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AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

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with **ELECTRONICS REPORTS**

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TV DOMINATES THE NARTB CONVENTION: "The child is father of the man" -- not much question about that now, so far as TV and Radio are concerned, in minds of most of the 3000 or more persons who attended this week's record-breaking NARTB convention in Chicago (official registration: 1635).

This time, TV really took over -- the management & engineering conferences, the exhibits, the speechmaking, the planning, the hoping, the news, the gossip. This time, there was scant doubt in the minds of NARTB's 1350-odd broadcasting members that they want to get into the swim with the 108 telecasters as soon as possible.

Biggest news was FCC Chairman Walker's assurance, widely publicized, even via the newsreels, that the 3½-year-old freeze will be lifted within 2 weeks, which now really puts the Commission on its mettle to finish that back-breaking job by April 14. There wasn't much new in the chairman's eagerly heeded and beautifully phrased speech that we haven't reported before, so far as plans for new allocations and rules are concerned. Hence we'll stick to its gist in ensuing pages.

There was lots of punch, plenty of keen thinking, in another outstanding convention speech -- that of Avco-Crosley topkick James D. Shouse on the business outlook, with special concern for political overtones and the state of the TV-radio businesses. Accordingly, we've printed salient portions as Special Report herewith.

There were other highlights, of course -- the stirring speech by NARTB president Harold E. Fellows, ending first term, designed to impress upon the industry its own strength, importance and responsibility in the nation's social and economic fabric; the great ovation accorded WTIC's Paul Morency, chairman of radio network affiliates, for spearheading battle against radio rate cuts due to TV's impact; the weaning of important Broadcasting Advertising Bureau (BAB) away from parent NARTB, with membership of own now totaling 572; and the various panels and symposiums.

Your trade press will dilate on these; we have chosen to report in these pages only on basic developments and trends relating to TV, as we discerned them.

'STAND BY FOR FREEZE END,' SAYS FCC: "Within the next 2 weeks," FCC Chairman Paul Walker told NARTB convention April 2, Commission will lift freeze -- "barring some last-minute snag." Actually, absolutely earliest date is April 14. Inasmuch as FCC plans a Monday release date, there's 50-50 chance it will be April 21.

FCC's conference with Canadians went off smoothly in Chicago, so no delay is expected on that score. It was straightforward matter of compromise, both sides feeling they made best deal possible. No other holdup is apparent at the moment, though some people have been taken aback by analysis of allocation plan, presented at convention by Westinghouse's Ralph Harmon, which implies that plan will put uhf stations at competitive disadvantage with vhf (see p. 2).

Planning to streamline processing of applications after freeze, FCC staff has been feeling out industry attorneys and engineers for reactions to this:

Start with completely clean slate. Return all 522 applications already in, or declare them "dead" -- and start from scratch, maybe with new application form.

Most of those queried lean towards idea, though some wonder whether 90 days

will be enough -- to file new applications and do old ones again. Typical response:

"I'd rather take a little more time now, and save a lot of time later. If all applications are uniform, it's easy to find what you want."

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Sen. Johnson bestirred himself this week, told Commission he's been worrying for 7 weeks about petitions requesting that 5-station owners be permitted to add 2 or more uhf to their holdings (Vol. 8:8,10).

"Postponement of this matter for a year or so would prove most salutary," he said. "Perhaps revision of the multiple ownership rule might accelerate development of uhf, but will it be done at the terrific price of still further concentrating TV in a few powerful hands?" He said that hearing on matter is desirable, too.

"If it appears that uhf is not developing as rapidly as desired," he went on, "and if smaller communities are not being served by TV, and if no other solution is in sight, there will be time enough to take such a drastic step...I don't like the old rush act, and this proposal may prove to be just that."

Since Sen. Johnson is always respectfully heeded at Commission, and since FCC had no plans to act on proposals simultaneously with ending of freeze, anyway, likelihood is that final action will be long delayed.

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After indicating expected freeze-end date, Walker warned that TV stations won't spring into being very quickly. "TV will not gallop into its new frontier," said he. "It will apparently proceed at a snail's pace." Reason is FCC's lack of funds and staff. The chairman explained:

"Now here is what I am afraid of: I fear that much of the public and perhaps quite a few folks in the industry will expect a land-office dispensing of grants. It just can not happen that way.

"I want to build a backfire against that misconception right now...We may as well face it. The Commission seems destined to be a bottleneck.

"We are responsible for helping to launch one of America's leading, most profitable industries. Hundreds of millions of dollars will be invested. Yet to this lucrative industry, the FCC bears a Prince and Pauper relationship.

"We estimate hearings will be necessary for a great many of the 1000 or more applications. And what is our staff to handle these hearings?" Merely 7 examiners, he said, and far too few engineers, lawyers and accountants.

"I know this will be a bitter pill for the many communities that have been denied TV these long years and that have been hoping that the lifting of the freeze would mean a speedy end to their have-not status.

"It is important that you applicants understand this situation so that you can explain it correctly to the people in your community when they harass you with the inevitable question: 'When do we get television?'"

DANGERS SEEN IN UHF CHANNEL SPACING: Is FCC handicapping uhf, as compared with vhf, in forthcoming allocations plan? An affirmative answer to that question would be incredible, since Commission has long vowed to give uhf every possible break.

Yet -- one brief, unheralded technical paper, delivered in a quiet voice at this week's NARTB Broadcast Engineering Conference, points to conclusion that Commission may be giving uhf less than fair shake in competition with vhf.

To support that astonishing conclusion, Ralph Harmon, Westinghouse stations' engineering manager, presented following evidence:

(1) Tropospheric interference on uhf turns out to be more serious than indicated in FCC's proposed report of last year (see TV Allocation Report, March 24, 1951). At that time, in absence of adequate measurements of uhf tropospheric propagation, FCC assumed such interference to be same in uhf as in vhf. Engineers have since learned that it's about 10 db more.

(2) FCC is expected to specify 155-mile minimum co-channel uhf separation in Northeastern U.S., with 1000-kw maximum power. Vhf co-channel minimum spacing is scheduled to be 170 miles, with 100-kw maximum power on Channels 2-6, and 316-kw on Channels 7-13.

(3) Uhf spacing should be 200 miles, rather than 155, to give same coverage possible with Channels 2-6 at 170 miles -- assuming maximum power for both.

That's it. Mr. Harmon also reported that, though vhf minimum is 170 miles, actual allocation has 280-mile median -- half of stations being separated by more than 280 miles, half less. He didn't analyze uhf spacing, and he noted that if uhf spacing were 240 miles or more, tropospheric interference wouldn't handicap uhf.

But if actual uhf spacing is 240 miles or more, which is unlikely, that 155-mile minimum (vs. vhf's 170) would still leave uhf at potential disadvantage.

FCC's answer to criticism implicit in the foregoing should be apparent when the allocations report is finally released. Mr. Harmon's analysis is particularly pertinent in light of fact Comr. Jones is expected to issue strong dissent, presumably including same thinking.

Biggest questions, of course, are: (1) Is uhf tropospheric interference as strong as Harmon indicates? (2) If so, is FCC fully aware of it?

Note: Westinghouse owns one vhf station (WBZ-TV, Boston), has applied for vhf also in Pittsburgh, Ft. Wayne, Portland, and for uhf in Philadelphia (Vol. 8:8). Its engineers have been among earliest and most assiduous experimenters in uhf.

PRECEPTS & EXAMPLES FOR TV OPERATION: Swapping experiences, TV management panels at NARTB convention offered some pertinent advice to prospective telecasters that would cost fat fees if given by professional consultants. They weren't always in agreement, yet there were some fundamental ideas that stood out. For example:

SPACE: "Plan your plant for what you think will be maximum needs, then double it," said one telecaster. Harold Hough, WBAP-TV, Fort Worth, related how his \$2,400,000 plant (70,000 sq. ft.) handles 23 live local shows daily, is adding 6000 ft., planning still more. Walter Damm, WTMJ-TV, Milwaukee, urged "get away from downtown" to take advantage of cheaper land, room for storage, room for expansion, parking space, etc. Keep studios level with ground, he also suggested; it saves time and confusion and expense in handling props. Gaines Kelly, WFMY-TV, Greensboro, remarked: "A big weatherproof barn is my most desired equipment."

SIZE OF MARKET: Stations are doing well in all sizes, but economics will hold down number that can compete -- there can be no mushrooming and overcrowding of stations as in radio. Robert Lemon, WTTV, Bloomington, Ind., suggested a rule of thumb that if there's a newspaper in the community that does a gross business of \$500,000 to \$750,000 a year, such a community can support at least one TV station.

COST OF OPERATION: Varies according to market and union situation. Glenn Marshall, WMBR-TV, Jacksonville, suggested formula of \$1000 per employe per month, which others seemed to accept. But number of employes depends on size of operation. In Bloomington, said Lemon, it costs \$20,000 a month to operate, which is lower than others would concede. Basic equipment varies; few have more than 2 cameras, fewer yet have mobile units. Mr. Damm said no more than 2 cameras are needed on most shows; if there's a third, it's almost always focused on cards, props, etc. Klaus Landsberg, KTLA, Los Angeles, said relay truck with camera is indispensable. All equipment and production costs run at least 50% higher than radio. Depreciation rate is generally 5 years, said Damm; Internal Revenue Bureau allows 4 years.

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HOURS OF OPERATION: "Walk before you run," suggested Lee Wailes, of Fort Industry Co. Start with 2 hours a day, 6 days a week, and expand as income justifies, suggested Damm. Others disagreed, thought new stations could start on fuller schedules now because, as Thad Holt, WAFM-TV, Birmingham, put it: "TV is already accepted. Everybody has seen it and everybody's talking about it." So sets will sell fast. Enlist local dealers and distributors from start, said Mr. Kelly; they will make the first profits -- "you're offering them butter on their toast." Get sets into store windows, help dealer every way possible, echoed Landsberg. They are good local sponsors, too.

RATES: Admittedly, said several pioneers, they were "plucked out of air" at first; now they're more realistic, based on number of sets and ability to do job for advertiser. Walter Damm urged one rate for time, everything else extra (props, re-

hearsal time, talent, etc.). Apprehension was expressed lest TV may be pricing itself up too fast, even out of sponsorships. Hough admitted: "Since we started in 1948 we've increased every 6 months, but now we're seriously considering letting things rest for a while." Lee Wailes agreed this may be time for "leveling off."

UNIONS: Experiences varied from most cordial relations to year-old strike. Unions varied from 5 in one station to one or 2 in others, none in several. Main fears over unions were job classification, minimum crew requirements, jurisdictional disputes, control over the "program buttons." Landsberg said the program director must do all the switching, and Walter Compton, WTTG, Washington, said: "Management must not be robbed of its prerogatives and controls over programs."

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IS RADIO EXPERIENCE NECESSARY? Routine AM employes are satisfactory, and engineers can be trained for TV. But on the creative side, said Hough, AM people are not as quickly adaptable as beginners. Landsberg thought AM personnel helps very little; better to have young people without prejudices and preconceptions from other media but with enthusiasm for the new art. Said Thad Holt: "TV is a very mechanical operation. For every performer you need 5 mechanics. There's no automatic transition from a radio man to a TV man." It's possible to integrate, said Wailes, but some of the finest radio announcers can't handle a TV script.

PROGRAM SOURCES: They're plentiful, film and live. Landsberg said his Los Angeles outlet runs 40% film, 60% live. Local productions can cost up to \$5000 & \$6000 an hour, and "we're still not priced out of the market because we sell them spots and every-other-week use of the medium rather than whole show." Danger overhanging TV is that talent has set its sights higher than in radio, has "fancy ideas" about scales and salaries, so expects more money.

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Scant hour each for management & labor panels were packed with much more information, and NARTB will reprint transcripts if there's enough demand. Both panels ended on this note, first suggested by ex-FCC Comr. Jack Jett, WMAR-TV, Baltimore, and echoed by other panelmen: "Come and visit us, look over our operations, learn how to avoid our mistakes." And there was this remark by the ebullient Gaines Kelly: "You people who are going into TV are the luckiest people I know, because it's the most fascinating business in the world."

ENGINEERS FEAST EYES ON TV EQUIPMENT: "Hit of the convention" was phrase often used to describe DuMont's radically new continuous-motion flying-spot TV film scanner (Vol. 8:13). Demonstrating pictures of remarkable clarity -- in which kines looked like good film and good film looked like live pickups-- DuMont sales engineers were happily collecting kudos and on-the-spot orders at NARTB exhibition.

Pre-convention delivery estimates of 18-24 months were reduced to some 8-12 months, and a few telecasters said they were revising expansion plans to provide for inclusion of new gear.

Advantages over conventional film scanners, with shutters, sprockets, etc., according to DuMont, include these:

- (1) Simple operation. "Any technician can line it up, and it can run unattended. Almost no wear and tear on film."
- (2) Low tube cost. "Cheap photo-cell and CR tube, not \$1200 camera tube."
- (3) "Automatically provides for expansion to any color system."
- (4) Can be "reversed" and used as a film recorder.

"It's simply a better way of producing pictures," said Louis L. Pourciau, chief of TV development for General Precision Labs. "If they can produce pictures like that, it's terrific. An iconoscope chain, with a highly skilled operator, might approach its quality. I suspect they'll have trouble with film shrinkage, however, and that may take a while to correct."

DuMont men aren't revealing key to system--presumably some sort of rotating lens or mirror. Sound is yet to be added, poses no particular problems.

Some competitors were taken by surprise at disclosure of system, which all

of them flocked to see. Said one: "We've all been working on the principle. I think I know what they have. It's the Ehrenhoff projector, developed by a German physicist. We boondoggled \$200,000 on it. They'll have trouble with it." Most were generous, however, in giving great credit to DuMont for what they saw, though skeptical about completeness of system and immediacy of availability.

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Engineers were intrigued, too, with GE's "Synchro-lite" film projector, using xenon-filled flash lamp instead of mechanical shutter, and a center of attention also was RCA's completely redesigned studio camera (Vol. 8:13).

First all-electronic stage-light control system was featured by Century Lighting Inc. Initial installation goes into CBS's TV City in Hollywood. With it, operator can control 5,500,000 watts, and, according to inventor George C. Izenour, Yale School of Drama, it makes possible "a system of light-cue notation equivalent to that of music cues in radio."

CBS quotes Jo Mielziner, famous stage designer, saying system is "the most important single development that has been made in the theatre during the past 25 years." Yale's Donald Oenslager, professor of stage design, calls it "the only distinguished contribution to modern theatre lighting."

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Competition was rougher than ever when it came to TV fundamentals -- transmitters. "They're power hungry and dollar leery," was way one salesman phrased it. Accordingly, manufacturers have been hiking power ratings while maintaining prices.

Federal now rates its 5-kw unit at 7½-kw, at the same price. DuMont pushed Channel 2-6 amplifier from 20 to 25-kw, Channel 7-13 unit from 40 to 50-kw. GE contemplates running 12-kw uhf klystron tube up to 15-kw. Biggest transmitter maker, RCA, with most elaborate exhibit, played up its "basic buy" package, set up as though in actual operation. [For complete lines and prices of all transmitters, vhf & uhf, see Vol. 8:5.]

Since no one showed complete high-power uhf transmitters, some "shoppers" appeared wary of the manufacturers' ability to deliver by specific dates. Several prospective uhf telecasters told us they're contracting for 1-kw units "until the high-power picture shakes down."

AM transmitter makers not yet in TV -- Collins, Gates, Continental Electronics -- were coy, to various degrees, about their intentions. Collins men say they've experimented with uhf resnatron tube for several years, produced pictures with it, run it as high as 50 kw. Gates promises announcement soon. Rumors are that it will make 5-kw uhf with Eimac tube, which is also being used by DuMont in recently announced unit (Vol. 8:10).

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Primer on TV construction and operation was presented by consultant Robin Compton, who has performed "obstetrics" on several stations -- in New York, Philadelphia, Washington. Study of applications filed, he said, shows range of \$180,000 to \$1,500,000 in estimated construction costs, with median of \$300,000 for full-power stations (100-200 kw, 500 ft.).

Ratio of first year operating costs to construction outlay is about 4:5. If little live programming is scheduled, ratio runs about 1:2½.

Compton warned that remodeling would probably be needed in 90-120 days, that "don't fence me in" should be theme song. He also cautioned that few contractors have ever built TV or even radio stations. Other points:

- (1) "On-arrival" inspection and cleaning of equipment is mandatory.
- (2) Operating errors drop off after 10-15 days, recur at about 6 weeks.
- (3) Versatile field-studio gear may have great advantages.

(4) Microwave remotes, particularly 2-hop, can become extremely costly, negating revenues they produce, unless they're carefully evaluated beforehand.

"Flubbed commercials," "blind aurals," "dumb pictures" were highly appropriate phrases Compton used to describe results of poor planning.

FCC CONTINUES AS BOOSTER FOR RADIO: TV may be center of attention on eve of freeze-lifting -- but FCC isn't selling radio short, particularly not local service. To delight of radio broadcasters, faced with impact of TV, worried lest they may not make TV grade, Commission Chairman Walker told NARTB conventioners this:

"Now let us turn from the hypnotic allure of glamorous television and consider that celebrated bird-in-the-hand -- radio.

"Two decades ago when I came to the newly established FCC, radio was generally located in the bigger cities. It wasn't until after the war and subsequent rapid increase in stations that radio went Main Street.

"In a few short years AM stations zoomed from 1000 to 2300. Fifty per cent are in towns of less than 25,000; 35% in towns of less than 10,000. Back in 1934, less than 5% of the towns under 10,000 had radio stations of their own.

"What is the significance of this? To me, it means that radio is firmly entrenched...because it is rendering a local service to those communities that they need and want. Radio to them is an indispensable medium. They will never again be without this ready, efficient, powerful means of local expression.

"Economically, the present over-all status of radio is excellent. And the prospects for the future are also encouraging.

"Last year, TV took \$240,000,000 out of the advertiser's budget. Despite that, radio still managed to collect more than \$450,000,000.

"It suffered almost no loss from the total of the year before.

"Preliminary figures for last year reported to the Commission reveal that while the revenues and profits of the networks and network-owned-&-managed stations declined somewhat, the revenues of more than 2200 other radio stations went up.

"These figures also show that more radio stations operated at a profit last year than in 1950...striking testimony to the health of the American economy which could support both these mediums [and] to the vitality of radio.

"In cities where TV moves in, radio does feel the effect of the new competition. The answer to that is not surrender but readjustment...more versatile programming, greater attention to local needs, and more development of the things that radio can do better than TV or which TV cannot do.

"And, in my estimation, it includes a more aggressive, more daring, more realistic employment of FM. We need more industry-wide action like the FM campaign now being conducted jointly by this organization and the RTMA.

"The truth is that some of you radio broadcasters who have been making a poor mouth about your future have not yet even begun to fight. Both radio and TV have their jobs to do. We need both systems, just as we need the railroad, the airplane and the automobile. No, I'm not one of those who believe aural radio is doomed to be transferred from the jurisdiction of the FCC to the Smithsonian Institution.

"A flourishing, far-flung system of radio is in the public interest. I conceive it to be the duty of the Commission in the years ahead to take every appropriate step to preserve, perpetuate and promote radio."

Personal Notes: Thomas B. McFadden, for last 2 years gen. mgr. of KNBH, Los Angeles, succeeds James V. McConnell, now with John Blair & Co., as NBC spot sales director; Don Norman, sales director, is promoted to his KNBH post . . . Harry Bannister, new NBC station relations mgr., elected v.p., takes over April 14 . . . A. H. Kirchhofer, who supervises WBEN & WBEN-TV, honored at banquet March 22 celebrating his 25 years as managing editor of *Buffalo News* . . . R. A. Isberg, chief engineer of KRON-TV, San Francisco, resigns to form TV consulting and systems planning firm, succeeded by Lee Berryhill, ex-field operations supervisor; William Sadler named technical dept. senior supervisor . . . Sylvester Lafflin (Pat) Weaver, NBC-TV v.p., is subject of sketch captioned "Idea Man" in April 7 *Newsweek* . . . Robert E. Lee named program operations supervisor,

WAAM, Baltimore, replacing Harriett George, resigned to join Red Cross . . . Don D. Caupbell, ex-sales mgr., WBRC & WBRC-TV, Birmingham, resigns to become gen. mgr. of WILD, that city, now owned by George A. Mattison Jr. and Roy Hofheinz . . . Thomas W. Moore named CBS-TV film sales mgr. in Hollywood . . . James Cornell named mgr. of NBC radio network research, succeeding Howard Gardner, now asst. mgr., radio sales planning section . . . Edgar A. Peterson, producer of *Faye Emerson Show*, becomes mgr. of CBS-TV story dept. April 15 . . . Chris J. Witting, DuMont Network gen. mgr., elected to board of Advertising Council.

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Fred O. Grimwood, 40, engineering v.p., Gates Radio Co., and former owner of WTOM, Bloomington, Ind., died of cerebral hemorrhage April 1.

DECEMBER 1 looks like earliest date for final decision in FCC's Paramount case, hearing examiner Leo Resnick estimated this week as hearing recessed until April 14. Additional factor in case will be rebuttal testimony by DuMont, which will recall network mgr. Chris Witting, perhaps others, to predict probable effect of ABC-UPT merger on network competition.

Most uncertain time element now is how long Commission will take for inquiry into specific theatre acquisitions by Paramount. Anti-trust angle—to which FCC counsel attaches vital importance—will take up nearly all time after recess. Paramount president Barney Balaban, v.p. Paul Raibourn and possibly others will be recalled; and FCC may bring in own witnesses.

UPT president Leonard Goldenson, only witness at this week's one-day session (March 31) which completed testimony on proposed ABC-UPT merger, listed these safeguards against possible anti-trust activities by merged company:

- (1) Robert Kintner will be retained as head of ABC div. and his "prudent policies will be continued."
- (2) AB-PT board will include 7 well-known business men with no previous theatre background who were "approved by Justice Dept."
- (3) Management will be guided by competent counsel and anti-trust consent decree.
- (4) Broadcasting is under Federal commission control—unlike other businesses.

Here's after-recess schedule: (a) Gordon Brown, owner of WSAY, Rochester, long-time network foe. (b) Du-

Mont rebuttal. (c) Paramount theatre acquisitions.

On assumption all testimony can be completed in 3 weeks—by May 2—Mr. Resnick gave this possible timetable: 60 days for proposed findings; then 3 months, or until Oct. 1, for his initial decision. After 6 weeks for filing exceptions and probably oral arguments, final decision could come by Dec. 1.

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American Civil Liberties Union this week revealed that it has had observer at hearing, wrote FCC Chairman Walker letter congratulating Commission for holding hearings on Paramount-DuMont "control" issue and ABC-UPT merger. Letter was signed by Patrick M. Malin, executive director, and Thomas R. Carskadon, chairman of radio-TV committee, said ACLU hasn't taken any position yet but will notify Commission of views when hearing ends.

Noting Paramount's interest in stations, color, subscription TV and theatre TV, ACLU said it's primarily concerned that "principle of diversified ownership [should be] borne out in fact." On merger, ACLU asks whether FCC approval would in effect override Supreme Court's decision that movie production and exhibition should be separately owned, and whether "in the short run at least" merged company would be "better able to compete with the 2 dominant networks and thus enlarge the area of diversification."

Some FCC staff members have puzzled over letter, concluded ACLU seems confused, hasn't added anything of assistance to Commission.

PARTNER, NOT COMPETITOR—that's TV's role in relation to other recreation and communications media. This thesis is backed up by facts in report released this week by RTMA sports committee, based on 3-year study started by Jerry Jordan first at Princeton U, later at U of Pennsylvania graduate school, then continued by N. W. Ayer & Son agency while Jordan is in Army.

"The gloomy predictions that TV would cut heavily into newspapers, magazines and radio, and threaten the very existence of sports, movies and other recreation, have not proved true," says latest Jordan report. "Nearly all are enjoying good years—many hitting an all-time peak in 1951 as the novelty of TV wears off." Report shows that:

Newspapers not only held their record circulation in 1951, but gained twice as many dollars in total advertising revenue since 1947 as were spent on all TV advertising in 1951. Circulation gains were same in TV as non-TV areas. TV families buy more magazines; magazine advertising revenues broke all records in 1951.

Number of radio stations increased from 1062 in pre-TV 1946 to 2300 in 1951, radio sets rose from 60,000,000 to 103,000,000, advertising revenues climbed from \$314,000,000 to \$485,000,000. Good movies are bringing in big crowds; 80,000,000 people a week paid \$500,000,000 more for movies in 1951 than 1941. While some theatres have closed their doors, more than 3000 new drive-in theatres have opened since birth of TV.

Spectator sports have largely held their post-war attendance gains. Major league baseball clubs that televised regularly had gain of 234,169 admissions in 1951 over 1950, while those reducing or eliminating TV showed loss of 1,485,000 admissions. Professional football, racing and boxing all showed gains. Only minor league baseball showed serious loss—about 20%—which could not have been due to TV because only 40 out of 350 clubs are near TV areas.

Copies of 18-page report titled *Just What Has Television Done to Recreation-Communications?* are available from RTMA, Wyatt Bldg., Washington 5, D. C.

Can common carriers handle theatre TV? Preparing for hearings now scheduled May 5, FCC this week requested AT&T, Western Union and independent telephone companies to come armed with this information: (1) Existing and planned intercity TV circuits, estimated dates of inauguration of planned services, and their suitability to theatre TV. (2) New developments in broadband transmission, feasibility and cost of channels wide enough for theatre TV. (3) Ability to provide for theatre TV and expanded TV broadcast requirements at same time. (4) Extent to which existing facilities could be used for theatre TV, and additional frequency requirements if common carriers furnish all intercity theatre TV services. (5) Past experience of common carriers in providing "theatre TV and other broadband video transmission services." (6) Ability, plans and extra frequencies needed to provide intracity theatre-TV pickup and distribution services.

Warm tribute was paid, in FCC Chairman Walker's NARTB convention address, to the memory of former Senator Wallace H. White Jr., of Maine, who died March 31 at his home in Auburn, Me. at age of 74. As chairman of old House Committee on Merchant Marine, Radio & Fisheries, Sen. White played leading role in writing Radio Act of 1927; as a Republican Senator (later majority leader) he helped draft Communications Act of 1934. "American broadcasting will forever be indebted to Wallace H. White Jr. for his leadership in formulating the fundamental law that has served the broadcasters and the public so well for a quarter of a century," said Mr. Walker.

FCC chairman Paul A. Walker and Comr. Edward M. Webster will be main speakers at Ohio State U Institute for Education by Radio-Television in Columbus, April 17-20. TV will dominate discussions, including "Closed Circuit Theatre TV—a New Medium?" with Robert H. O'Brien, United Paramount Theatres; Ted Sherbourne Jr., Navy Special Devices Center; Jack T. Johnson, Civil Defense Administration. Educational TV will be discussed by panel headed by Dr. I. Keith Tyler and Ralph Steetle.

Telecasting Notes: Rates are going up, but actual cost of telecasting time has decreased 72% since 1949, said CBS-TV's Edward Shurick before Baltimore AAAA chapter last week. He showed that night costs, due to great increase in receivers, have gone down from \$8.68 to \$2.40 per 1000 viewers . . . "Summer Hiatus" titles new DuMont programming plan involving special summer rates, free feature films with each purchase of series of features or shorts, other film packages, being offered to affiliates, sponsors, agencies . . . Success stories of 196 TV sponsors are digested in *Sponsor Magazine's* 1952 edition of *TV Results*, just published; companion *Radio Results* gives 189 case histories of radio successes . . . Regent Cigarettes shifting its \$1,500,000 ad budget from Brooke, Smith, French & Dorrance to Hilton & Riggio agency April 15 following decision to drop alternate week sponsorship of *Cameo Theatre* on NBC-TV and buy 3 spots weekly on *Today* (Vol. 8:13) . . . CBS-TV scored beat on President Truman's unexpected announcement March 29 that he would not run for re-election, being only TV network to carry Jefferson-Jackson day speech; all radio networks carried it . . . Atomic blast will be televised direct from Nevada proving grounds for first time sometime this month if networks can arrange relay facilities; AEC has given okay . . . Remote telecasts from 16 Southern California community fairs will be regular 2-hour Saturday afternoon summer series on KTTV, Los Angeles, beginning April 19, titled *KTTV Goes to The Fair* . . . Film stars Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings have signed to make half-hour TV films for Isaac Levy's Official Films Inc.; Cummings will star in *Robert Cummings Show*, others will appear alternately in *Four Star Playhouse* . . . TV rights to 18 films, most of them fairly recent, acquired from United Artists by George Bagnall & Associates, Hollywood . . . College credit courses will be offered this summer by U of Omaha on KMTV, Omaha; 5 quarter-hour "classes" weekly, station absorbing all costs . . . New 5% tax has been slapped on gross receipts from TV-radio rights to prizefights in Virginia . . . Pay raise of 7½% given 1200 New York CBS office workers April 2, subject to WSB approval . . . CBS-TV and Los Angeles Press Photographers Assn. sponsoring "TV City Photographic Contest" for best amateur and professional photos of network's new Hollywood studios . . . Margaret Truman renews contract with NBC for 1952-53 season, calling for 9 guest appearances . . . Edward Petry & Co. TV div. is publishing *A Handbook of TV Advertising*, which it will make available on request . . . NBC-Radio Rate Card No. 34, just out, covers all changes up to March 15.

CBS-TV took justifiable umbrage at April 4 leading article in *Wall Street Journal*, replete with erroneous statements, reporting that "rash of sponsor cancellations" has hit TV networks and that "more of the same may be on the way." "High-climbing cost of video shows and a conviction among some advertisers that regular network programs are not the best way to promote their products," were given as reasons for alleged wave of program wash-outs. NBC-TV, also sore, didn't deign to reply, but CBS-TV sales v.p. Fred Thrower, commenting on alleged drop-outs (some dropping shows but retaining time), said such "shifting around" of clients was normal for this time of year. CBS-TV is at all-time high right now, he said, with time sales for first 2 months 95.7% ahead of last year [see PIB figures, p. 16]—not including added \$5,000,000 in new business just signed, which embraces 11 quarter hours sold to Lever Bros. and Pillsbury. CBS-TV night schedule, he added, is now virtually sold out, with only 3½ evening hours per week for sale, meaning 84 quarter hours of commercial programming at present. Daytime is almost double: 67 quarter hours per week now vs. 35 in 1951.

Network Accounts: Pillsbury Mills Inc. (Cake Mix, Pic Mix) will sponsor 2:45-3 Mon.-thru-Thu. segments and Lever Bros. (Surf) 3:15-3:30 Mon.-Wed.-Thu. portions of *Art Linkletter's House Party* when it starts Sept. 1 on CBS-TV, Mon.-thru-Fri. 3-3:30; Pillsbury agency is Leo Burnett, Lever's is N. W. Ayer . . . Mystic Foam Corp. (rug & household cleansers) April 9 starts Wed. 8:15-8:20 segment of *Today* on NBC-TV, Mon.-thru-Fri. 7-9 a.m., thru Carpenter Adv., Cleveland . . . Pearson Pharmacal Co. (Ennds deodorant pills) April 7 becomes sponsor of *Lights Out* on NBC-TV, Mon. 9-9:30, thru Harry B. Cohen Adv. . . Hazel Bishop Inc. (lipstick) April 2 started *Your Prize Story* on NBC-TV, Wed. 10-10:30, thru Raymond Spector, N. Y. . . Aluminum Co. of America will use *Draw Your Own Conclusions* as summer replacement for Ed Morrow's *See It Now* on CBS-TV, Sun. 6:30-7 (new time starting April 20) . . . Pepsi-Cola Co. April 19 drops Fayc Emerson's *Wonderful Town* on CBS-TV, Sat. 9-9:30, but will retain time for unannounced program.

Station Accounts: First all-night TV schedule, *Swing Shift Theatre*, begun March 17 on Pittsburgh's WDTV (Vol. 8:11), is off to flying start, reports sales mgr. Larry Israel. Full-length film feature starting 1 a.m. is sponsored Mon. by Rand Drug Stores (chain), Tue. by Brewing Co. of America (Carlings), Wed. by Charles Antell (hair lotion), Thu. by Central Drug Co. (chain), Fri. by R. M. Hollingshead Co. (auto accessories), Sat. by Herbert's Jewelry Co. Spots are also scattered through night, sold in packages of 10, carried in succeeding programs which are *Superman* or *Flash Gordon* serials, then full-length westerns, features, shorts, alternating to 6 a.m. Rates are 15% below Class C. Schedule is aimed at defense workers quitting work at midnight, has won such favorable response that WDTV management thinks it can also be made to pay off in other industrial cities . . . Sun Shipbuilding & Drydock Co., one of nation's biggest, signs to sponsor Sunday baseball scores on WPTZ, Philadelphia, advertising for specialized labor and technicians, thru Benjamin Eshleman Co., Philadelphia . . . CIO starts *Issues of the Day* April 18 on WMAL-TV, Washington, Fri. 10:30-10:45 p.m., may go on other stations later, thru Henry J. Kaufman & Associates, Washington . . . Palm Beach Co., subsidiary of Goodall-Sanford (men's suits) using WLWT, Cincinnati, with 1-min. & 20-sec. spots, daily 12:20-1 a.m. *Night Owl*, Tue. *Family Theatre*, Sun. 15-min. *Goodall Sports*, totaling more than 5 hours per week, may also try similar "saturation" campaigns in other markets, all thru Ruthrauff & Ryan, Chicago . . . Jewel Food Stores buys *Noontime Comics* on WNBQ, Chicago, Mon.-thru-Fri. 12-12:30, Johnny Coons narrating oldtime comedy films; 52-week order was placed by Herbert S. Laufman & Co., Chicago . . . Tidewater Oil Co. (petroleum products), thru Lennen & Mitchell, and Melville Shoe Corp. (Thom McAn shoes), thru Neff-Rogow, will share sponsorship of Happy Felton's *Talk to the Stars* after Brooklyn Dodgers games on WOR-TV, New York . . . Among other advertisers reported using or preparing to use TV: Wellington Fund (investment trust service), thru Doremus & Co., Philadelphia; Table Talk Pastry Co. Inc. (pies & cakes), thru Reingold Co. Inc., Boston; N. Y. State Dept. of Commerce (vacation booklet), thru BBDO, N. Y.; Coty Inc. (instant beauty liquid base), thru Franklin Bruck Adv. Corp., N. Y.

Complaint against American Television Laboratories Inc. (U.A. Sanabria), charging misrepresentation in sale of TV-radio correspondence courses, was dismissed this week by Federal Trade Commission.

FCC's report on 1951 AM-FM revenues and expenses, due next week, will show that in 5-6 top markets TV revenues exceeded radio for first time.

IT'S GOING TO COST CBS and NBC about \$250,000 each per convention—\$1,000,000 in all—to cover Chicago conventions of Republican party starting July 7 and Democratic July 21. More than that, they're canceling \$400,000 worth of commercial time each per convention—\$1,600,000 in all. Offsetting these outgoes will be income from Westinghouse sponsorship on CBS, Philco on NBC, Admiral on ABC (all 3 on both TV & radio), but these aren't expected to come anywhere near making the broadcasts and telecasts profitable.

CBS-TV's Sig Mickelson and NBC-TV's Wm. McAndrew tossed off these estimates at NARTB broadcasters' meeting this week to discuss pool arrangements for what will probably command "greatest audience in the history of the world" in light of added TV stations due to be interconnected in time for conventions (Vol. 8:12). Only 3 U. S. TV stations—Albuquerque's KOB-TV, Phoenix's KPHO-TV, Seattle's KING-TV—won't have access to live convention telecasts. Mickelson estimated 60,000,000 persons within reach of telecasts, McAndrew adding that 27,000,000 homes still without TV will tune in via radio.

Networks' pooled telecasts will be available to independent stations (New York & Los Angeles). Each independent will have to pay about \$250 for its share of audio, a proportionate share of pool maintenance which will total \$150,000 plus cost of picking up signal from AT&T (about \$1600 an hour in New York). DuMont, which will offer no convention coverage of its own—its owned outlets and WGN-TV taking Westinghouse-CBS telecasts—is not participating in pool, but will supply crew to run master control for the pooled pickups.

NARTB-TV board is now headed by Robert D. Swezey, WDSU-TV, reelected for 2-year term at Chicago convention, where dept. director Thad H. Brown Jr. was given renewal contract for 2 years. TV dept. of association, Brown reported, now has 89 of the 108 stations and all 4 networks as members. Reelected also for 2-year terms were Clair R. McCollough, WGAL-TV & WDEL-TV; Harold Hough, WBAP-TV; George B. Storer, WJBK-TV, WAGA-TV, WSPD-TV, KEYL; Paul Raibourn, KTLA. Reelected for one-year term was Campbell Arnoux, WTAR-TV, and newly elected for one year were William A. Fay, WHAM-TV; H. W. Slavick, WMCT; Kenneth Carter, WAAM. Designated as network members were Alexander Stronach Jr., ABC; Herbert V. Akerberg, CBS; Chris J. Witting, DuMont; Frank M. Russell, NBC. NARTB secretary-treasurer C. E. Arney Jr. reported total NARTB membership of 973 AM and 370 FM stations, with several more added during convention. Income for year ended Feb. 29, 1952 was \$577,196, expenses \$508,487 (\$306,704 salaries). TV members accounted for \$108,191 for association's income.

TV commercials "set aside as questionable" by Federal Trade Commission in 1951 totaled 1323 out of 31,174 examined in FTC's continuing survey of advertisements. Radio commercials set aside for investigation of possible "false and deceptive claims" numbered 9869 of 344,522 examined; mail-order catalogs, 94 of 14,046; periodicals, 17,232 of 323,120. In January this year, FTC scheduled investigations for: TV, 2.75% of commercials examined; radio, 2.2%; newspapers, 3.43%; magazines, 4.09%. In February: TV, 3.64%; radio, 1.89%; newspapers, 3.93%; magazines, 3.62%. FTC periodically calls for samples of commercial scripts from networks, stations, producers of advertising films and records. Frequency of calls to stations depends on size of city where stations are located.

TV Code now has 90 subscribers, sufficient to cut per-station administration fees. NARTB will issue rebates to stations already paid up.

License renewals for 15 of those 26 stations put on temporary basis for lack of educational and religious programs (Vol. 8:5) have been granted by FCC. Ten more will be approved shortly, now that their explanations are in. One, however, hasn't filed any comment at all. Renewal grants went to WAVE-TV, Louisville; WBNS-TV, Columbus; WBTV, Charlotte; WDEL-TV, Wilmington; WJAC-TV, Johnstown; WJBK-TV, Detroit; WKRC-TV, Cincinnati; WKTV, Utica; WNBQ, Chicago; WNBT, New York; WNBW & WTOP-TV, Washington; WSPD-TV, Toledo; WTAR-TV, Norfolk; WXEL, Cleveland. Still pending: KING-TV, Seattle; KPHO-TV, Phoenix; KTTV, Los Angeles; WGN-TV, Chicago; WJAR-TV, Providence; WLWC, Columbus; WLWD, Dayton; WLWT, Cincinnati; WOR-TV, New York; WOW-TV, Omaha; WNHC-TV, New Haven. Still awaiting hearing date or removal of hearing threat in FCC's campaign against broadcasts of horse racing results (Vol. 8:9) are WJZ-TV & WPIX, New York, and KLAC-TV, Los Angeles. New York stations have requested removal from hearing, saying broadcasts have been discontinued; KLAC-TV hasn't yet filed comment.

High cost of TV is a big reason behind Senate's current efforts to hike ceiling on campaign expenditures of Senatorial candidates. The subcommittee on Privileges and Elections, of Rules Committee, is considering 2 suggestions: (1) Raise present limit of \$10,000 for Senators (it's \$2500 for Representatives) to \$25,000 or 10¢ per vote for every vote cast in last election in state—whichever is higher. (2) Set no ceiling, but give full publicity to money spent. Committee will invite testimony of industry during hearings expected to start about April 7. Bill may be introduced to set up bi-partisan commission to oversee campaigns, make candidates responsible for literature, require those spending money for candidates to register as fiscal agents.

Broadcast Advertising Bureau (BAB) added 125 stations to bring membership to 572 as it began existence as independent corporation, president Wm. B. Ryan reported after NARTB convention. It thus is assured biggest operating budget in its history—more than \$563,000 for fiscal year starting April 1 as against \$340,000 for preceding year. Charles C. Caley, WMBD, Peoria, was elected chairman at Chicago meeting to succeed Edgar Kobak, WTWA, Thomson, Ga.

Radio Pioneers Club, comprising veterans in broadcasting, were informed at NARTB banquet meeting that they had "elected" WOR's John R. Poppele as 1953 president to succeed BMI's Carl Haverlin. Dinner guests included Dr. Lee DeForest, "the father of radio," who was awarded plaque for great contributions to radio. Plaques also were awarded to Gen. David Sarnoff, Dr. Alfred N. Goldsmith, Herbert Hoover, Charles Pannill.

Geer tri-color tube, which was highly publicized in 1949-50 (Vol. 5:42, 45; 6:10), will probably be abandoned by its developer, Technicolor Corp. Dr. Herbert T. Kalmus, president, in annual report, expressed disappointment in outcome of research on tube invented by USC physics professor, Dr. C. W. Geer. On basis of laboratory demonstration early this year, Dr. Kalmus said, it's likely company will discontinue further work on tube.

March of Time (Frank Shea, TV sales mgr.) is readying for spring release series of 26 half-hour films titled *American Wit & Humor*; 15-min. *Ballet de France*, Milton Cross commentator; 15-min. *Our Living Language*; 52-week sports series with Ed Thorgenson as commentator. Some are being sold for local or national spot sponsorship, as were *Crusade in Europe* and *Crusade in the Pacific*.

Rorahaugh Reports expanding monthly service covering spot radio with appointment of James M. Boerst, publisher of *Radio-TV Factuary* and *Time Buyers Register*, as associate publisher.

MORE 'INBOARD PRICING'; OUTPUT DOWN: Philco's big "convention" of distributors and dealers, via nation-wide closed-circuit hookup of NBC-TV stations in 42 cities next Tuesday at 5:45 p.m., is more likely than not to be told that last of the Big Four has also gone in for "inboard pricing" -- for all but tax, at least.

Always a leader in merchandising, Philco will use a full hour (not on air) to afford preview of its sponsorship on NBC-TV of the political conventions in July, and to build up distributor-dealer enthusiasm for this great stimulus to TV sales.

Four or 5 new sets will be introduced, new prices disclosed. Details were very hush-hush at week's end, as Philco executives were deployed to New York and Chicago to plan for the originations in NBC-TV studios there. Locally, invitations went out to dealers to come to station studios for the viewing and for suppers.

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If Philco does as Admiral, Motorola and RCA are now doing -- namely, lumps excise tax, year's picture tube warranty and 90-day parts warranty into list prices -- it's foregone conclusion that rest of industry will follow suit. Fact is that Hallicrafters, Raytheon and to some extent DuMont are already doing it, too, and it was reliably reported this week that Zenith would adopt "inboard pricing" shortly.

Hallicrafters' president Wm. Halligan reports company has had "one price" policy since Jan. 1. "It seemed to us that a price quoted on one of our sets," said he, "should be the full price. One inclusive price is traditional in the radio industry. The practice of neglecting to mention excise tax and warranty in advertising, or wording announcements so that these extras would go unnoticed, is in our opinion a breach of faith with the consumer."

Motorola, elucidating its motivation for the new pricing policy (Vol. 8:13), denied it was impelled to do so because RCA did it first, stating: "We have been very sensitive to the requirements of our retailers and distributors and have taken this opportunity -- the introduction of our new line -- as the most sensible time to convert to this more acceptable pricing method."

Admiral released price list on new line of 21 TV sets starting with 16-in. plastic table at \$180, again featuring "radio added" in some 17 & 21-in. models (see Topics & Trends).

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Dun & Bradstreet report on dealer sales and inventories, released April 4 and covering February, shows 417,000 TV units sold during month, up about 10% from the 377,000 for February (Vol. 8:10). February sales were 193,000 table models and 224,000 other. Dealer inventory at month's end was given as 671,000 (277,000 table and 394,000 other) as against 650-800,000 (250-300,000 table, 400-500,000 other) at end of January.

Dealer sales of radios were 449,000 home sets, 51,000 battery portables in February; dealer inventories at end of month were 940,000 home, 213,000 battery. In January sales figures were 394,000 home, 77,000 battery; end of January dealer inventories were 1-1,200,000 home sets, 200-250,000 battery portables.

RTMA distributor inventory figure for end of February (Feb. 22) was 459,804 -- down more than 25,000 from Jan. 25. Radio figures were 790,879 vs. 804,205.

Adding up the foregoing D&B dealer inventory and RTMA distributor inventory figures as of end of February, and the RTMA factory inventory of 202,938 of Feb. 29 (Vol. 8:10), we arrive at figure of 1,333,742 TVs in all pipelines at that time.

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End of first 1952 quarter shows 1,212,791 TVs were produced, or average of about 93,000 per week, according to tentative recapitulation of RTMA figures. This compares with 2,199,669 for same 1951 quarter, 1,134,836 second 1951 quarter, 636,352 third quarter, 1,295,626 fourth quarter.

Radios totaled 2,152,215 (average per week: 173,000) for first quarter vs. 4,135,111 in first quarter 1951.

For week ended March 28, 13th week of first quarter, TV production fell to 94,323 units (6185 private label) from 100,410 week before (Vol. 8:13). Factory inventories rose to 231,020 from 227,320 preceding week.

Week's radios were 205,476 (77,753 private), up from 183,886 week before. Inventory of radios went to 283,123 from 294,885. Week's radios were 80,015 home receivers, 20,853 portables, 39,112 clock, 65,496 auto.

NO NEW ANTI-TRUST probe developments are indicated as yet in Dept. of Justice's move to bring RTMA and 18 or more TV-radio-electronics manufacturing firms before Federal grand jury in New York May 12 for inquiry into suspected collusion in connection with color, FM and patents (Vol. 8:9, 11-12). But hugeness of projected probe, enormous burden of documents requested (dating back to 1934), lend to belief neither Justice Dept. nor company attorneys can be ready by that time. Delay may also be occasioned by possible departmental changes resulting from naming of new Attorney General after McGrath resignation this week.

Justice Dept. probers, however, did get indictments last week against 5 TV-radio parts distributors and others in Northern California for alleged restraint of trade. Indicted after San Francisco grand jury investigation were: Golden Gate Chapter, National Electronic Distributors Assn.; Associated Radio Distributors and C. C. Roarke, president; Kaemper & Barrett Dealers Supply Co. and C. C. Smoot, secy.-treas.; Pacific Wholesale Co. and Edward G. Tilton, president; Zack Radio Supply Co. and Victor N. Zachariah, president—all of San Francisco. Also, Frank Quement Inc. and Frank J. Quement, president, San Jose, and Louise N. Miller, Oakland, associated with Miller's Radio & Television Supply Inc.

Case has no relation to New York proceeding against RTMA and manufacturers. California defendants are accused of conspiring since 1946 to prevent other parts distributors who are not members of their association from doing business; to boycott manufacturers' reps who sold parts to other distributors; and to push sales of cooperative reps' products. Thirteen reps were named co-conspirators, but weren't indicted. If case goes to trial, it probably won't be before fall.

British electronics workers produce 10-30% less than Americans working the same amount of time in similar plants with similar equipment. These results of recently completed productivity study have been disclosed by management consultant James H. Duncan (Work Factor Co., New York & Cleveland) to meeting of industrialists at University of Birmingham, England. He cited as example the wiring of radio receivers at British factory: a specific set required 85 minutes of work, while comparable operation in a New York State TV-radio plant would take only 68 minutes. The difference, he explained, "is due primarily to a difference in the skill and effort of individual workers rather than to a difference in production techniques," which usually are identical. Major factor contributing to difference in productivity, said Mr. Duncan, was greater time devoted to tea and personal relaxation in British plants. American plants used for comparison included RCA, Sylvania, Motorola, Bell & Howell, for whom Mr. Duncan's firm makes regular productivity studies.

Herbert H. Horn Inc., Admiral distributor for southern California, starts construction of new 120,000-sq. ft. \$1,000,000 TV-appliance center on 10-acre site at Washington & Garfield Blvds., Los Angeles, which it expects to occupy by October.

Trade Personals: Rear Adm. Clyde W. Smith (ret.) appointed asst. to president, Kollsman Instrument Corp., div. of Standard Coil Products Co. . . . Arthur E. Welch, ex-Raytheon merchandising mgr., joins Bendix Radio May 1 as asst. gen. mgr. of TV-radio receiver div. . . . Dr. Allen B. DuMont named member of Industrial Council, Rensselaer Polytechnic Institute, his alma mater; Dr. Roy P. Baker is director . . . R. J. McNeely has resigned as Hoffman Radio sales mgr. to become western sales rep for Raytheon in Chicago . . . Dr. Zay Jeffries, ex-GE v.p., and J. R. Townsend, Bell Labs materials engineer, named to new committee on materials, Defense Dept. Research & Development Board . . . R. T. Capodanno, Emerson engineering director, elected v.p. in charge of engineering . . . Donald W. Jackson, Belmont west coast rep, promoted to asst. sales mgr. in Chicago under William J. Helt; James R. Butler new Belmont sales promotion mgr. . . . Robert I. Gaines promoted to export mgr., new DuMont international div. under director Ernest A. Marx . . . Lewis C. Radford Jr. named eastern district sales mgr., DuMont TV transmitter div. . . . Bernard L. Cahn, gen. sales mgr., Insuline Corp., elected 1952 chairman, Sales Managers Club, Eastern Div., an association of electronics parts & equipment manufacturing executives; Jerome Kirschbaum, Precision Apparatus Inc., named vice chairman; Walter Jablon, Espey, secy. . . . Nat Barnes, ex-Zenith Chicago distributing staff, named Zenith district mgr. in Dallas, succeeding A. W. Kilgore . . . Thomas D. Finley promoted to Midwest field sales rep, Capehart-Farnsworth technical products div. . . . H. R. Letzter promoted to sales mgr., Webster-Chicago industrial div. . . . Earle Poorman, ex-gen. mgr. of GE Appliances Inc., named merchandising v.p., William N. Scheer Adv., Newark . . . James A. Sumpter, ex-Philco, named Belmont southeastern district mgr., Atlanta . . . Donn F. King named east central district sales mgr., Sylvania parts div. . . . George DiRado named asst. to David H. Cogan, president of CBS-Columbia Inc., succeeding Mort Barron, now asst. sales mgr.

TV interference caused by radiation from equipment in 2 New England plants has been reduced or eliminated in response to complaints from nearby viewers. Sprague Electric Corp., Nashua, N. H., has adjusted its operations to reduce radiation in conformance with FCC requirements. Kestral Corp., Springfield, Mass., has eliminated use of offending equipment in evenings, plans expensive shielding job that may take several months, to cut out interference entirely.

Landlord cannot require tenant to remove TV aerial if it was erected with his permission prior to March 1, 1950. Brooklyn appellate division so ruled recently in holding roof aerial an essential service which could not be discontinued after that rent-freeze date.

Dr. Lewis Warrington Chubb, 69, director emeritus of Westinghouse Research Labs, Pittsburgh, who was in charge of Westinghouse radio engineering when KDKA was set up in 1920, died in Pittsburgh April 2.

Topics & Trends of TV Trade: FM promotion campaign is re-selling radio in TV-happy Washington, and has achieved "worthwhile" results in North Carolina and Wisconsin test areas (Vol. 7:46, 50, 52; 8:2, 7, 9). FM-minded broadcasters at NARTB convention session March 31 heard these reports on RTMA-NARTB drive to push FM set sales.

"Startling" was word used by sales v.p. Joe L. Pleasants, of Allison-Erwin Co., Charlotte, N. C., Zenith distributor, to describe North Carolina campaign in January when some 5000 sets were sold. He said his company sold 10% more radios in January than December, usually peak month. Some 460 radios were moved by Charlotte dealers during 5-week drive. About 1000 sets were sold during Wisconsin campaign, most of them in Madison area where FM reception is best.

Everett Dillard, WASH (FM), reported March 15-April 15 campaign in Washington—although only half over—has been boon to all radio sales, despite fact that "we made a mistake in picking the month of March." He cited results of FM drive as proof that radio can do a job "in a city where the penetration of TV is between 80-85% of the homes." He was backed up by managing director William Hills, of Electric Institute of Washington, who reported March sales by 4 distributors totaled 2309 AM & FM sets, close to the 2480 of a year ago. Said Hills: "These results have been obtained in a time of \$88 TV sets [when] appliance, radio and TV business is 25% off last year."

Sales potential for FM receivers varies from one market to another, said Herbert Guenin, RCA Victor. He pointed out that North Carolina, one of best FM markets, takes 2% of total AM set production and 12-15% of FM production. AM and FM sales are about equal in Wisconsin, while Washington dealers sell twice as many FM as AM sets.

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Trend to bigger tubes is underscored by RTMA statistics showing that 53% of picture tubes sold to receiver manufacturers during February were rectangular, 20-in. and larger. Year ago tubes over 17-in. represented only 6%. February sales totaled 330,431 worth \$7,715,257, compared with January's 340,192 valued at \$7,691,858 and February 1951's 630,080 at \$17,555,375. Receiving tube sales in February totaled 28,262,407 valued at \$19,923,287, down from 36,821,794 in same 1951 month. Of February total, 17,608,102 were shipped for new sets, 6,623,798 replacement, 2,877,177 Govt., 1,153,270 export.

February excise tax collections on TVs, radios, phonos, etc. dropped to \$9,692,684 from January's \$14,778,466 and the \$11,349,880 reported in February 1951. On phono records, Govt. collected \$362,073 in February vs. \$142,597 in January and \$502,679 in February 1951. Excises on refrigerators, air conditioners, etc. totaled \$3,385,671 in February, \$2,965,832 in January, \$5,800,200 February 1951.

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Meck Television's entry in retail field (Vol. 8:13) with its sensational \$99.90 price tag on 20-in. table ran into trouble when store openings were delayed in Baltimore, Philadelphia, Lansing & Pontiac, Mich., and Washington, D. C. In meantime, 2 Washington competitors were taking advantage of publicity to advertise Meck's "Mirror Tone" set at the \$100 price, down from previous \$130.

Latest high-pressure TV-set selling—payment of \$1 a day to customer for permission to "store" set in his home—got warning this week from New York's Better Business Bureau. BBB pointed out catch in offer: if customer fails to buy receiver in few days, set is taken out and "stored" in another home. Of 2 accused firms, one already has stopped practice.

Admiral introduces 21 new models next week, continuing its new policy of including tax and warranty in one list price (Vol. 8:13). Low-end is 16-in. plastic table at \$180. Other tables: 17-in. plastic \$230, with AM \$240, mahogany with AM \$250, blonde \$260; 20-in. plastic \$260 & \$270, with AM \$290, mahogany with AM \$300, blonde \$310. Consoles: 17-in. plastic \$230, walnut with AM \$300, mahogany \$310, blonde \$320, half-door mahogany \$360, blonde \$370; 21-in. open-face walnut with AM \$390, mahogany \$400. Combinations: 17-in. walnut \$430, mahogany \$450, blonde \$470. New prices, says sales mgr. Dick Graver, represent reductions which range to \$70 below comparable models of January 1951. Admiral distributor meetings were held in New York and Chicago this week, are due next in New Orleans April 8, San Francisco April 9.

Purchase of TV set is planned by 54% of non-owners, 5.5% of owners, according to Magnavox survey of New York, Chicago, Boston, Detroit, St. Louis, Houston, Los Angeles. Of non-owners, 18% want combinations, 58% TV only. Of owners, 18% plan on second set, 70% on replacement. Survey also showed 85% of owners satisfied with their sets.

Most TV-appliance retailers favor end to price-wage controls but are divided on whether credit controls should be killed, according to recent NARDA survey. Poll of members showed: 61.3% want end to wage-price controls, while 38.7% desire continued or standby controls; 45% feel Regulation W credit control should be abolished, while 55% want it retained or put on standby basis.

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Paid TV service calls have dropped to average of 3.5 per set a year, compared with 5.5 in 1950, according to April *Electronics Magazine*, which explains that sets are better and public is now more tolerant. Magazine also notes that at \$12.50 a call on 17,500,000 sets-in-use in 1952, TV servicing is "approaching billion-dollar-a-year business." Survey showed that tube replacement (other than picture tubes) is largest item, comprising 40% of service calls. Other repair jobs include: picture tubes 5%, antenna troubles 3%, back-of-set controls 15%, circuit design deficiency 2%, false calls 8%, capacitors 7%, resistors 7%, tuners 6%, other parts 4%, soldered joints 1%, realignment 2%.

"Spring checkup plan" for TV sets is being offered again this year by RCA Service Co. during April. Service costs \$7.95, includes inspection, tightening, adjustment, cleaning of sets, will be advertised via TV-radio and 500,000 circulars mailed to former service-contract owners. RCA last week also again ran its famous "Caveat Emptor—Let the Buyer Beware" ads in New York in attempt to prevent sale of its sets by unauthorized dealers. Ad pointed out how serial numbers can be tampered with to disguise second-hand or damaged merchandise, advised buyer to ask for untampered factory-sealed carton and to check serial number so he can get factory service.

TV servicemen in Missouri, Kansas, Illinois and California are reported to be using novel method in attempt to forestall possible entrance of Western Union Services Inc., WU subsidiary, into their states. They're forming service companies with titles similar to WU's, according to *Retailing Daily*. In Illinois, for example, Television Installation & Service Assn. has organized Western United Services Inc. Service organizations complain WU Services has advantage because: (1) It has tremendous resources, can buy components in volume. (2) TV service bill can be added to customer's phone bill, making service charge easier to collect. Western Union Services has been operating in 5 New Jersey counties for almost a year, denies it plans to expand to other states and says its bills are not added to phone bills.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Feb. 11 to March 10: David H. Cogan received 5104 CBS "A", 5104 "B" in exchange for Hytron stock (July 1951), sold 100 "A", 300 "B", holds 5004 "A", 4804 "B"; Leonard W. Schneider received 150 Decca as gift, holds 250; Harold I. Thorp sold 100 Decca, holds 400; Allen B. DuMont gave 200 DuMont as gift, holds 54,200 common, 2000 pfd.; Edwin L. Weisl gave 340 DuMont as gift (Aug. & Dec. 1951), holds 160; William B. Hurlbut sold 400 Monogram Pictures, holds 2029; Walter H. Stellner sold 1000 Motorola, holds 3400; Harold W. Butler gave 20 Philco as gift, holds 11,125; Charles F. Adams Jr. exercised right to buy 1500 Raytheon, holds 7500 common, 600 pfd.; Wallace L. Gifford exercised right to buy 25 Raytheon, holds 123 common, 100 pfd.; Paul F. Hannah exercised right to buy 43 Raytheon, holds 213 common, 65 pfd.; N. B. Krim exercised right to buy 55 Raytheon, holds 300; Stanley P. Lovell exercised right to buy 125 Raytheon, holds 625; Curtis A. Haines bought 159 Sylvania, holds 202.

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Olympic Radio reports 1951 net income of \$425,534 (\$1.11 on 383,593 shares) on sales of \$14,467,071, after Federal taxes of \$109,000. This compares with 1950 profit of \$1,557,484 (\$4.66) on sales of \$21,937,175 after \$1,604,500 taxes. President Adolphe A. Juviler reported slow but steady increase in demand for TV sets has brought sizable reduction in inventories from April 1951 high. He said Olympic is tooling up for some \$9,000,000 in defense contracts.

Stewart-Warner sales of \$103,269,258 in 1951 were up 28.3% over 1950's \$80,482,372, but net earnings of \$4,104,789 (\$3.20 per share) were down about 10% from the \$4,584,936 (\$3.55) of 1950. Federal taxes were \$8,850,000 in 1951 and \$5,420,000 in 1950.

Dividends: RCA, 50¢ payable May 29 to stockholders of record April 18; Emerson Radio, 25¢ payable April 15 to holders April 9; American Phenolic, 20¢ payable April 25 to holders April 14.

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General Precision Equipment Corp. will ask stockholders to approve additional 500,000 shares of common stock at annual meeting in New York April 22. In statement filed with N. Y. Stock Exchange, company said the boost to 1,500,000 shares of common and an increase in preferred from 120,000 to 150,000 will help future financing plans. Firm is also considering issuing 10,000 shares of \$100 preferred and 45,000 shares of common to buy controlling interest in unnamed company.

New Tung-Sol issue of 50,000 shares of \$50 par value 5% cumulative preferred stock is being offered at \$50 a share by syndicate headed by Harriman Ripley & Co. Stock is convertible into common until April 1, 1962 at rate of 2.8 shares of common for each preferred. Proceeds will go for working capital and to help finance expansion.

Motorola transferred \$2,938,449 to employees' savings and profit-sharing fund in 1951—largest amount put in 4½-year-old fund, which now totals \$10,552,794. More than 5300 Motorola employees participate in the fund, which last year represented company contribution of \$4.24 for every dollar they contribute.

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John W. Edgerton has resigned from Television Shares Management Corp. to handle research in electronics for Investors Diversified Services Inc., Minneapolis, which manages Investors Mutual Inc., whose portfolio includes 15,000 shares of Motorola, 30,000 Philco, 21,600 Sylvania; Investors Stock Fund Inc., 7000 Motorola; and Investors Selective Fund Inc.

TelePrompter Corp., which recently signed contract with CBS for minimum payments of \$200,000 a year for use of its prompting machines for studio performers (Vol. 8:4), reports 1951 income of \$96,221 and operating loss of \$16,092. Currently, however, with weekly gross income of \$5000 (vs. \$1800 during 1951), operations are in the black, and bright future is seen for company in president Fred H. Barkau's annual report. It now owns 60 Tele-Prompters, 25 master control units, other equipment; has franchised Hollywood service; includes many network shows and Govt. among its clients, and expects to expand to use among individual stations. It has 100,000 shares of \$1 par common outstanding, only issue, reports capital surplus of \$85,751, net worth of \$168,328. Irving B. Kahn, ex-20th Century-Fox, is v.p. & secy., Hubert J. Schlafly v.p.

Twentieth Century-Fox and subsidiaries, including National Theatres Corp. and Roxy Theatre Inc., report consolidated net profit for 1951 of \$4,308,431 (\$1.47 on each of 2,769,485 shares), down from 1950's profit of \$9,553,260 (\$3.26), which included \$2,262,988 of income from prior years from countries with currency restrictions and net gain of \$1,183,985 from exchange of theatre properties.

Monogram Pictures had net income of \$235,582 (31¢ a share) on gross earnings of \$4,330,861 for 6 months ended Dec. 29, 1951, compared with \$163,312 (21¢) on gross of \$3,937,810 same 1950 period.

Technicolor Inc. reports 1951 net income of \$1,918,537 (\$2.06 a share) on sales of \$28,896,344 vs. \$2,216,173 (\$2.40) on \$23,454,250 sales in 1950.

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I-T-E Circuit Breaker and subsidiaries had net income of \$1,954,574 (\$7.12 a share) on record 1951 sales of \$48,988,686 after Federal income taxes of \$2,866,894. This compares to 1950 income of \$1,704,432 (\$6.21) on sales of \$34,784,425 after taxes of \$1,339,974.

Clarostat Mfg. Co. reports 1951 net profit of \$370,097 (89¢ on 418,000 shares) on sales of \$5,914,310, after \$653,254 Federal taxes. This compares to 1951 profit of \$406,780 (99¢ on 406,640) on sales of \$5,985,241, after \$316,219 taxes.

American Phenolic Corp. earned net income of \$941,868 (\$2.35 a share) on net sales of \$25,495,624 in 1951, compared with \$920,833 (\$2.30) on \$12,944,833 in 1950. Backlog exceeds \$23,500,000.

Aerovox will show net profits after taxes of about \$200,000 on sales of \$5,500,000 for first quarter 1952, dropping from some \$300,000 from sales of \$6,000,000 in same 1951 quarter, reports president W. M. Owen.

P. R. Mallory & Co. reports net earnings of \$1,923,314 (\$3.99 a share) on sales of \$45,438,278 in 1951, compared with \$2,553,758 (\$5.29) on 1950 sales of \$39,158,150.

Weston Electrical Instrument Corp. net profit was \$753,386 (\$4.69 a share) on sales of \$19,249,764 in 1951 vs. \$723,278 (\$4.50) on sales of \$11,684,895 in 1950.

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RCA is still pounding away at president Frank Folsom's favorite topic—that it takes many small businesses to supply and make possible big business. Last week, it carried full-page ads relating how D. P. Mossman Inc., Joliet, Ill., switch maker employing 45 persons, is one of 121 companies supplying parts and materials for new "push-button" master communications console being built for Navy. Owner Dan Mossman also went on Dave Garro-way's *Today* show on NBC-TV March 25 to relate how he makes switch requiring 889 different parts compressed into size of cigar box. Altogether, RCA has 5000 suppliers, says Folsom, of which 70% are classified as small businesses. He called Mr. Mossman a typical member of the "All-American industrial team."

Mobilization Notes: No shortage of CR or receiving tubes is foreseen in 1952 by the men who make them. Receiving tube manufacturers, meeting April 3 with NPA in Washington, estimated that 5,500,000-6,000,000 picture tubes will be required this year, including 1,000,000 for replacement. This will be above 1951 production but below record of nearly 8,000,000 turned out in 1950. Civilian economy will absorb about 310,000,000 receiving tubes in 1952, compared with 325,000,000 last year, they predicted.

All military and civilian requirements for tubes are being met on a 1½-shift basis, manufacturers said. They minimized importance of recent report from National Electronic Distributors Assn. that 70 receiving types (out of more than 600) were in short supply. They said supply of receiving tubes for all purposes is ample; that most types purported to be in short supply are "semi-obsolete" with very small demand, and are put into production from time to time as demanded. Tube makers unanimously recommended that NPA Order M-17, which sets ceiling on the amount of rated orders they are required to accept, be continued in force.

George Henyan, NPA Electronics Div., presided over meeting attended by J. M. Lang, GE; J. Q. Adams, Hytron; Kenneth C. Meinken, National Union; W. J. Peltz, Philco; Carl Hollatz, RCA; N. B. Krim, Raytheon; R. F. Marlin, Sylvania; R. E. Carlson, Tung-Sol.

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Tax-aided expansion of 31 firms' capacity to produce electronic and related equipment was approved by DPA Feb. 16-29. The 36 electronic projects involved, representing total cost of about \$6,000,000:

RCA, Marion, Ind., tubes, \$1,900,000 (65% amortization); Arma Corp., Brooklyn, ordnance, 3 projects totaling \$1,352,609 (65%); Sylvania, Buffalo, N. Y. & Emporium, Pa., tubes and production equipment, \$771,403 (65%); Stackpole Carbon Co., St. Marys, Pa., \$350,000 (65%); Radio Receptor Corp., N. Y., \$165,283 (65%); Photoswitch Inc., Cambridge, Mass., aircraft electronics, \$130,000 (65%); George W. Borg Corp., Delavan, Wis., \$122,118 (70%); Aerovox, New Bedford, Mass., \$118,983 (65%); Raytheon, Newton, Mass., \$110,125 (65%); Model Engine & Mfg. Co., Huntington, Ind., \$103,148 (70%); General Instrument Corp., Joliet, Ill. & Chicopee, Mass., 3 projects, \$98,512 (65%); Doelcam Corp., Newton, Mass., \$79,906 (70%); Superior Electric Co., Bristol, Conn., \$72,750 (65%); Micro Precision Co., Los Angeles, \$58,093 (75%); Georgiana Massa, Hingham, Mass., \$54,000 (65%); Electra Mfg. Co., Atchison, Kan., \$34,687 (65%); Telecomputing Corp., Burbank, Cal., scientific equipment, \$32,481 (75%); Allied Control Co., Plantsville, Conn., \$28,704 (70%); Specialty Spraying & Machine Co., East Meadow, L. I., connectors, \$25,247 (70%); Magnaweld Corp., Copiaque, N. Y., \$24,420 (75%); Operadio, St. Charles, Ill., \$23,513 (70%); Underwood Corp., Bridgeport, Conn., \$22,758 (80%); Allied Control Co., N. Y., \$19,143 (70%); Kellett Aircraft Corp., Camden, N. J., \$16,934 (75%); Canoga Corp., Van Nuys, Cal., \$12,755 (75%); Bird Electronic Corp., Cleveland, \$10,905 (75%); Diamond Mfg. Co., Wakefield, Mass., \$10,109 (75%); Litton Industries, San Carlos, Cal., \$6000 (50%); Electrical Industries, Newark, \$4795 (75%); CGS Labs Inc., Stamford, Conn., \$4161 (65%); Radio Tool & Machine Corp., Brooklyn, \$2847 (65%).

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Program to reclaim scrap cobalt and nickel from grindings in magnet plants received active support of permanent magnet industry at March 26 meeting with NPA. Manufacturers were told that armed forces are taking steps to channel magnets from worn-out magnetron tubes back to suppliers so that critical materials may be reclaimed.

Coordination of Govt.'s research and development projects to eliminate waste and duplication was urged by 4 top electronic engineers at recent IRE convention in New York. GE electronics v.p. Dr. W. R. G. Baker proposed that National Science Foundation conduct "investigation to determine the over-all efficiency and the extent of duplication of governmental research and development." He noted Govt. will spend more than half of the nearly \$3 billion earmarked for research this year, and added: "I do not believe that complete socialization of research is so inevitable that we cannot fight vigorously against it."

A. S. Brown, of Stanford Research Institute, criticized complexity, unreliability and short life of military electronic equipment, recommended streamlining the Armed Forces' research and development programs, with closer liaison between projects. GE's A. F. Combs and C. W. Dix reported progress in improving airborne radar through coordinating design of equipment with design of aircraft that carries it. Further improvements of this kind, they said, can be brought about by early exchange of basic information and close contact of all govt. research agencies.

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Miniaturization and the "electronic marvels" it is making possible provide material for interesting story by Joseph M. Guilfoyle in March 26 *Wall Street Journal*. Transistors, printed circuits and subminiature tubes, says article, are paving way for large-screen home TV sets half the size of present models and selling for as little as \$110. Also in works are electronic air conditioners and portable computers ("magic brains"). Already, Guilfoyle notes, miniaturization has made possible RCA's "walkie-lookie" portable TV camera and transmitter to be introduced at this year's political conventions, as well as military electronics gear far more compact and reliable than World War II counterparts. Recent advances in miniaturization, particularly for military, will be subject of several papers at AIEE-IRE-RTMA "Symposium on Progress in Quality Electronic Components" May 5-7 in Washington.

Trav-Ler Radio Corp. has received \$1,750,000 contract from Signal Corps for electronic equipment, bringing its backlog of military orders to \$6-7,000,000, according to president Joe Friedman. Other military contracts announced recently include 5 Navy contracts for electronic tubes placed with Raytheon for \$1,824,875, and Navy award to J. P. Seeburg Corp. for \$768,000 for mechanical ship's recorders. Raytheon v.p. D. R. Hull announced receipt of letter of intent award for one of largest orders of Navy radar fire control equipment ever placed.

To speed flow of components for military orders, NPA this week issued new priority rating symbol—B-5—which extends to producers of components for defense items the same priority treatment accorded the producers of the end items in which they are used (aircraft, tanks, guns, etc.). At same time NPA announced drastic curtailment in number of non-military DO priority orders that will be authorized. Theory is that with fewer such ratings, the effectiveness of remaining ones will be automatically enhanced.



Submarine TV apparatus that magnifies what it sees on sea floor has been developed for Scottish Marine Biological Assn.'s research ship. Remotely focused TV camera with 2½-in. magnifying lens can "observe" undersea life with more detail than eye of diver, reports association's Dr. Harold Barnes from London. He related how codfish could be spotted at distance of 16 feet in water of 73% turbidity, how in less cloudy water the twitching of antennules of moderate-sized crabs could be observed at 6 feet.

Sonotone Corp., Elmsford, N. Y., has arranged \$3,000,-000 loan from Manufacturers Trust Co. to finance production of miniature tubes and batteries on govt. contract.

Impacts of Statism

WHAT'S AHEAD IN BUSINESS?

Address by James D. Shouse

V.P. & Director, Avco Manufacturing Corp., and Chairman, Crosley Broadcasting Corp.

Before Convention of National Assn. of Radio & Television Broadcasters, Chicago, April 1, 1952.

Editor's Note: At 48, veteran broadcast executive "Jimmy" Shouse is already by way of being an oracle, if not an elder statesman, of the broadcasting-telecasting industry, in which his company operates some of the nation's most successful stations. He has an unexcelled record of having called the turns correctly in FM and TV, to say nothing of early radio; and he is already a commanding figure in the world of finance, having come up the hard way to earn his \$110,000 post as Victor Emanuel's right-hand man in the big Avco organization. His speech touches so significantly on subjects so close to the minds of everybody in TV-radio manufacture & distribution, as well as in station operation, that we earnestly commend the reading of these main portions by those of our subscribers who weren't privileged to hear it.

IN PREPARING this material it has become very apparent that to cover this subject properly without getting into politics is going to be difficult and that is not advisable for me at the present time. I could, I think, properly make this observation:

Whether we like it or not—the business outlook is so closely intertwined with the political future as to be impossible of complete segregation.

The great majority of radio stations in this country are still operated as proprietorships. The same thing is true of the newspapers. You, the newspaper people, the small retailers, and the farmers of this country collectively represent the last great proprietorship class left in the United States. You are a part of the remaining bulwark which stands between this country and statism in whatever modified form it may appear. Almost no big companies today are operated by the people who own them. Taxes prevent even key officers of big corporations from accumulating equities of appreciable size in the business they administer. Your importance as a vital and pervading force in the small but hard core of the proprietorship class in this country cannot be overestimated.

Those of us in broadcasting knew long before most of the rest of American business what it was to be regulated. We have been regulated by Congress since 1928, and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act, under whose provisions and interpretations we have, from time to time, been restive has through these past 24 years, actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction . . .

Govt. & Business Now Indissoluble

Government and business have become so enmeshed that the bonds which join them together may have already reached the indissoluble state. Let's take a simple series of sentences to illustrate how basically though reluctantly we are joined together.

The housewife today, your wife and mine, is deemed by the Government to be stupid—so stupid that the Govern-

ment feels she has not the mind nor the wit to spend her money intelligently. Therefore, the Government tells her how much she can spend for a can of beans and I don't know how many people are checking to find out whether she is spending more than is allowed. We have ceilings on articles in long supply as well as short supply. The Government says, in fact, that your corner grocer or druggist is dishonest and he must post his prices and another crew of people are observing his activities from day to day, and he may be called upon at any time to prove that he is not a crook. Manufacturers are considered by the Government to be, as a group, both dishonest and unpatriotic and, therefore, their prices are set by the Government, who additionally in their case assumes that unless an eagle's eye is kept on him he will take critical material, swipe it out of the Defense Department bins, and hurry it quickly over to the other side of the factory and make stoves and refrigerators out of it.

Now I, personally, do not believe that my wife is stupid. As a matter of fact, I have found no grounds for making that statement. I do not believe Mr. Thomas, who runs our grocery store down the street is a crook, and I do not believe that the Avco Manufacturing Corp., which makes refrigerators and farm equipment and Bendix washers, is unpatriotic or crooked either. So we are faced with an economy that is so controlled that the housewife is told what she can buy, the retailer is told the prices he can charge and the manufacturer is told not only what he can charge but how much of the product he can make.

And do not think for a moment that the labor groups do not frequently find themselves just as involved and just as suspected. The Government feels it has to have the ultimate determination on all matters, even of collective bargaining. Whether or not an employe can be given a raise no longer depends on his bargaining ability or on his ability to produce goods or services. He is stabilized, too, and there he sits.

If the American people were stupid, how could they build up to the biggest economy and the highest standard of living the world has ever known? How could they create the huge endowments for all the colleges out of private funds? How could a company like R. H. Macy or Marshall

Field grow into great American institutions by cheating their customers? Further, what in the World War records of companies like General Motors, Chrysler, and DuPont leads anyone to believe these things?

I do believe that it is stupid on the part of our Government to build up Russia to the point where she challenges our very national existence. I do believe there is something dishonest when people can fix their taxes, and I do believe that there is something unpatriotic in condoning fellow travelers in offices of national responsibility.

Politics and Our 'Unhealthy Economy'

That's why politics and what's ahead in business are hard and almost impossible to disassociate.

As a matter of fact, at a round table discussion at a club of mine in Cincinnati recently, I advanced some general thoughts along this line, and our city manager of Cincinnati, either in tones of disgust or commiseration—I have not yet decided—said, "Jimmy, there is no worse type of Republican than a reformed Democrat."

I might as well come right out and say it. I do not think our economy is healthy by any standard that I can determine. I do not believe that the period we are now going through is what has been, I think overoptimistically referred to, as a lull.

I heard the theory advanced last week, that even if the present Administration would attempt to pump prime our economy between now and November by accelerating our defense spending, it would be difficult to make results show before November. The complexity of modern armaments and weapons is such that the lead time needed to get into production would not, in the vast majority of cases, provide any pronounced reaction by election. A year ago this very month virtually every plant in the country was straining for capacity production rather than relying upon consumer demand as the limiting factor.

Prices, especially of raw materials, had climbed violently since the Korean outbreak, and were again headed still higher. Unemployment had fallen rapidly. Employers were competing vigorously to gain or retain labor and this, in turn, was producing an equal rise in wage rates.

Another ratchet in the inflationary spiral had apparently taken a firm hold. Consumers were in the throes of a second buying spree. This was not quite so pathological as the first war-scare buying. It was actually somewhat smaller than the first in volume but bigger in dollars because of the intervening rise in retail prices. Virtually every form of business was engaged in an inventory buying spree of its own. I am quoting here in part from a recent address by Martin R. Gainsbrugh, who is the chief economist of the National Industrial Conference Board.

The Recession in Private Business

The needs, now just one year later this month, are entirely different. And that in itself is a conservative statement. This is what is important to you and to me whose businesses depend not on defense contracts, but on the advertising, promotion and sale of consumer goods. In a wide and growing range of consumer industries, plant capacities are idle. Employment and hours of work are reduced. Raw material prices have broken and now many retail prices are shaky. Total personal income is no longer moving up on the charts. It is moving sideways. In many markets liquidation of inventory is being forced by price cutting.

Look at your corporate profits as they are coming out from day to day and you will find that, even before taxes, they are down roughly 20% from their level of the first quarter of last year. But in the consumer industries that provide your income and mine, believe me, the declines have been a great deal sharper than 20%.

To these general elements of recession, there must be added other factors arising from the fact that the tempo of defense spending is slower than anticipated. The garrison state is now nearing the close of its second year, but it has not yet passed into an area where it could become a sharp stimulus to activity. The advance of tax rates, and the rise in prices and incomes, have thus far obviated any recourse to major deficit financing. The Federal Government will apparently wind up the first two post-Korean years with little or no budget deficit. In 1951, expansion of the private money supply was held to only about 5%, compared with an increase of about 30% annually during World War II.

The picture I have described—of fundamental recession in the private sector offsetting the advance of defense—has implications for both the short term and the longer term.

Inflation, Prices, Demand and Taxes

Nothing like a quick transition from lull to inflation appears to be in prospect. In the light of the factors at work, it is hard now to visualize any rapid resurgence of inventory demand in the private sector. It is likewise hard to visualize any rapid change in the rate of personal consumption. A subsiding of the retail price level, or a new sharp advance of income, could improve the current position of consumers, but even such an improvement is likely to be gradual. Few now look for any rapid change in the saving rate until the consumers find a new sense of value in the existing retail price structure and until demand for durables revives from its post-war saturation.

And neither a substantial price adjustment nor a substantial increase in income is as yet in the offing. We are nearer now to a general retail price correction than we have been since Korea. But the squeezed condition of manufacturing margins and retailers' margins still casts some doubt on how much of a correction can be expected in the near future. And advancing income in the defense sector does not loom large in the light of the stability of income in non-defense business, which outnumbers it 5 to 1.

I suppose that I read as many market and news letters as most of you, but until after March 15, after a year of really bad business in many consumer lines, particularly in consumer durable lines in which our company is heavily involved, I did not read a single line or hear of a single economist who related the new tax schedules to what happened and is still happening in the consumer durable field. We have not yet encountered the worst.

The pyramiding of two tax increases has caught the whole country completely unaware. Technically, the last tax bill would represent only a nominal increase but when the time came to pay the taxes it became apparent that the American people honestly did not know what had been done to them. The pyramiding effect of two increases passed within the same year, neither of which was sold to the American people as individually severe, has resulted in really big taxes hitting a really big segment of the population for literally the first time in the history of the country.

No TV-Radio Sponsors for Cannon or Jets!

Somebody is frightened and that somebody, I think, is the American people. I submit that the current rate of savings that grows out of this fright is, I understand, greater than at any time in the history of the country with the single exception of a period of the year 1905. It had better be greater or a lot of people are going to jail when the next round of tax increases hit.

A great deal of the analytical material and forecasts on the current business outlook comes from banks and financial institutions and almost every one of the services and business magazines are predicting that our current plight is temporary and that by mid-year private spending again

will be starting up and that the Government will go on spending more and more and that industrial activity will rise.

My only concern is that our overall financial picture includes tremendous expenditures in behalf of the military and it is entirely possible for the financial indices to reveal nationally a very high rate of activity. But I do not think that we, in radio and TV, are going to sell many station breaks advertising cannons or dramatic programs advertising jet bombers.

In conclusion, I can only say that obviously I anticipate a difficult year, although not as bad as some that we have been through. I do think that it is always well for us in broadcasting to continuously remember that we have never yet run into a really depressed year. The rest of the country had a depression through most of the 30s, but we were an infant industry and we continually showed gains when almost every other business was in trouble.

That can only happen so long. It could be that radio broadcasting has reached something approaching a point of stabilization. We could anticipate in radio some gains in the future. My guess is that they will be strictly marginal.

Television is like radio in 1930. It has more of its future ahead and lacks most of radio's 30 years of past.

Radio's 'Bad Break' Unwarranted

I would be the last person in the world to try to evaluate the ultimate future relationship between radio and television. I am glad that I have both kinds of stations, and I am sure there will always be both kinds. Radio, I think, has had a terribly bad break from the time that television really got started. It was a bad break and completely unwarranted. I feared it would happen and it did happen.

There is literally no more reason for radio budgets to be cut in favor of television than for magazines or newspapers to be cut in order to provide funds for television. But the tragedy has been in the sheer mechanical facts of the way advertising is bought. It was perfectly natural that when television started, its purchase would be sought as a prerogative of radio departments and timebuyers, not as a prerogative of space buyers, so that, psychologically, at the very start of the competition of the two, agencies and advertisers were indoctrinated through the processing and channeling of television activity through the timebuying and not the space buying sections of the media departments. Fortunately, I understand that there is some tendency toward disassociation and I certainly hope this can be encouraged and expedited.

With the business outlook as I see it, with the intricate co-mingling of Government and business, and with the uncertainty which must arise in the minds of every one of us as to whether our advertising economy can continue to support the thousands of stations we now have in our business, I can only assure you that we all need to exercise extreme caution, extreme care and extreme adroitness if we are to survive in the highly competitive era, which I am sure, we are approaching.

In the not very distant past, it was, in some circles, thought "smart" to point to the accomplishments, somehow metamorphosed into misdeeds, of such American figures as Mr. Rockefeller, Mr. Carnegie, and Mr. Morgan. It is, therefore, a matter of some gratification to note that recently the respected historian, Professor Allan Nevins of

Columbia University, made a forecast. Speaking at Stanford University, Prof. Nevins said that history is changing its interpretation of these men.

"In the past," he said, "our historians tended toward a feminine idealism. They were apologetic about our dollars, our race to wealth, our materialism; they mentioned deprecatingly our worship of size and deplored our boastfulness about steel tonnage and wheat production. They spoke scornfully of the robber barons, who were not robber barons at all; they intimated that America had grown too fast.

Business Men in a Free Society

But today, Prof. Nevins goes on, all this is changing. A great injustice, he declares, has been done to our business and industrial leaders, the Carnegies, the Rockefellers, and the rest. He offered a guess that "this great development by which America has been projected into world leadership, with all the exhilarations and perils, the opportunities and cost of that position, will be in some fashion connected, by future interpreters, with the advent of the age of mass action, mass production and mass psychology in American Life."

I suspect that you [broadcasters and telecasters] are a part of the last frontier, and that sooner or later, the same pattern of mass psychology which has been increasingly effective in the subordination of many other groups, may be trained in your direction. You have had every warning that this can happen. I hope that you heed it more intelligently and more successfully than some other groups have.

You are, individually, institutions in your communities. You know the people whom you serve. The function you perform inevitably ties you in with the producer of the goods you sell. You have a great deal in common with the proprietor merchants with whom you do business together with the producer of the products you advertise. You are a part of the remaining national dyke against what could be an engulfment.

As independent business men, who recognize the importance of the individual contribution to the sum total of our economic system, you must make sure that you do everything possible to preserve your status in a free society, both economic and social. It is not enough for us to be satisfied with operating our own business at a profit and leaving the defense of the system which makes our business possible to others.

The "let George do it" philosophy can result only in the destruction of the proprietary impulse. Resisting the influences which bring us daily toward more centralized Government control, more taxes, more regimentation is not easy. You must talk to your representatives in Congress—they are your servants, you are not theirs.

A very wise and astute friend of mine recently pointed out some wisdom of the ages; he said there are very few incentives that will drive a man to success. These incentives, he continued, eventually resolve themselves down to a basic two: Money—and all it will do—or Power, and all it will do. In America, so far, the incentive is profit, which in turn means money which can be exchanged for the goods and services of our fellow citizens. However, if that incentive is removed, the only remaining incentive will be power—and it is power, coupled with ambition, greed and avarice, which has brought us, since time immemorial, the dictatorships and the cruel, inhuman rulers in all human society.

Frequencies of 50,000 mc and up, piping bandwidths of "thousands of megacycles" through network of laminated 1-in. or 2-in. tubes, may relieve congestion of networking facilities by TV and telephone "which have gobbled up transmission facilities as fast as it has been possible to provide them." Bell Labs' Dr. W. H. Doherty, director of electrical communications research, this week told NARTB Broadcast Engineering Conference that Bell is working in 2 directions: (1) Pulse code transmission, which takes great bandwidths, but is extremely easy to send through many repeaters. (2) Bandwidth reduction. He showed traveling wave tube which can now handle 50,000 mc, said laminated tubes may solve old problem of "skin effect" which now limits transmission of high frequencies over conductors. Advantage of "non-radiating systems," he said, "is that they can be duplicated without limit." He also foresaw tremendous future of trouble-free service with transistors (Vol. 8:1, 8, 9).

"Reasonably unfrozen," is how NPA chief Henry Fowler characterized post-freeze TV station construction outlook in address to NARTB Chicago convention April 1. Said he: "The present outlook is that construction controls [will] permit the initiation of projects for new TV stations on a fairly regular scale as the licensing procedures are worked out by the FCC. [But] copper conservation measures . . . will be required for some time to come. I do not want to leave the inference that every application can be immediately approved and allotments made for every quarter as fully as desired." Previous day, J. Bernard Joseph, chief of NPA Electronics Division's broadcast equipment section told broadcast engineers that many construction jobs—even some TV station building—can be accomplished under self-authorization procedures without application to NPA, if construction is carefully scheduled and usage of metals phased out over several quarters (Vol. 8:8-10, 12).

U. S.-Canada radio treaty was ratified by Senate April 1, permitting pilots, mobile radio transmitter operators and amateurs of each country to operate equipment in territory of other (Vol. 8:9). Non-controversial convention, negotiated by State Dept. and FCC, grew out of incidents affecting AT&T mobile systems, U. S. Park Service cars, Interior Dept. launches, Atomic Energy Commission convoys, was signed at Ottawa Feb. 8, 1951 and unanimously reported by Senate Foreign Relations Committee Feb. 27.

The 518 FCC employes with 10 or more years of service (40% of total personnel) will be awarded pins in ceremonies to be conducted April 8 in Departmental Auditorium. First such awards, pins will be given on basis of service with FCC or its predecessors—Federal Radio Commission and Commerce Dept. radio div. Among the 15 in 30-year class are Wm. Norfleet, chief accountant, and Paul Shechy, chief of administrative services div. Among 110 in 20-year class are Comrs. Hyde and Sterling.

Four mobile units, including a "crash truck" fully equipped to transmit either live or film pictures direct, will be used by NBC-TV to cover Chicago political conventions in July, Philco-sponsored; they're to be equipment of peripatetic "human interest team" of newsmen headed by Adolph J. Schneider, acting special events chief. Technical chief is F. A. Wankel. Wm. R. McAndrew, director of NBC-TV public affairs, will be in overall charge of staff.

First intercity TV transmission, telecast of Secretary of Commerce Herbert Hoover, sent from Washington to New York, has 25th anniversary April 7. AT&T notes occasion by summarizing growth of coaxial-microwave facilities to total of 28,500 channel miles by end of this year. First transmission, over telephone lines, was supervised by Dr. Herbert E. Ives, Bell Labs' director of electro-optical research.

Buenos Aires has 2500 sets, including most U. S. name brands, receiving LR3-TV 5 hours daily, 7 days weekly, Federal's (IT&T) James Valentine reported at NARTB engineer session. Because of different standards (625 lines, 50 fields), import duties, etc., prices are 2-3 times those in U. S. Company plans to assemble own sets there, as it does in Rio de Janeiro. Elaborate installation includes: transmitter slightly over 5 kw, new "triangular loop" antenna with 8½ gain, 12 cameras, "Telecruiser" mobile unit, tractor-trailer outfit—total cost over \$750,000. Station operates 4-7 p.m., shuts down 7-9 because of line voltage drop, resumes 9-11, features soccer, opera, pickups from legitimate theatres. Valentine reported that first sets have been going into taverns, that crowds of poorer folk regularly gather in front of appliance stores to watch favorite programs. He estimated 12,000 sets now in Rio, 15,000 in Sao Paulo, said plans are under way to link the 2 by coaxial or microwave and build satellites throughout Brazil, which has greater area than U. S. Note: New York *Herald Tribune* reported April 1 that TV receivers most widely sold in Brazil are GE, RCA, Zenith, Emerson, Admiral, Philco and Motorola, with DuMont just coming in.

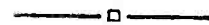
Graft in form of "tips" and kickbacks to TV technicians is costing sponsors \$2-5,000,000 a year, according to managing editor Frank Rasky in February *Television Magazine*. Many technical directors and cameramen, article charges, demand gratuities from performers with threats that otherwise they would not be presented photogenically. Script writers also complain they have to kick back part of their fees to "shady show packagers" in order to get assignments. Practice is said to have grown out of ad agencies' custom of winning good will via tips, meals, etc. for personnel working on their shows. But, in words of unnamed McCann-Erickson executive, practice now "threatens to ruin the medium."

Home TV is "enemy" of movies, said 20th Century-Fox's outspoken president Spyros Skouras in recent interview with *Variety* editor Abel Green. If big producers sold old films to TV, he said, "we would be cutting our own throats." Besides, he added, TV "can pay us only buttons . . . In one week, for instance, my company or any company can pick up more theatre rental from almost any picture than what TV offers to pay for it outright." According to Skouras, the only good TV is theatre TV—specifically 20th Century's Eidophor system. He sees theatrecasts of super-stage attractions eventually supplementing films and stimulating boxoffice.

Eidophor theatre-TV projection system's principle and operation are explained in layman's language by engineer Aaron Nadell in March 1 *Motion Picture Herald*, seventh in series of articles on operation and maintenance of theatre-TV equipment.

Alfred P. Sloan Foundation is underwriting, to extent of \$5000, Pennsylvania State College's Educational Television Programs Institute, bringing together top-level college executives under auspices of American Council on Education April 21-26 at Nittany Inn, State College, Pa.

ASCAP expects to get about \$6,000,000 from TV this year, about 20% more than last. It's now distributing record quarterly dividend of about \$3,000,000; last year's distribution to members totaled \$11,640,000.



Capitol Records Inc. reports 1951 profit of \$498,439 (75½¢ each on 476,230 shares) on sales of \$13,385,548 vs. \$201,509 profit (26¢) on \$12,316,319 in 1950. Book value of common stock was increased 77½¢ a share last year when company purchased and retired half the 30,000 shares of preferred stock outstanding.

Network TV-Radio Billings

February 1952 and January-February 1952
(For January report, see *Television Digest*, Vol. 8:11)

SLIGHT SOFTENING of network TV sales, and considerable softening in network radio, are manifest in February billings reports by Publishers Information Bureau. TV billings of \$14,786,047 were down from January, though well over \$1,000,000 ahead of radio billings. Short month isn't believed to account for change.

CBS-TV billings, about same as January, went ahead of CBS-radio billings for first time. NBC-TV continues far ahead of its radio. It was NBC-TV's drop from January, however, which accounts for overall February drop, for ABC-TV, CBS-TV and DuMont all showed slight gains.

Network radio fell nearly \$1,500,000 below same month last year, whereas TV billings were almost double. Detailed PIB figures follow (for comparison with 1951 month-by-month figures, see Vol. 8:4, p. 14):

NETWORK TELEVISION				
	February 1952	February 1951	Jan.-Feb. 1952	Jan.-Feb. 1951
NBC	\$ 6,813,549	\$ 3,949,360	\$14,072,856	\$ 8,136,582
CBS	5,103,043	2,600,339	10,177,686	5,201,504
ABC	2,120,911	1,254,851	4,141,372	2,583,570
DuMont	748,544	406,079	1,465,692	841,606
Total	\$14,786,047	\$ 8,210,629	\$29,857,606	\$16,763,262
NETWORK RADIO				
CBS	\$ 4,788,561	\$ 6,097,737	\$ 9,952,870	\$12,931,363
NBC	3,994,018	4,731,626	8,351,371	9,947,573
ABC	3,177,970	2,702,721	6,479,449	5,802,139
MBS	1,600,399	1,426,705	3,278,808	2,969,592
Total	\$13,560,948	\$14,958,789	\$28,062,498	\$31,650,667

Network TV and radio figures for January and February, including revisions of PIB January figures:

NETWORK TELEVISION					
	ABC	CBS	DuMont	NBC	Total
1952 Jan. ...	\$2,020,461*	\$ 5,074,643*	\$ 717,148	\$ 7,259,307*	\$15,071,559*
Feb. ...	2,120,911	5,103,043	748,544	6,813,549	14,786,047
Total	\$4,141,372	\$10,177,686	\$1,465,692	\$14,072,856	\$29,857,606
NETWORK RADIO					
	ABC	CBS	MBS	NBC	Total
1952 Jan. ...	\$3,301,479*	\$ 5,164,309*	\$ 1,678,409	\$ 4,357,353*	\$14,501,550*
Feb. ...	3,177,970	4,788,561	1,600,399	3,994,018	13,560,948
Total	\$6,479,449	\$ 9,952,870	\$3,278,808	\$8,351,371	\$28,062,498

* Revised as of March 31, 1952.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons and trends.

A 50-year community antenna franchise, to bring in Los Angeles stations and to test subscription TV, was granted last week to International Telemeter Corp. (50% owned by Paramount Pictures) by city council of Palm Springs, Cal. (Vol. 7:52). Paramount contends that its coin-box system can get accurate test only under such isolated and controlled conditions.

The Bible provided most apt phrase of NARTB engineering meetings, when RCA's Dr. George Brown, after discussing engineers' uncertainty about effect of antenna height on uhf coverage, concluded with passage from *Luke 14:28*: "For which of you intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it?"

"Uhf TV Range Calculator," 4x9½-in. cardboard slide-rule, is handy device for determining Class A & B coverage, distributed by GE at NARTB convention. Data employed was derived from theoretical curves published in October, 1950, *Electronics* and "experience factor" from FCC's report "TRR 2.4.12" of June 1951.

THOSE STORIES about a Mutual Broadcasting System TV network can be discounted, short of merger with one of existing chains, at least so far as immediacy of coaxial-microwave interconnections are concerned. Thomas F. O'Neil, MBS chairman and v.p. of General Tire & Rubber Co., operating its TV-radio subsidiaries, put it this way when asked for official comment:

"Based on studies now under way, Mutual may shortly be in a position to make available a TV service that would undoubtedly offer in many respects the same programming advantages to both small and large stations in the field of TV as are enjoyed by Mutual affiliates in the field of broadcasting."

General Tire's Thomas F. Lee Enterprises Inc. (soon to be changed to General Teleradio Inc.) owns WOR-TV, New York, WNAC-TV, Boston, and KHJ-TV, Los Angeles; now controls MBS (Vol. 8:9); is reasonably assured of affiliation with WGN-TV, Chicago—but these are spaced too far apart to make conventional networking feasible. Accordingly, until many more stations get on air, it's apparent that O'Neil has in mind the syndication of kine recordings of the best locally produced shows on those stations plus possible other film offerings.

General Tire, for which TV-radio subsidiaries earned \$773,827 last year (Vol. 8:9), this week split stock 2-for-1, authorized increase in common shares from 750,000 to 1,500,000, of which 1,206,528 are now outstanding.

TV-radio are extricated from onus of probe into "offensive and undesirable books and radio and TV programs," proposed in H. Res. 520 introduced by Rep. Gathings (D-Ark.) despite last week's favorable report of House Rules Committee (Vol. 8:13). House Interstate Commerce Committee protested that select committee authorized in bill to conduct investigation would encroach on its jurisdiction. Accordingly, as a clarifying measure, Rep. Gathings on April 3 introduced another resolution (H. Res. 596) calling for study of "offensive and undesirable books" only. However, Commerce Committee could institute own TV-radio investigation.

Two Colorado broadcasters joined forces this week to apply for joint TV station operation—200-kw outlet atop Cheyenne Mt., telecasting on Channel No. 12. They are James D. Russell, KVOR, Colorado Springs, and Gifford Phillips, KGHF, Pueblo (Vol. 8:10). Also applying this week were *Spokane Chronicle's* KHQ, Channel 6, and WONE, Dayton, O., Channel 22. These made 522 applications now on file, 37 of them uhf. [For further details, see *TV Addenda 14-L* herewith; for complete list of pending applications, see *TV Factbook No. 14* and Addenda to date.]

Haley, McKenna & Wilkinson, prominent Washington radio law firm, splits April 15 into 2 firms—Andrew G. Haley and Dwight D. Doty becoming Haley & Doty, retaining offices in Duryea Bldg., adding to staff Howard J. Schellenberg Jr., ex-FCC Aural Facilities Div. James A. McKenna Jr. and Vernon L. Wilkinson, who retain ABC as client, become McKenna & Wilkinson, will continue at same location until new offices can be procured.

Clem Randau, ex-UP business mgr., now an asst. administrator of Civil Defense Administration, as 55% stockholder, heads group buying KXOB, Stockton, Cal. (1 kw on 1280 kc) from Lincoln Dellar. Others in group include Sherrill C. Corwin, theatreman; Ralph Stolkin, Los Angeles; Edward Burke, San Antonio.

John P. Cunningham, Cunningham & Walsh agency, elected chairman, American Assn. of Advertising Agencies, succeeding Louis N. Brockway, Young & Rubicam; other officers are Henry M. Stevens, J. Walter Thompson, vice chairman, Harold Cabot, Boston, secy.-treas.

MARTIN CODEL'S

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

Television Digest

with **ELECTRONICS REPORTS**

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Tables of Final Allocations by States & Cities, VHF & UHF, and Channel Shifts of Existing Stations, pages 8-14.

I—END-OF-FREEZE, CONTENTS OF REPORT: For your convenience, we're publishing FCC's new city-by-city channel allocations and a table of the 30 channel shifts ordered for existing stations on pages 8-14 herewith. But, in addition to our analyses and digests of the basic aspects of the Final Allocations Report, which follow, you must obviously consult its full text. This covers 250 printed pages, which our full-service subscribers should receive shortly after they get this Newsletter.

Thanks to round-the-clock efforts of 5 printing and composition houses in Washington and Baltimore, prodigious job of printing and binding the full Report, which was fed to us piecemeal by FCC Monday-thru-Friday, should be completed by noon on Monday, April 14, its release date. We are sending one copy to each subscriber to our full services at that time, via first class mail (extra copies: \$5).

Biggest, most complicated document ever turned out by FCC, Final Allocations Report includes exhaustive dissents of Comrs. Jones and Hennock. Excerpts from the table of contents indicate its huge scope: Proceedings, General Considerations Supporting Adoption of Table of Assignments, The Channels (use of vhf & uhf), the Educational Reservation, Assignment Principles (basis of table, predictions of service areas and interference, powers and antenna heights, grades of service, station separations, image interference, IF beat, intermodulation, multiple interference, offset carrier, etc.), Directional Antennas, Stratovision or Polycasting, International Considerations (Canada & Mexico), New Rules & Regulations, and the Dissents -- all these and other topics, bulwarked by scores of charts, graphs and tables.

II—END-OF-FREEZE, PROMISES & PROSPECTS: "The freeze is dead, long live the freeze!"

By that, we don't mean to be facetious -- but merely to emphasize that the FCC's order isn't the be-all-and-end-all that will bring new telecasting facilities into being overnight. Far from it.

All the hurly-burly surrounding issuance of end-of-freeze decision, should not obscure plain fact that very few stations will get on the air this year -- and most likely only a modest number next year. Consider:

NOTED
FILED

(a) Freeze decision date, April 11, gives until July 1 for filing of new applications, amending old. No stations to be granted before July 1, and then only in non-competitive cases, which will be extremely few, if indeed there are any at all, in markets of any importance.

(b) After July 1, hearings will tie up the most important channels in the most important cities for months, if not years.

With awkward elephantine haste, after 3½ years of hemming and hawing and pursuing such will-o-the-wisps as color, FCC threw together its 3½-lb. document, embracing more than 600 mimeographed pages, countless statistical tables and charts, and adopted it officially Friday, April 11, for release Monday, April 14.

This last-minute haste, ironical after so much wasted time, should not de-

tract from enormous and painstaking efforts put into the project by commissioners and legal and engineering staffs. Paul Dobin, chief of Rules & Standards Div., who bossed the staff and wrote most of Report -- with brilliant clarity -- was finally knocked out by a virus this week after driving himself day and night.

Unwonted haste since ex-Chairman Coy's departure had obvious motivations: Senator Johnson, whose home State of Colorado is without TV, yet who kept the color coals burning and so contributed to lengthening freeze by several years, was threatening to pry decision loose by a legislative "Caesarian".

Commission didn't even take time to include a considered refutation of the scathing, scornful dissent by Comr. Jones, carefully documented with engineering data, submitted to colleagues and staff for first time April 10.

Dissent points up all criticisms of new rules and procedures freely voiced as facts seeped from Commission meetings, and may be basis of court actions that could spell even more delay in getting things going.

At least a year was saved, in opinion of most at the Commission, by holding "paper" rather than oral hearing. And --

"If all the vhf and uhf channels are utilized," says FCC, "there should be few, if any, people of the United States residing beyond the areas of TV service."

* * * *

Noteworthy is Commission's attempt to remove "rigidity" of its proposal of last year. It contends that no "mechanical" formula was used in allocating channels to various cities; that realistic economic and social factors were taken into account; that decision is "based on the record," meaning that everyone's arguments were carefully weighed.

Separate stories that follow undertake to analyze the various phases of the decision ("Sixth Report"), in which one particular aspect stands out -- the great effort to make it "appeal-proof".

The continued emphasis on distribution of vhf among all states, the detailed analysis of everyone's comments submitted during the "paper hearing," are ample evidence of that. In same vein, Commission obviated appeals by those existing stations among the 31 it originally proposed to shift to new channels, by acceding in general to their "counterproposals". Thirty must shift, but they're "compensated" by being able to get their power-height increases quickly, while others must wait.

It's still conjectural whether anyone will appeal. Industry hasn't seen report yet, so there aren't any reactions. Whether courts would uphold appeal, or delay implementation of decision, is anyone's guess. At FCC they're confident it will stick.

III—END-OF-FREEZE, WHO GETS FIRST CPs? Reacting to tremendous pent-up pressures for TV service, FCC seized upon every technique promising quick erection of stations.

"The processing procedure adopted today," Commission said, "is designed to make TV service available to the greatest number of people in the shortest time consistent with the provisions of the Communications Act and the public interest."

New applications and amendments will be accepted immediately, and new forms are now available -- but no CPs will be granted before July 1. Thus, there's 2½-month hiatus while estimated 1000-1250 applications and amendments pour in.

Everyone must fill out complete new form. Though all applications now on file may be "amended", they'll be complete new applications in everything but name.

* * * *

Channel-by-channel proponents won out over "lumped" hearing advocates -- one of decision's most important facets. There were 3 principal reasons behind this: quicker grants are expected; quicker uhf grants are expected; transmitter site problems are minimized, since grantee gets channel and site he specifies.

Channel-by-channel procedure means simply this: Each applicant indicates channel he wants. If no one else asks for that channel "one day before Commission action" (meaning one day before FCC would have granted the CP), he's eligible for grant without hearing. If 2 or more apply for the same channel, a hearing is set.

Additional applicants may join hearing up to 20 days before it's due to start. This is exactly same as present AM procedure.

All pre-freeze hearings which had not been finally decided were declared null and void. Participants in those hearings, some very extensive and all very expensive, get no preference, must start from scratch like everyone else.

The order in which applications will be handled -- their priorities -- are extremely complex. You'll have to read carefully that all-important "footnote 10" (Appendix C-1 of Report -- Processing Procedures) several times to find out where you stand, but FCC's whole intention is this:

Give highest priority to biggest cities now getting least service, and to those cities in which uhf will provide the only new service -- such major no-service cities as Portland and Denver thus obviously being in line for prior handling. [For list of major non-TV areas, see pages 42-46 of TV Factbook No. 14.] There are 4 groups of applications, with subdivisions, as follows:

GROUP A: (1) The 30 existing stations shifted to new channels (see p. 14). They will be cleared right off the bat -- so that their prospective co-channel and adjacent-channel neighbors can pick properly spaced transmitter sites. (2) Applications for cities with no TV service now -- "no service" embracing those communities located 40 miles or more from existing transmitters.

GROUP B: (1) Uhf-only cities less than 40 miles from existing stations.
(2) Vhf-uhf cities where all the commercial vhf channels are presently occupied.
(3) Cities with no local station, but within 40 miles of one operating station.
(4) Cities with only one local station, but located 40 miles or more from others.
(5) Cities getting 2 or more services, local or within 40 miles.

GROUP C: Various applications and petitions filed by those granted new CPs or set for hearing after July 1. These include modifications of CPs, requests for waiver of hearings, etc.

GROUP D: Applications for changes in facilities of existing stations.

* * * *

Simultaneous processing lines for Groups A & B will be set up. Therefore, cities with some service now get a fair break, won't have to wait until the last tiny "no service" hamlet has been cleared.

Group C applications will be taken as they come, rushed through in order to get new stations on air with minimum delay.

Commission obviously isn't shedding many tears for Group D -- the "haves". FCC says, specifically, that it won't even consider their applications until Nov. 1. Actually, few at FCC think they'll be able to get to them even by that date.

The big exceptions among existing stations requesting power-height increases -- and getting best break in whole complicated deal -- are those 30 stations which must shift to new channels. They can go to maximum power-height when they shift -- and their shifts have highest priority of all.

Priorities within each group or subgroup will be made on basis of size of city or number of services now received, or both. After July 1, Commission will publish lists of the various groups, showing "position" of each city.

Educational applications will be handled separately, taken up as they come. No deluge is anticipated (see p. 5).

Commission saved a kicker for those folk who may have been quietly planning to latch onto a uhf channel, then quicklike ask for modification to vhf (Vol. 8:13). Once you get a CP, Commission says -- that's all!

Channels can't be changed for one year, with 3 exceptions: (1) Cities with no channels assigned, and located more than 15 miles from cities with channels. (2) Cities with no commercial channels. (3) Cities with no educational channels. Applicants from these may petition for rule-making, before year is up, to put channels into their towns -- if channels can be found.

It remains to be seen whether such precise pre-planned procedures can stand up in actual practice. FCC staff agrees it will have to play by ear, shift personnel -- perhaps even change rules of game -- depending on flow of applications.

IV—END-OF-FREEZE, WHERE THE CHANNELS GO: Real proof of the whole TV pudding lies in final table of allocations -- which cities get what channels (see pp. 8-13). After enunciating its allocation principles with oceans of words, consulting plethora of charts, drawing countless circles on maps, FCC produced an end product. What is it?

We've made as careful study of channel assignments as time permitted, found that general outlook brightened slightly -- with a net gain of 13 vhf assignments for commercial applicants to shoot at.

There are relatively few important changes from allocations proposed by FCC last year (see TV Factbook No. 14, pages 74-78). No city gained or lost more than one vhf channel. Here are salient statistics for whole country and territories:

(1) Total of 1275 communities get 2051 channels, against 1250 communities and 1914 channels in last year's proposal.

(2) Vhf channels allocated total 606, of which 108 are already in use and 80 are reserved for educators. Total last year was 557, with 73 reserved.

(3) Uhf channels total 1445, with 162 reserved for educators. Last year's total was 1357, with 136 reserved.

(4) Vhf-only communities number 110, uhf-only 910, intermixed 255.

(5) One vhf channel, for commercial use, was added to the following cities which had no vhf before: Santa Barbara, Cal.; Durango, Grand Junction & Montrose, Colo.; Hartford, Conn.; Bay City, Cadillac & Calumet, Mich.; Altoona, Pa.; Spartanburg, S.C.; Vernal, Utah; Harrisonburg, Va.; Bellingham, Wash.; Beckley, W.Va.

(6) One more vhf channel is available for commercial use in following, which had vhf in last year's proposed allocation: Denver, Colo.; Champaign-Urbana, Ill.; Cedar Rapids, Ia.; Eugene, Ore.; Memphis & Nashville, Tenn.; Lubbock, Tex.; Salt Lake City, Utah; Green Bay, Wis. Following 3 got another vhf, but it was reserved for education: Sacramento, Cal.; Gallup & Silver City, N.M.

(7) Elimination of educational reservation gave following one more vhf: Indianapolis, Kansas City, Omaha, Columbia, Mo.

(8) These lost their single vhf: Blytheville, Ark.; Visalia, Cal.; New London, Conn.; Valdosta, Ga.; Centralia, Ill.; Middlesborough, Ky.; Lafayette, La.

(9) Following still have vhf, but lost one each: Pensacola and Tampa-St. Petersburg, Fla.; New Orleans & Alexandria, La.; Jackson, Miss.; Columbia, S.C.; Amarillo, Tex.

* * * *

Narrowing analysis to top 162 markets (TV Factbook No. 14, pages 42-46), we find the following:

(1) Vhf channels total 298, compared with 288 in proposed allocation of last year. Vhf educational reservations number 35 vs. 37 last year.

(2) The 8 vhf-only markets (vs. 10 in the old allocation) are: Shreveport, Savannah, Spokane, Green Bay, Albuquerque, Charleston, Amarillo, Phoenix.

(3) The 31 uhf-only markets (vs. 32 last year) include such sizable cities as: Worcester, Mass.; Youngstown & Akron, O.; Bridgeport, Conn.; Springfield-Holyoke & Fall River-New Bedford, Mass.; Allentown-Bethlehem and Wilkes-Barre-Hazleton, Pa.

It's apparent that vhf gains weren't merely token; that quite a few of the improvements came in large cities; that all losses weren't in large cities. Terms "vhf-only" and "uhf-only," as used above, don't mean too much in many cases -- since overlaps of the 2 types of signals will be almost universal.

V—END-OF-FREEZE, POWER-HEIGHT-SPACING: Technical aspects of the allocation plan -- spacings, powers, heights, etc. -- have been reported to you in our newsletters of recent weeks, while FCC was engaged in final deliberations. Final Report shows we hit key data solidly on the nose. Following is amplification of those facets:

(1) Three zones are established. All are described and illustrated, with maps, in Report itself. Very roughly, Zone I comprises Illinois and most of area lying directly between Illinois and Atlantic Ocean. Zone III comprises all areas within approximately 150 miles of Gulf Coast. Zone II covers rest of the country, as well as all U.S. territories.

(2) Minimum vhf co-channel spacing in Zone I is 170 miles; Zone II, 190; Zone III, 220. Uhf minimum is 155, 175 & 205 miles in respective zones. Adjacent-channel minimum is 60 miles for vhf, 55 for uhf -- everywhere. In last year's proposal, FCC provided that whole country would have co-channel minimum of 180 miles on vhf, 165 on uhf. Adjacent-channel minimum is same as in previous proposal.

Population density is reason given for closer spacing in Zone I, and high tropospheric interference accounts for greater spacing in Zone III.

(3) Only one set of spacings is adopted for each zone -- city-to-city -- as against previously proposed 2 sets: city-to-city and transmitter-to-transmitter. In measuring distances, if an existing transmitter is involved, its site is the reference point. If no established station is involved, the mileages used are those contained in Commerce Dept. publication "Air Line Distances Between Cities in the U.S." If that publication doesn't contain mileages for cities involved, main postoffice is the local reference point.

No deviation from mileage minima is permitted, except where a few existing stations may continue to be under-spaced. City-to-city spacing is sole criterion. It does applicant no good to find adequately spaced transmitter site, if city itself -- as measured by foregoing yardsticks -- doesn't qualify.

(4) Maximum power is 100 kw for Channels 2-6, 316 kw for Channels 7-13 and 1000 kw for all uhf. Minimum powers permitted are tailored to size of city, remain unchanged from last year's proposal -- except that 1 kw is the absolute minimum now, regardless of channel or height. All stations will be free to go to maximum allowed by height limits in respective zones.

(5) With antenna heights up to 2000 ft. above average terrain, vhf & uhf stations may use maximum power. Above 2000 ft., powers must be reduced according to formula shown in charts. Only exception is in Zone I, where vhf stations must cut powers below maximum if their heights exceed 1000 ft. If vhf stations in Zone I want, say, 2000 ft., power permitted is 10 kw for Channels 2-6, 31.6 kw for 7-13.

(6) All the uhf "taboos" proposed last year are retained. These specify minimum distances between stations on various channels needed to protect against oscillator radiation, image interference, IF beat, intermodulation, etc.

(7) Offset carrier operation will be mandatory throughout. FCC will publish list, "at an early date," showing how each station is to be offset. Stations will be offset 10 kc, and 1-kc tolerance will be required in uhf as well as vhf.

VI--END-OF-FREEZE, EDUCATIONAL CHANNELS: Educators should have few complaints about final allocation -- though Comr. Hennock has plenty.

Wherever educators put up any fight at all, they got what they wanted. In many cities, they had channels thrust upon them whether they lifted finger or not.

Commercial interests won a few important cities from the educators. A vhf channel previously "asterisked" for educators was freed for commercial use in Omaha, Indianapolis, Kansas City, Columbia, Mo. We find no cities where educators gained vhf at expense of commercial aspirants -- beyond what was proposed by FCC last year.

Like commercial applicants, educators benefited from the fact that channel juggling made modest increase in number of vhf and uhf channels available. Of 606 vhf channels assigned, 80 were reserved for "non-commercial educational use" -- compared with 557 and 73 in last year's proposal. Of 1445 uhf channels assigned, 162 were reserved -- compared with previous 1357 and 136. [For previous proposals, see TV Factbook No. 14.]

Commission stuck by its educational philosophy in virtually all respects, rejecting radical deviations proposed by both educational and commercial camps. It turned thumbs down on these ideas:

- (1) DuMont's and NARTB-TV's request that no channels be reserved at all.
- (2) Various proposals that schools get TV via microwave or wired circuits.
- (3) Sen. Johnson's proposal that commercial stations give specific percentage of time to educators, to be spelled out in commercial licenses.
- (4) Partial commercialization asked by U of Missouri and Bob Jones U, and

known to be desired by many others hard put to find means of supporting stations.

(5) Temporary use of network programs, by educational stations, until commercial stations come to town -- requested by Joint Committee on Educational TV.

(6) Time limit on reservations requested by number of parties.

* * * *

In justifying educational reservations, Commission repeats its previous premises -- that schools can make "important contributions" via TV, but that they and the holders of their purse-strings are slow-moving and need lots of time.

Comr. Hennock wanted simply -- more. Her "partial dissent" insists that all reservations proposed last year should have been retained; that all new reservations requested should have been granted; that all cities with 2 vhf channels should have one of them set aside for educators; that vhf should have been squeezed into more cities (such as Columbus, O., Detroit, Ft. Wayne) and given to educators; that FCC should have made "effort" to reserve vhf in cities where all vhf is now in use.

Educators got nearer one-third of total channels than the one-tenth indicated by bare statistics, according to other commisisoners -- if you consider population. Fact is, they point out, Commission generally gave educators a channel if city has 3 or more channels -- and these are the big cities.

Comr. Webster is disappointed with both camps. Educators, he says, are "imbued with lofty motives and high hopes, but, generally speaking, without funds or reasonably firm plans." And commercial interests are "apparently possessed of means for televising educational programs in the reasonably near future, but likewise without plans as to what, if anything, would be done." His reluctant conclusion: Give educators their channels; take them back if they aren't used.

* * * *

Commission thus gives educators every possible break -- even to setting up separate application processing line for them. It's expected that about half dozen serious applications will be filed immediately, and Commission should be able to grant them by its earliest possible date -- July 1.

JCET executive director Ralph Steetle reveals more than dozen educational applicants which he says are "straining at the bit" and should be on file "within a month": Ohio State U, Columbus; UCLA, Los Angeles; U of Illinois, Champaign; Southern Illinois U, Carbondale; State U of Iowa, Iowa City; U of Kansas, Lawrence; Kansas State, Manhattan; Wichita U, Wichita; Michigan State College, East Lansing; U of Missouri, Columbia; Houston U, Houston; New York State Board of Regents; New Jersey State Dept. of Education -- plus coordinated groups in San Francisco, Detroit, Pittsburgh, Milwaukee.

List could be expanded considerably, Steetle says, if organizations which have "indicated readiness" were included. But in light of costs and non-revenue possibility of educational channels, it's generally assumed some may get cold feet when they find FCC didn't give them hoped-for vhf channels. On other hand, a few may get hot about TV because vhf was found for their areas.

VII--END-OF-FREEZE, FCC's UHF HOPES: Commission places considerable faith in uhf, in statements throughout Report -- though Comrs. Jones and Hennock claim it's mere "lip service" and assert that Commission has actually shackled uhf. Commission's bull-ishness about uhf is reflected in following excerpts:

"Because TV is in a stage of early development and the additional consideration that the limited number of vhf channels will prevent a nationwide competitive TV service from developing wholly within the vhf band, we are convinced that the uhf band will be fully utilized and that uhf stations will eventually compete on a favorable basis with stations in the vhf.

"Uhf is not faced, as was FM, with a fully matured competing service. In many cases, uhf will carry the complete burden of providing TV service, while in other areas it will be essential for providing competitive service.

"With respect to the propagation characteristics of the uhf band, as compared to the vhf, we believe that such differences as exist will prove analogous to

those formerly existing between the higher and lower portions of the vhf TV band.

"Present equipment and economic problems may temporarily handicap operations in the new uhf band and place certain communities at a disadvantage. Such immediate considerations, however, cannot be allowed to obscure the long-range goal of a nationwide competitive TV service.

"We have considered the effect of our action [on powers and heights]. We are unable to conclude that the Rules adopted herein will prevent the fullest development of this new and valuable portion of the spectrum."

Comrs. Jones and Hennock, particularly former, are convinced that majority is completely cockeyed -- technically, economically, any way you want to look at it.

VIII—END-OF-FREEZE, THE DISSENTERS: The burning dissent of Comr. Robert Jones will leave a lot of people puzzled. Commission already had its Report on presses when it received copies of his opinion. Therefore, Report doesn't contain point-by-point answers to his charges it might otherwise have included. Also dissenting in part, Comr. Hennock agrees in general with Jones, who makes 2 basic charges, documented with numerous charts, graphs and tables:

(1) Vhf allocation is a shocking waste that "literally shrinks the 12 vhf channels...to the equivalent of 4 in the northeastern part of the U.S. and other areas like it."

(2) Uhf is sold down the river.

* * * *

Jones first points out that vhf co-channel spacings have median of 280 miles for whole U.S., 250 miles in Zone I -- vastly greater than the minima. This, he says, doesn't merely reduce the number of vhf stations -- it actually affords less service to everyone, including rural population.

To provide most service, Jones says, vhf spacings should be around 125-150 miles. This is based on "triangular lattice" theory wherein stations are assumed to be equally spaced across country. Jones doesn't contend that stations can be so spaced, but he believes optimum condition can be approached.

Uhf's inferior position, Jones says, results from fact that uhf stations with 2000-ft. antennas and 1000-kw power should be spaced at least 200 miles to compete with vhf stations spaced 170 miles apart. But, to compete with vhf stations as FCC has actually spaced them -- 280 miles median -- uhf stations would have to be more than 250 miles apart and have powers "considerably above 1000 kw."

Jones' position is generally that taken by Westinghouse's Ralph Harmon in paper delivered at NARTB convention (Vol. 8:14) and by Bernard O'Brien, of WHEC, Rochester, in testimony given before last year's proposal was adopted.

* * * *

Others at Commission challenge Jones by pointing out that:

(1) He is inconsistent in saying that wide-range vhf stations will hamper uhf. If closer vhf spacing would make possible many more vhf stations, wouldn't there then be less need for uhf stations?

(2) Allocation is based on the record, not on a "theory blind to the actual distribution of population -- and economics of station operation. Cities don't follow a geometric pattern."

(3) Allocation provides TV channels for more cities than have AM stations. And more channels are available in many cases. One commissioner says that "our distribution of channels is far greater than the demand -- as expressed by existence of AM stations or newspapers in most cities. There are no more one-channel TV cities than there are one-station AM cities."

(4) Jones threw in many Canadian allocations, in measuring co-channel spacings -- and these are generally much more widely spaced than ours.

(5) Actual uhf assignments are about 200 miles apart, rather than 155-mile minimum provided in final decision.

(6) Just as many small cities got vhf as did large.

LOUISIANA—Continued

	VHF Channel No.	UHF Channel No.
Hammond	—	51
Houma	—	30
Jackson	—	18
Jennings	—	48
Lafayette	—	38,67
Lake Charles	7	19*,25
Minden	—	30
Monroe	8	43
Morgan City	—	36
Natchitoches	—	17
New Iberia	—	15
New Orleans	2*,4,6	20,26,32,61
Oakdale	—	54
Opelousas	—	58
Ruston	—	20
Shreveport	3,12	—
Thibodaux	—	24
Winnfield	—	22

MAINE

Auburn	—	23
Augusta	10	29
Bangor	2,5	16*
Bar Harbor	—	22
Bath	—	65
Belfast	—	41
Biddeford	—	59
Calais	7	20
Dover-Foxcroft	—	18
Fort Kent	—	17
Houlton	—	24
Lewiston	8	17
Millinocket	—	14
Orono	12*	—
Portland	6,13	47*,53
Presque Isle	8	19
Rockland	—	25
Rumford	—	55
Van Buren	—	15
Waterville	—	35

MARYLAND

Annapolis	—	14
Baltimore	2,11,13	18,24*,30
Cambridge	—	22
Cumberland	—	17
Frederick	—	62
Hagerstown	—	52
Salisbury	—	16

MASSACHUSETTS

Barnstable	—	52
Boston	2*,4,5,7	44,50,56
Brockton	—	62
Fall River	—	40,46
Greenfield	—	42
Holyoke (see Springfield)	—	—
Lawrence	—	38
Lowell	—	32
New Bedford	—	28,34
North Adams	—	15
Northampton	—	36
Pittsfield	—	64
Springfield-Holyoke	—	55,61
Worcester	—	14,20

MICHIGAN

Alma	—	41
Alpena	9	30
Ann Arbor	—	20,26*
Bad Axe	—	46
Battle Creek	—	58,64
Bay City	5	63,73*
Benton Harbor	—	42
Big Rapids	—	39
Cadillac	13	45
Calumet	13	—
Cheboygan	4	36
Coldwater	—	24
Detroit	2,4,7	50,56*,62
East Lansing	—	60
East Tawas	—	25
Escanaba	3	—
Flint	12	16,22*,28
Gladstone	—	40
Grand Rapids	8	17*,23

MICHIGAN—Continued

	VHF Channel No.	UHF Channel No.
Hancock	10	—
Houghton	—	19
Iron Mountain	9	27
Iron River	12	—
Ironwood	—	31
Jackson	—	48
Kalamazoo	3	36
Lansing	6	54
Ludington	—	18
Manistee	—	15
Manistique	—	14
Marquette	5	17
Midland	—	19
Mount Pleasant	—	47
Muskegon	—	29,35
Petoskey	—	31
Pontiac	—	44
Port Huron	—	34
Rogers City	—	24
Saginaw	—	51,57
Sault Ste. Marie	8,10	28,34*
Traverse City	7	20,26*
West Branch	—	21

MINNESOTA

Albert Lea	—	57
Alexandria	—	36
Austin	6	51
Bemidji	—	24
Brainerd	12	—
Cloquet	—	44
Crookston	—	21
Detroit Lakes	—	18
Duluth-Superior (Wis.)	3,6,8*	32,38
Ely	—	16
Fairmont	—	40
Faribault	—	20
Fergus Falls	—	16
Grand Rapids	—	20
Hastings	—	29
Hibbing	10	—
International Falls	11	—
Little Falls	—	14
Mankato	—	15
Marshall	—	22
Minneapolis-St. Paul	2*,4,5,9,11	17,23
Montevideo	—	19
New Ulm	—	43
Northfield	—	26
Owatonna	—	45
Red Wing	—	63
Rochester	10	55
St. Cloud	7	33
St. Paul (see Minneapolis)	—	—
Stillwater	—	39
Thief River Falls	—	15
Virginia	—	26
Wadena	—	27
Willmar	—	31
Winona	—	61
Worthington	—	32

MISSISSIPPI

Biloxi	13	44*,50
Brookhaven	—	37
Canton	—	16
Clarksdale	6	32
Columbia	—	35
Columbus	—	28
Corinth	—	29
Greenville	—	21,27
Greenwood	—	24
Grenada	—	15
Gulfport	—	56
Hattiesburg	9	17
Jackson	12	19*,25,47
Kosciusko	—	52
Laurel	—	33
Louisville	—	46
McComb	—	31
Meridian	11	30,36*
Natchez	—	29
Pascagoula	—	22
Picayune	—	14
Starkville	—	34
State College	2*	—

MISSISSIPPI—Continued

	VHF Channel No.	UHF Channel No.
Tupelo	—	38
University	—	20*
Vicksburg	—	41
West Point	8	56
Yazoo City	—	49

MISSOURI

Cape Girardeau	12	18
Carthage	—	56
Caruthersville	—	27
Chillicothe	—	14
Clinton	—	49
Columbia	8	16,22
Farmington	—	52
Festus	—	14
Fulton	—	24
Hannibal	7	27
Jefferson City	13	33
Joplin	12	30
Kansas City	4,5,9	19*,25,65
Kennett	—	21
Kirksville	3	18
Lebanon	—	23
Marshall	—	40
Maryville	—	26
Mexico	—	45
Moberly	—	35
Monett	—	14
Nevada	—	18
Poplar Bluff	—	15
Rolla	—	31
St. Joseph	2	30,36*
St. Louis	4,5,9*,11	30,36,42
Sedalia	6	28
Sikeston	—	37
Springfield	3,10	26*,32
West Plains	—	20

MONTANA

Anaconda	2	—
Billings	2,8,11*	—
Bozeman	9*	22
Butte	4,6,7*	15
Cut Bank	—	20
Deer Lodge	—	25
Dillon	—	20
Glasgow	—	16
Glendive	—	18
Great Falls	3,5	23*
Hamilton	—	17
Hardin	4	—
Havre	9,11	—
Helena	10,12	—
Kalispell	8	—
Laurel	—	14
Lewistown	13	—
Livingston	—	16
Miles City	3,6*,10	—
Missoula	11*,13	21
Polson	—	18
Red Lodge	—	18
Shelby	—	14
Sidney	—	14
Whitefish	—	16
Wolf Point	—	20

NEBRASKA

Alliance	13	21
Beatrice	—	40
Broken Bow	—	14
Columbus	—	49
Fairbury	—	35
Falls City	—	38
Fremont	—	52
Grand Island	11	21
Hastings	5	27
Kearney	13	19
Lexington	—	23
Lincoln	10,12	18*,24
McCook	8	17
Nebraska City	—	50
Norfolk	—	33
North Platte	2,4	—
Omaha	3,6,7	16*,22,28
Scottsbluff	10	16
York	—	15

OREGON—Continued

	VHF Channel No.	UHF Channel No.
La Grande	13	—
Lebanon	—	43
McMinnville	—	46
Medford	4,5	—
North Bend	—	16
Pendleton	—	28
Portland	6,8,10*,12	21,27
Roseburg	—	28
Salem	3	18*,24
Springfield	—	37
The Dalles	—	32

PENNSYLVANIA

	VHF Channel No.	UHF Channel No.
Allentown	—	39,45
Altoona	10	19,25
Bethlehem	—	51
Bradford	—	48
Butler	—	43
Chambersburg	—	46
Du Bois	—	31
Easton	—	57
Emporium	—	42
Erie	12	35,41*,66
Harrisburg	—	27,33,71
Hazleton	—	63
Johnstown	6	56
Lancaster	8	21
Lebanon	—	15
Lewistown	—	38
Lock Haven	—	32
Meadville	—	37
New Castle	—	45
Oil City	—	64
Philadelphia	3,6,10	17,23,29,35*
Pittsburgh	2,11,13*	16,47,53
Reading	—	55,61
Scranton	—	16,22,73
Sharon	—	39
State College	—	44*
Sunbury	—	65
Uniontown	—	14
Washington	—	63
Wilkes-Barre	—	28,34
Williamsport	—	36
York	—	43,49

RHODE ISLAND

Providence	10,12	16,22*
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SOUTH CAROLINA

	VHF Channel No.	UHF Channel No.
Aiken	—	54
Anderson	—	58
Camden	—	14
Charleston	2,5,13*	—
Clemson	—	68*
Columbia	10	19*,25,67
Conway	—	23
Florence	8	—
Georgetown	—	27
Greenville	4	23,29*
Greenwood	—	21
Lake City	—	55
Lancaster	—	31
Laurens	—	45
Marion	—	43
Newberry	—	37
Orangeburg	—	44
Rock Hill	—	61
Spartanburg	7	17
Sumter	—	47
Union	—	65

SOUTH DAKOTA

	VHF Channel No.	UHF Channel No.
Aberdeen	9	17
Belle Fourche	—	23
Brookings	8*	25
Hot Springs	—	17
Huron	12	15
Lead	5	26
Madison	—	46
Mitchell	5	20
Mobridge	—	27
Pierre	6,10	22*
Rapid City	7	15
Sioux Falls	11,13	38,44*
Sturgis	—	20

SOUTH DAKOTA—Continued

	VHF Channel No.	UHF Channel No.
Vermillion	2*	41
Watertown	3	35
Winner	—	18
Yankton	—	17

TENNESSEE

	VHF Channel No.	UHF Channel No.
Athens	—	14
Bristol, Tenn.-	—	—
Bristol, Va.	5	46
Chattanooga	3,12	43,49,55*
Clarksville	—	53
Cleveland	—	38
Columbia	—	39
Cookeville	—	24
Covington	—	19
Dyersburg	—	46
Elizabethton	—	40
Fayetteville	—	27
Gallatin	—	48
Harriman	—	67
Humboldt	—	25
Jackson	9	16
Johnson City	11	34
Kingsport	—	28
Knoxville	6,10	20*,26
Lawrenceburg	—	50
Lebanon	—	58
McMinnville	—	46
Maryville	—	51
Memphis	3,5,10*,13	42,48
Morristown	—	54
Murfreesboro	—	18
Nashville	2*,4,5,8	30,36
Oak Ridge	—	32
Paris	—	51
Pulaski	—	44
Shelbyville	—	62
Springfield	—	42
Tullahoma	—	65
Union City	—	55

TEXAS

	VHF Channel No.	UHF Channel No.
Ablene	9	33
Alice	—	34
Alpine	12	—
Amarillo	2*,4,7,10	—
Athens	—	25
Austin	7	18,24,30*
Ballinger	—	25
Bay City	—	33
Beaumont- Port Arthur	4,6	31,37*
Beeville	—	38
Big Spring	4	—
Bonham	—	43
Borger	—	33
Brady	—	15
Breckenridge	—	14
Brenham	—	52
Brownfield	—	15
Brownsville (also see Brownsville-Harlingen- Weslaco)	—	36
Brownsville-Harlingen- Weslaco†	4,5	—
Brownwood	—	19
Bryan	—	54
Childress	—	40
Cleburne	—	57
Coleman	—	21
College Station	3*	48
Conroe	—	20
Corpus Christi	6,10	16*,22
Corsicana	—	47
Crockett	—	56
Crystal City	—	28
Cuero	—	25
Dalhart	—	16
Dallas	4,8,13*	23,29,73
Del Rio	—	16
Denison	—	52

TEXAS—Continued

	VHF Channel No.	UHF Channel No.
Denton	2*	17
Eagle Pass	—	26
Edinburg	—	26
El Campo	—	27
El Paso	4,7*,9,13	20,26
Falfurrias	—	52
Floydada	—	45
Fort Stockton	—	22
Fort Worth	5,10	20,26*
Galnesville	—	49
Galveston	11	35,41,47*
Gonzales	—	64
Greenville	—	62
Harlingen (also see Brownsville-Harlingen- Weslaco)	—	23
Hebbronville	—	58
Henderson	—	42
Hereford	—	19
Hillsboro	—	63
Houston	2,8*,13	23,29,39
Huntsville	—	15
Jacksonville	—	36
Jasper	—	49
Kermit	—	14
Kilgore	—	59
Kingsville	—	40
Lamesa	—	28
Lampasas	—	40
Laredo	8,13	15*
Levelland	—	38
Littlefield	—	32
Longview	—	32,38
Lubbock	5,11,13	20*,26
Lufkin	9	46
McAllen	—	20
McKinney	—	65
Marfa	—	19
Marshall	—	16
Mercedes	—	32
Mexia	—	50
Midland	2	18
Mineral Wells	—	38
Mission	—	14
Monahans	9	—
Mount Pleasant	—	35
Nacogdoches	—	40
New Braunfels	—	62
Odessa	7	24
Orange	—	43
Pampa	—	17
Paris	—	33
Pearsall	—	31
Pecos	—	16
Perryton	—	22
Plainview	—	29
Port Arthur (see Beaumont)	—	—
Quanah	—	42
Raymondville	—	42
Rosenberg	—	17
San Angelo	6,8	17,23*
San Antonio	4,5,9*,12	35,41
San Benito	—	48
San Marcos	—	53
Seguin	—	14
Seymour	—	24
Sherman	—	46
Snyder	—	30
Stephenville	—	32
Sulphur Springs	—	41
Sweetwater	12	—
Taylor	—	58
Temple	—	16,22
Terrel	—	53
Texarkana	6	18*,24
Tyler	7	19
Uvalde	—	20
Vernon	—	18
Victoria	—	19
Waco	11	28*,34
Waxahachle	—	45
Weatherford	—	51
Weslaco (see Brownsville- Harlingen-Weslaco)	—	—
Wichita Falls	3,6	16*,22

† These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

UTAH

WASHINGTON—Continued

WISCONSIN—Continued

	VHF Channel No.	UHF Channel No.
Brigham	—	36
Cedar City	5	—
Logan	12	30,46*
Ogden	9	18*,24
Price	6	—
Provo	11	22,28*
Richfield	13	—
St. George	—	18
Salt Lake City	2,4,5,7*	20,26
Tooele	—	44
Vernal	3	—

VERMONT

Bennington	—	33
Brattleboro	—	58
Burlington	—	16*,22
Montpelier	3	40
Newport	—	46
Rutland	—	49
St. Albans	—	34
St. Johnsbury	—	30

VIRGINIA

Elacksburg	—	60*
Bristol (see Bristol, Tenn.)	—	—
Charlottesville	—	45*,64
Covington	—	44
Danville	—	24
Emporia	—	25
Farmville	—	19
Fredericksburg	—	47
Front Royal	—	39
Harrisonburg	3	34
Lexington	—	54
Lynchburg	13	16
Marion	—	50
Martinsville	—	35
Newport News (see Norfolk-Portsmouth-Newport News)	—	—
Norfolk-Portsmouth (see also Norfolk-Portsmouth-Newport News)	—	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3,10	15,21*,33
Norton	—	52
Petersburg	8	41
Portsmouth (see Norfolk-Portsmouth and also Norfolk-Portsmouth-Newport News)	—	37
Pulaski	—	37
Richmond	6,12	23*,29
Roanoke	7,10	27,33*
Scuth Boston	—	14
Staunton	—	36
Waynesboro	—	42
Williamsburg	—	17
Winchester	—	28

WASHINGTON

Aberdeen	—	58
Anacortes	—	34
Ecllingham	12	18,24
Bremerton	—	44,50
Centralia	—	17
Ellensburg	—	49,65*
Ephrata	—	43

	VHF Channel No.	UHF Channel No.
Everett	—	22,23
Grand Coulee	—	37
Hoquiam	—	52
Kelso	—	39
Kennewick (also see Kennewick-Richland-Pasco)	—	25
Kennewick-Richland-Pasco	—	—
Pasco	—	41*
Longview	—	33
Okanogan (see Omak)	—	—
Olympia	—	60
Omak-Okanogan	—	35*
Pasco (also see Kennewick-Richland-Pasco)	—	19
Port Angeles	—	16
Pullman	10*	24
Richland (also see Kennewick-Richland-Pasco)	—	31
Seattle	4,5,7,9*	20,26
Spokane	2,4,6,7*	—
Tacoma	11,13	56*,62
Walla Walla	5,8	22*
Wenatchee	—	45*,55
Yakima	—	23,29,47*

WEST VIRGINIA

Beckley	6	21
Bluefield	—	41
Charleston	8	43*,49
Clarksburg	12	22
Elkins	—	40
Fairmont	—	35
Hinton	—	31
Huntington	3,13	53*
Logan	—	23
Martinsburg	—	58
Morgantown	—	24*
Parkersburg	—	15
Welch	—	25
Weston	—	32
Wheeling (also see Wheeling-Steubenville, O.)	—	57*
Wheeling-Steubenville, O.	7,9	51
Willamson	—	17

WISCONSIN

Adams	—	58*
Appleton	—	42
Ashland	—	15
Beaver Dam	—	37
Beloit	—	57
Chilton	—	24*
Eau Claire	13	19*,25
Fond du Lac	—	54
Green Bay	2,6	—
Janesville	—	63
Kenosha	—	61
La Crosse	8	32*,38
Madison	3	21*,27,23
Manitowoc	—	65
Marinette	—	11
Milwaukee	4,10*,12	32,38*
Oshkosh	—	19,25,31
Park Falls	—	48
Portage	—	18*
Portage	—	17
Prairie du Chien	—	34

	VHF Channel No.	UHF Channel No.
Racine	—	49,55
Rhineland	—	22
Rice Lake	—	21
Richland Center	—	15,66*
Sheboygan	—	59
Shell Lake	—	30*
Sparta	—	50
Stevens Point	—	20,26
Sturgeon Bay	—	44
Superior (See Duluth, Minn.)	—	—
Wausau	7	16,46*
Wisconsin Rapids	—	14

WYOMING

Buffalo	—	29
Casper	2,6	—
Cheyenne	3,5	—
Cody	—	24
Douglas	—	14
Evanston	—	14
Gillette	—	31
Green River	—	16
Greybull	—	40
Lander	—	17
Laramie	8*	18
Lovell	—	36
Lusk	—	19
Newcastle	—	28
Powell	—	30
Rawlins	11	—
Riverton	10	—
Rock Springs	13	—
Sheridan	9,12	—
Thermopolls	—	15
Torrington	—	27
Wheatland	—	24
Worland	—	34

U. S. TERRITORIES and Possessions

ALASKA

Anchorage	2,7*,11,13	—
Fairbanks	2,4,7,9*,11,13	—
Juneau	3*,8,10	—
Ketchikan	2,4,9*	—
Seward	4,9	—
Sitka	13	—

HAWAIIAN ISLANDS

Lihue, Kauai	3,8*,10,12	—
Honolulu, Oahu	2,4,7*,9,11,13	—
Walluku, Maui	3,8,10*,12	—
Hilo, Hawaii	2,4*,7,9,11,13	—

PUERTO RICO

Arecibo	13	—
Caguas	11	—
Mayaguez	3,5	—
Ponce	7,9	—
San Juan	2,4,6*	—

VIRGIN ISLANDS

Christiansted	8	—
Charlotte Amalie	10,12	—

Channel Shifts of Existing Stations

Under New FCC Rules, Standards & Allocations

Licensee or Permittee	City Affected	Present Channel Assignment	Proposed Channel Assignment	Licensee or Permittee	City Affected	Present Channel Assignment	Proposed Channel Assignment
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Ia.	4	5	WSAZ Inc. (WSAZ-TV)	Huntington, W. Va.	5	3
Broadcasting Inc. (WLTW)	Atlanta, Ga.	8	11	WJAC Inc. (WJAC-TV)	Johnstown, Pa.	13	6
Birmingham Broadcasting Co. Inc. (WBRC-TV)	Birmingham, Ala.	4	6	WGAL Inc. (WGAL-TV)	Lancaster, Pa.	4	8
Sarkes Tarzian Inc. (WTTV)	Bloomington, Ind.	10	4	WAVE Inc. (WAVE-TV)	Louisville, Ky.	5	3
Balaban & Katz Corp. (WBKB)	Chicago, Ill.	4	2	WHAS Inc. (WHAS-TV)	Louisville, Ky.	9	11
Crosley Broadcasting Corp. (WLWT)	Cincinnati, O.	4	5	Memphis Publishing Co. (WMCT)	Memphis, Tenn.	4	5
Radio Cincinnati Inc. (WKRC-TV)	Cincinnati, O.	11	12	The Journal Co. (WTMJ-TV)	Milwaukee, Wis.	3	4
Scripps-Howard Radio Inc. (WCPO-TV)	Cincinnati, O.	7	9	The Elm City Broadcasting Corp. (WNHC-TV)	New Haven, Conn.	6	8
Empire Coil Company Inc. (WXEL)	Cleveland, O.	9	8	WTAR Radio Corp. (WTAR-TV)	Norfolk, Va.	4	3
National Broadcasting Co. Inc. (WNBK)	Cleveland, O.	4	3	Allen B. DuMont Laboratories Inc. (WDTV)	Pittsburgh, Pa.	3	2
Crosley Broadcasting Corp. (WLWC)	Columbus, O.	3	4	The Outlet Co. (WJAR-TV)	Providence, R. I.	11	10
Crosley Broadcasting Corp. (WLWD)	Dayton, O.	5	2	Stromberg-Carlson Co. (WHAM-TV)	Rochester, N. Y.	6	5
Miami Valley Broadcasting Corp. (WHIO-TV)	Dayton, O.	13	7	General Electric Co. (WRGB)	Schenectady, N. Y.	4	6
Central Broadcasting Co. (WOC-TV)	Davenport, Ia.	5	6	Central New York Broadcasting Corp. (WSYR-TV)	Syracuse, N. Y.	5	3
Grandwood Broadcasting Co. (WOOD-TV)	Grand Rapids, Mich.	7	8	WDEL Inc. (WDEL-TV)	Wilmington, Del.	7	12

CHARGES of "blacklisting" by 4 networks and 2 stations were placed before FCC this week by American Civil Liberties Union, which asked Commission to investigate and establish regulations to ban the practice. Charges were based on 5-month investigation and report for ACLU by author Merle Miller on anti-Communist newsletter *Counterattack* and its *Red Channels* list of 151 TV-radio personalities alleged to have been associated with Communist or front activities. Miller's report was published this week by Doubleday under title of *The Judges and the Judged* (\$2.50).

Petition was prepared by ex-FCC chairman James L. Fly, communications attorney and ACLU board member; board member John F. Finerty, and ACLU counsel Herbert Monte Levy. It asked Commission to establish whether (1) "blacklisting" is against public interest; (2) licensees have "improperly delegated programming power [and] acquiesced in or endorsed blacklisting"; (3) "conditional renewal of licenses is appropriate."

FCC was asked to deny license renewals to the accused networks and stations unless they pledge not to "discriminate upon the basis of alleged or real associations and beliefs . . . past, present or future" or to permit discrimination by advertisers or packagers. ACLU made

these specific blacklisting allegations:

NBC-TV—cancelled Weavers quartet from *Dave Garroway Show*, permitted General Foods to drop Jean Muir from *The Aldrich Family*.

CBS-TV—cut dance by Paul Draper from *kine of Toast of the Town*.

DuMont—eliminated pianist Hazel Scott's program.

ABC-Radio—"possibly barred 2 outspoken anti-Communists," ex-reds Ralph DeToledano and Benjamin Gitlow from *Cholly Knickerbocker Show*.

WPIX, New York—cancelled series of 35-year-old Charlie Chaplin films.

KOWL (AM), Santa Monica, Cal.—barred Rev. Clayton Russell from air.

On *Author Meets Critics* program on DuMont April 11, author Miller and *Herald Tribune* columnist John Crosby engaged in heated debate with *Red Channels* author Theodore C. Kirkpatrick, ex-FBI agent, who publishes the newsletter *Counterattack*, and Miller repeated thesis of his book—that TV-radio executives and sponsors have abjectly acquiesced to unfounded attacks on persons charged with Communist affinities, depriving 151 of them of means of livelihood.

Personal Notes: Hamilton Shea, NBC director of operations and controller of owned-&-operated stations, appointed gen. mgr. of WTAM & WNBK, Cleveland, succeeding John McCormick, who resigned April 4 . . . Edward P. Morgan, partner in Washington radio law firm of Welch, Mott & Morgan, returns to firm April 15 after year's leave of absence as OPS director of enforcement . . . A. Harry Becker, chief of FCC's administration branch, under general counsel, resigned April 11 to open own law offices in Washington's Ring Bldg.; phone Executive 1228. He joined Commission in December 1941, has headed up clear channel and daytime skywave cases, among others . . . Leonidas P. B. Emerson, attorney in FCC Compliance Branch, has resigned to join newly established radio law firm of McKenna & Wilkinson (Vol. 8:14) . . . Mark Woods, ex-ABC president and vice chairman, who joined with J. R. Warwick to form Woods & Warwick ad agency, has decided to reside in Florida; agency has been dissolved and Warwick has joined Kenyon & Eckhardt as v.p. . . . Edward Content, consulting engineer, joined E. C. Page staff April 1 to handle Voice of America installation at Okinawa . . . Jee Dine, chief of NBC press dept., resigns to become public relations director, Ziv Television Programs Inc., N. Y. . . . Harry Wismer has joined WOR & WOR-TV in general executive capacity, will also handle sportscasts . . . Edgar Kobak, ex-MBS president, now BAB chairman, elected president of Advertising Research Foundation; will continue his consultant business at 41 Park Ave. . . . Walter J. Rowe, ex-Benton & Bowles, named TV-radio timebuyer, Hewitt, Ogilvy, Benson & Mather, N. Y. . . . Herschell Lewis, ex-WKY-TV, Oklahoma City, now TV-radio director, Gershuny Associates, Chicago . . . John K. Churchill, media research chief, Benton & Bowles, ex-BMB and CBS, joins A. C. Nielsen Co. as v.p. . . . Mrs. Doris Corwith, NBC radio supervisor of talks & religious broadcasts, elected president of American Women in Radio & Television Inc. at Detroit convention last week . . . Margaret Cuthbert, NBC radio supervisor of public affairs, retires June 1 after 25 years with network.

Station Accounts: General Tire gets a co-sponsor of the *Broadway TV Theatre* on WOR-TV, New York (Vol. 8:12), with R. J. Reynolds Co. (Cavalier Cigarettes), thru Wm. Esty & Co., splitting commercial time in each of the 1½-hour dramatic shows repeated Mon., Tue., Thu. & Fri. at 7:30, Wed. at 8; "road show" concept of playing same show 5 consecutive nights, changing billing weekly, is new to TV, starts with Ann Dvorak and Vinton Hayworth in *The Trial of Mary Dugan*, April 14-18 . . . MGM using 20-second and 1-min. films in about dozen markets to plug new musical film *Singin' in the Rain*—testing what may be wider use of TV advertising; agency is Donahue & Coe, N. Y. . . . Life Magazine, thru Young & Rubicam, is having series of 13 one-min. TV spots filmed by Robert Lawrence Productions Inc., N. Y. . . . Among other advertisers reported using or preparing to use TV: Freewax Corp. (floor wax), thru Liller, Neal & Battle Inc., Atlanta; Northwest Airlines Inc. (Orient Express line), thru Cunningham & Walsh, N. Y.; Nil-O-Nal Co. (Nil-O-Nal super lanolated cream for hair), thru O'Neil, Larson & McMahan, Chicago; Shawnee Inn Inc. (resort hotel), thru Gunn-Mears Adv. Agency Corp., N. Y.; Liquinet Corp. (Twurl hair conditioner), thru Sherwin Robert Rodgers & Associates, Chicago; Hobart Mfg. Co. (Kitchen Aid dishwashers), thru Buchen Co., Chicago; Pervo Paint Co. (paints), thru Hixson & Jorgensen Inc., Los Angeles; Kordol Corp. of America (Dordolin arthritic & rheumatic drug), thru Duane Jones Co., N. Y.

Mutual Broadcasting System, only radio network without TV counterpart, continues to do well, reports president Frank White; first quarter billings went to \$5,126,201 from \$4,617,598 same 1951 period, up 11.1%.

First step in forming educational TV network was signed into law April 5 by New York's Gov. Dewey. Measure sets up 15-man temporary commission to study educational TV, with an eye toward State's proposed 11-station educational network. Financed by \$25,000 appropriation, commission is directed to: (1) Study desirability of governmental operation and control, and feasibility of operation by private educational groups. (2) Look into cost of construction and operation of stations and methods of financing them. Commission is empowered to act immediately after channel allocation "to make and sign any agreements and do and perform any acts that may be necessary or desirable."

Uniform TV film standards may be in offing if Joint Committee for Inter-Society Coordination acts on suggestion by NARTB's Recording and Reproducing Standards Committee. NARTB engineering director Neal McNaughten says he'll propose film standardization to JCIC, which comprises Institute of Radio Engineers, Society of Motion Picture & TV Engineers, RTMA and NARTB, after JCIC studies possibility of modernizing current disc and magnetic recording standards. Film studies would cover such topics as magnetic sound stripe on film, sprocketed tape, synchronization and video-on-tape. Point was made at recent JCIC meeting that such standards would necessarily be general in nature, to accommodate future TV film developments.

Merger of TVA and AFRA on July 1 has been approved by members of both organizations if overall merger with 3 other talent unions is not accomplished by that date. AFRA members voted 98% for merger, TVA 82%. Nationwide referendum approved constitution for combined organizations, which would be known as American Federation of TV & Radio Artists. Study is now being completed at U of California and Cornell U industrial relations schools on plan for merger of AFRA, TVA, Actors & Chorus Equity Assn., American Guild of Musical Artists, American Guild of Variety Artists—all members of Associated Actors & Artists of America (AFL).

TV discussions and papers will occupy first day of April 21-25 convention of Society of Motion Picture & TV Engineers at Drake Hotel, Chicago. Featured in TV talks will be RCA's M. C. Banca on industrial TV; Victor Trad, Trad TV Corp.; Frank H. Rissle, Motiograph Inc., and John M. Sims, GPL, on theatre TV; Robert E. Lewis, Armour Research Foundation, on "A Color or Stereoscopic Frame-Sequential TV Viewer." Other TV speakers will include Fred Barton and H. J. Schafly of TelePrompter Corp., A. D. Fowler and H. N. Christopher of Bell Telephone Labs and Consultant Sam H. Kaplan, Chicago.

Edmund A. Chester, CBS Radio news & public affairs chief, has resigned to become gen. mgr. of RHC-Cadena-Azul, operating 14-station Cuban radio network and planning network of 6 TV stations. Heading group purchasing it is Caspar Pumarejo, who recently sold his interest in Union Radio's CMUR-TV (Vol. 7:32). Unverified is report that Elliott Roosevelt is involved with him and others in acquisition from Amando Trinidad of Cadena Azul. Chester is a former Latin American correspondent for AP.

"Pattern for TV Profit," series of articles described as "basic text for those planning to operate TV broadcast stations," began in March issue of Milton B. Sleeper's *Radio Communication*. Roy F. Allison is author in collaboration with A. B. Chamberlin, CBS; Raymond Guy, NBC; Rodney Chipp, DuMont; Frank Marx, ABC; Thomas Howard, WPIX.

Democratic National Committee has named Joseph Katz Co., Baltimore & New York, to handle its TV-radio timebuying for 1952 presidential campaign.

PRICING TREND—AND MARKET OUTLOOK: Philco isn't adopting "inboard pricing", after all, despite manifest trend that will probably take full hold by end of summer. On neither its old TV models nor the 5 new ones it introduced during highly successful "convention" conducted via NBC-TV closed-circuit hookup April 8, was anticipated "lump price" policy adopted (Vol. 8:14).

Nor is Crosley going in for inclusion of the excise tax and tube and parts warranties in suggested lists, despite example of Admiral, Motorola, RCA, et al. That the pressures are on, however, is plain from this quote from a Philco distributor: "Unfortunately, inboard pricing for us is still a fond hope. Probably won't be a reality until the June convention or, if they're stubborn, later." He said he had expected Philco to announce the policy during its "TV convention".

Some 20,000 persons, mostly dealers, were said to have watched showing of new models in 38 NBC-TV station studios during closed-circuit hour which was also in nature of dress rehearsal for Philco's 47-station sponsorship of July political conventions (Vol. 8:1). They were highly enthusiastic, especially when told about merchandising tie-ins that are expected to boost summer TV-radio trade enormously.

New sets introduced, quite appropriately, were called "Campaigner" models. They were 17-in. leatherette table at \$230, mahogany console ensemble \$260; 20-in. mahogany console ensemble \$290, mahogany console \$320, with half doors \$350.

* * * *

Optimism about trade prospects were indicated in TV sales v.p. Fred Ogilby's observation that he expects second quarter to account for higher percentage of 1952 TV set sales than any similar quarter since 1948.

Admiral sales v.p. Wallace C. Johnson went further than that, in addressing dealer meeting in San Francisco this week: He foresaw Admiral turning out 800,000 TV sets this year as against 675,000 last -- and with a ready market for them.

Avco (Crosley) chairman Victor Emanuel, also at annual meeting, told his stockholders principal problem is no longer materials and production but sales and merchandising, and promised aggressive selling and promotion this year.

While there will be less metal for TV-radio manufacturers this quarter than first (Vol. 8:3), there's not much doubt they can turn out as many sets as they did first quarter (about 1,200,000) or even more -- if they want to. Again in second quarter, trade conditions rather than material supply will be governing factor. The more liberal rations already announced for third quarter (Vol. 8:13), and still-substantial inventory supply (Vol. 8:14), should more than accommodate anticipated upsurge in demand for TV-radio receivers this summer and autumn.

* * * *

TV factory inventories jumped more than 30,000 in week ended April 4, according to RTMA. Figure went to 262,932 from 231,020 week before (Vol. 8:14).

Production fell to 83,031 (4853 private label) from 94,323 week earlier, or lowest since Jan. 4 week (Vol. 8:2). It was first week of new quarter.

Radio output was 204,987 units (86,478 private), practically unchanged from preceding week, but inventory went up to 307,691 from 283,123. Radios produced in week ended April 4 were 70,598 home, 25,056 portables, 33,771 clock, 75,562 auto.

Electronics employment in Chicago area has dipped 27.3% from last year's level, according to Muter Co.'s Leslie Muter, president of Radar-Radio Industries of Chicago. He told association's board that Chicago electronics industry has been dealt severe blow by recent defense manpower directive channeling defense orders into "distressed areas." Chicago isn't classed as distressed area. Defense Dept. officials said distressed area policy went into effect in latter March and hasn't been in opera-

tion long enough to affect electronics industry, and that it's doubtful if any electronics contracts have been channelled to distressed areas. Said Mr. Muter: "More than one-tenth of all Chicago's industrial production is in electronics and electrical products. We are in danger of losing a great number of our skilled electronics workers, which would seriously cripple Chicago's effectiveness as the greatest potential source of military communications equipment in case of all-out war."

Topics & Trends of TV Trade: If we can accept Federal Reserve Board's annual survey of consumer finances, conducted for it by U of Michigan Survey Research Center, a soft market for TV-radio and other consumer durables should continue through 1952. Based on 1400 interviews with consumers in 60 sampling areas during January-February, survey estimates demand for TV sets at "close to the 1951 level." Consumers' intentions to buy console radios, refrigerators and washing machines were found to have fallen off as compared with planned purchases of other major household goods.

But there's many a quick change that can occur (e.g., accelerated demand for TVs and radios due to political campaign)—and FRB frankly warns that its study is in no sense a "prediction." However, it's interesting to note that its earlier surveys forecast 1950's upsurge in buying (Vol. 6:16) and last year's trade slump (Vol. 7:16-17). Highlights of current survey:

(1) "Consumer plans to purchase major household goods in 1952 appear to be somewhat less frequent than those expressed for 1951 in the survey a year ago." (2) More consumers than a year ago considered the present "a bad time to buy"; about 6 in every 10 had that opinion, and only 3 out of 10 said now is good time to buy. (3) As in 1951, "high prices" was given as principal reason for belief that now is bad time to buy. "Direct indications that people could not afford to make purchases were more frequently expressed than a year ago." (4) Fewer people indicated that their buying plans were dictated by fear of shortages. (5) Although 6 in every 10 feel prices for things they buy would rise during 1952, survey notes that "less than one in 10 consider the present a good time to buy before prices go higher."

* * * *

Trade Miscellany: Starrett creditors unanimously rejected offer of 20% at New York bankruptcy hearing this week; proposal was 10% cash, 10% in 9-month notes . . . Hoffman Laboratories Inc. has been set up as subsidiary of Hoffman Radio to engage in research and handle specialized electronics production, including military . . . National Video Corp. (picture tubes) constructing new 115,000 sq. ft. plant at 4300 W. 47th St., Chicago, moving in fall . . . Standard Piezo Co., Carlisle, Pa., will merge with Brown-Allen Chemicals Inc., which recently also acquired Chasers Inc. Holders of Standard common will get 1½ shares of Brown-Allen for each share, and each \$20 pfd. will be exchanged for 3 shares of Brown-Allen . . . Joyner Corp. closes down components plant in Bourbon, Ind. because of copper and other restrictions, will concentrate on main plant in Warsaw, Ind. . . Stromberg-Carlson's defense contracts currently account for 40% of its billings, are expected to run 50% before year's end.

Trade-practice rules for TV-radio industry (Vol. 8:3) will come another step closer to adoption in week or two, by which time industry recommendations are expected to be submitted to Federal Trade Commission. Next move will be to set third trade practices conference—probably in late May or June, according to FTC attorney Paul Butz. He indicated, however, there's a "very slight possibility" that recent anti-trust conspiracy indictments against 5 California TV-radio parts distributors (Vol. 8:14) could delay work on rules—or at least that part dealing with anti-trust conspiracies—until case is settled.

Canadian RTMA reports 4274 TVs sold in February at list value of \$2,162,204. Most sales were in Toronto-Hamilton area (44.5%) and Windsor area (32.1%). Niagara Peninsula took 18.1%, newly added Montreal .8%, remaining 4.5% going to other areas. Feb. 28 TV inventory was 13,395.

Merchandising Notes: Regulation W, relaxed this week to raise transaction exemption from \$50 to \$100, won't help TV trade much—except for sales of under-\$100 used sets and small radios and appliances. That's reaction of most merchandisers to Federal Reserve Board's ruling this week . . . Recent NARDA survey showed 61.3% of members opposing wage controls; on Regulation W, 45% were for continuance, 45% against, 10% proposing credit regulation on "standby basis" . . . Canada cuts excise tax from 25% to 15% on TVs, radios, phonos, tubes; its first TV stations go into operation in Montreal & Toronto this summer . . . Consumer buying of TV-radios in New York dept. stores during March was "below expectations," *Herald Tribune's* retail survey finds, with sales running 11-58% below March 1951, start of last year's trade slump. At that time TV-radio declines ranged from 7-71% below March 1950. Two stores showed March 1952 with gains of 209% & 21% . . . RCA Victor, now holding TV sales clinics around country, features 26-min. film titled "The Most Natural Thing in the World," giving quick pictorial once-over of all major RCA activities, designed to reinforce dealers' faith and confidence in company; film will be made available later for showings in schools, clubs, etc. . . . General Electric launches institutional ad campaign "to acquaint the public with the importance of electronics and with GE's leadership," with 4-color ads in *Life* April 21 and *Saturday Evening Post* April 26 . . . Emerson's 13,000,000th receiver (radio and TV) came off receiving line last week—TV model 700, which was presented to president Ben Abrams with appropriate ceremony by production v.p. Edward J. Kelly . . . February sales of TVs in District of Columbia area totaled 6865 sets vs. 5091 same month last year, 5105 radios vs. 4130, 862 radio combinations vs. 1087, according to Electric Institute.

* * * *

Shortage of 17-in. TV sets was reported by some stores in NPA Office of Civilian Requirements' February retail survey of leading independent and chain stores in 10 large cities. NPA stated: "Thirteen per cent of the stores contacted in 5 or more of the cities reported inadequate inventories for 3 of the 37 items selected for the survey: low priced radios, 17-in. table model TV sets and automatic washing machines. Approximately the same proportion advised that new supplies were cut off from some sources. Other models and sizes of TV sets were not included in the list of items checked . . . Approximately 20% of the stores contacted regarding 17-in. TV sets . . . reported limitations on shipments of these items." Monthly survey is part of NPA program to determine whether manufacturers are turning out sufficient low and medium-priced items.

Anticipating arrival of Canada's first TV station (Vol. 8:12), one Montreal dealer has begun "education" program to answer customer questions. Newspaper ads of Melody House, in suburban Westmount, attempt to answer such queries as: (1) When will telecasting begin? (some time this summer). (2) When will live U. S. network programs be available? (6-10 months later). (3) Which are best-size sets to buy? (20 & 21-in.). Ads also suggest layaway plan.

Multiple Television Mfg. Co., Brooklyn, assembler of custom-built TV sets, has agreed to stop representing, by use of "Edison" in brand name, that its products are those of Thomas A. Edison Inc., according to Federal Trade Commission.

National Union Radio Corp. reports 1951 sales of \$13,671,112, net income of \$370,910 after taxes and special reserve of \$100,000 for contingencies. In 1950, sales were \$14,799,107, earnings \$1,268,851.

Film on community antennas, featuring installation at Pottsville, Pa., is being planned by RCA.

Mobilization Notes: Transmitting tube manufacturers will soon be shopping for new defense orders to continue normal operations in last quarter of this year. Makers of transmitting and special purpose tubes told NPA at meeting this week that they're very busy now on military contracts and that present facilities plus planned expansions should be sufficient to meet any defense needs.

Some manufacturers reported difficulty in obtaining nickel and other scarce materials. NPA officials said after meeting that this week's interruption in steel production may cause spot shortages of nickel alloys in military tube and component plants. All in all, industry representatives said they've been getting sufficient materials. NPA told them to look for no relaxation of controls; copper shortage should continue for another year, and nickel is now tighter than ever.

Manufacturers reported some shortages of civilian transmitting tubes, but attributed this to maldistribution rather than curtailed output. NPA's George Henyan presided at session attended by representatives of Amperex, Chatham Electronics, Eitel-McCullough, GE, Machlett, Raytheon, RCA, Varian Associates, Western Electric.

* * * *

Rapid tax write-off for expansion of productive capacity by 16 additional electronics and related firms was approved by DPA March 1-20. The 18 projects involved, representing total cost of about \$7,000,000:

RCA, testing grounds near Camden, \$2,892,622 (65% amortization); Federal Telephone & Radio Co., Nutley & Clifton, N. J., components, \$1,500,000 (65%); General Bronze Corp., Garden City, L. I., \$769,248 (70%); Raytheon, Waltham & Newton, Mass., tubes (2 projects), \$572,985 (65%); Barry Corp., Watertown, Mass., \$141,500 (25%) & \$69,503 (70%); Sprague Electric Co., Nashua, N. H., \$126,718 (65%); Rotron Mfg. Co., Woodstock, N. Y., radio components, \$91,483 (70%); Gilbert & Barker Mfg. Co., West Springfield, Mass., components, \$80,102 (75%); Gorham Mfg. Co., Providence, R. I., \$77,858 (75%); Helipot Corp., Pasadena, Cal., \$75,781 (75%); Technical Associates, Burbank, Cal., scientific instruments, \$69,250 (65%); Gabriel Co., Cleveland, ordnance, \$51,604 (50%); Sonotone, Elmsford, N. Y., tubes, \$47,368 (75%); George W. Borg Co., Janesville, Wis., \$45,503 (70%); Fischer & Porter Co., Hatboro, Pa., control instruments, \$36,274 (65%); Polarad Electronics Corp., Brooklyn, \$4450 (75%).

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"Slight easing" of copper shortage was noted this week by NPA—"in spite of the fact that refined copper has been in shorter supply during the past few months." Paul B. Andrews, acting director of Copper Div., said all second-quarter CMP copper orders probably can be filled. Easing is due to increased flow of copper and brass scrap, he explained, as result of softness of foreign markets, return of increasing amounts of scrap by defense producers and the armed forces themselves, and OPS pricing policies. He said inventories of raw copper are still "dangerously low at mill levels."

Among larger military electronics contracts announced this week: Signal Corps—Lavoie Laboratories Inc., Morganville, N. J., \$3,624,680, frequency meters (2030 items, 2 contracts); Motorola, \$3,510,000, radios (5850 items, 2 contracts); CBS-Columbia, \$289,032, tube testers (1000). Air Materiel Command—DuMont, \$500,000, camera control system. Navy Bureau of Aeronautics—Hewlett-Packard Co., Palo Alto, Cal., \$435,025, signal generators (215).

Sir Robert Watson-Watt, the noted British scientist and developer of radar, who recently set up own Montreal branch, has been retained by Canada's Defense Research Board as part-time adviser on radar and electronics.

THE OLDER AND WISER HEADS of the communications and electronics industries nodded in agreement when, at testimonial dinner to Dr. Lee DeForest in the Waldorf-Astoria April 8, former Gov. Charles Edison, of New Jersey, son of Thomas Alva Edison, observed:

"Is the United States killing off the initiative, character and ambition, such as spurred Lee DeForest to greater and greater accomplishment and service, by an ever-expanding program of Federal subsidies and controls affecting nearly every facet of every citizen's life?"

"Are we not, in fact, inculcating the young men and women of today with a something-for-nothing philosophy, while we delude ourselves with high-sounding platitudes about social progress?"

Mr. Edison, a Republican, answered himself: "I, for one, think we are."

Occasion for tribute to 78-year-old Dr. DeForest was 45th anniversary of his invention of the 3-element tube, and all the industry trade associations, headed by his former associates banded together as DeForest Pioneers, joined to pay him homage. One of speakers was ex-President Herbert Hoover, a boyhood friend from Iowa, who ranked Dr. DeForest as one of the 5 greatest inventors of the last 150 years who have transformed electricity into boons for mankind—the others he named being Michael Faraday, Thomas Edison, Samuel F. B. Morse, Alexander Graham Bell.

RCA is asking Federal court in New York either to vacate or modify *subpoena duces tecum* served upon it for appearance before grand jury May 12 with documents and data back to 1934 (Vol. 8:9, 11-12, 14)—and this is expected to set off wave of similar motions from others among the 19 firms (including RTMA) which were similarly subpoenaed in Dept. of Justice probe of alleged collusion in connection with color, FM and patents. RCA counsel John T. Cahill claims much if not most of data sought has to do with its patent licensing, which was controlled by consent decree of 1932 in civil suit brought by Govt. Other companies are known to be irked by probe, claiming it is result of spite-work because they refused to go along with FCC's choice of CBS's incompatible color system, now shelved by NPA order. None seriously thinks grand jury will bring criminal indictments as result of Dept. of Justice's "fishing expedition."

Trade Personals: Fred A. Lyman, mgr. of New York factory distribution agency, promoted by DuMont receiver div. to national merchandise mgr., succeeded by John Hunt, mgr. of New Jersey factory distributorship, who in turn is succeeded by Irving Sarlin, ex-Emerson-New Jersey . . . Robert W. Ferrell, ex-asst. sales mgr., GE receiver dept., Syracuse, appointed mgr. of GE marketing administrative services with headquarters at 570 Lexington Ave., N. Y. . . . Bert Fredericks now TV-radio mgr. of Gough Industries, Los Angeles, ex-Philco distributor, now handling Sylvania; Max Goodman, ex-Philco, is asst. mgr. of dept. . . . Tom C. Paxton, ex-Zenith, named district mgr. for Hallicrafters in Cincinnati-Louisville-Indianapolis area . . . Charles L. Day, ex-Owens-Corning, heads new Washington district office of Corning Glass in Kass Bldg. . . . Stanley R. Andrews, ex-works mgr., elected v.p. in charge of Standard Coil Products Co. Chicago production facilities . . . Ralph M. Cohen, 192 Lexington Ave., New York, named Kaye-Halbert eastern representative; Al Faherty appointed new San Diego factory regional rep.

Raymond Rosen, 58, president of Philadelphia RCA distributing firm bearing his name, died suddenly of heart attack in his home, April 7.

Louis Gerard Pacent, 53, pioneer radio researcher and developer, died April 7 at his home in New York.

Financial & Trade Notes: International Resistance Co. reports all-time peak sales of \$12,973,170 in 1951, compared with \$11,085,109 in 1950. Profits were \$754,675 (71¢ a share), compared with \$1,056,638 (\$1.01) in 1950. Federal and State income taxes went up to \$1,380,000 in 1951 from \$1,152,946 in 1950. All classes of IRC's business, except sales to TV-radio manufacturers, shared in sales increase. Military is now buying about 32% of company's output.

Wilcox-Gay Corp. and wholly owned subsidiaries, Majestic and Garod, suffered loss of \$254,161 on sales of \$12,618,369 in 1951—president Leonard Ashbach attributing \$200,000 of loss to pre-Korean govt. contract for radio-sonde and for which a new contract at more favorable price has since been made. In 1950, Wilcox-Gay earned \$28,205 on sales of \$8,002,572. Company now has backlog of \$12,000,000 in govt. contracts, mainly for 1952 delivery, has attained such improved sales position in TV, that Mr. Ashbach states: "We confidently expect 1952 to be profitable."

Trav-Ler Radio's president Joe Friedman, reporting to stockholders meeting this week, said firm shipped \$2,800,000 worth of apparatus first quarter of this year, which should show profit of between \$100,000 and \$125,000. Shipments were 30% phonograph, 7-8% defense, remainder TV. For 1951, Trav-Ler showed net loss of \$577,950 on sales of \$8,015,622, as against 1950 net profit of \$1,156,851 on sales of \$13,892,485.

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Reeves Soundcraft Corp. reports 1951 net loss of \$77,570 on sales of \$2,054,401, earned surplus account amounting to \$1482 as of Dec. 31, 1951. This compares with \$118,458 profit, \$1,513,470 sales, \$79,052 surplus in 1950 (Vol. 7:14). Company reports its tube division at Springdale, Conn., "suffered substantial losses, due in part to the slump in the TV manufacturing industry." Springdale plant was leased to Chromatic TV Laboratories in October 1951, but lease was surrendered early this year. Annual report says color TV cameras were delivered to Remington-Rand last year, "and negotiations are in progress for a contract to manufacture additional color TV cameras." Operations of Tele-Video Corp., two-thirds owned by Reeves, were suspended in 1951 "and will not be resumed until the market for projection TV sets warrants such resumption."

Radio & Television Inc., manufacturer of Brunswick TVs, radios and phonographs, reports net loss of \$160,434 on net sales of \$866,437 during 1951, compared with loss of \$36,467 on sales of \$2,118,105 in 1950. Profits of Thomasville Furniture Corp., states chairman David E. Kahn, are not reflected in New York company's balance sheet and operations statement, though it owns 50% of Thomasville firm which showed net profits after taxes of \$224,843 for fiscal year ending April 30, 1951 and is "returning a highly gratifying monthly net profit from its present operation."

Webster-Chicago 1951 profits fell to \$457,635 (\$1.01 on 450,000 shares), sales to \$17,971,469 after Federal taxes of \$356,358, from 1950's record \$1,212,050 (\$2.69) profits, \$19,086,151 sales after \$1,112,444 taxes. Company had \$11,000,000 in govt. contracts on hand at year's end. Working capital at end of 1951 was \$4,099,331 vs. \$4,051,605 year before. President R. F. Blash attributed declines to increased costs, materials conservation work and stoppage of color TV work as result of ban by Govt.

Indiana Steel Products Co. (magnets) reports \$2,666,180 sales, \$586,326 net income (\$4.12 per share on 143,149 shares outstanding) after Federal taxes of \$1,250,000 during 1951 vs. \$1,746,956 sales, \$500,740 (\$3.50) net income, \$575,000 taxes in 1950. Working capital was \$1,240,654 as of last Dec. 31, net worth \$2,129,600.

INITIAL DRAFT of color TV order (M-90 revised) has been completed, and is now making rounds of NPA officials for comments and suggestions. Then it will be revised again—completely reworked if there are serious objections from agency chieftains. If all goes smoothly, order should be issued within next 2 weeks.

Tentative draft continues ban on commercial production of home color TV receivers (Vol. 7:47), but language is far more detailed and explicit than old order, spells out exact criteria NPA will use in making exceptions in hardship cases. Original M-90 order, like all NPA orders, had "hardship" clause, but no manufacturer ever used it. Current draft exempts from ban such non-home color TV equipment as theatre TV and merchandising aids such as closed-circuit dept. store setups, as well as other industrial TV equipment.

President Richard Hodgson of Chromatic TV Laboratories (50% owned by Paramount Pictures), only manufacturer actively pushing for revocation of M-90 (Vol. 8:6), said his company is ready to begin color receiver production, using Lawrence tri-color tube, whenever NPA lifts ban. Chromatic is now concentrating all operations in enlarged Oakland (Cal.) plant, having moved in February from Springdale (Conn.) factory it leased last October from Reeves Soundcraft.

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Will transistors (Vol. 8:9) eventually replace tubes? Representatives of 2 of the electronics industry's biggest corporations ventured to answer question this week. J. Milton Lang, gen. mgr. of GE tube dept., predicted widespread use of transistors will eventually lead to greater market for tubes. He reasoned that transistors will lead to vast new expansion of electronics industry by making possible new electronics devices; but these new products will require tubes, as well as transistors, in important roles. RCA president Frank Folsom's answer to same question, in address this week to N. Y. Assn. of Customers' Brokers: Probably—"but not in our lifetime."

Capital profit of \$3,443,557 in 1952 and \$750,795 in 1951 is reported by R. H. Maey & Co., in semi-annual earnings report for period ending Jan. 26, 1952, resulting from merger and sales of its radio and TV properties WOR & WOR-TV (Vol. 7:46, 8:3). Applicable provisions for Federal income taxes are \$677,000 in 1952 and \$290,000 in 1951. Total net earnings and capital profit of big dept. store firm for the 6 months was \$6,333,793 on sales of \$185,811,300 vs. \$5,677,455 on sales of \$194,303,375 for comparable 1951

Westinghouse and Johns Hopkins U, Baltimore, have announced joint work-study program to enable 30 students a year to combine work experience at Westinghouse with studies at university leading to certificate in electrical engineering. Students selected for program will receive about \$1200 worth of courses over 3-year period. Westinghouse is footing the bill; program eventually will cost it about \$30,000 annually.

"Coax tax hoax" aptly describes latest TV racket in Miami, where swindlers lost no time in trying to capitalize on publicity attending coming extension of TV cable-microwave relay to that city (Vol. 8:12). WTVJ reports viewers are being visited by self-styled "Federal tax-collectors" who ask them to pay \$30 license fee on "home TV reception of the cable programs."

Study of subscription TV has been completed by Stanford Research Institute for a Mr. Edgar Sutro, San Francisco, Institute reveals in annual report. No details are given; report merely says: "A survey of the existing systems for subscription TV has been made and various new systems have been outlined . . . The complexity of various systems has been evaluated and their relative costs estimated."

Telecasting Notes: Sidelight on fabulous growth of TV: When national political conventions were held in Philadelphia July 1948, only 18 stations along Eastern Seaboard were hooked up for network service, while others carried kine recordings, about 450,000 TV sets were in use (Vol. 4:26). There were only 30 stations in operation as of July 1, 1948. This July's conventions will be carried by 105 interconnected stations out of the 109 serving U. S. audiences (Vol. 8:12) and viewable on at least 17,500,000 TVs, probably more . . . Wave of ABC-TV cancellations looks like it's over, said president Robert Kintner at stockholders meeting this week; in any case, ABC-TV is 50-60% ahead of last year. Total ABC income of about \$59,000,000 in 1951 (Vol. 8:12) was derived about 50% from TV, he said . . . Annual "showmanagement" awards for 1951-52 were announced by *Variety* April 9 to include these plaques for distinction in TV: WHAS-TV, Louisville, education by TV; WCAU-TV, Philadelphia, TV originations; KSTP-TV, St. Paul, outstanding news coverage. Special citations went to: Edward R. Murrow's *See It Now*, CBS-TV; Lucille Ball-Desi Arnaz *I Love Lucy*, CBS-TV; *Red Skelton*, NBC-TV; *Celanese Theatre*, ABC-TV; NBC-TV opera *Amahl and the Night Visitors* . . . NBC's WNBT, New York, is called "biggest and richest TV operation in the world" in April 9 *Variety*, which says its gross was \$10,000,000 of the \$40,000,000 attributable to all NBC owned-&-managed stations (TV & radio) during 1951 . . . Ernie Kovacs, whose pioneer 7-9 a.m. *Three to Get Ready* on WPTZ, Philadelphia, has been displaced by NBC-TV's *Today*, joins WCBS-TV, New York, April 21, taking over daily 12:45-1:30 p.m. strip to be titled *Kovacs Unlimited* and sold on participating basis . . . March edition of *Johns Hopkins Magazine* carries 10-p. article on "Education by Television," featuring *Johns Hopkins Science Review* keyed from Baltimore's WAAM to DuMont; reprints available from station on request . . . Radio Writers Guild voted strike at ABC & NBC-radio in New York, no date set; at issue are questions of commercial fees for news writers, ownership rights to material written by continuity writers.

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ASCAP-BMI feud has reached such intensity that ASCAP has filed complaint with Dept. of Justice charging BMI with restraint of trade, pointing particularly to "interlocking" roles of Justin Miller, chairman of both NARTB and BMI, and Sydney M. Kaye, vice chairman of BMI board, its v.p. & gen. counsel and a member of the law firm representing CBS. In exclusive story in April 5 *Billboard*, Washington correspondent Ben Atlas reveals complaint, which he states Dept. of Justice got month ago, and states it is conducting inquiry. In such cases, Dept. of Justice anti-trust div. usually maintains strict silence, is particularly cagey now while change in Attorney Generalship pends. Climax in ASCAP-BMI rivalry, says Atlas, was reached with collapse of ASCAP negotiations on TV per-program fees, Society complaining that BMI had been spared similar negotiations because of its kindred interests with broadcasters.

Four applications filed with FCC this week brought total pending to 526, of which 39 are for uhf. Week's vhf applicants: WCNT, Centralia, Ill., Channel No. 2; John A. Barnett, Roswell, N. M. (oilman), No. 8. Uhf applicants: WHFC, Chicago, No. 25; WHYU, Newport News, Va., No. 33. [For further details, see *TV Addenda 14-M* herewith; for listing of all applicants to date, see *TV Factbook No. 14* and *Addenda* to date.]

Sports anti-trust case, in which Govt. charges National Football League and its members with illegal agreement to limit TV-radio broadcasts of games (Vol. 7:41, 44, 47-48, 52 & 8:2, 6, 9) was set for hearing on June 16 in Philadelphia Federal Court. At same time, Judge Alan K. Grim denied NFL access to govt. records in connection with case.

Associated Press enters TV news film field in competition with INS and UP, with gen. mgr. Frank Starzell's announcement this week that AP will turn out "a completely finished product [with] meaning and significance [part of it] completely scored with music and sound effects." Oliver Gramling, asst. gen. mgr. for TV-radio, will supervise new subsidiary to be called Spotnews Production Inc., located at 653 Eleventh Ave., New York, which also houses Major Film Laboratory, Republic Pictures subsidiary, engaged to process film. Officers of Spotnews are Theodore A. Morde, ex-military intelligence & information officer, president; John T. Tobin, ex-INS Telenews, v.p. Production staff includes George Johnston, ex-Washington Video Productions; F. D. Kahlenberg, ex-INS Telenews; Tom Craven, veteran Paramount News cameraman; Bernard Dresner, ex-NBC-TV, Washington cameraman; Louis Tumola, ex-*March of Time*. First subscriber signed: *St. Louis Post-Dispatch's* KSD-TV.

McFarland Bill report (No. 1750) by House Interstate Commerce Committee (Vol. 8:11) was made public this week, but House recess until April 21 precludes chances of immediate vote on measure. Assuming Senate-passed bill to streamline FCC procedures gains House approval, 3 differences in House version may arouse considerable discussion in House-Senate conference: (1) Provision banning FCC discrimination against newspapers in obtaining licenses. (2) Power given FCC to suspend as well as revoke licenses—some Senators feel suspension is as deadly to broadcaster as revocation and is thus unnecessary addition. (3) Authority to refuse license to those convicted of Federal anti-trust violation, as in present law. Sen. McFarland (D-Ariz.), bill's author, and several other Senate Commerce Committee members, feel strongly that applicants for licenses shouldn't be subject to "double jeopardy."

Network officials will testify at April 17 hearings of Senate Rules Committee subcommittee on privileges and elections, on proposals to raise ceiling on campaign expenditures and to curb campaign abuses (Vol. 8:14). Networks have accepted invitation, but haven't named representatives as yet. Committee will also invite FCC personnel to offer technical testimony. Besides fiscal provisions, proposed bill would outlaw use of "composites" in newspaper pictures, voice recordings, motion pictures, "or any other means or medium".

TV-radio investigation of "offensive and undesirable" programs was again urged this week by Rep. Gathings (D-Ark.), whose resolution for select committee to conduct probe was set back last week when House Interstate Commerce Committee protested that select committee would encroach on its jurisdiction (Vol. 8:14). Rep. Gathings inserted remarks in April 10 *Congressional Record* reminding Rules Committee of his year-old pending resolution that would authorize Commerce Committee to investigate programming, particularly crime stories.

TV station operation clinic for all CBS-TV and radio affiliates will be held May 1-2 at New York's Waldorf-Astoria Hotel. CBS-TV president J. L. Van Volkenburg said he expects more than 500 to attend from network's 62 TV and 207 radio affiliates. He said clinic will take up station operation "from the point of view of those planning to enter TV as well as those now in it." Sessions will cover such topics as how to apply, construction costs, equipment requirements, income expectations, programming, sales, research, promotion.

Theatre-TV hearings were postponed again by FCC—this time indefinitely. Scheduled to begin May 5 (Vol. 8:9), proceedings were put off for fifth time to give Commission opportunity to re-appraise its pending matter and make up new calendar for rest of year. New date will be announced, said FCC, "as soon as possible."

Television Digest

with **ELECTRONICS REPORTS**

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With This Issue: *Special Report on TV Operating Costs, List of Geographical Coordinates, New Sliding Scale*

STUDY OF TV STATION OPERATING COSTS: Because it's the most frequently sought data of all by new station enterprisers, we're sending all subscribers herewith reprint of study of TV station operating costs prepared by RCA station planning consultant Joe Herold. It's part of a continuing study to be published later in book form.

Engineer Joe Herold knows whereof he writes, for he set up Omaha's WOW-TV and Havana's CMUR-TV, and has worked on other station projects. He drew on data of others as well in compiling figures on salaries, transmitter operating costs, rent, programming costs, depreciation, insurance, repairs -- even floor-space requirements of typical vhf stations of 2, 10 & 20-kw and maximum transmitter powers.

Note: With this issue we are also sending all full-service subscribers, who last week received our printed copies of FCC's Final Allocation Report, a separate and handier sliding scale for use with FCC's field strength curves on pp. 200-201. In response to technicians' requests, we've also published list of geographical coordinates (latitude & longitude) for transmitters of all existing TV stations. And because mileages are so important under the new rules, we're henceforth including coordinates in our weekly Addenda (blue sheets) reporting applications filed.

REACTIONS TO THE FREEZE-THAW ORDER: Screams of outrage, sighs of resignation and expressions of satisfaction -- all followed the issuance of FCC's Final Allocation Report last week. Which of these reactions is most important, we don't know yet.

Decision is bound to be appealed to courts, according to some industry attorneys. One lawyer says he has recommended appeal to 3 clients, and is sure that at least one will go through with it.

Zenith says it will challenge FCC action in taking Channel 2 in Chicago, which it has been using experimentally for Phonevision, and giving it to WBKB.

Pittsburgh area is particular sore spot, since it missed getting another vhf channel by fraction of a mile. Suburban Braddock, it's pointed out, loses out simply because its postoffice is mere 5½ blocks short of FCC's minimum mileage.

Disappointed parties generally go along with Comr. Jones' dissent. These are a few of arguments they make:

(1) FCC has no legal right to make a fixed table of allocations. Channels must be granted "on demand".

(2) It's illegal to say that once a station is granted a channel it can't file application to change to another channel.

(3) "Rules of the game" were switched, i.e., minimum mileages adopted are quite different from those proposed last year. What's more, they're arbitrary, have no technical support.

(4) System of "priorities" was dropped, though FCC limited parties' comments to the priorities proposed.

(5) "Protected contours" have been illegally omitted by FCC.

(6) Technical flaws create artificial scarcity of channels.

Those satisfied with decision say: "No decision would have pleased everyone. People would have threatened appeals in any case, whatever the mileages."

Majority of commissioners and staff feel they have adequate answers for every criticism, asserting "we won't botch up TV as we botched up AM." In April 18 speech before Institute for Education by Radio & TV at Ohio State U, Chairman Walker defended decision thus:

"We refused to sacrifice a margin of safety for the sake of jamming in a few extra stations. It is possible that when many stations go on the air, their operating experience will give us concrete information that may permit us to reduce that safety factor. If that should prove true, we can always reduce the mileage separations between stations and make some additional assignments."

Majority argument against Jones' dissent holds that, under his principles, vhf would gravitate to the big cities; rural coverage would suffer; stations would be vulnerable to constant erosion of service areas (as happened in AM); propagation data is meager, yet Jones offers no safety factor for new higher powers & antennas.

As for Jones' data on greater channel efficiency with lower spacings, FCC majority claims it tried such spacings in tight New England area, gained only one assignment. Outside attorneys challenge this, saying that the proposals introduced during hearing did find more assignments.

Engineers' opinions of the Jones findings differ radically. Some say he's "dead right," others that his conclusions are "pure baloney." It's too early to get rank-&-file reaction, but it's known the 108 existing stations (including the 30 who must shift channels) are in the main satisfied; that many applicants and would-be applicants are bitterly disappointed by paucity of vhf channels; that the network engineering departments are working overtime, analyzing big report so far as it affects them and their present and potential affiliates.

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Any court appeal, it's deemed certain, will use the Jones dissent as basis. But FCC majority is confident "the courts won't substitute their judgment for ours" -- same as in color decision.

If there are appeals to courts, might they hold up whole unfreezing process beyond July 1 date for beginning of consideration of applications?

Possibly. For example, if courts should send allocation back to FCC to put another vhf into Philadelphia, great chunk of allocations all over northeastern U.S. would have to be reshuffled. On the other hand, a question of reserved channel in particular city could be limited to that city.

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Manufacturers and the merchandisers of transmitting and receiving equipment were inclined to welcome long-awaited break in the dike holding back new stations. They weren't much concerned with charges of local inequities in allocation plan, were ready with uhf (see pp. 7-8).

The press hailed end-of-freeze, generally with predictions of great future -- and news stories and editorials made it clear expansion will be slow. An April 15 editorial in New York Times epitomized popular feeling:

"Great as have been the strides made by the TV industry, the biggest growth still lies ahead...Economically, the lifting of the 'freeze' will materially reinvigorate the country's industrial life...will mean jobs for untold hundreds of thousands...Technically and legally, [the plan] unquestionably will produce considerable controversy [but] it hardly can be overemphasized that FCC had an almost incredibly difficult task in reconciling all the demands for space on the air...Probably no plan would please all."

Various city fathers got excited -- for various reasons. The Philadelphia Chamber of Commerce lambasted FCC for not giving city another vhf channel. St. Louis Board of Aldermen, seconded by Post-Dispatch (KSD-TV), urged that city be given second station in a hurry.

Educators appeared delighted with decision. Members of Joint Committee on Educational TV issued statements expressing assurance that schools would seize their opportunity, build stations quickly.

HEAVY FLOW OF APPLICATIONS BEGINS: Full flood of TV applications hasn't broken yet -- but it's starting. This week saw 10 filed for new stations, 5 old applications amended (see item on p. 10 and detailed data in TV Addenda 14-N). These were more than have been filed in any single week during 3½ years of the freeze.

Who was "first" is hard to determine. WTSP, St. Petersburg, was first to amend, filed Tuesday, April 15, day after release of Allocation Report; it thereby won big publicity play via press associations, including AP wirephoto of manager Joe Kelley and counsel Neville Miller which got 2-column play in New York Times.

Johnstown (Pa.) group was first to file on new 301 form, among those who had never previously filed. First from territories was WAPA, San Juan, Puerto Rico.

New applications and amendments of old will pour into FCC from here on in, against July 1 date when Commission will begin making grants of uncontested applications and setting contestants for hearing. This isn't to be a "cutoff date" by any means, for applications will be accepted at any time, though for a particular hearing they must be filed at least 20 days before hearing date.

* * * *

"Strategy" was order of the day, as applicants huddled with counsel. The channel-by-channel procedure -- which most attorneys still deplore -- is encouraging some applicants to stake claims quickly, trying to scare off opposition. Others are preparing forms for each channel in town, ready to jump in any direction, depending on moves of opposition.

Demand for uhf in big, well-served vhf cities may prove surprising. In New York, city-owned WNYC announced plans to file for commercial uhf. Uhf enthusiast John Poole is ready to apply in Los Angeles. Westinghouse has long been on file for Philadelphia, and Chicago's WHFC put in its claim for uhf in that city last week.

Some commissioners doubt whether quick vhf grants will be achieved in any big cities, but they expect fast action in uhf and in smaller communities.

One technique for speeding grants -- AM stations joining forces, in the same city, thus reducing number of applicants and pooling resources -- still awaits FCC action. Sen. Johnson this week released exchange of letters with FCC Chairman Walker, in which Johnson requested "positive clear-cut answer" to the question. Walker gave him no satisfaction, saying:

"I do not even have these answers myself. This problem has not yet been considered by the Commission itself...I am for getting TV going as quickly as possible. On the other hand, during my 18 years on the Commission, I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication. I would want to study that angle most carefully."

NPA BREWS YES-&-NO COLOR TV ORDER: New color dispute may be in making, possibly setting off another wave of wait-for-color recalcitrance among consumers.

It could arise from NPA's attempts to please everybody -- the Defense Dept., Senator Johnson, Paramount's Chromatic TV Laboratories, the TV industry -- in its revision of Order M-90 now banning color TV production (Vol. 7:47).

If revised order, as currently drafted, comes out next week-end as planned, it probably will please no one -- because it will leave unanswered the important question whether color set production is permitted or banned.

Widespread publicity of order as a "relaxation" of present ban could again create antipathy among customers against buying now, albeit nobody in the industry really believes non-compatible system approved by FCC can be resurrected or will stand up against new all-electronic and compatible systems now being perfected.

Nor is anybody -- not even CBS-Columbia or Paramount -- in position to mass-produce color tubes or sets, let alone telecast in color on substantial enough scale to create enough demand to make color production pay off.

Ban won't exactly be lifted, but it won't be retained, either. Said NPA asst. administrator Horace B. McCoy, captain of team that drafted new order:

"The opportunity will be provided for the production of home color TV sets

under the proper circumstances. But a manufacturer will have to prove that so doing will not in any way interfere with the defense program."

This will be the neatest trick of the week, say Defense Dept. experts, who point out that one of toughest problems of whole mobilization program is shortage of electronic engineers, draftsmen and technicians. And, to quote one official, who has seen draft of order but did not participate in drafting:

"It's absolutely impossible to set up for mass production of color TV sets without requiring virtual armies of extra engineers, draftsmen and all sorts of other scarce technical people."

Intent of order is solely to get NPA off the hook. But if it goes through as now drafted -- which is probable -- NPA may be more firmly on hook than ever.

For NPA will have to interpret its own order, and police it. It will have to decide in each case whether applicant has proved that defense effort won't be hurt "in any way" by production of color sets. Mr. McCoy himself said: "I don't know if anyone will be permitted to make color sets under this order. The burden of proof will rest with the manufacturer."

From the time of defense mobilizer Wilson's famous letter to CBS president Stanton (Vol. 7:42) to Sen. Johnson's angry intervention (Vol. 8:4) -- and ever since -- mobilization agencies have realized they were sitting on dynamite. Through new order, NPA will seek to put itself in position of "regulating" -- rather than prohibiting -- production of home color TV sets.

Some changes may be made in draft order before it is released. Pentagon, Labor Dept., other agencies, as well as key NPA officials, are scheduled to meet with Mr. McCoy and NPA's clearance committee April 23. Unless there are major objections to new order -- considered unlikely by Mr. McCoy -- NPA hopes to issue revised order by the coming week-end.

TVs HELD TIGHTLY AS AMs GO ON BLOCK: One effect of freeze-thaw, not much talked about and seemingly anomalous in light of prospect of more stations and more competition, has been to increase the valuation of the 108 existing TV stations. They're being held more tightly than ever, as would-be purchasers are finding out.

Reasons aren't hard to discern -- quite aside from their priority of establishment as advertising media and their proved earning capacity:

(a) Their channel positions are secure -- "fixed", except for the 30 which must shift (Vol. 8:15) with no material disadvantages for most part.

(b) Their service areas, already substantial, will increase with greater powers and antenna heights authorized. In fact, the 30 which must shift to new vhf channels can go to ultimate power-height as soon after July 1 as FCC can move them.

Those who pioneered, or bought in early, would therefore seem to be sitting pretty indeed, while other enterprisers continue to seek to circumvent competitive new-station quests under the new allocations.

* * * *

Whether playing hard to get, or really intent on holding on, existing stations tell us they're turning down fantastic offers or are holding out for prices that are unbelievable. For example, we know of one that sought a buyer less than 3 years ago willing to take over for what had been invested (less than \$500,000) because it was then losing \$1000 a week. Now, the asking price is \$7,000,000!

Thus far, there have been 14 transfers of ownership (TV Factbook No. 14, p. 6), and proposed sale of KOB & KOB-TV, Albuquerque (Vol. 8:8-9) will be filed next week. It's revealed that, while Time Inc. is buying the properties for net of \$600,000, ex-FCC chairman Coy's half-share in the new operating company will cost him \$75,000 inasmuch as Time Inc. subsidiary will own and lease out physical plant. Stations reputedly earn \$15,000-\$20,000 per month, so it's plain that Coy gets a wonderful deal -- quite aside from fact he now draws \$24,000 a year salary from Time as consultant and will get salary of \$26,000 a year as resident manager of the stations.

* * * *

Among other seekers after existing facilities, CBS has been most diligent, and its station relations v.p. Herbert Akerberg has left long trail of visits among

owners. CBS pioneered WCBS-TV, New York; purchased what's now KNXT, Hollywood; owns 45% of WTOP-TV, Washington; swapped 53% of its 50-kw WCCO (AM) in Minneapolis for 47% of WTCN-TV there (Vol. 8:10); bought 45% of Pittsburgh's KQV in expectation of inside track on new-station application there.

CBS has approached numerous big-city TV station owners to buy in whole or part, latest being St. Louis Post-Dispatch, which owns KSD & KSD-TV, and with which it proposed same sort of deal it made in Minneapolis. It owns 50-kw KMOX (AM) in St. Louis, whereas KSD is only 5 kw. Pulitzer people said they weren't interested.

Network has also bought WBKB, Chicago, for \$6,000,000, conditional on FCC approval of ABC-United Paramount merger. Since WBKB is due to shift to Channel 2, there may be trouble ahead even if deal goes through. Zenith Radio Corp. has long been using Channel 2 for Phonevision experiments, has applied for commercial outlet on that channel, and has indicated it may press that application.

* * * *

Not quite so eager are seekers of AM franchises, though several deals were closed this week--one for sale of WTCN, Minneapolis, for reported \$325,000 to local group headed by former Ambassador to Cuba and Australia Robert Butler.

Much bigger was deal involving 50-kw WLAC, Nashville, which owner J. Truman Ward is selling to Life & Casualty Insurance Co. for net of \$1,000,000 after capital gains. Ward also gets \$30,000-a-year salary as manager for life.

This basic CBS affiliate, curiously enough, was bought in 1934 from the same firm by Mr. Ward, who managed it. It has had TV application pending since July 1948 (Channel 7, to be changed to 5). Plainly, company wants to keep up with big rival Nashville Life & Accident Insurance Co., which owns WSM & WSM-TV.

Mr. Ward's action in selling out points up trend previously reported in these columns (Vol. 7:47) when it became apparent more and more AM stations were going on the block because:

(a) "Threat of TV" had radio owners worried -- first lest radio face an uncertain economic future, second lest they be frozen out in inevitable competitive scramble for scarce new channels.

(b) Taxes take such big bites out of both corporate and personal incomes that there's little incentive among some radio operators to expand into TV, with the huge new capital investments entailed.

(c) Many owners have reached age where they're willing to retire, take capital gains and call it quits, especially if they have no heirs to take over.

These considerations may not obtain in case of WLAC -- but they're the basic motivations explaining why so many AM stations are currently changing hands.

SPURRED by fabulous growth of TV, the broadcasting industry—networks and stations, TV, AM & FM—piled up record aggregate revenues of nearly \$700,000,000 last year. Total station and network earnings before taxes passed \$100,000,000 for first time, despite slight drop in AM-FM profits. These figures are from FCC's preliminary summary of 1951 AM-FM revenues and earnings, released this week (Mimeo 67918) as companion to last month's financial report on TV (Vol. 8:10).

While TV accounted for lion's share of boost in total revenues, FCC report showed radio revenues at all-time high, too. The 2265 radio stations reporting took in a healthy \$455,400,000—increase of 2.5% over \$444,500,000 in 1950 (2230 stations).

In the 63 TV markets, the 108 TV stations accounted for 43.4% of the total revenues of 635 TV, AM & FM stations—up from comparable 1950 figure of 26.2%. For first time, total TV station revenues exceed total radio revenues in 6 markets—Columbus (3 TV stations), Los Angeles 7, Philadelphia 3, New York 7, Cleveland 3, Baltimore 3.

Effect of TV on radio station revenues is reflected in these FCC tabulations: (1) Total revenues of 439 radio stations in TV markets decreased 1% in 1951, while revenues of 1395 stations in non-TV markets increased 8%.

(2) Increased revenues were reported by 75% of radio stations in the non-TV markets, 58.5% in TV markets.
(3) Profits increased in 1951 for 61% of stations in non-TV markets, 46.5% in TV markets.

Big 43.2% drop in earnings of radio networks and their owned-&-managed stations—from \$19,000,000 (before taxes) in 1950 to \$10,800,000 last year—was responsible for 9.4% dip in total radio earnings from \$68,200,000 to \$61,800,000. Actually, total earnings of non-network-owned stations increased from \$49,200,000 to \$51,000,000.

TV-AM-FM station revenues in 1951 totaled \$694,900,000, up from \$550,400,000 in 1950. Soaring TV profits pulled total TV-AM-FM earnings before taxes to \$105,400,000 from preceding year's \$59,000,000. Mere 8 of 65 FM-only stations reported profit last year, all 65 accounting for estimated revenues of \$1,300,000 and loss of \$1,500,000.

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Hampson Gary, 79, who was member of original FCC for 6 months in 1934, then for 4 years was its general counsel, only to be ousted in a purge instituted by the late Chairman Frank McNinch in 1938, died April 16 in Palm Beach, Fla. He was native of Tyler, Tex., served as Minister to Egypt and was retired general counsel of Export-Import Bank.

Telecasting Notes: Network TV awards at this week's Institute for Education by Radio in Columbus included: for public affairs, *March of Time Through the Years*, ABC-TV; cultural programs, *Zoo Parade*, NBC-TV; systematic instruction, Teleprogram Inc.'s *American Inventory*, NBC-TV; non-school children's programs, *The Big Top*, WCAU-TV & CBS-TV; special award, *TV Spots Before Your Eyes*, American Jewish Committee; *Industry on Parade*, public relations div., National Assn. of Manufacturers. Local station awards included: *March On, Community Workshop* and *Telaventure Tales* (3 shows) on KING-TV, Seattle; *Your Family Doctor*, WMAR, Baltimore; *Inside Our Schools*, WHAS-TV, Louisville; *Science in Action*, California Academy of Science, on KGO-TV, San Francisco; *How Does Your Garden Grow?* WNBQ, Chicago; *Western Reserve University Telecourses*, WEWS, Cleveland; *Magic Window*, WOI-TV, Ames; *Operation Blackboard*, WPTZ, Philadelphia . . . Ed Murrow wins Overseas Press Club 1952 award for best consistent TV presentation (*See It Now*, CBS-TV) . . . "No guest" rule, barring its members from making guest appearances on network TV shows, is being drafted by American Guild of Variety Artists for vote at union's June convention; administrative secy. Jack Irving says plan would make more jobs for AGVA members by forcing individual stations, rather than networks, to put on own vaudeville programs . . . Los Angeles telecasters pooling facilities in attempt to carry next week's Nevada atom blast "live"; relay equipment being dropped by helicopter on mountain peaks between test site and Los Angeles . . . Los Angeles' 7 TV stations are enjoying "boom biz," says *Variety*, revenues going up 10% to 50% in last 6 weeks, now exceeding \$1,500,000 for all combined . . . Stanley Neal, Hollywood industrial film producer, now working on series of 100 dramatized 3-min. color films featuring Werner Janssen and 70-piece orchestra, to be distributed to TV as well as theatres . . . CBS-TV has given up trying to produce own films, turned over filming of *Amos 'n' Andy* series to Hal Roach Studios . . . Phil Rizzuto signed by WNBTV, New York, for sports commentaries Thu. 6:30-6:45 p.m.; station also has Jackie Robinson and Joe DiMaggio under contract . . . CBS-TV summer plans, right now, envisage "going dark" Sun. 1-3 p.m.—on its WCBS-TV as well as network . . . ABC central div. has completed moving to 24th & 25th floor of Chicago Daily News Bldg. . . CBS Television City in Los Angeles is subject of cover story in April 18 *Tide* . . . Life Magazine, which recently dropped plans for TV coverage of political conventions with DuMont Network, has made deal with Gulf Oil Co. whereby, for 13 weeks starting May 9, magazine staff will produce Gulf's *We, The People* on NBC-TV, devoting it to the conventions and campaign . . . KSTP-TV, St. Paul, started new Class D morning rate April 1, covering 11:30 p.m.-11:59 a.m. daily at 70% of Class C rate, or \$315 per hour & \$63 per 1-min.

Freeze-Thaw Sidelights: "TV-starved Coloradoans," as its news release describes them, got immediate interpretation of FCC's freeze-lift order April 14, day of release, via special wire hookup from Washington to KLZ, Denver, in which FCC Chairman Walker, Sen. Johnson, ex-chairman Wayne Coy, CBS-TV president Jack Van Volkenburg, and *Broadcasting* publisher Sol Taishoff spoke . . . Speed with which channels will be "oversubscribed" is well illustrated in Manchester, N. H., assigned vhf Channel 9, uhf Channel 48. Grandview Inc. is on file for Channel 12, presumably will amend to No. 9. This week, both WMUR and WFEA announced intention to ask for No. 9 . . . DuMont reported sales of \$5,500,000 worth of station equipment in 2 weeks since NARTB convention, including 32 transmitters—23 vhf, 9 uhf . . . CBS announced May 1-2 clinic in New York for affiliates—applicants and telecasters—running gamut from application preparation to time sales.

BASEBALL season opened with TV sponsorships of games well established in all cities save Pittsburgh, where *Pirates* still don't permit telecasts. For most part, sponsors are brewing companies, and in all instances the stations have plenty of before-&-after commercial commentaries, films, etc.

In American League, *New York Yankees* home games are sponsored by P. Ballantine & Sons (beer & ale) on WPIX, with 45 games piped also to WNHC-TV, New Haven; *Boston Red Sox*, Atlantic Refining Co., Narragansett Brewing Co. & Chesterfield on rotation basis on WBZ-TV & WNAC-TV, with 31 games piped also to WJAR-TV, Providence; *Philadelphia Athletics*, Atlantic Refining Co. 60% of games, Adam Scheidt Brewing Co. 40% on rotation basis on WCAU-TV, WFIL-TV & WPTZ; *Washington Senators*, Christian Heurich Brewing Co. on WTTG, 26 games; *Cleveland Indians*, Pfeiffer Brewing Co. on WXEL; *Chicago White Sox*, Chesterfield & Hamm Brewing Co., 4½ innings each, 57 day games, on WGN-TV; *St. Louis Browns*, Falstaff Brewing Co. on KSD-TV (partial schedule).

In National League, *New York Giants*, Chesterfield on WPIX; *Brooklyn Dodgers*, Schaefer Brewing Co. & Lucky Strike on WOR-TV; *Philadelphia Phillies*, Atlantic Refining Co. & Adam Scheidt Brewing Co., 28 daytime games rotated on WCAU-TV, WFIL-TV, WPTZ; *Chicago Cubs*, Hamm Brewing Co. & Chesterfield on WGN-TV; *Cincinnati Reds*, Burger Brewing Co., daytime games on WCPO-TV; *St. Louis Cardinals*, Griesedieck Bros. Brewery on KSD-TV (partial schedule).

Personal Notes: Ernest Lee Jahnke Jr., ABC radio v.p., appointed asst. to president Robert Kintner, succeeded by Charles T. Ayres . . . Wm. F. Fairbanks promoted to ABC-radio eastern sales mgr., succeeding Wm. H. Ensign, resigned . . . Raymond M. Wilmotte has completed assignment as consultant to Dept. of Defense Research & Development Board, returning to broadcast engineering consultant practice, 1469 Church St. NW, Washington . . . Joseph Brenner, recently resigned FCC regional attorney in Los Angeles, named counsel for National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles, which is publishing *Look & Listen*, list of recommended TV and radio programs . . . James D. Shouse, Crosley Bestg. Co., named chairman of Cincinnati Summer Opera Assn., replacing Hulbert Taft, editor of *Times-Star* . . . Arthur Perles promoted to CBS-TV director of merchandising exploitation . . . Robert S. Wood, ex-CBS and WOR, named asst. director of film div., Office of Price Stabilization, Washington . . . Robert deSousa promoted to sales mgr., KNBH, Hollywood . . . Alan Miller, Music Corp. of America v.p., and George Stern, MCA agent, shifted to Revue Productions, big talent firm's TV subsidiary, to handle its *Chevron Theatre* and *Gruen Playhouse* . . . Thomas Naegle, ex-WATV, Newark, named head of WOR-TV art dept. . . . Wickliffe W. Crider, BBDO v.p., resigns May 1 to join Kenyon & Eckhardt as TV-radio v.p. . . . John Gilman, Colgate-Palmolive-Peet v.p. handling TV-radio, has resigned . . . Allen Parr, CBS-TV program mgr. in New York, named business mgr. of CBS network program dept., Hollywood . . . Frank Young succeeds Joe Dine as chief of NBC press dept. April 21 . . . D. W. Whiting promoted to sales mgr., John R. Vrba named national sales mgr., KTTV, Los Angeles.

New consulting engineering firm of Vandivere, Cohen & Wearn has been established in Washington (Evans Bldg.; phone National 2698) by 3 former staffmen of Weldon & Carr—Edgar F. Vandivere Jr., Jules Cohen, Wilson C. Wearn. They will specialize in TV-broadcast engineering and industrial electronics. Weldon & Carr will shortly announce replacements and expansion of both its Washington and Dallas operations.

NEW TRADE VISTAS—BUT NOT RIGHT AWAY: Neither transmitters, receivers nor uhf converters will be lacking to get new TV services going as soon after July 1 as FCC begins authorizing new stations (Vol. 8:15).

Soon thereafter will come the turn of the trade's "have nots" -- those distributors and dealers in non-TV areas, or in ill-served areas, who for such a long time have been enviously eyeing their colleagues in the 63 TV areas.

But the new stations may be few and far between for awhile, because of the inevitable competition of aspirants for the scarce channels in the small as well as large cities, which means hearings and delay. Best hope for trade lies in FCC's agreement to give non-TV areas first priority (see Vol. 8:15--Who Gets CPs First?) and in its avowed policy of hastening uhf onto the air.

At moment, it looks like some new vhf and uhf stations can be authorized reasonably soon in some smaller communities, where applicants won't outnumber the supply of channels; by end of this year or fore part of next year, these may total enough to account for substantial demand for new receivers.

But it would be sheer guesswork to attempt to spell out where and when at this time. You can discount wishful-thinking reports about this or that city getting new TV stations right away; nobody can possibly know before July 1, and even then the bureaucratic wheels will grind too slowly to be sure.

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We've been deluged with requests for identification of the 28 enterprisers stated in RTMA's recent report on 'The Impact of TV Expansion' (Vol. 8:6) to have taken delivery already of transmitters--as though this assured them first priority. Actually, there are probably more than 28, and we do know a few -- but we can state unequivocally that their possession of the transmitters has very little bearing on how soon they can use them.

They simply gambled, in purchasing equipment before FCC makes grants, and it's a good guess that, where they get tangled in long legal hearings, they will be asked to "lend" the equipment to luckier ones who do get early grants.

Only thing sure is that FCC, very sensitive to political prodding, is just as eager now as you are to see new stations take the air -- especially uhf -- and promises to speed them as much as possible. Interesting factor -- one the Commission didn't take into consideration in color imbroglio -- is intensity of interest of the merchandising fraternity; fact is, an amazing number of distributors and retailers have been ordering our printed copies of FCC's final Allocation Report, which may even indicate some are thinking of going into the telecasting business.

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We've reported quite fully on transmitter and receiver equipment in recent issues, notably on uhf receiver & converter plans (Vol. 8:11). What's now being talked about is still much the same, and we commend closer re-reading of our survey in that issue of what manufacturers said they have in mind -- and particularly the detailed information we gave you on the uhf tuners planned by Standard Coil (Vol. 8:9), Sarkes Tarzian (Vol. 7:40), Mallory (Vol. 7:45).

There are some misgivings in the trade about uhf tuners for well-saturated areas now served by vhf (like New York, Los Angeles, Washington). Dealers may not be very optimistic, even if uhf stations are added quickly. But it seems certain demand thenceforth will be for combination vhf-uhf receivers, if not converters to attach to existing sets and costing anywhere from \$10 to \$50.

And there's scant doubt that public will reach out eagerly for new service via uhf if that's the only way they can get any kind of programs.

Manufacturers are laying plans rather quietly, but assuring their dealers

they'll be ready just as quickly as stations are. This week, Admiral, throwing down the gauntlet once again to Zenith by claiming to be "first with the turret tuner," announced it will give free to any of the 2,000,000 owners of its present sets with turret tuners, and to any 1952 set purchasers, a tuning strip "to make available to those who can this year receive telecasts of the newly authorized uhf stations." No outside converter is required, said Admiral; all a serviceman need do is remove one of unused vhf tuning strips in turret tuner and insert uhf strip.

New Emerson "price protection policy," also announced this week to go into effect immediately, guarantees its dealers against depreciation in value of inventory until Oct. 1, 1952. Said president Ben Abrams:

"Now that the TV industry is on the threshold of becoming one of the leading multi-billion dollar industries in America, it becomes increasingly more important for dealers to be afforded the complete cooperation of the manufacturers they represent...Emerson's new dealer price protection plan is part of an overall program to stabilize the present market."

No other manufacturer had taken idea up at week's end, attitude of some being that it's unnecessary because their inventories are in reasonably good shape. Magnavox last March instituted price guarantees for 90 days after shipment.

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Production dropped to 79,276 TVs (3145 private label) for week ended April 11, according to RTMA, down from 83,031 week preceding (Vol. 8:15). At same time inventory went to 265,754, new high for year, up in week from 262,932. It was the second week of new quarter, 15th week of year.

Radio output totaled 201,994 units (88,128 private), not much change in the week. Radio inventory went to 312,630 from 307,691 preceding week. Radios produced were 72,981 home units, 24,435 portable, 30,285 clock, 74,293 auto.

Topics & Trends of TV Trade: Relaxation of Regulation W to exempt products under \$100 from credit control (Vol. 8:15) has spurred campaign for further amendment or possible abolition of the regulation. William J. Cheyney, executive v.p., National Foundation for Consumer Credit, which has been carrying fight against the regulation, was quoted in April 13 *New York Times*:

"Sources close to the White House indicate that some governors of the Federal Reserve Board are beginning to see the fallacy of continuing to cut back through regulation of consumer credit the distribution of major products in full supply, with inventories heavy . . ."

Assn. of Better Business Bureaus has asked FRB to change regulation's trade-in provisions, charging that the amendment allowing trade-ins to be credited to down payments has led to "too much thinly disguised manipulation, sharp practices and open defiance of the law."

FRB replied to BBB that without a Congressional amendment of the law the board can't change trade-in provisions. FRB stated the amended Defense Production Act made liberal trade-in policy mandatory.

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Merchandising Notes: Big Vim chain, New York, becomes associate dealer for Meck, which recently announced 4 retail outlets of own in that city and 17 in other cities (Vol. 8:13); Meck \$99.95 set, 20-in. table, will be advertised with \$19 warranty, \$10 tax, \$10 delivery & hookup charge, making total cost \$139 . . . New Sears Roebuck spring catalog lists Silvertone TV table models somewhat lower than before—17-in. metal, \$170; 20-in., \$230; 20-in. leatherette, \$210; 21-in. with base, \$260 . . . Spiegel catalog offers 17-in. Aircastle table at \$170, console \$190 . . . Schulte Cigar Stores, New York, said to be first such chain to retail radios, selling Majestic "Radalarm" clock radios at \$24.95 . . . DuMont moves New York factory distributor branch to 1114 First Ave. (at 61st St.); is also moving teleset control dept. there, says mgr. Fred A. Lyman.

Trade Miscellany: Within 5 years—40,000,000 TV sets in use. That was Dr. Allen B. DuMont's prediction before Edison Electric Institute last week. He said there's room for about 2000 stations, reaching 90% of population, added that color sets, if made available today, would cost 2½ times black-&-white due to high cost of tri-color tube . . . National Union Radio Corp. forms transistor div. to produce germanium diodes, has placed ex-Bell Labs' Edmund G. Shower in charge, plans separate factory in Philadelphia . . . GE tube dept. building 90,000 sq. ft., \$875,000 building at Milwaukee & N. Kilbourn Ave., Chicago, to be used for offices and for "largest electronic tube warehouse ever built" and to be ready by end of this year.

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Huge collection of radio historical data, known as "RCA-Clark Collection of Radioana," was presented April 16 to Massachusetts Institute of Technology by RCA v.p. and technical director Dr. C. B. Jolliffe at Boston ceremonies marked by unveiling of commemorative plaque by George H. Clark, MIT '13, who collected it and who retired from RCA in 1946.

Armed Forces Communications Assn. national convention April 24-25 at Philadelphia's Bellevue-Stratford Hotel will feature address by DPA chief Manly Fleischmann, forum on govt. procurement and production, open house at procurement offices of Signal Corps and Air Force and equipment demonstration at Philadelphia Navy Yard.

Reminiscent of Pilot Radio's 3-in. TV, which enjoyed some months of vogue while 10-in. sets were still dominant in 1947-48, a British manufacturer is reported by Canadian Press to have exhibited tiny set with 1-in. screen (cost \$1540), figures promotional novelty worth it.

TV hasn't clicked in Denmark, apparently, and govt. radio system, which introduced it last fall, is reported in AP dispatch from Copenhagen to be considering dropping it because Danes have bought only 400 receivers thus far. Reason: Sets retail for \$596 and there's \$7.25 annual tax.

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TV STATION OPERATING COSTS

by **J. HEROLD**

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Predicted or estimated TV station operating costs are, perhaps, the most important factor in the early planning of any television station. Unfortunately, it is a subject on which little has been published. About the only successful way of collating such valuable information is to actually "operate" a TV station or gather data from existing stations.

Therefore, the information on television station operating costs presented here is based on the author's actual operating experience in television stations, plus data compiled from surveys and studies of operating stations.

Considerations in Using Cost Estimates

The detailed "cost" information given in the following tables is intended as a guide to the "TV Planner" in predicting his own costs of operation. All estimates represent well-equipped and adequately staffed operation for each category. Station categories are broken down into four groupings—Classes "A", "B", "C", and "D", ("A" being the least complex and "D" representing a large independent station operation). Both overall and detailed cost analysis for groups "A", "B", and "C" are included in the following material. For group "D", only the overall summary is given since this class of station will undoubtedly call upon consultants to assist in a detailed analysis.

Since these estimates are, at best, only typical figures, the TV "planner" should be cautioned to make the appropriate adjustments in such items as salaries, program expense, amortization, and rents. This will be necessary in order to conform with local conditions, as considerable variance is to be experienced.

In compiling the cost estimates, certain factors, such as "daily program hours", amortization time, etc. were established.

In these tables, 12 hours of daily programming was assumed, and an amortization rate of ten years was selected.

Several factors which can affect total predicted costs are discussed below, and the particular station's predicted cost will depend on these considerations.

Personnel

In groups "A" and "B", doubling of responsibilities will be possible to reduce personnel requirements. Such doubling should not lessen employee performance and efficiency. An example of practical doubling, where local labor agreements

permit, is the use of operating engineers to operate projectors, control lighting and act as cameramen. Announcer-Salesman combinations may be very practical. Other possibilities will occur to the applicant depending on the capabilities and experience of the operating personnel.

Technical Expense—Tube Costs

There will be considerable variation in expenses in this classification due to different programming activities, transmitter power, and local salary levels.

Estimated tube and power costs per hour are listed for convenience in arriving at estimates for different transmitter powers.

<i>Transmitter</i>	<i>Cost per Hour</i>
TT-2AL (2 KW, chan. 2-6)	\$0.22
TT-2AH (2 KW, chan. 7-13)34
TT-10AL (10 KW, chan. 2-6)88
TT-10AH (10 KW, chan. 7-13)	1.00
TT-20BL (20 KW, chan. 2-6)	1.86
TT-20BH (20 KW, chan. 7-13)	2.03
TT-50AL (50 KW, chan. 2-6)	4.70
TT-50AH (50 KW, chan. 7-13)	4.70
TTU-1B (1 KW, UHF)	1.28
TTU-10A (10 KW, UHF)	4.90

Space Considerations

It may be desirable to combine some of the office functions to reduce space requirements to a minimum. On the contrary, additional space may be required above the minimum due to expanded office activities

ABOUT THE AUTHOR

JOSEPH HEROLD, whose broadcast experience dates back to 1930 when he joined the Engineering Staff at WOW, Omaha, Nebraska—studied at the Milwaukee School of Engineering. In 1935, Mr. Herold became Studic Engineering Supervisor and in 1945, Technical Director for WOW, Inc. (WOW, KODY). In 1947, he inaugurated WOW-TV Staff Training Program in cooperation with Creighton University (see *BROADCAST NEWS*, May, 1948). This pioneering resulted in many TV technical and programming techniques in use today. Responsible for building planning and equipment installation, Mr. Herold became Manager of Television and Technical Director for WOW, Inc. in 1949. At WOW, he established many firsts in microwave-links, "remotes", educational programs and low-budget line commercials. He conducted detailed cost analysis through weekly surveys of TV station operating costs. In 1950, Mr. Herold was Television Consultant for Union Radio and Television (CMUR-TV) Havana, Cuba, where he supervised staff training and installation. In 1951, he supervised installation and staff training for Radio Televisao, Paulista, Sao Paulo, Brazil.



and expanded program schedules. In planning the station, consideration should be given to possibilities for future expansion; also, accommodation of visitors, clients, and others that may be involved in a television station operation. For maximum efficiency, studies should be made of traffic flow, relation of operational functions and storage requirements. Combining transmitter, studios, and offices whenever possible will improve efficiency and reduce operating expense.

A well-planned layout can reduce space requirements and improve operating efficiency at the same time.

Programming

Since programming emphasis will vary for stations in the different categories, it is important that program personnel be well-qualified to fit programming needs.

Experienced personnel in key program positions, such as Program Director, Film Manager, Production Manager, Stage Manager, and Art Director will assist in keeping program costs to a minimum. Production of live programs and purchase of film for sustaining or commercial programs are examples of some of the expense items involved. Detailed cost budgeting, with talent and other program expenses charged to proper accounts, is an important function in this department. Program expense is the "highest cost" item for stations in each group and will require much planning by experienced personnel.

Sales

The Sales Department should be planned to meet the requirements for sales to the major income sources such as networks, national spot, or local advertisers as they vary with the station category and local conditions. Sales salaries may be planned

on a straight salary or commission basis or combinations of both. Most stations will contract with national station representatives to assure proper representation at the national level. Such agencies receive compensation for sales on a commission basis. Numerous trips may be necessary by sales personnel, thus adding to sales expense.

If planning a station for a non-TV area, higher sales promotion costs may be incurred.

Administrative

Professional services include compensation for attorney, engineering consultant, and outside auditor. This item does not

include special fees in connection with special applications, hearings, engineering surveys, or special audits.

Equipment is depreciated on a 10-year basis. It may be necessary to depreciate at a higher or lower rate. Technical equipment and buildings will have different rates of depreciation.

The item for amortization will vary with capital investment. Make adjustments here accordingly.

No provision for future expansion or power increase is included in this estimate. Station planners should consider this possibility and provide a reserve accordingly.

SUMMARY FOR GROUP "A" STATION

PROGRAM SOURCES; NETWORKS, FILM & SLIDE. NO LIVE STUDIO

2 KW TRANSMITTER

TECHNICAL EXPENSE	-----	\$ 40,140.00
PROGRAM EXPENSE	-----	64,180.00
SALES EXPENSE	-----	24,700.00
ADMINISTRATIVE AND GENERAL	-----	<u>55,028.00</u>
TOTAL YEARLY OPERATING EXPENSE	-----	\$ 184,048.00
TOTAL BASIC PERSONNEL	-----	22
BASIC FLOOR SPACE REQUIREMENTS	-----	2,624 SQ. FT.

GROUP "A" STATION

2 KILOWATT VHF TRANSMITTER. PROGRAM SOURCES, NETWORKS, FILM AND SLIDE. NO LIVE PROGRAMMING.

Detailed Estimates

	Total Sq. Ft.	Technical Expense:	Yearly Expense
<i>Floor Space Requirements:</i>			
Technical Plant (Transmitter, Film Projection, Engineer Lab, Film Edit, Video and Audio Control).....	896	Chief Engineer	
Manager's Office	216	Four (4) Operating Engineers	
Program Office	360	Two (2) Projectionists	
Sales Office	216	Total Technical Salaries.....	\$31,460.00
General Office	360	Transmitter (Tubes and Power @ \$0.34/hr.).....	1,480.00
Reception	216	Tubes (Iconoscope, Misc.).....	2,000.00
Storage	360	Power	2,600.00
* Total	<u>2,624</u>	Repairs and Miscellaneous.....	2,600.00
		Total Technical Expense.....	\$40,140.00

* NOTE: This total used at \$2.00 per square foot to arrive at yearly rent item.

GROUP "A"—Continued from preceding page

<i>Program Expenses:</i>	<i>Yearly Expense</i>	<i>Administrative and General:</i>	
Program-Director		General Manager	
Traffic Manager-Secretary		Secretary	
Film Manager		Auditor-Bookkeeper	
Secretary		Receptionist-Stenographer	
Two Announcers		Building Maintenance	
Total Program Salaries	\$27,820.00	Total Administrative Salaries	\$23,260.00
Film (sustaining)	28,080.00	Professional Services (Attorney, engineer, outside auditor)	\$ 2,000.00
Royalties	3,600.00	Insurance	520.00
News Services	4,680.00	Depreciation (\$200,000.00, 10-yr. basis)	20,000.00
Total Program Expense	\$64,180.00	Rent	5,248.00
<i>Sales Expenses:</i>		Miscellaneous (Telephone, telegrams, office supplies, etc.).....	4,000.00
Sales Manager		Total Administrative Expense	\$55,028.00
Two Salesmen			
Secretary			
Total Sales Salaries	\$19,500.00		
Other Sales Expense (Sales Promotion, etc.).....	5,200.00		
Total Sales Expense	\$24,700.00		

GROUP "B" STATION

10 KW VHF TRANSMITTER. PROGRAM SOURCES, NETWORKS,
FILM, SLIDE, AND ONE STUDIO FOR LIVE PROGRAMMING.

<i>Floor Space Requirements:</i>	<i>Sq. Ft.</i>
Transmitter	500
Eng. Lab. Storage.....	216
Studio	896
Announce Studio	80
Control Room	240
Film Projection	360
Film Storage, Editing, Screening....	360
Two (2) Dressing Rooms (ea. 120 ft.)	240
Prop Storage	600
Commercial Artist	216
Scenery	600
Manager's Office	216
Program Office (Includes Private Office)	560
Sales Office	216
General Office	360
Engineering Office	120
Reception Room	120
Storage (Office Records, etc.).....	360

Total Space Requirement... 6,260

<i>Technical Expense:</i>	<i>Yearly Expense</i>
Chief Engineer	
Six (6) Operating Engineers	
Two (2) Cameramen	
Two (2) Projectionists	

Total Technical Salaries... \$48,100.00

<i>Program Expense:</i>	<i>Yearly Expense</i>
Transmitter (Tubes and power @ \$1.00 per hour).	4,368.00
Tubes (Image, Orthicon, Iconoscope, others).....	6,500.00
Power	2,400.00
Repairs and Miscellaneous	3,900.00
Total Technical Expense	\$65,268.00

Program Director	
Traffic Manager	

Film Manager	<i>Yearly Expense</i>
Film Assistant	
Producer	
Secretary	
Three (3) Announcers	
Commercial Artist (Titles, Backgrounds, etc.)	
Continuity	
Stenographer	
Total Program Salaries	\$ 49,400.00

SUMMARY FOR GROUP "B" STATION

PROGRAM SOURCES; NETWORKS, FILM, SLIDE, SINGLE LIVE STUDIO

10 KW VHF TRANSMITTER

TECHNICAL EXPENSE — — — — —	\$ 65,268.00
PROGRAM EXPENSE — — — — —	103,350.00
SALES EXPENSE — — — — —	28,720.00
ADMINISTRATIVE AND GENERAL — — — — —	77,380.00
TOTAL YEARLY OPERATING EXPENSE — — — — —	\$ 274,718.00
TOTAL BASIC PERSONNEL — — — — —	31
BASIC FLOOR SPACE REQUIREMENTS — — — — —	6,260 SQ. FT.

GROUP "B"—Continued from preceding page

	<i>Yearly Expense</i>
Talent	7,800.00
Film and Sustaining Programs.....	37,650.00
Royalties	4,000.00
News Service	4,500.00
Total Program Expense.....	\$103,350.00
<i>Sales Expense:</i>	
Sales Manager	
Salesmen (Two)	
Secretary	
Total Sales Salaries.....	\$22,220.00
Other Sales Expense (Sales Promotion, Travel, Entertainment)	6,500.00
Total Sales Expense.....	\$28,720.00

	<i>Yearly Expense</i>
<i>Administrative and General:</i>	
General Manager	
Secretary	
Auditor-Bookkeeper	
Receptionist-Stenographer	
Building Maintenance	
Total Administrative Salaries.....	\$23,260.00
Professional Expenses (Attorney, Eng. Audit).....	2,000.00
Insurance	2,000.00
Depreciation (Technical Equipment \$280,000— 10-year basis)	28,000.00
Rent	12,520.00
Taxes	2,100.00
Miscellaneous (Telephone, Telegrams, Office Supplies, etc.).....	7,500.00
Total Administrative Expense.....	\$77,380.00

GROUP "C" STATION

25 KW TRANSMITTER. PROGRAM SOURCES, NETWORKS, FILM,
SLIDE, LIVE STUDIOS AND REMOTES.

SUMMARY FOR GROUP "C" STATION

PROGRAM SOURCES; NETWORKS, FILM, SLIDE, LIVE STUDIO
AND REMOTES — 20 KW. TRANSMITTER

TECHNICAL EXPENSE — — — — —	\$ 116,144.00
PROGRAM EXPENSE — — — — —	186,480.00
SALES EXPENSE — — — — —	34,700.00
ADMINISTRATIVE AND GENERAL — — — — —	<u>107,308.00</u>
TOTAL YEARLY OPERATING EXPENSE — — — — —	\$ 444,632.00
TOTAL BASIC PERSONNEL — — — — —	50
BASIC FLOOR SPACE REQUIREMENTS — — — — —	15,835 SQ. FT.

Studio 2	840
Rehearsal	196
Scenery	2,400
Prop Storage	2,400
Art Room	216
Dressing Rooms	600
<i>Offices:</i>	
General Manager	216
Program Manager	120
Production Manager	120
Program Office	360
General Office	360
Sales Manager	120
Sales Office	216
Reception	216
Audition-Conference	216
Continuity	120
Engineering Office	120
Storage (Office Records, etc.).....	360
Garage	240
Total Space Requirements.....	15,835

<i>Floor Space Requirements:</i>	<i>Total Sq. Ft.</i>
Transmitter	1,400
Eng. Lab., Storage.....	240
Film Projection	360
Film Screening, Storage	196
Control Rooms	720
Studio 1	3,375
Announce Studios	108

<i>Technical Expense:</i>	<i>Yearly Expense</i>
Chief Engineer	
Supervisor	
Ten (10) Operating Engineers	
Four (4) Camera Men	
Two (2) Film Projectionists	
Total Technical Salaries.....	\$ 85,020.00

GROUP "C"—Continued from preceding page

Transmitter (Tubes and Power @ \$1.86/hr.).....	8,124.00
Other Tubes (Image Orthicon, Iconoscope, others)	8,600.00
Power	4,800.00
Repairs, Other Expenses.....	9,600.00
Total Technical Expense.....	\$116,144.00

Program Expense:

Program Director	
Production Manager	
Film Manager	
Traffic Manager	
Art Director	
Stage Manager	
Film Assistant	
Three (3) Secretaries	
Four (4) Announcers	
Two (2) Producers	
Two (2) Staging and Property Men	
Continuity Editor	
Stenographer	
Total Program Salaries.....	\$ 88,280.00
Talent	25,000.00
Royalties	12,000.00
Film, Live Sustaining, other.....	55,000.00
News Service	6,200.00
Total Program Expense.....	\$186,480.00

*Yearly
Expense*

<i>Sales Expense:</i>	
Sales Manager	
Two (2) Salesmen	
Sales Secretary	
Total Sales Salaries.....	\$ 24,300.00
Other Sales Expense (Sales Promotion, Travel, Entertainment, etc.)	10,400.00
Total Sales Expense.....	\$ 34,700.00

*Yearly
Expense*

Administrative and General:

General Manager	
Secretary	
Auditor	
Bookkeeper	
Two (2) Receptionist-Stenographers	
Two (2) Building Maintenance	
Total Administrative Salaries.....	\$ 35,660.00
Professional Expense (Attorney, Engineer, Auditor)	3,000.00
Insurance	2,648.00
Depreciation (Technical Equipment).....	35,000.00
Depreciation (Building)	10,000.00
Taxes	6,000.00
Other Expenses (Telephone, Telegram, Office Supplies, etc.).....	15,000.00
Total Administrative Expense.....	\$107,308.00

SUMMARY FOR GROUP "D" STATION

PROGRAM SOURCES; NETWORK, FILM, SLIDE, TWO OR MORE LIVE
STUDIOS & REMOTES. MASTER CONTROL ROOM. MAXIMUM ERP.

TECHNICAL EXPENSE —————	\$ 180,725.00
PROGRAM EXPENSE —————	222,312.00
SALES EXPENSE —————	65,800.00
GENERAL AND ADMINISTRATIVE —————	<u>186,045.00</u>
TOTAL YEARLY OPERATING EXPENSE ————	\$ 614,882.00
TOTAL BASIC PERSONNEL —————	70



The GROUP "D" cost summary shown here represents that of a large independent station operation. Only the overall summary is included in this article since this class of station will undoubtedly require consultants to assist in a detailed analysis.

Television Digest

with ELECTRONICS REPORTS

RADIO NEWS BUREAU • WYATT BUILDING • WASHINGTON 5, D. C. • TELEPHONE STERLING 1755

Addenda to

Final Television Allocation Report

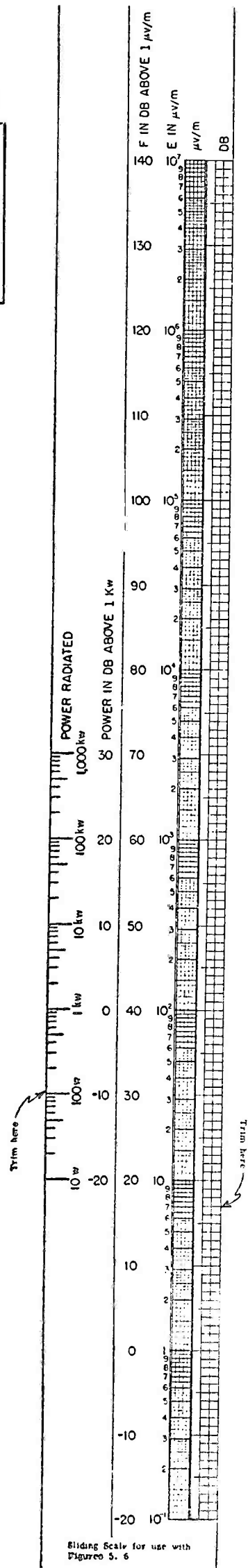
Transmitting Antenna Coordinates

and Sliding Scale for Use with Figures 5 & 6

Editor's Note: So many technicians have asked us to provide a separate sliding scale for use with Figs. 5 & 6 (pp. 200 & 201 of our printed copy of FCC's Report) that we are supplying it herewith. In addition, also at the request of the engineers, we have compiled from FCC sources a list of geographical coordinates (exact latitudes & longitudes) for transmitters of all existing stations. Copies of this sheet are being made available to all full-service subscribers who got the 243-p. Report we printed; it's also available to all who purchased extra copies—no charge.

Call Letters	City	Latitude	Longitude	Call Letters	City	Latitude	Longitude
Alabama				New Jersey			
WAFM-TV, Birmingham		33° 29' 24"	86° 47' 56"	WATV, Newark		40° 47' 13"	74° 15' 18"
WBRC-TV, Birmingham		33 29 20	86 47 59	New Mexico			
Arizona				KOB-TV, Albuquerque		35 04 22	106 37 26
KPHO-TV, Phoenix		33 27 12	112 04 30	New York			
California				WNBF-TV, Binghamton		42 03 31	75 57 14
KECA-TV, Los Angeles		34 13 29.4	118 03 57	WBEN-TV, Buffalo		42 53 14	78 52 40
KHJ-TV, Los Angeles		34 13 38	118 04 00	Holds CP for 42 39 33 78 37 38			
KLAC-TV, Los Angeles		34 13 42	118 04 02	Ohio			
KNBH, Los Angeles		34 13 33	118 03 55	WCPO-TV, Cincinnati		39 07 31	84 29 57
KNXT, Los Angeles		34 13 57	118 04 24	WKRC-TV, Cincinnati		39 07 00	84 30 08
KTLA, Los Angeles		34 13 35	118 03 56	WLWT, Cincinnati		39 07 28.3	84 31 18
KTTV, Los Angeles		34 13 28.8	118 03 46.1	WEWS, Cleveland		41 22 31	81 43 00
KFMB-TV, San Diego		32 50 17	117 14 56	WNBK, Cleveland		41 16 50	81 37 22
KGO-TV, San Francisco		37 45 20	122 27 05	WXEL, Cleveland		41 21 47	81 43 03
KPIX, San Francisco		37 47 24	122 24 40	WBNS-TV, Columbus		39 58 14	83 01 23
KRON-TV, San Francisco		37 41 12.7	122 26 03	WLWC, Columbus		40 01 31	83 01 48
Connecticut				WTVN, Columbus		39 57 48	83 00 17
WNHC-TV, New Haven		41 25 32	72 56 49	WHIO-TV, Dayton		39 43 17	84 08 57
Delaware				WLWD, Dayton		39 43 05	84 15 21
WDEL-TV, Wilmington		39 48 54	75 31 47	WSPD-TV, Toledo		41 38 45	83 32 25
District of Columbia				Oklahoma			
WMAL-TV, Washington		38 56 9.4	77 05 33.4	WKY-TV, Oklahoma City		35 33 24	97 30 25
WNBW, Washington		38 55 29	77 03 22	KOTV, Tulsa		36 09 11	95 59 42
WTOP-TV, Washington		38 57 03	77 04 45	Pennsylvania			
WTTG, Washington		38 53 30	77 07 55	WICU, Erie		42 06 14	80 04 11
Florida				WJAC-TV, Johnstown		40 22 22	78 58 51
WMBR-TV, Jacksonville		30 18 44.9	81 38 57.9	WGAL-TV, Lancaster		40 02 15	76 18 23
WTVJ, Miami		25 46 35.5	80 11 20.5	WCAU-TV, Philadelphia		39 57 06	75 09 39
Georgia				WFIL-TV, Philadelphia		40 02 37	75 14 29
WAGA-TV, Atlanta		33 46 32	84 23 18	WPTZ, Philadelphia		40 05 00	75 10 45
WLTV, Atlanta		33 47 58	84 23 12	WDTV, Pittsburgh		40 29 37	80 01 05
WSB-TV, Atlanta		33 45 51	84 21 42	Rhode Island			
Illinois				WJAR-TV, Providence		41 51 56	71 17 22
WBKB, Chicago		41 53 09	87 37 56	Tennessee			
WENR-TV, Chicago		41 52 57.4	87 38 15	WMCT, Memphis		35 10 15	89 53 12
WGN-TV, Chicago		41 53 25	87 37 25	WSM-TV, Nashville		36 07 49	86 47 27
WNBQ, Chicago		41 52 57.4	87 38 15	Texas			
WHBF-TV, Rock Island		41 30 36	90 34 28	KRLD-TV, Dallas		32 47 16	96 47 58
Indiana				WFAA-TV, Dallas		32 47 48	96 48 24
WTTV, Bloomington		39 09 09	86 30 43	WBAP-TV, Fort Worth		32 45 00.2	97 15 54.7
WFBM-TV, Indianapolis		39 46 07	86 09 36	KPRC-TV, Houston		29 43 28	95 27 23
Iowa				KEYL, San Antonio		29 25 20	98 29 22
WOI-TV, Ames		41 59 20	93 41 12	WOAI-TV, San Antonio		29 25 50	98 29 25
WOC-TV, Davenport		41 32 54	90 28 37	Utah			
Kentucky				KDYL-TV, Salt Lake City		40 45 49	111 53 59
WAVE-TV, Louisville		38 14 40	85 44 55	KSL-TV, Salt Lake City		40 46 07	111 53 27
WHAS-TV, Louisville		38 14 50	85 45 50	Virginia			
Louisiana				WTAR-TV, Norfolk		36 51 18.2	76 17 26
WDSU-TV, New Orleans		29 57 05	90 04 17	WTVR, Richmond		37 35 06	77 29 32
Maryland				Holds CP for 37 34 00 77 28 36			
WAAM, Baltimore		39 20 05	76 39 05	Washington			
WBAL-TV, Baltimore		39 19 53	76 39 28	KING-TV, Seattle		47 37 57	122 20 59
WMAR-TV, Baltimore		39 17 23	76 36 56	West Virginia			
Massachusetts				WSAZ-TV, Huntington		38 23 22	82 25 34
WBZ-TV, Boston		42 21 54	71 08 04	Wisconsin			
WNAC-TV, Boston		42 25 56	71 05 21	WTMJ-TV, Milwaukee		43 05 25	87 54 12
Michigan				Holds CP for 43 05 27 87 54 12			
WJBK-TV, Detroit		42 23 41	83 08 58	Wisconsin			
Holds CP for 42 27 38 83 12 47				Wisconsin			
WWJ-TV, Detroit		42 19 48.79	83 02 51.53	Wisconsin			
WXYZ-TV, Detroit		42 21 28.09	83 03 55.54	Wisconsin			
WOOD-TV, Grand Rapids		42 47 47	85 39 31	Wisconsin			
WKZO-TV, Kalamazoo		42 25 03	85 31 55	Wisconsin			
WJIM-TV, Lansing		42 44 22	84 30 49	Wisconsin			
Minnesota				Wisconsin			
KSTP-TV, Minn.-St. Paul		44 58 08	93 12 20	Wisconsin			
WTCN-TV, Minn.-St. Paul		44 58 30	93 16 01	Wisconsin			
Missouri				Wisconsin			
WDAF-TV, Kansas City		39 04 19	94 35 43	Wisconsin			
KSD-TV, St. Louis		38 37 48	90 11 47	Wisconsin			
Nebraska				Wisconsin			
KMTV, Omaha		41 15 34	95 56 58	Wisconsin			
WOW-TV, Omaha		41 15 26	95 57 49	Wisconsin			

* FCC's calculation for Empire State Bldg. is Latitude 40° 44' 55" and Longitude 73° 59' 09".



Sliding Scale for use with Figures 5 & 6

Financial & Trade Notes: United Paramount Theatres earned 1951 profit of \$10,705,011 (\$3.24 a share), including capital gains of \$4,002,590, mainly from sale of theatres. Sales were \$115,746,522, Federal income taxes were \$6,764,890. Comparable 1950 figures are \$12,141,667 profit (\$3.72) including \$2,144,384 capital gains, \$97,127,938 sales, \$5,496,302 taxes. President Leonard Goldenson estimated boxoffice receipts declined 7% in 1951. UPT owns TV station WBKB, Chicago, which netted \$1,227,100 before taxes first 9 months of 1951, according to financial statement presented in evidence last month at FCC hearing on proposed ABC-UPT merger (Vol. 8:10).

Mr. Goldenson's report notes "firmer tone to our business in the latter part of 1951" and satisfactory attendance so far in 1952. He propounds again his favorite thesis that not TV, but general business conditions, are at root of attendance problem. "Perhaps the major reason for the forming of attendance," he states, "lies in the changes which occurred in the nation's economy following the spring of 1951. With the nation's economic activities continuing at record levels throughout the year, consumer income rose to an all time high . . . At the same time the buying splurge precipitated by the Korean War had spent itself, so that despite the continuing high level of income, the rate of consumer expenditures, especially on hard goods, declined significantly after the first quarter. This development was favorable, we believe, to improved attendance in our theatres."

* * * *

National Union Radio Corp. reports 1951 sales of \$13,671,113, down from \$14,799,107 of 1950. Net profit dipped to \$370,911 (21¢ a share) from preceding year's \$1,268,851 (73¢). Federal taxes were \$576,613 in 1951 and \$1,421,915 in 1950. Company has applied for \$5,000,000 RFC loan, repayable over 10-year period, to finance construction of plant for miniature and subminiature tubes in Philadelphia. Annual report says National Union is investigating advisability of producing metal TV picture tubes as result of "the introduction of low grade carbon steel in the manufacture of larger sized tubes, such as 27 & 30-in." Proxy statement lists these 1951 salaries of officers: President Kenneth C. Meinken, \$40,000 salary, \$10,000 bonus; v.p. A. Melvin Skellett, \$20,000 & \$1000.

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Trade Personals: Sidney R. Curtis, Stromberg-Carlson TV-radio div. v.p. & gen. mgr., appointed v.p. in charge of govt. contracts, TV-radio sales mgr. Clifford J. Hunt becoming TV-radio gen. mgr. . . . R. B. Barnhill, ex-mgr. of automotive sales, named commercial sales mgr. for Bendix radio communications div.; R. W. Fordyce has resigned as gen. sales mgr. of Bendix radio to become Bendix distributor in Miami . . . Dr. Ernst Weber, ex-Office of Scientific Research & Development, elected president of Polytechnic Research & Development Co., Brooklyn (microwave measurement equipment) . . . James J. Slattery, ex-Montgomery Ward, Bamberger, Wanamaker's and Macy's, elected v.p. & gen. sales mgr., GE Appliances Inc., Bridgeport, Conn. . . . Frank Folsom, RCA president, to be guest of honor at radio industry's annual dinner May 15 on behalf of United Jewish Appeal of Greater New York . . . Robert G. Lyon named Middle Atlantic territory rep for new Westinghouse electronic tube div. under sales mgr. H. G. Cheney, headquartering at 3001 Walnut St., Philadelphia . . . Edward J. Keating, ex-Western Electric, named Andrea procurement coordinator, and Percy Saunderson now asst. purchasing agent . . . Emanuel Weintraub, mgr. of CBS-Columbia service dept. and ex-Garod-Majestic, named chief military procurement buyer . . . Henry E. Hinz, ex-Admiral, joins CBS-Columbia Inc. as chief mechanical engineer under engineering v.p. Leopold M. Kay . . . Russell L. Dietrich moves from Hoffman Radio Los Angeles staff to

PARAMOUNT Pictures Corp. v.p. Paul Raibourn returned to stand in this week's resumed "Paramount hearings" and went through stiffest cross-examination yet as FCC counsel probed his activities in connection with old Scophony Corp., which was once part-owned by Paramount and involved in a 1948 consent decree.

Most caustic sessions of entire hearing, whose aim is to determine fitness of movie interests to hold TV station licenses and desirability of projected ABC-United Paramount Theatres merger, found counsel often engaged in bitter exchanges. At one point ex-FCC chairman Paul Porter, counsel for Paramount Pictures, accused Arthur Gladstone, who as chief of FCC's Domestic Radio Services Branch prepared this portion of case, with "trying to trap" Raibourn into sounding evasive—likening tactics to those used in certain Congressional hearings.

Commission counsel sought to determine whether Raibourn tried to suppress Scophony patents that might have been of value for communications and radar in war effort as well as for home TV. Implication was that Scophony had a projection TV system which Paramount sought to suppress in order to protect its motion picture investment. Raibourn repeatedly insisted Scophony developments turned out to be no good for radar or TV, hence weren't developed further.

Also probed was Raibourn's part in an alleged cartel agreement in early 1940s, whereby Scophony Ltd. of England took eastern hemisphere rights, Scophony Corp. of America all western rights. This was being worked over when hearing recessed Friday, with Raibourn due to return for further quizzing.

Earlier in week, Gordon Brown, owner of WSAY, Rochester, perennial foe of networks, appeared without counsel to testify against proposed ABC-UPT merger. His main points were that (1) networks are already "monopolistic" in that they control local rates by dictating network rates; (2) approval of merger would mean courts would construe it to "absolutely immunize" merged corporation from all future anti-trust suits; (3) pay-as-you-see TV, which he predicted would be very successful, would put new company in too powerful a competitive position.

Next phase of hearing, after completion of Raibourn testimony, involves examinations of Paramount Pictures Corp. president Barney Balaban, UPT president Leonard Goldenson, UPT directors A. H. Blank and Robert B. Wilby on specific theatre acquisitions by old Paramount Pictures Inc. before it was split up into separate producing and exhibiting companies under 1950 consent decree.

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Paramount Pictures Corp., for fiscal year ended Dec. 29, 1951, reports sales of \$95,933,381, net earnings of \$5,459,273 (\$2.33 on 2,342,116 shares) after \$5,575,392 taxes. In 1950, firm had sales of \$82,888,062, earnings of \$6,565,041 (\$2.67 on 2,455,200) after \$3,746,234 taxes. Earnings do not include approximately \$43,000 for 1951 and \$1,269,000 (principally from DuMont) for 1950 representing Paramount's share of undistributed earnings of non-consolidated companies. Annual report cites "encouraging progress" in development of Lawrence tri-color tube by Paramount's 50%-owned Chromatic TV Laboratories, but no mention is made of Paramount's KTLA, Los Angeles. However, at FCC hearing on proposed United Paramount-ABC merger, it was brought out that station cleared \$122,389 before taxes in 1951 (Vol. 8:10).

southeastern district mgr., Dallas . . . A. H. Jackson succeeds E. J. Staubitz, retiring, as mgr. of Blaw-Knox tower dept. . . . Curtis Roosevelt, ex-Emerson Radio, joins executive staff of Wm. H. Weintraub ad agency, N. Y. . . . Murray Baird named mgr. of electronics div., Crosley Distributing Corp., N. Y. . . . Douglas J. Sullivan named mgr. of employe relations for the 8 GE tube dept. plants.

LIBERALIZED NPA policy toward new construction projects was manifest this week in allotment of materials to NBC-TV for construction of 4-studio TV city project in Burbank, Cal. NBC won right to begin 2-studio building there when it brought its case before NPA appeals board last month (Vol. 8:10-11). Now NPA has approved bigger project—at estimated cost of \$5,650,000 (construction only)—with same number of studios as CBS's Los Angeles Television City. Construction of original NBC-TV building was to have cost \$2,700,000. Like CBS, NBC expects to have 2 studios ready by next October.

NPA also approved allotments to CBS-TV for construction of TV facilities in Chicago for telecasting GOP and Democratic conventions there this summer. WNBC-TV, Binghamton, received allotment to build studio and offices at cost of \$300,000; its application for first-quarter 1952 allotment previously had been deferred because construction had not been started (Vol. 7:51). TV applicant WHEC, Rochester, received allotment to build TV-radio studios to cost \$419,023. Vermont TV Inc., Barre, Vt., proposing \$26,000 community antenna project, also was granted.

Applications still pending include those reported previously as deferred (Vol. 7:51, 8:4) plus WJBK-TV, Detroit, \$299,504; WTVR, Richmond, \$150,000; Lycoming TV Co., Williamsport, Pa., \$350,000 for community antenna.

Ten new applications for TV stations were filed this week, bringing total pending to 535—43 of them uhf. New vhf applicants: KJAY, Topeka, Kan., Channel No. 13; KNOE, Monroe, La., No. 8; KDAL, Duluth, No. 3; John & Saloma Greer (theatres), No. 7 in Albuquerque, N. M. and No. 2 in Santa Fe, N. M.; WTIK, Durham, N. C., No. 11; WAPA, San Juan, Puerto Rico, No. 4. New uhf applicants: WINR, Binghamton, N. Y., No. 40; WFRO, Fremont, O., No. 72; Rivoli Realty Co., Johnstown, Pa. (theatres & real estate), No. 56. Amending old applications were: WTIC, Hartford, now seeking Channel No. 3; KLZ, Denver, No. 7; WTSP, St. Petersburg, No. 8; WILK, Wilkes-Barre, Pa., No. 34; WREC, Memphis, No. 3. Application of Gifford Phillips for No. 9 in Denver was withdrawn. [For further details, see *TV Addenda 14-N* herewith; for complete list of pending applications, see *TV Factbook No. 14* with Addenda to date.]

Detroit-Lansing microwave link, owned by Lansing's WJIM-TV, will be replaced by AT&T microwave in last half 1952, says AT&T. Station says it's glad to give up microwave, because of difficulties in obtaining competent help for relay station at Milford, Mich. FCC's policy requires abandonment of privately owned relays whenever common carrier facilities become available.

New kine recording camera, developed by Isberg Engineering Labs, 2001 Barbara Dr., Palo Alto, Cal., and demonstrated at recent NARTB convention, gets first major use in recording *Standard Hour*—featuring San Francisco Symphony, ballet, etc.—to be released this fall. R. A. Isberg, until recently chief of KRON-TV, heads IEL.

Copies of End-of-Freeze Report

Our printed full text of FCC's *Final TV Allocation Report*, which formally signals end-of-freeze, was mailed to all full-service subscribers on release date, April 14. FCC's mimeographed document ran some 700 pages, including charts, graphs, etc., was reduced to 243 pages of printed text, greater part comprising new rules, regulations and procedures and FCC explanations of whys-&wherefores for each area's channel allocation. We've carefully indexed it for handy reference. Though extra copies have been going all this week like the proverbial hotcakes, we still have supply available at \$5 each.

RCA motion to modify or vacate subpoena served on it in Dept. of Justice anti-trust probe (Vol. 8:9, 11-12, 14-15) has been postponed to June 12 at govt. counsel's request, and delivery of papers due to go to New York Federal grand jury was postponed until 10 days after there's decision on RCA motion. Thus, grand jury consideration on designated date of May 12 is postponed for at least 40 days, probably longer, and it's presumed same action will apply with respect to RTMA and the 18 other firms involved in same inquiry into alleged collusion in connection with color, FM and patents. General attitude in industry is still that nothing will come of what's regarded as "fishing expedition" prompted largely by pique of certain people (Vol. 8:8-9) over refusal of industry to go along with FCC decision adopting CBS incompatible color—especially now that Dept. of Justice has new head.

Neither TV nor radio costs for political campaigning are exorbitant, said both NBC financial v.p. Joseph Heffernan and CBS radio president Adrian Murphy in April 17 testimony before subcommittee of Senate Committee on Privileges & Elections considering legislation to revise election laws and increase allowances for campaign expenditures (Vol. 8:14-15). Heffernan said TV can reach voters at .3¢ each. Murphy said evening half hour on whole CBS radio network costs \$14,100, about \$1000 less than in 1948. Sen. Monroney (D-Okla.) suggested networks reserve specific periods, 4 weeks before elections, for which no time would be sold to regular sponsors—thus obviating costs of reimbursing sponsors for canceled time. Heffernan and Murphy favored idea. In House, Rep. Mansfield (D-Mont.) has introduced H.R. 7488 to require disclosure of campaign expenditures, eliminate ceilings.

Ingenuity of TV fans brought April 16 Ray Robinson-Rocky Graziano middleweight title bout onto Chicago TV screens, even though Chicago stations were "blacked out" for the Chicago Stadium fight. Stores reported run on boosters, and many fans oriented their antennas toward Milwaukee, whose WTMJ-TV, 90 miles northward, carried fight telecast. Taverns near Illinois-Wisconsin state line, 50 miles north of Chicago, were reported jammed with Chicago customers. Prize for ingenuity may go to a West Side Chicago tavern proprietor who installed booster, increased height of his antenna mast from 8 to 45 ft. before fight. When bout began, his signal from Milwaukee disappeared. So bartender and customers hauled set up to the roof, where they got "good picture" in time for third-round knockout. Said one customer: "It may have been a little shaky, but so was Graziano."

FCC's analysis of political libel bill (S. 2539), released by Senate Commerce Committee this week, makes 2 points: (1) Agrees with bill's provision which requires that candidates attacked by spokesmen of other candidates—as well as by candidates themselves—should be given opportunity to answer such attacks. (2) Opposes provision requiring speakers to post bond to cover costs of potential suits, saying there's no relationship between salary of political office sought and potential amount of liability, and that bonding companies would become "censors" to protect their investment.

Paramount Pictures continues its "50% policy"—buying half of various small TV-related companies, such as Chromatic TV Labs (Lawrence tri-color tube) and International Telemeter (coinbox method of subscription TV)—by purchasing 50% of Vistascope Corp. of America. Headed by Sol Lesser, company is developing French device that employs photographs to save on scenery costs (Vol. 7:8).

National Restaurant Assn. president Martin J. Harding, Chicago, blames TV along with increase in number of families with smaller children and general tightening of purse-strings for decline in restaurant business.

MARTIN CODEL'S

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

Television Digest

with ELECTRONICS REPORTS

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With This Issue: Supplement No. 78, Listing All VHF & UHF Allocations by Channels

VHF & UHF ALLOCATIONS BY CHANNELS: As a continuing service to our full subscribers, and in response to many demands, we have prepared handy reference tables of all vhf and uhf allocations by channels -- as they're destined to become effective under the FCC's Final Allocation Report & Order of April 14 (Vol.8:14-15). They show exactly what cities are assigned to the respective channels. They cover U.S. assignments only; Canadian & Mexican allocations will be reported when officially announced.

For helping compile these tables, we're indebted to consulting engineers Millard M. Garrison and McIntosh & Inglis. In Supplement No. 78 herewith, we're also adding channel-by-channel breakdown of the 108 existing vhf stations and, for handy reference, we're repeating our table of channel shifts of existing stations.

Note: Time hasn't permitted acknowledgement of the many congratulations heaped on us for the prodigious printing & editing job represented in publishing FCC's Final Allocation Report in a complete and handy 243-p. volume that has won wide acceptance as the basic allocation handbook. But we do appreciate your kudos.

CURRENT LULL ON FREEZE-THAW FRONT: Two weeks after FCC's turbulent end-of-freeze decision finds situation relatively quiet for the moment. No one has yet hailed Commission to court, though threats and growls continue. Only one new application was filed this week and 2 amendments of old ones (see p. 12). Commission hasn't had much more to say about allocations -- except that individual commissioners have been literally pleading with educators to make use of reserved channels (see pp. 2-3).

FCC staff remains gloomy about prospects for speed in processing applications and making grants after July 1. Even if Senate manages to restore some of the \$2,000,000 pruned out of its budget by House, training of new employes would still take months. And it has lost quite a few key people in recent months.

Commission retains faith in channel-by-channel system of processing, feels uhf should benefit at any rate. Example of possibility of quickly getting uhf on air is Henderson, Ky., where Tel-A-Ray Enterprises, antenna manufacturer, is asking for Channel 50, assigned to Evansville, Ind., about 10 miles away. Tel-A-Ray hopes to get the uhf channel while Evansville applicants scrap over vhf Channel 7.

FCC believes uhf demand will prove far greater than indicated by fact that only 44 uhf (as against 491 vhf) are on file. But there hasn't yet been much time for filing and amending under new forms. And it's pointed out that most prospective uhf applicants had expected Commission to hold "lumped" hearings, wherein everyone would first have crack at vhf, then another at uhf.

Priority of cities in various categories (see p. 155, Final TV Allocation Report) will be shown when Commission releases complete lists in week or so. Cities will be considered in order of size and number of TV signals now received. Applicants will then get rough -- very rough -- idea when their cases may be taken up.

Meaning of FCC's July 1 "processing" date still isn't clear to some prospective applicants. It's not "cutoff date", i.e., Commission doesn't intend to clear

up all applications filed prior to that date before it considers those filed later. All it means is that no grants will be made before July 1. Applications received thereafter will be placed in proper priority group under "temporary processing procedure" provided for in final allocation report -- and given equal consideration with those filed earlier. Of course, the later one files application, the greater the possibility channel may already be granted when application reaches Commission.

* * * *

Everyone is searching for "bugs" in Allocation Report, and local inequities are sure to be found -- maybe made basis for appeal. Those attorneys who have vowed to haul Commission into court report no change in their thinking (Vol. 8:16). They say they're conferring with clients, studying the law, and confirming their convictions as to the decision's illegality.

Some say they may go to FCC first, ask for reconsideration. One says he found error in mileage calculation, which deprived a city of a vhf channel. Several are convinced courts are only recourse, though few want to assume onus of launching appeals that might stymie early grants in whole areas, if not in entire country.

Comr. Jones, who completely disagreed with majority of colleagues on allocations philosophy, is making 2 speeches in which he'll present case against rigidly fixed plan of allocation: May 1, before Ohio Assn. of Broadcasters in Columbus; May 20, before combined Radio-Television and Advertising Clubs of Pittsburgh.

Unusual angle has developed in Pittsburgh. FCC failed to give it Channel 4 because city is just a shade under 170 miles from Columbus. But Commission people say there's a small area near Pittsburgh, some 15 miles from city, where the channel might be placed under FCC rules.

There's nothing to stop an applicant from filing petition now, requesting No. 4 be assigned there immediately. Station could put excellent signal into Pittsburgh, and Commission might go for idea even though it's a "technicality." Catch, apparently, is that new rules would require station to locate main studio in hamlet and forbid it from identifying itself as Pittsburgh outlet. Might FCC waive rules?

There may be similar situations elsewhere, but FCC staff believes they're rare. Industry engineers can be counted on to ferret them out.

A notable omission from new rules has been discovered by several attorneys -- the old requirement that applicant specify number of people to be served by his signal. FCC tells us it deliberately left out "population count" because:

(1) Commission is satisfied that mileage separations and minimum power-height formulas are adequate assurance that city will be properly served.

(2) It wants to deemphasize technical facilities as factor in competitive hearings, while placing more stress on programming plans and other qualifications.

* * * *

Commission hasn't yet answered Sen. Johnson's letter urging that it take no action, for a year, on petitions requesting that owners of 5 stations be permitted to add 2 or more uhf (Vol. 8:14). FCC's reply is expected in week or two.

Another question bothering Johnson -- whether 2 or more AMs in same city can combine resources to apply for TV -- has no more definitive answer than last week (Vol. 8:16). At FCC, there's certain amount of sympathy for proposal, but it's quite possible no action will be taken until specific case is considered.

Some commissioners see little wrong in permitting such arrangements in city with great many AM stations, but are leery about markets with 2-3 stations. Yet demand for such combinations may prove greatest in small cities.

EDUCATORS NOW FACE FACT, NOT FANCY: Most eager seekers after knowledge of TV, if not the most articulate in talking it up, are the educators -- now that they've won their grant of 242 precious channels and must face the fiscal facts. The commercial telecasters, notably the networks, whatever may be their feeling about success of Comr. Hennock's campaign and fact that it aggravates scarcity of channels available to them, are following studied policy of speaking no ill about the sometimes fanciful claims for what the educators can and will do with their channels.

It's the sensible course, for not many of the top educational executives are long-hairs; most, in fact, are good friends of the American system of radio. At Penn

State College gathering this week of about 100 top administrators, mainly college presidents from nearly as many institutions, they weren't up in the clouds at all. They discussed every facet of education by TV, not omitting what has been done already by commercial telecasters.

The suggestion was made by Dr. Arthur S. Adams, president of the American Council on Education, that industry lend financial support to educational TV -- a variation on theme played by Comr. Hennock some time ago that commercial broadcasters underwrite non-commercial educational stations.

Western Reserve U offered "success story" of credit courses via Cleveland's WEWS. Dr. Allen DuMont, who opposed educational channel reservations at allocation hearings, was on hand to wish educators well; he planned to stay one day, remained 2½. RCA supplied Dick Hooper's crew and equipment for demonstrations of live and filmed educational programs. And General Precision Labs' E.A. Hungerford served as assistant director of the "Educational Television Programs Institute" convoked by Penn State president Milton Eisenhower, brother of the general.

* * * *

FCC Chairman Walker's impassioned plea, importuning the educators at State College to seize their chance, contained a warning:

"There is sometimes only a very fine line between deliberation and procrastination...I have taken the time to come up here to urge you with all the sincerity of my soul to recognize this fact...

"These precious TV assignments cannot be reserved for you indefinitely. They may not even be reserved for you beyond one year unless you can give the Commission concrete, convincing evidence of the validity of your intent."

At Ohio State Institute the week before, Comr. Webster said that his separate opinion in allocations decision (Vol. 8:15) didn't mean he's "agin" educational reservations at all. But he repeated his thesis:

"Local and State governments, in the main, appear unwilling to recognize the fact that existing teaching facilities are outmoded and inefficient. Is this the source from which you contemplate getting a half million dollars [to construct] an educational station?

"Is this the source to which you propose to turn annually for tens of thousands of dollars to operate this non-profit venture? I salute you for your courage. I too have had experience in the pioneering field [and] in getting money from the public treasury. Take a tip from one who has engaged in a never-ending struggle: Keep up the battle! Success is wonderful and worth all the effort."

HIGH TOWERS MAY BRING NEW CAA RULES: The greater tower heights permitted under new TV allocations -- greeted by aviation interests with frenzied protests -- may lead to new CAA-FCC criteria for location of towers to avoid air safety hazards.

Possible new standards will be explored in informal meetings of representatives of FCC, Civil Aeronautics Administration, armed forces and the TV and aviation industries. Exploratory talks began April 25 when FCC Comr. Webster and CAA deputy administrator F. B. Lee called representatives of both industries and of military aviation for preliminary discussions.

Meeting followed weeks of anguished complaints by aviation industry over FCC plans to permit TV towers of 1000-2000 ft. and higher. Flying groups had urged that CAA push proposals to (a) limit antenna heights by means of FCC or Congressional regulation; (b) require all TV antennas in any given area be mounted on single tower.

FCC won't reduce antenna heights permitted by new allocation. Comr. Webster made that clear at outset of April 25 meeting. High towers are heart of whole plan, he said. He might have pointed out, too, that aviation interests passed up opportunity for their "day in court" during allocation hearings. Basically, these are the opposing views of the 2 industries:

TV industry would like to erect towers of maximum height at ideal locations for greatest coverage.

Aviation industry would prefer no towers at all, thereby eliminating potential hazard to air navigation.

Obviously, neither side can have its own way completely -- and both sides

this week hailed opportunity to work out some kind of compromise solution together.

Any new criteria that emerge from the industry-Govt. huddles will be for the guidance of Air Coordinating Committee's 9 regional airspace subcommittees. These groups consist of representatives of CAA, military aviation and pilot and airline associations. Part 17 of FCC regulations specifies that all antenna towers higher than 500 ft. must be given special aeronautical study by these subcommittees, regardless of whether they are located on air routes.

There are no written criteria to guide the 9 subcommittees when they study cases of proposed towers higher than 500 ft. located off airways. Determination is made on case-to-case basis. CAA has proposed that definite criteria be set up so that all subcommittees can act uniformly on proposed new high TV towers.

Suggested criteria introduced for discussion at meeting (for text, see p. 5) was greeted coolly by TV industry representatives -- NARTB, Federal Communications Bar Assn., Assn. of Federal Communications Consulting Engineers. Proposal would have effect of banning most high tower locations within 5 miles of airways.

This plan would "preclude at least 90% of the tower sites in the northeast [and] effectively end the possibility of high towers in this part of the country," protested engineer Glenn D. Gillett, representing AFCCE.

Suggested criteria are for "discussion only," both Comr. Webster & Mr. Lee assured the meeting. Neither TV nor aviation industry went on record 100% for or against the proposal, which apparently had been prepared by CAA.

Questions and comments of aviation representatives indicated that many of them expected end-of-freeze to bring 2000 new towers of 1000-2000 ft. -- "an Empire State Bldg. in every cornfield." Some apparently didn't realize that FCC's permitted heights are above average terrain, not above ground -- and that it's to a telecaster's advantage to utilize hills, mountains and other obstructions that normally wouldn't be on or near airways.

Of 552 TV applications filed with FCC before release of allocation report, Comr. Webster told group, only 2 asked for towers of more than 900 ft.

Committee named to study entire tower question and recommend possible new criteria includes one representative each from FCC, CAA, Civil Aeronautics Board, Air Force, Navy, Air Transport Assn., Airline Pilots Assn., Aircraft Owners & Pilots Assn., NARTB, FCBA and AFCCE.

SCIENTISTS DISCOVER NEW USE FOR VHF: Remarkable new type of vhf propagation, with great potential value for point-to-point communications, has been discovered and tested by some of nation's top propagation experts. No immediate impact on TV is apparent -- but some engineers think TV may some day feel its effects.

Under military wraps for many months, project has been declassified, will be described in next issue of the Physical Review. One classified paper was published last Sept. 28, by Bureau of Standards, as NBS Report 1172. Briefly, here's what is exciting the relatively few who know about project:

A 23-kw transmitter on 49.8 mc was set up at Collins plant in Cedar Rapids. Signals were concentrated into powerful beam by 18-db gain antenna, aimed at Bureau of Standards' receiving point in Sterling, Va. -- 774 miles away. An extremely weak signal was picked up, but --

It was there 100% of the time!

In the restrained language of NBS report: "Initial experiments...reveal the uninterrupted presence of observable signal over a test path of 1245 kilometers, irrespective of season, time of day, or geomagnetic disturbance, though showing dependence in intensity on these factors, and possibly on meteor activity as well."

Reliability is the thing. Though long-distance reception of 50-mc signals is many years old, it took modern high-powered transmitters and highly sensitive receivers to produce that always-present signal.

Most long-distance radio communications are accomplished with frequencies up to 30 mc, but such bands have been subject to every sort of vicissitude -- with communications sometimes disrupted for days at a time by sunspots, etc.

Frequencies useful under new principle may run 30-100 mc, with 50 mc as the optimum, but no one knows for sure yet.

New method appears to be good up to about 1200 miles. Therefore, it would take several hops, via islands, to span oceans.

Theory behind new propagation is that ionosphere, which absorbs most of vhf signal or permits it to pass through into space, is "turbulent" enough to scatter some signal back to earth. Meteors appear to increase turbulence, cause more signal to be bounced back.

TV might be affected if these frequencies, which include Channels 2-6, were to be demanded for communications in U.S. -- by military or others. One consulting engineer believes applicants should avoid lowest vhf channels for just that reason.

Names of paper's authors indicate importance of work: D.K. Bailey, R. Bate-man & G.F. Montgomery, Bureau of Standards; L.V. Berkner, ex-Carnegie Institution, now Associated Universities; H.G. Booker, Cornell; E.M. Purcell, Harvard; W.W. Salisbury, ex-Collins, now U of California, Berkeley; J.B. Wiesner, MIT.

Personal Notes: Robert Healy, ex-adv. v.p. of Colgate-Palmolive-Peet, joins McCann-Erickson as v.p. & treas. . . Paul W. White, who set up CBS's news staff and was its director for 13 years until May 1946, and who recently has been executive editor of KFMB & KFMB-TV, San Diego, returns to New York as managing editor of ABC's TV and radio news staffs handling Admiral-sponsored coverage of political conventions . . . Royal V. Howard, ex-KSFO and ex-NAB director of engineering, recently president of KIKI, Honolulu, named executive engineer for Radio Free Asia, 2 Pine St., San Francisco, under John W. Elwood, director . . . Julius Cohen, of George C. Davis engineering consultants in Washington, is now on leave serving with Army at Camp Gordon, Ga. (He shouldn't be confused with Jules Cohen, of new firm Vandivere, Cohen & Wearn; Vol. 8:16) . . . Wm. Vogel, who as Hollywood film worker was credited with co-invention of rear-screen projection, joins CBS-TV as mgr. of special effects . . . Wells (Ted) Church named acting director of CBS-Radio news & public affairs, succeeding Edmund A. Chester, now gen. mgr. of Cuba's RHC Cadena Azul . . . Edward F. Lethen Jr., ex-MacFadden, named CBS-Radio director of sales extension . . . Wm. H. Ensign, recently resigned ABC eastern sales mgr., rejoins CBS radio as account executive . . . Joseph Creamer, adv. & promotion director of WOR & WOR-TV, resigns May 1 to open own office . . . Bernard H. Pelzer Jr. named head of newly opened office of Edward Lamb Enterprises Inc., Hotel Barclay, N. Y., handling affairs of its WICU and WTVN, among other properties . . . Joseph R. Rollins Jr. named TV-radio director, Benjamin Eshleman Co., Philadelphia agency . . . Frederic Gregg named director, Jack K. Frazier merchandising director of new client service dept. instituted by WLWT, Cincinnati, handling all promotion, merchandising and related client and station activity . . . Jim Wells, ex-KRLD, Dallas, joins KEYL, San Antonio, as production mgr.

President Frank White, of Mutual Broadcasting System, and chairman Thomas F. O'Neil, who represents new control of that network, were unable to get together on terms of contract renewal, and Mr. White has announced his resignation as of May 31. Mr. O'Neil adds title of president; executive v.p. Wm. H. Fineshriber Jr. takes Mr. White's place on MBS board. Mr. O'Neil is also president of Thomas S. Lee Enterprises Inc., TV-radio operating subsidiary of General Tire & Rubber Co., which recently acquired WOR & WOR-TV (Vol. 8:3) and thus secured 58% control of Mutual.

National Council of the Protestant Episcopal Church has named Rev. James W. Kennedy, of Lexington, Ky., as executive secretary of its new TV-radio div.

TEXT OF THE suggested criteria for use of airspace subcommittees in studying locations of TV towers more than 500 ft. high located off civil airways (see p. 3):

"Objects located outside the limits of the present civil airways or direct routes which are more than 500 feet above ground shall not be considered obstructions to air navigation if they are below a plane with a slope of 50:1 measured upward and outward in a vertical plane at right angles to the boundary of an airway or control area or the 5-mile boundary from the center of a direct off-airway route. The 50:1 slope will be projected from a point 500 feet below the minimum en route altitude of the airway or route and will extend a distance of 5 miles on either side of the boundaries thereof, measured horizontally from either edge and at right angles to the airway or route center-line. This area will extend for a distance of 25 miles on each side of and parallel to the airway or direct route measured from the radio navigational facility of the airway. Beyond the 25-mile point, objects located anywhere within 5 miles of the boundaries of an airway or direct route, which are 500 feet below the minimum en route altitude of the airway or route, will not be considered as hazardous obstructions to air navigation.

"Any object over 500 feet high beyond 5 miles from the boundary of the airway or direct route normally will not be considered as a hazardous obstruction to aircraft en route on civil airways or direct route. In any case, it will be required that these objects be studied to determine whether they will have an effect on VFR off airways operations, instrument approach procedures or flight operations in the vicinity of airports."

Press is still doing good job, by and large, in reporting effects of freeze decision. Particularly well done is Jack Gould's question-answer roundup in April 20 *New York Times*, and "TV Gold Rush" in May *Atlantic Magazine*, by Trudie Osborne, wife of John Osborne, Washington editor of *Time* and *Life*.

Copies of Final Allocation Report

Our printed full text of FCC's *Final TV Allocation Report*, which formally signals end-of-freeze, was mailed to all full-service subscribers on release date, April 14. FCC's mimeographed document ran some 700 pages, including charts, graphs, etc., was reduced to 243 pages of printed text, greater part comprising new rules, regulations and procedures and FCC explanations of whys-&-wherefores for each area's channel allocation. It's carefully indexed for handy reference. Extra copies are \$5 each.

THEATRE-TV hearings are now some 6 months in the future—so that medium's protagonists this week aimed their guns at AT&T, presumably with intention of running a continual barrage to be climaxed at FCC proceeding. Representatives of Motion Picture Assn. of America (MPAA) and National Exhibitors Theatre-TV Committee (NETTC), principal backers of theatre TV, meeting this week with FCC chairman Paul A. Walker, vice chairman Rosel Hyde and general counsel Ben Cottone, were told that hearings won't be held before next fall, and that "firm" date probably will be set "within 2 weeks or so."

Purpose of hearing will be to determine whether theatre-TV backers should get frequencies of their own, or whether common carriers are best able to handle theatre-TV transmission (Vol. 8:2). Theatre-TV programming to date has been sent over AT&T's cable-microwave facilities, and AT&T claims it can handle any future requirements.

But Nathan Halpern, head of Theatre Network TV Inc. (TNT), says AT&T has done poor job so far. He told this week's Chicago convention of Society of Motion Picture & TV Engineers that inability to clear transmission facilities to enough theatres forced TNT to abandon elaborate spring theatre-TV schedule which was to have included complete opera, Broadway musical, stage show, several championship sports events (Vol. 8:8).

TNT requested AT&T clearances to TV-equipped theatres in 23 areas, he said. But for the opera and musical it could clear only 9 of the cities. For a championship fight, it could get no clearances because of prior commitment of facilities from city of origination (San Francisco). For the stage show and one sports event no clearances were available in time because second-quarter cable-microwave allocations hadn't yet been made to home telecasters.

Station Accounts: Eighteen book publishers, 20 retail bookstores, combine to sponsor *Vallely Book Parade* on KNXT, Los Angeles, Sun. 2-2:30 p.m., thru Jack Case, as advertising agent; representing Southern California Retail Booksellers Assn., Lorita Baker Vallely discusses several books each week, with authors as guests . . . Phillips Petroleum buys United Artists' weekly half-hour *Tele-sports Digest*, narrated by Harry Wismer, in 14 central and southwestern TV markets, thru Lambert & Feasley, N. Y. . . . Amoco signs to sponsor coverage of Maryland's May 5 primary on WAAM, Baltimore, pooled with hookup of 5 Maryland radio stations, carrying first roundup at 7:15 p.m., then 8, then 9-midnight, thru Joseph Katz Co., Baltimore . . . Albers Super-Markets, 65-store Ohio chain, uses daily spot on WLWT, WLWD & WLWC, with the stations bulwarking these with so-called "shopper stopper" displays showing the advertised merchandise in each store, changed thrice weekly; stations are also mentioned in stores' newspaper ads featuring same merchandise . . . Robert L. Lippert, Hollywood film producer, budgets \$3000 for spots on 5 Los Angeles stations preceding premiere of *Valley of the Eagles*; he did same TV promotion for *Steel Helmet* and *For Men Only* . . . Among other advertisers reported using or preparing to use TV: Marnett Chemicals Inc. (Bleachies for clothes), thru Joseph Katz Inc., Baltimore; Westchester Racing Assn. (trotting races), thru Al Paul Lefton, N. Y.; Williamson Candy Co., thru Aubrey, Finlay, Marley & Hodgson, N. Y.; Dorman's Mfg. Co. (men's clothing), thru Caples Co., Los Angeles; Kitchen Art Foods Inc. (Py-O-My mixes), thru Aubrey, Finlay, Marley & Hodgson, N. Y.; Munising Paper Co. (Wax-Seel), thru Robert Gallagher Service, Chicago; Royal Lace Paper Works Inc. (paper shelving & doilies), thru Kiesewetter Associates, N. Y.; Gard Industries Inc. (weatherproofing spray for fabric & leather), thru Ross Ray Inc., Chicago; Rudd-Melikian (Kwik-Kafe coffee dispenser), thru W. S. Roberts Inc., Philadelphia.

There are now 75 TV-equipped theatres in 37 cities, Mr. Halpern reported, with a dozen more installations now under way. In the past year, he said, "theatre TV has increased its seating capacity 600%." He added that there have been more than 300 individual theatre-TV presentations to date, including special govt. and industry uses. He pointed to last summer's prizefight theatrecasts as solid indication that the medium can fill theatres, attract new audiences and pay its own way.

In letter to AT&T's long lines dept., MPAA and NETTC this week outlined specifications for theatre-TV transmission system and asked, in effect: "How much would you charge for this and how long would it take to set up?" Letter follows by 3 weeks FCC's request to AT&T and other common carriers to come to hearing armed with information on their ability to supply theatre-TV facilities (Vol. 8:14). Theatre-TV people said their letter was intended to let phone company know "what we want in the way of facilities." Here's what MPAA-NETTC specified:

- (1) Facilities to accommodate 10 mc video band, 50-8000 cycle sound.
- (2) Facilities for fixed & mobile "program source links" to connect studios, etc. to inter-city lines.
- (3) Facilities for inter-city channels, and intra-city theatre links.
- (4) Use of lines for minimum of 3 hours daily.

AT&T was presented with specifications for "a typical theatre-TV program transmission system" between New York and Washington, including facilities for distribution of programs to Philadelphia, Trenton, Allentown, Reading, Atlantic City, Wilmington, Baltimore. MPAA-NETTC asked for prices for one initial reversible line between New York and Washington and ultimate service involving 6 reversible lines—to provide 6 separate program services to 98 Washington area theatres arranged in 6 groups of 15-17.

DID ALLEGED MOVIE anti-trust practices simply grow "like Topsy"? That's what FCC counsel sought to find out this week before FCC's Paramount hearing, primarily concerned with proposed ABC-United Paramount Theatres merger, was recessed until April 30 after droning through its 55th session. Witnesses were UPT president Leonard Goldenson, Paramount Pictures Corp. president Barney Balaban and UPT director Robert Wilby, who all testified on buying and operating of theatres, film booking, clearances, prices, etc. over last 3 decades.

Balaban had used "Topsy" comparison in previous testimony, but Commission counsel wondered whether instead "there was intelligence and direction to that growth." Scores of documents—many from Justice Dept.—were brought in. But questioning ran into many dead ends when witnesses couldn't remember many documents dating as far back as the '20s.

Some 8500 pages of testimony—well over 2,000,000 words—have already been taken in case, hundreds of documents entered—yet hearing is still far from finished. Paramount Pictures v.p. Paul Raibourn will resume testimony on old Scophony anti-trust case (Vol. 8:16) on April 30, with UPT director A. H. Blank to follow. At least one Commission witness—Arthur Levey, once head of Scophony and now president of Skiatron Corp., a subscription TV developer—will be called May 5.

TV blazed trail for the movies to follow in England. For 5 years, RKO had held up British release of its 1944 film version of Eugene O'Neill's *Mourning Becomes Electra*, because picture company felt it was too "highbrow" to pay its way. Then, last week, BBC put on TV version of same play—full length and in 2 installments on consecutive evenings—which was hailed by many viewers and critics as BBC's most successful TV drama to date. Then RKO decided Britain was "ready" for its O'Neill film, scheduled premiere of 8-year-old picture May 4.

Network TV-Radio Billings

March 1952 and January-March 1952

(For February report, see *Television Digest*, Vol. 8:14)

INCREASE of more than \$1,000,000 in network TV billings during March would seem to indicate talk about "softening" of time sales hasn't much basis in fact. Network TV jumped to \$15,835,973 in March from \$14,813,603 in February (Vol. 8:14), according to Publishers Information Bureau, with both NBC-TV and CBS-TV showing appreciable gains, DuMont up slightly, ABC-TV down slightly. The Jan.-thru-March total was \$45,721,135, comparing with \$26,408,508 same period last year. The TV monthly and quarterly figures continue to run well ahead of radio, according to PIB tabulation, which follows:

NETWORK TELEVISION				
	March 1952	March 1951	Jan.-March 1952	Jan.-March 1951
NBC	\$ 7,357,305	\$ 4,654,063	\$21,430,161	\$12,790,645
CBS	5,643,123	2,993,902	15,820,809	8,195,406
ABC	2,076,782	1,539,470	6,245,710	4,123,040
DuMont	758,763	457,811	2,224,455	1,299,417
Total	\$15,835,973	\$ 9,645,246	\$45,721,135	\$26,408,508
NETWORK RADIO				
	March 1952	March 1951	Jan.-March 1952	Jan.-March 1951
CBS	\$ 5,154,077	\$ 6,793,966	\$15,103,981	\$19,725,329
NBC	4,184,074	5,085,636	12,535,445	15,033,209
ABC	3,355,715	2,891,339	9,835,164	8,693,478
MBS	1,826,527	1,648,006	5,126,208	4,617,598
Total	\$14,520,393	\$16,418,947	\$42,600,798	\$48,069,614

Network TV and radio figures for January-thru-March, including revisions of PIB January and February figures:

NETWORK TELEVISION					
	ABC	CBS	DuMont	NBC	Total
1952					
Jan.	\$2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467*	5,103,043	748,544	6,813,549	14,813,603*
March	2,076,782	5,643,123	758,763	7,357,305	15,835,973
Total	\$6,245,710	\$15,820,809	\$2,224,455	\$21,430,161	\$45,721,135
NETWORK RADIO					
	ABC	CBS	MBS	NBC	Total
1952					
Jan.	\$3,301,479	\$ 5,161,397*	\$1,699,282*	\$ 4,357,353	\$14,519,511*
Feb.	3,177,970	4,788,507*	1,600,399	3,994,018	13,560,894*
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
Total	\$9,835,164	\$15,103,981	\$5,126,208	\$12,535,445	\$42,600,798

* Revised as of April 24, 1952.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons and trends.

TelePrompter Corp., which signed 5-year \$1,000,000-minimum agreement with CBS-TV for lease of its electrical prompting device (Vol. 8:4), is negotiating with "another big TV network" for similar deal. President Fred Barton, ex-actor, says TelePrompters are now used on 40-50 TV shows originating in New York, and by producers of TV film and armed forces. Company—whose other officers are ex-20th Century-Fox TV promotion chief Irving Kahn and former 20th Century research head Hubert Schlafly—recently expanded operations into Mexico, plans to set up branches in Cuba and South America, Mr. Barton said. Mr. Schlafly explained operation and uses of device to Chicago convention of Society of Motion Picture & TV Engineers April 21.

WJR, The Goodwill Station Inc., Detroit, reports sales of \$852,957, net profit of \$130,662 (25¢ per share) for first quarter 1952 vs. \$891,441 sales and \$165,381 (32¢) profit same 1951 quarter.

Fire in film-storage booth of J. Walter Thompson Co., Graybar Bldg., New York, destroyed several hundred cans of TV film April 22; it started when one can exploded.

Borden Co. puts TV at top of 1952 ad budget: TV, \$1,400,000; national magazines, \$1,200,000; radio, \$750,000.

Telecasting Notes: Atomic blast on Yucca Flat, Nev., April 23, may have left much to be desired as a nationwide TV spectacle, probably wasn't even worth the enormous effort in view of poor pictures—but there was plenty of behind-scenes drama in the effort. Sparkplug of project was KTLA's Klaus Landsberg, who arranged to have Marine Corps helicopter land equipment and men on snow-capped peaks between Los Angeles and bomb site, 300 mi. away, 2 days before blast. Pool of 6 cameras focused on explosion, one nearest blast area sending signal one mile uphill to bomb-control monitor station, whence it was beamed to 8200-ft. Mt. Charleston, relayed to unnamed 6300-ft. peak, to 10,080-ft. Mt. Baldy, finally to Mt. Wilson and the L. A. stations and CBS-TV & NBC-TV . . . Orpheum Theatre, Los Angeles, showed 12:30 p.m. (EST), 9:30 a.m. (PST) A-bomb blast on theatre-TV equipment to free audience of about 1000 . . . Goar Mestre's CMQ-TV, Havana, and his 4 satellite outlets in Matanzas, Santa Clara, Camaguey & Santiago, have become NBC-TV affiliates, carrying network's kine recordings with right to dub in Spanish dialogue . . . Romulo O'Farrill's XHTV, Mexico City, becomes CBS-TV's 63rd affiliate . . . Peabody awards, supervised by U of Georgia, to be announced May 1 at luncheon meeting of Radio Executives Club of N. Y., to be telecast on ABC-TV & CBS-TV, 1:15-1:45 p.m. . . . Alfred I. duPont awards, supervised by Washington & Lee U, to be announced May 17 at dinner in Mayflower Hotel, Washington . . . N. Y. State Dept. of Commerce, extending radio service it has offered for about 5 years, has prepared series of 20-sec. films to be offered state's 13 stations and carried under title *New York State Reporting*; theme of first is school, home and bus safety . . . TV "best seller": *Operation Backstage: A Staging Services Handbook*, 79-p. book produced for network and affiliates by Robert J. Wade, NBC-TV coordinator of production development; first edition of 5000 was exhausted by demand, so second printing has been run off to make copies available to others in the industry . . . Billboard estimates that Arthur Godfrey will account for \$15,587,800 of CBS's 1952-53 season revenues—biggest items being *Arthur Godfrey & His Friends* on 52 stations, \$2,377,700, and his AM morning strip estimated at \$4,836,000 . . . "St. Louis' Mr. Television" is how *St. Louis Post-Dispatch* captions big April 20 spread featuring George M. Burbach and KSD-TV, now in 6th year (started Feb. 8, 1947) . . . Omaha's 2 TV stations were well out of flood areas, so weren't hampered in providing on-spot reports and film documentaries during crisis; WOW-TV fed NBC and KMTV fed CBS, networks also picking up from Kansas City's WDAF-TV . . . CBS-TV Rate Card No. 7, effective April 15, adds 8 stations to basic network, now totaling 29, lists 7 new interconnections due July 1, lists charges for transcontinental cable and eliminates extra cable costs for St. Louis & Memphis.

TV and radio rates for political time are identical on most stations with their commercial rates, said NARTB president Harold Fellows before Senate subcommittee on Privileges & Elections considering revisions of election laws to allow higher campaign expenditures (Vol. 8:14-16). "Reserved time" for candidates, Fellows also testified April 24, presents problem in that more time is demanded if campaign gets hot, cancellations if it cools off. Sen. Gillette (D-Ia.), chairman, appointed Sen. Hennings (D-Mo.) to study need for legislation amending Sec. 315 of Communications Act, which prohibits broadcasters from censoring but leaves them open to libel suits if political speech is defamatory. On that score, Fellows urged support of Horan Bill (H.R. 7062), and NARTB this week called on its members to back it while favorable "climate" exists for its passage; it now pends in House Interstate Commerce Committee (Vol. 8:5, 9).

TRADE IS SLOW, SETS PILING UP AGAIN: Factory inventories are climbing again -- and, with production down, would seem to indicate more of a slump in TV business than anybody likes to admit. Fact is, TV sets simply aren't moving very fast these days; business is just as slow in TV as in the sadly depressed white goods trade.

There are a few bright spots, but very few -- notably the 8 new cities due to get network service for first time July 1, thanks to speeded-up extensions of AT&T coaxial & microwave hookups in time for the political conventions (Vol. 8:12). Reports are that sets are selling quite well in Miami, Houston, Dallas, Fort Worth, San Antonio, Oklahoma City, Tulsa, New Orleans.

RTMA's latest weekly figures aren't very reassuring, however. Inventories jumped to 282,230 at the factories as of April 18 from 265,754 the preceding week. It's highest of year, indeed highest since last mid-November, compares with 433,930 in equivalent 1951 week (Vol. 7:17) when the danger flags were really flying.

Production went down to 77,740 units (2876 private label) from 79,276 week before, and was lowest since Christmas-New Year weeks.

Radio output went down, too -- to 188,028 (86,683 private) from 201,994 the preceding week. Radio inventory was 317,227, up from preceding week's 312,632. The week's radios were 61,439 home, 26,220 portable, 33,700 clock, 66,669 auto.

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"They're simply not buying," is the common refrain from manufacturers and merchandisers alike. One major manufacturer blames news of the new allocations, thinks people are waiting for uhf to come to town. At least, he says, that's excuse some dealers give for not ordering.

Another still blames Regulation W -- says removal of all installment credit controls would help (see Topics & Trends). Another believes big cities are near saturation, and old sets aren't being replaced.

There's some complaint that people haven't the money, though the economic surveys all point to highest savings on record and plenty of employment.

Then there's indisputable fact that old inventory, to say nothing of reconditioned trade-ins, are being sold off at such terrific bargains that new products have hard time to compete.

That baseball telecasts haven't helped trade much, is proof that the sales slowdown is more than seasonal. High hopes are that the political conventions this summer and campaigns in autumn will stimulate demand for receivers. Philco is sponsoring NBC coverage, Westinghouse CBS, Admiral ABC -- all with fond expectation that summer-fall business will get needed shot in the arm.

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Best hope of the industry as whole seems to be opening of new markets when FCC begins processing applications for new stations after July 1. Factories are all making uhf plans now, expecting such stations to be among first on air; you'll be hearing and reading plenty in ensuing months about uhf receiving apparatus.

But even though FCC is eager to make grants, there won't be many new stations on the air this year, at least not in major population areas. Yet even the few small or medium-sized towns expected to get grants early because of lack of competition for channels will be welcome outlets for the copious capacity of the TV manufacturers. They could add up, before end of this year, to substantial sales.

What the set makers would really like, to say nothing of distributors and dealers in those areas, would be the granting and immediate building of at least one station each in such big unserved areas as Denver, Youngstown, St. Petersburg-Tampa, Portland, Ore. There's plenty of pressure to get them, too; only trouble is that there are more seekers of channels than there are channels -- and it will take lots of maneuvering to keep them from getting bogged down in slow competitive hearings.

From the set makers, from now on, will come many a brochure and advertisement laying claims to uhf progress -- preparatory to delivering the goods by time first commercial uhf station takes the air. There's little to add as yet to roundup on equipment and tuner availabilities we published in Vol. 8:11, though it's plain the competitive manufacturers aren't telling all yet.

Whether the claims and counterclaims will serve to clarify or confuse, time alone will tell. This week, Motorola had ads scheduled in 98 Sunday newspapers, followed by 11 Monday editions, offering public "Answers to Your Questions on New TV Stations" and explaining vhf, uhf and lifting of the freeze.

Zenith isn't quite as flamboyant in uhf claims as it was in March 1949, when it roiled competitors with ads implying the as yet undecided-upon uhf were a fait accompli. It has published some trade ads, offered booklet explaining uhf; and in its current Saturday Evening Post ad, it tosses out this challenge: "Every Zenith TV set ever built has built-in provision to receive the coming uhf stations without the use of a converter. No other TV manufacturer can make this statement."

Front-page "scare" story in *New York Times* brought "intermediate frequency" (IF) into news this week. TV-radio editor Jack Gould reported fact that amateurs, under international agreements, will be able to use new 21-21.45 mc band starting May 1. Since virtually all TV sets made up to year or 2 ago have 21-mc IF, amateurs will be in position to create havoc with interference.

FCC and industry engineers feel Gould went overboard in his apprehension. Said one FCC expert: "It's my personal opinion that the general public will never even know of the problem. The reactions from this story will probably prove worse than the real thing." Here's how Commission engineers analyze situation:

(1) Though many sets have 21-mc IF, most of industry has gone over to new RTMA standard of 41 mc.

(2) Amateurs will move into 21-mc band gradually, allowing time for considerable replacement of old sets. "Amateurs have to live with their neighbors, so they'll be cautious."

(3) In severe cases, addition of a filter and retuning of IF can eliminate such interference completely. Amateurs' own tests, reported in Gould article, proved effectiveness of such measures.

Another IF angle has worried some people. FCC's uhf allocation is tailored to minimize many kinds of interference—oscillator radiation, image, IF beat, etc.—but it's predicated on use of 41-mc IF. If existing sets with 21-mc IF are converted to uhf, are they in for trouble? Both FCC and industry engineers say not. They don't expect such sets to suffer any more than do vhf sets—if as much.

Transistors are being sold to general public for first time by Federated Semi-Conductor Co., 66 Dey St., New York, according to April 24 *N. Y. Herald Tribune*. Company is subsidiary of electronics distributor Federated Purchaser Inc. Report says junction transistors will sell for \$30 each, are made by Germanium Products Corp., Jersey City, subsidiary of Radio & Development & Research Corp. Rate of production is said to be 100 daily, soon going to 200. Federated says it already has orders from MIT, International Business Machines, Remington-Rand.

GE also is playing up its dependence on small business—Dr. W. R. G. Baker, electronics v.p., telling Air Force group at Syracuse plant April 23 that 50¢ of every dollar spent in making small automatic radar for fighting planes is going to 294 other companies, mostly small. GE electronics div. as a whole, he said, regularly uses about 7300 firms in 35 states to supply materials and parts, of which 669 are in Syracuse alone.

RCA delivered first of 40 mobile broadcasting vans, each with 150-w transmitter, to Indonesian Govt. this week.

Trade Personals: William A. MacDonald elected president of Hazeltine Corp., Jack Binns becoming chairman; Fielding S. Robinson named president of Hazeltine Electronics Corp. and Laurence B. Dodds president of Hazeltine Research Inc., Chicago . . . Sam Kaplan, Zenith v.p. & controller, elected v.p. & treasurer, taking over latter duties from executive v.p. Hugh Robertson . . . Fred Abrams named asst. to treasurer, Emerson, succeeded by Floyd Makstein as gen. mgr. of parts sales & service div. . . . Kenneth C. DeWalt, mgr. of GE cathode ray tube operations since 1949, named mgr. of engineering of GE tube dept., Schenectady, succeeded by Robert E. Lee . . . Keith Henney shifts from consulting editor to editorial director of *Electronics Magazine* June 1, assuming new advisory responsibilities, while W. W. MacDonald moves from managing editor to executive editor with responsibility for staff supervision and production of magazine; changes follow resignation of editor Donald Fink to become Philco co-director of research (Vol. 8:13) . . . Thomas J. Hodgens, v.p. & gen. mgr. of Admiral branch in New York, returns to Boston May 1 to head branch there, E. C. Perkins being transferred to Seattle as regional mgr.; E. R. Glauber, director of all eastern Admiral branches, will supervise N. Y. branch . . . Lewis C. Radford Jr. promoted to eastern district sales mgr., DuMont transmitter div.; George G. Scott, ex-Federal, named N. Y.-New England sales rep, and Charles E. Bell, ex-WBTV, Charlotte, named eastern-southeastern rep . . . Dr. Harry F. Olson, director, RCA acoustical lab at Princeton, author of newly published book, *Musical Engineering* . . . Elliott Peikoff promoted from sales mgr. to gen. mgr., Mercury Television Corp., Los Angeles . . . M. J. McNicholas, ex-North American Philips purchasing agent, named mgr. of special apparatus div., Andrea . . . Merritt C. Chandler, ex-Sylvania and Hughes Aircraft, named gen. manufacturing mgr., Sonotone battery div. . . . Herbert L. Steinberger named Belmont research director . . . E. Hoy McConnell promoted to mgr., Capehart-Farnsworth radio sales.

First to get RTMA annual award for "outstanding contributions to the advancement of the TV-radio industry" will be RCA chairman David Sarnoff, unanimous choice of board at its Niagara Falls meeting this week after nomination by Leslie F. Muter, director of awards committee. Presentation will be at industry banquet June 26 in Palmer House, Chicago. Preparing for 28th annual convention June 23-26 in Chicago, board chairman Robert Sprague named 3 former RTMA presidents to nominate new 1952-53 board chairman, treasurer and officers at convention—Max Balcom, Sylvania; Paul Galvin, Motorola; Leslie F. Muter, Muter Co.

Topics & Trends of TV Trade: All those rumors about imminent abolition of Regulation W are categorically denied by Federal Reserve Board, despite admitted trade pressures . . . "We commend the reported readiness of the FRB governors to do away with Regulation W because of lack of need for it under current business circumstances," said April 21 press release from National Foundation for Consumer Credit, though it adds: "It's very uncertain whether removal of the regulation actually will boost consumer demand [for furniture, appliances, autos, etc.] sufficient to absorb the rapidly accumulating inventories all over the country, though such a move is one in the right direction" . . . FRB member Oliver S. Powell, in Dallas interview April 24, is quoted as saying board has no plans to relax installment credits beyond those previously announced (Vol. 8:15-16).

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Chapter X petition for reorganization of Tele-tone (Vol. 8:5) remains in Newark Federal district court's jurisdiction under ruling this week by Judge Hartshorne, who consolidated it with involuntary petition for bankruptcy; Chapter XI proceedings are still pending in New York court. Starrett creditors rejected offer to pay 10% cash, 10% in notes, asked debtor be adjudicated bankrupt; hearing was adjourned to May 6.

Despite doldrums that hit TV trade in 1951, excise tax collections on TVs, radios, components, phonographs and associated equipment jumped to \$150,805,955 from \$52,594,621 in 1950. Reason: It was first full year that Treasury Dept. collected the 10% tax on TVs. On phono records, tax collections were \$8,278,492 in 1951 vs. \$6,793,323 in 1950. On refrigerators and air conditioners, collections dropped to \$79,518,185 in 1951 from \$81,892,521 in 1950.

Survey of New York City homes (all 5 boroughs) by The Pulse Inc., 15 W. 46th St., N. Y., showed 63.8% have TVs, nearly all have radios, 35.1% have 3 or more radios. Of the TV sets, 23.4% were RCA, 12.3% Philco, 11.6% Admiral, 6.5% DuMont, 5.5% Motorola, 4.6% GE. Dr. Sydney Roslow conducted survey, based on 1570 family interviews.

Upsurge in clock radios has RTMA statistical dept. now reporting output figures weekly, and unusual number of requests recently for 1951 figures impelled it to release report that 777,155 of the 6,751,452 home sets produced in 1951 were clock radios; only month-by-month figures were compiled for last year, and they're available on request.

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Merchandising Notes: DuMont has adopted "inboard pricing" on whole line, including five 17-in. closeout models on which it quoted price reductions to dealers this week ranging from \$50 to \$76; sales mgr. Walter Stickel stated cuts were made because the sets were "too far out of the market on price" . . . DuMont guaranteeing TV set prices to distributors for 12 weeks, April 21-July 31 . . . Sentinel will "go inboard" with one new 17-in. table model due May 1 and listing for \$230, including tax and warranty . . . Admiral adv. mgr. Seymour Mintz explains it dropped NBC-TV *Lights Out* in favor of \$2,000,000 package deal covering ABC-Radio & TV sponsorship (with collaboration of *Newsweek*) of political conventions, no other reason; in fact, Admiral this year will spend \$2,500,000 on TV sponsorships vs. \$1,322,504 in 1951, \$759,533 in 1950, \$471,816 in 1949 . . . Sylvania offers all dealers in flood areas to test and repackage their stock, without charge . . . Olympic of New Jersey Inc. is new wholly-owned Olympic distributing subsidiary opening at 157 Washington St., Newark, under direction of v.p. Jack Mendelson, ex-Krich-Radisco . . . RTMA has issued state-by-state and county-by-county TV shipment report for 8 weeks ended Feb. 22, available on request.

REVISED NPA color TV order M-90 (Vol. 8:16) won't be released for 2 weeks—or longer if it runs into serious opposition from other agencies. It's now scheduled to be taken up by inter-agency clearance committee next Wednesday or Friday, and it's said that Pentagon and possibly other agencies will raise objections to draft of revised order.

Draft order continues ban on mass production of color TV sets except for those manufacturers who submit proof that they can make color sets without diverting material or manpower from defense program. Production of color theatre-TV equipment will be permitted. Some Defense Dept. experts feel new draft isn't strict enough, and that NPA will approve every application.

Actually, Pentagon's stand is hypothetical, since no established TV manufacturer is expected to apply when and if new draft is put into effect. CBS-Columbia president David Cogan said that no matter what happens to M-90, "we won't go into color until we can get enough materials to make a dent in the market or until a reasonable number of other set manufacturers and broadcasters will go along with us. We don't want to use up our badly needed black-&-white materials on the color operation." Richard Hodgson, president of Paramount Pictures' 50%-owned Chromatic TV Laboratories, said his company will apply to NPA, if necessary, to make TV sets with Lawrence tri-color tube.

Color TV was a prime topic of discussion at this week's Chicago convention of Society of Motion Picture & TV Engineers. Principal speaker at April 21 luncheon was GE's Dr. W. R. G. Baker, chairman of NTSC, who reviewed progress toward all-industry compatible color system, reiterated that committee hopes to complete field tests late this summer. Also featured was paper by Armour Research Foundation's Robert E. Lewis on color TV viewer for CBS system which uses 2 revolving discs, does not limit picture size or require additional cabinet space. Similar device can be used for 3-dimensional TV, he said.

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RCA Victor's first 3-speed turntables are out in 4 self-contained models—prelude to inclusion in new radio-phonograph sets this summer and possibly also in some TV-radio-phonograph combinations. Present RCA line of TVs has no phono combinations.

New "Victrolas" will be shipped early in May, offered at \$49.95 in maroon as 3-speed attachment to any radio, phono or TV set; \$69.95, self-contained in mahogany finish; \$99.95, self-contained portable in leatherette carrying case; \$129.95, with radio in mahogany, walnut or limed oak.

New unit is completely automatic, uses slip-on spindles, has 2 separate pickup points in a single tone-arm (one for 78, other for 45 & 33 1/3 rpm). It plays up to fourteen 45rpm records at one loading; up to ten 12-in. or twelve 10-in., either standard or LP; up to 10 intermixed sizes of 78rpm or same number of 33 1/3 rpm.

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New vidicon tube with longer life than present vidicon industrial TV camera tube is on test bench at RCA, Chicago convention of Society of Motion Picture & TV Engineers was told April 21. Biggest deficiency in RCA and other high-definition ITV systems has been the relatively short camera-tube life, as compared with 8000-hour tube in Diamond Power Specialty Co.'s rugged system (Vol. 8:9). Original developmental vidicon tube has maximum life of about 500 hours, but RCA's M. C. Banca told the engineers his company has built new "B" model tube which promises considerably longer life. RCA's ITV system uses standard parts, has only 25 tubes, same scanning & field standards as home TV, so that home-type sets can be used as extra monitors. System's resolution is rated at 350 lines. Mr. Banca said, but it "can easily do 450."

Handy Reference Table

VHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

As Contained in Sixth Report and Order of FCC (52-294)—The Final Allocation Report, Published by *Television Digest*, April 14, 1952

INCLUDES FINAL ASSIGNMENTS FOR THE 30 EXISTING STATIONS DUE TO BE SHIFTED

For List of Existing Stations by Channels, See Page 7; for Shifts of Existing Stations, Page 8

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

CHANNEL NO. 2 (54-60 mc)	CHANNEL NO. 3 (60-66 mc)	CHANNEL NO. 4 (66-72 mc)	Ketchikan, Alaska Seward, Alaska *Hilo, Hawaii Honolulu, Hawaii	Walla Walla, Wash. Cheyenne, Wyo. Mayaguez, Puerto Rico
<p>*Little Rock, Ark. Los Angeles, Cal. San Francisco-Oakland, Cal. Denver, Colo. Daytona Beach, Fla. *Miami, Fla. Atlanta, Ga. Caldwell, Ida. Chicago, Ill. Springfield, Ill. Cedar Rapids, Ia. Great Bend, Kan. *New Orleans, La. Bangor, Me. Baltimore, Md. *Boston, Mass. Detroit, Mich. *Minneapolis-St. Paul, Minn. *State College, Miss. St. Joseph, Mo. Anaconda, Mont. Billings, Mont. North Platte, Neb. Henderson, Nev. Santa Fe, N. M. Buffalo-Niagara Falls, N. Y. New York, N. Y. Greensboro, N. C. Dickinson, N. D. *Grand Forks, N. D. Dayton, O. Tulsa, Okla. Klamath Falls, Ore. Pittsburgh, Pa. Charleston, S. O. *Vermillion, S. D. *Nashville, Tenn. *Amarillo, Tex. *Denton, Tex. Houston, Tex. Midland, Tex. Salt Lake City, Utah Spokane, Wash. Green Bay, Wis. Casper, Wyo. San Juan, Puerto Rico Anchorage, Alaska Fairbanks, Alaska Ketchikan, Alaska Hilo, Hawaii Honolulu, Hawaii</p>	<p>Douglas, Ariz. Phoenix, Ariz. Eureka, Cal. Sacramento, Cal. Santa Barbara, Cal. Pueblo, Colo. Hartford, Conn. Pensacola, Fla. *Tampa-St. Petersburg, Fla. Savannah, Ga. Idaho Falls, Ida. Lewiston, Ida. Champaign-Urbana, Ill. Mason City, Ia. Wichita, Kan. Louisville, Ky. Shreveport, La. Escanaba, Mich. Kalamazoo, Mich. Duluth-Superior (Wis.), Minn. Kirksville, Mo. Springfield, Mo. Great Falls, Mont. Miles City, Mont. Omaha, Neb. Ely, Nev. Gallup, N. M. *Roswell, N. M. Syracuse, N. Y. Charlotte, N. C. Cleveland, O. Salem, Ore. Philadelphia, Pa. Watertown, S. D. Chattanooga, Tenn. Memphis, Tenn. *College Station, Tex. Wichita Falls, Tex. Vernal, Utah Montpelier, Vt. Harrisonburg, Va. Norfolk-Portsmouth-Newport News, Va. Huntington, W. Va. Madison, Wis. Cheyenne, Wyo. Mayaguez, Puerto Rico *Juneau, Alaska Lihue, Hawaii Walluku, Hawaii</p>	<p>Tucson, Ariz. Little Rock, Ark. Los Angeles, Cal. San Francisco-Oakland, Cal. Denver, Colo. Washington, D. C. Jacksonville, Fla. Miami, Fla. Columbus, Ga. *Boise, Ida. Bloomington, Ind. Davenport-Rock Island-Moline (Ill.), Ia. Sioux City, Ia. New Orleans, La. Boston, Mass. Cheboygan, Mich. Detroit, Mich. Minneapolis-St. Paul, Minn. Kansas City, Mo. St. Louis, Mo. Butte, Mont. Hardin, Mont. North Platte, Neb. Boulder City, Nev. Reno, Nev. Albuquerque, N. M. Buffalo-Niagara Falls, N. Y. New York, N. Y. *Chapel Hill, N. C. Dickinson, N. D. Valley City, N. D. Columbus, O. Oklahoma City, Okla. Medford, Ore. Greenville, S. C. Nashville, Tenn. Amarillo, Tex. Beaumont-Port Arthur, Tex. Big Spring, Tex. Brownsville-Harlingen-Weslaco, Tex. Dallas, Tex. El Paso, Tex. San Antonio, Tex. Salt Lake City, Utah Seattle, Wash. Spokane, Wash. Milwaukee, Wis. San Juan, Puerto Rico Fairbanks, Alaska</p>	<p>CHANNEL NO. 5 (76-82 mc)</p> <p>Mobile, Ala. Phoenix, Ariz. Fort Smith, Ark. Los Angeles, Cal. San Francisco-Oakland, Cal. Grand Junction, Colo. Pueblo, Colo. Washington, D. C. *Gainesville, Fla. West Palm Beach, Fla. Atlanta, Ga. Chicago, Ill. Ames, Ia. Alexandria, La. Bangor, Me. Boston, Mass. Bay City, Mich. Marquette, Mich. Minneapolis-St. Paul, Minn. Kansas City, Mo. St. Louis, Mo. Great Falls, Mont. Hastings, Neb. Goldfield, Nev. *Albuquerque, N. M. New York, N. Y. Rochester, N. Y. Raleigh, N. C. Bismarck, N. D. Cincinnati, O. Cleveland, O. Enid, Okla. Medford, Ore. Charleston, S. O. Lead, S. D. Mitchell, S. D. Bristol, Tenn. Bristol, Va. Memphis, Tenn. Nashville, Tenn. Brownsville-Harlingen-Weslaco, Tex. Fort Worth, Tex. Lubbock, Tex. San Antonio, Tex. Cedar City, Utah Salt Lake City, Utah Seattle, Wash.</p>	<p>CHANNEL NO. 6 (82-88 mc)</p> <p>Birmingham, Ala. Kingman, Ariz. *Tucson, Ariz. *Sacramento, Cal. San Luis Obispo, Cal. *Denver, Colo. Durango, Colo. Orlando, Fla. Augusta, Ga. Thomasville, Ga. Nampa, Ida. Pocatello, Ida. Indianapolis, Ind. Davenport-Rock Island-Moline (Ill.), Ia. Dodge City, Kan. Paducah, Ky. New Orleans, La. Portland, Me. Lansing, Mich. Austin, Minn. Duluth-Superior (Wis.), Minn. Clarksdale, Miss. Sedalia, Mo. Butte, Mont. *Miles City, Mont. Omaha, Neb. Ely, Nev. Carlsbad, N. M. Albany-Schenectady-Troy, N. Y. Wilmington, N. C. Fargo, N. D. *Minot, N. D. Columbus, O. Tulsa, Okla. Portland, Ore. Johnstown, Pa. Philadelphia, Pa. Pierre, S. D. Knoxville, Tenn. Beaumont-Port Arthur, Tex. Corpus Christi, Tex. San Angelo, Tex. Texarkana, Tex. Wichita Falls, Tex. Price, Utah Richmond, Va. Spokane, Wash.</p>

Beckley, W. Va.
Green Bay, Wis.
Casper, Wyo.

*San Juan, Puerto Rico

CHANNEL NO. 7
(174-180 mc)

*University, Ala.
Pine Bluff, Ark.
Los Angeles, Cal.
Redding, Cal.
San Francisco-Oakland,
Cal.

Denver, Colo.
Washington, D. C.

*Jacksonville, Fla.
Miami, Fla.
Panama City, Fla.
Boise, Ida.
Chicago, Ill.

Evansville, Ind.
Waterloo, Ia.
Hays, Kan.
Pittsburg, Kan.
Lake Charles, La.
Calais, Me.
Boston, Mass.
Detroit, Mich.
Traverse City, Mich.
St. Cloud, Minn.
Hannibal, Mo.

*Butte, Mont.
Omaha, Neb.
Winnemucca, Nev.
Albuquerque, N. M.
Buffalo-

Niagara Falls, N. Y.
New York, N. Y.
Washington, N. C.
Jamestown, N. D.
Dayton, O.
Lawton, Okla.

*Corvallis, Ore.
Spartanburg, S. C.
Rapid City, S. D.
Amarillo, Tex.
Austin, Tex.
*El Paso, Tex.
Odessa, Tex.
Tyler, Tex.

*Salt Lake City, Utah
Roanoke, Va.
Seattle, Wash.

*Spokane, Wash.
Wheeling, W. Va.-
Steubenville, Ohio
Wausau, Wis.

Ponce, Puerto Rico

*Anchorage, Alaska
Fairbanks, Alaska

Hilo, Hawaii
*Honolulu, Hawaii

CHANNEL NO. 8
(180-186 mc)

Mobile, Ala.
*Phoenix, Ariz.
Jonesboro, Ark.
Salinas-
Monterey, Cal.
San Diego, Cal.
*Pueblo, Colo.
New Haven, Conn.
Tampa-St. Petersburg,
Fla.

*Athens, Ga.
Idaho Falls, Ida.
Peoria, Ill.
Indianapolis, Ind.
Des Moines, Ia.

*Manhattan, Kan.
Monroe, La.
Lewiston, Me.
Presque Isle, Me.
Grand Rapids, Mich.
Sault Ste. Marie, Mich.

*Duluth-Superior
(Wis.), Minn.
West Point, Miss.
Columbia, Mo.

Billings, Mont.
Kallispell, Mont.
McCook, Neb.
Las Vegas, Nev.
McGill, Nev.
Reno, Nev.

*Gallup, N. M.
Roswell, N. M.
Syracuse, N. Y.
Devils Lake, N. D.
Williston, N. D.
Cleveland, O.
Muskogee, Okla.
Woodward, Okla.

Portland, Ore.
Lancaster, Pa.
Florence, S. C.
*Brookings, S. D.
Nashville, Tenn.
Dallas, Tex.

*Houston, Tex.
Laredo, Tex.
San Angelo, Tex.
Petersburg, Va.
Walla Walla, Wash.
Charleston, W. Va.
La Crosse, Wis.

*Laramie, Wyo.

Juneau, Alaska

*Lihue, Hawaii
Wailuku, Hawaii

Christiansted, Virgin
Islands

CHANNEL NO. 9
(186-192 mc)

Dothan, Ala.
Flagstaff, Ariz.
Tucson, Ariz.
Hot Springs, Ark.
Alturas, Cal.
Los Angeles, Cal.

*San Francisco-Oakland,
Cal.

Denver, Colo.
Washington, D. C.
Orlando, Fla.
Rome, Ga.

*Savannah, Ga.
Boise, Ida.
Sandpoint, Ida.
Chicago, Ill.
Cedar Rapids, Ia.
Sioux City, Ia.
Garden City, Kan.

Alpena, Mich.
Iron Mountain, Mich.
Minneapolis-St. Paul,
Minn.

Hattiesburg, Miss.
Kansas City, Mo.

*St. Louis, Mo.
*Bozeman, Mont.
Havre, Mont.
Tonopah, Nev.
Manchester, N. H.

*Santa Fe, N. M.
New York, N. Y.
Charlotte, N. C.
Greenville, N. C.
Cincinnati, O.
Oklahoma City, Okla.

*Eugene, Ore.
Aberdeen, S. D.

Jackson, Tenn.
Ablene, Tex.
El Paso, Tex.
Lufkin, Tex.
Monahans, Tex.
*San Antonio, Tex.
Ogden, Utah
*Seattle, Wash.
Wheeling, W. Va.-
Steubenville, Ohio
Sheridan, Wyo.

Ponce, Puerto Rico

*Fairbanks, Alaska
*Ketchikan, Alaska
Seward, Alaska

Hilo, Hawaii
Honolulu, Hawaii

CHANNEL NO. 10
(192-198 mc)

*Birmingham, Ala.
Phoenix, Ariz.

El Dorado, Ark.
Bakersfield, Cal.
Sacramento, Cal.
San Diego, Cal.

Montrose, Colo.
Miami, Fla.
Albany, Ga.
Pocatello, Ida.
Quincy, Ill.
Terre Haute, Ind.

Wichita, Kan.
Baton Rouge, La.
Augusta, Me.
Hancock, Mich.

Sault Ste. Marie, Mich.
Hibbing, Minn.
Rochester, Minn.
Springfield, Mo.
Helena, Mont.
Miles City, Mont.
Lincoln, Neb.
Scottsbluff, Neb.

Elko, Nev.
*Las Vegas, Nev.
Gallup, N. M.
Roswell, N. M.

*Silver City, N. M.
Rochester, N. Y.
Grand Forks, N. D.
Minot, N. D.
Columbus, O.

*Portland, Ore.
Altoona, Pa.

Philadelphia, Pa.
Providence, R. I.
Columbia, S. C.
Pierre, S. D.
Knoxville, Tenn.

*Memphis, Tenn.
Amarillo, Tex.
Corpus Christi, Tex.
Fort Worth, Tex.
Norfolk-Portsmouth-
Newport News, Va.

Roanoke, Va.

*Pullman, Wash.
*Milwaukee, Wis.
Riverton, Wyo.

Juneau, Alaska

Lihue, Hawaii
*Wailuku, Hawaii

Charlotte Amalle,
Virgin Islands

CHANNEL NO. 11
(198-204 mc)

Yuma, Ariz.
Little Rock, Ark.

Los Angeles, Cal.
San Jose, Cal.
Yreka City, Cal.
Colorado Springs, Colo.
Fort Myers, Fla.
*Tallahassee, Fla.
Atlanta, Ga.
Savannah, Ga.
Twin Falls, Ida.

*Chicago, Ill.
*Des Moines, Ia.
Garden City, Kan.

*Lawrence, Kan.
Louisville, Ky.
Baltimore, Md.

International Falls,
Minn.
Minneapolis-St. Paul,
Minn.

Meridian, Miss.
St. Louis, Mo.

*Billings, Mont.
Havre, Mont.

*Missoula, Mont.
Grand Island, Neb.

*Durham, N. H.
Santa Fe, N. M.
New York, N. Y.
Durham, N. C.
Williston, N. D.

Toledo, O.
*Tulsa, Okla.
Pittsburgh, Pa.
Sioux Falls, S. D.
Johnson City, Tenn.
Galveston, Tex.
Lubbock, Tex.
Waco, Tex.
Provo, Utah
Tacoma, Wash.
Marquette, Wis.
Rawlins, Wyo.

Caguas, Puerto Rico

Anchorage, Alaska
Fairbanks, Alaska

Hilo, Hawaii
Honolulu, Hawaii

CHANNEL NO. 12
(204-210 mc)

Montgomery, Ala.
Mesa, Ariz.
Chico, Cal.
Fresno, Cal.
*Boulder, Colo.
Wilmington, Del.
Jacksonville, Fla.
West Palm Beach, Fla.

Augusta, Ga.
Coeur d'Alene, Ida.
Nampa, Ida.

*Champaign-
Urbana, Ill.

*Iowa City, Ia.
Hutchinson, Kan.
Shreveport, La.

*Orono, Me.
Flint, Mich.
Iron River, Mich.
Brainerd, Minn.
Jackson, Miss.

Cape Girardeau, Mo.
Joplin, Mo.
Helena, Mont.
Lincoln, Neb.
Clovis, N. M.
Silver City, N. M.
Binghamton, N. Y.
Winston-Salem, N. C.
Bismarck, N. D.,
Cincinnati, O.
Elk City, Okla.
Portland, Ore.

Erie, Pa.
Providence, R. I.
Huron, S. D.
Chattanooga, Tenn.
Alpine, Tex.
San Antonio, Tex.
Sweetwater, Tex.
Logan, Utah
Richmond, Va.
Bellingham, Wash.
Clarksburg, W. Va.
Milwaukee, Wis.
Sheridan, Wyo.

Lihue, Hawaii
Wailuku, Hawaii

Charlotte Amalle,
Virgin Islands

CHANNEL NO. 13
(210-216 mc)

Birmingham, Ala.
Flagstaff, Ariz.
Tucson, Ariz.
Yuma, Ariz.

*Fayetteville, Ark.
Eureka, Cal.
Los Angeles, Cal.
Stockton, Cal.
Colorado Springs, Colo.
Tampa-St. Petersburg,
Fla.

Macon, Ga.
Twin Falls, Ida.
Rockford, Ill.
Indianapolis, Ind.
Des Moines, Ia.
Topeka, Kan.

Bowling Green, Ky.
Portland, Me.
Baltimore, Md.
Cadillac, Mich.
Calumet, Mich.

Biloxi, Miss.
Jefferson City, Mo.
Lewistown, Mont.
Missoula, Mont.
Alliance, Neb.

Kearney, Neb.
Las Vegas, Nev.
Newark, N. J.
Albuquerque, N. M.
Utica-Rome, N. Y.

Asheville, N. C.
New Bern, N. C.
 Fargo, N. D.
Minot, N. D.
Toledo, O.

*Oklahoma City, Okla.
Eugene, Ore.
La Grande, Ore.

*Pittsburgh, Pa.
*Charleston, S. C.
Sioux Falls, S. D.
Memphis, Tenn.

*Dallas, Tex.
El Paso, Tex.
Houston, Tex.
Laredo, Tex.
Lubbock, Tex.
Richfield, Utah
Lynchburg, Va.
Tacoma, Wash.
Huntington, W. Va.
Eau Claire, Wis.
Rock Springs, Wyo.

Arecibo, Puerto Rico

Anchorage, Alaska
Fairbanks, Alaska
Sitka, Alaska

Hilo, Hawaii
Honolulu, Hawaii

Handy Reference Table

UHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

For City-by-City Allocations, see pp. 164-169 of Final Allocation Report, as Published by
Television Digest, April 14, 1952

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

CHANNEL NO. 14 (470-476 mc)

Clanton, Ala.
Ajo, Ariz.
Holbrook, Ariz.
Stuttgart, Ark.
Modesto, Cal.
Leadville, Colo.
Key West, Fla.
Lake Wales, Fla.
Tifton, Ga.
Payette, Ida.
Kankakee, Ill.
Cherokee, Ia.
Liberal, Kan.
Newton, Kan.
Owensboro, Ky.
Pikeville, Ky.
DeRidder, La.
Millinocket, Me.
Annapolis, Md.
Worcester, Mass.
Manistique, Mich.
Little Falls, Minn.
Picayune, Miss.
Chillicothe, Mo.
Festus, Mo.
Monett, Mo.
Laurel, Mont.
Shelby, Mont.
Sidney, Mont.
Broken Bow, Neb.
Carlin, Nev.
Deming, N. M.
Las Vegas, N. M.
*Ithaca, N. Y.
Massena, N. Y.
Devils Lake, N. D.
*Oxford, O.
Holdenville, Okla.
Ashland, Ore.
Unlontown, Pa.
Camden, S. C.
Athens, Tenn.
Breckenridge, Tex.
Kermit, Tex.
Mission, Tex.
Seguin, Tex.
South Boston, Va.
Wisconsin Rapids, Wis.
Douglas, Wyo.
Evanston, Wyo.

CHANNEL NO. 15 (476-482 mc)

Gadsden, Ala.
Bisbee, Ariz.
Prescott, Ariz.
Hope, Ark.
Port Chicago, Cal.
*San Diego, Cal.
Durango, Colo.
Ft. Morgan, Colo.
Ocala, Fla.
Pensacola, Fla.
*West Palm Beach, Fla.
Dublin, Ga.
Burley, Ida.
*Moscow, Ida.
Bloomington, Ill.

Angola, Ind.
Ottumwa, Ia.
Larned, Kan.
*Louisville, Ky.
New Iberia, La.
Van Buren, Me.
North Adams, Mass.
Manistee, Mich.
Mankato, Minn.
Thief River Falls, Minn.
Grenada, Miss.
Poplar Bluff, Mo.
Butte, Mont.
York, Neb.
Socorro, N. M.
Rochester, N. Y.
High Point, N. C.
Ashtabula, O.
Claremore, Okla.
Elk City, Okla.
Bend, Ore.
Lebanon, Pa.
Huron, S. D.
Rapid City, S. D.
Brady, Tex.
Brownfield, Tex.
Huntsville, Tex.
*Laredo, Tex.
Norfolk-Portsmouth-
Newport News, Va.
Parkersburg, W. Va.
Ashland, Wis.
Richland Center, Wis.
Thermopolis, Wyo.

CHANNEL NO. 16 (482-488 mc)

Tuskegee, Ala.
Winslow, Ariz.
*Fort Smith, Ark.
El Centro, Cal.
Red Bluff, Cal.
Santa Cruz, Cal.
Santa Paula, Cal.
Lakeland, Fla.
Elberton, Ga.
Waycross, Ga.
Aurora, Ill.
Olney, Ill.
Waterloo, Ia.
Wichita, Kan.
Corbin, Ky.
*Bangor, Me.
Salisbury, Md.
Flint, Mich.
Ely, Minn.
Fergus Falls, Minn.
Canton, Miss.
Columbia, Mo.
Glasgow, Mont.
Livingston, Mont.
Whitefish, Mont.
*Omaha, Neb.
Scottsbluff, Neb.
Jacksonville, N. C.
Bottineau, N. D.
*Dayton, O.
Burns, Ore.
North Bend, Ore.
Pittsburgh, Pa.
Scranton, Pa.
Providence, R. I.

Jackson, Tenn.
*Corpus Christi, Tex.
Dalhart, Tex.
Del Rio, Tex.
Marshall, Tex.
Pecos, Tex.
Temple, Tex.
*Wichita Falls, Tex.
*Burlington, Vt.
Lynchburg, Va.
Port Angeles, Wash.
Wausau, Wis.
Green River, Wyo.

CHANNEL NO. 17 (488-494 mc)

Jasper, Ala.
Nogales, Ariz.
Little Rock, Ark.
*Colorado Springs, Colo.
Fort Lauderdale, Fla.
Marianna, Fla.
Palatka, Fla.
Jerome, Ida.
Decatur, Ill.
Des Moines, Ia.
Lawrence, Kan.
Bowling Green, Ky.
Natchitoches, La.
Fort Kent, Me.
Lewiston, Me.
Cumberland, Md.
*Grand Rapids, Mich.
Marquette, Mich.
Minneapolis-St. Paul,
Minn.
Hattiesburg, Miss.
Hamilton, Mont.
McCook, Neb.
Alamogordo, N. M.
Farmington, N. M.
*Albany-Schenectady-
Troy, N. Y.
Buffalo, N. Y.
*Dickinson, N. D.
Grafton, N. D.
Marion, O.
Tulsa, Okla.
Philadelphia, Pa.
Spartanburg, S. C.
Aberdeen, S. D.
Hot Springs, S. D.
Yankton, S. D.
Denton, Tex.
Pampa, Tex.
Rosenberg, Tex.
San Angelo, Tex.
Williamsburg, Va.
Centralia, Wash.
Williamson, W. Va.
Portage, Wis.
Lander, Wyo.

CHANNEL NO. 18 (494-500 mc)

Demopolis, Ala.
Casa Grande, Ariz.
*Fresno, Cal.
San Bernardino, Cal.
Ukiah, Cal.

Lamar, Colo.
Montrose, Colo.
Hartford, Conn.
Orlando, Fla.
Fort Valley, Ga.
Lebanon, Ind.
Charles City, Ia.
Hutchinson, Kans.
Dover-Foxcroft, Me.
Baltimore, Md.
Ludington, Mich.
Detroit Lakes, Minn.
Cape Girardeau, Mo.
Kirksville, Mo.
Nevada, Mo.
Glendive, Mont.
Polson, Mont.
Red Lodge, Mont.
*Lincoln, Neb.
Lovelock, Nev.
Atrisco-Five Points,
N. M.
Elmira, N. Y.
Saranac Lake, N. Y.
Fayetteville, N. C.
Bismarck, N. D.
Gallipolis, O.
*Salem, Ore.
Winner, S. D.
Murfreesboro, Tenn.
Austin, Tex.
Midland, Tex.
*Texarkana, Tex.
Vernon, Tex.
*Ogden, Utah
St. George, Utah
Bellingham, Wash.
*Park Falls, Wis.
Laramie, Wyo.

CHANNEL NO. 19 (500-506 mc)

Dothan, Ala.
Fort Payne, Ala.
Russellville, Ark.
Alamosa, Colo.
Craig, Colo.
Fort Pierce, Fla.
Peoria, Ill.
Jasper, Ind.
Boone, Ia.
Hazard, Ky.
*Lake Charles, La.
Presque Isle, Me.
Houghton, Mich.
Midland, Mich.
Montevideo, Minn.
*Jackson, Miss.
*Kansas City, Mo.
Kearney, Neb.
Portsmouth, N. H.
*New Brunswick, N. J.
Hot Springs, N. M.
Utica-Rome, N. Y.
Cleveland, O.
Oklahoma City, Okla.
Altoona, Pa.
*Columbia, S. C.
Covington, Tenn.
Brownwood, Tex.
Hereford, Tex.
Marfa, Tex.

Tyler, Tex.
Victoria, Tex.
Farmville, Va.
Pasco, Wash.
*Eau Claire, Wis.
Milwaukee, Wis.
Lusk, Wyo.

CHANNEL NO. 20 (506-512 mc)

Montgomery, Ala.
San Francisco-Oakland,
Cal.
Santa Barbara, Cal.
Denver, Colo.
Washington, D. C.
Gainesville, Fla.
Key West, Fla.
Swainsboro, Ga.
Weiser, Ida.
Chicago, Ill.
Springfield, Ill.
*Indianapolis, Ind.
Cedar Rapids, Ia.
Shenandoah, Ia.
Hays, Kan.
Independence, Kan.
Hopkinsville, Ky.
New Orleans, La.
Ruston, La.
Calais, Me.
Worcester, Mass.
Ann Arbor, Mich.
Traverse City, Mich.
Faribault, Minn.
Grand Rapids, Minn.
*University, Miss.
West Plains, Mo.
Cut Bank, Mont.
Dillon, Mont.
Wolf Point, Mont.
Los Alamos, N. M.
Ithaca, N. Y.
Malone, N. Y.
Albemarle, N. C.
New Rockford, N. D.
Coshocton, O.
Guymon, Okla.
Eugene, Ore.
Mitchell, S. D.
Sturgis, S. D.
*Knoxville, Tenn.
Conroe, Tex.
El Paso, Tex.
Fort Worth, Tex.
*Lubbock, Tex.
McAllen, Tex.
Uvalde, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

CHANNEL NO. 21 (512-518 mc)

Gadsden, Ala.
Safford, Ariz.
Hanford, Cal.
San Diego, Cal.
Grand Junction, Colo.
Trinidad, Colo.

*Pensacola, Fla.
West Palm Beach, Fla.
Rupert, Ida.
Champaign-
Urbana, Ill.
Quincy, Ill.
Fort Wayne, Ind.
Fort Dodge, Ia.
Ottawa, Kan.
Louisville, Ky.
Crowley, La.
West Branch, Mich.
Crookston, Minn.
Greenville, Miss.
Kennett, Mo.
Missoula, Mont.
Alliance, Neb.
Grand Island, Neb.
*Reno, Nev.
*Hanover, N. H.
Artesia, N. M.
Poughkeepsie, N. Y.
*Rochester, N. Y.
Lumberton, N. C.
Warren, O.
Enid, Okla.
Hugo, Okla.
Portland, Ore.
Lancaster, Pa.
Greenwood, S. C.
Coleman, Tex.
*Norfolk-Portsmouth-
Newport News, Va.
Beckley, W. Va.
*Madison, Wis.
Rice Lake, Wis.

CHANNEL NO. 22
(518-524 mc)

Opelika, Ala.
Forrest City, Ark.
Fort Smith, Ark.
Los Angeles, Cal.
Watsonville, Cal.
Boulder, Colo.
Lakeland, Fla.
Statesboro, Ga.
Harrisburg, Ill.
Waukegan, Ill.
*Waterloo, Ia.
Colby, Kan.
*Wichita, Kan.
Somerset, Ky.
Winnfield, La.
Bar Harbor, Me.
Cambridge, Md.
*Flint, Mich.
Marshall, Minn.
Pascagoula, Miss.
Columbia, Mo.
Bozeman, Mont.
Omaha, Neb.
Las Cruces, N. M.
Portales, N. M.
*Raleigh, N. C.
Harvey, N. D.
Dayton, O.
Scranton, Pa.
*Providence, R. I.
*Pierre, S. D.
Corpus Christi, Tex.
Fort Stockton, Tex.
Perryton, Tex.
Temple, Tex.
Wichita Falls, Tex.
Provo, Utah
Burlington, Vt.
Everett, Wash.
*Walla Walla, Wash.
Clarksburg, W. Va.
Rhinelander, Wis.

CHANNEL NO. 23
(524-530 mc)

Brewton, Ala.
Decatur, Ala.

Little Rock, Ark.
Colorado Springs, Colo.
Fort Lauderdale, Fla.
Fitzgerald, Ga.
Gooding, Ida.
Decatur, Ill.
Freeport, Ill.
Des Moines, Ia.
Dodge City, Kan.
Manhattan, Kan.
Elizabethtown, Ky.
Auburn, Me.
Grand Rapids, Mich.
Minneapolis-St. Paul,
Minn.
Lebanon, Mo.
*Great Falls, Mont.
Lexington, Neb.
Carlsbad, N. M.
Lordsburg, N. M.
Albany-Schenectady-
Troy, N. Y.
*Buffalo, N. Y.
Lisbon, N. D.
Massillon, O.
Hobart, Okla.
Tulsa, Okla.
Philadelphia, Pa.
Conway, S. C.
Greenville, S. C.
Belle Fourche, S. D.
Dallas, Tex.
Harlingen, Tex.
Houston, Tex.
*San Angelo, Tex.
*Richmond, Va.
Yakima, Wash.
Logan, W. Va.

CHANNEL NO. 24
(530-536 mc)

Sylacauga, Ala.
Eloy, Ariz.
Harrison, Ark.
Fresno, Cal.
*San Bernardino, Cal.
Delta, Colo.
La Junta, Colo.
*Hartford, Conn.
*Orlando, Fla.
Tallahassee, Fla.
Cairo, Ill.
Danville, Ill.
Estherville, Ia.
Iowa City, Ia.
Wellington, Kan.
Maysville, Ky.
Thibodaux, La.
Houlton, Me.
*Baltimore, Md.
Coldwater, Mich.
Rogers City, Mich.
Bemidji, Minn.
Greenwood, Miss.
Fulton, Mo.
Lincoln, Neb.
Littleton, N. H.
Belen, N. M.
Elmira, N. Y.
Ogdensburg, N. Y.
*Bismarck, N. D.
Salem, Ore.
Cookeville, Tenn.
Austin, Tex.
Odessa, Tex.
Seymour Tex.
Texarkana, Tex.
Ogden, Utah
Danville, Va.
Bellingham, Wash.
Pullman, Wash.
*Morgantown, W. Va.
*Chilton, Wis.
Cody, Wyo.
Wheatland, Wyo.

CHANNEL NO. 25
(536-542 mc)

Clifton, Ariz.
Williams, Ariz.
Brawley, Cal.
Salida, Colo.
Sterling, Colo.
Belle Glade, Fla.
St. Augustine, Fla.
Albany, Ga.
Dalton, Ga.
Madison, Ind.
Ames, Ia.
Lake Charles, La.
Rockland, Me.
East Tawas, Mich.
Jackson, Miss.
Kansas City, Mo.
Deer Lodge, Mont.
Tucumcarl, N. M.
*New York, N. Y.
*Utica-Rome, N. Y.
*Cleveland, O.
Oklahoma City, Okla.
Altoona, Pa.
Columbia, S. C.
Brookings, S. D.
Humboldt, Tenn.
Athens, Tex.
Ballinger, Tex.
Cuero, Tex.
Emporia, Va.
Kennewick, Wash.
Welch, W. Va.
Eau Claire, Wis.
Milwaukee, Wis.

CHANNEL NO. 26
(542-548 mc)

*Montgomery, Ala.
El Dorado, Ark.
San Francisco-Oakland,
Cal.
Santa Barbara, Cal.
Denver, Colo.
New London, Conn.
*Washington, D. C.
Leesburg, Fla.
Vidalia, Ga.
Emmett, Ida.
Chicago, Ill.
*Springfield, Ill.
Indianapolis, Ind.
*Cedar Rapids, Ia.
McPherson, Kan.
Madisonville, Ky.
New Orleans, La.
*Ann Arbor, Mich.
*Traverse City, Mich.
Northfield, Minn.
Virginia, Minn.
Maryville, Mo.
*Springfield, Mo.
Berlin, N. H.
Winston-Salem, N. C.
Carrington, N. D.
Cambridge, O.
Okmulgee, Okla.
Eugene, Ore.
Lead, S. D.
Knoxville, Tenn.
Eagle Pass, Tex.
Edinburg, Tex.
El Paso, Tex.
*Fort Worth, Tex.
Lubbock, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

CHANNEL NO. 27
(548-554 mc)

Thomasville, Ala.
San Diego, Cal.

Tulare, Cal.
Stamford-Norwalk,
Conn.
Miami, Fla.
Thomasville, Ga.
Rexburg, Ida.
Wallace, Ida.
Champaign-
Urbana, Ill.
*Fort Wayne, Ind.
Webster City, Ia.
Fort Scott, Kan.
Lexington, Ky.
Iron Mountain, Mich.
Wadena, Minn.
Greenville, Miss.
Caruthersville, Mo.
Hannibal, Mo.
Hastings, Neb.
Reno, Nev.
Concord, N. H.
Clayton, N. M.
Lovington, N. M.
Rochester, N. Y.
Hendersonville, N. C.
Youngstown, O.
Durant, Okla.
*Enid, Okla.
Portland, Ore.
Harrisburg, Pa.
Georgetown, S. C.
Mobridge, S. D.
Fayetteville, Tenn.
El Campo, Tex.
Norfolk-Portsmouth, Va.
Roanoke, Va.
Madison, Wis.
Torrington, Wyo.

CHANNEL NO. 28
(554-560 mc)

Miami, Ariz.
Magnolia, Ark.
Newport, Ark.
*Los Angeles, Cal.
Salinas-
Monterey, Cal.
Pueblo, Colo.
Bradenton, Fla.
Brunswick, Ga.
Columbus, Ga.
Elgin, Ill.
Vandalla, Ill.
Oelwein, Ia.
Great Bend, Kan.
Glasgow, Ky.
Baton Rouge, La.
New Bedford, Mass.
Flint, Mich.
Sault Ste. Marie, Mich.
Columbus, Miss.
Sedalia, Mo.
Omaha, Neb.
Plattsburg, N. Y.
Raleigh, N. C.
Lancaster, O.
*Lawton, Okla.
Vinita, Okla.
Pendleton, Ore.
Roseburg, Ore.
Wilkes-Barre, Pa.
Kingsport, Tenn.
Crystal City, Tex.
Lamesa, Tex.
*Waco, Tex.
*Provo, Utah
Winchester, Va.
Everett, Wash.
Newcastle, Wyo.

CHANNEL NO. 29
(560-566 mc)

Andalusia, Ala.
Bakersfield, Cal.
Jacksonville, Ill.
Marion, Ind.

Newton, Ia.
Junction City, Kan.
Augusta, Me.
Muskegon, Mich.
Hastings, Minn.
Corinth, Miss.
Wallace, Miss.
Natchez, Miss.
Fallon, Nev.
Gloversville, N. Y.
Wilmington, N. C.
Canton, O.
Stillwater, Okla.
Philadelphia, Pa.
*Greenville, S. C.
Dallas, Tex.
Houston, Tex.
Plainview, Tex.
Richmond, Va.
Yakima, Wash.
Buffalo, Wyo.

CHANNEL NO. 30
(566-572 mc)

Coolidge, Ariz.
Batesville, Ark.
Madera, Cal.
San Bernardino, Cal.
Walsenburg, Colo.
New Britain, Conn.
Jacksonville, Fla.
*Panama City, Fla.
*Atlanta, Ga.
*Bloomington, Ind.
*Davenport-Rock Island-
Moline (Ill.), Ia.
*Sioux City, Ia.
Houma, La.
Minden, La.
Baltimore, Md.
Alpena, Mich.
Meridian, Miss.
Joplin, Mo.
St. Joseph, Mo.
St. Louis, Mo.
Hickory, N. C.
Roanoke Rapids, N. C.
Portsmouth, O.
*Toledo, O.
Alva, Okla.
Astoria, Ore.
Grants Pass, Ore.
Nashville, Tenn.
*Austin, Tex.
Snyder, Tex.
Logan, Utah
St. Johnsbury, Vt.
*Shell Lake, Wis.
Powell, Wyo.

CHANNEL NO. 31
(572-578 mc)

Huntsville, Ala.
Morenci, Ariz.
Americus, Ga.
Kokomo, Ind.
Tell City, Ind.
Centerville, Ia.
Abilene, Kan.
Goodland, Kan.
Ironwood, Mich.
Petoskey, Mich.
Willmar, Minn.
McComb, Miss.
Rolla, Mo.
Hawthorne, Nev.
New York, N. Y.
Oswego, N. Y.
Elizabeth City, N. C.
Lorain, O.
Norman, Okla.
DuBois, Pa.
Lancaster, S. C.
Beaumont-Port Arthur,
Tex.
Pearsall, Tex.
Richland, Wash.

Hinton, W. Va.
Milwaukee, Wis.
Gillette, Wyo.

CHANNEL NO. 32
(578-584 mc)

Montgomery, Ala.
Oxnard, Cal.
San Francisco-Oakland,
Cal.
Longmont, Colo.
Clearwater, Fla.
Douglas, Ga.
Centralia, Ill.
Chicago, Ill.
Richmond, Ind.
Burlington, Ia.
Red Oak, Ia.
New Orleans, La.
Lowell, Mass.
Duluth-Superior (Wis.),
Minn.
Worthington, Minn.
Clarksdale, Miss.
Springfield, Mo.
*Winston-Salem, N. C.
Valley City, N. D.
Clinton, Okla.
The Dalles, Ore.
Lock Haven, Pa.
Oak Ridge, Tenn.
Littlefield, Tex.
Longview, Tex.
Mercedes, Tex.
Stephenville, Tex.
Weston, W. Va.
*La Crosse, Wis.
Marinette, Wis.

CHANNEL NO. 33
(584-590 mc)

Searcy, Ark.
Delano, Cal.
San Diego, Cal.
Lake City, Fla.
Miami, Fla.
Carrollton, Ga.
Blackfoot, Ida.
Kellogg, Ida.
Champaign-
Urbana, Ill.
Fort Wayne, Ind.
Knoxville, Ia.
Coffeyville, Kan.
Lexington, Ky.
Murray, Ky.
St. Cloud, Minn.
Laurel, Miss.
Jefferson City, Mo.
Norfolk, Neb.
Yerington, Nev.
Batavia, N. Y.
Youngstown, O.
Harrisburg, Pa.
Ablene, Tex.
Bay City, Tex.
Berger, Tex.
Paris, Tex.
Bennington, Vt.
Norfolk-Portsmouth-
Newport News, Va.
*Roanoke, Va.
Longview, Wash.
Madison, Wis.

CHANNEL NO. 34
(590-596 mc)

Globe, Ariz.
Arkadelphia, Ark.
Los Angeles, Cal.
Merced, Cal.
Pueblo, Colo.
Sarasota, Fla.
Brunswick, Ga.

*Columbus, Ga.
Carbondale, Ill.
South Bend, Ind.
Storm Lake, Ia.
Salina, Kan.

*Baton Rouge, La.
New Bedford, Mass.
Port Huron, Mich.
*Sault Ste. Marie, Mich.
Starkville, Miss.
Goldsboro, N. C.
*Fargo, N. D.
*Williston, N. D.
*Columbus, O.
Lawton, Okla.
Wilkes-Barre, Pa.
Johnson City, Tenn.
Allice, Tex.
Waco, Tex.
St. Albans, Vt.
Harrisonburg, Va.
Anacortes, Wash.
Prairie du Chien, Wis.
Worland, Wyo.

CHANNEL NO. 35
(596-602 mc)

Springdale, Ark.
Sanford, Fla.
Bainbridge, Ga.
Toccoa, Ga.
La Salle, Ill.
Mason City, Ia.
Danville, Ky.
Waterville, Me.
Muskegon, Mich.
Columbia, Miss.
Moberly, Mo.
Fairbury, Neb.
Clovis, N. M.
Schenectady, N. Y.
*Wilmington, N. C.
Lima, O.
Erie, Pa.
*Philadelphia, Pa.
Watertown, S. D.
Galveston, Tex.
Mount Pleasant, Tex.
San Antonio, Tex.
Martinsville, Va.
*Omak-Okanogan, Wash.
Fairmount, W. Va.

CHANNEL NO. 36
(602-608 mc)

Pine Bluff, Ark.
Stockton, Cal.
Canon City, Colo.
Jacksonville, Fla.
Panama City, Fla.
Atlanta, Ga.
Bloomington, Ind.
Davenport-Rock Island-
Moline (Ill.), Ia.
Sioux City, Ia.
Pratt, Kan.
Harlan, Ky.
Morgan City, La.
Northampton, Mass.
Cheboygan, Mich.
Kalamazoo, Mich.
Alexandria, Minn.
*Meridian, Miss.
*St. Joseph, Mo.
St. Louis, Mo.
Charlotte, N. C.
Mansfield, O.
Altus, Okla.
Williamsport, Pa.
Nashville, Tenn.
Brownsville, Tex.
Jacksonville, Tex.
Brigham, Utah
Staunton, Va.
Lovell, Wyo.

CHANNEL NO. 37
(608-614 mc)

Anniston, Ala.
Valdosta, Ga.
*Peoria, Ill.
Algona, Ia.
Winchester, Ky.
Brookhaven, Miss.
Sikeston, Mo.
Carson City, Nev.
Claremont, N. H.
Paterson, N. J.
Auburn, N. Y.
*Norman, Okla.
Baker, Ore.
Springfield, Ore.
Meadville, Pa.
Newberry, S. C.
*Beaumont-
Port Arthur, Tex.
Pulaski, Va.
Grand Coulee, Wash.
Beaver Dam, Wis.

CHANNEL NO. 38
(614-620 mc)

Troy, Ala.
San Buenaventura, Cal.
San Francisco-Oakland,
Cal.
Loveland, Colo.
Tampa-
St. Petersburg, Fla.
Chicago, Ill.
Mt. Vernon, Ill.
Connersville, Ind.
Burlington, Ia.
Pittsburg, Kan.
Lafayette, La.
Lawrence, Mass.
Duluth, Minn.-
Superior (Wis.)
Tupelo, Miss.
Falls City, Neb.
Sanford, N. C.
Rugby, N. D.
Lewistown, Pa.
Sioux Falls, S. D.
Cleveland, Tenn.
Beeville, Tex.
Levelland, Tex.
Longview, Tex.
Mineral Wells, Tex.
La Crosse, Wis.
*Marinette, Wis.

CHANNEL NO. 39
(620-626 mc)

Jonesboro, Ark.
San Diego, Cal.
Griffin, Ga.
Rockford, Ill.
Bedford, Ind.
Carroll, Ia.
Emporia, Kan.
Bogalusa, La.
Big Rapids, Mich.
Stillwater, Minn.
Glens Falls, N. Y.
Shelby, N. C.
Duncan, Okla.
Allentown, Pa.
Sharon, Pa.
Columbia, Tenn.
Houston, Tex.
Front Royal, Va.
Kelso, Wash.

CHANNEL NO. 40
(626-632 mc)

Enterprise, Ala.
Guntersville, Ala.
Benton, Ark.
Riverside, Cal.
Sacramento, Cal.
Dover, Del.
Galesburg, Ill.
Marion, Ill.
*South Bend, Ind.
Campbellsville, Ky.
Baton Rouge, La.
Fall River, Mass.
Gladstone, Mich.
Fairmont, Minn.
Marshall, Mo.
Beatrice, Neb.
Binghamton, N. Y.
*Durham, N. C.
Fargo, N. D.
Columbus, O.
Ponca City, Okla.
Elizabethton, Tenn.
Childress, Tex.
Kingsville, Tex.
Lampassas, Tex.
Nacogdoches, Tex.
Montpelier, Vt.
Elkins, W. Va.
Greybull, Wyo.

CHANNEL NO. 41
(632-638 mc)

Florence, Ala.
Fayetteville, Ark.
*Macon, Ga.
Preston, Ida.
Louisville, Ky.
Belfast, Me.
Alma, Mich.
Vicksburg, Miss.
Trenton, N. J.
Albany-Schenectady-
Troy, N. Y.
Laurinburg, N. C.
Lima, O.
*Erie, Pa.
Vermillion, S. D.
Galveston, Tex.
San Antonio, Tex.
Sulphur Springs, Tex.
Petersburg, Va.
*Kennewick-Richland-
Pasco, Wash.
Bluefield, W. Va.

CHANNEL NO. 42
(638-644 mc)

Birmingham, Ala.
*Mobile, Ala.
*Stockton, Cal.
Columbus, Ind.
Davenport-Rock Island-
Moline (Ill.), Ia.
Spencer, Ia.
Topeka, Kan.
Abbeville, La.
Greenfield, Mass.
Benton Harbor, Mich.
St. Louis, Mo.
*Charlotte, N. C.
Jamestown, N. D.
Sandusky, Ohio
Sapulpa, Okla.
Emporium, Pa.
Memphis, Tenn.
Springfield, Tenn.
Henderson, Tex.
Quanah, Tex.
Raymondville, Tex.
Waynesboro, Va.
Appleton, Wis.

CHANNEL NO. 43
(644-650 mc)

Morrilton, Ark.
Visalia, Cal.
Bridgeport, Conn.
Cordele, Ga.
Peoria, Ill.
Creston, Ia.
Winfield, Kan.
Frankfort, Ky.
Paducah, Ky.
Monroe, La.
New Ulm, Minn.
Laconia, N. H.
*Syracuse, N. Y.
Defiance, O.
Lebanon, Ore.
Butler, Pa.
York, Pa.
Marion, S. C.
Chattanooga, Tenn.
Bonham, Tex.
Orange, Tex.
Ephrata, Wash.
*Charleston, W. Va.

CHANNEL NO. 44
(650-656 mc)

Eufala, Ala.
Paragould, Ark.
San Francisco-Oakland,
Cal.
Santa Maria, Cal.
Fort Collins, Colo.
De Land, Fla.
Chicago, Ill.
Vincennes, Ind.
Decorah, Ia.
Keokuk, Ia.
Iola, Kan.
Boston, Mass.
Pontiac, Mich.
Cloquet, Minn.
*Biloxi, Miss.
Piqua, O.
Frederick, Okla.
*State College, Pa.
Orangeburg, S. C.
*Sioux Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis.

CHANNEL NO. 45
(656-662 mc)

Tuscaloosa, Ala.
Cairo, Ga.
*Rockford, Ill.
Atlantic, Ia.
Princeton, Ky.
Cadillac, Mich.
Owatonna, Minn.
Mexico, Mo.
Keene, N. H.
Kinston, N. C.
Wahpeton, N. D.
*Muskogee, Okla.
Allentown, Pa.
New Castle, Pa.
Laurens, S. C.
Floydada, Tex.
Waxahachie, Tex.
*Charlottesville, Va.
*Wenatchee, Wash.

CHANNEL NO. 46
(662-668 mc)

Malvern, Ark.
Riverside, Cal.

Sacramento, Cal.
Pensacola, Fla.
Mattoon, Ill.
South Bend, Ind.
Grinnell, Ia.
Parsons, Kan.
Franklin, La.
Fall River, Mass.
Bad Axe, Mich.
Louisville, Miss.
Atlantic City, N. J.
Hobbs, N. M.
Raton, N. M.
*Blnghamton, N. Y.
Dunkirk, N. Y.
Durham, N. C.
Springfield, O.
McMinnville, Ore.
Chambersburg, Pa.
Madison, S. D.
Bristol, Tenn.-Bristol,
Va.
Dyersburg, Tenn.
McMinnville, Tenn.
Lufkin, Tex.
Sherman, Tex.
*Logan, Utah
Newport, Vt.
*Wausau, Wis.

CHANNEL NO. 47
(668-674 mc)

Sheffield, Ala.
Fresno, Cal.
Macon, Ga.
Dixon, Ill.
*Lafayette, Ind.
Concordia, Kan.
*Portland, Me.
Mount Pleasant, Mich.
Jackson, Miss.
New Brunswick, N. J.
Tiffin, O.
McAlester, Okla.
Pittsburgh, Pa.
Sumter, S. C.
Corsicana, Tex.
*Galveston, Tex.
Fredericksburg, Va.
*Yakima, Wash.

CHANNEL NO. 48
(674-680 mc)

Birmingham, Ala.
Mobile, Ala.
San Jose, Cal.
Moultrie, Ga.
Alton, Ill.
Joliet, Ill.
*Topeka, Kan.
Jennings, La.
Jackson, Mich.
Manchester, N. H.
Wildwood, N. J.
Watertown, N. Y.
Gastonla, N. C.
*Cincinnati, O.
Guthrie, Okla.
Bradford, Pa.
Gallatin, Tenn.
Memphis, Tenn.
College Station, Tex.
San Benito, Tex.
Oshkosh, Wis.

CHANNEL NO. 49
(680-686 mc)

Greenville, Ala.
Conway, Ark.
Visalla, Cal.
Bridgeport, Conn.
Pekin, Ill.
Muncie, Ind.

Marshalltown, Ia.
Arkansas City, Kan.
Mayfield, Ky.
Yazoo City, Miss.
Clinton, Mo.
Columbus, Neb.
Southern Pines, N. C.
Akron, O.
Corvallis, Ore.
York, Pa.
Chattanooga, Tenn.
Galnesville, Tex.
Jasper, Tex.
Rutland, Vt.
Ellensburg, Wash.
Charleston, W. Va.
Racine, Wis.

CHANNEL NO. 50
(686-692 mc)

Camden, Ark.
Santa Rosa, Cal.
Greeley, Colo.
La Grange, Ga.
Evansville, Ind.
Gary, Ind.
Fort Madison, Ia.
Chanute, Kan.
Boston, Mass.
Detroit, Mich.
Blloxl, Miss.
Nebraska City, Neb.
Hornell, N. Y.
Rocky Mount, N. C.
Zanesville, O.
Ada, Okla.
Lawrenceburg, Tenn.
Mexla, Tex.
Marion, Va.
Bremerton, Wash.
Sparta, Wis.

CHANNEL NO. 51
(692-698 mc)

Tuscaloosa, Ala.
Tallahassee, Fla.
Milledgeville, Ga.
Logansport, Ind.
Louisville, Ky.
Hammond, La.
Saginaw, Mich.
Austln, Minn.
Rochester, N. H.
*Greensboro, N. C.
Blackwell, Okla.
Bethlehem, Pa.
Maryville, Tenn.
Paris, Tenn.
Weatherford, Tex.
Wheeling, W. Va.-
Steubenville, O.

CHANNEL NO. 52
(698-704 mc)

Hot Springs, Ark.
Corona, Cal.
Yuba City, Cal.
Gainesville, Ga.
Elkhart, Ind.
Oskaloosa, Ia.
Olathe, Kan.
Hagerstown, Md.
Barnstable, Mass.
Kosciusko, Miss.
Farmington, Mo.
Fremont, Neb.
Atlantic City, N. J.
*Raton, N. M.
Amsterdam, N. Y.
Henderson, N. C.
Springfield, O.
Brenham, Tex.
Denison, Tex.

Falfurrias, Tex.
Norton, Va.
Hoquiam, Wash.

CHANNEL NO. 53
(704-710 mc)

Fresno, Cal.
Waterbury, Conn.
Wilmington, Del.
Cedartown, Ga.
Lincoln, Ill.
Bastrop, La.
Portland, Me.
Ahoskie, N. C.
Sallsbury, N. C.
Findlay, O.
Shawnee, Okla.
Pittsburgh, Pa.
Clarksville, Tenn.
San Marcos, Tex.
Terrell, Tex.
*Huntington, W. Va.

CHANNEL NO. 54
(710-716 mc)

Bessemer, Ala.
Helena, Ark.
*San Jose, Cal.
Quincy, Fla.
Belleville, Ill.
Fairfield, Ia.
Leavenworth, Kan.
Oakdale, La.
Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Cincinnati, O.
Pryor Creek, Okla.
Aiken, S. C.
Morristown, Tenn.
Bryan, Tex.
Lexington, Va.
Fond du Lac, Wis.

CHANNEL NO. 55
(716-722 mc)

Muncie, Ind.
El Dorado, Kan.
Rumford, Me.
Springfield-Holyoke,
Mass.
Rochester, Minn.
Mount Alry, N. C.
*Akron, O.
Ardmore, Okla.
Albany, Ore.
Reading, Pa.
Lake City, S. C.
*Chattanooga, Tenn.
Union City, Tenn.
Wenatchee, Wash.
Racine, Wis.

CHANNEL NO. 56
(722-728 mc)

*Auburn, Ala.
Petaluma, Cal.
*Evansville, Ind.
Hammond, Ind.
Dubuque, Ia.
Boston, Mass.
*Detroit, Mich.
Gulfport, Miss.
West Point, Miss.
Carthage, Mo.
Cortland, N. Y.
*Asheville, N. C.
Wilson, N. C.
Chillicothe, O.
El Reno, Okla.
Johnstown, Pa.

Crockett, Tex.
*Tacoma, Wash.

CHANNEL NO. 57
(728-734 mc)

Norwich, Conn.
Marletta, Ga.
*Terre Haute, Ind.
Middlesborough, Ky.
Saginaw, Mich.
Albert Lea, Minn.
Greensboro, N. C.
Easton, Pa.
Cleburne, Tex.
*Wheeling, W. Va.
Beloit, Wis.

CHANNEL NO. 58
(734-740 mc)

Selma, Ala.
Shelbyville, Ind.
Muscatine, Ia.
Opelousas, La.
Battle Creek, Mich.
Asbury Park, N. J.
Jamestown, N. Y.
Mount Vernon, O.
Anadarko, Okla.
Miami, Okla.
Anderson, S. C.
Lebanon, Tenn.
Hebronville, Tex.
Taylor, Tex.
Brattleboro, Vt.
Aberdeen, Wash.
Martinsburg, W. Va.
*Adams, Wis.

CHANNEL NO. 59
(740-746 mc)

New Haven, Conn.
*Wilmington, Del.
Rome, Ga.
Centralla, Ill.
Lafayette, Ind.
Ashland, Ky.
Biddeford, Me.
Buffalo-Niagara Falls,
N. Y.
Kannapolis, N. C.
Semlnole, Okla.
Kilgore, Tex.
Sheboygan, Wis.

CHANNEL NO. 60
(746-752 mc)

Cullman, Ala.
San Jose, Cal.
Athens, Ga.
Kewanee, Ill.
Washington, Ind.
Atchison, Kan.
Richmond, Ky.
E. Lansing, Mich.
Middletown, N. Y.
Newark, O.
*Blacksburg, Va.
Olympia, Wash.

CHANNEL NO. 61
(752-758 mc)

Newnan, Ga.
*Carbondale, Ill.
Macomb, Ill.
Anderson, Ind.
New Orleans, La.
Springfield-Holyoke,
Mass.

Wlnona, Minn.
Akron, O.
Pauls Valley, Okla.
Reading, Pa.
Rock Hill, S. C.
Kenosha, Wis.

CHANNEL NO. 62
(758-764 mc)

Napa, Cal.
Evansville, Ind.
Michigan City, Ind.
Dubuque, Ia.
Alexandria, La.
Frederick, Md.
Brockton, Mass.
Detroit, Mich.
Oneonta, N. Y.
Asheville, N. C.
Athens, O.
Bartlesville, Okla.
Shelbyville, Tenn.
Greenville, Tex.
New Braunfels, Tex.
Tacoma, Wash.

CHANNEL NO. 63
(764-770 mc)

*Norwich, Conn.
Cartersville, Ga.
Terre Haute, Ind.
Middlesborough, Ky.
Bay City, Mich.
Red Wing, Minn.
Burlington, N. C.
Bellefontalne, O.
Hazleton, Pa.
Washington, Pa.
Hillsboro, Tex.
Janesville, Wis.

CHANNEL NO. 64
(770-776 mc)

Talladega, Ala.
Blytheville, Ark.
Clinton, Ia.
Eunice, La.
Pittsfield, Mass.
Battle Creek, Mich.
Bridgeton, N. J.
Statesville, N. C.
Chickasha, Okla.
Oil City, Pa.
Gonzales, Tex.
Charlottesville, Va.

CHANNEL NO. 65
(776-782 mc)

Meriden, Conn.
Streator, Ill.
Bath, Me.
Kansas City, Mo.
Cleveland, O.
Hamilton-Middletown,
O.
Sunbury, Pa.
Union, S. C.
Tullahoma, Tenn.
McKinney, Tex.
*Ellensburg, Wash.
Manitowoc, Wis.

CHANNEL NO. 66
(782-788 mc)

*Gary, Ind.
Kingston, N. Y.
*Malone, N. Y.
Muskegee, Okla.
Erie, Pa.
*Richland Center, Wis.

CHANNEL NO. 67 (788-794 mc)	CHANNEL NO. 70 (806-812 mc)	CHANNEL NO. 73 (824-830 mc)	CHANNEL NO. 76 (842-848 mc)	CHANNEL NO. 80 (866-872 mc)
*DeKalb, Ill. Indianapolis, Ind. Lafayette, La. Columbia, S. C. Harriman, Tenn.	*Hammonton, N. J.	*Bay City, Mich. Youngstown, O. Scranton, Pa. Dallas, Tex.	No assignments	*Camden, N. J.
CHANNEL NO. 68 (794-800 mc)	CHANNEL NO. 71 (812-818 mc)	CHANNEL NO. 74 (830-836 mc)	CHANNEL NO. 77 (848-854 mc)	CHANNEL NO. 81 (872-878 mc)
*Clemson, S. C.	*Bridgeport, Conn. *Muncie, Ind. Harrisburg, Pa.	Blytheville, Ark. *Freehold, N. J. Cincinnati, O.	*Montclair, N. J.	New London, Conn.
CHANNEL NO. 69 (800-806 mc)	CHANNEL NO. 72 (818-824 mc)	CHANNEL NO. 75 (836-842 mc)	CHANNEL NO. 78 (854-860 mc)	CHANNEL NO. 82 (878-884 mc)
*Andover, N. J. *Stillwater, Okla.	No assignments	No assignments	No assignments	No assignments
			CHANNEL NO. 79 (860-866 mc)	CHANNEL NO. 83 (884-890 mc)
			No assignments	*Poughkeepsie, N. Y.

Existing VHF Stations by Channels

Dagger (†) Indicates Station Will Be Shifted to New Channel Under New Rules (see Table on Page 8)

CHANNEL NO. 2 (54-60 mc)	†WBKB, Chicago, Ill. WBHF-TV, Rock Island, Ill. †WOI-TV, Ames (Des Moines), Ia. WBZ-TV, Boston, Mass. WWJ-TV, Detroit, Mich. WTCN-TV, Minneapolis-St. Paul, Minn. WDAF-TV, Kansas City, Mo. KOB-TV, Albuquerque, N. M. WBEN-TV, Buffalo, N. Y. WNBT, New York, N. Y. †WRGB, Schenectady, N. Y. †WLWT, Cincinnati, O. †WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	KSTP-TV, Minneapolis-St. Paul, Minn. KSD-TV, St. Louis Mo. WABD, New York, N. Y. †WSYR-TV, Syracuse, N. Y. WEWS, Cleveland, O. †WLWD, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	CHANNEL NO. 10 (192-198 mc)
KNXT, Los Angeles, Cal. WSB-TV, Atlanta, Ga. WMAR-TV, Baltimore, Md. WJBK-TV, Detroit, Mich. WCBS-TV, New York, N. Y. WFMY-TV, Greensboro, N. C. KPRC-TV, Houston, Tex.	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	†WTTV, Bloomington, Ind. WBNS-TV, Columbus, O. WCAU-TV, Philadelphia, Pa.
CHANNEL NO. 3 (60-66 mc)	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	CHANNEL NO. 11 (198-204 mc)
WKZO-TV, Kalamazoo, Mich. KMTV, Omaha, Neb. WBT, Charlotte, N. C. †WLWC, Columbus, O. WPTZ, Philadelphia, Pa. †WDTV, Pittsburgh, Pa. †WTMJ-TV, Milwaukee, Wis.	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	KTTV, Los Angeles, Cal. WBAL-TV, Baltimore, Md. WPIX, New York, N. Y. †WKRC-TV, Cincinnati, O. †WJAR-TV, Providence, R. I.
CHANNEL NO. 4 (66-72 mc)	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	CHANNEL NO. 12 (204-210 mc)
†WBRC-TV, Birmingham, Ala. KNBH, Los Angeles, Cal. KRON-TV, San Francisco, Cal. WNBW, Washington, D. C. WMBR-TV, Jacksonville, Fla. WTVJ, Miami, Fla.	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	WBNF-TV, Binghamton, N. Y. WICU, Erie, Pa.
CHANNEL NO. 5 (76-82 mc)	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	CHANNEL NO. 13 (210-216 mc)
KPHO-TV, Phoenix, Ariz. KTLA, Los Angeles, Cal. KPIX, San Francisco, Cal. WTTG, Washington, D. C. WAGA-TV, Atlanta, Ga. WNBQ, Chicago, Ill. †WOC-TV, Davenport, Ia. †WAVE-TV, Louisville, Ky.	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	WAFM-TV, Birmingham, Ala. KLAC-TV, Los Angeles, Cal. WAAM, Baltimore, Md. WATV, Newark, N. J. WKTU, Utica, N. Y. †WHIO-TV, Dayton, O. WSPD-TV, Toledo, O. †WJAC-TV, Johnstown, Pa.
CHANNEL NO. 6 (82-88 mc)	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	CHANNEL NO. 8 (180-186 mc)
†WNHC-TV, New Haven, Conn. WFBM-TV, Indianapolis, Ind. WDSU-TV, New Orleans, La. WJIM-TV, Lansing, Mich. WOW-TV, Omaha, Neb. †WHAM-TV, Rochester, N. Y. WTVN, Columbus, O. KOTV, Tulsa, Okla. WFIL-TV, Philadelphia, Pa. WTVR, Richmond, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	KFMB-TV, San Diego, Cal. †WLTU, Atlanta, Ga. WHEN, Syracuse, N. Y. WFAA-TV, Dallas, Tex.
CHANNEL NO. 7 (174-180 mc)	†WNBK, Cleveland, O. WKY-TV, Oklahoma City, Okla. †WGAL-TV, Lancaster, Pa. †WMCT, Memphis, Tenn. WSM-TV, Nashville, Tenn. KRLD-TV, Dallas, Tex. WOAI-TV, San Antonio, Tex. KDYL-TV, Salt Lake City, Utah †WTAR-TV, Norfolk, Va.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	CHANNEL NO. 9 (186-192 mc)
KECA-TV, Los Angeles, Cal. KGO-TV, San Francisco, Cal.	†WNLW, Dayton, O. WBAP-TV, Fort Worth, Tex. KEYL, San Antonio, Tex. KSL-TV, Salt Lake City, Utah KING-TV, Seattle, Wash. †WSAZ-TV, Huntington, W. Va.	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	†WDEL-TV, Wilmington, Del. WMAL-TV, Washington, D. C. WENR-TV, Chicago, Ill. WNAC-TV, Boston, Mass. WXYZ-TV, Detroit, Mich. †WOOD-TV, Grand Rapids, Mich. WJZ-TV, New York, N. Y. †WCPO-TV, Cincinnati, O. Note: Also operating on Channel 7 is XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.).	KHJ-TV, Los Angeles, Cal. WTOP-TV, Washington, D. C. WGN-TV, Chicago, Ill. †WHAS-TV, Louisville, Ky. WOR-TV, New York, N. Y. †WXEL, Cleveland, O.

Channel Shifts of Existing Stations

Under New FCC Rules, Standards & Allocations

Editor's Note: This table was compiled by *Television Digest* for convenient reference; it is not part of text of FCC Report

Licensee or Permittee	City Affected	Present Channel Assignment	Proposed Channel Assignment	Licensee or Permittee	City Affected	Present Channel Assignment	Proposed Channel Assignment
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Ia.	4	5	WSAZ Inc. (WSAZ-TV)	Huntington, W. Va.	5	3
Broadcasting Inc. (WLTV)	Atlanta, Ga.	8	11	WJAC Inc. (WJAC-TV)	Johnstown, Pa.	13	6
Birmingham Broadcasting Co. Inc. (WBRC-TV)	Birmingham, Ala.	4	6	WGAL Inc. (WGAL-TV)	Lancaster, Pa.	4	8
Sarkes Tarzian Inc. (WTTV)	Bloomington, Ind.	10	4	WAVE Inc. (WAVE-TV)	Louisville, Ky.	5	3
Balaban & Katz Corp. (WBKB)	Chicago, Ill.	4	2	WHAS Inc. (WHAS-TV)	Louisville, Ky.	9	11
Crosley Broadcasting Corp. (WLWT)	Cincinnati, O.	4	5	Memphis Publishing Co. (WMCT)	Memphis, Tenn.	4	5
Radio Cincinnati Inc. (WKRC-TV)	Cincinnati, O.	11	12	The Journal Co. (WTMJ-TV)	Milwaukee, Wis.	3	4
Scripps-Howard Radio Inc. (WCPO-TV)	Cincinnati, O.	7	9	The Elm City Broadcasting Corp. (WNHC-TV)	New Haven, Conn.	6	8
Empire Coil Company Inc. (WXEL)	Cleveland, O.	9	8	WTAR Radio Corp. (WTAR-TV)	Norfolk, Va.	4	3
National Broadcasting Co. Inc. (WNBK)	Cleveland, O.	4	3	Allen B. DuMont Laboratories Inc. (WDTV)	Pittsburgh, Pa.	3	2
Crosley Broadcasting Corp. (WLWC)	Columbus, O.	3	4	The Outlet Co. (WJAR-TV)	Providence, R. I.	11	10
Crosley Broadcasting Corp. (WLWD)	Dayton, O.	5	2	Stromberg-Carlson Co. (WHAM-TV)	Rochester, N. Y.	6	5
Miami Valley Broadcasting Corp. (WHIO-TV)	Dayton, O.	13	7	General Electric Co. (WRGB)	Schenectady, N. Y.	4	6
Central Broadcasting Co. (WOC-TV)	Davenport, Ia.	5	6	Central New York Broadcasting Corp. (WSYR-TV)	Syracuse, N. Y.	5	3
Grandwood Broadcasting Co. (WOOD-TV)	Grand Rapids, Mich.	7	8	WDEL Inc. (WDEL-TV)	Wilmington, Del.	7	12

Mobilization Notes: Electrostatic focus picture tube, put into widespread use last year as cobalt conservation measure (Vol. 7:1, 3, 5, 9, 25), is losing favor with set manufacturers, many of whom are switching back to magnetic focusing. NPA received this report from manufacturers of focusing devices and loudspeakers at industry advisory committee meeting in Washington April 24. They said survey showed 50% of manufacturers now using permanent magnet focusing.

The manufacturers asked NPA to lift 45-day limit on inventories of controlled materials. They said this will be inadequate when TV industry goes into peak production season beginning late in third quarter. TV-radio manufacturers will demand immediate delivery of speakers, they stated, but speaker makers must wait up to 60 days for materials. They reported little military demand for loudspeakers, although most manufacturers have defense subcontracts for other electronic items. All speaker makers, they said, need additional defense work to make up for lower production of civilian items.

NPA said supply and demand for cobalt are temporarily in balance, but with military requirements still rising it would be risky to increase civilian allotments. Manufacturers urged NPA to provide more complete information on cobalt supply and efforts to boost production in the Western Hemisphere.

* * * *

Among unclassified military electronics contracts announced this week by Signal Corps: Motorola, \$1,067,072, radios (1275 units); Zenith, \$799,503, radios (978); Tele-King, \$796,910, radios (417); Catham Electronics, \$672,000, tubes (700); Lewyt Corp., \$357,952, receiver-transmitters (632); Hallicrafters, \$239,386, radio maintenance parts; University Loudspeakers, White Plains, N. Y., \$228,606, speaker parts (34,700); GE, \$142,436, germanium diodes (84,910).

Certificates of necessity for rapid tax write-off of expanded electronics and related plants approved by DPA March 20-April 3: Secon Metals Corp., White Plains, N. Y., tubes, \$183,025 (70% amortization); Sperry Products Inc., Danbury, Conn., 2 projects totaling \$152,517 (70%); Hazeltine, 3 projects, including 2 at Little Neck, N. Y., totaling \$63,399, one at Port Washington, N. Y., \$29,445 (all 65%); GE, Clyde, N. Y., \$91,600 (65%); Thompson Products Inc., Cleveland, \$79,774 (65%); Bendix, Towson, Md., electronic instruments, \$73,986 (65%); Schneider & Marquard Inc., Brooklyn, electronic tube dies, \$40,496 (70%); Associated Manufacturers Co., Roslyn, N. Y., \$21,896 (65%); Arrow Tool Co., Hartford, Conn., \$23,833 (80%); Polarad Electronics Corp., Brooklyn, test equipment parts, \$20,617 (75%); C.G.S. Mfg. Co., Stamford, Conn., \$13,134 (60%); Resistance Products Co., Harrisburg, Pa., \$10,453 (70%); Alloy Machine & Tool Co., Queens Village, L. I., \$8900 (80%).

NPA relaxed CMP regulation which provides that no manufacturer may order more than 40% of his quarterly allotments of controlled materials for delivery in any one month. New amendment to direction 3, CMP regulation 1, removes restriction on portion of allotment which can be ordered for delivery in third month of each quarter, leaves 40% limit on first 2 months.

□

Eight 24-in. TV sets, hanging from slings throughout huge 30,000-sq. ft. meeting hall, enabled all 2200 persons attending recent GE stockholders' meeting in Schenectady to view proceedings on stage without any difficulty. GE's WRGB provided 2 cameras for unique closed-circuit use of TV.

Fada Radio & Electric Co., Belleville, N. J., gets "V" loan of \$1,700,000 through Marine Midland Trust Co., New York, to finance military contracts and commitments.

Financial & Trade Notes: Though combined operations of DuMont's 3 stations and network "passed the break-even point during 1951 and showed a clear profit in the final months," and though CR tube, transmitter and instrument divisions showed profit, loss suffered by receiver division and excessive inventories when demand fell off caused DuMont to suffer net loss of \$583,000 on consolidated 1951 operations despite recovery of \$1,940,000 on 1950 Federal taxes under carry-over provisions. The 1951 loss compares with 1950 profit of \$6,900,788 (\$2.87 per share).

Gross income totaled \$50,741,596, down from \$76,362,665 the preceding year. Annual report released April 25 shows current assets at end of 1951 as \$24,463,911, working capital \$14,119,153. Despite poor year, president Allen B. DuMont stated that "end of 1951 found your company in a strong position to capitalize on the tremendous opportunities which lie ahead in electronics and TV"—citing \$60,000,000 in commitments for defense work, huge new (post-freeze) markets for TV receivers and transmitters, strong patent situation.

* * * *

Zenith Radio Corp. sales for first 1952 quarter were \$25,755,332, profit \$1,083,242 (\$2.20 per share) after provision of \$1,280,969 for Federal income taxes. This compares with sales of \$37,053,064, profit of \$2,228,709 (\$4.53) for same 1951 period. President E. F. McDonald Jr., reporting to stockholders meeting this week, said that, though quarter figures are down, TV-radio trade conditions are better this year than last because there has been "no scare-buying rush" by distributors and dealers and "therefore there should be no slump to come." Sales v.p. H. C. Bonfig said that practically no factory inventory exists at present, noted that current demand is about evenly split between 17 & 19-in. sets. He added that radios are selling well, should exceed 1951, clock radios being biggest sellers and FM sales are "spotty but good."

Admiral earned \$1,515,506 (79¢ per share) on sales of \$43,970,356 during first 1952 quarter vs. \$2,403,344 (\$1.25) on record sales of \$70,321,548 same quarter last year. President Ross Siragusa, in rendering this report April 26, noted that Admiral has more military orders for second quarter than all 21 months since Korean war began. At April 11 stockholders meeting he forecast better April-June TV business due to interest in political conventions, and said sales and earnings for first half of this year should come close to equaling those for same 1951 period when \$4,000,000 (\$2.12 a share) was earned on sales of \$103,000,000.

Sylvania earned \$1,953,771 (87¢ per share) on sales of \$55,967,461 in first quarter of 1952 vs. \$3,515,155 (\$2.34) on sales of \$60,631,085 in same 1951 quarter. President Don Mitchell stated at annual meeting April 23 that 44% drop in net earnings is attributable to taxes, heavier costs and softer TV markets. Defense shipments, he stated, are now about one-third of total business, with electronic sales more than doubled, tube and small metal sales higher, exports up, TV down.

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Stromberg-Carlson earned \$248,191 (65¢ per common share) on sales of \$9,000,000 during first 1952 quarter, president Robert C. Tait reported to annual meeting this week. This compares with \$243,113 (63¢) on \$8,163,951 same 1951 quarter.

Muter Co. earned \$129,820 (20¢ per share) on net sales of \$3,017,641 in quarter ended March 31 vs. \$293,033 (45¢) on sales of \$4,565,527 same 1951 quarter.

Aircraft Radio Corp. reports net income of \$348,856 (\$1.25 per common share) on sales of \$7,650,352 in 1951 vs. \$296,214 (\$1.06) on \$3,360,292 in 1950.

Count of TV Sets-in-Use by Cities

As of April 1, 1952

Estimates are sets within .1 Mv/m contours (60 ml.),
excluding overlaps, as established by NBC Research.

APRIL 1 sets-in-use total came within shooting distance of 17,000,000, indicating certainty of very nearly 18,000,000 by time of July political conventions and probably around 19,000,000 by time of November elections. According to NBC Research's monthly "census" report, total went to 16,939,100 as of April 1, up 404,000 from March 1 (Vol. 8:13). Interconnected cities now embrace 16,024,900 of the sets, report shows. Best gains during March (including adjustments) were 40,000 in New York, 30,000 Los Angeles, 25,000 Chicago, 23,000 Pittsburgh, 16,000 Detroit, 12,500 Erie, 12,000 Boston & San Francisco, 10,000 Philadelphia, Washington, Cleveland, Indianapolis-Bloomington. Following is the April 1 count (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	81,000	New York.....	7	2,930,000
Atlanta.....	3	167,000	Norfolk.....	1	113,000
Baltimore.....	3	380,000	Omaha.....	2	125,000
Binghamton.....	1	60,000	Philadelphia.....	3	1,032,000
Birmingham.....	2	99,700	Pittsburgh.....	1	408,000
Bloomington (see Indianapolis) 1(a)			Providence.....	1	210,000
Boston.....	2	886,000	Richmond.....	1	119,000
Buffalo.....	1(b)	265,000	Rochester.....	1	144,000
Charlotte.....	1	139,000	Salt Lake City.....	2	72,000
Chicago.....	4	1,135,000	San Diego.....	1	115,000
Cincinnati.....	3	320,000	San Francisco.....	3	361,000
Cleveland.....	3	605,000	Schenectady.....	1	207,000
Columbus.....	3	207,000	St. Louis.....	1	391,000
Davenport-Rock Island.....	2	103,000	Syracuse.....	2	162,000
Dayton.....	2	185,000	Toledo.....	1	174,000
Detroit.....	3(c)	650,000	Utica.....	1	68,500
Erie.....	1	75,000	Washington.....	4	354,000
Grand Rapids.....	1(d)	165,000	Wilmington.....	1	100,000
& Kalamazoo			Total Interconnected.....	95	16,024,900
Greensboro.....	1	80,000	<i>Non-Interconnected Cities</i>		
Huntington.....	1	76,700	Albuquerque.....	1	14,000
Indianapolis.....	1(a)	241,000	Brownsville (Matamoros, Mexico).....	1(e)	10,600
& Bloomington			{Dallas.....	2	160,000
Jacksonville.....	1	54,000	{Fort Worth.....	1	133,000
Johnstown.....	1	149,000	Houston.....	1	85,000
Kalamazoo.....	1(d)		Miami.....	1	89,100
(see Grand Rapids)			New Orleans.....	1	92,300
Kansas City.....	1	202,000	Oklahoma City.....	1	39,300
Lancaster.....	1	143,000	Phoenix.....	2	73,400
Lansing.....	1	90,000	San Antonio.....	1	140,000
Los Angeles.....	7	1,155,000	Seattle.....	1	77,500
Louisville.....	2	134,000	Tulsa.....	1	
Memphis.....	1	127,000	Total Non-Interconnected.....	14	914,200
Milwaukee.....	1	328,000	Total Interconnected and Non-Interconnected.....	109	16,939,100
Minneapolis-St. Paul.....	2	314,000			
Nashville.....	1	61,000			
New Haven.....	1	262,000			

- (a) Bloomington separately 154,000. Indianapolis separately 220,000.
- (b) Does not include estimated 49,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 33,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 133,000. Kalamazoo separately 140,000
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Note: TV sets sold in Canada totaled 87,571 up to Feb. 28, 1952, according to Canadian RTMA (Vol. 8:10). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Feb. 28: Windsor 33,226, Toronto-Hamilton 33,495, Niagara Peninsula 15,786, Montreal 140, other areas 4924.

Highlighting CBS's big TV Clinic, to be held in Waldorf-Astoria May 1-2, will be panel on all aspects of TV station operation, like highly successful one conducted at recent NARTB convention (Vol. 8:14); on panel will be George B. Storer, WJBK-TV, WSPD-TV, WAGA-TV, KEYL; Glenn Marshall Jr., WMBR-TV; D. Lennox Murdoch, KSL-TV; Clyde W. Rembert, KRLD-TV. About 500 owners, managers and technicians from most of the 108 stations (there are very few exclusive affiliations) expected at meeting called immediately after freeze was lifted.

Details of deal whereby Time Inc. purchases KOB & KOB-TV, Albuquerque, N. M., with ex-FCC chairman Wayne Coy becoming half owner (Vol. 8:8-9, 16), were disclosed with application for transfer filed April 21. FCC is expected to act within month on proposal of owner T. M. Pepperday, who is also publisher of the *Albuquerque Journal*, to sell company to Time Inc. for \$900,000, plus any net quick assets over the \$300,000 estimated at time of sale deal. Time Inc. will sell to Michigan Square Building Corp., one of its subsidiaries, all fixed assets and land (excluding TV building) for \$450,000, and will lease these to operating company on monthly rental basis totaling \$450,000 over 8 years, or average of \$4687.50 per month minus certain adjustments. Coy will acquire 50% of operating company for \$75,000, paying \$37,500 out of personal resources, remainder out of loan from Chase National Bank. He will head company as president, with Mrs. Coy as secretary. Arthur R. Murphy Jr., mgr. of March of Time div., will be v.p., and Charles L. Stillman, executive v.p. of Time Inc., will be that company's second member of board. Coy's salary as gen. mgr., under 8-year contract, is \$26,000 a year. He will reside in Albuquerque, and is already making plans to move his home and family there.

Only application for new station filed this week was that of New York City's municipal station WNYC, seeking uhf Channel No. 31, assigned to city under FCC's *Final Allocation Report* as its only commercial uhf outlet while Channel 25 is designated as non-commercial educational. Application indicates, however, that only sustaining programs will be carried, asks for 186-kw power with antenna atop Municipal Bldg. Two amendments to old applications were filed: WKRG, Mobile, Ala., still proposing Channel 3 but seeking 100-kw visual power; WKLO, Louisville, now seeking uhf Channel 21. Application by WHFC, Chicago, for uhf Channel 25 was returned as being out of order. The TV applications now pending total 535, of which 44 are uhf. [For further details about foregoing applications, see *TV Addenda 14-O* herewith; for complete list of pending applications, see *TV Factbook No. 14* and Addenda to date.]

National Collegiate Athletic Assn.'s TV committee whipped into shape its proposed 1952 football TV control program at New York meeting April 22-23. Plan will be mailed to individual committee members for last-minute suggestions before it's submitted to May 6 steering committee meeting for final revision. Public announcement will coincide with vote by entire NCAA membership, two-thirds of which must approve for adoption. In April 20 broadcast over WTIC, Hartford, TV committee chairman Robert A. Hall of Yale said National Opinion Research Council survey conducted for NCAA showed that TV is a "\$10,000,000 threat" to college football gate receipts. He warned that if colleges don't share TV football receipts, "a financial premium on winning teams will be created that will kill amateur football." He predicted that pay-as-you-see TV would be reality in 2 or 3 years; that not more than 20 teams would be seen each Saturday at cost of about \$1 per game to viewer; that receipts from sponsors and pay-as-you-see would be distributed equitably among all NCAA colleges.

More from "TV-hungry" Denver: Locally owned KLZ and NBC-owned KOA, CBS & NBC radio outlets, respectively, will jointly bring political convention telecasts to city by tapping microwave link that passes through city. It's repeat of spectacular job KFEL did last October (Vol. 7:40) in bringing World Series to biggest city as yet without TV service. Stations will join with set distributors to place receivers in Shirley Savoy Hotel, inviting public to come and watch without charge.