

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY - INDEX OF THE WEEK'S NEWS — December 3, 1955

RECORD \$1 BILLION in TV-radio revenues for 1954 confirmed by FCC—TV rising 37% to \$593,000,000, radio dropping 5.4% to \$449,500,000 (p. 1).

ACTION ON KEY VHF DECISIONS blocked by late uhf petitions, but expected soon; examiner reversals due in Fresno, Madison & Peoria (p. 2).

EDUCATIONAL CHANNELS in jeopardy, but educators' drive for TV stations has lost most of its steam, due to high costs and more pressing school needs (p. 3).

CLOSED-CIRCUIT TV spreading fast as reasonably priced teaching aid. Over 60 schools using it, as large-scale tests prove its educational effectiveness (p. 4).

RESTRAINT OF ABUSES in programs and commercials is up to public, not Govt., says FCC chairman at Sylvania Awards dinner; 17 AM renewals held up (p. 6).

NO FEE-TV DECISION in immediate future, FCC Chairman McConnaughey tells minor leagues; lists procedural problems, legal uncertainties (p. 6).

SHARE-TIME UHF sought by vhf share-time WVET-TV & WHEC-TV, Rochester; 2 CPs issued as FCC holds up CBS purchase of WGTN-TV, Hartford (p. 9).

"FULL LINE" CONCEPT behind GE's transfer of TV-radio dept. REA foresees big market for TV-radio-appliances on farms in next decade (p. 11).

PRODUCTION CUTBACK of electronics items may be forced by shortage of nickel, RETMA tells Govt. in plea for more materials to tube manufacturers (p. 14).

RAYTHEON'S DAVID T. SCHULTZ offered presidency of DuMont, arousing unverifiable rumors that merger is in making; financial & trade reports (p. 15).

COLOR TV IN HOTEL ROOMS has boomed demand for higher priced rooms and room service at New York's Governor Clinton, which will buy more sets (p. 17).

SATELLITE ON MAUI, Hawaii, is 459th U. S. station on air. Canada's 32nd starts in Jonquiere, Que. Notes on upcoming new stations (p. 9).

FARM TV CENSUS shows New York with 68.4% TV penetration of farm homes, Pennsylvania 55.4%, Maryland 61.9%, Kentucky 23.7%, South Carolina 20% (p. 10).

NEWHOUSE ACQUIRES WABT and radio WAPI in \$18,700,000 Birmingham News deal; Augusta newspapers buy WRDW-TV & WRDW for \$1,000,000 (p. 18).

THE OFFICIAL TV-RADIO REVENUE STORY—1954: Broadcasting industry cracked \$1 billion in revenues for first time in 1954, thanks to TV's phenomenal upsurge and despite a sliding radio business, according to the FCC's complete figures released this week. Specifically, networks & stations took in \$1,042,500,000 last year -- TV accounting for \$593,000,000, radio for \$449,500,000. Matter of fact, FCC's auditors noted, when you add the \$133,000,000 paid as commissions and \$193,000,000 paid to organizations other than networks and stations (such as talent, program & production people) the grand total spent on all TV-radio broadcasting ran about \$1.4 billion.

[That would be just about what McCann-Erickson figured was the over-all total in the revised estimates it recently made for Printers' Ink (Vol. 11:34) when it put grand total of advertiser expenditures on all TV last year at \$803,600,000, on all radio at \$564,900,000. From the TV figure, we adduced that TV alone would go well above \$1 billion this year (Vol. 11:39) -- an estimate we'll stand by until proved or disproved by the next McCann-Erickson and the next FCC "audits."]

Standing out markedly is fact that TV revenues rose 37% from 1953, while its profits before taxes climbed 32.8% to \$90,300,000. This, while radio revenues went down 5.4% and its profits broke sharply (down 24%) to \$41,800,000. Following are additional salient features of 18-p. report:

(1) The 4 TV networks & their 16 o-&-m stations had revenues of \$306,688,000 vs. \$213,700,000 in 1953, before-taxes profit of \$36,521,000, more than double 1953's \$18,000,000. Revenues of national & regional AM networks and their 21 stations fell to \$88,593,000 from \$97,300,000 in 1953, profit to \$8,149,000 from \$10,400,000.

(2) Total TV time sales were broken down as follows: \$241,225,000 network, \$176,766,000 spot, \$120,131,000 local. In radio, network sales were \$83,684,000, spot \$120,168,000, local \$247,478,000.

(3) TV revenues break down to \$452,205,000 from time sales, \$140,732,000 from sale of talent, program material and production. Radio's time sales came to \$404,117,000, talent, etc. to \$44,668,000.

(4) Average pre-freeze station (other than the 16 network-owned) achieved a revenue of \$2,183,326 in 1954, up from \$1,896,456 in 1953. Its profit before taxes increased to \$734,395 from \$657,609 preceding year.

(5) New York was more profitable than any other 2 TV markets put together -- its 7 outlets netting \$13,870,212 on sales of \$42,035,793. Only other 7-station market, Los Angeles, had total station profits of only \$1,611,932 on \$23,718,677 gross. Chicago's 4 TVs made \$8,227,849 profit on \$24,924,357 sales. Detroit was third in profits, its 3 stations garnering \$5,710,860 on revenues of \$12,523,110. Runners-up in order of profits were Boston, Philadelphia, Cleveland, San Francisco.

(6) Investment in tangible TV station property ran \$315,009,000 original costs, \$229,178,000 depreciated cost. Investment in networks and their stations was \$87,346,000 original, \$59,691,000 depreciated. Other 92 pre-freeze stations represented \$104,985,000 original cost, \$64,420,000 depreciated cost. Total for 177 post-freeze vhfs was \$82,259,000 original cost, \$71,169,000 depreciated cost; for 125 uhfs, \$40,420,000 original cost, \$33,898,000 depreciated cost.

(7) All TV networks and stations employed total of 29,412 people -- 25,324 full-time, 4088 part-time. Pre-freeze stations with revenues under \$1,250,000 averaged 57 full-time employes, 14 part-time. Those with revenues over \$1,250,000 had average of 93 full-time, 12 part-time. Pre-freeze average was 86 full, 12 part-time.

Report comprises 22 tables, including detailed breakdowns of expenses and revenues for whole industry and for markets with 3 or more stations each, classification by income groups and by size of city, age of stations, etc. Report treats post-freeze stations briefly because earlier report had given detailed breakdowns, with emphasis on differences between vhf and uhf (Vol. 11:34). This week's report is Public Notice 26134, available from Commission -- or we'll get you copy.

KEY FINAL DECISIONS STILL HANG FIRE: No action yet at FCC on final vhf decisions in intermixed vhf-uhf areas where uhf operators are seeking to stave off action. Both Fresno Ch. 12 and Madison Ch. 3 cases came before Commission Nov. 30 -- but last-minute petitions filed by uhf operators in both cities blocked action temporarily. FCC staff will digest latest filings, and the vital final actions are due next week.

Commission did make one final vhf decision, affirming examiner's initial decision and granting CP for Ch. 12 in Richmond to WRVA-Thalhimer Theatres, denying WRNL (see p. 9). In this case, however, no one sought to block action.

Though examiner was affirmed in Richmond case, it's understood that FCC has lined up to reverse examiners in at least 3 others -- preparing to grant Fresno's Ch. 12 to KFRE, Madison's Ch. 3 to WISC, Peoria's Ch. 8 to WMBD. This assumes, of course, that Commission majority decides to make the decisions now -- and opinion around FCC is that the assumption is correct.

FCC Broadcast Bureau is urging Commission to act, has filed opposition to petitions filed by uhf operators in Madison, Peoria, Corpus Christi, Raleigh, Evansville & Springfield, Ill., and presumably will oppose others as they are filed.

Bureau says such petitions are "much too late" and "would be fruitless"; that they're filed to prevent grants; that they wrongly assume FCC didn't mean what it said Nov. 10 when it stated that general allocations rule-making would give deintermixture fair consideration regardless whether new vhfs were authorized.

Court of Appeals is moving fast, meanwhile, to give uhfs their day in court. Appellant uhfs WTRI, Albany, and WMGT, Adams, Mass. will get hearing Dec. 8 on their requests that FCC's drop-in of Ch. 10 in Albany area (Vail Mills) be frozen pending allocations rule-making. Court went to unusual measure of asking FCC whether it is planning quick action on Ch. 10 applications; FCC assured court it wouldn't act for 30 days after Dec. 15. The Dec. 8 hearing could be a real whing-ding.

Court also denied motions of Pittsburgh's WWSW and City of Pittsburgh which asked that WWSW be permitted to finish construction on Ch. 11 but not go on the air.

Earlier in week, FCC ordered rehearing on details of WWSW-WJAS merger which led to grant, made uhf WENS an intervenor, but refused to halt construction. Obviously, a lot of legal mish-mash is yet to be conducted before situation is clear.

Sen. Magnuson (D-Wash.), chairman of Interstate Commerce Committee, spoke up for first time in months. He said little. Issuing press release, he noted that 10 months ago he asked FCC what it was doing about deintermixture, then stated:

"It is a shameful situation that the Commission has not established an over-all policy which would assure a realistic nationwide competitive TV service so that all segments of the public, the licensee, the applicant and the viewers, would know, once and for all, where and what type of channels are assigned. This critical situation must be solved and our committee proposes to see that it is done as quickly as possible." He reiterated that his Committee would begin hearings Jan. 17; that he'd expect "full report" from FCC at that time. His statement didn't indicate pro or con attitude about deintermixture or allocations generally--except that he wants speed.

Adhering to the "Vail Mills pattern," Commission authorized another drop-in this week -- adding Ch. 9 to Elmira, N.Y. but turning down request of WTVE (Ch. 24) that it be given the new channel. Voting lineup was same as in Vail Mills case -- Comrs. Hyde, Webster & Bartley dissenting.

In another allocations action, Commission finally cancelled its new rule which would have permitted Zone I vhf stations to operate with full power at 1250-ft. It decided to throw concept into pot of general rule-making. It did make one exception, however. Stations which had built towers over 1000-ft. between March 21, 1951 and April 14, 1952 in reliance upon conditions of FCC's "Third Report" are permitted to go to full power. But it looks as if only one station -- WBEN-TV, Buffalo -- is qualified. WSAZ-TV, Huntington, which had joined WBEN-TV in pushing for the rules change originally, is left out. Same goes for 16 others (for list, see Vol.11:30).

FCC Chairman McConnaughey and Comr. Doerfer conferred with ODM officials this week, setting up machinery for exploring possibility of getting more vhf channels (Vol.11:47). Current predictions in and out of FCC are that there's better than 50-50 chance at least 3 channels will be obtained eventually.

SCHOOLS' INACTION PERILS RESERVED CHANNELS: At a time when non-commercial channel reservations are in greatest jeopardy, educational leaders' drive for school-owned TV stations seems to have lost most of its steam. But educators are showing an increasing interest in closed-circuit TV -- much better suited to their budgets -- with at least 60 systems now operating and many more planned.

Educational TV wasn't on the agenda at this week's White House Conference on Education in Washington, though in closing minutes group approved report on public relations which recommended "the setting aside and more effective use of additional channels for educational TV." Only other allusion to TV in conference's discussions and records was contained in report on school building needs, which lumped "visual aids" with swimming pools as items which are "desirable, but not mandatory."

The educators we talked to at the conference hadn't lost their interest in TV as "powerful educational medium." But there was no optimism about the possibilities of obtaining funds for stations from tight-fisted legislatures and boards of education while there are so many more pressing educational needs. The tribulations of the 18 non-commercial pioneers now on air have had their influence, too.

Educators' lack of drive for TV stations is more significant today than ever. While FCC ponders how to stretch existing vhf channels, prospective commercial telecasters can't be blamed for hungrily eyeing the 67 reserved vhf channels which are completely unoccupied. And the Commission today is more amenable than it ever has been in the past to removing the educational asterisks from these channels.

Of the 258 reserved channels, 86 are vhf, 172 uhf. There are 18 non-commercial stations on air, 16 of them on reserved channels. Twelve reserved vhf channels and 4 uhf are occupied. Nineteen more have been granted, of which 7 are vhf.

If educational channels aren't selling like hotcakes, closed-circuit TV systems are. Survey just released by American Council on Education lists 60 colleges and school systems using closed-circuit (see p. 4) -- and it's only the beginning.

"Closed-circuit TV is spreading like wildfire," said Dr. Franklin P. Dunham, TV-radio chief of U.S. Office of Education. Other educators we queried at the conference this week were divided as to closed-circuit's ultimate place in education. Some felt it might be good substitute for educational stations, particularly in the small towns. Others, like Dr. Dunham, saw it as a means to an end -- as a stimulus and training ground for institutions which later would use the experience and equipment as nucleus for their own educational stations.

Closed-circuit systems at \$2000 and up are well within reach of many schools and colleges -- unlike TV stations at \$50,000-\$200,000 with an insatiable appetite for upkeep capital and program material. And the educators point out that closed-circuit is tailor-made relief for today's crowded schools and teacher shortages.

There are still plenty of missionaries for educational TV station operation. But today they're looking for "reappraisals" and "evaluation" and "experimentation" -- honestly seeking to find education's true place in TV, and vice versa.

"It's past time for an inventory and reappraisal of educational TV," said Dr. Dunham. "We should know our limitations and we surely should know we can't compete for audiences with the many fine educational programs now on the networks."

Dr. James E. Allen Jr., Commissioner of Education for New York State, whose 6 CPs have been stranded by lack of funds since they were granted in 1952, told us he expects legislature to allot money this winter for "pilot" station to help educators learn true value of educational TV through experimentation.

Pres. John A. Hannah of Michigan State U, whose non-commercial WKAR-TV is on commercial uhf channel, says he feels TV's educational potential has hardly been tapped. "No one knows where it's going," he adds. "There's much more to be done before its true value can be assessed."

CLOSED-CIRCUIT TV is now being used by schools and colleges (see above) for virtually everything from freshman orientation to complex lab demonstrations. Many of the educational wired-TV systems are classified as "experimental"—but the results which have been announced to date indicate educators are enthused over value of closed-circuit as a teaching tool.

Stephens College, Columbia, Mo., has one of the most extensive closed-circuit systems in use, enabling one instructor to lecture to as many as 50 classrooms simultaneously. This project is financed by grants from RCA and Fund for the Advancement of Education. Latter foundation is also sponsoring closed-circuit work at NYU, where 500 students are taking televised courses in creative composition and English literature.

Perhaps most thorough report and handbook on use of closed-circuit in college instruction is Penn State U's 102-p. bulletin, *An Investigation of Closed Circuit TV for Teaching University Courses.* After year's trial, university says it found no "significant differences in informational learning" between students taking "live" courses and those taking same courses by closed-circuit. Project has been expanded this year, 2500 students taking TV courses.

Military has been a leader in use of closed-circuit for training purposes. Recent experiments by George Washington U Human Resources Office with Signal Corps trainees at Camp Gordon, Ga. found TV was as effective as direct teaching, sometimes even better.

Joint Committee on Educational TV is currently making exhaustive survey of educational uses of closed-circuit, due to be released early next year. A preliminary list, compiled on basis of earlier JCET survey, shows 60 school & college installations, plus 8 instructional TV systems at military posts. Here is list, as released by American Council on Education:

- Alabama—*U of Alabama, University; Alabama Polytechnic Institute, Auburn.
- California—San Jose State College, San Jose; U of So. California, Los Angeles; College of Physicians & Surgeons, San Francisco.
- Colorado—Denver public schools.
- Connecticut—Yale University, New Haven.
- District of Columbia—Georgetown University, Institute of languages and linguistics, Washington.
- Florida—Dade County public schools, Miami.
- Idaho—Idaho State College, Pocatello.
- Illinois—Chicago Teachers College; Illinois Institute of Technology, Chicago; U of Chicago; Nathan Goldblatt memorial hospital, Chicago; *U of Illinois, Urbana; Loyola University school of dentistry, Chicago; Northwestern University, Evanston.
- Indiana—U of Indiana, Bloomington; Indiana State Teachers College, Terre Haute.
- Iowa—*Iowa State College, Ames; U of Iowa, Iowa City.
- Kansas—Roosevelt High School, Emporia; Kansas State College, Manhattan; Kansas State Teachers College, Pittsburg; U of Kansas medical school, Kansas City.
- Louisiana—Louisiana State University, Baton Rouge; Southwestern Louisiana Institute, Lafayette.
- Maryland—U. S. Naval Academy, Annapolis.
- Massachusetts—Boston University; Emerson College, Boston; Hamilton public schools, South Hamilton.
- Michigan—*Michigan State University, East Lansing; U of Michigan, Ann Arbor; U of Detroit school of dentistry.
- Minnesota—U of Minnesota, Minneapolis.
- Missouri—Stephens College, Columbia; *U of Missouri, Columbia.
- New Jersey—State Teachers College, Montclair.
- New York—Albany Medical College; Cornell University, Ithaca; New York University, N. Y. City; Syracuse University.
- North Carolina—*Consolidated U of North Carolina, Chapel Hill, Raleigh, Greer, sboro.
- Ohio—Case Institute of Technology, Cleveland; South High School, Columbus.
- Oregon—Oregon State College, Corvallis; U of Oregon, Eugene; Oregon Technical Institute, Oretch.
- Pennsylvania—Pennsylvania State University, University Park; U of Pennsylvania hospital, Philadelphia.
- South Carolina—South Carolina Area Trade School, West Columbia.
- South Dakota—U of South Dakota, Vermillion.
- Texas—Texas Western College, El Paso; U of Texas, Austin.
- Washington—Washington State College, Pullman; Vancouver High School.
- Wisconsin—Milwaukee Vocational & Adult Schools; *U of Wisconsin, Madison.
- Military installations—Walter Reed Army Medical Center, Washington; Signal Corps Training Center, Camp Gordon, Ga.; Chanute Air Force Base, Rantoul, Ill.; Strategic Air Force Command, Lewiston, Me.; Signal Corps, Ft. Monmouth, N. J.; Army Chaplain School, Ft. Slocum, N. Y.; Signal Corps Pictorial Center, Long Island City, N. Y.; Army Transportation School, Ft. Eustis, Va.

* Facilities also used for TV station operation.

Personal Notes: Newly elected NBC-TV v.p.'s: Michael Dann, program sales; Matthew J. Culligan, national sales director; Walter D. Scott, national sales mgr.; Mort Werner, national programs; Jules Herbuveaux, v.p.-gen. mgr. of WNBQ & WMAQ, Chicago. . . . New Westinghouse Broadcasting Co. v.p.'s: Richard M. Pack, programming; Rolland V. Tooke, Philadelphia (WPTZ & KYW); Harold C. Lund, Pittsburgh (KDKA-TV & KDKA). W. C. Swartley had previously been elected v.p., Boston (WBZ-TV & WBZ-WBZA) . . . New ABC Film Syndication v.p.'s: Richard P. Morgan, in charge of business affairs; John Burns, director of national sales; Wm. Clark, director of western sales div. . . . Walter M. Koessler, ex-exec. v.p. of WITV, Ft. Lauderdale, later sales mgr. of Storer's WGBS-TV, Miami, promoted to WGBS-TV managing director, succeeding Francis Riordan, transferred to managership of KPTV, Portland, succeeding Russell K. Olsen . . . Daniel P. Weinig, from Katz Agency, named eastern radio sales mgr. for Storer stations, succeeding John R. Porterfield, resigned . . . Mort Werner, director of NBC-TV partic. programs, promoted to national program director, succeeding Samuel Fuller, now director of special projects, starting with new comedy show replacement for *Colgate Variety Hour* starting Jan. 8, Sun. 8-9 p.m. . . . Michael Rastovich, ex-KPTV, Portland, named chief engineer of upcoming KLEW-TV, Lewiston, Ida. (Ch. 3) due soon . . . Fred D. Adair Jr., ex-Richard Nelter Adv., San Francisco, named mgr. of Headley-Reed Co. San Francisco office . . . Morton J. Wagner, station mgr. of Madison's WMTV, elected exec. v.p. and will also supervise Gerald A. Bartell radios WOKY, Milwaukee; WAPL, Appleton, Wis.; WBGE, Atlanta; KCBQ, San Diego . . . Edward G. Smith, ex-gen. mgr. of WTVH-TV, Peoria, now with WEEK-TV, Peoria . . . Jack Wells, ex-KCSJ-TV & KCSJ, Pueblo, to station coordinator of radio KGA, Spokane, replacing Richard Godon, now sales mgr. . . . Richard Anderson promoted to chief engineer of KOVR, Stockton, succeeding Stanton D. Bennett . . . Jack P. Reeder promoted to director of promotional media, Crosley stations; Roy Shannon named promotion director of WLWT . . . Gene E. Stout, ex-editor, local *TV Guide*, joins WPTZ, Philadelphia, as publicity

"The Inside Story of Person to Person," titles lively story in Dec. 13 *Look Magazine* on behind-the-scenes problems of Ed Murrow's Fri. 10:30-11 p.m. program on CBS-TV. Written by Joe McCarthy, it reveals pressures on Murrow and his staff of 35 to get individual "visits," the million-and-one technical problems of placing equipment in homes, the pickups from microphones hidden under clothing, etc. Oddest reaction: Groucho Marx, "stiff and restrained." Homes most requested by audience for visits: Liberace and Edward R. Murrow. Visit to former is probable, says Murrow, ruling out latter as "too dull."

Fascinating article about General Tire & Rubber empire, "The O'Neils' Money Machine" by Robert Coughlin, in Dec. 5 *Life*, reveals Tom O'Neil's General Teleradio staff studies indicated "a hypothetical profit of \$9,000,000" in the \$25,000,000 purchase of RKO Radio Pictures from Howard Hughes. Estimates included \$5,000,000 potential value of films completed but not yet in theatres, \$15,000,000-plus "wholesale value" of feature film backlog for TV, \$5,000,000 in studio property and distribution facilities.

National Assn. of TV-Radio Farm Directors, at annual convention, elects: pres., John McDonald, WSM-TV & WSM, Nashville; v.p., Jack Timmons, KWKH, Shreveport; secy.-treas., Dix Harper, WLS, Chicago; historian, Herbert Plambeck, WHO-TV & WHO, Des Moines.

Pat Weaver steps out—and was due to be among the folks interviewed on Igor Cassini's *Million Dollar Showcase* on DuMont's WABD night of Dec. 2 as it remotes from society's famed Knickerbocker Ball in New York's Ambassador Hotel.

director, succeeding Fred E. Walker, now gen. mgr. of radio WTTM, Trenton . . . Cy Kaplan, ex-gen. sales mgr. of WGTH-TV, Hartford, recent midwest sales mgr. World Broadcasting System, appointed eastern director of national sales, National Telefilm Assoc. . . . Frank Brill named eastern sales mgr., MCA-TV Ltd., succeeding Tom McManus, now international sales mgr. . . . Don Sharpe resigns as pres. of 4-Star Productions, attorney Wm. Cruikshank becoming acting pres.

ADVERTISING AGENCIES: Milton Biow, who stepped down as head of the agency bearing his name last Jan. 1, resumes active direction of Biow-Beirn-Toigo, with pres. F. Kenneth Beirn leaving the agency as of Jan. 6 . . . John J. Seery, ex-McCann-Erickson and Cecil & Presbry, promoted to head new TV dept. of Cellomatic Corp., 756 Seventh Ave., N. Y., set up to expand Cellomatic animation technique for TV shows . . . Charles E. Claggett, who organized Gardner Adv. radio dept. in 1935 and rose to gen. mgr. of big St. Louis agency last year, has been elected pres., succeeding Elmer G. Marshutz, now chairman . . . Wm. E. Macke, ex-Zenith adv. mgr., appointed v.p.-gen. mgr. of Detroit office, Kenyon & Eckhardt . . . David Hayes promoted to acting TV-radio director, W. E. Long Co., Chicago agency specializing in bakery accounts, replacing Edwin C. Fritz Jr., resigned . . . Fred Flanagan, copy supervisor on several major accounts, elected Kenyon & Eckhardt v.p. . . . Jeanne Harrison, ex-Ziv, joins Emil Mogul as exec. TV producer-director . . . Miss Nina Flinn, ex-Doyle Dane Bernbach, joins Robert W. Orr & Assoc. as timebuyer . . . Peter S. Pell, ex-CBS-TV, joins exec. staff of Roy S. Durstine Inc., N. Y. . . . Arthur Wilkins, ex-Young & Rubicam, joins Dancer-Fitzgerald-Sample Inc. as head of new copy & motivational research.

Frederick B. Ryan Sr., 72, who with the late Wilbur Ruthrauff founded Ruthrauff & Ryan in 1912, died of coronary thrombosis Nov. 29 in Ft. Lauderdale, Fla. He had resigned as chairman of board early this year. Surviving are his wife and 2 sons—Frederick B. Ryan Jr., present chairman of the agency; Quincy, a v.p.

Six Dallas business men have joined with Sidney A. Grayson & Nat Levine, co-owners of radio KSYD, Wichita Falls, in setting up KSYD Television Co. Inc. for purpose of buying KWFT-TV, Wichita Falls (Ch. 6), along with radio KWFT (Vol. 11:46). Rowley theatre chain family and Kenyon Brown, latter one-third owner of KWFT stations, are getting \$825,000 for stations, with Brown authorized to re-acquire KWFT for \$75,000, according to application filed this week. Buying firm comprises: Mr. Grayson, pres. & gen. mgr., 5%; Nat Levine, secy.-treas., 25%; Irving L. Gold, v.p., 12½%; Murray Gold, 12½%; Ben Aaron, v.p., 6.67%; Roy Aaron, 6.67%; Leon Aaron, 6.67%; Theodore Shanbaum, 25%. In addition to Grayson as gen. mgr., proposed TV staff includes Billy Richie, program director; Lambert Cain, commercial mgr.; Herbert Wiley, chief engineer.

Jack O. Gross, who founded KFMB-TV San Diego, and sold it in 1950 with radio KFMB for \$925,000 and other considerations to John Kennedy (Vol. 6:46 & 7:17), this week acquired KXOC, Chico, Cal. (10-kw, 1060 kc, MBS) for \$150,000 from Harold T. Gibney. Blackburn-Hamilton was broker.

Wilton E. Hall, publisher of *Anderson* (S. C.) *Independent* and owner of WAIM-TV & WAIM there, has been voted 1955 Man of the South, winning award of *Dixie Business*, Atlanta magazine. He's ex-pres. of So. Carolina Press Assn. and for a time served out an appointment as U. S. Senator.

Initial decision in Lamb case is due week of Dec. 5 from FCC examiner Herbert Sharfman.

A PPEALING TO PUBLIC to be "articulate" in making its needs known to TV-radio industry, FCC Chairman McConnaughey got off one of his best speeches to date, addressing Sylvania Awards dinner in N. Y. Nov. 29. He reiterated his repugnance of "big-stick" Govt. regulation by stating:

"I respect with near-reverence that part of our legislation that keeps Govt. away from prescribing programs . . . Let me reassuringly add that we bureaucrats at the Commission do not pretend to feel that we know what is good for the people."

Bulk of his talk was a moral-suasion appeal. He said Commission is "thankful" for licensees who have produced well-rounded schedules and is glad that "very, very few" have not made such efforts. Most fertile area for general improvement, he said, lies in the "large middle ground of average licensees who have neither done anything outstanding nor anything particularly wrong." "It poses a serious question to us at the Commission," he added, "to determine whether we are the proper group to make the constructive suggestions or to set up the criteria for guidance of this group. . . . It is my sincere hope that the industry will be able to solve their own program problems and maintain high standards."

"I like TV," McConnaughey confessed, "not everything, but enough to afford me many enjoyable and informative hours during the week." However, he stated, "with unforgiveable frequency the American living room is being fed material more appropriately reserved for the barroom or midway. . . . Is good taste so elusive a concept as to be improbable of agreement among writers, producers, directors and performers on what to avoid? I think not."

Attacking "bait-&-switch" commercials, the chairman asked: "Will not our broadcasting system suffer substantial long-run losses for creating general suspicion of the things it recommends for purchase?" He also opined: "I do not believe that the long commercial carries greater selling impact than the short, punchy message. Nor do I believe that piling up commercials is a significant accomplishment."

TOLL-TV DECISION still isn't in sight, FCC chairman George C. McConnaughey told minor leagues' convention in Columbus, O. Nov. 28. Leagues have been looking hopefully to pay-TV to offset declining gate receipts—while leagues' pres. George M. Trautman told convention that free telecasts of major league games are minors' chief worry, "a distinct menace to our operations." But McConnaughey gave them little hope for immediate succor when he said:

"Because of the voluminous nature of the record, mandatory procedures and issues involved, the Commission itself cannot be expected to reach any speedy decision. Also, there is a great deal of opinion that no pay-as-you-see TV can be authorized by the Commission without legislation by the Congress. If that develops, I am sure that you know the added difficulties that would be presented to any speedy action. . . . I believe it but fair to warn against any false hopes of an immediate solution."

McConnaughey took no pro or con stand on issue, but he made it clear that he's not merely casually interested in it and that he'll do his utmost to see that TV presents maximum amount of baseball for the "stay-at-home audience." Another point he made is that it's technically impossible, currently, to present both pay and free programs on same channel simultaneously. "Any given channel or

Curbs on abuses, he concluded, must come from forces outside Govt. "Too few people are aware," he said, "that they have right to demand that broadcasting stations serve their needs, wants and interests. This force must be awakened to its potential influence and made articulate so that those who create, produce and sponsor programs may know what is expected of them."

* * * *

Though Commission eschews censorship and program control, it has held up license renewals of 17 Illinois & Wisconsin radio stations, asking them to explain what appears to be overcommercialization and too few programs on education, religion, agriculture, etc. The stations:

Illinois—WBBM, WCFL, WEDC, WGES & WIND, Chicago; WHFC, Cicero; WKRS, Waukegan; WPEO, Peoria; WMOK, Metropolis. Wisconsin—WAPL, Appleton; WATK, Antigo; WBEV, Beaver Dam; WEAU, Eau Claire; WEMP, Milwaukee; WGEZ, Beloit; WHVF, Wausau; WOKW, Sturgeon Bay. Next batch of renewals—Missouri & Iowa—comes up Feb. 1.

✓ Broadcasts of horse-racing information brought denial of license renewal, one of FCC's rarest actions, to radio WWBZ, Vineland, N. J. Station was first set for hearing Feb. 1952 to determine whether its extensive racing information was aiding illegal bookmakers. At various stages of the proceeding, station cut racing information more and more until it was dropped altogether early this year. Commission ruled, however, that improvement came too late and was too clearly tied to FCC moves. FCC once denied renewal to radio WTUX, Wilmington, Del. for carrying race information but later reconsidered, reversed itself. Comr. Lee dissented in WWBZ case, said decision wouldn't stand up in court. "There is no evidence in this record," he said, "of programming before 1952, as requested by the Commission in originally setting it for hearing. On the contrary, much of the evidence on which the decision is based refers to a period after the hearing commenced. It seems to me that the Commission is acting in a punitive manner to try to punish a station for not conforming to its every suggestion." Station will ask ✓ for reconsideration, undoubtedly appeal to courts if denied.

TV station at any particular time," he said, "must be utilized wholly either for toll TV or free TV programs."

Major leagues, as well as minor, have been mighty interested in toll-TV possibilities. Brooklyn Dodgers pres. Walter O'Malley has been outspoken advocate, stating flatly that he'd like to charge subscription-TV viewers 50¢ epr set per game. Currently, however, he's suggesting that free TV be put on a game-of-the-week basis (see p. 18).

Other toll-TV developments: (1) N. Y. City Council rules committee plans early Jan. meeting on anti-pay resolution introduced last March 1 by Council pres. Abe Stark. (2) Station-theatre owner Joe Floyd (KELO-TV, Sioux Falls, S. D.) is working on "Exhibivision"—simultaneous presentation of movies in theatres and closed-circuit community system; he plans discussions with film producers, distributors and community antenna equipment manufacturers. Apparently, his goal is same kind of operation tested several years ago by Paramount Pictures' Telemeter in Palm Springs, Cal. (3) Zenith publicist Ted Leitzell told Poor Richard Club in Philadelphia that Zenith is merely seeking fair test of system; that "if it proves to be a service of value to the public, we will prosper. If the public says 'no thank you,' we will lose our investment. That is the traditional American way of doing business."

FCC chairman George C. McConnaughey speaks at Philadelphia's Poor Richard Club Dec. 6.

Station Accounts: National Assn. of Retail Clothiers & Furnishers, 200 Fifth Ave., N.Y., reporting in Nov. bulletins on several success stories of clothing stores on local TV indicates many more could be won over by aggressive stations. Phil Gibson, pres. of Ray Beers Clothing Co., Topeka, a pioneer in radio advertising, reports great success with 15-min. TV program *Ray Beers Show*, opening with picture of 3-way mirror as commercial and featuring music & sports. Tate Brown Co., Charlotte, sponsoring 15-min. program irregularly, comments: "TV advertising is most gratifying and its direct response is phenomenal. Sometimes for months later it pulls in sales." Edward Stern, pres. of Straus Co., Fargo, is equally enthusiastic about his twice-weekly 5-min. sports program on local WDAY-TV . . . Milner Products, Jackson, Miss., plans biggest campaign in its history next year for Perma Starch div., thru Gordon Best Co., Chicago . . . John B. Stetson Co., with biggest sales year in its history assured for 1955, plans big all-media campaign next year to push "ventilated" straw hats, thru Gray & Rogers, N.Y. . . . Carnation Milk (Albers div.) buys *Waterfront* from MCA-TV for 16 western markets starting early next year, thru Erwin Wasey Co. . . . First National Bank of Milwaukee buys 17-week Big 10 basketball schedule, offered by CBS-TV as co-op, on WXIX starting Dec. 12, thru Cramer-Krasselt Adv., Milwaukee . . . National Assn. of Better Business Bureaus plans to produce series of TV films for its 100 local bureaus in effort to fight bait-switch ads . . . Among other advertisers currently reported using or preparing to use TV station time: Doyle Packing Co., Long Branch, N. J. (Strongheart dog food), thru Roy S. Durstine, N. Y.; Englander Co., Chicago (mattresses), thru Leo Burnett Co., Chicago; Thomas Leeming Co., N. Y. (Ben-Gay pain reliever), thru Wm. Esty & Co., N. Y.; Kentile Inc., Brooklyn (Kentile floors & walls), thru Ruthrauff & Ryan, N. Y.; Chanel Inc., N. Y. (perfume & cologne), thru Norman, Craig & Kummel, N. Y.; Hebrew National Kosher Sausage Co., Brooklyn (meat products), thru Rockmore Co., N. Y.; Alkaid Corp., N. Y. (Alkaid's antacid tablets), thru Emil Mogul Co., N. Y.; Chock Full O'Nuts, N. Y. (coffee), thru Grey Adv., N. Y.; D. P. Harris Hardware & Mfg. Co., N. Y. (Rollfast roller skates & bicycles), direct; Kasco Mills Inc, Kasco, N. Y. (Kasco dog food & farm feed), thru Clark & Bobertz, Detroit;

Rate increases: WXYZ-TV, Detroit, raises base hour from \$1700 to \$1800, min. \$325 to \$450. WBRC-TV, Birmingham, raises hour from \$750 to \$800, min. \$185 to \$210. KZTV, Reno, Feb. 1 raises base hour from \$225 to \$300, min. \$37.50 to \$60. KRGV-TV, Weslaco, Tex. has added new Class AA hour (6:20-10:01 p.m. daily) at \$250, min. at \$45, Class A hour going from \$200 to \$187.50. Combination base hour for KRDO-TV, Colorado Springs & KCJS-TV, Pueblo, raised from \$175 to \$225, min. \$45 to \$52. CHEX-TV, Peterborough, Ont., hour from \$200 to \$230, min. \$40 to \$46. Spot increases: WLWT, Cincinnati, Jan. 1 raises Class AA min. from \$190 to \$250, 8 Sec. \$85 to \$125; WLOS-TV, Asheville, raises min. from \$50 to \$60.

New reps: DuMont's WABD, New York, to Raymer Jan. 1 (from Avery-Knodel), Raymer also being new rep for WTTG, Washington; KOA-TV, Denver, to NBC Spot Sales Feb. 1 (from Petry); WITV, Ft. Lauderdale-Miami, to Forjoe (from H-R Television); WNOW-TV, York, Pa., to Forjoe (from Robert S. Keller); KNTV, San Jose, Cal., to Bolling; WTOV-TV, Norfolk, to McGillyvra; KOAT-TV, Albuquerque, to Hollingbery; KDUB-TV, Lubbock, Tex., to Branham (from Avery-Knodel).

NBC-TV affiliates hold annual convention in Chicago's Drake Hotel, Dec. 7-8.

Network Accounts: Trend to multiple sponsorships is detailed in just-completed Nielsen study showing 11% increase in last 6 months in programs with at least 2 sponsors. Multiple sponsors are most prevalent in drama shows (20), variety (18), audience partic. (9), situation comedies (8), children's (6), news (5), sports (3), educational (2), panel (2), how-to-do-it (1) . . . Tournament of Roses Parade from Pasadena Jan. 2 will be on 2 networks 11:45 a.m.-1 p.m., Quaker Oats buying ABC-TV coverage this week thru Lynn Baker Adv., N. Y.; Minute Maid (frozen juices) will sponsor in color on NBC-TV, where parade has been an "exclusive" for last 3 years . . . Procter & Gamble to sponsor Mon. 3:45-4 p.m. portion of *Bob Crosby Show* on CBS-TV starting Dec. 5, thru Compton Adv.; it's 9th CBS-TV show in which P&G is at least part sponsor, others being *Guiding Light*, *Brighter Day*, *Lineup*, *Search for Tomorrow*, *I Love Lucy*, *Love Story*, *On Your Account*, *It's Always Jan* . . . Colgate-Palmolive, cancelling *Colgate Variety Hour* on NBC-TV Dec. 25, Sun. 8-9 p.m., apparently still likes that time period, buying series of partic. on J. Arthur Rank's *Famous Film Festival* on ABC-TV starting in Jan., Sun 7:30-9 p.m., thru Ted Bates . . . American Chicle (Dentyn gum) buys 2 partic. on *Famous Film Festival* on ABC-TV Sun. 7:30-9 p.m., thru Dancer-Fitzgerald-Sample; Florists Telegraph Delivery Assn., Detroit, one partic., thru Grant Adv., N. Y.; Lewis-Howe Co., St. Louis (Tums), 2 partic., thru Dancer-Fitzgerald-Sample, N. Y.; National Presto Industries, Eau Claire, Wis. (pressure cookers), 3, thru Gourfain-Cobb & Assoc., Chicago; Procter & Gamble (Shasta shampoo), 1, thru Biow-Beirn-Toigo; Tony (Bobbi pin curl permanent), 2, thru Tatham-Laird, Chicago; Zenith (hearing aid div.), 2, thru BBDO, Chicago . . . Pharmaceuticals Inc. to sponsor *Sunday News Special* on CBS-TV starting Jan. 8, Sun. 11-11:15 p.m., succeeding Norwich Pharmacal, thru Edward Kletter Assoc. . . . Scott Paper to sponsor Mon. portion of *Valiant Lady* on CBS-TV starting Dec. 5, Mon.-thru-Fri. 12-12:15 p.m., thru J. Walter Thompson . . . Gurney Products Ltd., Montreal (ranges & heaters) to sponsor MCA-TV's 30-min. weekly *Life With Elizabeth* in all CBC-TV markets except Montreal . . . Norwich Pharmacal to sponsor every 4th week of *Ozzie and Harriet* on ABC-TV starting Jan. 6, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Time slotting: NBC-TV planning to push *Dragnet* up 30-min., to start Thu. 8:30, opposite hour-long *Climax* 8:30-9:30 on CBS-TV, with *People's Choice* shifted to old *Dragnet* time of 9-9:30.

NBC-TV's "Program Extension Plan" to help smaller markets get top network programs at minimum cost to advertiser (Vol. 11:41) now has 47 member stations, with 21 sponsors feeding 19 programs weekly. Seven sponsors are on all stations: Armour & Pet Milk (*George Gobel Show*); L&M Cigarettes (*Dragnet*); RCA, Whirlpool-Seeger & Sunbeam (*Milton Berle Show* & *Martha Raye Show*); Chevrolet (*Chevy Show*). Additions to member stations in last 2 weeks: KTVO, Kirksville, Mo.; WSIL-TV, Harrisburg, Ill.; WCTV, Thomasville, Ga.-Tallahassee, Fla.; KRBB, Eldorado, Ark.; KMID-TV, Midland-Odessa, Tex.; KHAD-TV, Laredo, Tex. (CP). These stations have dropped out: KBES-TV, Medford, Ore.; KIEM-TV, Eureka, Cal.; KVDO-TV, Corpus Christi, Tex.

Named co-chairmen of national TV-radio committee of 1956 March of Dimes campaign; John H. Mitchell & Don Durgin, ABC; Hubbell Robinson Jr. & Howard G. Barnes, CBS; Robert A. Monroe, MBS; Tom McAvity & Charles T. Ayres, NBC.

Network switches: KMTV, Omaha, to NBC Jan. 1; WOW-TV, Omaha, to CBS same day.

Telecasting Notes: Trouble with TV commercials, says current Grey Adv. Agency's ever-sprightly newsletter *Grey Matter*, is "parental influence": radio, theatre, movies, podium. "It would have been better, lots better, if the TV commercial had been the issue of a house-to-house salesman and a retail store clerk," it opines, while urging a course in selling for announcers in order to get the more personal approach. "The TV commercial is the blood brother of the in-the-home salesman," it says—but this apparently hasn't gotten over to the sponsors despite the shining examples of Arthur Godfrey, Dave Garroway, Steve Allen, et al. . . . Some seasoned announcers, handed a piece of commercial copy to recite, are complaining bitterly against "commercials which lecture, rave, orate, talk the viewer to death, are pompous, irritating, wildly exaggerated, and result in burying the product they have come to praise," according to *Grey Matter* . . . Success of feature films as network programming on ABC-TV's Sun. evening *Famous Film Festival* (J. Arthur Rank photo-plays) has prompted ABC-TV to buy 100 more of that big British producer's features at price reportedly between \$1,500,000 & \$2,000,000 for 3-5 p.m. daily slot immediately preceding *Mickey Mouse Club*, beginning in Jan. Package includes such top British oldies as Sir Laurence Olivier's *Hamlet & Henry V*, *Genevieve*, *The Cruel Sea*, *The Lady Vanishes*, *Tonight at 8:30*—though most are not as well known. Rank is now said to have only 30 films in vaults not now being shown on U. S. TV . . . Snags have developed in nearly-consummated purchase of 600 RKO oldies by Matty Fox for \$12,000,000 (Vol. 11:48), and while the veteran TV film distributor still is said to be favorite to get the package, deal is less certain than it appeared to be last week. Meanwhile, General Teleradio this week announced that "showing of certain selected films in the RKO inventory will begin on TV in Jan. 1956," but added that no plans have been "finalized." Release, obviously aimed at soothing disturbed movie exhibitors, pledged that "disposition of the library to TV would be accomplished in a controlled manner that would simply replace other films already in TV distribution" . . . **How TV plugs help movies** is illustrated by Nov. 30 *Variety* story

on recent Disney pictures—all plugged mightily on *Disneyland* (ABC-TV). "Davy Crockett," shown 3 times on TV before release to theatres (and which presumably recouped its entire cost on TV alone) grossed \$2,000,000—extremely high for a "western." Disney's "20,000 Leagues Under the Sea" already has passed \$7,000,000-mark and is still running in theatres. (Only 153 pictures have grossed more than \$4,000,000). "Lady & the Tramp" reaped \$4,000,000 on its first 2500 dates . . . Another moviemaker follows MGM's lead in toning down blurbs on its network series (Vol. 11:42): Irving Asher, new gen. mgr. of 20th Century-Fox's TV unit, said this week he's "trying to devise a new formula" for the 9-min. "behind the scenes at the studio" segment of GE-sponsored *20th Century-Fox Hour* (CBS-TV). He said studio will step up TV activities next year, adding 5-7 TV film series to the 2 currently being produced . . . Some 42 half-hour film series which had first runs on networks are now in syndication, according to tabulation in Dec. 3 *Billboard*; list of 2577 films shows MCA-TV has largest collection, with 10 series totaling 642 films . . . Ford Foundation negotiating with CBS-TV Film Sales for syndication of half-hour filmed segments originally shown on *Omnibus*, under tentative title of *Under the Sun* . . . New comedy talent, writing and ideas unearthed by NBC's "comedy development plan" will be given TV exposure on new *KRCA Kapers*, Mon.-thru-Thu. 6:15-6:45 p.m. on network's Los Angeles outlet . . . African safari, in search of zoo animals, will be televised in color on 9 Sun. afternoon telecasts of *Zoo Parade* on NBC-TV beginning Dec. 18; film was shot this summer specially for the show . . . "No TV," says Danny Kaye, denying last week's reports that he's available and negotiating for spectaculars (Vol. 11:48).

NBC-TV Opera Co. has been formed as a road company to present concerts in leading cities in U. S. and eastern Canada starting next fall. Announcement was to be made by chairman David Sarnoff Sun. Dec. 4 on *NBC-TV Opera Theatre*, which will continue its regular schedule. Samuel Chotzinoff, NBC music director, will transpose opera from TV for theatre presentation. Judson, O'Neill & Judd Co. will manage tour under 4-year contract.

SYLVANIA AWARDS for 1955 were highlighted by these citations: to broadcasting industry as a whole, in recognition of its coverage of the New England-Pennsylvania flood disasters; to White House news secy. James C. Hagerty for opening presidential news conferences to TV; to NBC-TV's *Peter Pan*, as "Show of the Year," performance adjudged "most entertaining to the whole family"; to NBC-TV's Pat Weaver, for "greatest contributions to creative TV techniques"; to Gillette for excellence of sports coverage. Other awards:

- Best New TV Series—\$64,000 *Question* (CBS-TV).
- Best Performance by an Actor—Sidney Poitier, in "A Man Is Ten Feet Tall" on *Philco TV Playhouse* (NBC-TV).
- Best Performance by an Actress—Julie Harris, in "Wind from the South" on *U. S. Steel Hour* (CBS-TV).
- Best Performance in Classical Role—Jose Ferrer, for "Cyrano de Bergerac" on *Producers' Showcase* (NBC-TV).
- Best Performance by an Actor in Supporting Role—Ed Begley, for "Patterns" on *Kraft TV Theatre* (NBC-TV).
- Best Performance by an Actress in Supporting Role—Mildred Dunoock, for "A Child Is Born" on *Kraft TV Theatre* (ABC-TV).
- Best Comedy Show—Phil Silvers' *You'll Never Get Rich* (CBS-TV).
- Most Original Teleplay—"A Man Is Ten Feet Tall" on *Philco TV Playhouse* (NBC-TV).
- Best Dramatic Show—"Patterns" on *Kraft TV Theatre* (NBC-TV).
- Variety Entertainment—*Ed Sullivan Show* (CBS-TV).
- Best Musical Series—*Voice of Firestone* (ABC-TV).
- Best Dramatic Series—*Kraft TV Theatre* (NBC-TV).
- Best Documentary—"The Vice Presidency—the Great American Lottery" on *See It Now* (CBS-TV).
- Network Public Service—*The Search* (CBS-TV).
- Local Public Service—*Our Religious Roots* (KPIX, San Francisco) and *Dateline Washington* (WDSU-TV, New Orleans).
- Local News and Special Events—WBZ-TV, Boston.
- Network Educational Series—*Omnibus* (CBS-TV).

- Best Local Educational Series—*Your Future Unlimited* (WMCT, Memphis).
- Best Network Children's Show—*Mickey Mouse Club* (ABC-TV).
- Best Local Children's Show—*Children's Corner* (educational WQED, Pittsburgh).
- Best Network Women's Show—Arlene Francis' *Homè* (NBC-TV).
- Best Commercials—Sanka Coffee, Schweppes Quinine Water and Dow Chemical (Saran Wrap).

Judges were: Deems Taylor, composer & music authority, chairman; Dean Kenneth Bartlett, director of TV-radio center, Syracuse U; Seymour Berkson, publisher of *New York Journal-American*; Gilmor Brown, pres., Pasadena Playhouse; Judge Samuel S. Leibowitz; Leonard Bernstein, conductor & composer; Hon. James A. Farley; Dr. Frank Bradley, past pres., American Hospital Assn.; Jackie Robinson, Brooklyn Dodgers; Dorothy Draper, decorator & designer; Mrs. Roy F. Layton, pres., Girl Scouts of America; Mrs. John E. Hayes, past pres., National Congress of Parents & Teachers.

New low-priced closed-circuit TV package for industrial and commercial use was announced this week by Television Utilities Corp., New Hyde Park, N. Y. Price was not disclosed. Company says it has supplied closed-circuit installations to United Nations, Consolidated Edison, Roosevelt & Yonkers Raceways, U of Michigan, U of Illinois, Michigan State U, Iowa State College, Emerson College (Boston), U of Houston, Navy, Signal Corps, Army Proving Grounds, Army Black Hills Ordnance Depot.

UNIQUE SHARE-TIME UHF application was filed this week when Rochester's WVET-TV & WHEC-TV, already profitably sharing vhf Ch. 10 and CBS & ABC affiliations, asked FCC for Ch. 27. They're the only share-time TV stations still operating of the several once on air. For precedent, stations can point to radios WBAP, Ft. Worth & WFAA, Dallas, which have long shared 820 & 570 kc—only setup of the kind. Rochester stations propose to alternate both time and channels.

Commission final decision on Richmond's Ch. 12 (p. 2) was first since Odessa, Tex. decision of July 15, is regarded as precursor of host of important grants; there are 15 ready for action (for list, see Vol. 11:46). In picking Larus (WRVA)-Thalhimer Theatres over WRNL (*Richmond Times-Dispatch* and *News-Leader*), Commission's decision listed superior proposed programs, past record, experience of principals, local residence, ownership-management integration and diversification of local communications interests. One additional CP was issued, an uncontested Ch. 12 grant to WJMS, Ironwood, Mich., headed by Wm. L. Johnson.

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FCC is questioning CBS's proposed purchase of uhf WGTH-TV, Hartford (Ch. 18), as it did NBC's efforts to buy WKNB-TV, New Britain (Ch. 30), by sending principals a McFarland Letter. Commission says that sales contract appears to violate 3.658(a) of rules (concerning affiliations); that purchase raises questions of concentration of control because CBS would have stations serving 30,000,000 people; that competition may be "substantially restrained" because CBS would own the only Hartford station.

SATELLITE KMVI-TV, Wailuku, Hawaii (Ch. 12) starts programming Dec. 4 after week of test patterns—second "repeater" TV station on Maui island and 459th outlet in U. S. and possessions. It has 5-kw GE transmitter and 6-bay RCA superturnstile antenna atop Haleakala Crater, where it picks up and re-transmits programs of Honolulu's KONA in much same way that satellite KMAU picks up programs of parent KGMB-TV, Honolulu (Vol. 11:16). Neither station has studio on Maui, but KMVI-TV will originate slide commercials with audio, has set base rate of \$27 plus art & photography costs. Owner is semi-weekly *Maui News* (KMVI). Radio staffers functioning for TV are Richard E. Mawson, mgr.; Frank Kovacic, commercial mgr.; George Tam, chief engineer.

CKRS-TV, Jonquiere, Que. (Ch. 12), covering headwaters of Saguenay River area, started Dec. 1 as part of CBC's French-language net after running test patterns previous weekend. It's 32nd outlet in Canada, 24th privately-owned. It has 2-kw RCA transmitter, 250-ft. wavestack antenna. Henry LePage, gen. mgr. of Quebec City's CHRC, is pres., with Tom Burham, ex-CKRS mgr.; Gerard Lemieux, technical director; Jean M. Dugas, program director; Paul Audette, production mgr. Base hour is \$160. Reps are Adam Young and Jos. A. Hardy & Co.

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

KHAD-TV, Laredo, Tex. (Ch. 8) has changed test pattern target to Dec. 15, reports gen. mgr. Shaun Murphy

NBC went to Court of Appeals, meanwhile, over FCC's action in setting its purchase of WBUF-TV, Buffalo (Ch. 17) for hearing on protest of WGR-TV (Ch. 2).

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Allocations changes sought: (1) WEEK-TV, Peoria, asked that Ch. 25 be substituted for its Ch. 43, Ch. 77 replacing Ch. 40 in Galesburg, Ill. Reason for shift, it said, was that lower channels are better and that it would be closer on dial to WTVH-TV's Ch. 19, easing conversion and reception problems. (2) Aaron B. Robinson requested addition of Ch. 11 to St. Joseph, Tenn., Ch. 49 to be substituted for Ch. 11 in Lexington, Tenn.; he said he'd apply if shift were made.

Application for 840-watt Ch. 29 on-channel booster to repeat signals of KIMA-TV, Yakima, Wash. (Ch. 29) was sought this week by Kittitas Valley TV Assn. which proposes to support station in Ellensburg by public subscription. It asked for waiver of rules on directionals, monitors and operators. Plant cost is estimated at \$14,830, yearly operating \$6000. Since Commission hasn't finalized proposed booster rules, it's presumed application will be returned.

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An "executive director" of FCC, a top administrator of staff such as several other govt. agencies have, will be appointed if Chairman McConnaughey has his way. At Commission meeting last week, however, he was unable to persuade majority to go along with him. McConnaughey has in mind classifying job Grade 18, paying \$14,800.

Three new FCC attorneys, recently hired: Richard M. Zwolinski, ex-Covington & Burling, Washington firm, to Renewal & Transfer Div.; James E. Faust, ex-private practice in Washington, to Broadcast Facilities Div.; Miss Natalie R. Yaeger, June 1955 graduate of Catholic U, to Broadcast Facilities Div.

for co-owners Hank Avery & David H. Cole. Studio building at Convent & Houston Sts. is ready, 500-watt Gates transmitter is on hand and 8-bay Prodelin antenna, due Dec. 4, is scheduled for installation on Hamilton Hotel roof following day. It has signed with CBS under Extended Market Plan, will be area's second outlet—XEFE-TV (Ch. 11), across border in Nuevo Laredo, having begun as Spanish-language outlet last Sept. (Vol. 11:40). Rep will be Pearson.

CHLT-TV, Sherbrooke, Que. (Ch. 7) plans start late next spring, reports mgr. A. Gauthier. RCA transmitter & antenna have been ordered and station is seeking to lease site in Mont-Orford Provincial Park. Outlet will be about 60 mi. NE of Newport, Vt. Base rate not set. Rep will be Jos. A. Hardy & Co. Ltd.

KAVE-TV, Carlsbad, N. M. (Ch. 6), planning mid-1956 start, has ordered DuMont transmitter, reports gen. mgr. John Battison, whose wife heads group which recently acquired CP and radio KAVE for \$150,000 (Vol. 11:39, 45). Existing 291-ft. tower will be used. Base rate hasn't been set. Rep not chosen.

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CBC Board of Governors Dec. 1 recommended grant of experimental Ch. 10 in Belleville, Ont. to Stewart-Warner Corp. of Canada Ltd., but deferred action on Ch. 2 application for Kamloops, B. C. by Twin Cities Television Ltd. Stewart-Warner wants to use experimental station to test receivers. CBC approved these power increases: CKCW-TV, Moncton, N. B. (Ch. 2), to 25-kw visual, 15-kw aural; upcoming CFCY-TV, Charlottetown, P. E. I. (Ch. 13), due next spring, to start with 38.6-kw visual, 19.3-kw aural, using directional antenna 771-ft. above av. terrain.

FARM TV CENSUS figures released by Census Bureau for 43 states to date show 1,564,470 farms TV-equipped out of total of 4,030,600—penetration of about 38.8%. The Oct.-Nov. 1954 county-by-county figures are yet to be tabulated for Alabama, California, Louisiana, Michigan, Missouri. States tabulated this week were New York, with 72,293 TVs on 105,714 farms (68.4% penetration); Pennsylvania, with 71,369 on 128,876 farms (55.4%); Maryland, with 20,099 on 32,500 farms (61.9%); Kentucky, with 45,926 on 193,487 farms (23.7%); South Carolina, with 24,861 on 124,203 farms (20%).

Interesting sidelight on New York State figures is fact that of New York City's 221 farms, only 81 have TV sets. None of the farms are in Manhattan (New York County), and none of Bronx's 13 farms have TV, though 10 of them are run by operators living on them. The county-by-county figures:

NEW YORK

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Albany	1,175	780	Onesda	3,281	2,656
Alleghany	2,180	1,235	Onondaga	2,539	2,027
Bronx	13	—	Ontario	2,371	1,878
Broome	2,022	1,622	Orange	2,129	1,586
Cattaraugus	3,040	2,160	Orleans	1,536	1,195
Cayuga	2,491	1,800	Oswego	2,858	2,239
Chautauqua	4,621	3,283	Otsego	2,823	1,711
Chemung	1,090	711	Putnam	220	183
Chenango	2,280	1,494	Queens	83	31
Clinton	1,967	1,055	Rensselaer	1,616	1,202
Columbia	1,440	1,003	Richmond	72	40
Cortland	1,134	888	Rockland	134	115
Delaware	2,865	1,530	St. Lawrence	4,380	1,389
Dutchess	1,310	891	Saratoga	1,768	1,395
Erie	3,963	3,131	Schenectady	448	271
Essex	839	246	Schoharie	1,458	1,103
Franklin	1,771	711	Schuyler	958	560
Fulton	742	526	Seneca	1,089	851
Genesee	1,944	1,500	Steuben	3,219	1,938
Greene	1,098	677	Suffolk	1,464	1,208
Hamilton	32	—	Sullivan	1,450	844
Herkimer	1,719	1,291	Tioga	1,580	1,118
Jefferson	2,978	1,713	Tompkins	1,409	972
Kings	43	10	Ulster	1,915	1,245
Lewis	1,541	927	Warren	580	295
Livingston	1,612	1,170	Washington	2,043	1,373
Madison	2,057	1,474	Wayne	2,913	2,263
Monroe	2,721	2,211	Westchester	555	452
Montgomery	1,296	965	Wyoming	2,063	1,563
Nassau	329	285	Yates	1,224	861
New York	—	—			
Niagara	3,223	2,440	State Total	105,714	72,293

SOUTH CAROLINA

Abbeville	1,774	349	Hampton	1,501	216
Aiken	2,657	752	Horry	6,918	782
Allendale	687	144	Jasper	971	110
Anderson	5,043	1,316	Kershaw	2,233	477
Bamberg	1,239	285	Lancaster	2,119	860
Barnwell	1,353	377	Laurens	2,752	757
Beaufort	1,201	140	Lee	2,339	266
Berkeley	2,965	475	Lexington	2,526	540
Calhoun	1,403	273	McCormick	821	100
Charleston	1,841	422	Marion	2,820	285
Cherokee	2,357	964	Marlboro	2,207	337
Chester	2,036	628	Newberry	2,223	551
Chesterfield	3,240	702	Oconee	2,799	530
Clarendon	3,813	298	Orangeburg	5,237	923
Colleton	2,751	310	Pickens	2,601	593
Darlington	3,887	582	Richland	2,043	494
Dillon	3,001	271	Saluda	1,964	322
Dorchester	1,908	343	Spartanburg	5,547	2,111
Edgefield	1,688	334	Sumter	3,441	392
Fairfield	1,441	302	Union	1,328	506
Florence	6,891	828	Williamsburg	5,875	520
Georgetown	1,593	207	York	3,109	1,133
Greenville	4,520	1,512			
Greenwood	1,540	237	State Total	124,203	24,861

MARYLAND

Alleghany	864	348	Howard	881	654
Anne Arundel	1,187	828	Kent	711	566
Baltimore ¹	2,331	1,807	Montgomery	1,455	1,105
Calvert	1,248	752	Prince Georges	1,786	1,329
Caroline	1,396	924	Queen Anne's	977	723
Carroll	2,571	1,729	St. Marys	1,443	741
Cecil	1,185	930	Somerset	801	247
Charles	1,440	710	Talbot	747	556
Dorchester	1,027	548	Washington	1,934	1,180
Frederick	2,792	1,903	Wicomico	1,560	593
Garrett	1,438	454	Worcester	1,178	363
Harford	1,548	1,109			
¹ Includes Baltimore City			State Total	32,500	20,099

KENTUCKY

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adair	2,743	240	Larue	1,357	522
Allen	2,252	535	Laurel	3,008	155
Anderson	1,071	430	Lawrence	1,554	653
Ballard	1,133	218	Lee	866	25
Barren	3,822	921	Leslie	1,062	30
Bath	1,324	235	Letcher	1,574	90
Belk	1,034	55	Lewis	1,657	441
Boone	1,306	881	Lincoln	2,241	276
Bourbon	1,530	682	Livingston	912	70
Boyd	646	346	Logan	2,524	853
Boyle	1,132	352	Lyon	695	91
Bracken	1,303	715	McCracken	1,477	225
Breathitt	2,076	111	McCreary	906	50
Breckinridge	2,193	555	McLean	1,026	177
Bullitt	792	445	Madison	2,866	269
Butler	1,490	172	Magoffin	1,718	330
Caldwell	1,289	155	Marion	1,653	668
Calloway	2,292	320	Marshall	1,653	200
Campbell	874	610	Martin	919	265
Carlisle	884	115	Mason	1,448	827
Carroll	822	356	Meade	1,003	631
Carter	2,136	676	Menifee	779	125
Casey	2,772	381	Mercer	1,823	746
Christian	2,160	577	Metcalfe	2,024	245
Clark	1,356	293	Monroe	1,945	361
Clay	2,365	65	Montgomery	1,295	258
Clinton	1,416	101	Morgan	2,074	522
Crittenden	1,157	110	Muhlenberg	1,413	243
Cumberland	1,451	68	Nelson	1,647	726
Daviess	2,481	685	Nicholas	1,345	460
Edmonson	1,362	255	Ohio	2,318	370
Elliott	1,074	245	Oldham	656	354
Estill	1,341	70	Owen	1,668	662
Fayette	1,418	538	Owsley	1,052	20
Fleming	1,993	541	Pendleton	1,563	745
Floyd	2,532	567	Perry	1,625	55
Franklin	1,188	496	Pike	3,913	746
Fulton	940	160	Powell	705	42
Gallatin	525	275	Pulaski	4,126	281
Garrard	1,778	258	Robertson	659	280
Grant	1,602	850	Rockcastle	1,514	85
Graves	3,763	415	Rowan	740	137
Grayson	2,319	397	Russell	1,884	161
Green	2,008	295	Scott	1,573	430
Greenup	1,457	572	Shelby	2,150	1,172
Hancock	835	206	Simpson	1,439	330
Hardin	2,513	1,046	Spencer	966	491
Harrison	944	50	Taylor	1,712	466
Hart	1,901	941	Todd	1,484	385
Henderson	2,577	546	Trigg	1,289	167
Henry	1,399	458	Trimble	894	540
Hickman	1,556	771	Union	895	242
Hopkins	983	107	Warren	3,145	831
Hopkins	1,516	170	Washington	1,804	736
Jackson	1,813	90	Wayne	1,682	56
Jefferson	1,742	1,423	Webster	1,326	177
Jessamine	1,187	291	Whitley	1,899	85
Johnson	1,528	406	Wolfe	992	87
Kenton	1,167	920	Woodford	877	345
Knott	1,842	85			
Knox	2,363	71	State Total	193,487	45,926

PENNSYLVANIA

Adams	2,376	1,218	Lackawanna	1,054	642
Allegheny	1,897	1,402	Lancaster	7,951	2,656
Armstrong	2,026	1,257	Lawrence	1,609	1,050
Beaver	1,266	1,045	Lebanon	1,762	805
Bedford	2,570	1,384	Lehigh	1,671	1,253
Berks	4,130	2,643	Luzerne	1,990	997
Blair	1,350	825	Lycoming	2,095	595
Bradford	3,237	2,056	McKean	796	512
Bucks	2,730	2,019	Mercer	3,271	1,705
Butler	3,048	2,097	Mifflin	1,068	397
Cambria	1,542	1,088	Monroe	687	464
Cameron	92	50	Montgomery	2,505	1,799
Carbon	570	379	Montour	553	195
Centre	1,350	738	Northampton	1,858	1,348
Chester	3,383	2,305	Northumb'and	1,855	546
Clarion	1,663	933	Perry	1,612	462
Clearfield	2,017	1,272	Philadelphia	76	36
Clinton	565	250	Pike	335	283
Columbia	1,785	750	Potter	999	458
Crawford	3,590	1,823	Schuylkill	1,802	915
Cumberland	2,325	1,135	Snyder	1,344	290
Dauphin	1,695	658	Somerset	2,861	1,699
Delaware	493	401	Sullivan	462	264
Elk	504	265	Susquehanna	2,144	1,454
Erie	3,318	2,484	Tioga	1,926	958
Fayette	*	*	Union	924	185
Forest	173	90	Venango	1,416	656
Franklin	2,556	836	Warren	1,241	585
Fulton	1,124	401	Washington	3,423	2,352
Greene	2,091	978	Wayne	2,061	1,103
Huntingdon	1,554	707	Westmoreland	3,905	2,774
Indiana	2,691	1,634	Wyoming	1,118	634
Jefferson	1,491	920	York	5,549	3,206
Juniata	1,205	382			
			State Total	128,876	71,369

* Not available at press time.

STORY BEHIND GE'S CONSUMER PRODUCTS SHIFT: Significance of GE's action this week in transferring its TV-radio dept. from electronics div. into a new consumer products group goes beyond a mere organizational realignment. (Details of changes on p. 13).

It's an extension of the "full line" merchandising concept, as practiced by RCA and Westinghouse, among GE's major competitors. Furthermore, it represents a desire by high company brass to give TV the benefit of the same merchandising and promotional push that has put GE white goods close to the top in sales. Finally, it's reflection of confidence that the company can at long last compete successfully with industry leaders in TV merchandising -- a confidence based on GE's admittedly good name in white goods field and apparently stimulated by huge success of its 14-in. portable (at \$99.95 & \$129.95).

There's also possibility that GE tube facilities will give it a running start toward developing and marketing the much-talked-about lightweight TV set with a 120-degree deflection tube (Vol. 11:44-45).

Method of future distribution of GE's TV receivers is still under company study. Roy W. Johnson, exec. v.p. in charge of new consumer products group, said no decision had been reached yet on whether TV would continue to be distributed exclusively through GE Supply Co. or would follow the white goods pattern of "dual distribution" through Gesco, GE Appliances and independent distributors. GE pres. Ralph J. Cordiner is known to favor keeping TV exclusively with Gesco on grounds that it requires "specialized selling."

GE is also expanding "full line" concept on limited basis at retail level. The 400-odd Goodyear tire stores, which together constitute GE's biggest customer, will henceforth carry full line of GE consumer products, instead of just some.

Note: Admiral also announced reorganization this week, creating separate sales divs. for electronic products and home appliances, in move which spokesman said resulted from increase in appliance business. It introduced freezers & ranges in 1953. Two new vice-presidents were elected as result of shifts (see p. 13).

Brief highlights of other major trade developments this week:

* * * *

Big Farm Market: Further evidence of the huge and still wide open market for appliances on farms was presented this week by Rural Electrification Administration market study showing farmers expected to spend \$5.34 billion for electrical appliances and equipment in next 5 years, \$11.3 billion in 10 years, \$24 billion in 20. For TV sets, some \$472,000,000 would be spent in 1956-60 -- \$156,000,000 in initial purchases, \$316,000,000 in replacements; in 1961-65, \$579,000,000 would be spent -- \$154,000,000 in initial purchases, \$425,000,000 in replacements. At current average retail price of about \$205, it would be equivalent to some 2,300,000 TV set sales on farms in next 5 years, 2,800,000 in 1961-65. No product breakdowns are given after 1965. Radio sales are expected to total \$105,000,000 in 1956-60, \$102,000,000 in 1961-65. Other appliances: refrigerators, \$535,000,000 & \$523,000,000; washing machines, \$439,000,000 & \$437,000,000; home freezers, \$363,000,000 & \$499,000,000; air conditioners, \$102,000,000 & \$145,000,000; ranges, \$213,000,000 & \$232,000,000. California offers top market for appliances and equipment, with sales expected to reach \$297,000,000 in next 5 years; Tennessee second, \$284,000,000; Iowa, \$278,000,000; Ohio, \$270,000,000; Wisconsin, \$241,000,000.

Consumer Confidence: U of Michigan Survey Research Center's Oct. study, released this week, adds fuel to general belief that consumers feel pretty good about their individual economic outlook in next 12 months. It said 71% of the 2000 families questioned in all sections of nation expect "good times" will continue through next Oct. at least. That figure rises to 82% among consumers with incomes over \$5000.

Only about 15% indicated uncertainty about future, 8% anticipated downward trend. To test strength of their confidence, this question was asked: "Do you happen to know about any unfavorable developments which may make the country's business situation worse?" Only about third of families would name any such development. Among things mentioned were President's illness, upcoming elections, high consumer installment debt. Plans to buy homes, appliances, autos were as numerous as in June. However, many who expressed hopes to buy homes said they are counting on continuation of liberal credit terms. Same is true of plans to make major improvements on their homes.

Consumer Credit: Even as Federal Reserve Board disclosed that consumer credit rose to all-time high of \$26.963 billion as of Oct. 31, FRB chairman Martin told a Senate subcommittee on housing that his agency's objective is to "moderate the inordinate demand for credit with all the tools at our disposal." Recent restrictions on bank credit (Vol.11:48) are one example of this "policy of restraint," he added. He said the demand for credit "is not out of hand yet" but expressed fears that it must be watched closely. "Under prevailing conditions, demands for funds are running far ahead of the supply of savings," he said. "To meet these demands by creating new supplies of money through the commercial banking system with assistance of the Federal Reserve System would invite dangerous inflationary repercussions throughout the entire country." Meanwhile, one top consumer finance official challenged view that the installment-buying public was living beyond its means. E. F. Wonderlic, administrative v.p. of General Finance Corp., addressing annual bank correspondents' conference sponsored by First National Bank of Chicago, said only 1.18% of consumer loans would be defaulted this year for non-payment -- about same rate as 1954, adds: "Only if there is a breakdown of known and accepted practice on the part of lenders will an unexpected flood of unstable credit transactions peril today's prosperity."

Production: TV output dropped to 132,331 in Thanksgiving week ended Nov. 25, compared to 167,137 preceding week and 171,921 week ended Nov. 11. It was year's 47th week and brought output for year to date to about 7,130,000 vs. 6,560,000 units in same 1954 period. Radio production declined to 376,079 (168,422 auto), compared to 438,651 preceding week and 403,488 week before. For 47 weeks, radio production totaled 13,100,000 vs. 9,750,000 in corresponding period in 1954.

BUYING HABITS of the 40,000 residents of "Video-town," Cunningham & Walsh's experimental pilot city of New Brunswick, N. J., are detailed in full text of eighth annual survey released this week and supplementing previously published information (Vol. 11:37, 42). Among findings:

Set Sales—About 60% of sets sold in 1954 were consoles, less than 33% table models, 5% combinations. [Ed. Note: This is somewhat higher than RETMA's national average for consoles, slightly lower for table models.]

Service Contracts—Some 12% have service contracts, same as in 1954. [This compares to estimated national average of 8%.]

Service Calls—Average repair on TV set is made once in 11 months, and average bill is \$7.83 (\$7.81 for pre-'51 sets), exclusive of service contract cost. [The national average for service call is \$12.50.]

Color—"Buying interest is being stifled by both the original cost of the color set and by the further shock to a potential buyer when he inquires about the cost of repairs." Many dealers aren't sold on color, believe image isn't as clear as black-&-white, are apprehensive about servicing problem—consequently they don't push color.

Copies of report are available from Cunningham & Walsh, 260 Madison Ave., N. Y.

Excise tax collections on TV-radio-phonos totaled \$136,849,000 in fiscal year ended June 30, compared to \$135,435,000 in preceding fiscal year, reports Internal Revenue Service.

"Bargain on a String" is title of unusual 3-p. press release issued this week by Federal Trade Commission condemning "bait advertising" as result of staff interviews with hundreds of victims. Chairman John W. Gwynne commented: "We know that the unscrupulous merchant who advertises 'nailed to the floor' bargains simply to lure customers into buying high-priced products they can't afford, is a menace to the honest business community and to the public." FTC statement said "bait" ads were most prevalent in sale of sewing machines, vacuum cleaners, furniture, electrical appliances and TV-radio sets—plus TV-radio servicing. It lists 5 "warning signs" to alert prospective purchasers: (1) A product priced at a "startlingly" lower figure than in comparable stores. (2) Reluctance by salesmen to show advertised product. (3) Disparagement of advertised product and insistence by salesman on showing more expensive items. (4) Explanations that advertised product is only a "floor sample" and that "long delays" will be encountered in getting others like it. (5) A sell-out of the "bargain" in a suspiciously short time—"but let me show you something else even better."

Dates to remember: U. S. Chamber of Commerce's new publication *Special Days, Weeks & Months, 1956* lists 325 events, holidays & industry self-promotion periods which lend themselves to special advertising campaigns, including National TV & Radio Week, date not set; National TV Servicemen's Week, March 5-10; National Portable Radio Month, June; National Advertising Week, Feb. 19-25. Copies can be procured from Chamber, Washington, D. C.; price 50¢.

Trade Personals: Clifford J. Hunt resigns as v.p.-gen. mgr., Stromberg-Carlson TV-radio div., to become Zenith v.p. & mgr. of distribution, replacing Norman C. Owen, now sales v.p., CBS-Columbia; Stromberg has moved Sidney R. Curtis, v.p.-govt. contracts, into Hunt's former post, with duties of sales mgr. F. Leo Granger and rest of TV-radio staff remaining unchanged . . . Hal Conklin resigns as Admiral gen. sales mgr. . . . Frederick J. Willard, v.p. of Philco International Corp. for Europe-Asia-Africa, transferred from Philadelphia headquarters to London, and elected to boards of Philco (Overseas) Ltd. and Philco (Great Britain) Ltd.; he will assist in expansion of those companies planned under Col. Allan S. Dayton, their managing director . . . Harry A. Ehle promoted from sales-adv. v.p. to exec. v.p., International Resistance Co., engineering v.p. Jesse Marsten moving up to senior v.p. . . . Walter L. Stickel, ex-Hoffman gen. sales mgr., opens rep offices at 1709 W. 8th St., Los Angeles . . . Verne C. Roberts named Raytheon radio sales mgr.; he's succeeded by E. H. Applegate as distributor sales mgr. of Regency div., I.D.E.A. Inc. . . . John M. Englisby, ex-Electronics Corp. of America, named Raytheon asst. district sales & service mgr. for N.Y. area, reporting to district mgr. Donald B. Whittemore . . . Jack T. Miller promoted to asst. production control mgr., DuMont technical products div., succeeding F. Wm. Scharpwinkel, now service mgr. . . . Mourie Housel Jr. transferred from Richmond to Cleveland as Magnavox regional mgr., succeeded by Henry N. Muller Jr. . . . Arthur W. Volck promoted to Crosley-Bendix adv. mgr., replacing Joseph A. Schulte, now asst. merchandising mgr. of Whirlpool-Seeger . . . Lee Cowan, from Philadelphia headquarters, named gen. mgr. of tube-maker Continental Electronics' new branch at 2724 Leonis Blvd., Los Angeles; J. David Peters, ex-Sheldon Electric, named gen. sales mgr. of branch . . . Bruce Vinkemulder, ex-Sangamo Electric, named distributor sales mgr. of Globe-Union's Centralab div. . . . John Upp, ex-Proctor Electric, named Amphenol's TV accessory sales mgr.

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DISTRIBUTOR NOTES: Motorola appoints Copeland Co., 900 E. 5th Ave., Knoxville (E. B. Copeland, pres.), replacing Moore-Handley Hardware Co. Inc., which continues as Motorola outlet in Chattanooga . . . Hoffman Electronics appoints Appliance Merchandisers Inc., Boston; Gautreaux's Electronics Supplies Inc., New Orleans; Stack Electronics Inc., Binghamton, N. Y. . . . Admiral Distributors Inc., San Francisco, names A. J. McGettrick gen. mgr., in addition to duties as mgr. of Los Angeles and San Diego branches; Wm. M. Casey promoted to gen. sales mgr. of San Francisco branch, replacing Edward F. Sweeny, resigned . . . Admiral Distributors-Oklahoma City promotes W. C. Henderson to gen. mgr., replacing C. E. Rogers, resigned . . . CBS-Columbia appoints Irving E. Russell gen. mgr. of Detroit factory branch . . . Hough-Wylie Co., Charlotte (Philco) expands territory to include western N. C., replacing John Mobley Appliances Inc., Asheville . . . Harry Knodel Distributing Co., Cincinnati (Zenith) appoints J. H. Tygrett sales v.p. . . . GE Supply Co. promotes Glenn E. McFarling, Memphis district mgr., to head 8-state region, headquartering in St. Paul . . . L. H. Appliance Wholesalers Inc., 930 Manchester Ave., Pittsburgh, is new TV-radio-appliance distribution outlet formed by Frank H. Stiening, ex-refrigeration mgr. of Hamburg Bros., Pittsburgh (RCA-Whirlpool); lines to be carried will be announced later, said Stiening.

RCA pres. Frank M. Folsom to address NARDA banquet Jan. 16 as feature of annual convention at Chicago's Conrad Hilton Hotel Jan. 15-17.

Kendrick R. Wilson Jr. promoted to Avco financial v.p., Frank S. Larson to treas., succeeding Walter Mogensen, retiring from both positions.

MAJOR REORGANIZATION at GE (see p. 11) transfers TV-radio dept. from electronics div. into new consumer products group headed by exec. v.p. Roy W. Johnson. The electronics div., headed by Dr. W. R. G. Baker, was expanded through addition of industrial electronics lab (Dr. George L. Haller, mgr.), industrial computer section (Wm. J. Morlock, mgr.), and electronics business study headed by Dr. Baker—and the entire division was transferred to new electronic, atomic & defense system group headed by v.p. C. W. La Pierre.

Consumer products group, with headquarters in N. Y., comprises 5 divisions; Appliances & TV receivers, housewares & radio receivers, air conditioners, Hotpoint Co., lamp. Headquarters for appliance & TV receiver div., headed by v.p. Charles K. Rieger, will be in Louisville. TV receiver dept. headquarters and production, however, will continue in Syracuse, under gen. mgr. Herbert Riegelman. Headquarters for housewares and radio receivers, headed by v.p.-gen. mgr. Willard H. Sahloff, will be in Bridgeport, Conn. New radio dept. is headed by Wm. P. Von Behren, from GE management consultant staff, with production continuing at Utica, N. Y. All other appliances are unchanged.

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Admiral's creation of separate sales divisions for home appliances and electronic products (see p. 11) resulted in these changes: George A. Bodem, founder-pres. of Admiral Minneapolis distributor George Spencer Inc., becomes v.p. in charge of electronics div., Chicago, supervising TV-radio & electronic products; James R. Oberly, pres. of Admiral International, assumes additional duties of v.p. in charge of parent company's appliance div., supervising refrigerators, ranges, freezers & air conditioners. Joe Marty Jr. remains as gen. mgr. of electronics div., reporting to Bodem. Both Bodem and Oberly will report to sales v.p. W. C. Johnson, who simultaneously announced that number of regional sales mgrs. would be doubled from 15 to 30 as result of reorganization.

Salary slash of 40-50% was imposed on all Westinghouse elected officers and other key management officials this week by pres. Gwilym Price as result of 7-week IUE strike at 30 plants, including TV-radio factory at Metuchen, N. J. In addition, he said at least 40% of non-striking administrative & technical employes will be furloughed weekly on rotation basis. "With absolutely no progress in negotiations, we can only conclude we are settling down for a long strike," he said. Union is seeking 15¢ hourly wage increase over current average \$2.10.

Panel on servicemen's training will be sponsored by RETMA Dec. 8 as part of annual convention of American Vocational Assn. Dec. 5-9 at Haddon Hall Hotel, Atlantic City, N. J. John Winant, Sprague Electric, will discuss "Industry Requirements for Electronic Technicians." Lawrence Lipp, coordinator of Philadelphia vocational schools, will talk on "RETMA's Course in Advanced Servicing Techniques for TV Service Technicians." Paul M. Zbar, chief RETMA instructor at N. Y. Trade School, will outline contents of new course in basic electronic servicing.

Chris J. Witting, newly named Westinghouse v.p. in charge of consumer products (Vol. 11:46), on Nov. 29 was presented Westinghouse Order of Merit, highest honor bestowed by the company, at dinner of its broadcasting company executives addressed by chairman-pres. Gwilym A. Price; until recently Witting was pres. of the broadcasting subsidiary.

Dr. Alan M. Glover, in charge of transistor operations of RCA tube div., promoted to gen. mgr. of newly formed semi-conductor div., reporting to W. W. Watts, exec. v.p. electronic products. He headquarters at Harrison plant pending completion of new \$3,000,000 plant at Somerville, N. J., due to be occupied by his division in mid-1956.

Topics & Trends of TV Trade: Fill-in TV models, as opposed to full lines, will be the rule at big Chicago winter furniture markets Jan. 9-20, judging from announcements by set manufacturers thus far. Some will show no new models—primarily because the market dates conflict with or precede their own distributor conventions.

RCA, Philco, Admiral, GE, DuMont, Crosley and perhaps Motorola are among companies planning to show some new models at Chicago to "sweeten" their lines. CBS-Columbia, Hallicrafters, Capehart-Farnsworth, Magnavox, Raytheon and strike-bound Westinghouse have not announced plans yet. Only Olympic Radio has disclosed plans for full line. Here is lineup of exhibitors at Chicago:

Merchandise Mart (all on 11th floor)—Admiral, Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox, Motorola, RCA, Raytheon, Westinghouse, Zenith. American Furniture Mart—Philco, Bendix Radio, Hallicrafters, Sparton. Several others will exhibit at Loop hotels—among them DuMont at Drake and St. Clair, Olympic at Congress, Sentinel at Sheraton.

* * * *

Found guilty of coin-TV fraud this week by Chicago Federal Court jury were 7 men identified with Preview TV Corp., United States Sign Corp. and American Institute of TV Manufacturers, all organizations now defunct (Vol. 8:24, 40; 9:39, 41; 11:46). Sentencing was delayed pending Dec. 12 hearing on motions for new trial. Govt. had charged defendants with fraud and conspiracy in \$2,000,000 motel TV swindle involving franchises for "Previewer"-equipped coin-TV sets. Convicted were Wm. F. Robichaud, pres. of American Institute of TV Manufacturers, Washington; Eugene R. Flitcraft, Oak Park, Ill.; and Lyman Jones, D. J. Maxim, Blanchel L. Murrelle, Earl C. Raphael, Milton G. Severinghaus, all of Chicago. Earlier in trial 3 others pleaded guilty—Bruce Hantover, Houston, pres. of Preview TV Corp.; Nathan James Elliott (also known as J. Matt Thompson), pres. of United States Sign Corp.; Edward C. MacReady, Chicago, identified as inventor of "Previewer."

TV set sales by Canadian factories in first 10 months totaled 575,639, production 654,567, reports RETMA of Canada. They compare with 436,701 & 404,186 in first 10 months of 1954. Projected production estimate is for 287,389 more sets in Nov.-Jan. period. Oct. sales totaled 111,295 at average price of \$301, production 114,703. Inventory at end of Oct. was 126,812 vs. 123,404 at start of month. Montreal led in 10-month sales, with 109,918; Toronto, 79,779; British Columbia, 55,407; other Ontario, 50,902; Manitoba, 43,264; Alberta, 38,705; Ottawa & eastern Ontario, 36,326; Quebec City, 34,900; Nova Scotia, 33,357; Hamilton-Niagara, 28,638; New Brunswick & Prince Edward Island, 18,842; Saskatchewan, 16,376; Windsor, 15,079; Newfoundland, 7834; other Quebec, 6312.

RETMA appealed to Federal Trade Commission this week for amendment to 2 trade practice rules on methods of designating TV screen sizes and requirement that picture tubes using repossessed glass be labeled as "used" (Vol. 11:28, 47). RETMA petition said the FTC rule offers "perhaps 20 different methods of measurement" of screens, declared "the resulting confusion would be enormous." It also contended that there is no difference in quality of CR tubes with used and new containers if both have new functional parts. Marking former tubes as "used" would deceive customer into believing they are less desirable, it said.

Assets of Kaye-Halbert Corp., Culver City, Cal., recently adjudicated bankrupt, were sold for \$44,000 this week. Trustees reported \$130,438 in cash at end of Oct., with accounts receivable totaling \$100,000.

Electronics Reports: Immediate action to relieve nickel shortage was sought this week by RETMA pres. H. Leslie Hoffman in letter to Secy. of Commerce Weeks. If more nickel is not made available to electronics industry, he said, "a severe cutback will occur in the production of receiving tubes and of the full range of electronics equipment in which they are incorporated. This in turn will cause the loss of skilled manpower throughout the entire electronics industry, reaching serious proportions some months hence."

Accompanying letter was report outlining industry's nickel requirements and summarizing steps taken to conserve nickel. It estimated tube industry's 1956 nickel requirements at 262,000 lbs. a month, and pointed out that if industry had not put conservation program into effect, monthly requirements would be 600,000 lbs. At week's end, Commerce Dept. had not replied, but a spokesman said RETMA's request was being weighed.

Govt.'s diversion of strategic materials to industry to prevent severe shortages has many precedents. During 1955, Office of Defense Mobilization funneled 23,950,000 lbs. of extra nickel to American industry to help relieve crisis. "If these diversions had not occurred," said Hoffman, "the electronics industry would have suffered more seriously this year from the nickel shortage."

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Hupp Corp., Cleveland holding company, announced this week it has acquired business and assets of Pioneer Electric & Research Corp., Chicago, for 16,000 common shares to be issued by Hupp. Pioneer, which will become Hupp division, is now manufacturing remote control electronic equipment used primarily in teletype communications. Company plans to adapt it to TV program switching, power transmission control, pipeline regulation, railroad signal control and other fields. Earlier this year, Hupp entered electronics field through purchase of electronics business of Brown Allen Chemicals Inc. (crystals, phototubes, transistors, TV components). This month it purchased Typhoon Air Conditioning Co. & Typhoon Prop-R-Temp Corp.

Van Norman Industries is new name approved by stockholders for former Van Norman Co., Springfield, Mass. machine tool manufacturer now diversifying into electronics through purchase of Insuline Corp. of America and Transitron Inc. (Vol. 11:47). Stockholders also voted to increase capitalization to 400,000 shares of convertible preferred stock and 2,000,000 shares of common. Among company's directors is Roger L. Putnam, part owner and pres. of WWLP, Springfield (Ch. 22).

Spencer-Kennedy Labs has completed move into new plant on Soldiers Field Road, Boston, more than doubling its engineering & manufacturing space.

J. E. Harris Jr., Dayton engineering rep of Emerson Research Labs, div. of Emerson Radio, and Joseph D. Shantz, chief electronics engineer, Bell Aircraft Corp., named delegates to Radio Technical Commission for Aeronautics, to which their companies have been newly elected. Their alternates are Dr. Harry Goldberg and John P. Chisholm, respectively.

Dr. S. J. Begun, authority on magnetic recording and v.p.-director of Clevite Research Center, appointed director of marketing for Clevite Corp., succeeding Willard W. Brown, now pres. of company's Clevite Graphic Bronze Div.

M. C. Mack, from Baltimore electronics plant, named mgr. of engineering services, Westinghouse electronic tube div., Elmira, N. Y., reporting to engineering mgr. C. E. Ramich.

Financial & Trade Notes: Apropos our discussion of mergers and acquisitions in TV-radio-electronics fields last week (Vol. 11:48), it leaked out this week that David T. Schultz, Raytheon senior v.p. & treas., has been offered the presidency of Allen B. DuMont Laboratories Inc. In light of previously avowed expansion intentions of the banking interests who engineered recent spinoff of DuMont telecasting from manufacturing operations (Vol. 11:33, 34, 39), it was bruited about that this was prelude to eventual merger of Raytheon-DuMont, especially inasmuch as Schultz is 61 years old. This was supposed to be reason for flurry in Raytheon stock this week; it opened at 16 Mon., closed at 17½ Fri. Year's high was 25¼, low 13¾.

Careful inquiry indicates that Schultz has indeed been offered the job, but there was no substantiation of any merger rumors. Quite the contrary, Raytheon's pres. Charles F. Adams told us flatly, "There's no such prospect, there have been no negotiations." He added: "Maybe it's a gleam in somebody's eye, but it's not a gleam in mine." Said Armand G. Erpf, partner of Carl M. Loeb, Rhoades & Co., who is sparking the changes at DuMont: "No comment."

It's understood Schultz is the choice not only of Chairman DuMont and Mr. Erpf, but also very acceptable to Paramount Pictures Corp., largest single DuMont stockholder (about 26%). Deal offered him is undisclosed, but presumably it includes stock options and possibly better salary than at Raytheon, where last year his remuneration was \$55,650. He is listed as owning 7594 shares of Raytheon common. He's a 1918 chemistry graduate of Cornell, joining Raytheon in 1927 as v.p. & treas. after serving in executive and technical capacities with Atlantic Refining Co. and New England Oil Refining Co. He's a director of Union Market National Bank, Metals & Controls Inc., Spencer Thermostat Co.

Note: With merger-acquisition rumors rampant, it was significant that Stewart-Warner pres. Bennett Archambault told N. Y. Society of Security Analysts this week that his company, which got out of TV-radio manufacture & distribution late last year (Vol. 10:51-52), is planning to acquire other businesses; its electronics div., he said, has backlog of \$40,000,000 in defense orders. Also disclosed this week was fact that Stromberg-Carlson, recently merged into General Dynamics as a div. (Vol. 11:18), is currently making a study of the TV-radio field with avowed purpose of deciding whether it's worthwhile to stay in it. Stromberg meanwhile has authorized TV production through first quarter 1956. Clifford J. Hunt, v.p.-gen. mgr. of Stromberg's TV-radio div., resigned this week to become Zenith v.p. (see Personal Notes).

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Allen B. DuMont Laboratories reports sales during 40 weeks ended Oct. 9 were \$51,964,000, net loss \$2,019,000 (89¢ per share). During corresponding 1954 period, sales were \$67,593,000, net profit after taxes \$612,000 (22¢). The 1954 period included operations of DuMont Network and of highly profitable WDTV, Pittsburgh which was sold early in 1955 to Westinghouse. The 1955 period includes only 10 days of WDTV ownership, though network was in operation until last summer.

Mailed to DuMont stockholders this week were approximately 944,000 shares and scrip of new DuMont Broadcasting Co. common on basis of one for each 2½ shares held in Allen B. DuMont Laboratories Inc. as of Nov. 14. This is in accordance with recently approved spinoff of telecasting from manufacturing (Vol. 11:33, 34, 39). New DBC will have 2,500,000 authorized shares, will shortly make pro rata offer to DBC stockholders in order to acquire \$1,500,000 more capital. Dr. DuMont is chairman; Bernard L. Goodwin, pres.; Ted Cott, v.p.

Among officers' and directors' stock transactions reported during Oct.-Nov. to SEC and to N. Y. & American stock exchanges: Frank M. Folsom bought 100 Whirlpool-Seeger, holds 200; L. W. Teegarden bought 260 RCA, holds 501; Mildred McA. Horton bought 100 RCA, holds 300; Robert E. Kintner sold 620 AB-PT, holds 1900; Julius F. Brauner bought 100 CBS "B", holds 100; Benjamin Abrams bought 2400 Emerson, holds 227,000; Louis G. Pacent Jr. bought 100 Emerson, holds 400; Laurence B. Dodds bought 100 Hazeltine, holds 300; George E. Burens bought 1350 GE, holds 2700; Harold E. Strang bought 2700 GE, holds 5363; R. E. Carlson bought 500 Tung-Sol, holds 1772; Wm. I. Myers bought 100 Avco, holds 500; E. R. Piore bought 100 Avco, holds 100; Harry D. Belock bought 100 Belock Instruments, holds 230,166; Helen Neuschaefer bought 700 Belock, holds 127,628; Thomas F. Hanley bought 1400 Belock, holds 40,126; John D. Stout Jr. bought 100 Consolidated Electronics, holds 100; Harold I. Thorp sold 500 Decca, holds 1000; John Jay Hopkins made gifts of 3940 General Dynamics, holds 58,496; Albus Durham sold 3500 Lear, holds 256; Jack Stadler sold 200 Norden-Ketay, holds 15,400; Y. Frank Freeman bought 200 Paramount, holds 1600; Edward W. Avery bought 500 RKO Theatres, holds 4000; Harold E. Newcomb bought 300 RKO Theatres, holds 2200.

Olympic Radio, which has just changed control and plans new expansion by acquisitions (Vol. 11:47), reports net profit for 9 months ended Sept. 30 totaling \$211,584 (46¢ per share) on sales of \$12,254,574 vs. \$105,215 (24¢) on \$12,939,893 in same 1954 period. There were 453,522 shares outstanding Sept. 30 vs. 431,925 year before. Pres. Morris Sobin said fourth quarter prospects are good since it's usually peak sales period for TVs, radios, phonos.

Zenith Radio earned \$5,004,069 (\$10.16 per share) on sales of \$108,468,108 in first 9 months, compared to \$2,573,954 (\$5.23) on \$90,968,450 in corresponding period of 1954. Third-quarter earnings were \$1,878,008 (\$3.81) on sales of \$37,012,406 vs. \$1,285,708 (\$2.61) on \$34,287,041 in same period year ago. Pres. E. F. McDonald Jr. said TV shipments set records for both periods.

Servomechanisms Inc. earned \$322,120 (42¢ per share) on sales of \$9,019,137 during 9 months ended Sept. 30 vs. \$400,603 (53¢) on \$9,198,480 in same period of 1954. Company states computer market is expected to increase threefold during 1956-57.

Clarostat Mfg. Co. earned \$100,000 (24¢ per share) on sales of \$4,453,000 in first 9 months vs. \$57,000 (14¢) on \$4,000,000 in corresponding 1954 period.

Electronics Corp. of America earned \$295,000 on sales of \$8,549,000 in first 9 months, compared to \$135,700 on \$4,209,000 in same period year ago.

Webster-Chicago was admitted to trading on the Midwest Stock Exchange as of Dec. 1.

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Dividends: Zenith Radio, 75¢ quarterly and \$2.25 extra payable Dec. 27 to stockholders of record Dec. 9 (making year's total \$5 vs. \$3 in 1954); Radio Condenser, 5¢ plus 4% stock Dec. 30 to holders Dec. 1; Bendix Aviation, 60¢ Dec. 27 to holders Dec. 12 and 5% stock Jan. 21 to holders Dec. 9; Webster-Chicago, 25¢ Dec. 20 to holders Dec. 10; Gabriel Co., 15¢ Dec. 15 to holders Dec. 12; Whirlpool-Seeger, 35¢ Dec. 31 to holders Dec. 16; Arvin Industries, 50¢ Dec. 29 to holders Dec. 12; Belock Instrument, 3% stock Jan. 15 to holders Dec. 15; Standard Radio "A", 15¢ Jan. 10 to holders Dec. 20; Muter Co., 15¢ Dec. 31 to holders Dec. 15; Decca Records, 25¢ Dec. 29 to holders Dec. 15; RCA, 25¢ quarterly plus 50¢ extra Jan. 23 to holders Dec. 16.

Teleprompter Corp.'s proposed new "TV program communications network" (Vol. 11:45) and its so-called "Telemation system" were demonstrated Nov. 28 before some 200 members of New York's Radio-TV Executives Society, including a sprinkling of AT&T executives. Simulating a station-rep-agency setup, it was shown how they could exchange telegraphed messages in a matter of seconds, as against slower TWX methods. Plan is to line up networks, stations, reps & agencies as members of one big semi-automatic communications system of own a la airline & banking services. FCC has ruled it will be classified as common carrier, and Western Union has indicated it will provide the lines and possibly some of the backing. "Telemation system" provides cues and effects via the system, and plan for "packaged national spot advertising" would distribute to stations full copy and cueing devices for local telecasts. Teleprompter chairman Irving B. Kahn said system could be in operation within 6 months after first equipment is installed.

Farm safety awards presented at National Assn. of TV & Radio Farm Directors meeting in Chicago this week went to: KFEQ-TV & KFEQ, St. Joseph, Mo.; WKJG-TV & WKJG, Ft. Wayne; WKY-TV & WKY, Oklahoma City; KOA-TV & KOA, Denver; WRCA-TV & WRCA, N. Y.; WSJS-TV & WSJS, Winston-Salem. Radio-only; KLIK, Jefferson City, Mo.; KMON, Great Falls, Mont.; KOAC, Corvallis, Ore.; KSLM, Salem, Ore.; KTHS, Little Rock; KUOM, St. Paul; KWTO, Springfield, Mo.; WGY, Schenectady; WHAM, Rochester; WHDH, Boston; WHFB, Benton Harbor, Mich.; WHO, Des Moines; WIBC, Indianapolis; WJAG, Norfolk, Neb.; WLS, Chicago; WLW, Cincinnati; WMIX, Mt. Vernon, Ill.; WNAX, Yankton, S. D.; WRFD, Worthington, O. Judges were C. L. Mast, secy-treas., American Agricultural Editors' Assn.; Creston J. Foster, American Farm Bureau Federation; George Menard, farm director, WBBM-TV & WBBM, Chicago; Maynard H. Coe, National Safety Council.

Signs of the TV times: Combined NBC-owned stations jumped their local sales 18% in Oct. over same month year ago, national spot going up 13%, reports v.p. Charles R. Denny. For first 10 months of 1955 local figure was also up 18%, spot up 10%. Biggest increases were registered by WRC-TV, Washington (Carleton Smith v.p.-gen. mgr.) which boosted local 53%, national spot 43%; KRCA, Los Angeles, local up 75%, national spot 18%; radio WRC, local up 32%, national spot 47%. Said KRCA gen. mgr. Tom McCray: "Our commercial time from 6 p.m. to sign-off is completely sold out every night in the week; our total commercial time is 98.8% sold."

"TV has developed more fine creative talent in the past 5 years than the motion picture business has in 40 years of professional existence." So said TV producer Worthington Miner in recent address at U of Southern California. "TV now is also a close competitor to the stage for high dramatic quality," he added. He said TV is welcoming new creative talent, but urged students to "follow some form of specialization" and break into TV at the small-town level rather than New York or Hollywood.

Request of WPFH, Wilmington, Del. that FCC reconsider its assignment of call letters WPHD to Herbert Mayer's Ch. 23 uhf CP in Philadelphia (Vol. 11:15) was turned down this week, Commission stating it believes call letters aren't sufficiently alike to confuse public.

Early fruits of the second program choice (commercial) now available to London public and soon to be extended to rest of Britain: During Oct., British TV licenses (£2, or \$5.60 a year) showed record monthly increase of 194,413 to reach total of 5,078,262.

Mutual Affiliates Advisory Committee meets with network topkicks in Hollywood (Fla.) Hotel, Dec. 6-8.

Theatre business up, too: Stanley Warner Corp., which owns or leases 303 theatres, in fiscal year ended Aug. 27 earned consolidated net profit of \$3,065,800 (\$1.39 a share), increase of 73% over \$1,770,100 (80¢) of preceding year. Theatre admissions, merchandise sales and other income went up to \$92,410,500 from \$66,447,800. Firm has been buying own common stock in open market, reports acquiring 278,300 shares (of the 2,474,271 issued) at average cost of \$14.72. No breakdown is furnished for International Latex Corp., wholly owned subsidiary acquired in April 1954, but its operations are reflected in 1955 accounts.

Columbia Pictures Corp. v.p.-treas. A. Schneider, in reporting this week that year's earnings would reach new high despite third quarter drop to \$899,000 (81¢ a share) from \$1,349,000 (\$1.24) year ago, revealed that its TV subsidiary would account for \$11,000,000 in sales this year as against \$6,000,000 last year.

Universal Pictures this week declared extra dividend of 25¢ on common, along with regular quarterly of 25¢, both payable Dec. 22 to stockholders of record Dec. 12.

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Inexpensive color commercials of "live" products and opaques are possible, RCA reports, with new, simple 3-lens attachment to 8-V film camera. Big advantage, RCA engineers say, is that many live commercials can be presented without use of expensive studio camera. It's so easy to build, they say, that many station engineers are making it themselves. It gives excellent depth of focus, high fidelity, avoids problems and delays involved in making transparencies. It can be used to demonstrate products on stage about 2x3-ft.; brightness level required produces too much heat for performers, though hands of demonstrators may be put under lights without trouble. Device will be available within 3 months.

Colorcast football finally hit its stride in Nov. 26 Army-Navy game on NBC-TV—with generally excellent results despite sunlight-shadow contrasts—a vast improvement over previous colorcast football games and World Series. And color again demonstrated it's a natural for costume musicals, NBC-TV's Nov. 26 "Dearest Enemy" being regarded by many as finest color yet presented. Excellent use of color on film was NBC-TV's *Assignment India*, presented originally on Thanksgiving Day & scheduled for repeat Christmas Day 4:30-5:30 p.m.

Grade B telefilms on way out? *Variety* reports CBS-TV's top echelon has agreed only 'A' TV movies—"real hits"—can make money, after 2-day conference between chairman Wm. S. Paley, pres. Frank Stanton, TV div. pres. J. L. Van Volkenburg, network program v.p. Hubbell Robinson and Desi Arnaz, pres. of Desilu Productions (CBS film partner). Said Arnaz: "We all agreed 'B' products won't make a dime on TV and that all future programs should be designed as 'A' product."

Filmed TV commercials are overwhelmingly preferred to live by networks and stations, recent poll by *Billboard's* TV Editorial Advisory Board reveals, and almost 66% expect no change in preference with advent of full-scale color. Survey—which included ad agencies & sponsors—found majority cited lower film costs, ease of handling and less chance of error as reasons for favoring film.

British legislators who are also TV-radio commentators are still barred from discussing any issue on the air for 14 days prior to its debate in Parliament. Move to repeal regulation was defeated this week by 271-126 vote.

New remote control pre-selector for TV studio lighting, permitting selection of 10 different pre-set arrangements, is being marketed by Century Lighting Inc., 521 W. 43d St., N. Y.

Color Trends & Briefs: Tickled pink with color is gen. mgr. Victor Giles of New York's Governor Clinton Hotel, who installed RCA 21-in. color sets in 50 rooms last Oct. (Vol. 11:39), expects to buy 50 more soon and eventually to have color sets in all 1200 rooms.

"We've had requests from all over the country for our 'rainbow rooms,' as we call them," he told us. "They're all booked in advance and we can't fill the requirements." Enthusiastically he declared that he "could have used 250" color-equipped rooms on Saturdays during football colorcasts.

Besides added number of guests, he said room service had shot up about 55% in the "rainbow rooms," 35% of the calls being for liquor. "They come in from out of town, and just sit in the rooms and watch TV. We had a couple last week end who tore up 2 tickets to *Damn Yankees* just to watch a spectacular. Some people just sit and watch black-&-white shows in hopes that some color will come on. And they all invite friends to come up and watch with them."

He said hotel has had "no trouble whatever" with the color sets and that "reception is better than black-&-white." All bellboys are instructed in tuning the sets and they tell the guests which knobs to touch and which not to touch. Once the sets are tuned, said Giles, they stay tuned.

Sets were installed by Wells Television Inc., which handles RCA hotel installations in New York. Hotel doesn't charge extra for color sets, has them in higher priced rooms, black-&-white sets in nearly all other rooms.

Owner of Governor Clinton Hotel, Fields Management Co. (Leo A. Fields), has also installed color sets in all public rooms of its Biscayne Terrace Hotel in Miami and has ordered them for public rooms of its Bancroft Hotel in Worcester and Commander in Cambridge, Mass.

"I am a color enthusiast and am bullish about its future," said FCC Chairman McConnaughey in his Syl- vania Awards speech Nov. 29 (see p. 6). "It makes a picture look sharper and more life-like and will open up to TV whole new areas of programming and in attracting business. When, you will ask, will I be able to buy a color set at a reasonable price. With the admonition that as a prognosticator I have been 100% right about 10% of the time, I will venture to say that prices will start to come down as production goes up. Now I know that this is not sticking my neck way out—the history of every new development shows declining unit costs as volume expands. I really believe, however, that this next year will witness significant beginnings in volume production of color receivers and usher in an era where the color set will be as commonplace in the home as black-&-white is now."

Political candidates may buy color TV time during next election, impelling *New York Times* to observe that "color TV school credits will be a prerequisite for the electoral college next year." According to Wm. A. Berns, news & special events chief of WRCA-TV & WRCA, N. Y., the station is starting special classes for politicians on what to wear and how to make up for color.

Color TV success story, as reported by Ed Westphal, owner of Tick-Tock Tavern, Davenport, Ia., to mgr. L. A. Baumgartner, RCA Victor Distributing Co. there: "Color TV is great! I operate a tavern and serve food a short way out of town. I feel I will get my money's worth out of personal enjoyment of wonderful color."

"Color TV is our business" is slogan employed by Electronic Specialty Co., Muskegon, Mich., which puts tag line in all promotion, including stamp on mail and checks.

Color equipment order: WNDU-TV, South Bend, Ind., RCA 3-V film camera.

Network Color Schedules (Dec. 5-31, 1955)

- Dec. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Red Skelton Show*, 9:30-10 p.m.
 Dec. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Climax*, "The Passport," starring Frank Lovejoy and Katy Jurado, 8:30-9:30 p.m.
 Dec. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 10—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Dec. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Sleeping Beauty," starring Margot Fonteyn and Sadler's Wells Ballet, 8-9:30 p.m.
 Dec. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Dec. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Show of Stars*, "A Christmas Carol," starring Fredric March, Basil Rathbone, 8:30-9:30 p.m.
 Dec. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 17—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "I Hear America Singing," starring Eddie Fisher, Debbie Reynolds, Red Skelton, Nat "King" Cole, Ella Fitzgerald, 9:30-11 p.m.
 Dec. 18—NBC: *Zoo Parade*, 3:30-4 p.m.
 Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Dec. 21—NBC: *Howdy Doody*, 5:30-6 p.m.
 Dec. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 Dec. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 24—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Babes in Toyland," starring Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Bambi Linn, Rod Alexander, Bil & Cora Baird puppets, 9-10:30 p.m.
 Dec. 25—NBC: *Zoo Parade*, 3:30-4 p.m.; *Assignment India*, 4:30-5:30 p.m.
 Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.

Servicing a color set is not as difficult as some think, even though circuitry and parts are somewhat different—and a black-&-white repairman can readily become proficient at it. This is the position of RCA Service Co.'s commercial service dept., headed by Conrad C. Odden, which is planning expansion of its 22-man field staff in order to assist more independent service men. Thus far, 107 workshop sessions in various cities have resulted in the training of 2515 service men in color, with 97 color clinics attended by 8015 technicians. RCA has distributed 140,000 of its color TV books—*Practical Color Television* and *Television Service Tips*.

To help hypo color—and also to dispose of its model 205C2 color sets listing at \$895—CBS-Columbia authorized its dealers in N. Y. metropolitan area this week to allow full purchase price of customers' old black-&-white receivers, up to \$400, against purchase of its color set, a 19-in. model with 44 tubes. Said sales v.p. Norman C. Owen: "We are making this unprecedented move to stimulate over-all interest in the color medium, to help create excitement about color TV in the minds of the public, and to establish an increasing audience in the metropolitan area for the ambitious color program schedule spearheaded by CBS-TV."

Film and slide commercials are being colorcast at no extra cost this month on WWJ-TV, Detroit, in order to encourage local sponsors and agencies to experiment with use of 16mm film and 35mm slides. Local originations are *Colorland*, Mon.-thru-Fri. 1-1:15 p.m.; *Adventure Ho!* Sun. 11 a.m.-noon.

Philadelphia's famed Mummies' Parade Jan. 2, sponsored by supermarket chain, will be televised in color for first time on WCAU-TV (CBS), first color sponsorship in Philadelphia history.

PUBLISHER Samuel I. Newhouse's \$18,700,000 purchase of Birmingham News Co. this week, —biggest newspaper deal in history, rivaled only by Cyrus Curtis' 1930 purchase of *Philadelphia Inquirer* for \$18,000,000—included acquisition of WABT (Ch. 13), affiliated with ABC & NBC, and radio WAPI (10-kw D, 5-kw N, 1070 kc, NBC) whose lease from 3 Alabama universities still has about 13 years to run.

Both stations were acquired by *Birmingham News* interests in June, 1953 from banker Edward L. Norton (75%) and broadcaster Thad Holt (25%) for total of \$2,400,000 (Vol. 9:15,24). About half that sum is still owed Norton & Holt, which, with other obligations of the newspaper company, means the Newhouse purchase price includes assumption of about \$2,200,000 liabilities.

Deal was second this week involving TV stations—other being \$1,000,000 cash sale of WRDW-TV, Augusta, Ga. (Ch. 12), CBS affiliate, with radio WRDW (5-kw, 1480 kc, CBS) to Southeastern Newspapers Inc., publishers of *Augusta Chronicle* and *Herald*. Actual purchase price was about \$600,000, inasmuch as buyers assume \$400,000 liabilities.

W. S. Morris is pres. of Southeastern Newspapers, and he revealed plans to put Pat H. Rice Jr., the newspaper's gen. mgr., in as gen. mgr. of the TV & radio stations, now managed by James W. Hicks and W. Ray Ringson, respectively. Sellers, each owning 20%, are Grover C. Maxwell, pres.; Allen M. Woodall, exec. v.p. (who also owns 25% of and manages WDAK-TV, Columbus, Ga. and owns radio WDAK outright); Mr. Ringson, secy.-treas.; F. Frederick Kennedy, v.p.; Harry W. Jernigan, v.p. Transfer papers are expected to be filed next week.

Big Birmingham deal was handled by broker Allen Kander. It brings under Newhouse ownership the *Birmingham News* (circ. 190,000), state's biggest daily; *Huntsville* (Ala.) *Times* (circ. 20,000); radio WHBS, Huntsville (5-kw D, 500-w N, 1550 kc, ABC); Mercury Express Inc., truck carrier that distributes *Birmingham News* and *Birmingham Post-Herald*, latter owned by Scripps-Howard but printed and circulated jointly under contract.

The Victor Hanson Trust, in selling the Birmingham properties, ends 45 years of family ownership, but in line with Newhouse policy of local autonomy the same management will be retained at newspapers and stations. That includes Henry P. Johnston, nephew of the late Mr. Hanson, who manages the stations. However, he probably will work henceforth in close collaboration with E. R. (Curly) Vadeboncoeur, gen. mgr. of Newhouse's 100% owned WSYR-TV & WSYR, Syracuse, who is his chief advisor on TV-radio.

Third TV station owned outright by Newhouse interests is WTPA, Harrisburg, Pa. (Ch. 71), where Newhouse publishes *Harrisburg Patriot and News*. Early this year, when he bought *St. Louis Globe Democrat* for \$6,250,000 cash (Vol. 11:13), Newhouse acquired with it 23% interest in KWK-TV (Ch. 4) with radio KWK, St. Louis. In 1950, he bought the *Portland Oregonian* for \$5,000,000, and in 1953 he exercised option to acquire 50% interest in KOIN-TV, Portland, Ore. (Ch. 6), along with KOIN, after selling out *Oregonian's* holdings in KGW.

Newhouse also owns a chain of newspapers in New York and New Jersey (for complete list, see WSYR-TV listing, *TV Factbook No. 21*, p. 156.)

Note: Newspaper interests now represent full or part ownership of some 135 out of the 459 TV stations on the air, or approximately 30%. (For list of newspaper ownerships to July 1, 1955 see *TV Factbook No. 21*, pp. 55-56.)

Big league baseball telecasts, perennial whipping-boy of minor leagues in the financial struggle, may end up as their best friend if Brooklyn Dodgers' pres. Walter O'Malley has his way. O'Malley, who stirred up hornets' nest early in year by saying he favored putting Dodgers' games on subscription TV (Vol. 11:19), proposed nationwide broadcast of "TV Game of the Week" at meeting of minors in Columbus this week. Plan would drop estimated \$1,500,000 into minor league "kitty" each year, to be doled out to clubs needing financial aid, also would split another \$1,500,000 between selected group of teams in both major leagues. O'Malley said individual big league teams—selected on basis of fan interest from each league—would make own contracts with sponsors for nation-wide TV coverage one night each week of 26-week season. "Game of the Week" wouldn't interfere with regularly scheduled local telecasts, he said, and could be sold for about \$3,000,000 a year, half of which would go to minors. Proposal was referred to minor league committee for study. Meanwhile, annual move to ban all TV-radio broadcasts of major league games in minors' territory was knocked down again at meeting, but big leagues were put on notice that unless differences on issue can be worked out, minors would refuse to renew pact with them next year.

If President Eisenhower runs again, his campaign appearances will be almost 100% on TV instead of time-honored "whistle-stop" personal tours, according to GOP national chairman Leonard Hall. He told Chicago press conference this week that, while the President would have to make a few trips, a TV campaign would strain him far less. TV has "revolutionized" presidential campaigning, he said, and video appearances are best way to meet people "face to face" in their living rooms. With large portion of \$2,000,000 TV-radio budget already committed by BBDO in advance time purchases (Vol. 11:45), GOP headquarters revealed plans to hit hard, quick and often with hundreds of 1-min. & 5-min. spots at end of choice network shows, rather than to rely on relatively few 15 or 30-min. speeches. Democrats are still shopping around for ad agency, say they hope to appoint one within month. Big agencies are said to be wary of taking on Democrats' campaign for fear of alienating Republican clients.

FCC members got pilot's-eye view of tall TV towers Nov. 29 when Air Force took them on unusual flying junket to Dayton and back. The commissioners (except McConnaughey & Bartley) were flown out "to see what the towers look like from the air," according to Comr. Lee, co-chairman of Joint Industry-Govt. Tall Structure Committee. Air Force has opposed high towers, but modified its stand in recent agreement on new tall-tower criteria (Vol. 11:36, 38, 41); yet it has filed opposition to several pending applications for tall towers. Towers observed by commissioners included those of WSAZ-TV, Huntington, W. Va. (1069-ft.) and WHIO-TV, Dayton (1096-ft.).

Close tabs on private microwaves are being kept by FCC, which asked WEAU-TV, Eau Claire, Wis., at license renewal time, whether AT&T service is now available. Commission has long had rule-making pending to give stations more leeway in using their own facilities in preference to AT&T's (Vol. 10:38, et seq.). In meantime, FCC hasn't forced any station to abandon its own microwave—and stations are fighting to keep them, on grounds they're far cheaper than phone company service.

WOR-FM resumed operations from Empire State Bldg. Dec. 2 after 2-year hiatus, mgr. Gordon Gray stating that resumption stemmed from public demand which is based on hi-fi enthusiasm and AM interference.

Sidney Hillman Foundation's \$500 award for outstanding contributions by TV-radio has set Feb. 1 as deadline for entries, which should be sent to 15 Union Sq., N. Y.

SUMMARY-INDEX OF THE WEEK'S NEWS — December 10, 1955

35.5% OF FARMS HAD TV in late 1954, Govt. reports; 1,699,162 TVs on 4,782,395 farms shown in complete county-by-county tabulation (p. 1 & Special Report).

WEAVER GETS 15-YEAR CONTRACT as Robert Sarnoff becomes NBC president; harmonious Chicago affiliates convention told billings are up (pp. 2 & 5).

FCC ALLOCATIONS POLICY shaken as Court of Appeals stays effectiveness of vhf drop-in; possibility of blocking vhf decisions increases (p. 2).

LAMB IS INNOCENT—not subversive, but naive—FCC examiner rules in decision which could help Commission get off the hook in lengthy "red" case (p. 3).

FILMS-TO-TV SUIT lost by Govt. as court rules major movie makers are acting legally in refusing to release features to TV and other "competitors" (p. 4).

SYLVANIA AWARD JUDGES praise TV's improvement in creative output, new spectaculars and children's programs, rap "slapstick" and "canned laughter" (p. 9).

KLEW-TV, LEWISTON, Ida. is 460th station on air, third of projected 4-station setup, with satellites, by owners of KIMA-TV, Yakima, Wash. (p. 10).

MERCHANDISING "GIMMICKS" mark fill-in models. Some product failures reported. Whirlpool head defends "full lines." Phono record probe launched (p. 11).

RCA COLOR SET AT \$695 being introduced, along with 2 new models at \$995 each; big production increase slated. Sylvania starts own output in April (p. 13).

CROSLY-BENDIX & RETMA executives foresee good 1956—Gifford urging "big ticket" sales be pushed, Secrest forecasting another good TV-radio sales year (p. 14).

TEN-YEAR FORECASTS by electronics' leaders: RCA's Folsom sees \$17 billion industry; Sylvania's Mitchell sees \$5.2 billion in distribution & servicing (p. 15).

NEW ELECTRONICS INVESTMENT fund reports additions to portfolio since July 1, lists present holdings; investments totaled \$9,318,268 as of Oct. 1 (p. 16).

FAITH IN COLOR is theme of NBC pres. Robert Sarnoff's address to affiliates, disclosing plans for network and owned stations, lenticular film, etc. (p. 17).

ALL TV NETWORKS hit all-time highs in Oct., with combined 10-month billings already exceeding whole of 1954, auguring \$400,000,000-plus year (p. 18).

FARM POPULATION—TV's TOUGHEST MARKET: Nearly two-thirds of America's farms were still without TV in Oct.-Nov. 1954, according to U.S. Census Bureau's just-released farm TV penetration figures, compiled as part of its 1954 Census of Agriculture. County-by-county tables, completed this week and published in full as Special Report herewith, tell this story: Total farms, 4,782,395; farms with TV, 1,699,162; farms without TV, 3,083,233; TV penetration, 35.5%.

The new farm TV figures are based on 20% sample -- largest ever used in any nationwide TV survey -- and the tables should prove valuable guide for receiver manufacturers, distributors and dealers as well as station operators, reps & agencies.

Farm market is TV's toughest nut to crack -- for obvious reasons. Accepting CBS Research's recent estimate that TV signals are available to 97% of population, TV to many farms means expensive tower and antenna installations -- often to pick up only one fair-to-middling signal.

States with highest farm TV penetration were New Jersey (82.9%), Rhode Island (76.3%), Massachusetts (68.9%), Connecticut (68.7%), New York (68.4%). Those with the lowest were Wyoming (7.6%), Nevada (8.8%), Montana (9%). By regions, the Middle Atlantic states led U.S. with 63.1% penetration. Next were East-North-Central with 54.6%, New England 52.2%, Pacific states 47.8%, West-North-Central 34.7%, South Atlantic 28.2%, West-South-Central 27.5%, Mountain 24.4%, East-South-Central 20%.

This week's Special Report includes table of state farm TV totals with percentages of penetration, and Census Bureau's table of U.S. population shifts since 1950. Most of the individual state farm TV census tables were previously published in Television Digest -- we have brought them to you weekly since last July -- or as soon as they were tabulated (Vol. 11:28-49). Completed this week, and printed for the first time in our Special Report, are the county-by-county lists for Alabama, California, Louisiana, Michigan, Missouri.

NBC TOP-LEVEL SHIFTS; CONVENTION QUIET: Everything was peaches-&-cream at the NBC-TV affiliates convention in Chicago this week, with exception of some grumbling on part of optionals that they aren't getting enough of network TV's huge current upsurge in business. Closed meetings in Drake Hotel Thu. & Fri. were largely in nature of stock-taking with top executives of network, were mostly concerned with "family affairs."

But it was a week of big events at NBC itself, for preliminary to convention the NBC board promoted pres. Pat Weaver to chairman, exec. v.p. Bob Sarnoff to pres. (see p. 5) -- and on Dec. 7 there was the sad news that one of the industry's technical stalwarts, v.p.-chief engineer Bob Shelby, had died suddenly of heart attack.

Plans and prospects of color TV had an important place on the agenda, but the usual spokesman for color, Brig. Gen. David Sarnoff, who relinquished his NBC chairmanship to Weaver while elevating his son to the presidency, left the telling to his son (p. 17). Gen. Sarnoff went to the Chicago meeting Fri., as he related it, to set at rest rumors that Weaver's new title means he's been "kicked upstairs."

Quite the contrary, he told the affiliates, the new Weaver contract is "for a longer period of time than he can retain his slim figure." The team of "Pat & Bob" remains intact, and he cited as another example of effective network teamwork the Paley-Stanton combination at CBS. It's learned the Weaver contract runs 15 years, longest ever given any network executive. On the administrative side, too, it's now clear that young Sarnoff's right-hand man -- in fact, acting as No. 2 administrative chief of the network quietly and without fanfare for some time -- is David Adams, whose title is staff v.p. Whether he's due to become exec. v.p. hasn't been disclosed. (For further report on Chicago meeting, see p. 5.)

COURT RULING HITS FCC ALLOCATIONS POLICY: FCC this week sustained a major setback in its policy on allocations and deintermixture when Court of Appeals issued an order staying effectiveness of its Ch. 10 drop-in for Vail Mills (Albany). Ruling came on Dec. 9 on plea of WMGT, Adams, Mass. (Ch. 19) and off-air WTRI, Albany (Ch. 35) after court heard argument Dec. 8. WMGT won stay, WTRI's request being rejected. Court didn't give reason for granting stay to WMGT. It did say that current general rule-making shouldn't be held up. In turning down WTRI, it ruled that no possibility of "irreparable injury" had been shown.

Effects of court ruling may go further than Vail Mills case. It may mean that court is ready to block construction of vhf grants as fast as FCC issues them in areas where deintermixture petitions have been denied -- Madison, Fresno, Peoria, Hartford, Corpus Christi, etc. On other hand, attorneys for vhf applicants argue that a drop-in is quite different from situation in cities where vhf channels have been assigned from the start; that uhf operators in those markets may have a much tougher job convincing court Commission is wrong. In any event, ruling bolsters uhf operators' arguments, perhaps considerably.

Decision came after FCC had actually issued vhf decision in one of the contested areas -- giving Ch. 6 to KRIS, Corpus Christi, turning down efforts of uhf KVDO-TV (Ch. 22) to block grant. Actually, though Commission hasn't announced them, decisions were rendered Dec. 7 granting Madison's Ch. 3 to WISC, Fresno's Ch. 12 to KFRE, as anticipated (Vol. 11:49). These 2 have been held up for changes in wording and for the addition of dissenters' opinions. It's understood that Comrs. Doerfer, Mack & Webster favored KFRE, Comrs. McConnaughey & Lee for KARM -- with Comrs. Hyde & Bartley saying no grant should be issued; in Madison, vote is said to have had McConnaughey, Doerfer, Webster, Lee & Mack for WISC, Bartley saying neither applicant is qualified because of concentration of media ownership, Hyde stating that no grant should be issued pending allocations rule-making.

In Corpus Christi case, which was announced, Hyde & Bartley dissented, stating merely: "We dissent because of the failure of the Commission to dispose of the deintermixture petition on its merits prior to action upon the application."

Text of Hyde's dissent from drop-in of Ch. 9 in Elmira, N.Y. (Vol. 11:49) was released this week. He said, in part: "The majority is apparently willing to further aggravate the intermixture problem by piecemeal additions, but unwilling even to consider corrective action on the same basis."

County-by-County Tables

Television Sets on Farms in the United States

Compiled by U.S. Bureau of the Census for 1954 Census of Agriculture

As of October-November 1954

Total Farm Data Based on Actual Count, TV Figures on 20% Sample

(For Table of U. S. Population Shifts, 1950-54, see page 3)

STATE TOTALS AND PERCENTAGE OF PENETRATION

State	Total Farms	Farms with TV	% TV Penetration	State	Total Farms	Farms with TV	% TV Penetration
Alabama	176,956	32,261	18.2%	Nevada	2,857	250	8.8%
Arizona	9,321	3,809	40.9	New Hampshire	10,411	5,475	52.6
Arkansas	145,075	29,400	20.3	New Jersey	22,686	18,798	82.9
California	123,074	70,897	57.6	New Mexico	21,070	3,648	17.3
Colorado	40,749	11,101	27.2	New York	105,714	72,293	68.4
Connecticut	12,753	8,759	68.7	North Carolina	267,906	70,560	26.3
Delaware	6,297	3,785	60.1	North Dakota	61,939	11,178	18.0
Florida	57,543	13,477	23.4	Ohio	177,074	115,363	65.1
Georgia	165,524	45,720	27.6	Oklahoma	118,979	41,695	35.0
Idaho	38,735	11,404	29.4	Oregon	54,442	15,933	29.3
Illinois	175,543	91,538	52.1	Pennsylvania	128,876	71,369	55.4
Indiana	153,593	91,282	59.4	Rhode Island	2,004	1,529	76.3
Iowa	192,933	105,809	54.8	South Carolina	124,203	24,861	20.0
Kansas	120,167	34,004	28.3	South Dakota	62,520	10,600	17.0
Kentucky	193,487	45,926	23.7	Tennessee	203,149	50,123	24.7
Louisiana	111,127	22,510	20.3	Texas	292,946	90,323	30.8
Maine	23,368	8,921	38.2	Utah	22,825	9,795	42.9
Maryland	32,500	20,099	61.8	Vermont	15,981	6,068	38.0
Massachusetts	17,361	11,968	68.9	Virginia	136,416	43,693	32.0
Michigan	138,922	77,716	55.9	Washington	65,175	29,172	44.8
Minnesota	165,225	55,045	33.3	West Virginia	68,583	20,007	29.2
Mississippi	215,915	29,514	13.7	Wisconsin	153,558	60,333	39.3
Missouri	201,614	63,650	31.6	Wyoming	11,392	870	7.6
Montana	33,059	2,970	9.0				
Nebraska	100,846	33,661	33.4				
				U. S. Total	4,782,395	1,699,162	35.5%

FARM TV CENSUS BY STATES AND COUNTIES

ALABAMA			ARIZONA			ARKANSAS		
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Autauga	1,519	218	Greene	2,199	120	Calhoun	756	98
Baldwin	2,534	731	Hale	2,667	275	Carroll	1,828	232
Barbour	2,494	159	Henry	1,832	153	Chicot	1,855	270
Bibb	1,117	307	Houston	3,008	145	Clark	1,656	266
Blount	3,682	1,315	Jackson	4,058	438	Clay	2,605	694
Bullock	1,634	79	Jefferson	3,186	1,822	Cleburne	1,420	193
Butler	2,161	99	Lamar	2,107	243	Cleveland	1,231	252
Calhoun	1,996	753	Lauderdale	3,800	375	Columbia	2,214	201
Chambers	2,177	433	Lawrence	3,335	371	Conway	1,633	242
Cherokee	2,141	662	Lee	1,940	324	Craighead	3,759	2,290
Chilton	2,785	761	Limestone	4,176	643	Crawford	1,689	328
Choctaw	2,344	194	Lowndes	2,132	184	Crittenden	4,517	1,019
Clarke	2,525	143	Macon	1,947	108	Cross	2,454	790
Clay	1,967	395	Madison	4,723	734	Dallas	856	120
Cleburne	1,391	545	Marengo	3,206	283	Desha	2,420	326
Coffee	2,773	101	Marion	2,721	539	Drew	1,788	247
Colbert	1,837	217	Marshal	4,858	1,117	Faulkner	2,476	503
Conecuh	2,338	161	Mobile	2,646	1,001	Franklin	1,456	173
Coosa	1,380	358	Monroe	2,873	270	Fulton	1,282	82
Covington	3,098	197	Montgomery	2,391	417	Garland	1,078	267
Crenshaw	1,983	92	Morgan	3,780	673	Grant	886	226
Cullman	6,291	2,583	Perry	2,135	231	Greene	2,636	946
Dale	1,611	81	Pickens	2,640	281	Hempstead	2,123	464
Dallas	4,124	320	Pike	2,368	164	Hot Spring	1,539	326
DeKalb	6,136	1,131	Randolph	2,572	511	Howard	1,272	144
Elmore	2,728	472	Russell	1,659	217	Independence	2,084	315
Escambia	1,723	158	St. Clair	1,986	720	Izard	1,403	45
Etowah	3,169	1,004	Shelby	1,542	775	Jackson	1,980	690
Fayette	2,089	382	Sumter	2,702	234	Jefferson	3,660	761
Franklin	2,418	363	Talladega	2,414	972	Johnson	1,429	90
Geneva	2,292	127	Tallapoosa	2,167	395	Lafayette	1,136	199
			Tuscaloosa	3,521	1,004	Lawrence	1,777	340

ARKANSAS—(continued)

County	Total Farms	Farms with TV
Lee	3,230	592
Lincoln	2,031	319
Little River	936	207
Logan	1,944	178
Lonoke	2,992	857
Madison	1,918	120
Marion	993	63
Miller	1,548	418
Mississippi	5,812	2,274
Monroe	1,885	198
Montgomery	931	40
Nevada	1,420	298
Newton	1,261	46
Ouachita	1,360	214
Perry	670	77
Phillips	3,895	697
Pike	924	109
Poinsett	3,399	1,389
Polk	1,536	145
Pope	1,753	199
Prairie	1,332	345
Pulaski	2,584	900
Randolph	1,558	284
St. Francis	3,689	786
Saline	1,176	312
Scott	1,102	45
Searcy	1,322	62
Sebastian	1,610	289
Sevier	1,124	183
Sharp	1,156	63
Stone	1,068	87
Union	1,763	313
Van Buren	1,358	264
Washington	4,094	580
White	3,470	680
Woodruff	1,910	306
Yell	1,465	145
State Total	145,075	29,400

CALIFORNIA

County	Total Farms	Farms with TV
Alameda	1,428	1,019
Alpine	13	--
Amador	307	100
Butte	2,843	1,404
Calaveras	430	159
Colusa	746	365
Contra Costa	1,812	1,122
Del Norte	210	20
El Dorado	552	227
Fresno	9,776	5,998
Glenn	1,538	714
Humboldt	1,659	654
Imperial	1,633	669
Inyo	94	9
Kern	2,304	1,437
Kings	1,845	1,060
Lake	1,038	281
Lassen	397	7
Los Angeles	8,254	6,478
Madera	1,806	1,047
Marin	501	332
Mariposa	299	65
Mendocino	1,586	277
Merced	4,073	2,044
Modoc	749	16
Mono	43	1
Monterey	1,598	894
Napa	1,576	961
Nevada	471	239
Orange	4,593	3,449
Placer	1,583	808
Plumas	151	10
Riverside	4,906	3,123
Sacramento	3,397	1,915
San Benito	880	474
San Bernardino	5,475	3,718
San Diego	6,478	4,216
San Francisco	40	20
San Joaquin	5,437	3,103
San Luis		
Obispo	1,848	912
San Mateo	484	322
Santa Barbara	1,374	795
Santa Clara	4,953	3,596
Santa Cruz	1,578	659
Shasta	1,079	253
Sierra	66	1
Siskiyou	970	76
Solano	1,229	765
Sonoma	5,831	3,410
Stanislaus	6,629	3,427
Sutter	1,787	960
Tehama	1,707	725
Trinity	215	16
Tulare	6,633	4,032
Tuolumne	352	136
Ventura	1,856	1,381

County	Total Farms	Farms with TV
Yolo	1,158	624
Yuba	804	372
State Total	123,074	70,897

COLORADO

County	Total Farms	Farms with TV
Adams	1,286	843
Alamosa	398	19
Arapahoe	674	390
Archuleta	225	1
Baca	934	41
Bent	575	66
Boulder	990	625
Chaffee	199	34
Cheyenne	434	16
Clear Creek	14	6
Conejos	732	53
Costilla	380	12
Crowley	442	155
Custer	171	33
Delta	1,416	94
Denver	107	66
Dolores	203	--
Douglas	350	152
Eagle	179	3
Elbert	733	300
El Paso	897	328
Fremont	883	245
Garfield	677	7
Gilpin	17	7
Grand	191	20
Gunnison	221	--
Hinsdale	40	--
Huerfano	353	34
Jackson	112	18
Jefferson	1,171	752
Kiowa	443	57
Kit Carson	1,085	16
Lake	17	2
La Plata	833	24
Larimer	1,521	913
Las Animas	818	49
Lincoln	656	160
Logan	1,327	206
Mesa	2,443	414
Mineral	20	--
Moffat	329	1
Montezuma	941	20
Montrose	1,316	90
Morgan	1,370	745
Otero	955	293
Ouray	118	1
Park	159	12
Phillips	560	35
Pitkin	82	--
Prowers	904	21
Pueblo	1,037	564
Rio Blanco	228	--
Rio Grande	534	--
Routt	531	13
Saguache	302	9
San Juan	0	--
San Miguel	112	10
Sedgwick	417	16
Summit	36	1
Teller	95	11
Washington	1,162	262
Weld	4,087	2,773
Yuma	1,307	63
State Total	40,749	11,101

CONNECTICUT

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

DELAWARE

County	Total Farms	Farms with TV
Kent	1,938	1,145
New Castle	1,130	906
Sussex	3,229	1,734
State Total	6,297	3,785

FLORIDA

County	Total Farms	Farms with TV
Alachua	1,610	411
Baker	390	180
Bay	264	92
Bradford	617	205
Brevard	1,017	256
Broward	408	197
Calhoun	523	52
Charlotte	148	29
Citrus	278	14
Clay	188	94
Collier	116	21

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

GEORGIA

County	Total Farms	Farms with TV
Appling	1,403	185
Atkinson	584	90
Bacon	986	144
Baker	751	90
Baldwin	464	119
Banks	981	293
Barrow	1,138	506
Bartow	1,519	789
Ben Hill	654	82
Berrien	1,445	210
Bibb	779	402
Bleckley	712	136
Brantley	671	209
Brooks	1,703	120
Bryan	404	92
Bulloch	2,490	334
Burke	1,654	244
Butts	720	246
Calhoun	690	66
Camden	278	98
Candler	908	109
Carroll	3,155	1,541
Catoosa	833	325
Charlton	192	80
Chatham	496	191
Chatahoochee	52	7
Chattooga	1,098	392
Cherokee	1,646	935
Clarke	495	234
Clay	567	99
Clayton	804	644
Clinch	209	46
Cobb	1,987	1,356
Coffee	1,979	211
Colquitt	2,678	359
Columbia	736	219
Cook	1,137	152
Coweta	1,501	532
Crawford	568	111
Crisp	917	186
Dade	606	164

County	Total Farms	Farms with TV
Dawson	605	330
Decatur	1,306	72
De Kalb	1,048	721
Dodge	1,533	211
Dooly	1,256	186
Dougherty	534	128
Douglas	890	407
Early	1,638	120
Echois	209	5
Effingham	806	181
Elbert	1,525	427
Emanuel	1,601	271
Evans	609	77
Fannin	1,068	215
Fayette	850	348
Floyd	1,558	770
Forsyth	1,735	1,077
Franklin	1,713	507
Fulton	2,127	1,223
Gilmer	968	238
Glascok	425	76
Glynn	223	45
Gordon	1,579	577
Grady	1,648	122
Greene	947	203
Gwinnett	2,659	1,567
Habersham	1,207	353
Hall	2,277	1,154
Hancock	1,130	141
Haralson	1,129	508
Harris	837	230
Hart	1,857	546
Heard	911	275
Henry	1,508	735
Houston	625	210
Irwin	1,308	235
Jackson	1,676	693
Jasper	571	187
Jeff Davis	941	113
Jefferson	1,230	198
Jenkins	914	185
Johnson	957	138
Jones	483	188
Lamar	639	289
Lanier	490	44
Laurens	2,472	491
Lee	587	62
Liberty	607	94
Lincoln	684	154
Long	331	52
Lowndes	1,521	232
Lumpkin	893	242
McDuffie	826	246
McIntosh	186	33
Macon	991	194
Madison	1,545	474
Marion	650	81
Meriwether	1,573	478
Miller	1,118	35
Mitchell	1,777	198
Monroe	702	273
Montgomery	745	46
Morgan	1,104	407
Murray	1,023	353
Muscogee	350	125
Newton	984	472
Oconee	818	339
Oglethorpe	1,201	235
Paulding	1,149	644
Peach	316	101
Pickens	765	300
Pierce	1,287	336
Pike	875	348
Polk	1,253	493
Pulaski	684	114
Putnam	535	154
Quitman	249	23
Rabun	628	75
Randolph	1,016	102
Richmond	478	247
Rockdale	636	328
Schley	401	79
Screven	1,687	290
Seminole	687	21
Spalding	748	401
Stephens	835	200
Stewart	587	62
Sumter	1,235	273
Talbot	623	138
Tallferro	448	65
Tattnall	1,578	178
Taylor	818	140
Telfair	1,061	81
Terrell	1,226	122
Thomas	1,655	166
Tift	1,287	137
Toombs	1,220	144
Towns	658	115
Treutlen	613	48
Troup	1,337	479
Turner	870	141

U. S. POPULATION SHIFTS: 1950-54

NEW ENGLAND			
State	1954	1950	% chge.
Maine	890,000	913,774	- 2.6
New Hampshire	550,000	533,242	+ 3.2
Vermont	377,000	377,747	- 0.3
Massachusetts	4,924,000	4,690,514	+ 5.0
Rhode Island	837,000	791,896	+ 5.7
Connecticut	2,185,000	2,007,280	+ 8.8

MIDDLE ATLANTIC			
State	1954	1950	% chge.
New York	15,826,000	14,830,192	+ 6.7
New Jersey	5,303,000	4,835,329	+ 9.7
Pennsylvania	10,984,000	10,498,012	+ 4.6

EAST NORTH CENTRAL			
State	1954	1950	% chge.
Ohio	8,720,000	7,946,627	+ 9.7
Indiana	4,235,000	3,934,224	+ 7.7
Illinois	9,193,000	8,712,176	+ 5.5
Michigan	7,028,000	6,371,766	+10.3
Wisconsin	3,628,000	3,434,575	+ 5.6

WEST NORTH CENTRAL			
State	1954	1950	% chge.
Minnesota	3,132,000	2,982,483	+ 5.0
Iowa	2,665,000	2,621,073	+ 1.7
Missouri	4,076,000	3,954,653	+ 3.1
North Dakota	635,000	619,636	+ 2.5
South Dakota	672,000	652,740	+ 2.9
Nebraska	1,366,000	1,325,510	+ 3.1
Kansas	2,023,000	1,905,299	+ 6.2

SOUTH ATLANTIC			
State	1954	1950	% chge.
Delaware	371,000	318,085	+16.7
Maryland	2,601,000	2,343,001	+11.0
District of Columbia	849,000	802,178	+ 5.9
Virginia	3,560,000	3,318,680	+ 7.3
West Virginia	1,990,000	2,005,552	- 0.8
North Carolina	4,225,000	4,061,929	+ 4.0
South Carolina	2,270,000	2,117,027	+ 7.2
Georgia	3,606,000	3,444,578	+ 4.7
Florida	3,300,000	2,771,305	+19.1

EAST SOUTH CENTRAL			
State	1954	1950	% chge.
Kentucky	2,978,000	2,944,806	+ 1.1
Tennessee	3,362,000	3,291,718	+ 2.1
Alabama	3,001,000	3,061,743	- 2.0
Mississippi	2,126,000	2,178,914	- 2.4

WEST SOUTH CENTRAL			
State	1954	1950	% chge.
Arkansas	1,798,000	1,909,511	- 5.8
Louisiana	2,882,000	2,683,516	+ 7.4
Oklahoma	2,174,000	2,283,351	- 2.7
Texas	8,479,000	7,711,194	+10.0

MOUNTAIN			
State	1954	1950	% chge.
Montana	619,000	591,024	+ 4.8
Idaho	598,000	588,637	+ 1.5
Wyoming	298,000	290,529	+ 2.4
Colorado	1,499,000	1,325,089	+13.1
New Mexico	778,000	681,187	+14.2
Arizona	928,000	749,587	+23.8
Utah	762,000	688,862	+10.6
Nevada	210,000	160,083	+31.0

PACIFIC			
State	1954	1950	% chge.
Washington	2,531,000	2,378,963	+ 6.4
Oregon	1,640,000	1,521,341	+ 7.8
California	12,500,000	10,586,223	+18.1

TERRITORIES			
Territory	1954	1950	% chge.
Alaska	208,000	128,643	+62.0
Hawaii	522,000	499,794	+ 4.4
Puerto Rico	2,229,000	2,210,703	+ 0.8
Canal Zone	53,800	52,822	+ 1.8
Virgin Islands	24,000	26,665	-10.0
Total	161,183,000	150,697,361	+ 7.0

Note: Including armed forces overseas, total as of July 1, 1954 was 162,409,000.

GEORGIA—(continued)		
County	Total Farms	Farms with TV
Twiggs	630	99
Union	1,004	157
Upson	812	368
Walker	1,710	538
Walton	1,834	1,002
Ware	972	388
Warren	883	122
Washington	1,640	219
Wayne	949	205
Webster	476	48
Wheeler	719	38
White	839	291
Whitfield	1,534	746
Wilcox	1,035	152
Wilkes	1,140	251
Wilkinson	601	125
Worth	2,153	238
State Total	165,524	45,720

IDAHO		
County	Total Farms	Farms with TV
Ada	2,007	879
Adams	283	38
Bannock	873	267
Bear Lake	759	73
Benewah	440	109
Bingham	2,160	840
Blaine	320	55
Boise	142	33
Bonner	1,150	373
Bonneville	1,482	684
Boundary	596	128
Butte	271	67
Camas	131	12
Canyon	4,183	1,725
Caribou	578	145
Cassia	1,225	296
Clark	67	42
Clearwater	386	62
Custer	290	54
Elmore	407	94
Franklin	1,098	403
Fremont	891	372
Gem	916	241
Gooding	1,038	49
Idaho	1,090	79
Jefferson	1,247	588
Jerome	1,122	135
Kootenai	1,324	494

County	Total Farms	Farms with TV
Latah	1,309	445
Lemhi	491	4
Lewis	391	78
Lincoln	413	73
Madison	902	413
Minidoka	1,067	208
Nez Perce	938	156
Oneida	485	246
Owyhee	744	310
Payette	1,113	387
Power	397	154
Shoshone	168	41
Teton	447	102
Twin Falls	2,406	279
Valley	206	47
Washington	776	124
State Total	38,735	11,404

ILLINOIS		
County	Total Farms	Farms with TV
Adams	2,733	1,556
Alexander	594	130
Bond	1,364	761
Boone	1,048	672
Brown	840	312
Bureau	2,735	1,807
Calhoun	823	452
Carroll	1,508	1,096
Cass	955	425
Champaign	2,847	1,948
Christian	2,111	1,189
Clark	1,791	754
Clay	1,652	366
Clinton	1,572	881
Coles	1,665	750
Cook	2,272	1,803
Crawford	1,515	622
Cumberland	1,455	471
DeKalb	2,010	1,446
De Witt	1,160	721
Douglas	1,304	670
Du Page	1,039	829
Edgar	1,787	979
Edwards	918	171
Effingham	1,819	380
Fayette	2,443	869
Ford	1,323	861
Franklin	1,627	567
Fulton	2,528	1,196
Gallatin	673	183

County	Total Farms	Farms with TV
Greene	1,390	895
Grundy	1,104	856
Hamilton	1,481	246
Hancock	2,583	1,315
Hardin	527	41
Henderson	909	671
Henry	2,844	2,456
Iroquois	3,094	1,729
Jackson	1,726	649
Jasper	1,879	351
Jefferson	2,507	786
Jersey	1,102	773
Jo Davless	1,853	826
Johnson	1,086	106
Kane	1,879	1,706
Kankakee	2,108	1,529
Kendall	1,029	756
Knox	2,334	1,653
Lake	1,293	1,044
LaSalle	3,487	1,917
Lawrence	1,092	398
Lee	2,247	1,347
Livingston	3,098	1,528
Logan	1,765	843
McDonough	1,907	940
McHenry	2,059	1,626
McLeah	3,505	1,954
Macon	1,911	1,313
Macoupin	2,865	1,848
Madison	2,695	1,618
Marion	2,181	845
Marshall	1,111	480
Mason	1,133	535
Massac	873	146
Menard	820	283
Mercer	1,784	1,424
Monroe	1,312	728
Montgomery	2,365	1,295
Morgan	1,560	812
Moultrie	1,149	552
Ogle	2,430	1,251
Peoria	1,981	1,081
Perry	1,301	422
Piatt	1,140	812
Pike	2,214	1,150
Pope	757	52
Pulaski	794	145
Putnam	437	165
Randolph	1,743	873
Richland	1,346	210

County	Total Farms	Farms with TV
Rock Island	1,607	1,301
St. Clair	2,288	1,394
Saline	1,563	581
Sangamon	2,503	1,285
Schuyler	1,212	551
Scott	677	325
Shelby	2,743	912
Stark	874	590
Stephenson	2,387	1,145
Tazewell	1,882	944
Union	1,245	245
Vermillion	2,577	1,633
Wabash	721	207
Warren	1,620	1,130
Washington	1,786	654
Wayne	2,545	273
White	1,446	283
Whiteside	2,430	1,802
Will	2,607	2,067
Williamson	1,319	412
Winnebago	1,876	1,199
Woodford	1,734	757
State Total	175,543	91,538

INDIANA		
County	Total Farms	Farms with TV
Adams	1,928	675
Allen	3,195	1,810
Bartholomew	1,565	1,021
Benton	1,094	722
Blackford	858	450
Boone	2,182	1,741
Brown	612	365
Carroll	1,645	876
Cass	1,974	842
Clark	1,751	1,300
Clay	1,738	1,075
Clinton	1,891	1,441
Crawford	1,177	466
Davless	2,003	888
Dearborn	1,616	1,095
Decatur	1,609	1,076
DeKalb	1,829	1,175
Delaware	1,946	1,456
Dubois	1,706	396
Elkhart	2,853	1,001
Fayette	798	601
Floyd	1,016	721
Fountain	1,316	784
Franklin	1,732	960

KENTUCKY—(continued)

County	Total Farms	Farms with TV
Union	895	242
Warren	3,145	831
Washington	1,804	736
Wayne	1,682	56
Webster	1,326	177
Whitley	1,899	85
Wolfe	992	87
Woodford	877	345
State Total	193,487	45,926

LOUISIANA

Parish	Total Farms	Farms with TV
Acadia	3,310	379
Allen	1,180	121
Ascension	1,283	459
Assumption	313	131
Avoyelles	4,467	514
Beauregard	1,262	169
Bienville	1,673	265
Bossier	2,020	553
Caddo	2,771	557
Calcasieu	1,296	441
Caldwell	1,089	335
Cameron	649	192
Catahoula	1,578	242
Clabourne	2,167	367
Concordia	1,189	169
DeSoto	2,575	282
E. Baton Rouge	1,704	972
East Carroll	1,715	424
East Feliciana	1,460	181
Evangeline	3,226	256
Franklin	4,171	1,117
Grant	1,322	200
Iberla	1,002	179
Iberville	572	234
Jackson	1,058	248
Jefferson	218	141
Jefferson Davis	1,207	392
Lafayette	2,928	275
Lafourche	736	388
La Salle	775	95
Lincoln	1,586	425
Livingston	2,585	1,058
Madison	1,418	365
Morehouse	2,610	452
Natchitoches	3,169	327
Orleans	40	10
Ouachita	1,500	410
Plaquemines	594	277
Pointe Coupee	1,917	362
Rapides	3,665	506
Red River	1,551	151
Richland	3,144	645
Sabine	1,757	87
St. Bernard	153	83
St. Charles	161	104
St. Helena	1,534	299
St. James	413	174
St. John	141	56
St. Landry	6,700	454
St. Martin	2,198	98
St. Mary	417	168
St. Tammany	1,405	552
Tangipahoa	3,998	1,502
Tensas	1,341	201
Terrebonne	658	334
Union	2,131	492
Vermillion	2,661	411
Vernon	1,723	147
Washington	2,950	860
Webster	1,673	253
W. Baton Rouge	414	109
West Carroll	2,255	669
West Feliciana	648	57
Winn	1,134	136
State Total	111,127	22,510

MAINE

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

MARYLAND

County	Total Farms	Farms with TV
Allegany	864	348
Anne Arundel	1,187	828
Baltimore	2,331	1,807
Calvert	1,248	752
Caroline	1,396	924
Carroll	2,571	1,729
Cecil	1,185	930
Charles	1,440	710
Dorchester	1,027	548
Frederick	2,792	1,903
Garrett	1,438	454
Harford	1,548	1,109
Howard	881	654
Kent	711	566
Montgomery	1,455	1,105
Prince Georges	1,786	1,329
Queen Annes	977	723
St. Marys	1,443	741
Somerset	801	247
Talbot	747	556
Washington	1,934	1,180
Wicomico	1,560	593
Worcester	1,178	363
State Total	32,500	20,099

MASSACHUSETTS

County	Total Farms	Farms with TV
Barnstable	512	246
Berkshire	1,088	752
Bristol	1,610	1,287
Dukes	72	30
Essex	1,197	921
Franklin	1,541	729
Hampden	1,412	904
Hampshire	1,610	872
Middlesex	2,245	1,762
Nantucket	11	—
Norfolk	915	666
Plymouth	1,846	1,364
Suffolk	35	15
Worcester	3,267	2,420
State Total	17,361	11,968

MICHIGAN

County	Total Farms	Farms with TV
Alcona	740	170
Alger	290	5
Allegan	4,225	2,446
Alpena	1,019	66
Antrim	836	202
Arenac	1,036	390
Baraga	399	16
Barry	2,137	1,416
Bay	2,349	1,080
Benzie	451	196
Berrien	4,624	3,212
Branch	2,165	1,500
Calhoun	2,702	2,035
Cass	2,103	1,133
Charlevoix	758	120
Cheboygan	703	50
Chippewa	999	61
Clare	723	299
Clinton	2,602	1,773
Crawford	51	—
Delta	928	187
Dickinson	420	119
Eaton	2,790	1,966
Emmet	837	96
Genesee	3,275	2,157
Gladwin	1,074	421
Gogebic	433	55
Grand Traverse	1,123	436
Gratlot	2,498	1,558
Hillsdale	2,907	1,770
Houghton	1,005	55
Huron	3,524	1,002
Ingham	2,328	1,724
Ionla	2,315	1,612
Iosco	590	212
Iron	484	57
Isabella	2,050	1,102
Jackson	2,306	1,611
Kalamazoo	2,265	1,687
Kalkaska	400	87
Kent	3,769	2,362
Keweenaw	26	—
Lake	331	85
Lapeer	2,807	1,815
Leelanau	883	176
Lenawee	3,463	2,802
Livingston	1,829	1,253
Luce	114	10
Mackinac	279	30
Macomb	2,465	2,077
Manistee	842	276
Marquette	387	40
Mason	1,327	520

County	Total Farms	Farms with TV
Mecosta	1,575	770
Menominee	1,518	602
Midland	1,576	860
Missaukee	868	163
Monroe	3,289	2,749
Montcalm	2,682	1,591
Montmorency	321	35
Muskegon	1,342	930
Newaygo	2,028	911
Oakland	2,064	1,723
Oceana	1,726	724
Ogemaw	797	239
Ontonagon	693	67
Osceola	1,246	490
Oscoda	221	17
Otsego	350	55
Ottawa	3,308	1,745
Presque Isle	820	25
Roscommon	118	40
Saginaw	4,250	2,448
St. Clair	3,281	2,406
St. Joseph	1,991	1,296
Sanilac	4,125	2,033
Schoolcraft	259	70
Shiawassee	2,539	1,711
Tuscola	3,781	1,844
Van Buren	3,444	2,470
Washtenaw	2,686	2,068
Wayne	2,221	1,908
Wexford	817	396
State Total	138,922	77,716

MINNESOTA

County	Total Farms	Farms with TV
Aitkin	1,805	332
Anoka	1,194	783
Becker	2,613	453
Beltrami	1,676	80
Benton	1,395	461
Big Stone	983	91
Blue Earth	2,784	1,552
Brown	1,976	844
Carlton	1,630	610
Carver	1,875	1,156
Cass	1,487	176
Chippewa	1,629	326
Chisago	1,618	965
Clay	1,988	979
Clearwater	1,305	46
Cook	34	—
Cottonwood	1,959	536
Crow Wing	1,283	245
Dakota	1,839	1,427
Dodge	1,691	996
Douglas	2,283	300
Faribault	2,388	863
Fillmore	2,779	854
Freeborn	2,910	1,300
Goodhue	2,698	1,491
Grant	1,286	146
Hennepin	2,534	1,793
Houston	1,619	220
Hubbard	1,095	60
Isantl	1,470	721
Itasca	1,714	165
Jackson	2,254	516
Kanabec	1,381	661
Kandiyohi	2,540	866
Kittson	1,290	42
Koochiching	903	30
Lac qui Parle	1,970	281
Lake	152	46
Lake of the Woods	632	5
Le Sueur	1,863	1,095
Lincoln	1,514	197
Lyon	1,911	373
McLeod	2,299	1,317
Mahnomen	850	175
Marshall	2,382	230
Martin	2,504	856
Meeker	2,263	1,131
Mille Lacs	1,725	678
Morrison	2,845	558
Mower	2,585	1,249
Murray	2,003	451
Nicollet	1,483	786
Nobles	2,206	667
Norman	1,711	585
Olmsted	2,264	958
Otter Tail	5,894	931
Pennington	1,152	56
Pine	2,452	792
Pipestone	1,307	414
Polk	3,660	554
Luce	1,731	282
Ramsey	454	390
Red Lake	851	65
Redwood	2,597	840
Renville	3,040	1,285
Rice	2,197	1,365

County	Total Farms	Farms with TV
Rock	1,404	617
Roseau	2,132	53
St. Louis	3,568	900
Scott	1,471	991
Sherburne	1,009	548
Sibley	2,142	1,250
Stearns	4,308	1,442
Steele	1,837	987
Stevens	1,233	110
Swift	1,723	366
Todd	3,293	505
Traverse	1,012	149
Wabasha	1,545	651
Wadena	1,333	140
Waseca	1,625	784
Washington	1,514	1,070
Watsonwan	1,421	503
Wilkin	1,183	477
Winona	1,787	520
Wright	3,177	1,910
Yellow Medicine	2,103	374
State Total	165,225	55,045

MISSISSIPPI

County	Total Farms	Farms with TV
Adams	1,026	120
Alcorn	2,498	407
Amite	2,737	310
Attala	3,089	284
Benton	1,537	328
Bolivar	6,739	507
Calhoun	2,672	266
Carroll	2,066	170
Chickasaw	2,444	198
Choctaw	1,590	85
Clabourne	1,204	107
Clarke	2,255	397
Clay	1,944	114
Coahoma	5,134	447
Copiah	2,785	487
Covington	2,172	225
De Soto	3,840	922
Forrest	1,333	212
Franklin	1,276	234
George	1,306	178
Greene	1,124	80
Grenada	1,394	165
Hancock	711	216
Harrison	1,046	299
Hinds	4,627	870
Holmes	4,108	355
Humphreys	2,614	230
Issaquena	605	95
Itawamba	2,504	342
Jackson	1,216	287
Jasper	2,735	390
Jefferson	1,787	96
Jefferson Davis	2,499	315
Jones	3,610	638
Kemper	2,475	312
Lafayette	2,532	474
Lamar	1,570	282
Lauderdale	2,557	619
Lawrence	1,791	192
Leake	3,737	489
Lee	3,960	483
Leflore	4,938	319
Lincoln	2,717	532
Lowndes	2,317	165
Madison	4,059	424
Marion	2,667	436
Marshall	3,483	554
Monroe	3,775	395
Montgomery	1,642	139
Neshoba	3,569	532
Newton	2,870	538
Noxubee	2,685	189
Oktibbeha	2,103	117
Panola	4,457	1,077
Pearl River	1,767	676
Perry	1,065	114
Plke	2,531	472
Pontotoc	3,402	537
Prentiss	2,758	356
Quitman	3,864	599
Rankin	2,896	725
Scott	2,872	466
Sharkey	1,431	122
Simpson	2,802	426
Smith	2,694	280
Stone	620	158
Sunflower	6,681	488
Tallahatchie	4,521	650

MISSISSIPPI—(continued)

County	Total Farms	Farms with TV
Warren	1,316	192
Washington	4,348	319
Wayne	1,913	178
Webster	1,847	71
Wilkinson	1,378	86
Winston	2,672	268
Yalobusha	1,902	343
Yazoo	3,777	516
State Total	215,915	29,514

MISSOURI

Adair	1,721	444
Andrew	1,849	961
Atchison	1,155	650
Audrain	2,032	685
Barry	2,901	689
Barton	1,724	482
Bates	2,357	978
Benton	1,628	279
Bollinger	1,707	261
Boone	2,446	856
Buchanan	1,847	984
Butler	2,802	416
Caldwell	1,431	843
Callaway	2,243	679
Camden	922	126
Cape Gir'deau	2,313	360
Carroll	1,959	885
Carter	431	36
Cass	2,414	1,465
Cedar	1,673	256
Chariton	2,211	578
Christian	2,079	599
Clark	1,244	531
Clay	1,329	839
Clinton	1,203	612
Cole	1,477	425
Cooper	1,749	540
Crawford	1,316	414
Dade	1,706	406
Dallas	1,847	560
Davless	1,889	765
DeKalb	1,487	580
Dent	1,423	219
Douglas	2,087	356
Dunklin	2,605	1,165
Franklin	2,752	1,063
Gasconade	1,351	449
Gentry	1,491	636
Greene	3,677	1,550
Grundy	1,420	464
Harrison	2,227	666
Henry	2,042	676
Hickory	1,012	147
Holt	1,193	549
Howard	1,297	388
Howell	2,613	266
Iron	752	86
Jackson	2,291	1,602
Jasper	2,594	993
Jefferson	1,809	973
Johnson	2,592	1,261
Knox	1,198	496
Laclede	2,042	513
Lafayette	2,449	1,244
Lawrence	2,782	790
Lewis	1,260	588
Lincoln	1,714	875
Linn	1,702	418
Livingston	1,487	575
McDonald	1,869	325
Macon	2,381	574
Madison	846	140
Maries	1,316	218
Marion	1,368	580
Mercer	1,282	248
Miller	1,855	453
Mississippi	1,435	261
Moniteau	1,491	372
Monroe	1,867	582
Montgomery	1,542	426
Morgan	1,369	218
New Madrid	2,865	871
Newton	2,914	997
Nodaway	2,845	1,134
Oregon	1,550	92
Osage	1,691	349
Ozark	1,450	93
Pemiscot	2,794	1,265
Perry	1,692	348
Pettis	2,267	610
Phelps	1,647	293
Pike	1,645	682
Platte	1,434	964
Polk	2,489	637
Pulaski	1,010	191
Putnam	1,417	228
Ralls	1,314	565

County	Total Farms	Farms with TV
Randolph	1,547	449
Ray	1,999	1,071
Reynolds	862	47
Ripley	1,259	87
St. Charles	1,823	986
St. Clair	1,712	355
St. Francois	1,185	560
St. Louis	1,715	980
Ste. Genevieve	889	417
Saline	2,115	848
Schuyler	903	155
Scotland	1,172	414
Scott	1,353	317
Shannon	1,144	83
Shelby	1,466	596
Stoddard	3,344	545
Stone	1,478	286
Sullivan	1,881	219
Taney	1,064	237
Texas	2,847	285
Vernon	2,580	709
Warren	1,025	324
Washington	1,097	401
Wayne	1,088	148
Webster	2,291	583
Worth	740	278
Wright	2,436	372
State Total	201,614	63,650

MONTANA

Beaverhead	339	32
Big Horn	815	84
Blaine	734	16
Broadwater	215	6
Carbon	896	188
Carter	432	1
Cascade	1,133	290
Chouteau	1,064	337
Custer	453	—
Daniels	609	6
Dawson	687	6
Deer Lodge	117	13
Fallon	384	7
Fergus	1,070	63
Flathead	1,434	88
Gallatin	1,041	13
Garfield	366	6
Glacier	385	4
Golden Valley	197	25
Granite	181	9
Hill	899	61
Jefferson	274	2
Judith Basin	489	71
Lake	1,490	98
Lewis & Clark	382	50
Liberty	337	107
Lincoln	387	25
McCone	610	5
Madison	508	30
Meagher	155	—
Mineral	85	—
Missoula	642	33
Musselshell	259	23
Park	550	19
Petroleum	140	3
Phillips	711	7
Pondera	696	80
Powder River	424	—
Powell	222	1
Prairie	257	—
Ravalli	1,396	69
Richland	1,004	3
Roosevelt	860	18
Rosebud	481	18
Sanders	591	34
Sheridan	965	25
Silver Bow	142	28
Stillwater	643	117
Sweet Grass	366	16
Teton	952	204
Toole	446	50
Treasure	148	14
Valley	1,097	5
Wheatland	201	3
Wibaux	290	2
Yellowstone	1,401	555
State Total	33,059	2,970

NEBRASKA

Adams	1,271	319
Antelope	1,758	309
Arthur	107	1
Banner	254	77
Blaine	178	2
Boone	1,531	494
Box Butte	707	12
Boyd	703	32

County	Total Farms	Farms with TV
Brown	518	2
Buffalo	2,000	677
Burt	1,321	941
Butler	1,685	883
Cass	1,597	1,065
Cedar	1,948	1,035
Chase	612	20
Cherry	812	20
Cheyenne	953	149
Clay	1,079	272
Colfax	1,313	635
Cuming	1,801	971
Custer	2,625	214
Dawes	676	10
Dawson	1,759	578
Dakota	688	21
Deuel	411	33
Dixon	1,321	792
Dodge	1,641	1,238
Douglas	1,432	1,204
Dundy	527	23
Fillmore	1,377	448
Franklin	908	203
Furnas	1,003	282
Frontier	873	113
Gage	2,274	862
Garden	528	17
Garfield	371	8
Gosper	559	167
Grant	70	0
Greeley	800	87
Hall	1,388	551
Hamilton	1,343	400
Harlan	764	308
Hayes	436	8
Hitchcock	683	23
Holt	1,873	137
Hooker	78	0
Howard	1,201	191
Jefferson	1,357	306
Johnson	1,042	520
Kearney	958	546
Keith	594	9
Keya Paha	377	7
Kimball	463	106
Knox	2,074	590
Lancaster	2,351	1,430
Lincoln	1,596	88
Logan	211	12
Loup	224	4
Madison	1,731	663
McPherson	166	7
Merrick	1,130	303
Morrill County	854	43
Nance	890	201
Nemaha	1,178	673
Nuckolls	1,172	149
Otoe	1,833	1,143
Pawnee	1,024	318
Perkins	685	8
Phelps	998	447
Pierce	1,491	461
Platte	1,892	662
Polk	1,242	571
Red Willow	828	130
Richardson	1,562	714
Rock	397	9
Saline	1,644	525
Sarpy	801	541
Saunders	2,203	1,359
Scotts Bluff	1,741	163
Seward	1,674	845
Sheridan	1,018	19
Sherman	1,021	117
Sioux	525	29
Stanton	1,150	561
Taylor	1,369	297
Thomas	123	5
Thurston	914	545
Valley	1,038	80
Washington	1,309	1,026
Wayne	1,393	800
Webster	1,013	178
Wheeler	272	46
York	1,563	571
State Total	100,846	33,661

NEVADA

Churchill	619	20
Clark	210	22
Douglas	124	4
Elko	278	12
Esmeralda	22	—
Eureka	36	—
Humboldt	113	—
Lander	33	—
Lincoln	134	—
Lyon	327	6
Mineral	53	—
Nye	134	—

County	Total Farms	Farms with TV
Ormsby	33	—
Pershing	117	1
Storey	11	1
Washoe	465	181
White Pine	148	3
State Total	2,857	250

NEW HAMPSHIRE

Belknap	575	278
Carroll	467	239
Cheshire	817	343
Coos	670	211
Grafton	1,393	378
Hillsborough	1,831	1,252
Merrimack	1,542	956
Rockingham	1,678	1,114
Strafford	660	406
Sullivan	778	298
State Total	10,411	5,475

NEW JERSEY

Atlantic	1,279	1,012
Bergen	547	467
Burlington	1,835	1,431
Camden	658	575
Cape May	315	246
Cumberland	2,237	1,926
Essex	154	111
Gloucester	1,608	1,425
Hudson	52	43
Hunterdon	2,204	1,765
Mercer	828	662
Middlesex	1,070	978
Monmouth	2,486	2,146
Morris	1,023	847
Ocean	1,214	1,009
Passaic	314	255
Salem	1,478	1,225
Somerset	1,035	874
Sussex	1,021	754
Union	208	165
Warren	1,120	882
State Total	22,686	18,798

NEW MEXICO

Bernalillo	883	402
Catron	315	30
Chaves	672	367
Colfax	442	13
Curry	957	65
De Baca	267	31
Dona Ana	1,119	561
Eddy	630	202
Grant	340	31
Guadalupe	333	27
Harding	263	23
Hidalgo	175	4
Lea	747	193
Lincoln	418	82
Los Alamos	*	*
Luna	325	165
McKinley	419	1
Mora	750	29
Otero	369	53
Quay	863	55
Rio Arriba	1,880	167
Roosevelt	1,585	144
Sandoval	879	105
San Juan	830	6
San Miguel	865	48
Santa Fe	703	128
Sierra	256	22
Socorro	398	105
Taos	1,082	73
Torrance	551	125
Union	680	63
Valencia	1,074	348
State Total	21,070	3,648

*Not surveyed.

NEW YORK

Albany	1,175	780
Alleghany	2,180	1,235
Bronx	13	—
Broome	2,022	1,622
Cattaraugus	3,040	2,160
Cayuga	2,491	1,800
Chautauqua	4,621	3,283
Chemung	1,090	711
Chenango	2,280	1,494
Clinton	1,967	1,055
Columbia	1,440	1,003
Cortland	1,134	888
Delaware	2,865	1,530
Dutchess	1,310	891
Erie	3,963	3,131
Essex	839	246

NEW YORK—(continued)

County	Total Farms	Farms with TV
Franklin	1,771	711
Fulton	742	526
Genesee	1,944	1,500
Greene	1,098	677
Hamilton	32	—
Herkimer	1,719	1,291
Jefferson	2,978	1,713
Kings	43	10
Lewis	1,541	927
Livingston	1,612	1,170
Madison	2,057	1,474
Monroe	2,721	2,211
Montgomery	1,296	965
Nassau	329	285
New York	—	—
Niagara	3,223	2,440
Oneida	3,281	2,656
Onondaga	2,539	2,027
Ontario	2,371	1,878
Orange	2,129	1,586
Orleans	1,536	1,195
Oswego	2,858	2,239
Otsego	2,823	1,711
Putnam	220	183
Queens	83	31
Rensselaer	1,616	1,202
Richmond	72	40
Rockland	134	115
St. Lawrence	4,380	1,389
Saratoga	1,768	1,395
Schenectady	448	271
Schoharie	1,458	1,103
Schuyler	958	560
Seneca	1,089	851
Steuben	3,219	1,938
Suffolk	1,464	1,208
Sullivan	1,450	844
Tioga	1,580	1,118
Tompkins	1,409	972
Ulster	1,915	1,245
Warren	580	295
Washington	2,043	1,373
Wayne	2,913	2,263
Westchester	555	452
Wyoming	2,063	1,563
Yates	1,224	861
State Total	105,714	72,293

NORTH CAROLINA

Alamance	2,749	1,211
Alexander	1,504	521
Alleghany	1,447	281
Anson	2,238	502
Ashe	3,754	792
Avery	1,509	392
Beaufort	3,194	1,246
Bertie	3,165	832
Bladen	3,633	349
Brunswick	1,976	250
Buncombe	4,303	1,082
Burke	1,922	738
Cabarrus	1,882	907
Caldwell	2,165	972
Camden	434	233
Carteret	640	112
Caswell	2,899	718
Catawba	2,718	1,283
Chatham	2,844	890
Cherokee	1,638	186
Chowan	895	241
Clay	864	70
Cleveland	4,672	1,662
Columbus	6,051	671
Craven	2,358	913
Cumberland	3,002	198
Currituck	544	315
Dare	39	5
Davidson	3,561	1,547
Davie	1,527	386
Duplin	5,650	1,080
Durham	1,622	514
Edgecombe	3,725	825
Forsyth	2,927	1,292
Franklin	4,050	418
Gaston	1,762	964
Gates	1,166	432
Graham	757	55
Granville	3,578	625
Greene	2,945	1,016
Gulford	4,518	2,120
Halifax	4,244	468
Harnett	4,684	922
Haywood	2,818	555
Henderson	1,998	653
Hertford	1,761	647
Hoke	1,560	121
Hyde	570	62

County	Total Farms	Farms with TV
Iredell	3,699	1,358
Jackson	1,813	211
Johnston	7,822	1,045
Jones	1,515	415
Lee	1,500	504
Lenoir	3,529	1,250
Lincoln	2,333	1,296
McDowell	1,323	445
Macon	1,896	160
Madison	3,482	437
Martin	2,888	1,170
Mecklenburg	2,787	1,398
Mitchell	1,763	431
Montgomery	995	374
Moore	2,328	508
Nash	5,461	960
New Hanover	376	103
Northampton	2,879	614
Onslow	2,064	335
Orange	1,939	636
Pamlico	738	194
Pasquotank	791	442
Pender	2,266	334
Perquimans	888	288
Person	3,591	695
Pitt	5,583	2,191
Polk	997	339
Randolph	3,578	1,214
Richmond	1,572	436
Robeson	8,037	583
Rockingham	4,188	1,643
Rowan	2,911	1,388
Rutherford	3,021	1,117
Sampson	6,822	894
Scotland	1,241	83
Stanly	2,244	1,144
Stokes	3,809	1,137
Surry	4,297	873
Swain	758	35
Transylvania	968	162
Tyrrell	499	156
Union	4,415	1,919
Vance	2,106	302
Wake	5,770	1,323
Warren	2,866	193
Washington	773	204
Watauga	2,427	478
Wayne	4,588	1,182
Wilkes	4,088	1,275
Wilson	3,919	1,357
Yadkin	3,148	818
Yancey	2,153	237
State Total	267,906	70,560

NORTH DAKOTA

Adams	555	37
Barnes	1,789	521
Benson	1,331	96
Billings	358	7
Bottineau	1,677	490
Bowman	537	5
Burke	892	57
Burleigh	1,026	296
Cass	2,323	1,365
Cavalier	1,794	43
Dickey	1,171	197
Divide	907	24
Dunn	1,059	31
Eddy	556	29
Emmons	1,259	261
Foster	612	78
Golden Valley	424	1
Grand Forks	1,886	466
Grant	1,018	115
Griggs	805	200
Hettinger	887	62
Kidder	871	141
La Moure	1,365	247
Logan	827	67
McHenry	1,596	478
McIntosh	982	22
McKenzie	1,202	10
McLean	1,859	308
Mercer	852	46
Morton	1,453	427
Mountrail	1,279	175
Nelson	1,104	93
Oliver	555	97
Pembina	1,519	120
Pierce	957	62
Ramsey	1,269	82
Ransom	1,140	393
Renville	833	270
Richland	2,325	939
Rolette	1,001	88
Sargent	1,168	295
Sheridan	865	67
Sioux	318	47

County	Total Farms	Farms with TV
Slope	447	5
Stark	1,169	87
Steele	862	353
Stutsman	2,042	288
Towner	884	42
Traill	1,326	669
Walsh	2,084	159
Ward	1,983	603
Wells	1,391	89
Williams	1,536	28
State Total	61,939	11,178

OHIO

Adams	2,304	1,059
Allen	2,097	1,010
Ashland	2,048	1,311
Ashtabula	3,376	1,955
Athens	1,734	755
Auglaize	1,963	1,251
Belmont	1,997	1,050
Brown	2,828	1,677
Butler	2,331	1,910
Carroll	1,557	870
Champaign	1,866	1,373
Clark	1,723	1,405
Clermont	2,487	1,831
Clinton	1,594	1,298
Columbiana	2,893	1,966
Coshocton	1,781	606
Crawford	1,746	1,108
Cuyahoga	1,145	920
Darke	3,885	2,880
Defiance	1,776	1,116
Delaware	2,045	1,735
Erie	1,151	915
Fairfield	2,514	2,168
Fayette	1,373	1,094
Franklin	2,051	1,802
Fulton	2,354	1,580
Gallia	2,212	1,105
Geauga	1,682	1,096
Greene	1,784	1,376
Guernsey	2,032	705
Hamilton	1,481	1,132
Hancock	2,338	1,517
Hardin	1,883	1,225
Harrison	977	534
Henry	2,072	1,606
Highland	2,555	1,705
Hocking	1,089	644
Holmes	2,104	611
Huron	2,018	1,324
Jackson	1,427	791
Jefferson	1,273	763
Knox	2,100	1,370
Lake	1,225	922
Lawrence	1,883	1,152
Licking	3,144	2,327
Logan	2,056	1,452
Lorain	2,644	2,096
Lucas	1,824	1,485
Madison	1,249	943
Mahoning	1,946	1,280
Marion	1,417	1,139
Medina	2,353	1,841
Meigs	1,757	990
Mercer	2,389	1,201
Miami	2,253	1,861
Monroe	1,709	580
Montgomery	2,583	2,156
Morgan	1,469	471
Morrow	2,085	1,550
Muskingum	2,584	1,427
Noble	1,457	481
Ottawa	1,392	945
Paulding	1,357	687
Perry	1,388	896
Pickaway	1,582	1,411
Pike	1,308	645
Portage	2,667	2,041
Preble	2,216	1,605
Putnam	2,379	1,400
Richland	2,394	1,591
Ross	2,176	1,440
Sandusky	1,953	1,550
Scioto	1,321	752
Seneca	2,288	1,555
Shelby	1,926	1,496
Stark	3,214	2,091
Summit	2,119	1,770
Trumbull	2,932	1,917
Tuscarawas	2,350	1,065
Union	1,775	1,281
Van Wert	1,800	840
Vinton	984	431
Warren	1,962	1,633
Washington	2,576	810
Wayne	3,080	1,668
Williams	1,959	1,105

County	Total Farms	Farms with TV
Wood	2,766	2,246
Wyandot	1,537	989
State Total	177,074	115,363

OKLAHOMA

Adair	1,590	207
Alfalfa	1,406	575
Atoka	1,489	235
Beaver	1,275	91
Beckham	1,572	285
Blaine	1,620	843
Bryan	2,117	367
Caddo	2,888	1,607
Canadian	1,848	1,178
Carter	1,544	442
Cherokee	1,798	380
Choctaw	1,617	187
Cimarron	559	52
Cleveland	1,214	582
Coal	793	165
Comanche	1,477	686
Cotton	1,041	491
Craig	1,602	572
Creek	1,559	678
Custer	1,619	585
Delaware	1,974	360
Dewey	1,193	402
Ellis	970	99
Garfield	2,241	1,442
Garvin	1,860	885
Grady	2,493	1,443
Grant	1,792	734
Greer	1,026	120
Harmon	878	112
Harper	694	79
Haskell	1,271	125
Hughes	1,555	514
Jackson	1,572	341
Jefferson	909	351
Johnston	871	137
Kay	2,045	831
Kingfisher	1,658	1,071
Kiowa	1,642	728
Latimer	965	59
Le Flore	2,541	238
Lincoln	2,257	941
Logan	1,666	762
Love	882	254
Major	1,593	430
Marshall	563	102
Mayes	1,863	637
McCain	1,404	784
McCurtain	2,799	350
McIntosh	1,565	338
Murray	572	250
Muskogee	2,387	799
Noble	1,322	697
Nowata	1,080	342
Okfuskee	1,297	419
Oklahoma	2,411	1,655
Okmulgee	1,720	765
Osage	1,703	1,048
Ottawa	1,301	488
Pawnee	1,296	562
Payne	1,748	761
Pittsburg	2,071	379
Pontotoc	1,608	667
Pottawatomie	2,163	1,057
Pushmataha	1,223	53
Roger Mills	1,158	107
Rogers	1,929	868
Seminole	1,614	715
Sequoyah	1,774	257
Stephens	1,772	675
Texas	1,156	125
Tillman	1,415	689
Tulsa	1,807	1,098
Wagoner	1,478	554
Washington	757	358
Washita	2,447	934
Woods	1,323	381
Woodward	1,104	169
State Total	118,979	41,695

OREGON

Baker	998	101
Benton	1,153	370
Clackamas	5,607	2,487
Clatsop	697	172
Columbia	1,773	719
Coos	1,408	15
Crook	393	17
Curry	390	41
Deschutes	1,067	44
Douglas	2,155	235
Gilliam	212	27
Grant	403	2
Harney	322	10

OREGON—(continued)

County	Total Farms	Farms with TV
Hood River	1,002	275
Jackson	2,647	1,228
Jefferson	590	69
Josephine	1,443	481
Klamath	1,297	75
Lake	426	8
Lane	4,042	1,229
Lincoln	677	71
Linn	3,196	935
Malheur	2,446	891
Marion	4,543	1,934
Morrow	463	24
Multnomah	1,680	886
Polk	1,605	532
Sherman	265	82
Tillamook	857	215
Umatilla	2,143	143
Union	987	51
Wallowa	686	33
Wasco	805	110
Washington	3,676	1,558
Wheeler	173	—
Yamhill	2,473	863
State Total	54,442	15,933

PENNSYLVANIA

Adams	2,376	1,218
Allegheny	1,897	1,402
Armstrong	2,026	1,257
Beaver	1,266	1,045
Bedford	2,570	1,384
Berks	4,130	2,643
Blair	1,350	825
Bradford	3,237	2,056
Bucks	2,730	2,019
Butler	3,048	2,097
Cambria	1,542	1,088
Cameron	92	50
Carbon	570	379
Centre	1,350	738
Chester	3,383	2,305
Clarion	1,663	933
Clearfield	2,017	1,272
Clinton	565	250
Columbia	1,785	750
Crawford	3,590	1,823
Cumberland	2,325	1,135
Dauphin	1,695	658
Delaware	493	401
Elk	504	265
Erie	3,318	2,484
Fayette	2,546	1,666
Forest	173	90
Franklin	2,556	836
Fulton	1,124	401
Greene	2,091	978
Huntingdon	1,554	707
Indiana	2,691	1,634
Jefferson	1,491	920
Juniata	1,205	382
Lackawanna	1,054	642
Lancaster	7,951	2,656
Lawrence	1,609	1,050
Lebanon	1,762	805
Lehigh	1,671	1,253
Luzerne	1,990	997
Lycoming	2,095	595
McKean	796	512
Mercer	3,271	1,705
Mifflin	1,068	397
Monroe	687	464
Montgomery	2,505	1,799
Montour	553	195
Northampton	1,858	1,348
Northumb'and	1,855	546
Perry	1,612	462
Philadelphia	76	36
Pike	335	283
Potter	999	458
Schuylkill	1,802	915
Snyder	1,344	290
Somerset	2,861	1,699
Sullivan	462	264
Susquehanna	2,144	1,454
Tioga	1,926	958
Union	924	185
Venango	1,416	656
Warren	1,241	585
Washington	3,423	2,352
Wayne	2,061	1,103
Westmoreland	3,905	2,774
Wyoming	1,118	634
York	5,549	3,206
State Total	128,876	71,369

RHODE ISLAND

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

SOUTH CAROLINA

Abbeville	1,774	349
Aiken	2,657	752
Allendale	687	144
Anderson	5,043	1,316
Bamberg	1,239	285
Barnwell	1,353	377
Beaufort	1,201	140
Berkeley	2,965	475
Calhoun	1,403	273
Charleston	1,841	422
Cherokee	2,357	964
Chester	2,036	628
Chesterfield	3,240	702
Clarendon	3,813	298
Colleton	2,751	310
Darlington	3,887	582
Dillon	3,001	271
Dorchester	1,908	343
Edgefield	1,688	334
Fairfield	1,441	302
Florence	6,891	828
Georgetown	1,593	207
Greenville	4,520	1,512
Greenwood	1,540	237
Hampton	1,501	216
Horry	6,918	782
Jasper	971	110
Kershaw	2,233	477
Lancaster	2,119	860
Laurens	2,752	757
Lee	2,339	266
Lexington	2,526	540
McCormick	821	100
Marion	2,820	285
Marlboro	2,207	337
Newberry	2,223	551
Oconee	2,799	530
Orangeburg	5,237	923
Pickens	2,601	598
Richland	2,043	494
Saluda	1,964	322
Spartanburg	5,547	2,111
Sumter	3,441	392
Union	1,328	506
Williamsburg	5,875	520
York	3,109	1,133
State Total	124,203	24,861

SOUTH DAKOTA

Armstrong	10	—
Aurora	817	34
Beadle	1,518	78
Bennett	386	7
Bon Homme	1,368	457
Brookings	1,841	512
Brown	1,846	193
Brule	711	19
Buffalo	154	2
Butte	651	7
Campbell	636	23
Charles Mix	1,567	163
Clark	1,298	64
Clay	1,153	703
Codington	1,078	82
Corson	777	51
Custer	380	1
Davison	892	85
Day	1,600	46
Deuel	1,208	132
Dewey	484	40
Douglas	883	40
Edmunds	978	22
Fall River	415	7
Faulk	711	41
Grant	1,264	67
Gregory	1,086	44
Haakon	431	2
Hamlin	1,023	87
Hand	1,093	44
Hanson	830	149
Harding	408	2
Hughes	327	6
Hutchinson	1,683	357
Hyde	395	8
Jackson	219	3
Jerauld	633	57
Jones	289	—
Kingsbury	1,392	235
Lake	1,252	574

County	Total Farms	Farms with TV
Lawrence	339	—
Lincoln	1,734	750
Lyman	636	18
McCook	1,324	371
McPherson	1,104	32
Marshall	1,024	239
Meade	1,049	9
Mellette	350	15
Miner	1,007	251
Minnehaha	2,320	1,242
Moody	1,295	556
Pennington	795	11
Perkins	855	24
Potter	544	10
Roberts	1,911	289
Sanborn	819	50
Shannon	240	2
Spink	1,557	102
Stanley	216	2
Sully	419	8
Todd	412	1
Tripp	1,194	21
Turner	1,866	656
Union	1,366	856
Walworth	579	12
Washabaugh	173	—
Yankton	1,360	622
Ziebach	344	7
State Total	62,520	10,600

TENNESSEE

Anderson	1,555	475
Bedford	2,299	871
Benton	1,035	155
Bledsoe	827	58
Blount	2,847	916
Bradley	1,430	306
Campbell	1,467	295
Cannon	1,503	390
Carroll	3,205	370
Carter	2,446	631
Cheatham	1,232	509
Chester	1,399	255
Clairborne	2,622	347
Clay	1,089	128
Cocke	2,451	309
Coffe	1,698	537
Crockett	2,607	801
Cumberland	1,549	207
Davidson	2,374	1,676
Decatur	1,046	61
De Kalb	1,527	520
Dickson	1,898	641
Dyer	2,653	1,097
Fayette	4,188	613
Fentress	1,464	119
Franklin	2,262	519
Gibson	4,880	1,337
Giles	3,301	552
Grainger	2,249	206
Greene	5,955	977
Grundy	596	120
Hamblen	1,558	260
Hamilton	1,908	787
Hancock	1,748	155
Hardeman	2,710	542
Hardin	2,008	149
Hawkins	3,646	527
Haywood	4,294	833
Henderson	2,423	300
Henry	2,503	417
Hickman	1,407	413
Houston	622	156
Humphreys	1,040	299
Jackson	1,884	392
Jefferson	2,084	346
Johnson	1,807	261
Knox	3,599	1,280
Lake	760	222
Lauderdale	3,368	989
Lawrence	3,200	550
Lewis	529	106
Lincoln	3,407	697
Loudon	1,400	351
McMinn	2,016	291
McNairy	2,599	502
Macon	2,409	721
Madison	3,594	852
Marion	894	145
Marshall	1,887	620
Maury	3,010	1,021
Meigs	684	103
Monroe	2,540	350
Montgomery	2,475	669
Moore	764	150
Morgan	908	192
Obion	2,488	667
Overton	2,194	349
Perry	715	62
Pickett	778	46

County	Total Farms	Farms with TV
Polk	770	115
Putnam	2,544	572
Rhea	1,005	234
Roane	1,306	272
Robertson	3,002	1,412
Rutherford	3,441	1,398
Scott	1,016	76
Sequatchie	433	72
Sevier	2,577	466
Shelby	5,145	2,190
Smith	2,505	835
Stewart	1,134	237
Sullivan	3,499	1,083
Sumner	3,522	1,314
Tipton	3,906	1,523
Trousdale	847	260
Union	954	120
Van Buren	1,426	335
Van Buren	479	85
Warren	2,253	649
Washington	3,541	1,138
Wayne	1,447	85
Weakley	3,402	470
White	1,822	321
Williamson	2,669	1,094
Wilson	2,990	997
State Total	203,149	50,123

TEXAS

Anderson	2,150	232
Andrews	87	39
Angelina	1,939	315
Aransas	99	14
Archer	417	190
Armstrong	351	203
Atascosa	1,481	638
Austin	2,240	444
Bailey	884	374
Bandera	618	240
Bastrop	1,667	340
Baylor	598	234
Bee	861	199
Bell	2,881	1,123
Bexar	2,772	1,444
Blanco	574	183
Borden	191	67
Bosque	1,421	354
Bowie	2,440	614
Brazoria	1,669	857
Brazos	1,269	347
Brewster	101	2
Briscoe	481	136
Brooks	283	21
Brown	1,432	201
Burleson	1,634	312
Burnet	982	374
Caldwell	1,236	434
Calhoun	303	88
Callahan	946	337
Cameron	2,836	1,138
Camp	831	80
Carson	426	238
Cass	2,381	515
Castro	828	422
Chambers	491	290
Cherokee	3,076	361
Childress	706	55
Clay	978	485
Cochran	479	227
Coke	419	93
Coleman	1,427	268
Collin	3,166	1,977
Collingsworth	856	55
Colorado	1,662	371
Comal	697	222
Comanche	2,092	275
Concho	554	134
Cooke	1,700	671
Coryell	1,575	465
Cottle	469	46
Crane	22	2
Crockett	147	9
Crosby	779	631
Culberson	61	1
Dallam	370	130
Dallas	2,689	1,951
Dawson	1,101	626
Deaf Smith	674	270
Delta	1,117	241
Denton	2,221	1,168
De Witt	2,213	413
Dickens	646	153
Dimmit	291	68
Donley	619	151
Duval	652	18
Eastland	1,681	299
Ector	77	36
Edwards	269	25
Ellis	2,885	1,537
El Paso	690	470

TEXAS—(continued)

County	Total Farms	Farms with TV
Erath	2,021	543
Falls	2,707	723
Fannin	2,953	730
Fayette	3,773	535
Fisher	1,191	365
Floyd	1,184	699
Foard	438	167
Fort Bend	2,407	868
Franklin	810	145
Freestone	1,711	284
Frio	540	205
Galnes	508	209
Galveston	715	436
Garza	436	225
Gillespie	1,306	180
Glasscock	139	47
Gollad	708	169
Gonzales	2,147	666
Gray	523	207
Grayson	2,815	1,035
Gregg	857	164
Grimes	1,566	256
Guadalupe	2,097	689
Hale	1,703	1,068
Hall	747	80
Hamilton	1,496	298
Hansford	421	88
Hardeman	652	187
Hardin	1,144	343
Harris	3,868	2,510
Harrison	2,581	172
Hartley	203	100
Haskell	1,330	350
Hays	872	398
Hemphill	310	41
Henderson	2,232	539
Hidalgo	4,072	1,307
Hill	2,653	1,088
Hockley	1,269	904
Hood	803	350
Hopkins	2,507	459
Houston	2,438	308
Howard	642	223
Hudsbeth	178	73
Hunt	2,737	1,088
Hutchinson	171	90
Irion	126	34
Jack	843	265
Jackson	1,074	271
Jasper	1,616	306
Jeff Davis	101	8
Jefferson	1,038	528
Jim Hogg	129	—
Jim Wells	720	79
Johnson	2,444	2,428
Jones	1,471	583
Karnes	1,587	458
Kaufman	2,106	917
Kendall	713	240
Kenedy	16	3
Kent	291	86
Kerr	672	219
Kimble	434	29
King	79	6
Kinney	96	13
Kleberg	281	20
Knox	837	253
Lamar	2,529	317
Lamb	1,787	1,094
Lampasas	827	269
La Salle	282	42
Lavaca	3,294	310
Lee	1,554	257
Leon	1,739	150
Liberty	1,361	650
Limestone	2,128	499
Lipscomb	422	33
Live Oak	787	132
Llano	481	137
Loving	9	—
Lubbock	2,081	1,650
Lynn	1,152	701
McCulloch	739	70
McClennan	3,634	1,326
McMullen	165	77
Madison	1,145	262
Marion	715	70
Martin	577	225
Mason	676	52
Matagorda	1,220	445
Maverick	271	8
Medina	1,546	622
Menard	325	31
Midland	287	64
Milam	2,659	720
Mills	893	104
Mitchell	819	79
Montague	1,520	516
Montgomery	1,416	599

County	Total Farms	Farms with TV
Moore	247	166
Morris	670	126
Motley	386	35
Nacogdoches	2,336	202
Navarro	2,520	802
Newton	1,026	165
Nolan	643	143
Nueces	1,157	362
Ochiltree	466	90
Oldham	147	51
Orange	571	266
Palo Pinto	946	254
Panola	2,026	249
Parker	2,004	915
Parmer	909	327
Pecos	293	24
Polk	1,308	219
Potter	398	283
Presidio	226	2
Rains	647	174
Randall	680	379
Reagan	107	24
Real	222	30
Red River	2,360	354
Reeves	322	14
Refugio	270	49
Roberts	113	39
Robertson	1,622	217
Rockwall	425	214
Runnels	1,473	406
Rusk	3,189	480
Sabine	943	69
San Augustine	1,002	77
San Jacinto	1,106	184
San Patricio	888	297
San Saba	927	114
Schleicher	242	67
Scurry	945	191
Shackelford	324	86
Shelby	2,799	269
Sherman	260	90
Smith	3,498	642
Somervell	352	44
Starr	1,023	32
Stephens	497	81
Sterling	88	34
Stonewall	453	131
Sutton	150	10
Swisher	967	507
Tarrant	3,043	2,238
Taylor	1,282	630
Terrell	107	1
Terry	968	560
Throckmorton	436	94
Titus	1,462	200
Tom Green	1,033	384
Travis	2,092	760
Trinity	852	87
Tyler	1,198	187
Upshur	1,893	226
Upton	38	10
Uvalde	641	148
Val Verde	220	6
Van Zandt	2,934	976
Victoria	1,232	204
Walker	1,195	191
Waller	1,005	331
Ward	88	9
Washington	2,848	381
Webb	277	24
Wharton	2,466	825
Wheeler	853	67
Wichita	765	438
Willbarger	997	399
Willacy	865	456
Williamson	3,338	1,293
Wilson	1,617	636
Winkler	36	9
Wise	1,873	951
Wood	1,834	356
Yoakum	312	98
Young	960	295
Zapata	250	17
Zavala	246	39
State Total	292,946	90,323

UTAH

Beaver	342	—
Box Elder	1,660	1,042
Cache	2,184	1,033
Carbon	315	37
Daggett	49	—
Davis	1,333	989
Duchesne	892	24
Emery	718	21
Garfield	329	1
Grand	59	1
Iron	465	—
Juab	337	179
Kane	162	—

County	Total Farms	Farms with TV
Millard	1,094	242
Morgan	237	136
Plute	202	—
Rich	275	38
Salt Lake	2,072	1,598
San Juan	272	5
Sanpete	1,363	556
Sevier	923	107
Summit	443	219
Tooele	309	214
Uintah	867	7
Utah	3,179	2,264
Wasatch	340	109
Washington	637	—
Wayne	290	—
Weber	1,477	973
State Total	22,825	9,795

VERMONT

Addison	1,368	769
Bennington	690	422
Caledonia	1,332	337
Chittenden	1,186	513
Essex	361	127
Franklin	1,704	872
Grand Isle	302	130
Lamoille	828	277
Orange	1,355	328
Orleans	1,527	477
Rutland	1,409	783
Washington	1,321	333
Windham	989	286
Windsor	1,609	414
State Total	5,981	6,068

VIRGINIA

Accomack	1,069	461
Albemarle	1,818	609
Alleghany	487	158
Amelia	963	324
Amherst	1,157	326
Appomattox	999	245
Arlington	16	5
Augusta	2,891	1,074
Bath	443	127
Bedford	3,059	1,072
Bland	728	208
Botetourt	1,264	636
Brunswick	2,650	580
Buchanan	2,256	296
Buckingham	1,291	328
Campbell	2,084	883
Caroline	1,169	436
Carroll	3,757	991
Charles City	301	140
Charlotte	1,904	359
Chesterfield	910	508
Clarke	377	178
Craig	409	157
Culpeper	1,128	394
Cumberland	977	294
Dickenson	1,682	320
Dinwiddie	1,636	593
Essex	613	155
Fairfax	1,153	842
Fauquier	1,513	806
Floyd	2,160	568
Fluvanna	778	215
Franklin	2,941	821
Frederick	1,298	624
Giles	916	334
Gloucester	596	219
Goochland	741	265
Grayson	2,626	612
Greene	662	90
Greensville	1,161	204
Halifax	4,751	1,241
Hanover	1,541	747
Henrico	696	396
Henry	1,374	553
Highland	570	108
Isle of Wight	1,003	524
James City	227	99
King and Queen	764	214
King George	470	219
King William	526	242
Lancaster	446	190
Lee	3,116	406
Loudoun	1,438	882
Louisa	1,371	594
Lunenburg	1,846	377
Madison	1,068	259
Mathews	458	175
Mecklenburg	3,783	700
Middlesex	501	152
Montgomery	1,447	635

County	Total Farms	Farms with TV
Nansemond	1,306	537
Nelson	1,277	343
New Kent	279	125
Norfolk	791	469
Northampton	481	342
Northumber-land	751	268
Nottoway	1,089	392
Orange	848	334
Page	1,185	401
Patrick	2,255	495
Pittsylvania	5,715	1,831
Powhatan	599	280
Prince Edward	1,179	353
Prince George	685	261
Prince William	783	456
Princess Anne	692	375
Pulaski	940	465
Rappahannock	583	144
Richmond	675	252
Roanoke	1,217	676
Rockbridge	1,495	451
Rockingham	3,571	1,152
Russell	2,355	301
Scott	3,538	605
Shenandoah	2,056	643
Smyth	1,626	434
Southampton	1,962	728
Spotsylvania	1,082	466
Stafford	712	405
Surry	678	261
Sussex	1,099	290
Tazewell	1,531	388
Warren	476	216
Washington	4,317	906
Westmoreland	742	297
Wise	1,497	260
Wythe	1,658	546
York	239	131
Independent cities ¹	473	244
State Total	136,416	43,693

¹Alexandria, Bristol, Buena Vista, Charlottesville, Clifton Forge, Colonial Heights, Danville, Falls Church, Fredericksburg, Hampton City, Harrisonburg, Hopewell, Lynchburg, Martinsville, Newport News, Norfolk, Petersburg, Portsmouth, Radford, Richmond, Roanoke, South Norfolk, Staunton, Suffolk, Waynesboro, Williamsburg, Winchester, Covington, Virginia Beach, Warwick City, Calax, Norton.

WASHINGTON

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

WEST VIRGINIA

County	Total Farms	Farms with TV
Barbour	1,561	287
Berkeley	1,131	671
Boone	610	200
Braxton	1,773	213
Brooke	320	210
Cabell	1,643	910
Calhoun	1,258	182
Clay	849	175
Doddridge	944	122
Fayette	1,675	395
Gilmer	1,106	160
Grant	777	135
Greenbrier	2,172	535
Hampshire	1,135	278
Hancock	248	192
Hardy	1,006	186
Harrison	1,712	392
Jackson	1,751	798
Jefferson	615	435
Kanawha	1,735	741
Lewis	1,345	183
Lincoln	1,726	580
Logan	625	190
McDowell	931	136
Marion	1,379	501
Marshall	1,311	608
Mason	1,648	637
Mercer	2,235	816
Mineral	630	185
Mingo	881	272
Monongalia	1,593	744
Monroe	1,772	481
Morgan	459	207
Nicholas	1,616	426
Ohio	479	400
Pendleton	1,322	149
Pleasants	392	105
Pocahontas	1,061	147
Preston	2,060	642

County	Total Farms	Farms with TV
Putnam	1,537	738
Raleigh	2,038	638
Randolph	1,383	229
Ritchie	1,228	222
Roane	1,904	489
Summers	1,427	202
Taylor	764	212
Tucker	542	78
Tyler	763	185
Upshur	1,648	191
Wayne	2,292	872
Webster	959	195
Wetzel	1,214	322
Wirt	604	80
Wood	1,698	506
Wyoming	1,096	222

State Total 68,583 20,007

WISCONSIN

Adams	989	144
Ashland	846	120
Barron	3,540	1,405
Bayfield	1,257	343
Brown	2,672	1,792
Buffalo	1,682	457
Burnett	1,179	407
Calumet	1,772	895
Chippewa	3,157	1,011
Clark	4,274	876
Columbia	2,615	963
Crawford	1,674	256
Dane	5,094	2,347
Dodge	3,954	2,178
Door	2,024	980
Douglas	1,152	505
Dunn	2,870	1,388
Eau Claire	1,857	578
Florence	316	90
Fond du Lac	3,479	1,906

County	Total Farms	Farms with TV
Forest	467	111
Grant	3,533	1,068
Green	2,189	782
Green Lake	1,247	494
Iowa	2,268	517
Iron	276	70
Jackson	1,787	286
Jefferson	2,782	1,628
Juneau	1,740	202
Kenosha	1,385	1,032
Kewaunee	1,829	1,035
La Crosse	1,454	310
Lafayette	2,025	691
Langlade	1,356	552
Lincoln	1,512	248
Manitowoc	3,321	1,901
Marathon	5,691	1,153
Marquette	2,014	949
Marquette	1,048	254
Milwaukee	1,065	796
Monroe	2,784	395
Oconto	2,529	1,276
Oneida	416	46
Outagamie	3,188	1,902
Ozaukee	1,234	902
Pepin	735	276
Pierce	2,393	1,548
Polk	3,258	1,791
Portage	2,415	590
Price	1,619	200
Racine	1,704	1,382
Richland	2,150	235
Rock	3,138	1,345
Rusk	1,865	470
St. Croix	2,665	1,878
Sauk	2,913	473
Sawyer	739	126
Shawano	3,197	1,285
Sheboygan	2,900	1,806

County	Total Farms	Farms with TV
Taylor	2,566	456
Trempealeau	2,698	345
Vernon	3,485	465
Vilas	168	30
Walworth	2,113	1,373
Washburn	999	350
Washington	2,245	1,505
Waukesha	2,669	1,988
Waupaca	2,931	1,127
Waushara	1,762	495
Winnebago	2,152	1,091
Wood	2,536	482

State Total 153,558 60,333

WYOMING

Albany	310	58
Big Horn	849	69
Campbell	509	4
Carbon	330	5
Converse	348	2
Crook	540	5
Fremont	1,271	17
Goshen	1,154	134
Hot Springs	200	5
Johnson	320	3
Laramie	667	296
Lincoln	629	32
Natrona	274	17
Niobrara	381	2
Park	891	74
Platte	676	58
Sheridan	760	8
Sublette	204	3
Sweetwater	139	—
Teton	98	17
Uinta	301	60
Washakie	290	1
Weston	251	2

State Total 11,392 870

Majority of Commission is making it clear in all decisions and in its court arguments that all deintermixture proponents will have full opportunity to present their arguments during rule-making, on which comments are due Dec. 15.

First substantial filing in rule-making was made, meanwhile, when comments were submitted by "Committee for Hometown TV Inc." -- group led by WICC-TV, Bridgeport, Conn. (Ch. 43) and including WNHC-TV, New Haven (Ch. 8), WATR-TV, Waterbury (Ch. 53), WHYN-TV, Holyoke (Ch. 55), possibly others.

The 46-page document filed by attorneys Paul Porter, Harry Plotkin and Reed Miller blasted the Commission in bitter language, made several specific proposals. "Since deeds speak louder than words," group said, "it is only fair for a disinterested outsider to conclude that the Commission speaks kindly for uhf but its helping hand is for vhf." It proposes that all TV stations' coverage be limited to their cities' retail trading areas; that new stations be dropped in through shorter separations; that deintermixture be employed. Novel proposal is also made that stations operating on drop-in vhf channels also operate on uhf simultaneously, abandoning vhf when 85% or more of receivers are uhf-vhf or after 5 years -- whichever is later. Deintermixture will create enough "uhf islands," group says, to encourage manufacturers to build only all-channel sets.

Efforts to acquire more vhf channels from military continued this week. ODM announced composition of committee working on it, plus technical group assisting it. Top-level group comprises: Maj. Gen. Jerry Matejka, ODM, chairman; FCC Chairman McConnaughey; George T. Moore, Asst. Secy. of Commerce; George B. Larkin, staff director of communications, Office of Asst. Secy. of Defense (supply & logistics). The technical committee comprises: Edward W. Allen, Albert L. McIntosh & James E. Barr, FCC; Brig. Gen. F.F. Uhrhane, Office of Chief Signal Officer; Capt. Henry Williams Jr., Office of Naval Communications; Brig. Gen. Alvin L. Pachynski, Air Force; Percy D. McKeel, CAA.

IS FCC OFF THE HOOK IN THE LAMB CASE? One of FCC's hottest potatoes -- the 2-year-old and much-publicized Edward O. Lamb communist-charge case -- began to cool off this week as hearing examiner Herbert Sharfman recommended renewal of Lamb's license for WICU, Erie, Pa. His so-called "initial decision" gives Commission good opportunity to get off the hook, if it so chooses, in a case that has been marked from beginning to end by incredible bumbling, fumbling and blundering.

While finding in favor of the millionaire Toledo broadcaster-industrialist, who is also a lawyer and newspaper publisher (Erie Dispatch), Sharfman was at pains to state that the Commission was justified in starting the proceeding; that information it had "was obviously serious enough to warrant further inquiry in hearing"; that the Broadcast Bureau's conduct of its side of case showed careful, thorough, diligent preparation. Certainly it became a cause celebre, and without question the stormiest proceeding in all FCC history.

It's clear now that the Lamb case was conceived by an inept and fumbling Commission which bowed to pressures of the times when the communist hysteria was at its peak. Whole case, with its recanting witnesses, charges of bribery, etc. was born of tortured logic within the Commission, nurtured by warped presentations by both Broadcast Bureau and Lamb's legal staff -- now climaxed by an examiner's decision that can best be described as tortuous.

In 64 days of hearings, 7000 pages of transcript were amassed relating to the Commission charges that Lamb was guilty of misrepresentation when he denied earlier that he had knowingly associated with and contributed to communist groups and had advocated changes in the U.S. Govt. by unconstitutional means.

Sharfman's 140-p. decision, noteworthy for its "literary" embellishments, its curious analyses of grammar, its capsule book reviews, and its sprinklings of witticisms and sarcasms, concluded that:

"There is no proof that Lamb personally engaged in any subversive activity. Perhaps the picture of Lamb which emerges is one of uncertain authenticity -- that of a shrewd, successful and aggressive lawyer who was connected in some way with several communist-dominated matters which, despite his demonstrated acumen, he failed

to recognize...Lamb's possible naivete in allying himself with these groups [cannot] on this record, be transformed into something sinister...There is nothing [in his writings] to indicate that he called for the importation of communism in the United States and the destruction of American institutions..."

Next move is up to Broadcast Bureau, which isn't expected to take any action for at least 2 weeks. It's not a foregone conclusion that the Bureau, which fought the case so ardently and diligently (and with so many changes in personnel), will appeal the decision. Though improbable, it's not inconceivable that the Bureau may choose to endorse Sharfman's decision or not to file at all, thereby giving the Commissioners further help in bailing their way out of their own Lamb stew.

Said Lamb: "I am very pleased at this evidence of the integrity of our administrative processes. The ordeal has been an unfortunate one, but I am thankful that the outcome assures the broadcasting industry that freedom of speech and freedom of conscience will be retained in this country."

GOVT. SLAPPED DOWN IN FILMS-TO-TV SUIT: Moviemakers who withhold old films from TV aren't acting illegally, and the Govt. has no right to force producers to sell their product to their own "competitors". This was gist of decision by Los Angeles Federal Judge Yankwich in 3½-year-old "16mm case" against 5 major movie companies -- one of Govt.'s last big-stick anti-trust suits.

Govt. had accused film makers of illegal conspiracy to keep 16mm versions of old feature films away from TV and other non-theatre users (Vol. 8:30). Though the movie exhibitors blamed unknown and mysterious "TV powers" for institution of the action, fact is that the TV industry never sought the prosecution and has generally adopted hands-off policy in regard to it.

Suit was instituted in 1952 by President Truman's Attorney General McGranery, who called it "part of the continuing program of the anti-trust division to prevent businessmen and others from combining to place restrictions upon what the public may see on their TV sets." It followed up earlier anti-trust suit against the National Football League which resulted in the ending of some league restrictions on the telecasting of professional football games (Vol. 8:20 & 9:46).

This week's film decision stressed that current movie industry practice with regard to 16mm prints isn't unreasonable restraint of trade, nor is it a boycott. It flatly rejected govt. contention that major movie makers and their trade associations were engaged in "conspiracy," but ruled that they were merely following good business practices in not selling to TV. It added that moviemakers can't be compelled to make 16mm versions of features or compelled to distribute them.

Court's action won't cause any TV executives to jump out of windows; feature film market actually is loosening up nicely now. But what will rankle TV industry is the judge's made-in-Hollywood definitions of TV and motion pictures:

"As to television, this court holds that television is mainly an advertising medium, in which free entertainment through motion pictures and other methods is used to merchandise another's product...Motion pictures, while essentially entertainment, are also of educational value, and are recognized as a means of expression protected by the free speech and free press guarantees of the 1st & 5th Amendments."

Govt. hasn't decided whether to appeal. Defendants were 20th Century-Fox, Warner Bros., RKO, Columbia, Universal and their subsidiaries. Three other defendants -- Republic Pictures, Pictorial Films, Films Inc. -- had entered consent decrees before case went to trial (Vol. 11:38-39).

TV interference, particularly in lower vhf bands, is expected to increase next year and get worse in winter of 1957-58—due to 11-year sunspot cycle. FCC reported numerous recent complaints of interference in 25-50-mc mobile radio bands this week, said nothing about TV. Commission engineers tell us, however, that reflection of waves from upper ionosphere layer will cause TV signals from 600-1500 miles away to be received either as interference to local stations or a clear picture on locally unoccupied channels. Little trouble is expected on higher

vhf or on uhf channels. Last sunspot cycle hit peak in winter of 1946-47, but with only about a dozen TV stations and about 20,000 receivers in operation, few interference complaints were reported. This time, with about 35,000,000 sets in use and 460 stations on air, Commission engineers say problem could become real hairshirt next year. FCC's Public Notice 55-1213 warns operators of mobile systems which need high reliability—such as emergency services—to consider use of higher frequencies which are free from such interference.

HIGHLIGHT OF NBC-TV affiliates convention in Chicago's Drake Hotel Dec. 8-9 was off-the-cuff talk by newly elected chairman Pat Weaver, devoted mainly to his programming philosophy—gist of which is that immediate ratings aren't as important as the long-haul buildup of audience interest in the finer things that TV can do. He pointed proudly to NBC's program innovations, and to such special and much-talked-about shows as *Peter Pan* and *Assignment India*. For the long pull, he said, they build prestige and audience loyalty that mean far more than ephemeral ratings and will inevitably result in high ratings.

It's evident NBC-TV is still smarting because its bitter competitor CBS-TV retains the lead, although a narrowing one, in billings (see PIB figures, p. 18) and lately has captured additional top ratings—but there was little doubt that his listeners were with Weaver, judging from the enthusiastic ovation he got after he had completed his talk. On the business side, too, the stock-taking seemed to satisfy them, notably the report of sales v.p. George H. Frey.

Indicative of upsurge of TV, which finds virtually every network-affiliated station on the profit side, Frey reported that NBC-TV's 1955 time billings were 28% ahead of 1954; that an average of 53½ hours per week has been sold as against 46½ last year, with daytime sales up

40%; that NBC's share of total network billings has risen to 42% from 39% last year; that July-thru-Oct. PIB figures show increase of 39% over year ago.

Frey apparently couldn't resist observing, too, that CBS-TV's share of network billings has slipped from 51% last year to 46% this year; that whereas NBC-TV's billings are running 28% ahead of last year, CBS-TV's are up 20%.

Healthy advance in diversity of sponsorships was shown by fact that 231 advertisers have used NBC-TV this year as against 210 in 1954, 165 in 1953, 138 in 1952, only 105 in 1951; that 36 new advertisers went on the network during first 8 months alone; that 1955 billings of *Today*, *Home & Tonight* combined exceed \$17,000,000, running 37% ahead of last year, and are represented by 131 different advertisers.

The affiliates reelected Walter J. Damm, WTMJ-TV, Milwaukee, as chairman for 2 more years; elected Lawrence Rogers II, WSAZ-TV, Huntington, W. Va., vice chairman, succeeding Clair McCollough, WGAL-TV, Lancaster; Edward Wheeler, WWJ-TV, Detroit, secy.-treas., succeeding William Fay, WHAM-TV, Rochester. Board members serve 2-year terms, aren't due for election until next year.

Scroll of appreciation was presented to Damm, and framed resolutions voted for Gen. Sarnoff and Weaver. Attending were 129 delegates from 43 basic stations (out of 47 membership) and from 61 optionals (out of 79).

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1955 issues of the *Television Digest Weekly Newsletters*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

New entry in multi-million dollar sweepstakes for acquisition of TV stations: Partnership of Wm. Zeckendorf, head of big Webb & Knapp realtors & builders of New York City and onetime ABC board member, with John C. Mullins, Tulsa & Phoenix amusement park owner who in 1952 sold his KPHO-TV in Phoenix to Meredith for about \$2,000,000 (Vol. 8:26) and who early this year acquired half interest in KBTB, Denver (Ch. 9) in \$1,000,000 deal (Vol. 11:7). They're avowedly out "to buy and operate 5 major market TV stations and an undisclosed number of big-city radio outlets." As first step, Zeckendorf became 50% owner of KBTB, for which Mullins and partner Frank R. Leu, Nashville & Mobile insurance man, paid \$900,000 cash and assumed \$100,000 mortgage & notes. Zeckendorf's Webb & Knapp is buying out Leu's interest, paying him \$100,000 cash, paying up note of \$50,000 owing him and buying up \$700,000 in outstanding debenture bonds.

Reputedly the biggest money-maker of them all, radio WNEW, New York, discloses gross sales of \$2,664,315 and net income after taxes of \$295,068 in 9 fiscal months ending July 31 vs. \$2,707,479 & \$321,519 in same 1954 period. Figures were revealed in profit-&-loss statement filed with FCC in connection with proposed sale for \$4,000,000, record price for a radio station (Vol. 11:44). Purchasers are Jack Wrather, 39% owner of KFMB-TV & KFMB, San Diego, who acquires 37½%; John L. Loeb, partner of bankers Carl M. Loeb, Rhoades & Co., 37½%; Richard D. Buckley, pres.-gen. mgr., 25%. Sellers are Horace Lohnes estate (25%) and other holders who last year paid then record \$2,100,000 for the station (Vol. 10:16).

SYLVESTER L. (PAT) WEAVER, creator and innovator, and Robert W. (Bob) Sarnoff, administrator and business man, were installed as NBC chairman and president, respectively, by action of the board at special meeting Dec. 7—ending the plethora of rumors about imminent changes at the network, including a persistent one that there was friction between them and that Weaver was about to quit.

The team of "Pat & Bob", it was stated, was working more harmoniously and effectively than ever, and the promotions were rewards for "the brilliant achievement of NBC" during their 2 years as president and executive v.p. Moreover, Weaver receives a lucrative long-term contract and at the ripe old age of 47 gets the freedom from administrative duties he wants in order to pursue his forte, which is the creation and development of new programs.

The 37-year-old Bob Sarnoff, son of an illustrious father who relinquishes the NBC chairmanship to Weaver while retaining chairmanship of parent RCA, is manifestly the beneficiary of paternal interest—but he actually is an extremely able, very personable and highly popular young man and his selection is probably better appreciated within the company than outside.

He knows the business well, having joined NBC in 1948 and having worked at all levels. As the knowledgeable Jack Gould of the *New York Times* put it, he is "extremely well informed on the intricacies of the fabulously complicated business and manifestly is not walking into a sinecure position." As for Weaver, Gould stated:

"Not the least of Mr. Weaver's attributes is to engender a contagious sense of excitement about TV's future—in this respect his beneficial influence on employe morale at NBC really has been remarkable. Just as he cast the presidency in his own mould, so, too, he may impart his own brand of distinctive importance to the chairmanship . . . Whatever the immediate future holds, life at NBC is

not going to be dull. Not with two Sarnoffs and one Weaver."

* * * *

The apperceptive but cynical John Crosby, who in the past has scoffed at some of Weaver's innovations, notably at the enormously successful *Today* in its inceptive days, observes in his Dec. 9 column that:

"Weaver, for all his flamboyant syntax, had an immensely important influence not only on his own network but on the whole industry. Television, when he came into the picture, was beginning to box itself in with endless repetitions of a few unvarying formula shows, most of them a half hour long. It was Weaver who tore the stale old structure apart and rebuilt the whole concept of programming. Half-hour shows were replaced with hour-long, 1½-hour and 2-hour shows with the eventual promise of their getting even longer or more elaborate. The biggest stars, the finest authors, the greatest classics were shoveled on to TV, and along with it came whole new, strictly TV ideas like *Wide Wide World*.

"So pervasive was the Weaver influence that CBS had to reorganize much of its programming in the Weaver mould, and now ABC, with its forthcoming 90-minute dramas, seems to be falling in line, too."

Apparently fearing that the Weaver influence may wane, Crosby adds: "Weaver was not invariably right, as who is, but no one will ever accuse him of a lack of courage or imagination. It is only to be hoped that that courage and imagination will not be wholly lost to NBC."

* * * *

Brig. Gen. Sarnoff, now 64, is eligible for retirement from RCA next year—but few believe he will retire, short of a call to public service. It remains to be seen whether he intends that his self-made mantle shall eventually fall on the shoulders of his eldest son. It isn't often that father-son successions have come to pass in the still rather youthful TV-radio industry, though there are a lot in the distributing field and quite a few hold executive positions in manufacturing companies their fathers head.

Most noteworthy example of latter is Robert W. Galvin, exec. v.p. of Motorola and son of founder-pres. Paul V. Galvin; those who know young Galvin have little doubt that he will head the company some day. At Hallicrafters, two sons of founder-chairman Wm. J. Halligan hold executive posts—William Jr. and Robert, both technically trained. At Admiral, pres. Ross Siragusa's eldest son Ross Jr., recently out of the Army, has a sales post, and at DuMont, young Allen B. Jr., recently out of engineering college, has gone to work.

Stromberg-Carlson's director of public relations Stanley H. Manson is the son of a onetime pres. Radio Condenser Co.'s pres. Russell E. Cramer has Russell Jr. as a v.p., and at Plamondon Magnetics, A. D. Plamondon III works under his father. At Packard-Bell, exec. v.p. Robert Bell is nephew of founder-pres. Herbert A. Bell, and at Emerson, Benjamin Abrams, who has no son, has several nephews in the business.

■

Admiral Richard E. Byrd's "Operation Deepfreeze," Antarctic expedition, is being accompanied by NBC-TV reporter-cameraman Wm. B. Hartigan, who flew to New Zealand last week to join one of the ships en route to the South Pole and won't be able to come back for at least 3 months. Arlene Francis flies to Japan Dec. 27 at invitation of Japanese Radio NHK and women's magazine *Shufunotomo* to film segments for her NBC-TV *Home* program.

NARTB lists 1999 members as of Dec. 8, up 160 in year—comprising 1260 AMs, 326 FM's, 278 TV's, 127 associates, 4 TV & 4 AM networks. There are 261 subscribers to TV code.

LIVE TELECAST of a murder trial was carried for first time this week when KWTX-TV, Waco, Tex. (Ch. 10) covered courtroom proceedings in bomb-slaying case, disrupting daily routine of many people in area, who dropped everything to sit by TV sets—as millions did nationally during McCarthy-Army feud and Kefauver crime hearings. Event was important and dramatic step in TV-radio's long battle for equality with press in news coverage, in which NARTB has taken lead (Vol. 11:36).

Judge D. W. Bartlett, veteran of 25 years on Texas bench, permitted one TV camera in balcony facing witnesses, bolstered TV's cause tremendously with deed and words. "Television is the coming thing," he said, "and TV should be allowed in courtrooms provided it does not distract from court proceedings . . . It will just become a routine thing [and] will cause no more excitement than regular newspaper reporters covering a trial."

Case involved bomb-murder of wealthy ranchwoman, and since telecasts started it's been major topic of local conversation. Businessmen and housewives took time out to watch TV, filling stations installed sets, public school civics classes attended trial via TV and half of Baylor U law faculty and students watched it daily.

TV's role got nation-wide coverage in newspapers which gave it play over actual trial news. NARTB pres. Harold E. Fellows hailed it: "In the struggle to attain complete freedom of information, TV has made another new inroad by gaining admittance to a courtroom [to] carry live the proceedings of a murder trial . . . I salute the judge and trial attorneys for allowing KWTX-TV to demonstrate that TV can cover court proceedings in a mature and dignified manner." At the same time, Fellows blasted Colorado Supreme Court Justice E. V. Holland for ban on TV-radio coverage of any trials in that state, including sensational case of bomb explosion aboard United Airlines plane Nov. 1 which killed 44 persons.

The *N. Y. Herald Tribune*, which gave TV coverage of Waco trial conspicuous news play, tore it apart editorially. Under headline "Justice as an Entertainment," *Tribune* said that Judge Bartlett had made a "show out of a very serious process;" that a murder trial was not a public diversion and should not be officially treated as such. Paper said purpose of public trial is to prevent abuses which might otherwise go undetected, failed to acknowledge fact that telecasts threw trial open to vastly larger public audience without disturbing decorum of court.

■

Hazards of TV show business: CBS Inc. sued for \$170,000 in Birmingham court for characterization of Albert L. Patterson, murdered district attorney in *Studio One* drama "Short Cut"; plaintiff is his widow. It's second suit growing out of Phenix City gangsterism story (also made into movie)—other having been against CBS also, along with sponsor Westinghouse, for \$1,000,000 by a local citizen. Meanwhile, Los Angeles Federal Judge Carter Dec. 9 ruled NBC innocent of plagiarism in 2-year-old suit brought by Columbia Pictures as result of a Sid Caesar-Imogene Coca skit, "From Here to Obscurity," which the movie maker said infringed on copyright and libeled its picture *From Here to Eternity*. Judge warned comedians, however, that legal trouble is possible where burlesque follows original work too closely.

Ten closed-circuit telecasts are scheduled by Theatre Network Television Inc. between Dec. 22 & April 21, representing billings of more than \$1,125,000, according to pres. Nathan L. Halpern. Contracts have been signed by GOP National Committee for 50-city "Salute to Eisenhower" dinner; by GE for 2 sales meetings; Upjohn Co., for 4 medical sessions; Smith, Kline & French, for 5th "Videclinic" for physicians.

Personal Notes: Jack Rayel, exec. producer of Maurice Evans series on NBC-TV's *Hallmark Hall of Fame*, named CBS-TV director of network programs, Hollywood, replacing Wm. Dozier, now production v.p. of General Tele-radio's RKO-Radio Pictures . . . Theodore F. Streibert, director of U. S. Information Agency (Voice of America) due back Dec. 22 from 5-week tour of Middle East operations . . . Ben Wickham, who resigned from editorial staff of *Cleveland News* in 1952 to become director of program operations of WXEL-TV, Cleveland, promoted to managing director; post has been temporarily filled by Wm. E. Rine, Storer district v.p., since recent resignation of Franklin Snyder . . . Robert H. Teter, gen. mgr. of radio KYW, Philadelphia, promoted to new position of exec. asst. to pres. Donald H. McGannon, Westinghouse stations . . . John F. Hardesty, eastern sales mgr., Westinghouse stations, Jan. 1 joins Radio Advertising Bureau as v.p. under recently reelected pres. Kevin B. Sweeney . . . John C. Treacey, mgr. of NBC Spot Sales Cleveland office, transferred to Detroit as mgr. of TV sales, replacing Allan Kerr, resigned . . . Keith S. Jameson, recently acting chief of Voice of America special events branch, has been transferred to London as TV-radio officer of USIA, succeeding the late Pat Campbell; he formerly was with radios WMAL, Washington, WMBD, Peoria, and Armed Forces Network in Europe . . . C. Edward Little promoted to gen. & sales mgr. of WITV, Fort Lauderdale, Fla., succeeding Walter M. Roessler; Steve Zinn returns from Tampa's WTVT to become station mgr.; Glenn Carpenter promoted to operations mgr. . . . W. Ervin (Red) James, communications attorney, has moved from Montgomery, Ala. to Houston, Tex., establishing offices at 4005 Travis St. (phone Jackson 3-0043) . . . Lincoln Mayo, ex-NBC-TV operations in N. Y., named sales & production mgr. of newly-granted WJMS-TV, Ironwood, Mich. (Ch. 12) & WJMS, as well as affiliated radios WIKB, Iron River, Mich. and WATW, Ashland, Wis. . . . James E. Allen, ex-adv. & promotion director, Crosley stations, named editorial director of *Sponsor Magazine*, with Miles David promoted to exec. editor . . . Paul Owen, asst. TV-radio professor, named program director of U of Houston's KUHT . . . Perry S. Ury, ex-sales mgr. of WFMZ & off-air WFMZ-TV, Allentown, Pa., appointed pres. of A.T.E. Advertising Inc., same city . . . T. Ellsworth Stepp, TV-radio director, U of Colorado, named exec. secy. of Colorado Broadcasters & Telecasters Assn. . . . Bruce M. Johns, out of Marines, returns to WTVN-TV, Columbus, as promotion & publicity mgr. . . . Thomas P. Cookerly promoted to Carolina sales mgr. for WBTV, Charlotte . . . Robert E. Dunville, pres. of Crosley stations, assumes title of pres. of Crosley Bcstg. of Atlanta, operating WLWA there, with gen. mgr. Harry Le Brun adding title of v.p.; Joe Dwyer, Crosley asst. secy.-treas., also promoted to v.p. of WLWA . . . Roger La Reau, ex-station mgr. of WCMB-TV & WCMB, Harrisburg, Pa. & onetime gen. mgr. of WRDW-TV, Augusta, Ga., and Vincent deP. Meade, ex-CBS, join Crosley eastern div. sales force.

NBC v.p. & chief engineer Robert E. Shelby, 49, died suddenly Dec. 9 of a heart attack at his home in Teaneck, N. J. With NBC since 1929, joining it shortly after graduation in electrical engineering from the U of Texas, he rose through the ranks, became v.p. & chief engineer in July, 1954 when O. B. Hanson was elevated to v.p. of parent RCA. One of the most popular and highly respected engineers in the industry, he pioneered both black-&white and color TV developments, participating on nearly all committees and special researches leading to emergence of TV after the war. His duties are currently being handled by George McElrath, director of technical operations. Shelby leaves his wife and 2 young daughters.

ADVERTISING AGENCIES: Leo Burnett, pres. of Leo Burnett Co., and Fairfax Cone, pres. of Foote, Cone & Belding, both receive *Printers' Ink* Gold Medal Advertising Award for 1955 . . . Robert P. Lytle, v.p. of Ketchum, MacLeod & Grove, Pittsburgh, named mgr. of its newly established office at 155 E. 44th St., N. Y. . . . Wm. S. Doughton rejoins Dancer-Fitzgerald-Sample as TV-radio script editor after 6 years as TV coordinator of General Mills' Betty Crocker programs . . . Gustave W. Eisenmann, ex-Princeton Film Center, named gen. mgr. of motion picture div., Robert J. Enders Inc., Washington . . . Grace Rauworth appointed TV-radio media mgr., J. R. Pershall Agency, Chicago . . . Burt M. Harris, ex-Walt Framer Productions v.p. in charge of TV merchandising, joins TV-radio production dept., N. W. Ayer, N. Y.; Wm. H. Fallon, ex-Sullivan, Stauffer, Colwell & Bayles, joins N. W. Ayer TV-radio research dept. . . . Hal Friedman, ex-NBC-TV special events, joins Kudner in charge of "off-the-air" industrial productions . . . Bradford Knight Cross, ex-Princeton Film Center, joins Lavenson Bureau of Advertising Inc., Philadelphia, as supervisor of account service dept.

FCC's network study staff was augmented this week with appointment of 4 members in addition to previously assigned FCC economist H. H. Goldin and Commission attorney Ashbrook P. Bryant. New appointees: Louis H. Mayo, asst. dean, George Washington U Law School, named exec. secy. of staff; Harry J. Nichols, ex-Mumm, Malloy & Nichols, Columbus, O. ad agency, named advertising-marketing consultant; James F. Tierney, from private law practice in Washington, appointed attorney-investigator; Peter Gerlando, ex-FCC economist recently with Census Bureau. All report to Roscoe Barrow, dean of U of Cincinnati Law School, staff director of study.

Houston Mayor Roy Hofheinz, 16% owner of KTRK-TV (Ch. 13) and 25% of radio KTHT, was defeated for re-election Nov. 19 after serving 3 years. Winner was Oscar Holcombe, who has been mayor for about 20 of last 30 years. Hofheinz is expected to devote attention to TV-radio properties, law practice and other business interests.

J. W. Betts, gen. mgr. of radio WFTM, Maysville, Ky., elected chairman of Mutual Affiliates Advisory Committee, succeeding John M. Walter, mgr. of WJPG, Green Bay, Wis. Ray Butterfield, WLOX, Biloxi, Miss., was elected vice chairman; Ken Nybo, KBMY, Billings, Mont., secy.

Jack R. Howard, gen. editorial mgr. of Scripps-Howard Newspapers and pres. of Scripps-Howard Radio, appointed by President Eisenhower this week as member of Postoffice Dept. advisory board on methods and policies for improving the postal service.

Fred Garrigus, NARTB mgr. of organizational services, will be featured speaker at Radio & Television Institute at Henry W. Grady School of Journalism, U of Georgia, Jan. 25-27.

Maj. Thomas B. Claggett promoted to chief of TV-radio branch, Army public information div., succeeding Lt. Col. Tom Mathews, assigned to Ft. Sam Houston.

Harlan Logan resigns as public relations director of Corning Glass to become General Foods v.p. for public relations & personnel.

Martin P. Henry, 50, pres. of Video Pictures Inc., N. Y., onetime Paramount and Fox director, 1942-46 Signal Corps major in charge of producing Army training films, died at New York Hospital Dec. 6. Survivors are his mother and a sister, Mrs. Gene Sarazen, wife of the golfer.

Thomas M. Hackett, 49, assoc. director of media relations, Young & Rubicam, died Dec. 7 at Northern Westchester Hospital, Mt. Kisco, N. Y. Survivors are his wife, son, daughter, mother & sister.

Station Accounts: "How to Use Daytime Spot TV Successfully," 22-p. brochure released this week by rep Avery-Knodel, makes these points to prospective daytime sponsors: (1) It's best way to reach the 20 to 39-year-old "age of acquisition" customers whose average family income is \$4710. (2) 67% of daytime viewers allocate at least \$20 a week for food and grocery products. (3) Incentive "package" discount rates on many stations make it economically attractive. (4) High audience "turnover" rate makes it possible to reach greater audience than for many evening shows in individual markets. Copies are available from Avery-Knodel, 720 Fifth Ave., N. Y. . . . Oklahoma Oil Co., Chicago, sole sponsor of *Eight O'Clock Theatre* (feature films) on WGN-TV Sun. 8-10 p.m., rates kudos from Dec. 5 *Advertising Age* for bucking top-rated network shows, for using only 13 min. for its commercials out of allotted 22 min., and for leaving high-pressure salesmanship out of messages . . . RCA using one of its most extensive all-media Christmas campaigns for its radios & phonos under R. E. Conley, adv. & sales promotion mgr. of RCA Victor Radio & "Victrola" div., thru Kenyon & Eckhardt, N. Y. . . . American Sugar Refining Corp. (Domino, Franklin, Sunny Cane brands) scheduling heavy spot campaign for 1956, thru Ted Bates & Co. . . . U. S. Steel Homes Inc. orders 8-min. sales promotion film in color, *House for the Bride*, from Al Stahl Productions, N. Y., for local tie-ins with TV programs, sales meetings, etc., thru BBDO . . . Sears Roebuck appoints Mayers Co. Inc., its Los Angeles agency, to direct its national advertising; agency plans to establish Chicago office, already is working on series of filmed TV commercials . . . Among advertisers currently reported using or preparing to use TV station time: Kasco Mills Inc., Kasco, N. Y. (Kasco dog food & farm feed), thru Clark & Bobertz, Detroit; Alliance Mfg. Co., Alliance, O. (Lift-A-Dor garage door operator; antenna rotor), thru Foster & Davies, Cleveland; Westfield Mfg. Co., div. of Torrington Co., Westfield, Conn. (Columbia bicycles), thru Horton-Noyes Co., Providence, R. I.; National Biscuit Co., N. Y. (Wheat & Rice Honies cereal), thru Kenyon & Eckhardt, N. Y.; Medomak Canning Co., Rockland, Me. (One Pie Brand pie filling), thru Ingalls-Miniter Co., Boston; Fine Products Corp., Augusta, Ga. (Nunnally's and Hollingworth's candies), thru Day, Harris, Hargrett & Weinstein, Atlanta; Texize Chemicals Inc., Greenville, S. C. (industrial & household products), thru Henderson Adv., Greenville; Serta Associates, Chicago (Land-O-Nod mattresses), thru Bozell & Jacobs, Chicago; Kraft Foods Co., Chicago (miniature marshmallows), thru J. Walter Thompson, Chicago; Buckeye Formulas Inc. ("This" cold-water cleaner for woolens), thru Ettinger Adv., N. Y.; Mrs. Tucker's Foods Inc., div. of Anderson, Clayton & Co., Sherman, Tex. (shortenings), thru A. A. Crook Adv., Dallas; Vick Chemical Co., N. Y. (Sofskin hand cream), thru BBDO, N. Y.; Safeway Stores Inc., Oakland, Cal. (Lac-Mix dry milk powder), thru Ruthrauff & Ryan, San Francisco.

Kudos from an adman: In current *Advertising Agency*, Ruthrauff & Ryan TV-radio chief George Wolf nominates ABC pres. Robert E. Kintner as "Mr. Television of 1955"—observing that "this is the year that ABC-TV, under Kintner's leadership, has broken the programming lock that NBC-TV and CBS-TV enjoyed, good news for agency men and clients everywhere."

Pepsi-Cola cancelled \$8,000,000 account with Biow-Beirn-Toigo this week, ending 7-year association that began with predecessor Biow Co. Pepsi-Cola gave no reason for cancellation, merely said it had invited several agencies to bid on contract, denying earlier report that it would switch to D'Arcy, which recently lost Coca-Cola account to McCann-Erickson.

Network Accounts: ABC-TV is going all-out to push partic. sales in *Afternoon Film Festival*, its most ambitious daytime programming venture, Mon.-thru-Fri. 3-5 p.m. starting Jan. 16 (opposite NBC-TV's highly-touted *Matinée* colorcasts). Feature films to be shown are taken from the 100 purchased this week from J. Arthur Rank for estimated \$1,500,000 (Vol. 11:49). Special sales force has been created to offer 60 & 90-min. partic., with up to 18 spots per 2-hour show. A different film will be shown each day—among them *Hamlet*, *Queen Is Crowned*, *Run for Your Money*, *Beware of Pity* . . . Hartz Mountain Products (pet food) drops *Captain Hartz and Pets* on NBC-TV, will be alt. sponsor (with Roto-Broil and Chunky Chocolate Corp.) of *Super Circus* on ABC-TV starting Jan. 1, Sun. 5-6 p.m., thru George H. Hartman Co., Chicago . . . Jacoby-Bender Inc. (JB watch bands) to be partic. sponsor of *Stop the Music* on ABC-TV starting Jan. 5, Thu. 8:30-9 p.m., thru Grey Adv. . . . Seven-Up Co. to sponsor Wed. 3:30-3:45 p.m. portion of *Bob Crosby Show* on CBS-TV starting Dec. 7, thru J. Walter Thompson . . . Mennen Co. buys one-fourth sponsorship of National Pro League basketball schedule on NBC-TV starting Jan. 7, Sat. 3-5 p.m., thru McCann-Erickson . . . Gulf Oil to sponsor Sugar Bowl football game from New Orleans on ABC-TV Jan. 2, starting at 2 p.m., thru Young & Rubicam . . . Chrysler to sponsor East-West football game from San Francisco on NBC-TV Dec. 31, starting at 4:45 p.m., thru McCann-Erickson . . . Union Oil Co. to sponsor 4 major Santa Anita stake races on all 19 stations of CBS-TV Pacific Network starting Dec. 31, Sat. 4-4:30 p.m., thru Young & Rubicam . . . Sheaffer Pen drops out as alt. sponsor (with Kent cigarettes) of Herb Shriner's *Two for the Money* on CBS-TV Sat. 9-9:30 p.m.

Rate increases: WBBM-TV, Chicago, raises Class A base hour from \$3300 to \$3700, min. only Class AA rate from \$650 to \$750, Class A min. from \$425 to \$475. KWK-TV, St. Louis, raises base hour from \$1200 to \$1500, min. \$250 to \$300. XETV, Tijuana-San Diego, Jan. 1 raises base hour from \$500 to \$600, 20 Sec. \$100 to \$120. KTVH, Hutchinson-Wichita, Feb. 1 adds Class AA hour (6:30-10 p.m. daily) at \$500, min. at \$120, Class A hour going from \$450 to \$375. KOLN-TV, Lincoln, Neb. has added Class AA hour (6:59-9 p.m. daily) at \$400, min. at \$80, Class A hour remaining \$300. WNAO-TV, Raleigh, raises base hour from \$250 to \$325, min. \$50 to \$65. WEAR-TV, Pensacola, adds Class AA hour (7:30-9:30 p.m. daily) at \$300, min. at \$60, Class A hour going from \$225 to \$240. KFDA-TV, Amarillo, Jan. 1 raises base hour from \$250 to \$300, min. \$50 to \$70. WSEE, Erie, raises base hour from \$200 to \$250, min. \$40 to \$50. WJDM, Panama City, Fla. raises hour from \$150 to \$175, min. \$22.50 to \$35. Spot Increases: WTVN-TV, Columbus, adds Class AA min. only rate (8-10:30 p.m. daily) at \$160, Class A min. remaining \$125. KSD-TV, St. Louis, Jan. 1 raises base min. from \$200 to \$250. WKY-TV, Oklahoma City, has raised base 20 sec. from \$175 to \$225. KGGM-TV, Albuquerque, Jan. 1 raises min. from \$50 to \$60.

Lowest rate in TV history: Wm. J. Wagner's upcoming KINY-TV, Juneau, Alaska (Ch. 8), due on air sometime in Jan., announces hour rate of \$60, scaling down to \$48 for 260 times; \$36 for half hour, \$12 for 1-min., \$9 for 20 seconds, \$7.20 for 10-sec. or IDs. It's recalled that Rogan Jones' KVOS-TV, Bellingham, Wash. (Ch. 12), which started in May, 1953 with base rate of \$90; it's now up to \$300.

Television Bureau of Advertising has added 15 more stations to membership, bringing total to 178. With addition of Hollingbery, it now has 9 rep firms as members as well as NBC-TV & CBS-TV.

Telecasting Notes: TV's "coming of age" in 1955 was praised this week in 5th annual report of Sylvania TV Awards' committee of judges, issued as sort of post mortem on last week's award presentations (Vol. 11:49). Here's what the judges liked about TV this year: (1) "Total creative output has shown great improvement, [and] the industry is to be commended for developing new writers." (2) "The networks have shown courage in producing costly shows at great financial risk with little assurance of material reward." (3) Children's shows have improved in "program content and production," with more educational topics now woven into entertaining shows . . . Judges didn't like: (1) "Distressing tendency to slapstick" by TV comedians, together with "over-contrived situations" as exemplified by filmed situation comedies. (2) "The increasing use of canned applause and laughter." (3) "TV's lack of ability to present serious music" . . . Repeats of top live TV dramas, an idea we've long espoused (Vol. 11:17-21), continues to gain momentum with announcement that *Goodyear Playhouse* will present next Jan. 1 "Rise Up and Walk," TV play by Robert Anderson which was acclaimed when first televised on NBC-TV's *Robert Montgomery Presents* nearly 4 years ago. Comments *Goodyear Playhouse* producer Herbert Brodtkin: "I plan to repeat other plays from time to time. For years I tried to sell a regular series titled *The Best of Television*, which would have been repeats of good shows, but I found that sponsors usually object to repeats" . . . Hollywood travelers: Alex Segal, who won fame as director of *Celanese Theatre* and *U. S. Steel Hour*, back in N. Y. from Hollywood where he adapted the TV play "Fearful Decision" into movie for MGM; he's booked to direct 2 shows for *Producers' Showcase*, plans to freelance. Herbert Bayard Swope, until 2 months ago an ace producer-director for NBC-TV, now doing 3 pictures for 20th Century-Fox in Hollywood, in N. Y. on visit this week, not too anxious to return to TV . . . Swope is a loyal TV graduate, but he told the *N. Y. Times* that TV isn't altogether satisfying, even at its best, for creative people. "You work hard for weeks," he said, "developing a show of which you can be proud and which even the critics agree is great. Then

All-out probe of Canadian TV-radio—which could result in end of CBC's dual role as boss and competitor of private broadcasting—was ordered this week by Prime Minister St. Laurent, who appointed 3-man Royal Commission to begin study early next year. Long sought by Canadian Assn. of Radio & TV Broadcasters in behalf of the operators of Canada's 24 privately-owned TV stations and 96 radio outlets (govt.-owned CBC has 8 TVs, 22 radios), inquiry will explore possibility of separating CBC's station regulatory and programming functions, as well as study finances of tax-supported CBC. Chance of opening door to private Canadian networks—now prohibited—is remote since St. Laurent has specified that programming must remain under govt. control. Members of commission: R. M. Fowler, pres. of Canadian Pulp & Paper Assn.; Edmund Turcotte, ex-editor of Montreal's *Le Canada* and now Canadian ambassador to Colombia; James Stewart, pres. of Canadian Bank of Commerce, said to be only member with exclusively private industry background.

Total advertising volume, predicts *Printers' Ink* editor Eldridge Peterson, will pass \$9 billion in 1956, may possibly run \$9¼ billion, as against \$8,750,000,000 this year. The *Printers' Ink* forecasts, prepared in collaboration with Robert Coen, of McCann-Erickson research dept., are usually uncannily accurate—especially as regards TV-radio (Vol. 11:49). The 1954 forecast was \$8 billion, and final figure turned out to be \$8,164,100,000 (for breakdowns, see Vol. 11:34).

what happens? It's seen once and it is gone. All the effort vanishes with that single performance. The reward—the satisfaction—of accomplishment is too ephemeral measured against the awful pressures. With the movies or a play or a novel there is a certain amount of permanency to the work" . . . No Hollywood offer will attract top TV playwright Rod Serling, who had distinction last week of winning a Sylvania Award (Vol. 11:49) and seeing 3 of his one-hour shows on the networks within 5 days. Ex-paratrooper Serling, according to *Time*, is "probably TV's most versatile writer [but] he has few literary pretensions." Though Hollywood has bought 3 of his scripts, he says: "My future is unquestionably in TV. I like movies as a change of pace, but TV is much more intimate. You're looking at people close up, physically and psychologically, and there aren't as many taboos" . . . More TV dramas sold to movies: "Incident in an Alley," recently on NBC-TV's *Playwrights 56*, to be given feature film treatment by Michael Myerberg, who has just completed movie version of Rod Serling's "Patterns"; David Shaw's "Double Jeopardy" has been acquired by Columbia Pictures, Shaw to write screen play . . . Six TV film directors nominated for 3rd annual Screen Directors Guild directorial achievement award, winner to be honored at Jan. 29 dinner: Robert Flory, Roy Kellino, James Neilson, Ted Post, Wm. Seiter, Don Weis.

Animal kingdom fights it out: Despite dire predictions earlier this year, humans continue to fill most star positions on TV shows—though they lost some ground to animals in 1955. They'll continue to lose in 1956, with new upcoming series (surprisingly, all on film) starring another monkey, another horse and a zebra. New and strange turn of events is the rise of the mouse—until this year not considered a suitably talented TV performer—to TV dominance. Mice are now fighting it out with horses and dogs for greatest number of starring roles (it's dead heat now; 2 each). Latest development is CBS-TV's wooing of Paul Terry's movie cartoon character "Mighty Mouse" to be host on his own *Mighty Mouse Playhouse* Sat. 1:30-2 p.m. beginning Dec. 10. We can't help wondering if he's riding on cousin Mickey's coattails.

Is TV a "billion-dollar sucker?" Ziv-TV chairman Frederic W. Ziv, who always comes up with new and provocative ways to promote his syndicated film series, this week produced a promotion piece which we think makes especially good sense. He now guarantees all his TV films to be "plug-free"—this pledge accompanied by statement of concern over "dangerous trend among TV producers to trade the valuable TV time of advertisers for the questionable bargains of 'planted' products and services not sharing in the program's costs, talky backstage visits with movie moguls or clips from non-TV films, and free rides on major scheduled airlines." He estimated that free riders are getting as many as 50,000,000 "publicity impressions" weekly on TV.

American networks and newsreel companies are joining in world-wide protest against apparent determination of organizing committee for Olympic Games in Australia next year to sell exclusive TV-newsreel rights to an English company, which in turn would offer rights to only one company in each country. There's even talk of a boycott of the Melbourne games if there's limitation on cameramen.

Canadian Broadcasting Corp. board of governors has recommended denial of application to transfer control of CKLW-TV, Windsor-Detroit (Ch. 9) to Paramount Windsor Theatres Ltd. on grounds law prohibits multiple ownership; purchasing firm interlocks with Famous Players Canada, which owns 50% of CKCO-TV, Kitchener, Ont. (Ch. 13) and 25% of CFQM-TV, Quebec City (Ch. 4).

YEAR'S 56th TV starter, making it 460 now on air (107 uhf), got going this week in Lewiston, Ida. after delays forced by bad weather. It's KLEW-TV (Ch. 3) which started Dec. 9 with CBS programs after 2 days of test patterns, according to wire from gen. mgr. Charles White, ex-sales chief of KPTV, Portland, Ore. It also plans to carry ABC & NBC, picking up signals of KIMA-TV, Yakima, Wash. (Ch. 29) via latter's satellite KEPR-TV, Pasco, Wash. (Ch. 19).

In northwestern part of state on Washington border, KLEW-TV opens up new TV area, being 100 mi. from Pasco and 85 mi. from Spokane. It uses 5-kw GE transmitter and 250-ft. Fisher tower surmounted by 50-ft. 3-bay antenna. It's owned by Cascade Bestg. Co. (Tom Bostic & A. W. Talbot) which operates KIMA-TV with radio KIMA and satellite KEPR-TV, holds CP for KBAS-TV, Ephrata, Wash. (Ch. 43), is applicant for Ch. 8 satellite in Walla Walla. Willard W. Thomas, from KEPR-TV, is sales mgr.; Robert S. Hallock, ex-KPTV, production mgr.; Michael Rastovich, chief engineer. Base hour is \$150. Reprs are Weed and Moore & Lund (Northwest).

Note: KEPR-TV at Pasco, which began just year ago as out-&-out satellite of KIMA-TV, Yakima, now has 40x25-ft. local studio in new building and on Dec. 4 offered "live programming for area businessmen."

NARTB's community antenna committee voted this week to recommend that association file "friend of the court" briefs to protect stations' property rights in TV signals "in any appropriate litigation which may arise to establish these property rights." NARTB stated: "The Committee recognized that community antenna systems have had a part in bringing viewing service to certain areas not otherwise served. Nevertheless, the Committee took the position that the community antenna operators must recognize the property rights of the broadcasters whose programs these systems utilize." Committee member Wm. C. Grove, KFBC-TV, Cheyenne, Wyo., is currently contesting use of his signals by system in Rawlins, Wyo., in proceedings before Wyoming's utilities commission. He's most active opponent of systems, stating that their operation in small communities stifles growth of local free TV. Chairman of committee is Wm. Fay, WHAM-TV, Rochester. Other members present: Lawrence H. Rogers, WSAZ-TV, Huntington; Thomas Fisher, CBS; Harry Olsson, NBC. Absent members: Henry Slavick, WMCT, Memphis; Omar Elder, ABC.

Signs of the TV times: Independent stations like KTTV & KCOP, Los Angeles, now reported operating well in the black; KTVW, Tacoma, 5th outlet in Seattle-Tacoma area, also doing nicely—owner J. Elroy McCaw telling at least one FCC member he's convinced that there's "a real place for non-network stations" and that they can be made to show profit . . . KFSD-TV, San Diego, reports Oct. business, up 58.8% from Oct. 1954, was highest in its history, with national up 34.5% . . . CBS-TV film sales reports its news-reel service now goes to 69 markets . . . Hal Roach Studios, Hollywood, reports its TV commercial film dept. alone enjoyed billings of \$1,500,000 this year, most of business coming from N. Y. & Chicago (Chevrolet, Johnson's Wax, Delco, Reynolds Aluminum, United Airlines, Eastman Kodak, Marlboro, Slenderella, Helena Rubinstein, et al).

Explosion demolished community antenna tower this week on Locust Mountain, north of Shenandoah, Pa. Valued at \$2000, tower was property of Brandonville Television Assn., which served 100 families in Brandonville. Police are investigating.

New community antenna systems: L. W. Peay, Alamosa, Colo. operator, reports he'll have systems going in Antonito & La Jara on Jan. 1, Gunnison & Monte Vista in March—all Colorado.

"TV in 10 Years Transforms America" titles leading article by Lawrence M. Hughes in 22-p. section of Nov. 20 *Sales Management* devoted to TV as an advertising medium. Most of tables and text aren't new to *Television Digest* readers, but compendium is handy for quick reference. Among subjects treated, by headlines: The Shift & Shuffle in Media (from magazines to network TV, from network TV to magazines); Families View TV 5 Hours a Day; Advertisers Bet a Billion on TV; How Much TV Does a Dollar Buy?; TV-Sold Brands Become Consumer-Dealer Choice; Broadcasters Promise Still-Better Programs; Cost-Per-Thousand Drops as TV Circulation Climbs; TV Profits Advertiser More Than Broadcaster; Will Color Television "Hypnotize" Customers?; Free-vs.-Toll Forces Gird for Big Battle. Most newsworthy item in whole compendium: Of Procter & Gamble's estimated \$75,000,000 for all ad media in 1955, two-thirds will go to TV; in 1956, P&G is expected to increase TV expenditures to \$60,000,000. Most noteworthy observation: "But even with all the medium's shortcomings, the fact remains that TV could not have kept growing on unpalatable fare. And there's evidence that the fare is becoming not only tastier but more nutritious."

Radio station sales with TV overtones, recently approved by FCC: (1) KDON, Salinas, Cal., sold for \$115,000 by Charles B. Grant to Frank Oxarart & John D. Feldman Jr. (Vol. 11:46); Oxarart is associated with KFWB, Hollywood, and Zugsmith group, owns 20% of Tucson's KVOA-TV & KVOA. (2) KCUL, Ft. Worth, sold for \$400,000 by J. G. Ulmer to Dalworth Bestg. Co. (Vol. 11:37), principal owner being Georgia's ex-Gov. E. D. Rivers Sr.; pres.-mgr. & 29% owner is Kurt A. Meer. Rivers previously held interests in 3 TV grants—uhf in Jacksonville & Miami, vhf in Thomasville, Ga.—has disposed of them (Vol. 10:51; 11:20, 27). Other station sale deals, completed this week, subject to FCC approval: (1) KERO, Bakersfield, Cal. (250 watts, 1230 kc, NBC), sold for \$85,000 cash to Carl E. Haymond, owner of Yakima's KIT, by Gene DeYoung, who retains KERO-TV (Ch. 10). (2) KGPH, Flagstaff, Ariz. (1-kw D, 500 watts N, 690 kc, ABC), sold for \$27,500 by Eugene C. Phillippi to KOY Bestg. Co., which formerly owned share-time KOY-TV, Phoenix (Ch. 10). Both latter sales were negotiated by Blackburn-Hamilton.

Daytime Broadcasters Assn., comprising 175 sunrise-sunset radio stations operating on clear channels, this week filed petition with FCC seeking to extend broadcast day to at least 5 a.m.-7 p.m., stating that present hours "make it impossible for daytime radio stations to observe any normal kind of business day" and that "this was a form of govt.-dictated business inefficiency." Pres. of DBA is Jack Younts, WEEB, Southern Pines, N. C. Approximately 900 of nation's 2700-odd AM stations are daytime; their efforts to extend hours have been tied up in FCC's famed 10½-year-old clear channel-daytime skywave case. Counsel for DBA is ex-Comr. Frieda B. Hennock, handling her first case since she left Commission June 30.

Community antenna systems run by clubs, associations, etc., of which there are very few, must pay income tax, Internal Revenue Service ruled this week. Decision stated that groups aren't clubs under definition of Internal Revenue Code which "contemplates the commingling of members, one with the other, in fellowship"; that sole activity of TV clubs is to maintain antenna system.

Blanket power increase for all radio stations should be studied, NARTB's AM committee urged this week in resolution asking that radio board go into subject at Feb. meeting. Idea frequently has been suggested, never formally proposed to FCC. NARTB engineering mgr. A. Prose Walker also reported that association is preparing petition asking FCC to permit remote control of directional AM stations.

FILL-IN MODELS—SAME SETS, NEW WRINKLES: Success of "gimmick merchandising" thus far this year, on which we've previously reported (Vol. 11:43), is clearly reflected in the new "fill-in" models introduced this week (for details, see p. 14).

RCA's first clock-timer set; DuMont's 3 table model "convertibles," which can be turned into console sets with addition of separately-shipped legs and table tops; Philco's extension of "top touch tuning" device to sets retailing as low as \$200 -- all indicate how set makers have been smitten with merchandising potentialities of the added Something New which have come to be called "gimmicks".

Thus, the pattern of midwinter fill-in models has been established as a new device or a new accessory added to the old sets, rather than as a totally redesigned receiver. Latter may come from some manufacturers next June in form of lightweight models incorporating the 110 or 120-degree tube (Vol. 11:45-46) -- though there's a lot more work to be done in the labs before they're ready for market.

Admiral and Emerson will be next to show fill-ins, at distributor conventions within a month. You can look for a continuation of the add-a-gimmick trend from both, though neither will comment in advance of showings. Emerson pres. Ben Abrams did tell us, however, that Emerson will be unable to meet its original Jan. target for introduction of a "Tinkertoy," or modular design, receiver (Vol. 11:23-24, 38). He said engineering progress has been "very good," but production techniques aren't sufficiently advanced to permit introduction before March 1. DuMont is also shooting for early spring debut of a "Tinkertoy" set.

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Retailing Daily says retail TV sales are booming this Christmas season, based on its own national survey -- but industry figures show different picture. Whereas Retailing Daily says gains average up to 30% over 1954, a leading trade statistical source says retail sales in Oct. were 2% under 1954, Nov. 5% under year ago, and Dec. is expected to be around 20% below same month of 1954. He said he doubted more than 800,000 TVs would be sold in Dec., as against 1,000,000 in Dec. 1954.

It's definitely not a free-spending Yule for TV. Though there's a trend to higher-end sets, there's also a strong pull in direction of under-\$100 portables. Big metropolitan markets are still going for the GE and Emerson portables, though GE has tapered off production and Emerson has discontinued output entirely, having quickly exhausted its output quota for 1955.

Brief highlights of other major trade developments this week:

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Is Quality Slipping? It's nothing to get the shakes about, but a number of top-flight TV manufacturers have been experiencing what they admit is an excessive amount of product trouble recently. Each manufacturer obviously wants no mention of his name -- but the sum of their comments is that all manner of production trouble has cropped up. Higher-than-average receiving tube burn-outs, faulty dip soldering, warped metal cabinets, printed circuit difficulties are but a few of the vexatious problems. For the most part, set makers are pretty confident they've got problems licked but all are keeping much closer eye on production-line testing. There seems to be general agreement that the trouble started back in Sept., when set makers put their production into high gear and consequently were forced to hire sub-standard labor to meet the demand. Some slipshod work on production lines was consequence.

Full-Line Fever: What's the value of full-line merchandising? Elisha Gray II, articulate pres. of Whirlpool-Seeger, whose appliance business is part of RCA's full line, listed these advantages: "A big, full-line manufacturer can subsidize one line with others in a poor season and he can subsidize the entry of a new product into the market; he can broaden research and speed up engineering developments; by spread-

ing production costs over many products, he can get his brand name across to the public much cheaper; and he can gain greater leverage with dealers, distributors and builders if he can supply all their major appliances."

Speaking at Institute of Appliance Manufacturers conference in Cincinnati, he explained the thinking behind Whirlpool-Seeger merger, in which RCA and Sears each now owns about 20%. "We wanted to swim with the current," he said. "Frankly, we felt that Whirlpool, with only its home laundry line, was swimming upstream. Even though we were successful, we know the basic arithmetic of the appliance industry was against us because the survival rate of those without full lines was low."

Is there future for smaller manufacturers who can't afford full lines? Gray thinks there is, pointing out that many such firms have compact, efficient operations, low overhead, up-to-the-minute products, direct-to-dealer selling and concentration in their own geographic areas. "To each it is an individual problem, depending on the philosophy of management," he said. "There are many circumstances where growth is inadvisable. The salvation is not always in merging." Note: GE last week became latest full-line merchandiser, shifting TV-radio into new consumer products group to take advantage of full-line marketing (Vol. 11:49).

Sky-High Economy: Evidence of economic plenty this year keeps piling up in the form of official reports from Govt. -- and virtually all the economic pundits see little, if any, decline next year. At the risk of sounding repetitious, here are capsule summaries of most significant reports from Govt. this week:

(1) Employment in Nov. was 64,800,000, highest ever for that month, according to joint Labor-Commerce Dept. report, noting that factory jobs reached new postwar peak of 17,100,000. (2) Weekly pay of factory workers rose to average \$79.52 in Nov., or \$1.02 higher than previous peak of \$78.50 in Oct. and \$5.92 above level of last Nov., according to separate report by Labor Dept. (3) Personal income in Oct. was at record annual rate of \$309.5 billion, a gain of \$1.5 billion over Sept. rate, said Commerce Dept. Office of Business Economics. (4) Business plans to spend at \$31.5 billion annual rate for plant and equipment in first quarter of 1956, or \$1.5 billion above rate in current quarter, noted another Commerce report. (5) The cash dividends paid by public-owned corporations during first 10 months were 9.5% ahead of same 1954 period, totaling \$7.721 billion vs. \$7.05 billion, said Commerce.

Looking ahead to 1956, Dec. 12 Newsweek Magazine, in 20-p. special report titled "The Big Surge--the New America," predicts gross national product of about \$400 billion, foresees series of new economic records, and gives this retrospective appraisal of 1955 boom: "With more than 65,000,000 jobs and factory take-home pay averaging \$72 a week, a whole new middle class has been created, with an estimated 14,000,000 families in the \$5000 income bracket or better. In spending his money, the average individual's wants have been gradually upgraded. He has also started to yearn for something just a little bit different. American industry this year has been ready to fill those wants -- and to expand capacity if need be."

Probe of Record Industry: A sweeping grand jury investigation of the phonograph record industry has been ordered by Dept. of Justice to determine if there have been anti-trust violations in its merchandising & distribution practices. Several major record companies were served with subpoenas this week, returnable Dec. 16 to Federal Court in N.Y., seeking a wide range of data on industry practices. In keeping with its traditional policy in such matters, Justice refused to comment on any phase of the inquiry, except to confirm that the grand jury investigation had been ordered. It's known, however, that the study dates back at least a year and is headed by Richard B. O'Donnell, chief of Justice's anti-trust div. in N.Y. Spokesman for RCA Victor legal dept. commented: "The Justice Dept. sent its investigators to RCA a year ago and asked us voluntarily to open our files to them. We refused to do so and asked them to put their specific requests in a letter. They would not do this but chose instead to subpoena the information. I doubt that they will find anything to support an anti-trust charge." Spokesman for Columbia Records, which with Victor ranks 1-2 in industry, said only that "the Justice Dept. has asked for certain facts in its subpoena and we are very happy to provide them." John W. Griffin, exec. secy.

of Record Industry Assn. of America, which is not involved in probe, said: "All the record industry has done in the last 4 years is reduce prices. Does the Govt. feel that this is contrary to the public interest?"

Production: TV output totaled 154,126 week ended Dec. 2, compared to 132,331 Thanksgiving week and 167,137 week ended Nov. 18. It was year's 48th week, brought production for year to date to about 7,250,000 vs. 6,800,000 in same period of 1954. Another RETMA report this week placed official 10-month production at 6,520,241, of which 977,537 were uhf-equipped at factory. Production in first 10 months of 1954 was 5,654,791. Radio production totaled 426,927 (204,276 auto) week ended Dec. 2, compared to 376,079 Thanksgiving week and 438,651 week before. For 48 weeks, output was 13,500,000 vs. 9,900,000 in same 1954 period. Official 10-month production of radios was 11,527,568, compared to 8,040,230 in corresponding period year ago.

COLOR TABLE MODEL priced at \$695, or \$100-\$200 lower than its current \$795 & \$895 sets, will be introduced by RCA Dec. 12 at meeting of field reps in Atlantic City. At same time, RCA adds 2 full-door consoles in mahogany and cherry-wood at \$995 each. Present \$795 & \$895 console and open-face console are carried over. All are 21-in.

RCA billed the 5 sets as "industry's first color TV line," said all have 26-tube circuits. The full-door models, in addition, have 3 speakers and "panoramic sound." RCA's intentness in pushing color next year is manifest in statement by TV v.p.-gen. mgr. Charles P. Baxter:

"The receivers will be produced in sufficient quantity, and supported by promotional activity of sufficient magnitude, to convince everyone, beyond any shadow of doubt, that color TV will be big business for the industry in 1956 . . . As a matter of actual fact, we have already started to materially step up our production rate of color receivers. To give a general idea of the size of the program, we plan to produce about twice as many color receivers in the first half of 1956 as were produced in the last half of 1955."

Baxter did not elaborate, nor would any other RCA spokesman, on how many sets that means. However, RCA Chairman Sarnoff told us last week that his company alone expects to manufacture 200,000 next year. "Nothing can stop color," he said, but he admitted it will take sales of 20,000-25,000 sets per month to achieve "mass production" and thus to bring down prices substantially (Vol. 11:39). On Nov. 4 he disclosed that RCA is selling 1000 color sets a week (Vol. 11:45) and it states that it's selling all it's making.

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That RCA is making most of the industry's color sets, including most of those under other brand names, is well known in the trade—but RCA officials won't talk about it. This week, however, H. Leslie Hoffman, pres. of Hoffman Electronics and RETMA, remarked in talk before Los Angeles Society of Security Analysts (see also p. 14):

"Only 2 companies to our knowledge are currently producing 21-in. color receivers engineered and manufactured in their own plants, although many are selling them. I am extremely proud to report that Hoffman is one of the 2 . . . Many other companies are having their sets made by RCA."

Hoffman told security analysts, in reply to question, that his Pasadena plant's color production is now running 300-500 sets a month, claimed he's getting 25% of the 21-in. color sales in L. A. market. He predicted industry will make and sell 300,000 sets in 1956. He added: "It

is doubtful whether the price of color TV will drop as rapidly as was the case with black-&-white TV, but I seriously question whether price is anywhere nearly as important a factor as many people believe."

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Sylvania, which had been getting color sets from RCA, will start making own at Batavia, N. Y. plant in April, it was announced by operations v.p. Arthur L. Chapman, who said initial run would be on 2 or 3 models. They will use own 21-in. round tubes, same type as RCA's, will have 28-30 tubes in all—"a somewhat smaller package than most color sets these days." He declined to state price, but commented, "I don't expect much change from the \$695-to-\$895 range."

Chapman would not give production estimate for his own company, but said he expects industry to produce about 250,000 next year. "It's our feeling that color is about ready to start moving," he remarked. "But we expect a slow, steady growth, and we think it will take at least 3 years before the industry sells 1,000,000 a year . . . We expect the last half of 1956 will see a real market development for color for the first time."

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GE is stepping up color work, apparently, though up to now it's been rather bearish about industry's progress. All color activities are being integrated into new "Color System Technical Project" under veteran engineer I. J. Kaar. Purpose, says v.p. Dr. W. R. G. Baker, "is to insure that all of the color TV technical activities of the company move ahead on a common front and with all possible speed." Kaar stated: "There can be no doubt but that color will be the next major advancement in the home entertainment field. However, its greatest problem today is the color reproducer tube which is not bright enough for viewing in a lighted room, and is too expensive. We are confident that continued intensive development will provide the solution to the tube problem." GE has been working on "post acceleration" tube which was demonstrated recently but isn't promised commercially until 1957 (Vol. 11:40). Included in new project are segments of following depts.: laboratories, tube, technical products, electronic components, TV receiver.

Color sets go to market—supermarkets in metropolitan N. Y. area, that is. RCA distributors Bruno-N. Y. and Krich-Radisco placed RCA color sets in National Supermarket stores in Elizabeth, Irvington, Rahway & Metuchen, N. J., and in London Terrace Supermarket in N. Y. for demonstration purposes only—and shoppers' reaction was reported "tremendous." Sets were installed free in return for including demonstration hours in store ads. Three color shows on WRCA-TV were watched by thousands as result—and NBC disclosed similar merchandising projects would be formulated to expose color to mass audiences in other cities.

Topics & Trends of TV Trade: First of perennial wave of year-end predictions came this week from Crosley-Bendix pres. Chester G. Gifford and RETMA exec. v.p. James D. Secrest, both agreeing that 1956 black-&-white retail sales will be only slightly under 1955's estimated record 7,700,000. Gifford spoke to distributors convention in Miami Beach, Secrest in annual Symposium on the Business Outlook at U. S. Chamber of Commerce.

Gifford thought 1956 black-&-white sales will run "within 100,000" of this year, shied from predicting color set sales which he did not see as "a serious obstacle to continued high volume of black-&-white." He foresaw increases of 300,000 units each in sales of room air conditioners and automatic dryers, thought washing machines and refrigerators will go up 100,000 units each over this year's 3,000,000 & 4,000,000, respectively.

Profits in appliances, he said, can be realized only by pushing "big ticket" items, especially combination refrigerator-freezers, washer-dryers, luxury TVs, etc. Crosley-Bendix will soon offer retailers "package kitchens."

Secrest forecast 7,300,000 black-&-white TV sales in 1956, with radio sales about equivalent to 1955's 14,000,000 if auto output continues at high level. He would not venture to predict color set sales next year, stating only that "many industry leaders believe" at least 250,000 will be produced and that the number and quality of colorcasts will be governing factor. Next year's military electronics production, he said, is expected to approximate this year's \$2.4 billion. "Business confidence," he said, is definitely more bullish than at the beginning of this year.

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RETMA pres. H. Leslie Hoffman, addressing Los Angeles Society of Security Analysts Dec. 8, prognosticated black-&-white sales "easily will reach 7,200,000 next year"—plus an additional 300,000 color sets (for his other remarks on color, see p. 13). Color will never obsolete black-&-white, he said, but it will inevitably enjoy great growth because of increased programming already undertaken by NBC-TV and expected from other networks. Promised soon, he said, are 80 hours of colorcasts per month. His own Los Angeles plant, he disclosed, is now making 300-500 color sets per month.

Hoffman Electronics Corp.'s total 1955 sales, he said, will approximate \$44,000,000, earnings about \$1,500,000 (\$2.10 per share) compared to \$42,647,000 & \$1,485,000 (\$2.08) last year. He predicted 1956 volume of "substantially in excess of \$50,000,000" and said his company would achieve \$100,000,000 by 1960.

With pardonable pride, Hoffman noted that it was just 14 years ago Dec. 3 that, fresh from his hometown of Jackson, Mich., where he had worked for Sparks-Withington, he took over old Mission Bell Radio Mfg. Co., which had sales that year of \$29,763, a deficit of \$7500 and 3 employes. His company, now listed on N.Y. Stock Exchange, has net worth of nearly \$10,000,000, employs more than 3000.

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Justice Dept. has served Philco with "interrogatory" in connection with its anti-trust suit charging company illegally restricts its distributors in franchise agreements (Vol. 10:51-52). Philco has been granted extension until Dec. 31 to reply to series of questions about its merchandising practices. No date has been set for trial, but serving of "interrogatory" indicates setting of date may be imminent.

Packard-Bell has started shipments of all-channel, full-door 21-in. color console at \$925 in mahogany, \$950 in American Colonial maple.

RETMA of Canada, listing 116 members as of Nov. 1, schedules 1956 convention June 7-9 at Ste. Adele, Que.

Philco introduced 25 new TV models this week to distributors in what will undoubtedly be largest single offering by a leading manufacturer this winter. Prices range from \$180 to \$370. Biggest talking point is extension of "top touch tuning" to 21-in. table model listing as low as \$200, so that nearly all sets are now so equipped. Cabinet colors such as charcoal green and maroon, with ivory and gold dials, indicate emphasis Philco is putting on color as promotion feature. Sets will be shown to dealers week of Christmas.

DuMont introduced 5 new "fill-in" TVs with top tuning controls at meeting of regional managers this week. Included are 2 table models which will be promoted as "convertible" sets; these will be shipped with removable legs and a table top larger than set itself, and customer can remove legs from set and attach them to table, "converting" it to console. They list at \$240 & \$260. Other models are 21-in. mahogany table at \$200, 21-in. open-face mahogany consoles at \$280 & \$320.

RCA's only addition to black-&-white line (for color sets, see p. 13) is its first clock-timer set—a 21-in. open-face console at \$290, equipped with built-in clock, enabling viewer to turn set on automatically to pre-determined channel up to 6 hours in advance. It will be introduced Dec. 12 at field reps meeting in Atlantic City.

Back-to-work movement at Westinghouse started this week when 900 workers crossed the IUE picket lines at appliance plant in Columbus, O., one of 30 factories which have been struck for 8 weeks, including TV-radio factory at Metuchen, N. J. Only major development in negotiations this week was request by union leaders to submit issues involved in strike to secret ballot of members. Westinghouse agreed only if members would cast a vote for or against company's 5-year contract offer.

Trade publishing notes: V. L. McKernin, pres. of Sherry Publishing Co., acquires Kolbe group of trade journals, including *Radio & Television Journal*, *Music Trade Review*, *Musical Merchandising*; ex-owner Alex H. Kolbe continues as adv. v.p. . . . Martin Clifford named v.p. of newly formed Gernsback Library Inc., N. Y., which plans to increase output of paper-bound technical books; he formerly headed book dept. of Gernsback Publications Inc., publisher of *Radio-Electronics Magazine*.

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First postwar Japanese radio imports, under "Silver" brand, are disclosed by new distribution firm, Gillett Electronics Corp., 10 E. 34th St., N. Y., headed by Richard B. Stollmack, ex-Philco Distributors Inc. First shipments went this week to 2 big dept. stores—Gimbels, N. Y., and Goldblatt Bros., Chicago. First model is a \$20 4-tube portable in red, ivory, tan, gray, yellow, blue or pink. Stollmack said 3 more portables are due in Feb.

All-in-one receiver: Sylvania will market in Feb. a combination 3-way portable radio, complete with Geiger counter, sun dial and compass in one portable unit housed in a leather carrying case. It will retail for \$65. Called "Prospector," it weighs 4½ lbs., is 7x10-in., has 4 tubes. Sylvania explained that in disaster areas the owner could listen on radio to civil defense stations, while Geiger counter registered radioactivity.

RCA introduces 4 automatic clock radios at \$30, \$35, \$40 & \$45, promises immediate delivery to dealers for Christmas purchasers. It also says its 2 "all-transistor" portable radios at \$65 & \$75 will be available this month.

Motorola portable radio sales this year will double 1954, with table model sales up 25%, says radio sales mgr. J. B. Anger, who also forecast clock radio sales in 4th quarter will be highest in company's history.

Electronics Reports: Forecasting season is upon us again, and 2 top industry leaders this week undertook 10-year forecasts of future of electronics industry. In Chicago, at Dec. 7 luncheon meeting of 500 RCA-NBC suppliers, RCA pres. Frank M. Folsom predicted industry in next 10 years would grow 66% to achieve annual output "well over \$17 billion." He said electronics expansion will continue to be more rapid than that of most other industries, pointing out that electronics value has doubled since 1950 while gross national product has increased by only 35%. "By the end of 1964, the value of electronics will be more than triple its 1950 value, while the gross national product will not have quite doubled."

Folsom said there are now 1,600,000 workers directly and 3,000,000 indirectly employed in companies that serve the electronics industry. In 10 years, he added, "we believe that the industry will employ more than 6,000,000 workers, directly and indirectly."

Sylvania chairman-pres. Don Mitchell, addressing his company's electronics products sales conference at Atlantic City next day, predicted distribution-service business in electronics industry will reach volume of \$5.178 billion—more than double today's figure—in next 10 years. His breakdown: \$2.104 billion in components, \$1.389 billion in distributor revenue, \$1.685 billion in service & installation business.

He said 1955 distribution-service business was \$2.059 billion, predicted next year's at \$2.324 billion, and \$3.303 billion by 1960.

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Rear Adm. Frederick R. Furth, Chief of Naval Research and specialist in electronic warfare, retires from active duty Dec. 31, and will join Farnsworth Electronics Co. (IT&T) as special asst. to pres. Harvard L. Hull in charge of new products div. Adm. Furth, 54, has been directing preliminary technical work on the earth satellite program. He holds Legion of Merit for wartime electronic contributions. He'll be succeeded as Chief of Naval Research by Capt. Rawson Bennett II, now asst. chief for electronics, Bureau of Ships, and ex-director of Navy Electronics Lab, San Diego.

James W. Baldwin, civilian aide to Chief Signal Officer for last 10 years, onetime secy, of old Federal Radio Commission and managing director of old National Assn. of Broadcasters, retired Nov. 30 after 28 years of govt. service.

Dr. A. M. Zarem, known for his inventions of electronic controls for high speed photographic equipment, resigns as asst. director and mgr. of So. California div., Stanford Research Institute, to open office at 727 W. Seventh St., Los Angeles, as independent counselor.

Dr. Clifford C. Furnas, chancellor of U of Buffalo, Dec. 5 took oath as asst. Defense Secy. for Research & Development, post formerly held by Air Force Secy. Donald A. Quarles.

R. Karl Honaman, under heavy fire lately for his public information policies, resigned Dec. 9 as Asst. Secy. of Defense for public affairs, returns at end of month to Bell Labs to resume his job of director of publications.

Glenn A. Fowler appointed research v.p. of AT&T's Sandia Corp., Albuquerque, with Fred J. Given named research & development services v.p. and Raymond P. Lutz operations v.p.

Walter A. MacNair, since 1952 v.p. of Sandia Corp. at Albuquerque, elected Bell Labs v.p. in charge of switching and transmission development, succeeding Gordon N. Thayer, newly named AT&T chief engineer.

Robert C. Hutchins, ex-Bendix Aviation, named mid-western sales mgr. of Standard Electronics Corp., subsidiary of Dynamics Corp. of America.

New slow-scanning industrial TV system which uses telephone wires instead of cable or microwave (Vol. 11:45) is now being offered by Penna. Bell Telephone Co. as low-cost service package on circuits up to 25 mi. in metropolitan areas. Developed and manufactured by Dage Television Div. of Thompson Products Inc., and known as Datavision, system is designed for transmission of such data as still pictures, printed or written material, meter gauge readings. The complete TV picture is scanned in 4-5 seconds, and because of slow rate of transmission, system requires bandwidth of only about 8 kc. Datavision was demonstrated this week by Dage and Bell in Philadelphia, where it's being used experimentally by Philadelphia National Bank for signature verification between 2 central city offices. First production run on the equipment is beginning at Dage's Michigan City, Ind. plant.

New silicon alloy transistor has been developed by Philco, pres. James H. Carmine announced in quarterly report to stockholders. Calling it "the first precision-made high-speed silicon transistor," he said it will operate at temperatures as high as 150° C, compared to 85° limit for germanium transistors. He also announced acquisition of 100,000-sq. ft. plant at Spring City, Pa. as home for all of company's transistor activities.

Charles Weyl, pres. of International Resistance Co., awarded "Centennial Citation" by U of Pennsylvania, from which he was graduated in 1917, for "stimulating advocacy of the humanities in the engineering curriculum, for pioneering work in radiologic physics, and for responsible administration in the graphic arts and electrical manufacturing industries."

Interchangeable power tubes are summarized in alphabetical & numerical order in new edition of GE's booklet on interchangeability of power tubes, now available from GE distributors.

Dr. Edward Chester Creutz, since 1949 head of Carnegie Tech physics dept. and nuclear research center, appointed research director of General Dynamics Corp.'s general atomic div.

Clevite Aero Products Inc. is new name of Wallace Aviation Corp., Wallingford, Conn. firm recently acquired by Clevite Corp., Cleveland electronics & bearings maker.

Consolidated Electronics Corp. directors this week authorized acquisition of Price Electric Corp., Frederick, Md. (electrical relays).

Army has bought RCA's Bizmac, new electronic data processing system, for \$4,000,000. It will be installed at Ordnance Tank-Automotive Command, Detroit.

International Resistance Co. shut down its struck plant at Asheville, N. C. Dec. 4 as result of picket line violence and reports of increased vandalism.

Raytheon opened new 225,000-sq. ft. industrial electronics lab recently at Wayland, Mass., built at cost of \$2,500,000.

Single sideband equipment for operation in services under 25 mc, designated type SSB-1, is now being offered commercially by RCA.

Dr. Jesse E. Hobson, director of Stanford Research Institute and with it since 1948, has announced resignation effective March 31.

W. A. Reichel, exec. v.p. of Kearfott Co., elected to new post of senior v.p. in charge of engineering of parent company, General Precision Equipment Corp.

Mark Shepherd Jr. promoted to v.p. in charge of semiconductor div., Texas Instruments.

Maj. Gen. Charles F. Born, USAF ret., named director of service engineering, apparatus div., Texas Instruments.

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

Financial & Trade Notes: Electronics Investment Corp., organized by Charles E. Salik last April as an open-end mutual investment trust along lines of Television-Electronics Fund Inc. (Vol. 11:17), in first semi-annual report to stockholders last week, listed \$7,101,393 in common stock holdings, \$220,000 preferred stocks (4000 shares of P. R. Mallory Co., 4½% convertible), \$1,996,875 in govt. bonds—total investments of \$9,318,268 as of Oct. 31, 1955. Statement shows net assets on that date of \$9,928,107, equivalent to \$4.31 per share on 2,305,424 shares of \$1 par capital stock outstanding. Net income from all investments from May 13, 1955 to Oct. 31, 1955 was \$32,783 after total expenses of \$74,016.

Firm has its headquarters in Bank of America Bldg., San Diego, Cal., where Salik formerly was a broadcaster. Since report on holdings last July 1 (Vol. 11:31), EIC portfolio has added these stocks: 5000 shares Daystrom, \$126,250; 7000 Garrett Corp., \$256,375; 3000 General Precision Equipment Corp., \$112,125; 7000 IT&T, \$192,500; 3000 Motorola, \$144,750; 8000 Standard Coil Products, \$86,000; 5000 Stewart-Warner, \$190,000.

Other holdings: 4000 ACF Industries, \$240,000; 6000 American Broadcasting-Paramount Theatres, \$163,500; 1500 Babcock & Wilcox, \$133,875; 4000 Bendix, \$193,000; 3000 Borg-Warner, \$127,125; 4000 Burroughs, \$100,000; 6000 Clevite, \$125,250; 7500 Collins Radio, \$140,625; 7000 CBS, \$161,875; 8000 Consolidated Engineering, \$168,000; 2000 Corning Glass, \$132,000; 1500 Cutler-Hammer, \$106,875; 1000 Eastman Kodak, \$79,000; 3500 Gary (Theodore) & Co., \$190,750; 3000 General Dynamics, \$170,250; 4000 GE, \$187,000; 2500 General Railway Signal, \$148,125; 500 IBM, \$190,000; 6500 Magnavox, \$251,875; 4000 Minneapolis-Honeywell, \$222,000; 1500 Minnesota Mining & Mfg., \$149,625; 2500 National Cash Register, \$90,312.50; 4000 No. American Aviation, \$252,500; 2000 Otis Elevator, \$130,000; 5000 Philco, \$150,000; 350 Philips Gloeilampenfabrieken, \$302,400; 4000 RCA, \$169,000; 10,000 Raytheon, \$151,250; 8125 Sperry Rand, \$172,656.25; 3000 Sprague Electric, \$157,500; 2000 Square D, \$91,000; 5000 Sylvania, \$218,125; 10,000 Texas Instruments, \$112,500; 3000 Thompson Products, \$140,250; 4800 Western Union, \$98,400; 2000 Westinghouse, \$108,250; 2000 Worthington Corp., \$90,000; 1500 Zenith, \$178,500.

Note: Complete \$97,393,990 portfolio of Television-Electronics Fund Inc., first of the open end investment funds, is detailed in Oct. 31, 1955 annual report just released and available from Fund's Chicago office, 135 So. LaSalle St. It was digested in our Vol. 11:48.

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Warner Bros. Pictures Inc. earned \$4,002,000 (\$1.61 per share) on revenues of \$76,991,000 in year ended Aug. 31 vs. \$3,976,000 (\$1.60) on \$72,093,000 in preceding year. Current assets as of Aug. 31 were \$50,628,153, liabilities \$17,495,851 vs. \$49,005,559 & \$16,233,287, respectively, year earlier.

Sparks-Withington Co. sales dropped to \$4,421,690 in first fiscal quarter ended Sept. 30 from \$5,669,807 in same 1954 period due to reduced defense billings, pres. John J. Smith reported to stockholders this week. Earnings report will come with 6-month statement.

Teleprompter Corp. expects volume to exceed \$1,000,000 this year compared to \$533,661 last year, and net income to climb from 39¢ to \$1 per share, reports Dec. 6 *Wall Street Journal*.

Beckman Instruments Co. reports first quarter net income of \$369,712 (30¢ a share) on revenues of \$6,109,413 in first quarter of its fiscal year ended Sept. 30; this compares with \$290,786 on \$4,761,964 in same 1954 quarter.

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Dividends: Admiral Corp., 25¢ payable Dec. 31 to stockholders of record Dec. 15; Hoffman Electronics, 25¢ Dec. 31 to holders Dec. 12; American Phenolic, 20¢ Jan. 27 to holders Jan. 13; Capitol Records, 15¢ quarterly plus 10¢ extra Dec. 31 to holders Dec. 15; Corning Glass Works, 25¢ quarterly plus 50¢ extra Dec. 27 to holders Dec. 16; Columbia Pictures, 2½% stock div. Jan. 31 to holders Dec. 30; Canadian GE, \$1 quarterly plus \$4 extra Jan. 2 to holders Dec. 16; Audio Devices Inc., 5¢ Dec. 19 to holders Dec. 12.

Trade Personals: David T. Schultz, senior v.p. & treas. of Raytheon, this week accepted presidency of Allen B. DuMont Laboratories Inc. (Vol. 11:49), succeeding Dr. Allen B. DuMont, who becomes chairman on Jan. 3; with Raytheon since 1927, Schultz is on RETMA board and is a director of its technical products div. . . Wm. G. Young, Montgomery Ward eastern regional mgr., named gen. sales mgr. of Capehart-Farnsworth, replacing E. W. Gaughan, resigned; Keith Brooks, from Montgomery Ward's Chicago headquarters, replaces Young . . . Peter J. Grant, Sylvania eastern sales mgr., promoted to mgr. of sales manpower development of TV-radio div., replacing Joseph Sullivan, now sales mgr. of York Refrigeration . . . Brooks A. Kafka promoted to sales mgr. of CR tube sub-dept. GE, Syracuse . . . W. Jesse Harber Jr., from GE's receiving tube plant at Owensboro, Ky., named mgr. of CR tube plant at Syracuse . . . John D. Van Der Veer promoted to Tung-Sol gen. sales mgr., succeeding George W. Keown, now sales v.p. . . . Jack Siegrist resigns as DuMont merchandising mgr., joins Philco Jan. 3 in undetermined capacity . . . Edward K. Foster, Bendix v.p. in charge of Towson (Md.) TV-radio plant, named 1955 Man of The Year by Towson Town Assn. for outstanding contributions to economic and civic life of the community . . . H. E. Von Kahrs, ex-Westinghouse, named Motorola regional sales mgr. for Pacific Northwest, replacing Ashton Hulbert, resigned . . . Richard B. Pell appointed New England sales rep for Stromberg-Carlson's sound systems & intercom equipment . . . Willard L. Hemsworth, ex-RCA Estate, named CBS-Columbia regional mgr. for Dakotas, Minn., Ia., Wis. & Neb. . . Eugene B. Shields, ex-Norge, named Magnavox asst. adv. mgr. . . Stephen Karalis promoted to production mgr. of Chattanooga plant, Campbell Industries Inc., subsidiary of Clarostat . . . Irving I. Ser promoted to sales mgr., Astron Corp. (capacitors) . . . Roger G. Hall, ex-asst. mgr. of Chicago Symphony, named midwest sales & promotion mgr., Electric & Musical Industries (U. S.) Ltd., parent of Capitol Records.

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DISTRIBUTOR NOTES: DuMont appoints Kaemper & Barrett, San Francisco (W. H. Kaemper, pres.), currently celebrating 25th year as appliance distributor . . . George Spencer Inc., Minneapolis (Admiral) elects Raymond O. Hebenstreit, v.p.-gen. mgr. of Admiral Milwaukee factory branch, as pres., succeeding George A. Bodem, now v.p. in charge of parent Admiral's electronics div., Chicago; Bodem remains chairman of Spencer and retains his financial interest . . . Emerson Radio of Pennsylvania opens branch at 1637 N. 7th St., Harrisburg (Charles Berger, sales mgr.) . . . Penn Appliance Distributors Inc., Harrisburg (Crosley-Bendix) appoints Victor Blanchard, ex-Westinghouse Electric Supply Co., as sales v.p. . . . Philco Distributors Inc., N. Y., appoints N. Kenneth Blake, ex-Northeastern Distributors, Boston, as merchandise mgr. . . Northeastern Distributors, Boston (Zenith) appoints Martin J. Scully, ex-Admiral-Boston, as adv. & sales promotion director.

Of the \$100,000,000 principal amount of 3½% convertible subordinated debentures offered by RCA to holders of its outstanding common stock (Vol. 11:47), \$93,378,500 was purchased through exercise of rights. Remaining \$6,621,500 was sold to Lehman Bros. & Lazard Freres & Co. for account of several underwriters.

Owen D. Young has withdrawn as a director of American Broadcasting-Paramount Theatres. The retired chairman of GE, who was one of founders of RCA, has been a director since Feb. 1953, holds 1400 shares of AB-PT preferred, 1500 common stock.

Bert Williams, 52, Admiral's asst. national service mgr. in charge of field engineers, died Dec. 3 in Chicago.

Color Trends & Briefs: Color was the theme, entirely, of NBC pres. Robert W. Sarnoff's address to affiliates convention in Chicago Dec. 9. Pointing to NBC-TV's \$12,000,000 expansion program, previously announced (Vol. 11:45), he urged affiliates to invest in color facilities and profit on a long-range basis.

Reminiscent of exhortations by his father, RCA chairman Brig. Gen. David Sarnoff, when he urged NBC affiliates to take the expensive leap into TV in 1947, young Sarnoff's address expressed complete faith in future of color.

He predicted that total advertising expenditures would rise from 1955's estimated more-than-\$9 billion to \$13.5 billion in 1965 and that color would capture for TV 25% of that, compared with 12½% now—giving TV more than \$3 billion vs. \$1 billion this year.

In addition to giving details of NBC-TV's facilities expansion, including all-color plans for WNBQ, Chicago (Vol. 11:45), young Sarnoff disclosed these additional plans:

(1) Expansion of NBC's color schedule "until the entire network schedule is presented in color." For immediate future, new color programs will include several *Perry Como* shows, one or more of *Playwrights 56*, *Kraft TV Theatre*, *Goodyear Playhouse*, *Alcoa Hour*, *Robert Montgomery Presents*, *News Caravan*, and segments of *Wide Wide World* originated from mobile unit on west coast.

(2) Improvement of west coast color schedule by installation of color recording equipment using new lenticular film (Vol. 11:44)—to permit satisfactory delayed colorcasts. "The ultimate solution will come with magnetic tape," Sarnoff said, "but it probably won't be ready for full operational use by next fall."

(3) Presentation of full afternoon of product demonstrations Jan. 11 at N. Y. convention of National Retail Dry Goods Assn.

(4) Conversion of NBC-TV's owned-&-managed stations completely to color, "one by one," following pattern of WNBQ, Chicago.

"These steps are not only an expression of faith in color," Sarnoff said, "they are sound business measures which will help create a new industry—with opportunities for NBC, its affiliates and the whole medium, surpassing anything in all of broadcasting's history."

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King-size color shows in pocket-size studios are possible with new "color video inset" technique developed by NBC engineering dept. under v.p.-chief engineer Robert E. Shelby, who died Dec. 8 (see p. 7). Technique permits image of one camera to be set into image of another to form single picture with no overlapping—thus differing from superimposition. Use of inset allows actor to be placed in front of any background picked up by live camera—mountainside, street, seashore, etc.—as well as in front of "spectacular" settings scanned in miniature in studio. Used 4-5 years in black-&-white without fanfare, technique was first employed in color in Oct. 23 *Alice in Wonderland* to show Alice shrinking in size and to put dancing oysters into Walrus-&-Carpenter scene.

World's largest map of U. S., slightly less than ¼ size of football field, will be major scenic effect of CBS-TV's colorcast of "I Hear America Singing" on *Ford Star Jubilee*, 9:30-11 p.m. Dec. 17. Map was created by CBS-TV set designer Robert Tyler Lee and required week's work by 3 men to paint it on Hollywood studio floor.

New optical device for colorcasting products and opaques with 3-V film camera, such as that described by RCA (Vol. 11:49), has been built by engineers of WCAU-TV, Philadelphia, was used for first time Nov. 30.

Network Color Schedules

(Dec. 12 - Jan. 14, 1955)

- Dec. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Sleeping Beauty," starring Margot Fonteyn and Sadler's Wells Ballet, 8-9:30 p.m.
- Dec. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *See It Now*, Ed Murrow interviews Grandma Moses, 9-10 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Dec. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, "A Christmas Carol," starring Fredric March, Basil Rathbone, 8:30-9:30 p.m.
- Dec. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 17—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "I Hear America Singing," starring Eddie Fisher, Debbie Reynolds, Red Skelton, Nat "King" Cole, Ella Fitzgerald, 9:30-11 p.m.
- Dec. 18—NBC: *Zoo Parade*, 3:30-4 p.m.
- Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 21—NBC: *Howdy Doody*, 5:30-6 p.m.
- Dec. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dragnet*, "Christmas Story," 9-9:30 p.m. CBS: *Climax*, 8:30-9 p.m.
- Dec. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 24—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Babes in Toyland," starring Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Bambi Linn, Rod Alexander, Bil & Cora Baird puppets, 9-10:30 p.m.
- Dec. 25—NBC: *Zoo Parade*, 3:30-4 p.m.; *Assignment India*, 4:30-5:30 p.m.
- Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 14—CBS: *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.

Order for 50 RCA color projection units, capable of producing 15x20-ft. picture, has been placed by Sheraton Closed Circuit Television Inc. (Wm. Rosensohn) to establish "the first coast-to-coast closed-circuit color TV network for the use of business and industry." Announcement by Sheraton said first installation will be made about Jan. 1 at New York's Sheraton Astor Hotel, followed by unit for Sheraton Hotel in Chicago, with 50 hotels equipped by Feb. 1. Announced plans call for color network to be expanded to 100 hotels by June 1956. Projection receivers will use NTSC standards, permitting closed-circuit telecasts to be viewed in color in some locations, monochrome in others.

Hassle has developed over procedure for showing U. S. color standards and developments to international group of engineers (CCIR) next March (Vol. 11:43). NTSC was reactivated for purpose; RCA, which claims virtually full credit for developing color system, sees no reason for this, currently plans not to participate in NTSC-sponsored demonstrations but to show its developments independently. State Dept. is caught in the middle, and efforts are being made to bring RCA back into the fold.

Biggest of all TV advertisers, Procter & Gamble, has included 20 color and 50 black-&-white Westinghouse sets, along with 500 radios and other products, as prizes in new "Pink Dreft" contest to be promoted in NBC-TV's *Tennessee Ernie Ford* and CBS Radio's *Road of Life* shows as well as in 4-color ads in women's magazines, store posters.

Grandma Moses, the famous 95-year-old painter, will be featured in Edward R. Murrow's *See It Now* on CBS-TV Dec. 13—segment to be colorcast, showing some of her best known paintings. Jazz trumpeter Louis Armstrong also will be interviewed on program titled "Two American Originals." Sponsor is Shulton Inc. (Old Spice lotion).

Suggestion by color enthusiast Dan D. Halpin, gen. sales mgr. of Westinghouse TV-radio div.: "Every house needs 2 color sets—one for the children and one for the adults."

Network Television Billings

October 1955 and January-October 1955

(For September report see *Television Digest*, Vol. 11:46)

ALL 3 NETWORKS achieved all-time record billings in Oct., and 10-month total has already surpassed whole of 1954. That's main significance of Oct. report on TV billings released Dec. 7 by Publishers Information Bureau. If Oct. was record month, it's more than likely that Nov. & Dec. also will be—and that predicted \$400,000,000 gross will be exceeded by considerable amount.

Biggest gain was NBC-TV's, whose Oct. \$15,708,875 ran nearly \$2,000,000 ahead of Sept. but is still nearly \$1,000,000 behind CBS-TV's \$16,623,317. Probably the most significant increase was shown by ABC-TV, which with \$5,894,868 was more than \$1,750,000 ahead of Sept. and nearly \$2,000,000 ahead of Oct. 1954. Combined networks (including now discontinued DuMont) grossed \$328,789,322 in Jan.-thru-Oct., as against \$254,519,176 in same 10 months of 1954; for all 1954, their total was \$320,154,274. The Oct. PIB report:

NETWORK TELEVISION

	October 1955	October 1954	Jan.-Oct. 1955	Jan.-Oct. 1954
CBS	\$16,623,317	\$13,985,922	\$155,098,072	\$116,975,813
NBC	15,708,875	12,370,228	131,974,810	100,670,045
ABC	5,894,868	3,890,802	38,613,732	26,584,163
DuMont†	—	1,447,411	3,102,708	10,289,155
Total	\$38,227,060	\$31,694,363	\$328,789,322	\$254,519,176

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuMont†	NBC	Total
Jan.	\$ 3,718,195	\$15,831,141	\$ 723,960	\$13,172,695	\$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643*	33,044,766*
Oct.	5,894,868	16,623,317	—	15,708,875	38,227,060
Tot.	\$38,613,732	\$155,098,072	\$3,102,708	\$131,974,810	\$328,789,322

* Revised as of Dec. 7, 1955.

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

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

Speculation about FCC chairmanship flared up this week after published reports that Chairman McConnaughey may be succeeded by Comr. Doerfer or Lee under rotation policy March 21. At time of appointment to FCC last year (Vol. 10:42), McConnaughey stated that he'd been designated chairman for one year but that "nothing has been said to me about rotation." Speculation is likely to continue until President Eisenhower again acts, presumably prior to March 21 when McConnaughey's year is up. However, some highly placed sources state flatly that McConnaughey will again be named chairman. They point out that although President first spoke up for rotation policy for govt. agencies, he hasn't stuck to it in practice. They note, for example, that Federal Power Commission chairmanship hasn't rotated. McConnaughey was appointed to fill unexpired term of retired Comr. George C. Sterling, which ends June 30, 1957.

President Eisenhower personally is about to ask Congress to approve program costing more than \$125,000,000 for U. S. Information Service headed by ex-MBS chairman Ted Streibert. That would be about 50% more than present budget, expiring next July 1. Propaganda setup includes Voice of America and expanding use of foreign TV stations, which are increasing rapidly throughout world.

New TV blackout attempt by major league baseball, via "friendly" suit by Govt. to nail down anti-trust aspects of case, was turned down by Justice Dept. this week. Baseball commissioner Ford Frick revealed at majors' meeting in Chicago Dec. 6 that he had proposed: (1) Big league adoption of rule restricting telecasts to areas beyond 50 miles of home clubs' territory. (2) Immediate Justice Dept. injunction against the rule's enforcement, thereby avoiding damage suits by broadcasters and Federal anti-trust penalties. (3) "Friendly" suit by Govt. to test rule's legality, carrying case to Supreme Court for final settlement. Frick said Justice at first was agreeable, then turned him down. Frick also released details of Stephen Fitzgerald Co. fan survey (Vol. 11:34) showing that about 40% would pay 25-50¢ per game for baseball via subscription TV; that 75% felt TV & radio had stimulated interest in game. Asked for suggestions for "betterment of baseball," 34% recommended less TV coverage, but majority called for better parking facilities, shorter games, more attention to spectator comfort, etc. Meanwhile, major leagues again voted down minors' attempt to curb TV-radio broadcasts in their territories (Vol. 11:49).

Actions on applications & grants this week: (1) FCC affirmed Ch. 69 grant in Ft. Wayne to Radio Ft. Wayne after obeying Court of Appeals order that it take into account possible effect of death of Paul V. McNutt, principal of opponent Anthony Wayne Bcstg. Co. (2) Metropolitan Bcstg. Co., Clovis, N. M., dismissed Ch. 12 application, stating that grant should go to KICA because latter is a "home organization which has for years contributed much to this area in the way of public service." (3) KTVQ, Oklahoma City (Ch. 25) asked for temporary operation on Ch. 11 until educational grantee KOED-TV, Tulsa, is ready to use the channel. (4) Prospective applicant WLYC, Williamsport, Pa. asked for allocation of Ch. 26 to town. (5) WENS, Pittsburgh (Ch. 16), proposed that Ch. 5 be assigned to city, with limited power-height and directional antenna.

Temporary injunction barring all stock sales in New York State by West Hooker and his 2 companies was issued this week by state supreme court Justice Gavagan. Hooker last month was temporarily restrained from selling stock in Film Network Inc. and Master Television Corp. (Vol. 11:46). Justice Gavagan ruled that Hooker's prospectus "tends to mislead the public" about the amount of money raised and uses the names of Gen. MacArthur and other prominent persons without their knowledge. Hooker, editor of *Nationalist Party Bulletin*, said the injunction was part of a "smear campaign" directed against him because of his "anti-Jewish" views. Attorney General Javits is seeking permanent injunction.

TV-radio "disc jockey" tax status was clarified by Internal Revenue Service this week. It ruled that performer is a station employe subject to withholding of income and social security taxes if he is paid regular minimum and if station has full control of time, format, length & content of program. Ruling does not apply to those who buy time outright to produce shows at own financial risk.

England's second commercial outlet is now scheduled to start Feb. 17, 1956 in Birmingham, with Associated Television Ltd. (Norman Collins group) as contractor with Independent Television Authority for Mon.-thru-Fri. time and Associated British Television Ltd. (Sir Philip Warter group) as contractor for Sat.-Sun. time.

Power increases: WMUR-TV, Manchester, N. H. (Ch. 9), Dec. 1 to 282-kw ERP; WHTN-TV, Huntington, W. Va. (Ch. 13), Dec. 9 to 316-kw, using 240-ft. custom-built rectangular slot antenna; CHSJ-TV, St. John, N. B. (Ch. 4), Nov. 19 to 100-kw. WTVK, Knoxville (Ch. 26), Dec. 12 to 314-kw.

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with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 17, 1955

LONG-RANGE FUTURE OF TV now up to FCC as it considers 150 comments filed in rule-making; final showdown for uhf is in the works (pp. 1-7).

MADISON CH. 3 granted to WISC over dissent of Hyde & Bartley; court upholds "diversification" principle in Portland Ch. 12 case (p. 7).

TV "OSCARS," presented by group of undisputed stature, urged as substitute for "clutter of meaningless awards" by publicity-seeking commercial groups (p. 10).

TOP-NOTCH SELZNICK FILMS sold for TV to NTA, now negotiating to merge with national film distributor and due to announce another feature buy next week (p. 10).

EDUCATIONAL TV GRANTED \$6,493,840 by Ford Foundation, all but \$140,000 going to Ann Arbor program center; individual station grants continue (p. 11).

"HEAVY HABIT VIEWERS" don't elevate TV but they make ratings, says NBC Chairman Weaver, who takes lofty view of responsibility to public as whole (p. 11).

PORTLAND'S NEW KTLV (Ch. 8) to get new RCA 100-kw transmitter, most powerful yet built; Middlebrooks to manage outlet, being merged with radio KGW (p. 12).

14,000,000 RADIO SALES expected in 1955. RCA cuts cost of color service contracts. RETMA tube section cautions wide-angle tube isn't imminent (p. 13).

STORE FOR USED APPLIANCES to be established by John Shillito Co., big Cincinnati dept. store, as means of solving vexing problem of trade-ins (p. 15).

ELECTRONICS VOLUME of \$10.8 billion in 1956 and \$22 billion in 1965 forecast by Sylvania's Don Mitchell (p. 17). GE's Dr. Baker also looks to record 1956 (p. 16).

NEW "INDUSTRIAL AGE," sparked by automation, heralded in Congressional report predicting economic dislocation but recommending no new legislation (p. 17).

HALLICRAFTERS MERGER agreed upon, with 2-for-5 stock exchange amounting to \$6,300,000 sale to Penn-Texas Corp.; executive, product plans unchanged (p. 18).

COLORCASTS SCORE HITS—Sadler's Wells ballet, Grandma Moses, "Christmas Carol" illustrate kind of shows that can be exploited to sell color sets (p. 19).

UHF's QUIT THE AIR in Oklahoma City and Pensacola as WREC-TV, Memphis (Ch. 3) gets ready to start. On-air total now 459, of which 105 are uhf (p. 20).

INDUSTRY'S VHF-UHF IDEAS—THE SHOWDOWN: The shape of TV to come -- the nature of the industry 10-20 years from now -- is now up to FCC, with this week's filing of some 150 comments recommending how and where stations should be established.

Industry has until Jan. 6 to file replies to the comments submitted this week. However, few expect the Commission will know more than it will after it has studied this week's comments. We've gone through every comment that we could track down at the Commission, digested every one of them and report them herewith on pp. 3-7 -- and it's clear to us that this is the final showdown on uhf.

Paradoxically, intra-industry problems are at a critical juncture -- yet the programming levels reached as we enter this "Golden Age of Television" are beyond those ever imagined during the heyday of radio, even beginning to satisfy today's most carping critics and picayune eggheads.

There were no startlingly new suggestions among this week's comments, but the emphasis and weight given to previous ideas are of great importance.

Basic question remains this: Can a nationwide, competitive system be provided by present 12 vhf channels, by addition of a few more vhf channels, or by fostering development of uhf?

* * * *

Comments can be broken down into several main categories: (1) Existing or prospective vhf operators insist that present service must be maintained, not whittled away. (2) Uhf operators urge that stations in each city must be kept competitive, primarily vhf or uhf. (3) Majority of those with stake in overall health of the industry lean towards measures to fortify uhf.

Most important new filings came from RCA-NBC and GE, both of which had previously been quite mum. Details of their proposals are covered more fully on fol-

lowing pages, but essence of RCA-NBC's comment is that uhf is essential, must be preserved; that deintermixture is a valuable tool; that the FCC not be too hasty in altering vhf standards to add vhf stations. GE goes further, insisting that an all-uhf system should be explored before other proposals are considered.

CBS stood by its previous plans, submitted informally to FCC (Vol. 11:41). It maintains that economics of TV dictate that nation must look to the big cities for most of its service; that judicious handling of station separations, powers & heights can provide adequate competition in those large markets. CBS added a sweetener for uhf operators this time, urging FCC to seek legislation that would permit uhf stations to move directly to new vhf channels without fighting competitors.

ABC probably stands smack in the center of all proposals, recommending both deintermixture and restricted number of vhf drop-ins -- to provide "uhf islands" from which national uhf expansion can come, and to provide 3 or more competitive stations in all cities capable of supporting them.

Deintermixture is the battle-cry of virtually all uhf stations. Those doing well in predominantly uhf areas want their markets made all-uhf. Those who lost out or are losing out in predominantly vhf areas want a vhf channel, even one of reduced coverage, to compete with their vhf neighbors.

Operating vhf stations caution FCC that overzealous attempts to provide more stations could result in loss of service to hinterland folk who could get service no way except through powerful vhfs.

* * * *

FCC has obviously been torn by conflicting pressures, will continue to be. Just this week, it granted vhf Ch. 3 in Madison, Wis., up to now all-uhf -- but it steadfastly maintains it wouldn't hesitate to move any vhf station to uhf if the overall public interest dictates. Comrs. Hyde and Bartley, however, dissented bitterly -- charging majority is just doubletalking (see p. 7).

Commission is striving valiantly to get more vhf channels from military and other services, yet majority of this week's comments are shot through with doubts about such channels. Scarcely anyone endorsed them wholeheartedly. Most thought they'd be too few to mean anything and many predicted they'd have the same basic problem faced by uhf -- need for conversion.

Commission's problem is as tough as any it has ever faced -- not excluding the 1948-52 allocations proceeding, color decision, subscription TV. The New Deal "super-planners" of 1948-52 did their sincere best, but they flunked badly -- and they admit it. Current Commission, with an Eisenhower-appointed majority, has a chance to rectify to some degree the mistakes of the old regime -- but it's going to take a tremendous amount of courage and intelligence.

There were a few last-minute requests for more time to file comments. FCC ruled it would consider each on its merits, wouldn't issue blanket extension.

Feeling in industry is that there isn't much more to say, that Jan. 6 reply comments are predictable. One big question remaining is Congress. When Senate Commerce Committee starts hearings on problems Jan. 17, as promised, will it demand a specific plan of action? It depends almost entirely on how the pressures run -- next year being an election year.

* * * *

Key political figures on the Senate Commerce Committee are Senators Magnuson (D-Wash.), Bricker (R-O.), Pastore (D-R.I.). Overall, there's the extremely powerful voice of Senate majority leader Lyndon Johnson (D-Tex.), who has said nothing publicly but knows the situation very well, has watched it closely; his wife owns 2 Texas TV stations -- one vhf, one uhf.

No one in Congress has really taken a stand -- except for Sen. Magnuson's expression of impatience with Commission for taking so long to come up with a solution (Vol. 11:49). None has evinced any true comprehension of the problem or any serious interest. Perhaps they just don't see any vote-getting "sex appeal" in the issue. However, competent observers believe that the politicians making the most noise next session will have most influence on the ultimate decision.

Digests of Comments in VHF-UHF Allocations Rule-Making

AMERICAN BROADCASTING CO.—Urges provision for at least 3 competitive services in top 100 markets, 4 or more in 90 of them, and “major improvement in the smaller markets as well.” This to be accomplished through: (1) Strengthening of uhf by deintermixture. (2) Reassignment of unused educational vhf channels to commercial use. (3) Reduction of vhf co-channel separations to as low as 130-mi., with powers “calculated to produce the same interference field at the Grade A contour of the co-channel station as would be produced by a vhf station with maximum power and 1000-ft. antenna height operating at the standard separation for the zone involved.”

Mileage changes should not be based on use of directional antennas, cross-polarization or similar techniques. Such techniques, when proved feasible, should be employed to reduce interference.

The 11-p. document urges that a table of assignments be retained and that FCC make its primary objective the establishment of “multiple services in as many communities as possible to provide program choice and to facilitate competition.” Counsel: Geraldine B. Zorbaugh and McKenna & Wilkinson.

COLUMBIA BROADCASTING SYSTEM—Proposes, with some modifications, the two alternative plans previously submitted informally to the FCC (Vol. 11:41). Plan I provides for 3 or more competitive stations in 84 of top 100 markets, through 27 vhf drop-ins and move of 7 vhf channels from smaller markets. This would be accomplished by reducing separations in some cases, while protecting existing services by restricting radiation of new drop-in or move-in stations with directional antennas, cross-polarization or both. Mileage cuts to be done on a “strictly limited” basis.

Plan II would provide at least 3 vhf stations in all 100 top markets, plus 364 vhf stations in markets other than top 100. This to be accomplished by allocation of 3 new vhf channels—6A, 6B & 6C—to be obtained from other radio services, plus drop-ins and move-ins similar to those provided for in Plan I.

It’s recommended that FCC urge Congress to pass legislation permitting uhf operators to move directly to new vhf channels and permitting vhf operators to move to larger cities, in certain cases—all without consideration of any other applications for the channels.

If more than 3 additional vhf channels can be obtained, it’s suggested that 4 more be used for “community” vhf stations—with powers in order of 20-kw, height 500-ft., co-channel spacing 85-mi.

CBS estimates cost of converting receivers to new vhf channels would run \$5-\$30. Cost of adjusting antenna for vertical polarization is set at about \$10.

Educational reservations would be unchanged under Plan I. Under Plan II, vhf reservations would remain unchanged but uhf reservations would be shifted to vhf where possible.

Document is approximately 175-pp., includes city-by-city allocation tables for plans, maps, tables of drop-ins & moves, economic analysis of nation’s station potential, estimated cost of moving all TV to uhf, etc. Counsel: Julius F. Brauner & Richard A. Forsling.

GENERAL ELECTRIC CO.—Urges consideration of an all-uhf system before trying other remedies. States that GE is neither supporting nor attacking an all-uhf service but believes its possibilities should be explored first. Asserts that transition to uhf would be eased by normal replacement of sets over a 5-7 year period. States that Commission should accept RETMA’s offer to conduct technical study and estimates that RETMA could produce useful

information within 60-90 days. Urges, in meantime, that no more vhf grants be made in markets now served by uhf. Submits that no one yet knows “whether uhf can or cannot give an adequate nationwide competitive TV service.” Submitted by W. J. Morlock, gen. mgr., technical products dept.

RCA & NBC—In joint 22-p. brief, development of uhf propagation and advances in equipment are summarized and FCC is urged “to foster and preserve” the 70 uhf channels, to do what it can to help uhf. It’s suggested that FCC urge Congress to repeal excise tax on all-channel receivers so as to make them competitive with vhf-only sets; that it “deintermix on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand”; that it encourage multiple owners with resources and know-how to undertake operation of uhf stations in intermixed markets; that it permit uhf stations to use DA’s and on-channel boosters.

“Careful study,” but not immediate use, of proposals to add vhf is suggested—including reduced separations, directional antennas, cross-polarization, reduced antenna heights & powers; and the proposal to obtain added vhf channels from other users of spectrum space, notably the military.

Commission is admonished to stick to a “Master Plan” if it decides to modify the present allocation plan or change present standards. Any “case-by-case” approach in which present standards are relaxed to solve individual problems “will inevitably result in progressive degradation of service to the public,” says the brief. These principles should govern if there’s any modification: Modified plan should be predicated upon channels actually available for commercial TV; should allow for substantial expansion of TV service over the years; should not degrade or destroy service to rural and small communities. Counsel: Robert L. Werner, Ray B. Houston, Thomas E. Ervin & James E. Greeley.

STORER BROADCASTING CO.—Recommends: (1) Retention of uhf band. (2) Elimination of uhf-vhf intermixture “in as many areas as is feasible without deleting existing vhf services.” (3) No grants of first vhf stations in areas that are now uhf-only, nor second vhf grants in areas “where it would aggravate an intermixture problem.” The 23-p. brief proposes reallocation making following cities substantially all-vhf or all-uhf: Peoria, Ill.; Evansville, Ind.; Madison, Wis.; Hartford, Conn.; Albany-Troy-Schenectady, N. Y.; Spartanburg, S. C.; Jacksonville, Fla.; Savannah, Ga.; Orlando, Fla.; Springfield, Ill.; St. Louis, Mo.; Terre Haute, Ind.; New Orleans, La.; Baton Rouge, La.; Beaumont-Port Arthur, Tex.; Pensacola, Fla.; Lake Charles, La.; Miami-Ft. Lauderdale, Fla.; Tampa-St. Petersburg, Fla.; Corpus Christi, Tex.; Hutchinson, Kan.; Manhattan, Kan.; Raleigh-Durham, N. C.; Fresno, Cal.; Norfolk-Portsmouth-Newport News, Va. Urges for vhf no change in separations, heights & powers or directional antennas. Counsel: John E. McCoy.

WESTINGHOUSE BROADCASTING CO. INC.—Recommends: (1) Protection of service areas of existing stations. (2) Immediate adoption of CBS “Plan I” to provide 3 stations in top 100 markets. (3) Continuance of educational reservations. (4) Provision for as many uhf-only markets as possible, provided protection is given to existing stations. Counsel: John W. Steen.

CROSLY BROADCASTING CORP.—Proposes that 2 additional vhf channels be provided from FM band—92-98 mc and 102-108 mc. Exhibits include maps and tables showing reallocation making use of new channels. Submitted by Wm. S. Alberts, chief propagation engineer.

AFL-CIO—Urges preservation of all 82 channels and continued reservation of educational channels. Submitted by George Meany, pres.

GEORGE B. ANDERSON, Twin City Advertising Agency, Francis J. Matrangola, Standard Tobacco Co. (AM operators)—Endorse "Mullaney Plan" (see p. 5). Counsel: Harry J. Daly & Lenore G. Ehrig.

ATLANTIC VIDEO CORP. (WRTV, Asbury Park, N.J., Ch. 58, now off air)—Requests establishment of community vhf stations with reduced mileage separations, by using low powers & antenna heights, etc.; opposes addition of new vhf channels outside present band. Counsel: Cohn & Marks.

CAPITAL CITY TV CORP. (KCCC-TV, Sacramento, Cal., Ch. 40)—Proposes that educational vhf channels be turned over to commercial use if not used by educators by a specified time. Counsel: Fisher, Wayland, Duvall & Southmayd.

CHANNEL 16 OF RHODE ISLAND INC. (off-air WNET, Providence, Ch. 16)—Recommends assignment of Ch. 3 & 6 to Providence area and withholding of action on grants or drop-ins which might preclude the assignments. Counsel: Cottone & Scheiner.

COASTAL BEND TELEVISION CO. (KVDO-TV, Corpus Christi, Tex. Ch. 22)—Urges deintermixture, preservation of uhf band. Counsel: Cohn & Marks.

COMMITTEE FOR HOMETOWN TV INC.—Favors: (1) Deintermixture. (2) Vhf drop-ins via shorter separations. (3) Confinement of stations' coverage to their retail trading areas. (4) Simultaneous vhf-uhf operation by licensees until service areas are 85% converted to uhf or 5 years, whichever is longer. The 46-p. document attacks FCC policies, urges change in philosophy, recites history of TV development. Counsel: Arnold, Fortas & Porter.

COMMITTEE ON MANUFACTURERS RADIO USE (NAM)—States: "TV broadcasting requires a huge portion of the available spectrum and any approach to creating additional TV channels immediately presents a threat to all the non-broadcasting services, in which industry has an important and permanent interest." Expresses concern about "block allocations" policy, stating that this "freezes frequencies in localities where there is little or no prospect that they will be put to use. We know that that is true of the FM broadcast service, and we suspect that it prevails in the TV service as well." Submitted by Frank Smith.

CORNELL UNIVERSITY (grantee WHCU-TV, Ithaca, N.Y., Ch. 20)—Urges reduction in mileage separations and power & heights to permit assignment of vhf to Ithaca. Counsel: Cohn & Marks.

A. EARL CULLUM & THOMAS A. WRIGHT (engineers)—Suggest: (1) Possibility of assigning portion of FM band and 72-76 mc to TV. (2) Use of higher towers, higher gain antennas and cross-polarization. (3) Re-evaluation of grades of service, including higher levels for heart of principal city and establishment of "rural" contour beyond Grade B. (4) Changes in method of predicting signal levels, including technique for determining effective antenna heights. (5) FCC encourage filing of field intensity measurements.

RICHARD W. DAVIS (grantee WELI-TV, New Haven, Conn., Ch. 59)—Favors deintermixture, tailoring of stations to market areas.

GENE T. DYER (grantee WTVI, Ft. Pierce, Fla., Ch. 19), **MID-AMERICA BCSTG. CORP.** (WKLO-TV, Louisville, Ch. 21, now off air) & **PRAIRIE TV CO.** (WTVP, De-

catur, Ill., Ch. 17)—In separate comments, propose "long-term" policy of deintermixing vhf & uhf allocations in areas where it will improve TV service to public, authorizing directional antennas & reductions in mileage separations. Also ask immediate "interim policy" of (1) deleting from predominantly uhf areas vhf channels for which no station has been authorized, assigning these channels in predominantly vhf areas where they are needed, with use of directional antennas where necessary (in case of WKLO-TV & WTVP), or (2) permitting uhf stations in vhf areas to operate on vhf channels, using directionals where necessary (in case of WTVI). All 3 ask specific deintermixture actions in own home areas. Counsel: Haley, Doty & Wollenberg.

EDUCATIONAL CHANNELS, Groups Favoring Continuation—Joint Committee on Educational TV (see below); Broadcasting & Film Commission, National Council of Churches of Christ in the U.S.A.; Congregational Christian Churches (Office of Communication); Connecticut Citizens Council on Educational TV; National Assn. of Educational Broadcasters; National Education Assn. of the U.S.; Nashville Educational TV Foundation; Kansas State College; Southern Regional Education Board.

GERICO INVESTMENT CO. (WITV, Ft. Lauderdale, Fla., Ch. 17)—Supports nationwide deintermixture. Counsel: McKenna & Wilkinson.

GREAT LAKES TELEVISION CO. (WSEE, Erie, Pa., Ch. 35)—Proposes "immediate action" to permit uhf stations now threatened with destruction in vhf areas to operate on vhf channels with directional antennas, reduced separations, etc., WSEE to be assigned to Ch. 6. "Long-term" proposals: deintermixture, reduced vhf station separation, permanent allocation of Ch. 6 to Erie. Counsel: Haley, Doty & Wollenberg.

GULF TV CO. (KGUL-TV, Galveston, Tex., Ch. 11)—Two levels of coverage and protection are urged: (1) Protection of a station's Grade A contour at all times. (2) Protection of Grade B except when a new applicant "could prove affirmatively that the public interest would be served by a proposal causing interference within an existing station's Grade B coverage area." Suggests adoption of coverage-interference criteria proposed in FCC's "Third Notice" of March 21, 1951. Urges use of engineering standards permitting improvement of service through "limitations in power & antenna height, directional antennas, offset carrier, and perhaps cross-polarization, for the purpose of more complete spectrum utilization." Counsel: Scharfeld & Baron.

HAVENS & MARTIN INC. (WTVR, Richmond, Va., Ch. 6)—Opposes any changes that would reduce its service area. Opposes lifting Zone I full-power vhf maximum height to 2000 ft. States that insufficient information is available on directional antennas or cross-polarization to justify their use now. Counsel: John H. Midlen.

FRIEDA B. HENNOCK (attorney)—Proposes: (1) Preservation of philosophy in Sixth Report & Order, requiring both uhf & vhf. (2) Deintermixture. (3) Reservation of educational channels. (4) Encouragement of manufacturers to build all-channel sets. (5) Regulation of chain broadcasting "so as to assure non-monopolistic availability of programming on an equal basis to vhf and uhf stations."

JOINT COMMITTEE ON EDUCATIONAL TV—In 83-p. printed comments, urges that FCC "not abandon or water down the sound objectives stated in the Sixth Report." Only sound approach, it argues, "must lie in preserving and fostering the growth of the uhf service." Without taking

stand on deintermixture or other proposed remedies, it states that "the issue in this proceeding is not whether uhf service is to be maintained, but how it can be preserved and stimulated." Argues that elimination of educational vhf reservations would not contribute much to solution, even if Commission should "try to cram all TV into the vhf bands." Asks FCC to specify issues with "greater particularity." Counsel: Telford Taylor & Seymour Krieger.

KNUZ TELEVISION CO. (KNUZ-TV, Houston, Ch. 39, now off-air)—Urges "low-power community stations" on present vhf band in areas now saturated with vhf-only receivers. Counsel: Cohn & Marks.

LAKE HURON BROADCASTING CORP. (WKNX-TV, Saginaw, Mich., Ch. 57)—Requests that Saginaw area be made all-uhf or all-vhf and that FCC maintain status quo on vhf grants and power-height increases in certain Michigan and Ohio cities pending consideration of possibility of adding Ch. 10 & 11 to Saginaw area. Counsel: Cottone & Scheiner.

HERBERT MAYER, d/b as AJAX ENTERPRISES (grantee of WPHD, Philadelphia, Ch. 23, and WHMB, Boston, Ch. 38)—Urges extensive deintermixture. Suggests interim simultaneous vhf-uhf operation for vhf operations required to shift. Also recommends exploration of an all-uhf plan.

MIDDLESEX BROADCASTING CORP. (WTAO-TV, Cambridge, Mass., Ch. 56)—Recommends assignment of Ch. 13 to Cambridge, amendment of rules to permit vhf assignments with low power and reduced mileage separations "upon specified showings where it is established that the proposed channel assignment would further the objective of a nationwide competitive TV system." Counsel: Cottone & Scheiner.

JOHN H. MULLANEY (engineer) and **WELCH, MOTT & MORGAN** (attorneys)—Advocate elimination of allocation plan, then the assignment of some 200 more vhf stations within present 12 channels on case-to-case basis through: (1) Reduction of co-channel mileages to as low as 88-mi., adjacent-channel as low as 31-mi., with powers as low as 100-watts. (2) Use of directional antennas with 20-db suppression. (3) Possible use of cross-polarization. (4) Elimination of 104 unapplied-for vhf assignments. Existing stations would be protected to extent now provided in FCC rules.

Objectives of plan are to give each uhf operator a vhf channel, assign at least 3 vhf stations to most major markets and at least 2 vhfs to "as many markets as could feasibly support" them. Document consists of 85-pp. plus exhibits, includes recitation of allocations history.

NATIONAL COMMITTEE FOR UTILITIES RADIO—Opposes any shift of frequencies of mobile radio users in Power Radio Service. Submitted by R. W. Lewis, chairman.

NEPTUNE BROADCASTING CO. (WFPG-TV, Atlantic City, Ch. 46, now off air)—Asks revisions of rules to permit assignment of vhf channels to "New Jersey, and Atlantic City particularly," through authorization of directional antennas at reduced mileage separations and/or low-power operation, cross-polarization, etc. Counsel: Cottone & Scheiner.

O'NEILL BROADCASTING CO. (KJEO, Fresno, Cal., Ch. 47)—Recommends deintermixture be adopted as a general principle and that FCC "invite comments on specific channel assignments in individual communities in order to ascertain whether a pattern for general reallocation consideration exists and the nature of such pattern." Also

suggests it may be necessary to change mileage spacings, powers & heights and to consider individual topographic conditions. Counsel: Joseph Brenner.

S. H. PATTERSON (KSAN-TV, San Francisco, Ch. 32)—Supports deintermixture, and suggests: (1) Acquisition of more vhf channels. (2) Reduction of co-channel vhf spacing to 110 mi., adjacent-channel to 30 mi. (3) Reduction of power and use of directional antennas. (4) Commercial use of educational channels all hours except 3 or 4 daily. (5) Reallocation of vhf channels "when it is advantageous to existing uhf operators." (6) Addition of Ch. 11 to San Francisco via reassignments in Fresno and San Jose.

PENNSYLVANIA BROADCASTING CO. (WIP, Philadelphia)—Proposes allocation of new "Channel 6-A" by eliminating 88-94 mc from FM band and reallocating dislocated FM stations elsewhere in band; new TV channel to be assigned to large centers of population now inadequately served. Counsel: Welch, Mott & Morgan.

PIEDMONT BROADCASTING CORP. (WBTV-TV, Danville, Va., Ch. 24 now off-air)—Suggests vhf drop-ins via assignments based on protected contours. Counsel: John H. Midlen.

T. P. PIKE, Asst. Secy. of Defense—Urges attention to recommendations of Joint Industry-Govt. Tall Structure Committee in any re-evaluation of antenna heights.

PLAINS TV CORP. (WICS, Springfield, Ill., Ch. 20)—Recommends deintermixture through shift of Ch. 2 from Springfield to St. Louis. Counsel: McKenna & Wilkinson.

LEE SCARBOROUGH (TV dealer, Nacogdoches, Tex.)—Representative of "group interested in constructing local TV station" urges: (1) Allocation of more vhf channels in predominantly vhf areas through use of lower powers, reduced mileage minimums, directional antennas & cross-polarization. (2) Deintermixture action to reallocate vhf channels from successful uhf markets to vhf areas. Counsel: Haley, Doty & Wollenberg.

SIGNAL HILL TELECASTING CORP. (KTVI, St. Louis, Ch. 36)—Suggests deintermixture and: (1) Reduction of minimum separations by 40% except in unusual cases in sparsely settled areas. (2) Establishment of minimum & maximum powers and antenna heights to prevent encroachment into other markets. (3) Directional antennas; use of cross-polarization if necessary. Wants revisions of allocation plan to apply to existing and new stations. Counsel: Roberts & McInnis.

SIR WALTER TV CO. (WNAO-TV, Raleigh, N. C., Ch. 28)—Asserts additional vhf channels "would present essentially the same conversion problems now inherent in uhf with the added disadvantage that the uhf stations, such as WNAO-TV, would have to abandon already substantial uhf circulation and start from scratch in building up a new conversion ratio." Urges: (1) Deintermixture. (2) Vhf drop-ins on "market-by-market" basis. (3) Directional antennas, reduction of separations, use of cross-polarization for vhf. (4) FCC push for tax differential between vhf-only and all-channel sets. (5) If new vhf channels are obtained, they shouldn't be intermixed with present vhf or uhf channels in same communities. (6) Interim actions to preserve uhf, such as awarding a uhf channel to winner of hearing for Raleigh's Ch. 5 pending final determination of overall rule-making. Counsel: Haley, Doty & Wollenberg.

SKIATRON ELECTRONICS & TV CORP. and **SKIATRON TV INC.**—Request that FCC "reaffirm the objectives of the Sixth Report & Order, retain uhf as a basic part of the

national TV plan, and press forward with its rule-making proceeding [regarding subscription TV] so pregnant with answers to the basic economic questions posed in this proceeding." Asserts that advertising cannot support nationwide TV system, that subscription TV is the answer. Counsel: James M. Landis and Lyon, Wilner & Bergson.

SOUTH CENTRAL BROADCASTING CORP. (WTVK, Knoxville, Tenn., Ch. 26)—Recommends assignment of Ch. 7 to Knoxville. Counsel: Loucks, Zias, Young & Jansky.

SOUTHERN CONN. & LONG ISLAND TELEVISION CO. (WICC-TV, Bridgeport, Ch. 43)—Reiterates request for assignment of Ch. 6 to Bridgeport area through reduction of separations. Counsel: McKenna & Wilkinson.

SOUTHERN RADIO & EQUIPMENT CO. (Grantee WOBS-TV, Jacksonville, Fla., Ch. 30)—Submits detailed "plan of selective deintermixture," which would require no authorized vhf station to switch to uhf, but deleting 14 ungranted vhf assignments. Counsel: McKenna & Wilkinson.

SPECIAL INDUSTRIAL RADIO SERVICE ASSN.—Opposes any shift of frequencies now used by mobile services. Counsel: Jerome H. Heckman.

SUMMIT RADIO CORP. (WAKR-TV, Akron, Ch. 49)—Requests deintermixture of Akron area through reduction of power of "outside vhf stations," nationwide reallocation of present vhf band with more outlets provided by reduction of mileage separations, or providing vhf channel to Akron by shifting channels in other cities in area and reducing mileage separations. Counsel: Kirkland, Fleming, Green, Martin & Ellis.

TELECASTING INC. (WENS, Pittsburgh, Ch. 16)—Urges additional vhf assignments in large markets not already allocated 4 commercial vhf channels. Counsel: McKenna & Wilkinson.

TELEVISION COLUMBUS (WDAK-TV, Columbus, Ga., Ch. 28)—Requests that communities with over-50% uhf saturation be made all-uhf, and as secondary alternative the addition of vhf channels by reduction of mileage separations, antenna heights and powers. Counsel: Cohn & Marks.

TIMES-WORLD CORP. (WDBJ-TV, Roanoke, Va., Ch. 7), GABLE BROADCASTING CO. (WFBG-TV, Altoona, Ch. 10), MID-CONTINENT TELECASTING (KOAM-TV, Pittsburg, Kan., Ch. 7), ORLANDO BROADCASTING CO. (WDBO-TV, Orlando, Fla., Ch. 6) and PIKES PEAK BROADCASTING CO. (KRDO-TV, Colorado Springs, Ch. 13)—Urge FCC to forego any action which would "degrade" present vhf service until it can be determined whether additional vhf frequencies will be made available for TV. Counsel: George O. Sutton.

TRIANGLE PUBLICATIONS INC. (WFIL-TV, Philadelphia, Ch. 6)—Recommends that FCC guard against too great reduction of station separation minimums, particularly where over-water propagation is concerned. Counsel: Lyon, Wilner & Bergson.

TRI-CITY RADIO CORP. (WLBC-TV, Muncie, Ind., Ch. 49)—Opposes proposals to permit full-power vhf operation at 2000-ft. Counsel: John H. Midlen.

TRI-STATE TELEVISION INC. (WINT, Waterloo, Ind., Ch. 15)—Petitions to permit TV station to identify itself with main community served "rather than the tiny community to which it is presently licensed." Counsel: Kirkland, Fleming, Green, Martin & Ellis.

ULTRA HIGH FREQUENCY INDUSTRY COORDINATING COMMITTEE—Urges adoption of "single market" plan of confining station coverage through: (1) Selective deintermixture. (2) Tailoring of powers & heights to specific communities. (3) Adding vhf stations via lower separations on case-by-case basis. (4) Limiting Ch. 2-6 stations to 50-kw, Ch. 7-13 to 100-kw, unless showing of need for more power is made. In addition, recommends that deintermixture petitions be severed from general rule-making and granted immediately. Urges that continued efforts be made to obtain more vhf channels but that other relief be provided in meantime. Counsel: Cottone & Scheiner.

UHF TELECASTING CORP. (KVVG, Tulare, Cal., Ch. 27) and KBAK-TV (Bakersfield, Cal., Ch. 29)—Favor "change from the present rigid assignment plan to one based on protection from interference," including creation of separate "Western Zone," directional antennas, lower powers. Propose that existing assignments be protected "to maximum powers and antenna heights," with criteria formulated by joint industry committee if necessary. Urge that existing uhf operators get first opportunity to operate on dropped-in vhf channels. Counsel: Krieger & Jorgensen.

VAN CURLER BROADCASTING CORP. (WTRI, Albany, Ch. 35, now off air)—Urges preservation of uhf, doubts that additional vhf channels would be helpful, says FCC "must create an administrative climate favorable to uhf operators and investors," favors remedies suggested by Committee for Hometown TV Inc. Counsel: Arnold, Fortas & Porter.

WEST CENTRAL BROADCASTING CO. (WEEK-TV, Ch. 43) and HILLTOP BROADCASTING CO. (WTVH, Ch. 19), both Peoria, Ill. and MONONA BROADCASTING CO. (WKOW-TV, Ch. 27) and BARTELL TV CORP. (WMTV, Ch. 33), both Madison, Wis.—Urge adoption of deintermixture—plus use of low-power vhf stations and new vhf channels where new vhf assignments won't harm uhf. Counsel: Cohn & Marks; Fly, Shuebruk, Blume & Gaguine; Samuel Miller.

WILMINGTON TV CORP. (WTHT, Wilmington, N. C., Ch. 3)—Urges changes in network regulations to assure small-city stations regular network service. Submitted by A. L. Wheeler, treas.

WISE-TV INC. (WISE-TV, Asheville, N. C., Ch. 62)—Proposes assignment of Ch. 2 to Asheville. Counsel: Cottone & Scheiner.

WSAZ INC. (WSAZ-TV, Huntington, W. Va., Ch. 3)—Recommends that Zone I vhf stations operate with full power at 1250-ft. and that no changes be made that would reduce service areas of existing stations. Counsel: Cohn & Marks.

WSM INC. (WSM-TV, Nashville, Ch. 4)—Requests authorization of low-power unattended boosters on vhf as well as uhf, urges additional vhf frequencies be assigned to TV, retention of uhf, opposes drop-ins and reduced separations. Counsel: Kirkland, Fleming, Green, Martin & Ellis.

WTYJ INC. (Miami, Ch. 4)—Endorses CBS proposals. Counsel: Segal, Smith & Hennessey.

ZENITH RADIO CORP. & TECO INC.—Propose in 18-p. brief that FCC authorize subscription TV for temporary 2-year period by (1) stations which operated at loss during last year; (2) stations which carry, or expect to carry next year, less than 7½ hours weekly of paid CBS or NBC programs, and (3) all new stations coming on air. Petition

also asks that fee-TV be limited to 15% of any station's broadcast time and that Commission defer further consideration of allocations actions until it observes how well the fee-TV proposal works. Counsel: Joseph S. Wright; Pierson, Ball & Dowd; Loucks, Zias, Young & Jansky.

The following urge that no changes be made that would reduce service rendered by existing stations, particularly in rural areas: Alvarado Broadcasting Co. Inc., Albuquerque, N. M.; Mt. Washington TV Inc., Poland Spring, Me.; KAKE-TV Inc., Wichita, Kan.; Harbenito Broadcasting Co., Harlingen, Tex.; Regional Broadcasting Co., Jonesboro, Ark.; WJNO-TV Inc., W. Palm Beach, Fla.; Louisiana TV Broadcasting Corp., Baton Rouge, La.; Forest Capital Broadcasting Co., Lufkin, Tex.; Arizona Broadcasting Co. Inc., Tucson, Ariz.; WSAV Inc., Savannah, Ga.; Montana Network, Billings, Mont.; Richmond TV Corp., Richmond, Va.; Greater Rockford TV Inc., Rockford, Ill.

Note: Following parties filed brief statements reserving right to participate in further proceedings if desired: Alabama Educational TV Commission; American TV Co. Inc., Ft. Smith, Ark.; Bell Pub. Co., Temple, Tex.; KDRO Radio & TV Inc., Sedalia, Mo.;

Midnight Sun Broadcasting Co., Anchorage & Fairbanks, Alaska; KFJI Broadcasters, Klamath Falls, Ore.; Hawaiian Broadcasting System Inc., Honolulu, Hilo & Waialuku, Hawaii; Mosby's Inc., Missoula, Mont.; Bi-States Co., Kearney & Hayes Center, Neb.; Magic Valley TV Corp., Twin Falls, Ida.; KIDO Inc., Boise, Ida.; Fisher's TV Co., Seattle, Wash.; Curators of U of Missouri, Columbia, Mo.; Black Hills Broadcast Co. of Rapid City, Rapid City & Lead, S. D.; Northwest TV Co., Ft. Dodge, Ia.; Jefferson TV Co., Jefferson City, Mo.; Oregon Radio Inc., Salem, Ore.; KBIZ, Inc., Kirksville, Mo.; Springfield (Mo.) TV Inc.; Rivoli Realty Co., Johnstown, Pa.; Greater East Tennessee TV Inc., Knoxville, Tenn.; The Brockway Co., Carthage, N. Y.; Vindicator Printing Co., Youngstown, O.; Greenville (S. C.) TV Co.; M & M Broadcasting Co., Marinette, Wis.; Radio Augusta Inc., Augusta, Ga.; Patriot-News Co., Harrisburg, Pa.; Irwin (Pa.) Community TV Co.; Mountain City TV Inc., Chattanooga, Tenn.; Port Arthur (Tex.) College; Triad TV Corp., Parma, Mich.; WIRL TV Co., Peoria, Ill.; Columbia Amusement Co., Paducah, Ky.; Hazleton (Pa.) TV Corp.; KEDD Inc., Wichita, Kan.; Associated Bcstrs. Inc. & WGAL Inc., Bethlehem & Lancaster, Pa.; South Bend (Ind.) Tribune; A. S. Abell Co., Baltimore; Sangamon Valley TV Corp., Springfield, Ill.; On the Air Inc., Evansville, Ind.; Meyer Bcstg. Co., Bismark, N. D.; Travelers Bcstg. Service Corp., Hartford, Conn.; Biscayne TV Corp., Miami; Port Huron (Mich.) Bcstg. Co.; Jefferson Standard Bcstg. Co., Charlotte, N. C.; Cedar Rapids (Ia.) TV Co.; Alexandria (La.) Bcstg. Co.; Herald Publishing Co., Albany, Ga.; Arthur R. Olson, Tulsa; WGN Inc., Chicago; Lycoming Bcstg. Co., Williamsport, Pa.; Great Lakes TV Inc., Buffalo; Capitol Bcstg. Co., Jackson, Miss.; Valley Electric Co., San Luis Obispo, Cal.; Radio Honolulu Ltd.; Peninsular Bcstg. Co., Grand Rapids; WJR, The Goodwill Station, Flint; Wilton E. Hall, Anderson, S. C.; Elfred Beck, Tulsa.

MADISON'S CH. 3 was granted this week to WISC, over sharp dissent of Comrs. Hyde & Bartley, who blasted action as "untimely and ill-advised" in view of Commission's current allocations rule-making proceeding. Only other grant this week was non-commercial Ch. 13 in Monroe, La. to State Dept. of Education.

In granting Ch. 3 to WISC, Commission overruled initial decision which favored opponent WIBA and the petitions by 2 Madison uhf outlets which argued that no grant should be made pending outcome of allocations proceeding. Commission based its preference on fact that WISC (owned by Morgan Murphy-Superior Evening Telegram), despite its interlocking ownership with other newspapers and stations (including WEAU-TV, Eau Claire), evidenced less concentration of media locally than did WIBA, owned principally by Capital Times and Wisconsin State Journal, city's only morning papers.

Hyde-Bartley dissent charged grant "will complicate and hinder proper consideration of [deintermixture] proposals which the Commission has stated would be fully explored" in current rule-making proceedings. "The Commission has decided that the pending rule-making proceeding is the forum where proposals and petitions concerning deintermixture should be heard. However, at the same time, [the] Commission is deciding, as a practical matter, the very issues it proposes to consider in the future . . ."

In another newspaper ownership case, Appeals Court significantly upheld FCC grant based largely on diversification issue despite fact that newspaper was found to have "relatively small voice" in rejected applicant. In appeal by Columbia Empire Telecasters from grant of Portland, Ore. Ch. 12 to KLOR, Judges Edgerton, Bazelon & Fahy ruled: "However small their [newspaper and radio stations'] 'voice' in Columbia's affairs may have been, Columbia was not, as [KLOR] was, 'dissociated from existing media of mass communication.'"

Meanwhile, Supreme Court refused to touch Appeals Court decision which ordered FCC to hold hearing on WSAY's protest of Ch. 10 share-time grant to WHEC-TV & WVET-TV, Rochester (Vol. 11:31). Thus, there's strong possibility the Ch. 10 stations may have to go off air pending the protest hearing. In interim, they've applied for uhf Ch. 27 in hopes of having channel to go to in event they're pushed off Ch. 10; WSAY asked FCC to

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refuse them Ch. 27. They've also formed agreement with Rochester Institute of Technology whereby latter would continue operating on Ch. 10, retaining profits, pending disposition of the protest.

Another appeal was filed, meanwhile, Southland TV Co. seeking to reverse FCC's decision picking Shreveport TV Co. (KSLA-TV, Ch. 12).

Court of Appeals bowed to Supreme Court ruling in famous Easton-Allentown radio case (Vol. 11:24), reversing itself this week and ruling that FCC's decision stands. FCC had granted 1230 kc to WEEX, Easton, because of city's greater need for station. Appeals Court said Commission erred in reversing examiner who had picked WHOL, Allentown. Supreme Court then slapped down Court of Appeals. Net effect of whole litigation is affirmation of FCC's power to overrule examiners and to weigh needs of communities before considering qualifications of competing applicants. Appeals Court majority in this week's decision comprised Judges Prettyman and Miller, with Bazelon dissenting.

FCC network study staff headed by Roscoe Barrow, dean of U of Cincinnati Law School, got 2 more staffmen this week—Dr. Jesse Markham, ex-chief economist, Federal Trade Commission, now associate professor of economics, Princeton; Dr. Warren Baum, ex-Dept. of State, Mutual Security Agency and other govt. agencies, currently employed by Rand Corp. They're in addition to the 6 announced last week (Vol. 11:50).

First non-govt. use of "scatter" techniques (Vol. 11:32, 47) for regular operational long-distance radio communication was approved this week by FCC, when it granted Aeronautical Radio Inc. modification to use vhf ionospheric scatter to supplement its aeronautical fixed communication service between Miami and San Juan, Puerto Rico, distance of 1040 miles.

Personal Notes: Andrew Hammerschmidt, associate director of NBC technical operations, promoted to chief engineer, succeeding the late Robert E. Shelby . . . Lester W. Spillane, chief of FCC Renewal & Transfer Div., joins John P. Hearne in San Francisco law practice, with offices at 405 Central Tower Bldg.; he's a veteran FCC employe, having started in old Commerce Dept. radio div. in 1928, then transferred to Federal Radio Commission, forerunner of FCC . . . Alfred Larson, ex-commercial mgr. of KPHO-TV, Phoenix, named asst. to Payson Hall, TV-radio director of Meredith stations, working out of Des Moines; he's succeeded at KPHO-TV by Howard Stalnaker, from radio KPHO . . . Jack Gross, onetime owner of KFMB-TV, San Diego & KFMB, who recently acquired radio KXOC, Chico, Cal., has become chairman of board of Trans-Community Television Network Inc., headed by Jerome L. Doff, Beverly Hills attorney—promoting "Commprovision" system for piping closed-circuit films, kine & live programs to homes in small communities . . . Gordon R. Kerr, ex-radio WCOP, Boston, named gen. mgr. of General Teleradio's recently acquired WEAT-TV & WEAT, W. Palm Beach; he had previously been sales mgr. of General Teleradio's WGTH-TV & WGTH, Hartford, whose sale to CBS pends FCC approval . . . John Reynolds, gen. mgr. of KHJ-TV, Hollywood, and James Richards, eastern sales mgr., elected Don Lee v.p.'s . . . Jerome Harris, ex-ABC-TV eastern sales mgr., joins exec. staff of McCann-Erickson TV-radio dept. . . . Kenyon Brown, KWFT-TV & KWFT, Wichita Falls, named chairman of exec. committee, Radio Advertising Bureau . . . Gil Johnston named sales mgr. of KWK-TV, St. Louis, succeeded in N. Y. CBS-TV Film Sales office by A. Robert Bonagura, ex-NBC . . . Donald H. McGannon, who recently succeeded Chris Witting as pres. of Westinghouse stations, is subject of personality sketch in Dec. 9 *Printers' Ink* . . . Richard Sloan, ex-KXLY-TV, Spokane, and WJHP-TV, Jacksonville, named sales mgr. of WGBS-TV, Miami, succeeding Walter M. Koessler, now managing director . . . James M. Dolan resigns as DuMont sports director . . . Charles G. Baskerville, ex-gen. mgr. of WNAO-TV, Raleigh, named gen. mgr. of radio WALT, Tampa, Fla. . . . John Croft, ex-national sales mgr., WJTV, Jackson, Miss., joins WFBM-TV, Indianapolis . . . Wilfred C. Prather promoted to technical supervisor of WNBQ & WMAQ, Chicago, in charge of color training for station personnel . . . Willard S. Smith, ex-TV-radio director of Brooke, Smith, French & Dorrance, N. Y., named mgr. of promotion & merchandising, WJBK-TV, Detroit . . . LeRoy V. Bertin, No. Cal. regional mgr. of *TV Guide*, named director of sales promotion & development, WNBC-TV & WNBC, Binghamton, N. Y. . . . Gordon W. Davis, program mgr. of Westinghouse's radio KYW, Philadelphia, promoted to gen. mgr., reporting to v.p. Rolland V. Tooke . . . James H. Carmine Jr., son of Philco pres., resigns as sales rep of Philco Distributors, Philadelphia, to join sales staff of Westinghouse's radio KYW, Philadelphia . . . Gilbert Zingaro promoted to exec. v.p. in charge of operations, Cellomatic Corp., producers of live animations . . . Fred A. Niles resigns as exec. v.p. of Kling Film Productions, Chicago, which he founded in 1947 . . . Frank G. O'Halloran, ex-NBC, named sales mgr. of Sterling TV's industrial film div.

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New administration in AFTRA's big New York local was voted in by record 1650 TV-radio performers, who tossed out most of the "right-wing" officers in favor of new "middle-of-the-road" group headed by John Henry Faulk. Principal issue in campaign was alleged sympathy for "blacklisting" shown by old officers through their endorsement of Aware Inc. (Vol. 11:25, 28). Unofficial tally showed 27 of the 35 candidates on Faulk's slate elected, 8 incumbents reelected.

ADVERTISING AGENCIES: Ernest A. Jones, exec. v.p. of MacManus, John & Adams, Detroit (Cadillac, Pontiac), elected pres., succeeding James R. Adams, who moves up to chairman and head of new creation planning committee; John R. MacManus, senior partner, becomes exec. v.p. & chairman of operating committee . . . Harry W. Chesley Jr. resigns as Philip Morris marketing v.p. to become exec. v.p. & director of D'Arcy St. Louis office . . . Mann Holiner resigns as v.p. & mgr. of Hollywood office, Ted Bates & Co., reportedly to prepare Broadway musical; Austin Peterson returns to agency to replace him, after serving several months at NBC-TV . . . George M. McCoy Jr., ex-Colgate-Palmolive media dept., joins N. W. Ayer as mgr. & administrator of timebuying dept. . . . Don Rowe, business mgr. of BBDO's TV dept., N. Y., transfers to Hollywood as mgr. of TV-radio production, succeeding v.p. Walter Tibbals, moving to N. Y. office as major account exec. . . . Wm. R. Simpson, BBDO copy chief, San Francisco, and J. B. Pollock, supervisor of Standard Oil of California account, each elected v.p. of BBDO . . . Sherman E. Rogers, ex-Platt-Forbes Inc., named copy chief, Anderson & Cairns Adv. . . . Lee Randon named TV-radio mgr., Henri, Hurst & McDonald, Chicago, replacing James Shaw, now Ziv . . . Arthur E. Duram, TV-radio mgr., Fuller & Smith & Ross, elected a director . . . Forrester Mashbir, ex-KPIX, named TV-radio director of San Francisco office of J. Walter Thompson as Kalman Phillips transfers to L. A. office . . . Grant M. Thompson promoted to v.p., Wm. Esty Co.; v.p. Wm. L. Young, in charge of marketing-merchandising dept., made member of copy & planning board . . . New Leo Burnett Co. v.p.'s: Lee Bland, in charge of broadcasting div.; David W. Dole, in charge of broadcasting business div.; Gordon Minter, v.p. & mgr. of film production, Hollywood office.

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Canadian Temperance Federation adopted resolution urging FCC to end "sabotaging of Canadian anti-liquor advertising laws by beer broadcasts on Buffalo TV and radio stations." Dr. Caradine Hooton, exec. secy. of Methodist Board of Temperance in Washington, D. C., promised to take matter up with FCC. CBC bans all liquor and beer ads, unless special permission is granted by provincial authorities.

Thomas Alva Edison Foundation program awards for contributions to improvement of juvenile behavior and advancement of science went to *You Are There* (CBS-TV), *Let's Take a Trip* (CBS-TV), *Mr. Wizard* (NBC-TV). WBNS-TV, Columbia, won award as station "best serving interests of youth." Radio winners were *Family Theatre* (MBS), *Adventures in Science* (CBS), ABC and WTIC, Hartford.

Canadian Station Representatives Ltd. has been formed as separate corporation by Adam J. Young Jr. to handle Canadian list, now consisting of CFCQ-TV, Saskatoon; CFRN-TV, Edmonton; CHCH-TV, Hamilton, Ont.; CHLT-TV, Sherbrooke; CJBR-TV, Rimouski; CKCW-TV, Moncton; CKNX-TV, Wingham; CKVR-TV, Barrie.

Walter Weir, v.p. of Donohue & Coe, is author and NBC-TV's Hudson Faussey is producer-director of *The Dope Peddlers*, original skit satirizing advertising & marketing, to be produced at American Marketing Assn. annual Christmas party in New York's Hotel Biltmore, Dec. 21.

CBS-TV's "Extended Market Plan," inaugurated last Dec. to help small-market stations get top network programs at minimum cost to advertisers (Vol. 10:49), now has 26 station members, with 46 sponsors feeding 59 network programs per week.

Gruen Watch Co. has set up own TV-radio service for its dealers, detailing Ralph M. Somerfield as director of new dept. designed to aid them in their local advertising.

Station Accounts: L. Bamberger & Co., big N. J. dept. store chain which once owned WOR, Newark, and was later absorbed by R. H. Macy & Co., has entered into \$15,000-a-week contract with Irving Rosenhaus' WATV & WAAT, Newark, for sponsorship of 8 hours of TV programming for 52 weeks, plus unstated number of TV-radio spots—all to promote stores' goods & services. It's one of biggest dept. store TV-radio contracts on record. All other media will retain their share of ad budget . . . Sears Roebuck to sponsor *What's the Pixie?*, panel quiz show featuring local TV-radio personalities, on WNBQ, Chicago, for 26 weeks starting Jan. 4, Wed. 10:30-11 p.m., thru George A. Hartman Co., Chicago . . . Hamm Brewing Co., St. Paul, Minn., buys half hour of Sat. 8-10 p.m. *California Hayride*, on KVOR, Stockton, Cal., thru Campbell-Mithun, Minneapolis . . . Among advertisers currently reported using or preparing to use TV station time: Alberto-Culver Co. of Hollywood, Chicago (Alberto VO5 for hair & scalp), thru Geoffrey Wade Adv., Chicago; Riken Optical Industries Ltd., N. Y. (importers of Richoflex cameras), thru Kameny Assoc., N. Y.; Royal Victoria Hotel, Nassau, Bahamas, thru Grant Adv., Miami; Dad's Root Beer Co., Chicago, thru Martin Co., Chicago; Helbros Watch Co., N. Y., thru Erwin, Wasey & Co., N. Y.; Fantastic Inc., Los Angeles (Fantastic home permanent), thru Kline Simpson & Assoc., L. A.; Charles E. Hires Co., Philadelphia (Hires root beer), thru N. W. Ayer, Philadelphia; International Breweries, Detroit (Mel-O-Dry beer & ale),

thru Brooke, Smith, French & Dorrance, Detroit; Golden Mix Inc., Warsaw, Ind. (griddle cake & waffle mix), thru Garfield Adv. Assoc., Detroit; Park Sausage Co., Baltimore (meat products), thru Applestein, Levinstein & Golnick, Baltimore; Church Industries, Chicago (Evr-Foam Magic sponge), thru Olian & Bronner, Chicago; Hancock Corp., Philadelphia (Quickie Speedway mops, kitchen stools & housewares), thru Gresh & Kramer, Philadelphia; Hazel Bishop ("Liquid Make-Up"), thru Raymond Spector Co., N. Y.; Albers Milling Co., L. A. (Albers cereals), thru Erwin, Wasey & Co., L. A.; Diamond Crystal Salt Co., N. Y., thru Ogilvy, Benson & Mather, N. Y.; M-O-Lene Rug Cleaner Inc., Chicago, thru Arthur Meyerhoff & Co., Chicago; Tuxedo Candy Co., div. of Safeway Stores Inc., thru Foote, Cone & Belding, San Francisco.

Rate increases: KFMB-TV, San Diego, raises base hour from \$800 to \$900, min. \$180 to \$230. WOW-TV, Omaha, raises base hour from \$800 to \$850, min. \$160 to \$200. KWTW, Oklahoma City, Feb. 1 raises base hour from \$750 to \$800, min. \$150 to \$180. KSLA-TV, Shreveport, Jan. 1 raises base hour from \$300 to \$400, min. \$60 to \$80. WKNX-TV, Saginaw-Bay City, Mich. has raised base hour from \$300 to \$375, min. \$60 to \$75. KDUB-TV, Lubbock, Tex. raises hour from \$300 to \$350, min. \$50 to \$60. KHOL-TV, Kearney, Neb. in Jan. will raise hour from \$200 to \$250, min. \$30 to \$50, after satellite KHPL-TV, Hayes Center, Neb. gets on air.

HOW TV-RADIO billings account for as high as 70%, seldom under one-fourth, of the total business done by 36 of the top U. S. advertising agencies, is pointed up in 1955 rankings compiled for Dec. 12 *Broadcasting-Telecasting* by its agency editor Florence Small. Survey covers 36 agencies, whose TV billings this year totaled \$658,200,000, radio \$154,300,000—combining to represent 38% of their total business. The rankings (reproduced with permission, all dollar figures in millions):

Rank	Agency	Combined TV-Radio Billings	TV Only	Radio Only	TV-AM Share of Overall Billing	Comparison with 1954 TV-Radio Billing
1.	Young & Rubicam	\$72	\$60	\$12	40%	\$12 +
2.	BBDO	60	49.5	10.5	40%	1 +
	McCann-Erickson	60	49.5	10.5	30%	14 +
4.	J. Walter Thompson	58	53	5	33 1/3%	8 +
5.	Leo Burnett	42.1	36.3	5.8	62%	8.8+
6.	Benton & Bowles	39	35	4	58%	9.8+
	William Esty	39	35	4	50%	8 +
8.	Ted Bates	37	30	7	70%	9.5+
9.	Kenyon & Eckhardt	34.5	30	4.5	55%	12 +
10.	Blow-Beirn-Toigo	30	25	5	68%	3.4-
	Dancer-Fitzgerald-Sample	30	17	13	52%	1.5+
12.	Compton Adv.	25.5	21	4.5	50%	3.2+
13.	N. W. Ayer & Son	21	11	10	20%	3 +
14.	Foote, Cone & Beld'g	20.5	17	3.5	30%	1.5-
15.	Lennen & Newell	20	16	4	50%	same
16.	Sullivan, Stauffer, Colwell & Bayles	17.8	14.5	3.3	58%	4 +
17.	Cunn'gham & Walsh	17	13.5	3.5	33%	1 +
18.	Ruthrauff & Ryan	15.5	11.5	4	25%	2.5+
19.	Campbell-Ewald	14	11	3	25%	4 +
	Kudner Agency	14	11.5	2.5	35%	same
	Maxon Inc.	14	11	3	40%	same
22.	Tatham-Laird	12.2	11.3	.9	60%	2.7+
23.	Needham, Louts & Brorby	12	9	3	40%	.1+
24.	Grant Adv.	11.1	8.5	2.6	20%	5.6+
25.	Geoffrey Wade Adv.	11	7	4	85%	same
26.	D'Arcy Adv.	10	6.5	3.5	22%	2 +
	Weiss & Geller	10	8	2	60%	same
28.	Bryan Houston	9.8	7	2.8	50%	1.7-
29.	MacManus, John & Adams	8.5	7.8	.7	25%	1.5+
30.	Erwin, Wasey & Co.	8	5	3	25%	same
	Grey Adv.	8	6.3	1.7	30%	2.9+
32.	Geyer Inc.	7	5	2	30%	1 +
33.	Earle Ludgin & Co.	6.3	6	.3	60%	*
34.	Norman, Craig & Kummel	6	4	2	30%	*
	Doherty, Clifford, Steers & Shenfield	6	4	2	50%	same
36.	Warwick & Legler	5.7	4.5	1.2	38%	.2+
TOTAL		\$812.5	\$658.2	\$154.3		

* Unlisted in 1954.

Network Accounts: Procter & Gamble, network TV's biggest sponsor, is now so heavily in TV it's competing with itself on rival networks in same time period—though for non-competitive products. This week it bought Mon.-Wed.-Fri. 4-4:45 p.m. segments of *Queen for a Day* on NBC-TV starting Feb. 6, thru Compton Adv., despite fact it sponsors *On Your Account* on CBS-TV Mon.-thru-Fri. 4:30-5 p.m. Also, it bought alt. week sponsorship (with GE lamp div.) of *Medic* on NBC-TV starting Jan. 2, Mon. 9-9:30 p.m., placing it opposite its full sponsorship of *I Love Lucy* on CBS-TV . . . North American Philips Co. (Norelco electric shavers) to sponsor 3 programs in NBC-TV's "Project 20" series of telementaries next spring and fall, thru C. J. La Roche Co.; programs are *World War I, Rise and Fall of a Dictator, Rebirth of Freedom* . . . Toni to replace Elgin Watch as sponsor of Ed Murrow's *Person to Person* on CBS-TV Jan. 6, 20 & Feb. 3, Fri. 10:30-11 p.m., thru North Adv. Inc., Chicago . . . Alka-Seltzer buys Thu. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting Jan. 5, thru Geoffrey Wade Adv., Chicago . . . Miller Brewing Co., Atlantic Refining & Buick to share sponsorship of National Football League playoff game from Los Angeles on NBC-TV Mon. Dec. 26, starting at 3:45 p.m., thru Mathisson & Assoc., N. W. Ayer, Kudner . . . Whitehall Pharmacal drops out as co-sponsor with Western Union of *Down You Go* on ABC-TV Thu. 9:30-10 p.m. . . . CBS-TV's effort to program successful morning show opposite NBC-TV's hit *Today* Mon.-thru-Fri. 7-9 a.m. ran into more trouble this week—newsman Walter Cronkite leaving *Morning Show* for second time in format reshuffle, with prospect that Will Rogers Jr. (who substituted for vacationing Dave Garroway on *Today* last summer) will replace m.c. Dick Van Dyke in Jan.

New reps: WEWS, Cleveland, to Blair Jan. 1 (from Branham); WCPO-TV, Cincinnati, to Blair Jan. 1 (from Branham); WMCT, Memphis, to Blair, date not set yet (from Branham); KKTU, Colorado Springs, to Bolling (from Hollingbery); KRDO-TV, Colorado Springs & KCSJ-TV, Pueblo (Silver Dollar Net) to Pearson (from Avery-Knodel); WMTW, Poland Spring, Me., names Kettell-Carter New England rep, replacing Paul Tiemer, who has been in charge of station's Boston office.

Telecasting Notes: Plea for annual TV awards of the stature of movies' Oscar is voiced in Dec. 12 *Advertising Age* editorial, which urges "central control to prevent a multitude of meaningless awards from cluttering up the programs." It dismisses the awards by commercial organizations (Sylvania, *Look*, *Billboard*, *Variety*) as being inspired by desire for inexpensive publicity and using "random list of semi-qualified judges." Peabody Awards, it says, "are probably more genuine than the others, but the method of categorizing shows, the nature of the judging, and the eligibility of the judges [are] pretty foggy" . . . Hope for unified TV awards, says *Advertising Age*, seems to come from National Academy of TV Arts & Sciences, now making effort to get together TV leaders for purpose of making annual awards. "The newest member of show business certainly needs a spokesman to answer the hairbrained do-gooders who are always conducting fascinating surveys about TV and crime, or TV and commercialism or hootchy-kootchy dancers on TV or something else. This answer cannot come from a commercial or semi-commercial TV organization. It must come from a cultural organization dedicated to the well-being of TV and with cognizance of the responsibilities of the medium" . . . TV film commercials have cost sponsors \$20-30,000,000 in 1955, about 15% more than last year, Leon Morse estimates in Dec. 17 *Billboard*. If industrial films (many of which find their way to TV) are also included, commercial & industrial production together gross \$60-70,000,000. Survey reports color film commercials cost up to 25% more than black-&-white . . . No fenders were dented when NBC-TV topkicks decided to assign Fred Coe to repeat his top-notch job as producer of "Peter Pan" Jan. 9. Coe's regular job is producer of NBC-TV's *Playwrights 56*, sponsored by Pontiac; "Peter Pan" will be sponsored by Ford . . . TV tryouts get first large-scale use for testing new movie scripts as Universal-International makes dozen unproduced stories available to leading TV drama shows—at a price—in newest twist of Hollywood-TV partnership . . . TV writers' income increased more than 90% in 1955 over 1954 in New York, about 90% in Hollywood, according to Writers Guild of America pres. F. Hugh Herbert . . . NBC-TV has 108 new show properties under development, according to trade reports—a new record and nearly twice the 60 which were incubating this time last year . . . Now it's \$100,000: First contestant to go the full route on NBC-TV's *Big Surprise* was 72-year-old Mrs. Ethel Park Robertson, who reportedly gets about \$28,000 of it as take-home pay, \$72,000 going to Uncle . . . Highly lauded educational series, *Camera Three*, after 2½ years on New York's WCBS-TV, Jan. 22 becomes CBS-TV network show, Sun. 11:30 a.m. . . Repeating hit performance of several years ago, Charles Laughton will read special Christmas selections over NBC-TV 11 p.m.-midnight Dec. 24, live from Hollywood . . . Two top movie producer-directors, Wm. Wyler & John Huston, reportedly have been signed to do two 90-min. spectacles each for NBC-TV in 1957.

Repeats of hit spectacles seem to be the order of the day at NBC-TV for the holiday season. Christmas Eve will see live repeat of Max Liebman's "Babes in Toyland" (color), 9-10:30 p.m. There will be 2 repeats Christmas Day—the color film documentary, "Assignment: India," 4:30-5:30 p.m., and NBC-TV's perennial Yule opera, "Amahl and the Night Visitors," which gets its 6th live performance, this time on *Alcoa Hour*, 9-10 p.m. And Jan. 9 is date for long-awaited live repeat of TV's most widely praised show, "Peter Pan," in color, 7:30-9:30 p.m.

Saturday Evening Post single-copy sales increased by 2,000,000 during 6 weeks it ran Arthur Godfrey series; first installment set record for a single issue—5,200,000.

FEATURE FILM SALES to TV make news nearly every week now—and this week's important movies-to-TV sale is highly significant in 2 respects: The block of David O. Selznick pictures is one of best packages ever sold for TV use, and the deal is indicative of determination of National Telefilm Associates to rise to top in film syndication and distribution.

NTA's Selznick package was purchased at price of over \$1,000,000, or more than \$100,000 per picture. So far, 11 titles in package have been identified, but a few more may be disclosed as rights are legally cleared. The pictures include: *Farmer's Daughter*, for which Loretta Young received Academy Award, with Joseph Cotten & Ethel Barrymore; *Notorious* (Cary Grant, Ingrid Bergman); *Since You Went Away* (Jennifer Jones, Lionel Barrymore, Claudette Colbert, Shirley Temple); *Portrait of Jennie* (Cotten, Ethel Barrymore, Jennifer Jones); *Paradine Case* (Gregory Peck, Charles Laughton, Ethel Barrymore); *I'll Be Seeing You* (Ginger Rogers, Cotten, Shirley Temple); *Spiral Staircase* (Dorothy McGuire, Ethel Barrymore); *Garden of Allah* (Marlene Dietrich, Charles Boyer); *Bill of Divorcement* (John Barrymore, Katharine Hepburn), and remake of same picture (re-titled for TV) with Adolph Menjou & Maureen O'Hara; *Intermezzo* (Ingrid Bergman, Leslie Howard). NTA gets U. S.-Canadian rights for 5 years.

NTA lost out in bidding for General Teleradio's 750-film RKO backlog, whose sale to Matty Fox (Vol. 11:48-49) is now virtually certain. But NTA next week is due to announce acquisition of another block of outstanding American feature films. To exploit these top-notch productions, the firm is planning to enter field of national distribution (it previously has been principally a syndicator), and is negotiating to buy out a privately owned distributor, though NTA says deal is still far from consummation.

In other film developments: (1) Sir Alexander Korda finally signed contract giving NBC-TV rights to present Sir Laurence Olivier's 3-hour *Richard III* on TV simultaneous with its U. S. theatre premiere (Vol. 11:26). NBC will pay \$500,000 for first showing, probably early in March, and has option for second and third showings at \$100,000 each after theatrical release and reissue. (2) Following pattern set by Paramount and Warner Bros., 20th Century-Fox now is offering its backlog of 400-plus short subjects to TV—and, according to unverifiable rumors, some of its older feature pictures.

"TV's Silent Critics" titles article in Dec. 11 *New York Times* by Richard F. Shepard, detailing stepped-up activities of U. S. Customs Service in inspecting and evaluating their "most perishable import"—TV news film. Says article: Five years ago, only 100 foreign film shipments a month arrived in New York. Three years ago, figure was 650, and it now stands at about 1200. Overwhelming part consists of TV newsreels, which must be classified for duty purposes (1-3¢ a foot) and screened in accordance with laws forbidding entry of obscene material or matter urging treason, insurrection or resistance to U. S. laws.

"Vidpix Bundles from Britain" headlines Dec. 14 *Variety* story relating that American TV film distributors have written \$3,000,000 in contracts for total of 25 TV film series playing on British TV (though some have been made in Britain under U. S. company auspices or partnership). CBS TV Film sales is No. 1 in British sales, with 6 series on BBC & ITA (plus kind of *Person to Person*, distributed by CBS network); Ziv is second with 5.

EDUCATIONAL TV got a whopping \$6,493,840 grant this week from its chief benefactor, the Ford Foundation, which gave all but \$140,000 to Educational TV & Radio Center at Ann Arbor, Mich. (H. K. Newburn, pres.) in far-reaching step emphasizing importance of developing programs, now that educational TV forces have completed first stage of "missionary" public relations work in getting stations on air.

Ford Foundation also created new Joint Council on Educational TV in Washington (Ralph Steetle, exec. director), to which it allocated \$140,000 for one year's expanded operations, including assumption of public relations responsibilities of National Citizens Committee on Educational TV (Robert Mullen, exec. director), which is abolished.

Grant is unrelated to the much-publicized \$500,000,000 allocation this week by Ford Foundation to privately-supported universities and colleges and to hospitals, and does not affect the continuing grants to individual educational stations by Ford Fund for Adult Education.

"By 1959 the [Program] Center will be able to distribute approximately double the 5 hours weekly of TV programs which are now made available on film to the nation's educational stations," said announcement. "At the same time, the new funds will permit the expenditure of greater amounts per program, thus making it possible to improve materially the . . . quality of the program efforts."

The Council, which supersedes former Joint Committee on Educational TV, which Steetle also directed, will be expanded to be "more widely representative than the earlier organization [and] will continue to work toward the preservation and utilization of those channels reserved by the FCC for educational TV and radio stations." It's expected to absorb most of NCCET staff. Mullen plans to open public relations office in Washington.

Note: Board of Regents of U of State of N. Y., holding CPs for 8 uhf stations in as many cities since 1952 but stymied by failure of State Legislature to appropriate for them (Vol. 10:26), this week made new appeal to Legislature for \$975,000 for projected WGTV in N. Y. (Ch. 25) and WTVZ, Albany (Ch. 17). N. Y. station would be operated by Metropolitan Educational TV Assn., composed of leading educators and chartered by board of regents. Funds requested also would cover cost of closed-circuit equipment in one N. Y. elementary school and one high school and create TV unit in State Dept. of Education.

"Robert E. Sherwood Awards" is designation of Fund for the Republic's 1955-56 TV prizes, in memory of the late playwright who was member of Fund's board. The Fund announced it has increased total amount of awards from \$40,000 to \$55,000, with \$20,000 each to go to commercial network drama and commercial network documentary which treat subjects in field of civil liberties "with the greatest distinction, taste and effectiveness," \$15,000 to best program concerning liberty and freedom produced by an independent commercial station. Added to awards jury were Robert Taft Jr., Cincinnati attorney and son of late U. S. Senator, and attorney Philip H. Willkie, Rushville, Ind., son of late Wendell Willkie. Alf M. Landon has resigned because of business commitments.

New York Herald Tribune's pocket book size *TV & Radio Magazine*, section of Sun. edition, devotes Dec. 18 front and back covers to Perry Como and Jackie Gleason, respectively, "to dramatize the spiciest series of Sat. night fights ever conducted over TV." Inside pages are devoted to their stories.

RATINGS ARE MADE by the "heavy habit viewers," in opinion of NBC chairman Pat Weaver, who expounded at quite some length on his philosophy of programming at NBC-TV affiliates convention in Chicago last week (Vol. 11:50). Transcript of his extemporaneous remarks, made available this week, reveals some interesting angles:

"Our basic policy," he asserted, "is that we won't run a TV network that does not service the American public. By that I mean all the audiences in it, not just the heavy habit viewers . . . [the] group of people who will turn to whatever they like of what is on. If you cater only to the largest share of audience of this group, the heavy viewer group, you are really aiming TV downhill to the real trivia type, time trap, escape, series of nothing.

"In other words, the forces that you set in motion, if you place too high a value on heavy viewers, are forces that really call for the degradation of the service . . . We don't want to give the people what they already want solely. We want to give the people something that will make more of them want more of the better things."

That's not to deprecate CBS-TV and the high ratings its shows have received, some of which Weaver said NBC has tried to get, some of which were taken from NBC. But his thesis was that the innovations, the spectaculars, the experimental shows, the over-all programming structure, have won for his network a "cumulative rating" that is more important than "quantitative ratings." He went on:

"We do want the biggest share of the habitual viewers as much of the time as we can get them. But we have to program responsibly. We have to realize we can elevate taste and upgrade standards and improve TV. That means we can improve both individuals and the society in which we live . . .

"We believe that every NBC show should serve a purpose beyond diversion, and every time we can increase information, contact, facts, knowledge, and we deliver a fact somewhere to a mind somewhere in the country, we have added one more tool, one more weapon in the fight against bigotry, stupidity, intolerance and prejudice, and we have taken one more step forward toward sanity, maturity and adulthood.

"We are going to program up, and not down. We will use our showmanship and skill to get great audiences, but we will continue, in any event, to meet our commercial challenges—and well within doing the kind of shows that we know must be done. TV is far too great an instrument to be degraded into a 'home jukebox' to keep the kids quiet."

The affiliates—hard-headed business men, keenly competitive operators—evidently liked what they heard, for they gave Weaver a standing ovation. And the story, unverifiable, is that his new 15-year contract with NBC gets him an annual income which, with benefits, runs up to \$200,000 a year; that new pres. Robert W. Sarnoff's salary is \$100,000.

Look Magazine's annual TV awards, to be presented on ABC-TV's *Masquerade Party* Dec. 21, 9-9:30 p.m.: best special performance, *Peter Pan* (NBC-TV); drama, *Climax* (CBS-TV); children's, *Disneyland* (ABC-TV); quiz, *\$64,000 Question* (CBS-TV); public affairs, *Meet the Press* (NBC-TV); sports, *Cavalcade of Sports* (NBC-TV); news, *News Caravan* (NBC-TV); religious, *Life Is Worth Living* (ABC-TV); comedian, George Gobel (NBC-TV); m.c., Garry Moore (CBS-TV); director, Alfred Hitchcock (CBS-TV); producer, Robert Montgomery (NBC-TV).

MOST POWERFUL TV transmitter ever sold is RCA's new 100-kw high-band vhf unit, first of which has been ordered by upcoming KTLV, Portland, Ore. (Ch. 8) as part of \$1,000,000 equipment package, which also includes 6 camera chains including remote (see below). New transmitter combines two 50-kw amplifiers to provide double the output of most powerful vhf transmitters installed to date. In normal operation, station will combine 100-kw transmitter with 3.6-gain antenna to achieve 316-kw ERP, but maximum power can also be achieved through simple switching arrangement to combine 50-kw portion of transmitter with antenna gain of 7.2.

Pittsburgh's WIIC (Ch. 11), now delayed by litigation, is also reported to have ordered RCA 100-kw transmitter, to be used with new GE helical antenna—adaptation of GE's uhf helical antenna. GE engineers call new vhf antenna the simplest ever made. With gain of 4, its cost is comparable to high-gain batwing types, and it eliminates need for diplexer. Modified version will be made for low-band vhf. GE earlier announced its own 100-kw high-band vhf transmitter.

RCA this week announced availability of 25-kw uhf power amplifier tube, the type used in its new 25-kw transmitter (Vol. 11:21). Transmitter is now available for virtually immediate delivery.

Equipment shipments and orders this week: GE reports Nov. 28 shipment of 6-bay batwing antenna to KDKA-TV, Pittsburgh (Ch. 2). DuMont reports order for 50-kw transmitter and associated studio equipment to be shipped in Feb. to newly granted WRVA-TV, Richmond, Va. (Ch. 12). And General Precision Lab reports order for two additional 16mm recorders from Canadian Broadcasting Corp., making total of 10 that CBC has ordered for all its stations. GPL states its video recorders are now in use in more than 90% of all studios.

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

KTLV, Portland, Ore. (Ch. 8) not only will spend \$1,000,000 on new 100-kw RCA transmitter and allied equipment (see above) but proposes to be completely ready for color when station is ready to start next July under gen. managership of James L. Middlebrooks, onetime CBS engineering executive, now director of engineering for KING-TV, Seattle (Ch. 5) whose owner Mrs. Dorothy S. Bullitt was prime mover in acquiring the CP and who will be KTLV's exec. v.p. This week, CP-holder North Pacific TV Inc. announced it was applying to FCC to change proposed transmitter site to West Hills, in Portland, where 600-ft. Ideco tower would be installed with 46-ft. RCA superturnstile antenna which would give it height of 1550 ft. above average terrain. FCC will also be asked to permit same corporation to take over radio KGW, Portland, which Mrs. Bullitt's group purchased last year from *Portland Oregonian* for \$500,000. In addition to Mrs. Bullitt and Middlebrooks as executives & directors, merger will have Gordon Orput, insurance man, as pres.; Paul F. Murphy, realtor, v.p.; Henry A. Kuckenberg, contractor, v.p.; W. Calder McCall, oilman, treas.; Prescott W. Cookingham, secy.; Henry B. Owen, exec. v.p. of KING-TV, v.p.; Otto P. Brandt, asst. secy. All save the KING-TV executives are Portland residents.

KPAR-TV, Sweetwater, Tex. (Ch. 12), with 689-ft. Andrews tower about ready, plans start early in Jan., writes W. D. (Dub) Rogers, pres. of parent KDUB-TV, Lubbock (Ch. 13). Transmitter house is nearly ready for 5-kw DuMont transmitter formerly used by KDUB-TV. Dan Guthrie will be KPAR-TV station mgr., with KDUB-TV personnel handling sales, programming & engineering. It has signed with CBS under Extended Market Plan. Base

hour will be \$200; station also will be sold in combination with KDUB-TV at \$495 base rate. Rep for both stations will be Branham.

KRMA-TV, Denver (Ch. 6, educational) expects to have 5-kw GE transmitter installed by Dec. 20, has tentative Dec. 30 target for test patterns, plans programming about month later, reports TV engineer T. G. Morrissey. Ideco 210-ft. tower with GE antenna is ready at site near Lookout Mt., where Denver's 4 commercial outlets have transmitters. CP is held by Denver public school system, headed by Dr. Kenneth Oberholtzer, supt. It will be 19th non-commercial station.

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CFCL-TV, Timmins, Ont. (Ch. 6) has started construction of studio-transmitter building, plans June start, reports owner J. Conrad Lavigne, operator of predominantly French-language radio CFCL. It's nearly 200 mi. NE of Sault Ste. Marie. GE transmitter has been ordered for March delivery, and construction of 330-ft. Wind Turbine tower, with 4-bay batwing antenna, is due to start in May. Base hour will be \$160. Rep: Omer Renaud & Co. Ltd.

Radio station sales approved this week, involving principals with TV interests: (1) WLOW, Portsmouth, Va. sold for \$212,500 by ex-owners of WTOV-TV, Norfolk (Ch. 27) and Boston admen Emyl J. Arnold & Harold Kaye to owners of WTOB-TV, Winston-Salem (Vol. 11:47). (2) WILD, Birmingham, sold for approximately \$400,000 by George Mattison and Houston ex-Mayor Roy Hofheinz to Sherwood R. Gordon's WSAI, Cincinnati (Vol. 11:42); Hofheinz owns 16% of Houston's KTRK-TV & 25% of radio KTHH there. (3) 75% of KMBY, Monterey, Cal., sold for \$50,000 by Mr. & Mrs. Fred Gwynn to B. T. (Tim) Timothy, one of founders of Avery-Knodel rep firm (Vol. 11:36); veteran radio engineer Gwynn acquired KMBY for \$70,000 earlier this year after KSBW-TV, Salinas, had bought out time-sharing KMBY-TV & KMBY for \$230,000, then had to sell KMBY to retain own KSBW (Vol. 11:10).

Stamford, Conn. Mayor Thomas Quigley called on FCC this week, urging that CP for WSTF (Ch. 27) not be extended, stating group in city is willing to build station if it can get the channel. Commission has been automatically extending uhf CPs until Jan. 16, 1956. FCC staff suggested to Mayor Quigley that he explore possibility of getting another uhf channel assigned to Stamford. (For principals in WSTF, which has held grant since May 27, 1953, see p. 264, *TV Factbook No. 21.*)

Over-the-horizon microwave service between Florida City, Fla. and Guanabacoa, Cuba, is sought by AT&T in application filed with FCC. Initially, the link would provide telephone service only, using maximum of 36 channels, but company would also use the link to continue experiments in Florida-Cuba TV service (Vol. 10:39, 45, 49, 51). Transmissions would be on 692-740 & 840-880 mc.

Top network newsmen in Washington named to public relations committee of Alexander Hamilton Bicentennial Commission: Bryson Rash, ABC; Theodore Koop, CBS; Robert Hurleigh, MBS; Julian Goodman, NBC.

Christmas Eve Mass recited by Pope Pius XII in St. Peter's basilica will be televised this year for first time in history, inaugurating new microwave network linking Naples with Rome & Milan.

GOP closed-circuit rally, to be handled by Theatre Network TV Inc., will link 75-100 cities during "Salute to Eisenhower" fund-raising dinners Jan. 20.

Second color "Vitascan" units have been ordered from DuMont by WTVY, Dothan, Ala. (Ch. 9) and upcoming WITI-TV, Milwaukee (Ch. 6).

THE 'WHY' OF 14,000,000 RADIO SALES: "We're like a prizefighter who has been on the ropes, ready for a knockout, and then rallied to win the fight. Last year, we were down to 10,300,000 sales, and everybody was saying TV was ready to put the slug on us. But we're in the recovery stage now, and I'd say our future is excellent."

Motorola radio sales mgr. J.B. (Kip) Anger gave us that "horseback" analysis of radio's status when we sought out the reasons behind its extraordinary comeback this year, in which at least 14,000,000 sets will be sold. Though their metaphors were somewhat less colorful, radio sales managers of several other companies agreed that radio's upsurge was one of the bigger if less publicized developments in the trade this year -- and they saw no letdown in 1956. Typifying optimism was forecast by Sylvania pres. Don G. Mitchell of over 12,000,000 radio sales next year (p. 17).

High demands of auto industry are pacing comeback, what with 7,000,000 units installed at factory in the 8,000,000 cars being produced this year. But home sets are also enjoying boom -- spurred by compact size of receivers, utility of portables and clock sets, colored cabinets, new styles and low prices (retail average: \$30). All these factors have made radios particularly attractive as Christmas gifts.

"Portable radios are a story in themselves," said one manufacturer. "We used to think of them in terms of beaches and outings -- uses outside the home. That's all changed now. We've found that they have a lot of in-home applications. Women like their mobility and enjoy taking them from room to room as they work."

Transistorization is key word in future, of course. Though transistorized radios on market today are priced at \$50 and up, manufacturers expect sharp drop in cost within 18 months, anticipating day when cord will disappear from all radios.

Brief highlights of other major trade developments this week:

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Tube Turmoil: RETMA CR tube section took unusual step of issuing a press release to warn that a TV set incorporating the "much-publicized wide-angle small-neck picture tube was not imminent. Agitated by published reports which some tube makers contended gave impression that such a set was "around the corner," the dozen manufacturers who attended meeting in N.Y. issued statement asserting that glass bulbs for wide-deflection tubes won't be sampled until early next year and that "neither the bulb nor the deflection components have reached a stage whereby they may be evaluated in the light of necessary technical and economic considerations." So important does RETMA regard development of 110 or 120-degree tube that it set up an engineering advisory committee to work with JETEC technical committee to evaluate problems involved and to report to industry. Our own reports on development of the wide-angle tube, derived from personal observations and discussions with top leaders of industry, have stressed that much work remains to be done in lab on "sweeping" face of tube economically and that set makers are shooting for June 1956 as date for introduction of the shallower sets, a goal still deemed realistic (Vol.11:44-45,49).

Color Exposures: Besides introducing \$100 cheaper color set, at \$695 (Vol.11:50), RCA cut cost of 12-month color service contract from \$140 to \$100 and reduced 90-day contract price from \$50 to \$40. Move was welcomed by RCA distributors as "the best news we could have, short of a big price cut in the sets themselves." Announcement was made by RCA Service Co. pres. E.C. Cahill to field reps' parley in Atlantic City.

"The cost reductions now being made mirror the fact that every day more and more people are buying big color TV sets and that the demand will increase by leaps and bounds during the weeks and months ahead," he said. "In reducing the service contract prices, RCA hopes to speed the nation-wide coverage of color TV by making efficient, competent service available at the lowest possible cost to consumers."

Color thus took another stride in its evolutionary industry-wide advance -- what with Philco now making sets in modest quantities, Sylvania planning to start production of own sets next April, Hoffman planning color speedup, Admiral coming out this week with new color console, CBS-Columbia offering up to \$400 in trade-ins on color in N.Y. market. On bearish side, GE's Roy W. Johnson, exec. v.p. of new consumer products group, this week said industry still doesn't know how to make good color set, said it will be late 1956 or early 1957 before GE markets color receiver. When it does, he said it will use own "post-acceleration" color tube (Vol. 11:40).

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On merchandising front, big push is to get color exposed to as many people as possible. One of most ambitious ventures is piping of continuous color programs 12 hours a day by closed circuit to various N.Y. locations (see p. 19). Irving Sarnoff, exec. v.p. of Bruno-N.Y., says more people will see color in RCA Exhibition Hall by Christmas than have seen it in all N.Y. stores. In Boston, RCA distributor Eastern Co. has sold color sets to 6 big local Ford dealers for installation in their show-rooms. Dealers report that additional thousands have thus viewed color -- and a lot of cars have also been sold thereby.

At retail level, Polk Bros. dept. store, Chicago, continues to lead color parade, having sold more than 200 sets in Sept.-Nov. period by aggressive, creative selling. Its latest advertising stunt is mailing colored Vogue cigarettes to key business executives in nation, inviting them to "smoke on Polk" and calling their attention in accompanying letter to fact that store will prepay freight on color set anywhere in nation and arrange for installation and servicing. It invites collect phone calls to store for further information.

Retail Sales: Bearing out reports of retail sales decline in 4th quarter, RETMA this week reported that TV sales dropped to 746,274 in Oct., compared to 978,838 in 5-week Sept. and 799,164 in Oct. 1954. Retail sales in the first 10 months totaled 5,896,251, compared to 5,444,227 in corresponding period year ago -- but despite further declines in Nov. and Dec., they're still expected to reach at least 7,400,000 for year, or 100,000 above record 1954. Retail sales of radios in first 10 months, excluding auto radios, totaled 4,666,981 vs. 4,602,989 in first 10 months of 1954. Auto radios would add another 6,500,000 to the 1955 10-month total. Sales of radios in Oct., excluding auto, totaled 724,305, compared to 753,068 in Sept., 570,285 in Oct. 1954. Auto sales in Oct. totaled 645,000.

60% TV-Radio-Appliance Tax: If you think our 10% manufacturers' excise tax on TVs is onerous, consider what the recent tightening-up on so-called "hire purchase" and "credit trading" in Britain must mean -- this to slow down a booming TV industry stimulated by new commercial competition for BBC. To combat inflation, so-called "purchase tax" rates were upped 20%, so that TV-radio receivers are now taxed 60%. That isn't quite up to the 66½% of 1951-53, but it led secy. S.E. Allchurch of the British Radio Electronics Manufacturers Assn. to exclaim: "There have been 7 changes of P.T. [purchase tax] on radio industry products and 4 changes of H.P. [hire purchase, or installment buying] agreements in 3½ years. These constant changes and uncertainty every time there is a Budget are more damaging to the industry than the actual increase in purchase tax now announced. They make nonsense of efforts to achieve any effective production and commercial planning, and also have an indirect adverse effect on export." In addition, the Chancellor of Exchequer's new budget hiked tax on distributed profits (dividends) from 22½% to 27½% from Nov. 1. Note: First 9 months of 1955, British Treasury collected \$58,800,000 from purchase tax on TV sets, \$18,800,000 on radio sets -- based on old rates.

Production: TV output totaled 142,982 week ended Dec. 9, compared to 154,126 preceding week and 132,331 Thanksgiving week. It was year's 49th week and brought production for year to date to about 7,400,000 vs. 7,000,000 in same period of 1954. Radio output totaled 421,572 (194,544 auto) week ended Dec. 9, compared to 426,927 week ended Dec. 2 and 376,079 Thanksgiving week. For 49 weeks, radio production was estimated at 13,900,000, as against 10,000,000 in corresponding period of 1954.

Topics & Trends of TV Trade: How to handle trade-ins, one of dealers' biggest headaches (Vol. 11:32), has been solved by at least one big dept. store—John Shillito Co., Cincinnati. It's setting up own retail outlet next spring to deal exclusively in used TV-radio-appliances—chiefly those taken in at its main store as trade-ins. As far as is known, it's first such outlet in nation.

Store spokesman explained that establishing a separate outlet for used appliances enables main store to devote more manpower and space to merchandising new items and "solves the perennial problem of what to do with the old sets customers turn in." Prices of used merchandise will be determined by Walter Winston, appointed mgr. of new store. The spokesman commented: "We do not expect to make money the first year or so. We'll be satisfied to reach the break-even point at the start, but after that we believe the store will prove profitable."

Note: Another big dealer, 5-store Hudson-Ross Inc., Chicago, expanded its operations this week by leasing the TV-radio-appliance depts. of 6-outlet Wieboldt Stores Inc. Hudson-Ross already leases and operates TV-appliance depts. of big Mandel Bros. Leonard Wolfe, Hudson-Ross TV-radio buyer, will manage expanded operation. Wieboldt pres. James F. Tobin said he considered leasing a "sound move" because "TV-radio-appliance business has progressively become so highly specialized."

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Admiral's new fill-in sets, introduced Dec. 15 at distributors convention in Chicago, are further reflections of "gimmick merchandising" we reported last week (Vol. 11:50). Admiral's device, incorporated in 5 of its 7 sets, is "automatic power tuner" consisting of 2 buttons located in upper corners of set. By pushing button in left-hand corner, receiver is turned on automatically to "normal listening volume"; pressing button in right-hand corner automatically changes channels. Optional remote control unit is offered at \$20 extra. Automatic tuners are in charcoal metal table models at \$200 & \$230, open-face mahogany consoles at \$270, \$300 & \$340. In addition, 2 new tables at \$180 & \$230 do not incorporate the tuners.

Sparton quits TV-radio production in U. S. as of Jan. 1. Pres. John J. Smith, announcing this Dec. 15, cited "continued operating losses of the domestic TV receiver division." Plans are to expand TV-radio production at London, Ont. plant, and continue to produce electronic remote controls for industry & Govt. at Jackson, Mich. plant and wood cabinets for TV manufacturers at Steger, Ill. factory. Some 300-400 are employed in its TV-radio div. Sparks-Withington is third company to discontinue TV production voluntarily this year, others being Arvin and Stewart-Warner.

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Picture tube sales in first 10 months totaled 8,905,771, valued at \$170,579,766, compared to 7,746,240 worth \$161,520,089 in same 1954 period, reports RETMA. Receiving tube sales were 395,788,000 at \$292,649,000, as against 308,397,000 at \$220,991,000 in first 10 months of 1954. Oct. receiving tube sales of 48,119,000 set all-time record for third straight month. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	866,956	\$ 17,661,018	37,951,000	\$ 26,879,000
Feb.	859,529	17,119,568	38,526,000	28,108,000
March (5 wk)	913,003	17,625,881	40,859,000	29,743,000
April	788,317	14,620,075	35,426,000	26,780,000
May	779,329	14,572,518	32,919,000	25,916,000
June (5 wk)	706,890	13,244,499	40,821,000	31,256,000
July	515,793	9,498,169	28,340,000	21,167,000
Aug.	1,048,534	19,812,567	45,238,000	33,099,000
Sept. (5 wk)	1,202,430	22,867,851	47,588,000	34,596,000
Oct.	1,224,990	23,507,620	48,119,000	35,105,000
TOTAL	8,905,771	\$170,579,766	395,788,000	\$292,649,000

Desire for "full line" merchandising, in which TV could be "cranked into the over-all sales planning of major appliances," was motivation for GE's recent switch of TV into new consumer products group, said exec. v.p. Roy W. Johnson at press conference this week—thus indirectly confirming our own analysis (Vol. 11:49). He said it was likely that GE Supply Co. would continue to distribute TV-radio despite the organizational transfer. Discussing TV industry rankings, in reply to question, he said: "One thing all of us are sure of is that RCA is No. 1. From there on it is difficult to evaluate, but there are 3 of us within 100,000 sets of each other." He estimated RCA's share of market at 15-16% and said, "this is the only industry I know of where the leader has so small a percentage of the business." He said GE was "running a lot better than 8%." RCA and Philco are generally regarded as 1-2, followed (but not necessarily in this order) by Admiral, Zenith, Motorola, GE. He said his own company is No. 1 in home radio output.

NARDA convention banquet speaker at Chicago's Conrad Hilton Hotel Jan. 16 will be NBC chairman Sylvester L. (Pat) Weaver Jr., substituting for RCA pres. Frank M. Folsom. Chris J. Witting Jr., Westinghouse exec. v.p. for consumer products, will address luncheon session next day. Other speakers include James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & "Victrola" div.; Dan D. Halpin, sales mgr. of Westinghouse TV-radio div.; Cliff M. Knoble, Raytheon TV-radio merchandising mgr.

Improved version of AM-FM classroom radio, called "Educator," is being produced by Fairchild Controls Corp. (Richard Hodgson, ex-Chromatic Labs, pres.), which recently acquired old Freed-Eisemann facilities in Syosset, L. I. It has 12 tubes, 8-in. speaker, 100-15,000 cycle range. It's also releasing 2 new pamphlets, *Perfect Classroom Reception* and *Radio—Classrooms' Newest Tool*, available free from company's electronic div., 200 Hudson St., N. Y.

Next British National Radio Show will be held in Earls Court, London, Aug. 22-Sept. 1, 1956, with preview for overseas visitors Aug. 21. Organizer is Radio Industry Council, 59 Russell Sq., London WC-1. Annual Radio Component Show will be held at Grosvenor House, London, April 10-12, with preview April 9. Organizer is Radio & Electronic Component Manufacturers Federation, 21 Toothill St., London SW-1.

DuMont has sold its old plant at 1500 Main St., Clifton, N. J., which formerly housed transmitter and instruments manufacturing divisions, now in new building adjacent to tube plant in Clifton. An old textile mill, it has 150,000 sq. ft., DuMont retaining about 50,000 for storage space. Purchaser was Getty Clifford Corp., realtors.

Crosley introduced 14 new models at Miami Beach convention last week, ranging from \$140 for 17-in. walnut table model to \$280 for 21-in. blonde console. Nine of new models comprise "Advance V" series, superseding "Super V" line, which 2 years ago pioneered vertical chassis trend. "Advance V" series also contains vertical chassis.

More merchandising devices: Malin Enterprises, 3732 E. Olympic Blvd., Los Angeles, offering "Select-O-Vision" remote control unit at \$50—a 5½x3x2¼-in. plastic unit adaptable to all sets except those with continuous tuners.

Motorola will introduce "a couple" of black-&-white fill-in models in Jan. "in a price bracket where the need for bolstering the line is greatest," said company spokesman. He declined to give details.

National Assn. of Music Merchants schedules annual convention Feb. 13-14 at Mark Hopkins, San Francisco.

Zenith distributors' convention is scheduled Jan. 15-17 at Miami Beach's Fontainebleau and Eden Roc Hotels.

Trade Personals: John W. Craig, ex-v.p. & gen. mgr. of RCA Victor home appliance div., serving since Sept. as Whirlpool-Seeger v.p. & director of merchandise development, elected v.p.-gen. mgr. of Westinghouse electric appliance div., Mansfield, O., succeeding John H. Ashbaugh, who remains as v.p. & special consultant to Chris J. Witting, exec. v.p. for consumer products . . . R. L. McCormack promoted to mgr. of Raytheon's new "special tube" div., in charge of all non-entertainment tube types, headquartering in Newton, Mass. and reporting to N. B. Krim, v.p. in charge of tube operations . . . Myles M. Walker promoted to new post of market development mgr., Raytheon commercial equipment div., Waltham . . . John M. Malone promoted to mgr. of Tung-Sol initial equipment tube sales . . . John E. Kelly, adv. & sales promotion mgr. of Philco-Los Angeles, promoted to national adv. mgr. of parent company's TV-radio div.; Jack Frietsch continues as sales promotion director . . . George Forman, ex-Bulova Watch, appointed Emerson adv. mgr., succeeding Edward Kantrowitz, now asst. to marketing v.p. Lester Krugman . . . Edward Berman, DuMont sales training director, promoted to new post of mgr. of new market dealer development . . . John S. Herbst, Hoffman Electronics, elected exec. v.p. of Los Angeles Electric League; Robert H. Thompson, Packard-Bell, elected a director . . . Roy E. Mulhausen named Sparton district merchandiser, headquartering in Denver . . . Alan Livingston, v.p. in charge of artists & repertoire, and Daniel C. Bonbright, v.p. in charge of finance, elected to board & exec. committee of Capitol Records . . . Keith Kirstein, Radio-TV Service Co., Sacramento, elected pres. of Cal. State Electronics Assn. . . . Hans H. Nord, ex-DuMont, named senior engineer, Foto-Video Labs, Little Falls, N. J. . . . Anthony Dillon promoted to new post of CBS-Columbia market development mgr., reporting to sales director David J. Hopkins.

DISTRIBUTOR NOTES: Whirlpool-Seeger appoints 2 more RCA distributors—Dulaney Distributing Co., Oklahoma City, and Wyatt-Cornick Inc., Richmond . . . RCA Victor Distributing Corp. opens branch at 2001 W. 12th St., Erie, for Whirlpool appliance distribution (Nelson P. Reed, mgr.) . . . CBS-Columbia establishes factory branch, CBS-Columbia Distributors Inc., 2223 El Cajon Blvd., San Diego (Mike Nicolin, gen. mgr.) . . . CBS-Columbia appoints Radio, Television & Appliance Co., 511 Westlake Ave. N., Seattle (F. T. Brien, pres.) . . . Bendix Radio appoints J. K. Hagemeyer Co., Meridian, Miss. . . . Southern Wholesalers, Washington (RCA) elects John E. O'Connor sales v.p.; Frank Levine promoted to merchandise mgr. of TV-radio-appliances; Ralph Lane resigns as gen. mgr. . . . Goldberg Co. Inc., Richmond (CBS-Columbia) will merge shortly with A. R. Tiller Corp., local Sunbeam & Vornado outlet . . . L&P Electric Co., Brooklyn (Raytheon) elects gen. mgr. Michael S. Morris a v.p. . . . GE Supply Co., San Francisco, promotes R. A. McWhinney to district mgr. of consumer goods, Frank Jordan to merchandise mgr. . . . Peaslee-Gaulbert Corp., Louisville (Admiral) promotes R. H. Means to mgr. of TV-major appliance dept., succeeded as sales mgr. by W. D. Edens . . . Interstate Distributors, Kansas City (Sylvania) extends territory to southern Mo., adjacent to Springfield . . . Admiral-Boston names Sherman M. Clough, ex-Frigidaire, as adv. & sales promotion mgr., replacing Martin Scully, now Northeastern Distributors, Boston (Zenith) . . . Graybar transfers E. I. Funk from Akron to New Orleans as branch mgr., succeeding A. W. Wheeler, now Shreveport branch mgr.; D. J. Mertzluft succeeds Funk at Akron . . . Strawbridge & Clothier, Philadelphia dept. store, appoints Alphonse C. Stine as TV-major appliance buyer, replacing Sol Goldin, now Whirlpool-Seeger range product mgr. . . . L. Bamberger & Co., N. J. dept. store chain, reports resignation of Herbert J. Zients as mgr. of TV-radio-appliances dept.

ELECTRONICS INDUSTRY will more than equal 1955's record activity next year, says Dr. W. R. G. Baker, GE v.p. in charge of electronics div. and RETMA engineering chairman, in year-end statement which forecasts "new all-time peaks in total industry volume." His prognostications for 1956:

(1) Swing to color "will proceed rapidly" as new advances are made in color and as 65 new stations go on air, more than half of them able to transmit color—bringing total stations to 535 by end of 1956. Presently, 250 stations possess network color facilities, 80 color film & slide equipment, 25 live color equipment—but only about 150,000 color sets will be sold in 1956.

(2) Sales of monochrome TVs should total 7,100,000 next year, sales of home & portable radios 7,000,000. Sales of mobile communications equipment will go up 15%.

(3) "Electronics will become a more vital link in the overall weapons concept of modern defense. Greater emphasis will be placed on equipment capable of control, guidance and navigation of airborne weapons systems with extreme accuracy and reliability."

(4) More efficient production will be achieved through use of more flexible automatic machinery. As automation progresses, there will be "dramatic increase" in the use of printed wire boards in electronic circuitry.

(5) Transistors will achieve "major break-through" in devices for entertainment & industrial uses as well as for military use. They will reduce size and complexity of computing machines. Nevertheless, there will be steady growth in demand for electronic tubes of all types due to increased use of electronic controls in industrial & military equipment.

Excellent agenda of technical papers has been lined up for Jan. 30-Feb. 3 meeting of AIEE at Hotels Statler & Governor Clinton, N. Y. by committee on TV & Aural Broadcasting Systems under live-wire chairman Joseph B. Epperson, Scripps-Howard stations' technical director. The papers: Feb. 1—"Light Amplifying Phosphors," F. E. Williams, GE; "Evaluation of Radio Influence Voltages in Fluorescent Lighting Installations," F. H. Wright & S. A. Zimmerman, GE; "Conversion of Studio Lighting from Black-&-White to Color TV," P. W. Wygant, WBAP-TV, Ft. Worth; "Reduction of TV Studio Temperatures Using Heat Control Coatings," G. T. Howard, GE, and A. F. Turner, Bausch & Lomb. Feb. 2—"TV in the World Today," C. J. Hirsch, Hazeltine; "Color TV System Performance Requirements," Ralph C. Kennedy, NBC; "Vitascan," J. H. Haines & G. R. Tingley, DuMont; "Engineering ITV Installations," J. W. Belcher, GPL; "Electron Color Microscope," J. J. Reeves, CBS Labs; "Ampliphase Transmitter," T. J. Boerner, RCA.

Maj. Gen. George I. Back, recently retired Army chief signal officer, has joined International Resistance Co. as asst. to pres. Charles Weyl investigating new markets for IRC products and processes.

LaMotte T. Cohu, chairman of Kay Lab, San Diego, ex-pres. of Consolidated Vultee and director of General Dynamics, elected to board of trustees of Whittier College.

GE Research Lab has assigned Dr. George J. Szasz as its first scientific representative abroad, assigning him first to European tour including meetings and visits to labs.

Dr. Harold V. Gaskill, ex-Iowa State College, joins Collins Radio as v.p. in charge of planning.

Lynn Eaton, v.p. of National Co., appointed asst. to pres. Joseph H. Quick.

Kenneth Kistler, 39, DuMont traffic mgr., died Dec. 8 of coronary thrombosis at his home in Fairlawn, N. J. He is survived by wife, 2 young daughters and father, latter a DuMont employe.

UPDATED FIGURES on electronics industry's immediate and 10-year prospects—both electronics as a whole and TV-radio in particular—are offered by Sylvania chairman-president Don G. Mitchell in a year-end statement that sets forth figures that are even more startling than those which his finance v.p. W. Benton Harrison advanced before the Financial Analysts of Philadelphia in a widely-quoted speech last March 10 (see our Vol. 11:11 & full-text Supplement).

Theirs are perhaps the most authoritative industry statistics of them all, for they're the product of the research machinery of the industry's Mr. Statistics himself—Frank W. Mansfield, Sylvania director of sales research and chairman of the RETMA statistical committee, some of whose forecasts we also published in Vol. 11:47. It's noteworthy that Mitchell revises most of the Harrison prognostications upward. In summary:

(1) Electronics as whole will achieve sales of \$10.8 billion in 1956, or nearly \$1 billion more than 1955. By 1960, volume will exceed \$15.6 billion; by 1965 it will be \$22 billion. (Mr. Harrison had estimated \$9 billion for this year and \$20 billion by 1964.)

(2) About 7,600,000 TV sets will have been sold to public during 1955, valued at \$1.055 billion at factory. In 1956, TV set sales will be approximately 7,500,000, of which 200,000 are color sets, representing factory value of about \$1 billion. In 1960, TV set sales will total 9,600,000 (31% of them color units) valued at \$1.521 billion. In 1965, "it is likely" that 11,600,000 sets will be sold at factory price of nearly \$2 billion. "Color is on the way, after a slow start," says Mitchell, "But it will be . . . 6 years before color TV unit sales catch up with black-&-white."

(3) Home radio sales this year will total 6,700,000 sets at factory value of \$134,000,000; next year, 6,000,000 sets will be sold at \$120,000,000; in 1960, about 7,000,000 at \$133,000,000; by 1965, 7,300,000 at nearly \$140,000,000. Add 7,000,000 auto radios this year at \$175,000,000 factory

value; in 1956, 6,000,000 at \$150,000,000; 1960, 5,500,000 at \$137,000,000; 1965, 6,000,000 at \$150,000,000.

(4) TV picture tubes, radio receiving tubes, special electronic tubes and other components for repair purposes will amount to \$680,400,000 at factory in 1955, \$800,000,000 in 1956, \$1.25 billion in 1960, in excess of \$2 billion in 1965.

(5) Records & phonographs should increase steadily from this year's \$121,000,000 to \$123,000,000 in 1956, \$135,000,000 in 1960, \$144,000,000 in 1965—and "the increasing demand for high-fidelity systems may increase this total substantially."

Foregoing are "factory door" prices, Mitchell emphasizes—and he estimates that sale of end products and parts through distribution channels should be just short of \$2.2 billion this year, nearly \$2.3 billion in 1956, more than \$3.3 billion in 1960, at least \$4.8 billion in 1965.

To the foregoing he adds repairmen's service, which he estimates at about \$930,000,000 this year, nearly \$1 billion next year, more than \$1.23 billion in 1960, about \$1.685 billion in 1965. Then there are also TV-radio broadcasting revenues: \$1.435 billion this year, \$1.9 billion in 1956, more than \$3.4 billion in 1960, above \$5.4 billion by 1965.

* * * *

Uncle Sam is biggest customer of the electronics industry as a whole, of course, his purchases in that field running 7.4% of all defense expenditures—and even without a "shooting war" Mitchell forecasts that this year's total of just under \$2.5 billion will be exceeded next year, maybe accounting for as much as 10%. "We see govt. purchases in the vicinity of \$3.3 billion by 1960 and at nearly \$4 billion in 1965," he said. "These are only estimates, and it is quite possible that govt. purchases could double over 10 years."

As for so-called industrial uses of electronic systems and equipment—e.g., electronic computers, closed-circuit TV in factories, offices & homes, devices for auto safety and airport controls, other non-entertainment applications—the Sylvania chief estimated they totaled about \$670,000,000 this year, should reach nearly \$800,000,000 in 1956, will be about \$1.2 billion in 1960, nearly \$1.9 billion by 1965.

Electronics Reports: "We are clearly on the threshold of an industrial age, the significance of which we cannot predict, and with potentialities which we cannot fully appreciate." So said report on recent automation hearings (Vol. 11:44) by Senate-House subcommittee on economic stabilization, headed by Rep. Patman (D-Tex.). Stating that automation is due to advance to levels that "may well surpass the imagination," report predicted that economic hardships and dislocations were inevitable, and that "maintenance of a good, healthy, dynamic and prospering economy"—rather than specific legislation—is best hope for the transition period. Excerpts from 13-p. printed report (available from committee on request):

"Along with automation and the introduction of labor-saving machinery and techniques in some parts of the economy, whole new industries have arisen and may be expected to arise. The electronics industry, for example, is today made up of hundreds of companies, both large and small, employing ever-increasing numbers." But the subcommittee warns that these new industries will not take care of those displaced from older industries.

Automation makes possible new goods and services. "The mass production of color TV turns upon the development of automatic processes for placing literally hundreds of thousands of separate and individual colored dots upon the face of a picture tube, a task all but beyond human capabilities for precision and tolerance for tedium . . ."

While employment potentials in new industries "may not be as high as they would seem at first thought," sub-

committee draws attention to employment possibilities in service industries associated with new products. "For every employe counted as employed in TV manufacturing, countless local TV repairmen, scattered in every city and hamlet of the nation, depend for their livelihood on the mass production and mass distribution of the TV sets produced by automated industry." Subcommittee was particularly disturbed by shortage of trained technicians and engineers, urged "fullest attention" to the problem of providing technical training to young people with demonstrated ability and aptitude.

* * * *

To help relieve nickel shortage in 1956, Office of Defense Mobilization announced this week it will divert 4,100,000 lbs. monthly to private industry from scheduled shipments to Govt., same amounts as in Nov. & Dec. but double the monthly amounts diverted earlier this year. This sizable diversion is expected to prevent the "severe cutback" in production of receiving tubes which was predicted this month by RETMA pres. H. Leslie Hoffman in plea to Commerce Secy. Weeks for more nickel to industry (Vol. 11:49).

Dr. Louis N. Ridenour, ex-v.p. of Paramount's International Telemeter Corp., named director of Lockheed Aircraft Corp.'s missile systems div. research lab, succeeding Dr. Ernst Krause, who resigned along with about 15 other missile scientists over differences in policy matters. Since April 1955, Dr. Ridenour has been head of missile division's program development branch.

Financial & Trade Notes: Hallicrafters Inc., as forecast in this column 4 weeks ago (Vol. 11:47), becomes a subsidiary of big Penn-Texas Corp., operating as a coordinate division much along the lines of Stromberg-Carlson in General Dynamics, as result of merger agreement concluded Dec. 14 and subject to ratification by stockholders of both corporations sometime before Feb. 27. Deal in effect amounted to \$6,300,000 sale of Hallicrafters, inasmuch as it calls for issuance by Penn-Texas of 332,000 shares of its stock to Hallicrafters stockholders, or 2 for 5. Penn-Texas closed on N. Y. Stock Exchange Dec. 16 at 18½ and Hallicrafters on Midwest at 7.

Deal followed shortly upon retirement of Raymond W. Durst as Hallicrafters' president, due to personal matters; he remains as consultant and a director, Penn-Texas policy being to have separate board for each of its subsidiaries. Chairman Wm. J. Halligan Sr. has assumed his duties, with Wm. J. Halligan Jr. promoted to sales v.p.; Robert F. Halligan, another son, to v.p.; Charles T. Marshall to communications sales mgr.

Merger also follows close upon release of Hallicrafters' report showing earnings of \$140,500 (17¢ per share) on sales of \$4,707,221 in quarter ended Nov. 30 compared to \$104,292 (13¢) on \$6,420,537 in same 1954 period. During fiscal year ended last Aug. 31, Hallicrafters earned \$406,146 (49¢) on sales of \$29,063,463 as against loss of \$940,946 on sales of \$31,054,363 in preceding year (Vol. 11:47).

There will be no changes in the Hallicrafters setup, it was stated. Its 2 Chicago plants, employing more than 1000, are outgrowth of "ham" equipment business founded in 1933 by the then 34-year-old Halligan, who chose upon graduation from West Point in 1922 to become a Boston newspaper reporter rather than an Army man and who turned to manufacturing while writing one of the early radio columns for the old *Boston Telegram*. There is no intention to quit any phases of the TV-radio or communications equipment businesses "as long as they're profitable," and the advantages of the new tieup were said to include

availability to Hallicrafters of the engineering & scientific divisions of Penn-Texas—notably in the aircraft parts and machine tool fields.

Working capital of Hallicrafters last Aug. 31 was \$4,793,531, and last week Halligan reported that his company had further improved its financial position by paying off \$891,387 in bank loans and notes, reducing accounts payable by \$767,409, reducing inventories more than \$1,000,000, increasing earned surplus (reported as \$3,088,219 on Aug. 31) by \$442,352. It has 825,000 shares of common stock outstanding, of which Halligan and his family own 201,600 (24.4%) and Durst, 32,900.

There were no banking intermediaries in the deal. Penn-Texas is headed by 50-year-old L. D. Silberstein, about whom there has been very little publicity but who is described by acquaintances as a wizard with a genius for putting companies together. Originally known as Pennsylvania Coal & Coke Corp., Penn-Texas assets climbed to \$85,000,000 this year from only \$4,600,000 in 1950. Its total sales have gone up to an estimated \$80,000,000 from \$6,000,000 in same period. Its net earnings this year are expected to total \$4,500,000, or about \$1.20 per common share after reflecting 10-month loss of about \$500,000 by Colt's, according to study by McLaughlin, Cryan & Co., 1 Wall St., N. Y. Its most recent acquisitions were Pratt & Whitney and Liberty Products Corp. (aircraft parts) and Colt's Mfg. Co. (arms & instruments).

Only Penn-Texas subsidiary previously in electronics field is Crescent Co., Pawtucket, R. I., making wire & cable. Other subsidiaries are Chandler-Evans (aircraft components); Potter & Johnston Co. (automatic turret lathes); Industrial Brownhoist Co. (heavy materials-hauling equipment); "Quick-Way" Truck Shovel Co. (power shovels); Bayway Terminal Corp. (industrial service); Tex-Penn Oil & Gas Corp., Pennco Oil Corp. & P-T Corp. (oil & gas producers); Pennsylvania Coal & Coke Corp. (mining); Saxon Steamship Co., Seaborne Steamship Co. & Seasplendor Steamship Corp. (ships).

Indiana Steel Products Co., with quarterly dividend of 25¢ distributed Dec. 10 to stockholders of record Nov. 23, reported operations for 10 months ended Oct. 31 resulted in net income after taxes of \$614,542 (\$2.16 per share) compared to \$1.69 per share for same 1954 period. Last board meeting decided to retire \$100,000 more of outstanding debentures as of Dec. 1, reducing funded debt to about \$200,000.

National Telefilm Associates Inc. (Eli Landau, pres.), which recently marketed 312,500 shares of its stock at \$5 (Vol. 11:22), reports net profit of \$60,531, equal to 9¢ per share on 650,000 shares of common outstanding, during quarter ended Oct. 31. Film rentals totaled \$660,995 during period. Comparable figures are unavailable.

IT&T's earnings for 9 months ended Sept. 30 were highest for any similar period in its history—consolidated net income amounting to \$16,036,240 (\$2.23 a share) as against \$12,838,789 (\$1.79) in 1954 period. Net sales were \$313,496,377 vs. \$260,014,244.

American Electronics Co. reports sales of \$4,318,619 and net profit of \$117,377, or 34¢ per share on 517,860 shares outstanding, during first 9 months of 1955 vs. \$3,441,745 sales and \$190,186 profit (40¢ on 476,000 shares) in same 1954 period.

Edward Lamb Enterprises, headed by the Ohio-Pa. broadcaster-publisher and investor in various appliance firms, has acquired, along with group of friends of Mr. Lamb, "in excess of 100,000 shares" of the 392,000 outstanding shares of Seiberling Rubber Co., Akron.

George Link, v.p. of Link Aviation Inc., elected a director of General Precision Equipment Corp.

Clevite Corp. will set new sales and earnings record this year, according to pres. William G. Laffer, addressing Cleveland Society of Security Analysts this week. He estimated earnings at \$4,750,000 (about \$2.50 a share) on sales of \$72,000,000, which would compare with \$2,668,648 (\$1.33) on \$59,204,627 last year and with previous high of \$3,914,228 on \$70,528,107 in 1953. Advent into electronics fields has proved excellent move, said Laffer, though "greatest growth in this part of the company's business is still to come."

Magnavox stockholders Dec. 14 approved issuance of 120,000 shares of new \$50 preferred stock, for which SEC registration has been filed, and pres. Frank Freimann announces that it will be offered by underwriting group headed by Reynolds & Co., N. Y., shortly after Jan. 1.

George J. DeMartini, partner of Cohen, Simonson & Co., New York brokers, has been elected a director of Guild Films Inc.

* * * *

Dividends: Emerson Radio, 10¢ quarterly plus 5¢ extra payable Jan. 16 to stockholders of record Jan. 6; Motorola, 37½¢ Jan. 13 to holders Dec. 30; Packard-Bell, 12½¢ Jan. 25 to holders Jan. 1; IT&T, 35¢ Jan. 15 to holders Dec. 22; Gabriel Co., 12½¢ Feb. 1 to holders Jan. 16; Lear Inc., 15¢ Jan. 13 to holders Dec. 21; Electrical & Musical Industries Ltd., 12¢ Jan. 4 to holders Dec. 20; Electronic Associates, 25¢ Dec. 31 to holders Dec. 21; Howard W. Sams & Co., 10¢ regular, plus 10¢ extra Jan. 25 to holders Jan. 16; National Co., 10¢ Dec. 30 to holders Dec. 25; Canadian Westinghouse, 25¢ Jan. 3 to holders Dec. 15 (down from previous 50¢ quarterly).

Color Trends & Briefs: NBC-TV hit the cultural jackpot with its Dec. 12 colorcast of Sadler's Wells presentation of "The Sleeping Beauty" ballet. And, to everyone's surprise, it also hit a rating jackpot, NBC estimating audience at 30,000,000—mostly black-&-white, of course—or 25,000,000 more than have seen the Sadler's Wells ballet in all its 2000 performances in the last 10 years in Europe, U. S. & Canada.

Impact of telecast of a major ballet has been praised and analyzed by critics all over U. S., but too few were able to comment on significance of color. In our opinion, no show has ever been more enhanced by color—and NBC-TV engineers and equipment were at their technical best.

Those newspaper reviewers lucky enough to see the ballet in color fell all over themselves. Examples: John Crosby, N. Y. Herald Tribune Syndicate—"This was one of those shows which were just made for color TV, which adds almost another dimension to the screen." Jack Gould, N. Y. Times—"For those blessed with a color receiver in accurate adjustment, many of the scenes were breathtaking in their loveliness. Ballet truly emphasises the value of the medium in natural tints."

CBS-TV also scored smash hits with color this week—the Grandma Moses interview, with splendid shots of her paintings, on Ed Murrow's *See It Now* Dec. 13 and the sepia-tinted (well suited to mood) telecast of "A Christmas Carol" with Frederic March on *Shower of Stars* Dec. 15.

In Washington, alert RCA distributor Southern Wholesalers loaned color sets to the 3 newspaper TV reviewers, reaped the kind of promotional comment that no kind of newspaper ad can match. This suggests that distributors the nation over have been missing an extremely good bet; that a few judiciously placed color sets could bring tremendous returns.

* * * *

Color exposure 11 a.m.-11 p.m., 7 days a week, in and around New York's Rockefeller Center, is being provided from now until Jan. 2 by WRCA-TV and RCA distributor Bruno-New York. Hamilton Shea, v.p. in charge of WRCA-TV, estimates more than 150,000 people will see color on sets located in Rockefeller Center lobby, Chase Bank, Liberty Music Show, Radio City Music Hall, "21" Club, RCA Exhibition Hall—plus Abraham & Straus store in Brooklyn. Closed-circuit color film will be fed to receivers when no color shows are on air.

RCA & NBC are going all-out in preparations for color demonstrations at convention of National Retail Dry Goods Assn. in N. Y. Jan. 11 (Vol. 11:50). Show will originate at Colonial Theatre, to be seen on 40 color sets at Statler Hotel grand ballroom. Speakers will include veteran merchandisers RCA pres. Frank Folsom and consumer products exec. v.p. Robert Seidel—both formerly with Montgomery Ward, Folsom also previously with San Francisco's Hale Bros., Seidel with W. T. Grant Co. Program will run all afternoon, will include closed-circuit color films when no color shows are on air. Arlene Francis will be m.c.

More than 200 RCA 21-in. color sets have been ordered for use by Sheraton Closed Circuit TV Inc., according to exec. v.p. Wm. P. Rosensohn. These will be supplemented by 2 existing RCA projection color units, to be installed in New York's Sheraton Astor Hotel and Chicago's Sheraton early next year. RCA says it is ready to produce more theatre-type color TV projectors if there are orders. Statement last week by Sheraton Closed Circuit gave erroneous impression that "closed-circuit color network" would use theatre-type color projection equipment exclusively.

Thomas W. Sarnoff, NBC Pacific Coast director of production and business affairs, speaking last week before Los Angeles Ad Club, described expansion plans for color at Burbank studios, said RCA-NBC have thus far spent \$65,000,000 on development of color TV.

Network Color Schedules

(Dec. 19, 1955 - Jan. 15, 1956)

- Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 20—NBC: *Home*, 11:37-11:44 a.m.; *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Dec. 21—NBC: *Howdy Doody*, 5:30-6 p.m.
 Dec. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dragnet*, "Christmas Story," 9-9:30 p.m. CBS: *Climax*, 8:30-9 p.m.
 Dec. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 24—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Babes in Toyland," starring Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Bambli Linn, Rod Alexander, Bil & Cora Baird puppets, 9-10:30 p.m.
 Dec. 25—NBC: *Zoo Parade*, 3:30-4; *Assignment India*, 4:30-5:30 p.m.
 Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Jan. 1—NBC: *Sunday Spectacular*, "Happy New Year," starring Barbara Ann Scott, Dick Button in ice ballet, Peggy Lee and Stan Kenton's orchestra, 7:30-9 p.m.
 Jan. 2—NBC: Tournament of Roses Parade from Pasadena, Cal., 12:15-1:45 p.m.
 Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
 Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
 Jan. 11—NBC: *Howdy Doody*, 5:30-6 p.m.
 Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 14—CBS: *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
 Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 4-6 p.m.

Disc color converter produced by Color Converter Inc., Columbia City, Ind. (Vol. 11:22, 42) has been introduced in N. Y. market by MARRT Electronics Inc., Woodmere, L. I. MARRT offers \$195 package including \$149.95 for converter, \$20 installation, \$25 service policy. MARRT v.p.-chief engineer Russell Gerstein reports having sold about 100 so far, says company is receiving 25 every 2 weeks. Reporting observation of 30-in. disc in action, *Retailing Daily's* Henry Brief wrote: "The demonstration of the color converter seen by this reporter disclosed a color picture completely satisfactory so far as color reproduction was concerned. This, however, was more than offset by a noticeable and annoying flicker. It should be pointed out that the color show was viewed in the MARRT shop under far from ideal conditions. Bright sunlight streamed in from a large, undraped display window." Color Converter Inc. obtained rights to build device from Airtronics Research Inc., Bethesda, Md., where it was developed by youthful engineer Robert P. Benjamin (Vol. 10:6).

Admiral introduced new 21-in. color console, at \$895 in mahogany, \$915 in blonde, at distributors convention this week. Joe Marty Jr., gen. mgr. of electronics div., said new color set has top-front tuning, 28 tubes, illuminated channel numbers, removable window, turret tuners, dual 6x9-in. speakers and "color killer that automatically cuts out unused color circuits during black-&-white programs and automatic color control circuits to suppress interference, maintain color intensity and keep colors true." The 3-gun picture tube provides 260-sq.-in. picture, said Admiral, which gave no indication of production plans.

Lease of color mobile unit to individual stations, is new plan announced by RCA. First will be available this month, to be used initially by WCAU-TV, Philadelphia, for New Year's Day Mummies' Parade. Unit is offered to all stations within 150-mi. of Philadelphia; others will be built for use in other areas. Unit includes 2 live color cameras, complete with video & audio facilities, and RCA offers services of 2 engineers to train and supervise station personnel.

MEMPHIS' THIRD station, Hoyt Wooten's WREC-TV (Ch. 3), was readying this week end for probable Dec. 19 start of test patterns in preparation for Christmas Day commercial debut as CBS basic. Finishing touches were being put this week to 25-kw RCA transmitter installation, with 6-bay antenna on 1077-ft. Ideco tower, and new studios in Hotel Peabody, also home of radio counterpart. Most of staff has been mustered from radio WREC, including Charles Brakefield, commercial mgr.; Jack Michael, program director; Wilson Raney, chief engineer. Base hour is \$800. Rep is Katz.

WREC-TV will bring on-air total to 459, of which 105 are uhf—two more uhf having reported this week that they had quit the air. They're KTVQ, Oklahoma City (Ch. 25), which left air Dec. 15 pending FCC action on request for temporary operation on educational Ch. 11, assigned still-unbuilt KOED-TV, Tulsa (Vol. 11:50); and WPPA-TV, Pensacola, Fla. (Ch. 15) which notified Commission it was going dark Dec. 18 after having been in operation since Oct. 1953.

They are first to quit air since WWOR-TV, Worcester, Mass. (Ch. 14) dropped last Sept. 5 (Vol. 11:37), and they bring to 17 the total of uhf stations leaving the air this year. Altogether, 51 uhf have ceased operation to date, or about half as many as have survived.

Oklahoma City station was established in Oct. 1953 by John Esau group, later turned over to attorney-oilman Jack Farris who had advanced it some \$100,000. Despite hypos from GE-supported National Assn. of TV Stations (NATS) (Vol. 11:21), it has been unable to meet competition from the 2 local vhf outlets. Pensacola station's operation was taken over under lease last year by Charles W. Lamar, then part owner of successful WAFB-TV, Baton Rouge, La. (Ch. 28) and still 40% owner of KTAG-TV, Lake Charles, La. (Ch. 25).

Televised murder trial in Waco, Tex. (Vol. 11:50) has given strong impetus to TV's demands for access of visual reporting media to courtrooms. In Denver, it was cited as a precedent after State Supreme Court Justice E. V. Holland barred photographic and recording equipment from hearing of John Gilbert Graham on charge of murder in bombing of United Air Lines plane—despite fact that trial judge had previously admitted such coverage earlier in same hearing. Denver's KLZ-TV & KLZ took their case directly to viewers in TV-radio editorial, featuring filmed & recorded statement by pres. Hugh B. Terry and recorded statements of support from NARTB pres. Harold Fellows, CBS news chief John Day & Radio-TV News Directors Assn. pres. Russ Van Dyke. Meanwhile, CBS-TV west coast news director Sam Zelman cited Waco case in plea to Conference of California Judges to overturn ruling of Santa Monica Superior Judge Stanley Mosk barring cameras from trial of John R. Crooker, accused of murdering socialite Mrs. Norma McCauley. Waco's historic televised trial lasted 4 days, jury finding Harry L. Washburn guilty of murdering his ex-mother-in-law with homemade automobile bomb.

Opposition to NCAA game-of-the-week telecasts was reaffirmed this week by NARTB sports committee, which said they "militate against the public interest by depriving large segments of the American people of football broadcasts which they want to receive." Committee chairman George J. Higgins, KMBC-TV, Kansas, said matter would be placed on agenda of NARTB board meeting in Feb.

Extension of Lamb case deadline for filing exceptions to Examiner Sharfman's initial decision (Vol. 11:50) was requested this week by FCC Broadcast Bureau. In asking that date be postponed from Dec. 27 to Feb. 6, Bureau said it needs more time to examine decision and decide what to do.

General Teleradio Inc. becomes General Teleradio div. of parent RKO Teleradio Pictures Inc. as result of FCC approval this week of transfer of all TV-radio stations in group headed by Thomas F. O'Neil (Vol. 11:48). Commission also approved \$2,250,000 purchase of Macy's 10% interest in General Teleradio. RKO Radio Pictures will be name of motion picture div. of newly incorporated General Tire & Rubber Co. subsidiary. Stations involved are WOR-TV & WOR, New York; WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WHBQ-TV & WHBQ, Memphis; WEAT-TV & WEAT, W. Palm Beach; radio KFRC, San Francisco. General Teleradio div. also has 55% of WGTH-TV & WGTH, Hartford, which is being sold to CBS (Vol. 11:28, 36, 49).

Agreements to purchase more stock in WAFB-TV, Baton Rouge (Ch. 28) have been made by WDSU Broadcasting Co., operating WDSU-TV, New Orleans (Ch. 6) and, if FCC approves transfer, latter will own slightly more than 60% (about 1900 out of 3100 shares). Plan is to continue to operate the stations separately, with local stockholders continuing to hold shares, and to link them via microwave for joint regional programming. Cities are 75 mi. apart. WDSU-TV is NBC basic, as is its AM counterpart; WAFB-TV gets ABC & CBS service, its radio affiliate being MBS. WDSU owners (Edgar B. Stern Jr. group) already own slightly more than 20% of WAFB-TV & WAFB. The Baton Rouge uhf was first station to begin operating in city (April, 1953) and is reputed to be well in profit column. Its pres. & gen. mgr. is Tom E. Gibbens.

Detroit stereotypers strike, which has shut down *News*, *Free Press* and *Times* since Dec. 1, has resulted in business bonanza for area's TV-radio stations as well as big expansion of public service broadcasts. Afternoon network shows have generally been cancelled to make way for local demands, including considerable time sales to dept. stores to advertise Christmas goods. There was no tendency of station management to gloat over bad break suffered by their newspaper colleagues, but added business provided welcome windfall and gave some advertisers first taste of the air media; stations hope many will stay with them.

Record-breaking \$4,000,000 sale of New York independent radio WNEW (Vol. 11:44, 50) was approved by FCC this week. Richard D. Buckley continues as pres.-gen. mgr. & 25% owner, other principals (37½% each) being oilman Jack Wrather, who also owns 39% of San Diego's KFMB-TV & KFMB, and John L. Loeb, partner of bankers Carl M. Loeb, Rhoades & Co. Sellers are Horace Lohnes estate (25%) and 3 other stockholders who, with Buckley, acquired station last year for then record \$2,100,000 (Vol. 10:16).

Charleston Evening Post has sold its 29.5% interest in WUSN-TV, Charleston, S. C. (Ch. 2) for \$206,310. Stock is now voted by Hazard E. Reeves, of New York, being held in equal parts by his Preview Theatre Inc., Reeves Products, Reeves Sound Studios and Three Hundred Four Corp. Newspaper also turned over option on additional 823 shares in WUSN-TV to pres. J. Drayton Hastie, who with family is largest stockholder.

Contracts: Judy Garland this week signed 3-year exclusive pact with CBS-TV, providing for one network appearance a year through 1959, with renewal options, her first appearance to be on live spectacular next fall. Martin & Lewis signed 5-year contract with NBC-TV, said to involve "several million dollars."

Shades of 1945: "The day when the expensive nature of TV is overcome, and TV programmes are possible not only from a studio or a nearby play-field but from distant interesting places, television will be accepted on a level similar to the radio (beyond the stage of novelty)." — Editorial in *Radio Times of India*, Nov. 1955.

TELEVISION
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Television Digest
with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 24, 1955

CERTIFICATION OF TV SETS and other receivers in 30-890 mc range ordered by FCC in radiation control ruling; "seal" to be affixed to approved sets (p. 1).

VHF GRANTS CONTINUE at FCC while industry studies allocations comments; Seattle lawyer to run Senate Commerce Committee investigation (p. 2).

LIFE EXPECTANCY OF PICTURE TUBES estimated at 4 years by GE market research on basis of survey of 4000 sets; life span varies with size of tube (p. 3).

NETWORK LINEUPS ALTERED considerably during 1955 as coverage expands and rates go up. ABC-TV now has 213 affiliates, NBC-TV 193, CBS-TV 158 (p. 3).

ILLEGAL BOOSTER operators plead with FCC for legalization; Commission considers new 10-watt "TV translator" service on Ch. 70-83 (p. 7).

INVENTORY OF 2,150,000 TVs, 3,000,000 radios at year's end not regarded as dangerous. GE ships new 14-in. model. TV production breaks full-year record (p. 9).

LICENSING OF SERVICEMEN, with arguments pro and con, reviewed by official of service dealers' group. Pending legislation in several areas taken up (p. 11).

STEP-UP IN MILITARY ELECTRONICS due next year, as Secy. Wilson reveals huge shift from conventional to "wonder weapons"—missiles, atom power, etc. (p. 12).

ALL-TIME HIGH of \$6.8 billion factory value of electronic products predicted in 1956 by Commerce Dept., with color TV retail sales at \$250,000,000 (p. 12).

SEATONS' KHAS-TV, HASTINGS, Neb. (Ch. 5) gets under way this week as uhf owned by Longview (Tex.) appliance dealer quits air, 18th this year (p. 8).

FCC ORDERS 'CERTIFICATION' OF TV SETS: Sweeping order with teeth in it -- to control radiation from all receivers operating in 30-890 mc range, including TV & FM sets -- was finalized by FCC at week's end.

It provides that all sets made after next May 1 (except uhf TV receivers, which have later deadline) must be "certified" as adhering to specific radiation limits and tagged or labeled for information of the purchaser.

Order was devised in cooperation with RETMA, but differs in some respects from earlier published RETMA and FCC proposals (Vol. 10:16). An industry spokesman said order appears reasonable and should impose no hardships on set makers.

Issued at 11th hour just before holiday week end, new order is identified as "First Report and Order," Public Notice 55-1260 -- copies available from FCC, or we shall be glad to get one for you. Principal provisions:

(1) Maximum radiation limits are established in frequencies from 25-1000 mc, adhering very closely to RETMA recommendations. "Power line" method is temporarily adopted for establishing limits between 450 kc & 25 mc.

(2) Manufacturer must certify that each receiver conforms to radiation limits for 25-1000 mc on basis of tests made "on a sufficient number of production units to assure that all production units comply with the radiation limitations."

(3) Seal or label is to be placed on each certified receiver to indicate to purchaser that it complies with FCC regulations.

Rule applies to all sets made after May 1, 1956 -- except uhf TV sets, for which same requirements will be applied to all new models placed in production after Dec. 31, 1956 and every set manufactured after June 30, 1957.

Radiation at frequencies below 25 mc -- from sweep circuits, color oscillators, 21-mc IF circuits, etc.--must meet specified limits in all new TV models placed in production after June 30, 1956 and in all TV sets made after Dec. 31, 1956.

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If certification seems a roundabout way to regulate receivers, it's because Commission has no authority over set makers, as such. It does have power to clamp down on the owner of a radiating receiver -- whether it be a police radio, aircraft receiver or TV set. In effect, it's telling prospective purchaser that he'll be sure he's complying with the law when he buys a set with a certification seal.

Order makes no mention of RETMA's standard intermediate frequency of 41.25 mc, is aimed only at keeping radiation below the established limits.

Set makers will have no trouble complying with order, in opinion of RETMA exec. v.p. James D. Secrest. He said at least 90% of current set production already conforms with the limits, and remaining few can easily meet them in time.

Commission offered to cooperate with set makers to insure implementation of new rules. It proposed conference before March 1 to exchange information and devise best means of getting certification program off the ground.

New radio receiver rule is first in new series of specific radiation orders. Others will apply to community antenna systems, wired campus-type radio systems, carrier systems, wireless phonographs, radio garage door openers, and the like.

ALLOCATIONS QUIET, SENATE READIES HEARING: Like digesting a too-large Christmas dinner, industry is slowly ruminating the huge mass of comments on allocations filed with FCC last week (Vol. 11:51) -- and wondering what to say on the next go-around.

Though deadline for reply comments is Jan. 6, there has been at least one request for extension -- Committee for Hometown TV asking 30 days -- and chances are that Commission will grant 2 weeks' postponement next week.

Commission is continuing firm in its policy of making vhf grants, meanwhile -- clearing Evansville's Ch. 7 this week. Decision hasn't been released, but it's understood examiner's choice was affirmed, CP going to Evansville TV (Rex Schepp) over WEOA & WGBF. Another big decision, though not involving allocations, is due out next week -- approval of NBC-Westinghouse Philadelphia-Cleveland station swap (Vol. 11:21, 25, 43). Vote is said to have been 6-1, Bartley dissenting.

First court appeal against vhf grants in deintermixture cases was made this week -- KVDO-TV, Corpus Christi (Ch. 22) asking Court of Appeals to review action of FCC and requesting stay of effectiveness of Ch. 6 grant to KRIS (Vol. 11:50).

No major FCC action is expected Christmas week, no regular meeting scheduled. Following week may be light, too, for at least 2 commissioners won't be in town -- Chairman McConnaughey & Comr. Webster -- and Commission usually delays action on big issues when vote is close and there are absentees.

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There were few late filings on allocations to add to those we digested last week (total: more than 150). The most substantial was that of consulting engineer & ex-FCC Comr. T.A.M. Craven, filing on his own. He argues that at least 65 channels are needed, suggests deintermixture be explored. He believes that more vhf channels should be obtained but that lower part of uhf band must also be used.

Craven would like to see another vhf channel in 54-90-mc band, 14 more in 225-470-mc, plus the 38 uhf channels comprising Ch. 14-51. He suggests cutting channel separations to 160-mi. in Zone I, with 1250-ft. antenna maximum, 190-mi. in Zone II & III with 2000-ft. antenna. He appends Zone I table of assignments which would create some uhf-only "islands," shifting some vhf stations to uhf.

Sen. Hubert Humphrey (D-Minn.) filed a "comment" -- letter urging that FCC continue educational channel reservations because educators move slowly.

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Commission is doing its homework, too, preparing for Senate Commerce Committee hearing which starts Jan. 17. Committee began to show signs of life this week, Chairman Magnuson (D-Wash.) announcing from Seattle the appointment of attorney Kenneth A. Cox "to direct the investigation into radio & TV" -- taking over the post vacated last summer by New York attorney Sidney Davis.

Cox is a partner in the Seattle firm of Little, LeSourd, Palmer, Scott and Slemmons. He's 39, had no previous experience in communications. He has already started work, according to Magnuson, is due in Washington first week in January.

List of proposed witnesses is being prepared by committee staff, meanwhile, with first invitations to go out next week. Lead-off witness probably will be FCC Chairman McConnaughey. Hearings will be held by full committee under Magnuson, with some aspects of investigation possibly to be farmed out later to communications subcommittee under Sen. Pastore (D-R.I.).

LIFE SPAN OF PICTURE TUBES—AND SETS: It's a curious fact that none of the 50-odd TV picture tube manufacturers, big or little, can provide detailed statistics about the life expectancy of CR tubes. However, at our request, GE came up this week with the first data we've been able to secure on the subject -- in form of "conclusions" by its tube dept. market research mgr. R.B. Yepsen:

(1) Average picture tube life in the home is approximately 4 years -- that is, 50% have to be replaced by the end of their fourth year of use.

(2) Life span varies with the size of the tube -- and, generally, it can be stated that the larger the tube, the shorter the life.

(3) Changes in technology, both in sets and in picture tube manufacture, are bringing trend to longer tube life -- a significant factor being aluminized tubes.

"Factored into these conclusions," Yepsen tells us, "is the supposition that TV sets are scrapped when they require a second replacement tube, at about 8 years of life. Surveys indicate the average set owner decides to scrap his set instead of installing a second picture tube replacement, because the tube replacement averages somewhere between a fourth and a third of the price of a new set. This contrasts with the automobile market where even a major repair job is only a small percentage of the cost of a new car."

How did the GE researchers reach their conclusions? By surveying 4000 sets operating in homes and representing a composite of all brands and all sizes in proportion to actual sales in the last 5 years. "The data from these surveys was translated into picture tube life curves which were then applied to retail set sales by size by year. While the number of complete histories of tubes was limited by the sample size and the length of time that tubes were in use, we were able to obtain sufficient information on 16-in. & 17-in. tubes through about the fourth year of life and on 21-in. tubes through 2½ years of life to be able to extrapolate..."

Why aren't actual engineering tests run? They are and they do serve certain engineering requirements. But: "They are somewhat unsatisfactory as a practical standard of measure to marketing personnel because of the arbitrary assumptions which must be made as to actual end of life under field conditions. Engineering surveys also are very costly because of the hundreds of tube samples that must be kept operating continually year after year. To our knowledge, no tube manufacturer has ever been able to determine picture tube life by engineering tests alone."

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Note: Up to 8½ years has generally been accepted in the trade as the life expectancy of a TV receiver -- at least the length of time it's kept before being scrapped or turned in. But these are the first definitive figures we've been able to get on how long the picture tube lasts. They also point up enormous importance of the tube replacement market -- considering that some 37,500,000 sets are now in use and from 7,000,000 to 8,000,000 sets are now being sold each year.

GE tube dept. mgr. J. Milton Lang just year ago (Vol. 11:1) predicted that 5,500,000 tubes would be required as replacements in 1955 -- then about one in every 6 sets as against one in 7 in 1954. He estimated that about 11,500,000 tubes would be made this year, presumably including rebuilt. Actually, he turns out to be about 1,000,000 shy for, while RETMA figures do indicate about 11,500,000 new tubes, they don't include estimated 1,000,000 rebuilt, which bring total to 12,500,000.

With 1955 set production running about 7,650,000, each requiring a new tube, it's estimated 4,250,000 new & rebuilt tubes went for replacements, or about one in 9 sets-in-use. Remaining 600,000 new & rebuilt went to export and Govt. This week, Lang predicted consumers will spend \$300,000,000 in 1956 to replace picture tubes in 6,000,000 sets -- in addition to replacing more than 150,000,000 TV circuit tubes.

NETWORK LINEUPS—YEAR'S FLUX, HIGHER COSTS: Nowhere in the flourishing business of telecasting has change and expansion been more pronounced than in network TV, whose 10-month time billings totaled nearly \$329,000,000 as against \$254,000,000 in same 1954 period, according to PIB (Vol. 11:50). That indicates 1955 will run better than \$400,000,000, representing actual revenues of some \$300,000,000 after all discounts.

More affiliates and higher time rates tell part of the story. More stations

on the air (approximately 60 so far this year) have also been accompanied generally by increases in rates of existing stations, both local and network, as illustrated by a comparison of the network lineups now with those at start of this year.

In compiling data for our semi-annual TV Factbook, Spring-Summer edition of which is due off the presses in early Feb., we're struck by the fact that the new network rate cards (which will be published in detail, along with executive personnel listings) and the new station rate cards (which are all digested) show quite a few changes in affiliations and a constant flux upwards. Consider the networks' year:

There was demise of DuMont Network at midyear, leaving 3 national networks in the field. There was the upsurge of ABC-TV from a weak third runner to a fast comer, though it's still a far third to CBS-TV & NBC-TV. Then there's the competition among all of them for exclusive station affiliations, to say nothing of the intense rivalry for business leadership and top ratings -- CBS-TV maintaining top place. Here's numerical gist of what has happened among networks in last 3 months:

(1) CBS-TV starts the new year with 158 affiliates, of which 51 are "basic required," i.e., must be bought as a package or not at all; one-time rate for these basics is \$63,800 for an hour. Year ago the basic group comprised 56 stations and could be bought for \$54,975. Among the CBS basics, there were a dozen changes during the year -- additions, deletions, switches. As of now, CBS-TV has 49 "basic optionals" (total cost per hour: \$19,150) as against 44 last year (\$19,300); in addition, it has 51 supplementary connected and 7 non-interconnected affiliates as against 59 & 11 year ago. To buy today's entire CBS-TV lineup of 158 stations would cost an advertiser \$97,730 now as against 170 for \$90,005 a year ago.

(2) NBC-TV has 193 affiliates today, of which 55 are basics costing \$68,375 an hour. Year ago there were 52 basics, costing \$62,075. NBC-TV lists 108 more as "interconnected", costing \$36,000 as against 106 in the same category year ago costing \$34,650. In addition, it has 30 non-interconnected affiliates vs. 33 year ago. To buy the entire NBC-TV lineup of 193 stations would cost advertiser \$109,050 as compared with 191 stations at \$102,055 year ago. There were only 7 changes among its basic affiliations this year, most notably the addition of some uhf outlets.

(3) ABC-TV rate card simply lists 195 connected stations (at \$99,205), 13 non-connected (\$1750) -- total costing \$100,955. Year ago there were 158 connected (at \$86,325), 55 non-connected (\$10,580) -- entire 213 costing \$96,905. Thus 37 were added to connected list during year. But ABC-TV affiliates in many instances also have primary tieups with CBS-TV and/or NBC-TV, due to fact no second or third outlet is available in some cities -- and time clearances are still its biggest headache.

Note: All 3 networks have a liberal sprinkling of uhf affiliates -- their reply to outcry that Madison Ave. is talking down uhf. But fact is CBS-TV has only one uhf on its basic (its own WXIX, Milwaukee) and 11 on its basic optional list. NBC-TV has 5 uhf basic (2 of which it's buying) and 11 uhf interconnected.

Ohio Education Assn., representing 45,000 teachers and school administrators, debunks notion that educators have only scallions for commercial sponsors, gives awards to 7 sponsors for "outstanding contributions to education" after hearing its awards chairman Betty Stautzenberger declare: "Sponsors are the forgotten men of TV-radio awards. We are quick to single out the sponsor for criticism when he is associated with an inferior program, but when everything goes smoothly—even unusually well—we merely tolerate him." Awards went to Camels & Plymouth for John Cameron Swayze's *News Caravan* (NBC-TV); Pan-American Airways & Johns-Manville for *Meet the Press* (NBC-TV); American Chicle & Mutual of Omaha for *Zoo Parade* (NBC-TV); Ohio Bell Telephone for *Ohio Story* (local radio).

FCC's network study committee appointed another consultant this week—Edward R. Eadeh, 1952-55 DuMont network research director. He previously held coverage and market analysis positions with ABC, MBS & CBS. (For other appointments to FCC group, see Vol. 11:50-51.)

Page, Creutz, Garrison & Waldschmitt, Washington engineering firm, has formed new operating company for domestic broadcast and communications work—Page, Creutz, Steel & Waldschmitt Inc. Officers: Esterly C. Page, pres.; John Creutz, exec. v.p.; David L. Steel Sr., v.p.-treas.; Joseph A. Waldschmitt, v.p. Other subsidiaries: Page Communications Engineers Inc., handling govt. and foreign business; Rixon Electronics Inc., research & development. Organization has added west coast office at 303 White-Henry-Stuart Bldg., Seattle (phone Mutual 3280).

"Candelabra" antenna, giving Dallas' WFAA-TV & KRLD-TV co-equal height on 1521-ft. tower (Vol. 11:30), was placed in operation Dec. 23. Stations claim coverage of 42 counties, 2,272,600 people, 552,740 sets.

Tallest structure between Tampa and Atlanta is claim for new 995-ft. tower, with 6-bay GE superturnstile, to be erected March 1 for WMBR-TV, Jacksonville, by Tower Construction Co., Lodi, N. J.

Station Accounts: Sales in 56 markets less than 2 weeks following its release are reported by Ziv for new weekly 30-min. series, *The Man Called X*. Biggest single sponsor is Ohio Oil Co. (Marathon gasoline & oil), buying 13 mid-western markets, thru N. W. Ayer. Among others are Gold Seal Glass Wax on WCAU-TV, Philadelphia, thru Campbell-Mithun, Minneapolis; Safeway Stores on WKY-TV, Oklahoma City, thru Foote, Cone & Belding, San Francisco; Duquesne Light & Power Co. on KDKA-TV, Pittsburgh; GE Supply Co. on KING-TV, Seattle; Marine Trust Co. on WBEN-TV, Buffalo, thru BBDO, Buffalo; Royal Cup Coffee & Tea on WABT, Birmingham; Sahara Hotel on KLAS-TV, Las Vegas; Edison Electric Co. on KHJ-TV, Los Angeles . . . Studebaker, typifying TV splurges of auto makers, increases its 1956 TV budget by 60% over 1955 "to add new stations in line with dealer recommendations and to carry out a balanced spot TV program," according to gen. sales mgr. Wm. A. Keller . . . Colgate-Palmolive & American Gas Assn. to use extensive spot campaign starting next month to promote joint sponsorship of \$100,000 consumer jingle-writing contest, top prizes being automatic gas washer-dryer, water heater & sink-cabinet layout . . . Vaseline planning big spot campaign in more than 100 markets starting second week in Jan., thru McCann-Erickson . . . Lucky Lager Brewing Co. buys 30-min. *Crunch and Des* series from NBC film div. for 8 western states, Hawaii & Alaska, as replacement for *Great Gildersleeve*, thru McCann-Erickson, San Francisco . . . Among advertisers currently reported using or preparing to use TV station time: Brooklyn Products Co., Brooklyn, Mich. (Chem-O-Cel sponges), thru Patten-Gillie-Beltaire, Detroit; Henry K. Wampole & Co., Philadelphia (Bionoid pharmaceutical), thru Critchfield & Co., Chicago; Smith-Douglass Co., Norfolk, Va. (fertilizers), thru Lindsey & Co., Richmond; Charles Antell Inc., Baltimore (Power Pak cosmetics), thru Product Services Inc., N. Y.; Radiant Mfg. Corp., Chicago (Magic Ovenliner), thru Irving J. Rosenbloom Adv., Chicago; Crescendoe Gloves Inc., Johnstown, N. Y. (gloves), thru Leber & Katz, N. Y.; Protex Products Co., N. Y. (Compliment closet accessories), thru Posner-Zabin Adv., N. Y.; Banquet Canning Co., div. of F. M. Stamper Co., St. Louis (canned chicken), direct; Marlowe Chemical Co., N. Y. (Fire Chief home fire extinguisher), thru Kastor, Farrell, Chesley & Clifford Inc., N. Y.; Mercedes-Benz Distributors Inc., N. Y., thru Robert W. Orr & Assoc.

Biggest single ad medium outside the networks, *Life Magazine*, reports its 1955 ad revenues will be \$121,000,000, up \$7,400,000 from 1954; total pages went up to 4397 from 4195. Curtis Publishing Co. also reveals that 1955 gross advertising revenues for *Saturday Evening Post*, *Ladies Home Journal* & *Holiday* came to \$113,142,595, up 9.1% from 1954.

New reps: WSUN-TV, St. Petersburg, Jan. 1 to Venard, Rintoul & McConnell (from Weed); WALB-TV, Albany, Ga. Jan. 1 to Venard, Rintoul & McConnell (from Burn-Smith); WJTV, Jackson, Miss. Jan. 1 to Katz (from Weed); WCMB-TV, Harrisburg, to Gill-Perna (from Forjoe).

Station Reps Assn. elects: pres., Adam J. Young Sr., Adam Young Inc.; managing director, Lawrence Webb (re-elected); secy., Robert Meeker, Robert Meeker Assoc.; treas., Eugene Katz, Katz Agency Inc. Elected to board were Joseph Weed, Lewis H. Avery, John P. Blair, John E. Pearson.

Pepsi-Cola's \$8,000,000 annual account, up for grabs since its switch from Biow-Beirn-Toigo 2 weeks ago (Vol. 11:50), was awarded to Kenyon & Eckhardt, which drops \$1,500,000-\$2,000,000 Welch Grape Juice account.

Network Accounts: Daytime color spectaculars once a month are planned by NBC-TV starting in spring. Plan envisions expanding *Matinee* colorcasts, Mon.-thru-Fri. 3-4 p.m., to 2-4 p.m. once a month for dramatic presentations, first of which may be *Barretts of Wimpole Street*, originating from Hollywood and featuring Katharine Cornell. Prospect is that, like *Matinee*, it will be sold to partic. sponsors . . . Colgate-Palmolive, which dropped *Colgate Variety Hour* last week, will become alt. sponsor (with Camels) of *Crusader* on CBS-TV starting Jan. 13, Fri. 9-9:30 p.m. . . . Pharmaceuticals Inc. to sponsor Ted Mack's *Original Amateur Hour*, which goes to full-hour on ABC-TV starting Jan. 1, Sun. 9:30-10:30 p.m., thru Edward Kletter Assoc., cancelling *Life Begins at 80* Sun. 10-10:30 p.m. . . . Amana Refrigeration Inc. to sponsor Pacific Coast Conference basketball games on CBS-TV in West starting Dec. 24, Sat. 2-4 p.m., thru Maury, Lee & Marshall . . . Hazel Bishop to sponsor alt. Thu. 10-10:15 a.m. segment of *Garry Moore Show* on CBS-TV starting Jan. 5, thru Raymond Spector Co. . . . Shaeffer Pen to sponsor Mon. 2-2:15 p.m. segments of *Robert Q. Lewis Show* on CBS-TV Jan. 9 & 16, thru Russel M. Seeds . . . McKesson & Robbins (Neo-Aqua-Drin throat lozenges) to sponsor Jimmy Powers' pre-game warm-up before Sugar Bowl Jan. 2 on ABC-TV, Mon. 1:45-1:55 p.m., thru Ellington & Co., N. Y. . . . NBC-TV to launch new Goodson-Todman audience partic. show, *Choose Up Sides*, Jan. 7, Sat. noon-12:30 p.m., with *Mr. Wizard* moving to 12:30-1 p.m.

Rate increases: WTOV-TV, Norfolk, adds Class AA hour (7:30-9:30 p.m. daily) \$500, min. at \$100, Class A hour going from \$350 to \$400. WFIE, Evansville, Ind. Jan. 1 adds Class AA hour (7-10 p.m. Mon.-Sat. & 6-10 p.m. Sun.) at \$350, min. at \$70, Class A hour remaining \$300. WJHL-TV, Johnson City, Tenn. Jan. 1 raises base hour from \$250 to \$300, min. \$50 to \$60. KOPO-TV, Tucson, Jan. 1 adds Class AA hour (6:59-10 p.m. Mon.-Fri., 5:59-10 p.m. Sat., 4:59-10 p.m. Sun.) at \$300, min. at \$60, Class A hour remaining \$250. KROC-TV, Rochester, Minn. Jan. 1 raises base hour from \$200 to \$250, min. \$40 to \$50. Spot increase: WXEL, Cleveland, Jan. 1 raises Class AA min. from \$375 to \$400.

New Advertising Research Foundation officers: chairman, J. Ward Maurer, Wildroot Co., succeeding Fred B. Manchee, BBDO; vice-chairman, Dr. W. H. Wulfeck, Wm. Esty Co.; pres., Wm. A. Hart (re-elected); secy., Edward F. Herrick (re-elected); treas., Edward P. Seymour, Crowell-Collier.

New Electronicam business: George Jessel's audience-participation show, *Love & Marriage*, goes before the Dumont film-live cameras in New York Dec. 28, when 3 complete half-hour shows will be put on film in single day.

National Community TV Assn. 1956 convention will be held in William Penn Hotel, Pittsburgh, June 12-14.

1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 10, cost \$5.00 each; single copies \$7.50.

Personal Notes: George P. Hollingbery moves from pres. to chairman of TV-radio rep firm bearing his name, with exec. v.p. F. Edward Spencer Jr. going to vice chairman; Harry Wise, to pres. of TV div.; Fred F. Hague, to pres. of radio div. . . . Richard L. Linkroum promoted to exec. producer of NBC-TV's *Today, Home & Tonight*, succeeding Mort Werner, now network programs v.p.; Giraud Chester promoted to gen. programming exec., Richard B. Jackson to mgr. of partic. programs, Erik Hazelhoff to director of program sales . . . George W. Norton Jr., president of WAVE-TV, Louisville, named Louisville's 1955-56 Man of the Year by Louisville Ad Club . . . I. S. Becker, pres. of CBS-owned Air Features, package firm, named CBS Radio v.p. in charge of business affairs; Jack Donahue, from Chicago office, transferred to Los Angeles as CBS Radio west coast sales mgr. . . . Robert W. Sarnoff, pres. of NBC, addressed Cleveland Friends of Jewish Theological Seminary of America Dec. 18 on occasion of *Eternal Light* awards dinner . . . Wayne Oliver, ex-AP, now editor of *Television*, resigns as of Jan. 9 to join business news staff of *United States News & World Report*, Washington . . . John B. Poor, MBS exec. v.p., designated its representative on NARTB radio board & AM committee, replacing Earl M. Johnson, resigned . . . Howard H. Bell, asst. to NARTB pres. Harold E. Fellows, assumes additional duties as coordinator of all joint projects with state broadcaster associations . . . Wm. Fairbanks resigns as ABC Radio national sales mgr. to take same position at NBC Radio . . . J. Birney Blair, from KHQ, named sales mgr. of KHQ-TV, Spokane, replacing John Pindell, now local sales mgr. of KING-TV, Seattle . . . Wm. J. Mullen named national sales mgr. of WABI-TV, Bangor, Me. and affiliated radios WABI and WPOR, Portland, Me. . . . John B. Shelton, ex-Chicago office of Crosley Bestg. Co. ex-Avery-Knodel, named Chicago mgr. of Everett-McKinney, succeeding Robert Meskill, now with CBS Radio Spot Sales there . . . Malcolm Klein promoted to asst. gen. sales mgr. of KABC-TV, Los Angeles, succeeding Donald Quinn, resigned to become partner in McGovern-Quinn Co. . . . Harley F. Reynolds, chief engineer, now also operation supervisor of WGVL, Greenville, S. C., succeeding Ben K. McKinnon, who left to become gen. mgr. of Birmingham radio WSGN; Wade Angus Davis named national sales mgr. . . . Ray Rand resigns as head of A-V Tape Libraries, N. Y., which has been sold by Audio & Video Products to James Rizek group . . . Nelson Alquist, ex-WMCT, Memphis, named chief engineer, KBTB, Denver . . . Jimmie Isaacs promoted from local sales mgr. to v.p. & gen. sales mgr. of W. D. (Dub) Rogers' KDUB-TV, Lubbock & upcoming KPAR-TV, Sweetwater (Ch. 12), due in early Jan., with James Phillips named controller & asst. secy.-treas.; W. H. Shipley, promoted from promotion mgr. to v.p. & administrative asst.; Ray Trent, to asst. mgr., program director & film buyer; Rudy Starnes, to asst. mgr. & chief engineer; Dan Guthrie, to KPAR-TV station mgr.; John Kreiger, radio mgr. . . . Bill Schock, ex-WPLC-TV, Lake Charles, La., named chief engineer of upcoming KOSA-TV, Odessa, Tex. (Ch. 7), due on air momentarily; Stu Klein, ex-KTBC-TV, Austin, Tex., production mgr. . . . Jack Williams promoted to director of promotion & merchandising, WSAZ-TV, Huntington, W. Va.

Storer Broadcasting Co. elects 5 more v.p.'s, including first of radio station managers to get the title: Bill Michaels, managing director of WJBK-TV, Detroit; Harry Lipson, radio WJBK, Detroit; James Bailey, WBRC, Birmingham; Paul Miller, WWVA, Wheeling.

Assn. of Radio News Analysts elects these officers: pres., John MacVane, ABC (re-elected); v.p.'s, Eric Sevareid & Ned Calmer, both CBS; secy., Walter Cronkite, CBS; treas., Cesar Saerchinger, ABC.

ADVERTISING AGENCIES: Rolland W. Taylor, serving last 3 years as adv. v.p. of Colgate-Palmolive, returns to Foote, Cone & Belding as exec. v.p. & director in charge of N. Y. office, succeeding Elwood Whitney, now devoting full time to creative plans & account supervision; Stuart Sherman, member of Foote, Cone & Belding exec. committee since 1948 and before that pres. of old Sherman & Marquette Inc. (now Bryan Houston Inc.), replaces Taylor at Colgate-Palmolive . . . Harry A. Berk, v.p. & director of Warwick & Legler and onetime pres. of Foote, Cone & Belding International, named v.p. & director of McCann-Erickson (International) under chairman Frank White, onetime NBC pres. . . . Harold Rosenzweig, ex-partner in Ira Rubel & Co., accountants, elected v.p.-treas. of new North Adv. Inc., Chicago, formed recently by Don Paul Nathanson, ex-Weiss & Geller; George Gruenwald elected v.p. in charge of 3 Toni product accounts (Deep Magic facial cleansing lotion, Tonette children's home permanent, Sofstyle curlers) . . . J. Hugh Davis, ex-Foote, Cone & Belding, Chicago, recently a Hollywood packager, rejoins Hearst as v.p. & associate publisher of *Puck*, Sun. supplement . . . Charles W. Alexander, ex-Hicks & Greist, named v.p. of Mohr Assoc., N. Y., heading electronics accounts.

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Rear Admiral Stanley F. Patten, USN ret., v.p. of Allen B. DuMont Labs, elected pres. of N. Y. chapter, Armed Forces Communications & Electronics Assn., succeeding Col. Allen E. Wharton, of N. J. Bell Telephone Co. Other officers elected: v.p.'s, Harry R. Bang, N. Y. Telephone Co., Col. Ludwig R. Engler, RCAC & Col. Benjamin H. Oliver Jr., AT&T; secy., Lt. Col. David Talley, Federal; recording secy., Royal F. Jewett, Western Electric. Directors: Vice Admiral W. S. Anderson, USN ret.; George W. Bailey, IRE; Col. T. L. Bartlett, RCA; Thomas Brown, N. Y. Telephone Co.; E. C. Carlson, Mutual Life Insurance Co.; Rear Admiral R. W. M. Graham, Raytheon; Lt. Col. W. L. Hallahan, Laird & Co.; John V. L. Hogan, Hogan Labs; Fred L. Lack, Western Electric; Maj. Gen. F. N. Lanahan, Federal; D. F. McClure, N. Y. Telephone Co.; Col. L. Z. Millar, Western Union; Col. T. H. Mitchell, RCAC; Leroy Spangenberg, Mackay Radio; Rear Admiral Ellery W. Stone, American Cable & Radio.

"Liberally salted with American favorites," as Pulse puts it, are the top 10 TV programs in London area, according to first report of newly established British Pulse Ltd. rating service (15 Sackville St., London, W. 1; John Robertson, managing director). These were initial findings: *Double Your Money*, counterpart of the \$64,000 *Question* but on much smaller scale, 64; *Take Your Pick*, 57; *Jack Hylton Presents*, 57; *I Love Lucy*, 56; *People Are Funny*, 56; *Robin Hood*, 56; *Roy Rogers*, 56; *Theatre Royal*, 56; *Dragnet*, 55; *Palladium*, 55; *Colonel March*, 54.

Up-to-date information on all documentary, business, educational and cultural films will be given wide distribution as result of "substantial contribution" to Film Council of America by Alfred P. Sloan Foundation. Grant will make it possible to distribute 500,000 copies of FCA's *Film Users' Guides* to libraries, program chairmen, etc.

Three-hop 75-mi. private microwave has been installed by WHIS-TV, Bluefield, W. Va. (Ch. 6), bringing signals from Roanoke. Equipment is first installation of RCA's new TVM-1A, operating in 5850-7125 mc band, giving ERP up to 10 kw.

Thumb-size microphone offered by RCA is claimed as smallest dynamic type yet developed. It weighs 2.3-oz., measures 2 9/16 x 15/16-in., has frequency response of 80-12,000 cycles.

Tele-Press has been projected by French National Press Federation to operate commercial TV network and stations along lines of Britain's new ITA.

ILLEGAL BOOSTER operators from State of Washington had another "day in court" this week as full FCC held *en banc* oral argument which featured defense of boosters not only by attorney R. W. Gibson, Quincy, Wash., but by Congressmen Walt Horan (Republican of Wenatchee) and Don Magnuson (Democrat, Seattle).

Commission treated the Congressmen with deference, as it has the whole illegal-booster issue—particularly since Washington Senators Warren Magnuson (D) and Henry Jackson (D) have in past also spoken up for the booster operators.

Oral argument was on examiner J. D. Bond's initial decision which recommended boosters be kept on air because they performed useful service, hurt no one (Vol. 11:43).

Burden of boosters' argument was that FCC has no jurisdiction because the repeaters are so low powered that they're not interstate in character and don't cause interference. Under persistent questioning by Comr. Webster, a stickler for respect for the law, booster defenders conceded possibility that repeaters could get out of hand. They pleaded that the vhf boosters be permitted to continue until Commission found some way to legalize them or provide a satisfactory substitute. One substitute they don't want is community antenna service; they have a violent opposition to paying the cable companies.

With the boosters continuing to spring up all over Pacific Northwest despite FCC's frowns, Commission has speeded up its search for a "legal home" for the boosters. With Sen. Magnuson anxious to corral every possible vote for reelection next year, Commission is really under pressure to produce.

The answer, undoubtedly, will be uhf. In fact, Commission on Dec. 21 briefly considered staff draft of proposed rule-making to establish "TV translator" service.

It was passed over, is expected to come up again Jan. 4. There seems little question rule-making will be issued along these lines:

(1) Set aside uhf Ch. 70 to 83 for exclusive use of the service—which would simply pick up and rebroadcast signals of regular stations.

(2) Limit transmitters to 10 watts, permitting directional antennas giving up to 50-60 watts ERP.

(3) Make grants on case-to-case basis, putting burden on operators to clean up interference as it arises and to protect regular uhf stations operating on channels below.

(4) Establish extremely limited operator requirements—perhaps permitting restricted-license operator to look at receiver occasionally to see if booster is operating, turn it off if something seems wrong.

(5) Authorize equipment on a "type approval" basis. This means manufacturer could submit a sample, go ahead and sell units if Commission engineers approve design.

Much of FCC's consideration of problem is based on work of engineer Ben Adler, New Rochelle, N. Y., who supplied equipment for experimental station in Manson, Wash. It's said that a single-channel booster can be sold for about \$1000.

One problem facing Commission is fact that it's now considering whole TV allocations problem—which involves all vhf & uhf channels—and has some fear of prejudging its final decision by an allocation for "translator" service. It's argued by some at FCC, however, that public can't lose if such service is established now—because receivers purchased in reliance on the service will be useful for both vhf & uhf in future, regardless what the final allocation looks like.

Community antenna operators won't be happy when "translator" rule-making starts. But they've long anticipated it and they claim they'll be able to out-serve the little repeaters by providing multiple trouble-free signals.

Telecasting Notes: New slump in movie attendance has developed in recent months, and rising foreign receipts of motion picture industry aren't enough to offset it. So said Motion Picture Assn. pres. Eric Johnston at Hollywood press conference last week. While he said he couldn't estimate size of boxoffice recession, other sources put decline between 10% & 20% since early spring. Johnston said it was difficult to pin down responsibility for slump, but expressed belief movie business is still trying to find its proper place in competition with TV and other entertainment & recreation media . . . "Marriage" of the circus with TV, a la the movie-TV nuptials, is in plans of Ringling Bros. and Barnum & Bailey, writes *Billboard's* Sam Chase from Sarasota, Fla. in Dec. 24 issue. Among plans to revamp the Big Top for the electronic age: (1) Weekly TV show using circus as background, and of course, promoting circus' live attractions. (2) Construction of year-round elaborate zoo at site of circus' Florida training grounds, as Disneyland-type attraction. (3) Cutting down on regular summer tour, using TV's promotional benefits to attract smaller-town circus fans to nearby larger cities where circus is playing . . . Paddy Chayefsky's *Marty*, which began as a TV drama and ended up as one of year's top movies, won another prize this week—Best Motion Picture of 1955, by vote of committee on exceptional films of National Board of Review of Motion Pictures, which also named film's star, Ernest Borgnine, as year's best actor . . . British movie short, *On the Twelfth Day*—subject of big color spread in recent issue of *Life*—will be featured on NBC-TV color spectacular *Happy New Year*, Jan. 1, 7:30-9 p.m. It's also being shown in some theatres, by permission of NBC which holds 2-year rights . . . Ratings:

NBC-TV's Saturday night *Perry Como Show* finally out-Trendexed Jackie Gleason's *Honeymooners* Dec. 17, 8:30-9 p.m., 28.3 to 22.3. Re-runs of *I Love Lucy* made Trendex's top 10 for Dec. 1-7. The regular Mon. evening *Lucy* series was No. 2 (following \$64,000 *Question*) with 40.6, *Saturday Lucy Show* (6:30-7) No. 10 with 25.7 (tied with *Honeymooners*) . . . General Teleradio is using its TV know-how to promote RKO movies: 13 TV stations have indicated their intention to participate in promotion campaign for Howard Hughes' *The Conqueror*, opening in theatres in Jan., in exchange for cut in film's local gross. Teleradio used similar arrangement for TV promotion of its movie version of *Gangbusters* . . . Transfilm, big producer of TV commercials and industrial films, sets up Special Projects Div. headed by exec. v.p. Walter Lowendahl, to enter fields of TV film programming and feature film production . . . Martin & Lewis' NBC-TV contract (Vol. 11:51) runs 5 years, calls for 4 shows a year, with \$1,500,000 a year for the team, who retain all rights to their shows; also signed to new 15-year contract this week by NBC-TV was Eddie Fisher.

Junior Achievement, national non-profit organization sponsored by many leading industrial concerns as means of helping business careers of teen-agers, will tell its story next year in series of public service TV-radio spots, under direction of public relations chairman W. T. Okie, v.p. of J. M. Mathes Inc., 260 Madison Ave., N. Y.

Jack Wrather, the Texas-Oklahoma oil heir who owns substantial interests in KFMB-TV, San Diego, and radio WNEW, New York, and is applicant for Ch. 13 in Yuma, Ariz., heads group which has acquired control of 2000-acre Corrigan movie ranch in California.

YEAR'S 58th NEW STATION began test patterns Dec. 23—KHAS-TV, Hastings, Neb. (Ch. 5), which will start regular programming Jan. 1 as NBC interconnected. Same day, FCC was notified that KTVE, Longview-Tyler, Tex. (Ch. 32) was leaving the air Christmas Day after having been in operation since Oct. 1953, making it the 18th uhf station to quit thus far this year, 52nd since TV began. Total number of stations now on air is 459 (104 uhf).

New vhf starter in southeastern Nebraska is controlled by Seaton Publishing Co., headed by Fred A. Seaton, asst. to President Eisenhower. Firm publishes *Hastings Tribune* along with other small-town newspapers in Nebraska, Kansas & other midwest states. Station is second outlet in area that also gets service from KHOL-TV, Kearney, Neb. (Ch. 13) with transmitter about 37 mi. away.

KHAS-TV uses 10-kw RCA transmitter, 600-ft. Ideco tower with 12-bay antenna. Duane L. Watts, ex-KHOL-TV, is gen. & sales mgr.; Robert Schnuelle, ex-KHOL-TV, production mgr.; W. L. Murray, ex-KBTV, Denver, operations mgr.; Duane B. Allison, from radio KHAS, chief engineer. Base hour is \$200. Rep is Weed.

Longview-Tyler outlet leaving air is owned by appliance dealer A. James Henry. Its chief competitor was KLTU, Tyler-Longview (Ch. 7), which started about year later, is owned by Mrs. Lucille Ross Lansing, managed by Marshall H. Pengra. Area had another uhf which went off air in Oct. 1954 after about year of operation—Jacob Newborn's KETX, Tyler (Ch. 19).

Only new equipment shipments reported this week were by GE: 12-bay antenna Dec. 17 to upcoming KOSA-TV, Odessa, Tex. (Ch. 7), due on air in Jan.; 100-watt transmitter to uhf WTVK, Knoxville (Ch. 26). GE also reported order for 6-bay batwing antenna for Feb. delivery to WMBR-TV, Jacksonville (Ch. 4).

* * * *

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

KPIC, Roseburg, Ore. (Ch. 4) has DuMont transmitter on hand, expects to be on the air next Feb., reports Wm. B. Smullin, whose California-Oregon TV Inc. (KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore.) owns 50%. Other half is owned by KVAL-TV, Eugene, Ore. KPIC will use Fisher tower with RCA antenna, has studio-transmitter house under construction. Rep not chosen.

KBST-TV, Big Spring, Tex. (Ch. 4) has delayed test pattern to Jan. 6, CBS programming debut to Jan. 15, reports pres.-gen. mgr. Jack Wallace. It will use 5-kw GE transmitter and 500-ft. Andrews tower with 3-bay antenna. Owners include Robert W. Whipkey, publisher of *Big Spring Herald*, and Lewis O. Seibert, owner of San Angelo radio KGKL and 45% of KPLT, Paris, Tex. Base rate will be \$150. Reps will be Pearson.

WDAM-TV, Hattiesburg, Miss. (Ch. 9) has RCA transmitter ordered for mid-Jan. delivery, plans March 1 start, reports Dave A. Matison Jr., 33 1/3% owner, who also has interest in local radio WHSY and operates chain clothing store. Construction of studio-transmitter building starts about Jan. 1. WDAM-TV will use RCA 6-bay antenna on 500-ft. Ideco tower. Base rate will be \$150. Rep not reported.

KRIS-TV, Corpus Christi, Tex. (Ch. 6), which got CP Dec. 9, plans start by mid-spring, reports pres. T. Frank Smith. It will be city's second, KVDO-TV (Ch. 22) having started in June, 1954. Equipment hasn't been ordered yet, but 692-ft. Andrews tower is planned at site 14 mi. W of city. Rep not chosen.

Network Color Schedules
(Dec. 26, 1955 - Jan. 31, 1956)

- Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Dec. 31—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 1—NBC: *Sunday Spectacular*, "Happy New Year," starring Barbara Ann Scott, Dick Button in ice ballet, Peggy Lee and Stan Kenton's orchestra, 7:30-9 p.m.
- Jan. 2—NBC: Tournament of Roses Parade from Pasadena, Cal., 12:15-1:45 p.m.
- Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 7—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
- Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- Jan. 11—NBC: *Howdy Doody*, 5:30-6 p.m.
- Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 14—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
- Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 3:30-5:30 p.m.
- Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- Jan. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, 9-10:30 p.m.
- Jan. 22—NBC: *Zoo Parade*, 3:30-4 p.m.
- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 29—NBC: *Sunday Spectacular*, 7:30-9 p.m.
- Jan. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, 8-9:30 p.m.
- Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Color Trends & Briefs: "Color era" may be gold mine for many TV film syndicators, Dec. 21 *Variety* predicts on basis of sampling of key syndication topkicks. "Those most benefitting will be the distributors currently stockpiling tint negatives while selling the black-&-white versions in the present market," says article. "When color comes . . . syndication will return to the state of a 'seller's market' like the one which existed some 3 years ago in syndication."

Basis for bullish appraisal is the phrase "color residuals"—the distributors feeling that second runs in color of already televised monochrome film series will attract first-run prices or better. "In short, some syndicators are taking the stand that shooting in color gives the equivalent of 2 separate series insofar as sales prospects are concerned," says *Variety*. Ziv and Flamingo are cited as examples of TV film producers now shooting all series in color, though now distributing only black-&-white prints.

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Another color converter—and how to build it for \$50-\$85—is highlight of annual TV issue, Jan. *Radio-Electronics Magazine*, which also contains articles on Standard Coil's new "Rainbow" color TV tuner, color TV receiving tubes, color test equipment.

TV color film packages now available from RCA Recorded Program Services: *Town & Country Time*, 52 quarter-hours; *Sam Snead Show*, 39 five-min. golf programs; *Foy Willing & Riders of the Purple Sage*, 100 western musical selections; *World Around Us*, 26 quarter hours.

INVENTORIES IN GOOD SHAPE AS YEAR ENDS: Thanks to a production cutback which offset 4th quarter retail sales decline, TV inventories at year's end aren't likely to be a problem. Frank Mansfield, RETMA statistical chairman and Sylvania director of sales research, estimates year-end inventories at about 2,150,000 -- 300,000 higher than at start of year but in his opinion, "not dangerously high."

"The industry showed commendable alertness in cutting back its TV production when sales started to get a little soft about 6 weeks ago," said Mansfield. "As a result, what could have been a serious stockpile problem failed to materialize. If the industry continues to be cautious in early 1956, we can reduce them further."

Inventories were 2,400,000 on Dec. 1, indicating how sharply they were cut in Dec. If production had not been cut sharply in Dec. (to estimated 600,000 for full month), it's admitted that some serious liquidations and "dumping" would occur in first quarter of 1956. That prospect is now regarded as very unlikely.

Radio inventories of slightly over 3,000,000 at year's end are likewise not considered dangerous, even though they're more than 300,000 higher than at start of year. So strong is the continuing demand for radios that trade statisticians regard inventories under 3,000,000 as too low to keep up with requirements.

Brief highlights of other major trade developments this week:

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Production: TV output totaled 133,966 week ended Dec. 16, compared to 142,982 preceding week and 154,126 week ended Dec. 2. It was year's 50th week and brought production for year to date to about 7,500,000, exceeding previous record full-year total of 7,463,800 in 1950 and ahead of last year's 7,346,715. Full 1955 production is now estimated at about 7,650,000. Radio output totaled 400,607 (187,015 auto) in week ended Dec. 16, compared to 421,572 week ended Dec. 9 and 426,927 week before. For 50 weeks, radio production was estimated at 14,200,000, as against 10,100,000 in same 1954 period. Full 1955 radio output is estimated at 14,600,000.

New GE Portable: Further evidence of GE's determination to break into the Big 4 of TV manufacturers is a new 14-in. portable now being shipped to key GE Supply Co. outlets for distribution to dealers starting next month. It's an even lighter, step-up version of its successful \$99.95 & \$129.95 portable, of which company has sold 200,000 since its introduction last May and which will remain in production. New set weighs 26 lb., or 6 lb. less than the \$99.95 model, has aluminized tube and is equipped with handle. Though national list price has not been established yet, it's expected to retail at about \$140. It comes in 3 color combinations -- brown-ivory, gold-ivory & blue-ivory -- and will be shown to dealers at winter markets in Chicago Jan. 9-20, along with 6 or 7 "conventional" fill-in models.

Color Exposures: CBS-Columbia reports sales of 357 color sets to dealers, 128 to consumers in first 10 days of its metropolitan N.Y. trade-in plan, in which dealers allow up to \$400 on black-&-white sets toward purchase of 19-in. \$895 color model 205C2 (Vol. 11:49). A number of dealers were reported bypassing trade-in and simply offering color set at a sharply reduced price.

Hoffman Electronics, declaring its color plant at Pasadena is back-ordered on receivers, is supplying its dealers with gift certificates redeemable for color sets because "the company is unable to meet the demand for Hoffman Colorcasters," said gen. sales mgr. Paul E. Bryant. Under plan, dealers will be able to take orders for color sets and deliver them in future. Hoffman is also using extensive ad campaign in connection with Tournament of Roses Parade colorcasts, while continuing weekly ads on TV-radio pages of newspapers in 19 markets.

Promotions are also expanded on distributor-dealer level. In San Antonio, Motorola distributor South Texas Appliance Corp. is sponsoring registration plan,

whereby anyone owning a new black-&-white Motorola set can register for chance to exchange it even-up for 19-in. 19CT1 Motorola color set (at \$695), with winner determined by drawing. Cleveland dealer Higbee Co. has been inserting double-page newspaper ads promoting RCA color set (at \$795 & \$895) and RCA high-fidelity tape recorder-phonograph (at \$1600) on one page and fur coats (from \$895 to \$3500) on the other page, with message urging them as "gifts to express more than you can say." It offers to eliminate all down payments, with up to 2 years to pay.

General Appliance Co., with 3 retail outlets in Louisville, advertised \$895 21-in. RCA color sets for \$495, resulting in several sales and "many inquiries," but the promotion drew fire of Robert A. Seidel, RCA exec. v.p. for consumer products, who said "the advertisement which has been referred to our attention was published by a Louisville dealer on his own responsibility...and we definitely will not contribute in any way to the cost of such a promotion."

The Economic Crystal Ball: Authoritative United Business Service this week published annual forecasts of its staff, "substantiated by the views and conclusions of other recognized business and investment authorities," and summarized them thus: "Business in general next year will show a moderate gain over 1955, with most of the increase expected in the first half. Total income, spending, industrial output and employment will rise to new highs -- despite some declines in production of autos, housing starts and farm income. There will be another round of advances in wages. Average wholesale prices and living costs will tend upward. A tight rein will be kept on credit. Although competition will continue to be intense, total 1956 profit and dividends will set new records. Election year politics will create some uncertainties and hamper legislation -- but personal taxes will be reduced." Detailing, it foresees retail sales rising to record \$192 billion in 1956, or 3%-4% increase over 1955; construction spending at record \$43.5 billion, up \$1.5 billion over this year; earnings after taxes up 5%-8% over 1955.

National Assn. of Credit Men's annual survey of business executives, released this week in its Monthly Business Review, finds 67% of those interviewed believe sales will increase next year over 1955; 50% anticipate increase in profits; 75% feel they will pay same dividends as in 1955, 20% anticipating higher dividends. Also, 50% reported their companies would do "more than an average amount" of factory modernization next year, 67% indicated they would concentrate on automation.

Alan H. Temple, exec. v.p. of First National City Bank of N.Y., predicted a leveling-off period in 1956, saying: "Business expansion is beginning to bump into certain ceilings. Two of these are the supply of metals and of labor, both of which are now tight." Addressing American Pharmaceutical Manufacturers Assn. convention, he said outlays for plant and equipment should serve chiefly to sustain current pace of economy, adding: "There are no convincing signs of a downturn in business, and so the prospect is for a long crest in the business level. Demand should be ample to support this level in the coming year."

Trade Personals: S. F. Fassler promoted to marketing mgr. of GE's new radio receiver dept., Bridgeport, Conn.; C. S. Temple elevated to sales mgr., W. E. Newing to finance mgr., with W. N. Maddox continuing as radio manufacturing mgr. . . . Walter Lukas, ex-Emerson, named CBS-Columbia chief electrical engineer, in charge of all TV projects & components engineering; Martin Perry and Ludwig Zucker, both ex-Emerson, appointed chief radio engineer & chief mechanical engineer, respectively; Harold H. Knubbe promoted to new post of technical asst. to CBS-Columbia engineering v.p. R. T. Capodanno . . . Nicholas De Falco promoted to DuMont gen. mgr. of quality control, reporting to v.p. Stanley F. Patten . . . Wm. A. Henderson Jr. promoted to mgr. of govt. sales of Federal Telephone & Radio (IT&T) . . . Wallace F. Baker promoted to asst. gen. sales mgr., Westinghouse electronic tube div., Elmira, N. Y. . . . Frank J. Moch, pres. of National Alliance of TV & Electronic Service Assns., re-elected pres. of its Chicago affiliate, TESA-Chicagoland . . . Lyle G. Bergmann pro-

moted to Hallicrafters export mgr. . . . R. K. Andras appointed sales director of TV-appliance div., Moffats Ltd., Weston, Ont., Avco of Canada subsidiary and manufacturer of Crosley-Bendix merchandise; A. Peters named gen. sales mgr. for TV-radios, reporting to Andras . . . Herbert Krauss, ex-Steelman Phonograph & Granco Radio, named west coast regional mgr., Majestic International, replacing Harold Ashbach, resigned . . . Joe Delaney resigns as sales mgr. of Cadence Records, his duties assumed by pres. Archie Bleyer.

Radio & Television Inc., which owns the Brunswick brand name but has not been very active in production in recent years, has been appointed exclusive U.S. distributor for an unannounced line of British hi-fi phono-radio combinations, and will also supervise sales and distribution of a line of English-manufactured and other electronic components, according to pres. Herbert L. Weisburgh, just back from London.

Topics & Trends of TV Trade: Licensing of servicemen—good or bad? That controversial question, kicked back and forth on agenda of many trade conventions for at least 5 years, is subject of provocative article in Jan. *Radio-Electronics Magazine* by one who's really qualified to treat the subject — John A. Wheaton, secy. of National Electronic Technicians & Service Dealers Assns. (NETSDA).

Arguments for licensing: "If a licensing law is written correctly and enforced properly, it establishes a minimum standard of qualification of competency; it tends to raise the standards in the service business; it provides an official body to deal with fraud and malpractice; it tends to reduce fraud and malpractice by deterring persons for fear of losing a license."

Arguments against licensing: "Possibility of regimentation; possibility of bureaucratic interference; will not prevent fraud and malpractice; will raise the service costs."

Wheaton says Madison, Wis. has most comprehensive licensing law of any in force, though bill pending in Louisiana legislature would be even more inclusive, requiring all electronic technicians to be licensed. New York City, California, Utah & Tennessee are other areas where licensing bills pend. Of such legislation, he writes:

"All these bills have as their main purpose a desire to serve the public interest; they also express—between the lines—the desire of the electronic service technician to raise the standards of his profession and obtain a measure of prestige which does not exist to any degree at the present time. That many men in the business realize that fact is evidenced by the changing attitude of various industry groups during the last few years." As example of changing attitude, Wheaton notes that NARDA, which once flatly opposed licensing, now takes position that it's a matter for local option.

For guidance to communities or states contemplating licensing legislation, he suggests close scrutiny of N.Y. State licensing law of 1921, which places real estate brokers and salesmen in semi-professional category, and suggests it could be applied to servicemen. It sets up advisory board under Secretary of State and provides for examinations to meet minimum standards of efficiency.

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Monochrome sales of 7,300,000, plus at least 250,000 color, with dollar value probably exceeding this year's \$1.9 billion, are foreseen for 1956 by RETMA pres. H. Leslie Hoffman in year-end statement amplifying predictions to Los Angeles Society of Security Analysts 2 weeks ago (Vol.11:50). They compare with expected 7,450,000 black-&-white, 35,000 color sales this year. He also anticipates "continuing strong" market for radios, particularly auto sets and portables, "with transistor types providing a new stimulant," and predicts transistors will also induce expansion of plant facilities to accommodate increased commercial & industrial uses of all electronic equipment. He estimated total 1955 electronic business at \$9.7 billion, including broadcasting, merchandising & service revenues. This year's factory sales were \$5.5 billion, he said. "Breakthrough of color TV, both in manufacturing and broadcasting" was called "most significant merchandising development" of 1955. "Sales of the large-screen color sets during the fall and early winter indicated that exposure to color programs and sets, rather than price, is the determining factor in public acceptance of this exciting new product," he declared.

Sonora Radio & Television Corp. (Joseph Gerl, pres.), Chicago private-label manufacturer which recently resumed production of own brand, introduces 17-in. portable at \$110; 21-in. open-face console at \$200; 24-in. mahogany console at \$300—all under own label.

DISTRIBUTOR NOTES: DuMont starts factory-to-dealer distribution shortly in Boston, Cincinnati & Dayton as first markets to be served by DuMont National Distributors Inc., formed recently as subsidiary to merchandise directly to dealers in areas where "strong independent distribution" is unobtainable (Vol. 11:38) . . . Admiral appoints Dakota Electric Supply Co., 1017 4th Ave., Fargo, N. D. (V. F. Cole, pres.), taking over Dakota territory from George L. Spencer Co., Minneapolis, which will concentrate on Minnesota; George A. Bodem, founder-chairman of Spencer and its ex-pres., is now electronics div. v.p. of Admiral in Chicago . . . Sylvania appoints new Electric Wholesalers of Florida Inc., 700 E. Union St., Jacksonville, Fla. (F. H. Dendy Sr., pres.) . . . Crosley-Chicago names James G. Koontz gen. mgr. . . Ray Distributing Co., Jacksonville (DuMont) appoints R. M. Everitt gen. mgr. . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints Kenneth C. Stewart, ex-Wanamaker's, as v.p. & sales mgr., replacing John Mehr, resigned . . . Krich-N. J., Newark (RCA) appoints Murray M. Balis as appliance sales mgr. . . Raymond Rosen & Co., Philadelphia (RCA) reports resignation of James T. Davis as adv. & sales promotion mgr. . . Capehart-Farnsworth appoints A. G. Radio, Philadelphia, for clock, portable & table radios only, Olson & Co. continuing as TV distributor . . . Graybar appoints John Reine as central district mgr., Chicago, succeeding W. E. Guy, retired.

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Federal Trade Commission, as predicted, has rejected RETMA's plea for reconsideration of FTC trade practice rules relating to designation of picture tube sizes and labeling of used tubes (Vol.11:27-28). RETMA had urged that manufacturers should not be required to disclose in ads whether picture tubes are measured horizontally or diagonally, and that tubes incorporating used glass envelopes should not be designated as used if all other components are new. FTC denial said only that rules were in accordance with Federal Trade Commission Act and that modifications "would be contrary to the public interest." Rules go into effect Dec. 28.

TV shipments to dealers totaled 5,987,044 in first 10 months, when production was 6,520,241, reports RETMA in state-by-state release (county-by-county tables available to members on request). They compared with shipments of 5,372,756, production of 5,654,791, in first 10 months of 1954. New York led the shipments with 571,140; California second, 512,903; Pennsylvania third, 385,037. Oct. shipments were 812,312, compared to 1,019,191 in 5-week Sept. and 903,160 in Oct. 1954.

Wilcox-Gay's Chapter XI bankruptcy plan, providing payment of 50% of unsecured claims of more than \$100 over 5-year period, was approved this week by Federal court in Grand Rapids. Control of company, with its subsidiaries Majestic Radio and Garod Radio, was returned to chairman-pres. Leonard Ashbach, with receiver Wadsworth Bissel appointed disbursing agent to supervise payments to Govt. and creditors.

Hearing on price discrimination suit, in which 8 Chicago TV-radio-appliance dealers seek \$11,625,000 treble damages from 12 manufacturers and distributors and 2 big dept. stores on grounds of anti-trust violations (Vol.11:48), has been set for Jan. 17 in Chicago Federal Court.

CBS-Columbia will introduce full new line of TV-radios at distributors convention Dec. 28-30 at Waldorf-Astoria, N.Y. It's one of few manufacturers to come out with full line in winter, nearly all others having fill-in models.

Excise tax collections on TV-radio-phonos totaled \$33,482,000 in 3 months ended Sept. 30, compared to \$21,706,000 in same quarter of 1954, reports Internal Revenue Service.

Electronics Reports: Step-up in military electronics production and development contracts is due next year as preparedness emphasis continues to shift to guided missiles and atom power, and away from conventional weapons. Electronics increase was confirmed this week by Defense Secy. Wilson as he gave preview of Administration's proposed defense budget for fiscal 1957 (beginning July 1, 1956). Highlight of proposal is record-breaking \$1 billion for guided missile development & production, up from current rate of about \$750,000,000.

In addition to increasing defense budget to \$35.5 billion (about \$1 billion over current budget), Administration will seek obligational authority (for long-term production that will not be paid for in fiscal 1957) of \$35 billion, an increase of nearly \$2 billion. Without giving details, Secy. Wilson indicated that electronics would begin to accelerate in the defense picture, by pointing out that new budget curtails orders for conventional weapons and shifts emphasis to research, development & production of such items as intercontinental ballistic missiles, robot aircraft, nuclear-powered ships and aircraft and most advanced types of conventional planes—all leaning heavily on electronics.

Secy. Wilson estimated intercontinental ballistic missile (IBM), capable of carrying nuclear warhead across ocean, might be ready in 5 years.

* * * *

"Marked progress" is reported by RCA chairman David Sarnoff in developments of an electronic light amplifier, magnetic tape recorder for TV, high-speed Electrofax electronic printing process, electronic air conditioner, microwave 2-way radio communications for all types of vehicles. But he gives no further details in year-end statement. The 5 important areas in which new advances are being made are listed as transistors, business machines (Bizmac data processing), military electronics, radar, closed-circuit TV. RCA this year will do better than a \$1 billion business for first time in its history, he stated, representing growth from \$1,000,000 just 35 years ago and up 320% from its sales volume of \$237,000,000 just 10 years ago.

New major closed-circuit TV installations: (1) New York Savings Bank, pioneer in closed-circuit TV, has opened new Radio City branch completely equipped with GPL closed-circuit facilities and National Cash Register automatic accounting machinery. Bank says the "electronic teammates" will provide facilities for 333% increase in deposits with only 25% increase in equipment and personnel. (2) New DuMont closed-circuit TV system is used to insure precise control of giant 35,000-ton press at Alcoa's Cleveland works—permitting press operator to see at all times whether press is correctly loaded.

Principles behind light amplifiers and the eventual picture-on-the-wall TV—photoconductivity and electroluminescence—are treated in series of papers in Dec. *Proceedings of the IRE*. Entire issue is devoted to solid-state electronics, with emphasis on topics about which very little has been published—especially on materials which can generate, store or are actuated by light.

Dr. Lee deForest's 23 diaries dating from 1891, when he was 18, to 1949, have been given to the Library of Congress; now 82, he still works at his Los Angeles electronics firm, Lee deForest Inc.

Collins Radio Co., Cedar Rapids, Ia., has purchased Communication Accessories Co., Hickman Mills, Mo., 400-employee manufacturer of toroids, magnetic amplifiers, filters, transformers.

Experimental station with 10 mobile units, to operate on 900.6 & 930.6 mc for purpose of developing mobile services, was granted by FCC to Motorola this week.

ALL-TIME HIGH in electronics production in 1956 was predicted this week end by Commerce Dept.'s electronics experts, who have long record of accurate forecasts. Estimate was contained in Commerce Secy. Weeks' year-end survey of major industries, which indicated that most of them "will continue operating at or close to peak levels through the first 6 months of 1956."

Electronics forecasts were prepared by Commerce Dept.'s Business & Defense Services Administration (BDSA) Electronics Div., headed by Donald A. Parris. Factory prices of electronic products made in 1956 were estimated at \$6.8 billion, compared with \$6.3 billion in 1955, which equalled previous high made in 1953, and with \$5.8 billion in 1954. Reliability of forecast is indicated by last year's prediction for 1955 of \$6.1 billion (Vol. 11:1), revised at midyear to \$6.2 billion (Vol. 11:27).

Included in estimate are TV-radio receivers, broadcast & radio communication equipment, tubes & electronic components, industrial TV and military equipment such as radar, sonar & guided missile electronic systems. As to TV-radio, Commerce forecast had this to say:

"Expanded color TV [program] schedules are expected to boost the sale of color receivers to better than \$250,000,000 at retail prices," which would work out to about 300,000 sets at average price of \$750. "By the end of the year, automobile and portable radios will be almost wholly made with transistors instead of tubes."

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New electronic devices and applications: (1) RCA Labs has developed electronic device to cut down vibration of machines by turning vibration against itself through detecting & amplifying system which responds instantaneously to each motion of machine, either by creating an opposite force or by absorbing the motion; project was disclosed by Dr. Harry F. Olson, director of acoustical & electromechanical research lab, and uses principles similar to those of Olson's electronic sound absorber. (2) Electronic "answer man"—a sort of talking directory for supermarkets, complete with commercials—which tells customers where to find grocery items when they push one of 96 pushbuttons, has been installed experimentally in a Whittier, Cal. supermarket; it was developed by Joseph Muscolino, 348 E. Foothill Blvd., Arcadia, Cal. (3) Electronics helps Canadian experts study habits of herring at Pacific Biological Station near Nanaimo, B.C.; solenoid-operated device automatically picks out fish which had been tagged by govt. biologists the preceding spring.

Strike at Sylvania CR tube plant in Seneca Falls, N.Y. ended Dec. 21 with 3-year contract providing average 15-25¢ hourly wage increase, plus fringe benefits. Workers had been on strike 50 days.

Dr. Oscar Theodore Marzke named director of research, Naval Research Lab, succeeding Dr. Edward O. Hulburt, who Jan. 1 becomes senior scientist for U. S. National Committee for International Geophysical Year of National Academy of Sciences. Dr. Marzke has been NRL assoc. director of research for materials.

Rear Adm. G. H. DeBaun, who before his retirement was in charge of aircraft communications in office of Chief of Naval Operations, named exec. asst. to v.p., Aircraft Radio Corp.

Dr. Edwin G. Schneider, mgr. of Sylvania's missile systems lab, promoted to chief engineer of electronic systems div., reporting to mgr. Henry Lehne and succeeded by Dr. Sherrerd B. Wells, mgr. of lab's electronics dept.

Edwin Vennard, pres. of Middle West Service Co., Chicago, succeeds Col. Howard S. Bennion, retiring, as v.p. of Edison Electric Institute June 1.

Charles E. Steen Jr. appointed v.p.-gen. mgr., Electronics Inc., Philadelphia.

Financial & Trade Notes: Westinghouse's sales and earnings this year will be substantially below 1954, primarily because of strike at 40 plants which began Oct. 17, said pres. Gwilym Price in year-end statement. But, he added: "We are confident that our greatly improved production facilities will contribute much to an improved 1956." For 1954, company reported earnings of \$84,594,000 (\$5.06 per share) on sales of \$1.631 billion, compared to \$74,322,000 (\$4.53) on \$1.582 billion in 1953.

In addition to the "adamant and paradoxical stand" of IUE in calling strike (later joined by UE), Price said sales and earnings this year were also adversely affected by cancellation of defense orders, high cost of rapid amortization of new facilities and "extraordinarily heavy" expenditures required to get production started in several new plants. He said:

"Fortunately, most of these problems are behind us. New orders for heavy apparatus booked in 1955 showed a substantial gain over 1954 and our backlog for this equipment is again building up. The \$296,000,000 expansion program begun in 1951 is now completed and the many fine facilities we have built are fully staffed. With resumption of normal operations, we can look forward to an increasing contribution to earnings from these facilities."

He said 6 major facilities were placed in operation or brought to advanced development in 1955, among them the multi-million dollar Westinghouse Research Labs in Churchill Borough, near Pittsburgh; \$12,500,000 jet research & development center at Kansas City; \$7,000,000 expansion of military electronics operations in Baltimore.

Note: IUE-UE strike has idled 55,000 workers in 40 plants, including TV-radio factory at Metuchen, N.J., appliance plants in Columbus, Mansfield & Newark, O., E. Springfield, Mass.; electronics factory in Baltimore. The tube plants in Elmira and Bath, N.Y. are not affected.

* * * *

Webster-Chicago, in distributing year-end dividend of 25¢ Dec. 20, making 40¢ total for year, disclosed net sales of \$24,959,693 (including 1955 govt. contracts of \$7,826,885 and 1954 govt. contracts of \$7,070,716) during 10 months ended Oct. 31 vs. \$23,535,511 in same 1955 period. Net income & special credit totaled \$751,042 (\$1.21 per share) vs. \$349,259 (56¢). Special credit was non-recurring \$364,046 profit on sale of 45 acres of vacant land held in Cook County, subject to \$91,011 capital gains tax. Note: Rumors of merger with Sentinel Radio have been denied, though Webster-Chicago pres. Titus Haffa has discussed subject with Sentinel pres. Ernest Alschuler and is said to be on lookout for acquisition of a TV firm.

Dynamics Corp. of America (formerly Claude Neon) will absorb its subsidiary, Reeves-Ely Labs Inc., as means of simplifying corporate structure and eliminating overlapping expenses. As approved by directors of both companies Dec. 20, and subject to ratification by stockholders at special meetings Jan. 20, plan involves share-for-share exchange of Reeves-Ely common held by minority shareholders (431,574 out of 855,110 common shares outstanding) for new Dynamics \$2 par preferred. Latter will pay \$1 annual cumulative dividends, compared with 20¢ on Reeves-Ely common, and each share is convertible into 2 shares of Dynamics common within next 10 years.

Among shares sold short as of Dec. 15, in anticipation of lower prices, were several electronics and related issues, according to report this week by N.Y. Stock Exchange. Excluding odd-lot dealers, these were the short totals: AT&T, 14,860 shares; Avco, 2940; Consolidated Electronics Industries, 5640; Corning Glass, 7380; General Dynamics, 13,695; GE, 65,196; IT&T, 3549; Motorola, 5630; Penn-Texas, 46,074; RCA, 12,961; Raytheon, 6153.

General Precision Equipment Corp., parent of group of TV, electronic, movie and aviation companies, will report 1956 sales of about \$130,000,000, compared with \$123,332,000 last year, pres. Hermann G. Place told N. Y. Society of Security Analysts this week. Though 9-month earnings were down to \$2.01 a share, Place said he hopes figure for entire year will cover the annual dividend rate of \$2.40 a share. Backlog of orders by end of next year is expected to reach \$160,000,000 and profits before taxes \$10,000,000, he said. GPE announced this week acquisition of majority of outstanding stock of Shand & Jurs Co., Berkeley, Cal., manufacturer of materials used in handling of explosives—whose products range from manhole covers to complex electronic instruments.

Sam Norris, ex-pres. of Amperex Electronic Corp., a unit of Philips of Eindhoven, this week was elected pres. of Nuclear Corp. of America, formed in Sept. through merger of Reo Holding Corp. and Nuclear Consultants and now traded on American Stock Exchange. He replaces Richard H. Keatinge, temporary pres. who continues as a director. This week, also, Louis R. Kurtin, chairman of Nuclear Corp, announced agreement to buy all business and assets of Radioactive Products Inc., Detroit, in consideration of 146,000 Class A shares of Nuclear and disclosed that management is currently engaged in discussions with other companies in nucleonic and related electronic fields looking to acquisitions.

Technical Operations Inc., Arlington, Mass., working on silicon for manufacture of transistors, phosphors, "electronic umpires" for Army field maneuvers, transistorized power supplies for guided missiles, among other items, reports that its fourth fiscal year ended Sept. 30 with gross income of \$615,592 and net profit of \$17,363 vs. \$469,552 & \$10,053 in 1954. Earned surplus was \$34,187 on Sept 30. Firm is headed by pres. Frederick C. Henriques, with Marvin G. Schorr & Eric T. Clarke as v.p.'s; on board is Raytheon v.p. David R. Hull.

Consolidated Electronics Industries Corp. formerly Reynolds Spring Co., which has completed deal to take over \$750,000 Price Electric Corp. (relays) for 25,000 shares of its stock, reports net income of \$861,988 (\$1.30 a share) on sales of \$11,018,537 for fiscal year ended Sept. 30. In preceding year, there was loss of \$202,190 on sales of \$6,824,076. As of Sept. 30, current assets were \$7,546,801, current liabilities \$3,426,769.

Sale of Western Union's international cable system to Textron American Inc. (Vol. 11:28) has been called off and negotiations terminated. Agreement was snagged when Anglo-American Telegraph Co., from which WU rents 5 transatlantic cables, refused to give consent for assignment of lease to Textron.

National Theatres Inc., which owns 143 and leases 193 theatres, grossed \$61,692,000 in fiscal year ended Sept. 24 compared to \$64,497,000 in corresponding 1954 period. Net income for year was \$2,886,000 (\$1.04 per share) vs. \$2,857,000 (\$1.03).

Axe Science & Electronics Corp. mutual fund, reported to have purchased 150,000 of the 690,000 shares of Ultrasonic Corp., Cambridge, Mass., recently issued at \$1 a share.

Electronics Corp. of America has placed \$2,000,000 of subordinate convertible debentures through Eastman, Dillon & Co., proceedings to be used for added working capital required by increased sales volume.

Lear Inc., maker of guided missiles and precision instruments for aircraft, has registered \$3,000,000 of convertible debentures, due Dec. 1, 1970, with SEC, offering to be handled by Smith, Barney & Co.

Defense Dept. got cool reception from FCC in oral argument this week when attorney George Spiegel asked for reconsideration of initial decision approving move of KGEO-TV, Enid, Okla., to new 1356-ft. tower (Vol. 11:37). Case is generally considered bellwether in determining FCC's attitude toward Pentagon's blanket opposition to over-1000-ft. towers. Comments by commissioners—particularly Chairman McConnaughey—indicated feeling that Defense Dept. had had its "day in court" and was seeking to reopen record only because it had been overruled. In another trail-blazing high tower case, Washington Airspace panel postponed until Jan. 17 decision on proposal by WHAS-TV, Louisville, to erect 2000-ft. tower, which would be world's tallest (Vol. 11:47).

FCC's "tough" policy on uhf grantees—that of grant-no extensions of CPs beyond Jan. 16 unless construction has started—should be relaxed, Uhf Industry Committee urged in petition this week. Petition states that wholesale cancellation of uhf CPs Jan. 16 or immediately thereafter would have extremely depressing psychological effect; that there are other uhf channels available in most cities where CP-holders are marking time, so there are very few "squatters" on channels that are in demand, etc. Commission's current policy was adopted last June 9 (Vol. 11:24) on theory uhf grantees ought to get busy or get out.

Microwave to bring signals of KUTV, Salt Lake City, to new community antenna system in Elko, Nev. was granted by FCC this week to dentist Dr. Wilbur J. Fahden and accountant John E. Griffin, db/as Television Microwave. Estimated cost of Raytheon 6062.5-mc equipment is \$18,643, annual operating cost \$8106. Antenna operator TV Transmission Inc. has agreed to pay \$10,800 annually.

Sale of WBUF-TV, Buffalo (Ch. 17) to NBC (Vol. 11:11, 26, 39) should not be held up pending hearing on protest of WGR-TV (Ch. 2), FCC ruled this week. Commission accepted WBUF-TV's assertion that losses would force it off air Dec. 31 unless sale goes through; that it couldn't keep going indefinitely while waiting for final decision on protest hearing.

Conference of presidents of state broadcasting associations has been called by NARTB pres. Harold E. Fellows in Washington Feb. 21. It's to discuss ways of increasing joint projects of NARTB and state groups on sports, freedom of information, legislation, public service campaigns.

Satellite application for Haganan, N. Y., Ch. 29 (allocated to Gloversville), was filed this week by WROW-TV, Albany (Lowell Thomas group). [For further details, see TV Addenda 21-X herewith.]

A Christmas card we didn't receive—but which is being circulated among the movie folks this season—bears this greeting in Old English letters: "Help Stamp Out TV!" This brings to mind a poster, which was originated recently as a gag in the offices of a large receiving tube manufacturer and has since been copied and reproduced elsewhere in the industry. It pictures a large booted foot about to tramp on a tiny 3-pronged object, and the legend reads: "This Is Your Fight—Help Stamp Out Transistors!"

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1955 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

FCC rules affecting applications and hearings were amended in 2 substantial changes this week: (1) Effective Jan. 1, Sections 1.387 & 1.724 are changed to permit a party to file a competing application for 10 days following the date on which an earlier application was designated for hearing. Previously, rules required an applicant to file 60 days before hearing was to begin before he could get into hearing; danger in this was that a prospective applicant might be frozen out of a hearing unfairly. (2) Effective immediately, new Sec. 1.370 was added to specify that no application for new station or for change of site, height or power will be acted upon for 30 days after public notice is given that application was accepted for filing. FCC has had 30-day rule-of-thumb from which it sometimes departed; new rule makes 30-day wait certain.

Actor Bing Crosby, George L. Coleman & Kenyon Brown this week secured ownership of KFEQ-TV, St. Joseph, Mo. (Ch. 6) & KFEQ when FCC approved transfer from Barton Pitts to their newly formed Midland Bcstg. Co., of which they're co-equal owners (Vol. 11:34, 47). Price was \$550,000, plus assumption of \$200,000 bank loan and current liabilities. Approval brings Crosby back into TV ownership. With Coleman and Brown, he had shared ownership of KMBY-TV, Monterey, Cal., sold it earlier this year for \$230,000 to owners of KSBW-TV, Salinas, with which station had shared Ch. 8 (Vol. 11:16). Brown is selling his 1/3 interest in KWFT-TV, Wichita Falls, Tex. (Ch. 6) to Grayson-Levine group (Vol. 11:46, 49).

"Comprovision" plan of running closed-circuit cable-fed "stations" in small communities (Vol. 11:8, 31) looks as if it's ready to move forward, having acquired source of programs. ABC-TV this week announced signing contract with Trans-Community TV Network Inc., 141 El Camino Drive, Beverly Hills, Cal. (Jack Gross, chairman; Jerome L. Doff, pres.) to provide it with kines of virtually entire ABC-TV schedule. Trans-Community has been dickering with other networks for similar arrangement, at same time seeking to interest community antenna operators. It states it has lined up several system operators, particularly in western states, hasn't identified them.

TV DX-ing has become quite a hobby—and 1955 was a "banner year" for long-distance reception, according to Jan. *Radio-Electronics Magazine*, which lists 67 fans who have logged 50 stations or more, including 3 who have picked up more than 200. At top of list is Robert Seybold, Dunkirk, N.Y., with 259 stations to his credit (including 28 uhf), most distant of which was 4900 mi. His DXs include stations in 45 states and 6 countries.

Relief for FM operators was granted by FCC this week in form of rules amendment exempting them from requirement that they broadcast 5 hours Sundays; 36-hour weekly minimum was retained. Action came on petition of New York's WHOM-FM, which noted that AM stations are exempt from the Sun. rule and that Sun. broadcasts require overtime pay.

Novel idea was thrown into subscription-TV situation this week by organization calling itself "Adfre TV International Ltd." (L. W. Mallett, exec. v.p.), Portland, Ore. It submitted 5-page document to FCC, claiming development of an "induction" method of fee-TV, warning that other toll systems "increase the present dangerous radiation or X-ray factor of the receiving set."

"For Freedom and Peace" is slogan now used by Voice of America in all English and some foreign language station identifications. It was first proposed by RCA chairman David Sarnoff in memorandum to White House. Voice of America director J. R. Poppele said constant repetition of the words would help convey truth about U. S. policies and goals.

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 31, 1955

CRYSTAL BALL FOR 1956 shows fabulous prospects for all facets of TV, though not many more new stations, muddled FCC & Congressional situation (p. 1).

EDUCATIONAL TV PUSHES programming as next phase of its development, following \$6,493,840 Ford Foundation grant; 7 more stations due in 18 months (p. 4).

TV IS TOP NEWS MEDIUM for Detroit public during newspaper strike, according to poll financed by 3 struck newspapers; stations step up newscasts (p. 5).

100 MORE AM STATIONS than TV starters authorized by FCC during 1955. Total of 2941 AMs at year's end, up 159. New AM-FM Directory out soon (p. 6).

SALE OF RKO BACKLOG of 740 features & 1000 shorts to Matty Fox's C&C Television followed by release of 140 Columbia movies to Screen Gems for TV (p. 6).

EVANSVILLE'S Ch. 7 goes to Rex Schepp, while court affirms grant to WXEX-TV, Richmond-Petersburg, but sends Beaumont Ch. 6 case back to FCC (p. 7).

TV FILM PRODUCTION has reached plateau, survey shows, with no increase for 1956. Number of shows drops, reflecting small syndicators' troubles (p. 8).

TRADE'S OUTLOOK FOR 1956 indicates continued upswing, with production and sales of 7,500,000 TVs, firm-to-higher prices, expansion of portables (p. 11).

PROBE OF PARTS DISTRIBUTION may be started soon by Senate subcommittee if current exploratory inquiry uncovers evidence of "economic concentration" (p. 13).

CLOSED-CIRCUIT TV for industry, business and education to blaze trail in 1956; total installations to be doubled or tripled within year (p. 14).

STANDARD & POOR'S forecasts 1956 earnings to "at least equal" 1955. Sylvania sales exceeded \$300,000,000, Mitchell also predicting good year ahead (p. 15).

NBC TAKES OVER WBUF-TV, Buffalo, plans to make it "uhf showcase." FCC approves Westinghouse-NBC swap of Philadelphia-Cleveland TV-radio stations (p. 10).

ODESSA, TEX. VHF is last of 59 new starters in 1955, making 459 on air. Nearly dozen say they plan January debuts; 6 others due by spring (p. 10).

SPLIT IN FCC on allocations philosophy to be explored at Jan. 17 Senate hearings, with each Commissioner asked to give individual views (p. 16).

FABULOUS PROSPECTS FOR THE NEW TV YEAR: "What's past is prologue," according to Shakespeare -- and so our customary year-end stock-taking, as TV embarks on its 10th commercial year, will seek to equate what may be ahead with what has just ended.

What impresses us most about the new-year prospects is that 1956 is a presidential election year, and an unusually important one; that the power, prestige and responsibilities of TV will be recognized as never before; that the public's attention will be riveted to the medium; that Congressmen, concerned with the cost and importance of TV campaigning, will make great demands on the industry.

But aside from political and social aspects, here is a quick glimpse of the basic industry as it enters its 10th commercial year -- for TV really can date its business beginnings from the 16 stations that were on the air in 1947, when a mere trickle of 178,571 receiving sets reached the market:

New Year begins with nearly 37,500,000 TV sets in use. All but 4,000,000 are in the nation's 47,500,000 households. That compares with sets-in-use figure of 33,500,000 at start of 1955. Replacements and second sets are now big factors in keeping assembly lines rolling to tune of at least 7,000,000 new sets a year, and it's unlikely that more than 3,000,000 new TV homes will be added during 1956. Rate of new stations going on air decelerated to mere 59 during 1955, and present total of 459 on air is not likely to increase by more than a few dozen in 1956.

The business of telecasting has ended its first \$1 billion year, representing about 12% of the national advertising budget -- and 1956 will be even bigger. Public expenditures for TV receivers, parts & servicing accounted for \$3.28 billion in an "electronics economy" figured at nearly \$10 billion (at factory levels, mainly) and due to achieve \$10.8 billion in 1956 and to double itself during the next decade.

Now for the particulars. What's ahead for 1956? Without claiming to be soothsayers -- though we haven't done too badly in our previous steps out on the

limb -- we offer these summaries of the best thinking of the editors of Television Digest with Electronics Reports, each in his specialty, as we prepared to launch our Volume 12 in the 11th year since we began publication on Sept. 1, 1945. (Several categories are dealt with separately in this issue. For roundup on Trade Prospects, we refer you to p. 11. For Educational TV, see p. 4. For Industrial TV, see p. 14. For Electronics in general, we can't improve on the reports in Vol. 11:47 & 51.)

* * * *

ADVERTISER EXPENDITURES ON TV: Lumping time, talent, production & all other costs, we estimated last Sept. (Vol. 11:39), projecting forward the McCann-Erickson estimates for Printers' Ink, that the 1955 figure would total \$1,050,000,000 out of Printers' Ink-predicted \$8,750,000,000 for all advertising, or about 12%. The 1955 TV breakdown was: network, \$525,000,000; spot, \$275,000,000; local, \$250,000,000. (For 1954, figures were: network, \$417,900,000; spot, \$205,200,000; local, \$180,500,000 -- total of \$803,600,000, or 9.8% of the national budget of \$8,164,100,000.)

We see no reason for changing our 1955 guesstimate. As for 1956, we don't feel we're going too far out on the proverbial limb in accepting the Television Advertising Bureau's estimate of a 30% increase across the board. For one thing, there are more stations, bigger networks, higher rates. For another, TvB tells us that a Nielsen survey covering national spot alone shows 909 new brands using TV spot in final 1955 quarter as against preceding quarter; and that a forthcoming report will show 3300 different companies now using TV advertising nationally or regionally.

Accordingly, we expect \$1,360,000,000 to be spent by all advertisers on TV in 1956 -- going to: networks, \$700,000,000; spot, \$360,000,000; local, \$300,000,000. If the national advertising budget goes up to \$10 billion, as some confidently feel, that would mean 13.6%. TV will continue to be the fastest growing of all media.

Note: 1956 being a national political campaign year, it's expected that up to \$10,000,000 may be spent by the parties and candidates, on national & local levels, in buying TV time. Republican National Committee has already earmarked \$1-\$1,500,000 (Vol. 11:42), Democrats haven't yet said. In 1952, Republicans spent \$1,643,909 on TV nationally, Democrats \$1,303,916 (Vol. 9:1); there were only about 112 stations and 20,000,000 sets in use at that time.

* * * *

NEW STATIONS: 59 went on the air in U.S. during 1955 (only 6 uhf, 2 of them educational) as against 101 starters in 1954. Though 165 CPs are still outstanding, including 127 uhf (of which 35 are stations that have left the air but retained CPs), it's our considered opinion that the majority of the 92 new uhf CPs will never be built, that most of the 35 off-air won't return, that 1956 will see relatively few of the 151 new-station applications (22 uhf) processed through to construction. In a word, it will be surprising if as many as 50 new stations start in 1956 -- a more likely figure being 25-30. (For the scant 15 we expect to start in early 1956, based on fact they have equipment on hand or ordered, see story on p. 10.)

Year thus ends with 459 stations on air in U.S., 32 in Canada, 8 of latter having started in 1955. The year just ended saw 21 uhf stations quit operating, for economic reasons, making total of 53 to date. Two resumed operation in 1955 -- Norfolk's WTOV-TV (Ch. 27) & Fairmont, W. Va.'s WJPB-TV (Ch. 35) -- but we don't venture to predict how many more will quit during 1956. There should be fewer, however, because more of the 103 uhf stations operating are now in the black.

* * * *

ALLOCATIONS: The face of the industry, in terms of station facilities, will remain unchanged during the year. There's a slight possibility that FCC will initiate changes that will produce results in future years. Most probable of these is a change in vhf standards -- separations, powers & heights, directionals -- to permit modest increase in number of vhf stations in major markets. Wrangling in Commission, courts and Congress will reach a new peak -- but upshot will be no radical change. Big guns are essentially on side of the status quo. Chances are against acquisition of more vhf channels from Govt. -- and chances of their being used this year, if finally earmarked for TV, are nil.

FEDERAL COMMUNICATIONS COMMISSION: George McConnaughey's designation as chairman expires in March, and probability is he will get post for another year -- though there's possibility it will be rotated to Comr. John Doerfer. Comr. Webster, independent career man whose term expires June 30, faces opposition to reappointment from Democrats who would like third member of their party on Commission -- but he has a lot of friends and stands good chance of reappointment.

"Hands off" philosophy will continue, regardless of any membership changes, except, paradoxically, in the field of programming. Comrs. Doerfer & Lee will retain lead in fighting "overcommercialization," misleading commercials and what they've often criticized as program "imbalance".

There will be more care and caution in writing decisions -- Commission finally getting "court-shy" after having been bruised repeatedly by U.S. Court of Appeals. Network study staff will begin to dig into job -- but whole effort is in jeopardy until Congress definitely appropriates more funds for fiscal year starting July 1.

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CONGRESS: Hearings on uhf, allocations and networks -- due to be started Jan. 17 by Senator Magnuson's Interstate Commerce Committee -- are aimed at putting FCC on the spot, forcing definitive action on uhf problems. To what degree they succeed will depend upon the vigor with which the Senators and new staff director Kenneth A. Cox actually push the inquiry.

No major TV legislation is likely to emerge from Congress next session, but the outcries on Capitol Hill, the political pressures, will inevitably have their effect on the FCC -- always sensitive on that score. In an election year, which will see unprecedented use of TV, there will be more attention than ever before to cost of time and availability of stations to the politicians, with more hearings possible.

Attempts to revive excise tax exemptions for uhf-equipped sets will fail.

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PROGRAMS: TV's "golden age" will extend into 1956, with networks reaching in all directions for programming to astound and bewilder the critics of free TV. Key will be the 90-minute spectacular -- of which there will be more in 1956 than 1955 -- with no entertainment prospect left unturned.

There will be more Broadway dramas, more original plays and musicals, more good movies, more daring departures from tradition. Spurred by success of "Peter Pan" and the "Sleeping Beauty" ballet, spectaculars will reach to higher-dome levels and will offer more classics, more operas, more ballet, Shakespeare, etc. and will occasionally burst their 90-minute confines to 2 hours and more.

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FILM: Resurgence of the feature film in TV, which started in 1954 with the General Teleradio "Million Dollar Movie" package, was accelerated in 1955 by first regular network presentation of feature movies -- ABC-TV's Sun. night "Famous Film Festival" package of J. Arthur Rank first-on-TV titles. In 1956, big new batches of features, some of them top-notch and some not too old, will really hit the TV channels. Included will be first of RKO backlog, some distributed nationally by General Teleradio and the rest syndicated by Matty Fox's C&C Television (see p. 6); new daily ABC-TV Rank series; NTA's Selznick package; Screen Gems' Columbia features.

Other movie majors will re-evaluate their plans for TV release of oldies, watching closely what happens to the RKO package. TV film syndication will continue to be buyers' market, with big distributors increasing dominance over field -- and better selection of new and repeat film series than ever for stations and sponsors.

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COLOR: Growth will be steady, not spectacular -- unless there's startling technological development, perhaps a true invention, to produce good receivers to sell for \$400 to \$500. Total production and sales should run between 200,000 and 300,000. Color programming will grow in quality and volume, NBC alone promising to increase from current 40 hours per month to 80 hours (Vol. 11:45).

Color will be thrust more and more into public awareness so that by year's end production and sales should be going at good clip even if there's little price

drop. RCA will remain far-&-away the leader in color, but others will join in -- so that by end of year quite a few more manufacturers will be termed "active in color."

Number of stations able to originate color, now only a few dozen, will increase gradually -- but programming burden will still rest primarily on the networks. CBS is keeping foot-in-door in color, but has indicated it won't extend itself until and unless there's an obvious boom in sets. ABC has no immediate color plans.

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SUBSCRIPTION TV: For the first time in our annual predictions, we're willing to venture that the FCC will finally dispose of the issue -- by turning it down, or tossing it into lap of Congress. Tide of public opinion has been turned strongly against the concept. Most influential TV and movie industry forces are in vigorous opposition. The 3 system proponents stand pretty much alone now, with scarcely the weight to change the trend -- yet happily enjoying the benefits of last year's tremendous publicity. Congress will probably get into the act, generating a little temporary heat -- but ending up by doing nothing about it.

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COMMUNITY ANTENNAS: They will hold their own, but expansion will be modest; there are approximately 400 systems in operation now. It will be year of battles on more fronts than ever -- but well-established systems will continue to do well, despite legal or illegal boosters, dealings with govt. agencies, and the opposition of some telecasters. It's a bigger business than at first apparent (see TV Factbook).

EDUCATIONAL TV REACHES FIRST PLATEAU: Bolstered by the recent \$6,493,840 grant from Ford Foundation, educational TV forces are reorienting themselves to place greater emphasis on programming -- satisfied that the concept of educational TV has gained acceptance and that the 18 stations now on air represent a base on which to build.

Ralph Steetle, exec. director of Joint Council on Educational TV, created by Ford with \$140,000 allocation (Vol. 11:51), says this of next phase of its growth:

"We have 2 basic objectives next in sight. First, we have to strengthen the stations on the air through better programming. For the purposes of educational TV, that doesn't necessarily mean programs that will have mass audiences, high ratings or shows with large entertainment quotients. We want shows that are instructional, but that doesn't mean they can't be entertaining at the same time.

"Secondly, we have a public relations goal. We have to spread the word about the success of those stations -- tell how they overcame their problems and just what their most successful activities are. In the past, we haven't been able to do this because we haven't had many station successes. The stations were struggling to get on the air and stay on the air, once they had gained community acceptance. But we have attracted community leaders in various localities to carry the public relations ball -- meaning fund-raising in some cases -- so I feel we're ready for Step 2."

(For list of educational stations on air, see p. 5.)

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Steetle expects another 7 educationals on air in next 18 months, most immediate being KRMA-TV, Denver (Ch. 6); WKNO-TV, Memphis (Ch. 10); KETA, Oklahoma City (Ch. 13). These will be followed by New Orleans, where Greater New Orleans Educational TV Foundation has applied for Ch. 8, and Minneapolis, where Ch. 2 will be applied for shortly by citizens' group. Also due in 1956 or early 1957 are Atlanta, where school system has applied for Ch. 30, and Nashville, where Nashville Educational TV Foundation has applied for Ch. 2.

Whether educational TV forces are correct in their conviction that public sentiment is now ranged on their side, remains to be seen. Legislatures in several states are still balking at appropriating public funds for educational TV, however zealous they may champion the concept. Most significant example of recalcitrance is N.Y., where only last week the board of regents of U of the State of New York, holding CPs since 1952 for 8 uhf stations in as many cities, appealed anew to state legislature for \$975,000 with which to build at least in New York City & Albany.

Danger that FCC may be induced to withdraw all or some of the 67 unused vhf

educational channel reservations, antagonism of the commercial broadcasters, apparently rouse no fears among the protagonists of educational TV stations. They doubt Commission will take away any of the channels, though admitting that there isn't the proverbial Chinaman's Chance that most of them will be claimed within the next generation. They're inclined, as one put it, to regard present Commission as "passively friendly" because it might be "political dynamite" to tamper with their channels.

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Closed-circuit systems are serving purposes of educational TV exceedingly well, allowing educators lots of time to make preparations for their stations, perhaps even serving as long-term substitute for educational outlets. JCET list of 60 school & college installations, plus 8 instructional TV systems at military posts (Vol. 11:49) was a conservative estimate, based on preliminary compilation. Southern Regional Education Board, in Dec. 15 comments on FCC allocations proposals, says its area has 9 closed-circuit operations not listed by JCET. They're in U of Arkansas, Florida State U, Mississippi Southern, U of Florida, U of Georgia, Medical College of Charleston, U of Tennessee, Texas Tech, Western Texas State Teachers College.

Industrial TV manufacturer Kay Lab also lists additional closed-circuit installations at U of Arizona, U of California at Santa Barbara, Stanford Research Institute, U of Denver Research Institute, New Mexico A. & M., Johns Hopkins U, Notre Dame, U of California at Berkeley. There are undoubtedly others.

WHO SAID TV ISN'T A GOOD NEWS MEDIUM? All this talk about TV not being so hot as a medium for newscasting gets an eloquent answer in survey conducted by Market-Opinion Research Co. for the Detroit Free Press, News and Times, which have been shut down since Dec. 1 by a strike of mechanical workers. One thousand random Detroiters were asked: "Where are you getting most of your news?" Their replies, based on number of times each source was mentioned: TV, 79.3%; radio, 62.2%; Detroit Reporter (strike-born union newspaper), 20.7%; neighborhood newspaper, 12.4%; other, 3.1%.

Detroit TV stations have always gone in heavily for news (big Cunningham Drug chain being a prime buyer of time for that purpose) and newscasts have been stepped up during strike, of course. And with Detroit metropolitan area's set saturation around 93% (ARB, March 1955) -- it would appear that set owners like what they see and hear, for they're keeping those sets tuned in. It's estimated that the average family has TV set turned on nearly 40 hours a week, so it's natural that newscasts should get a proportionately higher share of the increased viewing.

Television Bureau of Advertising tells us this finding jibes with Nielsen survey showing that 7 out of 10 TV homes regularly listen to news on their TVs. Lest the telecasters become too cocky, though, the poll also showed that 97% of those interviewed said they would go back to reading the same newspapers as before when the strike is over; only 1.4% said they would not; 1.6% said don't know. After New York newspaper strike of late 1953, when TV stations also reaped rich harvest of new accounts, including dept. stores (Vol. 9:49-50), newspapers quickly regained their circulation and advertisers; there's no data available on how many newly acquired advertisers stayed with TV, which has been consistently up since then.

Educational stations on air (see p. 4), in order of starting dates: KUHT, Houston (Ch. 8); WKAR-TV, E. Lansing (Ch. 60); WQED, Pittsburgh (Ch. 13); WHA-TV, Madison (Ch. 21); KQED, San Francisco (Ch. 9); WCET, Cincinnati (Ch. 48); KETC, St. Louis (Ch. 9); KUON-TV, Lincoln, Neb. (Ch. 12); KCTS, Seattle (Ch. 9); WTIQ, Munford, Ala. (Ch. 7); WUNC-TV, Chapel Hill, N. C. (Ch. 4); WGBH-TV, Boston (Ch. 2); WBIQ, Birmingham (Ch. 10); WILL-TV, Champaign-Urbana (Ch. 12); WTHS-TV, Miami (Ch. 2); WTVS, Detroit (Ch. 56); WTTW, Chicago (Ch. 11); WOSU-TV, Columbus, O. (Ch. 34).

Important document: Kiplinger Letter for Dec. 24 is devoted entirely to Population, contains invaluable data for marketers, can be had for the asking by writing Kiplinger Washington Agency, 1729 H St. NW, Washington.

1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 10, cost \$5.00 each; single copies \$7.50.

2941 AM STATIONS, 557 FMs AT YEAR'S END: Radio stations continue to increase -- and 159 new ones were authorized by the FCC during 1955, or exactly 100 more than there were new TV starters (see p. 2). A statistical recapitulation of our soon-off-press 1956 AM-FM Directory reveals once again that the oft-predicted decline in AMs hasn't materialized. The drop in FMs has been slight, too.

Actual figures are these: AMs authorized at end of 1955 total 2941, of which 2814 were licensed and on the air and 137 are still CPs. On same 1954 date, total was 2782, of which 2662 were licensed and on the air and 120 were CPs. Thus there hasn't been a year since the wartime freeze ended that AM didn't add to its ranks: At end of 1953, total was 2644; 1952, 2516; 1951, 2410; 1950, 2351; 1949, 2246; 1948, 2131; 1947, 1961; 1946, 1579; 1945, 1056. Most of newcomers are local or daytimers.

FM grantees total 557 at end of 1955, of which 536 are on air; year ago, the total was 583, with 549 on air. During 1955, FM licenses dropped numbered 36, with 2 CPs turned in. At end of year, 17 applications for new FM stations were pending.

The 1956 AM-FM Directory (loose-leaf and punched for binding, carrying no ads, cost per extra copy \$7.50) also lists all applications for new AM stations pending as of end of 1955. These total 222, as against 174 year before. Dropped during 1955 were 7 AM licenses, 11 CPs.

Directory logs all North American radio stations. Canada's AMs increased to 201 from 197 during the year, Mexico's to 454 from 443, Cuba's to 139 from 135 -- all listed, as are the U.S. & Canadian, with addresses, facilities, etc.

A ACQUISITION of entire RKO backlog of 740 features and more than 1000 shorts by C&C Super Corp., holding company whose principal owner is Matty Fox, is not only biggest films-to-TV deal in history—but it has implications which will be felt strongly throughout the TV, film distribution and movie industries.

Ink had hardly dried on RKO-C&C pact when Columbia Pictures wired TV stations Dec. 30 notifying them that it was releasing 104 new-to-TV feature pictures through its Screen Gems subsidiary. It gave no further details, but Screen Gems is expected to make titles available in week or so.

Opening of the RKO floodgates means TV audiences will be treated to more feature films than ever before—including some top hits of past 20 years (see titles below)—some of them probably destined to wind up on the networks a la ABC-TV's *Famous Film Festival* and *Afternoon Film Festival* (which both use J. Arthur Rank's British backlog). It means, eventually, a fresh flow of feature films for station use.

To distribution industry, it means far tougher competition in feature film field—including retirement of many played-out-on-TV movies. It sets up a new colossus in the TV feature film field—C&C Television Corp., headed by Matty Fox, which will own the 740 RKO features plus about 640 features owned by Fox's Western Television, now merged into C&C (currently being distributed by Guild Films). Fox said he will soon announce "unique" method of film distribution.

To movie industry, it means new competition at box-office from TV with Hollywood product. Perhaps more important, it's causing movie moguls to re-examine any plans they might have for sale-to-TV of their backlogs. Will this mean a glut on the market, depreciating values of films held in vaults? Or is now the time to let loose, before other studios get into the act? It also means more product for nation's theatres, since RKO Teleradio will earmark the \$15,200,000 received for the films to revive

theatrical film production (and start TV film production) at RKO studios.

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Principal terms of the complicated deal, signed last week end and revealed this week:

(1) C&C "leases in perpetuity" from RKO Teleradio the entire backlog of RKO films produced through July 24, 1955; originally produced at cost of \$750,000,000, it's estimated they would cost at least \$1.3 billion if produced today.

(2) C&C's rights include TV distribution in U. S. & Canada as well as foreign theatre and TV rights and world 16mm rights, including U. S. Exempted from its U. S. rights to the features are the 6 markets in which General Teleradio owns TV stations—New York, Los Angeles, Boston, Hartford, West Palm Beach, Memphis—where GT will handle distribution to its own stations.

(3) C&C gets rights to about 80% of films immediately, the remainder after they complete 3 years of theatre showings—with one important exception: General Teleradio has right to pick out any 150 pictures and sell them to national sponsor for one TV showing, with rights to them reverting to C&C in 24 months whether or not they are sold by General Teleradio. GT is not permitted to sell them to stations. RKO retains story rights to all the pictures and can remake any of the 740 for theatres.

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Here's how General Teleradio will come out on its \$25,000,000 purchase of RKO Pictures 5 months ago from Howard Hughes: It has recovered \$15,200,000 of its investment from sale of backlog to C&C—this amount believed to be tax-exempt because RKO has tax loss carry-forward estimated at about \$15,000,000 and because sale to C&C has been classified as "lease." The 6 markets in which General Teleradio has reserved rights to sell the films to its own stations (at \$5,000,000) are expected to realize at least \$8,000,000. It retains all RKO studio properties estimated at \$5,000,000. It receives theatre income from all RKO pictures still in distribution, plus the unreleased *Jet Pilot* and *The Conqueror*, which have 3 years to run before reverting to TV—latter carrying an unamortized value of \$7,500,000. In addition it has the

national first-run TV rights to 150 of the films, value of which should run well into millions.

Fox's C&C TV Corp. should come out all right, too. He estimates that his \$15,200,000 investment would bring total return of \$43,000,000 within 5 years—including \$30,000,000 from U. S. TV and \$13,000,000 from foreign distribution, mostly in theatres. One report said he had already contracted for distribution of less than half of the films at nearly \$15,000,000. Another report said International Latex (owned by Stanley Warner Theatres) was planning to sponsor some of the films on 170 stations.

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C&C paid \$12,200,000 cash for the package—\$9,200,000 borrowed from First National Bank of Boston and \$3,000,000 from Irving Trust Co. Remaining \$3,000,000 will be paid out of earnings as it comes due within next 24 months.

Fox was founder and president of Motion Pictures for TV Inc., and later of Western TV, owner of largest collection of feature films for TV. By bartering feature films for station time, he accumulated \$10-\$15,000,000 worth of station time credits. C&C Super Corp., headed by Walter S. Mack, producer of canned soft drinks and owner of big Nedick's lunchroom chain, last June bought Western TV—reportedly principally to obtain the station time for a TV campaign for its soft drinks. Fox emerged as principal stockholder in C&C, whose directors include real estate magnate Wm. Zeckendorf and Gen. James A. Van Fleet.

Simultaneously with announcement of RKO feature sale, Fox announced he had sold his interest in United Artists Pictures—a move obviously aimed at forestalling reprisals by theatre owners.

Among pictures included in sale: 9 Fred Astaire-Ginger Rogers musicals, 7 Jane Russell films, *Hunchback of Notre Dame* (Charles Laughton), *Abe Lincoln in Illinois* (Raymond Massey), *Citizen Kane* (Orson Welles), *Little Minister* (Katharine Hepburn), Frank Buck's *Bring 'Em Back Alive*, *Gunga Din* (Victor McLaglen), *Kitty Foyle* (Ginger Rogers), *The Sea Around Us*, etc.

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Film sale oddity: A TV film producer is disposing of its film backlog, with 2 of the bidders said to be major movie studios. Involved in negotiations to sell some 115 TV films for about \$2,000,000 is Four Star Productions, owned by Dick Powell, David Niven & Charles Boyer—producer of *Four Star Playhouse*, *Stage Seven*, *Cavalcade Theatre*, etc. Unidentified bidders are said to include the movie studios, 2 TV networks and 2 TV film distributors. Four Star's acting pres., Hollywood attorney Wm. A. Cruikshank, said of the sale: "It was a question of whether the stockholders will profit most from an assured price now or from stringing out returns [through syndication] over the future years."

Movie shorts are finding their way to TV in ever-increasing numbers. In addition to the 1000-plus RKO package, these deals are now in various stages: Paramount is about to complete sale of 1600 shorts to UM&M Inc. for \$3,500,000 (Vol. 11:46). CBS is buying all assets of Paul Terry's Terrytoons Inc.—including an 1100-cartoon backlog—for a price reportedly near \$5,000,000. (3) Trans-Lux Pictures has acquired entire library of Encyclopedia Britannica Films for TV and theatrical distribution and is expected to concentrate on merchandising the 700 shorts—many in color—to TV.

Report on TV & motion picture instruction in American colleges will be prepared by Society of Motion Picture & TV Engineers' new Committee on College Motion Picture & TV Curricula, headed by Desmond P. Wedberg, editor of *Film* and *A-V World*.

ANOTHER "BIG" VHF decision—big in sense it was involved in deintermixture proceedings—was rendered this week when FCC granted Evansville's Ch. 7 to Evansville TV (Rex Schepp), turning down local WGBF. Uhf operators will undoubtedly go to court and ask for stay, as did those in Madison this week when they petitioned court to hold up CP granted WISC (Vol. 11:51).

Commission's principal grounds for preferring Schepp were ownership-management integration (he'll run station) and diversification—WGBF principals owning AMs in Evansville, Terre Haute & East St. Louis.

Comrs. Hyde & Bartley again dissented, as they did in Madison and Corpus Christi cases, on same grounds, i.e., that grants should be withheld until allocations rule-making is concluded (Vol. 11:50-51). Comr. Mack abstained from voting.

Court of Appeals rendered 2 decisions, meanwhile—none in deintermixture cases—involving comparative vhf decisions. In Richmond-Petersburg Ch. 8 case, court declined to upset grant to Tom Tinsley's WSEX-TV, now on air—merely said: "We do not find that the Commission ignored factors that required consideration or acted arbitrarily in choosing between the applications." Judges were Edgerton, Miller & Washington.

In Beaumont Ch. 6 case, however, which resulted in grant to Darold Cannan's now-operating KFDM-TV, court ordered Commission to reopen record to consider events which occurred after grant was made Aug. 4, 1954—but it didn't order KFDM-TV off air. FCC had granted KFDM, turning down KRIC & KTRM. KFDM and KTRM principal W. P. Hobby (*Houston Post*-KPRC-TV) then agreed to transfer grant to new corporation in which KFDM would have 62½%, Hobby 32½%. Court accepted KRIC argument that Commission should reopen record to take into account this agreement—particularly since one of FCC's major reasons for turning down KTRM in first place was "concentration of mass media" in KTRM-Hobby tieup. Judges were Bazelon, Fahy & Danaher—Danaher dissenting.

If there's any true trend in recent court decisions, it seems to be this: (1) FCC must be extremely meticulous in giving everyone fullest consideration in administrative procedures. (2) Court won't substitute its judgment for FCC's in comparative cases on general merits not involving "diversification" issue. (3) Court is inclined to horn in if it feels Commission is ignoring diversification.

Among other FCC actions this week: (1) Examiner Thomas H. Donahue issued initial decision denying protest of radio KSEM, Moses Lake, Wash. against grant of satellite KBAS-TV, Ephrata, Wash. (Ch. 43) to KIMA-TV, Yakima, Wash. (Ch. 29). He doubted that satellite would prevent establishment of local TV station in area. (2) Commission set Feb. 29 for start of hearing on protests against recent purchase of off-air WLBR-TV, Lebanon, Pa. (Ch. 15) by Walter Annenberg (WFIL-TV, Philadelphia, et al.). Protesting are uhfs WHP-TV, WTPA & WCMB-TV, Harrisburg; WHUM-TV, Reading.

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Reply comments on allocations rule-making are now due Jan. 20—FCC granting 2-week extension as expected (Vol. 11:52). A few reply comments have already been filed—mostly from educational groups urging channel reservations be retained. Uhf CP-holder WHEF-TV, Brockton, Mass. (Ch. 62) and radio WBBB, Burlington, N. C. seconded Zenith's position that subscription TV is answer to problems. Biscayne TV Corp. (Cox-Knight-Trammel), awaiting Miami Ch. 7 grant, attacked comments recommending that city be made all-uhf.

Personal Notes: William H. Fineshriber Jr., ex-NBC v.p. in charge of radio network, onetime MBS exec. v.p. and formerly gen. mgr. of CBS program dept., on Jan. 3 joins Television Programs of America as v.p. directing sales of N. Y. office; Hardie Frieberg continues as v.p. for TPA's eastern div. . . . Scott Donahue Jr., TV sales mgr., Morris Kellner, radio sales mgr., and Dan Denenholz, chief of research, promotion & publicity, elected to board of directors of Katz Agency, rep firm . . . Donald P. Campbell, ex-Petry, MBS & ABC, appointed N. Y. sales executive for Storer stations WSPD-TV, WGBS-TV, KPTV, working with Katz Agency and NBC-TV Spot sales . . . Terry H. Lee, who joined KOVR, Stockton, Cal. as exec. v.p. last Feb., coming from KLZ-TV, Denver, has been promoted to pres. of the H. Leslie Hoffman station; Frank G. King, sales chief, and Earl Jay Watson, program director, promoted to v.p.'s . . . Norman Lindquist, TV v.p. of Atlas Films, joins Wilding Picture Productions to expand its TV-industrial sales . . . John M. Cooper resigns as TV-radio news director of INS to join CBS-TV as newsfilm producer . . . Wm. R. Higginbotham named TV mgr. of UP as Wm. C. Payette is promoted to asst. gen. news mgr. and John Zischang to TV news editor . . . Jack Alstrop, TV-radio officer for British Information Service in N. Y., joins British Broadcasting Corp. in London to handle its North American service . . . Wm. Y. Rambo named adv. mgr. of Proctor Electric Co., Philadelphia, heavy spot TV buyer . . . John Rossiter, ex-gen. mgr. of KBMT, Beaumont, Tex. & WJTV, Jackson, Miss., now with radio WOCB, W. Yarmouth, Mass. . . . George P. Moore, ex-WLWT, Cincinnati, named gen. sales mgr., WJBF-TV, Augusta, Ga. . . . Jim Caldwell now is promotion mgr. of WAVE-TV & WAVE, Louisville, as well as radio program director . . . Owen J. McReynolds, ex-RCA, ex-chief engineer of WROL, Knoxville, recently eastern div. mgr., Gates Radio, has taken over management of WOKE, Oak Ridge, Tenn., in which he owns substantial interest . . . Robt. W. Bray promoted to program director, WKNB-TV, New Britain-Hartford, succeeding Barry Barents, now head of TV-radio news & special events . . . Lon King promoted to asst. v.p. of reps Free & Peters . . . William Fay, pres. of WHAM-TV & WHAM, elected pres. of Rochester Automobile Club . . . W. C. Swartley, Westinghouse Bestg. Co. v.p., Boston, named to Gov. Herter's committee on highway safety & insurance . . . Phil Hoffman, mgr. of KLZ-TV & KLZ, Denver, elected v.p. of licensee Aladdin Bestg. Corp., at same time disclosed he has sold his interest in KOAT-TV, Albuquerque, which he formerly managed; he's onetime mgr. of KECA-TV, Los Angeles (now KABC-TV).

Arthur Batcheller, one of the "deans" of FCC's field offices, retires from post of engineer-in-charge of District No. 2 (New York) on Feb. 29 at age of 67. He's been in gov. radio service since joining Dept. of Commerce radio div. in 1917. Only Commission employe who had longer service was Charles Kolster, who retired as N. Y. regional mgr. last year after 45 years' service. In event successor isn't chosen by time Batcheller retires, regional mgr. Emery H. Lee will double in brass until appointment is made. Batcheller's associates plan testimonial dinner.

Anthony G. DeLorenzo, since last April director of TV-radio & press for General Motors, promoted to director of public relations, with Edmund Steeves, TV-radio-press man in N. Y. office, taking over his Detroit post and Fred Collins, from Detroit, succeeding Steeves.

Philip W. Lennen, 68, retired chairman of Lennen & Newell Inc. and founder in 1924 of the old Lennen & Mitchell agency, died of a heart ailment in N. Y. Dec. 25.

Telecasting Notes: Looking ahead and looking back at TV film business in this week's trade press: Dec. 31 *Billboard* estimates 1955 gross TV film syndication sales at \$35-\$40,000,000, increase of \$3-\$8,000,000 over 1954. But production of new TV film series appears to have reached a plateau, according to survey of all Hollywood TV film producers in Dec. 28 *Variety* . . . Highlights of TV film survey by *Variety*: Total of \$80,000,000 in TV film production is planned for 1956, exactly same as 1955 figure, which was double 1954's output. Though earlier estimates of 1956 output totaled \$100,000,000, article says trimming was due to "depressing picture facing many of the TV film syndicators" and "reluctance on the part of many sponsors to give producers the verbal renewals at this time of the year that they have in the past" . . . Sixty series are being produced on sponsored basis for 1956, same number as 1955, with total of 100 series "planned and definite" as opposed to 111 in 1955, the drop "due obviously to the decline of the smaller syndicator." While 38 syndicated series were shot in 1955, only 25 are scheduled for 1956 . . . Ziv is No. 1 TV film producer, with \$12,000,000 allocated for 1956 production, compared to \$9,500,000 in 1955; TPA is second, with \$11,000,000 budgeted vs. \$9,000,000 in 1955; then comes TCF Productions (20th Century-Fox), with MCA's Revue Productions and Hal Roach Studios tied for 4th . . . Bette Davis, one of last of moviedom's TV holdouts, making "double debut" on TV via film: With her husband Gary Merrill in "Phone Call from a Stranger" on *20th Century-Fox Hour* and in starring role of "At Paso Rojo" on *GE Theatre* . . . Sidney Kingsley, Pulitzer Prize-winning playwright & author, signs 5-year contract with CBS-TV as producer-writer-director; he's due to adapt several of his plays into 90-min. TV format, is also working on "special series" for network . . . Another prize for Paddy Chayefsky's *Marty*, movie version of TV play: N. Y. Film Critics voted it top award for 1955's best film, and named its star Ernest Borgnine year's best actor . . . KSL-TV, Salt Lake City, reports it now televises weekly programs for each of Utah's major educational institutions—U of Utah, Brigham Young U, Utah State Agricultural College.

ADVERTISING AGENCIES: Frank White, ex-pres. of both MBS & NBC, who became chairman of McCann-Erickson International Div. 2 years ago, adds duties of pres. of div. as George H. Giese becomes senior v.p. of the parent agency and Arthur L. Grimes is promoted to div. gen. mgr. . . . Anthony Hyde, exec. director of Tea Council of U.S.A. Inc., appointed McCann-Erickson staff v.p. in charge of planning & development . . . Nelson Carter, v.p. of Foote, Cone & Belding, Los Angeles, assumes responsibility for all agency services for western div. . . . Harry Saz named Ted Bates asst. v.p. & business mgr. of TV-radio dept.; Thomas F. McAndrews Jr. named asst. v.p. & director of commercial film production . . . Jeanne Malstrom, ex-KTVT, Sioux City, Ia., named TV-radio time-buyer, Brisacher, Wheeler & Staff, N. Y.

First closed-circuit "station" to use network kines under "Comprovision" system fostered by Trans-Community TV Network (Vol. 11:52), will start in Jan. in Cedar City, Utah according to announcement by ABC-TV. Trans-Community also has year's agreement with NBC-TV to use its kines on experimental basis. According to ABC-TV, group "expects to introduce its TV service into some 59 communities in the western states in the coming 12 months." This week, pres. Jerome L. Doff announced from Beverly Hills headquarters that Trans-Community has acquired new capital backing, will shortly report detailed operational plans, has named Luellen Stearns, ex-NBC eastern spot sales, as v.p.

Station Accounts: CMQ-TV Network of Cuba (Goar Mestre), comprising Havana key station and 4 repeaters throughout island, lists 127 sponsors during 1955, including such major American advertisers as Viceroy, Libby, Pan American Airways, Pillsbury Flour, Sherwin Williams, Old Spice, Coca-Cola, B. F. Goodrich Co., Kleenex, U. S. Rubber, Warner-Hudnut, Campbell Soup, Listerine, Pond's, Gold Seal Hosiery, Hazel Bishop, Esso, Alka-Seltzer, Johnson's Wax, Goodyear, Jell-O, Buick, Norwich Pharmacal, Bromo-Seltzer, Heinz, Motorola, Tom McAn Shoes, Wildroot, Gibson Refrigerators, GE, Tappan Kitchens, Sunbeam Appliances . . . Mennen Co. buys 30-min. *Passport to Danger* from ABC Film Syndication for 30 major markets starting Jan. 1, linked to tie-in campaign with drug and food chains, thru McCann-Erickson . . . Carter Products in big expansion of spot TV-radio generally next year, to spend \$1,500,000 alone to promote Arrid deodorant and Rise shaving cream in more than 100 markets, thru Sullivan, Stauffer, Colwell & Bayles . . . CBS-Columbia to spend more than \$2,000,000 in first 6 months of 1956 to promote its new TV-radio receivers, with theme "More of the Best Than All the Rest," thru Ted Bates & Co. . . . Channel Master plans "substantial increase" next year over 1955's \$300,000 ad outlay for its antenna line, thru Ruder & Finn Assoc., N. Y. . . . State Pharmacal Co., Chicago, to spend \$1,000,000 next year to promote its All-in-One reducing capsules, thru Schwimmer & Scott, Chicago . . . Robertshaw-Fulton Controls Co. buys *Dione Lucas Show* to promote greater use of gas in cooking, will offer it to local utilities for co-op sponsorship thru American Gas Assn.; agency is Morey, Humm & Johnstone . . . WOR-TV reports sponsor sell-out until April on its *Million Dollar Movie*, General Teleradio's package of 30 feature films bought from Bank of America last year for repeat showings each day up to total of 16 times a week; latest partic. sponsor is Best Foods, replacing Toni starting Jan. 2, thru Sullivan, Stauffer, Colwell & Bayles . . . Among advertisers currently reported using or preparing to use TV station time: Welch's Grape Juice Co. (new Welch's wine), thru Kenyon & Eckhardt, N. Y.; Burnett Food Flavors div., American Home Products Corp., thru Geyer Adv., N. Y.; Slenderella Systems Inc., Darien, Conn. (reducing systems), thru Management Associates, Darien; Petite Foods Corp., N. Y. (frozen pizza pies), thru Product Services Inc., N. Y.; Charmin Paper Mills, Green Bay, Wis., thru Klau-Van Pietersom-Dunlap Inc., Milwaukee; Morrell Packing Co., Minneapolis, direct; Durall Products Co., York, Pa. (Durall tension screens), thru Wilson, Haight, Welch & Grower, N. Y.; Wesix Electric Heater Co., San Francisco, thru Albert Frank-Guenther Law Inc., N. Y.; Safeway Stores Inc. (Parade detergent), thru Erwin, Wasey & Co., San Francisco; American Sheep Producers Council, Denver, thru Botsford, Constantine & Gardner Adv., San Francisco; Rembrandt Tobacco Corp., Brightwaters, N. Y. (Regent cigarettes), thru David J. Mahoney Inc., N. Y.

Rate increases: WNBQ, Chicago, raises Class AA hour from \$3700 to \$4000, adds Class AAA 20 sec. only rate (7-10 p.m. daily) at \$900, Class AA 20 sec. (10-10:15 p.m. daily) remaining \$750. WPIX, New York City, raises base hour from \$1500 to \$1700, min. \$360 to \$425. WHAS-TV, Louisville, Feb. 1 adds Class AA hour (7-10 p.m. daily) at \$1000, min. at \$200, Class A hour remaining \$850. KROD-TV, El Paso, raises base hour from \$375 to \$450, min. \$75 to \$90. KCBD-TV, Lubbock, raises base hour from \$300 to \$350, min. \$50 to \$60. KVOA-TV, Tucson, adds Class AA hour (6:59-10 p.m. Mon.-Fri., 5:59-10 p.m. Sat. & Sun.) at \$300, min. at \$60, Class A hour remaining \$250. WMAZ-TV, Macon, Ga. raises base hour from \$250 to \$300, min. \$50 to \$60.

Network Accounts: CBS-TV, reporting 30% increase in gross billings this year over 1954, with network expanding to 217 stations (up by 15), lists these 19 new sponsors signed during year: Armour, Curtiss Candy, CBS-Hytron, Dow Chemical, Elgin Watch, Gerber Products, Ideal Toys, Larsen Vegetables, Maybelline, Ralston Purina, Rexall Drug, Serta Mattresses, Seven-Up, Snowdrift Sales Co., Staley Corn Starch, Sterns Nurseries, Tums, U. S. Steel, Wesson Oil . . . Best Foods is first sponsor on J. Arthur Rank's *Afternoon Film Festival* on ABC-TV starting Jan. 16, Mon.-thru-Fri. 3-5 p.m., buying 39 partic. thru Dancer-Fitzgerald-Sample . . . Block Drug buys 3-a-week partic. on *Matinee* colorcasts on NBC-TV starting Jan. 4, Mon.-thru-Fri. 3-4 p.m., thru Harry B. Cohen Adv., N. Y.; Dow Chemical buys 13 partic. starting in April, thru MacManus, John & Adams . . . B. F. Goodrich Co. to be alt. sponsor (with Carnation Milk) of *George Burns and Gracie Allen Show* on CBS-TV starting Jan. 9, Mon. 8-8:30 p.m., thru BBDO . . . General Cigar buys one-fourth of pro basketball schedule on NBC-TV starting Jan. 7, Sat. 2-4 p.m., thru Young & Rubicam . . . Simplicity Pattern Co. buys series of partic. on NBC-TV's *Today, Home & Tonight* starting in Jan., when *Home* inaugurates new series of sewing features, thru Franklin Bruck Adv., N. Y. . . . Cluett, Peabody & Co. (shirts) buys 38 partic. on NBC-TV's *Home* starting in April, Mon.-thru-Fri. 11-noon, thru Young & Rubicam . . . CBS-TV's sustainer *Captain Kangaroo*, Mon.-thru-Fri. 8-9 a.m., is extended starting Jan. 7 to include Sat. 9:30-10:30 a.m.

Signs of the TV times: ABC-TV increased gross billings nearly 45% in 1955, sees trend continuing in 1956—and apparently can't miss, what with greater sponsor demand for time, political year, more affiliates; it signed 11 exclusive affiliates during 1955 and 10 others increased powers . . . Spot & local sales continue to hit new peaks, NBC-owned stations reporting 11-mo. TV spot collectively up 14% from year ago, local up 19%. In national spot, WRC-TV, Washington, was up 47% in Nov.; WNBQ, Chicago, up 40%; KRCA, Los Angeles, up 28%. In local, KRCA, Los Angeles, rose 102% in Nov.; WRC-TV, 53%; WRCA-TV, 33% . . . Film syndication business is booming, too: Ziv TV reports 1955 dollar volume 42% ahead of 1954, with 2278 sponsors of its programs in 280 markets.

New reps: KVOA-TV, Tucson, to Branham (from Raymer); WGEM-TV, Quincy, Ill.-Hannibal, Mo., to Adam Young (from Avery-Knodel); WEAR-TV, Pensacola, Fla. to Hollingbery (from Clarke Brown); WMSL-TV, Decatur, Ala. to McGillvra (from Walker); WBOC-TV, Salisbury, Md. to Headley-Reed (from Burn-Smith).

ABC affiliation of XETV, Tijuana, Mexico, authorized recently by FCC, was subject of protests filed this week by San Diego's KFMB-TV & KFSD-TV. They argue that they'd suffer economic injury through loss of ABC-TV programs and fact that Mexican station can operate more cheaply, make rate deals, etc.

TV-Radio Correspondents Assn., organization of newsmen accredited to Congressional TV-radio Gallery, schedules annual dinner honoring President Eisenhower Feb. 18 at Statler Hotel, Washington. President's attendance will depend on his physical condition, says White House.

Walt Disney was among 9 winners of 1955 Parents' Magazine Medals for outstanding service to children, cited for his children's TV programs on ABC-TV and for his Disneyland Park at Anaheim, Cal., owned jointly with ABC and others.

Schlitz Brewing Co. March 1 discontinues \$9,000,000 annual account with Lennen & Newell, reportedly will switch to Biow-Beirn-Toigo.

LONG-PENDING SWAP of Philadelphia-Cleveland stations by NBC and Westinghouse, approved by FCC Dec. 21, was announced this week. As reported (Vol. 11:52), vote was 6-1, Bartley dissenting. Doerfer wrote an extra statement, Mack concurring, attacking Bartley's dissent.

NBC acquires WPTZ & KYW, Philadelphia, Westinghouse gets WNBK & WTAM, Cleveland, NBC also paying \$3,000,000. NBC and Westinghouse plan to effect switch by Feb. 1—unless someone requests and gets court stay, unlikely in view of court's action this week on NBC's \$312,000 purchase of WBUF-TV, Buffalo (Ch. 17).

NBC has been busy in court and at Commission defending its Buffalo purchase. It won an important round this week when Court of Appeals refused WGR-TV's request that it stay actual consummation of sale—which FCC has already approved—pending Commission hearing on WGR-TV's protest. After court acted Dec. 29, NBC took station over next day, stating it intended to make it a uhf "showcase." The protest hearing is due to start Jan. 4 for engineering phase, but heart of hearing is postponed to Jan. 16. A third NBC purchase—WKNB-TV, New Britain-Hartford (Ch. 30)—has been designated for FCC hearing, date not yet set.

Bartley's dissent in Philadelphia-Cleveland case was concerned with "concentration of control" in populous northeast; with alleged NBC "pressure" on Westinghouse to make switch for fear of losing NBC-TV affiliations; with possibility that FCC decision prevents FTC and Justice Dept. from taking "effective action" to enforce anti-trust laws. Doerfer disagreed completely, said parties told Commission everything it wanted to know and that a hearing couldn't produce anything more; that switch was a clear-cut business deal in which FCC shouldn't meddle; that NBC's New York-Philadelphia overlap will be no greater than allowed by Commission in many other cases; that plenitude of other services should minimize fears of

concentration of control. Significant is fact that Mack, only other Democrat on Commission besides Bartley, agreed with Doerfer.

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Except for top-level posts, neither NBC nor Westinghouse plans any radical staff changes at the Philadelphia-Cleveland & Buffalo operations. This week NBC-owned stations v.p. Charles R. Denny was in Buffalo for Dec. 30 takeover of WBUF-TV, which will be managed by Charles Bevis Jr., of Denny's staff, who originally opened WNBK, Cleveland, and later was mgr. of KOA, Denver. Bevis' sales mgr. will be Wm. Decker, from NBC-TV Spot Sales, with Alfe Jackson, from WRCA-TV, as chief engineer. Ex-owners Sherwin Grossman & Gary Cohen are under contract to remain as working executives.

Affiliation agreement with WGR-TV has until mid-Aug. to run, according to Denny, and "we will honor it." First step in separation from WGR-TV, however, will be to move present transmitter immediately from WGR Bldg. to newly acquired 3-acre Elmwood Ave. site where it's planned to build a \$1,000,000 TV Center and install a new 1,000,000-watt RCA transmitter. Small building presently on property will be used as temporary studio.

Westinghouse will shift WPTZ mgr. Rolland V. Tooke and KYW mgr. Gordon W. Davis to same jobs at WNBK & WTAM, Cleveland, and NBC's Cleveland gen. mgr. Lloyd E. Yoder goes to Philadelphia along with Ted Walworth, TV sales mgr.; Hal Waddell, radio sales mgr.; George Cyr, TV program mgr.; Ed Leonard, chief engineer,

Correction: NBC has 6 uhf affiliates on its basic network of 55 stations, not 5 as reported last week (Vol. 11:52). And it has 20 uhf among its 109 interconnected optionals, 3 among its 30 non-interconnected optionals—making 29 uhf affiliates in all out of the 104 on the air. The uhf basics, all reputed to be substantial earners: KMJ-TV, Fresno; WKNB-TV, Hartford-New Britain; WVEC-TV, Norfolk; KPTV, Portland, Ore.; WBRE-TV, Wilkes-Barre; WFMJ-TV, Youngstown.

KOSA-TV, ODESSA, TEX. (Ch. 7) is last of the 59 new TV stations to go on the air in 1955, according to our records—making the station box-score 459 as year ended, 103 of them uhf. One more uhf is being deleted from our rolls, for it appears that WTVU, Scranton, Pa. (Ch. 73), which left air July 1 to convert to Ch. 44 (Vol. 11:26), has not resumed operation, and repeated efforts to get word about its plans from principals have proved unavailing.

The west Texas outlet is second in oil-rich Permian Basin, begins as CBS affiliate Jan. 1 after 2 days of test patterns. Other area station is KMID-TV, Midland (Ch. 2), less than 20 mi. distant, which started in Dec. 1953. KOSA-TV has 10-kw GE transmitter with 12-bay antenna on 700-ft. tower. Cecil Trigg is pres. & gen. mgr., his radio KOSA owning 50% interest and Cecil Mills owning other 50%. John Vacca, from KOSA, is station mgr.; Stu Klein, ex-KTBC-TV, Austin, production mgr.; Bill Schock, ex-KPLC-TV, Lake Charles, La., chief engineer. Base hour is \$225. Rep is Pearson.

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January looks like a big month for new starters, judging from their reports to us, verified by equipment shipments and/or orders. These have indicated Jan. starts: KHPL-TV, Hayes City, Neb. (Ch. 6); KHAD-TV, Laredo, Tex. (Ch. 8); KBST-TV, Big Spring, Tex. (Ch. 4); KRMA-

TV, Denver (Ch. 6, educational); WAIQ, Andalusia, Ala. (Ch. 2, educational); WDMJ-TV, Marquette, Mich. (Ch. 6); KPAR-TV, Sweetwater, Tex. (Ch. 12); WCBI-TV, Columbus, Miss. (Ch. 4); KINY-TV, Juneau, Alaska (Ch. 8); CKGN-TV, North Bay, Ont. (Ch. 10).

Stating they will start by spring are WITI-TV, Glendale-Milwaukee (Ch. 6); WSAV-TV, Savannah, Ga. (Ch. 3); KPIC, Roseburg, Ore. (Ch. 4); WDAM-TV, Hattiesburg, Miss. (Ch. 9); WKNO-TV, Memphis (Ch. 10, educational); KOKE, El Paso (Ch. 13).

[Full details about all foregoing, as well as about all stations on the air, will be available in upcoming Spring-Summer edition of our *TV Factbook No. 22.*]

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

WDMJ-TV, Marquette, Mich. (Ch. 6), still isn't reporting target, but it has RCA transmitter on hand, writes gen. mgr. W. H. Treloar, promoted from radio WDMJ. Transmitter house is 75% complete and 12-section RCA antenna is to be installed Jan. 20 on 200-ft. Ideco tower. It will be CBS Extended Market Plan affiliate. Owner is Frank J. Russell, publisher of *Mining Journal* (WDMJ), who also controls *Iron Mountain News* (WMIQ). He acquired CP earlier this year from Jerome Sill & Herbert R. Herzberg (Vol. 11:33). Base hour will be \$120. Rep will be Weed.

CBLT, Toronto, Ont. (Ch. 9) has applied for permission to switch to Ch. 6 and increase power from 25.65-kw to 100-kw visual ERP.

1956 TRADE OUTLOOK—STILL GOING STRONG: Production & retail TV sales of 7,500,000, firm-to-higher prices, greater emphasis on higher-end receivers, expansion of portables -- those are the dominant TV trade trends we foresee in the New Year, which should see retail business in TV receivers alone exceeding \$2 billion for first time.

Among subsidiary developments that may also be expected in 1956 are competitive scramble to be first in market with shallow set incorporating wide-deflection 110 or 120-degree tube (Vol. 11:45); emergence of first "Tinkertoy," or modular sets (Vol. 11:23,38); more merchandising accessories or "gimmicks" designed to give new lines a new look (Vol. 11:43, 50); greater use of printed circuits.

Industry will become more stabilized in 1956, with strong likelihood that several more smaller manufacturers will leave the business while others will go into mergers. For one, old-line Stromberg-Carlson, now a div. of General Dynamics Corp. (Vol. 11:18), will ponder its TV-radio future at quarterly management meeting Jan. 9 -- and it's safe bet others will do a lot of soul-searching in industry during year.

Stewart-Warner, Arvin and Sparton voluntarily quit TV production in 1955, Kaye-Halbert and Regal went bankrupt, Muntz and Majestic spent entire year in bankruptcy proceedings. Still others, notably Raytheon and Hallicrafters, plunged deep into private-label production during year -- and even more are seeking licensing agreements with big merchandising chains such as Sears, Firestone, Montgomery Ward and others in effort to survive. Hallicrafters was involved in most recent merger in industry, will become div. of Penn-Texas Corp. following Feb. 27 ratification by stockholders. Of the hotly competitive struggle that 1956 seems destined to accelerate, CBS-Columbia pres. Henry C. Bonfig said this week:

"The TV set making field is narrowing down rapidly and weak manufacturers are dropping out. Engineering and research will provide the fulcrum for balance and survival in the TV field in 1956. Without it, a company can resign itself to being just a follower and expect to fall by the wayside. With top-flight engineering and research a company will be a leader and go on to accomplishment of its goals."

Note: More industrial giants may enter TV in 1956, even as smaller firms are debating whether they can stay in. It has been long rumored that Ford may go into TV-radio and appliances next year, though company spokesmen have denied it. Another rumor had GE-controlled Hotpoint Co. planning TV entry in 1956, though this too has been denied. And only this week Magnavox v.p.-gen. mgr. Leonard F. Cramer was constrained to deny published reports that his company would be bought outright by General Motors' Frigidaire div., or that they might tie up in distribution.

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Our forecast of 7,500,000 production and retail sales for 1956 is admittedly more optimistic than predictions of some key industry leaders, who foresee TV following auto output into an expected decline next year. While it's true that TV and auto production have been following almost identical production curves in last few years, even to the point of simultaneous dips in 4th quarter of 1955, we think 1956 will turn out to be TV's biggest year, regardless of what happens to autos.

Thus we're inclined to disagree with Standard & Poor's view that "the excellent unit sales records established by TV producers in 1955 will be almost impossible to match in 1956." It foresees monochrome retail sales next year declining to 7,000,000, primarily because of accelerating color output, tightening of consumer credit and anticipated 5-10% decline in new residential housing starts.

But there's also plenty of contradictory evidence. For one thing, second-set and replacement markets are just getting ripe. With estimated 14,800,000 sets at least 3 years old, with nearly 4,000,000 sets under 17-in., with mere 1,100,000 TV homes owning a second set -- the 110,000 TV-radio-appliance dealers are presented

with golden sales opportunities. And that doesn't take into consideration fact that some 14,000,000 households don't have a TV set -- 3,000,000 of them on farms.

Prices are expected to remain generally stable, with some increases spotted throughout lines. Trade no longer approaches price increases with timidity of year ago. As long as consumer purchasing power keeps going up, industry leaders will stick to conviction that market can bear price hikes.

Better-quality receivers will also be in higher demand in 1956, as step-up buying really takes hold. As Philco pres. James H. Carmine said this week, trend to higher-priced, better-quality receivers was "particularly noticeable during the fall selling season and contributed to a substantial increase in dollar volume."

Radio's outlook is also promising, as we indicated 2 weeks ago (Vol. 11:51). Having bounced back in 1955 to produce and sell 14,000,000 receivers, of which about 7,000,000 were auto (from over-all total of 10,300,000 in 1954), radio manufacturers should look forward to at least 13,000,000 sales in 1956. That takes into consideration prospect of lower demand for auto sets, but home radios should be steady.

Brief highlights of major trade developments this week:

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Imports of Radios: TV imports have never amounted to much in U.S., nor has our export trade in complete sets and chassis been very high -- only about 95,000 in 1955, 136,737 in 1954, between 600,000-700,000 cumulative since TV began. Radio imports haven't bulked important until recently. During 1955, a lively business has developed in German, Dutch & Japanese makes, while at same time some hi-fi equipment from abroad is trickling in, with more promised from England.

RETMA international dept. and other sources estimate that about 35,000 radios came in from Germany in 1955, 25,000 from Japan, perhaps 10,000 from Holland. There is no telling what the totals will run in 1956, but the foreign makes are being well advertised. Like European cars, their appeal is specialized. The German and Dutch radios, for example, are AM-FM combinations, even their portables, priced from \$50 to \$100. The Japanese models are very tiny, sell for \$15-\$20, some transistorized.

Most prominent importers of radios are Majestic (Grundig); American Elite Inc., N.Y. (Telefunken); Duffco, N.Y. (Max Braun); Leru Labs, Wayne, N.J. (Siemens); North American Philips (Norelco). Other German brands: Metz, Blaupunkt, Tonefunk. Japanese radios are being imported direct by big dept. stores like Macy's & Gimbels in N.Y. and Mandel Bros., Chicago. Leading brands are "Silver," made by Nagoya Shiramusuna Denk Kk, and "Soni", made by Tokyo Tsushin Kogyo Ltd.

Consumer Credit: Federal Reserve Board, in year-end review of installment credit growth, debunks notion that consumer credit is out of hand -- though it rose about \$6 billion during year to record total of nearly \$30 billion at year's end. Debt has not proved "unduly burdensome," and delinquent loans at commercial banks are at lowest level in recent years, it said. FRB declared further that rise in installment credit was an "important factor in the upswing in economic activity" during the year, particularly in stimulating auto and furniture purchases. Total extensions of credit on appliances, furniture and other durable goods increased in first 10 months by \$1.1 billion over corresponding period of 1954, FRB noted. Meanwhile, however, Allan Sproul, pres. of Federal Reserve Bank of N.Y., urged reimposition of consumer credit controls for entire economy, warning that "there is a temptation to abuse consumer credit in boom times, that it can thus become a serious source of instability in our economy and that we would not jeopardize our general freedom from the direct controls by giving the Federal Reserve permanent authority to regulate consumer credit." He addressed joint session of American Economic Assn. and American Finance Assn. in New York Dec. 29.

Production: TV output, having already broken 1950's record 7,463,800, dwindled seasonally to 97,041 week ended Dec. 23, compared to 133,966 in preceding week and 142,982 week ended Dec. 9. It was year's 51st week and brought TV production to some 7,600,000, with one week yet to be reported. Radio production totaled 335,484 (176,973 auto) week ended Dec. 23, compared to 400,607 units week ended Dec. 16 and 421,572 week before. For 51 weeks, radio output is estimated at 14,400,000.

Topics & Trends of TV Trade: Investigation of TV-radio parts distribution, to determine if there is illegal "economic concentration," may be undertaken shortly by Senate Judiciary subcommittee headed by Sen. O'Mahoney (D-Wyo.). Right now, subcommittee staff is gathering data on parts distribution, at request of "several unidentified organizations," according to subcommittee spokesman. If facts warrant investigation, it will start early next year, he said.

O'Mahoney subcommittee recently concluded anti-trust investigation of General Motors, and now is attempting to determine if parallel exists in TV-radio parts distribution. In GM probe, several dealers told subcommittee they were "squeezed" and forced to carry heavy inventories by GM at risk of losing their franchises.

Leaders of RETMA and National Electronic Distributors Assn. said they were surprised by subcommittee's inquiry, agreed that no parallel exists between TV-radio parts and auto distribution. Said Leslie F. Muter, RETMA treas. and pres. of parts-maker Muter Co.: "It seems to me that parts jobbers carry many products of many companies, and I just can't see how any charge of economic concentration can be sustained." L. B. Calamaras, exec. v.p. of NEDA, said he was amazed that such an inquiry would be undertaken along lines proposed.

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RCA made and sold more than 1,000,000 TVs in 1955 and anticipates even greater expansion next year, said pres. Frank M. Folsom in year-end statement. He also said 1956 "will be the first big year of color production and sales, pointing to mass output and lower prices"; that industry-wide color set sales could account for \$175,000,000 at retail next year; that RCA will make more than 200,000 color sets in 1956. He estimated industry TV production this year at 8,300,000 (though official industry figures place total closer to 7,600,000 as result of cutbacks in last 2 months). He said RCA, achieving \$1 billion in 1955, during next decade will double its sales volume, reaching \$2 billion in 1965. He also foresaw big expansion in defense billings, estimating RCA backlog of military orders at \$275,000,000 at year's end.

Philco pres. James H. Carmine, an exponent of the "let's go slow" approach to color, says this of its immediate future: "Color TV in 1956 will become a factor—although still a relatively small one—in the TV market. Even though sales of color TV receivers may not exceed 250,000 next year, they will have an important effect on the year's total dollar volume of business, opening the door for large-scale commercial production in 1957." In year-end statement, he also predicted 1956 production and sales of more than 7,400,000 black-&-white sets, more than 1,500,000 room air conditioners (compared to about 1,150,000 in 1955), 4,000,000 refrigerators (up from 3,600,000). He also foresaw big expansion in use of transistors, with Philco leading the way.

Assets of Empire Coil Co., acquired by Storer Broadcasting Co. when it bought Herbert Mayer's broadcasting properties (Vol. 10:2, 44), will be sold at public auction Jan. 18 at factory in New Rochelle, N. Y. Included in sale will be \$300,000 in raw materials, plus manufacturing, toolroom and office equipment. Auctioneers are Milton J. Wershaw Co. & David Weisz Co., Los Angeles.

Raytheon bids for hotel-motel trade in special campaign starting in Jan., in which it's offering special bonuses to distributors for TV sales to hotels & motels. It's also scheduling 2-color ads in major motel publications, along with direct mail promotion to motel owners.

Motorola will introduce a 21-in. table model at \$210 and 21-in. open-face console at \$330 at Chicago winter markets Jan. 9-20.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1955 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

Emerson introduced 12 new fill-in models this week, ranging from 21-in. open-face console at \$178 to 24-in. console at \$328. It also showed a new color console at \$794, supplementing its full-door console at \$894, but sales v.p. Michael Kory declined to give details, saying only that "many engineering circuit improvements have been incorporated in the new color receiver." In black-&-white models, two 21-in. consoles and one 24-in. console have built-in remote control units, each with self-contained speaker permitting viewer to turn off receiver speaker so as not to disturb other occupants in room. Other features of new models include top tuning and side controls. Pres. Benjamin Abrams said Emerson's long-awaited "Tinkertoy," or modular design set (Vol. 11:50), will be marketed in 60-90 days. Fill-ins are 21-in. table at \$198; 21-in. consoles at \$178, \$258, \$276, \$328; 21-in. consolettes at \$216, \$286; 24-in. consolettes at \$198, \$284, \$334; 24-in. console at \$328. Emerson also introduced its third transistor radio, a portable receiver containing 6 transistors and retailing at \$58. Its other transistor radios are priced at \$44 & \$48.

CBS-Columbia returns to 17-in. production after 2 years, introducing full new line at 16 basic TVs ranging from 17-in. ebony table model at \$150 to 21-in. "low boy" blonde console at \$420. Features of line are top or top-front controls, 2 new redesigned chassis, 3-speaker sound systems and optional remote control unit, latter \$20 extra. In addition, some of sets have horizontal "robot" tuning, with automatic channel selection accomplished by "finger-tip pressure on the robot button" on top front of set. Besides 17-in. price leader (also available in mahogany & blonde at \$160 & \$170), the 21-in. table models are \$180, \$230, \$240, \$250, \$280; 21-in. consoles \$250, \$280, \$300, \$320, \$370, \$390, \$400; 24-in. table \$280; 24-in. console \$300; 21-in. "low boy" \$420. Also introduced were an all-transistor radio at \$100, plus a portable transistor radio at \$70, 2 table radios at \$20 & \$30, 3 clock radios at \$30, \$37.50 & \$45.

Trav-Ler Radio's new line of 14 TVs, introduced at distributors convention in Chicago this week, ranges from 17-in. table at \$110 to 21-in. TV-radio-phono combination at \$370. All have aluminized picture tubes. The 17-in. tables are priced at \$110, \$130 & \$160; 21-in. tables, \$130, \$150 & \$180; 17-in. consolette, \$170; 21-in. consolettes, \$190, \$220 & \$230; 21-in. consoles, \$240 & \$260; 21-in. combinations, \$300 & \$370. Also introduced was a transistor radio to retail at \$50.

Factory value of electric appliances will rise to record \$4,800,000,000 next year, up from \$4,500,000,000 in 1955, according to National Electrical Manufacturers Assn., which reports 1955 factory unit shipments of 7,900,000 TVs, 7,800,000 home radios, 4,400,000 washing machines, 4,025,000 refrigerators, 1,600,000 electric ranges, 1,290,000 room air conditioners, 1,100,000 electric freezers, 900,000 water heaters.

Survey of consumer buying plans will be undertaken in Jan.-Feb. by U of Michigan Survey Research Center for 11th straight year, under commission by Federal Reserve Board, which will publish results in June.

Trade Personals: Arnold K. Weber, with RCA for 37 years, most recently as director of organization development, promoted to new post of manufacturing director, with staff responsibility for manufacturing plans of all operating units, headquartering in Camden and reporting to Frank Sleeter, v.p. for manufacturing services . . . Joseph A. Frabutt, general sales manager of IT&T's Federal Telephone & Radio Co., is appointed a v.p. in charge of its new Los Angeles factory now under construction; Andre G. Clavier, technical director of Federal Telecommunications' research & development program, promoted to v.p.; Brig. Gen. Peter C. Sandretto, USAF Reserve, asst. v.p. of Federal Telecommunications, elected v.p. and continues as director of military research & development; Dudley Day, secy.-treas. & counsel of Federal Telecommunications, elected v.p. of Lab div. . . Stanley F. Patten, v.p. & director of DuMont Labs, also elected treas., succeeding Paul Raibourn, who continues as a director . . . John M. Palmer, ex-Philco & Sylvania, named manufacturing mgr., Raytheon receiving tube div., Newton, Mass. . . Mario Alves promoted to manufacturing mgr. for GE broadcast equipment, Syracuse, replacing Glenn R. Lord, who resigned to rejoin Bell Aircraft . . . Robert F. King, ex-RCA Victor Distributing Corp., Buffalo, named Magnavox regional mgr. for western N.Y., Buffalo; O. N. Crabtree, ex-Major Appliance Distributing Corp., Charlotte, named Carolinas regional mgr., Charlotte . . . Fred Lieberman, v.p.-gen. mgr. of Jerrold-Ohio, appointed sales mgr. in charge of subsidiary & branch operations of parent company . . . Jack Berquist, ex-Bendix Radio, joins Magnavox as field service engineer for southeastern territory, succeeding H. N. Muller Jr., now regional sales mgr. in Richmond area . . . Jules G. Cinque appointed art director, DuMont TV receiver div., reporting to adv. & sales promotion mgr. Calvin Affleck . . . Charles S. Castle, ex-Webster-Chicago v.p. in charge of eastern div., joins CBS-Columbia as regional sales mgr., territory to be assigned later . . . Herbert M. Greenspon promoted to Columbia Records manufacturing v.p.

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DISTRIBUTOR NOTES: Whirlpool-Seeger, stepping up pace of its tieups with RCA distributors, names 6 more RCA outlets this week: Leo J. Meyberg Co., San Francisco (A. H. Meyer, pres.), replacing H. R. Basford Co.; Fidelity Electric Co., Seattle (C. P. Paschall, pres.), replacing Whirlpool Northwestern Co.; North Pacific Supply Co., Portland, Ore. (Frederick W. Miller, pres.), replacing Electrical Distributing Inc.; Interstate Electric Co., Shreveport, La. (Justin R. Querbes Jr., pres.), replacing Frank Lyon Co. Inc.; Perry Shankle Co., San Antonio (Perry Shankle, pres.), replacing Central Distributing Co. . . . RCA appoints McDonald Bros., Memphis, replacing McGregor's Inc. (John M. McGregor, pres.), which becomes Zenith distributor . . . Sylvania appoints Jones-Sylar Supply Co., 2234 NW 2nd Ave., Miami (Mack Johns, mgr.) . . . Scott Radio (Meck TV) appoints L. J. Messer Co., Lincoln, Neb. . . . Philco Distributors, Chicago, reports resignation of gen. sales mgr. Charles Hakimian to become pres. of Norge-Chicago, his duties assumed by gen. mgr. Joe Bilheimer . . . GE Supply Co., Grand Rapids, promotes George Essenburgh to district merchandise mgr. . . . Marshall-Wells Co., Duluth (Arvin) elects H. J. Sobilloff as chairman-pres., M. R. Twiss exec. v.p. . . . J. A. Williams Co., Pittsburgh (Zenith) appoints Norton Rapoport dept. store rep, succeeding Louis Williams, continuing as v.p. & consultant.

Samuel Sampson, 62, pres. of big retail chain of Milwaukee TV-radio-appliance stores, died Dec. 24 of heart attack at his winter home in Miami Beach. Survivors are his wife, 2 sons, daughter, mother.

Electronics Reports: Home TV's brother in overalls—industrial TV—is all set to go places in 1956. There's no question in the minds of the closed-circuit TV manufacturers that "this is the year"—and predictions indicate that industrial TV sales in 1956 will double or triple all previous installations to date.

The area generally encompassed by the term "industrial TV" covers virtually all closed-circuit systems (with the exception of multi-city business meetings and entertainment events using regular TV network lines). Its uses in business, industry & education are as broad as the imagination—though principal applications to date have been by utility companies, banks, railroads, steel industry, material handling firms, the military and educational institutions.

There are about 1500-2000 closed-circuit industrial installations in use today (Vol. 11:37). One manufacturer alone—Dage TV Div. of Thompson Products—has already announced plans to install about 1700 cameras in 1956, and its gen. mgr. James L. Lahey forecasts at least 5000 systems in use by end of 1956. Other equipment makers are stepping up production and sales efforts all along the line—major manufacturers being Diamond Power Specialty Corp. (Lancaster, O.), Kay Lab (San Diego, Cal.), RCA, DuMont, Dage, with many others becoming increasingly active in the field.

The approximately 100 educational closed-circuit installations—some of them quite elaborate (Vol. 11:49, 51)—can be expected also to double or triple during the year, spurred by success of carefully controlled experimental educational tests in 1955, many of them financed through special grants by such organizations as Fund for the Advancement of Education and RCA.

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Robert C. Sprague, chairman & treas. of Sprague Electric Co., North Adams, Mas., ex-pres. of RETMA, named chairman of board of Federal Reserve Bank of Boston for 1956, succeeding Harold H. Hodgkinson, v.p. & gen. mgr. of Wm. Filene's Sons Co. Sprague has been a director of the bank since Feb. Dr. James R. Killian Jr., pres. of MIT, named deputy chairman.

Canadian Aviation Electronics Ltd., Montreal, DuMont receiver manufacturing licensee, also becomes exclusive licensing agent in Canada for all DuMont patents on CR tubes, TV transmitters and wide range of electronic instruments. New dept., headed by Ernest L. Hall, Canadian Aviation director of planning & merchandising, has been set up to administer patents.

How Admiral "sold" automation to employes, distributors and dealers—overcoming workers' worries about losing jobs and trade's apprehensions about servicing automatically produced TVs—is detailed in Dec. 17 *Tide* article centering around information program supervised by Admiral public relations director Marty Sheridan.

Transistor Circuits Conference, sponsored by IRE. AIEE & U of Pennsylvania, is scheduled Feb. 16-17 at the university in Philadelphia. For registration forms, write C. W. Hargins, Franklin Institute Labs, 20th & Benjamin Franklin Pkwy., Philadelphia 3.

Standard Coil Products Co. is sampling set makers with new "Neutrode" tuner, claimed to equal performance of cascade tuners at lower price. Production shipments are due to start in spring.

Milton A. Chaffee, ex-deputy director of systems at Air Force Research Center, Cambridge, Mass., named director of electronics & systems research, Fairchild Camera & Instrument Corp.

Irwin Goldman promoted to mgr. of technical planning, Sylvania research labs.

Financial & Trade Notes: Standard & Poor's latest electrical-electronic survey, dated Dec. 29, predicts that "earnings of most leading TV manufacturers in 1956 are expected to at least equal those of 1955." It names Magnavox, Sylvania & Hoffman Electronics as those "expected to register above average gains" and suggests that Zenith "may surpass" its record-breaking performance of 1955. Dividend rates are secure and only scattered dividend increases are likely, it states, and Zenith, which increased its payments in 1955, is regarded "most probable candidate for further dividend liberalization."

Survey tabulates statistical position of leading common stocks in the electrical & electronic fields, analyzing these as representative companies: Admiral, Avco, Beckman Instruments, Cutler-Hammer, Emerson Electric, Emerson Radio, GE, Hoffman, IT&T, Magnavox, Master Electric, Maytag, McGraw Electric, Motorola, Philco, RCA, Raytheon, Sangamo Electric, Servel, Sperry Rand, Square D, Sunbeam, Sylvania, Westinghouse, Zenith. (For TV-radio and appliance forecasts, see p. 11.)

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Sylvania exceeded \$300,000,000 in 1955 for first time in its 54-year history, should do as well or better in 1956 and within next 5-6 years should approach half-billion dollar mark, according to chairman-pres. Don G. Mitchell. Its best previous year, says year-end statement, was 1953 when sales totaled \$293,267,000. In 1954, total was \$281,642,000. All 10 operating divisions in 1955 exceeded or substantially equalled 1954 level, said Mitchell, with TV set sales especially strong in second half of 1955, up 109% from first half. Defense business was approximately 25% of total sales, about same as 1954. Current backlog of unfilled defense orders totals about \$55,000,000.

Motorola sales broke record this year, totaling estimated \$225,000,000, as against \$205,000,000 in 1954 and \$218,000,000 in 1953, according to interview with exec. v.p. Robert W. Galvin in Dec. 25 *New York Herald Tribune*. Story says Motorola ranks third in "industry roster," behind RCA and Philco but ahead of its Chicago competitors Zenith and Admiral, and traces its rise from small concern with fewer than 3500 employees in 1949 to present 13,000 in 16 plants. Galvin estimates at least 10% increase next year in industrial communications business, and increase of unspecified amount in military electronics. Radios, both home and auto, will be about same as this year, he forecasts.

Loew's Inc. pres. Arthur Loew, in *Wall Street Journal* interview Dec. 23, states that its *MGM Parade* show on ABC-TV, sponsored by Lucky Strike & General Foods, has earned it a \$1,000,000 profit—despite unenthusiastic critical reaction to the show. Big movie producer looks to expanding foreign market for increased business, including TV outlets abroad, he said. About 40% of its business now comes from foreign operations.

Emerson Radio's earnings went up 30%, sales up 10% in fiscal year ended Oct. 31, reports pres. Benjamin Abrams. Preceding year earnings were \$1,884,976 on sales of \$80,559,994. Abrams told press conference air conditioners were the major factor in increase.

Robert A. Hall, v.p. & adv. mgr., Sarong Inc. and ex-chairman of National Collegiate Athletic Assn. TV committee, elected a director of Skiatron Electronics & Television Corp. (Subscriber-Vision system of toll TV).

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Dividends: Gross Telecasting Co. (WJIM-TV & WJIM, Lansing), 30¢ on common & 5¢ on "B" payable Feb. 10 to stockholders of record Jan. 25; Monumental Radio (WCAO, Baltimore), 25¢ Jan. 3 to holders Dec. 19; Daystrom Inc., 30¢ Feb. 15 to holders Jan. 27.

Color Trends & Briefs: More than 250,000 people trooped through RCA Exhibition Hall in N. Y. Dec. 10 through Dec. 25 to see color shows presented continuously 12 hours daily, telecast and closed-circuit, according to Irving Sarnoff, exec. v.p. of Bruno-New York, RCA distributor. He said normal attendance at Hall is about 4000 daily but that color shows, promoted via TV-radio and newspapers, jumped figure to as high as 18,000.

"In my judgment," said Sarnoff, "the number of people who have seen color in action the last 2 weeks at the Exhibition Hall is greater than was seen by the public in all the dealer outlets we have in New York. I might add that there is more consciousness on the part of the public about color than at any time since its introduction to them. And at our current showing of the new line to dealers at the Hotel New Yorker, the number of color orders booked is most gratifying. There's a ground swell and the dealers are coming into the act."

Bruno-New York has set up receivers in several other locations in Rockefeller Center area—including Center's lobby, Chase Bank, Liberty Music Shop, Radio City Music Hall, 21 Club—but Sarnoff said he was unable to estimate number of people who have watched color at those locations. Demonstrations were scheduled to end Jan. 1, but Sarnoff said thought is being given to continuing them.

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"RCA Color Theatre," weekly 30-min. Mon. all-color show on WNBQ, Chicago, starts *Judge Roy Bean* series of "adult westerns" Jan. 2. It's first time show will be colorcast by any station. Program is sponsored by RCA Victor Distributing Corp. of Chicago, comprises color film and live color commercials. Station is building toward debut as nation's first all-color station—status it's scheduled to reach in April (Vol. 11:45). In Houston, KPRC-TV has sold *Cisco Kid* color film series to Foley dept. store.

Colorcast of Tournament of Roses Parade Jan. 2 in Pasadena will be presented for second year by independent KTLA, Los Angeles, sponsored by Pasadena Savings & Loan Assn. NBC-TV will be feeding color coverage of the event to network. Occasion will be KTLA's fourth color remote in a year.

NBC-TV's mobile color unit, now in Los Angeles, will be used for unique program—live drama staged completely in orange grove at Rancho Rinconada, in San Fernando Valley. Program will be "All the Trees of the Field," presented on Jan. 11 *NBC Matinee Theatre*.

ABC-TV still has no plans for beginning color. Spokesman states: "We're still watching the sale of receivers, as before, and will start color when circulation justifies it."

RCA shipped live color camera chain Dec. 19 to WBTV, Charlotte, N. C.—making it 19th station equipped for live originations. (For other 18, see Vol. 11:42, 44.)

Network Color Schedules

(Jan. 2-15, 1956)

- Jan. 2—NBC: Tournament of Roses Parade from Pasadena, Cal., 12:15-1:45 p.m.
- Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
CBS: *Red Skelton Show*, 9:30-10 p.m.
- Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 7—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
- Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- Jan. 11—NBC: *Howdy Doody*, 5:30-6 p.m.
- Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 14—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
- Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 3:30-5:30 p.m.

SENATE'S omnibus investigation of TV will explore split in FCC on allocations problems in first round of hearings by Sen. Magnuson's Interstate Commerce Committee beginning Jan. 17. Letter inviting commissioners to appear is expected to go out next week, and it's understood that emphasis will be placed on request that each commissioner take stand and give his individual views.

It's expected that next week's letter will ask Commission to give: (1) Its "final" views on Plotkin and Jones recommendations with regard to allocations and network problems. (2) Statement of FCC "policy" on uhf & vhf. (3) Report on comparative coverage of vhf & uhf stations and FCC's policy toward station overlap, etc. (4) Summation of work so far in Commission's network investigation, headed by Dean Roscoe Barrow of U of Cincinnati, with explanation of ground to be covered by study.

First hearings probably will be devoted entirely to quizzing FCC members—and what is covered from there on in will be largely up to Chairman Magnuson. There have been reports he wants to break investigation down into "topics"—holding separate hearings on allocations, then network problems, then freedom of information, etc. Off-&-on hearings on TV may well last through the entire session of Congress. New majority counsel for hearing, Seattle attorney Kenneth A. Cox (Vol. 11:52), is due to arrive in Washington next week, as are Sen. Magnuson and rest of Committee.

Earl M. Johnson, ex-chief engineer of MBS, recently its v.p. in charge of station relations & engineering, has purchased radio WCAW, Charleston, W. Va. (1400 kc, 250-w), plans formation of Engineering Corp. Inc. to engage in field engineering, processing of applications, TV-radio consultation. Firm's first client is General Tele-radio. Onetime FCC engineering executive, Johnson was transferred to Signal Corps in 1944, joined MBS year later. He's headquartering temporarily at his home, 55 East End Ave., N. Y.

W. H. Lancaster family is acquiring control of WJHL-TV, Johnson City, Tenn. (Ch. 11) & WJHL, paying \$200,000 for 45.4% of outstanding stock held in trust for S. H. Campbell Jr. family. Stock will be retired to treasury and ownership lineup will be: W. H. Lancaster Jr., 34.5%; W. H. Lancaster Sr., 24.4%; Evelyn L. Lancaster, 24.4%; Edna M. Dooley, 16%; T. F. Dooley, 7%. Balance sheet filed with application at FCC shows WJHL Inc. (TV & radio) net profit in Oct. was \$13,163 after expenses of \$38,991; net for first 10 months of 1955 was \$74,929, after expenses of \$359,936.

All is not happy among minority stockholders of WCHS-TV, Charleston, W. Va. (Ch. 8). This week, in unusual petition, 40% owner Capital TV Inc., asked FCC to set for hearing station's application to move transmitter & antenna. Capital TV complained that 60% owner Tierney Co. (WCHS) ignores its advice, doesn't tell what's going on; that move is unnecessary and would cost \$250,000 which should be spent on staff and programming.

Two radio sales approved this week: (1) KXOC, Chico, Cal., sold for \$150,000 by Harold T. Gibney to Jack O. Gross, who founded KFMB-TV, San Diego, later sold it with radio for \$925,000 (Vol. 11:49). (2) WGLS, Decatur, Ga., sold for \$40,500 by Guy W. Rutland to Republic Bestg. System Inc., controlled by Trinity Bestg. Corp., which holds CP for KOKE, El Paso (Ch. 13), due next March and also operator of radios KLIF, Dallas; KERP, El Paso; WRIT, Milwaukee.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15), installing new directional antenna designed to radiate 800-kw in direction of Ft. Wayne.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 22, Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 14, cost \$1.50 each; single copies, \$4.50.

Application for 100-watt Ch. 3 station for Bishop, Cal. was filed this week by James R. Oliver (KIBS, Bishop) and Stephen A. Cisler (KXXL, Monterey; KXXY, San Francisco; KEAR, San Mateo). Unique proposal is that station would be financed by 415 residents and organizations contributing \$15 each initially and \$5 monthly for 3 years. It's proposed that microwave be used to pick up NBC-TV & CBS-TV programs. Construction is estimated at \$29,551 (land & building already on hand), using Gates equipment. After 3 years, goal is to operate on "a self-sustaining or non-support basis."

As part of network study, FCC Comrs. Hyde, Bartley & Doerfer, along with network study staff, are to visit CBS & NBC in N. Y. next week, listen to executives tell how they operate. Networks had invited Commission, stating that discussions would help FCC understand problems. They start with CBS Jan. 3, return to Washington for Jan. 4 meeting, then go back to NBC. Comr. Lee declined to go, apparently feeling presence of commissioners would be inappropriate; Comr. Mack was uncommitted; Comrs. McConnaughey & Webster were out of town.

Campaign against NCAA football restrictions was renewed this week by NARTB, as pres. Harold E. Fellows sent statement to all NCAA officers and member colleges calling the controlled college football TV plan "neither fair nor feasible." The program's organized restrictions, he said, "deny the American people an opportunity to see as much telecast football as they want to see and deny the individual colleges and universities the right to make their own TV broadcasting arrangements."

First TV installation in a private railroad car was claimed this week by Motorola after completing tests on set in car of Monon Railroad pres. Warren Brown. Motorola said Brown reported "fine" pictures along entire route from Chicago to Rome, Ga.—tuning stations in Chicago, Indianapolis, Cincinnati, Atlanta, Chattanooga.

Power increases: WHTN-TV, Huntington, W. Va. (Ch. 13), Dec. 23 to 316-kw ERP; WGN-TV, Chicago (Ch. 9), Dec. 6 to 316-kw; KSLA, Shreveport, La. (Ch. 12) to 316-kw.

Howard Abrahams, ex-Amos Parrish Co. & National Retail Dry Goods Assn., joins Television Bureau of Advertising (TvB) as head of new retail sales dept.



