne TV Corp. (Cox-Knight-Trammel), awaiting Miami Ch. 7 grant, attacked comments recommending that city be made all-uhf.

**Personal Notes:** William H. Fineshriber Jr., ex-NBC v.p. in charge of radio network, onetime MBS exec. v.p. and formerly gen. mgr. of CBS program dept., on Jan. 3 joins Television Programs of America as v.p. directing sales of N. Y. office; Hardie Frieberg continues as v.p. for TPA's eastern div. . . . Scott Donahue Jr., TV sales mgr., Morris Kellner, radio sales mgr., and Dan Denenholz, chief of research, promotion & publicity, elected to board of directors of Katz Agency, rep firm . . . Donald P. Campbell, ex-Petry, MBS & ABC, appointed N. Y. sales executive for Storer stations WSPD-TV, WGBS-TV, KPTV, working with Katz Agency and NBC-TV Spot sales . . . Terry H. Lee, who joined KOVR, Stockton, Cal. as exec. v.p. last Feb., coming from KLZ-TV, Denver, has been promoted to pres. of the H. Leslie Hoffman station; Frank G. King, sales chief, and Earl Jay Watson, program director, promoted to v.p.'s . . . Norman Lindquist, TV v.p. of Atlas Films, joins Wilding Picture Productions to expand its TV-industrial sales . . . John M. Cooper resigns as TV-radio news director of INS to join CBS-TV as newsfilm producer . . . Wm. R. Higginbotham named TV mgr. of UP as Wm. C. Payette is promoted to asst. gen. news mgr. and John Zischang to TV news editor . . . Jack Alstrop, TV-radio officer for British Information Service in N. Y., joins British Broadcasting Corp. in London to handle its North American service . . . Wm. Y. Rambo named adv. mgr. of Proctor Electric Co., Philadelphia, heavy spot TV buyer . . . John Rossiter, ex-gen. mgr. of KBMT, Beaumont, Tex. & WJTV, Jackson, Miss., now with radio WOCB, W. Yarmouth, Mass. . . . George P. Moore, ex-WLWT, Cincinnati, named gen. sales mgr., WJBF-TV, Augusta, Ga. . . . Jim Caldwell now is promotion mgr. of WAVE-TV & WAVE, Louisville, as well as radio program director . . . Owen J. McReynolds, ex-RCA, ex-chief engineer of WROL, Knoxville, recently eastern div. mgr., Gates Radio, has taken over management of WOKE, Oak Ridge, Tenn., in which he owns substantial interest . . . Robt. W. Bray promoted to program director, WKNB-TV, New Britain-Hartford, succeeding Barry Barents, now head of TV-radio news & special events . . . Lon King promoted to asst. v.p. of reps Free & Peters . . . William Fay, pres. of WHAM-TV & WHAM, elected pres. of Rochester Automobile Club . . . W. C. Swartley, Westinghouse Bestg. Co. v.p., Boston, named to Gov. Herter's committee on highway safety & insurance . . . Phil Hoffman, mgr. of KLZ-TV & KLZ, Denver, elected v.p. of licensee Aladdin Bestg. Corp., at same time disclosed he has sold his interest in KOAT-TV, Albuquerque, which he formerly managed; he's onetime mgr. of KECA-TV, Los Angeles (now KABC-TV).

Arthur Batcheller, one of the "deans" of FCC's field offices, retires from post of engineer-in-charge of District No. 2 (New York) on Feb. 29 at age of 67. He's been in gov. radio service since joining Dept. of Commerce radio div. in 1917. Only Commission employe who had longer service was Charles Kolster, who retired as N. Y. regional mgr. last year after 45 years' service. In event successor isn't chosen by time Batcheller retires, regional mgr. Emery H. Lee will double in brass until appointment is made. Batcheller's associates plan testimonial dinner.

Anthony G. DeLorenzo, since last April director of TV-radio & press for General Motors, promoted to director of public relations, with Edmund Steeves, TV-radio-press man in N. Y. office, taking over his Detroit post and Fred Collins, from Detroit, succeeding Steeves.

Philip W. Lennen, 68, retired chairman of Lennen & Newell Inc. and founder in 1924 of the old Lennen & Mitchell agency, died of a heart ailment in N. Y. Dec. 25.

**Telecasting Notes:** Looking ahead and looking back at TV film business in this week's trade press: Dec. 31 *Billboard* estimates 1955 gross TV film syndication sales at \$35-\$40,000,000, increase of \$3-\$8,000,000 over 1954. But production of new TV film series appears to have reached a plateau, according to survey of all Hollywood TV film producers in Dec. 28 *Variety* . . . Highlights of TV film survey by *Variety*: Total of \$80,000,000 in TV film production is planned for 1956, exactly same as 1955 figure, which was double 1954's output. Though earlier estimates of 1956 output totaled \$100,000,000, article says trimming was due to "depressing picture facing many of the TV film syndicators" and "reluctance on the part of many sponsors to give producers the verbal renewals at this time of the year that they have in the past" . . . Sixty series are being produced on sponsored basis for 1956, same number as 1955, with total of 100 series "planned and definite" as opposed to 111 in 1955, the drop "due obviously to the decline of the smaller syndicator." While 38 syndicated series were shot in 1955, only 25 are scheduled for 1956 . . . Ziv is No. 1 TV film producer, with \$12,000,000 allocated for 1956 production, compared to \$9,500,000 in 1955; TPA is second, with \$11,000,000 budgeted vs. \$9,000,000 in 1955; then comes TCF Productions (20th Century-Fox), with MCA's Revue Productions and Hal Roach Studios tied for 4th . . . Bette Davis, one of last of moviedom's TV holdouts, making "double debut" on TV via film: With her husband Gary Merrill in "Phone Call from a Stranger" on *20th Century-Fox Hour* and in starring role of "At Paso Rojo" on *GE Theatre* . . . Sidney Kingsley, Pulitzer Prize-winning playwright & author, signs 5-year contract with CBS-TV as producer-writer-director; he's due to adapt several of his plays into 90-min. TV format, is also working on "special series" for network . . . Another prize for Paddy Chayefsky's *Marty*, movie version of TV play: N. Y. Film Critics voted it top award for 1955's best film, and named its star Ernest Borgnine year's best actor . . . KSL-TV, Salt Lake City, reports it now televises weekly programs for each of Utah's major educational institutions—U of Utah, Brigham Young U, Utah State Agricultural College.

**ADVERTISING AGENCIES:** Frank White, ex-pres. of both MBS & NBC, who became chairman of McCann-Erickson International Div. 2 years ago, adds duties of pres. of div. as George H. Giese becomes senior v.p. of the parent agency and Arthur L. Grimes is promoted to div. gen. mgr. . . . Anthony Hyde, exec. director of Tea Council of U.S.A. Inc., appointed McCann-Erickson staff v.p. in charge of planning & development . . . Nelson Carter, v.p. of Foote, Cone & Belding, Los Angeles, assumes responsibility for all agency services for western div. . . . Harry Saz named Ted Bates asst. v.p. & business mgr. of TV-radio dept.; Thomas F. McAndrews Jr. named asst. v.p. & director of commercial film production . . . Jeanne Malstrom, ex-KTVT, Sioux City, Ia., named TV-radio time-buyer, Brisacher, Wheeler & Staff, N. Y.

First closed-circuit "station" to use network kines under "Comprovision" system fostered by Trans-Community TV Network (Vol. 11:52), will start in Jan. in Cedar City, Utah according to announcement by ABC-TV. Trans-Community also has year's agreement with NBC-TV to use its kines on experimental basis. According to ABC-TV, group "expects to introduce its TV service into some 59 communities in the western states in the coming 12 months." This week, pres. Jerome L. Doff announced from Beverly Hills headquarters that Trans-Community has acquired new capital backing, will shortly report detailed operational plans, has named Luellen Stearns, ex-NBC eastern spot sales, as v.p.

**Station Accounts:** CMQ-TV Network of Cuba (Goar Mestre), comprising Havana key station and 4 repeaters throughout island, lists 127 sponsors during 1955, including such major American advertisers as Viceroy, Libby, Pan American Airways, Pillsbury Flour, Sherwin Williams, Old Spice, Coca-Cola, B. F. Goodrich Co., Kleenex, U. S. Rubber, Warner-Hudnut, Campbell Soup, Listerine, Pond's, Gold Seal Hosiery, Hazel Bishop, Esso, Alka-Seltzer, Johnson's Wax, Goodyear, Jell-O, Buick, Norwich Pharmacal, Bromo-Seltzer, Heinz, Motorola, Tom McAn Shoes, Wildroot, Gibson Refrigerators, GE, Tappan Kitchens, Sunbeam Appliances . . . Mennen Co. buys 30-min. *Passport to Danger* from ABC Film Syndication for 30 major markets starting Jan. 1, linked to tie-in campaign with drug and food chains, thru McCann-Erickson . . . Carter Products in big expansion of spot TV-radio generally next year, to spend \$1,500,000 alone to promote Arrid deodorant and Rise shaving cream in more than 100 markets, thru Sullivan, Stauffer, Colwell & Bayles . . . CBS-Columbia to spend more than \$2,000,000 in first 6 months of 1956 to promote its new TV-radio receivers, with theme "More of the Best Than All the Rest," thru Ted Bates & Co. . . . Channel Master plans "substantial increase" next year over 1955's \$300,000 ad outlay for its antenna line, thru Ruder & Finn Assoc., N. Y. . . . State Pharmacal Co., Chicago, to spend \$1,000,000 next year to promote its All-in-One reducing capsules, thru Schwimmer & Scott, Chicago . . . Robertshaw-Fulton Controls Co. buys *Dione Lucas Show* to promote greater use of gas in cooking, will offer it to local utilities for co-op sponsorship thru American Gas Assn.; agency is Morey, Humm & Johnstone . . . WOR-TV reports sponsor sell-out until April on its *Million Dollar Movie*, General Teleradio's package of 30 feature films bought from Bank of America last year for repeat showings each day up to total of 16 times a week; latest partic. sponsor is Best Foods, replacing Toni starting Jan. 2, thru Sullivan, Stauffer, Colwell & Bayles . . . Among advertisers currently reported using or preparing to use TV station time: Welch's Grape Juice Co. (new Welch's wine), thru Kenyon & Eckhardt, N. Y.; Burnett Food Flavors div., American Home Products Corp., thru Geyer Adv., N. Y.; Slenderella Systems Inc., Darien, Conn. (reducing systems), thru Management Associates, Darien; Petite Foods Corp., N. Y. (frozen pizza pies), thru Product Services Inc., N. Y.; Charmin Paper Mills, Green Bay, Wis., thru Klau-Van Pietersom-Dunlap Inc., Milwaukee; Morrell Packing Co., Minneapolis, direct; Durall Products Co., York, Pa. (Durall tension screens), thru Wilson, Haight, Welch & Grower, N. Y.; Wesix Electric Heater Co., San Francisco, thru Albert Frank-Guenther Law Inc., N. Y.; Safeway Stores Inc. (Parade detergent), thru Erwin, Wasey & Co., San Francisco; American Sheep Producers Council, Denver, thru Botsford, Constantine & Gardner Adv., San Francisco; Rembrandt Tobacco Corp., Brightwaters, N. Y. (Regent cigarettes), thru David J. Mahoney Inc., N. Y.

Rate increases: WNBQ, Chicago, raises Class AA hour from \$3700 to \$4000, adds Class AAA 20 sec. only rate (7-10 p.m. daily) at \$900, Class AA 20 sec. (10-10:15 p.m. daily) remaining \$750. WPIX, New York City, raises base hour from \$1500 to \$1700, min. \$360 to \$425. WHAS-TV, Louisville, Feb. 1 adds Class AA hour (7-10 p.m. daily) at \$1000, min. at \$200, Class A hour remaining \$850. KROD-TV, El Paso, raises base hour from \$375 to \$450, min. \$75 to \$90. KCBD-TV, Lubbock, raises base hour from \$300 to \$350, min. \$50 to \$60. KVOA-TV, Tucson, adds Class AA hour (6:59-10 p.m. Mon.-Fri., 5:59-10 p.m. Sat. & Sun.) at \$300, min. at \$60, Class A hour remaining \$250. WMAZ-TV, Macon, Ga. raises base hour from \$250 to \$300, min. \$50 to \$60.

**Network Accounts:** CBS-TV, reporting 30% increase in gross billings this year over 1954, with network expanding to 217 stations (up by 15), lists these 19 new sponsors signed during year: Armour, Curtiss Candy, CBS-Hytron, Dow Chemical, Elgin Watch, Gerber Products, Ideal Toys, Larsen Vegetables, Maybelline, Ralston Purina, Rexall Drug, Serta Mattresses, Seven-Up, Snowdrift Sales Co., Staley Corn Starch, Sterns Nurseries, Tums, U. S. Steel, Wesson Oil . . . Best Foods is first sponsor on J. Arthur Rank's *Afternoon Film Festival* on ABC-TV starting Jan. 16, Mon.-thru-Fri. 3-5 p.m., buying 39 partic. thru Dancer-Fitzgerald-Sample . . . Block Drug buys 3-a-week partic. on *Matinee* colorcasts on NBC-TV starting Jan. 4, Mon.-thru-Fri. 3-4 p.m., thru Harry B. Cohen Adv., N. Y.; Dow Chemical buys 13 partic. starting in April, thru MacManus, John & Adams . . . B. F. Goodrich Co. to be alt. sponsor (with Carnation Milk) of *George Burns and Gracie Allen Show* on CBS-TV starting Jan. 9, Mon. 8-8:30 p.m., thru BBDO . . . General Cigar buys one-fourth of pro basketball schedule on NBC-TV starting Jan. 7, Sat. 2-4 p.m., thru Young & Rubicam . . . Simplicity Pattern Co. buys series of partic. on NBC-TV's *Today, Home & Tonight* starting in Jan., when *Home* inaugurates new series of sewing features, thru Franklin Bruck Adv., N. Y. . . . Cluett, Peabody & Co. (shirts) buys 38 partic. on NBC-TV's *Home* starting in April, Mon.-thru-Fri. 11-noon, thru Young & Rubicam . . . CBS-TV's sustainer *Captain Kangaroo*, Mon.-thru-Fri. 8-9 a.m., is extended starting Jan. 7 to include Sat. 9:30-10:30 a.m.

Signs of the TV times: ABC-TV increased gross billings nearly 45% in 1955, sees trend continuing in 1956—and apparently can't miss, what with greater sponsor demand for time, political year, more affiliates; it signed 11 exclusive affiliates during 1955 and 10 others increased powers . . . Spot & local sales continue to hit new peaks, NBC-owned stations reporting 11-mo. TV spot collectively up 14% from year ago, local up 19%. In national spot, WRC-TV, Washington, was up 47% in Nov.; WNBQ, Chicago, up 40%; KRCA, Los Angeles, up 28%. In local, KRCA, Los Angeles, rose 102% in Nov.; WRC-TV, 53%; WRCA-TV, 33% . . . Film syndication business is booming, too: Ziv TV reports 1955 dollar volume 42% ahead of 1954, with 2278 sponsors of its programs in 280 markets.

New reps: KVOA-TV, Tucson, to Branham (from Raymer); WGEM-TV, Quincy, Ill.-Hannibal, Mo., to Adam Young (from Avery-Knodel); WEAR-TV, Pensacola, Fla. to Hollingbery (from Clarke Brown); WMSL-TV, Decatur, Ala. to McGillvra (from Walker); WBOC-TV, Salisbury, Md. to Headley-Reed (from Burn-Smith).

ABC affiliation of XETV, Tijuana, Mexico, authorized recently by FCC, was subject of protests filed this week by San Diego's KFMB-TV & KFSD-TV. They argue that they'd suffer economic injury through loss of ABC-TV programs and fact that Mexican station can operate more cheaply, make rate deals, etc.

TV-Radio Correspondents Assn., organization of newsmen accredited to Congressional TV-radio Gallery, schedules annual dinner honoring President Eisenhower Feb. 18 at Statler Hotel, Washington. President's attendance will depend on his physical condition, says White House.

Walt Disney was among 9 winners of 1955 Parents' Magazine Medals for outstanding service to children, cited for his children's TV programs on ABC-TV and for his Disneyland Park at Anaheim, Cal., owned jointly with ABC and others.

Schlitz Brewing Co. March 1 discontinues \$9,000,000 annual account with Lennen & Newell, reportedly will switch to Biow-Beirn-Toigo.

**L**ONG-PENDING SWAP of Philadelphia-Cleveland stations by NBC and Westinghouse, approved by FCC Dec. 21, was announced this week. As reported (Vol. 11:52), vote was 6-1, Bartley dissenting. Doerfer wrote an extra statement, Mack concurring, attacking Bartley's dissent.

NBC acquires WPTZ & KYW, Philadelphia, Westinghouse gets WNBK & WTAM, Cleveland, NBC also paying \$3,000,000. NBC and Westinghouse plan to effect switch by Feb. 1—unless someone requests and gets court stay, unlikely in view of court's action this week on NBC's \$312,000 purchase of WBUF-TV, Buffalo (Ch. 17).

NBC has been busy in court and at Commission defending its Buffalo purchase. It won an important round this week when Court of Appeals refused WGR-TV's request that it stay actual consummation of sale—which FCC has already approved—pending Commission hearing on WGR-TV's protest. After court acted Dec. 29, NBC took station over next day, stating it intended to make it a uhf "showcase." The protest hearing is due to start Jan. 4 for engineering phase, but hearing of hearing is postponed to Jan. 16. A third NBC purchase—WKNB-TV, New Britain-Hartford (Ch. 30)—has been designated for FCC hearing, date not yet set.

Bartley's dissent in Philadelphia-Cleveland case was concerned with "concentration of control" in populous northeast; with alleged NBC "pressure" on Westinghouse to make switch for fear of losing NBC-TV affiliations; with possibility that FCC decision prevents FTC and Justice Dept. from taking "effective action" to enforce anti-trust laws. Doerfer disagreed completely, said parties told Commission everything it wanted to know and that a hearing couldn't produce anything more; that switch was a clear-cut business deal in which FCC shouldn't meddle; that NBC's New York-Philadelphia overlap will be no greater than allowed by Commission in many other cases; that plenitude of other services should minimize fears of

concentration of control. Significant is fact that Mack, only other Democrat on Commission besides Bartley, agreed with Doerfer.

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Except for top-level posts, neither NBC nor Westinghouse plans any radical staff changes at the Philadelphia-Cleveland & Buffalo operations. This week NBC-owned stations v.p. Charles R. Denny was in Buffalo for Dec. 30 takeover of WBUF-TV, which will be managed by Charles Bevis Jr., of Denny's staff, who originally opened WNBK, Cleveland, and later was mgr. of KOA, Denver. Bevis' sales mgr. will be Wm. Decker, from NBC-TV Spot Sales, with Alife Jackson, from WRCA-TV, as chief engineer. Ex-owners Sherwin Grossman & Gary Cohen are under contract to remain as working executives.

Affiliation agreement with WGR-TV has until mid-Aug. to run, according to Denny, and "we will honor it." First step in separation from WGR-TV, however, will be to move present transmitter immediately from WGR Bldg. to newly acquired 3-acre Elmwood Ave. site where it's planned to build a \$1,000,000 TV Center and install a new 1,000,000-watt RCA transmitter. Small building presently on property will be used as temporary studio.

Westinghouse will shift WPTZ mgr. Rolland V. Tooke and KYW mgr. Gordon W. Davis to same jobs at WNBK & WTAM, Cleveland, and NBC's Cleveland gen. mgr. Lloyd E. Yoder goes to Philadelphia along with Ted Walworth, TV sales mgr.; Hal Waddell, radio sales mgr.; George Cyr, TV program mgr.; Ed Leonard, chief engineer,

**Correction:** NBC has 6 uhf affiliates on its basic network of 55 stations, not 5 as reported last week (Vol. 11:52). And it has 20 uhf among its 109 interconnected optionals, 3 among its 30 non-interconnected optionals—making 29 uhf affiliates in all out of the 104 on the air. The uhf basics, all reputed to be substantial earners: KMJ-TV, Fresno; WKNB-TV, Hartford-New Britain; WVEC-TV, Norfolk; KPTV, Portland, Ore.; WBRE-TV, Wilkes-Barre; WFMJ-TV, Youngstown.

**K**OSA-TV, ODESSA, TEX. (Ch. 7) is last of the 59 new TV stations to go on the air in 1955, according to our records—making the station box-score 459 as year ended, 103 of them uhf. One more uhf is being deleted from our rolls, for it appears that WTVU, Scranton, Pa. (Ch. 73), which left air July 1 to convert to Ch. 44 (Vol. 11:26), has not resumed operation, and repeated efforts to get word about its plans from principals have proved unavailing.

The west Texas outlet is second in oil-rich Permian Basin, begins as CBS affiliate Jan. 1 after 2 days of test patterns. Other area station is K MID-TV, Midland (Ch. 2), less than 20 mi. distant, which started in Dec. 1953. KOSA-TV has 10-kw GE transmitter with 12-bay antenna on 700-ft. tower. Cecil Trigg is pres. & gen. mgr., his radio KOSA owning 50% interest and Cecil Mills owning other 50%. John Vacca, from KOSA, is station mgr.; Stu Klein, ex-KTBC-TV, Austin, production mgr.; Bill Schock, ex-KPLC-TV, Lake Charles, La., chief engineer. Base hour is \$225. Rep is Pearson.

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January looks like a big month for new starters, judging from their reports to us, verified by equipment shipments and/or orders. These have indicated Jan. starts: KHPL-TV, Hayes City, Neb. (Ch. 6); KHAD-TV, Laredo, Tex. (Ch. 8); KBST-TV, Big Spring, Tex. (Ch. 4); KRMA-

TV, Denver (Ch. 6, educational); WAIQ, Andalusia, Ala. (Ch. 2, educational); WDMJ-TV, Marquette, Mich. (Ch. 6); KPAR-TV, Sweetwater, Tex. (Ch. 12); WCBI-TV, Columbus, Miss. (Ch. 4); KINY-TV, Juneau, Alaska (Ch. 8); CKGN-TV, North Bay, Ont. (Ch. 10).

Stating they will start by spring are WITI-TV, Glendale-Milwaukee (Ch. 6); WSAV-TV, Savannah, Ga. (Ch. 3); KPIC, Roseburg, Ore. (Ch. 4); WDAM-TV, Hattiesburg, Miss. (Ch. 9); WKNO-TV, Memphis (Ch. 10, educational); KOKE, El Paso (Ch. 13).

[Full details about all foregoing, as well as about all stations on the air, will be available in upcoming Spring-Summer edition of our *TV Factbook No. 22.*]

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

WDMJ-TV, Marquette, Mich. (Ch. 6), still isn't reporting target, but it has RCA transmitter on hand, writes gen. mgr. W. H. Treloar, promoted from radio WDMJ. Transmitter house is 75% complete and 12-section RCA antenna is to be installed Jan. 20 on 200-ft. Ideco tower. It will be CBS Extended Market Plan affiliate. Owner is Frank J. Russell, publisher of *Mining Journal* (WDMJ), who also controls *Iron Mountain News* (WMIQ). He acquired CP earlier this year from Jerome Sill & Herbert R. Herzberg (Vol. 11:33). Base hour will be \$120. Rep will be Weed.

CBLT, Toronto, Ont. (Ch. 9) has applied for permission to switch to Ch. 6 and increase power from 25.65-kw to 100-kw visual ERP.

**1956 TRADE OUTLOOK—STILL GOING STRONG:** Production & retail TV sales of 7,500,000, firm-to-higher prices, greater emphasis on higher-end receivers, expansion of portables -- those are the dominant TV trade trends we foresee in the New Year, which should see retail business in TV receivers alone exceeding \$2 billion for first time.

Among subsidiary developments that may also be expected in 1956 are competitive scramble to be first in market with shallow set incorporating wide-deflection 110 or 120-degree tube (Vol. 11:45); emergence of first "Tinkertoy," or modular sets (Vol. 11:23,38); more merchandising accessories or "gimmicks" designed to give new lines a new look (Vol. 11:43,50); greater use of printed circuits.

Industry will become more stabilized in 1956, with strong likelihood that several more smaller manufacturers will leave the business while others will go into mergers. For one, old-line Stromberg-Carlson, now a div. of General Dynamics Corp. (Vol. 11:18), will ponder its TV-radio future at quarterly management meeting Jan. 9 -- and it's safe bet others will do a lot of soul-searching in industry during year.

Stewart-Warner, Arvin and Sparton voluntarily quit TV production in 1955, Kaye-Halbert and Regal went bankrupt, Muntz and Majestic spent entire year in bankruptcy proceedings. Still others, notably Raytheon and Hallicrafters, plunged deep into private-label production during year -- and even more are seeking licensing agreements with big merchandising chains such as Sears, Firestone, Montgomery Ward and others in effort to survive. Hallicrafters was involved in most recent merger in industry, will become div. of Penn-Texas Corp. following Feb. 27 ratification by stockholders. Of the hotly competitive struggle that 1956 seems destined to accelerate, CBS-Columbia pres. Henry C. Bonfig said this week:

"The TV set making field is narrowing down rapidly and weak manufacturers are dropping out. Engineering and research will provide the fulcrum for balance and survival in the TV field in 1956. Without it, a company can resign itself to being just a follower and expect to fall by the wayside. With top-flight engineering and research a company will be a leader and go on to accomplishment of its goals."

Note: More industrial giants may enter TV in 1956, even as smaller firms are debating whether they can stay in. It has been long rumored that Ford may go into TV-radio and appliances next year, though company spokesmen have denied it. Another rumor had GE-controlled Hotpoint Co. planning TV entry in 1956, though this too has been denied. And only this week Magnavox v.p.-gen. mgr. Leonard F. Cramer was constrained to deny published reports that his company would be bought outright by General Motors' Frigidaire div., or that they might tie up in distribution.

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Our forecast of 7,500,000 production and retail sales for 1956 is admittedly more optimistic than predictions of some key industry leaders, who foresee TV following auto output into an expected decline next year. While it's true that TV and auto production have been following almost identical production curves in last few years, even to the point of simultaneous dips in 4th quarter of 1955, we think 1956 will turn out to be TV's biggest year, regardless of what happens to autos.

Thus we're inclined to disagree with Standard & Poor's view that "the excellent unit sales records established by TV producers in 1955 will be almost impossible to match in 1956." It foresees monochrome retail sales next year declining to 7,000,000, primarily because of accelerating color output, tightening of consumer credit and anticipated 5-10% decline in new residential housing starts.

But there's also plenty of contradictory evidence. For one thing, second-set and replacement markets are just getting ripe. With estimated 14,800,000 sets at least 3 years old, with nearly 4,000,000 sets under 17-in., with mere 1,100,000 TV homes owning a second set -- the 110,000 TV-radio-appliance dealers are presented

with golden sales opportunities. And that doesn't take into consideration fact that some 14,000,000 households don't have a TV set -- 3,000,000 of them on farms.

Prices are expected to remain generally stable, with some increases spotted throughout lines. Trade no longer approaches price increases with timidity of year ago. As long as consumer purchasing power keeps going up, industry leaders will stick to conviction that market can bear price hikes.

Better-quality receivers will also be in higher demand in 1956, as step-up buying really takes hold. As Philco pres. James H. Carmine said this week, trend to higher-priced, better-quality receivers was "particularly noticeable during the fall selling season and contributed to a substantial increase in dollar volume."

Radio's outlook is also promising, as we indicated 2 weeks ago (Vol. 11:51). Having bounced back in 1955 to produce and sell 14,000,000 receivers, of which about 7,000,000 were auto (from over-all total of 10,300,000 in 1954), radio manufacturers should look forward to at least 13,000,000 sales in 1956. That takes into consideration prospect of lower demand for auto sets, but home radios should be steady.

Brief highlights of major trade developments this week:

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**Imports of Radios:** TV imports have never amounted to much in U.S., nor has our export trade in complete sets and chassis been very high -- only about 95,000 in 1955, 136,737 in 1954, between 600,000-700,000 cumulative since TV began. Radio imports haven't bulked important until recently. During 1955, a lively business has developed in German, Dutch & Japanese makes, while at same time some hi-fi equipment from abroad is trickling in, with more promised from England.

RETMA international dept. and other sources estimate that about 35,000 radios came in from Germany in 1955, 25,000 from Japan, perhaps 10,000 from Holland. There is no telling what the totals will run in 1956, but the foreign makes are being well advertised. Like European cars, their appeal is specialized. The German and Dutch radios, for example, are AM-FM combinations, even their portables, priced from \$50 to \$100. The Japanese models are very tiny, sell for \$15-\$20, some transistorized.

Most prominent importers of radios are Majestic (Grundig); American Elite Inc., N.Y. (Telefunken); Duffco, N.Y. (Max Braun); Leru Labs, Wayne, N.J. (Siemens); North American Philips (Norelco). Other German brands: Metz, Blaupunkt, Tonefunk. Japanese radios are being imported direct by big dept. stores like Macy's & Gimbels in N.Y. and Mandel Bros., Chicago. Leading brands are "Silver," made by Nagoya Shiramusuna Denk Kk, and "Soni", made by Tokyo Tsushin Kogyo Ltd.

**Consumer Credit:** Federal Reserve Board, in year-end review of installment credit growth, debunks notion that consumer credit is out of hand -- though it rose about \$6 billion during year to record total of nearly \$30 billion at year's end. Debt has not proved "unduly burdensome," and delinquent loans at commercial banks are at lowest level in recent years, it said. FRB declared further that rise in installment credit was an "important factor in the upswing in economic activity" during the year, particularly in stimulating auto and furniture purchases. Total extensions of credit on appliances, furniture and other durable goods increased in first 10 months by \$1.1 billion over corresponding period of 1954, FRB noted. Meanwhile, however, Allan Sproul, pres. of Federal Reserve Bank of N.Y., urged reimposition of consumer credit controls for entire economy, warning that "there is a temptation to abuse consumer credit in boom times, that it can thus become a serious source of instability in our economy and that we would not jeopardize our general freedom from the direct controls by giving the Federal Reserve permanent authority to regulate consumer credit." He addressed joint session of American Economic Assn. and American Finance Assn. in New York Dec. 29.

**Production:** TV output, having already broken 1950's record 7,463,800, dwindled seasonally to 97,041 week ended Dec. 23, compared to 133,966 in preceding week and 142,982 week ended Dec. 9. It was year's 51st week and brought TV production to some 7,600,000, with one week yet to be reported. Radio production totaled 335,484 (176,973 auto) week ended Dec. 23, compared to 400,607 units week ended Dec. 16 and 421,572 week before. For 51 weeks, radio output is estimated at 14,400,000.



**Topics & Trends of TV Trade:** Investigation of TV-radio parts distribution, to determine if there is illegal "economic concentration," may be undertaken shortly by Senate Judiciary subcommittee headed by Sen. O'Mahoney (D-Wyo.). Right now, subcommittee staff is gathering data on parts distribution, at request of "several unidentified organizations," according to subcommittee spokesman. If facts warrant investigation, it will start early next year, he said.

O'Mahoney subcommittee recently concluded anti-trust investigation of General Motors, and now is attempting to determine if parallel exists in TV-radio parts distribution. In GM probe, several dealers told subcommittee they were "squeezed" and forced to carry heavy inventories by GM at risk of losing their franchises.

Leaders of RETMA and National Electronic Distributors Assn. said they were surprised by subcommittee's inquiry, agreed that no parallel exists between TV-radio parts and auto distribution. Said Leslie F. Muter, RETMA treas. and pres. of parts-maker Muter Co.: "It seems to me that parts jobbers carry many products of many companies, and I just can't see how any charge of economic concentration can be sustained." L. B. Calamaras, exec. v.p. of NEDA, said he was amazed that such an inquiry would be undertaken along lines proposed.

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RCA made and sold more than 1,000,000 TVs in 1955 and anticipates even greater expansion next year, said pres. Frank M. Folsom in year-end statement. He also said 1956 "will be the first big year of color production and sales, pointing to mass output and lower prices"; that industry-wide color set sales could account for \$175,000,000 at retail next year; that RCA will make more than 200,000 color sets in 1956. He estimated industry TV production this year at 8,300,000 (though official industry figures place total closer to 7,600,000 as result of cutbacks in last 2 months). He said RCA, achieving \$1 billion in 1955, during next decade will double its sales volume, reaching \$2 billion in 1965. He also foresaw big expansion in defense billings, estimating RCA backlog of military orders at \$275,000,000 at year's end.

Phileo pres. James H. Carmine, an exponent of the "let's go slow" approach to color, says this of its immediate future: "Color TV in 1956 will become a factor—although still a relatively small one—in the TV market. Even though sales of color TV receivers may not exceed 250,000 next year, they will have an important effect on the year's total dollar volume of business, opening the door for large-scale commercial production in 1957." In year-end statement, he also predicted 1956 production and sales of more than 7,400,000 black-&-white sets, more than 1,500,000 room air conditioners (compared to about 1,150,000 in 1955), 4,000,000 refrigerators (up from 3,600,000). He also foresaw big expansion in use of transistors, with Phileo leading the way.

Assets of Empire Coil Co., acquired by Storer Broadcasting Co. when it bought Herbert Mayer's broadcasting properties (Vol. 10:2, 44), will be sold at public auction Jan. 18 at factory in New Rochelle, N. Y. Included in sale will be \$300,000 in raw materials, plus manufacturing, toolroom and office equipment. Auctioneers are Milton J. Wershaw Co. & David Weisz Co., Los Angeles.

Raytheon bids for hotel-motel trade in special campaign starting in Jan., in which it's offering special bonuses to distributors for TV sales to hotels & motels. It's also scheduling 2-color ads in major motel publications, along with direct mail promotion to motel owners.

Motorola will introduce a 21-in. table model at \$210 and 21-in. open-face console at \$330 at Chicago winter markets Jan. 9-20.

**Bound and Indexed**

We will index and bind, between embossed hard book covers, a limited quantity of all 1955 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

Emerson introduced 12 new fill-in models this week, ranging from 21-in. open-face console at \$178 to 24-in. console at \$328. It also showed a new color console at \$794, supplementing its full-door console at \$894, but sales v.p. Michael Kory declined to give details, saying only that "many engineering circuit improvements have been incorporated in the new color receiver." In black-&-white models, two 21-in. consoles and one 24-in. console have built-in remote control units, each with self-contained speaker permitting viewer to turn off receiver speaker so as not to disturb other occupants in room. Other features of new models include top tuning and side controls. Pres. Benjamin Abrams said Emerson's long-awaited "Tinkertoy," or modular design set (Vol. 11:50), will be marketed in 60-90 days. Fill-ins are 21-in. table at \$198; 21-in. consoles at \$178, \$258, \$276, \$328; 21-in. consolettes at \$216, \$286; 24-in. consolettes at \$198, \$284, \$334; 24-in. console at \$328. Emerson also introduced its third transistor radio, a portable receiver containing 6 transistors and retailing at \$58. Its other transistor radios are priced at \$44 & \$48.

CBS-Columbia returns to 17-in. production after 2 years, introducing full new line at 16 basic TVs ranging from 17-in. ebony table model at \$150 to 21-in. "low boy" blonde console at \$420. Features of line are top or top-front controls, 2 new redesigned chassis, 3-speaker sound systems and optional remote control unit, latter \$20 extra. In addition, some of sets have horizontal "robot" tuning, with automatic channel selection accomplished by "finger-tip pressure on the robot button" on top front of set. Besides 17-in. price leader (also available in mahogany & blonde at \$160 & \$170), the 21-in. table models are \$180, \$230, \$240, \$250, \$280; 21-in. consoles \$250, \$280, \$300, \$320, \$370, \$390, \$400; 24-in. table \$280; 24-in. console \$300; 21-in. "low boy" \$420. Also introduced were an all-transistor radio at \$100, plus a portable transistor radio at \$70, 2 table radios at \$20 & \$30, 3 clock radios at \$30, \$37.50 & \$45.

Trav-Ler Radio's new line of 14 TVs, introduced at distributors convention in Chicago this week, ranges from 17-in. table at \$110 to 21-in. TV-radio-phonograph combination at \$370. All have aluminized picture tubes. The 17-in. tables are priced at \$110, \$130 & \$160; 21-in. tables, \$130, \$150 & \$180; 17-in. consolette, \$170; 21-in. consolettes, \$190, \$220 & \$230; 21-in. consoles, \$240 & \$260; 21-in. combinations, \$300 & \$370. Also introduced was a transistor radio to retail at \$50.

Factory value of electric appliances will rise to record \$4,800,000,000 next year, up from \$4,500,000,000 in 1955, according to National Electrical Manufacturers Assn., which reports 1955 factory unit shipments of 7,900,000 TVs, 7,800,000 home radios, 4,400,000 washing machines, 4,025,000 refrigerators, 1,600,000 electric ranges, 1,290,000 room air conditioners, 1,100,000 electric freezers, 900,000 water heaters.

Survey of consumer buying plans will be undertaken in Jan.-Feb. by U of Michigan Survey Research Center for 11th straight year, under commission by Federal Reserve Board, which will publish results in June.

**Trade Personals:** Arnold K. Weber, with RCA for 37 years, most recently as director of organization development, promoted to new post of manufacturing director, with staff responsibility for manufacturing plans of all operating units, headquartering in Camden and reporting to Frank Sleeter, v.p. for manufacturing services . . . Joseph A. Frabutt, general sales manager of IT&T's Federal Telephone & Radio Co., is appointed a v.p. in charge of its new Los Angeles factory now under construction; Andre G. Clavier, technical director of Federal Telecommunications' research & development program, promoted to v.p.; Brig. Gen. Peter C. Sandretto, USAF Reserve, asst. v.p. of Federal Telecommunications, elected v.p. and continues as director of military research & development; Dudley Day, secy.-treas. & counsel of Federal Telecommunications, elected v.p. of Lab div. . . Stanley F. Patten, v.p. & director of DuMont Labs, also elected treas., succeeding Paul Raibourn, who continues as a director . . . John M. Palmer, ex-Philco & Sylvania, named manufacturing mgr., Raytheon receiving tube div., Newton, Mass. . . Mario Alves promoted to manufacturing mgr. for GE broadcast equipment, Syracuse, replacing Glenn R. Lord, who resigned to rejoin Bell Aircraft . . . Robert F. King, ex-RCA Victor Distributing Corp., Buffalo, named Magnavox regional mgr. for western N. Y., Buffalo; O. N. Crabtree, ex-Major Appliance Distributing Corp., Charlotte, named Carolinas regional mgr., Charlotte . . . Fred Lieberman, v.p.-gen. mgr. of Jerrold-Ohio, appointed sales mgr. in charge of subsidiary & branch operations of parent company . . . Jack Berquist, ex-Bendix Radio, joins Magnavox as field service engineer for southeastern territory, succeeding H. N. Muller Jr., now regional sales mgr. in Richmond area . . . Jules G. Cinque appointed art director, DuMont TV receiver div., reporting to adv. & sales promotion mgr. Calvin Affleck . . . Charles S. Castle, ex-Webster-Chicago v.p. in charge of eastern div., joins CBS-Columbia as regional sales mgr., territory to be assigned later . . . Herbert M. Greenspon promoted to Columbia Records manufacturing v.p.

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**DISTRIBUTOR NOTES:** Whirlpool-Seeger, stepping up pace of its tieups with RCA distributors, names 6 more RCA outlets this week: Leo J. Meyberg Co., San Francisco (A. H. Meyer, pres.), replacing H. R. Basford Co.; Fidelity Electric Co., Seattle (C. P. Paschall, pres.), replacing Whirlpool Northwestern Co.; North Pacific Supply Co., Portland, Ore. (Frederick W. Miller, pres.), replacing Electrical Distributing Inc.; Interstate Electric Co., Shreveport, La. (Justin R. Querbes Jr., pres.), replacing Frank Lyon Co. Inc.; Perry Shankle Co., San Antonio (Perry Shankle, pres.), replacing Central Distributing Co. . . . RCA appoints McDonald Bros., Memphis, replacing McGregor's Inc. (John M. McGregor, pres.), which becomes Zenith distributor . . . Sylvania appoints Jones-Sylar Supply Co., 2234 NW 2nd Ave., Miami (Mack Johns, mgr.) . . . Scott Radio (Meck TV) appoints L. J. Messer Co., Lincoln, Neb. . . Philco Distributors, Chicago, reports resignation of gen. sales mgr. Charles Hakimian to become pres. of Norge-Chicago, his duties assumed by gen. mgr. Joe Bilheimer . . . GE Supply Co., Grand Rapids, promotes George Essenburgh to district merchandise mgr. . . Marshall-Wells Co., Duluth (Arvin) elects H. J. Sobilloff as chairman-pres., M. R. Twiss exec. v.p. . . J. A. Williams Co., Pittsburgh (Zenith) appoints Norton Rapoport dept. store rep, succeeding Louis Williams, continuing as v.p. & consultant.

Samuel Sampson, 62, pres. of big retail chain of Milwaukee TV-radio-appliance stores, died Dec. 24 of heart attack at his winter home in Miami Beach. Survivors are his wife, 2 sons, daughter, mother.

**Electronics Reports:** Home TV's brother in overalls—industrial TV—is all set to go places in 1956. There's no question in the minds of the closed-circuit TV manufacturers that "this is the year"—and predictions indicate that industrial TV sales in 1956 will double or triple all previous installations to date.

The area generally encompassed by the term "industrial TV" covers virtually all closed-circuit systems (with the exception of multi-city business meetings and entertainment events using regular TV network lines). Its uses in business, industry & education are as broad as the imagination—though principal applications to date have been by utility companies, banks, railroads, steel industry, material handling firms, the military and educational institutions.

There are about 1500-2000 closed-circuit industrial installations in use today (Vol. 11:37). One manufacturer alone—Dage TV Div. of Thompson Products—has already announced plans to install about 1700 cameras in 1956, and its gen. mgr. James L. Lahey forecasts at least 5000 systems in use by end of 1956. Other equipment makers are stepping up production and sales efforts all along the line—major manufacturers being Diamond Power Specialty Corp. (Lancaster, O.), Kay Lab (San Diego, Cal.), RCA, DuMont, Dage, with many others becoming increasingly active in the field.

The approximately 100 educational closed-circuit installations—some of them quite elaborate (Vol. 11:49, 51)—can be expected also to double or triple during the year, spurred by success of carefully controlled experimental educational tests in 1955, many of them financed through special grants by such organizations as Fund for the Advancement of Education and RCA.

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Robert C. Sprague, chairman & treas. of Sprague Electric Co., North Adams, Mas., ex-pres. of RETMA, named chairman of board of Federal Reserve Bank of Boston for 1956, succeeding Harold H. Hodgkinson, v.p. & gen. mgr. of Wm. Filene's Sons Co. Sprague has been a director of the bank since Feb. Dr. James R. Killian Jr., pres. of MIT, named deputy chairman.

Canadian Aviation Electronics Ltd., Montreal, DuMont receiver manufacturing licensee, also becomes exclusive licensing agent in Canada for all DuMont patents on CR tubes, TV transmitters and wide range of electronic instruments. New dept., headed by Ernest L. Hall, Canadian Aviation director of planning & merchandising, has been set up to administer patents.

How Admiral "sold" automation to employes, distributors and dealers—overcoming workers' worries about losing jobs and trade's apprehensions about servicing automatically produced TVs—is detailed in Dec. 17 *Tide* article centering around information program supervised by Admiral public relations director Marty Sheridan.

Transistor Circuits Conference, sponsored by IRE. AIEE & U of Pennsylvania, is scheduled Feb. 16-17 at the university in Philadelphia. For registration forms, write C. W. Hargins, Franklin Institute Labs, 20th & Benjamin Franklin Pkwy., Philadelphia 3.

Standard Coil Products Co. is sampling set makers with new "Neutrode" tuner, claimed to equal performance of cascade tuners at lower price. Production shipments are due to start in spring.

Milton A. Chaffee, ex-deputy director of systems at Air Force Research Center, Cambridge, Mass., named director of electronics & systems research, Fairchild Camera & Instrument Corp.

Irwin Goldman promoted to mgr. of technical planning, Sylvania research labs.

**Financial & Trade Notes:** Standard & Poor's latest electrical-electronic survey, dated Dec. 29, predicts that "earnings of most leading TV manufacturers in 1956 are expected to at least equal those of 1955." It names Magnavox, Sylvania & Hoffman Electronics as those "expected to register above average gains" and suggests that Zenith "may surpass" its record-breaking performance of 1955. Dividend rates are secure and only scattered dividend increases are likely, it states, and Zenith, which increased its payments in 1955, is regarded "most probable candidate for further dividend liberalization."

Survey tabulates statistical position of leading common stocks in the electrical & electronic fields, analyzing these as representative companies: Admiral, Avco, Beckman Instruments, Cutler-Hammer, Emerson Electric, Emerson Radio, GE, Hoffman, IT&T, Magnavox, Master Electric, Maytag, McGraw Electric, Motorola, Philco, RCA, Raytheon, Sangamo Electric, Servel, Sperry Rand, Square D, Sunbeam, Sylvania, Westinghouse, Zenith. (For TV-radio and appliance forecasts, see p. 11.)

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Sylvania exceeded \$300,000,000 in 1955 for first time in its 54-year history, should do as well or better in 1956 and within next 5-6 years should approach half-billion dollar mark, according to chairman-pres. Don G. Mitchell. Its best previous year, says year-end statement, was 1953 when sales totaled \$293,267,000. In 1954, total was \$281,642,000. All 10 operating divisions in 1955 exceeded or substantially equalled 1954 level, said Mitchell, with TV set sales especially strong in second half of 1955, up 109% from first half. Defense business was approximately 25% of total sales, about same as 1954. Current backlog of unfilled defense orders totals about \$55,000,000.

Motorola sales broke record this year, totaling estimated \$225,000,000, as against \$205,000,000 in 1954 and \$218,000,000 in 1953, according to interview with exec. v.p. Robert W. Galvin in Dec. 25 *New York Herald Tribune*. Story says Motorola ranks third in "industry roster," behind RCA and Philco but ahead of its Chicago competitors Zenith and Admiral, and traces its rise from small concern with fewer than 3500 employees in 1949 to present 13,000 in 16 plants. Galvin estimates at least 10% increase next year in industrial communications business, and increase of unspecified amount in military electronics. Radios, both home and auto, will be about same as this year, he forecasts.

Loew's Inc. pres. Arthur Loew, in *Wall Street Journal* interview Dec. 23, states that its *MGM Parade* show on ABC-TV, sponsored by Lucky Strike & General Foods, has earned it a \$1,000,000 profit—despite unenthusiastic critical reaction to the show. Big movie producer looks to expanding foreign market for increased business, including TV outlets abroad, he said. About 40% of its business now comes from foreign operations.

Emerson Radio's earnings went up 30%, sales up 10% in fiscal year ended Oct. 31, reports pres. Benjamin Abrams. Preceding year earnings were \$1,884,976 on sales of \$80,559,994. Abrams told press conference air conditioners were the major factor in increase.

Robert A. Hall, v.p. & adv. mgr., Sarong Inc. and chairman of National Collegiate Athletic Assn. TV committee, elected a director of Skiatron Electronics & Television Corp. (Subscriber-Vision system of toll TV).

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**Dividends:** Gross Telecasting Co. (WJIM-TV & WJIM, Lansing), 30¢ on common & 5¢ on "B" payable Feb. 10 to stockholders of record Jan. 25; Monumental Radio (WCAO, Baltimore), 25¢ Jan. 3 to holders Dec. 19; Daystrom Inc., 30¢ Feb. 15 to holders Jan. 27.

**Color Trends & Briefs:** More than 250,000 people trooped through RCA Exhibition Hall in N. Y. Dec. 10 through Dec. 25 to see color shows presented continuously 12 hours daily, telecast and closed-circuit, according to Irving Sarnoff, exec. v.p. of Bruno-New York, RCA distributor. He said normal attendance at Hall is about 4000 daily but that color shows, promoted via TV-radio and newspapers, jumped figure to as high as 18,000.

"In my judgment," said Sarnoff, "the number of people who have seen color in action the last 2 weeks at the Exhibition Hall is greater than was seen by the public in all the dealer outlets we have in New York. I might add that there is more consciousness on the part of the public about color than at any time since its introduction to them. And at our current showing of the new line to dealers at the Hotel New Yorker, the number of color orders booked is most gratifying. There's a ground swell and the dealers are coming into the act."

Bruno-New York has set up receivers in several other locations in Rockefeller Center area—including Center's lobby, Chase Bank, Liberty Music Shop, Radio City Music Hall, 21 Club—but Sarnoff said he was unable to estimate number of people who have watched color at those locations. Demonstrations were scheduled to end Jan. 1, but Sarnoff said thought is being given to continuing them.

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"RCA Color Theatre," weekly 30-min. Mon. all-color show on WNBQ, Chicago, starts *Judge Roy Bean* series of "adult westerns" Jan. 2. It's first time show will be colorcast by any station. Program is sponsored by RCA Victor Distributing Corp. of Chicago, comprises color film and live color commercials. Station is building toward debut as nation's first all-color station—status it's scheduled to reach in April (Vol. 11:45). In Houston, KPRC-TV has sold *Ciseo Kid* color film series to Foley dept. store.

Colorcast of Tournament of Roses Parade Jan. 2 in Pasadena will be presented for second year by independent KTLA, Los Angeles, sponsored by Pasadena Savings & Loan Assn. NBC-TV will be feeding color coverage of the event to network. Occasion will be KTLA's fourth color remote in a year.

NBC-TV's mobile color unit, now in Los Angeles, will be used for unique program—live drama staged completely in orange grove at Rancho Rinconada, in San Fernando Valley. Program will be "All the Trees of the Field," presented on Jan. 11 *NBC Matinee Theatre*.

ABC-TV still has no plans for beginning color. Spokesman states: "We're still watching the sale of receivers, as before, and will start color when circulation justifies it."

RCA shipped live color camera chain Dec. 19 to WBTV, Charlotte, N. C.—making it 19th station equipped for live originations. (For other 18, see Vol. 11:42, 44.)

### Network Color Schedules

(Jan. 2-15, 1956)

- Jan. 2—NBC: Tournament of Roses Parade from Pasadena, Cal., 12:15-1:45 p.m.
- Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 7—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
- Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- Jan. 11—NBC: *Howdy Doody*, 5:30-6 p.m.
- Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 14—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
- Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 3:30-5:30 p.m.

**S**ENATE'S omnibus investigation of TV will explore split in FCC on allocations problems in first round of hearings by Sen. Magnuson's Interstate Commerce Committee beginning Jan. 17. Letter inviting commissioners to appear is expected to go out next week, and it's understood that emphasis will be placed on request that each commissioner take stand and give his individual views.

It's expected that next week's letter will ask Commission to give: (1) Its "final" views on Plotkin and Jones recommendations with regard to allocations and network problems. (2) Statement of FCC "policy" on uhf & vhf. (3) Report on comparative coverage of vhf & uhf stations and FCC's policy toward station overlap, etc. (4) Summation of work so far in Commission's network investigation, headed by Dean Roscoe Barrow of U of Cincinnati, with explanation of ground to be covered by study.

First hearings probably will be devoted entirely to quizzing FCC members—and what is covered from there on in will be largely up to Chairman Magnuson. There have been reports he wants to break investigation down into "topics"—holding separate hearings on allocations, then network problems, then freedom of information, etc. Off-&-on hearings on TV may well last through the entire session of Congress. New majority counsel for hearing, Seattle attorney Kenneth A. Cox (Vol. 11:52), is due to arrive in Washington next week, as are Sen. Magnuson and rest of Committee.

Earl M. Johnson, ex-chief engineer of MBS, recently its v.p. in charge of station relations & engineering, has purchased radio WCAW, Charleston, W. Va. (1400 kc, 250-w), plans formation of Engineering Corp. Inc. to engage in field engineering, processing of applications, TV-radio consultation. Firm's first client is General Tele-radio. Onetime FCC engineering executive, Johnson was transferred to Signal Corps in 1944, joined MBS year later. He's headquartering temporarily at his home, 55 East End Ave., N. Y.

W. H. Lancaster family is acquiring control of WJHL-TV, Johnson City, Tenn. (Ch. 11) & WJHL, paying \$200,000 for 45.4% of outstanding stock held in trust for S. H. Campbell Jr. family. Stock will be retired to treasury and ownership lineup will be: W. H. Lancaster Jr., 34.5%; W. H. Lancaster Sr., 24.4%; Evelyn L. Lancaster, 24.4%; Edna M. Dooley, 16%; T. F. Dooley, .7%. Balance sheet filed with application at FCC shows WJHL Inc. (TV & radio) net profit in Oct. was \$13,163 after expenses of \$38,991; net for first 10 months of 1955 was \$74,929, after expenses of \$359,936.

All is not happy among minority stockholders of WCHS-TV, Charleston, W. Va. (Ch. 8). This week, in unusual petition, 40% owner Capital TV Inc., asked FCC to set for hearing station's application to move transmitter & antenna. Capital TV complained that 60% owner Tierney Co. (WCHS) ignores its advice, doesn't tell what's going on; that move is unnecessary and would cost \$250,000 which should be spent on staff and programming.

Two radio sales approved this week: (1) KXOC, Chico, Cal., sold for \$150,000 by Harold T. Gibney to Jack O. Gross, who founded KFMB-TV, San Diego, later sold it with radio for \$925,000 (Vol. 11:49). (2) WGLS, Decatur, Ga., sold for \$40,500 by Guy W. Rutland to Republic Bcstg. System Inc., controlled by Trinity Bcstg. Corp., which holds CP for KOKE, El Paso (Ch. 13), due next March and also operator of radios KLIF, Dallas; KERP, El Paso; WRIT, Milwaukee.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15), installing new directional antenna designed to radiate 800-kw in direction of Ft. Wayne.

### Next TV Factbook—Pre-Print Orders

**T**ELEVISION FACTBOOK No. 22, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 14, cost \$1.50 each; single copies, \$4.50.

Application for 100-watt Ch. 3 station for Bishop, Cal. was filed this week by James R. Oliver (KIBS, Bishop) and Stephen A. Cisler (KXXL, Monterey; KXXY, San Francisco; KEAR, San Mateo). Unique proposal is that station would be financed by 415 residents and organizations contributing \$15 each initially and \$5 monthly for 3 years. It's proposed that microwave be used to pick up NBC-TV & CBS-TV programs. Construction is estimated at \$29,551 (land & building already on hand), using Gates equipment. After 3 years, goal is to operate on "a self-sustaining or non-support basis."

As part of network study, FCC Comrs. Hyde, Bartley & Doerfer, along with network study staff, are to visit CBS & NBC in N. Y. next week, listen to executives tell how they operate. Networks had invited Commission, stating that discussions would help FCC understand problems. They start with CBS Jan. 3, return to Washington for Jan. 4 meeting, then go back to NBC. Comr. Lee declined to go, apparently feeling presence of commissioners would be inappropriate; Comr. Mack was uncommitted; Comrs. McConnaughey & Webster were out of town.

Campaign against NCAA football restrictions was renewed this week by NARTB, as pres. Harold E. Fellows sent statement to all NCAA officers and member colleges calling the controlled college football TV plan "neither fair nor feasible." The program's organized restrictions, he said, "deny the American people an opportunity to see as much telecast football as they want to see and deny the individual colleges and universities the right to make their own TV broadcasting arrangements."

First TV installation in a private railroad car was claimed this week by Motorola after completing tests on set in car of Monon Railroad pres. Warren Brown. Motorola said Brown reported "fine" pictures along entire route from Chicago to Rome, Ga.—tuning stations in Chicago, Indianapolis, Cincinnati, Atlanta, Chattanooga.

Power increases: WHTN-TV, Huntington, W. Va. (Ch. 13), Dec. 23 to 316-kw ERP; WGN-TV, Chicago (Ch. 9), Dec. 6 to 316-kw; KSLA, Shreveport, La. (Ch. 12) to 316-kw.

Howard Abrahams, ex-Amos Parrish Co. & National Retail Dry Goods Assn., joins Television Bureau of Advertising (TvB) as head of new retail sales dept.