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FCC LIKELY TO FINALIZE 'TWO UHF' RULE: Proposed change in multiple ownership rules, to permit owners of 5 vhf stations to acquire 2 uhf (Vol. 10:4), received the overwhelming support of industry in comments filed with FCC this week. Matter of fact, some urged that uhf would benefit even more if restrictions were further relaxed.

These comments leave Sen. Johnson (D-Colo.) the sole objector, except for WSAY, Rochester, inveterate network-baiter. Sen. Johnson says he plans no further comments on proposal and stands on his original statement (Vol. 10:3). One reason for his objections was that he felt FCC had too few facts on which to make the proposal. Presumably, Commission now has more data to back action.

All networks gave proposal hearty support, CBS and NBC stating flatly that they would acquire uhf stations if the rule-making goes through. Said CBS:

"Insofar as networks are concerned, it is only natural that their economic interests should impel them at the present time to seek vhf affiliates in markets having both vhf and uhf stations. On the other hand, if a network is the licensee of a uhf station in a combination uhf and vhf market its economic interest would impel it to make its own station the network outlet in that city." CBS then went on to urge that owners of 5 vhf be permitted 5 uhf, stating that it is "eager and willing" to operate uhf outlets.

"If the Commission permits," NBC stated, "NBC will proceed to acquire, by purchase or by grant, 2 uhf stations in markets where there are presently existing vhf stations. NBC will expend every effort to make these stations successful through use of its network programs, talent, promotion, technical skill and operating know-how." This would undoubtedly be paralleled by other networks, NBC said.

ABC stated it hasn't decided whether it would seek uhf stations, but it supported proposal vigorously. "Even a handful of successful uhf stations in major competitive markets," it said, "would tend to eliminate the doubts that now surround the uhf in the minds of the public, advertisers, broadcasters and manufacturers. If such doubts could be eliminated, the vicious circle of not enough stations -- not enough listeners -- not enough all-channel receivers -- not enough programs -- not enough advertisers -- not enough stations, etc., would be broken."

DuMont said there's need for final action so that plans can be made with assurance. "Insofar as the proposed rule is intended to aid in the development of uhf stations," it said, "it is fully expected that it will have efficacy."

Storer also supported proposal, saying it would obtain uhf station "in a market where its judgment indicates uhf operation ultimately can be successful."

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Individual stations commenting were KACY, Festus-St. Louis (Ch. 14) and WENS, Pittsburgh (Ch. 13). Former suggested that single entity be permitted to own majority interest in 5 vhf or uhf stations plus minority interests in 5 uhf. WENS commented: "Even a relatively slight delay in the development of uhf tends to make its eventual development even more difficult. Conversely, any increased impetus to

uhf given at this time will snowball and produce an effect far greater than could be achieved by any encouragement given at a later date."

Virtually all supporters pointed out that: (1) Seven stations comprise far smaller fraction of total stations now than 5 did when limit of 5 was adopted. At one time, ABC and NBC together owned more than 10% of all stations. (2) Networks and other large organizations have the "programs, talent, promotion, technical skill and operating know-how." (3) Successful uhfs in big cities, regardless by whom controlled, will increase confidence in uhf generally. (4) FCC still has authority, regardless of new rule, to consider applications on case-to-case basis, refuse licenses when it feels monopoly may be fostered.

With most of the commissioners apparently in favor of letting the "big boys" give uhf a needed hypo, with even the uhf operators supporting the proposal through their UHF Assn. (Vol. 10:5), there's every indication rule will go through -- with all proponents hopeful it will be reasonably soon. As things stand now, it looks as though it will take month to 6 weeks to get subject on Commission's agenda.

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As predicted in these columns (Vol. 10:3), quite a few more station sale deals are in the making -- only major one we're able to divulge yet being General Teleradio purchase of WHBQ-TV, Memphis (Ch. 13), as reported last week (Vol. 10:5). Most of big deals now cooking involve vhf outlets, but it won't be surprising if a few uhf change hands too in event the multiple ownership rule is changed. Networks may elect to buy already-established stations in major markets, and a Miami report even has George Storer dickering for uhf in that area; he will soon be deep in uhf by reason of acquiring pioneer -- and highly successful -- KPTV, Portland, Ore. as part of his \$10,000,000 Empire Coil Co. package purchase (Vol. 10:2).

ONE CP ISSUED, 2 DROPPED, ZONE CHANGED: Tally of new-station grants showed net loss this week as FCC granted only one, cancelled 2 at request of grantees. Other actions included first change in allocation zone boundaries and one initial decision.

Week's sole CP was for Tulsa, Ch. 17, granted local industrialist Arthur R. Olson; it came, by coincidence, just as Tulsa's first uhf station was beginning to test (see p. 3). An initial decision favored WEAT-TV Inc. for West Palm Beach, Fla. (James Meacham, pres.) after competing WWPG had dropped out under agreement whereby WEAT-TV reimburses it for \$6000 expenses.

Dropping CPs were 2 uhf holders -- KEYC, Cedar Rapids, Ia. (Ch. 20) and KSPJ, Alexandria, La. (Ch. 62). Since freeze, 47 CP holders have quit before building.

FCC examiner proposed denial of Ch. 9 grant to KVOG, Ogden, Utah, which failed to show up for hearing after competitor KLO dropped application.

In week's major allocation change, the Commission adopted a proposal it once rejected -- redefining Zone I boundary to include all of West Virginia in that zone, permitting closer station separation minimums in the 4700-sq. mi. tip of state formerly in Zone II. Move made possible the allocation of Ch. 6 to Bluefield, W.Va., requested by WHIS, Bluefield. This necessitated substituting Ch. 4 for 6 in Beckley and rescinding last October's allocation of Ch. 4 to Fayetteville, W.Va.

This action shouldn't precipitate flood of demands for other zone changes, Commission hopes and believes. It's considered special case, doesn't have "chain-reaction" effect on allocations. Sterling & Hennock dissented; Webster abstained.

Bowing to court order, Commission allowed KSTM-TV, St. Louis (Ch. 36) into hearing for St. Louis' Ch. 11 (Vol. 10:3), but advised it that hearing would inquire into (1) KSTM-TV's legal right to be in hearing, since it already is on the air on another channel; (2) whether it has authority to do business in E. St. Louis, Ill., where it seeks grant; (3) its financial ability to operate station on Ch. 11.

Among other actions, FCC this week: (1) Finalized substitution of Ch. 72 for Ch. 60 in Baltimore (Vol. 9:52) and permitted grantee WITH-TV to switch to the new channel to get better site without violating spacing requirements. (2) Rejected a petition by Puerto Rico Dept. of Education to reserve San Juan's Ch. 4 for non-commercial operation in lieu of Ch. 6. (3) Set March 5 for start of hearings for Fort Smith, Ark., Ch. 5; Las Vegas, Nev., Ch. 13; Lexington, Ky., Ch. 18.

SAVANNAH'S FIRST, TULSA'S UHF TESTING: First brand-new TV market to be opened up so far this year is Savannah, Ga., where WTOC-TV (Ch. 11) began test patterns this week. Also due on air shortly, possibly this week end, is WRDW-TV, Augusta, Ga. (Ch. 12), which would give that city its second vhf. Only other new starter to add to on-air list is KCEB, Tulsa, Okla. (Ch. 13) -- making just 6 new stations since Jan. 1 and exactly 362 on the air at this writing, 126 of them uhf.

Several more are in completion stages, including WNEM-TV, Bay City, Mich. (Ch. 5), reported just about ready to test. But fact is that pace of new starters, to say nothing of equipment deliveries, has slowed down considerably from recent one-a-day -- and, as noted earlier in these pages, it will be surprising indeed if as many as 200 more start this year as against the 231 of 1953. Latest starters:

KCEB, Tulsa (Ch. 23), first local competitor to Helen Alvarez's pre-freeze vhf KOTV (Ch. 6), began oft-delayed tests of RCA transmitter Jan. 28, has not yet announced commercial debut date. Owned by oil millionaire Elfred Beck, it's housed in magnificent new building of own, one of the industry's showplaces, located on 120-acre tract embracing crest of nearby 1400-ft. Lookout Mt. N. Ray Kelly, ex-NBC executive, is gen. mgr., returning to his hometown to take charge; John Howley, commercial mgr.; Richard Pickard, chief engineer. Base rate is \$200. Rep is Bolling.

WTOC-TV, Savannah (Ch. 11) began test patterns Feb. 2, is slated for Feb. 14 commercial debut with CBS affiliation. It opens up new market, nearest other service being Ch. 5 in Charleston, S.C., just 83 mi. up the coast. Station uses 5-kw GE transmitter with 430-ft. Ideco tower, is controlled and managed by Wm. T. Knight Jr., veteran broadcaster, with Ben B. Williams, commercial mgr.; Dwight J. Bruce, program mgr.; Kyle E. Goodman, chief engineer. Base rate is \$200. Rep is Katz.

FCC CLICKS WELL IN GETTING TV STARTED: Something of a milestone was passed Feb. 1 when FCC sent "McFarland letters" to the last of the competitive applications filed since post-freeze processing of applications began July 1, 1952. Significance of this is that it has processed -- i.e., granted, dismissed, heard or started toward hearing -- 1200 applications since end of freeze.

Results of this processing are impressive: 527 grants, of which 254 went on the air to add to the 108 pre-freeze stations. As of today, only 320 applications are pending, almost all of which are tied up competitively. Incidentally, U.S. still has about 750 stations in prospect -- counting those on air, CPs, channels sought.

Only shadow on Commission's exemplary performance in getting TV going, once freeze was lifted, is the paucity of final decisions in strongly contested cases. Commission realizes this, intends to do something about it.

Much credit for this record belongs to chairman Rosel H. Hyde, career man who succeeded to chairmanship last April under one-year appointment. Though his tenure as a Republican commissioner doesn't expire until 1959, the appointment as chairman was for one year only, or until April 18. But he's being strongly supported for continuance as chairman despite Eisenhower Administration's apparent predilection for rotating chairmanships at the independent agencies. Two of the other 3 Republican members, Doerfer & Lee, are relatively new at their jobs, while the veteran engineer Comr. George Sterling has never evinced any particular desire for the chairmanship.

Hyde has been importuned incessantly to wander off into labyrinths of other projects, but he has doggedly insisted that the Commission's first order of business is to get TV stations granted and built. Thus Commission has been tough, almost ruthless, in cutting red tape and changing procedures in its objective of getting stations built -- but it has brought TV to people who should have had it 6 years ago.

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Where Commission is admittedly weak is in finalizing decisions. Decision-writing arm, the Office of Opinions & Review, has always been understaffed. Several of its ablest lawyers have resigned to enter private practice, and Commission has yet to assign to it additional experienced personnel. However, now that basic processing is done, the matter is getting more attention.

So far FCC has rendered only 2 true final decisions -- i.e., those fought out in hearing to the end. They were the Ch. 7 case in Denver & Ch. 2 in Portland, Ore.

Vancouver, Wash. All other so-called final decisions came after competition dropped out, leaving no tough job in choosing winner. About a half-dozen initial decisions await Commission action -- and some have been dangling for months.

There are always some political blandishments, of course, but as far as we can tell they're not particularly effective. For one thing, hearing examiners can't be fired by Commission and they generally try to be judicial -- though a few really aren't very bright. For another thing, there are 7 commissioners, all fairly independent, and it's a mighty tough job to "influence" a majority consistently.

Commission gets agitated when a Senator pops off, especially if he's on the powerful Interstate Commerce Committee. Occasionally, it's evident that a commissioner is doing some Senator's bidding, but he seldom manages to swing a majority against its best judgment. When constituents complain or seek favors, Senators and Congressmen are usually relieved to pass the buck to FCC. However, several Congressmen are chronic pressurers and they do give FCC a lot of headaches.

Personal Notes: Richard P. Doherty, NARTB v.p. in charge of employe-employer relations and one of the TV-radio industry's foremost economic authorities, resigns March 1 to form own management consultant firm in Washington; his aide Charles H. Tower will carry on temporarily . . . J. Roger Wollenberg, FCC asst. gen. counsel in charge of litigation, resigned as of Feb. 5 to join law firm of Haley, Doty & Schellenberg . . . Earl Rettig, in charge of production & business affairs for NBC-TV network programs div., elected v.p. . . . David C. Adams, NBC administrative v.p., seriously ill in Grasslands Hospital, Valhalla, N. Y. . . . Blayne Butcher, veteran N. Y. agency executive, named gen. mgr. of WITV, Ft. Lauderdale, Fla. . . . Seymour M. Chase, ex-FCC law staff, and Edwin S. Nail, ex-clerk to chief judge of municipal court of District of Columbia, join law firm of Segal, Smith & Hennessey . . . C. R. Dods-worth Jr. promoted to sales director of WLWD, Dayton, succeeding Wm. J. Williamson, resigned . . . Wm. T. Lane, ex-gen. mgr. of WLTV, Atlanta (now WLWA), onetime gen. mgr. of WAGE, Syracuse, has opened Wm. T. Lane Co., adv. & public relations, Wilson Bldg., Syracuse . . . Herbert W. Hobler, ex-CBS-TV, son of Atherton W. Hobler, excc. chairman of Benton & Bowles, named gen. sales mgr. of Teleprompter . . . Art Sprinkle, ex-KPHO-TV, Phoenix, now asst. gen. mgr., KULA, Honolulu, and upcoming KULA-TV (Ch. 4), due on air in March . . . John J. Dunn appointed asst. to CBC program organizer; he's replaced as chief producer of CBOT, Ottawa, by Bruce McPherson, ex-CBLT, Toronto . . . Paul E. Peltason, treas. & major stockholder, named pres.-gen. mgr. of WTVI, St. Louis-Belleveille, Ill., replacing Bernard T. Wilson, resigned . . . Ray A. Furr, ex-asst. to pres., elected v.p. and director of program development of WABT & WAPI, Birmingham; Maury Farrell named special events director . . . Karel Pearson promoted to radio program mgr. of NBC western div., replacing Harry Bubeck, resigned . . . Harry Folts resigns as gen. mgr. of WINS, New York, recently sold by Crosley to J. Elroy McCaw interests (Vol. 10:5); McCaw is temporarily in charge . . . George L. Griesbauer, ex-Paul H. Raymer Co. & WMAL-TV, Washington, named sales mgr. of WTTG, Washington, succeeding Neal J. Edwards, now WMAL-TV gen. sales mgr. . . . Walter Dennis, ex-commercial mgr., named gen. mgr. of WILS-TV, Lansing, Mich.; Walter Braeger, ex-promotion & merchandising mgr., named production director; Charles L. Brady, ex-McIntosh & Inglis, Washington consulting engineers, director of technical operations . . . Steve Pozgay, ex-gen. mgr. of WNAM-TV, Neenah, Wis., appointed gen. mgr. of WTVP, Decatur, Ill., succeeding Harold Cowgill . . . Herman Liveright, onetime ABC-TV, promoted to executive producer-director, WDSU-TV, New Orleans . . . Ned R. Brooke, ex-film director, named production mgr.,

Micky Roth appointed asst. production mgr. of WSAZ-TV, Huntington, W. Va.; Bert Shimp named director of educational programs . . . Edwin J. Lasko, ex-WBKZ-TV, Battle Creek, named program mgr. of WSJV, Elkhart, Ind. (Ch. 52), due late this month; Lester W. Zellmer is chief engineer, and Donald R. McFall, WTRC (AM) mgr., also will be WSJV administrative mgr. . . . Chester T. Behrman, ex-program director, promoted to operations director of WEHT, Henderson, Ky.-Evansville, Ind., replacing Don P. Molony, now v.p. of new WTSK-TV, Knoxville . . . Raymond Brown Jr., ex-WSBA-TV, York, Pa., appointed sales mgr. of upcoming WTRI, Schenectady (Ch. 35) . . . Robt. Gardner promoted from commercial mgr. to gen. mgr. of KLAS-TV, Las Vegas, Nev., succeeding Fred Stoye, who has sold his minority interest . . . J. Allen Mitchell, ex-Benton & Bowles, named group head of TV copy, Wm. H. Weintraub & Co. . . . Copp Collins promoted to MBS mgr. of public relations. . . . Rodney Chipp, DuMont Network engineering chief, leaving Feb. 18 with Mrs. Chipp on 5-week business trip to South America . . . J. Wm. Quinn, program supervisor of WBTV, Charlotte, named managing director of upcoming WPDV, Florence, S. C. (Ch. 8), due on air next summer and also owned by Jefferson Standard Bestg. Co.; Melvin Purvis, Florence attorney and ex-FBI agent, will be station mgr. and Robt. Rierson, ex-WBT, program director . . . Edward P. Wegener resigns as program director of WOI-TV, Ames, Ia., for same post at upcoming educational WQED, Pittsburgh . . . Melvin A. Goldberg resigns as exec. director, Ultra High Frequency TV Assn.

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Mary Jane Morris is new FCC secretary, succeeding Democrat Thomas Slowie who resigned in Dec. A vigorous party worker with many powerful Republican friends, Miss Morris started career in 1943 with New York law firm of Willkie, Owen, Otis, Farr & Gallagher, went to work for Republican National Committee in 1944, later joined Washington law firm of Hogan & Hartson, and in 1948 moved to FCC general counsel's office where she has been ever since. She's 33, native of Midland, Mich., starts new job Feb. 8 at \$10,000 a year. After 1952 Republican victory, she was ardent candidate for commissionership.

Ted R. Gamble, ex-asst. to Secy. of Treasury in charge of war bond drive, who disposed of theatre interests to go into TV-radio and who is part owner of KLZ-TV & KLZ, Denver, and KOIN-TV & KOIN, Portland, Ore., elected a director of Transamerica Corp. He has been a director of its largest subsidiary, First National Bank of Portland.

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Henry Souvaine, 59, musician, composer and radio producer, who was in charge of Metropolitan Opera broadcasts, died Jan. 27 in New York.

Station Accounts: More pre-Lenten TV-radio campaigns include salad promotion by combined California Cling Peach Advisory Board, American Dairy Assn. & Ralston Purina (Ry-Krisp), whose respective agencies are BBDO, Campbell-Mithun & Gardner Adv.; also Comet Rice Mills, thru Tracy-Locke Co., Dallas. Combination popcorn premium promotion of American Popcorn Co. and Kraft (Jolly Time popcorn unit) has been started in newspapers in 221 cities, plus TV-radio; respective agencies are Buchanan-Thomas and Needham, Louis & Brorby . . . Waffles-&-syrup will be promoted in combined campaign via TV-radio in Feb.-March campaign by Waffle Corp. of America (Frozen Downyflake Waffles), thru J. M. Korn & Co., Philadelphia, with General Foods (Log Cabin Syrup), thru Benton & Bowles . . . Toy Guidance Council plans 13 half-hour shows in more than 40 markets, leading up to Xmas; Ralph Danziger, ex-Norman D. Waters Adv., appointed adv. director for account, to be placed thru Friend, Reiss, McGlone Inc., N. Y.; Chesterfield sponsoring Giants home games on WPIX for 7th year, Ballantine sponsoring Yankees except for 3rd & 7th innings, when White Owl is sponsor; respective agencies are Cunningham & Walsh, J. Walter Thompson, Young & Rubicam . . . Schaefer Beer & Lucky Strike again to co-sponsor all Brooklyn Dodger home games on WOR-TV, Andre Baruch succeeding Red Barber as commentator . . . National Brewing Co. to sponsor Baltimore Orioles' and Washington Senators' games on WAAM, Baltimore, thru Kenyon & Eckhardt, New York . . . Among other advertisers reported using or preparing to use TV: Globe Pharmaceutical Corp.,

San Francisco (Restall capsules), thru Jim Diamond Adv., San Francisco; MacArthur Products Inc., Indian Orchard, Mass. (Portable Porter strap-on luggage wheels), thru Fred Gardner Co., N. Y.; Roma Wine Co. (Roma wine in dripless bottle), thru Foote, Cone & Belding, San Francisco; Gorham Co., Providence, R. I. (sterling & plated silverware), thru Kenyon & Eckhardt, N. Y.; Coty Inc. (cosmetics), thru Franklin Bruck Adv. Corp., N. Y.; Meridian Co., Beverly Hills, Cal. (unfinished hardwood furniture), thru Beaumont & Hohman, Los Angeles; Colter Corp. (Jekyll Island shrimp), thru Geyer Adv., N. Y.; Economics Labs., Minneapolis (Soilax cleanser), thru Scheideler, Beck & Werner, N. Y.; Morrison Milling Co., Fort Worth (Little Lu Lu corn meal), thru Jack T. Holmes & Assoc., Fort Worth; International Harvester Co. (IH refrigeration products), thru Leo Burnett Co., N. Y.; Aluminum Import Corp. (aluminum in primary & fabricated forms, bauxite, chemicals), thru J. Walter Thompson Co., N. Y.; Safeco Insurance Co. of America, Seattle (auto insurance), thru MacWilkins, Cole & Weber; M & R Mfg. Co., Pontiac, Mich. (Sno-Bol bathroom cleaner), thru Ewell & Thurber, Chicago; National Carbon Co. (Eveready batteries), thru Wm. Esty, N. Y.; Eberhard Faber Pencil Co. (Paint with Pencil sets), thru Hicks & Greist, N. Y.; Better Living TV Enterprises Inc., N. Y. (household aids), thru Wolf, Dorleg & Wolf, N. Y.; St. Mary's Packing Co., Sidney, O. (Duncan Hines macaroni products), thru Ralph W. Jones Co., Cincinnati; H. Daroff & Son Inc., Philadelphia (Botany "500" Clothes), thru Alfred J. Silberstein-Bert Goldsmith, N. Y.

Network Accounts: Program plum of the fall season, new weekly 30-min. show produced and emceed by Richard Rodgers & Oscar Hammerstein, is being readied by NBC-TV, reports Feb. 6 *Billboard*—but network won't confirm or deny. Program would be original dramatizations of songs written by Rodgers & Hammerstein and others. Also from authoritative sources, but unconfirmed by NBC-TV, is that *Show of Shows* (Sat. 9-10:30 p.m.) will go off air in fall because of high costs, with co-stars Sid Caesar and Imogene Coca each going into own new half-hour shows . . . No sponsors announced yet, but NBC-TV this week appointed Arlene Francis as editor-in-chief of its much-publicized *Home* show starting March 1, Mon.-thru-Fri. 11 a.m.-noon; assisting will be several home economics experts . . . GE, for sets & tubes, buys 21 partic. on Dave Garroway's 7-9 a.m. *Today* on NBC-TV thru Maxon Inc.; Mutual Benefit Health & Accident Assn. of Omaha 39 partic. thru Bozell & Jacobs Inc., Omaha; Bissell Carpet Sweeper Co. 11 partic. thru N. W. Ayer & Son; C. F. Church Co. (wall tile) 4 partic. thru Wm. B. Remington Inc., Springfield, Mass.; Brown & Haley Candy Co., Tacoma, Wash., 1 partic. thru Honig-Cooper Co., Seattle . . . Economics Laboratory Inc. (Soilax compound) buys Tue. 2:15-2:30 portion of *Garry Moore Show* on CBS-TV starting March 11 thru Scheideler, Beck & Werner . . . Philip Morris drops *Philip Morris Playhouse*, will substitute filmed *Public Defender* on CBS-TV starting March 11, Thu. 10-10:30 p.m., thru Biow . . . Bishop Sheen's *Life Is Worth Living*, sponsored by Admiral on DuMont Tue. 8-8:30 p.m., now on 169 stations.

GIVEAWAY SHOWS were front-page news this week as action flared on 2 legal fronts aimed at blocking at least part of the big payoff.

Some observers felt that U. S. Supreme Court justices' critical questioning of FCC asst. gen. counsel J. Roger Wollenberg's case against giveaways, argued Feb. 1, was a dead giveaway that they would uphold lower court ruling which threw out Commission's ban against certain types of something-for-nothing TV-radio shows—adopted nearly 5 years ago (Vol. 5:34-39; 9:6). Wollenberg told highest court all programs based principally on chance are lotteries. that shows in which people are called on telephone at home represent "worst type of lottery lure," but FCC has no objection to shows where studio audience gets prizes.

Attorneys Alfred McCormack for ABC, Paul W. Williams for NBC and Max Freund for CBS argued that giveaways don't come under legal definition of a lottery.

New York City this week cracked down on another type of giveaway show, when Welfare Commissioner McCarthy ruled Colgate-Palmolive's daily *Strike It Rich* (CBS-TV, NBC-AM) solicited funds for allegedly needy persons and therefore requires city license. He said—and newspapers played story up big—that at least 55 families have landed on city relief rolls after coming from all over country seeking show's "easy money." But producer Walter Framer denied show solicits funds, said all contributions were voluntary—and show continued as scheduled. Actually, Framer will be notified officially Mon., Feb. 8, and if he refuses to apply for license, city could take matter to court.

Call them lotteries, charity, contests of skill, or just plain entertainment—nevertheless, TV-radio giveaways are big business. One of the larger giveaway agencies, Richard S. Robbins Co., 163 Bleecker St., New York, said this week that it had arranged giveaways for merchandise worth more than \$2,000,000 last year via 12 network and 400 local TV & radio shows it services. Merchandise is contributed free by manufacturers in exchange for on-air plugs—and show packagers, networks or stations pay the giveaway agency.

Hollywood's Academy Awards will be televised again this year, sponsored by Oldsmobile div., General Motors, which is paying total of \$275,000 for NBC simulcast March 25 on some 75 TV and 200 radio stations. Of this amount, \$115,000 will go to Academy of Motion Picture Arts & Sciences which presents awards. Agency is D. P. Brother & Co., Detroit.

J. B. Woodbury becomes pres., R. J. Potts chairman of R. J. Potts-Calkins & Holden Inc., big Kansas City agency.

DULUTH-SUPERIOR area's 2 new vhf stations apparently are racing to get on air, with WDSM-TV (Ch. 6) reporting this week that it expects to begin testing with 5-kw GE transmitter by Feb. 20, using interim 90-ft. tower, and to go commercial March 1. When weather permits, construction will begin on 500-ft. tower to be topped by GE 5-bay superturnstile. It will be CBS outlet, represented by Free & Peters. KDAL-TV (Ch. 3), which got 5-kw RCA transmitter in Dec. and which will be NBC outlet, has reported March tests (Vol. 10:2). Its rep is Avery-Knodel. Stations will bring first vhf competition to WFTV (Ch. 38), on the air since last May.

Only new-station shipment reported this week was 5-kw RCA transmitter which went out Feb. 3 to WMFD-TV, Wilmington, N. C. (Ch. 6), due on air around March 1. DuMont reported 25-kw amplifier shipped Feb. 1 to WJBF-TV, Augusta, Ga. (Ch. 6) which has been operating since Sept.

GE reported new order, due for shipment by end of month, for 12-kw transmitter and associated equipment for WGTH-TV, Hartford (Ch. 18), granted to subsidiary of General Tire's General Teleradio, with *Hartford Times* holding option to acquire 45%. GE also reported 12-kw amplifier ordered by KCCC-TV, Sacramento (Ch. 40) to hike power of present 1-kw RCA. GE also noted that its 5-kw at CKOC-TV, Kitchener, Ont. (Ch. 13) was still on test in preparation for Feb. 20 commercial debut.

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In our continuing survey of upcoming new stations, these were the reports received this week:

KSAN-TV, San Francisco (Ch. 32), has 1-kw GE transmitter, plans Feb. 15 tests, goes commercial April 6, according to owner Rev. S. H. Patterson who also owns radio KSAN and radio KJAY, Topeka, Kan. Roger Skelton, ex-KPIX, is asst. mgr.; Ralph Sacks, sales mgr. Hour rate will be \$500. Rep not yet chosen.

WHA-TV, Madison, Wis. (Ch. 21, educational) has its 1-kw RCA transmitter, but awaits delivery of Workshop Associates antenna, now has tentative mid-March target, reports exec. director H. B. McCarty.

KFBB-TV, Great Falls, Mont. (Ch. 5), on Feb. 2 began work on antenna, expects to begin testing 5-kw DuMont transmitter within 2 or 3 weeks, reports TV director LeRoy Stahl. Its owned 50.04% by Joseph P. Wilkins, with Fairmount Corp., Anaconda subsidiary and publisher of chain of state newspapers, as 30.5% stockholder. Network will be CBS, base rate \$150. Weed will be rep.

WORD-TV, Spartanburg, S. C. (Ch. 7), which got STA last week authorizing interim operation from Paris Mt. site, 6 mi. north of Greenville, using former WFBC-FM tower, has ordered DuMont equipment, plans to get going in 3-4 months, according to pres. Walter J. Brown. Grantee Spartan Radiocasting Co. got CP when Bestg. Co. of the South dropped out following agreement that Spartan would buy WSPA (5-kw on 950 kc, CBS) with WSPA-FM for \$400,000. Spartan now has filed for approval of sale of its WORD (1-kw on 910 kc, NBC) & WDXV (FM) for \$150,000 to principals of WNOK-TV, Columbia, S. C. (Ch. 67). Spartan expects to ask for new call letters, probably WSPA-TV, and will be CBS affiliate. Rep not yet reported.

WDEF-TV, Chattanooga (Ch. 12), granted last week, has RCA transmitter ordered for mid-Feb. delivery, is building transmitter house atop Signal Mt., 6.5 mi. N of city, plans April or May start, using 300-ft. Emsco tower, according to pres. Carter M. Parham. Rep will be Branham.

WNET, Providence (Ch. 16), has been delayed by weather, now plans tests about March 1 of 1-kw RCA transmitter and 420-ft. Stainless tower, reports v.p.-gen. mgr. John R. Porterfield. It will be first local competition for pre-freeze WJAR-TV (Ch. 10). WPRO-TV (Ch. 12), other grantee there, has been delayed by protest. WNET rep will be Raymer.

KBID-TV, Fresno, Cal. (Ch. 53), has its 12-kw GE transmitter, now plans Feb. 13 start "barring extremely bad weather" which would stop installation of antenna on Bear Mt. tower shared with KMJ-TV, reports gen. mgr. Robert H. Wesson. It will be city's third uhf. Hour rate will be \$225. Rep will be Meeker. It's first of 3 John Poole CPs to begin—KBIC-TV, Los Angeles (Ch. 22), being due next spring with plans still indefinite for KBIE-TV, Sacramento (Ch. 46).

PROBLEMS OF UHF stations may eventually come under Congressional scrutiny. Some lawmakers say they've received quite a few requests for investigations or legislation to "protect" uhf operators in vhf areas.

Sen. Johnson (D-Colo.) this week shot letter to FCC Chairman Hyde in effect asking Commission to justify recent grant of STA to WORD-TV, Spartanburg, S. C. to move antenna site to Paris Mt., 23 mi. from Greenville and 25 mi. from Spartanburg (Vol. 10:4). Said the Senator: "It is my understanding, if that be done, 2 uhf stations already operating and 2 uhf stations which have been granted permits but are not yet on the air, may be forced to abandon operation. [FCC] should not put on technical 'blindness' and overlook the adverse effect this temporary authorization will have on the current and proposed uhf operations in the Anderson, Greenville, Spartanburg and Greenwood area."

Indicative of the pressures now being put on lawmakers, is this excerpt from letter to us by AM operator who recently gave up uhf CP because he couldn't get network affiliation: "I think personally the ultimate answer is a Congressional directive to the FCC clearly authorizing that body to regulate network affiliation arrangements and rates, and it can all be done simply by just requiring that in multi-station towns no station, vhf or uhf, can affiliate with more than one or two networks. I have writ-

ten to our Congressmen and Senators to urge their consideration of such legislation. . . ."

"TV Troubles: UHF Stations Flounder in Sea of Hardships," reads headline in Feb. 4 *Wall Street Journal*. Long article describes some of uhf's problems in "mixed" cities, quotes v.p. Harry Tenenbaum of WTVI, Belleville-St. Louis (Ch. 54) as saying that his station is now operating in the black. Local programming is big aid to conversion, *Journal* quotes Stewart Spencer, director of WCOS-TV, Columbia, S. C. (Ch. 25): "We televised as talent, under one guise or another, 1500-2000 Columbians during our first 6 months on the air."

Uhf distress stories tend to detract from fact that large number of uhf stations are operating successfully. One such operation is described in forthcoming issue of RCA's *Broadcast News*. Under title "Uhf Success Story," it details how Tom Gibbens' WAFB-TV, Baton Rouge, La. (Ch. 28) was operating in black after less than 30 days on air, gives impressive list of local and network programs, lists station's 101 spot accounts, contains pictures and diagrams of studio layout, personnel, equipment, etc.

RCA will give technical details of new 12.5-kw uhf transmitter (Vol. 10:4) and other telecasting equipment, as well as status report on color gear, at seminar for consulting engineers Feb. 11 in Washington's Statler Hotel.

Color Trends & Briefs: An ingenious 24-year-old engineer without formal engineering education wanted to watch color, couldn't get or afford a tri-color tube, so he built himself a converter which he believes can be marketed for \$50-\$100. Conceivably, it could achieve a brief flurry of sales before regular color sets are plentiful and less costly.

Device employs old field-sequential rotating disc, and principle is simple. Whether public will buy it, is anyone's guess. Colors are quite faithful, but brightness is extremely low and flicker is very bad even at low brightness—yet it's a color picture.

Developer is Robert P. Benjamin, employe of Airtronics Research Inc., 5522 Dorsey Lane, Bethesda, Md. Company is engaged primarily in development of classified electronic ordnance equipment.

Converter is what FCC Comr. George E. Sterling hinted at in recent Boston speech (Vol. 10:5). Young Benjamin was high school classmate of one of Sterling's daughters, is married, has two children.

We observed converter in operation during Feb. 4 *Howdy Doody* program when it was used with old 15-in. DuMont set. We can vouch for fidelity of colors because we had watched *Howdy Doody* the 3 previous days on RCA tri-color tube set.

But the flicker-brightness problem is serious, and company officials recognize it—though they feel it can be minimized sufficiently to produce a marketable device. Pres. J. E. Butler and chief engineer Wm. Whelan, with refreshing candor, state that they regard converter solely as an interim device until industry picks up speed in producing conventional color sets.

Here's how converter works: A disc about 30-in. in diameter, with 6 color segments, is rotated at 600rpm in front of black-&-white tube. Incoming color signal is decoded into its 3 colors. The 3 color signals are then keyed so that only red is fed to picture tube when red segment of disc is in front of tube; process is repeated for other 2 colors. Only 60 fields per second are produced. This gives the high flicker rate, also produces considerable breakup—both much more serious than in CBS's old 144-field system.

Airtronics principals claim that increasing number of segments in disc and judicious balancing of green can improve flicker-brightness performance.

Device is not new. CBS's Dr. Peter Goldmark, developer of the field sequential system, tells us he's had one for about 6 months, finds it a valuable tool for checking performance of "Chromacoder" camera equipment be-

cause it has no possibility of misregistration.

"We call it our 'flickerscope,'" Dr. Goldmark said, "and I'm afraid that flicker would kill it as a device for the market." He said he's wondered whether amateurs and hobbyists would pick up idea.

RCA Labs' George Brown says his engineers have had some fun with same thing, building one quite some time ago. He said they made one in a few minutes, didn't have motor for it at first, so they drove disc by directing compressed air at periphery. He speculates that there may be some market for device as a novelty.

Hazeltine research v.p. Arthur Loughren also says he believes the flicker problem inescapable. As for marketability, he thought it conceivable someone might try to make a quick killing on it. He also recalled 1949-50 talk of cheap conversion to field-sequential color which disappeared as engineers really got down to figuring costs. This makes him wonder whether the \$50-\$100 estimate is realistic.

Airtronics officials believe 16-in. is largest practical picture with disc. Sets with larger tubes could be converted by reducing size of raster. Circuitry with disc doesn't look very complicated; Benjamin says present 10 tubes can be reduced to 5. It's estimated 1/50th horsepower motor would be adequate. Set to be converted must be able to pass 3.6-mc subcarrier. Many sets don't, but Benjamin believes most can be adjusted to do so. Breadboard setup was quite crude, with components exposed, old riveted disc, big clumsy electric fan motor, etc.

Pres. Butler says his patent attorney has made search, finding no previous record of technique. Industry experts are dubious that outfit can claim originality. They also believe that market for device would probably vanish before patent is issued, even if technique is unique.

Butler says next step awaits industry reaction. Company is small (200 employes), so that he doesn't contemplate manufacture himself, would prefer licensing or having others make converters for him. Converter is to be demonstrated at N. Y. IRE convention next month.

Young Benjamin, himself, is one of most interesting aspects of whole affair. A slight, modest fellow, he's almost entirely self-taught, is a whiz at such things as calculus. He built monochrome set in 1946 when commercial receivers were unavailable. He converted it to CBS color by changing circuits and holding motor-&-disc in front of tube. He has never seen a picture on tri-color tube. He became a ham, made contacts all over the world in matter of weeks. He's learned how to fly. Comr. Sterling, also self-taught, says he's "mighty fond of the boy."

Nationwide series of clinics on color set installation and maintenance, conducted by RCA for TV servicemen, will begin Feb. 15 with 2-day seminars to be held simultaneously in 15 cities. They will be held in other major cities later. Cities with seminars Feb. 15-16: New York, New Haven, Newark, Philadelphia, Pittsburgh, Washington, Cleveland, Cincinnati, Detroit, Chicago, St. Louis, Des Moines, Denver, San Francisco, Los Angeles.

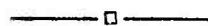
CBS-Hytron closed one plant in Newburyport, Mass. this week to convert it to production of Colortron tubes. Pres. Charles F. Stromeyer said about 250 workers were furloughed, but all will be rehired when plant is reopened in about a month.

End of a color era came this week with dissolution of National Television System Committee (NTSC) formed by RETMA at height of color controversy to get industry agreement on compatible standards acceptable to FCC.

Monthly color production figures will be released by RETMA as soon as current plans for reporting data are arranged with all manufacturers. No date has been set for first report.

Emerging from White House, where he presented NBC pres. Sylvester (Pat) Weaver and exec. v.p. Robert Sarnoff to President Eisenhower Feb. 6, RCA chairman David Sarnoff told newsmen they discussed color TV and the new atomic battery, among other things, with the President.

CBS-Columbia's first color seminar of a series for distributor personnel will be conducted Feb. 8-12 at Long Island plant.



Communications subcommittee of Senate Commerce Committee, named Feb. 5, is headed by Sen. Potter (R-Mich.) with Schoepel (R-Kan.), Griswold (R-Neb.), Hunt (D-Wyo.) and Pastore (D-R.I.). Subcommittee or full Committee is expected to hold hearings on FCC's requested legislation to amend "protest" section of Communications Act so that filing protest doesn't automatically halt effectiveness of CP (Vol. 10:5). Measure (S-2853) was introduced by Committee Chairman Bricker (R-O.). Some Senators feel it would effectively nullify entire McFarland Act provision on protests.

HIGHER-PRICED SETS ARE SELLING, TOO: In an industry spotlighting the cheaper models, is there a place in today's TV market for custom-type lines which feature quality styling and special engineering at correspondingly higher cost?

We put that question this week to several so-called middle-bracket set makers who haven't and apparently can't go along with bigger companies in bringing prices down as low as \$160 for 17-in. and \$200 for 21-in. Answers were quite affirmative. We found all quite pleased with current market, very optimistic about future sales -- consequently none was disposed to get into a cat-and-dog fight with those better equipped to produce lowest-priced sets.

Stromberg-Carlson's lowest sets are a 21-in. table at \$230 & 21-in. console at \$350. Said TV-radio gen. mgr. C.J. Hunt: "We think there'll always be a market for quality sets. The public will always be price-conscious but there will always be a certain segment which will be interested more in quality than in price. Right now, it's a tough competitive market but we have no reason to believe people have gone completely nuts over low-priced sets.

"Our January sales this year were 30% over last year. As for production, we are operating in the first quarter only 6% below the first quarter of 1953. We had planned it that way and our business so far has led me to believe we hit it right on the button. Full-door consoles are still selling in limited quantities. Our inventory position on all sets is good now and I believe it'll stay that way."

Magnavox's pres. Frank Freimann stressed impracticability of trying to get down as low as leaders. "Every manufacturer must recognize his own niche," he said. "We've built a reputation for quality and we intend to maintain it. We try to keep our sets within reach of the average consumer but we're not sacrificing quality."

DuMont's Dan Halpin, with a 17-in. table leader at \$200, said wood quality was all-important. He said DuMont won't make sets in plastic or metal just to bring down the price. Compare wood for wood and DuMont is competitive with leaders, he said, citing DuMont 21-in. walnut table at \$260 as against one leader's \$270.

"We think there's a market under \$300, not just under \$200," he said. "We find that new markets are especially strong for sets selling between \$250 and \$300. How long it will last is anybody's guess, but I believe any manufacturer will do all right as long as he adjusts his production and inventory with a common sense recognition of the laws of supply and demand. We've instituted a planning program which keeps much closer tabs on our inventories and those of the distributors and dealers and we're constantly revising it to make sure it's up-to-date."

Spokesman for Raytheon, whose prices are not quite as low as majors but considerably under Stromberg-Carlson and Magnavox down the line, said it was "reasonable to assume we can sell TV sets without dumping them at rock-bottom prices." He said Raytheon was "getting about as much of the current market as we anticipated."

That was gist of respondents who believe they can continue to sell higher-priced sets. But contrary view was taken by one set maker, who asked us not to identify him. His comment: "The TV market has definitely shifted to the middle and low-priced brackets, and we are in that category to stay. We have priced our sets competitively with the industry leaders and we expect to keep pace with them pricewise in the next 6 months. At least we're going to try."

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TV business by and large continues to rebound nicely from slow Jan. start, though regional differences continue to exist, of course. Augmenting our findings (Vol. 10:5), RETMA spokesman this week said reports from all levels of trade indicated business "as good as, if not better than, a year ago." Trade entered Feb. with about 1,700,000 sets in all pipelines, reduction of about 150,000 since first of year, down from 2,300,000 peak last October.

Another indication of pickup was Crosley's recall of some 300 workers laid off last year at Cincinnati TV plant, with almost 500 workers due to be recalled by mid-Feb. to meet increased production schedules. Leonard F. Cramer, v.p.-gen. mgr., said current output rate is 12% over first quarter year ago and 18% over the final quarter of 1953. Philco spokesman indicated that many of the 700 workers furloughed recently (Vol. 10:5) may be recalled shortly.

But GE was one company having TV troubles. It cited impact of color publicity on trade as one reason why 2150 workers at Syracuse & Auburn, N.Y. were laid off for this week only. Another factor was retooling for new models.

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TV production totaled 110,156 week ended Jan. 29, compared to 111,188 the preceding week and 95,915 week ended Jan. 15. It brought Jan. production to about 420,000, compared to 719,234 Jan. 1953. Radio output totaled 202,837 Jan. 29 week, compared to 215,976 Jan. 22 and 221,372 week before, bringing Jan. production to approximately 863,000 vs. 1,093,142 year ago.

Trade Personals: Dr. Peter C. Goldmark, prime developer of CBS field-sequential color system and long-playing "Microgroove" records, promoted from v.p. to pres. of CBS Laboratories . . . W. F. Hoepfner promoted from Capehart-Farnsworth controller to asst. to pres. Fred D. Wilson; treas. Paul H. Hartmann takes on Hoepfner's duties . . . Jack Krieger resigns as exec. v.p. of Starrett, his duties assumed by office mgr. Wm. Jacobson . . . Albert Lederman promoted to head new mechanized circuits dept. of Sylvania parts div., Long Island, N. Y. . . . Robert W. Conner promoted to mgr. of new installation & customer service section of RCA broadcast marketing div., taking over field installation, service & warranty problems formerly handled by broadcast commercial operations section . . . Henry A. Browe, ex-Admiral, named Sylvania Chicago district sales mgr., replacing Tom Ryan, now midwest regional mgr. . . . Bert Rice, ex-CBS-Columbia Distributors, N. Y., named mid-Atlantic district mgr. for parent company; A. Phil Stone, ex-Philco, named district mgr. out of Denver . . . Richard W. Strauss promoted to controller of Stewart-Warner Electric; Roy E. Duvall named asst. controller . . . Varley P. Young has resigned as Avco director of public relations, Cincinnati . . . Robert Tauber promoted to chief of Kaye-Halbert electronics section, succeeding Fred Miller, resigned . . . Joseph Resnick, 29-year-old Channel Master chairman, subject of 4-page article in Feb. *Popular Science Monthly*, crediting him with building \$12,000,000 antenna business in 6 years . . . John D. Schuman promoted to adv. director of Borg-Warner's Norge div., replacing David Kutner, who becomes Motorola adv. director March 1, succeeding Ellis Redden, resigned . . . Merle Cain, ex-Hallicrafters, joins V-M Corp., Benton Harbor, Mich., as distributor sales mgr. . . . Wm. A. Ready, ex-pres. of National Co., elected to board of Browning Labs . . . J. A. Zuvich, ex-National Electronic Research Corp., named sales mgr. of Reon Tube Corp., Yonkers, N. Y. . . . Robert A. Hoagland named sales mgr. of new Aerovox-New Bedford div. . . . M. Robert Wilson, ex-Hallicrafters sales v.p., joins C. Robt. Steltenkamp, ex-pres. of Chicago Sales Engineering Co., to form Steltenkamp, Wilson & Assoc., management consultants, 1 No. LaGrange Rd., LaGrange, Ill. . . . Harold O. Wood, since 1951 in charge of Philco TV receiver design, appointed chief engineer of TV div.; Wilson P. Boothroyd promoted to chief engineer of Philco advance development lab . . . W. C. Lederer promoted to Bendix sales promotion mgr., working with Herman S. Sacks, adv. mgr. . . . Capt. John N. Boland, USN ret., appointed Raytheon Washington mgr.

Distributor Notes: Emerson sets up factory branch to replace Emerson-New York Inc. in move which pres. Benjamin Abrams says will result in more economical operation in highly competitive N. Y. market. Emerson-New York was owned by members of Abrams family (Lou Abrams, pres.) and they will be transferred to key positions in factory branch, which will be known as N. Y. div. of Jefferson-Travis Inc. Latter is Emerson cabinet manufacturing subsidiary. Emerson also acquired 50% interest in Emerson-New England, Boston, remainder held by pres. Morris Rosenfeld . . . Admiral establishes factory branch at 2205 McKinley Ave., Houston, managed by Michael J. Nicolin, ex-gen. mgr. of San Diego branch . . . Pacific Mercury establishes factory branch for San Francisco & Fresno, replacing N. C. Teakle Co. . . . Bendix Radio appoints Standard Electric Supply Co., Milwaukee (Leonard H. Siegel, v.p.) . . . Sentinel appoints James Kerwin Co., ex-Raytheon Los Angeles outlet, replacing Sentinel factory branch . . . DuMont appoints Charles H. Coombe, ex-Motorola eastern regional sales mgr., as gen. mgr. of factory branches in Miami, Tampa & Jacksonville; G. M. Nutter Inc., Cleveland (DuMont) elects H. F. Kloava, ex-asst. mgr., as pres., succeeding late founder G. M. Nutter . . . Canadian Admiral appoints Edwin Whitaker supervisor of distributor branches in Toronto, Windsor, Montreal, Vancouver, London & Sudbury . . . Olympic Radio names Jack Haizen, Chicago factory branch mgr., as pres. of subsidiary Olympic Appliances Inc., N. Y.; Morton Schwartz named pres. of Olympic of Chicago Inc. . . . Covington Distributing Co., Houston (Hoffman Radio) appoints Charles S. Ely v.p.-gen mgr. . . . Robert L. Rice Co., Portland, Ore. (Crosley-Bendix) appoints Ralph Sachs TV-radio sales mgr. . . . Emerson-New Jersey Inc. promotes Murray Golden from gen. mgr. to v.p. . . . Ray Thomas Co., Los Angeles (CBS-Columbia) appoints John Lyons TV sales mgr., replacing Wm. Tiner, now field sales mgr. . . . Leo J. Meyberg Co., San Francisco (RCA Victor) announces resignation of gen. mgr. Richard Sanford, who becomes merchandise mgr. of Hale's, northern California dept. store chain.

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Shakeup at CBS-Hytron boosted Charles F. Stromeier to presidency this week after only 2 weeks as exec. v.p. He succeeds Bruce A. Coffin, founder & pres. of company since formation in 1921 as Hytron Radio & Electronics Corp. At same time, retirement of Lloyd Coffin as treas. was also announced. The brothers Coffin will retain their membership on board and stockholdings in parent CBS, in which Lloyd holds 10,090 shares of Class A common & 16,000 B, Bruce 10,880 Class A & 17,060 B. They obtained their stock in 1951 with acquisition of Hytron by CBS.

Ernest Beyer, 54, Olympic Radio & TV export mgr., died Jan. 31 while in Santiago, Chile, on business.

Topics & Trends of TV Trade: Curious parallel between TV and automobile production, which have followed strikingly similar curves in past (Vols. 8:45; 9:9, 45), bobs up again in comparison of 1953 output of each industry. Official TV production was placed by RETMA last week at 7,214,787 sets; 1953 auto-truck output was 7,328,040 units, according to Automobile Manufacturers Assn. Consider these other similarities:

Both industries had retail sales of approximately 6,500,000 units; both production totals were second highest on record for each industry; both set their records in 1950 (7,463,800 TVs, 8,003,056 autos); both suffered through periods of high inventories last year; both expect lower production this year (TV predictions range from 5-6,000,000, autos from 6-7,000,000).

Comparisons with 1951 and 1952 aren't quite fair to automobile industry, whose production was limited by govt. mandate for those years and part of 1950 in effort to channel scarce supplies into defense production. Nevertheless, both industries kept pace for first 9 months of 1952, with TVs at 3,670,591, autos at 3,879,734. TV industry pulled away in last 3 months, totaling 6,096,279 for year, as against 4,336,477 auto-truck units. Auto industry quota for 1952 was 4,500,000.

Month-by-month comparison of output last year points up even sharper parallel. TV production rose steadily first 3 months of year; auto output rose through April. Both fell off in May, both picked up in June. Both maintained almost equal pace for rest of year, though differing curves. Here's month-by-month comparison:

	TV	Auto
January	719,234	565,172
February	730,597	583,001
March	810,112	700,685
April	567,878	723,532
May	481,936	643,487
June	524,479	661,992
July	316,289	705,132
August	603,760	615,382
September	770,085	573,688
October	680,433	620,562
November	560,197	452,487
December	449,787	482,920
Totals.....	7,214,787	7,328,040

Standard parts tag for use on all components returned to manufacturer for replacement under set warranty was approved this week by RETMA at request of TV-radio service technicians. Standardized tag includes all information participating manufacturers feel is necessary to replace parts promptly and eliminates need for technicians to carry tags from each manufacturer.

NARDA Blue Book on major appliances trade-ins will be available March 1 from NARDA office in Merchandise Mart, Chicago. One copy is free to NARDA members; extra copies are \$3.50 each or \$2.50 each for 3 copies, \$2 for 5 or more. Non-members may order directly from publisher, National Appliance Trade-In Guide Co., Madison, Wis.

Zenith Radio will introduce new TV & radio models at distributors meeting in Chicago's Drake Hotel, Feb. 11. It introduced no new sets at recent Chicago Furniture Mart but lowered price of 21-in. mahogany table from \$250 to \$200, and 17-in. mahogany console from \$270 to \$250.

As Feb. promotion only, Hoffman Radio cut retail price of 21-in. full-door mahogany console (Model 718) from \$380 to \$300, blonde version \$390 to \$300. It's part of month-long birthday celebration.

Raytheon adds 2 models to 1954 line: Shelby, 21-in. maroon leatherette table at \$200, and Wilshire, 21-in. open-face mahogany console at \$300, blonde \$320. Optional uhf tuner is \$40 extra.

Record industry went topsy-turvy this week with series of headline-producing price slashes on classical records that even had trade press predicting king-sized price war would follow. Columbia Records touched it off with a "one-and-a-half" sale for Feb. only, in which 12-in. long-playing classical record normally selling at \$5.95 would be sold for \$4.46 if 2 were purchased. RCA Victor, which rivals Columbia for top place in the record industry, immediately reduced all classical records straight one-third, cutting 12-in. from \$5.72 to \$3.99 and 10-in. from \$4.67 to \$3.25. Mercury Records and Westminster Records then proposed deals similar to Columbia's. Capital Records said it was holding price line at present but might have to reconsider. Decca and M-G-M Records said they had no plans to cut. Consumers were reported eager to snap up records but dealers, who had loaded up at old price, weren't as enthused. Classical records accounted for about \$60,000,000 at retail last year, or roughly 25% of all record sales.

TV set sales by Canadian factories totaled 365,400 last year, at average price of \$406, compared to production of 422,951, reports Canadian RTMA. They compared with 1952 sales of 137,236, at average price of \$442, production of 146,373. Quebec led with 120,176 sets sold; Toronto second, 101,193; Hamilton-Niagara, 42,178; Ottawa & eastern Ontario, 34,514; other Ontario, 23,334; Windsor, 22,711; British Columbia, 19,097; Prairies, 1319; Maritime Provinces, 878. For Dec. alone, sales were 51,767, inventory 63,905 at month's end. Projected production estimate is that 139,624 sets will be turned out first 3 months of 1954. Vincent Barreca, pres. of Canadian Admiral Corp., recently predicted more than 500,000 sets, valued at \$200,000,000, would be sold in all of 1954, thanks to new stations and new markets opening up.

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Dividends: P. R. Mallory, 50¢ payable March 10 to stockholders of record Feb. 18; Westinghouse, 50¢ March 4 to holders Feb. 8; Stewart-Warner, 35¢ extra and 40¢ regular quarterly March 6 to holders Feb. 12; Aircraft Radio, 10¢ Feb. 15 to holders Feb. 5; Standard Coil Products, 25¢ Feb. 14 to holders Feb. 5; Weston Electrical Instrument, 25¢ March 10 to holders Feb. 26; Magnavox, 37½¢ March 15 to holders Feb. 25; American Phenolic, 25¢ Jan. 29 to holders Jan. 15; Zenith, 50¢ March 31 to holders March 10; Erie Resistor, 20¢ March 15 to holders March 6; Tung-Sol, 25¢ March 2 to holders Feb. 15; International Resistance, 5¢ March 5 to holders Feb. 15; Standard Radio Ltd. "A", 20¢ April 9 to holders March 19.

Hoffman Radio enjoyed biggest sales year in its 12-year history during 1953, totaling more than \$50,000,000 as against \$34,769,201 in 1952, reports pres. H. Leslie Hoffman. He said he expected further gain in 1954 due to new TV-radio-phono plant in Kansas City and larger share of markets being gained in Southwest, Midwest & East. Net profits for first 3 quarters of 1953 were \$1,115,533 (\$1.94 per share) compared with \$994,282 (\$1.73) in same 1952 months. Final 1953 figures have not yet been compiled.

Television-Electronics Fund Inc. reports net assets of \$28,835,374 (\$13.58 per share on 2,124,072 shares outstanding) as of Dec. 31, 1953 vs. \$24,786,839 (\$14.37 on 1,725,440 shares) one year earlier.

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George F. Hessler, 64, sales v.p. of Graybar and 1952-53 pres. of National Assn. of Electrical Distributors, died suddenly Feb. 1 at Venice, Fla.

W. W. Ring, 48, asst. to Westinghouse v.p. in charge of consumer products, died in Pittsburgh Jan. 20 after a heart attack.

Electronics Reports: RCA's recent demonstration of "atomic battery" (Vol. 10:5) has sparked several rival claims of earlier development of similar devices. In response, RCA spokesman reiterates point made at demonstration—that RCA contribution isn't simply that it managed to derive electricity from radioactive materials but that its technique is 200,000 times as efficient as previously known methods.

Ohmart Corp., Cincinnati, is one organization challenging RCA's claims, stating that since 1951 it has been marketing devices producing electricity from radioactivity. RCA official says that Ohmart device is a "one-for-one" unit—producing one electron of electricity for each radioactive electron—whereas RCA's unit produces 200,000 for one. Another organization making related devices is Radiation Research Corp., West Palm Beach, Fla., marketing them for radiation detection instruments.

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TV set using "Tinkertoy" construction has been built by Sanders Associates Inc., Nashua, N. H., to show manufacturers how automatic production techniques can be adapted to production of commercial products. Project Tinkertoy was developed jointly by Navy, Bureau of Standards and several private firms to produce electronic assemblies automatically (Vol. 9:38). Based on "modular" design, system employs series of small wafers as building-blocks for subassemblies. Sanders' TV set uses 13 modular units (sets of wafers) on 3 plug-in printed circuit chassis, eliminates almost 600 hand-soldering operations. Specifications for tools required to set up pilot runs of Tinkertoy are available at Office of Technical Services, Commerce Dept. (Report PB 111277).

Silicon transistors have been made by Raytheon and tested at temperatures up to 350°. Company announced that its research div., working on Defense Dept. contract, tested silicon junction transistors at temperatures higher than the failing point for germanium transistors, but emphasized that silicon transistors are still long way from actual production. Philco last month announced development of silicon transistor using "surface-barrier" technique (Vol. 10:3).

"Manufacturers Radio Service," sought by NAM's Committee on Manufacturers Radio Use (Vol. 9:47,50), was turned down by FCC this week. It said proposal, which would use 460-462 & 468-470 mc, now assigned to Citizens Radio Service, is "premature" and request for such service should be part of a future reallocations proceeding.

Western Electric has licensed 40 U.S. firms to manufacture transistors, Bell Telephone's Albert Barnes told Philadelphia's Poor Richard Club this week. He added that Bell now is producing 40 different types of transistors.

Lewyt Corp. being reorganized into 2 companies: Lewyt Mfg. Corp., to manufacture electronic and precision mechanical equipment on contract basis for Govt. and industry; Lewyt Corp., to manufacture and market vacuum cleaners.

Waldom Electronics Inc., Chicago, enters TV equipment field with distribution amplifier to couple 2 sets to one antenna and serve as booster for both, at \$39.50 list.

Greatest off-year use of TV is planned by Republican Party for this year's Congressional election campaign, and included in \$3,800,000 budget approved by GOP National Committee Feb. 6 in Washington. Committee didn't break down figure to show amounts to be appropriated to TV & radio.

Minor league baseball is in bad shape—and it's TV-radio's fault. So minor league czar George Trautman told special joint meeting of both major leagues this week in New York. "In 5 years since 1949 there has been a combined drop in attendance, major and minor, of 26,000,000," he said. "The total number of leagues during that period has dropped from 59 to 37 [and] there is now no baseball in 172 cities and towns which had it 5 years ago." He put principal blame on broadcasts and telecasts of major league games, which he said not only cut into attendance at minor league games but have virtually wiped out revenues the minors formerly got from radio broadcasts of their games. Commenting editorially on Trautman's plea for more TV controls, Scripps-Howard newspapers said Feb. 1: "It is, we agree, a deplorable situation. But, even as ardent baseball fans, we can offer Mr. Trautman no sage advice. Probably nothing can be done either about cycling, canals, silent movies, nickel beer, wood-burning locomotives, peg-leg trousers, gas lights, stereopticons, derby hats or side whiskers."

Strict limits on televising or broadcasting of its hearings were imposed by House Govt. Operations Committee Feb. 4 in 18-2 vote. Decision apparently wasn't intended as slap at TV-radio but at Chairman Hoffman (R-Mich.), who has been accused of trying to "create a circus" of committee hearings and of "wiring the room" for recordings so he could use members' own remarks against them politically. Rule was recommended by subcommittee headed by Rep. Bender (R-O.), requires unanimous consent of all subcommittee members to televise, broadcast, film or record any subcommittee meeting, and approval of majority of 30-man committee for televising or broadcasting full committee sessions. Voting against rule were Reps. Hoffman and Meader (R-Mich.). Meanwhile, Ohio Supreme Court unanimously adopted "rule of judicial ethics" barring photographing, broadcasting or televising of proceedings of any state court.

Attorney General Brownell soft-pedaled much-headlined reports of "anti-trust investigation" of ad agency practices, particularly standard contract forms and 15% agency discount fees, telling news conference Feb. 4 that study was preliminary only and "does not mean any action will follow." He added it was one of a series of studies conducted periodically by Justice Dept. to enforce anti-trust laws. He said ad study stemmed from anti-trust investigation several years ago of uniform commission rates charged by some real estate brokers. It was dropped when no violations were uncovered. FBI agents checked files of NARTB, AAAA and leading agencies this week, NARTB chief attorney Vincent Wasilewski saying he was certain his organization had violated no laws but willingly turning his files over. Heading study is Asst. Attorney General Stanley Barnes.

Educational TV proponents were heartened this week by N. Y. Gov. Dewey's message to legislature proposing state's 10 non-commercial stations be operated by "responsible" non-profit groups under general supervision of State Board of Regents. Latter group, at odds politically with Dewey, immediately replied it still favored state-financed network which was rejected last year by N. Y. State Temporary Commission on Educational TV (Vol. 9:9-10) but said they would go along with Dewey's proposal in effort to get educational TV going. Non-profit groups have already been organized in New York, Buffalo and Albany-Schenectady-Troy. Joint Committee on Educational TV congratulated Dewey and asked permission to circulate copies of his message to educational groups around the country.

Telecasting Notes: National TV spot users jumped from 1346 in 4th quarter 1952 to 2153 in 4th quarter 1953 when they used 44,559 schedules on 195 stations (average, 71.5 per station), according to latest quarterly *Rorabaugh Report on Spot TV Advertising* which details how, when, where and to what extent all national & regional advertisers used medium during the quarter. With 360-odd stations now on air, Rorabaugh states that 32 more have already signed up to start reporting their accounts, which are listed by stations, beginning this quarter . . . New "Videotown," reportedly in Ohio, has been chosen by Cunningham & Walsh, which has decided that TV in New Brunswick, N. J. has stabilized so that the town no longer serves to depict TV growth . . . Daytime viewing rose 9% between April-Dec. 1953, reports Advertest, some 60% of those sampled in N. Y. metropolitan area survey stating they were regular daytime viewers, some 25% saying they'd watch more if shows were better; most popular hours are 10-11 a.m., 3-5 p.m. . . . More rate increases: KABC-TV, Los Angeles, raises Class A hour from \$1200 to \$1500, one-min. from \$220 to \$275, adds new Class AA one-min. rate of \$350 for 8-10 p.m. segments daily; WOKY-TV, Milwaukee, Class A from \$300 to \$400, one-min. \$60 to \$70 . . . Lowered rates: WILS-TV, Lansing, cuts base hour rate from \$200 to \$150; WJHP-TV, Jacksonville, lowers one-min. from \$40 to \$30 . . . Dorothy Dix material and name rights for TV-radio acquired from Bell Syndicate by Roland Israel, Philadelphia adman, who plans to syndicate film *Dear Dorothy Dix* thru Helen Greer-Israel Enterprises Inc. . . . Ziv acquires TV-radio rights to *Mr. District Attorney* for \$250,000 from Phillips Lord; David Brian to play title role in new series being filmed in Hollywood . . . ABC-TV Manual No. 3, covering charges for facilities, personnel and production services for network programs from its 5 originating centers, released this week . . . Success of K-2 mountain-climbing expedition film underwritten by NBC-TV has led network to negotiate similar exclusive deal with Lowell Thomas Jr. covering expedition into Australia . . . WCBS-TV this week end completes moving of offices into Look Bldg., across street at 488 Madison Ave., adjacent to new CBS-TV Spot Sales offices.

J. O. Willett acquires 98% ownership of KFAZ, Monroe, La. (Ch. 43) by reason of FCC decision this week authorizing transfer of Howard E. Griffiths' 49% for \$25,500 and other considerations. Mr. Willett, motor carrier and pipeline operator, went into the venture last year in association with Mr. Griffiths, an industrial communications consultant, who apparently is pulling out because, as transfer application stated, "Operation of KFAZ to date has been unprofitable principally due to its inability to obtain a network affiliation. [It] competes with vhf station KNOE-TV [Ch. 8, owned by ex-Lt. Gov. James A. Noe and affiliated with all 4 networks] which commenced operation after KFAZ went on the air." KFAZ started last Aug. 11, KNOE-TV Sept. 26. Population (1950 census) of Monroe, La.: 38,572.

Authority to strike against 4 networks "if necessary" was voted Feb. 3 by membership of New York Local 802, American Federation of Musicians. Union "suspended" talks with ABC, CBS, NBC & MBS for contract renewals; it's asking that networks use live music on all TV-radio shows where music is played, in addition to 15% pay boost.

Application advertising and 30-day cutoff rule, proposed by FCC last July to speed processing (Vol. 9:27,33), was found to be neither necessary nor popular and Commission dropped the proposal this week.

Stuart Sherman has resigned as an officer & director of Sherman & Marquette, and his partnership acquired by company.

Maj. Edwin H. Armstrong, 63, inventor of FM, the superheterodyne, the regenerative and the super-regenerative circuits, died Feb. 1 after plunge from window of his luxurious 13th floor apartment in River House, New York. That he had jumped was apparent from notes he left his wife and sole survivor, Marion, who was away visiting her sister in Conn. at the time; the notes indicated strained relations between them, for he expressed regret that he had hurt her and stated it was "heartbreaking" that he could not see her again. He also stated his estate was solvent, making mention of his litigation with RCA and "the telephone company." In recent years, Dr. Armstrong has spent most of his time in infringement litigation, largely against those companies, recently filing suits also against other manufacturers (Vol. 10:3). One of radio's greatest inventors, he was a boy prodigy, became a protege of famed Michael P. Pupin, to whose Columbia U chair as professor of engineering he succeeded in 1934. He was, as the *New York Times* stated editorially Feb. 2, "one of the most brilliant, complex and controversial figures in the realm of radio engineering." His large fortune derived largely from the sale of certain of his patent rights, in exchange for stock, during the early days of RCA. He sold the stock at peak. His wife was onetime secretary to RCA's David Sarnoff when latter was executive v.p. of the company.

Wires Romulo O'Farrill Feb. 1 in belated reply to our Jan. 27 telegram to Mexico City: "At present not contemplating moving XELD-TV." He thus answers the widely published reports that XELD-TV, Matamoros (Ch. 7), across border from Brownsville, Tex., has been authorized to move to another city in Mexico (Vol. 10:5). No such authorization has been given by Mexican Ministry of Communications, said a spokesman, nor are there any plans to quit the area simply because there's now competition from KGBT-TV, Harlingen (Ch. 4) and shortly will be more from upcoming KRGV-TV, Weslaco (Ch. 5). Harlingen station acquired CBS, Weslaco will be NBC, but Mexican-operated station, while admitting tougher competitive situation, maintains it can continue in business by virtue of excellent signal, favorable rate structure and good record of service to audience and sponsors.

Three new applications for TV stations were filed with FCC this week, 4 were dismissed, leaving 320 pending (61 uhf). Week's applications: for Dothan, Ala., Ch. 9, by local group headed by builder Charles Woods; for El Paso, Tex., Ch. 13 by KERP (Texas broadcasters Barton & Gordon McLendon, former principals in Liberty network); for Buffalo, Ch. 7, by WKBW, replacing same group's present application, but with new minority stockholders. [For further details about these applications, see *TV Addenda 18-E* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and Addenda to date.]

Network interconnections this week: WCSC-TV, Charleston, S. C.; KOMU-TV, Columbia, Mo.; KWFT-TV & KFDX-TV, Wichita Falls, Tex.; KHOL-TV, Kearney, Neb. AT&T long lines dept. this week applied with FCC to construct 2 westbound TV channels from Amarillo to Albuquerque, to be completed by late summer. Eventually it intends to build eastbound channel from Los Angeles to Las Vegas, thence to Albuquerque, providing new west-to-east route. KOB-TV, Albuquerque, has signed interconnection contract with NBC.

There were 6,432,000 TV installations during 1953, reports NBC research director Hugh M. Beville Jr., bringing total in U. S. to 27,666,000. It was best year since 1950 when 6,600,000 were installed. Beville estimates post-freeze markets accounted for 2,626,000 new sets or nearly 41% of the 1953 increase.

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FILLING THE 'HOLES' IN STATION COVERAGE: Concept of satellite and booster stations keeps cropping up, and time is getting closer when FCC will give matter serious consideration. Commission still regards establishment of regular stations as its prime occupation, but it believes that this main vein will be sufficiently worked out to permit delving into supplementary services before end of year.

As Comr. George Sterling indicated in recent Boston speech (Vol. 10:5), the problems of uhf coverage with present transmitters and receivers causes Commission to view satellites and boosters more favorably than it would otherwise. Sylvania has already asked FCC to establish satellites on a regular basis (Vol. 9:38), and WSM-TV, Nashville, has petitioned for authorization of boosters (Vol. 9:45). Commission considers these quite helpful but wants more comment. Chairman Rosel Hyde says he regards Sterling's speech as a trial balloon, hopes it brings more ideas.

So eager is Commission to aid uhf that one top staff member says he believes FCC may be willing to issue special temporary authority now to stations willing to build small repeaters to fill "holes" within their coverage areas -- say up to 60 mi.

In issuing such authorizations, Commission would probably require proof that new little stations would indeed make the difference between service and no service. It would also require that they wouldn't disturb spacings of its allocation plan.

Definitions of boosters and satellites should be made clear, to show the different problems involved in each. A booster is small station which picks up and rebroadcasts programs from an originating station, using same channel as originating station. Satellite employs channel different from that of originating station.

Commission seems particularly impressed with satellite plan of Sylvania because it would safeguard allocation plan and give satellites opportunity to grow into regular independent stations capable of providing local expression. On other hand, it likes principle of boosters because they don't use up extra channels, but it's leery of the possibility that originating station could use boosters to extend coverage at expense of co-channel and adjacent-channel stations.

There's not too much interest in granting satellites and/or boosters to vhf stations with good coverage. Says one commissioner: "They're not suffering." On other hand, FCC is bound to consider any method of bringing service to communities which would not otherwise get it.

* * * *

Approach to satellite status, at least as far as FCC rules allow, has been made by a few broadcasters. W.D. Rogers, KDUB-TV, Lubbock, Tex., came to Commission with idea that he build stations in Big Spring and Sweetwater, feed them from Lubbock, operating with absolute minimum -- in local programming, equipment, personnel. He now has CP for KPAR-TV, Sweetwater (Ch. 12), with 2.95-kw ERP, estimated

construction cost of \$93,213, yearly operating cost of \$90,000. His application for Big Spring is being contested by another applicant.

Another approach is that of Frank Hoy, operator of WPMT, Portland, Me. (Ch. 53) and WLAM-TV, Lewiston (Ch. 17). He feeds Lewiston with direct off-air pickup from Portland. Though the Class A hour rate for Portland is \$200, sponsor can add Lewiston for mere \$25 more -- for combination rate of \$225.

One of most ambitious projects was proposed just this week by parts manufacturer Sarkes Tarzian, who operates WTTV, Bloomington, Ind. Aiming to build 3 uhf "almost satellites," he petitioned FCC to reshuffle allocation so as to put low-band Ch. 21 in Huntington, Ch. 23 in Anderson, Ch. 25 in Logansport. He plans to apply in those towns, program as much as FCC will allow by microwave feeds from the Bloomington "mother" station.

Tarzian will build own uhf transmitters, has filed for experimental uhf station in Bloomington to test equipment and coverage.

What the satellite and booster proponents would like is to extend these concepts much further -- to 100-watt transmitters, 100-ft. towers, remote operation, no local originations, part-time engineers, etc. Sylvania estimates satellites can be built for \$15-\$20,000 each.

Until day comes that TV stations can be built and programmed as cheaply as AM, relative to income, Commission is likely to look with more and more favor on these supplementary stations to expand TV. What it doesn't want to do, however, is to bollix up its allocation plan in the process or to preclude the growth of these "fillers" into full-fledged community media.

5 NEW STARTERS; DuMONT'S KCTY QUILTS: Biggest week so far this year for new stations saw 5 more go on air, including Puerto Rico's first -- for total of 367 now in operation, of which 128 are uhf. Eleven stations have started since Jan. 1.

DuMont this week decided to abandon its uhf experiment in Kansas City in the interest of "sound business judgment." Sudden announcement at week's end told of decision to close down KCTY (Ch. 25), which it acquired just 6 weeks ago from Empire Coil Co. for \$1 (Vol. 10:1). Network said it had studied situation carefully and concluded Kansas City viewers were adequately served by their 3 vhf outlets. Statement by Dr. Allen B. DuMont stressed that the problems were "peculiar to Kansas City and not necessarily fundamental limitations of uhf broadcasting in general."

KCTY will turn off juice Feb. 28 to become 3rd uhf station to go off air -- out of total of 130 uhf starters. Other two were Roanoke's WROV-TV and Buffalo's WBES-TV. Two post-freeze vhf outlets also went dark pending changes in ownership. The new stations which began operation this week:

WKAQ-TV, San Juan, P.R. (Ch. 2) is now testing 5-kw GE transmitter, aiming at commercial start Feb. 14 with telecast of Caribbean baseball series next week as its first big event. It began with interim power of 4.9-kw ERP from temporary antenna 75-ft. above ground on 1973-ft. Marquessa Mt., 12 mi. from downtown, later plans to go to maximum 100-kw from 300-ft. tower. It's CBS affiliate, plans both Spanish and English language programs. Owner Angel Ramos is publisher of El Mundo. R. Delgado Marquez is gen. mgr.; David Polinger, commercial mgr.; Fernando Cortes Jr., program mgr.; Angel del Valle, chief engineer. Base hour rate is \$200. Inter-American Publications is rep. San Juan's second station, WAPA-TV (Ch. 4), is due soon.

WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) started test patterns Feb. 11 after series of bad-weather delays, plans NBC & DuMont programming soon via AT&T relay from Detroit. It's first local competition for WKNX-TV, Saginaw (Ch. 57), which began last April. WNEM-TV has 5-kw DuMont transmitter, with 400-ft. Stainless tower 4 mi. NE of Saginaw. Station resulted from merger of local WGRO & WSAM. President is James Gerity Jr. (WGRO); Milton L. Greenebaum (WSAM) is v.p.; John H. Bone, ex-WLWT, Cincinnati, is gen. mgr.; Harvey M. West Jr., commercial mgr.; Lee Stevens, acting chief engineer. Base hour rate is \$350. Headley-Reed is rep.

WRDW-TV, Augusta, Ga. (Ch. 12) beamed first test pattern Feb. 9 from 10-kw RCA transmitter and 12-bay antenna on 425-ft. Emsco tower, plans Feb. 14 commercial debut with CBS programs. It's city's 2nd vhf, WJBF-TV (Ch. 6) having begun last

fall. WRDW-TV calls its downtown TV Center "one of most modern in the south." Its principals are pres. Grover C. Maxwell; v.p. Harry W. Jernigan; exec. v.p. Allen M. Woodall (who also is part owner of WDAK-TV, Columbus and WETV, Macon); gen. mgr. W. Ray Ringston. Roger J. LaReau is station mgr. and Sammy Barton is production mgr. Base Class A hour rate is \$200. Rep is Headley-Read.

KBID-TV, Fresno (Ch. 53), third in that all-uhf city, sent out first test pattern Feb. 8, began programming Feb. 13 with 15-hour telethon for Fresno County Heart Assn. It's first of 3 California stations being built by John Poole, wealthy pioneer uhf enthusiast, shares site and tower with KMJ-TV on Bear Mt., 2254 feet above average terrain, has 12-kw GE transmitter with directional antenna designed to beam equivalent of 470-kw ERP into Fresno. Unaffiliated station plans both live and film programming, including 3-hour live Spanish language show Saturday nights. Gen. mgr. is Robert H. Wesson, ex-KHQ-TV, Spokane; chief engineer, Ralph E. Smith, ex-KFMB-TV, San Diego; program director, Hal Davis. Base rate is \$225. Meeker is rep.

WMGT, Adams-Pittsfield, Mass. (Ch. 74), first local station for area, began tests Feb. 5 with 12-kw GE transmitter and RCA antenna atop Mt. Greylock, 2060-ft. above average terrain. Nearest other TV stations are in Schenectady, 43 mi. from Adams, and Holyoke, 38 mi. Leon Podolsky of Sprague Electric Co. heads grantee. John T. Parsons is gen. mgr.; Leon Levando, chief engineer; Don Selby, production mgr. It's DuMont affiliate, also plans to rebroadcast sports events from WPIX, New York. Base hour rate is \$250. Walker is rep.

RCA's NEW UHF STATION EQUIPMENT PLANS: Details on price and availability of its new 12½-kw uhf transmitter were released this week by RCA -- along with slash of \$10,000 in the price of its 1-kw unit.

RCA aims to catch up with competition in higher-powered uhf field with its newly announced 12½-kw tetrode transmitter (Vol. 10:4). It gave out specifications to consulting engineers at Washington seminar Feb. 11, and announced these prices:

Complete 12½-kw transmitter, including all tubes, crystals and filterplexer -- \$144,500. Amplifier to convert existing 1-kw unit to 12½-kw -- \$99,500. Since the new transmitter (type TTU-12A) replaces originally announced 10-kw (TTU-10A), those stations with orders for 10-kw get price break. Latter units were ordered in advance at guaranteed maximum price, and as result RCA will sell its 12½-kw amplifiers to those customers at \$86,900 instead of \$99,500.

Deliveries begin in June, first ones going to customers with long-standing orders -- such uhf pioneers as Wilkes-Barre's WBRE-TV and South Bend's WSBT-TV and others in first batch of uhf starters of late 1952 and early 1953. After producing 2 or 3 in June, RCA plans to step up output to 5-6 a month -- more if there's steady stream of new orders. Company says it has 30-40 back orders for the new unit, could catch up with these by Oct. or earlier.

In 1-kw field, price reduction from \$57,500 to \$47,500 was made possible by cost decreases and production economies such as elimination of overtime, says RCA. And it continues to hammer away at its favorite theme -- color -- stressing that all transmitters delivered will be equipped to handle it from start (see p. 4).

Another innovation announced by RCA: All uhf antennas will be measured for complete vertical and horizontal patterns before leaving factory. Previously they were spot checked. Also, RCA will make "ground check" of antenna at station to make sure no adjustments were harmed during shipment. Such antenna pre-measurement was urged by FCC Comr. George Sterling in recent speech before Boston IRE (Vol. 10:5).

BRISK PICKUP IN ACTION BRINGS 6 CPs: It has been decidedly slow year in terms of CPs but this week was an exception -- producing 6 grants and an initial decision. There was nice crop of 5 new stations on air, though week also brought sudden announcement from DuMont that it is shutting down its newly-acquired uhf KCTY, Kansas City (Ch. 25), deciding market can't support it along with 3 vhfs (see p. 2). And another uhf CP was turned in -- WMEV-TV, Marion, Va. (Ch. 50). The week's grants:

El Centro, Cal., Valley Empire Telecasters, Ch. 16; Stockton, Cal., KSBR, Ch. 13; Chicago, Ill., WOPA, Ch. 44; Elyria, O., WEOL, Ch. 31; Charleston, W.Va.,

WCHS, Ch. 8; Wausau, Wis., WOSA, Ch. 16. Initial decision was one of the tough ones, with Mobile TV Corp. favored over WKRG for Ch. 6 in Mobile, Ala.

One of most interesting grants is that in Stockton. It's controlled by TV maker H.L. Hoffman and is his first venture into station ownership. He plans to utilize KSBR building and tower on 3849-ft. Mt. Diablo, has RCA transmitter on order, hopes to be radiating 25-kw ERP by May.

Mobile case was difficult to decide, Examiner H. Gifford Irion said, but he finally chose Mobile TV Corp. because of "decided superiority in its studio design, production equipment, staff training, care in preparation, potentiality for expansion and, above all, its capable leadership." Proposed winner is 24% owned by Edgar Stern Jr., 10% by Robert Swezey -- principals of WDSU-TV, New Orleans. Pres. and 15% owner is Dwight Martin, formerly v.p. of Crosley and General Teleradio.

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Tackling one aspect of its multiple ownership rules, FCC handed Westinghouse some unwelcome news in answering latter's request for clarification of rule (Vol. 10:3). Westinghouse Broadcasting Co. had asked FCC to assure it that minority holdings of directors of parent Westinghouse Electric Co. wouldn't be counted in total stations permitted.

No indeed, Commission said, those holdings count. Thus, Westinghouse is now credited with 6 stations: WBZ-TV, Boston and WPTZ, Philadelphia, plus the 4 stations in which director John Schiff owns 15% -- WFTV, Duluth; KETV, Little Rock; KCTV, Sioux City; WICS, Springfield, Ill. Westinghouse also has applications pending for Pittsburgh and Portland, Ore.

Company hasn't indicated plans, presumably will ask for waiver permitting it to go ahead with hearings in Pittsburgh and Portland, decide what to dispose of later -- unless it wants to challenge FCC rules in courts as Storer Bcstg. Co. is doing (Vol. 10:4). Comrs. Sterling and Doerfer dissented, former saying he wanted to study similar cases first and wait for outcome of Storer appeal, latter saying "the interpretation extends a doubtful exercise of rule-making power beyond the pale of administrative law. [Rule's purpose] was to limit control but not influence."

Among other actions, FCC this week: (1) Received its Broadcast Bureau's recommendation that Niagara Frontier Amusement Corp. get CP for Ch. 2 in Buffalo and be absolved from blame in "strike" application to-do (see p. 10). (2) Appointed a new hearing examiner and made him chief of examiners -- something FCC hasn't had for years. He's Edward T. Stodola, now in charge of various CAB hearings. He's 45, a native of Wisconsin, has been CAB examiner since 1943. (3) Proposed to shift Ch. 3 from Lewiston, Ida. to Richland, Wash. (4) Set March 12 for start of Ch. 2 hearing for Bangor, Me. and Ch. 18 hearing for Fayetteville, N.C.

COLOR STATUS AT STATION & PROGRAM LEVEL: The race for station color equipment sales became a bit more feverish this week as RCA levelled two attacks at competition during uhf-color seminar for consulting engineers in Washington Feb. 11:

(1) Announced it would equip for rebroadcast of network color all stations using its transmitters -- without charge. Furthermore, the 30-odd stations already so equipped will not be billed. Since cost of modifying stations runs up to \$25,000 or so, this means an RCA outlay of seven figures.

In addition to equipping existing stations for color, RCA will henceforth ship all new transmitters already modified for color or accompanied with kits.

(2) Talked down cost-performance claims for CBS-type field-sequential camera equipment being made by GE (Vol. 10:5).

About all RCA would concede CBS-GE camera setup is lighter weight -- 120 lbs. vs. 300 for RCA's 3-tube camera. Aside from that, RCA engineer Andrew Inglis told consultants, system has innumerable drawbacks.

It produces "a picture of a picture," he said, with all the possibilities of degradation that implies. He said that initial cost can favor either type of equipment, depending on number of cameras; that field-sequential type is likely to need

30-100% more light at studio; that station "has all its eggs in one basket" if it has one field-sequential coder serving several cameras.

Inglis also refuted common belief that the 3 tubes in RCA cameras must be perfectly matched. He said camera controls compensate for differences. He also made surprising statement that tubes last longer for color than for black-&-white, because each gets less illumination. "Based on limited experience," he said, "we estimate image orthicon life in color cameras at about 750 hours." Customary life of tubes in monochrome use is about 500 hours.

These criticisms are pooh-poohed by GE v.p. Dr. W.R.G. Baker who reports "very encouraging" results to date, says GE already has station orders for cameras in addition to the 4 being built for CBS (Vol. 10:5).

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Color programming continues to build up gradually, meanwhile. NBC's schedule (Vol. 10:5) still holds with these changes: Taming of the Shrew opera has been added for March 13; Eddie Fisher show has been shifted to March 31; mobile unit is due back in service next month, and plans are afoot for New York St. Patrick's parade March 17 and Easter parade April 18, plus Gillette fights starting in April.

There are still only 30-odd stations equipped to rebroadcast color, and AT&T has equipped no more routes for color than were employed Jan. 1 (Vol. 9:52). No coaxial segments are to be ready until April.

AT&T still hasn't filed rates for color. After compiling schedule, AT&T showed it to network officials who made it clear they thought proposed rates were so steep that they'd stifle growth of color. This week, AT&T indicated it would continue to hold rates in abeyance by filing with FCC a request for extension to May 15 of its present experimental rates for color.

CBS added WKBN-TV, Youngstown, to New York and Baltimore for Feb. 5 show, will shortly add WBBM-TV, Chicago -- others soon as they're equipped to rebroadcast.

* * * *

There's bitter complaint from Los Angeles set manufacturer that NBC's color programs are rarely broadcast there, must be viewed on closed circuit at RCA Industry Service Labs in Hollywood. Since Jan. 1, only the Tournament of Roses and Zoo Parade have been transmitted by KNBH.

"It's the old time-difference problem," says NBC official, noting that "hot kines" suffice for delayed black-&-white broadcasts but that comparable process for color isn't yet available. "However," he said, "we have a plan under study whereby we may put color programs on later so that KNBH can broadcast them."

'COLOR TV AGE' AWAITS BIGGER SCREENS: Will 15-in. color sets ever go "on sale" to the public in real quantities? Many important set and tube makers think not.

Promises of 19-in. tube production in latter half of this year -- added to today's healthy black-&-white sales (see p. 11) -- seem to have dampened industry's urgency to get 15-in. sets on the market, and a number of top-name set manufacturers now say they don't plan to merchandise 15-in. sets at all.

These reports are authenticated by some tube makers, who say they're equipped to produce the small color tubes but have no quantity orders. RCA, one of the notable exceptions, reports it is "shipping 15-in. tubes as fast as we can make them."

The picture easily could change overnight. If RCA or some other leader makes big sales pitch for 15-in. and backs it up with saleable quantities of sets, many of the others are prepared to swing into production to keep competitive positions.

Here's the general pattern for many set makers with regard to 15-in. color receivers: They plan to turn out 50-500 sets each "just to get the feel of color." These aren't intended for sale, will wind up in homes of their top executives and at their biggest distributors for barnstorming tours of dealers.

There may be some surprises soon in color set field -- and officials of many companies are understandably reluctant to be quoted by name in this highly competitive situation. But the comments we were able to get from receiver and picture tube makers are indicative of feeling and atmosphere as of today:

"The 19-in. tube is coming the second half of this year," says an RCA spokesman, who adds that company will be equipped to shift emphasis easily between 15 & 19-in. tubes, according to demand from its set-making customers. "But if people will be willing to spend \$1000 for the 15, they'll be willing to put up another \$500 or whatever extra it will cost to get the 19."

The real answer will come when public can see all makes, side by side, with pictures on the screen -- "and with price tags," he says. Might RCA be planning to cut the \$175 price of its 15-in. tube (CBS's is due to sell for \$125)? "That price can't last indefinitely," this spokesman says, "when the 21-in. black-&-white sells for about \$20." As to what's coming in future, the RCA official tells us:

"Everyone has something in the back room -- RCA, GE, Philco, Sylvania." And it's obvious, no one intends to tell until the time is ripe.

Admiral doesn't believe 15-in. set is "merchandisable size". A company source says real color production awaits larger tube, but stands by pres. Ross Siragusa's prediction Admiral alone will turn out 30,000 color sets this year (Vol. 10:1).

Philco continues to be an enigma, but it's good guess that if it produces any 15-in. sets at all, they'll be mere trickle for exhibition only. Philco people quote tube makers as saying 19-in. color sets probably won't be available in good quantities till Nov. -- but this isn't necessarily tip-off on Philco plans.

DuMont marketing v.p. W.H. Kelley says 19-in. tube is in the offing, but can't say just when. It's not making 15-in., is buying them from another source for developmental purposes, but doesn't believe that size screen is commercially acceptable. Adds Kelley: "We would be perpetrating an injustice on the industry if we tried to produce and sell current-sized models."

A CBS topkick agrees with RCA that 19-in. will probably come along in last half of year. He adds that production rate toward end of year could reach astronomical proportions, and predicts the public will snap up whatever is produced this year. CBS-Hytron's 19-in. tube, he says, will have 205 sq. in. picture compared to RCA's 162 (and RCA, of course, claims superior brightness, convergence, etc.).

GE is now turning out some RCA-type 15-in. tubes, electronics v.p. Dr. W.R.G. Baker tells us -- and says he'll reveal what else he's working on in month or two. Rumors persist that GE's secret weapon is 3-gun grid type tube.

Sylvania is producing some color tubes, presumably 15-in. RCA type. "What we can't tell you is whether the tube is what you ought to have in your TV set," board chairman Don G. Mitchell told advertising seminar in New York this week. His advice to public was to hold off buying color set until next year when 19-in. will cost less than today's 15-in. He predicted cool buyer reaction to \$1000 receivers.

"Everyone is holding his breath on the 15-&-19-in. question," says another big set maker, requesting anonymity. "I wish I knew what to do. No one is going all-out on the 15-in. model."

"We are buying and producing very little color," states a set & tube maker. "A lot of work remains to be done on the 19-in., and production won't be as easy as we first thought it would be. We know the 15-in. won't last very long -- but the situation is very fluid, could change from day to day. We're caught in a squeeze between RCA & CBS, and what GE will do is anybody's guess. The set makers are checking their enthusiasm for quick color because black-&-white business has held up better than expected. They're digging in their heels and making haste more slowly."

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"The 15-in. looks like it will die a-borning," observes Asher Cole, president of independent tube maker National Video Corp. He says he can begin production of 15-in. RCA-type tube on short notice, but has no requests for more than sample quantities. As for 19-in., he echoes some other tube makers in saying it's extremely complicated from standpoint of circuitry and manufacture, isn't just a "larger model of the 15-in." but a completely different design.

National Video is licensee of both RCA and Chromatic, and Cole says his engineers have worked out "entirely different approach" to latter's grid type tube, which has "practically licked radiation problems and improved resolution." But he

admits he doesn't know which type he'll end up producing -- "the answer may well be something entirely different."

Whatever bottlenecks develop in larger color tubes, it looks as if glass won't be one of them. Corning is now producing bulbs for both 15- & 19-in. sizes, and says it can take care of any foreseeable demand for either size. Electronic dept. sales mgr. J.B. Muller tells us developmental samples of 21-in. rectangular bulb have also gone out to tube makers. It's "universal" type, can accommodate CBS, Chromatic, RCA or any other types, can be adapted to various deflection angles.

Pilot production of 21-in. rectangular bulb should begin about May 1, according to Muller. But he warns that this doesn't necessarily mean 19-in. round will quickly be obsoleted, as was the pattern in black- & white. He points out rectangular tubes were made necessary by demand for big-screen table models -- but color table sets are long way off, so there should be no particular rush for compact color tubes. And round tubes are easier to make, may be cheaper for some time.

Station Accounts: Oklahoma City's KWTW (Ch. 9), on the air only 2 months under gen. managership of Edgar T. Bell, reports 35 national spot accounts currently advertising 47 different products—these in addition to 67 CBS network accounts. National spot list, thru Avery-Knodel, includes most of the 26 top spot users listed for 4th quarter 1953 in latest *Rorabaugh Report on Spot TV Advertising* . . . Value of furniture ads on TV exemplified by big response to *Woman's World*, sponsored and coordinated by Northwest Furniture Mfrs. Assn. on KOMO-TV, Seattle, Wed. 3-3:20 p.m., and featuring furniture displays; and in Denver, local FURN Club sponsors similar weekly program, *Home and Kitchen*, on KOA-TV, but no individual products are advertised . . . Norwegian Cannery Assn. ties in Lenten TV-radio spot campaign with 4 major cracker companies—Premium, Salerno, Educator & Snow Flake—to boost Norwegian sardines, thru McCann-Erickson . . . Rise (shaving cream) and Schwayder Bros. (Samsonite luggage) buy Ziv's newly acquired *Mr. District Attorney* for 40 top markets, former thru Sullivan, Stauffer, Colwell & Bayles, latter thru Grey Adv. . . . Record sale boom reported resulting from co-op tie-in by 9 Detroit record dealers for sponsorship of *Columbia 360 Show* on WXYZ-TV, with plans being made to extend promotion . . . Weatherguard (storm windows) and King Wines buy *Racket Squad* on WFIL-TV, Philadelphia, Mon.-thru-Fri. 11-11:30 p.m. . . . Zeeman Clothing Co. buys 11:30-midnight segment of *Juke Box Jury* on 14-station CBS Pacific Network, thru Factor-Breyer Inc., Los Angeles . . . Philco Distributors and dealer Mort Farr team up to sponsor 15-min. segment of 30-min. *Fun and Fortune* daily on WCAU-TV, Philadelphia; it's in addition to *Man About Town*, which Farr sponsors on WCAU-TV Sun. 11:15-11:30 p.m. . . . Rybutol, old network account, moves into local operations with *Best Movie of the Week* on WABC-TV Sat. 11 p.m.-midnight, thru Kastor, Farrell, Chesley & Clifford, N. Y. . . . Westinghouse appliance div. and Jergens Co. to use TV spots for 4-month tie-in sale by which consumer obtains coupons toward purchase of iron with every purchase of soap . . . Among other advertisers reported using or preparing to use TV: Friden Calculating Machine Co., San Leandro, Cal. (calculating machines), thru J. Walter Thompson, San Francisco; Tenilhist Co., Chicago (Tenilhist cough syrup), thru Pams Adv., Dallas; Atlantic Electronics Inc. (Jefferson picture tubes), thru C. Keshian Adv., Paterson, N. J.; Dorothy Gray Ltd. (cosmetics), thru Lennen & Newell; Imperial Sugar Co., Sugar Land, Tex. (Imperial cane sugar), thru Tracy-Locks Co., Dallas; Maurer-Neuer Corp., Kansas City, Mo. (meat packers), thru C. Wendel Muench & Co., Chicago; Mrs. Tucker's Foods Inc., Sherman, Tex. (Meadolake margarine), thru Crook Adv., Dallas; Federal Products Co., Evanston, Ill. (sporting goods), thru A. N. Baker Co., Chicago.

Proud of its record of processing TV applications, FCC this week released tabulation showing its disposition of applications since freeze, amplifying our summary (Vol. 10:6). It points out that it has granted CPs for 75% of the channels sought and that of 321 pending applications all but 53 are competitive. It also analyzed stations on air, CPs and applications in several ways. For example, it shows that 59.6% of stations are in 1-station communities, 29.2% in 2-station, 7.6% in 3-station, 3.6% in cities with 4 or more. If all existing CPs get on air, respective figures will be 58.1%, 24%, 10.2%, 7.7%. And assuming all channels applied for become stations, figures will be 53.6%, 24.2%, 10.8%, 11.4%. Treating markets as metropolitan areas defined by U. S. Census, analysis shows 120 vhf-only cities, 71 uhf-only, 32 vhf-uhf. FCC economists make it clear that figures don't represent signal availabilities from stations outside metropolitan areas, should be weighed accordingly. Among other breakdowns are figures on number of 1-vhf cities, 1-uhf cities, 2-vhf cities, 2-uhf cities, etc.—based on existing stations, on CPs and on pending applications.

Absence of Sen. Edwin Johnson (D-Colo.) from newly named communications subcommittee of Senate Commerce Committee (Vol. 10:6) doesn't mean the former committee chairman has lost any of his intense interest in TV-radio affairs. As ranking minority member, Johnson selected the Democratic members of subcommittee, wanted to give newer members opportunity to familiarize themselves with communications matters. He still will keep close tab on matters affecting TV-radio, and will of course be in on all important decisions—which will be made by full committee. Sen. Johnson's bill to restrict telecasting and broadcasting of pro baseball games (S. 1396) came up on Senate calendar again this week, but was passed over for 4th time. Also blocked along with many other bills were 3 House-passed measures requested by FCC, relating to protests (HR-4558), violations of Communications Act (HR-4559) and abolishing CPs for govt., amateur & mobile stations (HR-4557). In the House, Rep. Wolverton (R-N. J.), chairman of Commerce Committee, introduced FCC-backed bill to amend Communications Act to keep protests from automatically halting effectiveness of CPs (HR-7795); it's identical to S-2853, introduced by Sen. Bricker (R-O.) in Senate (Vol. 10:6).

New community antenna organization, apparently with extensive plans, has been formed at Little Rock, Ark., as Midwest Video Corp. A member of group is C. Hamilton Moses, chairman of Arkansas Power & Light Co., who says 25-30 communities from Arkansas to Oregon are under study.

Communications Act, up-to-date as of Jan. 1, 1954, is now on sale at 55¢ by Govt. Printing Office, Washington.

GENERAL PRECISION LABORATORY reports "one of the largest purchases ever made in radio or TV by one individual"—the sale of 3 complete uhf station packages to Robert W. Rounsaville for his stations in Cincinnati, Louisville and Atlanta. Purchase includes 3 GPL-Continental 1-kw transmitters (made by Continental Electronics, Dallas), 3 antennas, 6 GPL-Pye camera chains, 3 vidicon film chains, six 16mm film projectors, and associated equipment. Installation has begun at WQXL-TV (formerly WLOU-TV), Louisville (Ch. 41), which has March target. WQXN-TV (formerly WCIN-TV), Cincinnati (Ch. 54) plans debut in early summer and WQXI-TV, Atlanta (Ch. 36) is due about Oct. Forjoe is rep for WQXL-TV & WQXN-TV; rep for WQXI-TV not announced.

RCA shipped its first 50-kw amplifier Feb. 13—to share-time stations WMIN-TV & WTCN-TV, Minneapolis-St. Paul (Ch. 11). Only other transmitter shipment reported this week was RCA 10-kw to KVAL-TV, Eugene, Ore. (Ch. 13) Feb. 11. The RCA transmitter shipped last week to WMFD-TV, Wilmington, N. C. (Ch. 6) was 10-kw, not 5-kw as erroneously reported.

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

WBRZ, Baton Rouge, La. (Ch. 2), granted Jan. 28, has mid-Sept. target, according to pres. Douglas L. Manship, publisher of *Baton Rouge Advocate* and *State Times*. Make of equipment and name of rep not reported. It's first competition for WAFB-TV (Ch. 28) which began April, 1953.

KULA-TV, Honolulu (Ch. 4), with 5-kw DuMont transmitter on its way via ship, now has April 9 target, according to asst. gen. mgr. Art Sprinkle, ex-KPHO-TV, Phoenix. It will be 3d vhf outlet there. Rep will be Headley-Reed.

KFBC-TV, Cheyenne, Wyo. (Ch. 5) reports progress in rebuilding tower which was toppled last Dec. by windstorm (Vol. 9:50), but now has no specific target—it all depends on completion of tower, which could be delayed by bad weather, says mgr. Wm. C. Grove. It's equipped with 5-kw DuMont transmitter. D. E. Allen has been named TV sales mgr. Network will be CBS, base rate \$150. Hollingbery will be rep.

KDRO-TV, Sedalia, Mo. (Ch. 6), delayed by bad weather, has studio nearly completed, but has only 50% of its GE equipment, now hopes for April 1 start with 5-kw GE transmitter, writes gen. mgr. Herb Brandes. Rep will be Pearson.

KGKB-TV, Tyler, Tex. (Ch. 7), granted on Jan. 27, hasn't ordered equipment or begun construction, hopes to get going next Aug., according to owner Lucille Ross Lansing. Rep not yet chosen.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage outlet atop 6288-ft. Mt. Washington, N. H., is negotiating for RCA studio-transmitter equipment, begins adding to existing space on Mt. Washington about May 1—weather permitting—and expects to get going July 1, according to pres. John W. Guider. It expects to utilize old Yankee Network's 50-ft. FM tower, may build another for second antenna. Remodeling for studios in Riccar Inn, Poland Springs, Me., is already underway. Network will be CBS. Rep will be Harrington, Righter & Parsons.

KPAR-TV, Sweetwater, Tex. (Ch. 12), has 500-watt DuMont transmitter and 400-ft. Andrews tower on order, but hasn't set target date yet, reports pres. W. D. (Dub) Rogers. Grantee Texas Telecasting Inc. operates KDUB-TV, Lubbock, and plans to operate KPAR-TV virtually as satellite of Lubbock outlet. Same firm also is applicant for Ch. 4 in Big Spring, Tex., which, if granted, would also get satellite role. Rep will be Avery-Knodel.

WALB-TV, Albany, Ga. (Ch. 10), granted Jan. 13, begins construction soon on TV-AM building, plans June 1 start, reports owner James H. Gray, publisher of *Albany Herald*. Make of equipment not reported. Burn-Smith will be rep.

WINK-TV, Fort Myers, Fla. (Ch. 11), oft delayed, now plans March 15 programming with 2-kw RCA transmitter, according to gen. mgr. A. J. Bauer. Owner is United Garage & Service Corp., Yellow Cab operators of Cleveland (Daniel Sherby, pres.). It will be ABC affiliate. Hour rate will be \$150. Weed will be rep.

KFVS-TV, Cape Girardeau, Mo. (Ch. 12), has studio building ready and footing & foundation in for transmitter house, now is negotiating for 808-ft. guyed tower, reports owner Oscar C. Hirsch. Target date not set, but "it will be later than April." Transmitter make not reported. Rep will be Pearson.

WHO-TV, Des Moines (Ch. 13) was delayed by antenna accident Feb. 10 when RCA 12-section superturbo-stile was damaged. Antenna was only 4 ft. from ground when gin pole atop 700-ft. tower bent, causing estimated \$40,000 damage and necessitating rebuilding of antenna. WHO-TV pres. Col. D. J. Palmer said mishap will postpone debut "at least 3 weeks past the original March 15 expected starting date." No one was injured.

WLOS-TV, Asheville, N. C. (Ch. 13), hasn't ordered equipment yet, plans to start construction shortly, hopes to get on air in late spring or early summer using 300-ft. Lehigh tower atop Mt. Pisgah, reports commercial mgr. Bradley H. Roberts. Rep not yet chosen.

WINT, Waterloo, Ind. (Ch. 15), got FCC approval in Jan. to increase power to 240-kw visual and to build higher tower, 830-ft. above av. terrain, at new location 16 mi. north of Fort Wayne, now seeks network affiliation, plans to begin construction soon, reports pres. R. Morris Pierce, who operates radio WDOK, Cleveland. It has ordered 12-kw GE and 800-ft. Stainless tower. Target date not reported, but earlier plans were for March debut. Rep not yet chosen.

WKDN-TV, Camden, N. J. (Ch. 17, allocated to Philadelphia), granted on Jan. 28, is planning additional housing for TV studios and transmitter, but hasn't ordered equipment or set specific target, reports pres. Ranulf Compton. It's to be "community station built within financial confines that will make it possible for the local industrial, retail and service establishments to buy television advertising." Rep not yet chosen.

WOBS-TV, Jacksonville, Fla. (Ch. 30), has studios ready and GPL-Continental transmitter ordered for March delivery, plans April 15 tests, goes commercial May 1, reports gen. mgr. Jim Macri. Pres. & 60% owner is E. D. Rivers Sr., ex-Gov. of Georgia, who also owns WCTV, TV grantee for Thomasville, Ga.; 50% of WMIE-TV, grantee for Miami, Fla.; and radios WLBS, Birmingham, and WGAA, Cedartown, Ga. Hour rate will be \$150. Rep will be Stars National.

WIMA-TV, Lima, O. (Ch. 35) had planned start early this year, now has no fixed target, awaits delivery of 5-kw DuMont transmitter late next summer, reports gen. mgr. R. W. Mack. Weed will be rep.

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CHCH-TV, Hamilton, Ont. (Ch. 11), planning April start with RCA equipment, has tentative April 15 programming date, reports asst. mgr. S. J. Bibby. Wave-stack antenna designed by RCA is being built by Dominion Bridge. Bill Jeynes, ex-Rediffusion, Montreal (community antenna service), has been named chief engineer; David Southwood, ex-BBC, and Tom Sutton, ex-WWJ-TV, producer-directors. Reps will be Adam Young (for U. S.) & All-Canada Television.

Telecasting Notes: Enlightened plea for improvement of TV commercials comes from Feb. 13 *Tide Magazine*, which asks: "Are TV commercials as bad as they say?"—and then proceeds to imply answer is "yes" by quoting ad and research industry sources. Taking off from Bernays survey of leading citizens, which soundly berated TV commercial practices (Vol. 10:5), *Tide* confides that "certain influential people within advertising may themselves approach the FCC, as Bernays has privately indicated he may do," to seek more Commission leadership on subject . . . Fate of NBC's 2 big variety shows—*Comedy Hour & Your Show of Shows*—has drawn considerable speculation for last year or so, and Feb. 13 *Billboard* reports they've been given virtual ultimatum to change format to situation comedy or perish . . . But variety shows won't completely disappear, *Billboard* reporting both NBC & CBS have plans on books for supercolossal "spectaculars" with top Hollywood talent, to be aired probably on monthly basis—in color—with talent cost of \$250,000 a show and up. ABC-TV, it says, already is negotiating for weekly 30-min. show which "would almost certainly be the most expensive such program on the air," featuring Ringling circus acts direct from big top, probably sponsored by Wheaties . . . 2-hour all-star show on ABC, CBS & NBC TV networks next Oct. will climax observance of "Light's Diamond Jubilee Year," 75th anniversary of Edison's invention of incandescent lamp; network show will be sponsored by electric companies and electrical manufacturing firms, will follow heavy spot TV-radio schedule through year by local utilities . . . "TV's first repertory theatre" is described as NBC's major project for 1954 in Feb. 10 *Variety*—which says it's still hush-hush but network, together with a major foundation and a top drama

school, plan alt. week Saturday afternoon 3-hour drama series, with acquisition of Broadway playhouse as permanent home for show . . . "New" ABC-TV studio, Terrace Casino of Chicago's Morrison Hotel, will get first use Feb. 15, when ABC-AM's popular 9-10 a.m. *Don McNeill's Breakfast Club* becomes regular simulcast; conversion of dining room to accommodate TV cost \$155,000 . . . 16 insurance firms used spot TV in third quarter of 1953, twice as many as in comparable quarter of 1952, says Edward Petry & Co. in report, *How Insurance Advertisers Use Spot TV* . . . \$100,000 fire which broke out in wall panel at studio of WKNA-TV, Charleston, S. C. and quickly spread to ceiling, caused loss of only 1½ hours of air time; blaze was discovered shortly after sign-off Feb. 3, and round-the-clock work by staff and local business firms got station on air at 4 p.m. Feb. 4, instead of regular 2:30 sign-on, with live telecast of fire damage . . . Call letter changes: KBAK-TV & KBAK Feb. 8 became new call letters of former KAFY-TV & KAFY, Bakersfield, Cal.; KCOK-TV, Tulare, Cal. changed to KVVG; WROL-TV, Knoxville, March 1 becomes WTVS, AM affiliates of both stations retaining old call letters . . . TV-radio-film rights to British Empire Games July 30 in Vancouver have been purchased by CBC for \$50,000 . . . Teleprompter Corp. signs new long-term contract with CBS-TV for use of its prompting device for any or all programs, now reports annual billings near \$1,000,000 . . . "The Local TV Station" will be theme of 4th annual regional TV seminar in Baltimore Feb. 26-27 for college students, sponsored by WAAM and 5 universities, with Clair McCollough (Steinman stations) as chairman of opening general session . . . Westinghouse Bestg. Co. appoints Ketchum, MacLeod & Grove ad agency, Pittsburgh, effective April 1.

Personal Notes: Murray B. Grabhorn, ex-WJZ-TV and onetime sales mgr. of ABC's o-&o stations, resigns as sales director of WATV & WAAT, Newark, will return to Los Angeles for undisclosed TV-radio sales connection . . . Thomas C. McCray, ex-NBC western div., named gen. mgr. of KNBH, Los Angeles, succeeding Don Norman, now managing director of oilman Edwin Pauley's Television California, applicant for San Francisco's Ch. 2 . . . Wade S. Patterson named gen. mgr. of KCRI-TV, Cedar Rapids, replacing Frank D. Rubel . . . Charles Stone promoted to sales v.p. of WMBR-TV & WMBR, Jacksonville, Fla. . . . Richard Krolik resigns as *Life Magazine* TV mgr. to be N. Y. mgr. of film packagers Nasht International Productions . . . Ross Siragusa, Admiral pres., vacationing off Florida, reports record blue marlin catch of 593 lbs., 12-ft. 8-in. long . . . J. A. Slusser named chief engineer of KOA-TV & KOA, Denver; Robert H. Owen, ex-director of technical operations, to get another executive post after return from month's vacation . . . Fred M. Farha promoted from commercial mgr. to gen. mgr. of KMPT, Oklahoma City, succeeding Byrne Ross, resigned . . . Roger M. Coelos, ex-operations mgr. of WTTG, Washington, named mgr. of KONA, Honolulu . . . Howard Stainaker, ex-Meredith Publishing Co., named commercial mgr. of KPHO-TV & KPHO, Phoenix . . . Robert Blake named publicity director of WNBT & WNBC, succeeding Phil Dean, who has opened own public relations office in Empire State Bldg. . . . Harry E. Travis, ex-WBKZ-TV, Battle Creek, named administrative asst. to John H. Bone, gen. mgr. of upcoming WNEM-TV, Bay City, Mich. . . . J. P. Gilmore promoted to chief TV coordinator of CBC . . . Seymour Handy, asst. comptroller of MBS, named exec. asst. to Gordon Gray, General Teleradio v.p. in charge of WOR-TV & WOR . . . Al Brown, ex-Wm. Rambeau Co., Chicago, named sales mgr. of WVEC-TV, Norfolk . . . Harry Tenenbaum elected v.p. of WTVI, St. Louis-Belle-ville, Ill., continuing as asst. secy.-treas. . . . James A.

Ahlgrimm promoted to sales mgr. of KPRC-TV, Houston . . . Frank Crane, mgr. of Los Angeles Ad Club, named managing director of Southern California Broadcasters Assn. . . . Charles L. Brady, ex-McIntosh & Inglis, Washington consulting engineers, named director of technical operations at WJIM-TV & WJIM, Lansing, Mich., not WILS-TV, as we erroneously reported last week . . . Richard B. McEntire, ex-Securities & Exchange Comr. and onetime chairman of Kansas Corporation Commission, joins Washington law firm of Dow, Lohnes & Albertson . . . Howard Linn Edsall, ex-adv. director of RCA tube div., named exec. v.p. of Fred Wittner Adv., N. Y. . . . Derrick Dyatt, ex-WTOP-TV, Washington, sets up own TV management consultant office at 3811 Van Ness St. NW, Washington . . . George Hart joins Bentley & Co., Chicago, specializing in electronics accounts . . . Joseph R. Matthews, A. C. Nielsen Co. western sales mgr., named v.p. in charge of sales of Nielsen Station Index to stations, agencies & sponsors, moves from San Francisco to Chicago . . . G. F. Brickenden named Halifax TV director for Canadian Bestg. Corp. . . . Robert Mandeville, ex-Chicago, named eastern sales v.p. of rep Everett-McKinney.

WSLS-TV, Roanoke, Va. (Ch. 10), breaks ground this month for \$1,000,000 TV center in heart of city shopping district. Two-story structure will have glass wall permitting passersby to view directly into 2 downstairs studios. Novel feature of building will be 6 large merchandising show windows to promote sponsors' products. Building also will house complete art and photographic studios. Station recently increased power, now radiates 296 kw from mountain peak nearly 4000 ft. above sea level.

TV-Radio News Directors Assn. sponsors second annual national TV news seminar May 18-21 at Northwestern U, Evanston, Ill. Reservations for conference, restricted to 40 participants, may be made at Northwestern's Medill School of Journalism.

Network Accounts: Another program coup was pulled off by NBC this week with transfer of *Lux Video Theatre* and *Lux Radio Theatre* from CBS thru J. Walter Thompson in deal representing estimated \$4,000,000 in gross annual revenue. TV version will be presented Thu. 10-11 p.m. starting Aug. 26, replacing *Martin Kane* and *Foreign Intrigue*, which will be shifted to other times; radio version will start in Sept., time and date not yet selected . . . These 7 sponsors reported signed up for partic. on upcoming women's series, *Home*, on NBC-TV starting March 1, Mon.-thru-Fri. 11 a.m.-noon: Lees Carpet Co., Helena Rubenstein, Sunbeam Corp. (appliances), Wear-Ever Baby Carriage Co., Dow Corning Corp., Corn Products Refining Co., Sherwin-Williams Paint Co.; network had no comment but plans to disclose full sponsorship list next week . . . Procter & Gamble moves *Three Steps to Heaven* from 11:15-11:30 a.m. to 10:45-11 on NBC-TV, effective March 1, when *Home* moves into 11 a.m.-noon position . . . Chesterfields. in first major sponsorship since dropping Arthur Godfrey, buys *Spike Jones Show* on NBC-TV starting Feb. 13, Sat. 8-8:30 p.m., thru Cunningham & Walsh . . . Borden's coffee to sponsor *Justice*, drama series based on files of National Legal Aid Assn., on NBC-TV starting April 8, Thu. 8:30-9 p.m., thru Doherty, Clifford, Steers & Shenfield . . . Gerber Products (baby foods) to sponsor Thu. 10:15-10:30 a.m. segment of *Ding Dong School* on NBC-TV starting March 4, Mon.-thru-Fri. 10-10:30 a.m., thru D'Arcy Adv. . . Campbell Soup Co. to sponsor Thu. 5:45-6 p.m. segment of *Howdy Doody* on NBC-TV starting March 25, Mon.-thru-Fri. 5:30-6 p.m., thru Ward Wheelock, Philadelphia . . . General Mills (O-Cel-O sponge products) buys 13 partic. on Dave Garroway's 7-9 a.m. *Today* on NBC-TV, thru Comstock & Co., Buffalo; Maytag Co. buys 52 partic., thru McCann-Erickson; Tetley Tea Co. 13 partic., thru Geyer Adv.; Florida Citrus Commission 8 partic., thru J. Walter Thompson; Bourjois Inc. (perfumes) 12 partic., thru Foote, Cone & Belding; Merrill Lynch, Pierce, Fenner & Beane 1 partic., thru Albert Frank-Guenther Law Inc.; West Coast Lumbermen's Assoc. 1 partic., thru MacWilkins, Cole & Weber, Portland, Ore. . . ABC starts simulcast of *Don McNeill's Breakfast Club* Feb. 22 9-10 a.m., with no TV sponsors signed as yet.

Buffalo Ch. 2 grant to Niagara Frontier Amusement Corp. appears assured, now that FCC's own broadcast bureau has told Commission that applicant had "no willful intent to subvert or circumvent Commission policy" in signing agreement whereby Enterprise Transmission Inc. dismissed competing application (Vol. 10:5). Deal involved Niagara's payment of \$491,833 for assets of WBES-TV, Buffalo (Ch. 59), principals of which were associated with Enterprise, and WBES-TV was to go off air. Broadcast bureau held that Niagara didn't violate "any clearly established Commission policy or rules," and that in previous cases "the Commission has not frowned upon payment by the remaining applicant to the withdrawing applicant in excess of 'out-of-pocket' expense or the value of assets received as an aspect of the resolution of conflict between the two applicants." Bureau also noted that Enterprise and its associates won't get paid anyway, because agreement was conditioned on grant to Niagara on or before Dec. 18.

Commercial TV is slated to begin in Morocco March 1 from station in Casablanca privately owned by Compagnie Marocaine de Radio-Television and using French 819-line system. The 4 hours of programming daily will be split into 2 hours French (live and kinescope from French stations), 1 Arabic, 1 English. English programming will be aimed at U. S. personnel in area, and reportedly will consist of ABC-TV films.

Color Trends & Briefs: Color TV experts still have a lot to learn about color transcriptions and color film, but problems are well on way to solution. That's conclusion reached by NTSC Panel 11-A which this week released 200-page report on subject compiled by its members after 10,000 man-hours of work over 2-year period.

Evaluating highly technical study, chairman Dr. Alfred N. Goldsmith said:

(1) Acceptable color-film records and color release prints of live programs can now be produced by direct photography and be transmitted successfully.

(2) "Color kinescope-recording information now available is insufficient to enable firm conclusions to be drawn as to the commercial practicability of this process. However, progress in this field is rapid and the ultimate successful utilization of color kinescope-recording is a definite possibility."

(3) "The color transcription art is rapidly developing in all its branches, and should enable the successful recording, transmission and reception of transcribed programs in the foreseeable future."

Copies are available to everyone interested, from NTSC chairman Dr. W. R. G. Baker, Electronics Park, Syracuse, N. Y.

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More color clinics for servicemen were disclosed this week. Raytheon announced following schedule: Fargo, N. D., Feb. 16; Minneapolis, Feb. 18; Lexington, Ky., Feb. 23; Ft. Wayne, Feb. 25; Wilkes-Barre, March 2; Pittsburgh, March 4; San Francisco, March 9; Fresno, March 10. GE began series of service clinics for midwestern dealers Feb. 8 at Iowa State College, Ames. Motorola next week inaugurates "color school" in Chicago for distributor service managers, to continue until all distributors have had their personnel complete 3-week course.

Disc-type color converter for compatible system, demonstrated last week by young engineer of Airtronics Research Inc., Bethesda, Md. (Vol. 10:6), has sparked a lot of queries, including some from manufacturers interested in evaluating possible market for device. Company is now making more refined model, aiming to reduce flicker, improve brightness. FCC has been invited to see device in action for *Armstrong Circle Theatre* Feb. 23.

Color TV Inc., one-time proponent of line-sequential system, pops up again, this time with a proposal for one-tube color camera. Brochure is available from J. M. Carter, gen. mgr., 973 E. San Carlos Ave., San Carlos, Cal.

Latest DuMont color scanner shipments are one each to Crosley and Corning Glass.

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One of last big share-time AM combinations—*Prairie Farmer's* WLS & ABC's WENR, Chicago—will be merged into one full-time operation, subject to FCC approval. Agreement provides for new corporation, WLS Inc., to operate using present WLS studios and personnel and WLS call letters, with ABC affiliation. Three directors will be named by old WLS ownership, 2 by WENR. Current WLS pres. James E. Edwards will head new firm. Complex tax-free financial agreement provides that each station assigns to new company its assets used in operation of station together with \$100,000 in cash, with ABC contributing \$40,000 additional because it is assigning less property to new company. Each of old companies will lend new firm \$50,000. For 5 years, new WLS will hold 10,000 shares of Class A stock, ABC 8000 shares of Class B; after 5 years, Class B stock will be cancelled and each company will hold 10,000 shares of Class A. ABC's Chicago TV outlet, WBKB, isn't involved in transaction.

GOOD MONOCHROME SALES, COLOR EFFECT MINOR: Trade generally continued to hold up well this week -- and pre-Christmas fear of "color talk" depressing black-&-white sales hasn't amounted to much, largely due to industry planning, pricing and promoting.

A concomitant of current good market is that the once-anticipated headlong plunge into color race hasn't materialized and manufacturers are now holding off producing 15-in. color sets and preparing for 19-in. (see p. 5). It has been shown that public will buy black-&-white if price is right, thereby giving breathing spell to manufacturers to develop size of color set they believe public will want.

There were blind spots in bright trade picture, to be sure, particularly in highly-saturated older metropolitan markets. RETMA spokesman said business in Feb. was beginning to show "just a little wear and tear around the edges" as compared to Jan. but was still doing better than anticipated and could certainly be classified as good, as Februarys go. Doubtless very low prices were biggest single stimulant. Zenith, Motorola & Crosley this week introduced even lower-priced models (pp. 12-13).

Further indication of good business was Corning Glass Works' recall of some 500 workers at its tube plants in Corning, N.Y. and Albion, Mich. Corning said increased activity resulted from reduction of high inventories in TV customer plants.

* * * *

Color hit big N.Y. dept. stores with a bang this week -- Macy's, Gimbel's and Wanamaker's all heralding demonstration of color receivers with big newspaper ads. For its 6th annual TV-Music Festival, Macy's took 6 pages in N.Y. Times. Ad told consumers precisely what salesmen later told them in stores -- "black-&-white is your best buy." This was the pitch:

Color sets now have 12½-in. pictures, compared to up to 27-in. black-&-white; colorcasts average less than 2 hours a week, as against 7 channels telecasting all day and most of night; while black-&-white programs can be received on color sets, conversely the few color programs can be received in monochrome; color sets cost from \$700 to \$1200, compared to 21-in. monochrome under \$200; delivery on color will be between 3-6 months, compared to immediate delivery on nearly all black-&-whites; service & warranty on color cost about 4 times black-&-white and only a few technicians are trained; only a few cabinet styles are available in color.

Result was foregone conclusion. Folks looked at color, bought black-&-white. John Mellon, mgr. of Wanamaker's TV-radio dept., tersely and aptly summarized public reaction for us thus: "Prices too high, pictures too small, deliveries too slow." He said black-&-white sales were excellent, took order for one color set, a Westinghouse. Much the same reaction came from Wm. Wexler, mgr. of Macy's TV-radio dept. Color sets at Macy's bore these price tags, which Wexler emphasized were estimates in some cases, and clearly labeled as such:

CBS-Columbia \$1200, Emerson \$700, Hallicrafters \$1200, Hyde Park (Macy's private brand assembled by Tele King) \$989, RCA \$1000, Sparton \$1150, Stewart-Warner \$1000, Westinghouse \$1295. Service & warranty charges ranged from \$200-300. Average delivery time was 3 months, though Westinghouse, which is channeling all its sets to N.Y. through distributor Times Appliance Co., announced it could make immediate deliveries to dealers of the comparatively few sets it has produced.

West coast dealers got another look at color this week at the Western Winter Home Goods Market in San Francisco, along with opinion of J.B. Elliott, RCA exec. v.p. for consumer products, that "fear of color inroads into black-&-white has died down much more rapidly than I expected it to." He predicted 100,000 color sets in use in 1954 and 10,000,000 in 5 years, when price will be around \$500.

Color was big feature of mart, retailers evincing considerable enthusiasm over colorcast of Fred Allen's Judge For Yourself on KRON-TV. Consensus of dealers

was that color would sell when screen sizes reach 17-in. and prices drop sharply.

Actual buying at mart was comparatively light, though traffic was heavy. Set makers had lots of appointments with dealers, however, and were plied with queries, chiefly about color and chiefly unanswerable. Dealers seeking special promotional allowances on black-&-white abounded, trying to extend shrinking profits.

* * * *

TV production continues to maintain steady pace, totaling 107,853 week ended Feb. 5, compared to 110,156 preceding week and 111,188 week ended Jan. 22. It was year's 5th week by RETMA calculations, brought production for year to date to about 530,000, as against 893,161 for first 5 weeks of 1953.

Radio production totaled 192,523 week of Feb. 5, compared to 202,837 units in Jan. 29 week and 215,976 week before. It brought 5-week production to approximately 1,060,000 vs. 1,390,114 year ago.

Continuing its 1953 recapitulations, RETMA this week reported 6,375,279 TVs were sold at retail last year, compared with 6,144,988 in 1952. Production last year was 7,214,787 and in 1952 it was 6,096,279. No official retail sales figures were tabulated for 1950, when TV output set record of 7,463,800.

Topics & Trends of TV Trade: Crosley made big pitch for second-set market this week with a "semi-portable" 17-in. table model with only 15 tubes and selling at new low of \$140, as against the \$180 set it replaces. Crosley then announced it would concentrate its entire production on this model, dubbed "Super V," through April in effort to make big penetration into second-set market. Company spokesman said production would be more than 2000 daily.

Gerald O. Kaye, Crosley New York distributor, ordered 10,000 of the sets immediately after introduction at Waldorf-Astoria. It was largest single distributor order on any one TV model, said Crosley v.p.-gen. mgr. Leonard F. Cramer, who predicted new set "conceivably" could boost Crosley to 5th place among top TV makers "within a year."

Cramer added new receiver was designed to fit in with color set, which he said will be kept in living room in most cases because of its size. He emphasized set is "definitely not a loss leader" but will bring "modest profits" to manufacturer, distributor & dealer.

Receiver uses 17-in. rectangular picture tube and is housed in cabinet 14x18x19, has vertical chassis and side panel controls. It weighs 53 pounds (compared to 76 for average 17-in. table), sells for \$140 in walnut, \$150 in mahogany, \$160 in blonde. Optional uhf tuner is \$30 extra.

* * * *

Picture and receiving tube sales in 1953 both broke records established in 1952, reports RETMA. Picture tube sales totaled 9,389,138 valued at \$234,721,038, up from 7,635,666 worth \$170,652,078 in 1952. Trend to larger tube sizes is reflected in compilation showing 75% were 19-in. and larger, as against 60% in 1952. For December, sales were 644,287 worth \$14,798,364.

Receiving tube sales in 1953 totaled 437,091,555 valued at \$303,675,313, compared with 1952's 368,519,243 units worth \$259,116,089. Of sales, 293,601,162 went for new sets, 112,785,183 replacement, 20,614,075 export, 10,091,135 govt. For December, sales were 23,404,026 worth \$17,832,387.

TV helps piano sales, too, by interesting more persons in music and inducing them to play an instrument themselves, according to Charles Steinway, of big Steinway & Sons, N. Y.

Excise tax collections on TVs, radios & phonographs totaled \$57,224,000 for July-Dec. 1953, down \$10,331,000 from same period of 1952.

Distributor Notes: Motorola appoints new C. T. Nystrom Co., San Diego, headed by Clarence Nystrom, ex-gen. mgr. of Kierulff & Co., Motorola San Francisco outlet . . . Westinghouse appoints Jones-Sylar Supply Co., Chattanooga (Don Jones, pres.) . . . Bendix Radio names Cal Lado Distributor Inc., Tampa, Fla. (Cal Lado, pres.) . . . Meck TV appoints Wille Electric Supply Co., Modesto, Cal.; Burge Electrical Supply, West Palm Beach, Fla.; P&W Electric Supply Co., Columbus, Ga.; Goldenwest Specialty, Wilder, Ida.; Rockford Wholesale Supply, Rockford, Ill.; Midstates Appliance & Supply Co., Springfield, Ill. . . . Admiral promotes Carl Lantz from sales mgr. to gen. mgr. of San Diego distribution div., succeeding Michael J. Nicolini, now gen. mgr. of Houston div. . . . Interstate Supply Co., St. Louis (RCA Victor) promotes George Meyer to sales mgr., replacing Nelson Foehner, resigned . . . Seattle Radio Supply Inc., Seattle (Capehart-Farnsworth) appoints Robert Reeves as gen. mgr., replacing James K. Dooley, resigned . . . Legum Distributing Co., Washington (Crosley-Bendix) appoints Arthur Bonner district sales mgr. . . . Emerson Radio of Pennsylvania, Philadelphia, announces resignation of Ben Neutra as TV-radio sales mgr. . . . Graybar names L. A. Shaw mgr. of Rocky Mount, N. C. branch . . . Hoffman Radio appoints Tel-Electric Distributors, 734 No. Division, Spokane, replacing Prudential Distributors, now RCA . . . Canadian Admiral Sales names Guy Bell as Montreal branch mgr.

GE called special news conference this week to deny reports it was lagging badly in TV sales, arising from week's layoff of 2150 workers at Syracuse & Auburn, N. Y. (Vol. 10:6). George P. Park, mgr. of adv. & sales promotion services, said Jan. TV-radio sales had declined only slightly from Jan. 1953. He said that inventories were in much better position, however. He attributed "slight decline" in TV sales to "reluctance on the part of the public to invest in black-&-white TV sets because they are led to think color TV is coming sooner than it appears to be." Also this week, GE introduced 21-in. mahogany table model at \$260, uhf \$300.

RETMA boards and 21 committees will meet at New York's Roosevelt Hotel Feb. 16-18 to hear report by pres. Glen McDaniel on proposed amendments to tax and labor laws and recent administrative regulations on military electronics procurement. Another feature will be discussion by set div. exec. committee on possibilities of promoting uhf. Committees will meet first 2 days, with board meeting final day.

Trade Personals: Julius Haber, RCA Victor director of public relations since Nov. 1952, appointed director of community relations, reporting to exec. v.p. Charles M. Odorizzi . . . Kenneth F. Petersen, ex-WPIX & WABD, appointed marketing mgr. of DuMont's new TV transmitter dept., reporting to sales mgr. James B. Tharpe; C. J. Harrison promoted to sales mgr. of new mobile communications dept., reporting to operations director Fred M. Link . . . E. A. Holsten resigns as Motorola gen. merchandising mgr. to form Motorola distributorship in Richmond, Va., replacing Sampson Distributing Co.; Holsten's duties will be absorbed by merchandising staff . . . Robert Finch, ex-Avco sales finance mgr., named Capehart-Farnsworth mgr. of distributor & dealer financing . . . Dr. James M. Lafferty, GE color tube scientist and holder of 16 electronics patents, named Fellow of IRE at banquet Feb. 8 . . . J. Gerald Mayer, senior partner in Washington law firm of Mayer, Rigby & Seeley, elected exec. v.p. of Micamold Radio Corp., Brooklyn, N. Y. (capacitors) . . . Walter S. Holmes Jr. elected RCA controller; he had been acting controller since resignation of Ronello B. Lewis in Nov. 1953 . . . Harry Hanson, ex-RCA Victor Ltd., named Canadian Admiral chief designer . . . Albert J. Rosebraugh promoted to sales v.p. of Philco refrigeration div. . . . Vernon A. Kamin, ex-Zenith, named DuMont north central regional sales mgr., succeeding Albert C. Allen, now operating own distributorship in Providence . . . Michael D. Kelly, Hallicrafters TV sales mgr., adds duties of radio sales mgr. formerly held by W. J. Halligan Jr., who continues as communications equipment sales mgr. . . . J. H. Davidson, ex-IT&T, named CBS-Columbia eastern sales mgr., reporting to sales director David J. Hopkins; Wm. D. Randolph appointed southeastern district mgr. . . . John L. Clark, ex-Remco Inc., Chicago (Sylvania), named Spartan midwest sales mgr., replacing Lloyd de Young, now southeast sales mgr. . . . T. Jackson named gen. mgr. of General Instrument's Danielson, Conn. plant, replacing R. L. Klabin, transferred to Elizabeth, N.J. plant . . . John E. Gillin, from Syracuse staff, named GE Cincinnati district mgr., replacing Joseph F. Effinger, now color receiver sales mgr. . . . J. R. Clemens named adv. mgr., Westinghouse electric appliance div. . . . Norman C. Theobald named Meck TV southern California district mgr., Lee Jensen north central mgr. . . . Thomas J. Merson elected v.p., Gene Gold named adv. director, of Audio & Video Products Corp., N. Y. . . . Herbert E. Delp, ex-Emerson, named CBS-Columbia Kansas City district mgr.

Zenith cut 17-in. sets below \$200 as leaders of 19-set line introduced this week to distributors in Chicago. Details: Colby, 17-in. mahogany wood table \$180; Stafford, 17-in. blonde wood table \$190; Kensington, 21-in. mahogany table \$200; Carlton, 21-in. blonde table \$210; Amherst, 21-in. mahogany pyroxylin table \$230; Bowdoin, 21-in. blonde pyroxylin table \$240; Bradford, 21-in. mahogany table \$240; Balfour, 21-in. blonde table \$250; Buckingham, 21-in. mahogany table \$300; Purdue, 21-in. blonde table \$310; Westminster, 21-in. open-face mahogany console \$280; Oberlin, 21-in. open blonde console \$300; Sheldon, 21-in. open mahogany \$300; Fordham, 21-in. open blonde \$320; Cornell, 21-in. open mahogany veneer \$360; Knox, 21-in. open blonde veneer \$380; Dartmouth, 21-in. open mahogany veneer \$400; Tulane, 21-in. open mahogany \$400; Lawrence, 24-in. open mahogany \$400. Optional uhf tuner is \$30-50 extra. Also introduced was portable automatic phonograph listing at \$100.

Zenith's motion to file counter-claim for \$16,055,549 triple damages against RCA in patent infringement suit brought against Zenith by RCA (Vol. 10:3), was granted Feb. 11 by Chicago Federal District Judge Michael L. Igoe. No date was set for hearing claim.

Financial & Trade Notes: CBS earnings set record in 1953, chairman Wm. S. Paley told directors meeting this week, but said audited figures won't be revealed until next month. He said earnings were about \$3.75 a share, or \$1 more than in calendar 1952, when earnings were \$6,445,506 on gross revenues of \$251,594,490. CBS earnings in 1951 were \$6,360,097 (\$3.10) on gross revenues of \$192,384,608. Last available financial report from CBS, covering 9 months ended Sept. 30, 1953, listed profit of \$5,661,343 (\$2.42) on sales of \$223,109,649. All CBS operating divs. are included. Charles F. Stromeier, new pres. of tube div. CBS-Hytron, was elected to board, replacing Frederick L. Chapman, resigned. Stromeier was also elected CBS corporate v.p., as was Dr. Peter C. Goldmark, new pres. of CBS Laboratories.

Sonotone Corp., makers of hearing aids, tubes and picture tube guns along with line of military electronics products, reported 1953 net income slightly in excess of 1952's \$464,000 but pres. Irving A. Schachtel told N. Y. Society of Security Analysts that decline in TV components business and "disruption of market" following introduction of color TV kept earnings below Sonotone's earlier estimates. He said sales in 1953 set record; detailed figures will be released later.

Dividends: Philco, 40¢ payable March 12 to stockholders of record Feb. 26; Storer Broadcasting Co., additional 37½¢ March 13 to holders March 1, plus regular 6¼¢ Class B March 13 to holders March 1; CBS, 40¢ quarterly A&B March 5 to holders Feb. 19; Television-Electronics Fund, 7¢ Feb. 26 to holders Feb. 11; I-T-E Circuit Breaker Co., 31¼¢ March 5 to holders Feb. 18.

Tele King Corp., 601 West 26th St., N. Y., manufacturer of own and private label TV lines, this week filed petition under Chapter XI of N. Y. Bankruptcy Act, offering creditors 100% settlement in annual installments of 10%. Referee Herbert Lowenthal permitted Tele King to remain in business pending settlement after exec. v.p. Calvin E. Bell said net profit of \$25,000 a month could be realized by continuance. He estimated sales at \$750,000 a month, operating expenses of \$110,000. Attorney Benjamin Weintraub said Tele King had \$3,337,000 in inventories last July in anticipation of fall season that never fully developed, lost about \$200,000 last year on its 18 distributing subsidiaries and lost all defense contracts last July. Though no schedules were filed, petition approximates assets at \$4,439,000, liabilities at \$4,050,000. Ten largest creditors, who will meet with Lowenthal Feb. 15, are: GE, \$584,501; RCA, \$375,000; Westinghouse, \$93,198; Sylvania, \$84,859; Thomas Electronics Inc., Passaic, N. J. (tubes), \$81,727; Tung-Sol, \$75,456; Waterbury Companies Inc., Waterbury, Conn. (plastics), \$37,407; Foster Transformer Co., Cincinnati, \$35,158; Red Lion Furniture Co., Red Lion, Pa. (TV cabinets), \$31,721; Sessions Clock Co., Forestville, Conn., \$30,036.

Don Ferraro's 3 companies—Fidelity Tube Corp., Gem Radio & Jewel Radio, all of 900 Passaic Ave., Newark—were adjudged bankrupt this week when they were unable to submit Chapter XI plans satisfactory to creditors. Referee Wm. T. Cahill ordered adjudication after Asst. U. S. Attorney James C. Pitney pressed tax claims of more than \$1,000,000 against the 3 firms, which listed \$1,114,880 liabilities and \$537,962 assets in late Dec. hearing (Vol. 10:1).

Motorola cut prices further this week, introducing 17-in. ebony metal table model at \$160 (uhf \$180) and 21-in. ebony metal table at \$180 (uhf \$200), available for March delivery. It was competitive move, bringing Motorola into line with Admiral and Philco, which previously introduced vhf and all-channel sets at those prices.

COUNTY-BY-COUNTY survey of set ownership, conducted for CBS-TV by Nielsen and hailed by CBS-TV research director Oscar Katz as "most extensive" ever made, will be issued within next 2 weeks.

Claims appear justified because survey was compiled by sampling 100,000 families directly, covering every one of nation's 3070 counties. As a preliminary, CBS this week issued state-by-state tabulation (see below). Census is as of Nov. 1, 1953, showing 58% of nation's families—27,506,500 out of 47,191,500—had TV sets as of that date. Interesting angle is that NBC's estimate as of same date shows 26,364,000 sets in use (Vol. 9:51). CBS's uhf count was 1,774,690. Because uhf is so relatively new and percentage of uhf sales and conversions has accelerated since survey was made, uhf figures should be employed with caution.

Commenting on survey, CBS said: "Aside from the industry's evident need for up-to-date, accurate figures, the new survey was made because in the 6-month period between May, 1953 [when CBS last issued a projection, not a survey] and November, the number of station markets had doubled, TV counties had increased by almost 50%, and uhf had its real beginning." Following are the state-by-state figures:

State	Total Families	TV Families	Penetration
Alabama	824,700	280,470	34%
Arizona	253,100	107,570	43
Arkansas	535,500	102,020	19
California	4,029,500	2,809,640	70
Colorado	456,100	196,790	43
Connecticut	630,300	479,210	76
Delaware	101,600	75,110	74
District of Columbia	246,900	197,710	80
Florida	968,800	337,350	35
Georgia	955,500	389,720	41
Idaho	180,100	24,820	14
Illinois	2,828,700	1,862,390	66
Indiana	1,294,700	799,700	62
Iowa	826,700	399,770	48
Kansas	662,400	212,600	32
Kentucky	830,100	354,110	43
Louisiana	790,100	278,770	35
Maine	260,000	67,970	26
Maryland	732,600	588,650	80
Massachusetts	1,424,300	1,109,610	78
Michigan	2,023,500	1,417,930	70
Minnesota	900,000	437,020	49
Mississippi	587,400	119,370	20
Missouri	1,306,300	677,160	52
Montana	197,700	9,100	5
Nebraska	427,300	177,410	42
Nevada	60,600	11,930	20
New Hampshire	162,600	84,690	52
New Jersey	1,568,100	1,374,790	88
New Mexico	202,000	43,770	22
New York	4,800,100	3,712,620	77
North Carolina	1,056,400	395,960	37
North Dakota	161,200	13,320	8
Ohio	2,517,800	1,957,490	78
Oklahoma	692,300	312,040	45
Oregon	546,500	132,320	24
Pennsylvania	3,102,200	2,276,640	73
Rhode Island	243,800	217,720	89
South Carolina	554,600	194,410	35
South Dakota	189,000	17,890	9
Tennessee	915,900	381,190	42
Texas	2,412,800	1,068,520	44
Utah	207,600	120,320	58
Vermont	108,500	25,930	24
Virginia	919,100	510,970	56
Washington	828,800	387,060	47
West Virginia	529,600	229,320	43
Wisconsin	1,045,000	518,880	50
Wyoming	93,100	6,750	7
Total	47,191,500	27,506,500	58%

NCAA football TV aim for 1954: Show as many new teams as possible. Harvey Cassill, U of Washington athletic director, named chairman of NCAA TV committee Feb. 9, proclaimed No. 1 objective of this year's program "to spread TV participation among as many member colleges as possible." Other goals: Reduction of adverse effects of TV on football attendance, and development of ways and means to use TV to promote college football. Asa S. Bushnell, Eastern College Athletic Conference commissioner was named TV program director for third successive year.

Canadian Govt. has appropriated \$23,644,450 for CBC's TV-radio operations for fiscal year beginning July 1. Appropriation for current fiscal year was \$8,634,368.

FCC's license fee proposal has begun to draw comments already, though they're not due until April 1. (For full text of proposal, see Special Report, Jan. 30). Right off the bat, Sen. Edwin Johnson (D-Colo.) told Commission he doesn't like idea, said it's Congress' job to determine fees to be charged, if any. He introduced bill calling for establishment of "nominal" fees, said he hopes for Senate hearings on it in near future, asked FCC to hold off meanwhile. He wants it made clear that stations shouldn't feel they have "proprietary interest" in wavelengths because they pay fees, and he questioned fairness of levying same charge for all TV-AM-FM stations. Rep. Aspinall (D-Colo.) introduced same bill in House. West coast attorney Joseph Brenner, speaking for himself, told FCC that no fees should be charged but, if they are, some system should be devised whereby Commission can resume holding hearings outside Washington, with parties paying FCC costs incurred. He also suggested that fees be on sliding scale directly proportional to cost of station as estimated by applicant, e.g., \$500 for \$500,000, \$200 for \$200,000 station, \$50 for \$50,000.

"Emmy" awards for 1953 announced Feb. 12 by Academy of TV Arts & Sciences at Hollywood banquet: top stars, Eve Arden of *Our Miss Brooks* (CBS) & Donald O'Connor of *Colgate Comedy Hour* (NBC); outstanding personality, Edward R. Murrow (CBS); comedy show, *I Love Lucy* (CBS); variety, *Omnibus* (CBS); mystery, *Dragnet* (NBC); news or sports, *See It Now* (CBS); public affairs, *Victory at Sea* (NBC); new program, *Make Room for Daddy* (ABC) & *U. S. Steel Hour* (ABC), tie; children's, *Kukla, Fran & Ollie* (NBC); supporting actor, Art Carney of *Jackie Gleason Show* (CBS); supporting actress, Vivian Vance, *I Love Lucy* (CBS); drama, *U. S. Steel Hour* (ABC); quiz or panel, *This Is Your Life* (NBC) & *What's My Line?* (CBS).

Program logs in newspapers are paid for by 13% of TV & radio stations either by exchange of time for space or by direct payment at regular newspaper rates, reports NARTB on basis of survey. Of the 13%, one-fourth are newspaper-owned. Report said 27% of all stations had been requested to pay but that 14% refused, using direct mail, broadcasting program schedules, etc. Report pointed out that newspapers have substantially increased income from pages on which logs appear by selling small ads to stations and sponsors.

Long delays in getting CAA clearance for TV towers are inherent in proposal to be considered Feb. 16 by Washington Airspace Subcommittee. On agenda for next meeting is request by Air Force that all proposals for towers higher than 500 ft. be submitted to Washington Airspace Subcommittee for approval, in addition to regional subcommittees which now have jurisdiction. Measure is given little chance of passage, one similar proposal having been voted down in the past.

Channel shifts and power increases: WTTV, Bloomington, Ind. has moved from Ch. 10 to 4, now radiates 100-kw ERP from new 1000-ft. tower at new site 26 mi. from Indianapolis. WJBF-TV, Augusta, Ga. (Ch. 6) Feb. 12 raised power from 23.8 to 100 kw. WTOP-TV, Washington (Ch. 9) last week went from 27.3 to 55 kw with new antenna, extending tower from 300 to 373 ft.

Eight-channel community distribution system will be demonstrated March 12-13 at Buck Hill Falls, Pa., by Spencer-Kennedy Labs. System receives all New York channels plus WFIL-TV, Philadelphia, has been operating 9 months.

Radio now reaches 98.1% of all homes, reports A. C. Nielsen Co. on basis of new survey showing 46,646,000 radio homes in U. S. as of Jan. 1—increase of 1,890,000 in 1953.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
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OF THE
VISUAL BROADCASTING
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ARTS AND INDUSTRY

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FCC CONSIDERS BAN ON LOW-POWER UHF: Several proposals to help insure future of uhf are in works at FCC -- all based on trial balloons hoisted by Comr. George Sterling at Boston IRE meeting last month (Vol. 10:5).

Plan which might ban use of 1-kw transmitters by future uhf starters is getting most serious consideration at the moment. It's subject of concentrated study at staff level -- and what will eventually come of it is still in guessing stage. Like castor oil, it's a for-your-own-good measure, for such a proposal is almost certain to arouse plenty of opposition from grantees and equipment makers. In his Boston speech, Sterling put it this way:

"I am not sure but what the FCC would be doing uhf a favor if it suspended authorizing any more 1-kw uhf transmitters."

FCC staff is now investigating the need for this action, and how it could be accomplished. Sterling says he hopes it will come up on the Commission agenda "within a couple of weeks."

Minimum permissible power under FCC rules is geared to tower height and the population of principal city served -- the same minimums applying to both vhf and uhf. For example: With a 400-ft. tower, station serving city of less than 50,000 population is permitted to radiate as little as 3-kw; for cities 250,000-1,000,000, about 16-kw (which can be accomplished with 1-kw transmitter); cities 1,000,000 and over, 80-kw. Minimum ERP decreases as antenna height increases. Commission has also been authorizing stations to start with less than these minimums if their signal strength is of certain level over principal service area.

These rules would have to be changed, probably by setting up separate minimums, or entirely different power-height curves, for uhf and for vhf.

Those at Commission who feel such a change is desirable argue that: (1) In many cases, signal from 1-kw transmitter doesn't seem to be "getting out" enough for easy reception by today's relatively insensitive uhf receivers. (2) Lower-powered transmitters may have been necessary at first, but equipment situation now is constantly improving -- GE has 12-kw transmitter, DuMont has 5-kw, and RCA, DuMont, Federal and others soon will be making 12-kw uhf transmitters.

Any proposals to increase minimum transmitter powers would have to go through rule-making procedures, giving interested parties time for comments, etc.

* * * *

Another of Sterling's proposals -- relaxation of restrictions on directional transmitting antennas -- is due to get informal discussion at next FCC meeting, although no one has yet petitioned Commission to change or waive these rules.

Perhaps the most unusual plan suggested by the Commissioner is the licensing of satellites and/or boosters to expand service areas of uhf stations (Vol. 10:7). Sterling came out in favor of waiving restrictions against commercialization of experimental boosters "in the interest of uhf broadcasters who want to go to the ex-

pense." This week he told us the Commission may soon begin considering the pending petitions for boosters and satellites.

Commission is still getting plenty of complaints from uhf telecasters -- most of them aimed at affiliation policies of the networks. Comr. Sterling says he's particularly disturbed by some recent charges of "discrimination" against uhf by the networks -- and adds that these are causing him to "lose a little bit of interest in the multiple ownership proposal."

Chairman Hyde, on other hand, says multiple ownership plan could be aid to uhf, by giving networks bigger stake in uhf's success. He says complaints from uhf grantees to his office haven't increased in recent weeks.

Commissioners have received some requests to hold general conference on uhf problems. But they figure that their forthcoming second survey of post-freeze station's economics and network relations -- due some time this spring -- will tell the story better. Meanwhile, at the staff level, FCC is making "spot checks" of some vhf-uhf markets. Pittsburgh was first city visited; next is exploration of situation in Norfolk area, where there are 3 uhf stations and 1 vhf.

MORE EXPERIENCE WITH COLOR RECEIVER: We reported our initial reactions to color set in the home a month ago (Vol. 10:4), can now pass on to you benefits of our additional experience since that time.

In terms of hours of color viewing, our experience is still limited. However, we have had a fair variety of program types, more layman reactions, more opportunity to tune and detune receiver.

From technical standpoint, our original reactions still hold: The RCA set is remarkably stable, relatively simple to tune, requires minimum of servicing. The color fidelity has remained at generally high level, and black-&-white reception on receiver remains quite satisfactory.

Average viewer still hankers for larger screen. Though we'd like brighter picture for daytime shows, present brightness level is quite adequate for nighttime viewing. Quite a few observers say that black-&-white picture on color set is "easy on the eyes" -- but we'd prefer more light.

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From subjective standpoint of what color adds to programs, we've learned quite a bit. We watched Howdy Doody 4 times, and we submit that no amount of color will ever make it comprehensible or palatable to an adult. Furthermore, we doubt that children's feverish enthusiasm for program could be increased by anything.

Panel programs don't gain much from color, either. Meet the Press was little enhanced; color didn't add great deal to interview parts of Fred Allen's Judge for Yourself, but song productions were at times strikingly beautiful.

But the importance of color to commercials can't be overemphasized, regardless whether program content itself benefits greatly from color. Impact on viewer is tremendous, many times greater than black-&-white for many products. This single factor is a major answer to those critics of color TV who point out that movies have not converted wholly to color in the years color film has been available. There's no question about it, sponsors will insist on color as color audience grows.

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There was exceptional treat this week in Camel News Caravan Feb. 16, showing color news film for first time. There was excellent documentary on Chinese activity on Formosa, plus good fashion shots of models vacationing in Florida. Though latter was a bit washed out, colors were exactly right as described by fashion commentator.

Film employed was 16mm Kodachrome, combination of commercial and daylight types; prints were duplicates of original, accounting for the slight reduction in saturation. Projector was fast pull-down. NBC-TV color film specialist Stan Parlan said cardinal rule for making color TV film is simply this: "Get all the quality you can on the film, and the electronic equipment will reproduce it faithfully."

Women performers ought to be mighty happy with color; the arts of the beautician and the dressmaker finally come into their own in TV.

We haven't had opportunity to watch CBS-TV's Fri. evening programs, but the

observers from Variety, Billboard, N.Y. Times, etc., seem quite disappointed with output of CBS's field-sequential camera and coder device.

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Some engrossing color programs are in the works, particularly after NBC gets mobile unit back in service next month and after color-conscious pres. Pat Weaver returns from Hawaiian vacation.

Plenty of sports are on tap at NBC, including big-league baseball. CBS is aiming as far ahead as next New Year's Day, planning on the Orange Bowl game from Miami. Meanwhile, here's current schedule, always subject to some change:

NBC-TV -- Armstrong Circle Theatre Feb. 23, 9:30-10; Excursion Feb. 28, 4-4:30; Ding Dong School March 8-9, 10-10:30 a.m.; Taming of the Shrew (opera) March 13, 4-5:30; Name That Tune March 15, 8-8:30; On Your Account March 19, 4:30-5; Three Steps to Heaven March 22-23, 10:45-11 a.m.; Eddie Fisher March 31, 7:30-7:45. Tentatively scheduled are St. Patrick's Day parade March 17, Easter parade and Frontiers of Faith April 18, plus Gillette fights sometime in April.

CBS-TV -- New Revue, 5:30-6 every Friday, up to now carried in New York and Baltimore only, was due to go to Chicago Feb. 19, to Los Angeles Feb. 26. A few other cities, such as Youngstown and Minneapolis, have been getting show recently on "unguaranteed" AT&T circuits -- meaning program may or may not come through in color, because unconverted coaxial is sometimes used and microwave isn't equipped and monitored for color. Paul Tripp's Party, due March 2, is for New York only.

AT&T now has 2 circuits to west coast equipped for color, thus can handle 2 programs simultaneously. There's still no word from ABC or DuMont on specific plans for start of color programming.

WEEK'S GRANTS INCLUDE 3 VHF CPs, 1 UHF: There were 4 new CPs and an initial decision this week, but no new stations on air -- though 6 are imminent, may begin testing next week. Following are this week's grants:

Modesto, Cal., KTRB, Ch. 14; W. Palm Beach, Fla., WEAT, Ch. 12; Wilmington (Carolina Beach), N.C., Wilmington TV Corp., Ch. 3; Clarksburg, W.Va., WBLK, Ch. 12. Initial decision favored Ch. 2 grant in Buffalo to Niagara Frontier Amusement Co., examiner Harold Shilz deciding applicant didn't try to subvert FCC policy in its efforts to get dismissal of competing applicants (Vol. 10:7).

New stations due next week: Duluth, Minn., WDSM-TV, Ch. 6; Manchester, N.H., WMUR-TV, Ch. 9; Schenectady, N.Y., WTRI, Ch. 35; Wilmington, N.C., WMFD-TV, Ch. 6; Pittsburgh, Pa., WQED (educational), Ch. 13; San Juan, P.R., WAPA-TV, Ch. 4.

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One hot uhf-vhf decision was reaffirmed by FCC this week, despite fiery opposition from Sen. Johnson. FCC had granted special temporary authorization to WORD-TV, Spartanburg, N.C., to operate at site 6 mi. from Greenville instead of site specified in CP, 24 mi. from Greenville (Vol. 10:6).

A protest of "economic injury" was filed by CP-holder WSCV, Spartanburg (Ch. 17). Commission rejected protest, saying that WSCV's main argument was that WORD-TV wanted new site in order to get CBS-TV affiliation which WSCV hadn't been able to get. WSCV didn't prove, Commission said, that WORD-TV's different site had any effect on WSCV's chances of getting the CBS-TV affiliation. It termed the allegations of economic injury "conjectural and speculative."

Another case had unusual twist this week. Grantee WPRO-TV, Providence, R.I. (Ch. 12), which was stopped from going on air by protest of CP-holder WNET (Ch. 16), asked Commission to stop WNET from going on, arguing that WNET hadn't been diligent in constructing until it stymied WPRO-TV.

Among other actions, FCC this week: (1) Rejected Westinghouse's request for reconsideration of rule that directors' minor holdings in stations be counted under multiple ownership rule (Vol. 10:7). (2) Rejected petitions requesting reversal of the recent allocation of Ch. 6 to Whitefish Bay, Wis. and Ch. 13 to Bemidji, Minn. (3) Asked grantees WWLA, Lancaster, Pa. (Ch. 21) and WERE-TV, Cleveland, O. (Ch. 65) to give better reasons for not having begun construction. (4) Set March 19 for the start of Ch. 7 hearing for Wausau, Wis. and Ch. 7 for Omaha, Neb.

DR. EISENHOWER'S HOPES FOR EDUCATIONAL TV: "Don't give up on educational television. We're had a rough start but give us time. We're just now beginning to learn some of the economic facts about the cost of construction and operation of the stations. We're filling a real educational gap and to do it right we've got to have time to finance the stations and time to fulfill our responsibility."

Thus did Dr. Milton Eisenhower reassert his faith in educational TV this week in interview. Brother of the President and himself president of Penn State College, Dr. Eisenhower was one of educational TV's staunch early backers, is co-chairman of National Citizens Committee for Educational TV. He told us 15 months ago he thought educators would do far better in TV than in radio (Vol. 8:46), now insists they're making good progress despite slow start of 3 stations on air, 27 CPs, 17 applications.

It's only fair to give educators more time than commercial applicants, said Dr. Eisenhower, because many of them must go to skeptical, economy-minded state legislatures, others must raise funds through private foundations.

"I have no preference for one type of financing," he declared. "I believe we should use any and all methods which allow us a completely free hand in the choice of programs. I don't believe there's any danger in state-controlled TV just because a legislature appropriates money for it. We accept money from the government for research in medicine, agriculture and industry. So why should we fear dictation by politicians because they're assisting us in this thrilling educational venture?"

There's no conflict between commercial and educational stations, he believes. "There's a job to be done here which commercial TV cannot do, should not do and could not be expected to do -- and we would not want them to do it. Personally, I'm enthusiastic about both commercial and educational TV," he said.

He believes educational station in small town can survive as well as station in large city with vast cultural resources. But small-town educational applicants have better chance if they're hooked to state network, as proposed in Wisconsin. To illustrate, he pointed to his own State College, allocated Ch. 44 as one of 4 authorized for Pennsylvania, others being Philadelphia's Ch. 35, Pittsburgh's Ch. 13 and Erie's Ch. 41. He said he hoped 2 more channels would be allocated in smaller towns and all 6 be linked in network, giving smaller stations better programming.

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Joint Committee on Educational TV held stock-taking session this week at convention of National Assn. of School Administrators in Atlantic City -- and naturally found itself thinking more of future than boasting of past.

Biggest event of future will be joint dedication of 5 stations May 16. They are WQED, Pittsburgh (Ch. 13); WCET, Cincinnati (Ch. 48); KETC, St. Louis (Ch. 9); WHA-TV, Madison, Wis. (Ch. 21); KQED, San Francisco (Ch. 9). WQED is scheduled to run test patterns Tue. Feb. 23 to become nation's 4th educational outlet, joining KUHT, Houston (Ch. 8), KTHE, Los Angeles (Ch. 28) and WKAR-TV, E. Lansing (Ch. 60), latter operating non-commercially on commercial channel. Testing dates of other four stations are still indefinite, though all say they'll meet dedication date.

JCET'S Ralph Steetle says he's encouraged by formation of local committees in states which have submitted no educational application. Among them are North Dakota, South Dakota, Nebraska, New Mexico, Arizona, Utah, Montana, Wyoming, Idaho and Oregon. Both he and Robert Mullen, exec. director of Dr. Eisenhower's National Citizens Committee for Educational TV, have been concentrating their promotional fire in those areas recently and report encouraging progress.

Further encouragement came recently from New York, where Gov. Dewey asked state legislature to authorize operation of state's 10 non-commercial stations by "responsible" non-profit groups under general supervision of State Board of Regents (Vol. 10:6). Leaders who date educational TV's lag from Dewey's rejection last year of proposal for a state-financed network (Vol.9:9-10) are encouraged by latest action but don't necessarily believe it represents basic shift in Dewey's attitude.

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Talk of the future to one side, educators' record to date isn't impressive. KTHE and WKAR-TV, both uhf, are proceeding very slowly with programming. Former faces extremely rough going, up against 7 vhf commercial stations, but licensee

Allan Hancock Foundation declares it's willing to spend a lot of time and oil money to make station go. It's too early to evaluate WKAR-TV, on air only a month.

KUHT, educational TV's "pioneer" station, programming since last May, is having its troubles, too, judging from reports. New York Times recently reported station was having trouble raising enough money to continue beyond current school year, and Houston Independent School District, though a joint licensee with U of Houston, has been reluctant to assist in presenting programs. Story further reported KUHT's program ratings were very low compared to educational programs on commercial KPRC-TV.

U of Houston has increased TV courses from 8 to 9, with psychology most popular. Yet school officials expressed disappointment that of the few thousand who view psychology program, only about 250 actually signed up for course or purchased teaching materials. Thus only small fraction of audience were "revenue" students.

NOTABLE ACTIVITY is reported by Canada's privately owned TV grantees, anxious to get on air and, in most cases, provide first TV service to their areas. There are now 15 outstanding grants for Canadian stations, of which 13 are privately owned—in addition to the 8 stations now on air (5 CBC, 3 privately owned). Latest private station to go on air, CKCO-TV, Kitchener, Ont. (Ch. 13), Canadian GE equipped, has been transmitting test pattern and music since Dec. 24 (Vol. 10:5), gets CBC network interconnection Feb. 21, starts studio programming March 1. Next Canadian station due to start is privately owned CHSJ-TV, St. John, N. B. (Ch. 4), planning debut next month. RCA this week reported shipment of 10-kw transmitter to CHCH-TV, Hamilton, Ont. (Ch. 11), which has April target date.

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These progress reports were received this week from grantees of Canadian stations:

CFAC-TV, Calgary, Alta. (Ch. 2), now negotiating for equipment, begins construction of studio-transmitter building and 670-ft. tower as soon as frost lifts in March or April, hopes to begin tests about Sept., goes commercial about Oct. 1, reports mgr. A. M. Cairns. Rep will be All-Canada Television.

CFCM-TV, Quebec City (Ch. 4), delayed by severe winter, now plans May start with 500-watt DuMont transmitter in suburban Ste. Foye, according to gen. mgr. Henri Lepage. It's jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJQC, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, which begins commercial operation Feb. 21. Reps are Weed (for U. S.) and Jos. A. Hardy & Co.

CBWT, Winnipeg, Man. (Ch. 4), CBC's outlet there, now plans test pattern in early May, programming later same month. It takes delivery on RCA 10-kw transmitter in March or April, will radiate 60 kw from 240-ft. tower.

CJCB-TV, Sydney, N. S. (Ch. 4) has ordered 10-kw RCA transmitter for April-May delivery, plans July tests using 300-ft. RCA tower on 225-ft. elevation, goes commercial in Aug., according to pres. J. W. Nathanson. Reps will be Weed (for U. S.) & All-Canada Television.

CFQC-TV, Saskatoon, Sask. (Ch. 8), now negotiating for equipment & tower, has begun adding TV facilities to present radio studios, plans tests in Aug. or early Sept., goes commercial Oct. 1, reports mgr. V. Dallin. Tentative base rate is \$200. Reps will be Adam Young (for U. S.) & Radio Representatives Ltd.

CKLW-TV, Windsor-Detroit (Ch. 9), planning July start, has ordered 24-kw RCA transmitter for May delivery, will be 1st Canadian station to start with maximum 325-kw visual power, according to pres. J. E. Campeau. Its 650-ft. RCA tower will be on Detroit River waterfront where \$1,250,000 studio-tower construction project is already underway. Reps will be Adam Young (for U. S.) & All-Canada Television.

In contrast to bustling activity in the north, reports from U. S. grantees this week were sparse, and shipments of equipment to upcoming stations were sparser. Only one reported was GE 12-bay antenna to WSLI-TV, Jackson, Miss. (Ch. 12), due on air next month. GE also reports order for 5-kw transmitter and 12-bay antenna for KGVO-TV, Missoula, Mont. (Ch. 13) for delivery in 60 days. Station hopes to be on air in June. For stations already on air, GE shipped 12-kw amplifier to KCCC-TV, Sacramento, Cal. (Ch. 40) and 5-bay helical uhf antenna to WJMR-TV, New Orleans (Ch. 61).

These were the reports received this week from upcoming U. S. stations:

WMUR-TV, Manchester, N. H. (Ch. 9), delayed by severe winter weather, now plans March 14 programming using 10-kw RCA transmitter and former FM tower atop 1500-ft. Mt. Uncanoonuc, according to chief engineer Charles Halle. It will be first TV in state, is owned by ex-Gov. Francis P. Murphy. Base rate will be \$250. Weed will be rep. WMTW (Ch. 8) super-coverage outlet with transmitter atop Mt. Washington, N. H., and studios in Poland, Me., is due next July. WKNE-TV, Keene (Ch. 45) state's other grantee, hasn't ordered equipment or announced plans.

WNLC-TV, New London, Conn. (Ch. 26), now has "late 1954" target, has ordered RCA equipment, 420-ft. Stainless tower, writes mgr. Gerald J. Morey. Class A hour will be \$150. Headley-Reed will be rep.

WLAP-TV, Lexington, Ky. (Ch. 27), granted last Dec. to Gilmore & J. Lindsay Nunn, announces "indefinite postponement of construction" in printed brochure distributed to public. Brochure notes station has already spent more than \$100,000, that it had arranged for primary CBS-TV affiliation with AT&T interconnection but that it believes uhf today is unacceptable today as an "area-wide system." Booklet adds: "When and if, in the next few months, the uhf picture improves, or this area is granted a vhf channel, we will reactivate our plans and proceed in confidence [but] we would rather be a live casualty than a dead hero."

WOPA-TV, Chicago (Ch. 44), granted Feb. 10, hasn't ordered equipment or begun construction, but plans to start Jan. 1, 1955, according to gen. mgr. Egmont Sonderling. Rep not yet chosen.

WKNY-TV, Kingston, N. Y. (Ch. 66), has postponed late Feb. target date because of weather delays, according to TV operations mgr. Robert L. Sabin, is now indefinite as to start. Outside construction of studio-transmitter building has been completed, installation of 1-kw RCA transmitter awaits some interior finishing. Its 600-ft. Stainless tower has now been built up past half-way mark at Port Ewen site, 3 mi. from Kingston and 10 mi. from Poughkeepsie. Owner Joseph K. Close also has CP for Keene, N. H., which hasn't ordered equipment or set target date. Hour rate will be \$100. Rep will be Meeker.

Telecasting Notes: TV's cost-per-thousand continues to drop despite addition of new stations. Figures released by NBC research director Hugh M. Beville Jr. tell story in terms of cost-per-thousand TV homes on full NBC-TV network: from \$12.39 in March 1948 to \$2.92 in Jan. 1954. NBC-TV's gross hourly rate for full network was \$2550 in March 1948 when there were 206,000 TV homes; had this increased in direct proportion to increase in number of TV homes, 1954 rate would have been \$339,150 for nationwide coverage, instead of actual rate of \$79,885, Beville points out . . . "Triple exposure" plan, to be inaugurated March 2 by ABC-TV, marks first network entry into repetitive programming; ABC-TV's top-talent live mystery drama, *The Mask*, Sun. 8-9 p.m., will also be offered Tue. & Wed., 8-9 p.m., on film, re-runs being programs originally presented live in previous weeks, substantially cutting talent & production costs and filling holes in ABC-TV evening schedules . . . Shift of *Lux Video Theatre* & *Lux Radio Theatre* from CBS to NBC (Vol. 10:7) may be "only the beginning" of big NBC offensive under pres. Pat Weaver, says Feb. 17 *Variety*, speculating that "the network will next train its guns and strategy on effecting the switchover of other names and properties from its major CBS competition" and quoting "reliable reports" that *Toast of the Town's* Ed Sullivan is "target No. 1 on the NBC agenda" . . . Billy Rose, who bought TV time to plug his Broadway musical *Kismet*, tried new twist for his controversial play *The Immoralist*, which opened Feb. 8 before unenthusiastic newspaper critics; he bought midnight-12:15 a.m. segment on WNBT for entire week to

present panel discussions about the play by show business personalities, critics, psychologists, etc.; the telecasts got more acclaim from critics than did play itself . . . TV rights to complete literary works of Ring Lardner have been acquired by Eugene Solow & Brewster Morgan for *Authors Playhouse*, series of 39 filmed dramas slated for completion by Sept.; Solow & Brewster also have signed deals for some works by John Steinbeck, John Hersey, Lloyd C. Douglas and Ben Ames Williams, with \$1,200,000 backing by Chemical National Bank of N. Y. . . . 4 theatre-owned TV stations now booking TV films through Amalgamated Buying Service, N. Y. & New Haven theatrical film purchasing agency headed by Lew Ginsburg . . . Educational telecasts, to be viewed in schools as part of regular classroom routine, will be initiated in Canada next Nov. by CBC on trial basis . . . Mardi Gras celebrations to be telecast from New Orleans by NBC-TV, 11:45-12:30 p.m. March 2 & midnight-1 a.m. March 3 . . . KTEN, Ada, Okla. (Ch. 10), which asked aid of advertising agencies in setting its rates (Vol. 9:52), got response from 36 out of 100 queried, suggested rates averaging \$261 for Class A hour, \$50 for min.; because of prospective set circulation increase, KTEN, which plans to begin programming in May or June, set rates at \$300 & \$55 for hour & min. . . . KOAT-TV, Albuquerque, cuts Class A hour from \$250 to \$160, min. from \$45 to \$26 . . . KELO-TV, Sioux Falls, S. D. raises base hourly rate from \$150 to \$200, min. from \$30 to \$40 . . . KCMO-TV, Kansas City, becomes primary affiliate of DuMont, replacing KCTY, which goes off air Feb. 28 (Vol. 10:7).

Personal Notes: Frederic W. Wile Jr., NBC-TV network program v.p. in Hollywood, takes on added responsibility for all west coast radio activities . . . James A. Stabile promoted to director of new ABC business affairs dept., in charge of negotiating contracts affecting all network TV & radio programs . . . E. J. Rosenberg, exec. v.p. of packager Transamerican Broadcasting & Television Corp., named DuMont Network sales development director . . . Mitchell F. Stanley, ex-WWON (AM), Woonsocket, R. I., named mgr. of WFMJ-TV & WFMJ, Youngstown, O. . . . John H. Norton Jr., ex-ABC v.p. now gen. mgr. of upcoming WMTW, Poland, Me., elected v.p. of licensee Mt. Washington TV Inc. . . . John Pival, TV mgr., elected v.p. for TV, Harold S. Christian, radio commercial mgr., elected radio v.p., WXYZ-TV & WXYZ, Detroit; Ralph Dawson promoted to TV sales director, Harold L. Neal to radio sales mgr. . . . Dick Campbell, station mgr. of KOTV, Tulsa, takes over added duties of commercial mgr. John B. Hill, resigned; Robert Freeland promoted to promotion & publicity director . . . Brown Morris named station mgr. of upcoming KTEN, Ada, Okla. (Ch. 10), due in May or June; Nadine Mullinax named program mgr., Fred Smith chief engineer . . . Wm. H. Hansher, ex-Graybar, named chief engineer of WTVN, Columbus, O. . . . Nathan D. Golden, director of Commerce Dept.'s scientific, motion picture & photographic products div., receives Silver Medal Meritorious Service Award from Secy. Weeks for outstanding achievement . . . Charles E. Jackson promoted to local sales mgr. of KFMB-TV, San Diego . . . Gary Vorhees, ex-WTAR-TV, Norfolk, named production director of WTRF-TV, Wheeling, W. Va. . . . James H. Butts, ex-KBTB, Denver, appointed operations supervisor of KOA-TV . . . Wm. Anderson, ex-WOR-TV, named publicity mgr. of WNBT & WNBC, reporting to new publicity director Bob Blake . . . Harvey Wick appointed director of film operations, WFTV, Duluth . . . Vernon Webster named sales mgr. of WICA-TV, Ashtabula, O.; Donald Fassett, business mgr.; Frank Bernato, chief engineer . . . Randall E. Larson, ex-KRON-TV, San Francisco, named program mgr. of Bakersfield's KBAK-TV & KBAK, formerly

KAFY-TV & KAFY . . . Del Leeson named mgr. of new promotion, planning & development dept., KDYL-TV & KDYL, Salt Lake City . . . Everett Freedman, veteran top-flight movie scenarist, joins CBS-TV Hollywood in development of new properties . . . George G. Huntington promoted to ABC Radio sales development mgr. . . . Harold W. Waddell, ex-WJW, named sales mgr. of NBC-owned WTAM, Cleveland, reporting to Wm. N. Davidson, sales director of WNBK & WTAM . . . George Wolf, Geyer TV-radio adv. director, elected v.p. . . . Robert C. Alexander promoted to TV-radio v.p., Ward Wheelock Co., Philadelphia . . . Robert Kirschbaum, ex-Kenyon & Eckhardt, named Grey Adv. TV-radio copy head . . . Robert W. Bloch named TV-radio director of Toy Guidance Council, planning big spot campaign . . . Lloyd F. Christianson, pres. of Electronics Associates Inc., Long Branch, N. J., elected to board of WRTV, Asbury Park, N. J. . . . Jerry Dunphy named news director of WTVH-TV, Peoria.

FCC's FM functional music proposal (Vol. 10:1) drew 30-odd comments this week, mostly from FM stations, mostly laudatory. Many liked FCC's objective—to give FM stations some revenue—but urged that proposal go even further and permit stations to provide functional music, storecasting, transcasting, etc. on simplex basis, thus eliminating need for purchasing multiplexing equipment. Some also proposed that FM stations be permitted to provide point-to-point service, too. Several comments brought up question of "piracy" of functional music signals, asked FCC to try to stop it. Among the few opponents were those who have opposed transcasting — CIO and the groups who took their opposition to Supreme Court and lost. A few mobile radio users argued that FM broadcasters weren't making adequate use of frequencies and that a reallocation of 88-108 mc FM band be made. Sole broadcaster opponent was Storer Bestg. Co. which visualized proposal pushing AM and TV into a "subscription" basis.

Color Trends & Briefs: RCA's timetable for modifying TV stations' RCA post-war transmitters and sideband filters for color without charge (Vol. 10:7) will coincide with stations' plans for getting necessary additional studio terminal equipment and starting colorcasts. RCA aim is to coordinate station modification schedule with AT&T's program of equipping its facilities to bring color to stations.

Though RCA is shouldering cost of material and engineering supervision for modifying transmitters and sideband filters, stations must still stand cost of necessary additional equipment; our report of RCA's announcement last week erred by implying that RCA is assuming whole burden of preparing stations for network color rebroadcasts.

RCA has analyzed its post-war transmitters, found that all can be readily modified for color. By end of second quarter, it expects that all new transmitters will come off production line already prepared for color.

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More color plans of manufacturers: GE plans to produce set with 15-in. tube in early summer for field testing and dealer demonstrations only, to sell "over \$1000." By Dec. it hopes to have set with 19-in. tube, to sell between \$800-\$1000. CBS-Columbia announced it will begin production March 1 of 15-in. sets using tube made by CBS-Hytron. First sets will go to distributors after their

servicemen complete 2-week factory color clinic. About 10 color sets a day will be produced after March 1, said company officials, adding they'll make 19-in. set "as soon as CBS-Hytron makes a tube." Arvin will start sampling distributors with 15-in. set in March-April. Andrea introduced 15-in. set to distributors this week, plans "production in limited quantities during second or third quarter of this year."

A 24-in. Lawrence color tube, rectangular and metal-coned, is being demonstrated at west coast plant by Chromatic TV Labs. Richard Hodgson, Chromatic pres., reports that it uses 18,000 volts, produces 30 ft. lamberts of brightness and 300 lines of vertical resolution. Hodgson says that experiments with all glass envelopes are planned and that order for bulbs has been placed with Corning. He hopes to show tube at forthcoming IRE convention in New York. Chromatic's 2 licensees, Thomas Electronics and Crosley, continue work on Lawrence tube, have distributed samples. National Video Corp., though experimenting with tube (Vol. 10:7), is not a Chromatic licensee.

Servicemen's interest in color is enormous, as exemplified by attendance of 850 at Feb. 15-16 RCA Service Co. course in Washington's Lisner Auditorium. Audience was extremely attentive, fearful of missing a word. Admiral this week started second color TV training school in Chicago for some 30 field engineers and distributor servicemen, under national service mgr. Max Schinke.

Network Accounts: CBS-TV's long-awaited response to NBC-TV's *Today* at 7-9 a.m. finally goes on air March 15, though no sponsors have been announced yet. Titled *The Morning Show*, it will feature Walter Cronkite as counterpart of *Today's* Dave Garroway, has newsman Charles Collingwood and Bill & Cora Baird's famed puppets. To compete with Garroway's chimpanzee J. Fred Muggs, *Morning Show* will have "Humphrey, the Houn' Dog," a Baird puppet, as "disc doggie." Originating from Studio 41 in Grand Central Terminal, show will be offered in 15-min. segments for national sponsorship, with 5-min. cutaways for local sponsors every half-hour . . . CBS-Columbia signed this week as interim sponsor of *Arthur Godfrey and His Friends* Wed. 8-9 p.m., alternating with Toni (home permanent) until summer, when latter takes over weekly; Nielsen ratings this week dropped *Friends* program from first 10 national programs first time in more than year . . . Ford Foundation's *Omnibus*, sponsored by Kelvinator, Greyhound Bus Corp. & Scott Paper Co., goes off air as scheduled March 28 on CBS-TV Sun. 5-6:30 p.m.; to replace it, sustainer *Adventure* will be expanded from 4:30-5 to 5:30 and Eric Sevareid's *The American Week* moves in from 5:30-6 as sustainer, remaining 6-6:30 p.m. open at present . . . Corn Products Refining Co. buys Mon. 1:45-2 p.m. segment of *Garry Moore Show* on CBS-TV starting March 1, thru C. L. Miller Co. . . . GE planning to sponsor Ginger Rogers in dramatic series in place of *Fred Waring Show* and *GE Theatre* on CBS-TV starting in fall, Sun. 9-9:30 p.m., thru BBDO . . . General Foods Corp. (Baker's coconut) buys 8 partic. on Dave Garroway's *Today* on NBC-TV 7-9 a.m.; thru Young & Rubicam; Reardon Co., St. Louis (Bondex cement paint) 17 partic., thru Krupnick & Assoc.; Murine Co. (eye drops) 5 partic., thru BBDO, Chicago; Hathaway Mfg. Co. (curtain fabrics) 8 partic., thru Fletcher D. Richards Inc. . . . Toni (permanent) and Quaker Oats, radio sponsors of *Don McNeill's Breakfast Club* on ABC Mon.-thru-Fri. 9-10 a.m., relinquish options for TV sponsorship when it goes simulcast Feb. 22; other radio sponsors, Swift's and Philco, defer decision on TV . . . ABC-TV shifts 3 sustainers to Sundays: *Answers for Americans*, 1-1:30; Elmer Davis 3:30-3:45; Martin Agronsky's *At Issue* 3:45-4.

Station Accounts: Already heavily in TV, breweries took even bigger plunge into sponsorships this week with approach of spring. Budweiser Beer signs to sponsor all 77 road games of St. Louis Cardinals on uhf WTVI, St. Louis-Belleville, Ill., thru D'Arcy Adv.; Krueger's Beer alternates with Carter Products on *Cases of Eddie Drake* on WCBS-TV starting Feb. 27, Sat. 7-7:30 p.m., thru Grey Adv.; G. Heileman's Brewing Co. (Old Style lager beer) sponsors *Hollywood Showcase* on Chicago's WNBQ starting Feb. 20, Sat. 6-6:30 p.m., thru Leo Burnett; Arizona Brewing Co. buys *Duffy's Tavern* for El Paso, Albuquerque, Las Vegas, Phoenix, Tucson, Yuma, San Diego & Roswell, N. M., thru Advertising Counselors of Arizona . . . Gorham Co. (silverware) makes first TV buy with *All-Star Theatre* in Kansas City and Atlanta starting in March, plans to expand to other cities shortly, thru Kenyon & Eckhardt . . . Armstrong Tire & Rubber Co. offers to sponsor *Big Playback* filmed series on 50-50 basis with its dealers in 160 cities . . . Glidden Paints and DuMont TV dealers team up to sponsor TV-radio of 21 eastern Maine high school basketball tournaments on WABI-TV & WABI, Bangor . . . Mutual Assn. of Savings Banks sponsors cartoonist Roger Price and his "Doodles" on WABC-TV starting March 1, Mon.-thru-Fri. 7:10-7:15 p.m. . . . Bromo-Seltzer buys *Janet Dean, Registered Nurse* series in 20-30 markets, thru Lennen & Newell . . . Paper-Mate Pens to spend \$1,600,000 in TV-radio spots, in addition to proposed network program this fall, thru Foote, Cone & Belding . . . Packard Dealers of N. Y. to sponsor national indoor tennis championship finals Feb. 22 on WOR-TV 2-5 p.m., thru J. R. Pershall Co., Chicago . . . Southwestern Bell Telephone Co. buys *Seems Like Yesterday* on WBAP-TV, Ft. Worth, thru Gardner Adv. . . Among other advertisers using or preparing to use TV: Lanvin Parfums Inc., thru Cortland D. Ferguson; Lo-Calory Food Corp. (R.D.X. tablets), thru Harry B. Cohen Adv.; Babbitt Co. (Glim detergent), thru Harry B. Cohen; Manchester Hosiery Mills, thru Bahn Adv.; Eastern Wine Corp., thru Ben B. Bliss & Co.; Tryne Co. (Hi-Q games), thru Drugstore Adv. Assoc.; Trix-Stix (games), thru Monroe Greenthal Co.; Kidd & Co., Ligonier, Ind. (Kidd's marshmallow creme), thru L. W. Ramsey Co., Chicago.

CREDIT AND DEBIT SIDES OF THE TRADE LEDGER: Despite current good movement of sets, TV-radio makers are genuinely concerned about state of market. They communicated their anxiety quite freely this week at RETMA quarterly meetings in New York, giving these three problems top priority among their worries:

(1) Low prices of TV sets. "Nobody can make money with 17-in. sets selling as low as \$150 and 21-in. at \$180," said one. "Where it will stop isn't for me to say but as long as my competition does it, I'll have to go along. But the market is good now and I don't think we have to cut prices like this to make a living."

(2) Slow progress of uhf. Trade source estimated about 110,000 of 400,000 sets now in factory inventory are uhf-equipped. Same source said uhf sales for the first half of 1954 probably will be no higher than 15% of all TV sales, as contrasted with expected 20-25%. Adding to manufacturers' concern is fact that uhf receivers sell for more than vhf-only receivers and profit margin is greater.

(3) Lagging radio sales. Almost unnoticed by press, radio sales this year have been going down at a rate many set makers consider alarming. Through Feb. 12, factory sales of all radios, including auto, were estimated at 1,150,000, compared to 1,600,000 for same period of 1953. Inventories of radios, excluding auto sets, stood at 3,000,000 at all levels Feb. 12, compared to 2,000,000 year ago.

Crosley's new Super V 17-in. table selling at \$140 (Vol. 10:7) gave set makers cause for more anxiety than many would admit. There was plenty of head-shaking as to its effect, particularly as first reports from field indicated Crosley was reaping windfall in sales. Reports that some manufacturers were preparing to duplicate the Crosley action were persistent. In fact, Raytheon this week issued formal denial that it had \$140 17-in. table model in works, for release in month or so.

Radio problem was real stickler, one which has been building up since first of year. One reason was decline in auto production below 1953's weekly pace of some 100,000. This becomes important when one considers that 5,182,934 auto radios were turned out last year, out of total radio production of 13,368,556. But portable, clock and home sets are dragging, too. One official's comment: "Radio's an old man who's been on his feet a long time. Maybe he's just tired."

* * * *

There were problems, to be sure, but fact is that Jan. retail sales probably will prove to be highest on record for that month when final figures are in, said RETMA spokesman, acknowledging that profit won't be nearly as big for all concerned.

One comment is that industry "color truth" campaign had effect for first time in January. Folks realized that color at prices they could afford was long way off and decided their best bet was black-&-white. Bulk of January sales were in older markets and a large percentage were replacement sales, according to RETMA.

Color's apparent minimal impact on black-&-white was a continuing source of gratification. In the few cities where color has been demonstrated, notably New York, public's curiosity but not its money was stirred. Customers weren't eager to buy color and dealers weren't eager to sell. Latter complain that with delivery dates uncertain and no satisfactory service plan available, they were inviting future headaches by selling current-sized models -- even if they had buyers.

Black-&-white trade seemed to be holding up well, showing little change in factory or distributor sales week ended Feb. 12 from preceding week, with inventory about 1,650,000 at all levels. Sylvania chairman Don G. Mitchell said inventory was actually too low, based on current rate of sales. He said industry was producing at rate of 6,000,000 a year but selling at rate of 7,500,000. He predicted sales will improve in second quarter, reversing trend of nearly all prior years.

TV production maintained steady pace, totaling 107,702 week ended Feb. 12, compared to 107,853 preceding week, 110,156 week ended Jan. 29. It was year's 6th week in RETMA's statistical calendar and brought production for year to date to some 637,000, compared to 1,079,261 for same period of 1953.

Radio production totaled 190,207, compared to 192,523 week ended Feb. 5 and 202,837 week before. Radio output has thus shown decline in every week of 1954. It brought 6-week production to approximately 1,250,000 vs. 1,694,366 year ago.

PRICE WARS BRING INTERFERENCE WORRIES: The highly competitive TV price situation is causing new concern over interference problems at both industry and FCC levels.

Tendency to cut corners on safeguards against interference and radiation has been evident in some -- but by no means all -- of the new "price leader" sets built to sell for less than \$200, we've been told by industry engineering sources.

Issue was brought to a head this week when FCC Chairman Rosel Hyde sent wire to RETMA board, meeting in New York, urging industry to stick to its self-adopted "standard" intermediate frequency (IF) of 41 mc -- around which the Commission built its allocation plan for uhf stations.

Telegram was "neither a threat nor a complaint," Hyde told us, but a request for "appropriate action." He said he was concerned about reports that some new TV set models had reverted to old 21-mc IF. But he discounted rumors that FCC may go to Congress with request for special legislation if industry doesn't act.

RETMA board authorized chairman Robert C. Sprague to "appoint a committee with broad powers to establish procedures and possible testing facilities, after consultation with FCC, so that set manufacturers can eliminate all possible sources of spurious omissions which cause interference with the reception of TV signals by other receivers." Committee will weigh all possible actions and attempt to develop effective industry-wide program for voluntary compliance.

Chairman Hyde's wire gave more urgency to the problem which was already on RETMA board's agenda. The industry organization has long been concerned by slowness of some manufacturers to comply with the new standards -- and lately has been worried by an apparent tendency of some set makers, who had previously adopted the new 41-mc IF, to backslide. RETMA's power to make manufacturers adhere to standards is as limited as FCC's. As a trade association, it can merely "suggest." And neither does the Commission have any jurisdiction in this field.

All of the top 10 set makers, and 15 minor ones, responded to RETMA poll last fall by saying they would use 41-mc IF in all of their sets by first of this year.

But today's price situation apparently has altered some plans. Use of 41-mc IF involves more expense than old 21-mc. Said one industry source: "These days a lot of people are thinking in terms of saving 50¢ to \$1 on a set, including a couple of the leading set manufacturers."

TV-radio-appliance retail failures in 1953 totaled 348, compared to 210 in 1952, reported Dun & Bradstreet this week. Liabilities rose to \$15,955,000 from \$5,486,000 in 1952. Rate of failures per 10,000 concerns was also greater last year--116, compared to 70 preceding year. Business failures in Dun & Bradstreet tabulations include businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure or attachment; voluntarily withdrew; were involved in court actions as receivership, reorganization, Chapter XI arrangement or voluntarily compromised with creditors out of court. They don't include withdrawals due to changes in ownership and voluntary liquidation in which there is no indication of loss to creditors.

Admiral will build \$1,000,000 warehouse in Leyden Township, Ill. to house TV & radio receivers, eliminating need for 7 separate warehouses in area. Due for completion in June, it has 152,000-sq. ft. of space.

Licensed TV sets in Britain totaled 2,846,227 as of Nov. 30, increase of 119,157 during Nov.

RETMA board took following actions at meeting this week in New York's Roosevelt Hotel: (1) Adopted resolution urging Congress to exempt color sets from excise tax in keeping with practice of exempting new products and industries. (2) Commended FCC for "diligence and speed" in processing TV station applications, approving NTSC color standards and facilitating development of uhf. (3) Authorized pres. Glen McDaniel to confer with officials of new electronics div. of Business & Defense Services Administration on ways of promoting industry-govt. cooperation. (4) Approved proposal to provide funds or equipment for educational TV research project at New Jersey State Teachers College, Montclair.

Long-standing patent litigation between Zenith and RCA may get first hearing in April, Delaware Federal District Judge Leahy indicates. Patent issues will be heard first, Judge Leahy having turned down plea by Zenith to give priority to anti-trust issues. Last week Chicago Federal Judge Igoe ruled that hearing on new Zenith counter-claim against RCA (Vol.10:3) would have to wait until Delaware case is disposed of.

Topics & Trends of TV Trade: TV shipments to dealers totaled 6,656,555 last year, when production was 7,214,787, according to RETMA's cumulative state-by-state and county-by-county report released this week. It was well up from 6,174,505 sets sold to dealers in 1952, when production was 6,096,279, but fell short of record 1950, when 7,068,000 were shipped and 7,463,800 were produced. Decline in TV business last fall was reflected in the 695,308 units shipped in Nov. compared to 756,855 in Nov. 1952 and 656,175 sold in Dec. vs. 965,891 in Dec. 1952. Inventories at end of 1953 were about 1,850,000 compared to 1,210,000 at beginning of year. New York led in shipments, with 595,293; Pennsylvania second, 548,845; California third, 514,512. Wyoming, still without station, trailed with 4058. [For state-by-state shipments of sets to dealers 1950-52, and first 10 months of 1953, see p. 335, TV Factbook No. 18.] Here's state-by-state report for 1953 (county-by-county tables available from RETMA upon request):

State	Total	State	Total
Alabama	96,592	Nebraska	63,954
Arizona	38,992	Nevada	11,483
Arkansas	50,777	New Hampshire	22,396
California	514,512	New Jersey	180,112
Colorado	71,456	New Mexico	21,875
Connecticut	94,124	New York	595,293
Delaware	15,685	North Carolina	123,703
District of Columbia	52,225	North Dakota	20,698
Florida	137,402	Ohio	381,204
Georgia	118,731	Oklahoma	114,426
Idaho	26,301	Oregon	86,691
Illinois	426,867	Pennsylvania	548,845
Indiana	229,601	Rhode Island	27,399
Iowa	160,581	South Carolina	65,670
Kansas	104,642	South Dakota	21,071
Kentucky	90,992	Tennessee	114,355
Louisiana	103,197	Texas	378,958
Maine	60,574	Utah	38,683
Maryland	79,219	Vermont	12,511
Massachusetts	196,152	Virginia	128,776
Michigan	264,703	Washington	145,944
Minnesota	127,025	West Virginia	90,230
Mississippi	48,043	Wisconsin	173,710
Missouri	164,465	Wyoming	4,058
Montana	11,652	Grand Total	6,656,555

Distributor Notes: Shakeup in San Antonio distribution began this week with Zenith's appointment of Joe Thiele Inc., replacing Perry Shankle Co. Latter reportedly will take over RCA Victor line March 1, when Straus-Frank Co. takes over Sylvania . . . Leo J. Meyberg Co., RCA San Francisco outlet, will sell Los Angeles and Fresno branches shortly, said pres. Al Meyer . . . Sylvania appoints Merit Distributing Co., 1215 Henderson St., Columbia, S. C.; York Supply Co., Cincinnati, replacing Peaslee-Gaulbert; Electronic Supply Inc., White River Junction, Vt. . . Emerson appoints Wholesale Appliances Inc., 5220 Natural Bridge, St. Louis (John C. Cox Jr., pres.) . . . Meck TV appoints Wilner Sales Co., Muncie, Ind.; Watham-Miller Co., Cedar Rapids; Electric Fixture & Supply Co., Salina, Kans.; Ellis Electric Co., Wichita; Davis Wholesale Drug Co., Baton Rouge; Clingan Electric Supply Co., Cumberland, Md.; Bremmeyr Bain Co., Petoskey, Mich.; Spors Co., Le Center, Minn. . . Admiral Distributors Inc., San Francisco, promotes H. R. Tamberg to gen. mgr., replacing John Barker, now with Hoffman Radio Sales Corp. . . . Boyd Distributing Co., Denver (Philco) promotes Wm. H. Pearce from TV sales mgr. to gen. mgr. . . . Raytheon Philadelphia factory branch names Larry Phister gen. mgr., replacing Harry S. Funk, resigned . . . Roth Appliance Distributors, Milwaukee (Stromberg-Carlson) appoints Ray W. Horak sales mgr. . . . Strong, Carlisle & Hammond, Cleveland (Philco) announces resignation of TV-radio gen. mgr. Homer G. Frank, who'll head Barclay's Ltd., TV-radio-appliance store at Haverhill, Mass. . . . Bendix Radio and Cal Lado Distributors Inc., Tampa, Fla., cancel distribution agreement previously announced . . . Motorola appoints Braid Electric Co., Nashville, ex-Zenith, replacing Currey's Distributing Co.

Trade Personals: Kenneth C. Meinken resigns as president of National Union Radio Corp. (tubes), his duties to be assumed by chairman C. Russell Feldmann; Meinken's son, Kenneth C. Meinken Jr., resigned as National Union Radio v.p. & gen. sales mgr. only 3 weeks ago to become sales mgr. of Automatic Mfg. Corp., Newark (electronic components) . . . Ralph J. Cordiner, GE president, to be presented annual honor award for outstanding Americanism by Stevens Institute of Technology at banquet Feb. 26; James L. Myers, chairman & pres. of Clevite Corp., will be given citation . . . B. F. Valliere elected General Instrument v.p.-gen. mgr., in charge plants at Chicopee, Mass., Danielson, Conn. & Joliet, Ill. . . . A. Brewer Hunt, Northern Electric Co. Ltd., Montreal, re-elected pres. of Canadian RTMA . . . John W. Christensen promoted to v.p. & chief engineer of CBS Laboratories . . . H. C. Edgar, ex-merchandising director, named export director of RCA International div.; Albert F. Watters, ex-RCA Victor personnel v.p., promoted to director of associated company operations of international div. . . . Irwin C. Roll resigns as adv. & sales promotion mgr. of RCA Victor tube dept. to join Fuller & Smith & Ross agency on Westinghouse tube account . . . Donald Blackman, ex-Canadian GE, named Canadian Admiral regional sales mgr. in charge of Maritime Provinces, headquartering in Halifax . . . Cliff Knoble, ex-Eureka Williams Corp. and Ruthrauff & Ryan, named adv. mgr. of Raytheon TV-radio div. . . . C. Byron Farmer named southeastern regional sales mgr. for GE replacement tubes . . . B. J. Adkins named Capehart-Farnsworth Kansas City regional sales mgr. . . . Richard C. Walker named northwestern regional mgr. of Westinghouse major appliances . . . Alfred Gartner, ex-Cornell-Dubilier, named sales mgr. of Mica-mold Radio Corp., Brooklyn (capacitors) . . . Elmore E. Kayser, ex-Sun Oil Co., named adv. & sales promotion mgr. of Krylon Inc., Philadelphia (TV towers) . . . Harold A. Jones promoted to exec. asst. to Eugene Goebel, national sales mgr. of Motorola Communications Electronics Inc. . . . Carmine Masucci, ex-Sylvania, named senior project engineer of CBS-Columbia advanced development dept. . . . Bill Irvin, veteran TV-radio editor of *Chicago Sun-Times*, joins Admiral publicity dept. . . . J. A. Young, ex-Joske's, San Antonio, named Olympic Radio southwestern district sales mgr. . . . Duke Wellington, ex-CBS-Columbia, resigns as national sales mgr. of Tele King, now operating under Chapter XI proceedings (Vol. 10:7) . . . Wm. H. Higgins resigns as Sparton field sales mgr. . . . Ralph C. Powell named product mgr. of American Screen Products Co., Miami (antennas) . . . George Kollar joins Finney Co., Cleveland (antennas) as special asst. to sales mgr. M. L. Finney Jr.; Victor Trebules promoted to plant supt.

New officers of Record Industry Assn. of America: pres., James B. Conkling, Columbia Records, succeeding Milton Rackmil, Decca; v.p.'s, Dario Soria, Angel Records and Harry Kruse, London Records; treas., Frank Walker, MGM Records. Phonograph Manufacturers Assn. re-elects all officers for year: pres., Joseph Dworken, Dynavox; v.p., I. Rothman, B&R Electronics Co.; secy.-treas., Harold Kraft, Kraft Bros.

Canadian TV sales to dealers will total 446,250 this year, compared to actual sales of 365,000 in 1953, but radios will decline from 613,000 units sold last year to 488,880 this year, according to estimates of 20 manufacturers disclosed by Canadian RTMA at directors meeting this week in Montreal. New entry in Canadian TV market is Canadian Fairbanks-Morse Co., previously Emerson Dominion distributor, now making and marketing own line of 9 models produced in Toronto. Prices range from \$230 to \$510, said consumer products v.p. H. C. Rindfleisch.

Financial & Trade Notes: Magnavox reports net profit of \$1,702,000 (\$2.24 a share) on sales of \$35,921,000 in 6 months ended Dec. 31, 1953, compared to profit of \$1,546,000 (\$2.02) on \$26,126,000 in same period of 1952. The increase resulted from increments of all divs., reported pres. Frank Freimann, adding that while TV sales "compared favorably" with 6-month period of preceding year, biggest gain in civilian items was registered by high-fidelity equipment. He said many potential buyers of TV sets are deferring purchase because of "color propaganda" but added he felt this resistance will "melt away by fall as people begin to appreciate the true facts and will buy better quality black-&-white receivers to replace the millions of sets that are not only outmoded but are in many cases costing more to maintain than the amortized price of a new big picture receiver." Like several other set makers who have indicated such plans (Vol. 10:7), Freimann said Magnavox will not market a color set incorporating present-sized 15-in. tube but will produce a set with a 19-in. tube "now under development" which should be available "in modest quantities" by the end of the year, costing "slightly over" \$1000.

Sparks-Withington Co.'s sharp drop in earnings in 6 months ended Dec. 31 is attributed by pres. John J. Smith to 10-week strike last summer at Jackson, Mich. plants (Vol. 9:28), price cutting on TV sets and expenses of starting subsidiary Sparton Bcstg. Co.'s WWTW, Cadillac, Mich. Earnings were \$18,931 (1¢ a share) after taxes of \$14,728 on sales of \$14,744,515, compared with \$454,341 (49¢) after taxes of \$664,171 on \$15,122,298 in same 1952 period. Company omitted regular semi-annual dividend. Smith said company expected to offset losses during strike with greater sales during fall but "October price-cutting broke out in the TV industry as a result of industry-wide overproduction. We were forced to reduce prices to meet this type of competition, and this was very harmful to our profit picture although it did put us in much better position from an inventory standpoint."

Color TV will have far more adverse effect on theatre business than did black-&-white, predicted Charles P. Skouras, pres. of National Theatres Inc., and he added his company would have fewer theatres in future than present 413. He said sales for 1953 totaled \$17,411,673 vs. \$15,656,044 in 1952. Net income for 13 weeks ended Dec. 26 was \$655,582 (24¢ a share) compared to \$544,697 (20¢) same period of 1952. He said TV competition had been "stabilized" in older TV markets but was beginning to show up now in newer markets, particularly in the Rocky Mountain area, northern California and midwestern states.

Stromberg-Carlson stockholders will vote at special meeting March 12 on proposal to issue 100,000 shares of new cumulative convertible \$50-par preferred stock and on plan to eliminate 80,000 shares of 4% convertible preferred, called for redemption Feb. 15. Price and convertibility rate of new issue would be determined later. Pres. Robert C. Tait said common-share stockholders would be given first opportunity to subscribe for new preferred, being sold to raise \$3,500,000 to reduce short-term bank borrowings.

Dividends: Hazeltine, 25¢ payable March 15 to holders of record March 1; Oak Mfg. Co., 35¢ March 15 to holders March 1; Clevite Corp., 25¢ March 10 to holders Feb. 26; Cornell-Dubilier, 30¢ quarterly and 20¢ extra March 26 to holders March 8.

Auction sale of assets of Fidelity Tube Corp., Jewel Radio Corp. & Gem Radio & TV Corp., all owned by Don J. Ferraro and adjudged bankrupt last week (Vol. 10:7), scheduled March 3 on companies' premises at 900 Passaic Ave., E. Newark, N. J.

Electronics Reports: Another \$5 billion year is in prospect for electronics industry for 1954, with increased sales of defense and industrial equipment and replacement parts more than offsetting any decline in TV-radio output. This was prediction of Robert C. Sprague, board chairman of RETMA and of Sprague Electric Co. in address to N. Y. Society of Security Analysts Feb. 18.

He gave these dollar forecasts for this year: TV-radio, factory sales of \$1.3 billion, down from last year's \$1.4 billion; military electronics, \$3 billion vs. \$2.8 billion in 1953; industrial equipment & replacement parts, \$700,000,000. He broke down estimates with these predictions:

TV—Retail sales of 6,000,000 sets, production of 5,800,000 black-&-white sets and "no more than 150,000 color sets," with more than 500 stations on air by year's end. Radio—"There may be a drop in demand for auto sets to about 4,000,000, but I believe there should be a market for a total of 11,000,000 sets of all types."

Defense electronics—"There should be a further rise in defense volume in 1954, and it is my firm conviction that this important segment of our business will remain at high levels for the foreseeable future, despite any reductions [in] total defense spending."

Industrial electronics—"No one knows for sure what the sales of the electronics industry to the industrial market are, but they almost certainly run into hundreds of millions. Although this segment of our business may not equal the dollar importance of radio-TV and military equipment for a good many years, its rate of growth may well be the greatest of all.

Replacement parts (civilian & military)—"This is already a business of the order of \$500,000,000, and should increase substantially in size in the near future reflecting the large output of original equipment in the past 3 years."

One of most fascinating uses of closed-circuit industrial TV to date got first test Feb. 8 in New York City when mock police "line-up" was sent from Manhattan headquarters to Brooklyn headquarters. Both Mayor Wagner and Police Commissioner Adams were enthusiastic and gave every indication system would be adopted to hook up all 85 precincts to televise regular daily line-up of suspected lawbreakers. Test used RCA ITV-5 equipment, with signal microwaved to Empire State Bldg., then beamed to Brooklyn police headquarters. Commissioner Adams estimated it would cost about \$50,000 to install hook-up, including one camera, "minimum number of receivers" and city-owned microwave equipment.

New color bar generator offered by Telechrome Mfg. Corp., Amityville, L. I. (Model 509-DR) can provide 11 color standard signals in bars which can be placed in various combinations across top, bottom or all of color tube, or in combination with monochrome pictures. It also produces dot pattern which may be superimposed on any of the displays for convergence alignment.

Philadelphia Council of TV-Radio Service Assns. sponsors color symposium for area distributors, dealers & servicemen at Bellevue-Stratford Hotel, April 2-4, in conjunction with regional convention of National TV Service Assn.

Turning back the clock: Chief of Military History has approved official change in date of the founding of Army Signal Corps from March 3, 1863, when Congress authorized creation of Signal Corps, to June 21, 1860, when Congress authorized appointment of first signal officer.

Minnesota Electronics Corp., St. Paul, Minn., manufacturer of digital computers and subminiature computer components, has been acquired by Librascope Inc., subsidiary of General Precision Equipment Corp.

CONGRESS will take its first look at TV-radio matters for this session in couple of weeks when Senate Commerce Committee or its new communications subcommittee under Sen. Potter (R-Mich.) invites FCC to the Hill for "orientation meeting." Subcommittee is expected to hold first closed meeting this week. When FCC appears before Senators, commissioners are certain to be questioned closely about proposed multiple ownership rules, political broadcasting, filing fees, "protest" procedures, uhf—virtually every hot issue in the TV-radio field.

First full-dress hearing in communications field probably will be on bill by Sen. Edwin Johnson (D-Colo.) to substitute "nominal" filing fee for FCC's proposed schedule of much stiffer fees (Vol. 10:5, 7). Hearings also may be held on FCC's requested legislation to reduce nuisance value of "protest" section of Communications Act.

On the House side, Rep. Bishop (R-Ill.) introduced the perennial resolution to name special committee to investigate political campaign expenditures, including, of course, TV & radio (H. Res. 439). The House Commerce Committee has been tied up in health legislation since start of session, and there's no telling when it will get around to communications matters. Still pending before House is Hinshaw bill to classify subscription TV as "common carrier" and subject it to rate regulation, limitation of profits, etc.

Rep. Hinshaw (R-Cal.) tells us he has no intention of letting the measure drop, expects committee to hold hearings on it, and may even tack into other communications legislation as a rider. Committee chairman Wolverton (R-N. J.) has said nothing yet about hearings on Hinshaw bill or any other communications legislation.

No similar bill has been introduced in Senate where members appear disinterested in subscription TV legislation, to say the least. Sen. Johnson, who has taken most active part in TV-radio matters, takes wait-&-see attitude on Hinshaw bill, tells us he has no fixed opinion at present—"I'm going to see if the bill gets reported out in the House, and then let nature take its course."

Network service to Albuquerque, N. M.—only pre-freeze city not yet interconnected—will begin Aug. 1. Interconnection was ordered by NBC for KOB-TV and by CBS for KGGM-TV. Interconnected this week to AT&T's nationwide system were WRDW-TV, Augusta, Ga.; WTOG-TV, Savannah, Ga., and WNEM-TV, Bay City, Mich. Slated to be connected Feb. 20 was KTXL-TV, San Angelo, Tex. Private off-air pick-ups were begun recently by KATV, Pine Bluff, Ark (from Little Rock); WKST-TV, New Castle, Pa. (Pittsburgh); WCHA-TV, Chambersburg (Washington, Baltimore); WTVU, Scranton (New York).

Testimonial dinner for Judge Justin Miller, retiring as NARTB chairman (Vol. 10:5), will be held in Washington's Mayflower Hotel Wed. March 31. Tickets are \$20 a plate, with proceeds to be used for appropriate gift. Members of arrangements committee are Frank M. Russell, NBC Washington; Clair R. McCollough, WGAL-TV & WGAL, Lancaster, Pa.; Robert D. Swezey, WDSU-TV & WDSU, New Orleans; Ben Strouse, WWDC, Washington. G. Richard Shafto, WIS-TV & WIS, Columbia, S. C., will preside.

CBS-TV cut summer program discount rate from 30% to 20% this week, disclosing all but 4 sponsors remained with network during last summer and all clients stayed on in 1952, when discount was 35%. CBS offer is made only to sponsors on record 13 weeks prior to summer, and to those guaranteeing 13 weeks sponsorship after summer. NBC-TV's summer discount program last year was 25%, available only to new advertisers.

Four applications for TV stations were filed this week with FCC, all of them superseding applications previously dismissed by same principals. Week's applications were for Oakland, Cal., Ch. 2, by General Teleradio officers Ward D. Ingram & Wm. D. Pabst, General Teleradio retaining option to purchase stock (replacing application for same channel by General Teleradio); for Boston, Ch. 5, by Massachusetts Bay Telecasters (resubmitted); for Jefferson City, Mo., Ch. 13, by KWOS (resubmitted with some ownership changes); for Oak Hill, W. Va., Ch. 4 (allocated to Beckley), by Robert R. Thomas (submitted as substitute for one previously filed for Ch. 4, allocated to Fayetteville). There were 12 dismissals this week, leaving total of 301 applications pending, including 54 uhf. [For further details about these applications, see *TV Addenda 18-G* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and Addenda to date.]

First month of Telemeter pay-as-you-look operation in Palm Springs, Cal. was summarized this week by International Telemeter pres. Carl Leserman: (1) Average coinbox-equipped home put \$10 in box during month. (2) Number of Telemeter homes increased from 71 to 148, while total homes getting community antenna service increased from 512 to 614. (3) Survey indicates 80-90% of set owners want Telemeter. (4) In first month, 25 events were offered, including following movies: *Forever Female*, *The Moon is Blue*, *I Confess*, *Flight to Tangiers*, *All the Brothers Were Valiant*, *Little Boy Lost*, *Shane*, *Fort Bravo*, *Kind Hearts & Coronets*, *High Noon*, *Lady Wants Mink*, *The Quiet Man*, *Stalag 17*, *Bandwagon*, *I*, *The Jury*, *Here Come the Girls*, *You're Killing Me*, *Vice Squad*, *Romon Holiday*, *Come Back Little Sheba*, *The Robinson Story*, *Just For You*.

Ad agencies getting big RCA account were announced by pres. Frank Folsom this week. Three agencies will split account, estimated at \$8-12,000,000 annually, formerly held by J. Walter Thompson. Kenyon & Eckhardt will get lion's share, handle RCA-sponsored home instruments, TV-radio programs and institutional ads. Grey Adv. is retained for all NBC work plus RCA records. Al Paul Lefton, Philadelphia, will work on home appliances and electronic products other than home instruments. Continuing for RCA Communications is Gehrlich Associates, and for RCA financial ads, Albert Frank Guenther Law.

Brig. Gen. David Sarnoff, RCA-NBC chairman, having appeared on CBS-Radio Feb. 14 with CBS chairman Wm. S. Paley and other celebrities in salute to Freeman Gosden & Charles Correll (Amos 'n' Andy), goes on CBS-TV March 12 10:30-11 p.m. for interview in his N. Y. home by Edward R. Murrow (a CBS v.p.) on *Person to Person*.

How to push uhf will be subject of day-long sessions March 1 at Washington's Statler Hotel, under sponsorship of National Citizens Committee for Educational TV. Representatives have been invited from FCC, NARTB, RETMA, networks and Ultra High Frequency Assn. Two-thirds of educational allocations are uhf.

AFM musicians union and 3 TV-radio networks reached agreement Feb. 19 on 10% pay boost to New York staff musicians with no changes in number of musicians to be employed by each network. ABC, CBS & NBC were involved in the negotiations with Local 802.

Proposal to require Washington CAA clearance for all proposed towers higher than 500 ft., backed by Air Force (Vol. 10:7), was deferred for 2 weeks "for further study" by Washington Airspace Subcommittee at Feb. 16 meeting.

Assn. of National Advertisers schedules annual spring meeting at Hot Springs, Va., March 17-19.

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

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with **ELECTRONICS** REPORTS

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CBS SURVEY FIRST WITH VHF-UHF BREAKDOWN: Most authoritative sets-in-use survey available is the CBS-TV report, released this week, which we have reprinted and sent herewith as 12-p. Special Report to all subscribers.

Survey was conducted by A. C. Nielsen Co., based on direct contact with 100,000 families in all 3070 U.S. counties. Study is about as thorough as one could hope for, considering cost and time elements.

Nielsen conducted a 100,000-family survey in May, 1952, which was projected to May, 1953, by NBC and CBS. These projections were reprinted in our TV Factbook No. 17 of July 15, 1953. Current survey supersedes those.

Only drawback of survey -- an unavoidable one -- is that it's dated Nov. 1, 1953. This works to the disadvantage of uhf stations, particularly, because the 4 months since that date have been period of most concentrated uhf production and sales to date. To lesser degree, new vhf stations in brand new markets are also at disadvantage because figures don't reflect set sales of last 4 months.

* * * *

Survey shows 27,506,500 families with TV sets, vhf and uhf -- a 50% penetration of nation's 47,191,500 homes. Uhf total was 1,774,690, a 4% penetration of U.S. homes -- or 7% of all TV sets.

Our own estimate of uhf sets-in-use as of Nov. 7, 1953 (Vol. 9:45) was "over 1,500,000," showing our calculations were conservative. Using same method of estimating, we figure that 2,750,000-3,000,000 current sets-in-use are uhf equipped. This would mean that approximately 6% of U.S. families have uhf sets and that about 9-10% of all TV sets in hands of public can receive uhf today.

We arrive at those figures as follows: RETMA reports 457,267 sets were uhf-equipped at factory in Nov.-Dec.-Jan. Add estimated 100,000 for Feb. and total is 557,000. Figuring 1.5 "field conversions" (external converters and strips) for each set equipped for uhf at factory, we get 835,000 more. Add factory and field figures and total is 1,392,000 uhfs produced since Nov. 1. Experience indicates that about 2/3 of these have been sold -- for net uhf accretion of somewhat under 1,000,000 to be added to the 1,774,690 found by Nielsen on Nov. 1.

Total of 2,750,000-3,000,000 uhf sets-in-use therefore seems a reasonable figure, since we've found our method of calculation to be conservative in past.

Even more important than U.S. totals, however, are individual figures which speak for themselves -- excellent progress in some areas, poor growth in others.

UHFs QUESTION FCC 'POWER' PHILOSOPHY: FCC's thinking about raising uhf power "floor" (Vol. 10:8) was immediately attacked by some uhf broadcasters as "unrealistic", in that it ignores excellent coverage frequently achieved with 1-kw transmitters.

Subject is expected to come to head in couple weeks, when the Commission considers whether to open idea to industry comments by issuing proposed rule-making. Whether proposal will ever be advanced by Commission remains anyone's guess. At the

moment, it's more likely than not. If proposed, there's bound to be vigorous opposition, reducing chances of final adoption.

Whole matter is tied up with fact that many stations have CPs for higher-powered transmitters but have been operating with lower power under special temporary authority (STA) because of amplifier unavailability.

With amplifier delivery dates coming closer, FCC is now debating whether the "era of the STA" is near its end and whether operators should be required either to: (1) install amplifiers to reach power specified in CPs or, (2) get CPs modified for the lower power they're now using -- assuming the lower power meets FCC standards.

FCC has generally been cautious, in granting STAs, not to give them out unless STA power provides minimum signal levels specified in rules. If present minimums are retained, operators' problem won't be difficult. But if minimums are upped beyond capabilities of 1-kw transmitters, many stations will be in the soup.

It comes down to question of judgment -- operators' vs. FCC's. Former feel they're in better position to determine coverage in their specific areas and whether purchase of higher power is economically justifiable. At FCC, it's claimed that the early TV and FM history shows that station operators have a tendency to under-power their facilities -- to their own detriment as well as that of viewers and listeners.

3 NEW STARTERS—2 OF THEM IN DULUTH: Race between 2 vhf grantees in Duluth-Superior ended in photo finish this week, with CBS & NBC affiliates both putting out test patterns from temporary towers and antennas with interim power of about 5-kw ERP. Both stations did their building during bitter Minnesota winter and plan to erect permanent towers when weather improves. They're first competitors for WFTV, which began operation last May on Ch. 38.

Also starting this week was new Schenectady outlet, bringing total stations on air to 370 as of this writing, of which 129 are uhf. But one will be subtracted Sun. Feb. 28, when DuMont's KCTY, Kansas City (Ch. 25) is slated to go off air for keeps (Vol. 10:7). Another half-dozen stations are in our "imminent" file, having given March 1 target dates which appear reasonably firm. The latest starters:

* * * *

WDSM-TV, Duluth-Superior (Ch. 6) began test operations Feb. 23, goes commercial as primary non-interconnected CBS affiliate March 1. It's using 5-kw GE transmitter and 90-ft. interim tower, pending construction of 500-ft. tower as soon as weather permits. It's controlled by Northwest Publications Inc. (Ridder), publisher of Duluth Herald and News-Tribune, which also controls WCCO-TV, Minneapolis and some other newspaper and radio properties. Rodney A. Quick is gen. mgr.; Edwin M. Conrad is production mgr.; Jerry Bauman, chief engineer. Rep is Free & Peters. Station's rates haven't yet been announced.

KDAL-TV, Duluth-Superior (Ch. 3) got on air ahead of target when it turned on test pattern Feb. 19 using interim 5-kw RCA transmitter and temporary 1-bay batwing antenna 106 ft. above ground, begins programming in "2 or 3 weeks" as NBC affiliate. Dalton LeMasurier, principal owner (70%) & gen. mgr., wires: "Many excellent reports -- typical is Ironwood, Mich., more than 100 mi. from Duluth." It plans to increase power to maximum 100 kw with 500-ft. tower late this summer. Odin Ramsland is v.p. & commercial mgr.; Earl Henton, program director; Robert Dettman, v.p. & chief engineer. Base rate is \$250. Rep is Avery-Knodel.

WTRI, Schenectady (Ch. 35) began testing Feb. 21, with gen. mgr. Dick Wheeler reporting "excellent coverage of entire area." It has 12-kw GE transmitter, 500-ft. Blaw-Knox tower atop Mt. Rafinesque, 2 mi. east of Troy. It's 3rd station in the Albany-Schenectady-Troy area, competitors being GE's pre-freeze WRGB, Schenectady (Ch. 6) and WROW-TV, Albany (Ch. 41). New station is owned by Fabian Theater interests (Stanley Warner Corp.) and Col. Harry C. Wilder, founder and ex-owner of Syracuse's WSYR-TV, who operates WTRY, Troy. Paul L. Jacobson is asst. gen. mgr.; Raymond Brown Jr., sales mgr.; Albert Chismark, chief engineer. It's alternate interconnected CBS-TV affiliate. Base rate is \$200. Rep is Headley-Reed.

KCEB, Tulsa (Ch. 23), which began intermittent tests Jan. 28 (Vol. 10:6), started regular test pattern operation Feb. 22, begins programming March 6.

FEW SIZEABLE MARKETS REMAIN UNSERVED: Analysis of new stations possible this year, based on the 208 CPs outstanding, shows that this year's expansion will be mostly in "depth", i.e., more stations in existing TV cities, rather than brand new markets.

Scanning the nation's largest 312 markets and matching them with grantees yet to go on air, we find perhaps 15-20 "new markets" in prospect -- and parts of most of these markets are already served with fair-to-good signals from other areas.

In applying criterion "new," we've chosen as rough rule-of-thumb any market whose major city is 60 mi. or more from the existing TV cities. Excepting markets smaller than the first 312 -- and there are some CPs for those smaller markets -- here are the prospects for rest of year:

There are actually 16 new markets possible if all present grantees get on air this year. But 6 in these markets haven't set any target dates yet, and while other 10 do have 1954 targets, grantees' estimates are frequently over-optimistic.

Total new homes these stations will bring within range of primary TV signals will be considerably smaller than last year -- perhaps 500,000-800,000 households, compared with 2-3 times that in 1953 -- even when we include in our calculations the 4 additional "CP markets" which are 50-60 mi. from nearest TV city.

With so few completely new markets due to open, it can be seen that increase in TV audience and set sales must come from existing markets to far greater extent than last year. Of course, many of last year's markets have long way to go to reach same saturation as pre-freeze markets -- and other factors such as power & height increases will bring more new families into primary signal range, in addition to the constant and growing replacement and second-set market everywhere.

Biggest market 60 mi. or more from a TV city is Beaumont-Port Arthur, Tex., nation's 94th largest market area.

Others in this category, for which CPs are outstanding: Corpus Christi, Tex. (106th largest); Orlando, Fla. (134); Eugene, Ore. (176); Alexandria, La. (205); Cumberland, Md. (207); Watertown, N.Y. (210); Wausau, Wis. (221); La Crosse, Wis. (245); Wilmington, N.C. (254); Jackson, Tenn. (260); Great Falls, Mont. (275); Enid, Okla. (276); Cheyenne, Wyo. (289); Albany, Ga. (297); Rapid City, S.D. (309).

These additional markets are 50-60 mi. from cities with TV: Chattanooga (79); Williamsport, Pa. (191); Kingston, N.Y. (201); Fairmont, W.Va. (237).

HEARINGS TOO SLOW, CHANGES IN WORKS: Though FCC issued 5 CPs and an initial decision this week, progress in hearings has so bogged down that Commission and industry attorneys this week met and agreed that immediate changes should be made. Federal Communications Bar Assn. plans to submit recommendations next week. CPs this week:

Selma, Ala., WBAM (Montgomery, Ala.), Ch. 8; El Dorado, Ark., KVMA (Magnolia, Ark), Ch. 10; Washington, D.C., WOOK, Ch. 50; Rapid City, S.D., Hills Bcstg. Co., Ch. 7; Houston, Houston TV Co., Ch. 13. Initial decision, coming after opposition dropped out, favored grant of Ch. 2 to WUSN, Charleston, S.C.

* * * *

"The new hearing procedures just aren't working," says FCBA pres. Vincent Welch. FCC-industry conference Feb. 26 didn't agree on all reasons why they're not working but it did conclude that immediate action is needed. Principal problems:

(1) Exchange of information. There's no clear-cut procedure whereby attorneys know what information and exhibits to exchange among contestants, and when.

(2) "Points of significant difference" among contestants. Many industry attorneys say this is something they should supply after hearing, not before.

(3) Variations from hearing to hearing. Great differences in opinion among examiners and FCC counsel, regarding procedures, cause many delays.

Attending conference for FCBA were Welch, Wm. Koplovitz, Wm. Dempsey, Henry Fischer, Robert Heald. For FCC: Joseph Kittner, Arthur Scheiner, Robert Rawson.

Among other actions, FCC this week: (1) Dropped its city-by-city processing priorities because it has caught up, can now handle applications as they are filed. (2) Proposed adding Ch. 2 to Havana, Fla., 16 mi. from Tallahassee, and substituting Ch. 68 for Ch. 56 in Petaluma, Cal. (3) Dismissed petition of CP-holder WPRO-TV, Providence, R.I., requesting WNET (Ch. 16) be detained from going on air with STA.

TRANSMITTER shipments continue at modest pace, with 4 reported this week. RCA shipped 10-kw units to WLAC-TV, Nashville (Ch. 5), due on air in spring, to WDEF-TV, Chattanooga (Ch. 12), due in April or May, and to WKBT, La Crosse, Wis. (Ch. 8), with summer target. DuMont Feb. 24 shipped 500-watt transmitter to CFM-TV, Quebec City (Ch. 4), which has May target.

GE reports shipment of 5-bay antenna Feb. 23 to KSAN-TV, San Francisco (Ch. 32), which was sent 1-kw GE transmitter Jan. 22 and gives March 1 as target date. GE has new orders from KALB-TV, Alexandria, La. (Ch. 5) for 5-kw transmitter and 6-bay antenna, and from KPLC-TV, Lake Charles, La. (Ch. 7) for 5-kw transmitter and 12-bay antenna, both to be delivered next month.

General Precision Laboratory reports 1-kw GPL-Continental transmitter is due for shipment next week to WJPB-TV, Fairmont, W. Va. (Ch. 35), to be followed by 1-kw to WQXL-TV, Louisville (Ch. 41) in about 3 weeks. Continental Electronics, Dallas, which makes the transmitters, is slated to have 12-kw uhf unit by late summer, probably using Eimac klystron tube.

RCA was due to ship its second 50-kw amplifier Feb. 27—to WTRF-TV, Wheeling, W. Va. (Ch. 7), which began operation last Oct.

* * * *

In our continuing survey of upcoming new stations, these were the reports received this week:

WISH-TV, Indianapolis (Ch. 8), granted last month, plans to get on air about July 1, has signed affiliation with ABC. RCA equipment has been ordered, contract has been let for transmitter house and negotiations are under way for tower contract. Bolling will be rep.

KQED, San Francisco (Ch. 9, educational) hasn't yet received converted KPIX transmitter because of delay due to defective part, now has promise of March 1, hopes to begin test patterns March 15, according to gen. mgr. James Day. It's buying additional equipment with \$113,724 grant from Fund for Adult Education (Ford Foundation). Tentative May 1 programming target depends on success of fund drives, particularly on reaching \$150,000 goal for gifts and contributions from business firms.

WTTW, Chicago (Ch. 11, educational) hasn't ordered equipment or begun construction, plans tests next fall, programming in Jan., according to Robert L. Foote, secy. of Chicago Educational Television Foundation. Foundation pres. Edward L. Ryerson reported drive for funds had reached 80% of the estimated \$1,100,000 required to build and operate station for 2 years.

WSLI-TV, Jackson, Miss. (Ch. 12) hopes to meet March 15 test target, go commercial March 27, reports TV operations mgr. Owens F. Alexander. It will begin with 214-kw visual power, using 20-kw GE transmitter and 12-bay antenna atop 600-ft. Andrews tower. An interconnected ABC affiliate, it will be third outlet there—WJTV (Ch. 25) having begun in Jan. 1953, WLBT (Ch. 3) last Dec. Hour rate will be \$200. Weed will be rep.

KVAL-TV, Eugene, Ore. (Ch. 13) expects to finish moving into new studio-transmitter building early in March, plans tests about March 15 using 10-kw RCA transmitter and 360-ft. Fisher tower topped by 6-bay antenna, reports gen. mgr. S. W. McCready. It plans April 1 programming, will be NBC affiliate. Base rate will be \$175. Rep will be Hollingbery.

WGTH-TV, Hartford, Conn. (Ch. 18) has GE 12-kw transmitter scheduled for delivery soon, but won't complete construction until this spring, when it hopes to begin transmitting from 300-ft. Lehigh tower, according to gen. mgr. Fred Wagenvoord. Rep not yet chosen.

WBOC-TV, Salisbury, Md. (Ch. 16), with all construction near completion and RCA transmitter scheduled for March 1 delivery, now plans test patterns 1st week in

April, programming April 15, reports v.p.-gen. mgr. Charles J. Truitt. Its 600-ft. Wind Turbine tower, to be topped with 47-ft. RCA antenna, is scheduled to be ready about March 15. It's building own microwave relay, will carry ABC and DuMont programs. Base rate will be \$200. Rep not yet chosen.

KVAN-TV, Vancouver, Wash. (Ch. 21) remains stalemated by lack of equipment and problems concerning location of transmitter across Columbia River in Portland, Ore. (Vol. 10:4), now has tentative April 15 target, reports gen. mgr. Fred F. Chitty. Rep will be Bolling.

WTEV-TV, New Bedford, Mass. (Ch. 28), after finally getting CAA site clearance, began construction of studio-transmitter building Feb. 23 on Bullock Rd., Free-town, about half way between New Bedford and Fall River, writes owner Basil Brewer. He expects to be on the air in 4-6 months with 251-kw visual power using 12-kw transmitter and 650-ft. tower. Rep will be Walker.

WSEE, Erie, Pa. (Ch. 35), with 12-kw GE transmitter due for March 10 delivery and 698-ft. Stainless tower scheduled to be ready by March 31, now has April 15 test target, plans commercial programming April 25, according to gen. mgr. Charles E. Denny. It's signed as primary interconnected CBS affiliate. Rep will be Avery-Knodel. It will be first local competitor for WICU.

WOOK-TV, Washington (Ch. 50), just granted to United Bcstg. Co. Inc., hasn't ordered equipment or finalized construction plans, but plans start early in 1955, reports owner Richard Eaton who also holds CP for WTLF, Baltimore (Ch. 18). United Bcstg. Co. will be rep.

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CHSJ-TV, St. John, N.B. (Ch. 4) has its Canadian GE transmitter, now plans March 8 tests, goes commercial March 22. Its 40-ft. Ajax tower is atop Mt. Champlain, 1200-ft. above av. terrain, 18 mi. from St. John. Church St. studios in St. John will send programs by coaxial to penthouse of Admiral Beatty Hotel where they'll be beamed by microwave to transmitter on Mt. Champlain. It's first TV to get going in the Maritimes. CJCB-TV, Sydney (Ch. 4), is due next July; CBHT, Halifax (Ch. 3), due in Oct. CHSJ-TV's base rate will be \$165. Rep will be All-Canada Television.

PROFITABLE WOOD-TV, Grand Rapids, in particular—and TV station finances in general—are subject of 6-p. story in Feb. 20 *Business Week*, complete with station's balance sheet for fiscal 1953. Article details philosophy of intensive local programming ("names make news") practiced by Harry M. Bitner Jr.—whose picture is on magazine's cover—since he and his father took over station (then WLAV-TV) from Leonard A. Versluis for \$1,365,000 in 1951 (Vol. 7:19, 38). Bitners also have controlling interest in WFBM-TV & WFBM, Indianapolis, as well as AM stations in Flint, Mich. & Evansville, Ind. and radio WOOD.

WOOD-TV's net profit before taxes jumped 150% from \$137,353 in fiscal year ended Nov. 30, 1952 to \$491,418 in fiscal 1953, while total revenues increased 36%, article states. Fiscal 1953 operating profit was \$525,066, before deduction of interest and other charges. Station's revenues for year, as reported by *Business Week*: Local \$269,045; national \$576,214; network \$482,917; other revenues (including talent & rehearsal charges) \$72,228; total operating revenues \$1,400,404; less \$46,342 for doubtful accounts; net operating revenues \$1,354,062.

Operating expenses: Program & studio \$230,416; technical \$244,610; selling \$104,570; administrative & general \$121,677; occupancy \$127,722; total \$823,996. Total investment in station is \$1,967,000, including new transmitter (for April delivery), tower & antenna at \$602,000. New studio-office building will add \$300,000-350,000.

Personal Notes: Hugh B. Terry, pres. & gen. mgr. of KLZ-TV & KLZ, Denver, discharged from hospital after 6-week illness, due to return to desk in mid-March . . . Leslie Harris, ex-v.p. & partner in film producers Bernard L. Schubert Inc. (*Mr. & Mrs. North, Topper, Gangbusters*), named to new post of v.p. & gen. mgr. of CBS-TV Film Sales; he's onetime Colgate-Palmolive Co. TV-radio director and NBC national radio program director . . . Henry M. Solomon, ex-finance mgr. of WRGB, Schenectady, named mgr. of upcoming WTEV-TV, New Bedford, Mass., due in summer . . . Gordon Williamson, ex-Belmont Ver Standig Adv., Washington, named gen. mgr. of WISE-TV, Asheville, N. C. . . . Loren B. Stone, ex-gen. mgr. of KBRO (AM), Bremerton, Wash., named mgr. of educational KUOW-TV, Seattle, aiming for fall start . . . Gen. David Sarnoff, RCA chairman, to be presented annual humanitarian award of Philadelphia's Golden Slipper Square Club at banquet in Bellevue-Stratford March 3 . . . J. English Smith, ex-Music Corp. of America, named business mgr. of ABC-TV services dept.; Alfred R. Schneider appointed asst. to James A. Stabile, director of ABC-TV's new business affairs dept. . . . John Rossiter resigns as gen. mgr. of WJTV, Jackson, Miss., to become gen. mgr. of upcoming KBMT, Beaumont, due in spring . . . Robert Mayo, ex-sales director of WOR-TV & WOR, joins CBS-TV sales dept., replacing Herbert Hobler, now gen. sales mgr. of Teleprompter . . . Orville Neely promoted to chief engineer of WDAN-TV, Danville, Ill. . . . Col. R. P. Landry named Canadian Broadcasting Corp.

controller of administration, succeeded as CBC Quebec province director by Aurele Seguin, Quebec program director . . . Alice O'Hare, ex-DuMont Network, named program mgr. of WGLV-TV, Easton, Pa.; Pete Gallagher, ex-WCAU-TV, Philadelphia, named production mgr. . . . Richard Ross named news director of KING-TV, Seattle, succeeding Charles Herring, now with CBS-TV Hollywood . . . Frank Beazley named sales mgr. of Bakersfield's KBAK-TV, formerly KAFY-TV . . . Wm. P. Geary promoted to sales mgr. of WMGT, Adams-Pittsfield, Mass. . . . Mario E. Svacina promoted to film editor of WTRI, Schenectady . . . Henry Boren named merchandising director of KSL-TV, Salt Lake City . . . Barbara B. Whigham named sales promotion director of WJHP-TV & WJHP, Jacksonville . . . Steven Briggs, ex-WTTV, Bloomington, Ind., named production mgr. of grantee WISH-TV, Indianapolis . . . Burt Champion named Paramount Pictures' TV-radio promotion director . . . Al Larson named commercial mgr. of KPHO-TV, Howard Stalnaker commercial mgr. of KPHO, Phoenix . . . Edwin A. Wilhelm joins Maxon TV-radio dept. in charge of Gillette account . . . Philip A. Melillo promoted to production mgr. of WMAL-TV, Washington, replacing David M. Davis, resigned.

Wilfred S. Roberts, 47, chief TV-radio producer-director of Benton & Bowles (*Red Buttons Show, The Doctor*) and onetime NBC national production mgr., died Feb. 24 in N. Y. after brief illness.

VALUE OF COMMUNITY ANTENNA systems was further enhanced this week with disclosure of first sale of a system—purchase of TV Cable Corp. of Schuylkill Haven, Pa. by Pottsville Trans-Video Corp. Selling price of highly successful system, which has 1100 subscribers, wasn't disclosed.

Pottsville group is headed by Martin F. Malarkey Jr., pres. of National Community TV Assn. Schuylkill Haven company had 7 stockholders, with Amos M. Strause pres. and Wm. J. Calsam mgr.

Meanwhile, community activity continues briskly on several fronts:

(1) System in Casper, Wyo., the first to be fed by phone company microwave, is adding connections at rapid rate, hopes before long to reach break-even point despite \$7800 monthly cost of 122-mi. microwave service.

(2) Entire community industry awaits FCC action on microwave application of J. E. Belknap & Associates, Poplar Bluff, Mo., anticipates that favorable decision will spark accelerated expansion of systems.

(3) Latest system in operation is Muscle Shoals TV Cable Corp., serving Florence, Sheffield & Tuscumbia, Ala. System is joint undertaking of Jerrold Electronics Co. and investment houses Fox, Wells & Co. and Goldman, Sachs & Co. According to Jerrold pres. Milton Shapp, population of 68,000 in area offers potential for largest system in country. Same group has taken over system in Bluefield, W. Va., is reconstructing with new equipment.

(4) National Community TV Assn. board meets in New York's Park-Sheraton Hotel March 2, primarily to plan for annual convention, this time expanded to 3 days—June 14-16 in same hotel.

(5) One of most rugged installations of all, antenna atop 13,777-ft. Mt. McNamee, serving molybdenum miners in Climax, Colo., is subject of feature article in Feb. 18 *Retailing Daily*.

Media and industries which "compete" with TV are generally stronger than ever—despite early prophesies of doom. That's gist of 5th annual report of Jerry N. Jordan of N. W. Ayer & Son ad agency for RETMA sports committee. It's continuation of research done by Jordan at Princeton and at U of Pennsylvania, in which he stressed "novelty theory"—that TV's harm to competing media slackens off after novelty of set ownership has worn off. In new report, he points out more than half of U. S. families now own TV, and nationally TV passed out of novelty stage in 1953. "Nearly every industry it was supposed to hurt turned upward in income, attendance or sales—many reaching their all-time peak," he concludes, adding that newspapers, magazines, radio, books, concerts, track & harness racing and professional football had the best years in their history, and motion pictures, college football and basketball were "climbing again after a temporary decline." Baseball attendance dropped, but income by sports as whole approximated 1949's all-time peak. Using statistics and figures, report says increase in time and labor-saving devices since World War II has created more leisure time for recreation and that forward-looking leaders of recreation industry have learned to live with and profit by TV. Copies of 26-p. survey, *TV's Novelty Is Over—What Can You Expect Now?*, are available from RETMA.

Now in receivership under state bankruptcy laws, KMPT, Oklahoma City (Ch.19) "looks like it will keep going and probably pay out what it owes," according to Byrne Ross, former pres. & gen. mgr. of KMPT, and sole owner of Oklahoma City's radio KLPR. The DuMont affiliate, plagued with technical troubles after it went on air last Nov., lists more than \$250,000 in outstanding debts. Court named local attorney Everett Cotter receiver, gave him until April 12 to submit reorganization plan while station continues operation. Ross owns 4.5% of KMPT, but resigned from management about month ago after dispute with board of directors on policy matters—particularly beer & wine advertising, which he opposes—after which most other top staffers quit. Station has 70 stockholders, largest being R. Lewis Barton (11.26%), who succeeded Ross as pres.

Revised AM conductivity map, first change in 12 years, was approved and issued by FCC this week. Small map accompanies decision (Notice 54-263); large map may be bought from Govt. Printing Office (\$3.50) after March 15.

Station Accounts: Banks' use of TV will increase this year over 1953, when number using TV more than doubled 1952 rate and was 7 times larger than 1950, according to annual survey by American Bankers Assn., 12 East 36th St., New York. Survey of 14,130 commercial banks shows they plan to increase all types of ads this year to total of \$68,000,000, or \$7,000,000 more than in 1953. On debit side, however, majority of banks rated TV tenth among media in effectiveness (newspapers led), but replied they planned to increase TV use nonetheless. Just this week, 10 savings banks in Brooklyn and Queens signed to sponsor *Happy Felton's Knot Hole Gang* on WOR-TV preceding Brooklyn Dodgers baseball games, thru Muir & Co. . . . Apropos of banks & TV, Robert H. Cole, U of Illinois, has released new report, *How Banks Use TV Advertising*, listing reactions (mostly favorable) from 163 banks as of last Aug. . . . Eversharp Inc. to sponsor filmed *Eversharp Theatre* in 50 markets beginning March 1, thru Biow . . . California Car Co. to sponsor *Danger on the Air* on 14-station CBS-TV Pacific Network starting Feb. 28, Sun. 10:30-11:30 a.m., thru M. S. Scott & Assoc., Los Angeles . . . Dixie Cup, old network sponsor, moves into station purchases, buying *Cowboy G-Men* in 18 markets, with option on 6 more, thru Hicks & Greist . . . Gobel Brewing Co. and Speedway Petroleum Corp. to sponsor 42

Detroit Tigers games on WJBK-TV & WJBK, former thru Brooke, Smith, French & Dorrance, latter thru W. B. Doner Co. . . . American Maize Co. (Amazo puddings) sponsors *Adventures of Blinky* on KNXT, Los Angeles, Mon.-thru-Fri. 4:15-4:30 p.m., thru Kenyon & Eckhardt . . . Roma Wines buys *Duffy's Tavern* for 26 weeks on KTLA, Los Angeles, Tue. 10-10:30 p.m., thru Foote, Cone & Belding . . . Wine Institute, San Francisco, plans \$500,000 national campaign, including use of TV, beginning March 16, thru J. Walter Thompson . . . Cereal Institute to use TV-radio to promote Cereal and Milk Festival first week in May . . . J. J. Little & Ives Co. uses TV-radio to introduce 20th Century Encyclopedia to N. Y. market, thru Wexton Co. . . . Among other advertisers reported using or preparing to use TV: TreeSweet Products Co., Santa Ana, Cal. (frozen orange juice), thru BBDO, Los Angeles; Helen Pessl Inc. (Little Lady cosmetics), thru Keystone Adv., N. Y.; Standard Unbreakable Watch Crystal Co., N. Y. (Rocketty Cylinder unbreakable crystals), thru Friend-Reiss-McGlone, N. Y.; Jasco Aluminum Products Corp., New Hyde Park, N. Y. (aluminum storm windows & doors), thru A. M. Snider Co., N. Y.; Rolon Tire Chain Co., Denver, Colo. (Rolon tire chains), thru Wayne Welch Inc., Denver; McClelland's, Tacoma, Wash. (Formula "B" deodorant cleaner), thru Gardner-Jacobson Inc., Tacoma.

Network Accounts: First ten sponsors for NBC-TV's *Home series* (Vol. 10:7) which debuts March 1, 11 a.m.-noon, were signed this week for 228 participations, representing gross time-&-talent value of \$1,500,000. Sponsors: Aluminum Co. of America, thru Fuller & Smith & Ross; Sunbeam Corp. (electrical appliances), thru Perrin-Paus Co., Chicago; Pepperell Mfg. Co., Boston (linens), thru Benton & Bowles; General Mills (Betty Crocker cake mix), thru BBDO; Helena Rubinstein, thru Hewitt, Ogilvie, Benson & Mather; James Lees & Sons (carpets), thru D'Arcy; American Greeting Card Co., Cleveland, thru Fuller & Smith & Ross; Avoset Corp., Los Angeles (Qwip whipped cream), thru Fletcher D. Richards; Dow Corning Corp., Midland, Mich. (Silicon water repellent), thru Anderson & Cairns. Tenth was identified by NBC merely as "leading manufacturer of major kitchen appliances" . . . CBS-TV's 7-9 a.m. *Morning Show*, which debuts March 15 (Vol. 10:8) reportedly signed Renuzit (spot remover), thru Feigenbaum & Werman, Philadelphia; Old Dutch Cleanser, thru Grant Adv.; Monsanto Chemical Co. (All detergent), thru Gardner Adv., St. Louis . . . Ford Motor Co. sponsors New Orleans Mardi Gras March 2 on NBC-TV in 3 segments: Rex parade 11:45 a.m.-12:30 p.m., Comus parade 9:30-10 p.m., Rex ball midnight-12:30 a.m., thru J. Walter Thompson . . . Plymouth Motors buys *That's My Boy*, replacing *Medallion Theatre* on CBS-TV starting April 10, Sat. 10-10:30 p.m., thru N. W. Ayer . . . Post cereals to sponsor *Portia Faces Life* on CBS-TV starting April 5, Mon.-thru-Fri. 1:15-1:30 p.m., thru Young & Rubicam . . . Nash-Kelvinator to be alt.-week sponsor (with Block Drug Co.) of *Danger* on CBS-TV starting March 16, Tue. 10-10:30 p.m., thru Geyer . . . Philip Morris sponsors *Public Defender* in place of *Philip Morris Theatre* on CBS-TV starting March 11, Thu. 10-10:30 p.m., thru Biow . . . General Foods Corp. (Instant Jello) buys Wed. 3:30-3:45 p.m. portion of *Bob Crosby Show* on CBS-TV starting March 3, Mon.-thru-Fri. 3:30-4, thru Young & Rubicam . . . Lucky Strike to sponsor *Jcak Benny Show* on alt. weeks, rather than every 3 weeks as now, on CBS-TV beginning in fall, 7:30-8 p.m., thru BBDO . . . Snow Crop (frozen foods) drops Mon.-Wed.-Fri. 10:15-10:30 a.m. sponsorship of *Arthur Godfrey Time* on CBS-TV . . . ABC-TV starts sustainer *It's About Time* March 4 Thu. 8-8:30 p.m. as replacement for *Quick as a Flash*.

OF THE MANY station sales known to be cooking, only TV deal to come to fruition this week was purchase of KFOR-TV, Lincoln, Neb. (Ch. 10) for \$300,000 by Fetzer Broadcasting Co. (Mr. and Mrs. John E. Fetzer), which last summer bought Lincoln's other station, KOLN-TV (Ch. 12) with KOLN-AM in "distress sale" for \$145,000 cash, assuming \$500,000 in liabilities (Vol. 9:30). New sale includes KFOR-TV's equipment, no real estate.

Seller of KFOR-TV was James Stuart, who announced he intends to continue operation of radio KFOR. In application to FCC for transfer filed this week, Fetzer also asked approval of plan to move KFOR-TV to KOLN-TV transmitter site. He intends to transfer KOLN-TV call letters to the newly purchased station and "make appropriate disposition of Ch.12." Spokesman for Fetzer interests told us: "At the moment, there has been no decision as to how to dispose of it. If we can't find a buyer in the required time, we'll have to surrender the CP." Fetzer told FCC the transfer would enable station to get network programs that otherwise would be unavailable to KOLN-TV. Fetzers also own WKZO-TV & WKZO, Kalamazoo, Mich. and WJEF, Grand Rapids and 33½% of WMBD, Peoria. KFOR-TV, an ABC affiliate, began operation last May; DuMont-affiliated KOLN-TV started in Feb. 1953.

TV played a part in some AM sales consummated this week. Gene O'Fallon's pioneer radio KFEL (5-kw on 560-kc, MBS) was sold this week to A. L. Glasmann, owner of KLO, Ogden, Utah and head of Inter Mountain Network, for sum in neighborhood of \$300,000. O'Fallon organized KFEL in 1922, sold it to allow himself and associates "to devote full time to operation of KFEL-TV [Ch.2]." O'Fallon also retains KFEL-FM.

In what is probably biggest radio-only sale deal now cooking, Wm. Cherry interests are expected to sell independent WNEW, New York—reputedly one of most profitable AMs in country—to group including Richard D. Buckley, ex-pres. of John Blair & Co. (station rep), Washington attorney Horace Lohnes and Harry Playford, St. Petersburg banker and presently a WNEW stockholder, at a price in excess of \$2,000,000.

WKTY, La Crosse, Wis. (1-kw on 580-kc, MBS) was sold this week by *La Crosse Tribune* to Herbert H. Lee, gen. mgr. & partner in KDHI, Faribault, Minn., for \$100,000, leaving *Tribune* free to purchase 41% of stock in upcoming WKBT (Ch. 8) and radio WKBH, La Crosse.

COST OF COLOR programming is still far from nailed down, but NBC pres. Pat Weaver this week gave first inkling of what they might be by saying that production costs—exclusive of such costs as talent—look as if they'll run 20-25% more than black-&-white. Since this excludes cable costs and a few others, over-all figure is still hazy, probably won't be nailed down firmly for several months. But the 20-25% increase in "below-the-line" production costs may stand.

Weaver also said that some completely different kinds of programs are planned for color. He wouldn't elaborate, but they're expected to start this fall.

Barry Wood, wide-awake chief of NBC's "color corps," in recent series of speeches on color also hinted at new departures in color programming—wherein producers can build entire programs with color in mind from beginning, rather than "converting" existing shows to color.

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This was "color evaluation week" on part of *New York Herald Tribune* Syndicate's John Crosby and *New York Times'* Jack Gould, two newsmen with color sets. Crosby was much taken with Feb. 23 *Armstrong Circle Theatre* featuring opera singer Jarmila Novotna. "In black-&-white," he said, "this would have been a rather ordinary half hour. In color, it was a memorable experience." He went on:

"There's always been a question in my mind whether color would help or hinder an ordinary play. There are some plays, much as there are some movies, that had best remain in black-&-white, whose dramatic impact is heightened by the austerity of black-&-white. But there's almost nothing else, even John Cameron Swayze, which isn't improved a little bit by color."

Critic Jack Gould is harder to please. His conclusion: "Once color is accepted, the familiar criterion prevails: Is it a good show? Not: Is it in color?"

He couldn't see that color added much to Fred Allen, Swayze, *Meet the Press*, or *Howdy Doody*, nor did he think it improved "corny" *Circle Theatre* script, but he concluded that it added tremendously to opera *Amahl and the Night Visitors* and *Hit Parade*. And he noted that color is mighty flattering to women (Vol. 10:8). "Jinx Falkenburg," he said, "demonstrated that color is going to have vital meaning for the ladies. With color, fashions at long last come alive in TV. The same goes for fabrics, curtains, etc. And, perhaps most pertinently, for food."

Gould is also powerfully impressed by color commercials, saying: "The advertisers are going to be the chief beneficiaries of color TV. Every product seen thus far has been infinitely more attractive in color than in monochrome. Color makes for true product identification in a way all the words of an announcer cannot equal."

From an entirely different approach comes another evaluation of color commercials. Kenneth Bache, writing in Feb. 26 *Retailing Daily*, reports his reactions to seeing Armstrong floor-covering commercials:

"In color TV, the floor coverings industry—and conceivably the entire home furnishings industry—will have a selling medium contrasting almost as sharply with black-&-white TV as the latter does with radio today . . .

"In the floor coverings field particularly, it has long been recognized and scientifically substantiated that color is a primary factor in the consumer's buying decision. The same thing applies, to a large degree, in such related merchandise as draperies, furniture, lamps, china and decorative accessories."

Color Trends & Briefs: Color clinics for servicemen and dealers are getting unprecedented attendance. After reading our report on Washington example (Vol. 10:8), Jack Swift, Hoffman Sales Corp., Kansas City, writes:

"I have never seen anything like the jam they have here, getting heavier each week since we began Feb. 9. Tonight there are 580 men packed into the factory display room, each hovering attentively over every word as David Doss gives them a detailed lecture, with illustrations and demonstrations on a Hoffman color receiver. About 100 others were turned away.

"We will repeat this class, the second lesson of the 13-week course, Thursday night and will have, as we did last week, a different group of 500-600 in here. In addition, more than 1000 other dealers and technicians of all brand affiliations have written asking to be put on the mailing list to receive the correspondence course that Doss is writing and mailing out to these as well as to everyone who attends the school."

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First manufacturer to break with ads offering color sets will be Westinghouse, with nearly full pages in *New York Times* and *Herald Tribune* next week. Selling for \$1295, sets will be 15-in. mahogany full-door consoles, with "immediate delivery" stressed. Ads will include list of dealers carrying sets—46 in New York, 14 in New Jersey. Westinghouse now has color production line running at Metuchen, N. J. plant, will show it to press March 9.

Color slide scanner of WMAR-TV, Baltimore, is being put to good use. It has produced its first commercial—beer slide before CBS's weekly Fri. 5:30-6 program. Station also carries short still "documentaries," such as slides taken by Annapolis midshipmen during South American cruise. Another set of color slides will be shot by WMAR-TV cameraman at Baltimore Orioles spring training in Yuma, Ariz.

Move to revitalize UHF TV Assn. has been initiated by group's counsel Wm. A. Roberts. In letter to all association members he proposed New York meeting of uhf telecasters, grantees and networks in late March with these objectives: (1) Reconsideration of groups purpose & objectives. (2) Election of permanent officers. (3) Adoption of plans to finance organization. (4) "The necessity for legislative assistance." (5) "The development of a comprehensive petition to the FCC seeking a revision of its policies with respect to uhf." Association has been inactive since Feb. 1, when its funds were exhausted. Group's pres. Lou Poller, principal owner & gen. mgr. of WCAN-TV, Milwaukee (Ch. 25), this week wrote Sen. Johnson (D-Colo.) urging Congress to impose "'little freeze' to take effect immediately in all markets where uhf is in operation and vhf applications are pending." Writing on own behalf and not for UHF Assn., he said "it would be hopeless to reason with FCC along these lines."

Patrick Campbell, TV producer and former Don Lee-Mutual v.p., named radio-TV officer of U. S. overseas information program for Europe, with specific task of concentrating on wider use of TV in Western Europe. Appointment was made by United States Information Agency, headed by Theodore C. Streibert, ex-pres. of WOR-TV & WOR and ex-MBS chairman.

Voice of Democracy contest, one of industry's best cooperative efforts, climaxed this week with presentation in Washington of awards to the 4 students who wrote best scripts on subject "I Speak for Democracy." More than 1,000,000 students participated this year in the contest sponsored by NARTB, RETMA and U. S. Junior Chamber of Commerce.

RCA's fourth seminar for station engineers, et al., was conducted at Camden this week with record 114 attendance—22 from NBC, 15 CBS, 18 WCAU-TV, Philadelphia, 7 AT&T, 2 CBC, majority from individual stations.

PREDICTIONS ON COLOR FOR NEXT 5 YEARS: Just how large color bulks in coming 5 years is underscored in March Fortune Magazine article, "Upheaval in Home Goods," based on new survey for Fortune by consulting economists Boni, Watkins, Mounteer & Co. Inc., 36 Wall St., New York. Prepared by executive v.p. Dr. A. R. Oxenfeldt, report predicts 18,000,000 color sets in use by end of 1959, or one out of every 3 in use at that time. Year-by-year breakdown:

About 1,000,000 color sets will be sold at retail in 1955, at average price of \$700; 2,500,000 at \$540 in 1956; 4,000,000 at \$450 in 1957; 5,300,000 at \$400 in 1958; 5,000,000 at \$350 in 1959. About 200,000 sets will be turned out this year, report forecasts, but doesn't say how many will be sold.

Sales of black-&-white sets will gradually decline during 5-year period until they total about 1,000,000 units a year, at average retail price of \$200 in 1959, report says. But the total of combined color and monochrome sales during 5 years will be "well over \$2 billion annually."

Some 53,000,000 sets will be in use by 1959, report forecasts, not taking into consideration any widespread development of 2-set market (it predicts fewer than 6,000,000 families will own both color and black-&-white by 1959).

An earlier forecast by same firm (Vol. 9:30) estimated 50,000 color set sales in 1954; 800,000 in 1955; 1,600,000 in 1956; 3,500,000 in 1957. Same report foresaw sales of 7,000,000 TVs in 1954, 7,510,000 in 1955, 7,410,000 in 1956, 7,950,000 in 1957, modifying that to predict 5,250,000 in 1954 if a "moderate recession" occurs.

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Possibility of modest production increases in next 4 months is foreseen by all major manufacturers in wake of RETMA statistics showing nearly 750,000 TVs sold at retail during Jan. (compared to 640,000 last Jan.) and continued good business in Feb. Admiral, RCA, Philco and Motorola spokesmen all said they felt confident they could boost output. How much production would be increased they wouldn't say, but all agreed they wouldn't "go overboard" and repeat overproduction errors of past.

Production for year through Feb. 19 stood at about 745,000, with inventories at about 1,700,000 at all levels on that date. One highly-placed industry research expert pointed out that sales from factory to distributor during that period exceeded production, stressing need for higher output. He predicted some 500,000 TVs would be sold at retail in Feb. and that retail sales in first quarter would exceed the 1,800,000 sold in first quarter of 1953.

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Some chance of small price increases might also be forthcoming if business continues good, same sources hinted. To a man, they agree nobody's making money at current low prices (\$140 and up for 17-in., \$180 for 21-in.) and fear is that small manufacturers lacking diversification will be forced out of business by price cuts.

Motorola's Robert W. Galvin let out some hints on prices this week, telling Bureau of Home Appliances in San Diego that industry's profit is low or non-existent and must be "dealt with constructively" in months ahead. He added "there is not room enough for us to operate" within the present price structure.

Turning to color, Galvin predicted not more than 100,000 color sets will be produced this year out of some 5,500,000 total, with 19-in. tube making debut within 6 months. And he said color would entail new merchandising problems, declaring:

"Color is harder to work with than black-&-white; service costs are substantially greater, and those willing to pioneer it will be obliged to invest more money since it will take more capital to sell color. Your turnover will be less because the price will be high and there will be some sales resistance. But color is going to be worth the profits it will bring."

TV production totaled 110,544 week ended Feb. 19, compared to 107,702 preceding week and 107,853 week ended Feb. 5. Radio output declined for 8th straight week, totaling 173,833, compared to 190,207 week ended Feb. 12 and 192,523 week before.

RETMA revised Jan. production total this week to 420,571, of which 120,299 were uhf-equipped at factory. It compared with Jan. 1953 output of 719,234. Radio output in Jan. was revised to 871,981 vs. 1,093,142 year ago.

Trade Personals: Dr. Ralph Bown, research v.p. of Bell Labs, named v.p. in charge of long-range planning; he's succeeded by Dr. James B. Fisk, director of physical science research . . . Richard L. Beam promoted to Hazeltine asst. v.p., reporting to engineering v.p. Orville M. Dunning . . . Frank Folsom, RCA president, named to special task force on govt. procurement by Herbert Hoover's Commission on Organization of Executive Branch . . . Lewis Gordon, ex-Sylvania and chairman of RETMA radio tube committee, named pres. of newly-formed CBS International, to handle export sales of CBS manufacturing divs. (CBS-Columbia, CBS-Hytron, Columbia Records) . . . Ernest A. Marx, DuMont international div. director, left this week on inspection tour of DuMont TV installations in Caribbean . . . Alfred A. Medica, ex-asst. adv. mgr., promoted to Admiral sales mgr. of national accounts . . . George T. Sotel named treas. of Sonotone Corp., Elmsford, N. Y. (electronic components) . . . James R. Ireland named assistant director of research, Indiana Steel Products Co., Valparaiso, Ind.; James G. Richmond named asst. mgr. of manufacturing div. . . Anthony Dillon, ex-eastern sales mgr., named CBS-Columbia midwestern sales mgr. . . C. E. Reiner named field sales mgr. of Philco's newly-acquired Dexter div. (laundry equipment) . . . John Bullock, ex-Zenith Radio, named sales mgr. of high-fidelity div., Mitchell Mfg. Co. . . John Angel, ex-sales promotion mgr. of Westinghouse TV-radio div., Chicago, named special asst. to sales mgr. R. L. Sandefur . . . R. J. McDonald named Westinghouse eastern sales mgr. for major appliances; M. E. Lanning southeastern; W. A. Douglass central; R. C. Walker northwestern; R. C. Dunson southwestern; W. T. Baker Pacific coast . . . John E. Nelson, ex-product mgr. of industrial & transmitting tubes, named central regional sales mgr. for GE equipment tubes, headquartering in Chicago . . . Albert C. Bourget named to new post of southern district mgr. of GE replacement tube sales, Wm. B. Every remains northern district mgr. . . Wm. L. Cunningham, ex-Bendix Radio, named midwestern sales mgr. of Hammarlund Mfg. Co. (communications equipment). . . Charles P. Carroll promoted to Hallicrafters' director of engineering, succeeding Harold Adler, resigned . . . Leo G. Sands, ex-Bogue Electric Mfg. Co., named administrator of new RCA railway communications equipment sales dept. . . Harold N. Beveridge named mgr. of Raytheon equipment div. operations, Chicago.

RETMA's special committee on spurious radiation, authorized last week to develop industry program for voluntary suppression of TV receiver radiation (Vol. 10:8)—which it will present to FCC for approval—will be headed by GE's Dr. W. R. G. Baker, director of RETMA's engineering dept. Other members named by RETMA chairman Robert C. Sprague: A. Blumenkrantz, General Instrument Co.; K. A. Chittick, RCA Victor; Leonard F. Cramer, Avco (Crosley); T. T. Goldsmith Jr., DuMont; H. L. Hoffman, Hoffman Radio; A. V. Loughren, Hazeltine; David B. Smith, Philco. Committee will hold first meeting in New York March 3.

Radar Electronics Inc., 229 West 28th St., N. Y., formerly Video Corp. of America, filed Chapter XI petition this week in N. Y. Federal Court, listing assets of \$207,325, liabilities of \$199,381. Plan offers creditors settlement of 20%, payable 5% cash and balance in installments.

Shakeup in CBS manufacturing divs. continued this week with appointment of Admiral adv. v.p. Seymour Mintz as president of CBS-Columbia, succeeding David Cogan, who resigned from CBS-Columbia and as v.p. of CBS but remains on board and retains his 5236 Class A and 5236 B holdings in parent company. It followed by only 3 weeks elevation of Charles F. Stromeyer to presidency of CBS-Hytron, succeeding Bruce A. Coffin, and at same time Lloyd Coffin retired as treas., both retaining their holdings (Vol. 10:6). Cogan, who headed Air King Products Co., and Coffin brothers, who headed Hytron, obtained their board seats and holdings when CBS purchased both companies in 1951. Declining comment, Cogan said only that he would take extended vacation and then planned to re-enter some phase of electronics business, in which case he would be forced to dispose of CBS stock. Mintz, who joined Admiral in 1944, will be succeeded by Edmond I. Eger, who has handled Admiral account almost from company's inception 20 years ago, most recently as v.p. of Russel M. Seeds Co., Chicago. For 25 years he operated his own agency, Cruttenden & Eger, Chicago.

Westinghouse organized credit subsidiary capitalized at \$10,000,000 this week to provide additional financial assistance to dealers to "meet stiffer competition," with first office due to open in April to serve Pennsylvania, Ohio, West Virginia, Kentucky, Michigan, Indiana, New York & Maryland. New organization will supplement 6-year-old Westinghouse equity plan under which some 4500 banks provide local financing, announced pres. Gwylim A. Price. He said goals of new organization were to help dealers market new consumer products, including TV-radio, and increase sales of established lines, explaining: "It is expected to achieve these goals by making maximum credit available to dealers, by offering financing for installment buying sufficiently flexible to meet varying economic conditions, and by providing financial aid for special promotions where such aid is not now available." Philco last month set up similar financing subsidiary for its dealers (Vol. 10:4).

RETMA lists 28,468,818 TVs shipped to dealers from 1946 through 1953 in special cumulative state-by-state and county-by-county tabulation released this week. Total doesn't include 45,308 TVs shipped to Hawaii and 2330 to Alaska last year, first time those territories took any sets. Over 62% of shipments went to 6 states: New York, 4,100,448; Pennsylvania, 2,647,072; California, 2,611,984; Ohio, 2,236,969; Illinois, 2,048,620; New Jersey, 1,462,698; Michigan, 1,386,542; Massachusetts, 1,257,588.

Radio shipments to dealers (excluding auto radios) totaled 7,243,073 last year, up from 7,066,794 in 1952, according to state-by-state and county-by-county report released this week and available from RETMA on request. Shipments in 1951 were 7,588,810.

Sylvania TV plant at Batavia, N. Y. (Ned Maradino, mgr.), which company claims to be world's largest factory devoted exclusively to TV production (400,000-sq. ft. of floor space), starts operation March 22. Buffalo plant will continue to turn out TVs and radios. Also this week, Sylvania announced purchase of 12-acre tract at Dunnville, Ont., where TV factory will be built, with set production due to begin in August.

Topics & Trends of TV Trade: TV industry's emphasis on table models has one group of manufacturers rubbing their hands in glee—the TV table makers, who foresee a 20% increase in dollar sales volume this year over 1953, when \$50,000,000 worth of tables were sold at retail, including those used basically for TV (without tops) and so-called dual-purpose wood tables, which can be used for TV and other purposes.

Featuring ads declaring "every table model has to have a table," manufacturers are going after TV business this year as never before. Two of biggest in field are Universal Co., High Point, N. C. (Murray Abeles and C. A. Troutman, partners) and National Teletable Corp., New York (C. A. Clinton, pres.). Clinton said Jan. business in industry was about 20% over year ago.

Trend in TV tables has been shifting to wrought iron, in keeping with increased purchases of wrought iron living room furniture. They sell for about \$6 and up.

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Citing RCA practice of non-discrimination in hiring and promotions since 1919, pres. Frank M. Folsom this week testified before Senate Labor Subcommittee in support of bill for national Fair Employment Practices Committee. He said: "From the standpoint of good business, it is worth re-emphasizing that the policy of hiring people for what they can do, rather than for who they may happen to be, is hardly sentimental indulgence. The products manufactured for competitive trade are as good as the manpower that makes them, and the consumer is not concerned about whether the hands that made an item are black or white, or whether the maker goes to one church or another."

Canadian Westinghouse moves TV-radio div. from Hamilton to Brantford, Ont. in May, will occupy 130,000-sq. ft. plant leased from Behr-Manning Ltd. for TV-radio output. Spokesman said move was designed to improve production efficiency. Hamilton plants will be used for electronics and defense production projects. No changes in executive staff will be made, according to pres. H. H. Rogge.

RCA cut price of its basic industrial TV unit ITV-5A from about \$5000 to \$3985. Price includes camera, vidicon tube, combination control monitor & power supply unit and RCA installation supervision. RCA said reduction was made possible by increased sales volume and more efficient manufacturing procedures.

Fighting "bootleg" label, National Assn. of Discount Merchants was formed last week in N. Y., with offices at 551 Fifth Ave., with avowed purposes of counteracting unfavorable publicity and acting as clearing house for information on legislative actions affecting discount houses. At first meeting it set as first goal adoption of code of ethics for discount merchants.

High Fidelity Institute of the Electronic Industries is new association formed in Los Angeles "to work for uniformity of technical standards for the high fidelity industry, new and increased markets, equitable trade practices, effective promotional methods." Jerome J. Kahn, ex-Standard Transformer Corp. was named to top office of temporary commissioner.

Drive to remove 10% excise tax on color sets—and eliminate or reduce it on black-&-white—will be launched by RETMA TV industry committee at special meeting in Washington March 4. RETMA cited tradition of deferring tax on new industries and products, pointing out it wasn't applied to TV sets until fall of 1950.

Promotion: Harry Alter Co., Chicago Crosley-Bendix distributor, gave crisp \$10 bill to every dealer visiting his showrooms this week to see new \$140 Crosley Super V (Vol. 10:7). Only hitch: one \$10 bill to a dealer.

Distributor Notes: RCA appoints Perry Shankle Co., 1801 So. Flores St., San Antonio, confirming report of last week (Vol. 10:8), replacing Straus-Frank Co., now Sylvania distributor; RCA also names J. A. Walsh & Co., 4301 Freeway, Houston (James A. Walsh, pres.) . . . Motorola appoints Kenrow-Georgia Inc., 451 Bishop St., Atlanta . . . CBS-Columbia names Appliance Distributors Inc., 2 No. West 11th St., Oklahoma City (Philip Bird, pres.); Gill-Brand Products, 195 Middle St., Portland, Me. (David Gillman, pres.) and Tedesco Inc., 133 Richmond Ave., Syracuse (L. B. Tedesco, pres.), latter ex-Hallicrafters outlet . . . Emerson appoints Frank Lyon Co., 816 McNeil St., Shreveport, La. (Lewis Anderson, pres.) . . . Raytheon appoints Walter F. Slagle & Co., 725 So. Broadway, Denver (Walter F. Slagle, pres.) and Roger Penick Co., 1006 Washington Ave., Houston (Roger Penick, owner) . . . Admiral Distributors Inc., San Francisco, appoints Helmuth Tamberg gen. sales mgr. . . . RCA Victor Distributing Corp., Rochester, N. Y., promotes George Tanty to gen. sales mgr. . . . Meck TV appoints Service Electrical Supply Co., Pittsburgh; A.B.C. Distributing Co., Providence; Hedahl Motor Supply, Bismarck; Wyeth & Co., St. Joseph, Mo.; Hausam Co., Sedalia, Mo.; Central Electric Supply Co., Fulton, Mo.; A-T Wholesale Supply Co., Moorhead, Minn.; Robinson Motor Co., Winona, Minn.; John E. Larrabee Co., Amsterdam, N. Y.

RCA's Award of Merit was bestowed recently on 4 engineers credited with important contributions to development of color TV: Wallace M. James, engineering mgr., receiving tube & transistor operations div., for tube work; Robert K. Lockhart, Camden engineer, for circuits; John W. Wentworth, Camden, terminal design & color projects group, for courses on color TV and notes used as handbook; Steven Slasuk, RCA Service Co., for test equipment used in installation of home color receivers. Sixteen other salaried employes, 2 of them women, won Award of Merit, with gold watches, at ceremonies addressed by pres. Frank Folsom.

Fabulous electronic future in which TV screens may be hung like pictures on a wall, connected to receiver by a tiny wire, was foreseen last week by GE chairman Philip D. Reed in address to Boston Ad Club. As for immediate future, he said GE's ad budget for calendar 1954 probably will be largest in its history, necessarily so because "we're back in a buyer's market, which is a very healthy condition, with competitive pressures very great, and everyone having to sell hard."

Danish TV is now in regular operation, having been on experimental basis from June 1, 1949 to Jan. 10, 1954. First transmitter, 400 watts, now beams 4 hours of programming weekly from Copenhagen's Radio House, to be expanded to 6 hours by April 1, and 8 hours next summer. Denmark plans 7 govt.-owned TV stations, financed by license fees paid by receiver owners, 4 of them to start within next 3 years. On Jan. 31 there were 1157 licensed TV sets in Denmark.

Raytheon will build new electronic engineering and research lab in Wayland, Mass. if town's zoning laws can be changed to permit construction. Pres. C. F. Adams Jr. said new plant will eventually employ about 1500, will have 110,000-sq ft. of floor space. Also this week, Raytheon announced it would close TV parts plant at Oelwein, Ia. March 1 and transfer work to main plant in Chicago.

Slide-rule "Picture Tube Selector," giving at-a-glance information on interchangeability and characteristics of more than 136 picture tube types, is available from Du-Mont tube distributors.

Federal Telephone & Radio, Clifton, N. J., subsidiary of IT&T, discontinues manufacture of picture tubes, plans to expand operations and to diversify output this year.

Vhf & Uhf Survey

TV SET OWNERSHIP BY COUNTIES

As of November 1, 1953

Total Families & Receivers, By Geographic Areas, States & Counties

Prepared for CBS-TV by A. C. Nielsen Co. Under Direction of Oscar Katz, CBS-TV Director of Research

INTRODUCTION

Last May CBS Television issued the first county-by-county report of television ownership. Demand for copies was so great that a second printing was required within a few weeks.

But aside from the industry's evident need for up-to-date and accurate ownership figures by county, there is another reason for a current report:

In the six months between May and November, the number of station markets has doubled; and television counties have increased by almost 50 per cent. The number of additional sets—almost four million—would make a whole mass medium by themselves. And the period marked the real beginning of UHF television.

The May 1 report was based on statistical projections. But because of the increasing importance of ownership figures, we commissioned the A. C. Nielsen Company to conduct an actual national television set survey. It includes the first national count of UHF television sets.

This research was based on a sample of 100,000

families, selected by area sampling techniques. The details of the research method are presented in the Appendix.

The following *definitions* apply in all the tables appearing in this book:

Total families: "Sales Management" estimates of total families in each county as of November 1, 1953.

TV families: The number of families with television sets (VHF, UHF or both) in each county on November 1, 1953 as determined by this survey. These figures are reported individually by county only if 10 per cent or more of all families in a county report having a television set.

UHF families: The number of families with television sets equipped to receive a UHF signal. These figures are reported only if 10 per cent or more of all the families in a county report having a UHF set

TV counties: Counties with at least 10 per cent set-owning families.

Other counties: Counties which have less than 10 per cent television ownership. For each state, these counties are reported as a group.

The following *symbols* are used throughout the book:

† Indicates a county which is part of a Nielsen cluster, i.e., a group of two or more adjacent counties used as a sampling unit. In this report, the percentage of television set ownership for the cluster has been applied to each of the counties within the cluster.

* Indicates a television county in which there is some UHF but less than 10 per cent of all families, and hence the figure on UHF ownership is not reported separately. The number of UHF families for such a county is, however, included in state totals. Because of this, the state total of UHF families in television counties can exceed the sum of the individually-reported county figures.

LT Indicates less than 1%.

SURVEY TECHNIQUES

This is a brief description of the techniques used to determine television set ownership as of November 1, 1953. Additional detail is available on request.

Background: In May, 1952, the A. C. Nielsen Company conducted a study (Nielsen Coverage Service, Spring 1952) which measured television set ownership by individual counties with a relatively large population, and by clusters of two or more less populous counties. This study was based on interviews with approximately 100,000 homes located in every county of the United States, and selected by probability sampling techniques developed (and executed) in collaboration with the U.S. Census Bureau. Every effort was made to minimize non-response bias by the use of call-backs on the "not-at-home" and by special mailings to the small percentage of families not reached by personal interviews. No UHF stations were in operation at the time of this study.

In May, 1953, the CBS Television Research Department made this study the basis of a report called "U.S. Television Ownership by Counties."

Present Study: The present study consists fundamentally of a re-survey of the 100,000-homes panel to determine changes in television set ownership status that have occurred since May, 1952. For this purpose, the sample was divided into three groups:

Group A 72,561 non-owners as of May, 1952. This group was surveyed to measure new television set ownership (VHF or UHF) since that date.

Group B 13,133 owners as of May, 1952 within range of one or more UHF signals by November, 1953. This group was surveyed to measure conversion to, or acquisition of, UHF equipment.

Group C 13,491 owners as of May, 1952 beyond the range of UHF in November, 1953. It was assumed that the set ownership status of this group had remained unchanged, and hence, the group was not re-surveyed.

Groups A and B were reached by a first-class mailing sent on October 15 and 16, 1953. This mailing consisted of a letter asking for cooperation in supplying the requested information, a return reply card, and a letter opener sent as a premium. On October 19 and 20, a follow-up reminder and "thank you" containing a duplicate reply card was mailed to each family. By November 9, the closing date set for mail returns, usable replies had been received from 54,233 of the 85,694 cases in Groups A and B. This represented a return of 63.3%.

The 54,233 families who replied in Groups A and B combined with 13,491 families in Group C brought the total number of cases whose set ownership status had been determined as of November, 1953, to 67,724, or 68.3% of the over-all panel.

The figures as reported in this booklet represent the information gathered from these 67,724 cases adjusted for two types of bias:

(1) non-response bias—i.e. the possibility that the

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television set ownership of the non-repliers differed from that of the repliers:

(2) exaggeration bias—i.e. the possibility that some of the repliers had incorrectly reported acquisition of a television set since May of 1952. Separate studies, described below, were conducted to determine these two factors.

Study of Non-Repliers: A 3,000 cross-section sample of the non-repliers was selected for further follow-up. Approximately a week after the closing date for mail returns, an additional mailing went forward to these families including another return reply card and fifty cents in coins as an extra premium. Intensive efforts—by mail, telephone, and personal interview—were then made to reach those who did not reply to this appeal. In this way, information was finally received from close to 75% of the sample of non-repliers.

The degree of television set acquisition of repliers

and non-repliers was compared for groups of counties classified according to various characteristics such as county population. It was found that the greatest statistical variance in television acquisition occurred when the repliers and non-repliers were compared in terms of whether they came from counties in which the mail return had been high, medium, or low (county response level). Consequently, this breakdown was used to adjust for the non-repliers. The adjustment factors were arrived at as follows:

county response level	TV set ownership since May 1952		adjustment factor for non-repliers
	repliers	non-repliers	
High (66.8% and over)	26.3%	25.2%	.96
Medium (50.0%-66.7%)	32.1%	33.4%	1.04
Low (under 50.0%)	27.2%	28.6%	1.05

For each county or county-cluster, the appropriate factor was applied to the rate of television set acquisition among the repliers to obtain an acquisition rate for the non-repliers. In this manner, possible bias resulting from non-response was minimized.

Study of Exaggeration: During the same time that the non-response study was being conducted, 1,000 telephone calls were made to a sample of those who had indicated that they had become television families since May of 1952. The purpose of this survey was to measure the extent of exaggeration in the affirmative answers to the question of television ownership in the mail study. Consequently, in order to disassociate the two studies, the telephone calls were made in the name of a different research organization. The telephone survey was ostensibly a study of viewing. The interviewer started out by asking: "Is your television set turned on?" and then continued regarding the channel or program being watched, and the channels that could be received. As a result of this questioning, it developed that 1.8% of the families had exaggerated in their claim of becoming television set owners since May, 1952. This factor was applied to the results obtained from the mail study to adjust for exaggeration.

TELEVISION OWNERSHIP BY GEOGRAPHIC AREA

area & state	total families	TV families	UHF families		
New England	2,829,500	1,985,130	70%	98,820	3%
Connecticut	630,300	479,210	76	43,970	7
Maine	260,000	67,970	26	14,520	6
Massachusetts	1,424,300	1,109,610	78	40,330	3
New Hampshire	162,600	84,690	52		
Rhode Island	243,800	217,720	89		
Vermont	108,500	25,930	24		
Middle Atlantic	9,470,400	7,364,050	78%	335,660	4%
New Jersey	1,568,100	1,374,790	88	7,850	1
New York	4,800,100	3,712,620	77	69,950	1
Pennsylvania	3,102,200	2,276,640	73	257,860	8
E. North Central	9,709,700	6,556,390	68%	473,790	5%
Illinois	2,828,700	1,862,390	66	122,700	4
Indiana	1,294,700	799,700	62	97,490	8
Michigan	2,023,500	1,417,930	70	59,120	3
Ohio	2,517,800	1,957,490	78	85,380	3
Wisconsin	1,045,000	518,880	50	109,100	10
W. North Central	4,472,900	1,935,170	43%	133,070	3%
Iowa	826,700	399,770	48	3,990	LT
Kansas	662,400	212,600	32	50,570	8
Minnesota	900,000	437,020	49	13,520	2
Missouri	1,306,300	677,160	52	64,990	5
Nebraska	427,300	177,410	42		
North Dakota	161,200	13,320	8		
South Dakota	189,000	17,890	9		
South Atlantic	6,065,100	2,919,200	48%	250,230	4%
Delaware	101,600	75,110	74		
Dist. of Columbia	246,900	197,710	80		
Florida	968,800	337,350	35	84,310	9
Georgia	955,500	389,720	41	14,720	2
Maryland	732,600	588,650	80	640	LT
North Carolina	1,056,400	395,960	37	25,890	2
South Carolina	554,600	194,410	35	44,780	8
Virginia	919,100	510,970	56	43,900	5
West Virginia	529,600	229,320	43	35,990	7
E. South Central	3,158,100	1,135,140	36%	117,240	4%
Alabama	824,700	280,470	34	42,440	5
Kentucky	830,100	354,110	43	23,500	3
Mississippi	587,400	119,370	20	31,980	5
Tennessee	915,900	381,190	42	19,320	2
W. South Central	4,430,700	1,761,350	40%	113,870	3%
Arkansas	535,500	102,020	19	19,690	4
Louisiana	790,100	278,770	35	45,260	6
Oklahoma	692,300	312,040	45	5,170	1
Texas	2,412,800	1,068,520	44	43,750	2
Mountain	1,650,300	521,050	32%		
Arizona	253,100	107,570	43		
Colorado	456,100	196,790	43		
Idaho	180,100	24,820	14		
Montana	197,700	9,100	5		
Nevada	60,600	11,930	20		
New Mexico	202,000	43,770	22		
Utah	207,600	120,320	58		
Wyoming	93,100	6,750	7		
Pacific	5,404,800	3,329,020	62%	252,010	5%
California	4,029,500	2,809,640	70	108,540	3
Oregon	546,500	132,320	24	115,170	21
Washington	828,800	387,060	47	28,300	3
U. S. Total	47,191,500	27,506,500	58%	1,774,690	4%

TELEVISION OWNERSHIP BY STATE

state	total families	TV families	UHF families		
Alabama	824,700	280,470	34%	42,440	5%
Arizona	253,100	107,570	43		
Arkansas	535,500	102,020	19	19,690	4
California	4,029,500	2,809,640	70	108,540	3
Colorado	456,100	196,790	43		

Connecticut	630,300	479,210	76	43,970	7
Delaware	101,600	75,110	74		
Dist. of Columbia	246,900	197,710	80		
Florida	968,800	337,350	35	84,310	9
Georgia	955,500	389,720	41	14,720	2
Idaho	180,100	24,820	14		
Illinois	2,828,700	1,862,390	66	122,700	4
Indiana	1,294,700	799,700	62	97,490	8
Iowa	826,700	399,770	48	3,990	LT
Kansas	662,400	212,600	32	50,570	8
Kentucky	830,100	354,110	43	23,500	3
Louisiana	790,100	278,770	35	45,260	6
Maine	260,000	67,970	26	14,520	6
Maryland	732,600	588,650	80	640	LT
Massachusetts	1,424,300	1,109,610	78	40,330	3
Michigan	2,023,500	1,417,930	70	59,120	3
Minnesota	900,000	437,020	49	13,520	2
Mississippi	587,400	119,370	20	31,980	5
Missouri	1,306,300	677,160	52	64,990	5
Montana	197,700	9,100	5		
Nebraska	427,300	177,410	42		
Nevada	60,600	11,930	20		
New Hampshire	162,600	84,690	52		

New Jersey	1,568,100	1,374,790	88	7,850	1
New Mexico	202,000	43,770	22		
New York	4,800,100	3,712,620	77	69,950	1
North Carolina	1,056,400	395,960	37	25,890	2
North Dakota	161,200	13,320	8		
Ohio	2,517,800	1,957,490	78	85,380	3
Oklahoma	692,300	312,040	45	5,170	1
Oregon	546,500	132,320	24	115,170	21
Pennsylvania	3,102,200	2,276,640	73	257,860	8
Rhode Island	243,800	217,720	89		
South Carolina	554,600	194,410	35	44,780	8
South Dakota	189,000	17,890	9		
Tennessee	915,900	381,190	42	19,320	2
Texas	2,412,800	1,068,520	44	43,750	2
Utah	207,600	120,320	58		
Vermont	108,500	25,930	24		
Virginia	919,100	510,970	56	43,900	5
Washington	828,800	387,060	47	28,300	3
West Virginia	529,600	229,320	43	35,990	7
Wisconsin	1,045,000	518,880	50	109,100	10
Wyoming	93,100	6,750	7		
Total	47,191,500	27,506,500	58%	1,774,690	4%

TELEVISION OWNERSHIP BY COUNTY

ALABAMA

TV counties	total families	TV families	UHF families
Baldwin	11,700	2,790 24%	1,320 11%
†Bibb	4,200	2,600 62	
†Blount	7,400	2,860 39	
†Bullock	3,500	609 17	490 14
Calhoun	22,300	10,360 46	
Chambers	10,200	3,920 38	• •
†Cherokee	4,100	1,480 36	
†Chilton	6,900	2,310 33	• •
†Choctaw	4,400	480 11	• •
†Clarke	6,700	790 12	• •
†Clay	3,200	1,060 33	• •
†Cleburne	2,900	1,040 36	
Colbert	10,900	1,060 10	
†Conecuh	4,800	620 13	
†Coosa	2,800	920 33	• •
†Cullman	12,400	5,710 46	
Dallas	14,600	3,260 22	• •
De Kalb	11,900	2,330 20	
†Elmore	7,600	1,750 23	• •
†Escambia	7,700	990 13	
Etowah	27,900	13,520 48	
†Fayette	4,800	910 19	
†Franklin	6,500	1,430 22	
†Greene	3,900	660 17	
†Hale	4,600	790 17	
Jackson	9,300	920 10	
Jefferson	169,900	110,120 65	
†Lamar	3,800	720 19	
Lauderdale	15,300	1,550 10	
†Lawrence	6,500	1,630 25	
Lee	11,000	1,340 12	
†Limestone	8,900	2,210 25	
†Macon	6,900	1,170 17	980 14
Madison	19,900	4,060 20	
†Marengo	7,000	1,030 15	
†Marion	6,900	1,550 22	
Marshall	12,100	2,650 22	
Mobile	72,200	26,940 37	25,200 35
Montgomery	41,900	8,840 21	8,300 20
Morgan	15,100	4,420 29	
†Perry	4,200	710 17	
†Pickens	5,400	970 18	
†Randolph	5,300	1,880 35	
Russell	10,400	1,770 17	1,770 17
†Saint Clair	6,700	2,550 38	
†Shelby	7,700	4,730 61	
†Sumter	5,200	780 15	
Talladega	16,600	10,830 65	
†Tallapoosa	9,000	2,020 22	• •
Tuscaloosa	24,000	7,090 30	
Walker	16,200	8,810 54	
†Washington	3,600	400 11	• •

†Winston	4,500	2,070 46%		
TV counties	733,400	278,000 38%	41,200 6%	
other counties	91,300	2,470 3%	1,240 1%	
total	824,700	280,470 34%	42,440 5%	

ARIZONA

TV counties	total families	TV families	UHF families
Maricopa	119,400	79,870 67%	
Pima	54,500	16,730 31	
Pinal	13,300	6,240 47	
Yuma	9,000	3,110 35	
TV counties	196,200	105,950 54%	
other counties	56,900	1,620 3%	
total	253,100	107,570 43%	

ARKANSAS

TV counties	total families	TV families	UHF families
†Arkansas	6,800	1,360 20%	680 10%
†Ashley	6,700	1,140 17	
†Chicot	6,100	1,040 17	
†Clay	7,400	1,920 26	
†Conway	4,400	480 11	• •
Craighead	13,900	8,260 59	
Crittenden	12,700	6,610 52	
†Cross	6,300	2,270 36	
†Faulkner	6,700	730 11	• •
†Fulton	2,600	960 37	
†Greene	8,000	2,020 25	
†Independence	6,400	1,540 24	
†Jackson	7,000	1,710 24	
†Lawrence	5,700	2,090 37	
†Lee	6,200	1,920 31	
†Little River	2,700	1,030 38	
†Lonoke	7,200	1,440 20	780 10
†Miller	10,400	3,890 37	
Mississippi	21,400	14,010 65	
†Monroe	5,100	1,120 22	
Phillips	12,900	4,770 37	
†Poinsett	10,000	3,600 36	
†Prairie	3,600	720 20	360 10
Pulaski	63,400	10,570 17	10,570 17
†Randolph	4,300	1,590 37	
†St. Francis	9,500	2,920 31	
Sebastian	20,000	6,930 35	5,700 29
Union	14,700	1,780 12	
†Van Buren	2,600	290 11	• •
Washington	15,600	2,950 19	
†Woodruff	4,400	920 21	
TV counties	314,700	92,580 29%	18,730 6%
other counties	220,800	9,440 4%	960 LT
total	535,500	102,020 19%	19,690 4%

CALIFORNIA

TV counties	total families	TV families	UHF families
Alameda	276,900	202,750 73%	
†Alpine	100	40 38	
†Amador	3,000	1,020 34	
Butte	24,100	4,770 20	
†Calaveras	3,500	1,190 34	
†Colusa	4,000	960 24	
Contra Costa	103,700	63,530 61	
†Eldorado	6,200	2,120 34	
Fresno	93,200	45,460 49	41,120 44%
†Glenn	5,100	1,210 24	
Humboldt	27,400	4,560 17	
Imperial	17,300	3,620 21	
Kern	80,000	28,280 35	16,720 21
Kings	15,000	6,300 42	4,000 27
†Lake	4,700	1,130 24	
Los Angeles	1,637,600	1,409,450 86	
Madera	11,800	5,330 45	4,140 35
Marin	31,400	22,990 73	
†Mariposa	1,400	530 38	
†Merced	22,400	8,830 39	3,960 18
†Mono	700	270 38	
Monterey	49,100	20,250 41	
Napa	15,700	7,190 46	
†Nevada	7,000	1,830 26	
Orange	90,400	71,660 79	
Placer	14,400	5,660 39	• •
†Plumas	4,700	1,220 26	
Riverside	68,400	39,580 58	
Sacramento	105,100	51,270 49	15,280 15
†San Benito	4,800	1,920 40	860 18
San Bernardino	107,900	74,780 69	• •
San Diego	237,000	172,220 73	
San Francisco	287,800	191,990 67	
San Joaquin	69,100	40,080 58	
San Luis Obispo	24,300	7,550 31	
San Mateo	92,600	78,050 84	
Santa Barbara	35,800	16,960 47	
Santa Clara	107,000	79,330 74	
†Santa Cruz	26,500	7,890 30	
†Sierra	500	130 26	
Solano	40,300	28,570 71	
Sonoma	39,900	18,370 46	
Stanislaus	44,900	17,540 39	• •
†Sutter	9,100	2,620 29	
†Tchama	6,900	1,240 18	
†Trinity	1,900	340 18	
Tulare	46,500	13,870 30	11,450 25

†Tuolumne	4,600	1,750	38%		
Ventura	40,300	31,300	78	*	*
Yolo	14,200	6,000	42	2,920	21%
†Yuba	8,500	2,470	29		
TV counties	3,974,700	2,807,970	71%	108,540	3%
<i>other counties</i>	54,800	1,670	3%		
total	4,029,500	2,809,640	70%	108,540	3%

COLORADO

TV counties	total families	TV families	UHF families
Adams	13,900	10,810	78%
Arapahoe	19,300	11,050	57
Boulder	16,700	7,350	44
†Chaffee	2,300	280	12
†Clear Creek	1,200	170	14
†Crowley	1,400	360	26
†Custer	600	70	12
Denver	157,500	97,220	62
†Douglas	1,200	140	12
†Eagle	1,100	160	15
†Elbert	1,000	120	12
El Paso	29,700	9,900	33
†Fremont	5,700	700	12
†Gilpin	200	30	15
†Grand	1,000	150	15
†Jackson	700	110	15
Jefferson	22,000	15,990	73
†Lake	1,800	220	12
Larimer	15,100	7,920	52
†Lincoln	1,900	240	13
†Logan	5,100	1,280	25
†Morgan	5,400	1,280	24
†Otero	8,100	2,110	26
†Park	400	50	12
†Phillips	1,500	380	25
Pueblo	29,200	14,050	48
†Sedgwick	1,500	380	25
†Summit	400	60	15
†Teller	600	70	12
†Washington	2,400	600	25
Weld	20,300	10,910	54
†Yuma	3,500	880	25
TV counties	372,700	195,040	52%
<i>other counties</i>	83,400	1,750	2%
total	456,100	196,790	43%

CONNECTICUT

TV counties	total families	TV families	UHF families
Fairfield	160,200	119,990	75%
Hartford	169,600	124,110	73
Litchfield	31,500	22,670	72%
Middlesex	20,500	16,820	82
New Haven	170,200	148,310	87
New London	45,400	26,140	58
Tolland	13,200	7,930	60
Windham	19,700	13,240	67
TV counties	630,300	479,210	76%
total	630,300	479,210	76%

DELAWARE

TV counties	total families	TV families	UHF families
Kent	12,800	9,950	78%
New Castle	68,300	53,230	78
Sussex	20,500	11,930	58
TV counties	101,600	75,110	74%
total	101,600	75,110	74%

DISTRICT OF COLUMBIA

TV counties	total families	TV families	UHF families
D.C.	246,900	197,710	80%
TV counties	246,900	197,710	80%
total	246,900	197,710	80%

FLORIDA

TV counties	total families	TV families	UHF families
Alachua	16,200	3,600	22%
†Baker	1,300	790	61
Bay	15,900	1,710	11
†Bradford	3,300	2,010	61
†Brevard	8,500	1,110	13
Broward	36,500	26,310	72
†Charlotte	1,500	180	12
†Citrus	1,600	260	16
†Clay	4,300	1,890	44
†Collier	2,300	280	12

†Columbia	5,000	1,010	20
Dade	200,100	130,330	65
†Dixie	700	110	16
Duval	99,300	60,720	61
Escambia	35,700	7,950	22
†Flagler	1,000	110	11
†Gilchrist	600	120	20
†Glades	600	60	10
†Hamilton	2,200	530	24
†Hendry	1,700	200	12
†Hernando	1,900	300	16
†Highlands	4,800	480	10
Hillsborough	85,200	28,380	33%
†Indian River	4,200	420	10
†Jefferson	2,600	620	24
†Lafayette	600	120	20
Lake	12,300	3,360	27
†Lee	8,800	1,060	12
†Levy	2,900	450	16
†Madison	3,400	770	23
Manatee	12,500	3,970	32
Marion	12,000	2,940	25
†Martin	2,800	280	10
†Monroe	10,000	1,220	12
†Nassau	3,600	2,200	61
†Okaloosa	8,000	810	10
†Okeechobee	900	90	10
Orange	43,600	4,730	11
†Osceola	4,200	590	14
Palm Beach	42,700	9,790	23
†Pasco	7,300	1,080	15
Pinellas	70,800	10,270	15
†Putnam	7,500	3,300	44
†St. Johns	8,000	3,530	44
†St. Lucie	7,100	790	11
†Santa Rosa	5,000	550	11
†Seminole	8,500	1,190	14
†Sumter	3,200	480	15
†Suwannee	4,400	880	20
†Taylor	2,900	700	24
†Union	1,100	670	61
†Volusia	27,700	3,030	11
†Walton	4,000	440	11
TV counties	862,800	328,770	38%
<i>other counties</i>	106,000	8,580	8%
total	968,800	337,350	35%

GEORGIA

TV counties	total families	TV families	UHF families
†Appling	3,300	430	13%
†Atkinson	1,700	270	16
†Bacon	2,200	770	35
†Baldwin	5,100	1,410	28
†Banks	1,500	540	36
†Barrow	3,700	1,520	41
†Bartow	7,300	4,600	63
†Ben Hill	4,100	670	16
†Berrien	3,300	540	16
Bibb	35,500	11,950	34
†Bleckley	2,300	600	26
†Brantley	1,500	200	13
†Brooks	4,100	780	19
†Butts	2,300	1,630	71
†Camden	2,100	950	45
†Carroll	9,300	4,860	52%
†Catoosa	4,300	2,620	61
†Charlton	1,100	500	45
Chatham	47,200	7,790	17
†Chattahoochee	1,500	240	16
†Chattooga	5,700	2,310	41
†Cherokee	5,500	2,190	40
†Clarke	10,600	4,000	38
†Clay	1,300	290	22
†Clayton	7,400	5,400	73
†Clinch	1,500	530	35
Cobb	19,500	13,780	71
†Coffee	5,800	1,010	17
†Columbia	2,300	480	21
†Coweta	7,600	5,500	72
†Crawford	1,100	350	32
†Crisp	4,900	1,470	30
†Dade	1,700	680	40
†Dawson	600	230	39
De Kalb	15,900	36,240	79
†Dodge	4,300	1,120	26
†Dooly	3,400	1,020	30
†Douglas	3,200	1,660	52
†Echols	500	180	35
†Elbert	4,800	1,680	35
†Fannin	3,800	1,220	32
†Fayette	1,900	1,390	73
Floyd	17,500	9,040	52
†Forsyth	2,900	1,130	39
†Franklin	3,600	1,300	36

Fulton	144,600	107,930	75
†Gilmer	2,500	980	39
†Glascocok	600	130	21
†Glynn	8,900	4,000	45
†Gordon	5,000	3,050	61
†Greene	3,200	1,240	39
†Gwinnett	8,900	3,640	41
†Habersham	4,400	1,410	32
Hall	11,200	6,840	61
†Hancock	2,400	650	27
†Haralson	3,900	2,460	63
†Harris	2,800	1,320	47
†Hart	3,600	1,300	36
†Heard	1,400	730	52
†Henry	3,900	2,730	70
Houston	7,000	2,500	36
†Irwin	2,600	420	16
†Jackson	4,800	1,970	41
†Jasper	1,600	590	37
†Jeff Davis	2,400	380	16
†Jefferson	4,600	910	20
†Johnson	2,600	420	16
†Jones	1,600	430	27
†Lamar	2,500	1,780	71
†Lanier	1,300	250	19
†Laurens	7,700	2,050	27%
†Lee	1,300	390	30
†Lincoln	1,200	470	39
†Long	900	120	13
†Lowndes	11,700	2,180	19
†Lumpkin	1,500	590	39
†McDuffie	3,100	650	21
†Macon	3,400	1,050	31
†Madison	3,000	1,080	36
†Marion	1,400	310	22
†Meriwether	5,200	3,800	73
†Monroe	2,600	1,850	71
†Morgan	2,900	1,070	37
†Murray	2,600	1,590	61
†Muscogee	35,100	5,600	16
†Newton	5,300	3,740	71
†Oconee	1,600	590	37
†Oglethorpe	2,300	900	39
†Paulding	3,000	1,890	63
†Peach	3,100	990	32
†Pickens	2,300	900	39
†Pierce	2,600	340	13
†Pike	1,800	1,280	71
†Polk	8,200	5,210	64
†Pulaski	2,200	570	26
†Putnam	1,600	430	27
†Quitman	800	180	22
†Rabun	1,700	540	32
†Randolpb	3,300	750	23
Richmond	40,600	6,330	16
†Rockdale	2,200	1,540	70
†Schley	700	150	22
†Spalding	8,900	6,230	70
†Stephens	4,700	1,500	32
†Stewart	2,200	480	22
†Sumter	6,500	1,970	30
†Talbot	1,800	850	47
†Taliaferro	800	310	39
†Taylor	2,300	740	32
†Telfair	3,100	500	16
†Terrell	3,400	1,020	30
†Tift	6,200	1,060	17
†Towns	900	290	32
Troup	14,100	7,640	54
†Turner	2,600	470	18
†Twiggs	1,700	270	16
†Union	1,700	540	32
†Upson	6,600	3,140	48
Walker	11,200	4,800	43
†Walton	5,200	3,640	70
†Ware	8,300	2,870	35
†Warren	2,100	440	21
†Washington	5,100	860	17
†Wayne	3,600	440	12
†Webster	800	180	22
†Wheeler	1,300	210	16%
†White	1,400	450	32
†Whitfield	10,100	6,190	61
†Wilcox	2,500	650	26
†Wilkes	3,100	1,210	39
†Wilkinson	2,400	380	16
†Worth	4,500	810	18
TV counties	845,000	384,400	45%
<i>other counties</i>	110,500	5,320	5%
total	955,500	389,720	41%

IDAHO

TV counties	total families	TV families	UHF families
Ada	24,700	9,010	36%
†Bannock	12,700	1,440	11

†Bear Lake	1,700	190	11		
†Boise	600	70	11		
†Bonner	4,500	1,850	41		
†Boundary Canyon	1,600	660	41		
†Caribou	17,100	3,050	18		
†Clearwater	2,100	230	11		
†Clearwater	2,200	330	15		
†Elmore	2,300	370	16		
†Franklin	2,600	290	11		
†Gem	2,500	270	11		
†Kootenai	8,200	3,300	40		
†Oneida	1,000	110	11		
†Owyhee	1,700	290	17		
†Payette	3,900	390	10		
†Power	800	90	11		
†Shoshone	7,100	1,020	14		
†Washington	2,700	290	11		
TV counties	100,000	23,250	23%		
<i>other counties</i>	80,100	1,570	2%		
total	180,100	24,820	14%		

ILLINOIS

TV counties	total families	TV families	UHF families
Adams	22,000	6,370	29%
†Alexander	7,000	1,210	17
†Bond	4,700	2,540	54
†Boone	5,400	2,050	38
†Brown	2,300	620	27
†Bureau	12,200	4,950	41
†Calhoun	1,700	900	53
†Carroll	6,400	4,860	76
†Cass	4,700	1,690	36
Champaign	31,200	4,460	14
Christian	12,800	3,690	29
†Clark	5,700	2,000	35
†Clay	5,600	1,010	18%
†Clinton	6,900	3,790	55
†Coles	13,500	3,330	25
Cook	1,465,800	1,208,970	82
†Crawford	7,400	2,580	35
†Cumberland	3,300	1,160	35
De Kalb	13,000	7,320	56
†De Witt	5,600	590	11
†Douglas	5,400	1,400	26
Du Page	53,000	44,930	85
†Edgar	8,000	2,060	26
†Edwards	3,000	570	19
†Effingham	6,700	2,610	39
†Fayette	7,400	2,950	40
†Ford	5,200	1,660	32
Franklin	15,500	3,900	24
Fulton	14,900	5,180	35
†Greene	6,200	3,240	52
†Grundy	6,300	3,930	62
†Hancock	8,700	3,720	43
†Henderson	2,700	1,160	43
Henry	15,600	11,440	73
†Iroquois	10,400	3,400	33
†Jackson	12,100	4,500	37
†Jasper	3,900	1,370	35
Jefferson	12,000	3,900	33
†Jersey	4,800	2,540	53
†Jo Daviess	6,800	2,720	40
Kane	47,000	36,730	78
Kankakee	20,100	14,370	71
†Kendall	3,900	2,420	62
Knox	18,200	12,440	68
Lake	57,100	48,130	84
La Salle	32,000	8,190	26
†Lawrence	6,700	1,230	18
Lee	10,100	4,870	48
Livingston	11,400	2,400	21
†Logan	8,600	1,930	22
†McDonough	9,400	2,480	26
McHenry	17,400	11,160	64
McLean	24,500	5,390	22
Macon	34,200	9,720	28
Macoupin	14,700	6,750	46
Madison	60,900	45,000	74
Marion	13,300	5,870	44
†Marshall	4,200	670	16
†Mason	5,200	1,140	22
†Menard	3,100	680	22
†Mercer	5,500	3,470	63
†Monroe	4,200	2,600	62
Montgomery	11,000	3,760	34
†Morgan	10,100	3,640	36
†Moultrie	4,200	840	20
†Ogle	11,000	4,160	38
Peoria	56,700	25,030	44
†Perry	7,000	2,590	37%
†Piatt	4,400	440	10
†Pike	7,300	2,480	34
†Pulaski	4,400	750	17
†Putnam	1,300	210	16

†Randolph	8,800	5,430	62	1,040	12
†Richland	5,800	1,100	19		
Rock Island	43,700	34,900	80		
St. Clair	67,200	50,650	75	13,530	20
Saline	11,000	1,980	18		
Sangamon	44,300	8,090	18	7,110	16
†Schuyler	3,300	890	27		
†Scott	2,400	820	34		
†Shelby	8,000	1,580	20	1,390	17
†Stark	2,800	1,120	40		
†Stephenson	13,600	5,400	40	1,960	14
†Tazewell	26,100	13,520	52	12,880	49
†Union	5,600	950	17		
Vermilion	28,100	5,610	20		
†Wabash	4,800	910	19		
†Warren	7,200	4,530	63		
†Washington	4,700	2,540	54	710	15
†Wayne	6,700	1,220	18		
†Whiteside	16,300	12,500	77		
Will	42,300	33,670	80		
Williamson	16,300	3,820	23		
Winnebago	52,300	25,890	50	21,870	42
†Woodford	6,800	1,080	16	700	11
TV counties	2,804,000	1,861,010	66%	122,700	4%
<i>other counties</i>	24,700	1,380	6%		
total	2,828,700	1,862,390	66%	122,700	4%

INDIANA

TV counties	total families	TV families	UHF families
†Adams	6,800	1,700	25%
Allen	61,500	13,870	23
Bartholomew	14,200	10,220	72
†Benton	3,500	2,280	65
†Blackford	4,500	1,130	25
†Boone	8,300	5,810	70
†Brown	1,500	830	55
†Carroll	5,400	2,970	55
Cass	12,100	5,760	48
†Clark	17,000	12,930	76
†Clay	8,100	2,740	34
†Clinton	10,000	6,960	70
†Crawford	2,800	1,180	42
†Davies	8,300	4,770	57
†Dearborn	8,000	4,640	58
†Decatur	5,700	3,360	59
†DeKalb	8,600	2,680	31
Delaware	30,700	21,830	71
†Dubois	6,900	2,350	34%
†Elkhart	28,500	13,610	48
†Fayette	7,600	3,860	51
Floyd	15,000	13,050	87
†Fountain	6,100	2,380	39
†Franklin	4,500	2,300	51
†Fulton	5,500	2,970	54
†Gibson	10,000	2,720	27
†Grant	20,200	12,460	62
†Greene	9,300	4,620	50
†Hamilton	9,600	6,700	70
†Hancock	7,100	4,970	70
†Harrison	5,300	2,240	42
†Hendricks	8,200	6,560	80
Henry	14,500	8,750	60
Howard	18,300	12,090	66
†Huntington	10,400	1,250	12
†Jackson	9,000	4,990	55
†Jasper	5,300	3,440	65
†Jay	7,700	1,910	25
†Jefferson	6,400	3,760	59
†Jennings	4,100	2,420	59
†Johnson	8,700	6,950	80
†Knox	14,100	9,120	65
Kosciusko	11,100	5,560	50
†LaGrange	4,500	2,160	48
Lake	116,800	111,910	96
†LaPorte	25,000	19,740	79
Lawrence	10,800	6,160	57
Madison	35,300	28,560	81
Marion	188,800	156,590	83
†Marshall	9,700	5,170	53
†Martin	3,300	1,620	49
†Miami	9,400	2,730	29
Monroe	14,300	8,310	58
Montgomery	9,800	7,190	73
†Morgan	7,900	6,320	80
†Newton	3,600	2,340	65
†Noble	8,200	3,980	49
†Ohio	1,300	770	59
†Orange	5,200	2,180	42
†Owen	3,800	1,860	49
†Parke	4,900	1,910	39
†Perry	5,200	2,180	42
†Pike	4,600	2,670	58
Porter	13,200	10,830	82
†Posey	6,200	1,670	27

†Pulaski	3,900	2,150	55	430	11
†Putnam	6,900	2,280	33		
†Randolph	9,200	5,980	65		
†Ripley	6,000	3,540	59		
†Rush	6,200	3,680	59		
St. Joseph	67,600	39,250	58	27,870	41
†Scott	4,000	2,320	58		
†Shelby	9,600	6,640	69		
†Spencer	4,600	1,560	34%		
†Starke	5,100	4,030	79		
†Steuben	5,700	1,770	31		
Sullivan	7,900	3,910	49		
†Switzerland	2,200	1,300	59		
Tippecanoe	23,000	9,170	40	5,430	24%
†Tipton	4,900	3,430	70		
†Union	1,900	970	51		
Vanderburgh	54,900	15,750	29	13,860	25
†Vermillion	7,200	2,800	39		
Vigo	35,800	24,790	69		
†Wabash	9,600	2,760	29		
†Warren	2,800	1,090	39		
†Warrick	7,000	2,340	33		
†Washington	5,200	3,020	58		
†Wayne	22,300	14,500	65		
†Wells	6,500	780	12		
†White	6,100	3,280	54	730	11
†Whitley	6,400	3,070	48	1,220	19
TV counties	1,294,700	799,700	62%	97,490	8%
total	1,294,700	799,700	62%	97,490	8%

IOWA

TV counties	total families	TV families	UHF families
†Adair	4,000	1,920	48%
†Adams	2,800	1,340	48
†Allamakee	4,700	560	12
†Appanoose	6,300	1,390	22
†Audubon	3,500	1,820	52
†Benton	7,200	2,840	39
Black Hawk	33,000	11,680	35
†Boone	8,600	5,120	60
†Bremer	5,800	1,280	22
†Buchanan	6,100	2,440	40
†Buena Vista	7,100	1,710	24
†Butler	5,500	1,270	23
†Calhoun	5,400	1,370	25
†Carroll	6,600	3,360	51
†Cass	6,300	3,810	60
†Cedar	5,400	4,000	74
†Cerro Gordo	14,600	5,750	39
†Cherokee	5,300	1,220	23
†Chickasaw	4,500	630	14
†Clarke	3,100	620	20
†Clay	5,700	970	17
†Clayton	6,800	780	11
†Clinton	15,900	11,990	75
†Crawford	5,700	2,960	52
†Dallas	7,800	4,820	62
†Davis	3,100	650	21
†Decatur	3,800	760	20
†Delaware	5,200	2,810	54
Des Moines	14,300	9,620	67%
†Dickinson	4,000	680	17
Dubuque	20,100	8,050	40
†Emmet	4,300	770	18
†Fayette	8,500	1,300	15
†Floyd	6,900	880	13
†Franklin	5,200	2,810	54
†Fremont	3,700	2,590	70
†Greene	4,900	2,890	59
†Grundy	4,400	2,070	47
†Guthrie	1,600	2,850	62
†Hamilton	6,400	4,420	69
†Hancock	4,500	1,540	34
†Hardin	7,500	5,110	68
†Harrison	5,800	3,690	64
†Henry	5,600	1,950	35
†Howard	3,900	550	14
†Humboldt	4,100	980	24
†Ida	3,300	760	23
†Iowa	4,900	1,570	32
†Jackson	5,700	4,330	76
†Jasper	10,200	6,050	59
†Jefferson	5,100	1,730	34
†Johnson	12,900	5,460	42
†Jones	5,800	3,160	54
†Keokuk	5,600	1,790	32
†Kossuth	7,500	1,430	19
Lee	13,600	2,160	16
Linn	35,300	19,670	56
†Lonsa	3,400	2,520	74
†Lucas	3,900	780	20
†Lyon	4,300	1,380	32
†Madison	4,300	2,410	56
†Mahaska	8,100		

Marshall	11,200	6,320	56		
*Mills	3,700	2,590	70		
*Mitchell	4,200	590	14		
*Monona	5,000	3,150	63		
*Monroe	3,400	710	21		
*Montgomery	5,300	3,710	70		
*Muscatine	10,600	7,880	74		
*O'Brien	6,100	1,010	17		
*Osceola	3,000	510	17		
*Page	7,300	5,130	70		
*Palo Alto	4,500	810	18		
*Plymouth	6,800	2,180	32		
*Pocahontas	4,600	1,100	24		
Polk	77,000	56,140	73		
Pottawattamie	21,900	13,870	63		
*Poweshiek	5,800	1,620	28		
*Ringgold	3,200	1,540	48		
*Sac	5,500	1,270	23		
Scott	32,700	27,030	83		
*Shelby	4,600	2,810	61		
*Sioux	7,500	2,300	31%		
Story	13,100	8,420	64		
*Tama	7,000	3,300	47		
*Taylor	4,000	1,920	48		
*Union	5,100	2,470	48		
*Van Buren	3,700	1,260	34		
Wapello	15,400	2,100	14		
*Warren	5,500	3,090	56		
*Washington	6,400	2,040	32		
*Wayne	3,900	750	19		
Webster	14,000	9,210	66		
*Winnebago	4,000	1,400	35		
*Winneshiek	6,300	950	15		
Woodbury	34,600	21,380	62		
*Worth	3,300	1,160	35		
*Wright	6,400	3,440	54		
TV counties	826,700	399,770	48%	3,990	LT
total	826,700	399,770	48%	3,990	LT

KANSAS

TV counties	total families	TV families	UHF families
*Allen	6,300	860	14%
*Anderson	3,400	480	14
*Atchison	6,800	3,480	51
*Barber	2,800	560	20
*Barton	10,100	2,850	28
*Bourbon	6,800	1,650	24
*Brown	5,200	2,700	52
*Butler	11,400	3,340	29
*Chase	1,400	250	18
*Chautauqua	2,400	380	16
*Cherokee	8,800	850	10
*Clay	4,000	440	11
*Coffey	3,200	450	14
*Comanche	1,300	260	20
Cowley	12,400	2,070	17
Crawford	15,300	1,490	10
*Dickinson	7,100	680	10
*Doniphan	3,200	1,660	52
*Douglas	10,900	4,920	45
*Edwards	2,100	420	20
*Elk	2,100	340	16
*Ellsworth	2,600	360	14
*Franklin	6,700	2,640	39
*Geary	7,100	680	10
*Greenwood	4,400	700	16
*Harper	3,300	590	18
*Harvey	7,000	2,100	30
*Jackson	3,700	1,920	52
*Jefferson	3,600	1,620	45
Johnson	28,100	25,600	91
*Kingman	3,300	590	18
*Kiowa	1,500	300	20
*Lahette	10,400	990	10%
Leavenworth	12,000	8,340	70
*Lincoln	1,800	250	14
*Linn	3,600	1,760	49
*Lyon	8,800	1,680	19
*McPherson	7,900	1,480	19
*Marion	5,200	940	18
*Marshall	6,000	840	14
*Miami	6,300	3,080	49
Montgomery	16,900	2,900	17
*Morris	2,600	260	10
*Neosho	4,100	660	15
*Neosho	6,800	1,700	25
*Osage	4,100	1,600	39
*Ottawa	2,400	340	14
*Pawnee	3,000	600	20
*Pottawatomie	3,800	570	15
*Pratt	3,100	840	20
Reno	18,600	7,110	38
*Rice	5,300	1,480	28
Riley	10,100	1,040	10
*Saline	11,600	1,630	14
Sedgewick	94,200	37,270	40

Shawnee	39,000	19,790	51		
*Stafford	2,800	560	20		
*Sumner	8,600	1,580	18		
*Wabaunsee	2,200	420	19		
*Washington	4,200	460	11		
*Wilson	4,900	760	16		
*Woodson	2,200	310	14		
Wyandotte	55,400	41,180	74		
TV counties	567,500	209,650	37%	50,570	9%
other counties	94,900	2,950	3%		
total	662,400	212,600	32%	50,570	8%

KENTUCKY

TV counties	total families	TV families	UHF families
*Adair	4,500	1,640	36%
*Allen	4,000	1,440	36
*Anderson	2,600	1,170	45
*Barren	8,500	2,760	32
*Bath	2,800	310	11
Bell	11,400	1,110	10
*Boone	4,000	2,560	64
*Bourbon	5,200	2,210	43
Boyd	14,400	9,690	67
*Boyle	5,700	1,990	35
*Bracken	2,600	1,090	42
*Breckinridge	4,200	2,020	48
*Bullitt	3,400	2,520	74
*Butler	2,600	650	25
*Caldwell	4,000	720	18
*Calloway	6,100	1,810	30%
Campbell	23,800	21,130	89
*Carroll	2,600	1,660	64
*Carter	5,300	2,540	48
*Casey	4,100	1,520	37
Christian	11,500	4,720	41
*Clark	5,600	1,310	23
*Clinton	2,700	490	18
*Crittenden	3,200	580	18
*Cumberland	2,200	400	18
Daviess	16,700	8,330	50
*Edmonson	2,300	620	27
*Elliott	1,300	620	48
*Estill	3,600	830	23
Fayette	29,800	6,370	21
*Fleming	3,500	940	27
Floyd	12,000	5,650	47
*Franklin	7,900	3,150	40
*Gallatin	1,200	770	64
*Garrard	3,100	1,120	36
*Grant	3,000	1,920	64
*Grayson	4,700	1,290	27
*Green	3,300	1,220	37
*Greenup	6,400	3,000	47
*Hancock	1,500	380	25
*Hardin	11,400	5,420	48
*Harlan	16,800	3,500	21
*Harrison	4,100	1,720	42
*Hart	4,400	1,190	27
*Henderson	10,100	1,900	19
*Henry	3,400	1,390	41
Hopkins	11,600	1,360	12
Jefferson	152,900	123,510	81
*Jessamine	3,600	1,300	36
*Johnson	5,800	2,340	40
Kenton	33,900	28,450	84
*Knott	4,100	410	10
*Larue	2,700	1,220	45
*Lawrence	3,500	1,680	48
*Lee	1,800	200	11
*Leslie	3,200	320	10
*Letcher	9,000	910	10
*Lewis	3,200	830	26
*Lincoln	4,900	1,760	36
*Livingston	2,300	410	18
*Logan	6,400	2,340	37
*Lyon	1,400	410	29
McCracken	28,600	4,940	17
*McLean	2,800	700	25
*Magoffin	2,700	1,110	41
*Marion	4,200	1,860	44
*Marshall	4,200	1,220	29
*Martin	2,500	1,030	41
*Mason	5,400	2,190	41
*Meade	2,800	1,340	48
*Menifee	1,000	110	11%
*Mercer	4,500	1,620	36
*Metcalfe	2,700	860	32
*Monroe	3,600	1,150	32
*Montgomery	3,800	870	23
*Morgan	3,200	330	10
*Muhlenberg	8,500	2,110	25
*Nelson	5,000	3,690	74
*Nicholas	2,200	920	42
*Ohio	5,600	1,360	24

*Oldham	2,700	1,110	41		
*Owen	3,000	1,920	64		
*Pendleton	3,000	1,260	42		
*Perry	10,100	1,040	10		
Pike	18,900	8,280	44		
*Powell	1,400	320	23		
*Robertson	800	340	42		
*Rowan	3,100	810	26		
*Russell	3,600	650	18		
*Scott	4,500	1,940	43		
*Shelby	5,100	2,090	41		
*Simpson	3,500	1,260	36		
*Spencer	1,400	1,040	74		
*Taylor	4,100	1,520	37		
*Todd	3,700	1,330	36		
*Trigg	2,300	670	29		
*Trimble	1,500	620	41		
*Union	4,100	740	18	620	15%
Warren	12,700	4,140	33		
*Washington	3,300	1,490	45		
*Wayne	4,000	710	18		
*Webster	4,600	830	18	690	15
*Wolfe	1,400	150	11		
*Woodford	3,400	1,460	43		
TV counties	747,300	349,950	47%	23,500	3%
other counties	82,800	4,160	5%		
total	830,100	354,110	43%	23,500	3%

LOUISIANA

TV counties	total families	TV families	UHF families		
Acadia	12,900	1,720	13%		
*Allen	5,400	650	12		
*Ascension	6,100	1,680	28		
*Assumption	4,300	1,380	32		
Avoyelles	10,500	1,410	13		
*Beauregard	5,300	800	15		
*Bienville	4,700	610	13		
Calcasieu	30,500	4,700	15		
*Caldwell	2,800	390	14		
*Cameron	1,200	130	11		
*Catahoula	3,000	420	14		
*Claiborne	6,500	980	15		
*Concordia	4,000	580	15		
E. Baton Rouge	54,700	17,350	32%		
*East Carroll	4,200	1,390	33		
*Evangeline	9,000	1,080	12		
*Franklin	7,300	1,340	18		
*Grant	3,700	520	14		
Iberia	11,100	2,150	19		
*Iberville	7,300	730	10		
*Jackson	3,900	510	13		
Jefferson	39,200	30,510	78		
*Jeff Davis	7,400	820	11		
Lafourche	10,800	5,130	48		
*La Salle	3,800	530	14		
*Lincoln	6,500	840	13		
*Livingston	5,600	1,570	28		
*Madison	4,700	1,550	33		
*Natchitoches	9,700	1,410	15		
Orleans	180,300	120,490	67		
Ouachita	23,700	6,680	28		
*Plaquemines	3,700	2,410	65		
Rapides	27,300	6,120	22		
*Richland	6,700	2,290	34		
*St. Bernard	3,400	2,210	65		
*St. Charles	3,600	1,620	45		
*St. James	3,700	1,690	46		
*St. John	3,600	1,620	45		
St. Landry	19,800	2,990	15		
*St. Martin	6,300	630	10		
*St. Mary	10,100	3,250	32		
*St. Tammany	8,000	5,220	65		
Tangipahoa	15,400	9,680	63		
*Tensas	3,500	670	19		
Terrebonne	11,400	7,120	62		
Vermilion	10,400	1,250	12		
*Vernon	6,200	910	15		
Washington	10,800	8,860	82		
*Webster	10,100	1,460	14		
*W. Baton Rouge	3,300	330	10		
*West Carroll	4,000	1,320	33		
*Winn	4,600	640	14		
TV counties	666,000	272,340	41%	43,480	7%
other counties	124,100	6,430	5%	1,780	1%
total	790,100	278,770	35%	45,260	6%

MAINE

TV counties	total families	TV families	UHF families
Androscoggin	24,400	3,270	13%
Cumberland	50,500	15,490	31
Hancock	10,000	1,850	19
Kennebec	23,500	6,170	26
*Knox	8,900	2,550	29

†Lincoln	5,500	1,160	21	•	•
†Penobscot	28,800	14,950	52		
†Piscataquis	5,400	1,240	23%		
†Sagadahoc	6,400	1,360	21	•	•
†Somerset	11,400	2,600	23		
†Waldo	6,400	1,860	29		
†York	27,500	14,080	51	•	•
TV counties	208,700	66,580	32%	14,520	7%
<i>other counties</i>	51,300	1,390	3%		
total	260,000	67,970	26%	14,520	6%

MARYLAND

TV counties	total families	TV families	UHF families		
†Allegany	27,200	9,870	36%		
†Anne Arundel	35,100	28,950	82		
†Baltimore	378,800	329,670	87		
†Calvert	3,300	2,080	63		
†Caroline	5,800	4,060	70		
†Carroll	12,300	8,440	69		
†Cecil	9,700	7,180	74		
†Charles	6,100	3,840	63		
†Dorchester	8,500	5,430	64		
†Frederick	18,700	11,830	63		
†Garrett	5,500	1,980	36		
†Harford	16,400	14,380	88		
†Howard	6,800	4,690	69		
†Kent	4,300	3,010	70		
†Montgomery	56,700	52,060	92		
†Prince George	66,700	64,950	97		
†Queen Annes	4,500	3,150	70		
†St. Marys	8,300	5,230	63		
†Somerset	6,200	1,300	21		
†Talbot	6,400	4,460	70		
†Washington	24,500	15,680	64		
†Wicomico	13,000	4,740	36		
†Worcester	7,800	1,670	21		
TV counties	732,600	588,650	80%	640	LT
total	732,600	588,650	80%	640	LT

MASSACHUSETTS

TV counties	total families	TV families	UHF families		
†Barnstable	16,400	9,880	60%		
†Berkshire	41,000	31,920	78		
†Bristol	119,600	95,560	80		
†Dukes	1,800	1,080	60		
†Essex	164,600	139,420	85		
†Franklin	17,000	6,760	40		
†Hampden	114,000	71,320	63		
†Hampshire	24,300	11,430	47		
†Middlesex	313,600	244,890	78		
†Nantucket	1,100	660	60		
†Norfolk	120,700	95,860	79%		
†Plymouth	61,600	49,590	81		
†Suffolk	263,700	219,610	83		
†Worcester	164,900	131,630	80		
TV counties	1,424,300	1,109,610	78%	40,330	3%
total	1,424,300	1,109,610	78%	40,330	3%

MICHIGAN

TV counties	total families	TV families	UHF families
†Allegan	15,300	9,380	61%
†Antrim	3,500	540	15
†Barry	8,700	5,310	61
†Bay	27,400	13,860	51
†Benzie	2,600	290	11
†Berrien	39,800	31,750	80
†Branch	9,600	6,340	66
†Calhoun	39,500	29,580	75
†Cass	9,900	7,820	79
†Clare	3,300	1,520	46
†Clinton	9,400	6,020	64
†Crawford	1,300	180	14
†Dickinson	7,700	1,650	21
†Eaton	13,200	7,050	53
†Genesee	86,800	48,980	56
†Gladwin	2,600	1,200	46
†Grand Traverse	8,300	940	11
†Griatiot	10,100	6,530	65
†Hillsdale	11,800	5,610	48
†Huron	9,600	2,350	24
†Ingham	56,300	42,200	75
†Ionia	11,300	5,310	47
†Isabella	8,200	3,460	42
†Jackson	34,000	24,900	73
†Kalamazoo	41,900	31,080	74
†Kalkaska	1,300	180	14
†Kent	95,100	60,860	64
†Lake	1,800	200	11

Lapeer	9,600	5,350	56		
†Leelanau	2,600	290	11		
†Lenawee	21,000	13,280	63		
†Livingston	8,800	6,790	77		
†Macomb	64,100	58,340	91		
†Manistee	6,300	630	10		
†Mason	6,600	1,100	17		
†Mecosta	5,800	2,440	42		
†Menominee	7,600	1,670	22		
†Midland	11,200	5,220	47		
†Missaukee	2,100	300	14		
†Monroe	24,000	19,490	81		
†Montcalm	10,300	5,420	53		
†Muskegon	40,200	24,580	61		
†Newaygo	6,900	3,590	52		
†Oakland	135,200	125,060	93%		
†Oceana	5,100	820	16		
†Osceola	4,100	1,720	42		
†Otsego	1,700	240	14		
†Ottawa	23,900	14,890	62		
†Roscommon	2,400	340	14		
†Saginaw	47,800	27,750	58		
†St. Clair	29,800	25,060	84		
†St. Joseph	11,900	7,950	67		
†Sanilac	9,500	2,380	25		
†Shiawassee	14,800	10,020	68		
†Tuscola	11,300	3,370	30		
†Van Buren	13,400	10,570	79		
†Washtenaw	40,300	26,110	65		
†Wayne	759,500	653,690	86		
†Wexford	5,800	640	11		
TV counties	1,913,900	1,414,190	74%	58,940	3%
<i>other counties</i>	109,600	3,740	3%	180	LT
total	2,023,500	1,417,930	70%	59,120	3%

MINNESOTA

TV counties	total families	TV families	UHF families
†Aitkin	4,100	1,150	28%
†Anoka	11,000	8,650	79
†Becker	6,800	720	11
†Benton	4,100	1,150	28
†Big Stone	2,600	340	13
†Blue Earth	11,400	6,080	53
†Brown	7,600	2,170	29
†Carlton	6,800	1,190	18
†Carver	5,200	2,290	44
†Cass	5,300	690	13
†Chisago	3,900	2,540	65
†Clay	9,100	4,070	45
†Cottonwood	4,700	1,500	32
†Crow Wing	9,600	1,260	13
†Dakota	14,500	11,300	78
†Dodge	3,600	1,080	30
†Douglas	6,400	900	14
†Faribault	7,000	1,190	17
†Fillmore	7,300	1,360	19
†Freeborn	10,400	3,390	33
†Goodhue	9,800	5,670	58
†Grant	2,800	360	13
†Hennepin	220,500	182,700	83
†Houston	4,200	760	18
†Hubbard	3,300	360	11
†Isanti	3,200	2,080	65
†Jackson	4,700	1,500	32
†Kanabec	2,800	790	28
†Kandiyohi	8,100	2,510	31
†Le Sueur	5,800	3,000	52
†Lincoln	3,000	570	19%
†Lyon	6,600	1,200	18
†McLeod	6,600	2,900	44
†Mahnomon	1,400	150	11
†Martin	7,600	1,370	18
†Meeker	5,400	1,670	31
†Mille Lacs	4,400	1,290	29
†Morrison	6,800	680	10
†Mower	12,600	3,740	30
†Murray	4,000	760	19
†Nicollet	5,300	1,480	28
†Nobles	6,500	2,090	32
†Norman	3,600	1,620	45
†Olmsted	14,200	7,330	52
†Otter Tail	13,900	1,830	13
†Pine	5,100	870	17
†Pipestone	3,900	740	19
†Pope	3,600	500	14
†Ramsey	113,700	88,230	78
†Redwood	6,400	1,860	29
†Renville	6,800	1,930	28
†Rice	9,200	5,340	58
†Rock	3,400	650	19
†St. Louis	66,300	16,110	24
†Scott	4,500	2,340	52
†Sherburne	2,800	1,120	40

†Sibley	4,400	2,290	52		
†Stearns	17,100	6,910	40		
†Steele	6,500	3,770	58		
†Stevens	3,000	430	14		
†Swift	4,600	640	14		
†Todd	6,900	760	11		
†Traverse	2,300	300	13		
†Wabasha	4,900	2,550	52		
†Wadena	3,500	350	10		
†Waseca	4,500	1,490	33		
†Washington	10,700	6,960	65		
†Watonwan	4,100	700	17		
†Wilkin	2,800	360	13		
†Winona	11,900	1,500	13		
†Wright	8,000	3,580	45		
TV counties	829,400	433,710	52%	13,400	2%
<i>other counties</i>	70,600	3,310	5%	120	LT
total	900,000	437,020	49%	13,520	2%

MISSISSIPPI

TV counties	total families	TV families	UHF families		
†Adams	9,700	980	10%		
†Alcorn	7,800	1,780	23		
†Amite	4,600	780	17		
†Attala	6,600	730	11		
†Benton	2,100	670	32		
†Bolivar	16,400	2,860	17%		
†Calhoun	4,600	640	14		
†Carroll	3,400	410	12		
†Chickasaw	4,700	560	12		
†Choctaw	2,800	340	12		
†Claiborne	3,000	780	26		
†Clay	4,400	530	12		
†Coahoma	14,500	1,540	11		
†Copiah	7,900	2,020	26		
†Covington	3,800	610	16		
†De Soto	6,000	1,980	33		
†Forrest	14,100	4,210	30		
†Franklin	2,900	290	10		
†George	2,700	840	31		
†Grenada	5,000	650	13		
†Hancock	3,300	2,050	62		
†Harrison	30,100	9,880	33		
†Hinds	43,100	17,410	40		
†Holmes	8,100	880	11		
†Humphreys	5,400	1,260	23		
†Issaquena	1,100	250	23		
†Itawamba	4,400	700	16		
†Jackson	10,000	3,100	31		
†Jefferson	2,900	290	10		
†Jeff Davis	3,800	530	14		
†Jones	16,800	2,610	16		
†Lafayette	5,500	850	15		
†Lamar	3,600	1,080	30		
†Lauderdale	19,700	2,800	14		
†Lawrence	3,100	430	14		
†Leake	5,200	570	11		
†Lee	11,000	3,340	30		
†Leflore	13,700	2,980	22		
†Lincoln	7,700	1,310	17		
†Madison	8,100	1,050	13		
†Marion	6,400	970	15		
†Marshall	5,800	1,860	32		
†Monroe	10,000	1,210	12		
†Montgomery	3,800	420	11		
†Panola	7,800	4,030	52		
†Pearl River	5,800	3,590	62		
†Pike	9,600	1,610	17		
†Pontotoc	5,200	780	15		
†Prentiss	5,200	790	15		
†Quitman	6,500	1,170	18		
†Rankin	6,200	830	13		
†Scott	5,500	610	11		
†Sharkey	3,100	710	23		
†Simpson	5,500	720	13		
†Smith	3,900	430	11		
†Stone	1,400	420	30		
†Tallahatchie	7,600	1,430	19		
†Tate	4,500	2,300	51		
†Tippah	4,400	1,010	23		
†Tishomingo	4,200	670	16		
†Tunica	5,600	2,860	51%		
†Union	5,700	1,310	23		
†Walthall	3,600	500	14		
†Warren	12,500	3,160	25		
†Washington	21,100	2,980	14		
†Webster	2,900	350	12		
†Wilkinson	3,400	340	10		
†Yalohusha	3,900	550	14		
†Yazoo	8,900	1,200	13		
TV counties	513,600	115,380	22%	31,980	6%
<i>other counties</i>	73,800	3,990	5%		
total	587,400	119,370	20%	31,980	5%

MISSOURI

TV counties	total families	TV families	UHF families
*Andrew	4,000	2,230 56%	• •
*Atchison	3,500	1,050 30	
*Audrain	8,400	1,880 22	
*Barry	6,700	1,270 19	
*Barton	4,400	720 16	
*Bates	6,200	3,290 53	
*Benton	2,700	570 21	
*Bollinger	3,100	840 27	
Boone	14,200	1,950 14	
Buchanan	31,600	19,620 62	
*Caldwell	3,600	2,010 56	• •
*Callaway	6,500	1,500 23	
*Camden	2,500	530 21	
Cape Girardeau	12,000	1,250 10	
*Carroll	5,100	2,500 49	
*Carter	1,300	200 15	
*Cass	6,700	3,550 53	
*Cedar	3,800	650 17	
*Chariton	4,900	1,180 24	
*Christian	3,900	900 23	
*Clark	3,000	750 25	
Clay	18,400	14,790 80	1,880 10%
*Clinton	4,000	2,230 56	• •
*Cole	10,100	2,080 21	
*Crawford	3,600	1,210 34	
*Dade	3,000	510 17	
*Dallas	3,300	320 10	
*Davies	3,700	2,060 56	• •
*De Kalb	3,000	1,680 56	• •
*Dent	3,400	1,160 34	
*Douglas	3,600	860 24	
Dunklin	13,000	3,850 30	
Franklin	11,700	4,340 37	
*Gasconade	4,100	1,150 28	
*Gentry	3,600	1,080 30	
Greene	37,000	13,480 36	
*Grundy	4,500	1,890 42	
*Harrison	4,600	1,370 30	
*Henry	6,900	3,060 53%	
*Hickory	1,700	360 21	
*Holt	3,100	930 30	
*Iron	2,600	880 34	
Jackson	193,600	132,120 68	21,070 11%
Jasper	28,300	4,430 16	• •
Jefferson	12,500	8,200 66	• •
*Johnson	6,900	3,800 55	• •
*Knox	2,700	680 25	
*Laclede	6,100	1,330 22	• •
*Lafayette	8,200	4,460 54	
*Lawrence	8,000	1,550 19	
*Lewis	3,600	890 25	
*Lincoln	4,700	2,020 43	
*Linn	6,600	1,150 17	
*Livingston	5,500	2,310 42	
*McDonald	4,300	650 15	
*Macon	6,400	1,090 17	
*Madison	3,200	860 27	
*Maries	2,100	590 28	
*Marion	10,300	3,420 33	
*Mercer	2,500	750 30	
*Miller	4,300	900 21	
*Monroe	3,900	820 21	
*Montgomery	4,000	1,720 43	
*Morgan	3,200	630 20	
*New Madrid	10,300	2,130 21	
*Newton	9,100	1,310 14	
*Nodaway	7,800	2,300 29	
*Oregon	3,500	530 15	
*Osage	3,100	870 28	
*Ozark	2,400	580 24	
Pemiscot	12,600	5,520 44	
*Perry	4,300	1,150 27	
Pettis	11,100	4,240 38	
*Phelps	8,200	2,260 28	
*Pike	6,000	2,540 42	
*Platte	4,900	2,700 55	• •
*Polk	5,200	500 10	
*Pulaski	3,400	710 21	
*Ralls	2,700	920 34	
*Randolph	8,300	1,730 21	
*Ray	5,500	2,740 50	
*Reynolds	1,500	230 15	
*Ripley	3,500	550 16	
St. Charles	9,400	5,740 61	• •
*St. Clair	3,500	880 25	
*St. Francois	10,700	6,680 62	
St. Louis	419,400	327,410 78	40,050 10
*Ste. Genevieve	3,200	1,980 62	
*Saline	8,500	2,100 25	
*Scotland	2,500	630 25	
*Shannon	2,200	330 15	
*Shelby	3,700	1,260 34	
*Stoddard	9,700	1,940 20	
*Stone	2,900	700 24%	

*Taney	3,100	740 24	
*Vernon	7,000	1,710 24	
*Warren	2,600	1,120 43	
*Washington	4,100	1,340 33	
*Webster	4,600	450 10	
*Worth	1,400	420 30	
*Wright	5,000	1,050 21	
TV counties	1,234,800	672,690 54%	64,990 5%
<i>other counties</i>	71,500	4,470 7%	
total	1,306,300	677,160 52%	64,990 5%

MONTANA

TV counties	total families	TV families	UHF families
Silver Bow	18,300	6,080 33%	
TV counties	18,300	6,080 33%	
<i>other counties</i>	179,400	3,020 2%	
total	197,700	9,100 5%	

NEBRASKA

TV counties	total families	TV families	UHF families
*Adams	9,400	1,600 17%	
*Antelope	3,700	810 22	
*Boone	3,300	420 13	
*Buffalo	8,500	1,060 12	
*Burt	3,600	2,770 77	
*Butler	3,800	1,360 36	
*Cass	5,400	4,000 74	
*Cedar	3,900	860 22	
*Colfax	3,400	1,600 47	
*Cuming	3,900	1,840 47	
*Dakota	3,200	1,250 39	
*Dawson	6,600	860 13	
*Dixon	2,900	1,130 39	
*Dodge	9,500	7,260 76	
Douglas	92,500	78,200 85	
*Fillmore	3,200	640 20	
*Gage	8,900	3,960 44	
*Greeley	1,400	200 14	
*Hall	10,900	1,940 18	
*Hamilton	3,000	1,080 36	
*Howard	2,300	320 14	
*Jefferson	4,400	880 20	
*Johnson	2,400	1,080 45	
*Knox	4,500	1,040 23	
Lancaster	40,800	25,140 62	
*Madison	7,700	3,050 40	
*Merrick	3,000	410 14	
*Nance	1,800	250 14	
*Nemaha	3,400	1,220 36%	
*Otoe	5,500	4,090 74	
*Pawnee	2,200	790 36	
*Pierce	3,000	660 22	
*Plate	6,100	2,380 39	
*Polk	2,500	900 36	
*Richardson	5,600	1,990 36	
*Saline	4,900	1,030 21	
*Sarpy	4,900	3,820 78	
*Saunders	5,600	4,420 79	
*Seward	4,200	1,500 36	
*Stanton	1,900	890 47	
*Thurston	2,500	980 39	
*Washington	3,700	2,850 77	
*Wayne	3,000	1,170 39	
*York	4,700	1,630 35	
TV counties	321,600	175,330 55%	
<i>other counties</i>	105,700	2,080 2%	
total	427,300	177,410 42%	

NEVADA

TV counties	total families	TV families	UHF families
Clark	22,800	6,110 27%	
Washoe	19,700	5,460 28	
TV counties	42,500	11,570 27%	
<i>other counties</i>	18,100	360 2%	
total	60,600	11,930 20%	

NEW HAMPSHIRE

TV counties	total families	TV families	UHF families
*Brknap	8,400	3,210 38%	
*Carroll	5,000	1,900 38	
*Cheshire	11,600	5,720 49	
Hillsboro	48,800	31,960 65	
Merrimack	18,300	10,900 60	

Rockingham	22,500	17,570 78	
Strafford	15,300	7,760 51	
*Sullivan	8,100	4,050 50	
TV counties	138,000	83,070 60%	
<i>other counties</i>	24,600	1,620 7%	
total	162,600	84,690 52%	

NEW JERSEY

TV counties	total families	TV families	UHF families
Atlantic	44,300	31,930 72%	5,190 12%
Bergen	190,900	172,850 91	
Burlington	39,800	34,840 88	
Camden	96,500	80,790 84%	
Cape May	13,600	11,370 84	1,750 13%
Cumberland	29,300	25,310 86	
Essex	285,600	242,840 85	
Gloucester	30,700	27,000 88	
Hudson	202,700	192,250 95	
Hunterdon	14,200	12,360 87	
Mercer	68,000	60,540 89	
Middlesex	84,000	71,160 85	
Monmouth	77,200	72,360 94	
Morris	52,200	42,360 81	
Ocean	21,900	17,540 80	
Passaic	111,700	97,800 88	
Salem	16,200	14,950 92	
Somerset	31,300	26,530 85	
Sussex	11,200	8,200 73	
Union	129,200	119,420 92	
Warren	17,600	12,390 70	• •
TV counties	1,568,100	1,374,790 88%	7,850 1%
total	1,568,100	1,374,790 88%	7,850 1%

NEW MEXICO

TV counties	total families	TV families	UHF families
Bernalillo	50,800	22,930 45%	
*Chaves	13,900	4,270 31	
*Curry	8,000	1,010 13	
*De Baca	1,000	310 31	
*Dona Ana	10,800	2,290 21	
Eddy	14,400	3,480 24	
*Guadalupe	1,400	430 31	
*Lincoln	1,700	270 16	
*Los Alamos	3,600	680 19	
*Luna	2,800	590 21	
*Otero	4,400	680 15	
*Quay	4,300	560 13	
Sandoval	2,500	540 22	
*Santa Fe	10,700	2,100 20	
*Torrance	1,700	320 19	
Valencia	5,400	2,090 39	
TV counties	137,400	42,550 31%	
<i>other counties</i>	64,600	1,220 2%	
total	202,000	43,770 22%	

NEW YORK

TV counties	total families	TV families	UHF families
Albany	79,600	59,350 75%	• •
Allegany	13,500	7,830 58	
Bronx	458,400	360,970 79	
Broome	58,300	42,860 74%	
Cattaraugus	24,200	16,850 70	
Cayuga	21,600	17,690 82	
Chautauqua	46,300	29,000 63	
Chemung	28,800	12,080 42	6,040 21%
Chenango	12,300	7,350 60	
Clinton	13,900	4,690 34	
Columbia	14,000	10,800 77	
Cortland	11,700	7,350 63	
Delaware	13,900	5,460 39	
Dutchess	38,400	23,960 62	
Erie	281,600	243,890 87	39,870 14
Essex	10,400	2,810 27	
Franklin	12,800	1,910 15	
Fulton	17,500	10,770 62	
Genesee	14,600	10,380 71	
*Greene	9,200	5,490 60	
Hamilton	1,300	770 59	
Herkimer	19,500	14,110 72	
Jefferson	26,900	10,930 41	
Kings	851,900	735,350 86	
Lewis	6,600	3,730 57	
Livingston	11,300	6,530 58	
Madison	14,400	8,880 62	
Monroe	160,400	131,030 82	
Montgomery	19,200	11,660 61	
Nassau	261,200	233,160 89	

New York	672,700	401,750	60		
Niagara	60,500	50,810	84	9,620	16
Oneida	68,900	64,920	94		
Onondaga	109,700	98,280	90		
†Ontario	18,100	12,570	69		
Orange	47,100	41,100	87		
Orleans	9,600	7,940	83		
Oswego	23,800	17,450	73		
Otsego	16,600	10,820	65		
Putnam	6,700	4,010	60		
Queens	521,900	460,000	88		
Rensselaer	41,900	34,290	82		
Richmond	56,400	50,620	90		
Rockland	24,500	21,420	87		
St. Lawrence	27,700	4,200	15		
Saratoga	24,000	16,710	70		
Schenectady	48,600	36,640	75		
†Schoharie	7,200	4,320	60		
†Schuyler	4,600	3,450	75		
†Seneca	8,100	6,120	76		
Steuben	28,300	11,790	42	4,270	15
Suffolk	92,000	75,230	82		
Sullivan	13,300	8,850	67		
Tioga	9,800	6,120	62	1,180	12
Tompkins	17,900	12,420	69		
Ulster	30,300	15,920	53		
Warren	12,700	9,960	78		
Washington	14,000	9,350	67		
Wayne	18,400	14,440	78%		
Westchester	195,600	153,610	79		
Wyoming	9,700	5,810	60		
†Yates	5,800	4,060	70		
TV counties	4,800,100	3,712,620	77%	69,950	1%
total	4,800,100	3,712,620	77%	69,950	1%

NORTH CAROLINA

TV counties	total families	TV families	UHF families
Alamance	20,000	12,090	60%
†Alexander	3,600	1,690	47
†Alleghany	2,100	970	46
†Anson	6,300	3,280	52
†Ashe	5,200	2,390	46
†Avery	3,200	860	27
†Beaufort	9,300	3,800	41
†Bertie	6,100	2,260	37
Buncombe	34,800	11,330	33
Burke	11,400	7,980	70
Cabarrus	17,400	11,210	64
†Caldwell	11,100	5,280	48
†Camden	1,400	760	54
†Caswell	4,500	2,070	46
Catawba	17,400	10,030	58
†Chatham	6,300	2,900	46
†Cherokee	4,400	470	11
†Chowan	3,000	810	27
†Clay	1,300	130	10
†Cleveland	16,400	9,570	58
Craven	13,100	3,550	27
Cumberland	23,900	2,970	12
†Currituck	1,800	970	54
†Dare	1,300	350	27
Davidson	17,400	9,490	55
†Davie	4,000	2,200	55
Durham	28,400	14,880	52
Edgecombe	12,000	2,040	17
Forsyth	43,500	23,570	54
†Franklin	7,300	1,530	21
Gaston	30,900	21,420	69
†Gates	2,300	1,240	54
†Graham	1,700	170	10
†Granville	7,000	2,810	40
Guilford	55,000	24,410	44
Halifax	13,200	1,630	12
Harnett	11,700	1,300	11
†Haywood	10,000	1,680	17
†Henderson	9,200	2,070	23
†Hertford	4,900	2,650	54
†Hoke	3,400	780	23
†Hyde	1,300	350	27
Iredell	15,300	6,530	43
†Jackson	4,500	990	22%
†Lee	6,100	1,770	29
†Lincoln	7,000	4,060	58
†McDowell	6,700	4,220	63
†Macon	4,000	400	10
†Madison	4,600	780	17
†Martin	6,200	2,540	41
Mecklenberg	58,500	35,080	60
†Mitchell	3,600	970	27
†Montgomery	4,400	2,290	52
†Moore	8,600	2,540	30
Nash	14,300	2,190	15
†Northampton	6,200	2,300	37
†Orange	8,600	3,950	46

†Pasquotank	6,800	3,700	54		
†Perquimans	2,500	1,350	54		
†Person	5,500	2,200	40		
Pitt	14,900	4,600	31		
†Polk	3,200	2,020	63		
Randolph	14,100	6,080	43		
†Richmond	10,300	5,310	52		
Robeson	20,200	3,400	17		
†Rockingham	17,600	7,690	44		
†Rowan	21,200	11,580	55		
†Rutherford	11,900	7,520	63		
†Scotland	6,300	1,420	23		
Stanly	10,700	8,380	78		
†Stokes	5,100	2,240	44		
†Surry	11,900	5,380	45		
†Swain	2,300	230	10		
†Transylvania	3,900	860	22		
†Tyrrell	1,200	320	27		
†Union	10,600	5,470	52		
†Vance	8,000	1,660	21		
Wake	36,000	11,420	32	7,250	20%
†Warren	5,100	1,070	21		
†Washington	3,100	860	28		
†Watauga	4,300	1,140	27		
Wayne	15,800	1,970	12		
Wilkes	11,100	4,200	38		
†Yadkin	5,700	3,140	55		
†Yancey	3,700	630	17		
TV counties	920,100	388,390	42%	24,980	3%
other counties	136,300	7,570	6%	910	1%
total	1,056,400	395,960	37%	25,890	2%

NORTH DAKOTA

TV counties	total families	TV families	UHF families
†Barnes	4,500	1,140	25%
†Bottineau	3,200	420	13
†Burke	1,700	220	13
Cass	17,400	5,500	32
†Griggs	1,200	300	25
†McHenry	3,200	420	13%
†Ransom	2,300	230	10
†Renville	1,500	200	13
†Richland	5,300	550	10
†Sargent	1,700	170	10
†Steele	1,100	280	25
†Traill	3,000	750	25
†Ward	10,200	1,240	12
TV counties	56,300	11,420	20%
other counties	104,900	1,900	2%
total	161,200	13,320	8%

OHIO

TV counties	total families	TV families	UHF families
†Adams	6,400	3,840	60%
Allen	28,500	11,750	41
Ashland	10,700	7,270	68
Ashtabula	25,300	19,990	79
†Athens	12,300	5,670	46
†Auglaize	9,800	6,310	64
Belmont	26,000	12,840	49
†Brown	7,000	4,200	60
Butler	46,000	40,390	88
†Carroll	5,700	3,710	65
Champaign	8,500	5,970	70
Clark	35,900	28,570	80
Clermont	13,200	9,710	74
Clinton	8,400	4,760	57
Columbiana	31,000	19,710	64
Coshocton	10,000	2,280	23
Crawford	12,600	7,040	56
Cuyahoga	439,000	399,190	91
†Darke	13,200	10,630	81
†Defiance	8,200	5,190	63
†Delaware	8,900	6,070	68
Erie	17,200	12,540	73
Fairfield	16,400	11,410	70
†Fayette	7,300	4,390	60
Franklin	162,600	138,640	85
†Fulton	8,000	5,760	72
Gallia	6,700	3,190	48
†Geauga	8,100	6,640	82
Greene	19,500	12,470	64
†Guernsey	11,600	4,080	35
Hamilton	243,200	209,060	86
†Hancock	15,000	10,400	69
†Hardin	9,000	5,760	64
†Harrison	5,700	2,000	35
†Henry	6,900	4,280	62
†Highland	9,400	5,670	60
†Hocking	5,600	3,860	69

†Holmes	5,200	2,810	54%		
Huron	12,500	7,860	63		
†Jackson	8,300	4,860	59		
Jefferson	27,700	19,480	70		
Knox	11,200	6,820	61		
Lake	26,200	21,930	84		
Lawrence	14,200	9,910	70		
Licking	23,300	19,130	82		
†Logan	10,200	6,540	64		
†Logan	47,100	40,440	86		
Lucas	126,800	107,100	84		
†Madison	6,200	3,720	60		
†Mahoning	74,800	43,190	58	19,280	26%
†Marion	16,600	11,710	71		
†Medina	13,300	11,070	83		
†Meigs	7,000	3,220	46		
†Mercer	8,400	2,440	29		
Miami	20,400	17,990	88		
†Montroe	4,300	1,460	34		
†Montgomery	130,300	119,110	91		
†Morgan	4,000	1,400	35		
†Morrow	5,200	3,690	71		
†Muskingum	23,400	10,190	44	6,390	27
†Noble	3,400	1,190	35		
†Ottawa	9,500	5,950	63		
†Paulding	4,700	1,360	29		
†Perry	8,500	5,900	69		
†Pickaway	7,800	5,620	72		
†Pike	5,600	3,300	59		
†Portage	19,500	15,900	82		
†Preble	8,500	6,800	80		
†Putnam	7,200	4,460	62		
†Richland	29,300	20,000	68		
†Ross	16,000	11,440	72		
†Sandusky	14,700	9,340	64		
Scioto	26,700	19,010	71		
Seneca	16,200	11,710	72		
†Shelby	8,600	5,500	64		
Stark	89,300	72,360	81		
Summit	131,900	117,180	89	13,640	10
Trumbull	48,900	38,150	78	11,690	24
†Tuscarawas	22,000	14,360	65		
†Union	6,400	4,420	69		
†Van Wert	8,900	2,660	30		
†Vinton	2,800	1,930	69		
Warren	12,100	8,120	67		
Washington	13,700	3,730	27		
†Wayne	17,500	9,430	54		
†Williams	8,600	6,270	73		
Wood	17,900	15,710	88		
†Wyandot	6,200	4,340	70		
TV counties	2,517,800	1,957,490	78%	85,380	3%
total	2,517,800	1,957,490	78%	85,380	3%

OKLAHOMA

TV counties	total families	TV families	UHF families
†Adair	4,000	640	16%
†Alfalfa	3,300	910	28
†Atoka	3,500	460	13
†Beckham	7,200	890	12
†Blaine	4,400	2,160	49
†Bryan	8,000	1,070	13
Caddo	10,200	4,500	44
†Canadian	7,700	3,700	48
†Carter	12,300	2,080	17
†Cherokee	4,900	780	16
†Choctaw	5,200	620	12
Cleveland	11,400	6,530	57
†Coal	1,700	220	13
Comanche	17,800	10,350	58
†Cotton	2,900	870	30
†Craig	4,800	2,730	57
Creek	12,700	6,640	52
†Custer	6,500	1,840	28
†Delaware	4,100	1,310	32
†Dewey	2,500	700	28
†Ellis	2,300	320	14
†Garfield	17,600	8,710	49
†Garvin	8,800	3,650	41
Grady	10,600	4,920	46
†Grant	3,100	870	28
†Greer	3,400	370	11
†Harmon	2,300	250	11
†Harper	1,800	250	14
†Hughes	5,600	1,180	21
†Jackson	6,300	690	11
†Jefferson	3,100	930	30
†Johnston	2,800	360	

*Logan	6,800	2,430	36		
*Love	1,700	290	17		
*McClain	4,100	1,720	42		
*McCurtain	8,100	930	11		
*McIntosh	4,300	900	21		
*Major	3,200	900	28		
*Marshall	2,300	300	13		
*Mayes	5,600	3,180	57		
*Murray	3,300	1,550	47		
*Muskogee	20,000	8,890	44		
*Noble	3,800	1,860	49		
*Nowata	3,900	2,210	57		
*Okfuskee	4,300	1,460	34		
*Oklahoma	116,500	79,440	68		
*Okmulgee	13,300	4,570	34		
*Osage	10,000	5,200	52		
*Ottawa	10,000	3,190	32%		
*Pawnee	4,100	2,130	52		
Payne	14,000	5,710	41		
Pittsburg	11,600	2,750	24		
*Pontotoc	8,900	4,180	47		
Pottawatomie	13,200	3,630	28		
*Pushmataha	3,200	380	12		
*Roger Mills	2,100	590	28		
*Rogers	5,800	3,240	56		
Seminole	10,700	3,910	37		
*Sequoyah	5,000	830	17		
Stephens	11,500	3,900	34		
*Tillman	5,000	1,480	30		
Tulsa	88,100	65,670	75		
*Wagoner	4,300	1,890	44		
Washington	11,000	5,050	46		
*Washita	4,900	1,720	35		
*Woods	4,700	720	15		
*Woodward	4,100	570	14		
TV counties	668,800	311,560	47%	4,690	1%
other counties	23,500	480	2%	480	2%
total	692,300	312,040	45%	5,170	1%

OREGON

TV counties	total families	TV families	UHF families
Clackamas	30,600	8,400 27%	8,400 27%
*Clatsop	11,600	1,590 14	
*Columbia	7,500	1,050 14	
Jackson	22,500	5,470 24	
Marion	32,900	12,670 39	12,120 37
Multnomah	175,300	83,330 48	79,790 46
*Tillamook	6,600	1,120 17	730 11
Washington	22,600	9,650 43	8,850 39
*Yamhill	11,200	1,910 17	1,140 11
TV counties	320,800	125,190 39%	111,480 35%
other counties	225,700	7,130 3%	3,690 2%
total	546,500	132,320 24%	115,170 21%

PENNSYLVANIA

TV counties	total families	TV families	UHF families
Adams	12,800	5,610 44%	410 *
Allegheny	149,600	391,600 87	49,890 11%
Armstrong	23,200	16,060 69	
Beaver	51,200	43,050 84	
Bedford	11,300	8,540 76	
Berk	77,500	57,580 74	9,260 12
Blair	41,100	26,650 65	
Bradford	15,500	8,260 53	
Bucks	48,500	43,520 90%	
Butler	28,500	21,530 76	
Cambridia	56,100	42,060 76	
*Cameron	1,900	720 38	
*Carbon	16,100	9,930 62	
Centre	17,100	10,040 59	
Chester	44,200	42,290 96	
Clarion	10,700	7,050 66	
Clearfield	23,900	14,230 60	
*Clinton	10,700	4,110 38	
*Columbia	16,200	4,850 30	3,850 24%
Crawford	24,200	6,660 28	
Cumberland	29,900	11,290 38	6,580 22
Dauphin	61,300	33,310 54	23,030 38
Delaware	130,100	112,680 87	
*Elk	9,600	2,000 21	
Erie	68,100	62,490 92	
Fayette	52,100	39,540 76	
*Forest	1,200	250 21	
Franklin	22,400	11,200 50	2,540 11
*Fulton	2,900	1,130 39	
Greene	12,500	5,340 43	
*Huntingdon	11,400	4,460 39	
Indiana	21,200	10,010 47	
Jefferson	14,200	8,180 58	
*Junata	4,300	700 16	
Lackawanna	72,200	49,560 69	40,820 57

Lancaster	69,800	50,090 72		
Lawrence	31,300	20,490 65	4,740 15	
Lebanon	26,300	17,630 67	6,090 23	
Lehigh	59,400	47,940 81		
Luzerne	107,400	53,550 50	45,100 42	
Lycoming	31,600	5,630 18		
McKean	17,200	8,190 48		
Mercer	33,000	18,310 55	5,650 17	
Mifflin	12,700	5,110 40		
*Monroe	10,400	6,450 62		
Montgomery	104,600	92,040 88		
*Montour	3,700	1,110 30	890 24	
Northampton	54,400	38,430 71		
Northumberland	33,700	8,050 24	3,840 11	
*Perry	7,300	1,200 16		
Philadelphia	627,100	543,100 87		
*Pike	3,100	960 31		
*Potter	4,900	1,720 35		
Schuylkill	56,200	37,000 66	13,640 24	
*Snyder	6,400	830 13		
Somerset	22,500	11,630 52		
*Sullivan	1,600	480 30	380 24	
*Susquehanna	9,000	5,190 58	1,450 16	
*Tioga	10,700	3,740 35		
*Union	6,000	780 13		
Venango	18,800	7,740 41		
Warren	12,200	4,240 35		
Washington	60,300	48,090 80		
*Wayne	8,100	2,550 31%		
Westmoreland	90,000	69,110 77		
*Wyoming	4,900	2,790 57	780 16%	
York	63,800	45,390 71	14,180 22	
TV counties	3,102,200	2,276,640 73%	257,860 8%	
total	3,102,200	2,276,640 73%	257,860 8%	

RHODE ISLAND

TV counties	total families	TV families	UHF families
Bristol	8,700	8,540 98%	
Kent	25,900	21,350 82	
Newport	17,300	13,910 80	
Providence	177,300	164,030 93	
Washington	14,600	9,890 68	
TV counties	243,800	217,720 89%	
total	243,800	217,720 89%	

SOUTH CAROLINA

TV counties	total families	TV families	UHF families
*Abbeville	5,700	1,430 25%	
Aiken	19,200	2,350 12	
Anderson	24,200	4,800 20	3,720 15%
*Beaufort	6,600	1,210 18	
*Berkeley	6,900	2,550 37	
*Calhoun	3,400	650 19	370 11
Charleston	47,600	24,760 52	
*Cherokee	8,700	5,690 65	
*Chester	8,200	4,670 57	
*Chesterfield	8,300	2,880 35	
*Clarendon	6,700	1,010 15	
*Colleton	7,300	1,790 25	
Darlington	12,300	3,310 27	
*Dillon	6,800	1,700 25	
*Dorchester	5,700	1,370 24	
*Edgefield	3,800	1,220 32	
*Fairfield	4,900	2,790 57	
Florence	20,100	9,560 48	
*Georgetown	7,800	2,890 37	
Greenville	49,200	19,880 40	12,330 25
*Greenwood	11,200	2,840 25	
*Hampton	4,500	860 19	
*Jasper	2,700	510 19	
*Kershaw	7,700	3,480 45	
*Lancaster	9,200	5,150 56,	
Laurens	11,800	3,360 28	
*Lee	4,800	2,210 46	
Lexington	12,200	4,760 39	3,000 25
*McCormick	2,100	530 25	
*Marion	7,900	2,000 25	
*Marlboro	7,500	2,630 35%	
*Newberry	8,500	2,760 32	
*Oconee	9,600	1,540 16	1,340 14%
*Orangeburg	16,400	3,080 19	1,850 11
*Pickens	10,400	1,680 16	1,450 14
Richland	41,700	14,370 34	11,500 28
*Saluda	3,800	1,220 32	
Spartanburg	40,600	22,550 56	
Sumter	14,300	3,370 24	
*Union	7,700	5,080 66	
*Williamsburg	9,300	1,320 14	
York	18,600	10,620 57	
TV counties	525,900	192,430 37%	44,780 9%
other counties	28,700	1,980 7%	
total	554,600	194,410 35%	44,780 8%

SOUTH DAKOTA

TV counties	total families	TV families	UHF families
*Bon Homme	2,800	500 18%	
*Brookings	5,200	760 15	
*Clay	3,300	1,420 43	
*Hutchinson	3,300	590 18	
*Kingsbury	2,900	460 16	
*Lake	3,300	530 16	
*Lincoln	3,800	1,640 43	
*Minnehaha	23,100	4,270 18	
*Moody	2,600	420 16	
*Turner	3,700	1,590 43	
*Union	3,300	1,420 43	
*Yankton	4,300	810 19	
TV counties	61,600	14,410 23%	
other counties	127,400	3,480 3%	
total	189,000	17,890 9%	

TENNESSEE

TV counties	total families	TV families	UHF families
Anderson	16,200	5,970 37%	2,930 18%
*Bedford	6,900	3,310 48	
*Benton	3,200	450 14	
*Bledsoe	1,600	320 20	
Blount	15,200	4,200 28	1,680 11
*Bradley	8,900	1,030 12	
*Campbell	8,400	890 11	
*Cannon	2,300	1,100 48	
*Carroll	7,700	1,090 14	
*Carter	11,100	3,030 27	
*Cheatham	2,200	1,250 57	
*Chester	2,900	810 28	
*Claiborne	5,700	830 15	
*Clay	2,100	800 38%	
*Coffee	7,300	3,530 48	
*Crockett	4,400	1,670 38	
*Cumberland	4,700	750 16	
Davidson	96,400	76,730 80	
*Decatur	2,500	280 11	
*De Kalb	2,600	990 38	
*Dickson	5,300	3,020 57	
*Dyer	9,400	3,560 38	
*Fayette	6,100	2,140 35	
*Fentress	3,400	510 15	
*Franklin	6,400	830 13	
Gibson	14,400	2,740 19	
*Giles	7,100	920 13	
*Grainger	3,000	420 14	
*Greene	10,900	1,380 13	
*Grundy	3,000	1,080 36	
Hamilton	62,500	11,190 18	
*Hancock	2,100	290 14	
*Hardeman	5,200	2,650 51	
*Hardin	4,300	1,200 28	
*Hawkins	7,600	910 12	
*Haywood	6,300	3,210 51	
*Henderson	4,500	540 12	
*Henry	7,000	1,470 21	
*Hickman	3,300	1,490 45	
*Houston	1,100	520 47	
*Humphreys	3,000	1,410 47	
*Jackson	2,800	1,060 38	
*Johnson	2,800	760 27	
Knox	65,600	16,880 26	12,850 20%
*Lake	3,000	750 25	
*Lauderdale	6,700	3,400 51	
*Lawrence	7,400	1,010 14	
*Lewis	1,500	680 45	
*Lincoln	6,800	820 12	
*Loudon	6,300	1,450 23	
*McMinn	8,600	1,030 12	
*McNairy	5,300	1,460 28	
*Macon	3,700	1,430 39	
Madison	17,500	5,590 32	
*Marion	5,100	1,840 36	
*Marshall	5,200	2,760 53	
*Maury	11,500	5,140 45	
*Meigs	1,300	260 20	
*Monroe	5,800	1,330 23	
*Montgomery	11,700	5,440 46	
*Moore	1,200	160 13	
*Morgan	3,300	500 15	
*Obion	8,600	2,110 25	
*Overton	4,200	630 15	
*Perry	1,400	150 11	
*Pickett	900	140 15	
*Polk	3,000	400 12	
*Putnam	8,200	3,030 37	
*Rhea	4,100	800 20%	
*Roane	8,500	1,960 23	
*Robertson	7,300	4,110 56	
Rutherford	11,300	7,770 69	
*Scott	4,100	410 10	

†Sequatchie	1,300	260	20		
†Shelby	148,000	115,100	78		
†Smith	3,600	1,370	38		
†Stewart	2,100	990	47		
†Sullivan	27,500	9,320	34		
†Sumner	9,300	5,550	60		
†Tipton	7,700	2,660	35		
†Trousdale	1,600	610	38		
†Unicoi	4,000	680	17		
†Union	1,800	250	14		
†Van Buren	800	160	20		
†Warren	6,500	2,300	35		
†Washington	15,800	2,650	17		
†Wayne	3,400	370	11		
†Weakley	8,200	1,740	21		
†White	4,200	1,600	38		
†Williamson	6,200	3,280	53		
†Wilson	7,600	4,560	60		
TV counties	892,800	379,220	42%	19,320	2%
other counties	23,100	1,970	9%		
total	915,900	381,190	42%	19,320	2%

TEXAS

TV counties	total families	TV families	UHF families
†Anderson	9,000	1,420	16%
†Angelina	11,100	2,540	23
†Aransas	1,200	250	21
†Archer	1,800	380	21
†Armstrong	500	80	16
†Atascosa	4,900	2,590	53
†Austin	4,500	1,350	30
†Bailey	2,200	1,080	49
†Bandera	1,100	670	61
†Bastrop	5,400	1,540	29
†Baylor	2,200	460	21
†Bee	5,000	2,150	43
†Bell	23,000	7,320	32
†Bexar	142,200	104,880	74
†Blanco	1,300	340	26
†Borden	200	40	18
†Bosque	3,400	680	20
†Bowie	20,000	1,980	10
†Brazoria	15,700	8,780	56
†Brazos	11,200	2,120	19
†Brewster	1,900	280	15
†Briscoe	900	140	16
†Brooks	2,700	510	19
†Burleson	3,400	950	28%
†Caldwell	5,000	1,400	28
†Calhoun	3,000	630	21
†Callahan	2,700	430	16
†Cameron	36,000	9,560	27
†Camp	2,600	650	25
†Carson	1,800	290	16
†Cass	6,800	1,760	26
†Castro	1,600	260	16
†Chambers	2,300	1,330	58
†Cherokee	10,200	1,210	12
†Childress	3,700	590	16
†Clay	3,000	1,590	53
†Cochran	1,700	830	49
†Coke	1,200	200	17
†Coleman	4,400	750	17
†Collin	12,600	5,130	41
†Collingsworth	2,400	380	16
†Colorado	5,300	1,700	32
†Comal	5,200	1,390	27
†Concho	1,400	220	16
†Cooke	6,500	3,480	54
†Cottle	1,500	300	20
†Crosby	2,700	1,110	41
†Culberson	500	70	14
†Dallam	2,400	1,340	56
†Dallas	222,600	161,280	72
†Deaf Smith	3,100	530	17
†Delta	2,200	350	16
†Denton	12,000	6,080	51
†De Witt	6,700	2,010	30
†Dickens	1,800	360	20
†Dimmit	2,400	770	32
†Donley	1,600	260	16
†Duval	3,300	1,020	31
†Eastland	7,500	1,190	16
†Ellis	13,500	6,350	47
†El Paso	56,100	39,380	70
†Frath	5,700	1,110	19
†Falls	7,100	1,420	20
†Fayette	7,000	2,240	32
†Fisher	2,800	590	21
†Floyd	3,200	1,310	41
†Foard	1,000	200	20
†Fort Bend	7,800	2,350	30
†Franklin	1,600	220	14
†Frio	2,700	1,430	53

†Galveston	38,000	15,900	42		
†Garza	1,800	320	18		
†Gillespie	3,300	530	16		
†Goliad	1,300	270	21		
†Gonzales	5,300	1,640	31		
†Gray	7,900	1,640	21		
†Grayson	22,400	6,010	27		
†Gregg	19,100	5,320	28	3,710	19%
†Grimes	4,000	1,760	44%		
†Guadalupe	7,100	2,680	38		
†Hale	9,300	3,790	41		
†Hall	3,000	480	16		
†Hamilton	3,300	660	20		
†Hansford	1,200	670	56		
†Hardeman	3,200	680	21		
†Hardin	6,000	1,230	21		
†Harris	290,600	201,260	69		
†Harrison	13,000	1,790	14		
†Hartley	400	220	56		
†Haskell	3,900	640	16		
†Hays	4,700	1,220	26		
†Hemphill	1,300	260	20		
†Henderson	6,200	930	15		
†Hidalgo	43,700	13,370	31		
†Hill	9,200	4,780	52		
†Hockley	6,700	3,250	49		
†Hood	1,400	670	48		
†Hopkins	6,700	1,070	16		
†Howard	8,200	1,480	18		
†Hudspeth	1,100	150	14		
†Hunt	12,700	8,580	68		
†Hutchinson	11,100	6,140	55		
†Jack	2,300	1,220	53		
†Jackson	3,800	1,410	37		
†Jasper	5,500	1,100	20		
†Jeff Davis	500	70	14		
†Jefferson	64,000	25,830	40		
†Jim Hogg	1,200	120	10		
†Jim Wells	7,700	1,450	19		
†Johnson	10,200	5,370	53		
†Jones	6,800	1,450	21		
†Karnes	4,100	1,520	37		
†Kaufman	7,900	3,510	44		
†Kendall	1,700	1,040	61		
†Kenedy	100	20	19		
†Kent	400	70	18		
†Kerr	4,500	690	15		
†Kimble	1,100	180	16		
†King	200	40	20		
†Kinney	400	70	18		
†Kleberg	6,900	1,310	19		
†Knox	2,800	560	20		
†Lamb	6,000	2,940	49		
†La Salle	1,900	610	32		
†Lavaca	6,200	1,920	31		
†Lee	2,800	780	28		
†Liberty	8,000	4,640	58		
†Limestone	6,700	1,340	20		
†Lipscomb	1,100	220	20		
†Live Oak	2,100	670	32		
†Lubbock	37,300	21,040	56		
†Lynn	3,000	540	18		
†McCulloch	3,400	540	16		
†McLennan	41,200	10,530	26%	6,730	16%
†McMullen	500	160	32		
†Madison	2,000	880	44		
†Marion	2,600	650	25		
†Mason	1,500	240	16		
†Matagorda	6,500	2,410	37		
†Maverick	2,900	520	18		
†Medina	4,700	2,830	60		
†Menard	1,000	160	16		
†Milam	6,300	680	11		
†Mitchell	4,300	770	18		
†Montague	5,000	2,650	53		
†Montgomery	7,500	4,120	55		
†Moore	5,800	3,250	56		
†Morris	2,700	680	25		
†Motley	1,000	200	20		
†Nacogdoches	8,100	930	11		
†Navarro	11,400	4,070	36		
†Newton	2,700	540	20		
†Nolan	6,300	1,320	21		
†Nueces	54,300	8,790	16		
†Ochiltree	2,100	420	20		
†Oldham	400	60	16		
†Orange	14,400	6,180	43		
†Palo Pinto	6,000	2,880	48		
†Parker	7,300	3,570	49		
†Parmer	1,800	290	16		
†Polk	4,200	1,930	46		
†Potter	25,900	15,930	62		
†Presidio	1,500	210	14		
†Rains	900	140	16		
†Randall	5,400	3,350	62		
†Real	700	130	18		
†Real River	5,900	860	15		

†Refugio	2,800	590	21		
†Roberts	300	60	20		
†Robertson	5,100	510	10		
†Rockwall	1,500	620	41		
†Runnels	4,900	830	17		
†Sabine	2,100	230	11		
†San Augustine	2,000	220	11		
†San Jacinto	1,600	740	46		
†San Patricio	9,500	4,020	42		
†Scurry	8,700	1,460	17		
†Shackelford	1,200	190	16		
†Sherman	600	340	56		
†Smith	22,600	3,860	17		
†Somervell	800	160	20		
†Starr	3,000	300	10		
†Stephens	3,400	510	15		
†Stonewall	800	170	21		
†Swisher	2,500	400	16		
†Tarrant	138,400	96,840	70		
†Taylor	20,900	8,780	42		
†Throckmorton	800	130	16		
†Titus	5,100	710	14%		
†Tom Green	20,100	6,170	31		
†Travis	47,900	17,000	35		
†Trinity	2,700	1,240	46		
†Tyler	3,100	620	20		
†Upshur	5,400	1,350	25		
†Uvalde	4,700	870	19		
†Van Zandt	6,300	2,840	45		
†Victoria	9,600	1,960	20		
†Walker	4,900	2,240	46		
†Waller	3,200	1,760	55		
†Washington	5,700	2,480	44		
†Webb	13,600	1,360	10		
†Wharton	10,100	3,650	36		
†Wheeler	2,800	560	20		
†Wichita	31,700	17,820	56		
†Wilbarger	6,100	1,300	21		
†Willacy	5,900	1,530	26		
†Williamson	11,200	3,960	35		
†Wilson	3,600	1,330	37		
†Wise	4,700	2,400	51		
†Wood	6,100	980	16		
†Young	5,000	750	15		
†Zapata	1,000	100	10		
†Zavala	2,600	470	18		
TV counties	2,252,100	1,059,980	47%	42,970	2%
other counties	160,700	8,540	5%	780	LT
total	2,412,800	1,068,520	44%	43,750	2%

UTAH

TV counties	total families	TV families	UHF families
†Box Elder	5,400	3,630	67%
†Cache	9,300	3,490	38
†Davis	10,500	6,620	63
†Juab	1,400	340	24
†Millard	2,400	580	24
†Morgan	600	230	38
†Rich	500	190	38
†Salt Lake	87,700	66,110	75
†Sanpete	3,800	890	23
†Sevier	3,300	790	24
†Tooele	5,400	3,150	58
†Utah	23,500	15,930	68
†Weber	27,600	17,800	64
TV counties	181,400	119,750	66%
other counties	26,200	570	2%
total	207,600	120,320	58%

VERMONT

TV counties	total families	TV families	UHF families
†Addison	5,200	1,250	24%
†Bennington	7,500	3,830	51
†Caledonia	7,200	840	12%
†Chittenden	17,400	5,120	29
†Essex	1,800	220	12
†Franklin	8,400	1,810	22
†Grand Isle	800	170	21
†Lamoille	3,100	650	

†Amelia	1,500	590	39		
†Amherst	4,300	1,640	38		
†Appomattox	1,900	720	38		
Arlington	69,500	66,730	96		
Augusta	17,500	4,650	27		
†Bath	1,400	350	25		
†Bedford	7,300	2,230	31		
†Bland	1,400	360	26		
†Botetourt	3,900	1,560	40		
†Brunswick	4,400	1,410	32		
†Buchanan	8,000	1,650	21		
†Buckingham	2,700	1,240	46		
Campbell	21,100	10,830	51		
†Caroline	2,700	1,490	55		
†Carroll	6,800	1,220	18		
†Charles City	900	520	58		
†Charlotte	3,200	1,220	38		
Chesterfield	13,600	9,030	66		
†Clarke	1,800	830	46		
†Craig	700	280	40		
†Culpeper	3,300	1,950	59		
†Cumberland	1,500	690	46		
†Dickenson	5,000	1,000	20		
Dinwiddie	13,700	7,400	54		
†Essex	1,300	720	55		
Fairfax	32,100	29,160	91		
†Fauquier	5,400	3,140	58		
†Floyd	2,700	490	18		
†Fluvanna	1,700	780	46		
†Franklin	5,600	1,680	30		
†Frederick	9,300	4,320	46		
†Giles	5,000	2,650	53		
†Gloucester	3,100	1,840	59	340	11%
†Goochland	1,700	660	39		
†Grayson	5,500	1,430	26%		
†Greene	1,100	300	27		
†Greensville	3,900	1,250	32		
†Halifax	9,600	3,700	39		
†Hanover	5,700	3,120	55		
Henrico	87,000	65,970	76		
Henry	12,900	6,100	47		
†Highland	700	180	25		
†Isle of Wight	3,700	1,700	46		
†James City	2,800	1,670	60	310	11%
†King & Queen	1,400	770	55		
†King George	1,800	1,080	60		
†King William	1,900	1,050	55		
†Lancaster	2,300	760	33		
†Lee	8,000	1,070	13		
†Loudoun	5,200	3,170	61		
†Louisa	3,100	1,220	39		
†Lunenburg	3,500	1,120	32		
†Madison	2,100	590	28		
†Mathews	1,700	1,020	60	190	11
†Mecklenburg	8,100	2,660	33		
†Middlesex	1,900	1,140	60	210	11
†Montgomery	10,400	5,550	53		
†Nansemond	10,000	4,660	47		
†Nelson	3,200	1,220	38		
†New Kent	1,000	550	55		
Norfolk	129,800	94,910	73	25,410	20
†Northampton	4,700	1,500	32		
†Northumberland	2,600	850	33		
†Nottoway	4,400	2,060	47		
†Orange	3,200	860	27		
†Page	4,000	1,120	28		
†Patrick	3,600	650	18		
Pittsylvania	26,500	10,940	41		
†Powhatan	1,200	470	39		
†Prince Edward	3,900	1,790	46		
†Prince George	7,000	4,050	58		
Princess Anne	12,800	8,160	64	2,610	20
†Prince William	5,300	3,260	62		
†Pulaski	7,500	3,980	53		
†Rappahannock	1,300	770	59		
†Richmond	1,300	780	60		
Roanoke	39,000	21,500	55		
†Rockbridge	7,200	1,760	24		
Rockingham	12,500	3,380	27		
†Russell	6,100	1,220	20		
†Scott	6,600	860	13		
†Shenandoah	5,700	1,580	28		
†Smyth	7,100	1,140	16		
†Southampton	6,300	2,900	46		
†Spotsylvania	6,400	3,800	59		
†Stafford	3,200	1,920	60		
†Surry	1,500	900	60	170	11
†Sussex	2,800	1,620	58		

†Tazewell	11,400	1,780	16		
†Warren	4,400	2,020	46%		
Warwick, Newp't	45,200	30,460	67	13,910	31%
Washington	13,200	1,340	10		
†Westmoreland	2,800	1,680	60		
Wise	13,500	3,370	25		
†Wythe	5,700	1,430	25		
†York	3,300	1,940	59	290	11
TV counties	919,100	510,970	56%	43,900	5%
total	919,100	510,970	56%	43,900	5%
WASHINGTON					
<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>		
†Adams	2,300	370	16%		
†Asotin	3,800	800	21		
†Clallam	8,900	4,570	51		
†Clark	31,500	16,060	51	14,530	46%
†Columbia	1,400	290	21		
Cowlitz	18,000	5,060	28	3,610	20
†Ferry	900	290	32		
†Franklin	5,300	850	16		
†Garfield	900	190	21		
†Grant	8,400	1,330	16		
†Grays Harbor	17,500	2,880	16		
†Island	4,100	3,030	74		
†Jefferson	3,700	1,920	52		
King	266,800	164,660	62		
†Kitsap	28,500	21,170	74		
Lewis	14,300	2,090	15		
†Lincoln	3,300	1,060	32		
†Mason	5,200	3,070	59		
†Pacific	5,700	910	16		
†Pend Oreille	2,300	740	32		
Pierce	92,300	56,050	61		
†San Juan	1,200	420	35		
†Skagit	13,900	4,930	35		
†Snohomish	39,200	27,620	70		
Spokane	78,000	37,390	48		
†Stevens	5,500	1,770	32		
†Thurston	15,700	9,270	59		
†Wahkiakum	900	140	16		
Whatcom	22,400	3,910	17		
†Whitman	9,400	2,000	21		
Yakima	45,100	10,010	22	9,110	20
TV counties	756,400	384,850	51%	27,250	4%
<i>other counties</i>	<i>72,400</i>	<i>2,210</i>	<i>3%</i>	<i>1,050</i>	<i>1%</i>
total	828,800	387,060	47%	28,300	3%
WEST VIRGINIA					
<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>		
†Barbour	5,100	770	15%		
†Berkeley	8,700	4,670	54		
†Boone	7,900	2,770	35%	950	12%
†Braxton	4,200	800	19		
†Brooke	7,400	5,180	70		
Cabell	34,400	27,290	79		
†Calhoun	2,300	640	28		
†Clay	3,500	1,190	34		
†Doddridge	2,200	420	19		
Fayette	20,200	6,080	30		
†Gilmer	2,300	440	19		
†Grant	2,300	410	18		
†Greenbrier	9,900	2,440	25		
†Hampshire	3,200	580	18		
†Hancock	9,300	6,430	69		
†Hardy	2,400	430	18		
Harrison	24,100	3,560	15		
†Jackson	3,900	1,090	28		
†Jefferson	4,600	2,480	54		
Kanawha	68,200	48,810	72	26,500	39
†Lewis	5,100	910	18		
†Lincoln	5,000	2,900	58	600	12
Logan	18,500	8,040	43		
McDowell	22,800	11,270	49		
Marion	20,700	8,640	42		
Marshall	9,800	3,220	33		
†Mason	6,300	3,670	58	800	12
†Mercer	19,500	7,580	39		
†Mineral	6,200	1,120	18		
Mingo	11,400	6,050	53		
Monongalia	16,600	7,480	45		
†Monroe	3,200	770	24		
†Morgan	2,400	430	18		
†Nicholas	6,800	2,350	35		
Ohio	21,200	11,140	53		

†Pendleton	2,100	380	18		
†Pleasants	1,700	340	20		
†Pocahontas	3,000	450	15		
†Preston	8,000	2,090	26		
†Putnam	5,300	3,070	58	640	12
Raleigh	24,200	6,130	25		
†Randolph	7,500	1,080	14		
†Ritchie	3,300	660	20		
†Roane	4,200	1,220	29		
†Summers	4,800	1,150	24		
†Taylor	4,900	1,270	26		
†Tucker	2,600	470	18		
†Tyler	2,900	580	20		
†Upshur	5,100	770	15		
Wayne	8,600	4,870	57		
†Webster	4,200	1,430	34		
†Wetzel	5,200	980	19		
†Wirt	1,200	340	28		
Wood	20,100	6,830	34	3,160	16
†Wyoming	9,100	3,160	35	1,020	12
TV counties	529,600	229,320	43%	35,990	7%
total	529,600	229,320	43%	35,990	7%
WISCONSIN					
<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>		
†Barron	10,400	3,460	33%		
Brown	28,800	17,080	59		
†Buffalo	4,400	1,800	41		
†Burnett	3,000	930	31		
†Calumet	5,400	2,540	47		
†Chippewa	11,700	3,010	26		
†Columbia	10,600	2,310	22		
Dane	51,100	20,880	41	17,220	34%
Dodge	17,100	10,810	63		
†Door	6,600	1,610	24		
Douglas	14,300	3,400	24	3,180	22
†Dunn	7,900	2,690	34		
Eau Claire	16,900	5,160	31		
Fond Du Lac	20,300	9,170	45		
Grant	12,300	1,910	16		
†Green	7,600	1,100	14		
†Green Lake	4,700	1,030	22		
†Iowa	5,700	860	15		
Jefferson	13,400	7,290	54		
Kenosha	24,400	19,680	81		
†Kewaunee	4,800	1,200	25		
La Crosse	20,700	2,420	12		
†Lafayette	5,300	800	15		
†Langlade	6,100	1,220	20		
†Manitowoc	20,400	9,530	47		
Marinette	10,500	1,960	19		
†Marquette	2,800	620	22		
Milwaukee	272,800	240,000	88	79,300	29
†Oconto	7,400	1,480	20		
Outagamie	24,300	6,570	27		
†Ozaukee	7,300	6,570	90	950	13
†Pepin	2,100	860	41		
†Pierce	6,300	4,160	66		
†Polk	7,500	4,960	66		
†Portage	9,400	1,290	14		
Racine	34,800	25,210	72		
Rock	30,000	7,770	26		
†Rusk	4,600	1,200	26		
†St. Croix	7,800	5,150	66		
†Sawyer	3,000	930	31		
†Shawano	9,800	1,870	19		
Sheboygan	25,300	17,960	71		
†Trempealeau	6,900	2,840	41		
Walworth	14,000	8,580	61		
†Washburn	3,300	1,030	31		
†Washington	10,400	9,360	90	1,320	13
Waukesha	27,400	20,980	77		
Waupaca	10,600	2,900	27		
†Waushara	4,300	600	14		
Winnebago	28,600	5,370	19	2,960	10
TV counties	905,100	512,100	57%	108,940	12%
<i>other counties</i>	<i>139,900</i>				

Financial & Trade Notes: RCA's 1953 sales soared to all-time high of \$853,000,000, up 22.9% from previous high of \$693,941,000 in 1952, which was 16% above 1951's \$598,955,000. Net profits were \$35,022,000 (\$2.27 per share), up from \$32,325,000 (\$2.10) earned in 1952 and \$31,193,000 (\$2.02) in 1951 but considerably down from the record \$46,250,000 (\$3.10) earned in 1950. Annual report released Feb. 27 showed Federal and local taxes more than double net profits—amounting to \$75,673,000 (\$5.39 a share).

Total current assets at end of year were \$349,735,000 vs. \$304,367,000 at end of 1952 and \$255,993,000 at end of 1951. Shipments to armed forces accounted for 19% of sales and current backlog of govt. orders was about \$500,000,000 at year's end. Additions to plant and equipment during year amounted to \$33,644,000. There were 65,000 employes at year's end, up 1000 from 1952, and payroll of \$281,769,00, compared to \$233,848,000 in 1952. There were 177,000 stockholders as of Dec. 31.

Combined gross of RCA Victor, RCA Laboratories and RCA International was \$645,117,000 (75.6% of total sales), compared to \$507,354,000 (73.1%) in 1952. NBC grossed \$176,052,000, of which 80% was achieved by TV, compared to \$162,521,000 in 1952.

In joint statement by chairman David Sarnoff and pres. Frank Folsom, RCA listed among 3 most significant achievements (1) magnetic tape recording of TV programs in both color and black-&-white (Vol. 9:49); (2) new method to convert radioactivity into electricity (Vol. 10:5); (3) continued development and new applications of transistors.

Turning to future, statement said RCA Laboratories was continuing to work on each of those achievements and in addition was developing "tri-color viewing tube in various sizes, projection-type color TV receivers, and an experimental tri-color camera tube designed to take the place of 3 color pickup tubes used in RCA's present color TV cameras."

* * * *

General Electric's 1953 sales set all-time record of \$3,128,127,000, increase of 19% over \$2,623,888,000 reported in 1952. Net earnings for 1953 were \$165,728,000 (\$5.75 a share), 9% higher than \$151,720,000 (\$5.26) in 1952, but below 1950's record high of \$173,423,702 (\$6.01). GE board Feb. 26 proposed to split common stock on 3-1 basis. The 247,000 stockholders will be asked to approve split at annual meeting in Schenectady April 20; approval by holders of two-thirds of stock on March 19 is required.

Stromberg-Carlson reports net profit of \$1,667,308 (\$3.40 a share on 484,551 common shares outstanding) after taxes of \$3,440,000 on peak sales of \$65,241,861 in calendar 1953, compared to profit of \$1,240,746 (\$3.28 on 337,484 common shares) on \$48,098,209 in 1952. Pres. Robert C. Tait told directors nearly all preferred stockholders had taken advantage of priority to buy or convert 80,000 shares of 4% convertible stock (Vol. 10:8), with result that only 227 shares were redeemed, and entire issue is now retired.

Western Electric, manufacturing subsidiary of AT&T, reports earnings of \$52,604,613 on record sales of \$1,507,953,000 in 1953, compared to profit of \$47,081,705 on \$1,311,332,000 in 1952. Sales to AT&T companies represented 67% of total. Billings to govt. accounted for additional 20%.

Television-Electronics Fund, Chicago, reports net assets as of Jan. 31 at all-time high of \$31,509,881, \$7.19 a share after distribution of 21¢ a share, compared with \$6.92 a share 3 months earlier. Shares increased to 4,384,527 from 4,091,842 during 3 months.

Among officers' and directors' stock transactions reported by SEC for Dec.: Robert L. Huffines Jr. sold 1000 AB-PT, holds none; Edmund Ludlow bought 100 Arvin, holds 1800; James D. Shouse bought 1500 Avco (Nov.), holds 5050; Clarence Francis bought 100 Bendix Aviation, holds 100; Leon Levy bought 800 CBS "B," holds 40,900; Allen B. DuMont bought 500 DuMont (Nov.), sold 3000, holds 42,900; Edward J. Kelly bought 500 Emerson, holds 1000; John M. Otter bought 2000 Philco (May & Oct.), holds 5312; Wm. Gammell Jr. sold 200 Raytheon, holds 13,300; Frederick Straus sold 600 Trav-Ler, holds 400.

Dividends: Sylvania, 50¢ payable April 1 to stockholders of record March 10; Stromberg-Carlson, 37½¢ March 31 to holders March 15; Hoffman Radio, 25¢ March 15 to holders Feb. 26; Sprague Electric, 40¢ March 15 to holders Feb. 27; General Precision Equipment Corp., 40¢ March 15 to holders March 5; Aerovox, 15¢ March 15 to holders March 1; Bendix Aviation, 75¢ March 31 to holders March 10; Radio Condenser, 5¢ March 22 to holders March 1; Wells-Gardner, 15¢ March 15 to holders March 4; Admiral, 25¢ March 31 to holders March 16; WJR The Goodwill Station, 10¢ March 12 to holders March 4; GE, \$1 April 26 to holders March 19.

Magne-Tronics Inc., 122 E. 42nd St., N. Y. 17, is new company headed by Percy L. Deutsch "to operate in the over-all audio and visual fields and primarily to promote the recording and reproduction of sound on magnetic tape." Company's first project will be to offer musical tapes for industrial, office and restaurant use beginning March 15. Magne-Tronics v.p. is Joseph F. Hards, pres. of Magnetic Recording Industry Assn. and ex-v.p. of Audio Video Tape Laboratories.

Gabriel Co. reports net profit of \$214,642 (35¢ a share) after taxes of \$162,000 on sales of \$21,976,182 in calendar 1953, compared to \$13,927 (21¢) after taxes of \$7200 on sales of \$17,888,893 in 1952.

P. R. Mallory & Co. reports net profit of \$2,547,813 (\$3.74 a share) on sales of \$70,874,347 in calendar 1953, compared to earnings of \$1,897,772 (\$3.12) on \$53,443,117 in 1952.

Philadelphia TV sales in Jan. 1954 totaled 10,591, down from 16,200 in Jan. 1953, according to Philadelphia Electrical Assn.



"Seeding" TV audiences with uhf converters is plan suggested to uhf station executives by pres. Horace Atwood Jr. of Industrial TV Inc., Clifton, N. J., which makes converters, boosters and other electronic items. In exploratory letter this week to heads of uhf stations, Atwood said his company has new converter—not yet offered through trade channels—which could be made available to stations in lots of 1000 at about \$10 each. He suggests stations run promotional contests—perhaps in "partnership" with servicemen or jobbers—with converters as prizes for 1000 best entries. Planting 1000 new families in uhf audience, he says, would mean: (1) "at least \$20,000 of installation business for the installation-service trade in your area," (2) at least \$10,000 in antenna and installation business for parts jobbers, (3) greater stimulation of further converter sales through increased interest in station.

First "stereophonic TV" program will be WNBQ-WMAQ-WMAQ-FM simulcast in Chicago March 7 of NBC-Chicago orchestra concert. Program is in regular AM-FM series, *New Dimensions*, which broadcasts weekly experimental "3-D sound" programs, involving use of AM & FM receivers spaced 5-12 ft. apart to recreate directional sound—but addition of TV will be innovation. To get stereophonic effect, viewer or listener must have AM set and TV or FM receiver, but conventional reproduction of program is obtainable on any set.

Telecasting Notes: Confidence is running high at ABC on heels of latest Nielsen report for Jan. 9-23, showing rating gains for almost every important ABC-TV show—network officials expressing view that turning point has passed in AB-PT's effort to climb into "major network" category. Network's top-rated show is *Lone Ranger* with 34.6, highest of any network show for its particular time period, as are *Stu Erwin Show* with 31.2 and *Name's the Same* with 21.3 . . . But ABC's especially proud of its newer shows, which showed these increases from Jan. 9 to Jan. 23: *Motorola TV Hour*, 16.8 to 27.7; *Danny Thomas* 22.9 to 23.7; *U. S. Steel Hour* 20.4 to 22.4 . . . Big step in plans to revamp NBC-TV program set-up was long-expected announcement this week that Sid Caesar & Imogene Coca will leave Max Liebman's 5-year-old *Show of Shows* next June, Caesar getting own hour show and 10-year contract, Miss Coca probably slated for own 30-min. show and Liebman continuing to produce *Show of Shows* with new stars and format . . . Instantaneous news-film distribution is being explored by UP Movietone, INS-Telenews & CBS Newsfilm, states Feb. 24 *Variety*, which says they plan to send it out on coaxial-microwave lines from N. Y. & Washington, with subscribing stations making kines for quick re-use; UP reportedly will test scheme within 3 months . . . WSEE-TV, Erie, Pa., uhf station due on the air April 15, becomes primary CBS-TV affiliate April 25, replacing pre-freeze WICU, which is expected to sign primary agreement with NBC-TV . . . Thar's gold in them thar ratings: Merchandise sold with Lucille Ball-Desi Arnaz endorsements or tags grossed more than \$20,000,000 in last 16 months, reports Desilu Inc., which gets 5% . . . Half-hour TV film series on N. Y. stations have more than doubled in last 10 weeks, Feb. 20 *Billboard* reports, its survey showing 72 vs. 34 last Dec. . . . General Teleradio, having purchased Phillips H. Lord TV package (*Gangbusters*), slated to enter TV film distribution field in April . . . Scoop for Ford Foundation's *Omnibus* (CBS-TV): Its cameras will invade inner sanctum of *New York Times*, probably March 21, to show how big paper is put together, first time TV has been permitted inside . . . Missouri legislature session was televised for first time this week as Gov. Donnelly's address opening special session was carried by AT&T microwave from Jefferson City to KSD-TV, St. Louis . . . TV became meeting hall in Minneapolis when AFL Teamsters' Union took time on WTCN-TV to notify Minneapolis-Honeywell Regulator Co.'s 9000 employees of terms of new contract agreement, averting strike . . . More Rate Increases: WXEL, Cleveland, adds new Class AA hourly rate of \$1100 & min. of \$300 for 8-10:30 p.m. segments daily and raises Class A hour from \$900 to \$1000, min. from \$175 to \$225; KONA, Honolulu, raises hour from \$200 to \$300, min. \$40 to \$60; WJAC-TV, Johnstown, Pa. hour from \$600 to \$650 & min. \$110 to \$125; KIDO-TV, Boise, Ida., hour from \$150 to \$175 . . . WPAG-TV, Ann Arbor, Mich., on air since April, 1953, names Everett-McKinney rep.



Two applications for new TV stations were filed with FCC this week—both for newly-allocated Ch. 10 in Parma-Onondaga, near Jackson, Mich. They were submitted by Jackson's radio WIBM and by group headed by C. Wayne Wright of sales dept. of Battle Creek grantee WRCK-TV. Five applications were dismissed, leaving 293 pending (49 uhf). [For further details about these applications, see *TV Addenda 18-H* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and Addenda to date.]

Interconnected stations now total 280 in 176 cities. Latest to be hooked to AT&T system was KTXL-TV, San Angelo, Tex., interconnected last week end. Next on schedule is WCOV-TV, Montgomery, Ala.

Cost-per-1000 homes reached by average evening half-hour TV show is still higher than its radio counterpart, new Nielsen survey indicates. For Sept.-Oct. 1953, TV's average was \$7.81 vs. radio's \$6.73. But lowest show in TV group was \$3.15, below radio's lowest, \$3.46. In breakdown of half-hour evening TV programs by audience size, Nielsen found the 18 most popular (7,000,000 or more homes) had highest total cost, averaging \$48,900 for time & talent—but lower average cost per 1000 (\$5.27) than all groups reaching fewer than 7,000,000 homes. Average soap opera has lowest cost-per-1000 in TV (\$3.98). Mystery shows were lowest of evening programs (\$6.11).

To utilize all NBC talent to the hilt, pres. Pat Weaver is readying mid-March announcement of new div., NBC Enterprises under v.p. Ted Cott, aimed at every conceivable market. A few samples: movies, legitimate roadshows, records (distinct from RCA Victor label), home 8mm & 16mm films, drama and dance schools throughout nation (a la Arthur Murray), syndicated columns. Possibly biggest bonanza visualized is merchandise-franchising which has produced multi-millions in sales of toys, clothes, games, etc., for license-owners of Hopalong Cassidy, Roy Rogers, Howdy Doody, Walt Disney characters and the like.

Give up TV-radio for week during lent, suggests Archbishop John F. O'Hara of Archdiocese of Philadelphia in pastoral letter to be read in all churches of the Archdiocese Sun., Feb. 28. "Disconnect your set for a week, and then take an honest appraisal," pastoral letter says. "Have you missed anything worth while? What have you gained? The art of conversation is restored in the family, perhaps; many duties are performed that might otherwise have been neglected; your own judgment may be more sound because you will have missed thousands of words of propaganda." Lent begins March 3.

First GPL vidicon film camera chains will be shipped next week to WNET, Providence, R. I. (Ch. 16) and WJPB-TV, Fairmont, W. Va. (Ch. 35) says TV mgr. E. A. Hungerford Jr. He adds GPL is also working on color TV film chain, and that it is now shipping to stations and networks its new zoom-type Vari-Focal lens, which is capable of 5-to-1 focal length change; as studio lens its range is 3-15 in. at f5.6, outdoors 6-30 in. at f12.

FCC goes before communications subcommittee of Senate Commerce Committee in closed session March 2 to brief newly appointed group under Sen. Potter (R-Mich.). Subcommittee had organization meeting this week, scheduled hearing March 16 on S-2926, introduced by Sen. Edwin Johnson (D-Colo.), to substitute "nominal" filing fees for FCC's proposed schedule of fees (Vol. 10:5, 7-8). FCC will be first to be heard on measure.

Power increases: Time-sharing WMIN-TV & WTCN-TV, Minneapolis-St. Paul (Ch. 11), boost ERP from 70 to 316-kw; KNXT, Los Angeles (Ch. 2) due to go from 46.8 to 100-kw this week end; KATV, Pine Bluff, Ark. (Ch. 7) now putting out 172.6-kw ERP, up from 43-kw; WCOC-TV, Meridian, Miss. (Ch. 30), on air since Dec. with reduced power, now on test pattern operation with 252-kw.

TV therapy: Laborite Kenneth Robinson told British House of Commons there ought to be more TV in mental hospitals, and introduced motion for Govt. to provide more "modern amenities" for patients. "It is wonderful," said Robinson, "to see patients who have never shown the slightest interest in their surroundings sit positively glued to the TV screen."

Willys Motors will show studio vidicon camera chain for live and film use at IRE convention next month. Company's first uhf transmitter package (1-kw) is now slated for July 1 shipment, specifications to be released soon. following FCC approval (Vol. 9:30, 39).