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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. Campbell, 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.

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, Pie 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 Murrow's *See It Now* on CBS-TV, Sun. 6:30-7 (new time starting April 20) . . . Pepsi-Cola Co. April 19 drops Faye 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-Rogov, 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; WKTU, Utica; WNBQ, Chicago; WNBTV, New York; WNBW & WTOP-TV, Washington; WSPD-TV, Toledo; WTAR-TV, Norfolk; WXEL, Cleveland. Still pending: KING-TV, Seattle; KPHO-TV, Phoenix; KTTU, 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*.

Rorabaugh 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. Sumpster, 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 employes' 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 employes participate in the fund, which last year represented company contribution of \$4.24 for every dollar they contribute.

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.

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.

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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
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
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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END-OF-FREEZE—

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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
MAY 10 '52

(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 commisioners -- 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 bullishness 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.

Handy Reference Tables

Final Allocations by States and Cities: VHF & UHF

As Promulgated in Part III of FCC Rules & Regulations Relating to TV †

Included in Appendix D of Sixth Report & Order (FCC 52-294) Released April 14, 1952

With Table of Changes in Channels of Existing Stations, Compiled by *Television Digest*

These Channel Allocations Supersede All Existing and Proposed Tables

Canadian and Mexican Allocations Not Included in the New FCC Rules, to Be Announced Later

Asterisks (*) indicate channel reserved for non-commercial educational use

ALABAMA		ARKANSAS—Continued		COLORADO—Continued					
VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.				
Andalusia	—	29	Fort Smith	5	16*,22	Canon City	—	36	
Anniston	—	37	Harrison	—	24	Colorado Springs	11,13	17*,23	
Auburn	—	56*	Helena	—	54	Craig	—	19	
Bessemer	—	54	Hope	—	15	Delta	—	24	
Birmingham	6,10*,13	42,48	Hot Springs	9	52	Denver	2,4,6*,7,9	20,26	
Brewton	—	23	Jonesboro	8	39	Durango	6	15	
Clanton	—	14	Little Rock	2*,4,11	17,23	Fort Collins	—	44	
Cullman	—	60	Magnolia	—	28	Fort Morgan	—	15	
Decatur	—	23	Malvern	—	46	Grand Junction	5	21	
Demopolis	—	18	Morrilton	—	43	Greeley	—	50	
Dothan	9	19	Newport	—	28	La Junta	—	24	
Enterprise	—	40	Paragould	—	44	Lamar	—	18	
Eufaula	—	44	Pine Bluff	7	36	Leadville	—	14	
Florence	—	41	Russellville	—	19	Longmont	—	32	
Fort Payne	—	19	Searcy	—	33	Loveland	—	38	
Gadsden	—	15,21	Springdale	—	35	Montrose	10	18	
Greenville	—	49	Stuttgart	—	14	Pueblo	3,5,8*	28,34	
Guntersville	—	40	CALIFORNIA				Salida	—	25
Huntsville	—	31	Alturas	9	—	Sterling	—	25	
Jasper	—	17	Bakersfield	10	29	Trinidad	—	21	
Moblie	5,8	42*,48	Brawley	—	25	Walsenburg	—	30	
Montgomery	12	20,26*,32	Chico	12	—	CONNECTICUT			
Opelika	—	22	Corona	—	52	Bridgeport	—	43,49,71*	
Selma	—	58	Delano	—	33	Hartford	3	18,24*	
Sheffield	—	47	El Centro	—	16	Meriden	—	65	
Sylacauga	—	24	Eureka	3,13	—	New Britain	—	30	
Talladega	—	64	Fresno	12	18*,24,47,53	New Haven	8	59	
Thomasville	—	27	Hanford	—	21	New London	—	26,81	
Troy	—	38	Los Angeles	2,4,5,7,9,11,13	22,28*,34	Norwalk (see Stamford)	—	—	
Tuscaloosa	—	45,51	Madera	—	30	Norwich	—	57,63*	
Tuskegee	—	16	Merced	—	34	Stamford-Norwalk	—	27	
University	7*	—	Modesto	—	14	Waterbury	—	53	
ARIZONA		—	Monterey (see Salinas)	—	—	DELAWARE			
Ajo	—	14	Napa	—	62	Dover	—	40	
Bisbee	—	15	Oakland (see San Francisco)	—	—	Wilmington	12	53,59*	
Casa Grande	—	18	Oxnard	—	32	DISTRICT OF COLUMBIA			
Clifton	—	25	Petaluma	—	56	Washington	4,5,7,9	20,26*	
Coolidge	—	30	Port Chicago	—	15	FLORIDA			
Douglas	3	—	Red Bluff	—	16	Belle Glade	—	25	
Eloy	—	24	Redding	7	—	Bradenton	—	28	
Flagstaff	9,13	—	Riverside	—	40,46	Clearwater	—	32	
Globe	—	34	Sacramento	3,6*,10	40,46	Daytona Beach	2	—	
Holbrook	—	14	Salinas-Monterey	8	28	De Land	—	44	
Kingman	6	—	San Bernardino	—	18,24*,30	Fort Lauderdale	—	17,23	
Mesa	12	—	San Buenaventura	—	38	Fort Myers	11	—	
Miami	—	28	San Diego	8,10	15*,21,27,33,39	Fort Pierce	—	19	
Morenci	—	31	San Francisco-	—	—	Gainesville	5*	20	
Nogales	—	17	Oakland	2,4,5,7,9*	20,26,32,38,44	Jacksonville	4,7*,12	30,36	
Phoenix	3,5,8*,10	—	San Jose	11	48,54*,60	Key West	—	14,20	
Prescott	—	15	San Luis Obispo	6	—	Lake City	—	33	
Safford	—	21	Santa Barbara	3	20,26	Lakeland	—	16,22	
Tucson	4,6*,9,13	—	Santa Cruz	—	16	Lake Wales	—	14	
Williams	—	25	Santa Maria	—	44	Leesburg	—	26	
Winslow	—	16	Santa Paula	—	16	Marianna	—	17	
Yuma	11,13	—	Santa Rosa	—	50	Miami	2*,4,7,10	27,33	
ARKANSAS		—	Stockton	13	36,42*	Ocala	—	15	
Arkadelphia	—	34	Tulare	—	27	Orlando	6,9	18,24*	
Batesville	—	30	Ukiah	—	18	Palatka	—	17	
Benton	—	40	Visalia	—	43,49	Panama City	7	30*,36	
Elytheville	—	64,74	Watsonville	—	22	Pensaloca	3	15,21*,46	
Camden	—	50	Yreka City	11	—	Quincy	—	54	
Conway	—	49	Yuba City	—	52	St. Augustine	—	25	
El Dorado	10	26	COLORADO				St. Petersburg (see Tampa)	—	—
Fayetteville	13*	41	Alamosa	—	19				
Forrest City	—	22	Boulder	12*	22				

† NOTE: Printed copies of full text of entire End-of-Freeze Report being mailed separately to all full-service subscribers

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

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

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

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

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

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
Hebbbronville	—	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
Misslon	—	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.

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 & McMahon, 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-radioreceivers 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%); Polorad 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 spitework 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, 58, 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, Majectic 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.

* * * *

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, \$526,326 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 re-vised 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.

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. Macy & 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.

* * * *

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."

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
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ARTS AND INDUSTRY

Television Digest

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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.

* * * *

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.

* * * *

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 E. 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.

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 WNBT, 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., Naragansett 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 Jahncke 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.

* * * *

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.

* * * *

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.

* * * *

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.

* * * *

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. Airstyle 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.

* * * *

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)	\$.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 Studio 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

	<i>Total Sq. Ft.</i>	<i>Technical Expense:</i>	<i>Yearly Expense</i>
<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
	<u>2,624</u>	Repairs and Miscellaneous.....	2,600.00
* Total	2,624	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	
	<hr/>		
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
		Miscellaneous (Telephone, telegrams, office supplies, etc.).....	4,000.00
<i>Sales Expenses:</i>		Total Administrative Expense.....	\$55,028.00
Sales Manager			
Two Salesmen			
Secretary			
	<hr/>		
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
	<hr/>
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	
	<hr/>
Total Technical Salaries...	\$48,100.00

	<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
	<hr/>
Total Technical Expense.....	\$65,268.00

Program Expense:
Program Director
Traffic Manager

Film Manager	<i>Yearly Expense</i>
Film Assistant	
Producer	
Secretary	
Three (3) Announcers	
Commercial Artist (Titles, Backgrounds, etc.)	
Continuity	
Stenographer	
	<hr/>
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>		<i>Yearly Expense</i>
Talent	7,800.00	<i>Administrative and General:</i>	
Film and Sustaining Programs.....	37,650.00	General Manager	
Royalties	4,000.00	Secretary	
News Service	4,500.00	Auditor-Bookkeeper	
		Receptionist-Stenographer	
		Building Maintenance	
Total Program Expense.....	\$103,350.00	Total Administrative Salaries.....	\$23,260.00
<i>Sales Expense:</i>		Professional Expenses (Attorney, Eng. Audit).....	2,000.00
Sales Manager		Insurance	2,000.00
Salesmen (Two)		Depreciation (Technical Equipment \$280,000—	
Secretary		10-year basis)	28,000.00
Total Sales Salaries.....	\$22,220.00	Rent	12,520.00
Other Sales Expense (Sales Promotion, Travel,		Taxes	2,100.00
Entertainment)	6,500.00	Miscellaneous (Telephone, Telegrams,	
Total Sales Expense.....	\$28,720.00	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 — — — — —	\$ <u>444,632.00</u>
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>	<i>Technical Expense:</i>	<i>Yearly Expense</i>
Transmitter	1,400	Chief Engineer	
Eng. Lab., Storage.....	240	Supervisor	
Film Projection	360	Ten (10) Operating Engineers	
Film Screening, Storage	196	Four (4) Camera Men	
Control Rooms	720	Two (2) Film Projectionists	
Studio 1	3,375	Total Technical Salaries.....	\$ 85,020.00
Announce Studios	108		

GROUP "C"—Continued from preceding page

Transmitter (Tubes and Power @ \$1.86/hr.)	8,124.00	<i>Sales Expense:</i>	
Other Tubes (Image Orthicon, Iconoscope, others)	8,600.00	Sales Manager	
Power	4,800.00	Two (2) Salesmen	
Repairs, Other Expenses	9,600.00	Sales Secretary	
Total Technical Expense	\$116,144.00	Total Sales Salaries	\$ 24,300.00
<i>Program Expense:</i>	<i>Yearly</i>	Other Sales Expense (Sales Promotion, Travel,	
Program Director	<i>Expense</i>	Entertainment, etc.)	10,400.00
Production Manager		Total Sales Expense	\$ 34,700.00
Film Manager			
Traffic Manager		<i>Administrative and General:</i>	<i>Yearly</i>
Art Director		General Manager	<i>Expense</i>
Stage Manager		Secretary	
Film Assistant		Auditor	
Three (3) Secretaries		Bookkeeper	
Four (4) Announcers		Two (2) Receptionist-Stenographers	
Two (2) Producers		Two (2) Building Maintenance	
Two (2) Staging and Property Men		Total Administrative Salaries	\$ 35,660.00
Continuity Editor		Professional Expense (Attorney, Engineer, Auditor)	3,000.00
Stenographer		Insurance	2,648.00
Total Program Salaries	\$ 88,280.00	Depreciation (Technical Equipment)	35,000.00
Talent	25,000.00	Depreciation (Building)	10,000.00
Royalties	12,000.00	Taxes	6,000.00
Film, Live Sustaining, other	55,000.00	Other Expenses (Telephone, Telegram,	
News Service	6,200.00	Office Supplies, etc.)	15,000.00
Total Program Expense	\$186,480.00	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 —————	\$ 160,725.00
PROGRAM EXPENSE —————	222,312.00
SALES EXPENSE —————	65,800.00
GENERAL AND ADMINISTRATIVE —————	166,045.00
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

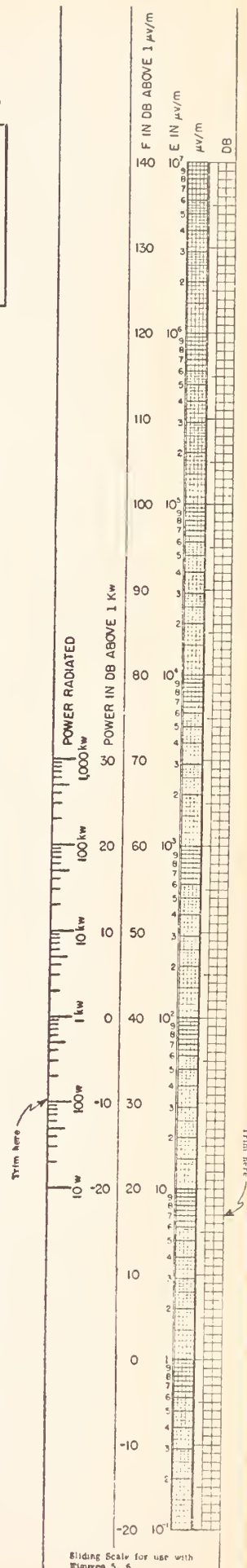
Transmitting Antenna Coordinates

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	*WABD, New York City		40 44 50	73 59 09
KNBH, Los Angeles		34 13 33	118 03 55	*WCBS-TV, New York City		40 44 54	73 59 10
KNXT, Los Angeles		34 13 57	118 04 24	*WJZ-TV, New York City		40 44 50	73 59 00
KTLA, Los Angeles		34 13 35	118 03 56	*WNBT, New York City		40 44 50	73 59 00
KTTV, Los Angeles		34 13 28.8	118 03 46.1	*WPXI, New York City		40 44 50	73 59 00
KFMB-TV, San Diego		32 50 17	117 14 56	WOR-TV, New York City		40 47 50	74 00 30
KGO-TV, San Francisco		37 45 20	122 27 05	WHAM-TV, Rochester		43 08 07	77 35 02
KPIX, San Francisco		37 47 24	122 24 40	WRGB, Schenectady		42 38 12	73 59 45
KRON-TV, San Francisco		37 41 12.7	122 26 03	WHEN, Syracuse		43 03 52	76 09 44
Connecticut				WSYR-TV, Syracuse		42 56 40	76 07 08
WNHC-TV, New Haven		41 25 32	72 56 49	WKTV, Utica		43 08 38	75 10 14
Delaware				North Carolina			
WDEL-TV, Wilmington		39 48 54	75 31 47	WBTV, Charlotte		35 17 50	81 06 53
District of Columbia				WFMV-TV, Greensboro		36 04 26	79 47 19
WMAL-TV, Washington		38 56 9.4	77 05 33.4	Ohio			
WNBW, Washington		38 55 29	77 03 22	WCPO-TV, Cincinnati		39 07 31	84 29 57
WTOP-TV, Washington		38 57 03	77 04 45	WKRC-TV, Cincinnati		39 07 00	84 30 08
WTTG, Washington		38 53 30	77 07 55	WLWT, Cincinnati		39 07 28.3	84 31 18
Florida				WEWS, Cleveland		41 22 31	81 43 00
WMBR-TV, Jacksonville		30 18 44.9	81 38 57.9	WNBK, Cleveland		41 16 50	81 37 22
WTVJ, Miami		25 46 35.5	80 11 20.5	WXEL, Cleveland		41 21 47	81 43 03
Georgia				WBNS-TV, Columbus		39 58 14	83 01 23
WAGA-TV, Atlanta		33 46 32	84 23 18	WLWC, Columbus		40 01 31	83 01 48
WLTV, Atlanta		33 47 58	84 23 12	WTVN, Columbus		39 57 48	83 00 17
WSB-TV, Atlanta		33 45 51	84 21 42	WHIO-TV, Dayton		39 43 17	84 08 57
Illinois				WLWD, Dayton		39 43 05	84 15 21
WBKB, Chicago		41 53 09	87 37 56	WSPD-TV, Toledo		41 38 45	83 32 25
WENR-TV, Chicago		41 52 57.4	87 38 15	Oklahoma			
WGN-TV, Chicago		41 53 25	87 37 25	WKY-TV, Oklahoma City		35 33 24	97 30 25
WNBQ, Chicago		41 52 57.4	87 38 15	KOTV, Tulsa		36 09 11	95 59 42
WHBF-TV, Rock Island		41 30 36	90 34 28	Pennsylvania			
Indiana				WICU, Erie		42 06 14	80 04 11
WTTV, Bloomington		39 09 09	86 30 43	WJAC-TV, Johnstown		40 22 22	78 58 51
WFBM-TV, Indianapolis		39 46 07	86 09 36	WGAL-TV, Lancaster		40 02 15	76 18 23
Iowa				WCAU-TV, Philadelphia		39 57 06	75 09 39
WOI-TV, Ames		41 59 20	93 41 12	WFIL-TV, Philadelphia		40 02 37	75 14 29
WOC-TV, Davenport		41 32 54	90 28 37	WPTZ, Philadelphia		40 05 00	75 10 45
Kentucky				WDTV, Pittsburgh		40 29 37	80 01 05
WAVE-TV, Louisville		38 14 40	85 44 55	Rhode Island			
WHAS-TV, Louisville		38 14 50	85 45 50	WJAR-TV, Providence		41 51 56	71 17 22
Louisiana				Tennessee			
WDSU-TV, New Orleans		29 57 05	90 04 17	WMCT, Memphis		35 10 15	89 53 12
Maryland				WSM-TV, Nashville		36 07 49	86 47 27
WAAM, Baltimore		39 20 05	76 39 05	Texas			
WBAL-TV, Baltimore		39 19 53	76 39 28	KRLD-TV, Dallas		32 47 16	96 47 58
WMAR-TV, Baltimore		39 17 23	76 36 56	WFAA-TV, Dallas		32 47 48	96 48 24
Massachusetts				WBAP-TV, Fort Worth		32 45 00.2	97 15 54.7
WBZ-TV, Boston		42 21 54	71 08 04	KPRC-TV, Houston		29 43 28	95 27 23
WNAC-TV, Boston		42 25 56	71 05 21	KEYL, San Antonio		29 25 20	98 29 22
Michigan				WOAI-TV, San Antonio		29 25 50	98 29 25
WJBK-TV, Detroit		42 23 41	83 08 58	Utah			
Holds CP for 42 27 38 83 12 47				KDYL-TV, Salt Lake City		40 45 49	111 53 59
WWJ-TV, Detroit		42 19 48.79	83 02 51.53	KSL-TV, Salt Lake City		40 46 07	111 53 27
WXYZ-TV, Detroit		42 21 28.09	83 03 55.54	Virginia			
WOOD-TV, Grand Rapids		42 47 47	85 39 31	WTAR-TV, Norfolk		36 51 18.2	76 17 26
WKZO-TV, Kalamazoo		42 25 03	85 31 55	WTVR, Richmond		37 35 06	77 29 32
WJIM-TV, Lansing		42 44 22	84 30 49	Holds CP for 37 34 00 77 28 36			
Minnesota				Washington			
KSTP-TV, Minn.-St. Paul		44 58 08	93 12 20	KING-TV, Seattle		47 37 57	122 20 59
WTCN-TV, Minn.-St. Paul		44 58 30	93 16 01	West Virginia			
Missouri				WSAZ-TV, Huntington		38 23 22	82 25 34
WDAF-TV, Kansas City		39 04 19	94 35 43	Wisconsin			
KSD-TV, St. Louis		38 37 48	90 11 47	WTMJ-TV, Milwaukee		43 05 25	87 54 12
Nebraska				Holds CP for 43 05 27 87 54 12			
KMTV, Omaha		41 15 34	95 56 58				
WOW-TV, Omaha		41 15 26	95 57 49				

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



Sliding Scale for use with Figure 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.

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.

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.

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.

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*.

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 Tirc & 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.

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 Scopphony 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 Scopphony 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.

* * * *

"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.

* * * *

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 admittedly 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.



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 & 33½rpm). 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 33½rpm.



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)	CHANNEL NO. 5 (76-82 mc)	CHANNEL NO. 6 (82-88 mc)
*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. C. *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	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. Wichita, 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	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. Spokanc, Wash. Milwaukee, Wis. San Juan, Puerto Rico Fairbanks, Alaska	Ketchikan, Alaska Seward, Alaska *Hilo, Hawaii Honolulu, Hawaii 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. C. 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.	Walla Walla, Wash. Cheyenne, Wyo. Mayaguez, Puerto Rico 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. Sedalla, 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.

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.
KallsPELL, 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
Walluku, 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
*Walluku, 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.
Marinette, 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.
Chatanooga, Tenn.
Alpine, Tex.

San Antonio, Tex.
Sweetwater, Tex.
Logan, Utah
Richmond, Va.

Bellingham, Wash.
Clarksburg, W. Va.
Milwaukee, Wis.

Sheridan, Wyo.

Lihue, Hawaii
Walluku, 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.
Uniontown, 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.
Ferryton, 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.
Tucumcari, 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.
Moberg, 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.
Vandalia, 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.
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.
Borger, 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.
Alice, 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.
*Omaha-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.
Willamsport, Pa.
Nashville, Tenn.
Brownsville, Tex.
Jacksonville, Tex.
Brigham, Utah
Staunton, Va.
Iovell, Wyo.

CHANNEL NO. 37
(608-614 mc)

Anniston, Ala.
Valdosta, Ga.
*Peoria, Ill.
Algona, Ia.
Winchester, Ky.
Brookhaven, Miss.
Slkeston, 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.
Montpeller, 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.
Clouet, 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.
*Binghamton, 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.
Coriscana, 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.
Gainesville, 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.
Biloxi, Miss.
Nebraska City, Neb.
Hornell, N. Y.
Rocky Mount, N. C.
Zanesville, O.
Ada, Okla.
Lawrenceburg, Tenn.
Mexia, 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.
Austin, 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, Ind.
Leavenworth, Kan.
Oakdale, La.
Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Cincinnati, O.
Pryor Creek, Okla.
Alken, 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.
Seminole, 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.

Winona, 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.
Bellefontaine, 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.
Muskogee, 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. Columbla, 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. *Muncle, 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. WBBF-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.				†WTTV, Bloomington, Ind. WBNS-TV, Columbus, O. WCAU-TV, Philadelphia, Pa.
CHANNEL NO. 3 (60-66 mc)				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.				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)	CHANNEL NO. 5 (76-82 mc)	CHANNEL NO. 6 (82-88 mc)	CHANNEL NO. 8 (180-186 mc)	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.	KPHO-TV, Phoenix, Ariz. KTLA, Los Angeles, Cal. KPX, San Francisco, Cal. WTTG, Washington, D. C. WAGA-TV, Atlanta, Ga. WNBQ, Chicago, Ill. †WOC-TV, Davenport, Ia. †WAVE-TV, Louisville, Ky.	†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.	KFMB-TV, San Diego, Cal. †WLT, Atlanta, Ga. WHEN, Syracuse, N. Y. WFAA-TV, Dallas, Tex.	WNBFTV, Binghamton, N. Y. WICU, Erie, Pa.
		CHANNEL NO. 7 (174-180 mc)	CHANNEL NO. 9 (186-192 mc)	CHANNEL NO. 13 (210-216 mc)
		KECA-TV, Los Angeles, Cal. KGO-TV, San Francisco, Cal.	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.	WAFM-TV, Birmingham, Ala. KLAC-TV, Los Angeles, Cal. WAAM, Baltimore, Md. WATV, Newark, N. J. WKTV, Utica, N. Y. †WHIO-TV, Dayton, O. WSPD-TV, Toledo, O. †WJAC-TV, Johnstown, Pa.

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	8
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); **Tel-King**, \$796,910, radios (417); **Catham Electronics**, \$672,000, tubes (700); **Lewyt Corp.**, \$357,952, receiver-transmitters (632); **Hallcrafters**, \$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.

* * * *

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 mi.),
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>					
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			Providence	1	210,000
(see Indianapolis)	1(a)		Richmond	1	119,000
Boston	2	886,000	Rochester	1	144,000
Buffalo	1(b)	265,000	Salt Lake City	2	72,000
Charlotte	1	139,000	San Diego	1	115,000
Chicago	4	1,135,000	San Francisco	3	361,000
Cincinnati	3	320,000	Schenectady	1	207,000
Cleveland	3	605,000	St. Louis	1	391,000
Columbus	3	207,000	Syracuse	2	162,000
Davenport-Rock Island	2	103,000	Toledo	1	174,000
Dayton	2	185,000	Utica	1	68,500
Detroit	3(c)	650,000	Washington	4	354,000
Erie	1	75,000	Wilmington	1	100,000
Grand Rapids & Kalamazoo	1(d)	165,000	Total Interconnected	95	16,024,900
Greensboro	1	80,000	<i>Non-Interconnected Cities</i>		
Huntington	1	76,700	Albuquerque	1	14,000
Indianapolis & Bloomington	1(a)	241,000	Brownsville (Matamoros, Mexico)	1(e)	10,600
Jacksonville	1	54,000	Dallas	2	160,000
Johnstown	1	149,000	Fort Worth	1	133,000
Kalamazoo (see Grand Rapids)	1(d)		Houston	1	85,000
Kansas City	1	202,000	Miami	1	89,100
Lancaster	1	143,000	New Orleans	1	92,300
Lansing	1	90,000	Oklahoma City	1	39,300
Los Angeles	7	1,155,000	Phoenix	1	73,400
Louisville	2	134,000	San Antonio	2	140,000
Memphis	1	127,000	Seattle	1	77,500
Milwaukee	1	328,000	Total Non-Interconnected	14	914,200
Minneapolis-St. Paul	2	314,000	Total Interconnected and Non-Interconnected	109	16,939,100
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.

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MAY 5 1952

May 3, 1952

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FIRST NEW TV CITIES ON THE FCC AGENDA: When and where will new stations be built?

That most persistent question in TV today is completely unanswerable, subject to so many "ifs" that it will remain that way for many months.

Only one small clue is available: "Footnote 10", the processing procedures outlined in FCC's Final Allocation Report (pp. 155-156 of our printed copy).

From the priority groups described, you can calculate where a particular city stands -- but only in relation to other cities. And if their applications get tied up in hearings, as is likely in most cities of any size, estimates of their on-the-air dates become purest speculation.

Commission hopes to whip through a few quick grants of uncontested applications immediately after July 1, particularly uhf, under its channel-by-channel procedure (Vol. 8:15-17). But it will be a miracle if any vhf in any sizable cities goes uncontested, though backstage efforts to hasten grants in big unserved cities like Denver and Portland are more than likely.

* * * *

Forgetting dilatory hearings for the moment, however, let's look at the order in which FCC will start processing applications from specific cities. There will be 2 processing lines going simultaneously -- the cities ranked by population:

Group A -- All cities 40 or more miles from existing stations.

Group B -- Cities less than 40 miles from existing stations. Leading off this group are those cities allocated uhf only.

Commission plans to release lists as soon as possible, depending on manpower, showing positions of all 1275 communities listed in allocation table.

We've compiled our own lists of cities down to about 100,000 population in Group A and to 25,000 in Group B, as a sort of preview of Commission's list. This will be order in which they will be considered:

Group A: Denver, Portland, Ore., Tampa-St. Petersburg, Springfield-Holyoke, Youngstown, Wichita, Flint, Spokane, Beaumont-Port Arthur, Duluth-Superior, Sacramento, Fort Wayne, Austin, Chattanooga, El Paso, Mobile, Evansville, Shreveport, Baton Rouge, Scranton, Knoxville, Savannah, South Bend, Peoria, Corpus Christi, Montgomery, Little Rock, Lincoln, Jackson, Miss., Madison, Wheeling-Steubenville, Rockford, Ill., Saginaw, Roanoke, Fresno, Columbia, S.C.

Group B: Bridgeport, Conn.; Canton, O.; Fall River, Mass.; Reading, Pa.; New Bedford, Mass.; Allentown, Pa.; Waterbury, Conn.; Harrisburg, Pa.; New Britain, Conn.; Racine, Wis.; York, Pa.; Kenosha, Wis.; Jackson, Mich.; New Castle, Pa.; Battle Creek, Mich.; Anderson, Ind.; Meriden, Conn.; High Point, N.C.; Portsmouth, O.; Ft. Lauderdale, Fla.; Everett, Wash.; Marion, O.; Belleville, Ill.; Alton, Ill.; Amsterdam, N.Y.; Ashland, Ky.; Massillon, O.; Kannapolis, N.C.; Lebanon, Pa.; Bremerton, Wash.; Norman, Okla.; Washington, Pa.; Burlington, N.C.

MEREDITH BUYS KPHO & KPHO-TV, PHOENIX: Big Meredith Publishing Co., of Des Moines (Better Homes & Gardens and Successful Farming), is paying \$1,500,000 cash to buy KPHO-TV, Phoenix (Channel 5) and KPHO (5-kw ABC outlet on 910 kc). It thus gets its third TV station, having founded WHEN in Syracuse in 1948 and having bought WOW-TV with WOW in Omaha last September. And it's still an applicant for new TV stations in Albany and Rochester, N.Y.

Deal was closed this week between E.T. Meredith, v.p. & gen.mgr. of publishing firm, who has winter home in Phoenix, and principals in Phoenix Television Inc., licensee of KPHO-TV, who are: John P. Mullens, president and gen. mgr., 6580 shares; J.B. Mills, v.p. & operator of Westward Ho Hotel, 3750; Dr. J.N. Harber, secretary, 3505; Erskine Caldwell, director and noted author, 250. Phoenix Broadcasting Co., licensee of KPHO, also owns 10,000 shares, and 2500 shares of its stock are held by Mr. Mullens, 4200 by Mr. Mills, 1650 by Dr. Harber, 400 by Mr. Caldwell.

Mr. Mullens continues as managing director under new ownership; he left for Honolulu vacation May 1. Supervision of stations, which earned "good profit" last year though TV showed loss in 1950, comes under Payson Hall, youthful Meredith comptroller, who steered company into establishing its Syracuse station and handled its Omaha deal (Vol. 7:32,39). Latter involved sale price of \$2,525,000 less surplus account of \$720,000 plus assumption of 20-year rental lease at \$160,000 a year.

Note: It's interesting circumstance that their "shopping" for TV station buys led both Meredith and Time Inc. into the Southwest. Latter, with ex-Chairman Coy of FCC, bought KOB-TV & KOB, Albuquerque, N.M., for net of \$600,000 (Vol. 8:17). These deals make total of 15 station sales since 1949 (see TV Factbook No. 14).

APPLICATIONS SLOW, CHANGES IN PLAN ASKED: TV application activity is still stagnant -- this week bringing only one for new station, 6 amendments (see p. 12) -- but 4 petitions were filed requesting changes in freeze decision. This seeming sluggishness on application front has several explanations:

(1) Because of channel-by-channel procedure, applicants are "waiting to see what the other fellow does."

(2) Ordinary delays in filling out forms, particularly portion dealing with program plans. Applicants complain that they can't get commitments from networks, that latter want to be sure they affiliate with vhf stations -- if possible.

(3) Difficulties in finding proper antenna sites, and conferences on use of single big tower locally by several applicants.

Some applicants see no particular urgency in filing, saying: "All the channels in town will be tied up in hearings anyway, and we can file any time up to 20 days before the hearings start." Thus, even the July 1 date, when FCC begins processing applications, doesn't mean too much to some applicants.

Some unusual tactics have been engendered by channel-by-channel procedure. New Orleans' WWL took full-page ad in April 14 Broadcasting Magazine to say: "WWL will adhere to its request for Channel 4. WWL will file no last-minute amendments and will not try to outguess any other applicant." In April 28 issue, New Orleans' Community TV Corp., which includes principals of WBOK, had "open letter to WWL," commending latter's declaration, and adding that it would do same with uhf Channel 26, hoping to avoid "bickering and long drawn-out hearings and delays."

More of same may be expected elsewhere, through ads or otherwise.

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Those 4 petitions asking changes in final decision are as follows:

(1) WMCT, Memphis, points out that FCC erred in measurements, that its TV transmitter is 187.5 miles from Nashville. Thus, Commission's proposal to change it from Channel 4 to 5 violates FCC's 190-mile minimum spacing, since No. 5 has been allocated to Nashville. WMCT now asks that it be shifted to No. 3, newly assigned to Memphis. WMCT would benefit from fact that nearest co-channel assignment on No. 3 is 225 miles away, in Springfield, Mo.

(2) KTEM, Temple, Tex., still wants Channel 6 to be allocated to Temple, saying that if it had known minimum spacing was going to be 190 miles, rather than

180 (as specified in last year's proposed allocation), it would have objected to the assignment of No. 6 to San Angelo, 183 miles away. KTEM points out that Temple is assigned only 2 uhf channels, whereas San Angelo has 2 vhf, 2 uhf. Station claims Channel 6 would serve more people if located in Temple than in San Angelo.

(3) WISC, Madison, asks FCC to reconsider station's proposal that Wisconsin capital's single vhf channel be reserved for educators, so that all commercial stations could then compete equally on uhf. Station contends FCC's rejection of proposal is "arbitrary and capricious" and violates Commission's own rules.

(4) KXEL, Waterloo, Ia., asks that processing procedure be made "flexible," so as to give higher priorities to applications from rural areas.

From commissioners' and staff's attitude on the petitions, there's little doubt that first will be granted, rest denied. Commission appears willing to rectify error in mathematics but loathe to confess poor judgment. There's also fear that favorable action on last 3 petitions will unleash deluge of similar requests.

A number of requests for clarification of final decision have arrived at the Commission, but none has been answered yet. For example, WAVE-TV, Louisville, wants to move to site in New Albany, Ind., thus going from Zone II to Zone I. But it wants to be sure it keeps potential of 2000-ft. antenna, rather than 1000-ft. maximum permitted in Zone I, and that 190-mile co-channel separation still applies. Several others have same problem; FCC is expected to render decision in week or two.

* * * *

Comr. Jones continues attack on "fixed" allocation plan, along lines of his dissent (pp. 213-239 of our printed copy). In bristling May 1 speech before Ohio Assn. of Broadcasters, he sails into FCC majority, manufacturers and the owners of existing stations. In words of biting sarcasm, he observes that:

(1) FCC has drawn "meaningless circles", with no regard for channel efficiency, thus depriving small towns of vhf. At same time, vhf stations are given such broad service areas that uhf scarcely has a chance in small cities.

(2) "Blurbs" of manufacturers play up uhf, but they don't want uhf themselves. "The general idea seems to be: 'Uhf is wonderful -- you take it.'"

(3) Existing stations "really have the public utility magnate's dream." FCC has made them "masters of all they survey," and they're in position to squelch uhf stations in their fringe areas.

But Jones apparently feels all is not lost, and hints that plan may still be changed. He said: "So long as today's order remains a mere paper document, however bad, little harm is done...This period immediately following the effective date of the order is the most critical because then if new and better methods should come to our attention, the mere blueprint or preliminary construction can be changed without undue distress."

SOME PONDER 'BUYING' UHF AUDIENCE: It's uhf-or-nothing for TV entrepreneurs in many big, well-served cities where all vhf channels are in use.

With valuations of vhf stations quoted as high as \$10,000,000 -- and most of them unavailable at any price -- prospective uhf telecasters are racking their brains for ways and means to make a go of uhf.

Though there's muttering about "another FM situation," the comparison is far from accurate -- for uhf means added service, not duplicated service. Under FCC allocations, uhf in many cases offers only avenue for bringing the second, third or fourth stations to town, including network service.

Idea of "buying" uhf audience -- i.e., custom-building it by supplying vhf set owners with converters at cost, or even for nothing -- has occurred to some.

Consulting engineer E.C. Page tossed suggestion to client Benedict Gimbel (WIP, Philadelphia) and asked RCA engineering products v.p. W.W. Watts to explore costs. It was tentatively estimated that on mass-production basis, a single-channel converter might be sold for \$10. Even forgetting possible lead-in and installation charges, said Gimbel, it would thus take \$5,000,000 to convert half of Philadelphia's 1,000,000 sets. Even half that sum would be too much, he felt.

Other applicants are known to be considering limited "subsidization" -- such

as paying part of total cost, supplying converter only, etc. One has told us he has set aside \$50,000 as starter for his city's 100,000 sets. There's possibility, too, that all prospective applicants in a city might pool resources.

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Costs involved are necessarily inexact -- first, because so many kinds of converters will be offered; second, because true extent of the market will remain unknown until people start buying.

From standpoint of strip conversion -- replacing vhf strip in turret tuner with uhf strip -- cost is "approximately \$10 including installation," according to Glen E. Swanson, president of Standard Coil Co., which has supplied turret tuners for more than 5,750,000 sets, or about 30% of total sets in use.

Admiral announced it will give such strips free to any of its 2,000,000 set owners and new buyers "who can this year receive [uhf] telecasts" (Vol. 8:16). Jackson says it also will supply free strips, to those who buy sets this year.

Other manufacturers quote prices ranging from \$10 for single-channel unit (RCA) to \$50 for all-channel converter (most set makers).

One thing is sure: Prices will drop if demand is more than a flash in the pan. Competition will probably be fiercest the trade has ever seen. Magnavox and Tele King have already announced all-channel units at prices well below the \$50 quoted up to now by most makers -- \$35 and \$30, respectively. Crosley, which introduced its "Ultratuner" last year (Vol. 7:15), showed off production model at Rye, N.Y. this week, indicated price will be around \$40.

New combination vhf-uhf sets, for replacement market, will undoubtedly get biggest push when uhf stations get going, but you can expect that efforts to move converters will involve every promotional device in the book -- giveaways, free antenna, free installation, and what-have-you.

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Tremendous variations in antenna-installation costs may be expected. This week, for example, DuMont went to great pains to insure good signal when it transmitted experimental educational programs on uhf from New York to 12 Montclair and Bloomfield, N.J. schools.

Good pictures were received at all points, which were located 10-15 miles from transmitter (515 Madison Ave.) putting out 5-kw ERP on Channel 54 (710-716 mc). However, DuMont used 12-element broadside receiving antennas, with reflectors, tuned exactly to the channel, while the all-channel converters were located right at the antennas to minimize transmission-line losses.

Most schools were in favorable line-of-sight locations, though 2 were below line-of-sight. DuMont engineers say signal was more than adequate in most places, and they point out that 5-kw ERP is mere 1/200th of the 1000-kw FCC will allow.

STATION CONSTRUCTION COSTS—CBS STUDY: Out of CBS's "TV Clinic" in New York this week came another definitive study for those aspiring to enter the business of telecasting. As did the study of station operating costs by engineer Joe Herold (which we sent you April 19 as Special Report), CBS report titled "TV Station Facilities: Construction Costs" contains valuable data not readily available heretofore.

Based on experience of telecasters, and major equipment makers' prices, CBS study -- like last December's NARTB station cost analysis (Vol. 7:50) -- gives itemized cost estimates for stations of various sizes, antenna heights and powers. This new study breaks estimates down further for low & high-band vhf and uhf. It covers, in addition to regular telecasting equipment, cost of legal and engineering fees, building construction, furniture and fixtures, shipping charges, sales tax, etc. The 36-page study is available to bona fide station planners; write CBS-TV president Jack Van Volkenburg, 485 Madison Ave., New York.

"TV is the greatest mass medium of communications ever known," CBS president Frank Stanton told 250 TV and radio affiliates at May 2 luncheon. "It comes at just the right time in our nation's economic picture. National income is up 3 times over 1940; plant facilities have been tremendously increased; inventories are piling up.

TV should play a vital role in the mass distribution, at minimum cost, of the goods the public wants...There is a tremendous public appetite for the medium."

Phenomenal growth of TV to date is "only the beginning," said Mr. Von Volkenburg, opening 2-day session. He told the broadcasters CBS now programs 9 hours of network time daily, of which 6¼ hours are sponsored -- as opposed to 78 minutes, of which 32 were sponsored, in March 1948. Sales v.p. Fred Thrower pointed out that cost-per-thousand in TV has dropped from \$3.49 three years ago to \$1.79 today and it "continues to go down as new markets open."

INDUSTRIAL MICROWAVE—A 'SILENT BOOM': One piece of electronics business is growing like mad without benefit of TV's glamour or anything else to catch public fancy -- industrial microwave. FCC and those using or supplying equipment are continually surprised that this post-war phenomenon has attracted so little general notice.

Some \$20,000,000 has been invested in these private communications systems, mostly by oil and gas line companies -- in little more than 2 years. And current rate of growth bids fair to make present outlay look like peanuts.

Only 1900 miles of industrial microwaves had been authorized by July 1, 1950. Year later it was 9800. Two months more, 14,200. Today, more than 20,000 miles are in operation or under construction -- and applications are pouring into FCC at rate up to 1000 miles weekly.

Industrial microwave is basically same as AT&T's common carrier setup -- except that former is licensed for private use. It comprises radio equipment located at top or base of series of towers spaced 25-35 miles apart. Low-power transmitter (1 watt or so) feeds signal into parabolic "dish" which narrows signal into pencil-like beam directed at next tower, where process is repeated.

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Longest yet authorized is 1700-mile chain, stretching from Mexican border to New York City, being built by GE for Transcontinental Gas Pipeline Corp., due for August completion. Several 1000-mile systems are in operation.

Though some 75% of such systems are currently used by oil & gas companies, vast expansion of use by other industries is in prospect -- e.g., electric power, State govts. for forestry and highway maintenance, widely dispersed factories.

FCC staff members expect railroads to become tremendous user. Microwaves now "patrol" Pennsylvania and New Jersey Turnpikes. And the military are believed to have plenty in use and planned. One equipment manufacturer puts it this way: "Every large organization with a long right-of-way and a need for high-speed communications facilities is a potential customer."

FCC last week granted Freeport Sulphur Co. CP to build \$150,000 network for communications between mines, plants and headquarters in Louisiana -- first authorization in new Special Industrial Radio Service.

Voice communications are principal use of systems currently, but microwaves can carry teletype, remote control of switches, automatic meter readings -- anything that wire lines or cable can handle.

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Industrial TV is about only kind of service not yet rendered, but it will probably come soon. DuPont has been thinking about connecting 2 buildings in Wilmington area, for board meetings. An electronics manufacturer is considering microwaves for transmitting TV test pattern from one research building to another.

Commission believes it has adequate frequencies set aside in 6 bands -- the 952-960, 1850-1990, 2110-2200, 2500-2700, 6575-6875 and 12,200-12,700 mc. Only 952-960, 1850-1990 and 6575-6875 mc are now in use, others being held in reserve.

Major makers of equipment have been Federal, GE, Motorola, Philco, RCA -- but others are making headway and more are known to plan expansion into the field.

AT&T supplies virtually all TV program transmission via microwave in U.S. (temporary exceptions: Grand Rapids, Kalamazoo, Bloomington, Huntington, Nashville) but other companies are grabbing foreign business. Philco this week announced that it has contracted to interconnect 2 Cuban networks: (1) 16-hop 500-mile system link-

ing Circuito CMQ's stations in Havana, Matanzas, Santa Clara, Camaguey & Santiago. (2) 4-hop 110-mile setup connecting El Mundo's planned outlets in Matanzas & Santa Clara. Latter also plans extensions to Havana & Santiago (Vol. 8:11).

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What puzzles many at FCC and in industry is fact common carriers, notably AT&T, didn't snatch up this new business -- presumably a natural for them. Some state flatly that "AT&T just missed the boat."

AT&T doesn't in slightest concede that it got caught with its plans down. Spokesman says company is, and always has been, prepared to supply the kind of services various industries are getting with microwave -- "but they evidently think they can do it cheaper and more reliably." AT&T people say they hear reports of difficulties with various systems, and they leave the distinct impression that company wouldn't be least bit surprised to find private microwave owners getting disgusted with headaches and dumping their troubles into AT&T's experienced hands.

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Cost of equipment runs \$600-\$1200 per mile, depending on terrain, number of channels (up to 24 for voice can be handled), whether there's automatic control or metering, etc. Price is going down as influx of orders makes mass production possible, and each manufacturer gives the assurance that "bugs" in gear, if any, are rapidly being exterminated.

Comparing microwave with wire or cable, equipment makers' biggest claims are cost (about half) and relative invulnerability to weather -- plus tremendous savings (up to 99%) in critical copper supplies.

Since much of cost involves purchase of land, firms that already own rights-of-way (like oil, gas, railroads) are doubly tempted to install own systems.

Equipment makers are stepping up promotion on all fronts -- brochures, publicity releases, stockholders reports, etc. -- eager to capture their share of a business with apparently limitless future.

And everyone in the fiercely competitive and cyclical electronics industry is always happy to divert some eggs into yet another basket.

Attesting to increased interest in subject, May Radio & Television News has included excellent 64-p. special section with 8 articles by industry experts, on such subjects as economics, non-communications applications (e.g., radar), types of equipment. Section lists all major microwave installations in U.S. (with frequencies, locations, call signs), plus directory of manufacturers.

QUESTION whether Paramount Pictures Corp. tried to hold back DuMont's TV operations in early 1940s was carefully probed this week, as FCC's Paramount hearing resumed. Commission counsel apparently attach much significance to subject.

There were only 2 days of testimony, one witness, Paramount Pictures' v.p. Paul Raibourn, in latest chapter of proceedings to decide fate of proposed ABC-United Paramount Theatres merger, plus chances of DuMont and Paramount Pictures to expand TV station ownership.

Commission counsel asked if Paramount attempted "to do with DuMont substantially what you later did with Scophony." Previously, counsel had implied that Paramount tried to suppress TV patents of old Scophony Corp. (Vol. 8:16) which, like DuMont, was part owned by Paramount.

Letter written by Dr. Allen B. DuMont in 1941 was introduced, charging that Paramount director Stanton Griffis said "he would not put in a dime in TV" and asking that Paramount help DuMont or free it to go elsewhere for financial aid. Raibourn strongly denied trying to obstruct DuMont. He explained that in 1941 there was little immediate future in commercial TV and, with war coming on, he advised firm to make oscillographs and other equipment for war effort.

Good guess is that hearing won't finish before end of May, which probably means final decision won't come before end of year. DuMont's rebuttal case is scheduled May 5; Donald Stewart, network's film dept. mgr., and possibly Chris Witting, network gen. mgr., will testify. Commission witness Arthur Levey, ex-Scophony head and now president of Skiatron Corp., subscription-TV developer (see page 12), will appear for most of rest of week UPT director A. H. Blank is only other announced witness, but Commission indicates it will call others.

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Three TV networks' 1951 expenditures for film were entered in record this week, on insistence of DuMont, which contends that ABC would be in far better competitive position than other networks if it merged with UPT, a \$30,000,000-a-year film buyer. ABC's total was \$1,339,479, CBS's \$642,000, DuMont's \$559,457.

ABC breakdown (including 5 owned and operated stations): features, \$884,259; shorts, \$363,525; newsreels, \$62,409; special TV films, \$29,284. CBS (including 2 stations): features, \$615,000; other types, \$27,000. DuMont (including 3 stations): special TV films, \$290,709; features, \$241,650; shorts, \$13,471; newsreels, \$8288; documentaries, \$5338. NBC isn't party to hearing, but examiner Leo Resnick indicated he may ask for its figures, if needed to clarify issue.

PASSAGE OF McFARLAND BILL (S. 658) appears almost certain, now that House Rules Committee has reported it unanimously and House is due to vote on it in next few weeks. With Senate sponsors anxious for passage of this first major change in Communications Act since 1934, there's good likelihood House-Senate conference will iron out differences quickly, enact final bill.

Rep. Harris (D-Ark.), assigned job of steering measure through House, appeared before Rules Committee, got its approval April 30—though acting chairman Rep. Cox, violent antagonist of FCC, wondered whether "this bill was written by the Commission for its own purposes."

Industry leans towards Senate version of bill, while FCC prefers House's—though neither is completely satisfied. Both camps hope to get their licks in during Senate-House conference.

Major objections of NARTB are those provisions: (1) Giving FCC power to levy fines, suspend licenses. (2) Granting FCC authority to refuse licenses to those "adjudged guilty by a Federal court of unlawfully monopolizing radio communications." (3) Giving unsuccessful renewal applicant right to collect "fair market value" for physical plant from new licensee.

Commission objects to: (1) "Isolation" of commissioners from staff when deciding hearing cases. (2) "Double processing" of applications, i.e., FCC must give applicant opportunity to comment, if Commission doesn't see fit to grant CP right off the bat. (3) Renewal provisions of both Senate and House bills may tend to make renewals "too automatic."

Conferees won't be named until House votes, but following are expected to serve: Senators McFarland (D-Ariz.), Johnson (D-Colo.), Capehart (R-Ind.), and Representatives Harris, Beckworth (D-Tex.), Rogers (D-Fla.), Wolverton (R-N. J.), Hinshaw (R-Cal.).

Network Accounts: Green Giant Co. (canned vegetables) purchase of 3-3:15 Fri. segment of *Art Linkletter House Party* starting Sept. 1 on CBS-TV, Mon.-thru-Fri. 3-3:30. completes list of sponsors for that 3-3:15 period. Pillsbury Mills bought Mon.-thru-Thu. 3-3:15 portion and Lever Bros. will sponsor 3:15-3:30 Mon.-Wed.-Fri., thru N. W. Ayer & Son. Leo Burnett & Co., Chicago, is agency for others . . . Pepsi-Cola starts *All Around the Town* May 3 on CBS-TV, Sat. 9-9:30, in time vacated by Faye Emerson's *Wonderful Town* . . . P. Lorillard Co. (Old Gold cigarettes) May 8 starts *Chance of a Lifetime* on ABC-TV, Thu. 8:30-9, during time formerly occupied by *Stop the Music* which was dropped April 24; agency for Old Gold is Lennen & Mitchell . . . Helene Curtis Industries Inc. (beauty shop supplies & equipment) started sponsorship May 1 of 1-1:15 Tue. & Thu. segments of *Rumpus Room* on DuMont, Mon.-thru-Fri. 1-1:30, thru Gordon Best Co., Chicago . . . General Foods (Maxwell House coffee) beginning July 11 will use *Arthur Murray Party* as 8-week summer replacement for *Mama* on CBS-TV, Fri. 8-8:30 . . . General Foods reported readying *Our Miss Brooks* for sponsorship on CBS-TV, Mon. 9:30-10, replacing *Claudia* which probably will be moved to same Fri. time to replace *It's News to Me*, being dropped by same sponsor.

"After 4 Years of TV—What's Happening to Radio?" captioned CBS's full-page ads in May 2 *New York Times* and *Herald Tribune*. They point out that network's fall radio schedule is "80% as far along as last year's schedule was on Sept. 1," concludes that "all these pre-season signs are a tribute not only to CBS Radio—but to the values of all radio." Ad says a dollar can buy 944 radio listeners, 365 TV viewers, 334 magazine readers or 240 newspaper readers.

Personal Notes: Frank White, whose resignation as president of MBS is effective May 31, will immediately join NBC-TV to head film syndication project; he's due to be named v.p. at next board meeting . . . Carroll P. Newton, chairman of BBDO TV-radio plans board, and Robert E. Anderson, in charge of agency's Detroit office, appointed vice presidents . . . James C. McNary elected president of Assn. of Federal Communications Consulting Engineers, other officers being Frank G. Kear, v.p.; Frank H. McIntosh, secy.; T. A. M. Craven, treas.; Millard M. Garrison & Stuart L. Bailey, new members of executive committee (John Creutz & Ronald Culver remaining on committee, Lester H. Carr & Everett L. Dillard retiring) . . . Donald Withycomb, veteran network and station executive, who for last year has been studio mgr. for Radio Free Europe in Munich, has returned to U. S. and plans to enter TV . . . Wilt Gunzendorfer, ex-KGB, San Diego, and KROW, Oakland, joins KHJ-TV, Los Angeles, as director of operations . . . James Allen, ex-city editor, *Cincinnati Post*, joins Crosley Broadcasting Corp. as TV promotion mgr., succeeding Frederick Gregg, now heading new clients service dept. . . Charles Shaw promoted to news director, WCAU & WCAU-TV, Philadelphia . . . Charles R. Sterritt, ex-WJBK, recently with American Red Cross TV-radio staff, named CBS-TV Detroit sales mgr. . . Stacy W. Norman, George L. Jensen & Irving L. Weston named chiefs of following respective divisions of FCC Field Engineering & Monitoring Bureau: Inspection & Examination, Engineering, Monitoring.

NBC's SPAC (stations planning and advisory committee) elected these officers this week: P. A. Sugg, WKY & WKY-TV, Oklahoma City, chairman; Richard O. Dunning, KHQ, Spokane, secretary for radio; E. R. Vadeboncoeur, WSYR & WSYR-TV, Syracuse, vice chairman; Lee B. Wailles, Fort Industry Co. (Storer stations), secretary for TV. Other members: B. T. Whitmire, WFBC, Greenville, S. C.; Ralph Evans, WHO, Des Moines, and WOC & WOC-TV, Davenport; Robert B. Hanna, WGY & WRGB, Schenectady; Allan M. Woodall, WDAK, Columbus, Ga.; Ed Yocum, KGHL, Billings, Mont.; Martin Campbell, WFAA & WFAA-TV, Dallas; Willard C. Worcester, WIRE, Indianapolis; Stanley E. Hubbard, KSTP & KSTP-TV, St. Paul.

Station Accounts: First quarter 1952 sponsors on both networks and stations were somewhat fewer than in fourth quarter 1951, reports *Rorabaugh Reports on TV Advertising*, authoritative quarterly compendium of sponsorships and ad agencies. Networks had 188 sponsors listed vs. 198 preceding quarter; 108 of the 109 stations showed 1277 national spot and 4935 local-retail advertisers vs. preceding quarter's 1370 & 5162, respectively, listed for 105 then-reporting stations . . . Norwegian Cannery Assn. starts newspaper drive to promote sardine sales May 15, to be followed by TV-radio spots in June, thru McCann-Erickson, N. Y. . . Films produced in Italy are featured on *Italian Feature Film*, Sat. 5-6:30 p.m., on WOR-TV, New York, now in second year with 7 participating sponsors and 2 opening and closing spots, handled by Landi Adv., N. Y. . . Among other advertisers reported using or preparing to use TV: Date Advisory Board (dates), thru Elwood J. Robinson Adv., Los Angeles; Naco Fertilizer Co., sub. of W. R. Grace Co. (Nurish plant food and NACO fertilizer), thru Kelly, Nason Inc., N. Y.; Edwin Corp. (Dust Out mechanical mop shaker), thru Brisacher, Wheeler & Staff, San Francisco; Felber Biscuit Co., div. of United Biscuit Co., thru Harry M. Miller Inc., Columbus; Metropolis Brewery Inc. (Champagne malt liquor), thru Hilton & Riggio, N. Y.; B. B. Pen Co. (Xm eye-glass cleaner), thru Foote, Cone & Belding, Los Angeles.

WHAT KINDS of TV sets do the "master minds" of the industry's regulatory, legal and engineering fraternity (Washington section) have in their homes? Canvass by our reporter reveals almost as many brands as they have opinions. And they don't necessarily go in for latest models or sizes, either. Assuring them this peek into their homes would not be used for promotional purposes, we learned that:

FCC Chairman Walker and Comr. Webster have 17-in. RCA table models; Comr. Jones still uses old 12-in. DuMont table; Comr. Hyde, 19-in. Westinghouse console; Comr. Hennock, 16-in. Emerson console; Comr. Bartley, 12-in. Stromberg-Carlson console; and engineer-Comr. Sterling uses 19-in. RCA table & 12-in. DuMont table, and also still has an old RCA 10-in. which he used for color experiments.

FCC chief engineer Edward Allen has 17-in. Hallicrafters table, also has old 7-in. Philco table formerly used for color tests. Ex-chief engineer, now Broadcast Bureau chief Curtis Plummer says he has no set, never had one! General counsel Ben Cottone has an RCA 16-in. table model.

Among the consulting engineers, ex-FCC Comr. T. A. M. Craven still uses and likes his 18x24-in. GE projector set. Millard M. Garrison, Robert Silliman and Ray Wilmotte still use RCA 10-in. tables; Russell P. May and Robert L. Kennedy have RCA 16-in. tables; C. M. Jansky and Stuart L. Bailey, 19-in. DuMont consoles; James C. McNary, 20-in. Philco table; Everett L. Dillard, 17-in. Zenith table; John Creutz, 10-in. Admiral console, 10-in. RCA table and 20-in. Tele-tone console; George Adair, 19-in. RCA table & 12-in. DuMont console; George C. Davis, 21-in. RCA console and 12-in. DuMont table; Andrew F. Inglis, 12-in. DuMont table; E. C. Page, 14 & 19-in. RCA consoles; Frank McIntosh, 10 & 16-in. RCA and 12-in. DuMont, all tables.

The lawyers likewise show penchant for hanging onto their old sets. All 5 in Herbert M. Bingham's office have 17-in. RCA consoles; Marcus Cohn, 12-in. RCA table; Frank U. Fletcher, 10-in. RCA console; Henry G. Fischer, 10 & 20-in. RCA tables; Andrew G. Haley, 19-in. Motorola console; Wm. C. Koplovitz, 19-in. DuMont console; Reed T. Rollo, 10-in. RCA console; William A. Roberts, 15 & 21-in. DuMont consoles; Arthur W. Scharfeld, 19-in. Crosley console; Arthur H. Schroeder, 16-in. Silvertone table; Neville Miller, 20-in. Silvertone console; Vincent B. Welch, 12-in. DuMont table; Vernon L. Wilkinson, 10-in. RCA table; Morton H. Wilner, 12-in. Motorola table and 19-in. Motorola console; Philip G. Loucks, 17-in. GE console; Paul Segal, Scott projector; George Smith, RCA 17-in.; Philip Hennessey, RCA 12-in.; Paul D. P. Spearman, 17-in. RCA console; John Spearman, 12-in. DuMont table.

At the White House, they're TV fans, too. Brand names are taboo, but TV sets are all over the place—in executive offices and throughout the household. In the President's own family quarters are three 21-in. built-in units. There's a small set in the usher's office, one also in the press room, and quite a few of various makes in the quarters of the staff. Master antenna feeds them all, with plug-in jacks in just about every room.

New White House was wired for telecasting, of course, with direct coaxial cables from the new broadcasting room, which was the original kitchen of old White House. There are also cables to the diplomatic reception room, from which President Roosevelt used to make his fireside chats.

Note: Canvass of our own staff (14 persons) reveals ownership of two 20-in. Philcos; one 19-in., two 16-in., one 14-in. RCAs; 17-in. & 14-in. Motorolas; 17-in. GE; 16-in. & 10-in. Admirals; 12-in. DuMont—and a 3-in. Pilot that's still working well!

Forum on antenna and tower problems posed by new TV allocations, sponsored by RCA at Camden April 30-May 1, was attended by 40 engineers representing all of nation's large tower construction firms. They witnessed demonstrations of new uhf & vhf antennas and transmission line, discussed tower requirements to support new antennas. Represented at discussions led by RCA antenna engineers H. H. Westcott and Owen Fiet were: Alliance Engineering & Construction Co., Chicago; Alpha Erection Corp., Washington, Ill.; John C. Beasley Construction Co., Muskogee, Okla.; John A. Costelow Co. Inc., Topeka, Kan.; Frederick Tower Erection Co., Frederick, Md.; Furr & Edwards Construction Co., Rome, Ga.; Ideco Div., Dresser-Stacy Co., Columbus, O.; Mizell Construction Co. & Truck Line, Gannado, Tex.; Lehigh Structural Steel Co., New York; S. T. Mercer Co., Rahway, N.J.; Harold A. Peterson Co., Trenton, N.J.; Racine Tower Construction Co., Brandon, Vt.; Radio Construction Co., Pittsburgh; Paul Shepard Co., San Francisco; Seago Construction Co., Dallas; Stainless Inc., North Wales, Pa.; RCA Service Co., Gloucester, N.J.; Tower Builders Co., Angola, Ind.; Tower Construction Co., Sioux City; Tower Engineering & Construction, Houston.

New mixer tube for TV receivers, designed to accommodate both vhf and uhf, was announced this week by GE. New mixer, 6AM4, together with previously announced vhf-uhf oscillator 6AF4 and RF amplifier 6AJ7, make possible the development of one tuning unit covering both uhf & vhf, said GE engineers.

Wm. H. Offenhauser Jr., who delivered paper on "Nomenclature for Motion Pictures and Television" at recent convention of Society of Motion Picture & Television Engineers, has been asked by SMPTE to compile and publish a directory of technical terms currently in use in both fields; also to record paper for future presentation.

EUROPEAN electronics manufacturers, like their American counterparts, are disturbed over the rather listless market for their products, reports Marvin Hobbs, electronics advisor to Munitions Board chairman John Small and a member of Electronics Production Board. Just returned from England, France and Netherlands, Hobbs says much European plant capacity is idle because defense orders plus civilian business don't equal full production.

European factories are turning out military electronics equipment on orders placed by U. S. for armed services of NATO nations. But, as in this country, Hobbs found the No. 1 question of electronics manufacturers was: Where are the big military orders? And answer about the same: Procurement has reached, or is reaching, the peak and there won't be enough to keep everyone going full blast.

Hobbs personally feels solution to idle plant capacity abroad is development of strong TV industry. But he noted that only in Britain did he observe anything to compare with American "TV fever".

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"Pattern for TV Profit" is excellent series, primarily covering construction and engineering, running in Milton Sleeper's *Radio Communication*. Series was written by editor Roy F. Allison in collaboration with engineers A. B. Chamberlain, CBS; Rodney Chipp, DuMont; Raymond F. Guy, NBC; Thomas Howard, WPIX; Frank Marx, ABC. Among subjects: cost of facilities, license procurement, regulations, insurance, engineering & legal expenses, studio & transmitter location, expansion.

GE's first air-cooled 5-kw transmitter for Channels 7-13 is now in production, available for shipment in June, replacing water-cooled version. GE has had air-cooled Channel 2-6 transmitter for some time.

STATISTICS CONFIRM SLOW PACE OF TRADE: "The public is buying at least the lower-priced models -- but the dealers aren't buying. They order, yes, especially models listing under \$300. But they sell one, then buy one. They're not stocking up."

That lugubrious observation by a leading manufacturer would seem to sum up the trade picture reasonably well. Some say it's the expected seasonal "trough" -- but all are keeping their fingers crossed lest later summer and early fall buying, even though hypoed by the political conventions, should be disappointing, too.

Statistics continue to reflect slow pace of the TV trade, with production still down, inventories still much too high.

Final April week's output went down a bit more -- to 76,515 (2070 private label) from 77,740 the week before. Factory inventories went up some more as of April 25 -- to 294,266 from 282,230.

Thus tentative RTMA output figure for April is 316,562, which compares with 469,157 in April 1951. And revised RTMA figures for first 1952 quarter show output of 1,324,831, which is down some 40% from the 2,199,669 for same 1951 quarter.

Radios produced in final April week totaled 218,280 (82,879 private label), up from preceding week's 188,028. Factory radio inventories mounted to year's high of 350,125, up from 317,227 the week before. April 25 week's radios were 79,882 home sets, 32,674 portables, 41,604 clock, 64,120 auto.

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Dun & Bradstreet figures, while always a whole month late, are better barometers of trends of trade because they report dealer sales and inventories. During 5-week March, D&B reported May 1, dealer sales totaled 505,000 TVs, of which 212,000 were table models, 293,000 others. Rate of retail sales was thus 3% under February, when 417,000 sets were sold -- 193,000 table, 224,000 others.

Dealer inventories went down to 638,000, or 33,000 less than at end of Feb. There were 267,000 table models, 371,000 others in stock at end of March.

Taking this latest dealer inventory figure of 638,000, adding to it 469,349 sets reported by RTMA in distributors' hands at end of March, and counting also the 231,000 factory inventory of same date (Vol. 8:14), total inventories in all trade pipelines at end of first quarter come to 1,338,369.

Could be this figure was reduced somewhat during April -- but it's unlikely. It isn't a very happy figure when you consider estimated 1,333,742 in all pipelines at end of February (Vol. 8:14) and Dun & Bradstreet's estimate of "somewhere between 1,340,000 and 1,500,000" at end of January (Vol. 8:10).

All in all, reduction hasn't been much since year began with trade pretty much agreed that 1,500,000 sets were still unsold.

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Dealer radio sales during 5-week March, Dun & Bradstreet also reported, totaled 506,000 home units, 95,000 battery portables. This compared with January's 449,000 home & 51,000 portable sets, February's 394,000 home & 77,000 portable sets.

Dealer radio inventories at end of March were 914,000 home sets & 211,000 portables. At end of February, figures were 940,000 home & 213,000 portable; end of January, between 1,000,000-1,200,000 home & 200,000-250,000 portable.

Two new batteries developed by RCA, said to make possible "personal" portable radios that play up to 100 hours without battery change, are now available to set manufacturers. "Revolutionary" 67½-volt "B" battery, VS216-- using alkaline cells formerly restricted to wet batteries--is 22% smaller than conventional "B" type, lasts twice as long. Redesigned "A" battery, VS036, is "less

than twice the length" of old types, lasts 4 times as long. "Balanced" battery pack, containing one new-type "B" and 2 new "A" batteries "increases total battery space requirement by only 30% [and] will play up to 10 times longer without battery change," says RCA. Initial shipments of new RCA "personal" radio using new-type batteries will begin in June.

Topics & Trends of TV Trade: First-quarter picture tube sales by RTMA members totaled 1,040,829, valued at \$23,989,653, considerably below first-quarter 1951's sales of 1,822,793 tubes at \$49,892,454. Rectangulars 16-in. and larger represented 98% of first-quarter 1952 sales. In same period last year, 84% were rectangular, 94% were 16-in. and larger, both round and rectangular. March picture tube sales totaled 370,206 at \$8,582,532, compared with February's 330,431 at \$7,715,257 and March 1951's 608,396 at \$16,064,425.

Receiving tube sales in first quarter totaled 85,934,322 vs. 118,277,243 in same 1951 period. TV sales decline, says RTMA, accounted for fact that only 30,935,220 receiving tubes were sold in March 1952 compared with 44,413,146 in March 1951. Sales to Govt., however, increased by more than 2,500,000. Of March 1952 total, 19,513,454 were shipped for new sets, 7,231,186 replacement, 2,776,796 Govt., 1,413,784 export.

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"Chairside Control TV" is announced by Gough-Douglas Co., div. of Gough Industries Inc., 827 E. First St., Los Angeles, ex-Philco distributor. New set, marketed under trade name "Douglas" is made by Los Angeles private brand manufacturer D. J. Roesch Co. It consists of 2 separate units—"front end" chassis with tuning controls mounted in chairside cabinet, and separate picture console containing sweep and power chassis. First model is 24-in. mahogany with FM radio, \$595 including warranty but not tax. Gough-Douglas ran full-page ad in April 30 *Retailing Daily* featuring new set, announcing availability of exclusive direct factory franchises to dept. and music stores.

National Electric Products Corp., Ambridge, Pa., isn't going into TV-radio set manufacture, as erroneously reported in trade press, but has set up 2 new divisions—TV-radio and Radar, former at Ambridge, latter at Elizabeth, N. J. TV-radio div. will manufacture Nepco-Yagi TV antennas, Nepco TV masts, complete line of roughing-in materials and special types of TV wires. Frank P. Yarussi, ex-engineering v.p., Gordon Electronics, heads TV-radio sales, with R. F. Mihalick as consulting engineer.

Transistor experts warn industry that some transistors now offered fall far short of normal performance. Fearing such devices may give transistors "black eye," they report tests showing: (1) Up to one-third are inoperative. (2) Wide variations in performance. (3) Mislabeled connections. (4) Some sold as "junction type" actually operating as point-contact type. (5) Noise levels averaging 60 db, whereas "normal" is about 35 db.

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Merchandising Notes: RTMA and Assn. of Better Business Bureaus have jointly published 11-p. booklet titled *Things You Should Know About the Purchase and Servicing of Television Sets* for local distribution; it's designed to counteract "a few irresponsible operators" in the industry . . . Hallicrafters new line comprises 17-in. tables at \$220 & \$250, consoles at \$250 & \$270; 20-in. tables at \$270 & \$290; 21-in. consoles at \$300 & \$320—all "inboard" priced . . . Muntz reported planning to open outlets in Omaha, Kansas City and Oklahoma City, and sales mgr. Don Adams is quoted as stating it will begin offering new 27 & 30-in. sets next fall . . . Tech-Master, 443 Broadway, New York, custom TV set manufacturer, enters consumer TV marketing with line of AC-DC sets, designed especially for DC areas, beginning with 17-in. mahogany table at \$279.50 . . . Hoffman Radio adds 21-in. table model to line at \$350, or \$10 more in oak or maple; price includes tax and full year's tube & parts warranty . . . CBS-Columbia Inc. appoints Ted Bates & Co. as ad agency.

Trade Personals: Gordon N. Thayer, director of transmission development, named v.p. in charge of Bell Labs' military development program, succeeding Timothy E. Shea, now v.p. of Sandia Corp.; M. B. McDevitt succeeds Thayer . . . Maurice G. Paul, Philco tax dept. mgr., named chairman of committee on taxation, National Assn. of Manufacturers . . . Robert J. Leykum, Brooklyn plant supt., appointed manufacturing v.p., Majestic div. of Wilcox-Gay Corp. . . . Robert A. Neuser resigns as asst. to adv. mgr., RCA home instrument dept., Camden, to join Roy S. Durstine Inc., N. Y. . . . James T. McAllister, ex-Hollywood branch mgr. for RCA, named Hoffman Radio service dept. mgr. . . . J. F. Davis named Sylvania Newark district sales mgr.; E. B. Colby gets Pittsburgh district . . . Norman C. Owen, ex-distributor sales mgr., named general sales mgr., Webster-Chicago, adding duties of sales v.p. W. S. Hartford, retiring May 15 . . . King Ray, ex-Stewart-Warner, named Belmont central regional sales mgr. . . . Alexander Gates, ex-Air King, joins Tele King New England sales rep. . . . Howard Walters succeeds Charles D. Snakard as Chicago TV sales mgr., Graybar, handling Hoffman line.

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W. W. (Wally) Watts, RCA engineering products v.p., elected president of Armed Forces Communications Assn., succeeding Wm. J. Halligan; new vice presidents are Maj. Gen. George I. Back, chief, Army Signal Corps; Rear Adm. Wm. B. Ammon, director, Naval Communications; Maj. Gen. R. C. Maude, director, Air Force Communications; V. B. Bagnall, gen. mgr., AT&T long lines dept.; Rear Adm. Ellery W. Stone, president, American Cable & Radio Corp.

"Frank M. Folsom Scholarship," in honor of RCA president, who is member of Notre Dame's advisory council for science & engineering, has been established at Notre Dame U; it provides annual grant of \$800 for students majoring in pure science or engineering.



Trade Miscellany: Sylvania this week produced its billionth vacuum tube since 1924, holding appropriate ceremonies at Emporium, Pa. plant . . . National Video Corp., Chicago, making sample 21-in. picture tubes for use with Alnico 3 (chiefly iron) permanent magnet focus, said to save \$2.30 per set over conventional Alnico 5 (cobalt, nickel, aluminum, iron) focusing devices . . . United Paramount Theatres reveals in annual report that it paid \$97,500 in stock to acquire half interest in Microwave Associates, 22 Cummington St., Boston, headed by Dana W. Atchley Jr.; it also loaned firm \$62,500 for working capital . . . GE to build 90,000-sq. ft. plant at Edmore, Mich., using 150-200 workers to produce magnets used in TV, radio and radar equipment . . . Engineering Research Associates, St. Paul, has been acquired by Remington Rand.

New FM-AM promotional drive, under NARTB-RTMA auspices, will begin May 19 in upper New York State, following successful FM campaigns in Wisconsin, North Carolina and District of Columbia (Vol. 8:9). AM will be included in new campaign in order not to "waste" effect of promotion in parts of area not adequately covered by FM signals. Drives have been requested by dealers and FM broadcasters in some 20 other areas, including South Carolina, Florida, Alabama, Ohio, West Virginia.

E. C. Bonia Inc., headed by the former Bendix Radio sales chief, with offices at 500 Fifth Ave., New York, is preparing to market 17 & 21-in. sets under "Croyden" brand name, starting with Chicago furniture show in June. They will be made by J. H. Keeney Co., Chicago coin-machine maker now selling some sets through its own distributors and said to have capacity of about 200 per day.

Mobilization Notes: Although shipments of steel to consumer durable goods manufacturers have been banned temporarily because of on-again-off-again steel strike, this week saw further signs of general loosening of materials shortages. But any prolonged steel or copper strike could upset this picture. Settlement of copper strikes in Utah and Michigan this week removed threatened loss of one-fifth of U. S. supply, but at week's end there were no signs of peace in strike in Chile, source of nearly one-third of this country's copper.

NPA this week doubled the amount of carbon steel, alloy steel and aluminum that "small users" may self-certify under CMP (Dir. 1 to CMP Reg. 1). At same time, it announced plans to decontrol second-quality carbon steel in October. DPA's eighth *List of Basic Materials & Alternates*, issued this week, shows "marked easing" since March 1 in supplies of all categories of basic materials except metals and such miscellaneous items as mica and industrial diamonds.

The 28-nation International Materials Conference, in its first annual report, meanwhile, forecast increased world supplies, but continued shortages through 1952, of copper, nickel, cobalt, tungsten and molybdenum.

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 Rapid tax write-offs for expansion of electronics and related productive capacity by 14 firms were approved by DPA April 3-10. The 16 projects involved, representing total cost of about \$3,000,000: Allen-Bradley Co., Milwaukee, \$1,999,200 (65% amortization); Kuthe Laboratories Inc., Newark, tubes, \$212,000 (65%); Thomas & Skinner Steel Products Co., Indianapolis, \$163,835 (70%); Olympic Metal Products Co., Roebing, N. J., electronic metal housings, \$120,000 (45%); & \$11,059 (65%); Electro-Seal Corp., Des Plaines, Ill., \$81,074 (65%); Arma Corp., Brooklyn, ordnance, \$53,573 (65%); Polarad Electronics Corp., Brooklyn, \$52,556 (2 projects, 75%); Rudolph Wurlitzer Co., No. Tonawanda, N. Y., aircraft parts, \$44,710 (75%); Kinetix Instrument Co., New York, \$32,497 (75%); Tung-Sol, Weatherly, Pa., tubes, \$26,536 (65%); MacKenzie Products Co., New Haven, \$12,181 (75%); Bird Electronic Corp., Cleveland, \$11,299 (75%); Keystone Electronics Co., Stamford, Conn., \$10,529 (65%); C.G.S. Laboratories Inc., Stamford, Conn., \$7226 (60%).

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for March 10 to April 10: William S. Paley sold 50,000 CBS "A" owned through holding company and 1000 "B" owned directly and sold last December and January, now holds 530 "A", 222,500 "B" plus 37,980 "A" through holding company; Yandell C. Cline bought 35 Arvin, holds 3700; Arthur L. Wanner bought 100 Belden, holds 2000; Hugo H. Wermine bought 100 Belden, holds 1031; Octave Blake sold 400 Cornell-Dubilier, holds 30,338; C. Russell Feldman bought 6500 National Union through holding companies (Jan. & March), holds 6500 common, 232,200 pfd.; Larry F. Hardy gave 100 Philco as gift, holds 7709; E. W. Engstrom bought 50 RCA, holds 161; Jeffrey S. Granger sold 900 Sentinel, holds 4100; Max F. Balcom received 460 Sylvania as gift, gave 100 as gift, holds 4099; E. Finley Carter bought 218 Sylvania, holds 982; Arthur L. Chapman bought 173 Sylvania, holds 231; John S. Learoyd bought 127 Sylvania, holds 514; Don G. Mitchell bought 638 Sylvania, sold 100, holds 3542; B. K. Wickstrum bought 147 Sylvania, holds 187; H. W. Zimmer received 429 Sylvania as compensation, holds 4348; L. W. McLeod received 117 Westinghouse as compensation, holds 492; Irving Herriott sold 100 Zenith, holds 3275.

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 National Union Radio Corp. reports net profit of \$43,601 on sales of \$3,834,665 for March quarter vs. \$448,444 on sales of \$5,021,822 same 1951 quarter.

Sound recorder manufacturers are devoting 25-75% of their plant capacity to military contracts, they told NPA April 30 at industry advisory committee meeting in Washington. Many of the contracts, however, are for development rather than actual production. They said more rapid progress could be made in military magnetic recorder field if the services standardized their specifications for same-use items, and made more use of industry's commercial experience. Chief production difficulties faced by recorder makers are procurement of motors and nickel-bearing alloys, and recruiting of engineers, particularly in microwave and radar fields. J. Bernard Joseph, NPA Electronics Div., presided at meeting attended by representatives of Brush Development Co., Cleveland; Magnecord Inc., Chicago; Pierce Wire Recorder Corp., Evanston, Ill.; Presto Recording Corp., Hackensack, N. J.; Revere Camera Co., Chicago; Webster-Chicago Corp.; Wilcox-Gay Corp., Charlotte, Mich.

Among unclassified military contracts for electronic and related items announced this week by Defense Dept.: Air Force—RCA, \$10,657,451, intercommunication set; Bendix, \$1,628,753, components (6000 units) & \$424,937, transmitters (1813). Signal Corps—Sparks-Withington, \$7,099,754 (2 contracts), frequency meters (2644); Hoffman Radio, \$1,361,969, frequency shift converters (509); Raytheon, \$622,704, radios (10); Sylvania, \$375,000, tubes (300); P. R. Hoffman Co., Carlisle, Pa., \$303,213, crystals (38,430); Trad, \$187,098, tuning units (7520); Raytheon, \$167,700, tubes (2000); American TV Mfg. Corp., Chicago, \$150,000, tubes (200); Tracerlab, Boston, \$140,899, radiac training sets (1071).

Transistors and germanium diodes should be more readily available for laboratory use as result of new amendment to direction 4, NPA regulation 2, which previously applied only to tubes and certain types of resistors (Vol. 7:51). Amendment permits manufacturers to deliver small quantities of transistors and diodes to laboratories and research organizations on rated orders, without regard to priority sequence of deliveries required by NPA regulations. Not more than 10% of any manufacturers' total deliveries of any type of transistor or diode—or 50 per customer—may be shipped in any month.

Webster-Chicago Corp. showed \$15,266 loss on sales of \$3,649,142 in first quarter of 1952, compared with earnings of \$262,707 (58¢ a share) on \$5,406,200 same period last year. President R. F. Blash blamed TV slump, high labor costs and company's reorganization for first-quarter loss. He said company is "low on cash [with] 3 lean months ahead. In the first 6 months we have to show a profit it is doubtful we can make," he added.

Dividends: Olympic Radio, no action taken on dividends at April 11 meeting; Standard Coil Products (now merging with General Instrument), 25¢ payable May 15 to stockholders of record May 5; Clarostat, 10¢ payable May 15 to holders May 5; Stewart-Warner, 35¢ payable June 7 to holders May 16; Avco, 15¢ payable June 20 to holders May 29; Westinghouse, 50¢ payable May 29.

Packard-Bell earned \$764,645 (\$1.30 per share) after \$886,200 taxes on sales of \$12,169,183 during first half of fiscal year ended March 31. This compares with \$902,629 (\$1.53) on sales of \$13,839,147 in same 1951 period. Backlog of defense contracts was reported over \$16,000,000.

Hoffman Radio showed net profit of \$457,962 (80¢ a share) on sales of \$20,487,258 during 1951 vs. \$1,923,053 (\$3.37) on sales of \$29,580,510 in 1950. Backlog at end of year was \$60,000,000, largely defense contracts which totaled \$7,000,000 sales in 1951.

Erie Resistor Corp. reports net income of \$363,292 (\$1.31 per share) on sales of \$9,317,724 in 1951 vs. \$826,104 (\$2.98) on \$10,490,919 in 1950.

Our story on new vhf propagation discovery—"Scientists Discover New Use for Vhf," Vol. 8:17—was picked up by April 3 *New York Times* which gave it prominent front-page position and 45 inches of space, crediting our story as source. Wire services and trade papers then carried it. Unfortunately, over-eager reporters and headline writers attached far too much significance to the extremely remote TV angle involved—with such headlines as "New Radio Signal Method Opens Door to Global Video." According to engineers who should know, the 23-kw transmitter used so far, employing 3-kc band, would probably have to be replaced with unit of 15,000-25,000 kw output and tremendously efficient antenna before international TV is possible. This, they say, is like building rocket ship for trip to the moon—not impossible, but a long way off.

Gradual accumulation rather than wholesale deliveries of documents appears to be tack of Dept. of Justice in its "anti-trust probe" of RTMA and 18 TV-radio manufacturers in connection with color, FM and patents (Vol. 8:14-16)—and it's now apparent that "vanloads" of documents, such as were indicated in subpoenas, won't have to be delivered to grand jury by May 12. With respect to color and FM, it's understood govt. attorneys are agreeing to stipulations or simple statements, without prejudice to possible later demands for further data. Both govt. and company counsel want more time, hence the agreement for piecemeal data. RCA motion to modify or vacate its subpoena has been set for hearing June 12.

TV winners of George Foster Peabody Awards for 1952: Edward R. Murrow's *See It Now*, CBS-TV (he's 4-time winner); Gian-Carlo Menotti's *Amahl and the Night Visitors*, NBC-TV; *Celanese Theatre*, ABC-TV; *What in the World?* originating on WCAU-TV and piped to CBS-TV. Radio awards: *Nation's Nightmare*, CBS; *New York Times Youth Forum*, WQXR; *Bob & Ray*, NBC; meritorious local public service, KPOJ, Portland, Ore.; Alistair Cooke's *Letter from America*, BBC. For meritorious regional service, WSB-TV, Atlanta, won award for *Our World Today*, and its counterpart WSB won it for *The Pastor's Study*.

Investigation of TV-radio, in hunt for "immoral or otherwise offensive" programs, appears quite probable, now that House Rules Committee has unanimously reported Gathings Resolution (H. Res. 278) which House is due to vote on shortly. Resolution (Vol. 8:14-15) provides that Interstate & Foreign Commerce Committee conduct the investigation, and acting chairman Beckworth (D-Tex.) says there's good chance hearings will be held this session. NARTB will probably offer testimony based on history and intent of its TV Code. Rules Committee also reported H. Res. 596, setting up 15-man select committee to investigate publications for "immoral" content.

Twentieth Century-Fox is surveying TV to determine whether it can profitably enter TV film production, said president Spyros Skouras in annual report. MGM v.p. Robert Rubin also told stockholders meeting this week that his company is considering filing TV station applications. Company is now preparing to divorce Loew's theatre operations from film production and distribution divisions pursuant to anti-trust decree. Rubin said it was possible either new company or both would apply for TV licenses. He said MGM has no plans to make TV films or to sell its backlog of theatrical films to TV.

New RCA theatre-TV kinescope tube, announced this week, is designed for optical systems having throw of 80 ft., permitting projection apparatus to be located 20 ft. further from screen than older type which was limited to 60-ft. New tube, 7WP4, is 80,000-volt forced-air-cooled type, measures 19½-in. in length, 7-in. diameter.

Telecasting Notes: Louisville's WHAS-TV not only handles 4-camera pickup of Kentucky Derby for CBS-TV and Gillette this Saturday, but has worked out separate deal with Churchill Downs to televise 6 stake races during spring meet and to film the feature race each day for telecast during its 6-6:15 p.m. *Sportraits* show. Sponsor of live stake races is Falls City Brewing Co.; Riggs Motor Co. has bought the filmcasts. Race track operators have been skeptical about TV, but WHAS-TV manager Victor Sholis thinks that "just as we built wrestling here by promoting the gate, we should be able to help attendance at Churchill Downs" . . . NBC research chief Hugh M. Beville Jr., on basis of April 1 sets-in-use totaling 16,939,100 (for city-by-city count, see Vol. 8:17), estimates 3 out of every 5 families within range of TV stations now have TV sets; this 60% compares with 44% year ago and 21% in April 1950 . . . "Cable Is Coming" section of April 27 *Houston Post* ran 36 pages, crammed with ads, heralding extension of network service to city July 1 (Vol. 8:12); edition also announced new \$400,000 TV-radio center which newspaper is building for its KPRC & KPRC-TV . . . More new operas by American composers are promised on NBC-TV during 1952-53 as result of huge success of Gian-Carlo Menotti's *Amahl and the Night Visitors*; this was promised by president Joseph H. McConnell this week in accepting award of N. Y. Music Critics Circle for commissioning this first opera written especially for TV . . . Northwestern U taking enrollments now for its Summer Radio & TV Institute, 6-week session in collaboration with NBC for advanced students; write Institute at Evanston, Ill. . . . WTVN, Columbus, occupies its new "TV Center" at Harmon & Griggs Ave. shortly after May 15.

Single application for new TV station filed this week came from KWKC, Abilene, Tex., seeking Channel 9, while 6 amendments to old applications were submitted. At same time, FCC returned 6 recently filed applications, for resubmission on new forms. Also, this week, John F. Patt, president of Richards stations, indicated group will file for Toledo, Flint & Bay City, amend Cleveland & Detroit applications to specify uhf. Total pending now stands at 530, of which 43 are uhf. The 6 amendments: joint application of KVOR, Colorado Springs & Pueblo, Colo., now asking Channel 11 in Colorado Springs; WVJS, Owensboro, Ky., changed to uhf Channel 14; Mississippi Publishers Corp., Jackson, Miss., Channel 25; WKBN & WFMJ, Youngstown, O., Channel 27 and 33, respectively; WILK, Wilkes-Barre, Pa., still seeking Channel 34, but now requesting 250-kw. The 6 returned: KNOE, Monroe, La.; KDAL, Duluth, Minn.; WFRO, Fremont, O.; WAPA, San Juan, P. R.; Greer & Greer, for Albuquerque & Santa Fe, N. M. [For further details about foregoing applications, see *TV Addenda 14-P* herewith; for complete list of applications, see *TV Factbook No. 14* and Addenda to date.]

Public tests of Skiatron Subscriber-Vision coded card subscription TV will be held next September with 300 New York area families as guinea pigs, Skiatron president Arthur Levey said this week. WOR engineering v.p. Jack Poppele, named this week to Skiatron board, will handle negotiations with WOR-TV for prime evening time for the tests. Morning and midnight tests are now being conducted on WOR-TV. Mr. Levey says Paramount and RKO have agreed to supply recent movies for public test, and he is now talking with Justice Dept. to prod other movie-makers. Mr. Levey also said: (1) Skiatron plans to apply for TV station, probably in Boston, "within 90 days." (2) Company this fall will demonstrate pilot model of new home TV projection set, utilizing same "ultrasonic" principal as Skiatron theatre-TV system (in place of CR tube) and throwing 3x4-ft. picture "as bright as a movie." Set should eventually be priced at \$200-\$250, said Levey.

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with **ELECTRONICS REPORTS**

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COMMUNITY ANTENNA OUTLOOK AT FREEZE-END: Impact of freeze-end on community TV antenna systems is getting careful scrutiny by operators of such systems--but there appears to be little fear that advent of new stations and increased coverage of old ones spell doom to their operations or will seriously hamper expansion.

Unavailability of "free" signals is, of course, key to success of systems which pick up distant stations, amplify signals, then feed them into subscribers' homes via wire.

Growth of such systems has been surprising. Up to now, there has been no way of getting more than very roughest estimate of its extent. Thanks to the newly formed National Community TV Assn., Thompson Bldg., Pottsville, Pa., plus FCC, NPA and a few other sources, we've managed to compile first comprehensive list of local systems -- included herewith to full-service subscribers as Supplement No. 79.

List of 141 organizations operating, building or planning systems is bound to contain some discrepancies, inasmuch as there's no govt. or other official clearing house for information. For example, some of those listed as "planning" may have been prompted by little more than curiosity, or may have dropped projects.

It's estimated 1,000,000 people can be served, ultimately, by the 66 systems reported already in service or under construction. Enthusiasts think systems may eventually serve 2-3,000,000 who won't be covered by regular TV stations.

* * * *

Entrepreneurs see bright outlook for systems, giving two reasons:

(1) Distant TV signals will never serve some valley towns adequately.

(2) Forthcoming new stations in nearby cities will be too few to satisfy community antenna subscribers who are used to choice of several big-city signals.

Only time will determine accuracy of these judgments. Present power-height ceilings may be lifted some day -- filling in those "holes". Science may produce vastly more sensitive receivers. Stations may be built in communities now considered far too small to support them. FCC may authorize satellites, for regular stations, which will give direct service.

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FCC hasn't yet gotten into act, though its staff has studied the matter for months. Commissioners themselves haven't considered it, and some of them see no reason to get involved unless serious problems arise.

Growth of systems has been remarkably smooth, actually. In the several years they've been operating, Commission has received exactly one complaint that rates are too high, and mere handful regarding interference.

Question facing FCC is borderline: It has to decide whether systems are interstate common carriers and whether Commission is therefore required by law to take jurisdiction.

If FCC does assume jurisdiction, it will be in position to review "reasonableness" of rates, plus quality and extent of service. Since complaints to date

have been virtually nil, commissioners don't appear anxious to do much "regulating" even if they decide systems do fall within their purview.

FCC now has a certain amount of regulatory power -- regarding interference. If amplifiers used in such systems interfere with out-of-the-air reception, Commission can require operators to correct situation. But this is a minor matter.

One proposed system comes clearly within the FCC's jurisdiction -- microwave relay, projected by J. E. Belknap & Associates, Poplar Bluff, Mo., to feed community antenna systems in 15-20 towns in area (Vol. 7:40). Presumably, FCC won't act on its application until disposition of general question. Another angle in that case is objection raised by St. Louis' KSD-TV and Memphis' WMCT against the proposed use of their signals. Courts have yet to make clearcut decision on such "property rights". No other stations have objected to FCC about pickups in other areas.

Several States have also pondered legalities. Utah's attorney general has given opinion that State's public utilities commission has jurisdiction. Maine has passed special law declaring systems to be public utilities. The Wisconsin PUC has decided that FCC has jurisdiction since TV is involved, but lawyers don't give this interpretation much weight. Pennsylvania PUC once advised operators that State laws don't cover them; there's talk, however, that it may be reexamining situation.

Operators don't necessarily fear regulation. Some frankly welcome it, saying they will then be protected against unreasonable demands.

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Why operators are so anxious for clear future is well illustrated by case history of Trans-Video Corp., Pottsville, largest system in operation (Vol. 7:21).

Company has sunk nearly \$300,000 into system, now serves 1400 subscribers who paid \$135 for installation, give \$3.75 monthly. President Martin Malarkey Jr. (also president of national association) expects to reach 2000 by fall, 3000 next year. He has few qualms about outlook.

With Pottsville located in "bottom of a teacup," he doubts whether adequate signals will ever be provided by Philadelphia stations, 75 miles away. Nor does he think that uhf in Reading, 25 miles away, will prove a problem. In fact, he visualizes system giving lift to Reading stations, since uhf signals can be converted at master antenna, fed into homes on vhf channel -- providing ready-made audience at no extra cost to subscriber.

* * * *

Manufacture of equipment is becoming quite sizable business. Pioneering Jerrold Electronics is possibly still the largest in field. Other companies, which merely dabbled in field for a while -- until market appeared substantial and NPA gave systems favorable break on materials -- are coming up fast. RCA is now very active, and Philco has been going great guns for 6 months or so -- with no fanfare. Technical Appliance Corp. this week announced new distribution equipment, for both community antennas and apartments, calls it "Super Series 2500 Tacoplex".

SALE OF KOTV—A SAGA OF TV ENTERPRISE: Tulsa's KOTV, which was built on a young woman's simple faith in TV with backing of oil money, sold for more than \$2,000,000 this week in a deal whereby Mrs. Helen Maria Alvarez becomes half owner.

Financed by George Cameron Jr., millionaire Oklahoma oilman, who resides in California, KOTV was built in 1949 with the beautiful Mrs. Alvarez, then 25 years old, as the boss. It was her idea and hers alone, and she carried it through from application to CP to commercial success even as her former radio colleagues looked on with undisguised skepticism.

She got 15% of stock and job of general manager. John B. Hill came on from Roebbling Co., Trenton, to become commercial manager and got 15% stock interest, too.

In this week's deal, Cameron and Hill sell their 85% to Jack D. Wrather Jr. and his mother. Wrather lives in Beverly Hills, Cal., his mother in Dallas. They have millions in oil. He's well known as husband of film star Bonita Granville.

They're paying "in excess of \$2,000,000" for the Cameron-Hill holdings, the excess understood to be some \$500,000 in notes. Newly formed General Television Co.

will acquire all the Wrather stock and Mrs. Alvarez's 15%, and in turn she acquires co-equal control. She continues as manager, Mr. Hill as commercial manager.

Another company the Wrathers and Mrs. Alvarez will form jointly will be called Superior Television Inc. It will apply for new stations in Oklahoma City, Houston, Corpus Christi and Stockton, Cal. -- may also seek uhf in other towns.

Mrs. Alvarez got the Channel 6 station on the air in October 1949, had it in the black within 4 months, showed good profits in 1950 & 1951 despite fact that it won't get network interconnection until next July 1 (Vol. 8:12). For all practical purposes, she becomes half owner of property valued at \$2,500,000 (with earnings that justify) in compensation for her pioneering TV enterprise.

Many offers to purchase KOTV have been made in recent months, but in all cases Mrs. Alvarez flatly refused to sell her shares until the Wrather proposition. Petite and strikingly beautiful, her dark, Spanish-type femininity utterly belies the keen business ability she possesses. She's now 28, native of Tulsa, a divorcee, mother of a 9-year-old son. Graduated from high school at 15, she spent 2 years at Tulsa U, went to work for KTUL in 1940 as "first lady newscaster." She became continuity editor, then promotion manager, quit in 1946 to work on the TV project.

ALLOCATION PLAN GAINS FRIENDS & FOES: Wake of freeze thaw is still producing lots of work, argument, strategy-planning -- but little unexpected activity. Pulling-and-hauling over merits and legality of FCC's allocation plan has brought the first definite commitment of court appeal -- attorney Paul Segal stating flatly that WWSW will shortly attack Pittsburgh allocation by filing in Pittsburgh court.

FCC plan has gained staunch advocate, on other hand, in Commission's important friend and critic Sen. Johnson, of Colorado, chairman of all-powerful Interstate & Foreign Commerce Committee. Says Johnson:

"I have no criticism of the plan at all. I think it was very conscientiously drawn up. It's a very great improvement over the previous allocation. It's not perfect -- no plan can be. As far as Colorado is concerned, it's excellent. And I'm not too much impressed with Comr. Jones' arguments."

Johnson's warm endorsement of Comr. Hyde's reappointment is also indicative of Johnson's feelings about plan, inasmuch as Hyde played active role in formulation of the final plan. President Truman sent Hyde's name to committee this week, and hearing is scheduled May 14.

"I'm very strong for Rosel Hyde," said Johnson. "He has been a most constructive commissioner. I'm in hopes that our committee will act quickly on him." Majority Leader McFarland seconded Johnson: "I most certainly endorse Comr. Hyde -- a very fine commissioner." To date, no opposition has developed, though appointment hearings have way of bringing up lots of policy questions. Hyde is an Idaho Republican, an FCC career man who started as staff attorney, and new term is for 7 years.

* * * *

"Chain reaction" of the Pittsburgh appeal -- delaying processing of applications in other cities -- is quite unlikely, according to both Segal and FCC attorneys. In some other areas, however, appeals if successful could conceivably entail rejuggling of channels over vast area, tying up many cities.

More petitions have arrived at FCC, asking changes in plan. Milwaukee's WEMP, WISN & WFOX have asked FCC to clear up technicality regarding effective date of decision which cancelled the hearing they went through before freeze.

WISN says it intends to ask for rehearing to regain "important procedural rights which the Commission has heretofore consistently recognized as vested in applicants whose applications are in hearing status." Station also says that the FCC shouldn't "destroy the availability of Channel 10 for commercial TV." Channel has been reserved for educational use. These petitions may portend court appeal, too.

Question whether AM stations may join forces to apply for single TV station in their city was placed formally before Commission by KFBI, Wichita, which asked for declaratory order clearing this up. Preponderant legal opinion, in and out of FCC, is that Commission can't come up with blanket ruling covering such cases, that

it's more likely to decide them as they arise in actual applications and hearings.

Request of WMCT, Memphis, that it be shifted from Channel 4 to No. 3, rather than to No. 5, has run into hornet's nest in shape of WREC, which has already applied for No. 3. WREC says WMCT's motive is "absolute selfishness," charges that WMCT wants to "compensate for the inefficient operation" of its antenna, now mounted on AM tower. Both stations have filed more papers, will undoubtedly continue.

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Supporting Comr. Jones' criticism of allocation plan (Vol. 8:18), attorney Arthur Scharfeld, president of Federal Communications Bar Assn., took FCC to task in speech before Georgia Broadcasters Assn. in Athens May 8. Requesting patience in event appeal to courts is made, he said: "If another few months should prove to be necessary to improve the future of TV, we should be neglecting our duty to the country and to posterity to strive for immediate advantage at the expense of achieving the finest possible use of the new and great medium of communication."

No one at FCC has spoken up to answer Jones, attitude apparently being: "The plan speaks for itself. It provides the full answer." However, many in the industry are itching to hear a debate or symposium delve into all pros and cons.

Manufacturers strongly resent Jones' criticism, particularly his statement that their attitude is: "Uhf is wonderful -- you take it" (Vol. 8:18). They point to NBC (RCA) and DuMont petitions to be permitted to build uhf stations (apparently on Commission shelf) and to Westinghouse application for uhf in Philadelphia. They note he omitted to give them any credit for expensive and intensive efforts over many years to study propagation and produce transmitting & receiving equipment to make uhf work; in fact, he's reputed to have opposed grant several years ago of RCA-NBC's now-famous "guinea pig" experimental uhf station in Bridgeport.

Existing station operators resent the implication there's something heinous about their risk ventures into TV in the lean days when FCC was eagerly seeking to get occupants of the vhf channels, and there was only red ink in it.

Jones' sarcastic argument, in Columbus speech, that they are the "public utility magnate's dream" and "masters of all they survey", is countered thus: "It has always been a fundamental principle of regulation that maximum use should be made of any channel. To hold down power-heights of existing vhf stations, would be like telling the people of Jones' home town of Lima, Ohio, that they mustn't enjoy vhf from Toledo or Dayton because Lima's as-yet-unbuilt uhf stations and as-yet-unborn uhf audience must be given 'protection' from vhf reception -- and to hell with the rural folk in between, too!"

82-CHANNEL VHF-UHF SET IN PRODUCTION: First combination vhf-uhf receiver to go into production was announced this week by Arvin in big trade ads. Larger manufacturers were wary -- saying they wouldn't take plunge until demand warranted, and most of them figured that would come after FCC issues first CPs for uhf stations.

Arvin's 82-channel sets are priced \$40 over corresponding vhf-only models. "Token shipments" to distributors will begin about May 20, said v.p. Harlan Foulke, with full-scale output scheduled to start in July. First sets will be 17-in. table at \$290 and 17 & 21-in. consoles at \$320 and \$382, including tax but not warranty.

How many can be sold at these prices before there are uhf stations? Said Mr. Foulke: "Frankly, we don't know. We're going to gear production to demand, and also continue production of vhf-only sets. There's been plenty of response since we published the ad (May 6 Retailing Daily). Everybody wants to promote it."

Receiver covers all 70 uhf channels plus the 12 vhf without addition of any new controls, through ingenious coupling of continuous and switch tuners. It uses Sarkes Tarzian tuner for vhf, Mallory unit for uhf. When channel selector is set to "uhf" position (between channels 6 & 7), a window in selector knob is illuminated, revealing segment of uhf dial. Fast uhf tuning is then accomplished by depressing the fine-tuning ring. (Said Mr. Foulke: "You can go from channel 14 to 67 in about one turn.") Releasing ring engages it in fine-tuning gear for uhf as well as vhf.

Big manufacturers were inclined to look down their noses at any such combination set for today's market, aside from its value as traffic-builder or curio. To a man, their comment when we asked their opinions ran in this vein:

"Today's market is a price market; it will be pretty hard to persuade the public to pay \$40 extra for something they won't be able to use for a long time."

"Who'll buy a pig in a poke?" asked one. Another said: "It's like trying to sell a color set now, with no color on the air." Still another: "If anybody can get people to fork out \$290 these days for a 17-in. table, more power to him."

Will presence of 82-channel set in showroom deter customers from buying the 12-channel kind? Unanimously the manufacturers -- including Arvin -- said No.

"The industry has done a good job of educating the public to the fact that present sets can easily be converted to receive uhf stations with tuning strips and converters," was typical response. Some manufacturers added that they have advised distributors they can supply special vhf-uhf sets, but there have been no orders.

* * * *

All manufacturers plan vhf-uhf combinations, but they're keeping mum about details. They simply say sets will be there when demand is there.

It's certain there will be wide variety of types of vhf-uhf sets to choose from when time comes. Some set makers are said to be planning sets which will cover only selected uhf channels -- tailored for the area in which they are to be sold. Others are known to favor continuous uhf tuners, like Arvin. And Standard Coil's "detent" type uhf-vhf tuner (Vol. 8:9) is certain to find wide acceptance.

Biggest argument for selective uhf tuner, which gets only certain channels, is economy in a price-conscious market. But proponents of all-channel sets point to failure of public to accept 6 & 7-channel sets of TV's early days. Their argument is typified by remarks of Crosley's L. F. Cramer at last week's demonstration of new \$40 "Ultratuner" continuous-tuning converter (Vol. 8:18).

Citing advantages of continuous-type tuner over addition of uhf strips to vhf turret tuners, he pointed out that a viewer in Wilmington, Del., for example, should be able to tune in 31 stations if all channels in FCC allocation report were filled by stations of maximum power and height. San Francisco area viewers could pick up as many as 30 channels, Indianapolis 27, Atlanta 25. With converted turret tuner, however, viewer is limited to total of 12 uhf and vhf stations.

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Some sample uhf converters are now being shipped to dealers, including the \$50 Stromberg-Carlson tuner. Magnavox this week announced that shipments of its \$35 conversion kit, for internal adaptation of its late-model sets, will begin in fall.

Westinghouse announced plug-in single-station uhf "receptor" this week for use in any of its 1952 sets. Promotional samples are now going to dealers. Each uhf receptor contains tuning circuit for one channel, including oscillator tube, and can be plugged in special socket behind Sarkes Tarzian tuner by customer himself. There are sockets for 2 receptors on Westinghouse chassis. TV-radio sales mgr. J.F. Walsh estimates they'll cost \$10-\$20 each. Company also plans continuous tuner to fit into its recent TV sets. Said Mr. Walsh: "If FCC issued a CP for a uhf station tomorrow, we'd be ready to supply the sets to receive it."

Personal Notes: Alfred L. Hollender, partner and executive v.p. of Louis G. Cowan Inc., program producers, named director of TV-radio activities of national headquarters, Citizens for Eisenhower, 51 E. 47th St., N. Y. . . . Soren Munkhof promoted to program director, John Mazzie to production mgr., WOW-TV, Omaha . . . Robert M. Baird resigns as asst. commercial mgr., KRLD & KRLD-TV, Dallas, to become mgr. of Dallas office of John E. Pearson Co., station reps, succeeding H. W. Maier Jr., who joins Memphis staff of CBS spot sales . . . Roger Clipp, gen. mgr. of WFIL & WFIL-TV, elected president of Pennsylvania Assn. of Broadcasters . . . George Heine-mann, NBC-TV Chicago program mgr., on 2 weeks active duty as operations mgr. of Navy air squadron at Glenview, Cal.; he holds reserve commission as lieut. comdr. . . . Charles Phillips transferring from NBC's WNBT, New York, to its WNBK, Cleveland, as sales mgr. . . .

Stanley Schloeder, ex-Ruthrauff & Ryan mgr. of spot TV-radio timebuying, and Alfred I. Miransa, ex-Vogue Magazine, join TV sales staff of Katz Agency . . . David Mathews, ex-Universal-International, Hollywood, named Ruthrauff & Ryan executive producer of TV films, handling all West Coast filming of agency's TV commercials . . . Leo Orgel, ex-TV-radio director, Nardella, Collins & Co., N. Y. agency, named head of Hollywood offices, Sterling Television Co. . . . Jay Watson succeeds Lawrence E. DuPont, resigned, as program director, WFAA-TV, Dallas . . . Carroll P. Newton, chairman of TV-radio plans board, and Robert E. Anderson, Detroit mgr., elected BBDO vice presidents . . . Don Blauhut, ex-Peek Av., now TV-radio director, Emil Mogul Co. . . . Wm. Davidson, ex-Free & Peters, June 1 becomes NBC-Radio eastern sales mgr. for radio, NBC Spot Sales Dept. . . . Fred H. Kenkel, ex-C. E. Hooper executive v.p., joins A. C. Nielsen Co. as v.p.

Telecasting Notes: "School for politicians" who plan to use TV in this year's campaigns has been set up by CBS public affairs div., with invitations sent (and some acceptances already received) to all presidential candidates and to the 31 Senators standing for election in November. Course will be given in studios of WTOP-TV, Washington, with lectures and demonstrations on how to sit, stand, walk, talk and read script. Films and TV recordings of the candidates in action will be reviewed and criticized. . . . Los Angeles Times' KTTV, following the example of Pittsburgh's WDTV, which recently started all-night filmcasts (Vol. 8:11, 14), this week inaugurated *Swingshift Hour* of movies starting at 1 a.m. Mon. thru Fri., running until 2 or 2:30. Station asked viewers whether they wanted it, got affirmative response, after Merchants & Manufacturers Assn. survey showed that about 400,000 persons in area quit work between midnight and 1 a.m. . . . Both *Billboard* and *Variety*, which are usually first to report network rate trends and changes, give big play in this week's editions to stories that CBS-Radio is gunning for fall business by cutting about 25% off current evening rates of some sponsors. *Variety* reports it's forerunner to scheduled slashing of night rates by 50% in the fall. . . . NBC-Radio will say nothing about rate-cut plans, if any—"for the time being". . . . U of California's newest educational series on KRON-TV, San Francisco, is *California Notebook*, Tue. & Wed. at 10 a.m., non-credit historical programs; it replaces credit telecourse in child psychology, just completed. . . . Miami's WTVJ bought spots on 5 local radio stations to promote joint appearance of Senators Kefauver and Russell, Democratic presidential aspirants, in May 5 pre-primary telecast. . . . Hopalong Cassidy (William Boyd) signs 10-year contract with NBC-TV film syndication dept., will make 52 new half-hour films over next 2 years, first to start next Oct. . . . 20th Century-Fox making 80-second trailers, to be furnished gratis to its exhibitors, for placement on local stations to plug features deemed suitable for TV promotion. . . . Bob Sinnett, chief engineer of WHBF & WHBF-TV, Rock Island, Ill., headed Red Cross disaster communications during recent flood, as news and special events staff handled regular and special newscasts and telecasts; station itself, on high ground, escaped flood's ravages. . . . Autonomous operation of WABD, New York, contemplated by DuMont gen. mgr. Chris Witting in transferring its local sales staff of 6 to Richard E. Jones, newly appointed mgr. of DuMont owned-&-managed stations. . . . Summer TV advertising study by NBC-TV (76 p.) off the presses, and available from offices of v.p. George Frey, along with separate booklet listing summer program availabilities, costs, etc. . . . CBS-TV Film Sales (Fred J. Mahlstedt) has issued clever cutout booklet *You Ought to Be in Pictures*, describing film availabilities.

Annual awards by *McCall's Magazine* to women in TV-radio went this week to: Elizabeth E. Marshall, Chicago Board of Education, for outstanding public service; Helen Faith Evans, WABD, New York, and Sister Mary St. Clara, WKBB, Dubuque, Ia., service primarily for women; Kit Fox, WLW, Cincinnati, and Bee Baxter, KSOO, Sioux Falls, service to community in general; Edythe J. Meserand, WOR, New York, and Dorothy Gordon, WQXR, New York, service primarily for children.

Ford Foundation has granted another \$145,000 to Joint Committee on Educational TV. Last year's grant was \$90,000. New expanded program, says JCET, will include a "field consultation service" to educators, making available "consultants with experience and know-how in the legal, engineering and programming areas of broadcasting . . . at local and regional meetings."

Fort Industry Co. (George B. Storer) has changed named to Storer Broadcasting Co.

OLD SCOPHONY-Paramount Pictures tieup of 1940s (Vol. 8:18) was probed more deeply this week, as Arthur Levey, formerly head of Scophony, now president of Skiatron Corp., took stand in FCC's Paramount hearing.

FCC counsel feel Scophony case is heart of question whether Paramount is fit licensee of TV stations—since matter involves communications, not movies, and Communications Act specifically directs FCC to revoke licenses of those adjudged guilty of "unlawful restraints and monopoly" in communications field.

Presenting almost day-by-day account from his diaries, Levey testified that part-owner Paramount continually obstructed Scophony's efforts to promote its patents, build equipment—notably large-screen gear. Among other things, he said, Paramount failed to set up developmental laboratories, discouraged other companies from investing in system. Paramount v.p. Paul Raibourn will take stand to answer charges in next week or two, with his counsel Paul A. Porter understood to be prepared to assail Levey's credibility and the industrial and technical record of his British and American ventures.

Also on stand this week was DuMont's film coordinator Donald Stewart, who reiterated company's contention that if ABC and United Paramount Theatres are permitted to merge, combination will be in position to exert enormous "leverage" in film buying for TV because UPT is a \$30,000,000-a-year film purchaser and networks buy only about \$1,000,000 a year each (Vol. 8:18).

But Dr. Allen DuMont had previously testified he wouldn't oppose merger—if he can acquire 2 more TV stations in addition to 3 now owned. At insistence of UPT, he'll be recalled to restate his position.

Levey is to resume next week. Others scheduled: A. H. Blank, UPT director; Dr. A. H. Rosenthal, ex-Scophony research chief; and 6 independent theatre operators to be presented as FCC witnesses.

NBC-TV's 7-9 a.m. *Today*, with Dave Garroway, enters fifth month May 14 with 13 current network sponsors, uncounted local tie-in sponsors on the 31 stations carrying it, and network billings on books estimated at around \$1,250,000, according to sales v.p. George H. Frey. For next 6 weeks, it's about 30% sold out, may hit 40% soon on basis of prospective sponsorships and expansions of current ones. Whether profitable as yet is hard to say, said Frey, but it certainly look like it's meeting out-of-pocket costs—and it's on network to stay. . . . Current sponsors on *Today*: Kaizer-Frazer, two 5-min. segments daily except one on Tues., thru Wm. H. Weintraub Inc.; Florida Citrus Commission, five 5-min. weekly, thru J. Walter Thompson; Mystic Foam Corp. (rug & household cleansers), Wed. 8:15-8:20, thru Carpenter Adv., Cleveland; Knox Gelatine Co., Mon. 8:45-8:55, thru Weintraub; Time Inc., Thu. 8:20-8:25, thru Young & Rubicam; Doeskin Products Inc. (tissues), Fri. 8:15-8:20, thru Federal Adv.; Pur-Pak Div., Ex-Cell-O Corp. (containers), Mon. 8:20-8:25, thru Fred M. Randall Co., Detroit; Kenwill Corp. (Magikoter Paint-roller), Wed. 8:20-8:25, thru W. Earl Bothwell; Kiplinger Washington Agency, Mon. 8:15-8:20, thru Albert Frank-Guenther Law; Riggio Tobacco Co. (Regents), Tue.-Wed.-Thu. 7:45-7:50, thru Hilton & Riggio; Beacon Co. (floor wax), various times, thru Allied Adv.; Bauer & Black (surgical products), Tue. 7:15-7:20 & Thu. 7:20-7:25, thru Leo Burnett Co.; Armour & Co., 4 weather reports daily, thru Foote, Cone & Belding; Florists Telegraph Assn., Mother's Day and other one-shots.

Best bibliography of current literature in TV and radio fields—books, reports and brochures—is the one published twice monthly for NBC staff by its librarian Frances Sprague; it's also made available to other bona fide users.

Financial & Trade Notes: Profits of TV-radio industry were hit hard by taxes and slow sales—but some other industries were hit much harder, as indicated by New York *Journal of Commerce's* survey of first-quarter earnings of 427 leading corporations. That paper's tabulation shows profits after taxes of 14 firms in "electrical equipment and TV" category were 19.9% lower in first-quarter 1952 than in same period last year—11 of these companies reporting lower earnings, 3 reporting higher earnings than same 1951 period. Total all-industry profit decrease for all 427 firms was 7.7%.

Six household appliance and furnishings manufacturers reported 53.1% decrease in first-quarter profits, and 11 retail corporations saw their earnings after taxes dip 58%. Biggest profit slide was in air transportation industry, 6 firms reporting their profits 76.3% lower than 1951 period. The 18 leading rail lines showed biggest increase, chalking up 57.3% gain in this year's first quarter.

Report on 1951 profits, released this week by Securities & Exchange Commission and Federal Trade Commission, shows "electrical machinery" corporations (including TV-radio) made 5% more profit before taxes in 1951 than in 1950, but 21% less after taxes. Average for all manufacturing corporations in 1951 was 12% increase before taxes, 12% decrease after taxes.

* * * *

RCA's gross income for quarter ended March 31 fell to \$163,871,331 from \$185,590,755 for same 1951 quarter, and net profit fell to \$7,076,520 (45¢ a share) from \$11,901,542 (80¢). Federal taxes were \$7,765,000 vs. \$15,842,000. Main reason for income drop given by Chairman Sarnoff at stockholders meeting May 6 was slump in sales of TV and radio receivers, though he assured a questioner that company's inventory figure, up some \$20,000,000 is "normal" as respects TV and higher because of materials for govt. contracts. Latter amounted to "several hundred million dollars," he stated. Rest of the year should be good, he said, due to ending of TV station freeze, opening of new markets, and increased sales of receiving and transmitting equipment.

Motorola sales were \$38,853,095 during first quarter, exceeded only by record \$46,659,847 year ago. Net earnings were \$2,238,135 (\$2.54 a share) compared with \$2,575,718 (\$2.93) same 1951 quarter. Federal taxes for quarter were \$2,424,646 vs. \$4,209,387 same 1951 period. President Paul V. Galvin said he was pleased with first quarter results, predicted good year for volume and earnings, said TV set sales should exceed last year's in units, forecast 40,000,000 TV sets in use by 1957. Oft-rumored stock split was scotched by Mr. Galvin, who replied to stockholder at meeting this week: "We are not entertaining any plans for a stock split at the present time."

CBS consolidated income (including Hytron & CBS-Columbia Inc.) rose to \$55,965,242 in first quarter from \$39,323,391 in same 1951 quarter, but net income after provision of \$2,350,000 taxes amounted to \$1,522,796 (65¢ a share on 2,337,896 shares outstanding) compared with \$1,401,054 (82¢ on 1,717,352 shares) after \$2,100,000 taxes same quarter last year. This quarter's operating costs, including taxes, climbed to \$39,139,971 from \$24,327,586 in March 1951 quarter, which was before acquisition of Hytron and subsidiaries.

Magnavox net profit fell to \$454,840 (61¢ a share) on sales of \$10,034,820 in first quarter from \$639,906 (88¢) on \$13,609,389 same 1951 quarter. For 9 months ended March 31, profit was \$1,042,635 (\$1.40) on sales of \$25,687,731 vs. \$2,454,406 (\$3.40) on \$39,398,310.

Arvin reports profit of \$615,662 (69¢ a share) for first quarter, compared with \$823,866 (92¢) same 1951 period.

MASS PRODUCTION of transistors of uniform quality and extension of their range of performance are principal problems facing the exciting new device for replacing vacuum tubes (Vol. 8:1, 8, 9), according to scientists who know most about them.

Bell Labs' W. R. Sittner told overflow audience of more than 1000 engineers, during symposium on components in Washington May 6, that transistors can now be made "within useful tolerances" of uniformity, but that "reliability problems are not yet all solved."

Bell's P. S. Darnell, discussing manufacture of components small enough to be used with transistors, said: "We're in the very early stages of development on this. We're now getting to the level of Swiss watchmakers and beyond. We've got to get methods of mass producing these components, and eliminating the human element. If we don't, we'll be outclassed by the transistor—and find ourselves in a ridiculous position."

GE's R. F. Shea went into his company's specialty—efforts to get more power out of transistors. Compared with current "flea power," he said, GE is working on "dog power." Illustrating success to date, he demonstrated self-contained megaphone, utilizing tiny batteries and 2 transistors, giving .5-watt output, and a 1-watt amplifier for record-player.

Extremely limited availability of transistors was pointed out by Army's Lt. Col. W. F. Starr, who listed 8 companies now producing or planning to, with monthly rates of production: Western Electric (6000 contact-type, "less than 100" junction-type), Raytheon (1000 contact), GE (800 contact), RCA (400 contact), Radio Receptor Co. (200 contact), Sylvania (samples due in August), Federated Semi-Conductor Co. (samples now available), Kemtron (samples due in Sept.). Though Western Electric is only company now offering junction transistors, GE, RCA and Raytheon promise them this winter.

Dividends: RCA, 50¢ payable May 29 to stockholders of record April 18; CBS, 40¢ June 6 to holders May 23; Magnavox, 37½¢ June 15 to holders May 24; Tung-Sol, 25¢ June 2 to holders May 16; Television-Electronics Fund, 15¢ May 31 to holders May 15; WJR The Goodwill Station, 10¢ June 4 to holders May 15; Aircraft Radio Corp., 10¢ May 22 to holders May 14; General Precision Equipment, 25¢ June 15 to holders June 2; Belden Mfg., 40¢ June 2 to holders May 17; Globe-Union, 25¢ June 10 to holders June 3; Sprague Electric, 50¢ June 14 to holders May 29.

Standard Coil Products Co. net income was \$905,116 (62¢ per common share) on sales of \$16,165,434 in first quarter, compared with \$1,123,539 (76¢) on sales of \$12,756,856 same 1951 quarter. Federal taxes for quarter were \$1,096,000 vs. \$995,646 same period year before. Working capital March 31 was \$5,693,306 vs. \$5,162,911.

Hoffman Radio net income of \$401,675 (70¢ a share) for quarter ended March 31 compares with \$457,962 (80¢) for whole of 1951 (Vol. 8:18) and reflects highest sales in any comparable period in company's history. Profit compares with \$107,876 (19¢) for same 1951 period.

Tung-Sol Electric Inc. earned \$492,241 (99¢ a share) on sales of \$8,011,074 in first quarter vs. \$804,464 (\$1.62) on \$9,512,231 same 1951 quarter.

Gabriel Co. reports first-quarter net income of \$18,908 (2¢ on each of 521,793 shares) on sales of \$4,052,494 vs. \$156,047 (41¢ on 356,508 shares) on \$3,721,197 sales.

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Col. W. Preston Corderman, commanding Signal Corps Supply Agency, Philadelphia, promoted to brigadier general. Brig. Gen. Eugene V. Elder, chief, Signal Corps Procurement & Distribution until illness last fall, has retired from Army.

LIFTING OF CREDIT CONTROLS MAY HELP: Suspension of Regulation W, ordered into effect immediately by Federal Reserve Board May 7, may help give the lagging TV-radio and appliance trades the lift they so badly need.

But mere fact that Uncle Sam doesn't dictate down payments and installment terms any more isn't the whole answer. For even the well-heeled buyer is pulling tight on his purse-strings. "People are hanging onto their money," said one observer, "and we shouldn't expect the end of Regulation W to be the cure-all."

Those permitting quotation, however, were generally optimistic. Said RCA's home instruments dept. v.p. Henry G. Baker: "It should give quite a lift to our industry -- not just because we can now sell on more favorable terms but, even more important, because it may stimulate a different attitude throughout the trade. It should mean more vigorous promotion and stepped-up sales effort."

Said Admiral's Ross Siragusa: "The lifting of Regulation W should act as powerful medicine to improve the general health of the appliance business. The elimination of credit controls at this time should prevent a logjam of TV receivers, refrigerators and other electrical products in retail outlets throughout country... next logical step should be removal of OPS price controls in fields which obviously no longer need them. For example, in the highly competitive, mass production TV industry, retail prices have been \$50-\$100 below OPS ceiling prices for about year."

Emerson's Ben Abrams: "The lifting of Regulation W should do our industry a lot of good. It was one of the stumbling blocks we had to face. I think we ought to go full steam ahead again. It's going to give the industry the stimulus it needs very badly. If sales continue to be bad, at least we can't blame the Government."

Crosley's John W. Craig voiced sentiments of many when he said, "It should have been done a year ago. It's bound to have a good effect, but it's hard to evaluate at the moment, except that it definitely will be a stimulant."

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"No down payment and 24 months to pay" may bring TVs within reach of many who couldn't afford them because of high (15%) down payments, in opinion of some retailers -- but "conservative manufacturers and financiers" were quoted in New York Times as concerned lest it lead to unrestrained competition in credit field. Day after controls were dropped, big Davega and Vim appliance chains in New York began to advertise "no down payments" on TVs and radios with up to 2 years to pay; on appliances, up to 3 years were allowed.

NARDA president Mort Farr went along with those who foresaw "psychological lift" in removal of credit controls. He also opined that (1) bankers will resume traditional role of stable balancing influence, recommending down payments and terms in keeping with individual communities and changing conditions; (2) more expensive items can be sold with smaller down payments; (3) fewer excessive trade-in allowances; (4) financing more diversified, with greater variations in down payments and terms. He also cautioned:

"We can look forward to a large number of no-down-payment ads, and it will be a wise precaution for dealers and local organizations to shop these advertisers to check the legitimacy of these offers in order to protect the public against misleading advertising and dealers against unfair competition."

* * * *

Not everybody is entirely happy about it. National Foundation for Consumer Credit, which has been demanding outright repeal, called it "worst possible thing that could happen to business." But its attitude was prompted by FRB's recommendation to Congress that it be given authority to reimpose controls under certain conditions." That means, it said, that FRB "might possibly say on Monday 5% down on a TV set, and on Tuesday say 50% down."

Head of 25-store appliance chain was quoted in the Wall Street Journal: "We don't expect it to make any difference. Most stores don't handle their own paper -- and I expect banks now to check credit even more than they have in past. Frankly, we liked Regulation W. We like down payments -- it's the only way to get a decent credit risk." Whatever the manufacturers and distributors may say, there are many retailers wary of the "nothing-down" trade.

Regulation W is merely suspended, not abolished, though it's scheduled to expire with rest of Defense Production Act June 30 unless present law is extended or new law is passed. Regulation was first imposed in September 1950, or shortly after start of Korean war, as measure of curbing inflation. Its prime opponent has been automobile industry, which was required to ask for one-third down payment and 18-month credit period for passenger cars.

Note: Canada preceded FRB by one day in abolishing all credit controls.

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Refreshing note of optimism in an otherwise glum TV trade: Hoffman Radio's H. Leslie Hoffman, addressing financial analysts' convention in San Francisco this week, forecast 10% increase in TV set sales this year over 1951, or about 5,500,000 units. He predicted 6,500,000 in 1953 and 8,000,000 in 1954.

Be that as it may, last week's inventory recapitulation for first quarter (Vol. 8:18) and current output rate and factory inventory aren't very reassuring -- though seasonal factors are doubtless dominant.

RTMA weekly report shows that 83,328 TV sets (6409 private label) were produced during week ended May 2, up from 76,515 preceding week (Vol. 8:18). But factory inventory jumped to 327,534 from 294,266 the week before, a gain of more than 33,000 units to bring factory pileup to highest since last Nov. 9 (Vol. 7:46).

Radio output went to 221,246 units (91,373 private) from 218,280 the week preceding. Radio inventory went to 377,658 from 350,125, new high for year. Week's radios were 81,196 home sets, 35,961 portables, 38,444 clock, 65,645 auto.

TAILORED PRICE CEILINGS IN THE WORKS: Two Washington developments of next few weeks will determine future controls over TV-radio set prices, now under study by OPS in form of a tailored regulation applicable to entire industry at all levels -- manufacture, wholesale and retail. They are:

(1) OPS committee working on the tailored regulation will meet to review result of that agency's recently-completed survey of TV-radio industry. Survey is understood to reflect "generally healthy condition" of industry as whole.

(2) Senate Banking & Currency Committee, headed by Sen. Maybank (D-S.C.), is due to write bill extending Defense Production Act, scheduled to expire June 30 -- including Title 4 relating to price and wage controls.

Latter could mean end of OPS, of course -- tailored regulation and all -- should committee and Congress decide to end controls. Whether they will do this is conjectural; best guesses are that Congress may weaken but won't eliminate OPS in this election year, though pressures are great to wipe out controls.

Tailored regulation, meanwhile, begins to take form in OPS consumer durable goods div., whose home furnishings section is headed by Earl R. Smith, ex-Indiana Cabinet Co. and onetime RCA employe. Drafting is handled by H.E. Walker, chief of electronics & musical instruments branch, with staff of economists and lawyers.

Present OPS thinking, subject to revision by pending events, is to place ceilings on all levels from manufacturer to dealer. Formula basis would be applied for ceiling on each model, based on manufacturing cost plus "fair" markup. Thinking at OPS is that ceilings should be somewhere between 1950 peaks and present prices, which some manufacturers regard as "depressed".

Tailored regulation, which would supersede CPR-22 & SR-12-22, is still in draft stage with respect to tax & warranty. OPS people would like to include these in all ceilings, but may leave inboard pricing to discretion of manufacturers. But pre-ticketing of sets to show both will be "must" under present plans.

OPS had hoped to put out tailored regulation by June 1, then set target date of June 15, now won't give any definite date to anxious manufacturers -- perhaps

because it's waiting word of own fate on Capitol Hill. At all events, industry representatives have been assured they will have opportunity to review and comment on regulation before it's made effective. Two weeks' notice is required for industry advisory committee meeting, and OPS isn't ready yet to summon such meeting.

As things stand now, much-publicized June 1 & 15 dates are quite unlikely -- but industry should certainly know the score by mid-summer.

Members of the industry advisory committee: C.P. Baxter, RCA; A.B. Chambers, DuMont; Arthur L. Chapman, Sylvania; Richard A. Graver, Admiral; Wm. J. Halligan, Hallicrafters; Larry F. Hardy, Philco; Gerald Light, Emerson; Glenn W. Thompson, Arvin; I.W. Wyckoff, Pilot; Bruce A. Coffin, CBS-Columbia; Samuel Kaplan, Zenith; Paul Galvin, Motorola.

Topics & Trends of TV Trade: Third and final TV-radio trade practices conference was tentatively set for June 18 by Federal Trade Commission this week after long-awaited rules recommendations (Vol. 8:15) were submitted by all-industry committee. Recommendations cover 29 rules, as compared with 34 in original FTC staff draft. Notable omissions were suggested rules:

(1) Covering practices (e.g., price discrimination) which are prohibited under Robinson-Patman Act—though FTC attorney Paul Butz indicated such provisions were likely to be in final draft in some form, possibly as an appendix.

(2) Prohibiting any marketer from falsely saying he manufactures product or owns factory making it.

(3) Prohibiting sales below cost with intent to stifle competition.

Rule covering sizes of picture tubes, subject of much discussion in previous sessions, has been carefully rewritten. Key clause is: "It shall not be deemed deceptive to use the size which has become standard and accepted in the industry." Original draft of rule had been far more stringent.

If third conference is held June 18, public hearing could take place by next fall, Butz estimated, with final promulgation of rules possible by end of year.

* * * *

Electronic Parts Show at Chicago's Conrad Hilton Hotel, May 19-22, is expected to attract largest attendance in history, according to manager Kenneth G. Prince. Program will include session on materials & priorities, moderated by International Resistance Co. v.p. Harry A. Ehle and featuring Donald S. Parris, deputy director, NPA Electronic Div.; industry problems paneled by Aerovox distributor sales mgr. Charles Golenpaul; sales training course conducted by Benjamin Franklin Bills of Northwestern U; management round table seminars on selection and training of salesmen, public relations and sales volume forecasting. Show will feature exhibits by 226 firms.

McGuire "fair trade" bill (H. R. 5767), favored by National Appliance & Radio Dealers' Assn. (Vol. 8:6), was passed by House this week by 196-10 vote, but Senate approval appears unlikely. Measure would nullify last year's Supreme Court decision holding that price-fixing contracts with manufacturers or distributors weren't binding on any retailer who chose not to sign such contracts. NARDA endorsed fair trade, though it said fair-traded merchandise comprises less than 5% of dealers' dollar volume.

March excise tax collections on TVs, radios, phonos, etc. rose to \$12,687,375 from February's \$9,692,684, but were well under the \$23,390,352 reported in March 1951. On phono records, Govt. collected \$797,715 in March vs. \$362,073 in February and \$675,548 in March 1951. Excises on refrigerators, air conditioners, etc. totaled \$5,507,992 in March, \$3,385,671 in February, \$9,721,875 in March 1951.

Philco of Argentine plant in Buenos Aires, used to assemble TV-radio sets, was destroyed in \$721,000 fire May 9.

Merchandising Notes: Admiral sets up Golden State Appliance Distributing Co., 274 Brannan St., San Francisco, as own subsidiary for territory formerly handled by McCormack & Co.; Harold D. Conklin named v.p. & gen. mgr., John Barker, ex-Westinghouse, sales mgr. . . . Earl W. Muntz reported from New Orleans, where he opened showrooms last week, as stating Muntz TV Inc. will sponsor half-hour show on either CBS-TV or DuMont network next fall, starring Jerry Colonna (a Muntz stockholder) and Joan Barton (Mrs. Muntz) . . . Emerson's 3 new TV sets, featuring easily interchanged tuning strips for uhf reception, are 17-in. tables at \$200 & \$230, and 21-in. console at \$300; excise tax and warranty are extra . . . Canadian Admiral offering 16-in. rectangular set at \$300, which compares with \$400 for equivalent set year ago, priced inboard . . . RCA's ad budget was slightly over \$15,000,000 in 1951, about same as 1950, with RCA Victor accounting for largest portion, said president Frank Folsom at May 6 stockholders meeting . . . Columbia Records Inc. offering 3-speed record playing attachment to retail at \$12.95.

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European component market is "a buyer's market, where price is a major factor," said Air Force Col. Carl B. Lindstrand to this week's RTMA-IRE-AIEE components symposium in Washington. Reporting on his recent component-hunting trip (Vol. 7:44, 51), Col. Lindstrand said prices of components in Europe are generally 30-50% lower than in this country, due partially to lower wages. He added: "Production facilities throughout continental Europe are operating on an average of 60% of capacity on a one-shift basis; excellent facilities are available; component quality is good, and considerable development work is taking place."

GE is dividing its military electronics work into 2 operating units—producing heavy materials at Syracuse, lighter gear at Utica & New Hartford. John J. Farrell heads Syracuse unit, and Herman F. Konig, ex-asst. gen. mgr. of commercial & govt. equipment dept. at Syracuse, is manager of Utica-New Hartford unit with headquarters at New Hartford.

Purolator Products Inc. (oil filters) sets up Transistor Products Inc. as subsidiary to produce transistors for electronics industry. It has developmental tieup with Scientific Specialties Corp., Boston, says president Ralph R. Layte, and research staff is headed by Ronald B. Holt, ex-director of Harvard nuclear lab.

Strike was voted this week by 600 employes of RCA Victor Ltd., Montreal, after failure of negotiations in which union seeks 25¢-an-hour wage increase and work-week reduced from 43½ to 40 hours.

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Collins Radio Corp. has leased transmitter of KYBS, Baptist General Convention's FM station in Dallas (107.9 mc), and will use it for experimental work; station went off air voluntarily, relinquishing license last month.

NABTB LIBRARY

Directory of
COMMUNITY TELEVISION ANTENNA SYSTEMS

Compiled in cooperation with
National Community Television Assn., Thompson Bldg., Pottsville, Pa.

Asterisk (*) indicates project now operating or under construction; all others
in various stages of planning. Names of principals where available.

(For story on Community TV Systems, see Television Digest, Vol. 8:19)

Alabama

Fort Payne.....City Television Co.

Arkansas

*Batesville.....Community Antenna Co. Inc. James Davidson.

California

*Carmel.....Alarm Corp., Box 2318. G. B. Henderson, E. G. Pratt.

Grass Valley.....John G. Collings, 256 S. Auburn St.

*Grass Valley.....Community Antenna Co.

*Hidden Valley.....United Tech.

Lafayette.....William Gentry.

*Laguna Beach.....Teli-clear Systems Inc., 334 Glenneyre St.

*Orinda.....TV Master Antenna System Inc. Walter S. Johnson.

Connecticut

Naugatuck.....Balcor TV Service, 4 Oak St. Rocco E. Labriola.

Florida

*Ocala.....Community Antenna Co. Lester M. Combs.

Illinois

Decatur.....Dr. L. L. Rubel, 404 Standard Office Bldg.

DeKalb.....Northern Illinois Corp., 112 E. Locust St. T. E. Courtney.

Indiana

Peru.....Kerry Davenport, 605 W. Fifth St.

Iowa

Mason City.....Midland Oil Co., 1009 S. Federal St. J. R. Wagner.

Sioux City.....Tower Construction Co., 107 Fourth St.

Kentucky

Combs.....Cutshin Coal Co. E. J. Davis.

Frankfort.....John Gerard.

Madisonville.....Ralph Teague, 446 W. Arch St.

Maysville.....Dr. Bernard Coughlin.

Maysville.....E. M. Wallingford, 230 Market St.

*Pikesville.....Valley Television Service.

Louisiana

Baton Rouge.....Istrouma Radio & Television. E. S. Davis.

*Lake Charles.....Calcasieu Television Co., Box 494. Thornton G. Lake.

Maine

*Biddeford.....Maine TV Inc., Front St., Bath, Me. Sumner Sewell.

(over)

Maryland

*Cumberland.....Potomac Valley TV Co. J. Holland Rannells.
Hancock.....Fulton Radio Sales.

Massachusetts

Fitchburg.....Ansel Gridley, c/o WFGM, 455 Main St.
Worcester.....Electronics Service Corp., 32 Grove St.

Michigan

*Mt. Clemens.....Selfridge Apts. Inc.

Minnesota

St. Cloud.....Norbert Sterling, 613 Ninth Ave., S.

Mississippi

Jackson.....Equitable Securities Corp., Deposit Guaranty Bank Bldg.

Nebraska

*Fullerton.....Cunningham & Peterson. K. E. Cunningham.

New Hampshire

*Keene.....Kenneth J. Arwe, 30 Main St.
Keene.....WKNE Corp., 17 Dunbar St. Joseph K. Close.
*Laconia.....Community TV Corp., Box 157. A. J. Malin.

New York

*Corning.....Fribley Radio Service, 135 Bridge St. Warren Fribley.
Ellenville.....Center Electric Co., 83 Center St. N. Tennenbaum.
*Margaretville.....Sheldon A. Birdsall.
*Montour Falls.....Montour Falls Master Antenna Corp., Main St. Phillip Hager.
*Newburgh.....Telseco TV Service Co., 30 Fullerton Ave. Leon Rasczewski.
Olean.....Olean House. L. J. Marcus.
*Watertown.....Kenneth W. Brett.
Watertown.....Curtis-Holmes Music Co., 119 Stone St.

North Carolina

Asheville.....Blue Ridge TV Inc.
*Raleigh.....Capital Rostry.
Raleigh.....First Colony Distributors Inc. A. J. Fletcher.

Ohio

Athens.....Hocking Valley TV Inc.
Conshocton.....John Glass, 429 Elm St.
Lima.....Ohio Steel Foundry Co. J. Galvin.
Millersberg.....Millersberg Electric, 3 N. Washington St.
*New Philadelphia.....TV Antenna System. K. G. Walker.
Zanesville.....Clarence A. Graham.

Oregon

*Astoria.....Radio & Electronics Co.

Pennsylvania

Altoona.....Miriam B. Reed, 1517 Tenth St.
*Ashland.....Ashland Video Co. Inc. Hubert H. Strunk.
*Bangor.....Clar-O-View Community TV Inc., 134 Broadway. James F. Pritchard.
*Bellefonte.....Central Pa. Corp., Leitzell Bldg., State College, Pa.
*Berwick.....Lee TV Corp.
Bethlehem.....Electronic Enterprises Inc., 310 E. Goepf St.
Bloomsburg.....G. J. Wiedenman, Market Sq.
*Brisbin.....Luther W. Wilkes.
*Carlisle.....Matthews Inc. John B. Fowler Jr.
Clearfield.....Clearfield Bcstrs. (WCPA)., 215 Church St. W. J. Thomas.
*Dubois.....Brockway Television Inc.
*Elizabethville.....Lykens Valley TV.

Pennsylvania (cont'd)

Hamburg.....Hamburg Tire Company. Daniel H. Schoener.
 *Harrisburg.....Perfect TV Co. Inc., 1107 N. 3rd St.
 *Hazleton.....Mountain City TV Corp., N. Wyoming St.
 *Honesdale.....Kenneth Chapman Co.
 *Lansford.....Panther Valley TV Co. Inc., Box 232. George H. Bright Jr.
 *Lewistown.....Penwire TV Co., Harvard St. George Gardner.
 *Lock Haven.....Susquehanna Valley TV Co., 1 Monument Pl.
 Lock Haven.....Wagner's Appliance Store.
 *Mahanoy City.....City Television Corp., 31 E. Center St. B. McLaughlin.
 *Mahanoy City.....Service Electric Co. John Walsonavich.
 *Mauch Chunk.....Carbon Electric Co. Robert Gasser.
 *Mechanicsville.....Wire Tele-View Corp.
 *Minersville.....Minersville Television Corp., 305 Sunbury St.
 *Mt. Carmel.....S. P. Jepko, 2nd & Oak Sts.
 *Nesquehoning.....R. G. Genslinger Co.
 *Oil City.....Television Cable Co. B. A. Drelich.
 Oil City.....Cogswell Music Service, 110 E. 7th St. Ned W. Cogswell.
 *Palmerton.....Palmerton TV Signal Corp., Box 71. C. E. Reinhard.
 *Pittston.....Radio City Co. Harry Mertz.
 *Pottsville.....Trans-Video Corp., Second & Laurel Sts. M. F. Malarkey Jr.
 *Pottsville.....Wire Tele-View Corp. Clarence Schoffstall.
 *Plymouth.....Shawnee TV Co., 56 Main St. Sam Fainberg.
 *Schuylkill Haven.....TV Cable Corp. Samuel Strause.
 *Shamokin.....Eastern Pa. Relay Stations Inc. J. J. Barnyai.
 *Shamokin.....TV Extension Corp., 407 N. Shamokin St. Oscar Kehler.
 Shavertown.....John J. Curtis, 160 W. Center St.
 *Shenandoah.....Shenandoah Heights TV Associates, 129 S. Main St. Frank Brophy.
 *St. Clair.....St. Clair TV Co. Bertram Silver.
 *Stroudsburg.....Pocono TV Relay Inc., 240 Lee Ave. John M. Price.
 *Tamaqua.....Tamaqua Television Co. Inc., Centre St. Melvin L. Boyer.
 Trevorton.....Walter H. Miller, Trevorton Vocational School.
 Tunkannock.....Roy E. Gardner.
 *Wilkes-Barre.....TeleService Co. of Wyoming Valley. Ralph Katrosh.
 *Williamsport.....Lycoming Television Co. Sanford Mortech.
 *Williamsport.....West Branch TV Services Inc., 120 W. Fourth St. O. L. Stradley.
 *Williamsport.....WPTV Inc.

South Carolina

Florence.....Southern Life Insurance Co. D. L. Anderson.

Tennessee

*Kingsport.....Television Cable Corp. Kyle Huddle, William Crofts.

Texas

Carthage.....Roberts Implement Co., South Shelby St. F. E. Roberts.
 Graham.....G. D. Hinson, Box 86.
 Palestine.....Barnes Radio & Record Shop. Roy Barnes.
 Sherman.....Televue Co. John Beans.
 *Tyler.....Tyler TV Inc., Box 28. Ralph J. Adams.

Utah

*Bountiful.....H. Calder.

Vermont

*Barre.....Vermont TV Inc.
 *Burlington.....Green Mountain Television Corp. Joseph Wool, D. John Abasian.
 Ludlow.....Charles A. Wilmot, 91 Main St.
 Newport.....Newport Daily Express. Robert C. Hunt.

Virginia

Lynchburg.....Lynchburg Bcstg. Corp. (WLVA), 925 Church St. John T. Orth.
Marion.....Powell & Rector, Electrical Plumbing & Supply.
Newport News.....R. W. Tucker, 125 Twenty-sixth St.

Washington

Ellensburg.....Walter C. Puryear, 308 N. Poplar St.

West Virginia

Beckley.....Beckley Newspaper Corp. Charles Hodel.
Beckley.....Doy Radio & TV Service, 115 N. Fayette St. William Ormandy.
E. Rainelle.....Rainelle Television Corp.
Keyser.....Dr. Harry Coffman.
Wheeling.....Reichart Furniture. Donald Levenson.

Wisconsin

Janesville.....South Wisconsin Radio Inc.
Madison.....Wisconsin Power & Light Co., 122 W. Washington Ave. J. P. Fitzgerald.
Racine.....Western Coil & Electrical Co., 215 State St.

REPORTED CONSIDERING SYSTEMS FOR UNSPECIFIED COMMUNITIES

Phoenix, Ariz.....Dependable Radio & Electronics, 1631 W. Jefferson St. N.A. Hendry.
North Hollywood, Cal.....William F. Smith, 11745 $\frac{1}{2}$ Moorpark St.
Chicago, Ill.....Earl Nelson Sr., 223 W. Erie St.
Portland, Me.....Guy Gannett Bcstg. Services (WGAM), 390 Congress St. R.W. Hodgkins.
St. Paul, Minn.....Freemac TV & Appliance Co., 644 Selby St. Joseph Freeman.
Kansas City, Mo.....Electronics Inc., 4204 Troast Ave. Edward G. Shephard.
Oklahoma City, Okla.....Oklahoma City Television Co., Box 1334. C. L. Fulgham.
Lancaster, Pa.....Pa. Water & Power Co.
Pittsburgh, Pa.....Nathan Leventon, 607 Grant Bldg.
Chattanooga, Tenn.....Charles A. Noone, Suite 603, Chattanooga Bank Bldg.
Memphis, Tenn.....Community TV Systems Inc., Falls Bldg. Bruckner Chase.
Memphis, Tenn.....Southern TV Systems Inc., 302 Deloach St. Edward Wood.
Salt Lake City, Utah.....Western TV Inc. Dean O. Buchanan.
Seattle, Wash.....Business Exchange, 203 White Bldg. L. Max Kelley.
Seattle, Wash.....Holert's, 4201 W. Alaska St. Phillip Hamlin.

Mobilization Notes: What are greatest shortcomings in military electronics procurement program? RTMA president Glen McDaniel, opening May 5 *Symposium on Progress in Quality Electronic Components* in Washington, expressed 2 of industry's principal complaints: (1) Lack of coordinated project responsibility; (2) Obstacles to widespread subcontracting.

"There is a lack of coordination between the efforts of contractors producing various portions of a [military electronic] system and the officers who procure it," said the RTMA chief, "and there is insufficient coordination between the officers who do the procuring and those who actually use the equipment." He reported that a recently-formed task group of unofficial Joint Electronics Industry Committee (Vol. 6:32) recommended to aeronautical electronics procurement officials last month that each electronics system "be treated as a whole and that specific authority be given to a single project officer to handle the solution of development, design, procurement and subsequent service and installation problems of each system." Air Force, he said, has already taken steps to implement most of the recommendations.

Mr. McDaniel attacked proposed Labor Dept. regulation requiring govt. prime contractors to police their subcontractors' wage levels, as well as Renegotiation Boards' practice of reducing manufacturers' profits on military work because of extensive subcontracting. "On the one hand we are urged and goaded to spread the base of military procurement through subcontracting," he said, "and on the other hand we are penalized for doing so."

* * * *

Industry advisory committee meetings scheduled by NPA: Receiving antenna manufacturers, May 27; broadcast transmitter manufacturers, May 28; communication equipment, May 29.

More liberal regulations governing materials for maintenance, repair and operating supplies for telephone & telegraph companies were put into effect May 6 in NPA's amended communications order M-77.

Embargo on shipments of steel to manufacturers of consumer durable goods, imposed by NPA during last week's steel strike (Vol. 8:18), was rescinded May 8.

WHY SO MUCH emphasis on reliability these days by military and industry electronics engineers? More than 800 management and engineering personnel from electronics companies and Govt., attending May 5 opening session of RTMA-IRE-AIEE *Symposium on Quality Electronic Components*, heard some impressive statistics on vital necessity for reliable military equipment from vice chairman Edwin A. Speakman of Defense Dept.'s Research & Development Board.

Terming reliability "the most important requirement for electronic equipment," Mr. Speakman said "present designs do not meet this requirement." A recent study, he stated, showed that 60% of the Navy electronic equipment in the active fleet was not operating satisfactorily! Complexity of new designs, he added, "has reduced reliability to a degree that it now threatens the success of new weapons which are vitally needed." He cited these examples:

In 1937, there were only 60 tubes used in a destroyer; in 1944, there were 850; today there are 3200. In a mobile search radar there are more than 500 tubes, 2000 resistors, 1500 capacitors, 300 transformers—plus thousands of other replacement parts. To mount a 40-aircraft Air Force B-50 mission, considering navigational system only, requires 10,000 tubes which must be operated 15 hours—or 150,000 tube-hours. Mr. Speakman suggested these steps to improve reliability:

Trade Personals: John Q. Cannon, RCA asst. secretary, elected secretary at May 8 board meeting, succeeding Louis MacConnach, retiring after 29 years service; a Utah native, Cannon before joining RCA Victor legal staff in 1945 was successively with Bureau of Standards, chief law officer of Civil Service Commission, then director of personnel of Securities & Exchange Commission in Washington . . . Harold G. Butterfield, National Union Radio's director of purchases, named chief of electron tube section, NPA Electronics Div., succeeding Nelson Stewart, who returns to Westinghouse electronic tube div. as staff asst. to sales mgr. H. G. Cheney . . . Ernest L. Hall, for last 10 years executive v.p., Pilot Radio, has resigned to join Emerson as asst. to president Benjamin Abrams . . . Gerald Light resigns as Emerson adv. mgr. to join CBS-Columbia Inc. in same capacity, succeeding Paul Gaynor, resigned . . . Kenneth C. Meinken Jr., son of president of National Union Radio Corp. and its midwest sales mgr., named v.p. in charge of equipment sales of CR & receiving tubes and of govt. business; F. W. Timmons, ex-DuMont, named eastern sales mgr., A. F. Hellert assigned to govt., defense and some TV-radio contacts . . . Frank J. Dieli promoted to v.p. & chief engineer, Majestic . . . John H. Beedle, Raytheon works mgr. at Waltham, named asst. v.p. . . . Norman Fyler, ex-Sarkes Tarzian Inc. and RCA, joins Hytron as supervisor of TV picture tube development . . . A. S. Johnson, ex-Webster-Chicago industrial sales & products mgr., named executive asst. to John H. Cashman, president, Radio Craftsmen Inc. . . . C. V. Bradford, New England sales rep for RCA home instruments, named RCA Victor east central div. mgr., Cleveland . . . Henry Peirce, ex-Sparton sales mgr., now heads Currier Co., Syracuse, handling Jackson & Trans-Vue lines in state of N. Y. . . . Edward P. Vanderwicken, Motorola finance v.p., elected to board this week . . . Frank R. McMillan resigns as N. Y. district sales mgr. of DuMont tube div. . . . G. S. Peterson shifted by GE receiver dept. from Chicago to Dallas district mgr. . . . E. Patrick Toal, ex-GE, ex-Capehart-Farnsworth sales mgr., now gen. mgr., Electro-Pliance Distributors Inc., Milwaukee . . . Wm. Nelson, ex-Chicago staff, succeeds Howard Souther, now Atlanta rep, as Admiral regional mgr. in Minneapolis-St. Paul area . . . Chester A. Bejma promoted to Chicago district mgr., GE receiver dept.

- (1) "Solve the tube problem; 50% of all failures are caused by tubes."
- (2) "Reduce complexity and cut out the gadgets."
- (3) Reliability must be considered in all stages of military development, from specifications to packing.

Electronics Production Board chairman J. A. Milling, addressing same meeting, called for "realistic program of standardization for reliable tubes and components . . . I do not know of a single problem at the present time that is more urgent or which holds more promise for a real contribution to the defense production effort." There must be agreement, he said, on specifications, interchangeability and ratings of military components. He suggested that the transistor "offers a real challenge to the military services and industry to get this new component started on the right track relative to standardization, number of types, interchangeability, ruggedness and other factors which [are] a headache to the industry."

That reliability has its civilian aspects was pointed out by Navy Capt. Rawson Bennett, Bureau of Ships. He pointed out: "People are asking each other what kind of TV does not require frequent service calls. It is well-known that some manufacturers have had particular troubles with unreliable sets. If customer dissatisfaction is bad at present, what will it be when the more ticklish uhf equipment hits the market? Who will service it if it breaks down too much? Can the industry any longer afford to allow equipment unreliability with an eye to tube sales?"

WIDELY HERALDED SURVEY of TV's impact on college football attendance, conducted by National Opinion Research Center for National Collegiate Athletic Assn., was released this week by NCAA as vindication of last year's restricted telecast program and as proof that "TV does definite damage to college football attendance."

Report disputes claim that TV makes large numbers of new sport fans, states only 1% of spectators interviewed at games gave TV as reason for interest in football. The 30-page survey concludes: (1) Attendance losses are greater in "TV-saturated" areas than elsewhere. (2) 1951's experimental restricted-TV plan reduced TV's harmful effects on attendance. (3) Small colleges' attendance in TV areas increased on "blackout Saturdays" and Friday nights when no game was telecast.

Overall 1951 attendance, both in TV and non-TV areas, was down 6% from 1950, NORC report states, but "it was colleges with limited TV competition which suffered relatively less." Report adds: "As in 1950, colleges located outside of TV areas continued to hold or surpass their pre-TV 1947-48 attendance, while those colleges that were exposed to TV competition found their attendance down approximately 1,500,000 or 15% from their 'expected' pre-TV levels."

NCAA's TV committee will submit 1952 football TV program, based on NORC findings, to full membership vote in near future. Committee has already indicated plan will be more liberal than 1951's, permitting more telecasts and participation of more colleges (Vol. 8:2, 9, 11, 13, 17).

One vhf and one uhf application for new TV station comprised this week's crop—former coming from WGTV, Greenville, N. C., seeking Channel 9, and latter from KITO, San Bernardino, Cal., seeking No. 18. Unusual angle in the Greenville application is that it lists 306 stockholders. The only amendment to an existing application was from KWSO, Lawton, Okla., now asking for Channel 7. Application submitted by KEVT, Kerrville, Tex., was returned because it made no stipulations of facilities. [For details about foregoing applications, see *TV Addenda 14-Q* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

Plugging subscription TV, particularly Phonevision, in May 20 *Look Magazine*, Zenith's public relations consultant Millard C. (Tex) Fought says, among other things: (1) "Theatre TV . . . appears to have no real long-range validity." (2) Subscription TV will actually help advertisers, by making "more stations profitably possible." (3) Phonevision can be sent over "the light wires" as well as through phone lines and over the air, and is the only system which has solved problem of collecting fees. (4) Systems will prove great boon to education. "We know that most knowledge is televisable—if we could collect the tuition."

Dangers of libel suits, which broadcasters encounter while carrying political speeches, would be reduced by another bill in addition to Horan Bill (Vol. 8:9). Rep. O'Hara (R-Minn.) this week introduced H. R. 7782, giving station right to delete material it considers defamatory but retaining broadcaster's liability. NARTB favors Horan Bill, which flatly relieves stations of all liability. Latter may be offered as amendment to McFarland Bill (Vol. 8:18), due for House vote shortly.

Palm Beach Television Inc. has been formed in Florida resort to apply for Channel 5, with attorney Wm. H. Cook as president; J. Robert Meacham, owner of local WEAT, v.p. & gen. mgr.; 17 other stockholders, including Theodore Granik, moderator of *American Forum of the Air*. Report in *Denver Post* says Wolfberg theatre interests are planning to seek Channel 7 there, for which KLZ has applied.

New draft of revised color TV order M-90 is being prepared by NPA attorneys to meet objections and suggestions of officials of NPA and other agencies concerned. Basic principal of draft—that manufacturers must apply for permission to make home color sets (Vol. 8:16)—probably won't be changed. New draft will have to be circulated to officials and agencies involved, then brought up at inter-agency clearance committee meeting. Thus order probably won't be issued for several weeks. "Will color TV manufacturers get relief?" DPA chief Manly Fleischmann was asked at May 7 press conference. "With the passage of time, at least," Mr. Fleischmann quipped. A DPA public relations spokesman explained later that "Mr. Fleischmann apparently meant that with the passage of time M-90 would be gone and so would NPA and DPA."

High TV tower problem was discussed again by representatives of TV and aviation industries and Govt. at closed May 6 meeting of working committee named at April 25 FCC-CAA conference (Vol. 8:17). But no decisions were made—not even whether new criteria are needed to guide regional airspace subcommittees in deciding whether proposed towers present hazards to air navigation. Industry representatives agreed to consult their organizations and return May 16 with proposals or comment on FCC-CAA proposed criteria. Committee chairmen are FCC's John R. Evans and CAA's D. D. Thomas. TV representatives are Thad Brown and Neal McNaughten, NARTB; Arthur Scharfeld and Fred Albertson, Federal Communications Bar Assn.; Robert L. Kennedy, Assn. of Federal Communications Consulting Engineers.

To seek amendment of FCC rules requiring stations to identify recorded, filmed and transcribed programs as such, NARTB president Harold Fellows this week appointed new transcription rules committee comprising Michael R. Hanna, WHCU, Ithaca, N. Y., chairman; William Fay, WHAM-TV, Rochester; Walter Compton, WTTG, Washington.

New tests of long-range vhf propagation, similar to those between Cedar Rapids, Ia. and Sterling, Va., 773 miles (Vol. 8:17-18), which received widespread publicity, are planned by Collins Radio Co. between Cedar Rapids and Dallas, about 700 miles. Other test installations, including some in Alaska, are being explored.

Bill to investigate TV-radio programming—Gathings resolution (H. Res. 278)—is due to come to vote in House May 12. NARTB president Harold Fellows says association "will cooperate fully" in event resolution passes, noted that Gathings is primarily interested in rooting out obscenity, isn't on "witch hunt."

Horse-race results were discontinued year ago, ABC's WJZ-TV, New York, told FCC—whereupon Commission this week granted it regular license renewal (Vol. 8:9). WPIX, New York, and KLAC-TV, Los Angeles, have also informed Commission they've stopped such telecasts, now await similar action.

New Rules & Regulations

For handy permanent reference to new FCC *Rules & Regulations Governing TV Stations*, we suggest that management and engineering offices keep available at all times a copy of the 243-p. *Final Television Allocation Report* which we printed April 14. About 50 pages of that Report, including tables and graphs, comprise the permanent rules and regulations (see index on Report's front page). Temporary processing procedure, TV allocation tables, etc. are also detailed in full text. Extra copies are available at \$5 each.

Television Digest

with **ELECTRONICS REPORTS**

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With This Issue: Supplement No. 80—Handy Reference Table of Maximum Power-Heights and Tables of Service Contours

NINE NEW NETWORK CITIES THIS SUMMER: Chalk up Seattle for network service by July -- in time for political conventions. This good news for city's KING-TV, its audience and the local trade is even more unexpected than AT&T's recent announcement that it would interconnect Tulsa and San Antonio by July (Vol. 8:12).

AT&T hasn't yet made formal announcement, but says it will "try" to complete the extension by July 1. From past experience, an admission from AT&T that it will "try" means that only a major catastrophe can stop it.

Seattle hookup will be achieved by equipping existing Sacramento-Portland coaxial for TV and building temporary microwave from Portland to Seattle.

Thus 61 of the 64 TV markets and 106 of the 109 stations will be linked by time Republican national convention opens in Chicago July 7.

New cities hooking up then -- besides Seattle, Tulsa, San Antonio -- are Miami, New Orleans, Houston, Dallas, Fort Worth, Oklahoma City. Only cities left out will be Phoenix, Albuquerque and Matamoros, Mexico (Brownsville, Tex.). AT&T says it has no projected date for connecting them.

* * * *

AT&T is still losing money on TV, because stations are few and hauls are long, company's Dr. Maurice E. Strieby, director of technical demonstrations, told May 12 meeting of Washington IRE section. Without attempting to minimize importance of networks to TV stations, Dr. Strieby pointed out that Bell System's TV revenues -- now running about \$12,000,000 yearly -- amount to merely 1/3 of 1% of its \$3.6 billion annual gross income.

Facilities are now 2/3 microwave, 1/3 coaxial, said Dr. Strieby. A promising technical development, demonstrated at session, is polarized signal -- which may permit doubling of microwave signal-carrying capacity.

SENATORS NOW KEEN TO GET TV GOING: Bottleneck that will delay construction of new TV stations -- FCC's lack of funds and staff, hence inability to process applications speedily after July 1 -- will be broken if members of Senate Interstate & Foreign Commerce Committee can do anything about it.

During hearing on Comr. Hyde's reappointment May 14, day before full Senate confirmed him, Chairman Johnson (D-Colo.) and Sen. Capehart (R-Ind.) kept insisting FCC must have presented extremely weak testimony to House Appropriations Committee which cut its budget some \$2,000,000. Otherwise, they said, House couldn't conceivably have refused funds in light of enormous new industry to be created.

"The least Congress can do," said Sen. Capehart, once head of Ft. Wayne company bearing his name, "is appropriate this money. It's just plain good business. Think of the billions of dollars in receiver sales, the millions of dollars in taxes and the tens of thousands of new jobs!"

Committee not only gave Hyde accolade, voting unanimously for him, but it voted to urge Senate Appropriations Committee to give FCC what it needs. Johnson

feels that 20 more "examiner teams" -- each comprising an examiner, engineers, lawyers and clerical help -- would do the job. Since each team would take \$32,000 annually, \$640,000 is asked.

Hyde estimated each examiner could clear only 8-10 applications a year. He told committee: "They can scarcely keep up with the non-TV hearings they now have." Capehart was aghast: "That means," said he, "it will take 10 to 20 years to do the job with the 7 examiners you now have? It should be done in a maximum of 3 years."

Even if funds come through, another delay envisaged by FCC arises out of provision in McFarland Bill, due for House vote in week or so, precluding FCC staff from recommending decisions in hearing cases. It's said this will throw insuperable burden on individual commissioners. Some think that amendment of McFarland Bill to give each commissioner more than one legal assistant might avoid this bottleneck.

Merits of FCC's final freeze decision were touched on only briefly during Hyde hearing. Sen. Lyndon Johnson (D-Tex.) brought up the San Angelo-Temple case (Vol. 8:18), wherein KTEM, Temple, has protested to Commission that one vhf channel should have been given to Temple, instead of 2 to San Angelo.

Hyde replied that adequate opportunity to argue case had been permitted. Then Sen. Johnson asked whether Temple station could apply for vhf after July 1 if no one asked for it in San Angelo. Said Hyde: "No. We believe our one-year rule [before changes in plan will be considered] is reasonable. We believe we must consider applications first. If we could isolate a city without reopening the whole allocation, we might reconsider it."

Rights of newspaper and AM applicants were explored by Sen. Capehart. Hyde said he believes FCC shouldn't discriminate against any class of business. However, he said he does expect some non-AM applicants to argue that they should get grants, thereby increasing diversification of ownership.

* * * *

Comr. Jones takes rostrum again May 20, will speak to combined Radio-TV and Advertising Clubs of Pittsburgh. Then he addresses Federal Communications Bar Assn. luncheon in Washington May 22. Presumably, he'll continue attack on allocation plan.

First industry engineer to comment publicly on allocation plan is T. A. M. Craven, who spoke to Southwestern IRE Conference in Houston May 17. He finds plan neither all good nor all bad, saying:

"There is a great deal of flexibility and engineering common sense in Comr. Jones' approach...I do not intend to imply that the Commission's plan is unsound from an engineering standpoint, assuming, of course, that their basic policy is correct. On the contrary, it represents and has taken into consideration, the best engineering knowledge available today. At least it is a plan which we can use in an orderly fashion to commence operating TV stations throughout the country.

"On the other hand, the Commission's plan...does not parallel the economics of the TV broadcasting business...Any inflexible plan of allocation of a limited number of TV channels which affords an abundance of facilities to poor markets will prevent establishment of the necessary number of stations in the better markets.

"Therefore, it is possible that, as experience is gained in the future, the Commission will recognize economic laws and, in so doing, they may resort to a re-allocation, as was found necessary in standard broadcasting. Likewise, they may abandon their rigid rules, based solely upon mileage separation, and employ more precise engineering methods of determining service and interference."

CONGRESS TO PROBE TV-RADIO 'MORALS': TV-radio programming is in for Congressional investigation -- but broadcasters and telecasters, while ever wary of any move which could lead to censorship, are confident they can convince lawmakers they are putting their own house in order.

House May 12 passed H. Res. 278 without opposition, ordering "investigation and study to determine the extent to which...radio and TV programs...contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption" (Vol. 8:14-15,18-19). Only 31 of the 435 House members were present to vote on year-old resolution, introduced by Rep. Gathings (D-Ark.).

Resolution empowers probers to recommend "legislative action to eliminate offensive and undesirable radio and TV programs and to promote higher radio and TV standards." But it's generally conceded that any such proposals are unlikely.

Danger of censorship lurks in any such "investigation", as NARTB president Harold E. Fellows pointed out in May 14 statement attacking Gathings Resolution. But broadcasters aren't nearly as worried about coming inquiry as they might have been under other circumstances -- for several reasons:

(1) House Interstate & Foreign Commerce Committee, headed by Rep. Crosser (D-Ohio), is in charge of probe. Broadcasters feel that this committee, with its understanding of TV-radio problems and its cognizance of the dangers of censorship, is more likely to give them fair hearing than would a select committee formed especially for the purpose -- as proposed in previous Gathings Bill (Vol. 8:8-9,12). The House committee will be undertaking the probe with some reluctance, having once turned down request to back similar investigation.

Rep. Crosser will name 5 or 7-man subcommittee to conduct probe, probably next week. It is expected to be headed by Rep. Oren Harris (D-Ark.), who is generally well-liked by broadcasting fraternity and has reputation as a moderate.

(2) Telecasting industry, principal target of the investigation, has served notice -- through NARTB's Code of Practices -- that it seriously intends to police and improve its own programming. Rep. Gathings himself has remarked that TV programs have been improving in recent months.

(3) Rep. Gathings, as guiding spirit of investigation -- although he won't be on probe committee himself -- has solicited and received aid from networks and broadcasters in his 2-year study of programming. He is known as a level-headed legislator, not in any sense a zealot or wild-eyed "crusader".

Perils implicit in any probe of TV-radio, press or literature were brought out in Mr. Fellows' statement warning that "despite the acknowledged good motives of its author," the Gathings resolution "could establish a dangerous precedent." If any legislation should result from investigation, he said, it would be "censorship of the most obvious and deplorable sort."

Congress specifically withheld censorship powers when it created the FCC, Mr. Fellows observed -- which marks House's action as "not only a case of colossal contradiction, but, more seriously, a fundamental disregard of our American concept of freedom of speech." But Mr. Fellows felt probe will give industry opportunity to show Congress what it is doing of its own accord to police and improve its programs.

HIGH-POWERED TV STATIONS—PROS AND CONS: GE's announcement of plans for 60-kw uhf transmitter further complicates life for engineers, who have tough job of finding optimum combination of transmitter power, antenna gain and tower height for specific cities and sites.

GE is now developing prototype of new transmitter, estimates deliveries won't come before "summer of 1954," says it can't judge price yet. Like 12-kw uhf transmitter, it will employ klystron tube. Used with high-gain helical antenna, unit will provide 1000-kw effective radiated power -- maximum permitted by FCC. It will be driven by GE's 1-kw unit, which in turn is driven by 100-watt unit.

Some of problems facing engineers shape up like this:

If antenna is very high and high-gain antenna is employed, there's danger that most of signal will be concentrated in narrow beam (2-3 degrees) and overshoot city to be served. If lower-gain antenna is used, and beam is made "fatter", distant coverage is reduced.

Both local and distant coverage is enhanced, however, if very high powered transmitter is used with low-gain antenna.

Since costs pervade all these considerations -- and can become astronomical -- applicants and their engineers are busily calculating whether the added service radius is justified by added cost.

To assist those faced with decisions, we're including herewith Supplement No. 80, series of tables prepared by CBS, showing service radii to be expected with various powers and heights -- according to FCC's new propagation curves. Both uhf

and vhf are embraced, inasmuch as same problems concern vhf, though engineers have backlog of vhf experience and are much less worried about vhf. Also included in the Supplement, which is being sent to full-service subscribers, is table of power reductions required by FCC for heights above maximum.

You'll note that "brute force" isn't everything, when it comes to increasing service radius. For example, only 2-3 miles of Grade A or B coverage is gained on Channels 7-13 by increasing power from 200 to 316 kw. On uhf, jumping power from 200 to 1000 kw increases radius 8-10 miles.

* * * *

Improved picture quality, in addition to enlarged service areas, must be considered when contemplating increases in power. Here, too, tremendous power hikes are required to produce noticeable improvement. CBS reports results of viewer tests:

"(1) A fourfold increase in radiated power will raise a barely discernible picture to a just-usable calibre.

"(2) A further increase of 10 times will improve a snowy, fringe-area picture enough so that the snow is not very noticeable when viewed at a distance of 10 times picture height (or about 10 ft. from a 17-in. set).

"(3) Radiated power must be increased 100-fold to improve a snowy fringe-area picture to a point where graininess is not very noticeable to a viewer watching a 17-in. set from a distance of 4 ft.

"(4) A further 10-fold power increase will produce an excellent picture -- one so good that any additional signal increase makes no further reduction in the picture's graininess."

Merely doubling or halving power, CBS says, produces no change in picture quality, as far as average viewer is concerned -- except in very weak signal areas.

* * * *

Aside from power-gain-height factors, engineers are considering other techniques for improving service. RCA's Dr. George Brown has been pushing possibilities of "beam-tilting" -- physically or electrically tilting signal down into shape of a cone -- retaining power and increasing signal close to transmitter. Others are exploring antennas that will slice off top half of transmitted "lobe", now largely wasted, aim it below horizon where it will do some good.

Other uhf progress reported by GE this week: 12-kw klystron will replace 5-kw, in experimental transmitter in Syracuse "within a few weeks"; 100-watt transmitters are now in production, and some will be delivered this year.

RCA announced new 1-kw power tetrode, air-cooled, for uhf transmitters. RCA also reports new uhf receiving tube -- an oscillator triode covering 470-890 mc. (For all manufacturers' uhf transmitter plans, see Vol. 8:5,10).

* * * *

All-out enthusiasm for uhf is rare among consulting engineers -- many of whom are still smarting from burns they received in FM. However, feeling is that uhf has to be made to work, because vhf channels are so scarce.

Consultant T.A.M. Craven, former FCC commissioner, reflected that attitude in May 17 talk before Southwestern IRE Conference in Houston. Even if it were possible to eliminate all non-TV services between 54 mc and 402 mc, he said, only 58 TV channels would be provided, and uhf would still have to be used. "Thus it seems to me," he said, "that those of us who have been bewailing the fact that TV has been allocated uhf might better turn our hands to making it work best. I can assure you that a uhf channel will be an extremely valuable franchise in any good market."

MANY LOOKING INTO COMMUNITY ANTENNAS: Much more interest than we ever anticipated, judging from comment and phone calls for more data and extra copies, was aroused by our report on community antennas (Vol. 8:19) and the directory listing 141 such projects which we published last week as Supplement No. 79.

Some telecasters said that directory revealed added audiences they didn't know they had. Several manufacturers set about to look more closely into the set-selling potentiality of "wired TV" from central pickups.

Prospective uhf operator WHUM, Reading, Pa., we learned, is even seeking assurances already from community antenna operators in area that they will use its signal for CBS programs rather than pick up WCAU-TV, Philadelphia.

Another aspect of development came to light this week -- proposal that the operators of such systems seek another source of revenue, in addition to per-month subscription fees, by adding camera chains, flying-spot scanners, etc. Idea is to feed local commercials and programs into systems. One organization is already contacting operators with proposal to provide such service on package basis.

J.A. Iodice Associates, 115 Collins Ave., Meriden, Conn., described as combination ad agency and engineering consulting service, has approached several Pennsylvania operators. Mr. Iodice said it would cost him minimum of \$80,000 to institute such local service. At start, he said, company would use "special equipment" of its own to originate programs and commercials, rather than camera chain or flying-spot scanner. He estimates it would take \$50,000 to add 2 camera chains later.

Mr. Iodice formerly was part owner of radio station WWON, Woonsocket, R.I., says he still has some small broadcast interests. He figures that system would need minimum of 1500-1600 subscribers before audience would be large enough to attract advertisers. He would provide everything -- including engineers and salesmen.

He isn't disturbed by legalities of "program rights" of originating station and holds such station has no rights once program leaves transmitter; hence, neither station nor network can prevent removal or insertion of commercials. At least, he said he has been so advised by counsel. That this concept will be resisted by networks, stations and perhaps even sponsors, goes without saying.

One community system operator told us he was offered \$5000 annually, plus \$5 for each added subscriber over unspecified number, up to \$10,000 maximum. In return, he was asked to sign 10-year contract, to turn system over to Iodice from 7-9 p.m. daily, and to clear whatever other times Iodice chose -- on all channels.

This operator said he couldn't consider offer, because he owed too much to sponsors and to networks. But he said he has considered installing camera chain in collaboration with a local AM operator to provide local programs and commercials.

Personal Notes: Bethuel M. Webster, partner in Webster, Sheffield & Crystie, who in 1929 was gen. counsel of old Federal Radio Commission, elected president of Assn. of the Bar of the City of New York . . . Wm. C. Fitts Jr., CBS asst. gen. attorney, formerly with Fly, Fitts & Shuebruk, named director of labor relations for CBS Inc., CBS-TV, CBS-Radio & CBS Laboratories in splitup of former labor-personnel relations dept.; Robert E. Kalaidjian, director of personnel relations for all 4 divisions, will continue to participate in formulation of labor policies . . . Clarence G. Alexander, director of operations, DuMont Network, resigns as of June 1 to become operations mgr. of RHZ-Cadena Azul of Cuba, 12-station radio network planning TV, which Edward Chester recently left CBS to manage . . . Edward H. Bronson, station director of WBNS-TV, Columbus, appointed director of NARTB-TV Code affairs under TV director Thad H. Brown, Jr. . . . Wm. Doty Edouarde, Hollywood mgr. of NBC spot sales, devotes time exclusively to TV henceforth, following appointment of Walter Davidson, recently with Lang-Worth, as mgr. of radio spot sales there . . . Grant Holcomb, newscaster, named director of news & special events, KNXT, Hollywood; Dean Linger, ex-ABC central div. adv.-sales promotion mgr., becomes sales promotion-publicity mgr. of KNXT May 19 . . . John Rogers promoted to chief engineer of WRC & WNBW, Washington, replacing Charles Colledge, new production mgr., NBC-TV public affairs dept in N. Y. . . . Neal J. Edwards, up from ranks of cameramen, named sales mgr., WTTG, Washington . . . Charles R. Kinney, ex-WTVN, Columbus, named gen. mgr. of WIKK, Erie, Pa., ABC affiliate recently purchased by Edward Lamb as companion outlet to his WICU there . . .

Charles Sloan, chief engineer, WLWC, Columbus, author of "The History and Technical Developments of TV" in spring issue of *Kuhlman Kurrents*, house organ of Kuhlman Electric Co., Bay City, Mich. . . . Philip Williams quits March of Time, where he handled promotion of its *Crusade in the Pacific*, to join 20th Century-Fox's TV dept. under Peter Levathes to promote re-release of *Crusade in Europe* . . . James J. Anderson, ex-Cornell professor of political science & marketing, named research director, Crosley Broadcasting Corp., succeeding Don Miller, resigned to join Burke Marketing Research Inc., Cincinnati . . . Reuben Kaufman, president, Snader Telescription Sales, Hollywood, has resigned . . . Herbert Claasen promoted to spot TV-radio timebuyer, Ruthrauff & Ryan, N. Y. . . . Arthur R. Ross, ex-Storecast Corp. of America, joins TV-radio dept. of W. B. Doner Co., Detroit . . . J. E. Mosman, supervisor of Philip Morris account at Biow, has resigned . . . Nancy Kearns, ex-Raymer, joins Hicks & Greist Inc. as asst. to TV-radio director Peter Krug . . . Herbert M. Jacobs named sales mgr. of DuMont TV film dept.; Wilmer S. Clark, ex-WHDH, Boston, named California representative . . . Allen R. Cooper, ex-Hewlitt, Ogilvy, Benson & Mather, named NBC research dept. rate specialist . . . Albert Goustin, ex-Blair, joins Ziv Television as asst. to sales v.p. M. J. Rifkin; Michael M. Sillerman is eastern sales mgr. . . . Jack Bucholtz, ex-Wm. Warren, Jackson & Delaney, named TV-radio director, Kenneth Rador Co., N. Y. . . . William Lauten, ex-trade press editor, promoted to radio mgr., NBC press dept. . . . John P. Atherton, TV-radio production chief, Atherton & Currier, elected v.p. . . . Bonnie Dewes, D'Arcy Adv., won St. Louis Women's Ad Club annual Erma Proetz TV award for Laclede Gas Co.'s show on KSD-TV.

HIGH TV TOWER PROBLEM—subject of another harmonious meeting May 16 between TV and aviation industries, FCC, CAA and armed services (Vol. 8:17, 19) may be headed for early compromise agreement.

Problem was complicated by unexpected introduction of Senate bill to give Commerce Secy. absolute authority over all airspace more than 500 ft. above ground. The measure (S. 3129), however, appeared to have no chance of passage or even getting hearing. Introduced by Sen. Johnson, chairman of Senate Interstate & Foreign Commerce Committee, at request of member of his staff, the bill "would be as controversial as the tidelands oil dispute," in opinion of one Congressional expert, because it would give Federal Govt. vast powers which heretofore have largely been in domain of state, county and municipal governments.

"I'm not pressing this bill and I don't think it will get any place," said Sen. Johnson. A member of his staff said measure was prepared some time ago to focus attention on air hazards as result of plane crashes in New York metropolitan area. While not aimed specifically at TV antennas, it would apply to them as to all high structures. NARTB sent copies of bill, together with its interpretation, to all TV members.

Meeting of industry-Govt. working committee divided TV tower problem into 4 specific categories, assigned a subgroup to investigate each category and report at next meeting May 28. The categories cover:

(1) Study and clarification of suggested criteria for guidance of regional airspace subcommittees (Vol. 8:17). Assigned to this subgroup were representatives of CAA, Navy, Assn. of Federal Communications Consulting Engineers, Air Transport Assn., Natl. Assn. of State Aviation Officials.

(2) Potential magnitude of tall tower problem—FCC, CAA, NARTB, AFCCE.

(3) Special projects, such as consolidated antenna sites, location of towers near prominent landmarks easily visible from air, etc.—FCC, CAA, NARTB, ATA, Aircraft Owners & Pilots Assn.

(4) Obstruction marking for very high towers—FCC, CAA.

TV representatives at May 16 meeting—NARTB, communications lawyers and engineers—indicated they saw no need for hard-and-fast universal criteria to determine what is an air navigation hazard. Their feeling was that determination should be made on case-to-case basis by airspace subcommittees—as has been done in the past. But they implied willingness to accept sound compromise.

TV spokesmen continued their attempts to counteract aviation industry's impression that freeze-end means hundreds of 1000 & 2000-ft. towers will spring up practically overnight. Engineer Robert Kennedy, representing AFCCE, told committee that maximum of 1100 TV stations can be expected "in our lifetime," and gave this analysis of probable situation:

(1) Highest towers will be in communities of more than 50,000 population—and there are only 170 of these.

(2) Allocation includes more than 500 cities of less than 10,000 population—most of which probably won't have TV for some time, and when they do will build comparatively small towers.

(3) Ideal tower sites are hills and other natural terrain features which are already out of bounds to aircraft. (4) CAA has already set aside some areas for future TV towers.

Working committee chairman John R. Evans, chief of FCC aviation div., was optimistic after meeting, said tentative agreement might even be reached May 28.

Station Accounts: American Bankers Assn. estimates nation's 14,070 banks will spend estimated \$48,000,000 on advertising of all kinds in 1952—and Charles H. Pearson, president of Pearson Agency, New York, says TV will get 10% of that sum. Reporting in *May Television Magazine*, Pearson states that of 2231 banks he surveyed, twice as many plan to use TV this year than last. As a specialist in financial advertising, he urges banks to pick ad managers with TV know-how . . . National Bank of Washington, city's oldest, sponsoring *Your Commissioners' Report* on WMAL-TV, 8:30-9 p.m., with District Commissioners answering questions of panel of newsmen and civic leaders . . . Miles Shoe Co. sponsoring *Children's Theatre* on WNBT, New York, Sat. 9-10:30 a.m., thru Hirshon-Garfield, N. Y. . . BVD animated spots returning to TV, starting with Wed. 11:15 p.m. schedule on WCBS-TV, thru Hirshon-Garfield, N. Y. . . Colonial Airlines sponsoring *Away You Go*, new show on WJZ-TV, Sun. 11:15-11:30 p.m., quiz contest on geography along airline's routes; studio audience prize winners get trip to Bermuda . . . Teleportraits Inc. promotes sale of color portraits via WOR-TV with Fri. 5:30-6 show titled *Star for a Moment* . . . Spratt's Patent (America) Ltd. (pet foods & medicines) started *Crusader Rabbit* cartoon series for 13 weeks on WCAU-TV, Philadelphia, thru Paris & Peart, Philadelphia . . . Stanley Home Products Inc. (household brushes & chemicals) begins *Star Hostess Party* June 11 on KNXT, Hollywood, Wed. 11-11:30 a.m., thru Charles W. Hoyt, Los Angeles . . . Hormel & Co. (packers) has Chicago's Kling Studios filming TV version of its network radio *All Girl Review* for autumn spot placement, thru BBDO, Minneapolis . . . Owens-Illinois sponsoring *Foreign Intrigue* on WAAM, Baltimore . . . Among other advertisers reported using or preparing to use TV: A. S. Jaffe Co. (Annabelle's Rocky Road candy bar), thru Umland &

Co., San Francisco; Upholstered Furniture Mfrs. Assn., thru Jamian Adv. & Publicity Inc., N. Y.; Electronic Specialty Co. (Shavex), thru Factor-Breyer Inc., Los Angeles; Mah Cheng Food Products Corp. (Mah's frozen chop suey), thru Herbert Summers Hall Adv., Chicago; Frank Bownes Co. (paint mfrs.), thru Frederick-Clinton Co., N. Y.; Wilco Co. (Clearex glass cleaner), thru Elwood J. Robinson & Co., Los Angeles; Richfield Oil Corp., thru Hixson & Jorgensen, Los Angeles; Gladding, McBean & Co. (tile mfrs.), thru Hal Stebbins Inc., Los Angeles; Hickok Mfg. Co. (belts, buckles, braces), thru Kaster, Farrell, Chesley & Clifford, N. Y.; Pacific Coast Paper Mills of Washington Inc. (M-D tissue), thru Ruthrauff & Ryan, Seattle; Nesbitt Fruit Products (fountain flavors & orange drink), thru M. H. Kelso Co., Los Angeles; Fashioncraft Products Inc. (formula bags, bottle holders), thru Carl Reimers Co., N. Y.; Relaxacizor Inc. (electric reducing machine), thru Allan Marin & Assoc., Chicago; G. H. P. Cigar Co. Inc. (El Producto cigars), thru Wm. Weintraub & Co., N. Y.; Pretz-L Products Inc. (Pretz-L Nuggets), thru Carl Reimers Co., N. Y.

New Rules & Regulations

For handy permanent reference to new FCC *Rules & Regulations Governing TV Stations*, we suggest that management and engineering offices keep available at all times a copy of the 243-p. *Final Television Allocation Report* which we printed April 14. About 50 pages of that Report, including tables and graphs, comprise the permanent rules and regulations (see index on Report's front page). Temporary processing procedure, TV allocation tables, etc. are also detailed in full text. Extra copies are available at \$5 each.

Telecasting Notes: Unique public service tieup of CBS (both TV & radio) with Time Inc. has latter readying 24-p. "guide" to procedures, regulations and customs of national political conventions, with *Time*-written history of past conventions, for free distribution to audience just before Chicago conventions in July . . . Worth close attention: "The BMI Clinic Story," 12-p. section with detailed coverage of all 42 Broadcast Music Inc. clinics of last 2 weeks, published by *Billboard*, May 17. In wake of radio clinics, 3 TV clinics have now been scheduled: In New York's Waldorf-Astoria, May 19-20; Chicago's Palmer House, May 22-23; Hollywood-Roosevelt, May 26-27 . . . Blue shirts look better than white on TV—and now the politicos studying telecasting techniques at CBS-TV's "television school" for Presidential and Senatorial candidates in Washington (Vol. 8:19) make that a No. 1 "must," says CBS news release . . . Committee for Free Asia Inc., San Francisco, whose TV-radio work is headed by ex-NBC v.p. John Elwood, reports "magnificent example of co-operation and public service" in fact that 78 TV stations have accepted its 13-min. documentary *Truth Shall Make Men Free*, depicting resistance to Red aggression in Asia . . . CBS ad artists won 9 awards of Art Directors Club of N. Y. this week, embracing newspaper and trade paper ads, booklets, direct mail; in new TV category, award went to Benton & Bowles' Ray Lind for TV commercials for Brewing Corp. of America . . . Denver's KFEL had its closed-circuit TV (2-camera chain), same as used for World Series last year, set up at this week's big Denver Home Show; not only was entertainment picked up, but KFEL staff demonstrated what makes TV tick . . . Chicago Cubs & White Sox Sat. & Sun. games on WGN-TV, sponsored jointly by Chesterfield and Hamm's Beer, being fed via microwave to WOOD-TV, Grand Rapids, and coaxial to WHBF-TV, Rock Island . . . Cleveland Indians games, 7 Sun. and 3 night, being piped to WJAC-TV, Johnstown, on special hookup . . . Public Utility Advertising Assn., meeting in Minneapolis, picked Milwaukee Gas Light Co.'s *Milwaukee Newsreel* (Wed. 8:45-9 p.m. on WTMJ-TV, thru Cramer-Krasselt Co.) for first award in TV class in its 1952 Better Copy Contest . . . TV is now so important to Motion Picture Assn. of America (MPAA) that directors have decided members henceforth will include income from TV picture production and distribution in reckoning annual dues (half of 1% of gross) . . . Philadelphia's WCAU & WCAU-TV dedicate new 100,000-sq. ft. office-studio building at City & Monument Avenues, completed at cost of \$2,000,000, with many VIPs attending, noon, May 27.

New York's WCBS-TV raises base rate for Class A hour from \$3750 to \$4000 as of June 1, when Class A announcements will also be hiked from \$775 to \$800. New Rate Card No. 11 also introduces new "D" classification covering 10 a.m. and after-midnight, with base hour rate of \$750. New volume discount of 45% is applicable, after other earned discounts, on schedules of 12 or more daytime announcements per week.

Among TV-radio people attending Washington correspondents' famed Gridiron dinner May 10 were FCC chairman Paul Walker, ex-chairman Paul Porter, WDAF-TV mgr. Dean Fitzer, CBS executives Earl Gammons & Merle Jones, NBC executives F. M. Russell, Wm. Brooks, Wm. McAndrew, Gene Juster, Harry Bannister, Henry Cassidy. Members of Gridiron Club, who participated in skits, included radio commentators Richard Harkness, Ray Henle, Ned Brooks, Albert Warner.

Liberty Broadcasting System folded this week, its promoter Gordon McLendon charging "conspiracy" on part of baseball clubs to withhold authority to carry games.

Alfred I. duPont Foundation Awards for 1952, consisting of plaques and \$1000 cash, were presented at Washington dinner May 17 to: (1) WCAU & WCAU-TV, Philadelphia (large station class) for "encouraging, fostering, promoting and developing ideals of freedom and for loyal devoted service to the nation and to communities served by them"; (2) WEEL, Boston (smaller station class) for "developing ideals of freedom"; (3) Joseph C. Harsch, commentator now with WOL, Washington, recently with Liberty Broadcasting System, for "consistently excellent and accurate gathering and reporting of news by radio." In first category, special commendations went to WAAM (TV), Baltimore; WBBM, Chicago; WLW, Cincinnati; WHAS & WHAS-TV, Louisville. In second category, commendations went to WHCU, Ithaca, N. Y.; KFBI, Wichita, Kan.; KUOM, Minneapolis. Commentators receiving special mentions were Howard K. Smith, CBS, London; Edward R. Murrow, CBS; Sunoco's *3-Star Extra* (Ray Henle), NBC. Committee on awards comprised Dr. Francis Gaines, U of Virginia, chairman; Mrs. Jessie duPont; Ben McKelway, editor, *Washington Star*; Dr. Hadley Cantril, Princeton U; Mrs. Miriam Cole Houghton, president, General Federation of Women's Club. At Washington dinner, it was announced that Roger W. Clipp, gen. mgr. of WFIL & WFIL-TV, Philadelphia, winner of 1951 award, has presented his \$1000 check to establish a scholarship under duPont Foundation.

"Clarification" of FCC's rebroadcasting rules, issued this week as Public Notice 52-464 (Doc. 9808), still leaves many questions unanswered, in opinion of most attorneys. Problem originally came to focus in 1950 when WJIM-TV, Lansing, picked up and rebroadcast signals of WWJ-TV, Detroit (Vol. 6:29, 40). WJIM-TV had NBC's permission, but WWJ-TV objected. This week's ruling makes two things clear: (1) The station whose signals are picked up—not the network or sponsor—is the "originating station." (2) If station refuses to let another rebroadcast its signals, it must give FCC reasons. Biggest question: What reasons are adequate? Many attorneys—in and out of FCC—say there are "hundreds" of good reasons. Gordon Brown, owner of WSAY, Rochester, says he can't visualize any. In fact, he convened press conference in Washington to report that he plans to rebroadcast selected programs from all network affiliates in Rochester—and negotiate with sponsors for payment.

Private TV stations and commercial sponsorships in Great Britain are envisaged in Parliamentary White Paper issued in London this week. In renewing BBC charter for 10 years, Parliament states: "Provisions should be made to permit some elements of competition when the calls on capital resources at present needed for purposes of greater national importance make this feasible." But this hope for competitive and local TV services along lines of U. S. system, with advertisers footing bill, is seen as 2 years off at very least. Moreover, BBC would continue to have first claim on equipment in event of shortages. BBC now puts on 4-6 hours of TV programs daily over 4 transmitters. Britain's 1,500,000 TV set owners must pay annual £1 license fee (\$2.80) for radio, £2 for TV-radio combined.

Sylvania's experimental uhf station and its tube plant in Emporium, Pa. were shown off May 16 to FCC delegation comprising Comrs. Hyde, Sterling, Webster, plus staff engineers Curtis Plummer, Edward Chapin, McIvor Parker. Station has been operating on 509-528 mc and 870-890 mc, with 300-watts, using test pattern and monoscope pictures. For FCC visit, Sylvania obtained special authority to pick up and rebroadcast live programs from WJAC-TV, Johnstown, 90 miles away—an experimental satellite demonstration.

INDUSTRY WANTS END OF ALL CONTROLS: Hope persists throughout TV-radio industry, as it does in other industries whose products already sell well below govt. ceilings, that OPS regulations will go the way of Regulation W.

But while manufacturers have been getting "form letter" assurances from OPS topside, at staff level they're proceeding with plans for tailored price ceilings (Vol. 8:19). On the other hand, Senate Banking Committee, in voting this week to extend wage and price controls to next March 1, went out of its way to assert as "declaration of policy" that unneeded govt. controls be wiped out soon as possible.

Suspension of Regulation W credit restrictions (Vol. 8:19), which everybody favored, failed to produce any buying rush by appliance consumers during first week. New York survey by Retailing Daily showed electrical appliance sales were up 11.37% from corresponding week last year but down 36.43% from same 1950 week.

Continued slow TV demand pulled down trade as whole. Retailing Daily says trade did spurt in some regions, lagged in others; e.g., Cleveland showed "more than usual activity" but Atlanta was called "dead". In Los Angeles, Hoffman sent word that dealer purchases went up 300% first day. Some retailers hypoed trade with "no down payment" ads, but many shied away from that business in belief it encourages poor credit risks. Still unsolved is basic problem: How to instill will-to-buy in consumer minds, and how to dent large consumer savings.

MANSFIELD SEES INVENTORIES AS 'NORMAL': One who doesn't share pessimism evoked by TV inventory figures -- in fact, doesn't regard them as abnormal at all -- is the chairman of RTMA statistical committee, Sylvania research chief Frank W. Mansfield. He thinks 3 weeks factory, 4-5 weeks distributor, 6-7 weeks dealer inventories are "reasonable", may even be the norm for an industry that's growing up, has known both feast and famine, faces erratic business cycles and is subject to technical changes.

On basis of current movement of sets, seasonally depressed but keeping fair pace with output, he thinks the industry as a whole is in an "extremely healthy" position and would revise downward "only a very little" his first-of-year prediction that 4,800,000 TV sets will be produced and 5,000,000 sold this year.

"Inventories are bound to go higher certain times of year than others," he observed in contemplating recent increases. Right now, we're simply in the spring doldrums, in his opinion. "I'm not at all pessimistic," he told us, as he suggested closer scrutiny of these comparative figures:

	<u>Jan. 1</u> <u>1951</u>	<u>April 1</u> <u>1951</u>	<u>July 1</u> <u>1951</u>	<u>Sept. 1</u> <u>1951</u>	<u>Jan. 1</u> <u>1952</u>	<u>April 1</u> <u>1952</u>
Inventory						
Factory.....	144,000	268,000	797,000	490,000	217,000	234,000
Distributor...	364,000	518,000	519,000	494,000	439,000	469,000
Dealer.....	1,213,000	1,590,000	991,000	778,000	658,000	638,000
Total.....	1,721,000	2,376,000	2,307,000	1,762,000	1,314,000	1,341,000
		*	*	*	*	

April production totaled 316,562 units, factory inventory climbing from 262,932 as of April 4 to 294,266 April 25, according to RTMA reports (Vol. 8:15-18). End-of-April distributor and dealer inventories won't be reported until end of May.

First statistical week in May (ended May 2) showed 83,328 production and 327,534 inventory at factory (Vol. 8:19). Second week, ended May 9, showed 82,886 output (11,108 private label) and 336,016 factory inventory.

Radio production totaled 183,975 (85,976 private label) week ended May 2, down from year's peak of 221,246 in preceding week. Radio inventory fell to 337,730 from 377,730. Week's radios: 68,221 home, 21,297 portable, 27,747 clock, 66,710 auto.

Topics & Trends of TV Trade: First quarter shipments of TV sets to dealers totaled 1,277,512 units, reports RTMA, as against production of 1,324,831. States of New York, Pennsylvania, California and Ohio took largest numbers. Interesting is fact that all 48 states and the District of Columbia took shipments—a few sets even going into such non-TV areas as Idaho, Montana, Nevada, North & South Dakota, Wyoming; even Colorado, still far from TV service, taking 592 units. Here's where first quarter shipments went, by states (county-by-county breakdowns available from RTMA):

State	Total	State	Total
Alabama	15,518	Nevada	8
Arizona	3,180	New Hampshire	4,957
Arkansas	3,689	New Jersey	51,883
California	114,661	New Mexico	1,597
Colorado	592	New York	155,236
Connecticut	33,369	North Carolina	27,623
Delaware	4,726	North Dakota	12
District of Columbia	12,080	Ohio	109,377
Florida	15,334	Oklahoma	15,147
Georgia	26,605	Oregon	26
Idaho	18	Pennsylvania	125,589
Illinois	73,418	Rhode Island	9,060
Indiana	56,132	South Carolina	6,559
Iowa	25,579	South Dakota	95
Kansas	8,251	Tennessee	17,411
Kentucky	18,888	Texas	39,655
Louisiana	9,986	Utah	7,468
Maine	1,747	Vermont	1,359
Maryland	21,460	Virginia	24,646
Massachusetts	57,506	Washington	14,987
Michigan	55,590	West Virginia	14,241
Minnesota	20,111	Wisconsin	22,373
Mississippi	2,844	Wyoming	12
Missouri	35,233		
Montana	15		
Nebraska	11,659	Total	1,277,512

Merchandising Notes: First areas to feel sales stimulus of end-of-freeze will be the 25 in which existing stations will shift channels, inasmuch as FCC will give priority to power-height increases by the 30 stations forced to change. (For list of channel shifts, see p. 170 of *Final TV Allocation Report*, published by *Television Digest*) . . . Tube controversy is expected to highlight third and final TV-radio trade practices conference at Federal Trade Commission (Vol. 8:19), now definitely set for June 18. Commission has set aside 3 days for parley, but hopes to conclude sooner . . . M. E. Silver Corp., 208 St. Paul St., Rochester, N. Y. (Morris E. Silver, president), replaces Bickford Bros. as Motorola distributor for Buffalo-Rochester area . . . Kane Co., San Francisco, distributor of Bendix TVs and Jewel radios, reported closing out its business . . . Sale of 5693 TVs in March in District of Columbia area compared with 3695 in March 1951 for first quarter, total was 17,997 vs. 15,472 . . . CBS-Columbia to introduce new TV line at distributor meeting in New York's Waldorf-Astoria June 10 . . . Majestic adds 8 new models ranging from 16-in. table at \$170 to 21-in. console at \$360.

Canadian RTMA reports March TV set sales by factories were 4718 with list value of \$2,298,734. That brought first 1952 quarter sales to 13,851 worth \$6,925,240. Toronto-Hamilton area led quarter sales with 44.4%, Windsor area 32.3%, Niagara Peninsula 16.9%, Montreal 1.4%, remaining 5% going to other areas. Picture tube sizes of 11,627 of the sets were 17-in. or less.

Senate hearings on House-passed McGuire "fair trade" bill (H.R. 5767) start June 2 before Interstate & Foreign Commerce Committee, where at least 3 members are known to disapprove measure making price-fixing contracts with manufacturers & distributors binding on retailers; Sen. Johnson (D-Colo.) is committee chairman.

Projection TVs, with pictures up to 4-ft., were offered at recent radio show in Manchester, England; one home or club model with 40-in. picture costs about \$980, largest direct-view (18-in.) about \$810.

Sylvania president Don Mitchell this week presented President Truman a gold replica of firm's billionth tube; the actual tube was presented to Dr. Lee DeForest.

Trade Personals: Thomas F. Joyce elected president of Raymond Rosen & Co., Philadelphia RCA distributor, also of its subsidiary Philadelphia Appliance Service Inc.; he succeeds late Raymond Rosen, who died April 8. L. P. Clark, v.p., elected president of Raymond Rosen Engineering Products Inc., subsidiary . . . H. Everett Smith, senior v.p. of Marine Midland Trust Co., New York, appointed president of Wilcox-Gay Corp. and Garod Radio Corp., posts formerly held by Leonard Ashbach, now chairman of their board . . . Edward R. Taylor, marketing v.p. of Hotpoint Inc., will join Motorola June 1 as assistant to president . . . Arnold Henderson promoted from Emerson asst. distribution mgr. to asst. national sales mgr., Edward Kantrowitz from adv. production mgr. to adv. mgr., and Albert Leon from asst. sales promotion mgr. to sales promotion mgr. in shifts following resignation of adv.-sales promotion mgr. Gerald Light to join CBS-Columbia . . . Joseph S. Wright, since 1936 attorney with Federal Trade Commission, joins Zenith Radio as asst. gen. counsel . . . Calvin Hugy, ex-Allis-Chalmers, joins Hallcrafters as asst. adv. mgr. under John S. Mahoney . . . Eugene J. Flesch, chief specification engineer, promoted to asst. to gen. sales mgr. Gilbert C. Knoblock, Standard Transformer Corp.; his successor is Robert Patelde . . . John H. Ganzenhuber has resigned as v.p., Standard Electronics Corp. (Claude Neon), to become mgr. of govt. contracts dept., Hoffman Radio; he's former mgr. of broadcast sales and asst. mgr. of govt. sales for Western Electric . . . R. W. Griffith promoted to mgr. of broadcast and radio communications equipment sales, Graybar, N. Y., succeeded as electronics sales mgr. by G. I. Jones, from Philadelphia office . . . Carl J. Theobald, ex-Graybar, Detroit, named Belmont eastern sales mgr. . . Martin Sugar, president, Bell TV, named executive v.p. of Televideo Affiliates of America, new service organization for set owners . . . Charles Castle named sales mgr., Webster-Chicago distributor div. . . Leo Kagan, ex-Zenith, New York, named sales mgr. of Elco Corp., Philadelphia (tube sockets, connectors, etc.) . . . D. W. (Winnie) May resigns as gen. mgr. of Fada distributing organization in metropolitan N.Y. . . . Newell J. Corwin, gen. foreman in Schenectady tube works, appointed mgr. of GE's new tube plant in Scranton . . . RCA tube dept. promotes following to managerships of newly created districts for renewal sales: Joseph J. Kearney, east central district, Cleveland; A. K. Mallard, southwestern, Dallas; Ted Martin Jr., northeastern, Boston. New territory managers are: Lester Angel, St. Louis; J. T. Houlihand, Chicago; R. K. Joslin, Dallas; W. Lessing, Los Angeles; G. E. Reiling, Cincinnati; with Robert Lord and Robert Callahan transferred from Harrison home office to Chicago and Atlanta, respectively.

Edwin A. Dempsey, founder and executive director of National Television Dealers Assn., now defunct, which had offices in Washington, died May 8 after short illness.

"Panic" over new amateur frequency of 21-21.45 mc, which some fear may raise havoc by interfering with TV receivers' IF frequencies (Vol. 8:17), is still considered little justified—by both FCC and industry engineers. FCC's Broadcast Bureau chief Curtis Plummer foresees only minor problems, considers them correctable. TV Division engineer Melvor Parker, an amateur, tried his own rig on 21 mc, said interference to his own TV set was easily trapped out. Various manufacturers are promoting fact their IFs aren't affected. Zenith says more than 90% of its sets have 41-mc IF. Crosley points to its 21.9-mc IF. GE says it moved to 45-mc region some time ago, and that some of its early sets had IF near amateur frequency but that interference should occur only in extreme cases; for such cases, GE has \$7.50 high-pass filter. Andrea reports that all its sets have 21.7-mc IF.

Financial & Trade Notes: "Our business is proceeding on a much more even basis than was the case a year ago when the urgent buying of the first quarter was succeeded by a marked lull for several months as distributors and dealers balanced their inventories," said Philco president Wm. Balderston in reporting first quarter sales of \$84,239,000, higher than any similar period except 1951. First quarter earnings were \$2,341,000 (64¢ a share) after \$3,404,000 taxes. Sales in last year's first quarter were \$113,524,000, earnings \$3,521,000 (97¢) after \$10,375,000 taxes.

Mr. Balderston predicted further stimulation for Philco business during the year because of its sponsorship of national political conventions on NBC-TV and radio. He also hailed lifting of FCC's freeze and of Regulation W as potential aids to TV sales.

Philco's position in transistor development was stressed. "We are greatly expanding our transistor program in both the military and commercial fields," said Mr. Balderston. "Philco has been selected by the Govt. to carry out an important part of the urgent military program for research and development of transistors and the transistorizing of military equipment . . . Over the next several years, the pioneering that we are doing in transistors should add substantially to our total volume of business and at the same time increase the usefulness and value of the products we are already manufacturing."

* * * *

TV-radio manufacturers' profits in first quarter were 40.1% lower than same period last year, according to *Wall Street Journal* tabulation of earnings of 687 important corporations. Over-all decline for all firms was 8.2%. Six unnamed TV-radio corporations were used in the tabulation. Last week, *New York Journal of Commerce*, in similar survey, reported profits of 14 "electrical equipment & TV" manufacturers dropped 19.9% in same period (Vol. 8:19). Only categories showing greater decline than TV-radio in *Wall Street Journal* survey were airlines, which fell from \$3,000,000 profit to \$400,000 loss; distillers, down 57.5%; textiles, 52.7%; floor coverings, 50.1%. Commerce Dept. reported that cash dividends by "electrical machinery" corporations (including TV-radio) totaled \$55,100,000 during first quarter 1952, compared with \$50,400,000 in last year's first period, up 9%. For all manufacturing corporations, first-quarter dividends were up 6%.

Albert Black Television Productions Inc. is offering 1,998,000 shares of common stock at 15¢ per share through Royal Securities Corp., New York. Firm headed by Albert Black, 1270 Sixth Ave., New York, with Michael Lippert as v.p. and Harry Lippert as sec.-treas., proposes to spend \$117,000 on 13 films for TV (\$9000 each) and \$27,500 on securities issue "offered as a speculation," with \$80,575 going for working capital. It claims these among Mr. Black's TV productions: *City at Midnight*, *Tropic Holiday*, *All-Star Revue*, *Grand Opening*, *Touchdown*, on WNBT; *Alan Dale Show*, *Tonite at 11*, *Afterhours Club*, *Telefinds*, *Bamboo*, on WCBS-TV; *Composers Corner*, *Latin Carnival*, on WJZ-TV; *Hollywood Quideo*, *All Sports Quiz*, *Concert Debut*, *Play Ball*, *Batter Up*, *Fun with Music*, on WPIX; *Richard Hayes Show*, *You're on Your Own*, *Dick Brown Show*, on WABD.

ABC earned profit in March after showing losses first 2 months of year, says company statement, with result that first quarter loss is estimated at \$198,000 after reduction of \$222,000 for recovery of Federal income taxes. Same period last year, net income after taxes was \$222,000.

Standard Coil Products Co. has terminated proposed merger agreement with General Instrument Corp. (Vol. 8:5), president Glen Swanson stating threat of govt. anti-trust proceedings was reason.

Electronics Reports: By 1960—more TV sets in use than there are homes wired for electricity. Dr. W. R. G. Baker, GE electronics v.p., made this forecast before Robert Morris Associates, investment banking group, in Syracuse May 14. GE research, he said, indicates 53,000,000 sets-in-use by 1960, with 7-10,000,000 homes having 2 sets. As sidelight of what he called the "electronic evolution," Dr. Baker cited this industrial use of TV: Elimination of the man who reads the meter. Household watt-hours meters, he said, will be read electronically, transmitted automatically to electronic business machines which would make out bills and keep records.

Defense Dept. placed contracts for more than \$5 billion worth of electronics-communications equipment in 21 months following attack on Korea. This estimate is based on announcement that by April 1 military had obligated \$54 billion for "hard goods" procurement. General rule is that electronics-communications accounts for about 10% of dollar value of all hard goods. Obligations for hard goods during first 9 months of fiscal 1952 totaled \$24.2 billion, with \$16.6 billion still available for obligation during remaining 3 months of fiscal year.

Further easing of materials controls is probable by third quarter, NPA sources indicate. Under discussion is liberalization of third-quarter allocations of controlled materials to consumer durable goods manufacturers (Vol. 8:13). Another proposal being considered is removal of direct controls for about 90% of all aluminum users in third quarter by permitting manufacturers to write their own priority tickets for up to 40,000 lbs. in the 3-month period. Aluminum self-certification limit is now 2000 lbs. per quarter. NPA this week scrapped all controls on cadmium, lead, antimony and bismuth, and removed end-use limitations and allocation controls from zinc.

* * * *

New lightweight airborne radar "eye" produced by RCA for the Navy and Air Force can "see" for 200 miles in front of aircraft, map terrain and weather obstacles, as well as pick out airfields and runways. This new anti-collision aid is now in production, Defense Dept. announced, and is already being used in President Truman's plane, the *Independence*. Developed by RCA and Houston Corp., of Los Angeles, which RCA now controls, it is being produced in Los Angeles plant. Navy has also awarded contracts to produce the new radar to DuMont and Bendix (Pacific div.). Weighing 173 lbs., it is gyroscope-mounted and pressurized to operate at altitudes up to 50,000-ft. Defense Dept. says new radar, labeled AN/AFS-42, already prevented one serious Navy crash when passenger-packed transport was given erroneous directions from tower while taking off from fog-bound field.

Selenium users will be allocated 100% of their requirements for month of May, NPA announced last week. But it warned that increased allotment represents only a temporary improvement in supply and is possible because one of the producers of selenium has placed an accumulated quantity of the crude metal on the market. Previous allocations with respect to monthly requirements have been: February 67%, March 77%, April 74%. High-purity selenium is used almost entirely in rectifiers. Cobalt allocation order M-80, meanwhile, was tightened to include cobalt compounds, and to restrict production of magnet steels containing more than 20% cobalt to military and atomic energy orders.

Permission to transmit NTSC color signals for 90 days was requested of FCC this week by WOR-TV, New York. Reason is that station has more "open" morning time than RCA-NBC's WNBT, thus would give NTSC members more daytime hours in which to experiment. Signals would be fed to WOR-TV from WNBT.

Handy Reference Tables

Maximum Powers With Various Heights and Service Contours in Miles

Prepared by CBS Engineering Dept. on Basis of New FCC Rules & Regulations Governing TV Stations
As Contained in Sixth Report and Order of FCC (52-294)—The Final Allocation Report, Published by *Television Digest*, April 14, 1952

Maximum Effective Radiated Power

ANTENNA HEIGHT (FT. ABOVE AVERAGE TERRAIN)	ZONE I			ZONE II & III		
	CH. 2-6	CH. 7-13	CH. 14-83	CH. 2-6	CH. 7-13	CH. 14-83
UP TO 1000 FT.	100 KW	316 KW	1000 KW	100 KW	316 KW	1000 KW
1200	54	170	1000	100	316	1000
1400	33	102	1000	100	316	1000
1600	21	67	1000	100	316	1000
1800	14.5	45	1000	100	316	1000
2000	10	32	1000	100	316	1000
2500	4.8	15	700	70	215	700
3000	2.6	8.4	500	50	160	500
4000	1.0	3.3	300	30	95	300
5000	1.0	1.6	210	21	68	210

Distance to Contours of Television Stations—Channels 2-6

Grade A Service Contours (68db, 2.5 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER			
	1 KW	10 KW	50 KW	100- KW
300	7	12	18	21
500	9	16	23	27
700	11	19	27	31
1000	13	23	32	37
*2000	19	34	46	50
*5000	32	55	70	77

Grade B Service Contours (47db, 0.22 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER			
	1 KW	10 KW	50 KW	100 KW
300	22	35	46	50
500	28	43	52	57
700	33	47	58	63
1000	39	54	65	70
*2000	52	69	81	86
*5000	79	100	113	118

Signal Required Over Entire Principal City
(74db, 5 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER			
	1 KW	10 KW	50 KW	100 KW
300	5	9	13	15
500	6.5	11.5	17	20
700	8	13.5	20	23
1000	9	16.5	24	28
*2000	13	24	35	41
*5000	21	41	57	64

0.1 MV/M Contours

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER			
	1 KW	10 KW	50 KW	100 KW
300	30	46	56	60
500	38	52	63	68
700	43	58	69	74
1000	48	65	76	80
*2000	63	81	93	98
*5000	93	113	125	130

* Power limitation must be taken into account for these heights.
All charts prepared from data contained in Part III of the Rules & Regulations as revised April 14, 1952.

Distance to Contours of Television Stations—Channels 7-13

Grade A Service Contours (71db, 3.16 MV/M)

(Grade B Service Contours (56db, 0.63 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	7	12.5	18.5	21	25	28
500	9	16.5	24	28	32	35
700	11	20	29	34	37	40
1000	13.5	25	36	40	43	46
*2000	21	40	50	54	59	61
*5000	32	62	76	82	88	91

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	17	28	37	40	43	45
500	22	35	43	46	49	52
700	27	40	48	50	54	57
1000	33	46	54	57	61	63
*2000	47	61	70	74	77	80
*5000	73	91	102	106	110	113

Signal Required Over Entire Principal City
(77db, 7.07 MV/M)

0.2 MV/M Contours

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	5	8.5	13	16	18.5	20
500	6	11	17.5	20	24	27
700	7.5	14	21	26	29	32
1000	9	17	26	31	36	38
*2000	13	29	42	46	50	52
*5000	18	46	64	70	76	80

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300	28	40	47	50	54	56
500	35	46	54	57	61	63
700	40	50	59	62	66	69
1000	46	57	66	70	73	75
*2000	61	74	82	87	90	92
*5000	91	106	116	120	125	127

Distance to Contours of Television Stations—Channels 14-83

Grade A Service Contours (74db, 5 MV/M)

Grade B Service Contours (64db, 1.58 MV/M)

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	5	9	13	15	18	20	26
500	6.5	11.5	17	20	23	25	32
700	8	13.5	20	23	27	30	37
1000	9	16.5	24	28	32	35	43
2000	13	24	35	41	46	49	57
*5000	21	41	57	64	70	75	85

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	9	15	22	26	29	31	40
500	11.5	20	28	32	37	40	47
700	13.5	23	33	37	41	45	52
1000	16.5	28	39	43	47	50	59
2000	24	41	52	57	62	65	74
*5000	41	64	79	85	90	95	105

Signal Required Over Entire Principal City
(80db, 10 MV/M)

0.5 MV/M Contours

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	3.5	6.5	9.5	11	13	14.5	19
500	4.5	8	12	14.5	17	19	24
700	5.5	10	14	17	20	22	28
1000	6.5	12	17.5	20	24	27	33
2000	9	17	25	30	35	39	47
*5000	12	29	44	51	57	61	72

ANTENNA HEIGHT-FT	DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER						
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW	1000 KW
300	15	26	35	40	44	47	54
500	20	32	43	47	51	53	62
700	23	37	47	52	57	60	68
1000	28	43	54	59	63	67	74
2000	41	57	69	74	80	83	92
*5000	64	85	100	105	110	115	124

* Power limitation must be taken into account for these heights.

All charts prepared from data contained in Part III of the Rules & Regulations as revised April 14, 1952.

Certificates of necessity for rapid tax amortization of expanded electronic productive capacity approved by DPA April 11-24: GE, Owensboro, Ky., tubes, \$576,980 (65% amortization); Oak Mfg. Co., Chicago, \$90,134 (70%); Standard Tool & Mfg. Co., Arlington, N. J., tubes, \$89,113 (65%); General Mills, Minneapolis, \$76,894 (70%); Munston Mfg. & Service Inc., Islip, N. Y., test equipment, \$40,000 (65%); American Phenolic Corp., Chicago, \$36,623 (65%); Suffolk Products Corp., Northport, L. I., \$27,301 (70%); General Riveters Inc., Buffalo, \$14,363 (80%); Alloy Machine & Tool Co., Queens Village, L. I., \$2723 (80%); Oak Mfg., Crystal Lake, Ill., electronic switches & tuners, \$40,352 (75%); Applied Science Corp. of Princeton, Princeton Junction, N. J., research, \$37,000 (65%); DuMont, Clifton, N. J., \$36,487 (65%); Earl W. Springer Aircraft Radio Co., Marion & Indianapolis, Ind., Naval research & development, \$6983 (75%).

Among unclassified Signal Corps contracts for electronic equipment announced this week by Defense Dept.: Lewyt Corp., \$2,232,948, radios; Supreme Inc., Greenwood, Miss., \$920,972, tube testers; GE, \$478,500, tubes; Collins Radio, \$257,078, transmitters; Raytheon, \$189,806, tubes; Bomac Labs, \$157,905, tubes; RCA, \$144,554, tubes; Zenith, \$111,072, radios. Navy Electronic Supply Office awarded \$100,000 tube contract to National Union.

* * * *

More concentration on "pure science," in addition to "applied research and engineering," was urged by RCA v.p. and technical director C. B. Jolliffe in address to National Conference on Airborne Electronics in Dayton May 13. As result of inadequate attention to pure research, he said, "we are, in a number of important areas, short of the basic knowledge that is the raw material for engineering developments." The transistor, he said, "is an outstanding example of how an advance in the fundamental knowledge of one field can be of inestimable value in another."

Renegotiation Board regulations are now available from Govt. Printing Office for \$1.50 per subscription, including amendments and additions as issued.

NINE NEW PROJECTS in realm of TV and electronics, all nearer to reality than those he suggested last year at christening of Princeton labs bearing his name, were set forth by RCA chairman David Sarnoff at May 6 annual meeting of company stockholders. It's recalled that last Sept. 27 (Vol. 7:39), he challenged his scientists to produce what he called "Magnalux," an amplifier of light; "Videograph," a TV tape recorder; "Electronair," home air conditioner without moving parts. This time, he said RCA engineers are now actually developing for business, industry and communications these new devices:

(1) International TV, which he foresaw "as a regular service to be realized within the next 5 years." (See also story above).

(2) Portable one-man TV station, called "walkie-lookie," for use by reporters and broadcasters covering news and special events in the field. Already field-tested, possibly to be used at July political conventions, this visual counterpart of wartime "walkie-talkie" weighs only 46 lb.

(3) Transistors, which function like certain types of electron tubes and which he said are "being developed by RCA for mass production as a new key that opens vast possibilities for new designs of radio, TV and electronic instruments for civilian and military use."

(4) Closed-circuit type of industrial TV for use as "remote eye" for industry, such as observation of dangerous processes, transmission of pictorial information, mass training for industry and military.

INTERNATIONAL TV—when will it really come? No one can yet say with any degree of positiveness. Some recent news stories, based on new long-distance vhf propagation discoveries (Vol. 8:17-18), have conveyed impression that direct world-wide TV is around the corner. When transoceanic TV does come, it's far more likely that signals will be conveyed by microwave relay or cable than directly across vast distances in one big hop.

One short-hop international TV service, however, is ready to begin on regularly scheduled basis. This week came word that first regular telecasts for home viewers between Britain and France have been scheduled for July 8-14, following success of experimental transmissions from Paris to London April 22 when camera mounted on second landing of Eiffel Tower scanned Paris streets below and "good series of pictures" was seen in London via series of relays.

Since programs are to be transmitted to viewers in both Britain and France, one of biggest problems was incompatibility of France's 819-line picture with Britain's 405-line standard. For British viewers, this has been solved by aiming standard BBC 405-line camera at screen of 819-line French-type monitor in BBC's London studios. For Britain-to-France telecasts, similar conversion will be accomplished at Paris end.

Regular international TV service will be a reality "within the next 5 years," in RCA chairman David Sarnoff's view, as expressed to May 6 stockholders meeting in New York. Envisioning long string of relays connecting 2 hemispheres through the Arctic, he cautioned that barriers to worldwide TV are economic and political as well as technical.

Hoffman Radio Corp., Los Angeles, will seek listing on N. Y. Stock Exchange at end of 1952 operations (for 1951 and first-quarter 1952 financial reports, see Vol. 8:18-19).

Meredith Publishing Co. earned \$2,306,644 (\$3.58 per share) in 9 months ended March 31 vs. \$2,289,303 (\$3.55) same period preceding year.

(5) Two-way microwave radio systems for communication along highways, railroads, pipelines, etc.; also for military. NATO has already ordered system for Europe.

(6) "Color Corrector," automatic electronic equipment which reduces by 50% or more the time needed to make color plates for printing, besides improving fidelity of the plates and reducing production costs.

(7) Electronic inventory control system, developed under military contract, for facilitating maintenance of military supplies—completing in days what usually takes weeks. It also has commercial applications.

(8) Electronic inspection apparatus for use by pharmaceutical industry to safeguard the purity of drug products.

(9) Simple magnetic sound-recorder projector for use by home-movie enthusiasts, schools, ad agencies, etc. to record commentary or musical backgrounds on 16mm film.

Note: In connection with efforts to simplify the recording process, Minnesota Mining & Mfg. Co.'s B. E. McKnight told San Francisco convention of National Federation of Financial Analysts last week that new low-cost phonograph with tape in an endless loop in a cartridge is in the works. It will eliminate tape handling and rewinding, he said. "Just push the cartridge in and it plays. At the end of the selection, it stops automatically. Such a device, already designed, will be ideal for juke-boxes or for continuous recording in an airport control tower. And it is the ideal home tape phonograph."

IN SHARP DISAGREEMENT with football TV survey report by National Collegiate Athletic Assn. (Vol. 8:19), NARTB and Jerry Jordan this week issued separate statements using NCAA's own National Opinion Research Council survey to disprove claim that "TV does definite damage to college football attendance."

NARTB's research director Richard M. Allerton termed NORC survey inconclusive and "contradictory." Using Commerce Dept. figures, he said college football admissions in 1949 increased \$10,000,000 over 1948 and he attributed to decreased college enrollments the relatively small 1950 decline of \$3,000,000 from peak year of 1949. In 3-page rebuttal to NCAA report, Allerton contended:

(1) Unrestricted TV in 1950 stimulated enough football interest so that even restricted TV areas in 1951 had better attendance than non-TV areas.

(2) NORC's sampling procedure wasn't true cross-section of those attending college games.

(3) TV ownership is proportionately greater in middle and lower income groups, not upper and middle, as NORC says.

(4) Report's Table 17 shows 9% of owners, 34% of non-owners, in lowest economic level, but Table 18 shows 34% of TV owners, 9% of non-owners, in lowest economic level.

(5) NORC's claim that TV stimulated only 1% of fans to attend games means TV accounted for 140,000 additional spectators, "a sizable group in itself."

(6) Report compares non-TV areas and restricted TV areas; true cross-section would compare non-TV areas with unrestricted TV areas.

Jordan argued NCAA's publicity release omitted most important fact proved by NORC's survey—that colleges in TV areas "reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition." He bolstered his statement by quoting NCAA report: "By far the largest attendance decline last year occurred in the Rocky Mountain district, one of the 2 districts with practically no TV. In 6 of the 7 NCAA districts where comparisons are possible, the colleges with no TV competition fared worse than those with TV competition, in 1951 attendance compared with 1950."

California oilman Edwin W. Pauley, one of 5 partners owning Los Angeles Rams, this week filed motion to intervene in Justice Dept.'s suit against National Football League and its 12 member clubs on charges of illegally conspiring to restrict TV-radio broadcasts of football games. Pauley's motion says he was not involved in decision by Rams or NFL, of which Rams is member, to restrict broadcasting; that he has no voice in management of Rams; and that he has always opposed restrictions on broadcasting. Philadelphia Federal Court will hear argument on the motion June 9. If permitted to intervene, Pauley will ask court to rule separately that he was not a party to any alleged conspiracy to restrict football broadcasting.

Owners of San Francisco's KPIX & KSFO (Wesley I. Dumm, Robert E. Gaylord, Philip G. Lasky) are principals in application of KXA Inc., Seattle, which they also own, for Channel No. 7 there. Also applying this week was WSSV, Petersburg, Va., seeking Channel 8. That makes 534 applications now on file, 48 of them for uhf. Filing amendments to old applications were WTAD, Quincy, Ill. (Lee Newspapers), seeking Channel No. 10; WASK, Lafayette, Ind., No. 59; KMBC, Kansas City, No. 9; WPTF, Raleigh, N. C., No. 5. [For details of foregoing applications, see *TV Addenda 14-R* herewith; for complete list of applications, see *TV Factbook No. 14* and *Addenda* to date.]

Faster action on ABC-United Paramount merger may be requested of FCC shortly. Companies are considering asking Commission to sever merger question from dragging Paramount hearing and render quick "yes" or "no." This week's sessions, meanwhile, comprised FCC's cross-examination of A. H. Blank, United Paramount director, and direct examination of Arthur Levey, president of Skiatron Corp. Commission questioned Blank at great length concerning his activities as owner of a midwestern theatre chain which went bankrupt and was sold to old Paramount Pictures Corp. in 1929. Blank became Paramount's trustee of the chain, A. H. Blank Co., which was reorganized into Tri-States Theatre Corp., now UPT subsidiary. Levey continued his testimony to the effect that number of manufacturers and Hollywood producers wanted to buy into his Scopphony Corp., thus help develop its TV patents. But, he said, part-owner Paramount prevented infusion of new capital. Paramount counsel will attack Levey's testimony in cross-examination which may start next week.

Mass production of TV programs in world's most modern TV plant will begin Oct. 1 when CBS-TV opens first 4-studio unit of its \$7,000,000 Television City in Hollywood, president J. L. Van Volkenburg told May 14 press conference in New York. He said initial unit "will start with a production capacity of as much as 28 hours per week, almost half the present output of all 18 CBS-TV studios in New York." The new studios, he said, can turn out "22 times as much entertainment product in a year as any of the largest Hollywood movie lots, and about 23 times as much annually as New York's entire legitimate theatre." Unveiled for newsmen was 2-ton 14x15-ft. electric working model of new studios, to be exhibited publicly on national tour beginning this month.

"Largest TV center in the East" is what CBS says it will make of New York's Sheffield Farms Co. depot and office building, purchased this week for undisclosed sum. Structure, which occupies most of block bounded by 10th & 11th Aves. and W. 56th & W. 57th Sts., contains 405,000 sq. ft. of floor space "highly adaptable to TV." Railroad spur runs into basement; first floor has 20-ft. ceilings. CBS plans to take possession in fall.

Question of movie stars' rights to block release of their films to TV became more confused than ever this week when Los Angeles Federal Judge Ben Harrison denied injunction sought by Gene Autry to prevent Republic Pictures from selling his old pictures to TV. Last October, Judge Peirson M. Hall, of same court, granted Roy Rogers injunction against Republic in similar action. Republic has filed appeal. Judge Harrison ruled Autry's position was "untenable and unfair" in seeking to prevent Republic "from enjoying the full share of the profits to be derived from said photoplays." Autry's attorney said he would appeal.

Leonard Reinsch, chief of Cox TV-radio stations, including Dayton's WHIO-TV & Atlanta's WSB-TV, is now full-time consultant helping handle TV-radio phases of political campaign for Democratic National Committee in collaboration with Kenneth Fry, TV-radio director. He was Democratic radio aide in 1944 campaign, then radio advisor to President Truman for several years.

Zones in FCC's allocation plan should be changed to include all of West Virginia in Zone I, WHIS, Bluefield, W. Va., claimed in petition filed with Commission this week. Station notes that population density is 110.6 per square mile in portion of State now in Zone II, whereas rest of State has 76.6 density; that Zone II portion is "culturally, economically and socially" linked with rest of State; that mountainous terrain would provide safety factor in allocations. With rezoning, station says, Bluefield could then get vhf Channel 6.

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

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with **ELECTRONICS REPORTS**

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Factory Inventory Up 36,000 in Week, page 8.
Chicago Marts Next Mecca of Trade, page 8.

With This Issue: Supplement No. 81—Complete List of City-by-City Priorities for Processing TV Applications

FCC's TV STATION PROCESSING SCHEDULE: FCC this week issued its "priority list" of cities -- the order in which their applications will be processed come July 1 -- and it's included herewith to full-service subscribers as Supplement No. 81.

It should again be stressed that listing doesn't necessarily indicate order in which stations will be granted. Wherever hearings will be required -- as will be the case for most channels in most large markets -- list loses certain amount of significance, since there's no way to estimate dates of final decisions in hearings.

List is very important, however, for the applicant who finds himself sole seeker for a particular channel after July 1. And FCC, eager to get new stations on air, fervently hopes that at least a few of these will be located in big cities.

List is divided into 2 major parts -- Groups A & B, with total of 1225 cities. For convenient reference, we've numbered cities sequentially within each group. Group A comprises cities 40 or more miles from existing stations, Group B the rest. Not included are territories and possessions, plus cities in which educational channel is only one available; these will be handled separately by FCC.

We hit listings on the nose a few weeks ago (Vol. 8:18), with one minor exception, when we gave first 37 cities in Group A, first 33 in Group B.

For detailed whys and wherefores of each group, and FCC's proposed methods of handling subgroups in Group B category, you should consult "Temporary Processing Procedure" in Final Allocation Report (pp. 155-156 of our printed copy). You'll note that Group A starts with "A-2". Top priority of all, A-1, goes to those 30 existing stations which must shift to new channels (see p. 170, Allocation Report).

Though applicants may detect apparent inequities in listing, FCC intends to eliminate them in actual processing. For example, Commission says it will process both groups simultaneously, yet city of given size in Group A may well find itself far lower on list than same size city in Group B. Commission says it will shift manpower to keep equitable balance. It's also pointed out that there's no telling which cities will be thrown into hearings, hence pulled out of processing lines.

List will be revised after July 1 to show where applications have been filed, and republished periodically thereafter.

Note: FCC also issued errata to its Final Allocation Report this week. We've culled it for errors we didn't catch in our printed copies, and include them in Special Report herewith. Errors are minor, none affecting allocation table or engineering details. Extra copies available gratis.

'TAPPING' TV FOR PORTLAND & FRESNO: Three major radio stations in Portland, Ore., second largest city without a TV station, and one broadcaster in Fresno, Cal., will emulate the remarkable job that Eugene O'Fallon's KFEL did last fall in bringing the World Series to TV-less Denver (Vol. 7:40).

They're going to tap projected San Francisco-Seattle circuit (Vol. 8:20)

and the present Los Angeles-San Francisco network circuit, respectively, to bring Chicago political conventions in July to local audiences.

They will hire halls, fill them with TV sets, pick up signals from the AT&T coaxial-microwave circuits, pipe them by wire to those sets -- and invite the home folks to come and see, for free.

It's a joint promotional effort on part of Portland Oregonian's KGW (NBC), Marshall Field's KOIN (CBS) and Westinghouse's KEX (ABC) -- all applicants for their own TV stations -- to arouse interest in TV, demonstrate their own enterprise, help hasten advent of telecasting in Portland and thus create what they reckon will add some \$15,000,000 in retail trade to the area's economy.

In Fresno, it's Paul Bartlett's KFRE (CBS) that's doing the same thing. No hitch is anticipated in getting permission of CBS-TV and its convention sponsor, the Westinghouse Co., with which Seattle's KING-TV elected to hook up -- the network paying \$50,000 for "lines" to Seattle plus station's time rates.

O'Fallon jammed 2 Denver hotels, stopped downtown traffic, won screaming newspaper headlines with his effort last autumn. In that biggest city still without TV service, NBC-owned KOA and KLZ (CBS) have also arranged jointly to tap the trans-continental circuit in order to bring the political conventions to town (Vol. 8:17).

Eager cooperation of local distributors and dealers, long aching for lush trade enjoyed by their colleagues in TV cities, is assured. Everybody thinks, and probably rightly, that such enterprise will impress even FCC. In Portland, so eager are people to get TV programs, that some 5000 sets are already in use, purchased to tune in not-very-good (40% of time) signals from Seattle, some 145 miles distant.

Portland Oregonian, now a Newhouse newspaper (Newhouse chain owns WSYR-TV, Syracuse) had dubious distinction under its old ownership of having held CP for a TV station, which it voluntarily surrendered to FCC in 1949.

Note: AT&T is not only setting up temporary microwave relays for Portland-Seattle, besides equipping Sacramento-Portland coaxial for TV in time for the July conventions, but this week it also revealed it's setting up temporary 4-tower microwave relays (each 144-ft. in height) to feed Gen. Eisenhower's homecoming speech in Abilene, Kan. June 4 into Kansas City and thence to the national networks.

POLITICOS GOING HOT & HEAVY FOR TV: Are the presidential candidates & their spokesmen, like so many TV stars, "overstaying their welcome" in the homes of America by reason of too-frequent appearances on forums, debates and the like?

Add these to their newsreel appearances, often repeated on TV too, and the public could soon "downrate" the politicians just as surely as it has already done to professional entertainers who haven't yet learned the simple formula proved by Jimmy Durante, Eddie Cantor, Bob Hope, Jack Benny, Danny Thomas, et al.

Those performers know that once-a-month or even less frequent TV appearances actually enhance their welcome on the home screens. Sponsors are learning it, too.

On the theory that too much TV can actually prove hurtful, GOP's TV-radio director Edward T. Ingle, planning for forthcoming campaign, is thinking in terms of carefully-timed but not-too-frequent telecasts by the Republican presidential candidate (whoever he may be). Since there are only 64 TV markets, and since radio is not only cheaper but reaches into great areas not yet penetrated by TV, he's contemplating larger budget for radio, especially spot, and proportionately less for TV.

Ingle thinks this will be a "coaxial cable" campaign; i.e., that the candidates' campaign trains will necessarily follow TV's coaxial-microwave routes, so that local telecasts and national pickups can be arranged as strategy demands.

Both GOP and Democratic publicity departments right now are concentrating on "free" or "public service" time, both TV and radio, of which they're getting perhaps too much for the appetites of the electorate. And of course there's buildup for their respective Chicago nominating conventions, starting July 7 & 21.

GOP already has requests for TV-radio badges for exactly 1946 persons from 315 different entities -- this despite fact there will be only 3 networks pooling their resources for the telecasts and 4 competing radio networks. But quite a few

individual radio stations are sending own crews for on-the-line and recorded localized broadcasts. Most of the 1946 are technicians, program folk and reporters.

There are also the usual requests from sponsors, admen and station owners casting themselves as "working press"; quite understandably, too, for isn't Philco spending \$2,750,000 to sponsor the coverage via NBC's TV & radio networks, while Westinghouse spends \$2,500,000 on CBS and Admiral \$2,000,000 on ABC?

Chicago's huge International Amphitheatre can accommodate all these, albeit there are nearly as many TV-radio folk as the 2400 delegates and alternates, to say nothing of even more newspaper people. The TV networks will operate from 6 studios, will have 5 pooled camera chains inside the hall and one each at 2 main entrances, and will have own around-the-town and hotel pickups with own mobile units. All will have their ace newscasters on the job, and NBC has even engaged Bob Hope for "comic relief" and ABC announces it will use comedian Roger Price.

Wall Street Journal, previewing convention, said preparations "would stagger the stage manager for any Cecil B. DeMille epic." Even the men's shop in nearby Stockyards Inn is preparing for landoffice business in blue shirts -- because they are more telegenic than white ones!

BETTER OUTLOOK FOR FUNDS TO HASTEN TV: FCC's prospects for getting extra \$800,000 it needs for 20 "examiner teams" to process TV applications appeared brighter than ever this week. Appropriations subcommittee headed by Sen. Maybank (D-S.C.) is sold on idea. Sen. Maybank, whose State has no stations yet, leaves impression he'll be greatly surprised if his group and rest of Congress refuse extra funds.

FCC testimony before Maybank group March 21 was released May 23, and reactions of Senators present at time leaves little doubt of their intentions. On hand were Senators Maybank, Hill (D-Ala.), Saltonstall (R-Mass.), Thye (R-Minn.).

All the Senators seemed concerned about was whether Commission knew exactly what it needs. But FCC is apparently too close to trees -- and it took Sen. Johnson to delineate situation in terms his colleagues could understand:

Billions in new business, millions in taxes, thousands of new jobs -- all frozen because of delays, which no one now wants prolonged. All this was spelled out in 5-page letter which Johnson's committee sent Sen. Maybank this week, repeating and amplifying reasons for granting funds.

House must still be hurdled, even if Senate approves extra money. House turned the FCC down once. However, the least to be expected is compromise granting sizable chunk of the \$800,000 (raised from original \$640,000). If money is finally authorized, it will undoubtedly be earmarked for TV only. All Senators made it clear they don't want money frittered away on other projects.

All this activity is truly striking in a budget-slashing Congress. It is probably accounted for by 2 major reasons:

(1) Incessant nagging of TV-hungry constituents.

(2) Salient example of TV's power -- Kefauver -- who certainly wouldn't be at top of Democratic presidential aspirants had it not been for TV. Congress has now learned that TV is no mere new-fangled home nickelodeon.

If FCC finally does get extra funds, it still has chore of recruiting and training new people. It could get a few examiners from present employes; others would have to come from civil service list. Additional employes would have to be found. Comr. Hyde estimated it would take 3 months to fill new jobs. However, it would take considerable time before they'd be proficient.

* * * *

How badly Commission needs funds was spelled out by Comr. Webster in address to Indiana Broadcasters Assn. in Indianapolis May 24. Of FCC's 1115 employes, only 121 are in Broadcast Bureau. Of these, only 61 are professionals -- engineers, attorneys, accountants. And of these, only 6 engineers, 2 lawyers and 2 accountants are assigned to TV Division.

"It would appear logical to transfer employes from other bureaus and divisions within the Commission," he said, "to assist in the processing of TV applica-

tions. But this cannot be done to any extent without depleting the presently limited staff working on communication matters which do not come within the broadcast field. These employes are already spread so thin that insufficient attention is being given to matters which are equally if not more important to our everyday life than the TV service."

As for hearings, Comr. Webster pointed out that 2 of FCC's 7 examiners will be tied up in common carrier hearings for some 6 months. "It would not surprise me at all," he said, "if initial decisions are issued in no more than 60-70 TV application hearings during the next fiscal year. Not a very pleasant thought, is it?"

* * * *

Though Senator Johnson shares with Comr. Jones responsibility for the color imbroglio which prolonged freeze by several years, they're at parting of ways when it comes to allocation plan. Johnson approves it, Jones is bitterly opposed to it -- and the Ohioan is continuing his attacks, to the delight of those unhappy with plan and the obvious irritation of his colleagues and of those who approve plan.

In Pittsburgh speech May 20, Jones alleged Pittsburgh won't get another station for "5 years" because it's "the 1237th city on the processing line." He also said Pittsburgh will be underserved because it is 162 rather than 170 miles from WLWC, Columbus; therefore, Channel 4 isn't assigned to the steel city.

In Washington speech before FCC Bar Assn. May 22, he went back essentially to points of his dissent -- arguing against "firm, fixed and final" allocation table and contending FCC mileages and powers are completely wrong.

Rest of Commission remains mum, though several make no bones about their annoyance, particularly since Comr. Jones exhorted his listeners to descend on FCC and force it to change plan. Several feel he's encouraging court actions which might spell further delays. Even some lawyers who go along with him to some degree are beginning to question his campaign.

It's clear that FCC majority isn't going to change, so eager is it to get stations on air. So unless courts enjoin plan, it's going through. Jones' out-and-out critics find fault with his arguments, errors in his figures. For example:

(1) Jones says Pittsburgh is 1237th on processing line. Actually, it is 180th. There are only 1225 cities on the whole processing list. Pittsburgh is in Group B, which will be processed simultaneously with Group A (see Supp. No. 81).

(2) Jones says FCC fixed 170 miles as minimum co-channel spacing in Zone I, but actually assigned channels with 250-mile median spacing. His opponents ask: "Why doesn't he make the next logical step and try to fashion a better allocation?" They challenge him to find more vhf assignments in Zone I, with 170-mile minimum.

(3) Jones attacks Commission for making 250-mile spacings, even though its minimum is 170 miles. Then, he charges that Commission gave uhf only 155-mile minimum. Critics ask: "Has Jones taken the next step, and determined what the actual median spacing is for uhf, as he did for vhf?" If he did, they claim, he'd find median is actually over 200 miles -- and Jones agrees that 200 miles is all that uhf can use to realize its full potentials.

* * * *

Commission has acted on only 2 of the various petitions and requests for clarification it has received:

(1) Applicants who went through hearings before freeze are informed that Commission order which cancelled those hearings has same effective date as final decision itself -- June 2. Applicants wanted the point clarified in the event they seek to get reinstated to hearing status -- an advantage over later applicants.

(2) Applicants filling out forms were told that they need give the street address of studio only "if known". Up to now, Commission has been returning applications unless definite location was shown.

Among new petitions before FCC this week is request for declaratory ruling from WDRC, Hartford, asking Commission to be more specific about studio locations. It wants to know whether studio must be within corporate limits of city or within metropolitan district. Commission people say some applicants "see things under the bed," adding that FCC will be "reasonable" about studio locations.

HOT COMPETITION IN TRANSMITTER SALES: Price war among transmitter makers in offing? Possibly. DuMont has raised hackles of competitors by announcing 25-kw Channel 2-6 transmitter at \$98,995 -- about one-third less than others' comparable units.

DuMont claims reason for price is simple: It uses 500-watt unit to drive 25-kw amplifier directly -- eliminating 5-kw amplifier. Delivery is expected about mid-1953. Reactions of Federal, GE and RCA run like this: "Don't see how they can do it." "We've got to see it first. Have they had one in operation, regularly?" "We'll meet any competition in the business."

DuMont feels it has the drop on competition in another unit -- 5-kw uhf at \$69,450 (Vol. 8:10). Opposition is quoting 10-kw and 12-kw units at \$130-140,000.

Real showdown will probably come when new transmitters are readily available and there are construction permit holders who can make firm contracts.

A big disappointment to equipment makers is fact that FCC's processing procedure gives very low priority to existing stations desiring to increase powers -- except for the 30 required to change channels. Manufacturers had all hoped to move a lot of high-powered amplifiers immediately.

Meanwhile, they're not doing badly in auxiliary equipment, such as camera chains. Even educators are proving to be a market. U of Minnesota bought chains; U of Wisconsin just received funds for studio equipment. Ohio State was given an appropriation to back up forthcoming application for uhf.

All laboratories are bearing down, seeking answers to problems created by fact that FCC upped power limit of Channels 7-13 from 200 kw to 316 kw, and uhf from 200 kw to 1000 kw. DuMont has announced 50-kw unit for Channels 2-6, but GE, RCA and Federal are keeping quiet about plans. Standard Electronics, Claude Neon subsidiary, which recently announced it would have full line of transmitters, hasn't followed up with any new plans since freeze-end.

Federal indicates it has something unique in new antenna with "cosecant square" characteristic. It says it's now making its 16-gain triangular-loop antenna deliver constant signal from close in to about 20 miles. This is in answer to the worries of engineers that high-gain antennas will produce beam so narrow that most of signal will pass over top of main city to be served (Vol. 8:20).

RESTRICTIONS on college football TV were blamed by Atlantic Refining Co. for decision to end its 16-year radio sponsorship of the games, and to turn instead to TV-radio presentation of professional football. College grid broadcasts were discontinued on recommendation of Atlantic's agency, N. W. Ayer & Son, and sponsor now plans to present 36 pro games over 16 TV stations, on regional basis. In letter notifying colleges of cancellation by big oil company, which last year spent \$700,000 to sponsor 115 football contests on spot basis, agency said:

"We cannot conscientiously recommend radio broadcasts of college football games without TV. Audience studies made last year showed that regardless of the importance of the game on radio, the game televised has an average of nearly 4 times the audience . . ."

Atlantic, together with Miller Brewing Co. (thru Mathisson & Assoc., Milwaukee), will bring New York Giants to New York City TV screens (WABD) for first time since 1948, when they sponsor the 6 games to be played away from home. Other pro football telecasts to be sponsored by Atlantic (all via DuMont Network):

New York Giants, complete 12-game schedule (co-sponsor Miller Brewing)—WNAC-TV, Boston; WJAR-TV, Providence; WNHC-TV, New Haven; WNBC-TV, Binghamton; WRGB, Schenectady; WIEN, Syracuse; WKTV, Utica.

Cleveland Browns, complete 12-game schedule—WICU, Erie; WBEN-TV, Buffalo; WHAM-TV, Rochester.

Philadelphia Eagles, 6 road games (co-sponsor Miller Brewing)—WFIL-TV, Philadelphia; WDEL-TV, Wilmington; WGAL-TV, Lancaster.

Pittsburgh Steelers, 6 road games (co-sponsor not yet signed)—WDTV, Pittsburgh; WJAC-TV, Johnstown.

Atlantic will also sponsor or co-sponsor complete schedules of all the above teams on regional radio networks.

* * * *

By refusing to permit televising of their home games to home audiences, the 4 professional clubs continued policy which Govt. charges violates anti-trust laws. Federal Judge Allan K. Grim this week scheduled pre-trial hearing in anti-trust suit against National Football League for June 2 in Philadelphia Federal Court (Vol. 7:41, 44, 47-48, 52, 8: 2, 6, 9). New York Giants, in answer to gov't. charges May 21, stated TV has cut sharply into advance ticket sales. President John V. Mara said reserved seat sales dropped from 87.5% in 1947 to 62.5% in 1950, apace with growth of TV, although he admitted TV is not necessarily "the sole factor affecting economics of our business."

Right-hand man to Thomas F. O'Neil in Thomas S. Lee Enterprises Inc., General Tire subsidiary operating Yankee & Don Lee networks and WOR & WOR-TV, as well as controlling Mutual Broadcasting System, is now J. Glen Taylor, recently Washington representative of General Tire and 12-year veteran of that organization. He holds title of "general executive" at New York headquarters, but actually is top-dog and will probably be elected executive v.p. when the General Tire TV-radio operating subsidiary changes name soon to General Tele-radio Inc. His background at Dayton was largely advertising, at Washington was gov't. contracts.

Network TV-Radio Billings

April 1952 and January-April 1952

For March report, see *Television Digest*, Vol. 8:17)

NETWORK TV continues to pull away from network radio in dollar billings, with seasonal declines apparent in latest Publishers Information Bureau figures. In April, TV billings ran \$15,014,091, radio \$13,943,887, compared with March's \$15,787,296 & \$14,520,393, respectively. For first 4 months of 1952, TV total is \$60,686,549, radio \$56,544,685. NBC-TV continues to lead, though it's down from March; CBS-TV is good second, about same as March. In radio, CBS continues its lead, but all networks are down from March and none is up to April 1951 figure. The latest monthly PIB tabulation follows:

	NETWORK TELEVISION			
	April 1952	April 1951	Jan.-April 1952	Jan.-April 1951
NBC	\$ 6,946,751	\$ 4,758,309	\$28,339,965	\$17,548,954
CBS	5,641,831	2,906,891	21,462,640	11,102,297
ABC	1,686,583	1,432,319	7,920,563	5,555,359
DuMont	738,926	574,025	2,963,381	1,873,442
Total	\$15,014,091	\$ 9,671,544	\$60,686,549	\$36,080,052

	NETWORK RADIO			
	April 1952	April 1951	Jan.-April 1952	Jan.-April 1951
CBS	\$ 4,943,400	\$ 6,487,717	\$20,047,381	\$26,213,046
NBC	4,078,593	4,897,882	16,614,038	19,931,091
ABC	3,244,146	2,980,183	13,079,310	11,673,661
MBS	1,677,743	1,539,801	6,803,956	6,157,399
Total	\$13,943,887	\$15,905,583	\$56,544,685	\$63,975,197

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

1952	NETWORK TELEVISION				Total
	ABC	CBS	DuMont	NBC	
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	2,065,052*	5,643,123	758,763	7,320,358*	15,787,296*
April	1,686,583	5,641,831	738,926	6,946,751	15,014,091
Total	\$7,920,563	\$21,462,640	\$2,963,381	\$28,339,965	\$60,686,549

1952	NETWORK RADIO				Total
	ABC	CBS	MBS	NBC	
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
April	3,244,146	4,943,400	1,677,748	4,078,593	13,943,887
Total	\$13,079,310	\$20,047,381	\$6,803,956	\$16,614,038	\$56,544,685

* Revised as of May 26, 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.

Personal Notes: Cy King, mgr. of *Buffalo Courier-Express*' WEBR for last 9 years, appointed executive editor of the newspaper, succeeded at radio station by Wm. Doerr Jr. . . . James D. Shouse, Avco director and Crosley Broadcasting Corp. chairman, will deliver June 2 commencement address at Wilmington (O.) College . . . Joseph A. Waldschmitt, partner in E. C. Page Consulting Engineers, off to Philippines and Okinawa for month's work in connection with Voice of America installations; David Brittle joins Page firm . . . Harold W. Shepard promoted to mgr. of sales development, adv. & promotion, NBC Spot sales; H. Norman Neubert reassumes job of merchandising mgr. for owned-&-operated stations . . . Norman Cloutier, NBC musical director, named program director of NBC's WNBK & WTAM, Cleveland . . . Jack Goldstein, ex-RKO publicity, joins CBS-TV public relations dept. as mgr. of special projects . . . Hugh Higgins, CBS Radio research staff, now heads new TV promotion research dept., Music Corp. of America, headed by David Sutton, ex-CBS-TV sales v.p. . . . Max Lerner, ex-ABC legal dept., joins SESAC Inc. as house counsel . . . Harry Ackerman, CBS-TV program v.p. in Hollywood, off on 5-week European vacation . . . Florence Katz named asst. TV-radio time-buyer, Emil Mogul Co.

Network Accounts: CBS-TV points to upsurge in summer and fall network business in reporting total of \$6,175,000 in new billings of 4 big sponsors: Lever Bros. (Pepsodent), show to be announced, starting July 1, Tue. & Thu. 7:45-8 p.m., thru McCann-Erickson (costing estimated \$1,650,000); Campbell Soup Co., *Double or Nothing*, starting Sept. 15, Mon.-Wed.-Fri., 2-2:30 p.m., thru Ward Wheelock Co. (\$2,600,000); American Cigarette & Cigar Co. (Pall Mall), *Douglas Edwards & the News*, starting July 1, Tue. & Thu. 7:30-7:45 p.m., thru Sullivan, Stauffer, Colwell & Bayles (\$1,275,000); Owens-Corning Fiberglas, *Arthur Godfrey Time*, simulcast, starting Sept. 2, Tue. 10-10:15 a.m., thru Fuller & Smith & Ross (\$650,000) . . . Cats Paw Rubber Co. Inc. (rubber heels & soles) Sept. 14 starts sponsorship of *Quiz Kids* on CBS-TV, alt. Sun. 4-4:30, thru S. A. Levynne & Co., Baltimore . . . Smith, Kline & French (pharmaceuticals), which sponsored many of CBS closed-circuit color demonstrations, to sponsor American Medical Assn. Chicago convention sessions of June 10, 9:30-10 p.m., and June 11, 10-10:30 p.m., on NBC-TV with Dr. Roy K. Marshall as narrator . . . Block Drug Co. will sponsor *Blind Date* on NBC-TV, Sat. 9-9:30 starting June 7, as summer replacement for *Show of Shows*; S.O.S. & Benrus have bought participations in first half-hour of remaining time (9:30-10:30) which will be filled by *Saturday Night Dance Party* . . . Gillette Safety Razor Co. will sponsor *Joe Walcott-Ezzard Charles* fight on NBC-TV, Thu., June 5, beginning at 10 p.m. . . . RCA Victor starts *Curtain Call* June 20 as summer replacement for *RCA Victor Show* on NBC-TV, Fri. 8-8:30; dramatic incidents will be produced by Worthington Miner . . . Campbell Soup Co. using *Campbell Playhouse* as summer replacement for *The Aldrich Family* on NBC-TV, Fri. 9:30-10 starting June 6 . . . Aluminum Co. of America replacing *See It Now* for 9 weeks this summer with *It's News to Me* on CBS-TV, Sun. 6:30-7, starting June 29.

Station Accounts: Financial services are turning out to be good source of sponsorships on WOR-TV, New York, with Bache & Co. (investment broker) now sponsoring 3 segments of *Today's Business* carried Mon.-thru-Fri., 7:15-7:20, offering roundup of business and financial news with major stock market quotations and trends; Kidder-Peabody & Co. (mutual funds), *Your Money at Work*, Sun. 10:15-10:30 p.m.; United Business Service, *Your Investment Dollar*, Sun. 12-12:15 p.m. . . . Chase National Bank buys Don Hollenbeck news segment of *Six o'Clock Report* on WCBS-TV, New York, Mon.-Wed.-Fri., 6-6:15 p.m., thru Hewitt, Ogilvy, Benson & Mather; Fedders-Quigan Co. (air conditioners) buys Tom Meany sports segment Mon., thru BBDO . . . Fox-West Coast Theatres (chain) buys Thu. night *Uncle Archie's Comedy Klub* on KNBH, Los Angeles, to promote movie attendance, plans other TV buys . . . Roxy Theatre, New York, using TV trailers on 5 stations to promote premiere of *Kangaroo*, heralds similar TV campaigns in other big cities where show will play . . . Unusual tieup of KTTV with KGFG (AM) in Los Angeles, has *Calo Pet Exchange*, sponsored by Calo Dog Food Co. and oldest show on KTTV, simulcast henceforth, Fri. 7:30-8 p.m. . . . Standard Oil of Indiana drops *Wayne King Show* on midwest NBC-TV network of 10 stations, will use TV on spot basis paralleling local radio, thru McCann-Erickson, Chicago . . . B-C Remedy Co. (headache powders) May 26 begins 52-week schedule of spots on WABD, New York, for which it's paying \$104,000, thru N. W. Ayer advertising agency . . . Among other advertisers reported using or preparing to use TV: A. S. Harrison Co. (Preen floor wax), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.; Rushmore Paper Mills Inc. (Vanity Fair DeLuxe facial tissue), thru Paris & Peart, N. Y.; Rubsam & Hormann Brewing Co. (Crown premium beer), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.

Telecasting Notes: "Cook's tour of 4 TV stations"—WMAR-TV, Baltimore; WBNS-TV, Columbus; WKY-TV, Oklahoma City; KPPIX, San Francisco—is lead article in May 19 *Sponsor Magazine*, with floor-plan diagrams, illustrations, etc. . . . *Sponsor* picked the 4 as representative, but notes remodeling and expansion mushrooming all over country, and observes: "Viewed in the aggregate, *Sponsor* found today's TV stations are a busy, bustling, complex series of programming beehives, rather than mere 'outlets' for network programs" . . . "Who Could Live Without Miltie?" captions Salt Lake City dispatch to *Retailing Daily* May 19 reporting that during recent floods there, forcing evacuation of 2000 homes, Red Cross workers found that "the main thing a person wanted to save was the TV set." Newsreels of Mississippi flood refugees also showed TV sets among first household items moved . . . "Cover stories" in both May 19 *Newsweek* and May 26 *Time* devoted to TV—first pegged on Arthur Godfrey, "responsible for an estimated \$11,500,000 of CBS billings next year," and latter on Lucille Ball, star of CBS-TV's top-ranking *I Love Lucy* . . . Klaus Landsberg went long way for another remote May 18, his KTLA in Los Angeles carrying 2 hours of famed Helldorado celebration in Las Vegas, Nev., via microwave hops totaling 228 mi. . . . ABC's WENR-TV, Chicago, adds 2 hours to telecast day, now starts 10 a.m. Mon.-thru-Fri., starting with feature film, 10-11 . . . Richfield Oil's *Calling All Cars* radio show, owned by Hixon & Jorgensen Adv. Agency, sold to Gene Autry Productions, which will film TV version to be offered for sponsorship—its first departure from strictly westerns . . . Ziv Television to redistribute *Fireside Theatre* film series under title *Your TV Theatre* . . . MCA subsidiary, Revue Productions, budgets \$30,000 each for new film series, using name stars, including Joan Crawford & Barbara Stanwyck . . . Mack Sennett returning to film production, plans "strictly for laughs" shorts for both TV and theatres . . . World Video Inc., headed by Henry White, has dissolved operations.

Lennen & Newell Inc. on June 2 will replace 28-year-old Lennen & Mitchell ad agency, with Philip W. Lennen as chairman and H. W. Newell president. Present personnel of Lennen & Mitchell, which handles Old Gold, Schlitz Beer and Lustre-Creme, among other accounts on TV-radio, will be nucleus for new agency. Mr. Lennen was co-founder of Lennen & Mitchell, and Mr. Newell is resigning from Geyer, Newell & Ganger Inc.

"Model" TV station-agency contract form, drafted by all-industry committee established by NARTB and headed by DuMont sales director Ted Bergmann, has been sent to members of NARTB and American Assn. of Advertising Agencies for comment. Final draft goes to board of both groups for approval in June.

"TV-hungry" Denver, largest city without a station, already has one ad agency handling TV accounts. It's Curt Freidberger & Co., which has TV dept, placing accounts in other cities for Denver Convention & Visitor's Bureau, Tivoli Brewing Co., American Beauty Macaroni.

Pedlar & Ryan ad agency dissolves as of Oct. 1, with president-owner Thomas L. Ryan retiring on that date; biggest account, Camay soap div., Procter & Gamble, goes to Benton & Bowles.

Adequate Senate TV studio would be provided for by bill (S. 3216) introduced May 21 by Sen. Ferguson (R-Mich.), who foresees no opposition, hopes to see measure pass this session.

* * * *

John D. Ewing, 60, publisher of *Shreveport Times*, head of company owning KWKH there and KTHS, Hot Springs, Ark., died of heart attack May 17 aboard his private plane.

WORLD-WIDE TV may be closer than you think. At least that's the impression given by Sen. Mundt (R-N. D.), who was instrumental in establishing Voice of America. He says many of the technical problems are licked and groundwork is already being laid to finance New York-to-London microwave-vhf relay system via the frozen north.

The proposed system—called North Atlantic Relay Communications System, or Narcom for short—has attracted some undisclosed industrialists who are prepared to help finance it if Govt. should turn it down, said the Senator. Total cost would run around \$50,000,000, and system would be used for telephone, wirephoto, facsimile, radar as well as TV. Sen. Mundt stated that he'd like to see project privately financed if Govt. would contract to rent the facilities or buy substantial amount of time to help amortize investment.

Narcom plan calls for microwave relays from New York to Goose Bay, Newfoundland, through Montreal and Quebec, with leg running southeast to Gander. At Goose Bay, signals would be converted to vhf and continue by relay along Labrador coast, crossing Hudson Strait to Baffin Island, then jump 256 miles over-water to Greenland. Nine relay hops would cross Greenland's icecap, and signal would then be transmitted 230 miles across Denmark Strait to Iceland, 290 miles to the Færoe Islands, thence 225 miles more to Shetland Islands. There, signals would be converted to microwave and sent to London in short hops. The long vhf hops, said Sen. Mundt, would be made possible by the better propagation characteristics of the atmosphere in colder regions and over salt water.

Defense Dept. apparently had considered similar set-up at one time. Queried about Narcom plan, a spokesman said: "Such military application as the proposal may possess has been weighed against the obviously enormous installation and maintenance cost of this venture. The military services have concluded that these costs are not justified by military requirements and, accordingly, will not further consider the proposal at this time."

Rear Adm. Ellery W. Stone, president of American Cable & Radio Corp., feels there's an easier way to bring about transoceanic TV. Addressing World Trade luncheon in New York this week, he predicted near future would see transatlantic coaxial cables carrying regular TV service between the New World and Old.

Powerful plea for summer TV advertising occupies full-page NBC-TV ad in May 15 *New York Times*, captioned "Will your sales go up this summer?" Copy is based on survey last summer, detailed in sales dept.'s new book *Summer Television Advertising*. It relates, among other things, that TV advertisers gained 28.1% more sales last summer among viewers than among non-viewers; 94.8% of TV families watched TV during average summer week, average owner spending nearly 2 hours per day before his set; 91.2% of both set owners and non-owners recalled advertising on TV most clearly; TV advertiser spent average of 4¢ to get new customer in August vs. 5¢ in January.

"Fee TV: Is It a Threat to Advertisers?" Article so titled in May 19 *Sponsor Magazine* answers mostly in negative, saying: "The revenue-producing potentialities of fee TV are tremendous . . . With their revenues thus enhanced, stations would be able to lower their rates to advertisers. Assuming that production costs would not rise as additional outlets became available, TV's cost-per-1000 could be brought down to a point at which the high-impact medium would be truly competitive." After describing Paramount's Telemeter, Skiatron's Subscriber-Vision and Phonevision, magazine says: "Actually, there is no reason why the 3 proposed systems cannot exist side by side with the currently used programming."

TRADE BIDDING TIME, EYES WASHINGTON: You hear so little about new models these days from the TV manufacturers, that it could be most of them aren't really planning any (or many) for the usual June-July introductorys. Currently, their output continues to be way down, their inventory going up (see story below) -- and the movement of sets apparently hasn't been helped appreciably by the suspension of Regulation W.

Looks as though everybody's waiting to see how new markets will develop, which way the vhf-uhf cats will jump. In that connection, we commend close watch on FCC actions after its "processing lines" start in July. You might also figure out your area's prospects on the basis of city-by-city priorities as set forth in our Supplement No. 81 and as explained in article on p. 1 of this Newsletter.

Conspicuously absent at Chicago Parts Show this week were new TV models, though a few were shown by smaller companies in hotel rooms. There was high interest in new tuners, and there was talk about 27-in. sets for the fall.

But set makers are playing wary game, for most part, with eyes on Washington and with hopes for summer business pinned on political conventions (see pp. 1-3).

Smouldering resentment against Washington price-fixing was given forcible expression this week by Crosley's Wm. A. Blee in Chicago speech. He likened govt. appeals to "buy only necessities" to "placing a time bomb under our nation's living standards." He said: "If the American people took the advice of our Govt. and bought only the things they needed, the resulting buyers' boycott would throw out of work, tomorrow morning, at least 15-20,000,000 people."

Mr. Blee said govt. campaign urging people to make sure they "pay only ceiling prices" is "an insult to the merchants of our country...insinuating that they will cheat their customers if they are not carefully watched. I believe this type of govt. propaganda has a great and destructive influence on the sales of products in this country."

FACTORY INVENTORY UP 36,000 IN WEEK: Sylvania's Frank Mansfield's reassurances to the contrary (Vol. 8:20), fact remains that factory TV inventories are climbing -- and dangerously. RTMA's figure for week ended May 16 jumped to 372,419 from 336,016 the preceding week. It's highest figure since last October, and represents steady increase since Jan. 4 low of 176,857 (Vol. 8:2).

Production fell to 72,632 (5755 private label) as of May 16, about 10,000 down from preceding week and lowest for any week since Jan. 4.

Radio output rose to 194,181 units (92,400 private label) from 183,975 week before. Radio inventories at factory went up to 365,398 from 337,730, were second highest for any of 20 weeks thus far reported this year. May 16 week's radios were: 65,086 home models, 29,245 portables, 26,125 clock, 73,725 auto.

CHICAGO MARTS NEXT MECCA OF TRADE: An even dozen TV-radio manufacturers will exhibit at Summer Market of Chicago's big American Furniture Mart, June 16-26 -- but most of them are shrouding their new lines, if any, in deepest secrecy. Chicago's Merchandise Mart, simultaneously, will have 5 manufacturers displaying their wares.

Official roster of Furniture Mart lists these exhibitors from the industry: Admiral, Arvin, Bendix Radio, Hallicrafters, Jackson, Motorola, Philco, RCA Victor, Sparton, Westinghouse, CBS-Columbia, Zenith. At Merchandise Mart, these exhibitors: Crosley, Capehart-Farnsworth, General Electric, Magnavox, Telequip Radio & TV Co.

NARDA holds midyear meeting in Chicago's Sherman Hotel, June 22-24. Then comes Western Summer Market in San Francisco's Western Merchandise Mart, July 14-18, followed by trade show and convention of National Assn. of Music Merchants (NAMM) at Hotel New Yorker, New York, July 28-31.

Topics & Trends of TV Trade: Much-maligned servicemen, target of deserved and undeserved attacks, were approved by 86% of 5000 representative TV set owners sampled in nation-wide survey conducted by Elmo Roper for RCA Service Co. and covering all makes of receivers. Most owners said they considered servicemen courteous, prompt, reasonable.

RCA is sending findings to Better Business Bureaus to help counter criticisms of the servicing fraternity, and they may be topic of TV discussion scheduled for BBB national convention at New Ocean House, Mass., June 20, by invited panel on TV comprising Glen McDaniel, RTMA president; Mort Farr, NARDA president; Ben Gross, president of National Assn. of Electrical Distributors; Thad H. Brown Jr., TV director, NARTB.

Chorrs against fix-it-yourself advice continues to rise. May *Radio & Television Journal* points to 1600 items and 2000 soldered connections in Admiral 20-in. set and warns: "TV service belongs in the hands of skilled, efficient craftsmen who have spent months and years attaining the degree of perfection needed to provide excellent service of a delicate instrument."

Industry has been particularly irked, also, by flamboyant newspaper advertising of book, *TV Owners Guide to Operation & Repair* (Vol. 8:12), which NARDA and president Frank J. Moch of National Alliance of Television & Electronic Service Assns. have bitterly assailed as casting unwarranted aspersions on dealers and servicemen.

Philco's Henry T. Paiste, head of product performance section, also in May *Radio & Television Journal*, urges servicing be kept at dealer level, asserting that the "dealer who does not offer service as part of his business philosophy is kissing his customers goodbye" and "selling his customers to anyone and everyone."

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TV took first place in 1951 sales standings of National Appliance & Radio-Television Dealers Assn. members, according to NARDA's cost-of-doing-business survey. NARDA dealers also declared they expect more 1952 sales of TV than any other commodity. Of reporting dealers, 45% said they expected increase this year, with average gain of 15%; 40% expect a loss of business, with average decline of 13%; 15% expect no change. TV accounted for 27.5% of all reported sales, washing machines ran second, refrigerators third. Dollar-wise, NARDA members' appliance sales as whole ran 2% below 1950. NARDA dealers showed appliance inventory turnover rate of 3.3 times, compared to 4.3 in 1950. Dealers weren't optimistic about profit increase this year: 29% said they expect average profit increase of 18%; 27% expect profit decline average 17%; 44% expect no change.

First quarter TV-radio-phono sales by 164 dept. stores were 35% below same 1951 period, reports Federal Reserve Board. Sales in March were 23% less than March 1951, but inventories at month's end were 61% under those of March 31, 1951. Stock-to-sales ratio decreased to 2.8 in March 1952 from 5.5 in March 1951.

Advertising of TV sets in 49 TV cities totaled 6721 standard newspaper pages during 1951 as against 10,756 in 1950, reports Advertising Checking Bureau. Seventeen set makers accounted for 73.2% of all manufacturers' space; split between local & national remained constant, dealers putting up 75% of total.

New RTMA statistical service reports sales of radio sets to dealers by counties (excluding auto sets)—starting with 1951 when 7,588,810 home, portable and clock radios were shipped. Complete county-by-county tabulation is available from RTMA.

Merchandising Notes: Next new TV markets: Toronto & Montreal, where Canadian Broadcasting Corp. will have new stations (Channels 9 & 2, respectively) on tests by early August, on regular schedules by mid-Sept. . . . Hallcrafters distributing 16 p. 4-color booklet titled *Official Program & Political Atlas* of 1952 GOP & Democratic national conventions, with tally sheets and political maps, and with details of promotion offering trip to presidential inauguration and \$5000 in prizes for best forecasts of convention and election votes . . . National Electronics Mfg. Co. (Natalie Kalmus TV) moves to new quarters at 414 So. Western Ave., Los Angeles; is said to be producing about 1000 sets per month, headed by David Krechman, also president of Jackson Industries Inc., Chicago . . . Seyffer & Co. Zurich, appointed gen. product representative for DuMont in anticipation of start of telecasting in Switzerland due next Sept. . . . Two uhf converters shown at Chicago Parts Show: Regency tuner by I. D. E. A. Inc., Indianapolis, at \$59.95, and model by Anchor Radio Corp., Chicago, unpriced; neither converter is yet in production; Mallory reports it will start shipments of its converter "in about a week" . . . Emerson adds new 17-in. 18th Century mahogany console with full doors at \$280; also Provincial console at \$280, and two 21-in. tables at \$280 in mahogany, \$290 maple . . . Motorola Inc. on July 1 transfers its entire advertising account from Gourfain-Cobb, Chicago, to Ruthrauff & Ryan.

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Selson Electronic Corp., 9th & Summit Ave., Darby, Pa., will be new entry into picture tube manufacturing this summer. Said John Stern, president of parent Radio Electric Service Co. of Penna. Inc., 7th & Arch St., Philadelphia, the "plant is primarily to supply our own 8 stores in Pennsylvania, Delaware and New Jersey, until such time as our production will be great enough to supply other jobbers."

Profile of Jerrold Electronics Corp., producer of multiple-distribution TV equipment for community antenna systems, apartments, etc., featured in June *Greater Philadelphia Magazine*, reports company's gross went from \$170,000 in 1948 (first year) to \$1,000,000 in 1951, is expected to reach \$1,300,000 in 1952. Company is said to have installed "over 55" of the 70-odd community systems in operation (for directory of systems, see Supplement 79).

Uhf signal isn't unpredictable—in fact, can be put to good use if servicemen are properly trained for it, in opinion of Motorola service dept. contract mgr. Russell C. Hansen. Speaking before TV Council of Elkhart, Ind., he explained that while intervening objects may shield receiving antenna, reflected signals could bring in satisfactory reception. He also demonstrated uhf antennas, low-loss transmission line, uhf tuner.

"Poor man's high-fidelity system" is way inventors Dr. Jordan J. Baruch and Henry C. Lang describe new loudspeaker demonstrated to Radio Club of America in New York May 23. They estimate speaker can retail for \$20, perform with one watt as well as conventional speakers using 10-15 watts. FM inventor Maj. Edwin H. Armstrong attended demonstration, praised inventors, said device will bring full fidelity of FM within reach of millions.

Venezuelan Govt. has ordered TV station installation from RCA for \$500,000 and Municipality of Bogota, Colombia, has placed \$800,000 order for station with British Marconi—E. K. Cole Ltd. to supply initial 6000 receivers.

Link Radio Corp., New York, has petitioned Federal District Court under Chapter XI of Bankruptcy Act for 100% settlement in 4 equal annual payments, listing \$2,773,942 assets and \$2,701,999 liabilities.

Electronics Reports: Materials outlook for electronics industry is good, thanks to industry's "splendid conservation efforts." Deputy director Donald S. Parris, of NPA Electronics Div., in addressing May 20 Electronics Parts Show session in Chicago, summarized successes in conservation and pointed out: (1) Receiving tube industry reduced use of nickel 50% by substituting nickel-plated steel and aluminum-clad iron. (2) Speaker manufacturers cut weight of alnico magnets 45%, saving nickel and cobalt. (3) TV set manufacturers cut nickel and cobalt used in focusing devices 40% by switching to electrostatically focused CR tubes. (4) Selenium rectifiers are saving 7½ lbs. of silicon steel, 1¼ lbs. of copper per receiver. (5) Steel usage in TV sets has been cut in half due to lighter chassis and improved designs. (6) Copper-clad steel and smaller gauge copper wire have effected big copper savings.

Copper supply crisis, which threatened to impede military and civilian production, was relieved May 21 when acting defense mobilizer John R. Steelman gave in to demands of Chile and authorized importers to pay higher prices for the metal and to reflect 80% of increased costs in their prices to domestic users. Action ended embargo on copper shipments from Chile since May 9. Since 25-30% of this country's copper is imported, NPA is expected to make it mandatory for all users of copper to conform to ratio of 25-30% of the high-priced imported copper and use lower-priced domestic copper for the balance. President Truman May 22 authorized removal of 22,000 tons of copper from nation's stockpile to make up deficit caused by Chilean copper strike and embargo.

RTMA's small business program was praised by administrator Telford Taylor of Small Defense Plants Administration in May 21 testimony before House Banking & Currency Committee. Commenting on previous testimony of National Assn. of Manufacturers that his agency should be abolished, Gen. Taylor said: "It is quite true that there are several associations that have been doing a very good piece of work in helping spread procurement, and one that I especially have in mind is the Radio-TV Manufacturers Assn., which maintains a very elaborate card index of small company facilities and has been of great help in spreading procurement, but I have noticed that those associations which are doing the most along this line are the ones which have been also most helpful to us and most helpful to us and most anxious to support our activities . . ."

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Among unclassified Signal Corps contracts for electronic and related items announced this week by Defense Dept: Hallicrafters, \$1,513,451 for engineering changes to radio sets, \$1,240,016 for radio sets, \$1,081,161 for telephone maintenance parts, \$339,654 for radio spare parts; Hammarlund Mfg. Co., \$1,623,744, radio receivers; Raytheon, \$740,000 for wire spreading machines, etc., and \$105,771 for tubes; Massachusetts Institute of Technology, \$600,000, research in electronic & molecular physics and communications; Lewyt Corp., \$519,511, radio spare parts; S. H. Cauch Co., N. Quincy, Mass., \$148,543, remote control equipment; Litton Industries, \$139,018, magnetron tubes.

Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA April 25-May 1: Lunn Laminates Inc., Huntington Station, L. I., \$150,500 (50% amortization); Western Electric, Burlington, N. C., \$103,106 (70%); Arlington Centerless Grinding Co., Kearny, N. Y., \$6537 (70%).

Electronics procurement chart of the vast purchasing organization of Air Force, Navy and Army Signal Corps, has been published by Caldwell-Clements Inc., 480 Lexington Ave., New York, as supplement to June *Tele-Tech*. Reprints of 21x30-in. chart available from publisher at \$1.

TOP 100 MILITARY contractors include 16 electronics and related firms which received 10.8% of dollar value of all defense prime contracts placed from July 1950 through December 1951. The 100 companies listed by Munitions Board received 59.9% of all military prime contracts during that period—or \$26 billion out of total of nearly \$44 billion.

As in previous list covering fiscal 1951 released last December (Vol. 7:49), General Electric is top "electronics" firm on list, although its large jet engine business probably accounts for biggest share of its military contracts. GE retains fifth place on list, with cumulative total of close to \$1 billion in prime contracts, or 2.2% of value of all contracts placed. Other principal changes since last listing: Sylvania moved from 91st to 71st, American Bosch (including subsidiary Arma Corp.) from 70th to 59th. Radioplane Corp., 95th on old list, was dropped.

It should be noted that many aircraft and other non-electronics firms make some electronic equipment, and many "electronics" companies make some non-electronic items. Much of the orders on list were subcontracted to other firms. General Motors leads list with \$2.9 billion in contracts, or 6.6% of total; 6 of first 10 are aircraft companies. Following are electronics and related firms in first 100, their position on list, dollar value of their prime contracts during 1½-year period and their percentage of total military contracts:

GE, fifth, \$976,800,000 or 2.2%; Westinghouse, 12th, \$674,400,000, 1.5%; AT&T, 13th, \$657,800,000, 1.5%; Sperry Corp., 17th, \$479,000,000, 1.1%; Bendix, 18th, \$473,400,000, 1.1%; IT&T, 22nd, \$286,800,000, .7%; RCA, 27th, \$211,300,000, .5%; Avco, 33rd, \$184,600,000, .4%; Philco, 40th, \$160,700,000, .4%; Raytheon, 42nd, \$152,700,000, .3%; Collins, 44th, \$138,700,000, .3%; Hazeltine, 56th, \$93,100,000, .2%; American Bosch, 59th, \$91,400,000, .2%; Sylvania, 71st, \$76,900,000, .2%; Stewart-Warner, 78th, \$63,300,000, .1%; Gilfillan Bros., 87th, \$53,500,000, .1%.

Trade Personals: Elmer Crane, ex-TV Distributors Inc., Cleveland DuMont distributor, and former chief of components branch of WPB Radio-Radar Div., named to head components branch, NPA Electronics Div., succeeding George Henyan who has returned to GE tube div.; Robert A. Burton, former chief of division's foreign section, now heads end equipment branch, succeeding acting chief Justin R. Sypher, who continues to head military equipment section; John A. Pfau promoted to chief, foreign section . . . Dr. Allen B. DuMont awarded Order of Legion of Honor by French consul general at May 22 luncheon at Union League Club, New York . . . T. M. Douglas, works mgr., elected v.p. & director of Federal, taking charge of all manufacturing at Clifton, Passaic & East Newark plants; S. J. Powers, mgr. of selenium div., also elected v.p. . . R. A. Troman promoted to asst. sales mgr., Blaw-Knox tower dept. . . Wm. A. Hayes, mgr. of govt. sales, named eastern sales mgr., Westinghouse electronic tube div. . . Samuel B. Williams, public relations director, named asst. to Sylvania president Don G. Mitchell; George W. Griffin Jr., ex-GE, named public relations director . . . Sidney Jurin promoted to sales mgr., Malcolm Ross to director of purchases, Wilcox-Gay and Garod . . . Elmer Nichols succeeds Rankin Lashmet, now with *Saturday Evening Post*, as asst. to George Dorman, Chicago sales mgr., RCA home instruments dept. . . Charles Snaker, ex-Chicago Graybar TV sales mgr., now appliance sales mgr., Electric Supply Corp., Chicago-Milwaukee Kaye-Halbert distributor . . . Henry V. Onorati resigns as ad mgr., Crosley electronics dept. . . Edward Berliant, ex-Tele King, recently sales mgr. of CBS-Columbia Distributing Co., New York, now with Fada as director of private label sales.

Financial & Trade Notes: United Paramount Theatres hopes to adopt "a policy of diversified investment in the amusement, communications and electronics fields which will assure a solid and prosperous future for the corporation," president Leonard H. Goldenson told annual meeting this week. As first steps in this direction, he pointed to company's 50% purchase of Microwave Associates Inc., Boston (Vol. 8:3) and proposed ABC merger.

In response to stockholder's question, Mr. Goldenson expressed hope that ABC would some day give NBC and CBS real competition. He said ABC's TV-radio facilities are "excellent," but company has been retarded in past by undercapitalization. "ABC will have to go through a period of a year or so to readjust, and then it's our hope it will be able to take care of its own dividends and maybe even contribute something more besides," he added.

Seasonal downturn in theatre attendance has been more pronounced this spring than last, stockholders were told. Mr. Goldenson said attendance at UPT houses so far this quarter is about 3½% below same 1951 period. UPT's consolidated first-quarter earnings were \$1,805,000 exclusive of capital gains, far below last year's \$2,459,000 for similar period.

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Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between March 14 & April 15: Admiral, 16,985 March 14 to 15,630 April 15; Avco, 11,080 to 9134; GE, 9205 to 9832; IT&T, 20,939 to 14,501; Magnavox, 10,628 to 9275; Motorola, 15,120 to 15,207; Philco, 9972 to 8867; RCA, 36,045 to 31,355; Standard Coil, 6525 to 9105; Sylvania, 5535 to 2610; United Paramount Theatres, 4900 to 850; Warner Bros., 1685 to 6185; Zenith, 21,640 to 16,161. Between April 15 & May 15 these changes were reported: Admiral, 15,630 April 15 to 14,843 May 15; Avco, 9134 to 8448; GE, 9832 to 11,312; IT&T, 14,501 to 10,317; Magnavox, 9275 to 9435; Motorola, 15,207 to 11,911; Owens-Corning, 1100 to 3435; Philco, 8867 to 6546; RCA, 31,355 to 30,755; Standard Coil, 9105 to 11,405; United Paramount Theatres, 850 to 4400; Warner Bros., 6185 to 875; Zenith, 16,161 to 15,176.

Television-Electronics Fund Inc., in listing portfolio as of April 30, 1952, reports these new purchases and acquisitions: 5000 shares of Beckman Instruments Inc. (Helipot Corp., wholly-owned subsidiary), \$52,500; 2000 Cleveland Graphite Bronze (recent purchaser of Brush Development Co.), \$71,000; 2500 General Railway Signal Co., \$70,000; 17,000 IT&T (in exchange for Kellogg Switchboard and through acquisition), \$280,500; 4600 National Cash Register Co., \$255,875; 2000 Raytheon pfd., \$76,500; 5000 Servomechanisms Inc., \$21,875; 2000 Square D Co., \$53,500; 9000 United-Carr Fastener Corp., \$272,250.

Dividends: Hazeltine, 25¢ payable June 16 to stockholders of record June 2; Philco, 40¢ June 12 to holders June 2; Webster-Chicago, 25¢ June 20 to holders June 10; Cornell-Dubilier, 30¢ June 27 to holders June 10; Aerovox, 15¢ June 13 to holders May 29; I-T-E Circuit Breaker, 50¢ June 2 to holders May 19.

DuMont reports sales of \$15,960,000 and net profit of \$114,000 (3½¢ per share) in 12 weeks ended March 23, compared with \$18,851,000 sales and \$1,022,000 profit (42¢) for same 1951 period. In 1951, DuMont showed net loss of \$583,000 on gross income of \$50,741,596 (Vol. 8:17).

Raytheon net for year ended May 31, says May 20 New York *Journal of Commerce*, is currently estimated at about 65¢ a share compared with \$1.12 last year on fewer shares. Nine-month net was 55¢ vs. 94¢.

General Precision Equipment Corp. reports net income of \$35,660 (6¢ a share) on sales of \$7,780,008 during March quarter vs. \$167,882 (28¢) on \$7,170,595 year earlier.

THEATRE TV will be "the greatest boon to theatre attendance in history." With that enthusiastic prediction, president Spyros P. Skouras gave 20th Century-Fox stockholders first U. S. demonstration of Swiss-developed Eidophor theatre-TV system using CBS color. He told May 21 New York meeting that the development of the system has cost company about \$330,000, and that the bill may total \$1,000,000 by time "bugs" are worked out. GE has contracted to produce the equipment, which Mr. Skouras said will be available to theatres within 18 months.

A second demonstration of new system was conducted May 22 for selected industry representatives. Press was asked to withhold critical comment until special press showing in about 2 weeks.

TV will lead way to new prosperity for producers as well as exhibitors, the film company chief forecast. "It will be the job of the motion picture producers to supply film not only for the theatres but for home TV as well," he said. "With these 2 markets open to it, the future of motion picture production never looked brighter."

First quarter profits of 20th Century-Fox total \$24,001 (1¢ a share) compared with \$874,776 (27¢ a share) same period last year. But Mr. Skouras said he expects substantial pick-up in second-quarter earnings.

Paramount hearing, now in 6th month, featured testimony by 2 FCC witnesses this week—Charles Walder, owner of Miami's Tivoli Theatre, and Arthur Saas, owner of Chicago's Alamo Theatre. Walder, who has suit against Paramount pending in New York, said that Paramount forced his second-run theatre to wait for pictures as long as 9 months after they completed first run; that he had to charge higher admissions than first-run theatres; that Paramount refused to sell him films in 1934-35. Paramount counsel Louis Phillips, who is also opposing Walder in New York suit, gave Walder rough time in efforts to show that theatre managers had complete charge of own affairs, and to point up inconsistencies in Walder's testimony. Saas charged that he was forced to tie in with old Paramount company because Paramount threatened to build theatre near him. Earlier in week, Skiatron president Arthur Levey asserted that part-owner Paramount prevented Bell & Howell and GE from investing in his old Scopphony Corp.

Muter Co.'s 1952 sales, says May 2 *Wall Street Journal*, "are expected to exceed 1951's \$12,387,390 because of its strong inventory position and large backlog." Company has \$2,500,000-\$3,000,000 backlog of defense orders, and is expecting "further sizable contracts." Inventories at beginning of 1952 are given as \$2,741,052, about 90% in raw materials. Company is said to be looking for new factories.

Varian Associates, San Carlos, Cal., has let \$729,838 construction contract for new research & development laboratory in South Palo Alto, to be built on 10-acre tract leased from Stanford U and scheduled to be in operation next April. It will employ 300. Varian now employs 510 at San Carlos manufacturing plant.

Universal Pictures showed net earnings of \$411,435 (37¢ a share) for 13 weeks ended Feb. 2, after taxes of \$280,000, vs. \$107,130 (5¢) after taxes of \$55,000 for corresponding 1951 period.

Republic Pictures, in 13 weeks to Jan. 26, reports net profit of \$186,977 (5¢ per share) vs. \$227,495 (7¢) for corresponding period of year before.

Walt Disney Productions reported net income of \$19,980 (3¢ per share) for 6 months ended March 29 vs. \$201,914 (30¢).

Decca Records profit for March quarter was \$231,580 (30¢) against \$314,375 (40¢) same 1951 period.

Plans for new TV stations are taking form in many communities, with most present applicants holding back (presumably until close to July 1) in filing amendments in conformity with new allocations. Meanwhile, scattered reports are being received about new TV projects in the making. From Portland, Ore., for example, it's reported that Oregon Television Inc. has been formed to apply for vhf in that city and elsewhere in northwest; stockholders include Jack Meier, dept. store owner; Huntington Malarkey, lumberman; Henry White, shipbuilder; and it has engaged Walter Stiles Jr., ex-ABC & CBS, for engineering. From Los Angeles, John Poole Broadcasting Co., operating KBIG on Avalon and experimental uhf station KM2XAZ (Channel 22), has hired C. F. Rothrock Jr., ex-Link Radio, to prepare for commercial uhf. From Honolulu comes word that *Honolulu Advertiser's* KGU will apply for Channel 4. And in Providence Phil Ostrow, president of Albright Motors, and David Stackhouse, WJAR announcer, have formed Television Associates, plan May 26 meeting of local residents to secure subscribers to stock issue to underwrite projected TV station.

Canada's first TV stations, to be operated by Canadian Broadcasting Corp. in Toronto and Montreal and due on air about mid-Sept., have posted these base rates: Toronto, \$1600 per Class A hour (including 4 hours rehearsal time), \$1280 for 45 min. (3 hours), \$960 for 30 min. (2 hours), \$800 for 20 min. (2 hours), \$640 for 15 min. (2 hours), \$560 for 10 min. (1 hour), \$400 for 5 min. (1 hour), \$240 for 20 seconds, \$120 for 8 seconds. Montreal, same rehearsal times, with \$500 for one hour, \$400 for 45 min., \$300 for 30 min., \$250 for 20 min., \$200 for 15 min., \$175 for 10 min., \$125 for 5 min., \$75 for 20 seconds, \$37.50 for 8 seconds. For U. S. program interconnections Buffalo to Toronto, rates will be \$150 for one hour, \$100 for 30 min., \$75 for 15 min.; Toronto-Montreal microwave relay won't be ready until 1953. Higher rates are quoted for Toronto because it's known that 35,000 or more sets are already in use in that area, (tuning mainly to Buffalo), whereas last counts for Montreal is only 140 sets (see p. 12, Vol. 8:17).

Sixth station on Empire State Bldg. will be WATV, Newark, which was granted permission to move this week. Grant was made by FCC after it received assurances station would keep studios in Newark, retain Newark identity. President Irving R. Rosenhaus says antenna installation will begin July 1. Now transmitting from Empire State are WABD, WCBS-TV, WJZ-TV, WNBT, WPIX. WOR-TV thus remains only station with its own tower.

Three vhf applications for new TV stations this week bring total pending to 537—49 of them uhf. New applicants: WIRK, West Palm Beach, Fla., Channel No. 12; KTRE, Lufkin, Tex., No. 9; KDAL, Duluth, Minn., No. 3 (resubmitted). Amending old applications were WFPG, Atlantic City, now seeking uhf Channel No. 46, and WFMJ, Youngstown, No. 73. [For further details, see *TV Addenda 14-S* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

Eyestrain can result from too-close viewing of TV screens, especially larger sizes, in opinion of TV committee of N. Y. State Optometric Assn., reporting at annual convention this week. Distances recommended: 8 ft. from 10-in. screen, 14 ft. from 16-in., 20 ft. from 24-in. Committee said projection pictures have definite advantages over direct-view because of reduced glare. Ideal room lighting is shaded 40-watt bulb to rear of viewer.

Milton Berle will stage his fourth annual TV marathon for Damon Runyon cancer fund on NBC-TV from noon Sat., June 7, to 10:30 a.m. Sun., June 8.

Chicago city council's crime hearings, starting May 26, have banned TV-radio and even tape recordings.

Probe of TV-radio "morals" (Vol. 8:20) will be conducted by 7-man subcommittee from House Interstate & Foreign Commerce Committee, to be headed by Rep. Oren Harris (D-Ark.). Others named to investigating group by committee chairman Crosser (D-O.): Klein (D-N. Y.), Carlyle (D-N. C.), Thornberry (D-Tex.), O'Hara (R-Minn.), Chenoweth (R-Colo.), Denny (R-Pa.). Broadcasters and representatives of NARTB were generally pleased with selection. While opposed to idea of any Congressional inquiry into programming, with its implications of censorship, they expressed confidence they would get sympathetic hearing from the legislators chosen. Subcommittee hasn't yet set date or made plans for hearings, but NARTB hopes to arrange informal meeting between TV Code Review Board and Rep. Harris and other subcommittee members, as well as with Rep. Gathings (D-Ark.) who introduced probe resolution but isn't on subcommittee, during Review Board's next meeting in Washington June 5-7.

Bill to ban TV-radio, newsreel and still cameras from Senate committee hearings (S. Res. 319) was introduced May 19 by Judiciary Committee Chairman McCarran (D-Nev.). Measure would also bar recording of testimony by persons other than official committee stenographers and prohibit TV-radio stations from transmitting any part of testimony obtained by use of recording device. Sen. McCarran said his resolution would implement recommendations of American Bar Assn. against televising or broadcasting court proceedings or Congressional investigating sessions. NARTB petitioned Senate Rules Committee for hearing on bill, which president Harold E. Fellows called "a clear invasion of the rights of public media." Rules Committee won't set hearing date or act on measure until May 28, its next meeting. Ban on TV-radio, newsreels and recordings at committee meetings is already in effect in House as result of ruling by Speaker Rayburn (D-Tex.). A number of influential Senators, including Kefauver (D-Tenn.) and Morse (R-Ore.) attacked the McCarran resolution.

Theatre TV snagged exclusive rights to one championship fight this week, while home TV signed up for another. After long period of inactivity for TV gear in theatres, Nathan L. Halpern's Theatre Network TV signed up June 23 light heavyweight championship bout between Joey Maxim and Sugar Ray Robinson at New York's Yankee Stadium. TNT hopes to have 40-50 theatres hooked up via AT&T cable-microwave circuit for the event. How much TNT is paying wasn't divulged. TV-radio rights to June 5 Joe Walcott-Ezzard Charles heavyweight title fight in Philadelphia were sold for \$175,000 to NBC and Gillette under terms whereby Philadelphia will be blacked out.

Liberty Broadcasting System, which suspended last week, has formed new radio network of 8 Texas and Louisiana stations with headquarters at president Gordon McLendon's KLBS, Houston (formerly KLEE). Gen. mgr. Tom Cavanaugh says this will be nucleus of new nationwide hookup, with 60 western stations already lined up to carry minor league baseball.

National Community Antenna Assn., recently formed (Vol. 8:3), holds first annual meeting June 9 in Necho Allen Hotel, Pottsville, Pa., featuring talks on taxes by NCTA's accountant Edward J. Mallon and attorney Thomas C. Egan, plus question-answer session with 4-member panel of system operators.

Patent No. 2,595,548, issued May 6, is first of a series on tri-color tubes being issued to RCA and its engineers. Patent covers invention by Alfred C. Schroeder which permitted inclusion of 3 guns in single tube neck and use of single-beam deflection system.

CITY-BY-CITY PRIORITIES

For Processing of Applications for New TV Stations

Indicating Order in Which FCC Will Handle Applications at Start of Processing, July 1, 1952

Issued by FCC May 22, 1952, as Public Notice 52-490

Based on Temporary Processing Procedure Specified in FCC's Sixth Report & Order of April 14, 1952, also known as *Final Allocation Report* (see p. 155 of printed copy published by *Television Digest*)

Editor's Note: List is divided into two parts—Groups A and B. First group, designated A-2, includes all cities 40 or more miles from existing stations. Applications from these cities will be considered in order listed. (Group A-1 comprises the 30 existing stations required to shift to new channels; for list of these, see page 170 of *Final Television Allocation Report*.) Group B comprises all other cities, except Territories & Possessions and cities in which educational channel is sole channel available. Though Group B is divided into subgroups, applications will be processed sequentially throughout entire group—as indicated by numeral preceding each city. The sequence in which cities are listed, in either Group A or B, doesn't necessarily indicate sequence in which construction permits will be granted, inasmuch as many applications will be involved in hearings to be conducted and decided at indeterminable future dates.

APPENDIX A—GROUP A-2

Ranking	Location	1950 Population	Distance to nearest TV station (Mi.)	Ranking	Location	1950 Population	Distance to nearest TV station (Mi.)	Ranking	Location	1950 Population	Distance to nearest TV station (Mi.)
1.	Denver, Colo.	415,788	330	35.	Fresno, Cal.	91,669	152	71.	Pittsfield, Mass.	53,348	40.1
2.	Portland, Ore.	373,628	142	36.	Brownsville-Harlingen-Weslaco, Tex.	90,160 ¹	248	72.	Asheville, N. C.	53,000	83
3.	Tampa-St. Petersburg, Fla.	221,419	170	37.	Columbia, S. C.	86,914	84	73.	Green Bay, Wls.	52,735	96
4.	Springfield-Holyoke, Mass.	217,060	54	38.	Waco, Tex.	84,706	84	74.	Sioux Falls, S. D.	52,696	160
5.	Youngstown, O.	168,330	52	39.	Sioux City, Ia.	83,991	89	75.	Bay City, Mich.	52,523	66
6.	Wichita, Kan.	168,279	130	40.	Manchester, N. H.	82,732	43	76.	Orlando, Fla.	52,367	122
7.	Flint, Mich.	163,143	46	41.	Springfield, Ill.	81,628	82	77.	San Angelo, Tex.	52,093	185
8.	Spokane, Wash.	161,721	230	42.	Columbus, Ga.	79,611	98	78.	Laredo, Tex.	51,910	145
9.	Beaumont-Port Arthur, Tex.	151,544	83	43.	Topeka, Kan.	78,791	60	79.	Lima, O.	50,246	68
10.	Duluth, Minn.-Superior, Wis.	139,836	135	44.	St. Joseph, Mo.	78,588	49	80.	Warren, O.	49,856	44
11.	Sacramento, Cal.	137,572	83	45.	Portland, Me.	77,634	98	81.	Elmira, N. Y.	49,716	44
12.	Fort Wayne, Ind.	133,607	96	46.	Wilkes Barre, Pa.	76,826	59	82.	Dubuque, Ia.	49,671	68
13.	Austin, Tex.	132,459	71	47.	Amarillo, Tex.	74,246	247	83.	Muskegon, Mich.	48,429	42
14.	Chattanooga, Tenn.	131,041	102	48.	Charleston, W. Va.	73,501	44	84.	Fort Smith, Ark.	47,942	103
15.	El Paso, Tex.	130,485	225	49.	Cedar Rapids, Ia.	72,296	63	85.	Lynchburg, Va.	47,727	90
16.	Mobile, Ala.	129,009	130	50.	Lubbock, Tex.	71,747	269	86.	La Crosse, Wls.	47,535	126
17.	Evansville, Ind.	128,636	100	51.	Augusta, Ga.	71,508	134	87.	Riverside, Cal.	46,764	42
18.	Shreveport, La.	127,306	175	52.	Durham, N. C.	71,311	50	88.	Tuscaloosa, Ala.	46,396	48
19.	Baton Rouge, La.	125,629	71	53.	Stockton, Cal.	70,853	61	89.	Abilene, Tex.	45,570	144
20.	Scranton, Pa.	125,536	46	54.	Macon, Ga.	70,252	75	90.	Colo. Springs, Colo.	45,472	279
21.	Knoxville, Tenn.	124,769	150	55.	Charleston, S. C.	70,174	185	91.	Tucson, Ariz.	45,454	105
22.	Savannah, Ga.	119,638	120	56.	Wichita Falls, Tex.	68,042	105	92.	Williamsport, Pa.	45,047	79
23.	South Bend, Ind.	115,911	62	57.	Springfield, Mo.	66,731	144	93.	Wilmington, N. C.	45,043	163
24.	Peoria, Ill.	111,856	72	58.	Galveston, Tex.	66,568	49	94.	Santa Barbara, Cal.	44,913	90
25.	Corpus Christi, Tex.	108,287	130	59.	Decatur, Ill.	66,269	105	95.	Mansfield, O.	43,564	60
26.	Montgomery, Ala.	106,525	70	60.	Raleigh, N. C.	65,679	65	96.	Pensacola, Fla.	43,479	175
27.	Little Rock, Ark.	102,213	133	61.	Waterloo, Ia.	65,198	72	97.	Jamestown, N. Y.	43,354	43
28.	Lincoln, Neb.	98,884	49	62.	Terre Haute, Ind.	64,214	52	98.	W. Palm Beach, Fla.	43,162	68
29.	Jackson, Miss.	98,271	162	63.	Pueblo, Colo.	63,685	250	99.	Salem, Ore.	43,140	190
30.	Madison, Wls.	96,056	72	64.	San Bernardino, Cal.	63,058	45	100.	Sheboygan, Wis.	42,365	46
31.	Wheeling, W. Va.-Steubenville, O.	94,763	46	65.	Champaign-Urbana, Ill.	62,397	128	101.	Meridian, Miss.	41,893	139
32.	Rockford, Ill.	92,927	80	66.	Atlantic City, N. J.	61,657	56	102.	Quincy, Ill.	41,450	110
33.	Saginaw, Mich.	92,918	56	67.	Muncie, Ind.	58,479	50	103.	Lake Charles, La.	41,272	138
34.	Roanoke, Va.	91,921	82	68.	Greenville, S. C.	58,161	78	104.	Oshkosh, Wls.	41,084	70
				69.	Gadsden, Ala.	55,725	58	105.	Poughkeepsie, N. Y.	41,023	53
				70.	Lexington, Ky.	55,534	68	106.	Lewiston, Me.	40,974	126
								107.	Zanesville, O.	40,517	53
								108.	Great Falls, Mont.	39,214	465
								109.	Tyler, Tex.	38,968	95
								110.	Joplin, Mo.	38,711	102
								111.	Kokomo, Ind.	38,672	49

¹ Includes populations of Mercedes and San Benito, Tex., pursuant to footnote 1 of Table of Assignments.

Rank- ing	Location	Distance to nearest TV station		Rank- ing	Location	Distance to nearest TV station		Rank- ing	Location	Distance to nearest TV station	
		1950 Popu- lation	210			1950 Popu- lation	145			1950 Popu- lation	41.5
112.	Monroe, La.	38,572	210	195.	Pocatello, Ida.	26,131	145	280.	Tiffin, O.	18,952	41.5
113.	Yakima, Wash.	38,486	110	196.	Charlottesville, Va.	25,969	65	281.	Waycross, Ga.	18,899	79
114.	Fargo, N. D.	38,256	215	197.	Kankakee, Ill.	25,856	53	282.	Sarasota, Fla.	18,896	180
115.	Danville, Ill.	37,864	82	198.	Panama City, Fla.	25,814	250	283.	Vincennes, Ind.	18,831	65
116.	Cumberland, Md.	37,679	48	199.	Roswell, N. M.	25,738	162	284.	Portsmouth, N. H.	18,830	47
117.	Biloxi, Miss.	37,425	78	200.	Temple, Tex.	25,467	120	285.	Mankato, Minn.	18,809	68
118.	Muskogee, Okla.	37,289	44	201.	Rapid City, S. D.	25,310	420	286.	Benton Harbor, Mich.	18,769	52
119.	Pine Bluff, Ark.	37,162	140	202.	Fort Dodge, Ia.	25,115	43	287.	Bismarck, N. D.	18,640	385
120.	Spartanburg, S. C.	36,795	53	203.	Jefferson City, Mo.	25,099	110	288.	Bowling Green, Ky.	18,347	65
121.	Hagerstown, Md.	36,260	62	204.	Laurel, Miss.	25,038	135	289.	Kinston, N. C.	18,336	135
122.	Eau Claire, Wis.	36,058	80	205.	Winona, Minn.	25,031	100	290.	Waterville, Me.	18,287	158
123.	Enid, Okla.	36,017	62	206.	La Grange, Ga.	25,025	60	291.	Bryan, Tex.	18,102	87
124.	Eugene, Ore.	35,879	249	207.	Janesville, Wis.	24,899	65	292.	Greenwood, Miss.	18,061	117
125.	Port Huron, Mich.	35,725	53	208.	Texarkana, Tex.	24,753	165	293.	Borger, Tex.	18,059	218
126.	Elkhart, Ind.	35,646	57	209.	Las Vegas, Nev.	24,624	255	294.	Carlsbad, N. M.	17,975	230
127.	Easton, Pa.	35,632	41.5	210.	Longview, Tex.	24,502	160	295.	Brunswick, Ga.	17,954	58
128.	Lafayette, Ind.	35,568	60	211.	Walla Walla, Wash.	24,102	215	296.	Sault Ste. Marie, Mich.	17,912	258
129.	Hazleton, Pa.	35,491	67	212.	Florence, Ala.	23,879	105	297.	Santa Rosa, Cal.	17,902	47
130.	Danville, Va.	35,066	42	213.	Findlay, O.	23,845	42	298.	Ardmore, Okla.	17,890	98
131.	Alexandria, La.	34,913	165	214.	Ashtabula, O.	23,696	40.1	299.	McAlester, Okla.	17,878	86
132.	Bakersfield, Cal.	34,784	97	215.	Casper, Wyo.	23,673	320	300.	Bogalusa, La.	17,798	60
133.	Lawton, Okla.	34,757	81	216.	Norwich, Conn.	23,429	45	301.	Plattsburg, N. Y.	17,738	148
134.	Fayetteville, N. C.	34,715	89	217.	Auburn, Me.	23,134	125	302.	Rutland, Vt.	17,659	82
135.	Boise, Ida.	34,393	295	218.	Austin, Minn.	23,100	95	303.	Twin Falls, Ida.	17,600	180
136.	Watertown, N. Y.	34,350	60	219.	El Dorado, Ark.	23,076	205	304.	Helena, Mont.	17,581	398
137.	Bloomington, Ill.	34,163	106	220.	Eureka, Cal.	23,058	225	305.	Mattoon, Ill.	17,547	102
138.	Bellingham, Wash.	34,112	78	221.	Wilson, N. C.	23,010	105	306.	Denison, Tex.	17,504	70
139.	Appleton, Wis.	34,010	85	222.	Olean, N. Y.	22,884	60	307.	Modesto, Cal.	17,389	76
140.	Owensboro, Ky.	33,651	80	223.	Selma, Ala.	22,840	78	308.	Bradford, Pa.	17,354	64
141.	Ottumwa, Ia.	33,631	95	224.	Natchez, Miss.	22,740	132	309.	Clovis, N. M.	17,318	200
142.	Hutchinson, Kan.	33,575	170	225.	Grand Island, Neb.	22,682	125	310.	Medford, Ore.	17,305	318
143.	Lafayette, La.	33,541	118	226.	Gulfport, Miss.	22,659	65	311.	Big Spring, Tex.	17,286	248
144.	Butte, Mont.	33,251	360	227.	Middletown, N. Y.	22,586	45	312.	Martinsville, Va.	17,251	42
145.	Burlington, Vt.	33,155	132	228.	Florence, S. C.	22,513	110	313.	Chambersburg, Pa.	17,212	67
146.	Paducah, Ky.	32,828	120	229.	Missoula, Mont.	22,485	398	314.	Marquette, Mich.	17,202	239
147.	Bristol, Tenn.- Bristol, Va.	32,725	110	230.	Freeport, Ill.	22,467	68	315.	Columbus, Miss.	17,172	97
148.	Reno, Nev.	32,496	183	231.	Marshall, Tex.	22,327	140	316.	Coffeyville, Kan.	17,113	65
149.	Clarksburg, W. Va.	32,014	89	232.	Minot, N. D.	22,032	445	317.	Fayetteville, Ark.	17,071	102
150.	Columbia, Mo.	31,974	118	233.	Santa Cruz, Cal.	21,970	55	318.	Traverse City, Mich.	16,974	132
151.	Cheyenne, Wyo.	31,935	470	234.	Pekin, Ill.	21,858	180	319.	Kingsville, Tex.	16,898	136
152.	Billings, Mont.	31,834	385	235.	Richland, Wash.	21,809	160	320.	Logan, Utah	16,832	63
153.	Bangor, Me.	31,558	200	236.	Midland, Tex.	21,713	275	321.	Greenville, N. C.	16,724	206
154.	Galesburg, Ill.	31,425	40.21	237.	Paris, Tex.	21,643	95	322.	Berlin, N. H.	16,615	140
155.	Albany, Ga.	31,155	152	238.	Dothan, Ala.	21,584	175	323.	Pampa, Tex.	16,583	192
156.	Anniston, Ala.	31,066	57	239.	Cape Girardeau, Mo.	21,578	98	324.	Stevens Point, Wis.	16,564	125
157.	Lakeland, Fla.	30,851	160	240.	North Adams, Mass.	21,567	45	325.	Clarksdale, Miss.	16,539	75
158.	Burlington, Ia.	30,613	55	241.	Oxnard, Cal.	21,567	65	326.	San Buenaventura, Cal.	16,534	70
159.	New London, Conn.	30,551	44	242.	Bluefield, W. Va.	21,506	100	327.	Streator, Ill.	16,469	92
160.	Wausau, Wis.	30,414	155	243.	Goldsboro, N. C.	21,454	108	328.	New Iberia, La.	16,467	105
161.	Oak Ridge, Tenn.	30,229	148	244.	Orange, Tex.	21,174	105	329.	Alice, Tex.	16,449	118
162.	Jackson, Tenn.	30,207	75	245.	Aberdeen, S. D.	21,051	260	330.	Huntsville, Ala.	16,437	98
163.	Daytona Beach, Fla.	30,187	85	246.	Logansport, Ind.	21,031	70	331.	Jonesboro, Ark.	16,310	65
164.	Sallinas- Monterey, Cal.	30,122	81	247.	Augusta, Me.	20,913	150	332.	Hibbing, Minn.	16,276	170
165.	Marion, Ind.	30,081	59	248.	Biddeford, Me.	20,836	75	333.	Clarksville, Tenn.	16,246	42
166.	Fond du Lac, Wis.	29,936	55	249.	Uniontown, Pa.	20,471	45	334.	Blytheville, Ark.	16,234	53
167.	Greenville, Miss.	29,936	138	250.	Hannibal, Mo.	20,444	100	335.	Corvallis, Ore.	16,207	215
168.	Rochester, Minn.	29,885	75	251.	Jacksonville, Ill.	20,387	78	336.	Nampa, Ida.	16,185	392
169.	Parkersburg, W. Va.	29,684	75	252.	Greeley, Colo.	20,354	375	337.	Ogdensburg, N. Y.	16,166	109
170.	Rome, Ga.	29,615	58	253.	Sedalia, Mo.	20,354	75	338.	Keokuk, Ia.	16,144	91
171.	Beloit, Wis.	29,590	69	254.	Longview, Wash.	20,339	108	339.	Victoria, Tex.	16,126	102
172.	Odessa, Tex.	29,495	285	255.	Stillwater, Okla.	20,238	46	340.	Faribault, Minn.	16,028	47
173.	Hattiesburg, Miss.	29,474	110	256.	Hastings, Neb.	20,211	135	341.	Ada, Okla.	15,995	72
174.	Sandusky, O.	29,375	45	257.	Sumter, S. C.	20,185	100	342.	Dalton, Ga.	15,968	73
175.	Fairmont, W. Va.	29,346	68	258.	Brownwood, Tex.	20,181	120	343.	Klamath Falls, Ore.	15,875	309
176.	Hot Springs, Ark.	29,307	185	259.	Ponca City, Okla.	20,180	70	344.	Chicasha, Okla.	15,842	44
177.	Northampton, Mass.	29,063	65	260.	Sherman, Tex.	20,150	60	345.	Olympia, Wash.	15,819	49
178.	Kingston, N. Y.	28,817	49	261.	Chillicothe, O.	20,133	44	346.	New Bern, N. C.	15,812	127
179.	St. Cloud, Minn.	28,410	65	262.	Salisbury, N. C.	20,102	45	347.	Emporia, Kan.	15,669	102
180.	Athens, Ga.	28,180	58	263.	McAllen, Tex.	20,067	220	348.	Keene, N. H.	15,638	68
181.	Santa Fe, N. M.	27,998	56	264.	Valdosta, Ga.	20,046	115	349.	Martinsburg, W. Va.	15,621	61
182.	Concord, N. H.	27,988	60	265.	Boulder, Colo.	19,999	348	350.	Mt. Vernon, Ill.	15,600	71
183.	Mason City, Ia.	27,980	85	266.	Decatur, Ala.	19,974	78	351.	Laramie, Wyo.	15,581	368
184.	Vicksburg, Miss.	27,948	160	267.	Staunton, Va.	19,927	95	352.	Clearwater, Fla.	15,581	180
185.	Johnson City, Tenn.	27,864	90	268.	Marshalltown, Ia.	19,821	40.9	353.	Sunbury, Pa.	15,570	66
186.	Rocky Mount, N. C.	27,697	105	269.	Anderson, S. C.	19,770	105	354.	Connersville, Ind.	15,550	47
187.	Manitowoc, Wis.	27,598	70	270.	Aberdeen, Wash.	19,653	75	355.	North Platte, Neb.	15,433	249
188.	Tallahassee, Fla.	27,237	165	271.	Glens Falls, N. Y.	19,610	50	356.	Duncan, Okla.	15,325	80
189.	Iowa City, Ia.	27,212	51	272.	Oil City, Pa.	19,581	50	357.	Orangeburg, S. C.	15,322	124
190.	Gainesville, Fla.	26,861	65	273.	Kingsport, Tenn.	19,571	120	358.	Merced, Cal.	15,278	106
191.	Grand Forks, N. D.	26,836	270	274.	Beckley, W. Va.	19,397	80	359.	Escanaba, Mich.	15,170	187
192.	Sharon, Pa.	26,454	59	275.	Pittsburg, Kan.	19,341	112	360.	Salisbury, Md.	15,141	84
193.	Key West, Fla.	26,433	128	276.	Bartlesville, Okla.	19,228	41	361.	Lufkin, Tex.	15,135	121
194.	Salina, Kan.	26,176	160	277.	Idaho Falls, Ida.	19,218	189	362.	Greenfield, Mass.	15,075	70
				278.	Corsicana, Tex.	19,211	52				
				279.	Manhattan, Kan.	19,056	106				

Ranking	Location	1950 Population	Distance to nearest TV station	Ranking	Location	1950 Population	Distance to nearest TV station	Ranking	Location	1950 Population	Distance to nearest TV station
363.	Poplar Bluff, Mo.	15,064	114	448.	DeKalb, Ill.	11,708	58	534.	Los Alamos, N. M.	9,934	58
364.	Hornell, N. Y.	15,049	58	449.	Coshocton, O.	11,675	62	535.	Natchitoches, La.	9,914	198
365.	Fort Madison, Ia.	14,954	77	450.	Athens, O.	11,660	67	536.	Huntsville, Tex.	9,820	70
366.	Fort Collins, Colo.	14,937	457	451.	Opelousas, La.	11,659	128	537.	Minden, La.	9,787	202
367.	Parsons, Kan.	14,750	93	452.	Sikeston, Mo.	11,640	120	538.	Corinth, Miss.	9,785	75
368.	Laconia, N. H.	14,745	76	453.	Moultrie, Ga.	11,639	149	539.	Morgan City, La.	9,759	72
369.	Cambridge, O.	14,739	76	454.	Mexico, Mo.	11,633	100	540.	Yazoo City, Miss.	9,746	162
370.	Greenville, Tex.	14,727	48	455.	Newton, Kan.	11,590	150	541.	Kellspell, Mont.	9,737	375
371.	Grand Junction, Colo.	14,504	211	456.	Watsonville, Cal.	11,572	65	542.	Altus, Okla.	9,735	122
372.	Middlesborough, Ky.	14,482	143	457.	Tupelo, Miss.	11,527	88	543.	Union, S. C.	9,730	49
373.	Thomasville, Ga.	14,424	153	458.	Dixon, Ill.	11,523	55	544.	Washington, N. C.	9,698	155
374.	Lincoln, Ill.	14,362	110	459.	Houma, La.	11,505	46	545.	Iron Mountain, Mich.	9,679	189
375.	Midland, Mich.	14,285	63	460.	Sheridan, Wyo.	11,500	375	546.	Paragould, Ark.	9,668	73
376.	Del Rio, Tex.	14,211	146	461.	Du Bois, Pa.	11,497	56	547.	Jennings, La.	9,663	157
377.	San Luis Obispo, Cal.	14,180	163	462.	Ironwood, Mich.	11,466	181	548.	Kilgore, Tex.	9,638	113
378.	Marinette, Wis.	14,178	137	463.	Bend, Ore.	11,409	250	549.	Brattleboro, Vt.	9,606	84
379.	Plainview, Tex.	14,044	257	464.	Mount Pleasant, Mich.	11,392	70	550.	Ludington, Mich.	9,506	88
380.	Lewistown, Pa.	13,894	72	465.	Americus, Ga.	11,389	120	551.	Malone, N. Y.	9,501	129
381.	Hobbs, N. M.	13,875	258	466.	Lock Haven, Pa.	11,381	96	552.	Baker, Ore.	9,471	290
382.	Centralia, Ill.	13,863	56	467.	Camden, Ark.	11,372	205	553.	Cedartown, Ga.	9,470	52
383.	Winchester, Va.	13,841	59	468.	Norfolk, Neb.	11,335	71	554.	Cordele, Ga.	9,462	129
384.	Greenwood, S. C.	13,806	95	469.	Independence, Kan.	11,335	140	555.	Shelbyville, Tenn.	9,456	49
385.	Seymour, Tex.	13,779	128	470.	Bozeman, Mont.	11,325	343	556.	Douglas, Ariz.	9,442	208
386.	Rochester, N. H.	13,776	59	471.	Defiance, O.	11,265	49	557.	Bay City, Tex.	9,427	61
387.	Las Vegas, N. M.	13,763	86	472.	Dodge City, Kan.	11,262	210	558.	Willmar, Minn.	9,410	92
388.	Sweetwater, Tex.	13,619	185	473.	Anaconda, Mont.	11,254	370	559.	Rolla, Mo.	9,354	99
389.	Brandenton, Fla.	13,604	189	474.	Gainesville, Tex.	11,246	63	560.	New Ulm, Minn.	9,348	78
390.	Oneonta, N. Y.	13,564	48	475.	Helena, Ark.	11,236	61	561.	Beeville, Tex.	9,348	83
391.	Albert Lea, Minn.	13,545	93	476.	Port Angeles, Wash.	11,233	63	562.	Abbeville, La.	9,338	125
392.	Fort Pierce, Fla.	13,502	117	477.	Carthage, Mo.	11,188	116	563.	Miles City, Mont.	9,243	495
393.	Wis. Rapids, Wis.	13,496	132	478.	Madisonville, Ky.	11,132	91	564.	Rockland, Me.	9,234	151
394.	Junction City, Kan.	13,462	123	479.	Oskaloosa, Ia.	11,124	72	565.	Winchester, Ky.	9,226	81
395.	San Benito, Tex.	13,271	232	480.	Hoquiam, Wash.	11,123	85	566.	Pulaski, Va.	9,202	90
396.	Fort Myers, Fla.	13,195	121	481.	Kirksville, Mo.	11,110	130	567.	Blackwell, Okla.	9,199	85
397.	Massena, N. Y.	13,137	125	482.	Santa Paula, Cal.	11,049	57	568.	Lumberton, N. C.	9,186	110
398.	Alpena, Mich.	13,135	172	483.	El Dorado, Kan.	11,037	125	569.	Palatka, Fla.	9,176	46
399.	Moberly, Mo.	13,115	114	484.	Harrisburg, Ill.	10,999	110	570.	Andalusia, Ala.	9,162	152
400.	Wenatchee, Wash.	13,072	194	485.	Henderson, N. C.	10,996	76	571.	Yuma, Ariz.	9,145	153
401.	Morristown, Tenn.	13,019	138	486.	Washington, Ind.	10,987	49	572.	Raymondville, Tex.	9,136	102
402.	Lewiston, Ida.	12,985	267	487.	Carbondale, Ill.	10,921	76	573.	Gallup, N. M.	9,133	122
403.	Fergus Falls, Minn.	12,917	163	488.	Columbia, Tenn.	10,911	42	574.	Elkins, W. Va.	9,121	108
404.	Arkansas City, Kan.	12,903	85	489.	Garden City, Kan.	10,905	250	575.	Taylor, Tex.	9,071	100
405.	Scottsbluff, Neb.	12,858	395	490.	Dyersburg, Tenn.	10,885	65	576.	Sulphur Springs, Tex.	8,991	73
406.	Claremont, N. H.	12,811	90	491.	Rock Springs, Wyo.	10,857	123	577.	Mayfield, Ky.	8,990	112
407.	Atchison, Kan.	12,792	44	492.	Harrisonburg, Va.	10,810	97	578.	Weston, W. Va.	8,945	102
408.	Huron, S. D.	12,788	243	493.	Springfield, Ore.	10,807	147	579.	Columbus, Neb.	8,884	75
409.	Crowley, La.	12,784	139	494.	Pascagoula, Miss.	10,805	96	580.	Marshall, Mo.	8,850	70
410.	Bastrop, La.	12,769	203	495.	Sheffield, Ala.	10,767	103	581.	Milledgeville, Ga.	8,835	81
411.	Watertown, S. D.	12,699	189	496.	Mission, Tex.	10,765	219	582.	Paris, Tenn.	8,826	90
412.	Great Bend, Kan.	12,665	207	497.	Elizabethton, Tenn.	10,754	97	583.	Rhineland, Wis.	8,774	175
413.	Vernon, Tex.	12,651	140	498.	Lamesa, Tex.	10,704	269	584.	Delano, Cal.	8,717	125
414.	Brainerd, Minn.	12,637	105	499.	Jamestown, N. D.	10,697	293	585.	Chillicothe, Mo.	8,694	72
415.	Cleveland, Tenn.	12,605	98	500.	Red Wing, Minn.	10,645	44	586.	McPherson, Kan.	8,689	107
416.	El Centro, Cal.	12,590	100	501.	Bath, Me.	10,644	121	587.	Danville, Ky.	8,686	67
417.	Hopkinsville, Ky.	12,526	65	502.	Ashland, Wis.	10,640	158	588.	Kennett, Mo.	8,685	72
418.	Virginia, Minn.	12,486	178	503.	Macomb, Ill.	10,592	72	589.	Uvalde, Tex.	8,674	81
419.	Tulare, Cal.	12,445	155	504.	Durant, Okla.	10,541	90	590.	Laurens, S. C.	8,658	73
420.	Edinburg, Tex.	12,383	214	505.	Madera, Cal.	10,497	138	591.	Centralia, Wash.	8,657	75
421.	Waynesboro, Va.	12,357	85	506.	Caldwell, Ida.	10,487	312	592.	De Land, Fla.	8,652	92
422.	Astoria, Ore.	12,331	123	507.	Barnstable, Mass.	10,480	58	593.	Manistee, Mich.	8,642	105
423.	Nacogdoches, Tex.	12,327	139	508.	Marion, Ill.	10,459	91	594.	La Grande, Ore.	8,635	258
424.	Las Cruces, N. M.	12,325	190	509.	Santa Maria, Cal.	10,440	142	595.	Maysville, Ky.	8,632	51
425.	Opelika, Ala.	12,295	100	510.	Cadillac, Mich.	10,425	100	596.	Hays, Kan.	8,625	250
426.	Chico, Cal.	12,272	138	511.	McComb, Miss.	10,401	91	597.	Williamson, W. Va.	8,624	50
427.	Trinidad, Col.	12,204	176	512.	Ruston, La.	10,372	142	598.	Athens, Tenn.	8,618	112
428.	Coeur d'Alene, Ida.	12,198	262	513.	Cambridge, Md.	10,351	58	599.	Caruthersville, Mo.	8,614	70
429.	Fredericksburg, Va.	12,158	45	514.	Fort Scott, Kan.	10,335	98	600.	Olney, Ill.	8,612	112
430.	Mitchell, S. D.	12,123	200	515.	Charles City, Ia.	10,309	92	601.	Conway, Ark.	8,610	147
431.	Cairo, Ill.	12,123	122	516.	Richmond, Ky.	10,268	87	602.	Jacksonville, Tex.	8,607	104
432.	Kearney, Neb.	12,115	169	517.	Winfield, Kan.	10,264	94	603.	Hope, Ark.	8,605	192
433.	La Salle, Ill.	12,083	70	518.	Redding, Cal.	10,256	193	604.	Montpelier, Vt.	8,599	148
434.	Pullman, Wash.	12,022	250	519.	Dublin, Ga.	10,232	120	605.	Coldwater, Mich.	8,594	46
435.	Snyder, Tex.	12,010	212	520.	Bellefontaine, O.	10,232	45	606.	Troy, Ala.	8,555	124
436.	Gainesville, Ga.	11,936	47	521.	Pasco, Wash.	10,228	181	607.	St. Albans, Vt.	8,552	155
437.	Sanford, Fla.	11,935	105	522.	Owatonna, Minn.	10,191	62	608.	Ellensburg, Wash.	8,430	95
438.	Brawley, Cal.	11,922	98	523.	Albany, Ore.	10,115	210	609.	Tucumcari, N. M.	8,419	163
439.	Frankfort, Ky.	11,916	47	524.	Chanute, Kan.	10,109	82	610.	Roseburg, Ore.	8,390	310
440.	Beaver Dam, Wis.	11,867	53	525.	Kennewick, Wash.	10,106	181	611.	Hillsboro, Tex.	8,363	52
441.	Seminole, Okla.	11,863	52	526.	Ottawa, Kan.	10,081	49	612.	Alma, Mich.	8,341	44
442.	Beatrice, Neb.	11,813	80	527.	Mercedes, Tex.	10,081	226	613.	Creston, Ia.	8,317	82
443.	Miami, Okla.	11,801	80	528.	Fulton, Mo.	10,052	97	614.	Levelland, Tex.	8,264	261
444.	Albemarle, N. C.	11,798	55	529.	Hanford, Cal.	10,028	169	615.	Artesia, N. M.	8,244	200
445.	Pendleton, Ore.	11,774	215	530.	Sanford, N. C.	10,013	53	616.	Raton, N. M.	8,241	177
446.	Visalia, Cal.	11,749	160	531.	Bemidji, Minn.	10,001	190	617.	Fairmont, Minn.	8,193	110
447.	Ocala, Fla.	11,741	85	532.	San Marcos, Tex.	9,980	46	618.	Eunice, La.	8,184	146
				533.	Presque Isle, Me.	9,954	330				

Rank- ing	Location	Distance to nearest TV station	
		1950 Popu- lation	1950 nearest TV station
619.	Russellville, Ark.	8,166	171
620.	Roanoke Rapids, N.C.	8,156	80
621.	Fitzgerald, Ga.	8,130	143
622.	Grants Pass, Ore.	8,116	325
623.	Front Royal, Va.	8,115	58
624.	Portales, N. M.	8,112	195
625.	Longmont, Colo.	8,099	355
626.	Havre, Mont.	8,086	545
627.	Malvern, Ark.	8,072	176
628.	Pecos, Tex.	8,054	310
629.	Hammond, La.	8,010	45
630.	Nevada, Mont.	8,009	88
631.	Bennington, Vt.	8,002	44
632.	Elk City, Okla.	7,962	109
633.	College Station, Tex.	7,925	83
634.	Worthington, Minn.	7,923	150
635.	Alliance, Neb.	7,891	362
636.	Rumford, Me.	7,888	149
637.	Yuba City, Cal.	7,861	98
638.	Oelwein, Ia.	7,858	101
639.	Brookhaven, Miss.	7,801	117
640.	Mineral Wells, Tex.	7,801	50
641.	Brookings, S. D.	7,764	178
642.	Carrollton, Ga.	7,753	42
643.	Wellington, Kan.	7,747	108
644.	Corbin, Ky.	7,744	127
645.	Maryville, Tenn.	7,742	137
646.	Ashland, Ore.	7,739	305
647.	Thibodaux, La.	7,730	47
648.	La Junta, Colo.	7,712	264
649.	Yankton, S. D.	7,709	137
650.	Cherokee, Ia.	7,705	107
651.	Cloquet, Minn.	7,685	123
652.	Livingston, Mont.	7,683	343
653.	McCook, Neb.	7,678	255
654.	The Dalles, Ore.	7,676	150
655.	Union City, Tenn.	7,665	98
656.	Flagstaff, Ariz.	7,663	120
657.	Knoxville, Ia.	7,625	55
658.	Centerville, Ia.	7,625	98
659.	Childress, Tex.	7,619	173
660.	Forrest City, Ark.	7,607	52
661.	McMinnville, Tenn.	7,577	66
662.	Lake City, Fla.	7,571	70
663.	Bainbridge, Ga.	7,562	186
664.	Tullahoma, Tenn.	7,562	63
665.	Clinton, Okla.	7,555	81
666.	Newberry, S. C.	7,546	76
667.	Sterling, Colo.	7,534	376
668.	Pratt, Kan.	7,523	155
669.	Cullman, Ala.	7,523	47
670.	Cuero, Tex.	7,498	79
671.	Dickinson, N. D.	7,469	477
672.	Durango, Colo.	7,459	166
673.	Spencer, Ia.	7,446	102
674.	Douglas, Ga.	7,428	118
675.	Humboldt, Tenn.	7,426	69
676.	Rawlins, Wyo.	7,415	252
677.	Leesburg, Fla.	7,395	108
678.	Grenada, Miss.	7,388	95
679.	Williston, N. D.	7,378	542
680.	St. Johnsbur, Vt.	7,370	144
681.	Crookston, Minn.	7,352	248
682.	Kelso, Wash.	7,345	102
683.	Portage, Wis.	7,334	86
684.	Fairfield, Ia.	7,299	88
685.	Conroe, Tex.	7,298	40.5
686.	Enterprise, Ala.	7,288	161
687.	Stuttgart, Ark.	7,276	107
688.	Eagle Pass, Tex.	7,276	128
689.	Belle Glade, Fla.	7,219	70
690.	Crystal City, Tex.	7,198	97
691.	Mount Airy, N. C.	7,192	54
692.	Concordia, Kan.	7,175	166
693.	Lancaster, S. C.	7,159	45
694.	Stephenville, Tex.	7,155	65
695.	Laurinburg, N. C.	7,134	92
696.	Liberal, Kan.	7,134	210
697.	Starkville, Miss.	7,107	118
698.	Somerset, Ky.	7,097	100
699.	Iola, Kan.	7,094	93
700.	Aiken, S. C.	7,083	123
701.	Sturgeon Bay, Wis.	7,054	125
702.	Bonham, Tex.	7,049	68
703.	Canton, Miss.	7,048	173

Rank- ing	Location	Distance to nearest TV station	
		1950 Popu- lation	1950 nearest TV station
704.	Glasgow, Ky.	7,025	77
705.	Silver City, N. M.	7,022	188
706.	Camden, S. C.	6,986	78
707.	Hazard, Ky.	6,985	85
708.	Marion, Va.	6,982	110
709.	Storm Lake, Ia.	6,954	91
710.	Brenham, Tex.	6,941	68
711.	Shenandoah, Ia.	6,938	46
712.	Thief River Falls, Minn.	6,926	258
713.	Cookeville, Tenn.	6,924	70
714.	Anacortes, Wash.	6,919	62
715.	Magnolia, Ark.	6,918	207
716.	Saranac Lake, N. Y.	6,913	99
717.	Kernit, Tex.	6,912	300
718.	Eufala, Ala.	6,906	138
719.	Rice Lake, Wis.	6,898	80
720.	Pauls Valley, Okla.	6,896	60
721.	Nebraska City, Neb.	6,872	41
722.	Valley City, N. D.	6,851	269
723.	Maryville, Mo.	6,834	85
724.	Marion, S. C.	6,834	124
725.	Henderson, Tex.	6,833	123
726.	Tifton, Ga.	6,831	143
727.	Lamar, Colo.	6,829	302
728.	Grinnell, Ia.	6,828	53
729.	Lake Wales, Fla.	6,821	167
730.	Fort Valley, Ga.	6,820	90
731.	Arkadelphia, Ark.	6,819	197
732.	Lebanon, Mo.	6,808	143
733.	Brigham, Utah	6,790	52
734.	Alamogordo, N. M.	6,783	155
735.	Greenville, Ala.	6,781	116
736.	Toccoa, Ga.	6,781	79
737.	Loveland, Colo.	6,773	358
738.	Elberton, Ga.	6,772	90
739.	Jackson, La.	6,772	92
740.	Prescott, Ariz.	6,764	77
741.	Kosciusko, Miss.	6,753	147
742.	Big Rapids, Mich.	6,736	62
743.	Estherville, Ia.	6,719	114
744.	Little Falls, Minn.	6,717	91
745.	Falfurrias, Tex.	6,712	150
746.	Tuskegee, Ala.	6,712	97
747.	Picayune, Miss.	6,707	46
748.	McMinnville, Ore.	6,635	170
749.	Mexia, Tex.	6,627	78
750.	Breckenridge, Tex.	6,610	96
751.	Welch, W. Va.	6,603	75
752.	Lewistown, Mont.	6,573	448
753.	Morenci, Ariz.	6,541	156
754.	Littlefield, Tex.	6,540	256
755.	Coleman, Tex.	6,530	142
756.	Red Oak, Ia.	6,526	41.5
757.	Winslow, Ariz.	6,518	131
758.	Quincy, Fla.	6,505	185
759.	Alva, Okla.	6,505	109
760.	Atlantic, Ia.	6,480	49
761.	Petoskey, Mich.	6,468	180
762.	West Point, Miss.	6,432	110
763.	Devils Lake, N. D.	6,427	244
764.	Lead, S. D.	6,422	450
765.	Globe, Ariz.	6,419	75
766.	Batesville, Ark.	6,414	109
767.	Fairbury, Neb.	6,395	101
768.	Harriman, Tenn.	6,389	128
769.	Canon City, Col.	6,345	245
770.	Mount Pleasant, Tex.	6,342	109
771.	Alexandria, Minn.	6,319	122
772.	Monahans, Tex.	6,311	301
773.	Benton, Ark.	6,277	159
774.	International Falls, Minn.	6,269	247
775.	Newport, Ark.	6,254	88
776.	El Campo, Tex.	6,237	64
777.	Carroll, Ia.	6,231	64
778.	Fort Payne, Ala.	6,226	88
779.	Dover, Del.	6,223	45
780.	Falls City, Neb.	6,203	86
781.	Holdenville, Okla.	6,192	70
782.	Anadarko, Okla.	6,184	54
783.	York, Neb.	6,178	91
784.	Brownfield, Tex.	6,161	279
785.	Nogales, Ariz.	6,153	161
786.	Franklin, La.	6,144	88

Rank- ing	Location	Distance to nearest TV station	
		1950 Popu- lation	1950 nearest TV station
787.	Columbia, Miss.	6,124	92
788.	Ukiah, Cal.	6,120	105
789.	Cedar City, Utah	6,106	210
790.	Hendersonville, N. C.	6,103	75
791.	North Bend, Ore.	6,099	303
792.	Statesboro, Ga.	6,097	148
793.	Clinton, Mo.	6,075	68
794.	Conway, S. C.	6,073	156
795.	Decorah, Ia.	6,060	132
796.	South Boston, Va.	6,057	65
797.	Murray, Ky.	6,035	90
798.	Houlton, Me.	6,029	301
799.	Searcy, Ark.	6,024	108
800.	Grand Rapids, Minn.	6,019	157
801.	Price, Utah	6,010	100
802.	Georgetown, S. C.	6,004	168
803.	Hugo, Okla.	5,984	113
804.	Lexington, Va.	5,976	105
805.	Belfast, Me.	5,960	170
806.	Brady, Tex.	5,944	130
807.	Crockett, Tex.	5,932	110
808.	Burley, Ida.	5,924	158
809.	Marshall, Minn.	5,923	132
810.	Dalhart, Tex.	5,918	238
811.	Woodward, Okla.	5,915	122
812.	Sparta, Wis.	5,893	138
813.	Lebanon, Ore.	5,873	212
814.	Covington, Va.	5,860	123
815.	Marianna, Fla.	5,845	208
816.	Springdale, Ark.	5,835	102
817.	Vidalia, Ga.	5,819	142
818.	Ajo, Ariz.	5,817	93
819.	De Ridder, La.	5,799	149
820.	Detroit Lakes, Minn.	5,787	181
821.	Hinton, W. Va.	5,780	98
822.	Abilene, Kan.	5,775	140
823.	Pulaski, Tenn.	5,762	68
824.	Millinocket, Me.	5,755	253
825.	Tell City, Ind.	5,735	56
826.	Pierre, S. D.	5,715	308
827.	Cheboygan, Mich.	5,687	200
828.	Deming, N. M.	5,672	104
829.	Emporia, Va.	5,664	72
830.	Gonzales, Tex.	5,659	62
831.	Winnfield, La.	5,629	204
832.	Oakdale, La.	5,598	163
833.	Walsenburg, Col.	5,596	204
834.	Cairo, Ga.	5,577	168
835.	Harrison, Ark.	5,542	160
836.	Vinita, Okla.	5,518	57
837.	Morrilton, Ark.	5,483	162
838.	Wildwood, N. J.	5,475	72
839.	Ely, Minn.	5,474	211
840.	Vandalia, Ill.	5,471	60
841.	Frederick, Okla.	5,467	120
842.	Montevideo, Minn.	5,459	124
843.	Fayetteville, Tenn.	5,447	69
844.	Lawrenceburg, Tenn.	5,442	69
845.	Algona, Ia.	5,415	82
846.	Elko, Nev.	5,393	198
847.	Prairie du Chien, Wis.	5,392	110
848.	Princeton, Ky.	5,388	90
849.	Hobart, Okla.	5,380	98
850.	Alamosa, Col.	5,354	168
851.	Vermillion, S. D.	5,337	118
852.	Fort Morgan, Col.	5,315	410
853.	Ballinger, Tex.	5,302	171
854.	Louisville, Miss.	5,282	132
855.	Alpine, Tex.	5,261	318
856.	Glendive, Mont.	5,254	560
857.	Guntersville, Ala.	5,253	67
858.	Hancock, Mich.	5,223	166
859.	Newport, Vt.	5,217	181
860.	Jasper, Ind.	5,215	68
861.	Hereford, Tex.	5,207	238
862.	Athens, Tex.	5,194	68
863.	Blackfoot, Ida.	5,180	166
864.	Pikeville, Ky.	5,154	62
865.	Madison, S. D.	5,153	200
866.	Brewton, Ala.	5,146	158
867.	Wahpeton, N. D.	5,125	186
868.	Lake City, S. C.	5,112	126
869.	Manistique, Mich.	5,086	213
870.	Angola, Ind.	5,081	59
871.	Logan, W. Va.	5,079	44
872.	Lexington, Neb.	5,068	199

Ranking	Location	Distance to nearest TV station		Ranking	Location	Distance to nearest TV station		Ranking	Location	Distance to nearest TV station	
		1950 Population				1950 Population				1950 Population	
873.	Hot Springs, S. D.	5,030	410	920.	Sidney, Mont.	3,987	615	967.	Rupert, Ida.	3,098	154
874.	Demopolis, Ala.	5,004	90	921.	Weiser, Ida.	3,961	347	968.	Burns, Ore.	3,093	320
875.	Montrose, Colo.	4,964	245	922.	Jacksonville, N. C.	3,960	155	969.	Carson City, Nev.	3,082	170
876.	West Plains, Mo.	4,918	151	923.	Wadena, Minn.	3,958	138	970.	Craig, Colo.	3,080	222
877.	Kellogg, Ida.	4,913	294	924.	Boulder City, Nev.	3,903	218	971.	Emmett, Ida.	3,067	317
878.	Red Bluff, Cal.	4,905	166	925.	Rogers City, Mich.	3,873	190	972.	Shelby, Mont.	3,058	490
879.	Grafton, N. D.	4,901	307	926.	Cody, Wyo.	3,872	297	973.	Fort Kent, Me.	3,001	353
880.	Lampasas, Tex.	4,869	113	927.	Evanston, Wyo.	3,863	59	974.	Bad Axe, Mich.	2,973	99
881.	Gladstone, Mich.	4,831	197	928.	Colby, Kan.	3,859	322	975.	Rugby, N. D.	2,907	397
882.	Harlan, Ky.	4,786	118	929.	Houghton, Mich.	3,829	265	976.	Thermopolis, Wyo.	2,870	270
883.	Monett, Mo.	4,771	126	930.	Glasgow, Mont.	3,821	580	977.	Winnemucca, Nev.	2,847	298
884.	Guymon, Okla.	4,718	232	931.	Littleton, N. H.	3,819	136	978.	Vernal, Utah	2,845	125
885.	Goodland, Kan.	4,690	340	932.	Powell, Wyo.	3,804	319	979.	Alturas, Cal.	2,819	273
886.	Clanton, Ala.	4,640	45	933.	Bisbee, Ariz.	3,801	188	980.	Grand Coulee, Wash.	2,741	159
887.	Richland Center, Wis.	4,608	126	934.	Deer Lodge, Mont.	3,779	490	981.	Red Lodge, Mont.	2,730	332
888.	Calais, Me.	4,589	270	935.	Safford, Ariz.	3,756	142	982.	Hamilton, Mont.	2,678	390
889.	Ephrata, Wash.	4,589	131	936.	Mobridge, S. D.	3,753	453	983.	Buffalo, Wyo.	2,674	361
890.	Quanah, Tex.	4,589	156	937.	Van Buren, Me.	3,732	358	984.	Bar Harbor, Me.	2,572	195
891.	Hot Springs, N. M.	4,563	140	938.	Cut Bank, Mont.	3,731	475	985.	Dover-Foxcroft, Me.	2,566	209
892.	St. George, Utah	4,562	271	939.	Laurel, Mont.	3,663	370	986.	Wolf Point, Mont.	2,557	592
893.	Salida, Colo.	4,553	242	940.	Emporium, Pa.	3,646	88	987.	Douglas, Wyo.	2,544	361
894.	Jerome, Ida.	4,523	189	941.	Henderson, Nev.	3,643	210	988.	Lovell, Wyo.	2,508	332
895.	Farmington, Mo.	4,490	58	942.	Farmington, N. M.	3,637	145	989.	Thomasville, Ala.	2,425	121
896.	Pearsal, Tex.	4,481	52	943.	Marfa, Tex.	3,603	140	990.	Fallon, Nev.	2,400	226
897.	Larned, Kan.	4,447	205	944.	Eloy, Ariz.	3,580	58	991.	Harvey, N. D.	2,337	374
898.	Fort Stockton, Tex.	4,444	182	945.	Ahoskle, N. C.	3,579	58	992.	Holbrook, Ariz.	2,336	143
899.	Perryton, Tex.	4,417	195	946.	Ely, Nev.	3,558	190	993.	Hardin, Mont.	2,306	406
900.	Jasper, Tex.	4,403	121	947.	Belle Fourche, S. D.	3,540	461	994.	McGill, Nev.	2,297	178
901.	Farmville, Va.	4,375	53	948.	Lordsburg, N. M.	3,525	208	995.	Wheatland, Wyo.	2,286	370
902.	Socorro, N. M.	4,334	72	949.	Clayton, N. M.	3,515	214	996.	Polson, Mont.	2,280	382
903.	Miami, Ariz.	4,329	68	950.	Campbellsville, Ky.	3,477	65	997.	Bottineau, N. D.	2,268	431
904.	Norton, Va.	4,315	102	951.	Sturgis, S. D.	3,471	440	998.	Greybull, Wyo.	2,262	322
905.	Coolidge, Ariz.	4,306	46	952.	Clifton, Ariz.	3,466	159	999.	Gillette, Wyo.	2,191	406
906.	Hebbronville, Tex.	4,302	145	953.	Broken Bow, Neb.	3,396	192	1000.	New Rockford, N. D.	2,185	337
907.	Swainsboro, Ga.	4,300	142	954.	Newcastle, Wyo.	3,395	445	1001.	Williams, Ariz.	2,152	122
908.	Southern Pines, N. C.	4,272	65	955.	Lander, Wyo.	3,349	215	1002.	Carrington, N. D.	2,101	331
909.	Sandpoint, Ida.	4,265	275	956.	Kingman, Ariz.	3,342	163	1003.	West Branch, Mich.	2,098	108
910.	Rexburg, Ida.	4,253	208	957.	Dillon, Mont.	3,268	310	1004.	Lusk, Wyo.	2,089	407
911.	Richfield, Utah	4,212	140	958.	Whitefish, Mont.	3,268	378	1005.	East Tawas, Mich.	2,040	120
912.	Worland, Wyo.	4,202	305	959.	Winner, S. D.	3,252	247	1006.	Lisbon, N. D.	2,031	239
913.	Casa Grande, Ariz.	4,181	44	960.	Torrington, Wyo.	3,247	406	1007.	Hawthorne, Nev.	1,861	210
914.	Riverton, Wyo.	4,142	238	961.	Yreka City, Cal.	3,227	272	1008.	Lovelock, Nev.	1,604	267
915.	Delta, Colo.	4,097	245	962.	Floydada, Tex.	3,210	142	1009.	Tonopah, Nev.	1,375	270
916.	Leadville, Colo.	4,081	312	963.	Green River, Wyo.	3,187	137	1010.	Calumet, Mich.	1,256	270
917.	Iron River, Mich.	4,048	210	964.	Wallace, Ida.	3,140	299	1011.	Carlin, Nev.	1,203	215
918.	Preston, Ida.	4,045	90	965.	Lovington, N. M.	3,134	241	1012.	Yerington, Nev.	1,157	191
919.	Payette, Ida.	4,032	339	966.	Gooding, Ida.	3,099	206	1013.	Goldfield, Nev.	336	248

APPENDIX B

GROUP B-1

Ranking	Location	1950 Population	No. Services	Distance to Nearest TV Station	Ranking	Location	1950 Population	No. Services	Distance to Nearest TV Station
1.	Bridgeport, Conn.	158,709	1	18	28.	Kannapolis, N. C.	28,448	1	25
2.	Canton, O.	116,912	1	35	29.	Lebanon, Pa.	28,156	1	25
3.	Fall River, Mass.	111,963	1	20	30.	Bremerton, Wash.	27,678	1	10
4.	Reading, Pa.	109,320	1	27	31.	Norman, Okla.	27,006	1	25
5.	New Bedford, Mass.	109,189	1	27	32.	Washington, Pa.	26,280	1	25
6.	Allentown, Pa.	106,756	1	39	33.	Burlington, N. C.	24,560	1	15
7.	Waterbury, Conn.	104,477	1	10	34.	Rock Hill, S. C.	24,502	1	25
8.	Harrisburg, Pa.	89,544	1	32	35.	Gloversville, N. Y.	23,634	1	35
9.	New Britain, Conn.	73,726	1	20	36.	Butler, Pa.	23,482	1	28
10.	Racine, Wis.	71,193	1	16	37.	Lawrence, Kan.	23,351	1	35
11.	York, Pa.	59,953	1	21	38.	Gastonia, N. C.	23,069	1	2
12.	Kenosha, Wis.	54,368	1	36	39.	Shawnee, Okla.	22,948	1	36
13.	Jackson, Mich.	51,088	1	35	40.	Leavenworth, Kan.	20,579	1	25
14.	New Castle, Pa.	48,834	1	39	41.	East Lansing, Mich.	20,325	1	3
15.	Battle Creek, Mich.	48,666	1	18	42.	Meadville, Pa.	18,972	1	32
16.	Anderson, Ind.	46,820	1	33	43.	Columbus, Ind.	18,370	1	32
17.	Meriden, Conn.	44,088	1	10	44.	Oklmulgee, Okla.	18,317	1	35
18.	High Point, N. C.	39,973	1	13	45.	Dunkirk, N. Y.	18,007	1	37
19.	Portsmouth, O.	36,798	1	39	46.	Statesville, N. C.	16,901	1	36
20.	Fort Lauderdale, Fla.	36,328	1	25	47.	Shelby, N. C.	15,508	1	25
21.	Everett, Wash.	33,849	1	25	48.	Hickory, N. C.	14,755	1	33
22.	Marion, O.	33,818	1	39.1	49.	St. Augustine, Fla.	13,555	1	32
23.	Belleville, Ill.	32,721	1	14	50.	Murfreesboro, Tenn.	13,052	1	30
24.	Alton, Ill.	32,550	1	20	51.	Sapulpa, Okla.	13,031	1	14
25.	Amsterdam, N. Y.	32,240	1	22	52.	Cleburne, Tex.	12,905	1	32
26.	Ashland, Ky.	31,131	1	15	53.	Elizabeth City, N. C.	12,625	1	39
27.	Massillon, O.	29,594	1	35	54.	Bedford, Ind.	12,562	1	22
					55.	Mt. Vernon, O.	12,185	1	39
					56.	Boone, Ia.	12,164	1	12

GROUP B-1—Continued

Rank- ing	Location	1950 Population	No. Services	Distance to Nearest TV Station
57.	Shelbyville, Ind.	11,734	1	27
58.	Newton, Ia.	11,723	1	39
59.	El Reno, Okla.	10,991	1	28
60.	Guthrie, Okla.	10,113	1	21
61.	Weatherford, Tex.	8,093	1	32
62.	Lebanon, Tenn.	7,913	1	30
63.	Gallipolis, O.	7,871	1	33
64.	Lebanon, Ind.	7,631	1	25
65.	Webster City, Ia.	7,611	1	34
66.	Atrisco-Five Points, N. M.	7,367	1	5
67.	Williamsburg, Va.	6,735	1	37
68.	Springfield, Tenn.	6,506	1	27
69.	Rosenburg, Tex.	6,210	1	27
70.	Olathe, Kan.	5,593	1	20
71.	Claremore, Okla.	5,494	1	25
72.	Festus, Mo.	5,199	1	28
73.	Gallatin, Tenn.	5,107	1	28
74.	Belen, N. M.	4,495	1	32
75.	Pryor Creek, Okla.	4,486	1	39.5
76.	Covington, Tenn.	4,379	1	30
77.	Lowell, Mass.	97,249	2	19
78.	Lawrence, Mass.	80,536	2	20
79.	Springfield, O.	78,508	2	32
80.	Bethlehem, Pa.	66,340	2	36
81.	Richmond, Ind.	39,539	2	35
82.	Auburn, N. Y.	36,722	2	25
83.	Nashua, N. H.	34,669	2	30
84.	Clinton, Ia.	30,379	2	25
85.	Ithaca, N. Y.	29,257	2	39
86.	Bessemer, Ala.	28,445	2	10
87.	Michigan City, Ind.	28,395	2	39
88.	Oswego, N. Y.	22,647	2	25
89.	Muscatine, Ia.	19,041	2	25
90.	Bridgeton, N. J.	18,378	2	35
91.	Batavia, N. Y.	17,799	2	32
92.	Piqua, O.	17,447	2	32
93.	Kewanee, Ill.	16,821	2	32
94.	Fremont, Neb.	14,762	2	31
95.	Napa, Cal.	13,579	2	34
96.	Talladega, Ala.	13,134	2	39.8
97.	New Braunfels, Tex.	12,210	2	30
98.	Terrell, Tex.	11,544	2	27
99.	McKinney, Tex.	10,560	2	32
100.	Seguin, Tex.	9,733	2	33
101.	Sylacauga, Ala.	9,606	2	38.5
102.	Jasper, Ala.	8,589	2	36
103.	Stillwater, Minn.	7,674	2	18
104.	Madison, Ind.	7,506	2	39.4
105.	Northfield, Minn.	7,487	2	36
106.	Tooele, Utah	7,269	2	28
107.	Hastings, Minn.	6,560	2	22
108.	Elizabethtown, Ky.	5,807	2	39
109.	Akron, O.	274,605	3	18
110.	Worcester, Mass.	203,486	3	30
111.	Trenton, N. J.	128,009	3	28
112.	Pontiac, Mich.	73,681	3	19
113.	Brockton, Mass.	62,860	3	20
114.	Lorain, O.	51,202	3	26
115.	Ann Arbor, Mich.	48,251	3	31
116.	Newark, O.	34,275	3	33
117.	Lancaster, O.	24,180	3	30
118.	Denton, Tex.	21,372	3	30
119.	Marietta, Ga.	20,687	3	10
120.	Cortland, N. Y.	18,152	3	24
121.	Griffin, Ga.	13,982	3	36
122.	Waxahachie, Tex.	11,204	3	26
123.	Petaluma, Calif.	10,315	3	33
124.	Newnan, Ga.	8,218	3	37
125.	Cartersville, Ga.	7,270	3	34
126.	Port Chicago, Cal.	3,290	3	28
127.	Gary, Ind.	133,911	4	22
128.	Hammond, Ind.	87,594	4	23
129.	Joliet, Ill.	51,601	4	31
130.	Aurora, Ill.	50,576	4	36
131.	Elgin, Ill.	44,223	4	33
132.	Waukegan, Ill.	38,946	4	35
133.	Hamilton-Middletown, O.	91,646	5	20
134.	Frederick, Md.	18,142	5	36
135.	Asbury Park, N. J.	17,094	6	33
136.	Paterson, N. J.	139,336	7	12
137.	Stamford-Norwalk, Conn.	123,753	7	31
138.	New Brunswick, N. J.	38,811	7	25
139.	Corona, Cal.	10,223	7	37
140.	Annapolis, Md.	10,047	7	25

GROUP B-2

Location	1950 Population	Number Stations
141. Albany-Schenectady-Troy, N. Y.	299,091	1
142. Grand Rapids, Mich.	176,515	1
143. New Haven, Conn.	164,443	1
144. Utica-Rome, N. Y.	143,213	1
145. Erie, Pa.	130,803	1
146. Wilmington, Del.	110,356	1
147. Lansing, Mich.	92,129	1
148. Binghamton, N. Y.	80,674	1
149. Greensboro, N. C.	74,389	1
150. Lancaster, Pa.	63,774	1
151. Johnstown, Pa.	63,232	1
152. Kalamazoo, Mich.	57,704	1
153. Bloomington, Ind.	28,163	1
154. Ames, Ia.	22,898	1
155. Dallas, Tex.	434,462	2
156. Louisville, Ky.	369,129	2
157. Birmingham, Ala.	326,037	2
158. Dayton, O.	243,872	2
159. Davenport, Ia.-Rock Island-Moline, Ill.	160,656	2
160. Philadelphia, Pa.	2,071,605	3
161. Detroit, Mich.	1,849,568	3
162. Baltimore, Md.	949,708	3
163. Cleveland, O.	914,808	3
164. Cincinnati, O.	503,998	3
165. Columbus, O.	375,901	3
166. Atlanta, Ga.	331,314	3
167. Chicago, Ill.	3,620,962	4
168. Washington, D. C.	802,178	4
169. New York, N. Y.	7,891,557	6
170. Los Angeles, Cal.	1,970,358	7

GROUP B-3

Rank- ing	Location	1950 Population	No. Services	Distance to Nearest TV Station
171.	Des Moines, Ia.	177,965	1	28
172.	Hartford, Conn.	177,397	1	30
173.	Tacoma, Wash.	143,673	1	23
174.	San Jose, Cal.	95,280	1	38.5
175.	Winston-Salem, N. C.	87,811	1	23
176.	Altoona, Pa.	77,177	1	28
177.	Petersburg, Va.	35,054	1	22
178.	Mesa, Ariz.	16,790	1	14

GROUP B-4

	1950 Population	Number Services	Number Stations
179.	St. Louis, Mo.	856,796	1
180.	Pittsburgh, Pa.	676,806	1
181.	Buffalo-Niagara Falls, N. Y.	671,004	1
182.	Milwaukee, Wis.	637,392	1
183.	Houston, Tex.	596,163	1
184.	New Orleans, La.	570,445	1
185.	Seattle, Wash.	467,591	1
186.	Kansas City, Mo.	456,622	1
187.	Indianapolis, Ind.	427,173	1
188.	Memphis, Tenn.	396,000	1
189.	Norfolk-Portsmouth-Newport News, Va.	335,910	1
190.	San Diego, Cal.	334,387	1
191.	Rochester, N. Y.	332,488	1
192.	Toledo, O.	303,616	1
193.	Miami, Fla.	249,276	1
194.	Oklahoma City, Okla.	243,504	1
195.	Richmond, Va.	230,310	1
196.	Jacksonville, Fla.	204,517	1
197.	Tulsa, Okla.	182,740	1
198.	Nashville, Tenn.	174,307	1
199.	Charlotte, N. C.	134,042	1
200.	Phoenix, Ariz.	106,818	1
201.	Albuquerque, N. M.	96,815	1
202.	Huntington, W. Va.	86,353	1

GROUP B-5

203.	Ogden, Utah	57,112	2	0
204.	Provo, Utah	28,937	2	0
205.	Fort Worth, Tex.	278,778	3	1
206.	Providence, R. I.	248,674	2	1
207.	Minneapolis-St. Paul, Minn.	833,067	2	2
208.	Boston, Mass.	801,444	3	2
209.	San Antonio, Tex.	408,442	2	2
210.	Omaha, Neb.	251,117	2	2
211.	Salt Lake City, Utah	182,121	2	2
212.	San Francisco, Cal.	1,159,932	3	3

Correction Sheet

ERRATA TO FINAL TELEVISION ALLOCATION REPORT

As Issued May 16 by FCC, Correcting Its Sixth Report & Order of April 14, 1952

Pages referred to are those in copies printed by Television Digest

- page 32: Para. 255(b), 3rd line, delete "VHF".
- page 33: Para. 256(c), Plan 3 of table, Albany-Schenectady-Troy, add "*" to 17.
- page 52: Para. 376(g), Plan 1 of table, change bold-face "*12" to light-face; Plan 3, make "Flex. channel" bold-face.
- page 54: Para. 404(e), Plans 1 & 2, Indianapolis, change light-face "*12" to bold-face; Plan 1, Bloomington, change 46 to 36; Plan 3, Cincinnati, change light-face "13" to bold-face; Plan 3, Clarksburg, add bold-face "5" to vhf channel column.
- page 67: Para. 480, 6th line, change 60 to 61.
- page 70: Para. 497(c), Flint, proposed changes, vhf Channel No., move "12" into vhf column.
- page 71: Para. 507(e), table, next to last line, proposed changes, change bold-face "*20" to light-face.
- page 74: Para. 521(d), table, Hannibal, change light-face "3" to bold-face; Milwaukee, change light-face "*8" to bold-face.
- page 75: Para. 528(c), table, Urbana, change bold-face "*27" to light-face.
- page 79: Para. 547(o), table, Des Moines, change bold-face "*17" to light-face.
- page 81: Para. 572(g), 2nd line, delete "Station".
- page 86: Para. 588(h), table, Kansas City, change bold-face "*19" to light-face.
- page 89: Para. 610(g), table, Omaha, change bold-face "7" to light-face.
- page 90: Para. 617, last line, change "DENIED" to "denied".
- page 98: Para. 665, footnote 139, add "Pa." to Pittsburgh.
- page 103: Para. 685(c), footnote 148, 4th line, change "then" to "than".
- pages 113-117: Change "Johnstown" to "Johnston" in Paragraphs 767(f), 768(d), 793(b), 793(d), 797, 798, 801(c).
- page 120: Para. 821(c), table, Melbourne, delete underline in vhf channel column.
- page 125: Para. 848(b), table, change "Claramore" to "Claremore".
- page 125: Para. 851(b), table, Boulder City, Plan 2, delete "*9" and "22".
- page 130: Para. 871, 4th line from end, delete "City".
- page 136: Para. 932(c), table, change bold-face "*3", "*46" and "*12" to light-face.
- page 147: Para. 971(f), table, Tijuana, make following bold-face; 39, 45, 51, 57, 63.
- page 155: Appendix C(1), Sec. 1.371, Para. (b), 18th line, add "3.607(b)" after "Section".
- page 156: Appendix C(1), Sec. 1.371, Para. (j), 10th line, add "all" after "forms".

- Page 162: Appendix D, table of contents, under section titled "Cross-Reference to Recodification Subpart I of Part 3", change column headed "Section" to "Old Number" and change column headed "Old No." to "New Number".
- Page 162: Appendix D, table of contents, bottom of page, change "Appendix A" to "Appendix B", "Appendix B" to "Appendix II", "Appendix C" to "Appendix III".
- Page 163: Appendix D, change "Appendix C" to "Appendix III" in lines I to VI.
- Page 169: Appendix D, Sec. 3.606(b), Territories & Possessions, correct alphabetical listing of cities.
- Page 171: Appendix D, Sec. 3.610(a)(1)(i) and (iii), last line, change "Appendix A" to "Appendix I".
- Page 173: Appendix D, Sec. 3.611(d)(1), (3), (4) and footnote 7, change "Appendix B" to "Appendix II".
- Pages 174-187: Appendix D, change "Appendix C" to "Appendix III" in Secs. 3.614(a), 3.614(b)(1), 3.614(b)(2), 3.682(a)(4), 3.682(a)(9), 3.684(c), 3.685(e)(2), 3.685(e)(3), 3.687(a)(1), footnote 27, 3.687(a)(4), 3.687(b)(2).
- Page 191: Change "Appendix A" to "Appendix I".
- Page 192: Change "Appendix B" to "Appendix II".
- Page 194: Change "Appendix B" to "Appendix II".
- Page 195: Change "Appendix C" to "Appendix III".
- Pages 240-243: Appendix E, Flagstaff, Ariz., last column, add "239"; Centralia, Ill., first column, add "529"; Johnstown, Pa., last column, add "374"; Kirksville, Mo., first column, add "527"; Adams, Wis., first column, add "none"; Chilton, Wis., first column, add "none"; Park Falls, Wis., first column, add "none"; Shell Lake, Wis., first column, add "none"; Cheyenne, Wyo., first column, add "none"; Rawlins, Wyo., first column, add "none".

Television Digest

with **ELECTRONICS REPORTS**

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JUN 2 1952

May 31, 1952

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With This Issue: Supplement No. 81-A—Geographical State & City Priorities for Processing TV Applications

FCC's PRIORITY LIST BY STATE-&CITY: To save you a lot of page-thumbing and cussing, we've taken FCC's list of city-by-city priorities for processing applications after July 1 -- published last week as Supplement No. 81 -- and rearranged it into state-and-city form as Supplement No. 81-A, sent herewith to full-service subscribers.

You can now determine position of any city with minimum of hide-and-seek.

We will continue to publish such basic TV tools as they become available or necessary. We've now provided you, for your post-freeze TV reference file:

- (1) The 243-page Final TV Allocation Report of April 14, 1952.
- (2) Geographical Coordinates of Existing Stations.
- (3) TV Station Operating Costs (reprint of article by Joe Herold).
- (4) VHF & UHF Allocations by Channels (Supplement No. 78).
- (5) Tables of Maximum Powers for Various Heights, and Tables of Service Contours (Supplement No. 80).
- (6) City-by-City Priorities for the Processing of Applications for New TV Stations (Supplements No. 81 & 81-A).

Note: A sharp-eyed engineer calls our attention to a minor error in Supplement No. 80. Under "Grade A Service Contours" for Channels 7-13, figure accompanying 71 db should be "3.55 mv/m" instead of "3.16 mv/m".

REASONS FOR DRIBBLE OF APPLICATIONS: Processing of applications starts in a month, yet only 41 applications (16 of them uhf) are officially on file with FCC. That's all that have been filed on new forms since end of freeze. Reasons behind slow rate of filing are essentially same as before:

- (1) Strategy -- "Let's wait until the competition tips its hand."
- (2) Difficulties in completing applications -- technical, financial, programming, and the like.

Just how much "strategy" can be exercised has everyone guessing. FCC will begin processing applications July 1, but there's widespread popular misconception that it's a "cutoff date" -- that Commission will process all applications received prior to July 1 before it considers those filed later. Facts are simply these:

- (1) FCC will start examining applications July 1, beginning with those from Denver (Group A) and Bridgeport (Group B), according to published priority lists (see Supplements No. 81 & 81-A).
- (2) Whenever 2 applicants specify same channel in same city, they'll be set for hearing at some future date.
- (3) Any application which is sole seeker for a channel will be placed before Commission to be granted if applicant is fully qualified financially, technically, etc. Vast majority of such applicants presumably will be so qualified.

(4) If an applicant is quite sure that two or more requests will be made for the channel he desires, there's no great rush for him to get on file by July 1. If he chooses, he can wait until FCC sets date for hearing; he can then file any time up to 20 days before hearing is due to start, and be placed in hearing on equal footing with applicants already involved in the hearing.

(5) If applicant isn't sure two or more will file for his channel, he may choose to file early in hopes he'll be granted before his competition wakes up.

Applicant can never be completely sure, of course, so that's what everyone is worrying about. Yet applicants shouldn't worry excessively, in the opinion of commissioners and staff, because they expect substantial period of time to elapse before first grant can be made. As Comr. Hyde puts it: "We won't make any grants on July 2. Each application must be carefully studied." Thus applicants will have a little time to scan what's on file, make up their minds.

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Personally, we think very few CPs, if any, will be granted before Aug. 1, and we doubt whether any hearings will start before Aug. 15. FCC just doesn't work that fast, particularly when it has 500-1000 applications to examine.

Joseph Nelson, chief of TV applications branch, looks for big glut of applications by July 1, but he expects very substantial number to come later. "If a man scans the priority list," he says, "and sees that his city is quite far down the line, he'll see he has no reason to break his neck rushing to file."

One factor some people still don't appreciate is that date of filing application is meaningless so far as priorities of processing is concerned. An application filed today gets no advantage over one filed July 1, and frequently has no jump on those filed even later. City's position on priority list is what counts.

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Senate gave FCC and applicants a lift this week when Appropriations Committee reported bill giving Commission \$600,000 extra for TV processing. Though Interstate & Foreign Commerce Committee had asked for \$800,000, Chairman Johnson was well pleased, continued his campaign urging constituents to "get out the vote" from their Senators and Congressmen. Bill is likely to come up for final Senate vote next week. After that, job is to get House to agree with Senate.

In reporting extra funds for Commission, Appropriations Committee directed FCC to explore idea of charging fees to applicants and licensees. Congress has suggested this before, but Commission has always shied away from it.

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Problem about studio locations, raised last week (Vol. 8:21) by WDRC, Hartford, which wants to place studio outside city limits, was answered by Commission in letter stating FCC will waive rules where "severe and undue hardship" exists.

TV-AVIATION AGREEMENT ON HIGH TOWERS: There'll be no new hard-and-fast FCC rules to restrict telecasters further in choice of tower sites.

This basic decision came out of harmonious 5-hour conference May 28 between representatives of FCC, CAA & TV and aviation industries on air navigation problems posed by greater tower heights permitted under new TV allocation.

Important aspects of question are still to be worked out -- and decisions made this week by working committee (Vol. 8:17,19-20) are subject to ratification by larger representative body headed by FCC Comr. Webster and CAA Deputy administrator F. B. Lee. This could come as soon as 3-4 weeks. Although details of agreement are under wraps, it's known that group decided there should be no changes in Part 17 of FCC regulations -- which governs aeronautical study of towers over 500 ft. -- nor should there be any blanket criteria to determine approval or denial of towers.

This is what TV industry wanted, and it turned out to be quite acceptable to aviation industry. Latter fact is largely due to efforts of NARTB, Assn. of Federal Communications Consulting Engineers and Federal Communications Bar Assn., whose representatives allayed aviation industry's fears that hundreds of 1000 and 2000-ft. TV towers would crop up virtually overnight.

MORE ON 'TAPPING' TV FOR PORTLAND: We weren't told, hence didn't report to you last week (Vol. 8:21), all pertinent details of "the Portland TV story." It develops now that, by omission, our account of Portland radio stations' plans to bring telecasts of the July political conventions to their city did an injustice to the company that really first projected the plan -- namely, Seattle's live-wire KING-TV.

Week or more before the Portland stations got around to it, KING-TV hired Portland's big civic auditorium, capable of holding 3000 persons, arranged with 14 set distributors to install 50-75 receivers, and informed people of Portland they would be invited to come and look. It even got writeup in Portland Oregonian, and written promises of promotional support from promotion manager of that newspaper.

Thereafter the 3 Portland stations -- Oregonian's KQW, Westinghouse's KEX and Marshall Field's KOIN--put heads together to plan similar service. We got dope on latter effort, not KING's. Now it's question whether the Portland enterprisers (with Journal KPOJ added) will join forces with their neighbor from the north and perhaps hire several more halls for joint promotional effort. So far, they haven't asked phone company for lines; reluctance to join with KING-TV may be due to fact (1) Mrs. Scott Bullitt developed TV in Seattle while they eyed it askance, one even surrendering CP, and (2) Mrs. Bullitt intends filing for own station in Portland.

TRANSIT FM UPHELD BY SUPREME COURT: Great hopes once held for transit FM may yet be realized. With May 26 Supreme Court decision giving it clearcut go-ahead, many FM operators who have clung to their stations through years of red ink now see fairly clear road ahead for this specialized service.

Court held 7-1 that FM programs on buses, streetcars, etc. do not violate public's constitutional "freedom to listen" or "privacy". Justice Douglas, dissenting, claimed: "Once a man is forced to submit to one type of radio program, he can be forced to submit to another. It may be a short step from a cultural program to a political program." Justice Frankfurter said he objects so violently to the broadcasts that he "had better not participate" in decision.

Basic position of majority was that transmits neither deprive public of freedoms guaranteed by First Amendment nor invade rights of privacy. "However complete [a passenger's] right of privacy may be at home," majority said, "it is substantially limited by the rights of others when its possessor travels on a public thoroughfare or rides in a public conveyance."

Jubilant transit FM operators began to plan expansion. Transit Radio Inc., 1109 Union Trust Bldg., Cincinnati, headed by WKRC's Hulbert Taft Jr., called for June 3 board meeting in Cincinnati. Ben Strouse's WWDC-FM, Washington, which was target of case which went to the highest court, plans gradually to increase installations from 450 to some 1500, reports encouraging response from advertisers. The decision was thumping victory for WWDC counsel W. Theodore Pierson, who also argued for Capital Transit and Public Utilities Commission.

Transit Radio lists 10 stations operating transit radio systems (number of vehicles in parentheses): Des Moines, KCBC-FM (150); Cincinnati, WKRC-FM (500); St. Louis, KXOK-FM (1000); Kansas City, KCMO-FM (450); Worcester, WGTR (200); Tacoma, KTNT (150); Pittsburgh, WJKF (100); Washington, WWDC-FM (450); Trenton, WTOA (150); Houston, KPRC-FM (250). Transit Radio says some 20 more once had such operations and now many of these are considering resuming.

Though TV on vehicles may sound a bit fanciful now, Court decision gives it ample legal protection. Experiments have already been made installing TV sets in buses, trains, planes, ships.

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Opponents of transit FM aren't giving up, though resounding defeat has taken much wind out of their sails. They're now talking of going to Congress and to FCC. They'll probably have tough time getting Congress to bestir itself, and Commission hasn't given them much encouragement in past.

The only related action FCC has taken so far occurred year ago when it informed FM operators that "functional music" and "storecasting" -- so-called "beep" services which employ supersonic note to cut voice in and out -- violate Communica-

tions Act and FCC rules. At that time, Commission intimated it may have questions about transit operations, too.

Subject has been buried in Commission files pending Court decision, but FCC is still obviously loathe to extinguish the few sparks which have kept some stations going. In addition, the one FCC attorney who was dedicated to abolishing the specialized services has been on year's leave, isn't due back until August. Matter will probably stay dormant indefinitely and eventually be dropped by Commission.

NETWORK RADIO RATE STRUCTURE SHAKY: Network radio business is slipping so badly that "deals" with sponsors are order of the day -- and the formalizing of rate cuts as great as 50% is regarded as merely a matter of who announces them first.

Only balm for the business of broadcasting is that local and spot seem to be holding their own and in many cases increasing. Besides researches designed to prove undoubted efficacy of radio advertising, broadcasters through their 622-member BAB this summer will launch \$600,000 promotion campaign to help hypo radio.

But talk all they want about the resurgence of radio, survey their heads off, promote radio as hard as they will, the fact remains that the broadcasters are plenty worried. Their spokesman, Broadcasting Magazine, headlines "Second Rate Cut Crisis" May 26, and its able interpreter Edwin H. James reports thus on the valiant effort of All-Industry Affiliates Committee to hold the line:

"What can the Affiliates Committee do to prevent another collapse of network rates? The answer: Very little. If the committee had any chance of holding off the [10-15%] reductions of a year ago, it has a much weaker chance now. The reason is that CBS Radio has managed to rewrite a large majority of its affiliation contracts." Then Mr. James goes on to explain the "chain reaction" that will set in when, as many fear, CBS again takes initiative in announcing reductions:

"Except for perhaps a dozen key affiliates, CBS Radio stations now have contracts that allow the network to change rates at will without consultation with the stations. It is doubtful that these dozen could throw up a roadblock big enough to stop a rate cut if the network decided it was time to make one.

"Let CBS Radio cut its rates, and the other networks would undoubtedly have little trouble bringing their affiliates to accept reductions to match. To hold out would mean presenting CBS Radio with all the business it could cram on the air."

Growth of the TV prodigy, now selling more dollars worth of network time than radio, doubtless can be blamed for part of the decline in network radio. It ill behoves the TV child, offspring of radio, to crow at the plight of its parents, of course, but the facts are hard and certain: TV billings are going up, radio down.

For proof, study the PIB tables on page 6 of our Vol. 8:21, covering Jan.-thru-April network billings. Needless here to delineate the upward climb of TV, as shown by the figures, but the downtrend of radio is just as clear.

Gross time billings of the 4 radio networks are down, in round figures, from \$64,000,000 for the first 4 months of 1951 to \$56,500,000 for same 1952 period.

Here's how the 2 biggest networks dropped during the comparative periods: CBS, from \$26,213,046 to \$20,047,381; NBC, from \$19,931,091 to \$16,614,038.

ABC and Mutual went up -- former from \$11,673,661 to \$13,079,310 and latter from \$6,157,399 to \$6,803,956 -- but these gains do not belie the over-all trend, nor can fact be blinked that NBC and CBS have always been leaders and bellwethers.

If further proof is needed of decline in network radio sponsorships, there is also PIB's analysis of media expenditures of leading advertisers in 7 basic categories during first quarter (see item below). It's not very encouraging to radio.

Network TV time billings of leading advertisers in the 7 categories covered by Publishers Information Bureau for first quarter 1952 were up 74% (to \$45,721,135) from same 1951 period (\$25,348,648). Radio dropped 12% (to \$42,600,798) from \$48,132,847. Other media: General magazines gained 10%, farm papers 11%; newspaper sections dropped 8%. In apparel category, network TV advertisers increased billings 56%, radio advertisers decreased 77%;

business-financial, TV up 55%, radio up 1%; drugs-toiletries, TV up 131%, radio, down 14%; foods-beverages, TV up 68%, radio down 16%; tobacco, TV up 67%, radio down 8%; home-building, TV up 69%, radio up 1%; transportation-agriculture, TV up 58%, radio down 16%. (Note: Separate breakdowns, with names and expenditures of advertisers in each category, are published in PIB's *Newsletter for Advertising Account Executives*.)

Personal Notes: Wm. H. Fineshriber Jr., MBS executive v.p., replaces ex-MBS president Frank White on NARTB radio board . . . Dick Dorrance has resigned as Mutual public relations director to form Dorrance & Co., 32 E. 39th St., New York (promotion); Frank Zuzulo promoted to director of press information . . . Charles C. Barry, NBC radio program v.p., off this week on flying trip to Europe, returning in mid-June . . . Paul Monroe, ex-sales mgr., Liberty Broadcasting System and ex-Wm. Weintraub agency, joins Screen Associates, Los Angeles (Sherrill C. Corwin) as management engineer . . . Jack A. Moffet, ex-Wm. L. Foss Inc., joins staff of Russell P. May, Washington consulting engineer . . . Rodney D. Chipp, DuMont engineering director, elected treasurer of Technical Societies Council of New York Inc. . . . Wm. S. Hedges, NBC v.p. in charge of integrated services, elected secy.-treas., N. Y. Rotary Club . . . Don Roberts, v.p. of Sullivan, Stauffer, Colwell & Bayles, joins ABC-radio June 1 as director of central div. . . . John L. McQuigg resigns from Geyer, Newell & Ganger to join new Lennen & Newell Inc. as executive v.p. in charge of Detroit office . . . Robert G. Swan, TV-radio director, elected v.p., Joseph Katz Co., Baltimore . . . Sydney G. Walton, ex-Matson Lines, named v.p. of Kenyon & Eckhardt in charge of San Francisco offices . . . Lawrence E. DuPont named TV-radio director, Rogers & Smith Adv., Dallas, replacing Edward E. Kash, transferred to Chicago office . . . Thomas F. O'Neil, new president of MBS and head of General Tire's TV-radio subsidiaries, elected to directorate of the Advertising Council . . . Benedict Gimbel Jr., president of WIP, Philadelphia, to receive honorary degree from Lincoln U, Oxford, Pa., June 3 . . . M. J. Roche heads new adv. service dept., Lever Bros., assisted by John Allen, TV-radio program mgr., and S. H. Pulver, TV-radio media mgr.

Station Accounts: Best Foods Inc., thru Benton & Bowles, is first sponsor to take advantage of new 45% volume discount offered by WCBS-TV, New York, for purchases of daytime announcements, using 12 spots per week . . . Dixie Cup Co. starts *Hollywood Off-Beat*, with actor Melvyn Douglas as Steve Randall, private investigator, on WJZ-TV, New York, starting June 12, Tue. 8-8:30, thru Hicks & Griest . . . Van Dyne Co. (Kal-X chewing gum), new to TV, sponsors *Fashions & Fun* on WABD, New York, Sun. 11:15-11:45 p.m. . . . Adam Hat Co. buys 3 quarter hours preceding Father's Day on WNBT, New York, with Bill Stern; it's part of TV-radio "saturation campaign" being placed by Hirshon-Garfield . . . Bank of America sponsoring *Tricks of the Trade* on KPIX, San Francisco, Mon. 10:15-10:30 p.m., thru Charles R. Stuart Adv. . . . Among other advertisers reported using or preparing to use TV: General Foods (Swans Down angel food cake mix), thru Young & Rubicam, N. Y.; Weaver Products Co. (Spoolies professional curlers), thru Erwin, Wasey & Co., Minneapolis; Lurr Products Corp. (insecticide), thru Rand Adv. Agency, N. Y.; J. B. Williams Co. (Skol suntan lotion), thru J. Walter Thompson, N. Y.; Levolor Lorentzen Inc. (venetian blind hardware), thru Reiss Adv., N. Y.

Uhf propagation tests, to obtain much-needed data on effects of height on transmissions, will be started by RCA shortly after FCC approval of application filed this week. Setup to be used: (1) Four transmitters in 840-854 mc band, 20 watts output, A-0 emission. (2) Four antennas mounted on WOR-TV tower at levels of 185, 370, 550 and 735 ft., each having gain of about 100 and tiltable 2 degrees up and 10 degrees down. (3) Mobile units will make measurements, and engineers will be able to communicate with transmitter operators. (4) Time to complete measurements is estimated at 6 months.

CHALLENGING FCC's allocation plan, two more applicants filed petitions for reconsideration or rehearing this week, will presumably consider court appeals if FCC denies them. Attorney Arthur Scharfeld, among most vigorous critics of FCC plan, filed for both stations—KVOL, Lafayette, La., and WLAN, Lancaster, Pa.

KVOL's arguments are similar to those of KTEM, Temple, Tex. (Vol. 8:18). In last year's proposed allocation, Lafayette was to get Channel 5; in final plan, channel was given Alexandria while Lafayette was assigned 2 uhf.

Station says that FCC misled it into believing No. 5 would stay in Lafayette; that it wasn't given slightest warning co-channel spacing would be changed from 180 to 220 miles. Therefore, it charges, it couldn't take measures to protect itself until too late.

In addition, KVOL says, Commission's sole reason for shifting channel is that Alexandria has population of 35,000 whereas Lafayette has 34,000. It argues: "The Commission had no evidence before it of the population of the respective communities, independent of the formal corporate boundaries of the cities; of the nature of the communities and their populations; of the needs of the respective communities and surrounding area and population."

Lancaster situation involves fact that FCC intends to move WGAL-TV from Channel 4 to 8. WLAN contends it has right to compete with WGAL-TV for No. 8, says that Commission's "cavalier manner" in shifting other stations to new channels indicates that WLAN "is in real danger of unlawfully being denied its right" to compete with WGAL-TV.

Stations required to shift channels are going all the way in requesting maximum powers. Some are also seeking full permissible heights. The 5 filed this week, with powers and heights above average terrain: WHAS-TV, Louisville, Channel 11, 316 kw, 495 ft.; WKRC-TV, Cincinnati, No. 12, 316 kw, 612 ft.; WHIO-TV, Dayton, No. 7, 200 kw, 1145 ft.; WTAR-TV, Norfolk, No. 3, 100 kw, 376 ft.; WTMJ-TV, Milwaukee, No. 4, 100 kw, 908 ft. Others filed since freeze-end: WSAZ-TV, Huntington, No. 3, 83.8 kw, 593 ft.; WXEL, Cleveland, No. 9, 316 kw, 1000 ft.; WMCT, Memphis, No. 3, 100 kw, 666 ft.

Advantages of multiple antennas are discussed in May 26 *Broadcasting Magazine* by Malcolm I. Ruddock, member of Cadwalader, Wickersham & Taft, counsel for Empire State Bldg. management. Excellent presentation, in layman's language, demonstrates the common-sense principles behind engineering and economics of such antennas. Included is table of cities assigned 5 or more channels, with heights of existing stations and of tallest buildings in each city.

Walter C. Evans, 54, president of Westinghouse Radio Stations Inc., operating the 5 Westinghouse AM stations and WBZ-TV, Boston, died May 26 in Baltimore after a long illness. He was also v.p. of parent Westinghouse Electric Co. from 1942 until last April 1, first in charge of its X-ray and electronics divisions and then supervising its Air-Arm division in Baltimore, but resigned due to ill health. An old-time amateur and ship radio operator, he studied electrical engineering at the U of Illinois until he joined the Navy in World War I. Later he served as wireless operator for Marconi, RCA and United Fruit, then joined old KYW, Chicago, of which he became chief engineer in 1922 and gen. mgr. in 1932. Surviving are his wife, a daughter and a son.

Ralph Rockafellow, 54, adv.-promotion director of Paramount TV Productions, died May 26. He was formerly with Young & Rubicam and Buchanan Co.

Telecasting Notes: Political convention telecast lineup to date: NBC-Philco coverage 47 stations cleared; CBS-Westinghouse 34 plus DuMont's 3 owned-&-operated stations which will also use the Westinghouse-sponsored version; ABC-Admiral 13. Figures are tentative, include overlaps in cases where one station is splitting convention telecasts between 2 different sponsors and networks . . . Texas State Democratic convention this week had cameras of both KEYL & WOAI-TV, San Antonio, on hand to cover; GOP convention at Mineral Wells was covered by film crews . . . NBC's WNBT, New York, reported contemplating all-night movie shows, like those on WDTV, Pittsburgh (Vol. 8:11), may soon try idea out for a few Fridays . . . Bob Hope has been looking for investment opportunities in TV, may join Denver group seeking to purchase KOA and proposing to apply for TV—but any talk of "syndicate" backed by Lehman Bros., bankers, has no basis in fact, according to Lehman spokesman . . . Sale of KMPC, Hollywood, is rumored again, coincident with eastern visit of Frank Mullen this week; price is said to be between \$900,000-\$1,000,000, but NBC denies it's buying . . . Associated Program Service issuing new catalog of film availabilities in unusual format which in effect permits station to select permanent film library with unlimited usage rights; also permits TV applicants to utilize services for demonstration and closed-circuit purposes . . . Feature film distributors are pricing selves out of TV market with too-high costs and undesirable packages, said WGN-TV's Jay Faraghan at BMI clinic last week; he cited these typical prices in Chicago: \$300 to \$2250 for features, \$100 to \$150 for westerns, \$150 to \$300 for 15-min. shows . . . Big CBS-TV hit *I Love Lucy* being made by Desilu Production into movie for theatre showing, using some actual strips from TV version . . . NBC-TV reported acquiring rights to *Life with Father* for live serial . . . Dinah Shore signing exclusive long-term contract with NBC-TV . . . New tower of KEYL, San Antonio, preparing for doubled power (to 35 kw) is expected to be ready by end of summer; costing \$65,000, it's 6-bay GE job, adding 100 ft. to present 76 ft. atop Transit Tower for total 555 ft. above ground . . . 22 Washington Senators home games, sponsored on WTTG by Old Georgetown Beer, being piped to WAAM, Baltimore.

Associated Press has suspended plans to service TV stations with news films produced by Spot News, which it started April 14. This was official explanation: "Uncertainties of the future make it advisable to suspend operations until there can be a clear picture of the rapidity with which new TV stations will come into existence. Indications are that there may be appreciable expansion in the new station markets in the immediate future." Earlier starters INS (Telenews Productions Inc.) with about 50 stations and UP (Fox Movietone News) with 26 say they're staying in field. UP v.p. LeRoy Keller stated: "It isn't profitable now, but there will be a big market in the months ahead. Looking far into the future, we see 1000 TV stations."

Telenews Productions Inc. (INS) and *Television Magazine* have joined in campaign against banning TV from Congressional and other hearings, are providing all stations with three 30-second film spots plus script to stress importance of hearings to public and enlist popular support against bans.

Theatre-TV hearing, oft-postponed, has been scheduled by FCC for Jan. 12, 1953. Deadline for filing appearances is Nov. 14, lists of witnesses and subject of testimony Dec. 1.

Missouri's Governor has signed bill protecting State's TV-radio stations from libel suits resulting from political broadcasts.

FILM COMMERCIALS in theatres are recommended as supplement to TV advertising by Movie Advertising Bureau (70 E. 45th St., N. Y.) in ad in *U. S. News & World Report*. Bureau says more than 16,500 of nation's 18,000 theatres now run screen advertising; its ad aims this message at TV sponsors: "Make your TV film commercials do double duty by showing them in the movies in areas not reached by TV."

As theatres make pitch for big-screen advertising, there's increasing evidence that film producers and theatres will some day earmark large portions of their ad budgets for TV commercials. Recent survey by *Motion Picture Herald* showed opinion in movie industry overwhelmingly favors use of TV to advertise films—but more than half of industry feel time will never come when old movies can be shown on TV without seriously affecting theatre attendance. Survey reveals these attitudes of film producers, distributors and exhibitors toward TV:

(1) Of industry as whole, 58% think there will never be time when old films can be shown on TV without hurting boxoffice; 70% of exhibitors registered this opinion, but only 45% of distributors and 43% of producers share this view.

(2) Expansion of theatre TV finds favor with 69% of industry, including 77% of exhibitors, 73% of distributors, 56% of producers.

(3) About 90% of industry favors extensive advertising of pictures on TV; 94% of producers, 87% of distributors, 89% of exhibitors voted "yes" on this question.

(4) Appearance of movie stars on TV was favored by 90%, especially if mention is made of players' current or forthcoming films.

President Eric Johnston of Motion Picture Assn. told Los Angeles Chamber of Commerce dinner recently that TV and movies are "complementary". He emphasized that "there is plenty of room for home TV in the entertainment world, but it is not going to flourish on the ashes of the motion picture industry." Of theatre TV, he said: "It is destined to be a major factor in the operation of every motion picture theatre [and will signal] the birth of a new era in the world of entertainment."

Allied Independent Theatre Owners of Iowa & Nebraska and Mid-Central Allied Independent Theatre Owners, at joint convention in Omaha this week, passed resolutions demanding that no movies be sold to TV, and urging exhibitors to "keep in mind" those film companies which have had no dealings with TV.

TV isn't mentioned as factor in decline of movie business, in complaint issued this week by Southern California Theatre Owners Assn. Group blames movie distributors, claims they have adopted practices even worse than those outlawed by Supreme Court several years ago. Assn. says that number of closed theatres in Los Angeles area increased from 134 year ago to 200 today and that figure will probably go to 250 by July 1. Theatre owners say distributors are using tactics "designed to ultimately drive the small, subsequent-run, lower-admission-priced theatres from the exhibition field." Assn. adopted new set of trade rules, sent them to Congressional committees, FTC, Commerce Dept., Justice Dept., California attorney general.

New consulting and news service for community antenna operators and planners was announced this week by Community TV Services, Pottsville, Pa., headed by principals of Trans-Video Corp., local system operator. Group will offer handbook and supplements on construction and operation, personal consultation and on-the-job training.

Second edition of *TV Film Program Directory*, released this week by Joseph M. Koehler's Broadcast Information Bureau, 535 Fifth Ave., New York, runs 415 pages and lists more than 10,000 titles.

GETTING READY FOR BETTER BUSINESS: Accent will continue to be on low-end units -- whether much lower priced, time alone will tell -- in such new offerings as the set makers will bring forth during June & July. But hopes are still high for renewal of demand for combinations and greater demand for the "ideal-sized" 21-in.

Nobody is tipping his hand yet, though RCA's big distributors in New York and Philadelphia revealed that a push is on to get rid of present 17-in. inventory when they quoted reduced prices to their retailers this week.

It's no secret, either, that bellwether RCA's next line will resume inclusion of TV-radio-phono combinations, now that its new 3-speed "Victrolas" have been announced (Vol. 8:17). These may simply be TV-radios with space provided for insertion of the 3-speed attachment if customer desires.

Aside from promotional buildups for the July political conventions, which will herald 9 more network interconnections and hence improved markets (Vol. 8:20), the industry's hopes for a good summer and good year are buoyed by stream of optimistic reports of uptrending trade from the business forecasters.

Such competent observers as Kiplinger, U.S. News & World Report and N.Y. Herald Tribune's Harvey E. Brunner all came out with statements that retail trade is definitely improving, despite complaints.

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Among the TV manufacturers, there seems to be little worry about mounting factory inventories, which are explained as "quite natural buildup" against expected big June-July convention trade and against summer factory vacation shutdowns.

Still further rise in factory inventories was shown in RTMA report for week ending May 23 -- to 410,007 units, about 37,500 up from preceding week (Vol. 8:21). Same week saw 73,936 sets made (6436 private label), little changed from preceding week's 72,632. May 23 week ended RTMA's fifth statistical month, and brought total output for 5 months (21 weeks) to approximately 1,960,000 sets as against 3,000,000 for the same 5 months last year.

Distributor inventories as of April 25, also disclosed this week by RTMA, were 447,519 TVs, down from 469,349 on March 28 and lowest in the last 13 weeks.

Radio output for May 23 week was 205,090 (81,486 private), up from 194,181 week before. Radio inventories at factory went to new high for year of 394,520. Week's radios were 70,987 home sets, 42,046 portable, 24,092 clock, 67,974 auto.

Distributor inventories of radios totaled 925,768 on April 25, up from 867,758 on March 28 -- and highest since end of May 1951.

CORNING MASS-PRODUCING 27-in. BULBS: Who's going to bring out the sets, how much they will cost, how well the buying public will take to them -- all are indeterminate factors as yet. Nevertheless, big Corning Glass Works promises "volume production" in June of rectangular glass blanks for 27-in. TV picture tubes.

We should be hearing more and more about this item before year is out, for RCA too has a 27-in. metal-coned job. But it has neither sampled nor talked about it to the trade, probably won't until fall or winter -- depending on how the trade winds blow. Today's sets are largely "price items" and some see little prospect for the more expensive receivers until the public pursestrings loosen again.

Corning began sampling the bulb last March (Vol. 8:9), charging \$35 each. Then it redesigned it, now sells it at \$22.50. Corning points out that it requires less cabinet space than the 24-in. round, its 23-in. length being little different from popular 21-in. It has 90-degree deflection, builds 400-sq. in. picture. Chief drawback is that it weighs 41-lb., whereas the metal-coned is said to weigh 18-lb.

Corning supplies most of the 30-odd tubemakers with glass blanks, but thus

far only Rauland & Thomas Electronics have indicated they intend to turn out 27-in. It's reasonable to assume, though, that there will be more, and that enough set manufacturers have promised to buy to warrant Corning's all-out production plans.

Tube sizes have evolved to 17 & 21-in., primarily, the former enjoying an especially good sale because picture is very satisfactory in small rooms and brand-name sets are available at \$200 and less. Corning makes about as many 17 as 21-in.

Ideal size is 21-in., in minds of many in the industry who look forward to day when it will be "basic," costing no more (for tubes, at least) than 17-in. It's recalled how 16 & 17-in. completely obsoleted 10 & 12-in. -- price-wise, too.

There are plenty of skeptics about 27-in., just as there were about 16, 17 & 20-in. when they first appeared. Aside from weight and cost, it's argued there's conspicuous lack of interest in 24-in., which GE first introduced but which DuMont, Rauland & Sheldon promoted hardest. Also, it's fact that DuMont's 30-in. has moved rather slowly despite its utility for public places; price is blamed, mostly.

More 24-in. sets are being made than is generally known. Stromberg-Carlson, Muntz, Packard-Bell, Hoffman, Sentinel, D.J. Roesch are producing them, as are quite a few custom-builders. DuMont has tube on regular line, says it's "selling nicely".

Note: The 24 & 27-in. direct view would seem to negate any possibility of re-emergence of projection models for a long time. Projections have all but disappeared from U.S. factory lines. But official figures show 99 projection consoles were produced first quarter of this year and sold at factories for \$11,086, plus 3 more with radio-phono combinations that sold for \$748. Last year, 1380 were made.

THE INDUSTRY'S PRICE structure lies in ruins." This charge is documented in June *Fortune Magazine* article on TV-radio-appliance sales practices titled "Who Pays List Prices?"—third in series on "Selling in Today's Economy." Article estimates at least half the appliances sold in U. S. today are below list, quoting distributors and retailers in 10 leading markets.

Examples: In New York & Chicago, less than 10% of sales were found to be at list; in Washington, 75-80% of goods sold below list; Boston, one-third to half below list.

Magazine charges that "appliance, radio and TV business at the retail level is becoming more and more a bargaining business, in which different customers pay different prices for the same article in the same store, depending on their bargaining ability."

Are list prices—and, consequently, dealer markups—too high? *Fortune* replies: "The dealer's margin is too great to be justified by the kind of 'selling' effort that characterized the first 5 years after the war . . . Dealers are crying because customers aren't coming in any more and pleading, 'please sell me a TV set.' But today's margins are not too high for the kind of specialty selling that involves going out and digging up customers instead of expecting them to come and break the door down."

Aggressive home selling—even door-to-door—is prescribed as one solution for current market ills. Article points to 2 TV merchandising organizations—both factory-owned—"which do not dispense with a list price but emphasize it," namely, Muntz and Scott (John Meck). Muntz's total factory-to-consumer markup is given as 20%, Meck's 10-20%. Growth of appliance and TV specialty chains in New York, says *Fortune*, "has not only hurt the small neighborhood dealer but is even beginning to press the large and well-established discount houses." New York's 6 largest chains have increased their total outlets from 46 to 133 since the war, says article.

Monarch Radio & Television Corp., Brooklyn TV-radio manufacturer, cited in petition in bankruptcy filed in Brooklyn Federal district court on behalf of Herman Antin Corp., with claim of \$1500; Barry Electronics Corp., \$101; Insuline Corp. of America, \$85.

Trade Personals: Latest membership list of Govt.'s top-level Electronics Production Board, headed by J. A. Milling, shows these changes: Lt. Col. P. A. Gugliotta, representing Air Force, replaces Don Mitchell; Newton I. Steers, representing Atomic Energy Commission, replaces F. H. Warren . . . Donald C. Carter, ex-Ford branch plant mgr., named manufacturing asst. to Magnavox president Frank Freimann . . . Bernard Simkin promoted to mgr. of Chicago office, Allied Purchasing Corp., succeeding Sam Ashley, resigned . . . Joe Wood Morrison, head of RCA patent litigation dept. and v.p. of University Research Foundation, will receive Ohio State U distinguished service award at June 8 commencement exercises . . . George Hakim resigns from DuMont to join Belmont, Chicago, as adv. director June 1 . . . Morton Schwartz, Olympic Radio's southwest representative, succeeds Nate Hast, resigned, as midwest regional sales mgr. . . James P. Butler named direct dealer mgr. for appliances in the East for Crosley, with office at 50 E. 42nd St., N. Y. . . Paul Forte succeeds Ted Lucas, resigned, as adv. mgr., Jerrold . . . James J. Nance, newly elected president of Packard Motor Car Co., ex-Hotpoint president, is former Zenith executive v.p. . . . Frank B. Powers elected manufacturing v.p., P. R. Mallory & Co. . . . James M. Skinner Jr. appointed v.p.-distribution for all Philco domestic divisions, in charge of field and division managers . . . Thoben F. Elrod, Atlanta branch mgr., named Crosley western sales mgr., succeeded at Atlanta by J. D. Crawford, transferred from Portland, Ore.

RCA's David Sarnoff, father of 3 sons, named "Father of the Year" by National Father's Day Committee.

New Bureau of Standards director, Dr. Allen V. Astin, confirmed by Senate this week.

Louis J. Chatten, 56, recently v.p. of North American Philips Co. and ex-Andrea, Fada & Bendix sales executive, who during World War II was a radio-radar official of WPB, died of cancer May 28 at home of his mother-in-law, Mrs. Fritz Peters, Takoma Park, Md.

Julius N. Ceazan, 57, head of J. N. Ceazan Co., Los Angeles Crosley distributor, died suddenly last week.

Topics & Trends of TV Trade: Admiral and RCA won't show new TV sets at American Furniture Mart in Chicago, June 16-26 (Vol. 8:21), but new RCA line later in month will be heralded with "wait-&-see" banners . . . Philco holding spring TV-radio distributors' convention in New York's Waldorf-Astoria, June 20-21 . . . GE laid off all but 800 of 1900 production workers in Syracuse May 28, recalling most June 4-5, presumably in preparation for new TV sets . . . Zenith will show new sets to distributors in Morrison Hotel, Chicago, June 12-13 . . . Crosley's new line, to be shown at Chicago show, will be unveiled to distributors at Cincinnati June 13 . . . Sylvania has several new sets to show distributors meeting in Waldorf-Astoria, July 25-27 . . . Sentinel planning August convention of distributors in Chicago's Sheraton Hotel . . . Capehart-Farnsworth holds annual distributor convention in Conrad Hilton Hotel, Chicago, Aug. 4-5 . . . Admiral distributors' convention tentatively set for Aug. 4.

DuMont receiver div. sets up factory-branch distributorship in Chicago as of June 2, taking over from New World Distributors Inc. at same location, 540 N. LaSalle St., installing as manager Albert C. Allen, who has been DuMont sales mgr. for region . . . Floyd & Co., 1616 Madison Rd., Cincinnati, new Emerson distributor for area . . . Frank Lyon Co., Little Rock, Ark., named RCA distributor, taking over part of territory (western Arkansas, several counties in Texas & Oklahoma) formerly handled by McGregor's Inc., Memphis . . . McCormack & Co., ex-Admiral distributor for northern California, now distributes for Hoffman in San Francisco bay area.

* * * *

Picture tube sales by RTMA members in April totaled 270,781 valued at \$6,074,540, considerably below March's 370,206 at \$8,582,532 and slightly below April 1951's 278,955 at \$6,869,181. Rectangular 16-in. and larger represented almost 91% of April total, compared with 85% year ago. Sales for first 4 months total 1,311,610, worth \$30,064,194, compared with 2,101,748 worth \$56,761,635 same 1951 period.

Receiving tube sales in April totaled 26,247,258 valued at \$19,801,541 vs. 30,935,220 in March and 35,883,627 in April 1951. Of April 1952 total, 15,334,092 were shipped for new sets, 6,095,641 replacement, 3,257,119 Govt., 1,560,406 export. Sales for first 4 months totaled 112,181,580 at \$80,853,004 vs. 154,160,870 same 1951 period.

* * * *

American Structural Products Co., Toledo, TV tube-blank and specialty manufacturing subsidiary of Owens-Illinois Glass Co., on June 1 changes name to Kimble Glass Co. It was formerly part of Kimble Glass Division, whose plants it will operate in Toledo; Warsaw, Ind.; Chicago Heights, Ill.; Vineland, N. J. New \$20,000,000 firm, with 5000 on payroll, has as president Stanley J. McGiveran, Owens-Illinois v.p. and Kimble gen. mgr.

Motorola forms subsidiary, Motorola Canada Ltd., using facilities leased from Stromberg-Carlson Ltd., Toronto. It's preparing for new TV markets opening up with Toronto & Montreal TV stations due in Sept. (Vol. 8:21). Motorola communications equipment will continue to be made by Canadian Radio Mfg. Corp. and marketed by Rogers-Majestic.

Mitchell Mfg. Co., Chicago (air conditioners) returning to TV-radio field in August, with two 17-in. consoles at \$269.50 & \$279.50 and 21-in. at \$329.50 & \$339.50, including tax & warranty; also 13 portable, bedlamp and table radios ranging from \$20 to \$37.

Imca Radio, manufacturer of radios, named exclusive distributor in Italy of RCA television sets, may later be licensed to make them.

Three-channel uhf "translator" was announced this week by General Electric for internal adaptation of all GE sets. Device will be available later this year to retail for "not over \$50," can be installed without removing chassis from cabinet. Translator's station selector switch and uhf dial plate can be mounted behind present vhf tuning knob on all GE sets made since early 1949, and can be installed on side of cabinet of previous sets. It can be adjusted with screwdriver to pick up any 3 uhf channels without disturbing set's ability to tune in all 12 vhf. GE also has continuous tuner at \$49.95 for external conversion. Sparton, like Admiral (Vol. 8:16, 18), is offering free uhf tuner strips to all owners of its 1952 sets who will have uhf stations in their areas this year. Sylvania has announced new miniature triode tube, 6AN4, designed to operate as RF amplifier or mixer in both uhf and vhf bands.

Merchandising Notes: Packard-Bell offering cash awards totaling \$1650 in TV cabinet-design contest among students of design, art and architecture . . . Kaye-Halbert adds 5 new sets: 17-in. table, mahogany or blonde, \$200; 21-in. open console, same, \$300; 21-in. console, maple, \$480; 21-in. console, mahogany with doors, \$470; same, maple, \$470—all plus tax . . . Arvin has 2 new 17-in. mahogany tables at \$200 & \$230 . . . Sparton offering 3 new 21-in. "Cosmic Eye" sets—table at \$300, consoles at \$340 & \$360 . . . Magnavox offers as "summer sales special" a 20-in. open-face console at \$270 . . . "TV interference clinic" for servicemen scheduled by Washington Electric Institute, June 11-12 & 17-18.

Production of 441-line TV sets will be discontinued by French manufacturers who will build only 819-line receivers from now on, says Paris dispatch to *Retailing Daily* May 28. By eliminating confusion over dual system, manufacturers hope to sell 100,000 sets between October 1952 and April 1953.

Kent Television Inc., custom builder, moves factory and offices to 505 Driggs Ave., Brooklyn, N. Y.



Our British cousins on TV: Opening Manchester Radio & TV Exhibition, Lord Brabazon predicted TV signals will soon connect U. S. and Britain, prophesied some day New York would be "brought to a standstill by the Yorkshire-Lancashire cricket clash" and Britishers would get first-hand view of such American goings-on as "pole squatting." Baron Kenswood, blind peer, onetime director of BBC, told House of Lords May 26 that it would be a "crime against health" to have more than the present 5-hours-a-day of TV. The sightless peer said TV-induced eyestrain and headaches can reduce viewers' efficiency.

Canada's 2 new stations, due on air soon in Toronto and Montreal (Vol. 8:21), scheduled to operate 3 hours nightly at outset of commercial programming early in Sept., will stress "quality, not quantity," will produce own programs mostly, will depend mainly on Canadian sponsors though will pipe in some "good" programs from U. S. That was gist of statement by chairman Davidson Dunton, of govt.-owned CBC, addressing Canadian Assn. of Advertisers last week.

DuMont filled rush order this week for 5-kw vhf transmitter for CMQ, Havana (Channel 7) by shipping it via air; disassembled unit went in 5 sections, each about size of phone booth, total weight 5000 lb.

West Virginia U latest of 17 U. S. universities to get RCA science & engineering scholarships, with establishment this week of "Charles B. Jolliffe Scholarship," annual grant of \$800, in honor of RCA technical v.p., Class of '15.

Sylvania leasing 50,000-sq. ft. building in York, Pa. area, to be used for fabrication of metal parts and to employ about 200.

Electronics Reports: Excellent progress is being made in military electronics production. That was tenor of reports on recent trouble-shooting tours of big military contractors in East and Midwest by 2 teams from top-drawer Electronics Production Board.

Board's chairman, DPA asst. administrator J. A. (Shine) Milling, and Col. C. A. Poutre, director of Munitions Board's Office of Electronic Programs, visited plants of Admiral, Motorola, Belmont and Zenith in Chicago area, and Col. Poutre also visited Stewart-Warner and Wells-Gardner. Eastern electronics plants were toured by board member Marvin Hobbs, electronics advisor to Munitions Board chairman John Small, and Air Force Col. T. M. Natt of Office of Electronic Programs.

After their first-hand look-see, both Mr. Milling and Mr. Hobbs described status of defense electronics production as "encouraging." Mr. Milling noted that many of the biggest contracts are just now going into actual production and progress in getting this production started is "very good." He predicted that present going rate of military electronics production will be more than doubled by end of year. The experts found surprisingly few component parts bottlenecks plaguing manufacturers.

Board members hope to pay similar visits to other plants soon. Mr. Milling said purpose of visits was four-fold: (1) To check on progress in carrying out military contracts. (2) To expedite breaking of any bottlenecks. (3) To assure manufacturers of urgency of their defense contracts. (4) To check spare parts situation and make sure that adequate spares are shipped with equipment.

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Third-quarter allotments of controlled materials for TV-radio receivers and other consumer durable goods were announced this week by NPA—exactly as we disclosed them 2 months ago in Vol. 8:13. TV-radio-phono manufacturers will receive these allotments (in percentage of rate of use during first-half 1950 base period):

Steel 55% (vs. 50% in second quarter); brass mill products 35% (vs. 30%); copper wire 40% (vs. 35%); copper foundry 20% (vs. 12.5%); aluminum 45% (vs. 30%). The only category in which TV-radio-phono allotments come below general levels for all consumer durable products is copper foundry products. In this category some other consumer goods manufacturers will receive 30% of base period usage rate. However, NPA said manufacturers will be permitted to make up for low copper foundry allotments by filing for supplemental rations of steel and aluminum. If they can show need for this additional material, they stand good chance of getting it.

Fourth quarter allotment quotas, now in preparation, are expected to be more liberal than third.

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New base period for antenna manufacturers' materials allotments was announced by NPA May 27 following meeting with industry. Because of seasonal nature of receiving antenna industry, said NPA, allocations are now based on average quarterly metal usage during all of 1950 rather than first half 1950. The manufacturers pointed out that about two-thirds of their sales occur during first and fourth quarters, when TV sales are brisk, and asked that their allotments be further weighted accordingly. They told NPA that manufacturers' inventories of antennas are now relatively low, and jobbers have reversed the topheavy inventory situation of last year. They termed sales good in relation to present TV market, with trend toward multiple-bay fringe-area antennas. Represented at meeting were Elrob Mfg. Co., Verona, N. J.; The Finney Co., Cleveland; J.F.D., Brooklyn; R. D. & Harry Pomeroy, Harrisburg, Pa.; Walter L. Schott Co., Los Angeles; Spirling Products, N. Y.; Technical Appliance Co., Sherbourne, N. Y.; Trio Mfg. Co., Griggsville, Ill.; Ward Products Corp., Cleveland.

Certificates of necessity for rapid tax write-off of \$17,000,000 in expanded plant capacity for electronic and related items were approved by DPA May 2-15. The projects approved: Westinghouse, Sharon, Pa., transformers, \$7,717,310 (50% amortization); Zenith, Chicago, \$3,411,432 (65%); Ampex Electronic Corp., Hicksville, L. I., tubes, \$1,046,739 (65%); Sylvania, Boston & Woburn, Mass., \$760,919, Warren, Pa., \$381,750, Salem, Mass., tubes, \$102,106 (all 65%); Arnold Engineering Co., Marengo, Ill., \$697,378 (70%); General Motors, Kokomo, Ind., \$594,700 (65%); Raytheon, Newton, Mass., \$474,153 & Brighton, Newton, Waltham & Bedford, Mass., & Oxnard, Cal., \$167,691 (both 65%); Western Electric, Burlington, N. C., \$125,880 & \$120,044, Winston-Salem, \$90,250 & Greensboro, radar sets, \$50,574 (all 70%); Sonotone Corp., Elmsford, N. Y., \$235,837 & \$82,557 (70%); J. P. Seeburg Corp., Chicago, \$229,651 (70%); Sprague Electric, Kingston, N. Y., \$209,958 (65%); Dalmo Victor Co., Belmont, Cal., \$162,000 (65%); Aircraft Radio Corp., Boonton, N. J., \$68,600 (65%); McGraw Electric Co., Milwaukee, Wis., \$60,641 (70%); Roflan Co., Wenham, Mass., \$60,345 (70%); Kay Electric Co., Pine Brook, N. J., \$59,700 (65%); Allied Aircraft Co., N. Hollywood, Cal., \$50,662 (65%); Servomechanisms Inc., Westbury, N. Y., \$49,600 (70%); Bendix, \$45,979 (65%); Shallcross Mfg. Co., Collingdale, Pa., \$44,118 (65%); DuMont, Passaic, N. J., \$33,117 (65%); Lavoie Laboratories Inc., Morganville, N. J., \$30,737 (80%); Brookhaven Electronics Corp., Sanford, N. C., \$30,339 (80%); Daystrom Electric Corp., Poughkeepsie, N. Y., \$24,881 (75%); Anchor Mfg. Co., N. Y., \$22,970 (65%); Metal Fabricators Corp., Waltham, Mass., \$19,000 & \$13,000 (65%); McKiernan Terry Corp., Dover, N. J., \$10,432 (65%); MacKenzie Products Co., New Haven, \$8254 (75%); Raymond Rosen Engineering Products Inc., \$8138 (65%); Aero Welding Co., West Caldwell, N. J., \$5559 (65%); Ramsdell Machine & Tool Mfg. Corp., N. Y., \$3000 (80%).

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So severe is engineer shortage that some electronics manufacturers are "importing" engineers from Europe—but even then there are delays in getting the required security clearances. Manufacturers of transmitting equipment told NPA at Washington meeting May 28 that scarcity of engineers and draftsmen was their chief problem, both in military and commercial production. One manufacturer said his firm expects to get only 300 of the 1500 engineers it seeks from 1952 college graduate classes. The transmitter makers were not too concerned about scarcity of materials. They agreed first heavy orders for TV station equipment are more than year away. Delays in filling military contracts were blamed on frequent design changes, lack of information on spare parts required and shortages of some components, especially crystals and ruggedized tubes. Attending meeting were representatives of Collins Radio, DuMont, Federal, Gates, GE, Standard Electronics.

Capt. Frederick R. Furth, director of Naval Research Laboratory, named asst. chief for electronics, Bureau of Ships, succeeding Capt. Willis H. Beltz, who becomes director of Naval Research Lab; Capt. Furth continues to represent Navy on inter-agency Electronics Production Board . . . Col. Haskell H. Cleaves, ex-signal officer for U. S. forces in Austria, named controller of Signal Corps, replacing Col. Wm. P. Pence, assigned to European command . . . Lt. Col. Wallace M. Lauterbach, Signal Corps, appointed special asst. for telecommunications treaty obligations in office of Haraden Pratt, telecommunications advisor to President.

Senator Edwin C. Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee, named presidential campaign manager for Senator Russell (D-Ga.).

Handy State-&-City Reference

CITY-BY-CITY PRIORITIES FOR PROCESSING TV STATION APPLICATIONS

Geographical Breakdown Derived from FCC Public Notice 52-490, Issued May 22, 1952 and Published by Television Digest May 24 as Supplement No. 81

Editor's Note: For description of FCC processing procedure due to start July 1, and for an explanation of the rankings indicated for each city, see our Supplement No.81

<u>ALABAMA</u>	<u>ARIZONA (cont.)</u>	<u>CALIFORNIA (cont.)</u>	<u>CALIFORNIA (cont.)</u>
Andalusia..... A-570	Mesa..... B-178	Brawley..... A-438	Yreka City.... A-961
Anniston..... A-156	Miami..... A-903	Chico..... A-426	Yuba City..... A-637
Bessemer..... B-86	Morenci..... A-753	Corona..... B-139	
Birmingham... B-157	Nogales..... A-785	Delano..... A-584	<u>COLORADO</u>
Brewton..... A-866	Phoenix..... B-200	El Centro..... A-416	Alamosa..... A-850
Clanton..... A-886	Prescott..... A-740	Eureka..... A-220	Boulder..... A-265
Cullman..... A-669	Safford..... A-935	Fresno..... A-35	Canon City.... A-769
Decatur..... A-266	Tucson..... A-91	Hanford..... A-529	Colorado
Demopolis..... A-874	Williams..... A-1001	Los Angeles... B-170	Springs.... A-90
Dothan..... A-238	Winslow..... A-757	Madera..... A-505	Craig..... A-970
Enterprise.... A-686	Yuma..... A-571	Merced..... A-358	Delta..... A-915
Eufaula..... A-718		Modesto..... A-307	Denver..... A-1
Florence..... A-212	<u>ARKANSAS</u>	Monterey (see	Durango..... A-672
Fort Payne.... A-778	Arkadelphia... A-731	Salinas)	Fort Collins.. A-366
Gadsden..... A-69	Batesville.... A-766	Napa..... B-95	Fort Morgan... A-852
Greenville.... A-735	Benton..... A-773	Oakland (see	Grand Junction A-371
Guntersville.. A-857	Blytheville... A-334	San Francisco)	Greeley..... A-252
Huntsville.... A-330	Camden..... A-467	Oxnard..... A-241	La Junta..... A-648
Jasper..... B-102	Conway..... A-601	Petaluma..... B-123	Lamar..... A-727
Mobile..... A-16	El Dorado..... A-219	Port Chicago.. B-126	Leadville.... A-916
Montgomery.... A-26	Fayetteville.. A-317	Red Bluff..... A-878	Longmont..... A-625
Opelika..... A-425	Forrest City.. A-660	Redding..... A-518	Loveland..... A-737
Selma..... A-223	Fort Smith.... A-84	Riverside..... A-87	Montrose..... A-875
Sheffield..... A-495	Harrison..... A-835	Sacramento.... A-11	Pueblo..... A-63
Sylacauga.... B-101	Helena..... A-475	Salinas-	Salida..... A-893
Talladega.... B-96	Hope..... A-603	Monterey.... A-164	Sterling..... A-667
Thomasville... A-989	Hot Springs... A-176	San Bernardino A-64	Trinidad..... A-427
Troy..... A-606	Jonesboro.... A-331	San Buena-	Walsenburg... A-833
Tuscaloosa.... A-88	Little Rock... A-27	ventura.. A-326	
Tuskegee..... A-746	Magnolia..... A-715	San Diego..... B-190	<u>CONNECTICUT</u>
	Malvern..... A-627	San Francisco-	Bridgeport.... B-1
	Morrilton.... A-837	Oakland... B-212	Hartford..... B-172
<u>ARIZONA</u>	Newport..... A-775	San Jose..... B-174	Meriden..... B-17
Ajo..... A-818	Faragould.... A-546	San Luis Obispo A-377	New Britain... B-9
Bisbee..... A-933	Pine Bluff.... A-119	Santa Barbara. A-94	New Haven..... B-143
Casa Grande... A-913	Russellville.. A-619	Santa Cruz.... A-233	New London.... A-159
Clifton..... A-952	Searcy..... A-799	Santa Maria... A-509	Norwalk (see
Coolidge..... A-905	Springdale.... A-816	Santa Paula... A-482	Stamford)
Douglas..... A-556	Stuttgart..... A-687	Santa Rosa.... A-297	Norwich..... A-216
Eloy..... A-944		Stockton..... A-53	Stamford-
Flagstaff.... A-656	<u>CALIFORNIA</u>	Tulare..... A-419	Norwalk.... B-137
Globe..... A-765	Alturas..... A-979	Ukiah..... A-788	Waterbury..... B-7
Holbrook..... A-992	Bakersfield... A-132	Visalia..... A-446	
Kingman..... A-956		Watsonville... A-456	

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Dover..... A-779
 Wilmington... B-146

DISTRICT OF COLUMBIA

Washington... B-168

FLORIDA

Belle Glade... A-689
 Bradenton..... A-389
 Clearwater.... A-352
 Daytona Beach. A-163
 De Land..... A-592
 Ft. Lauderdale. B-20
 Fort Myers.... A-396
 Fort Pierce... A-392
 Gainesville... A-190
 Jacksonville.. B-196
 Key West..... A-193
 Lake City..... A-662
 Lakeland..... A-157
 Lake Wales.... A-729
 Leesburg..... A-677
 Marianna..... A-815
 Miami..... B-193
 Ocala..... A-447
 Orlando..... A-76
 Palatka..... A-569
 Panama City... A-198
 Pensacola..... A-96
 Quincy..... A-758
 St. Augustine. B-49
 St. Petersburg (see Tampa)
 Sanford..... A-437
 Sarasota..... A-282
 Tallahassee... A-188
 Tampa-St. Petersburg.. A-3
 West Palm Beach A-98

GEORGIA

Albany..... A-155
 Americus..... A-465
 Athens..... A-180
 Atlanta..... B-166
 Augusta..... A-51
 Bainbridge... A-663
 Brunswick.... A-295
 Cairo..... A-834
 Carrollton... A-642
 Cartersville.. B-125
 Cedartown.... A-553
 Columbus..... A-42
 Cordele..... A-554
 Dalton..... A-342
 Douglas..... A-674
 Dublin..... A-519
 Elberton..... A-738

GEORGIA (cont.)

Fitzgerald.... A-621
 Fort Valley... A-730
 Gainesville... A-436
 Griffin..... B-121
 La Grange..... A-206
 Macon..... A-54
 Marietta..... B-119
 Milledgeville. A-581
 Moultrie..... A-453
 Newnan..... B-124
 Rome..... A-170
 Savannah..... A-22
 Statesboro... A-792
 Swainsboro... A-907
 Thomasville... A-373
 Tifton..... A-726
 Toccoa..... A-736
 Valdosta..... A-264
 Vidalia..... A-817
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IDAHO

Blackfoot..... A-863
 Boise..... A-135
 Burley..... A-808
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 Idaho Falls... A-277
 Jerome..... A-894
 Kellogg..... A-877
 Lewiston..... A-402
 Nampa..... A-336
 Payette..... A-919
 Pocatello.... A-195
 Preston..... A-918
 Rexburg..... A-910
 Rupert..... A-967
 Sandpoint.... A-909
 Twin Falls... A-303
 Wallace..... A-964
 Weiser..... A-921

ILLINOIS

Alton..... B-24
 Aurora..... B-130
 Belleville... B-23
 Bloomington.. A-137
 Cairo..... A-431
 Carbondale... A-487
 Centralia.... A-382
 Champaign-
 Urbana..... A-65
 Chicago..... B-167
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 Decatur..... A-59
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 Freeport..... A-230
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 Harrisburg... A-484
 Jacksonville.. A-251
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 Kankakee.... A-197
 Kewanee..... B-93
 La Salle..... A-433
 Lincoln..... A-374
 Macomb..... A-503
 Marion..... A-508
 Mattoon..... A-305
 Moline (see Davenport, Iowa)
 Mt. Vernon... A-350
 Olney..... A-600
 Pekin..... A-234
 Peoria..... A-24
 Quincy..... A-102
 Rockford..... A-32
 Rock Island (see Davenport, Iowa)
 Springfield... A-41
 Streator..... A-327
 Urbana (see Champaign)
 Vandalia..... A-840
 Waukegan..... B-132

INDIANA

Anderson..... B-16
 Angola..... A-870
 Bedford..... B-54
 Bloomington.. B-153
 Columbus..... B-43
 Connerville.. A-354
 Elkhart..... A-126
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Financial & Trade Notes: Storer Broadcasting Co. (formerly Fort Industry Co.) is considering listing 170,000 shares of stock for public sale, and has applied to Securities & Exchange Commission for registration of 215,000 shares of common stock at \$1 par. Spokesman for president George B. Storer said plans for public offering are tentative and may be changed. Company owns 4 TV stations (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio) and 7 AM stations (WJBK, WSPD, WAGA and WWVA, Wheeling, W. Va.; WGBS, Miami; WSAI, Cincinnati; WMMN, Fairmount, W. Va.). Statement filed with SEC says all but 15,000 of the 215,000 common shares are outstanding, and reveals:

Underwriters Reynolds & Co. and Oscar E. Dooly & Co. would buy 75,600 shares from Mr. Storer (who now owns 656,500 or 59%); 47,200 each from v.p.-treas. J. Harold Ryan (who owns 120,500 or 10.87%) and his wife, Frances S. Ryan (who owns 152,500 or 13.75%). The 3 propose to sell another 10,000 shares to officers and key employees of the company. After these sales, Mr. Storer would own 52% of common stock directly, Storer family holding total of 79.1%. If SEC approves registration, Thomas F. Staley, of Reynolds & Co., underwriters, would be elected to board to replace attorney John B. Poole, who would resign.

The company's stock is listed at book value of \$2,472,-937, or \$3.14 per share on 1,109,000 shares, as of May 2. Company's indebtedness now totals \$3,000,000, including refinancing this month of \$1,540,184 loan.

Company's gross income increased from \$1,345,530 in 1942 to \$6,657,114 in 1950 and \$9,560,086 in 1951. Net profit last year was \$1,391,935, and \$376,570 in first quarter 1952.

Gross income from TV was \$31,539 in 1948, \$557,011 in 1949, \$2,024,151 in 1950, \$4,816,490 in 1951. Radio income was \$2,748,337 in 1947, \$2,872,495 in 1948, \$4,172,037 in 1949, \$4,632,963 in 1950, \$4,743,596 in 1951.

National spot advertising accounted for 40% of TV revenue last year, local 38%, network 22%. In radio, national spot and local each contributed 41%, network 18%.

Salaries in 1951: Mr. Storer \$75,025, Mr. Ryan \$40,024, exec. v.p. Lec B. Wailes \$42,669.

* * * *

Emerson Radio's net profit after taxes was \$548,228 (28¢ a share) for 26 weeks to May 3 vs. \$2,366,542 (\$1.22) for same 1951 period. Taxes were \$1,007,285 & \$2,899,949 for respective periods.

United Paramount Theatres cut quarterly dividend to 25¢, payable Aug. 18 to holders of record June 27, from customary 50¢. President Leonard Goldenson explained step was necessary to conserve cash in event projected UPT-ABC merger is effected.

Paramount Pictures Corp. consolidated net earnings for first quarter were \$1,355,000 (58¢) after taxes and all charges vs. \$1,411,000 (61¢) for same 1951 quarter.

RKO Pictures Corp. showed net loss of \$1,956,652 for first quarter compared with net loss of \$1,086,365 first 1951 quarter.

* * * *

Dividends: Zenith, 50¢ payable June 30 to stockholders of record June 13; Sylvania, 50¢ July 1 to holders June 14; United Paramount Theatres, 25¢ July 18 to holders June 27; Paramount Pictures, 50¢ June 23 to holders June 9; Loew's Inc., 20¢ (down from usual quarterly 37½¢) June 30 to holders June 11; Stromberg-Carlson, 25¢ July 1 to holders June 10; Decca Records, 17½¢ June 30 to holders June 16; IT&T, 20¢ payable July 16 to holders June 13.

Wells-Gardner directors took no action on dividends this week, voting to conserve cash to finance increased operations.

Gen. Eisenhower's telecast and broadcast from his Abilene, Kan. homecoming June 4—are they political? Senator Taft says they are, has written the networks to say that he felt the telecasts-broadcasts constitute "quite unprecedented coverage of a political speech, involving as it does the blacking out of the rest of the country from other viewing and listening except for this single event." Though the Senator is second to none in use of free time on TV and radio in recent months, he demands "equal facilities" on same networks at same time on June 6. If networks accede (as seems likely, on basis of past unwillingness to face up to the politicians) it's logical all other candidates of both parties will demand equivalent time.

Political broadcasting problems continue to grow for broadcasters. FCC this week released letter it sent to CBS, involving request for use of its facilities from one Wm. Schneider, St. Louis attorney seeking GOP presidential nomination. CBS had let him broadcast over KMOX, St. Louis, denied him time on rest of its stations. Commission said Schneider is a legally qualified candidate under Sec. 315 of Communications Act, and CBS is required to give him same consideration given other presidential candidates; also, that stations have no right to predicate amount of time given on their estimates of candidate's chances of nomination or election. Broadcasters hope to get Sec. 315 amended to afford them greater protection, when McFarland bill goes before House, probably June 11.

Hearings on TV-radio programming will be held June 3-5 by Harris Subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:20-21). Scheduled to testify first is Rep. Gathings (D-Ark.), sponsor of resolution calling for investigation. Then other members of Congress will be given opportunity to testify, followed by representatives of civic groups and organizations. Chairman Harris (D-Ark.) announced his subcommittee will "study programming techniques, including the question of responsibility for and control over the content of radio and TV programming on the part of broadcasting licensees." He said he will ask FCC to make available any complaints it has received on TV-radio programs, and that broadcasters will be heard "at the proper time."

No Senate action is likely on McCarran Resolution (S. Res. 319) which would bar TV-radio, photographers and sound recorders from Senate hearings (Vol. 8:21). Senate Rules Committee May 28 referred measure to its subcommittee on rules comprising Senators Hayden (D-Ariz.), Monroney (D-Okla.), Smith (R-Me.). Sen. McCarran (D-Nev.) says he has "no plans so far" to push for action, and fact that there's so much other unfinished business before Senate leaves bill's chances very slim.

Two educators with problems were answered by FCC this week. Walter B. Saul, president of Philadelphia Board of Education, was informed that Commission leans toward operation of station by one organization representing all educational groups in city; that exact nature of such organization is up to educators themselves; that supplemental sheet to application form 301 will be available to educational applicants shortly. University of Connecticut's president A. N. Jorgensen was told that although Storrs, where university is located, didn't get a reserved channel, school can apply in Hartford or any other city in Connecticut with reserved channel.

American Phenolic Corp. reports first quarter net profit of \$309,249 (77¢ a share) on sales of \$9,552,244 after provision of \$1,400,000 for taxes. For same 1951 quarter, profit was \$151,474 (37¢) on sales of \$4,947,785 after \$402,058 taxes. Amphenol second 1951 quarter earnings were \$199,325 (50¢), third \$280,557 (70¢), fourth \$310,512 (78¢).

Count of TV Sets-in-Use by Cities

As of May 1, 1952

Estimates are sets within .1 Mv/m contours (60 mi.),
excluding overlaps, as established by NBC Research.

SETS-IN-USE went up 351,700 during April to reach total of 17,290,800 as of May 1, according to NBC Research's monthly report. While rate of gain slowed down somewhat from the 404,000 in March (Vol. 8:17) big pre-political convention promotions should hypo sales to 18,000,000 total by time of nominations in July, possibly 19,000,000 by November elections. Best April gains were made in Pittsburgh, up 20,000; San Francisco, up 16,000; Philadelphia & Washington, up 10,000 each. Following is the May 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	83,000	New York.....	7	2,970,000
Atlanta.....	3	169,000	Norfolk.....	1	114,000
Baltimore.....	3	386,000	Omaha.....	2	127,000
Binghamton.....	1	66,000	Philadelphia.....	3	1,042,000
Birmingham.....	2	103,000	Pittsburgh.....	1	428,000
Bloomington (see Indianapolis) 1(a)			Providence.....	1	214,000
Boston.....	2	895,000	Richmond.....	1	124,000
Buffalo.....	1(b)	268,000	Rochester.....	1	147,000
Charlotte.....	1	143,000	Salt Lake City.....	2	73,000
Chicago.....	4	1,155,000	San Diego.....	1	117,000
Cincinnati.....	3	323,000	San Francisco.....	3	377,000
Cleveland.....	3	614,000	Schenectady.....	1	210,000
Columbus.....	3	210,000	St. Louis.....	1	398,000
Davenport-Rock Island.....	2	110,000	Syracuse.....	2	164,000
Dayton.....	2	188,000	Toledo.....	1	180,000
Detroit.....	3(c)	667,000	Utica.....	1	69,500
Erie.....	1	79,700	Washington.....	4	364,000
Grand Rapids & Kalamazoo 1(d)		167,000	Wilmington.....	1	102,000
Greensboro.....	1	83,000	Total Interconnected.....	95	16,352,300
Huntington.....	1	79,100	<i>Non-Interconnected Cities</i>		
Indianapolis & Bloomington 1(a)		250,000	Albuquerque.....	1	14,200
Jacksonville.....	1	56,000	Brownsville.....		
Johnstown.....	1	152,000	(Matamoros, Mexico) 1(e)		10,700
Kalamazoo (see Grand Rapids) 1(d)			Dallas.....	2	164,000
Kansas City.....	1	207,000	Fort Worth.....	1	141,000
Lancaster.....	1	147,000	Houston.....	1	86,000
Lansing.....	1	93,000	Miami.....	1	93,000
Los Angeles.....	7	1,185,000	New Orleans.....	1	92,300
Louisville.....	2	138,000	Oklahoma City.....	1	39,400
Memphis.....	1	130,000	Phoenix.....	2	76,400
Milwaukee.....	1	332,000	San Antonio.....	1	144,000
Minneapolis-St. Paul.....	2	316,000	Seattle.....	1	77,500
Nashville.....	1	63,000	Total Non-Interconnected.....	14	938,500
New Haven.....	1	274,000	Total Interconnected and Non-Interconnected.....	109	17,290,800

- (a) Bloomington separately 157,000. Indianapolis separately 223,000.
- (b) Does not include estimated 52,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 35,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 134,000. Kalamazoo separately 141,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 92,289 up to March 31, 1952, according to Canadian RTMA (Vol. 8:19). 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 March 31: Windsor 34,532, Toronto-Hamilton 35,881, Niagara Peninsula 16,490, Montreal 189, other areas 5197.

More upcoming applications for new TV stations, not yet filed but definitely in the making: KING-TV, Seattle, to apply for Portland, no channel disclosed; KTRH, Houston (Jesse Jones), to reapply, this time seeking Channel 13; Orange TV Bestg. Co., Tampa, to apply for Channel 13. Tampa company's president is David Falk, dept. store owner; secy. is Cody Fowler, ex-president of American Bar Assn.

Fate of color TV order M-90 is now up to NPA administrator Henry Fowler. At inter-agency clearance committee discussion of draft of proposed revised order May 28, only objections came from Pentagon, which urged that present order be retained. Military spokesmen argued that any revision might aggravate engineer shortage or make defense orders less attractive to electronics manufacturers. Likelihood, however, is that Mr. Fowler will approve draft order, which, though revised several times since, still follows pattern described in Vol. 8:16: It applies to home TV only, giving green light to manufacture of color theatre-TV gear. Any manufacturers wishing to make home color sets must apply on special NPA form, presenting specific proof that so doing would not interfere with defense contracts in any way. If Mr. Fowler approves draft, revised order probably will be issued in week or so.

Ex-FCC Chairman Wayne Coy can now take possession of KOB & KOB-TV, Albuquerque, in partnership with Time Inc. (Vol. 8:17), as result of FCC decision May 29 authorizing transfer of ownership from T. M. Pepperday for consideration of \$900,000 minus \$300,000 in net quick assets. Comrs. Jones and Sterling did not participate in vote, in which Commission also denied petition of ABC that 50-kw KOB go back on 1030 kc in lieu of the 770 kc on which it has been operating since 1941 simultaneously with ABC's WJZ-TV, New York. ABC has litigated KOB's "temporary" right to channel and Court of Appeals remanded case to Commission last year with instructions to come to decision. Coy has acquired home in Albuquerque, heads new operating company in which he gets half interest for \$75,000, will draw managerial salary of \$26,000 a year. Physical assets valued at \$450,000 will be held by Time Inc. subsidiary.

Four applications for new TV stations filed this week bring total pending to 541 of which 52 are uhf. New applicants: WDAN, Danville (Ill.) *Commercial-News* (Gannett), seeking uhf Channel No. 24; WBOC, Salisbury, Md., No. 16; KWBU, Corpus Christi (Baptist General Convention of Texas), No. 6; WAPA, San Juan, P. R., No. 4 (resubmitted). Amending old applications were KFEL, Denver No. 2; WIOD, *Miami Daily News* (Cox), No. 7; WJBF, Augusta, Ga., No. 6; KFEQ, St. Joseph, Mo., No. 2; WDHN-FM, New Brunswick, N. J., No. 47; WENY, *Elmira* (N. Y.) *Star-Gazette* (Gannett), No. 24 (onetime CP holder); WHK, *Cleveland Plain Dealer*, No. 19; WLAN, Lancaster, Pa., No. 8. [For further details, see *TV Addenda 14-T* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

Efforts to hasten ABC-United Paramount Theatres merger should come shortly. It's expected testimony involving UPT officers and directors will be completed in week or 2, whereupon the 2 companies will request that merger question be severed from whole Paramount hearing and acted upon by Commission. This week's sessions included testimony from 4 independent theatre owners, presented as FCC witnesses, who claimed old Paramount Pictures Corp. used all sorts of "pressure tactics" to force deals favorable to Paramount. After a few more Commission witnesses next week, Dr. Allen B. DuMont returns to stand June 5.

Julius Mattfeld, CBS music librarian, has compiled complete chronology of all music published in U. S., to be published June 12 by Prentice-Hall under title *Variety Music Cavalcade*.

Samuel C. Brightman, ex-Washington correspondent, *Louisville Courier-Journal*, named publicity director of Democratic National Committee.

Zenith is distributing reprints of article in May 20 *Look Magazine*, "The Future of TV Hangs in the Balance," written by its Phonevision consultant Millard C. Faught.

MARTIN CODEL'S

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

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SHORT STEEL STRIKE WON'T HIT TV-RADIO: Unless steel strike lasts month or more, the TV-radio industry should feel no distress.

With a 2-3-week strike expected by Washington, receiving set manufacturers generally find themselves with enough steel in inventory to last 45-60 days at the current and planned production rates.

TV-radio receivers and other electronic items aren't heavy users of steel in sense that refrigerators and autos are. While NPA has banned shipments of steel to manufacturers of consumer goods, many TV-radio makers are believed to have the full "normal 45-day inventory" permitted them by NPA regulations.

"Normal 45-day inventory" can easily be stretched to cover 60 days' production at today's subnormal output rate (see p. 8). If strike continues well into July, it will overlap industry's traditional vacation period, when output is insignificant anyway. NPA sources say some manufacturers bought the maximum permitted amounts of steel in last few weeks, anticipating possible stoppage.

Warehouses have been bulging with most types of steel in recent months. And warehousemen reported no rush by their customers to stock up when CIO steelworkers walked out following June 2 Supreme Court decision returning steel mills to private owners. Strike came when steel production was rolling at near-record levels, and consumer goods slump had slashed demand. Iron Age, national metalworking weekly, this week estimated steel-using industries' inventories at 30-60-day supply.

In field of transmitting gear, cameras, etc., picture is much the same as in receiving sets -- except that some manufacturers predict they may feel shortages of some types of steel after about 30 days of strike. As for military equipment, there could be stoppages within few weeks in production of some electronic weapons which require specialized types of steel.

Starting of new TV-radio station construction and alteration projects could be delayed if strike should last 3 weeks or more. But most projects now under way have enough steel in reserve to last 45-60 days. NPA hasn't yet banned delivery of steel for construction projects, but such a step is expected if strike continues.

Mobilizers still plan steel decontrol, meanwhile, in hopes of short walkout. NPA boss Henry Fowler signed order relaxing steel controls as of July 1. If strike lasts no longer than 2 weeks, order is expected to go into effect as scheduled.

NETWORKS NOW IN NEARLY ALL TV AREAS: With Phoenix also slated for network service by time of the July 7 & 21 political conventions -- via coaxial from Los Angeles -- only TV city whose date of interconnection remains "indefinite" as far as AT&T is concerned is Albuquerque. In July, 10 more cities are to be hooked up (Vol. 8:20).

Fact that AT&T has been careful not to commit itself to added cities, as it announced each new connection in last few months, leads to natural suspicion that it also may have Albuquerque up its sleeve -- perhaps even Brownsville, Tex., which is served by XELD-TV, across the border in Matamoros, Mex.

But connecting Phoenix is simple, compared with task of hooking up either

Albuquerque or Brownsville. AT&T's great southern coaxial cable extends from Los Angeles right through Phoenix, has long been used for telephone. It need only be modified for TV. But Albuquerque is more than 300 miles from Phoenix or Denver, so would presumably require "impossible" job of erecting many-hop microwave from either in short time remaining. Brownsville is some 250 miles from San Antonio.

It would be ironic if Albuquerque remains out in cold during conventions, since KOB-TV's new owners are Time Magazine, which plans to give the conventions tremendous news coverage, and Wayne Coy, ex-chairman of FCC (Vol. 8:22). Coy has been trying to promote hookup, but hasn't received much encouragement from AT&T.

With 62 of the 64 TV markets and 107 of the 109 stations interconnected, mere 25,000 or so of nation's approximately 18,000,000 sets-in-use by convention time will be forced to get coverage on delayed basis.

Extremely important fact, overlooked because new interconnections have been publicized mostly in relation to convention coverage, is that all these new cities will be getting permanent regular network service after the conventions are over. Though equipment in a few "temporary" microwave links will be replaced later, network service will continue uninterrupted.

* * * *

Plans to bring conventions to non-TV cities -- "tapping" cable or microwave as it goes through town and feeding programs to auditoriums, etc. -- are being concluded in Denver, Portland, Fresno (Vol. 8:21-22). Groups in 2 more Oregon cities, Salem and Eugene, have been dickering with AT&T, but there's no firm decision yet.

In Chattanooga, TV applicant Mountain City TV Inc., which has interlocking ownership with WAPO, asked FCC for special permission to erect station to rebroadcast signals of WSB-TV, Atlanta, during conventions. Commission turned it down, restating policy held throughout freeze, viz., that an applicant who gets on air in such fashion has undue advantage over others when it comes to comparative hearings on regular commercial applications.

Note: In Denver, Eugene O'Fallon's KFEL, which ran off first "tap" of trans-continental TV circuits to bring World Series to local fans last fall (Vol. 7:40), has set up his camera and film chains in Denver's Brown Palace Hotel, next door to Eisenhower headquarters, and has offered to feed programs to networks.

FCC CONSIDERS GRIPES ABOUT ALLOCATIONS: More requests for changes in allocation plan are being filed with FCC -- but Commission has yet to take action on any of consequence. Since Final Allocation Report became legally effective June 2, and processing of applications is due to start July 1, action on petitions should come soon. This week's filings show a lot of variety:

(1) Westinghouse made frontal attack on priorities for city-by-city processing applications (Supplements 81 & 81-A). It has no quarrel with Groups A-1 and A-2, affecting the 30 stations shifting channels and all cities 40 or more miles from existing stations. But it doesn't like Group B setup.

In lieu of FCC's priorities, Westinghouse proposes formula based on a "TV service factor." This factor is derived by dividing number of people in each metropolitan area by number of TV signals now received. With this system, Pittsburgh would be first city in Group B rather than 180th.

Also attacking priorities are KCMC, Texarkana, Tex., and KARK, Little Rock, Ark. Both feel that population of metropolitan area, rather than principal city, should be basis for priorities.

(2) Zenith asked FCC to rule that WBKB, Chicago, which Commission intends to shift from Channel 4 to No. 2, has no more rights to Channel 2 than any applicant -- including Zenith. Clear implication is that Zenith proposes to put up fight to capture channel, on which it has conducted Phonevision experiments, and that it seeks to put kibosh on proposed \$6,000,000 sale of WBKB to CBS.

(3) Novel method of putting Channel 4 into Pittsburgh area was proposed by WLOA, Braddock, Pittsburgh suburb. It asks FCC to shift Columbus' WBNS-TV from Channel 10 to 4 and WLWC from Channel 3 to 10, instead of shifting WLWC to 4. Parlay would permit Channel 4 to go into Braddock (which for all practical purposes would

mean much-wanted third commercial vhf for Pittsburgh) because the WBNS-TV transmitter is 170 miles from Braddock postoffice whereas WLWC transmitter is 169.39 miles.

Neither Columbus station is likely to take kindly to idea, since FCC never proposed to shift WBNS-TV at all and WLWC would probably prefer low-band Channel 4 to high-band Channel 10. But the ingenious and complex parlay proposed reveals to what desperate lengths some metropolitan areas must go to get more vhf.

(4) First request for a new channel assignment which doesn't conflict with FCC's new allocation plan came from Dr. Forbes Farms Inc., Palm Springs, Cal. Company asks Channel 14 be assigned to city. Request conforms with FCC rules, since Palm Springs was assigned no channel and it's over 15 miles from city with channel.

* * * *

FCC's chances for more funds for processing TV applications still look good. Senate authorized \$600,000 for the job this week, and favorable sentiment is developing in House. Rep. Crosser (D-O.), chairman of Interstate & Foreign Commerce Committee, became aware of situation this week, said he would lend support. Measure will be taken up next week by House appropriations subcommittee, under Rep. Thomas (D-Tex.). After that, following Senate-House conferees meet to thrash out differences: Senators Maybank (D-S.C.), O'Mahoney (D-Wyo.), McKellar (D-Tenn.), Hill (D-Ala.), McMahon (D-Conn.), Saltonstall (R-Mass.), Bridges (R-N.H.), Ferguson (R-Mich.); Representatives Thomas, Gore (D-Tenn.), Andrews (D-Ala.), Yates (D-Ill.), Phillips (R-Cal.), Coudert (R-N.Y.), Cotton (R-N.H.).

HOW MANY EDUCATORS WILL BUILD STATIONS? Real proof of the educational TV pudding-- firm applications backed by real money to build and program -- is yet to come. A few educators mean business; there's good chance 20-30 will file within next few months. But vast majority of institutions, with channels to be had for the asking, are still sitting on their hands, and are likely to continue in that position.

Unfortunately for commercial applicants, most educational drum-beating comes from cities where channels are most valuable. An index of activity is number of local and regional meetings being held: U of North Carolina, June 3-4, featuring another hortatory address by FCC Chairman Walker; Milwaukee, June 3; Tampa, June 10; Baltimore, June 19. More are on tap.

Many commercial applicants aren't as worried as they once were, feeling that most reserved channels are bound to revert to commercial status after a year -- when FCC will consider requests to take channels off ice if they're unused.

Sharing of channels by educational & commercial interests is another angle under consideration. Commission may well regard idea with favor when it finds that many channels will otherwise lie fallow or revert to full commercial status.

Broadcasters are getting a chuckle out of ill-concealed friction between educators and Comr. Hennock. Educators acknowledge her help in getting channels, but they're satisfied with final decision -- whereas Miss Hennock feels they got mere pittance. What really irks them is her efforts to "run things," as one puts it.

With new \$145,000 Ford Foundation grant under its belt, Joint Committee on Educational TV sends emissaries into field, lends hand at conferences, has boosted its promotional output considerably in last few weeks.

A small minority of schools can afford the experiment. There's little question of that. Some Texas universities own oil-producing properties gushing millions in revenues. At Ohio State, state-supported, which was also recent recipient of multi-million dollar endowment from private source, president Dr. Howard L. Bevis makes this restrained statement: "All I can say at this time is that we feel the costs will be within the resources of the university."

But such well-heeled institutions are striking exceptions. Take Portland, Me. There, teachers are lobbying desperately for pay raise, even threatening to strike unless it's granted. An appropriation for such a "luxury" as TV would arouse them still further, says a competent observer.

* * * *

Schools and educational groups most likely to apply "soon" are listed by JCET executive director Ralph Steetle as follows; he says some already have money

appropriated: 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; U of Wisconsin, Madison.

Also preparing to plunge into TV are New York Board of Regents & New Jersey Dept. of Education. Various school groups are also reported to be forming plans in Detroit, Milwaukee, Pittsburgh, San Francisco. Comr. Walker, in his North Carolina talk, added U of Michigan, Ann Arbor; U of Connecticut, Storrs (presumably planning for Hartford) -- plus groups in Chicago and St. Louis.

COLLEGE FOOTBALL—PUBLIC LOSES AGAIN: National Collegiate Athletic Assn.'s 1952 football TV plan makes a gesture toward appeasing the overwhelming public sentiment against restrictions on televised sports -- but its effects are likely to satisfy neither viewers, telecasters nor the colleges themselves.

There will be no "blackout Saturdays" this fall. Each TV area will get 12 games on 11 Saturdays plus Thanksgiving, compared to 7 last year. This year's plan is simpler than 1951's complex schedule (Vol. 7:36). All 12 games will be televised nationally, and additional small college games may be picked up on local basis.

But public will suffer, because --

Viewers again will have no choice. They won't be able to switch to another nationally telecast game nor follow a favorite team, for no school will be permitted to appear twice. Sponsor must stick to 12-game series arranged before start of the season. If mid-season game loses lustre because of poor record of teams, the public must watch game in which it has little interest, or do without football TV.

* * * *

Stations, networks and potential sponsors will suffer, because --

Official sponsor will be selected again by NCAA. Then he must present 12 national games -- plus any regional ones -- guaranteeing to use outlets in all the interconnected TV markets via facilities of one network. But he must bid for this privilege without knowing how much it will cost him or even what colleges he will be able to present -- since he is required to negotiate directly with colleges for TV rights after he has been selected as NCAA's sponsor. In effect, the colleges have him over the proverbial barrel.

NCAA rules require sponsor to "make any one or more of the games available without charge to any other networks and independent stations which may wish to carry such games on sustaining basis simultaneously with network presenting series."

This incredible rule was unofficially explained as meaning network and stations carrying telecasts must permit competitors to rebroadcast them, but official sponsor's commercials can't be cut out by rebroadcasting station. It's not unlikely that some stations will take advantage of rebroadcasting privilege -- especially those normally off the air Saturday afternoons -- to profit from sale of station-break spots and adjacencies.

Colleges will suffer, too, because --

Only the selected few will receive fees for TV rights. And NCAA's own poll by National Opinion Research Center (Vol. 8:19) showed gate receipts continued to drop last year despite severe TV restrictions. But worst of all, America's colleges -- come next fall -- again will harvest the bitter fruits of poor public relations.

* * * *

Soft-pedaled in report of NCAA's TV committee, which proposed the new curbs, was last year's cry of "protect the gate receipts." Purpose of plan this year, we are told, is to "prevent monopoly of TV by the larger and more popular teams, [to] help eliminate TV as a vast money-making device for the favored few [and] make it possible for a greater number of colleges, especially the smaller ones, to get TV attention and to share in whatever TV income may be available."

NCAA may have changed its tack because its own survey -- purporting to prove that "TV damages college football attendance" -- was inconclusive. Figures from

selfsame NCAA survey, in fact, were used by the NARTB and Jerry Jordan to prove the exact opposite (Vol. 8:20).

TV control program -- as recommended by NCAA's TV committee -- is now being voted on by member colleges, who are expected to approve it, despite threat of govt. anti-trust suit if Justice Dept. wins pending case against pro football (Vol. 8:20).

'PURITY' PROBE HEARS DRYs, REFORMERS: A Bible Belt Congressman demonstrated his version of the hootchy-kootchy, a WCTU lady sobbed that TV commercials make babies cry for beer, a Chicago newscaster blamed wicked New York for TV's "lewdness" -- and the Great Congressional TV-Radio Investigation of 1952 was on.

The words and music were familiar, and the press corps was out in full force for first week's hearings by House Interstate & Foreign Commerce subcommittee headed by Rep. Harris (D-Ark.). Newspapers gave plenty of space to stories bristling with such phrases as "low necklines," "girdle gags" and "burlesque show."

There was confusion in the subcommittee as to exact course investigation should take. Probers spent nearly all of first day's session June 3 trying to find out from Rep. Gathings (D-Ark.) what he had in mind when he introduced resolution calling for inquiry (Vol. 8:20). Rep. Gathings, as first witness, did a modified shimmy in describing "lewd and obscene" TV program he had witnessed.

Overabundance of crime programs was Rep. Gathings' principal complaint, in prepared statement before subcommittee. Under questioning, he expressed satisfaction with general upward movement of necklines since TV code (he called them "waist-lines," but everyone knew what he meant). As to censorship, he's against it, but:

"There is such a thing as leaning too heavily upon the Constitutional free speech provision should the airwaves, which belong to the people, be used to incite lawlessness and a disregard for constituted authority" (from prepared statement).

"Should there be legislation to control TV and radio?" asked Rep. O'Hara (D-Minn.). "No," Gathings replied quickly.

Censorship legislation isn't answer to TV-radio programming shortcomings -- this feeling was manifest in questions asked by majority of subcommittee members. Twice during hearing, Rep. Klein (D-N.Y.) suggested this one sure-fire solution to witnesses' complaints about TV programs:

"Turn the damn thing off," he said.

More concern over TV-radio advertising techniques than over programming was expressed by Reps. O'Hara, Klein and Denny (R-Pa.) -- but chairman Harris made it clear at first day's hearing that probe would stick to programming.

Then followed 2 days devoted almost exclusively to testimony by drys, who don't like beer advertising. The monotony was broken by Chicago ABC radio commentator Paul Harvey, who took stand to blame Manhattan comedians for most of TV's off-color material -- especially jokes dealing with "ladies' undergarments."

NARTB Code Review Board held closed-door session with Rep. Gathings and the subcommittee June 6, and chairman John E. Fetzer announced he will testify June 25.

During 2-day session in Washington, Review Board studied some 20 complaints about TV programming -- dealing principally with crime and mystery shows, over-commercialization, religious telecasts and film productions. Decisions and findings "will be addressed to the program sources involved," board announced.

Harris subcommittee hasn't yet mapped out future program, but a Committee spokesman said hearings may "run through the summer." On basis of queries by probers during first 3 days, it's good guess that extent of group's action may be to warn FCC to keep sharp eye on public's complaints when time comes for license renewals.

* * * *

Complaint in opposite direction came this week from American Civil Liberties Union. It attacked NARTB's code as "stultifying and illegal censorship" and asked FCC for hearing to determine whether the code contravenes Communications Act. It charges that by adhering to code telecasters abandon their own responsibility to bar "obscene and other illegal matter." If code is not "abrogated in its entirety," said ACLU, it will "create conformity and reduce TV to dull mediocrity."

EQUAL TIME on the air is becoming a shibboleth, almost to point of ludicrousness, as politicians scramble for free pre-convention TV-radio time. They're even looking to FCC to help them as TV-radio people balk. Return of Gen. Eisenhower and the telecasting of his Pentagon press conference, his Abilene speech and his Abilene press conference brought matters to a head this week.

Senators Taft and Kefauver have asked FCC to force networks to grant them equal TV-radio time with Ike—and former's campaign headquarters made no bones about being irked with extreme lengths to which NBC-TV & CBS-TV went to get the special Abilene-to-Kansas City microwave relay installed (at cost of \$30,000 or more, which they shared).

FCC has taken usual course of asking networks to explain, but obviously doesn't want to put itself in position of deciding what's political. Foolishness of the "equality" rule is indicated (1) by fact that Taft, Kefauver and the other candidates have been getting more than their share of free time for months, while Eisenhower was abroad; and (2) fact that Commission has in effect ruled that one Wm. R. Schneider, a Republican "presidential candidate," who polled some 600 votes in New Hampshire and Oregon primaries combined, is entitled to as much time as his "rivals".

At Taft's first demand, the networks all stood up on hind legs and refused him a half-hour simulcast on a 6 p.m. hookup such as Eisenhower had from Abilene. Nor would CBS give Kefauver the half-hour immediately after

PLEADING FOR SPEED, desperately needed, ABC and United Paramount Theatres on June 6 petitioned FCC to sever question of their merger from interminable Paramount hearing and to render final decision on it as soon as possible. Stating that all testimony affecting the two companies has been completed, ABC and UPT urged haste for these reasons:

(1) Completion of whole Paramount hearing will take "many weeks, or even months." Hearing is now in 6th month, has consumed 78 days and occupies 11,000-plus pages of testimony.

(2) ABC continues in need of capital—to keep going and to expand. Terms of agreement with UPT prevent ABC from getting capital elsewhere.

(3) Retention of ABC personnel is becoming increasingly difficult during period of uncertainty.

(4) Delay of merger decision beyond August will handicap ABC not only in present operations but in obtaining crucial fall sponsorships—seriously harming ABC's AM and TV affiliates as well as ABC itself.

ABC and UPT claim that merger question was combined with Paramount hearing "not because of legal necessity or requirements but as matter of [FCC] convenience."

Dr. Allen B. DuMont returned to stand during this week's hearing to state that he had no opinion on whether ABC-UPT merger would be good or bad. "It's up to the Commission to decide," he said. He was also cross-examined in connection with patents owned by old Scopphony Corp., stated that he had no knowledge of Paramount's alleged attempts to suppress Scopphony's TV patents. He also testified he still believes that TV system of Skiatron Corp., Scopphony's successor, lacks commercial utility.

FCC's last 2 witnesses were also heard—David G. Edwards, Salt Lake City theatre owner, and Judge George W. Latimer of U. S. Court of Military Appeals, who was counsel for Salt Lake City's Joe Lawrence Theatres in 1941. Both testified that UPT president Leonard Golden-son, when with old Paramount Pictures Inc., threatened to withhold first-run pictures and to use "all the power" of Paramount—in unsuccessful effort to regain theatres owned by Lawrence.

Ike, on grounds the General's homecoming was "news event" and not primarily a political speech.

At Abilene, after big speech, question arose whether Ike's first "political" press conference would be telecast. Faced with flat ban on live pickup by Ike's campaign managers and bitter opposition of newsmen, who claimed "off-the-record" problem was insurmountable, CBS-TV crew (working with Omaha affiliate KMTV's cameras) nevertheless set up in conference room and got green light from Ike himself. They're still debating merits of such gigantic "Meet the Press" programs.

Opinion generally was that Eisenhower handled himself well before cameras, especially at Pentagon press conference. Said *New York Times'* Jack Gould: "Where the General appears to have the major edge over his rivals for the Presidency is in the quality of his delivery. Yesterday [at the Pentagon] there was an intuitive variation in the inflection of his voice as he moved from moments of light banter to moments of great earnestness. The timbre of his speaking voice is aurally pleasing and wears well."

That TV scored solid beat over radio and press at Pentagon conference, was noted by *Variety*. All 4 TV networks were there with pool of 3 cameras. Radio did not carry it, but did do good job of repeating recordings later (and to bigger night audiences). *Variety* described Eisenhower as "a forceful, quick-thinking speaker with conviction." Consensus among observers, even those opposed to the Eisenhower candidacy, is that he's very tele-genic, will do well on TV provided he doesn't "overstay his welcome" by too-frequent appearances (Vol. 8:21).

Personal Notes: Wm. S. Paley, CBS chairman, completes his job late this month as chairman of Materials Policy Commission, special board set up by President Truman to evaluate metals resources; Wm. Ackerman, director of CBS reference dept. on leave as secretary of Commission in Washington, is expected to return to CBS within month afterwards . . . Niles Trammell, NBC chairman, named head of TV-radio committee of the Advertising Council; Edgar Kobak heads promotion committee . . . Edward D. Madden, NBC-TV operations v.p., addresses American Marketing Assn. convention in Cincinnati June 17 on "TV—a Revolution in Marketing" . . . Frank B. Hand, ex-FCC attorney, and Daryl A. Myse, attorney-engineer formerly with Federal Power Commission, have formed law partnership to specialize in TV-radio practice, with headquarters in Transportation Bldg., Washington . . . Walt Dennis, ex-TV-radio director of Allied Stores, now commercial mgr., WILS, Lansing, Mich. . . . Peter Storer, son of George B. Storer, heads new promotion-merchandising dept., WJBK & WJBK-TV, Detroit . . . Sydney Eiges, NBC press-information v.p., elected president of N. Y. professional chapter, Sigma Delta Chi . . . Robert M. Banker, unit mgr. of *Studio One*, named CBS-TV casting director, succeeding Robert Fryer, resigned to join NBC-TV . . . Wells (Ted) Church, acting director, named CBS Radio director of news & public affairs . . . Melvin A. Goldberg, DuMont research chief, on leave of absence to join State Dept. information office . . . Tom McManus named head of newly-established station relations dept., Telenews . . . Stanley C. Florsheim, eastern sales mgr., promoted to sales mgr., Frederic W. Ziv Co., headquartering in Cincinnati . . . Nicholas E. Keesley is TV-radio v.p., Peter V. Keveson TV-radio copy chief & v.p., of newly formed Lennen & Newell Inc. . . . John E. Mosman, ex-Blow, named TV-radio v.p., Harry B. Cohen Adv. . . . Wilfred S. Roberts, ex-Pedlar & Ryan, joins TV dept., Benton & Bowles . . . Florence Warner, ex-CBS, joins Hutchins Adv. as public relations director, will work on promotion of Philco convention sponsorship . . . Norman Cash named sales mgr., WLW, Cincinnati, in separation of AM-TV sales; David Partridge is WLWT sales mgr.

Telecasting Notes: Top-level CBS executives and sizable group of radio affiliates will confer on radio rate situation (Vol. 8:22) at meetings in New York's Ambassador Hotel, July 1-2. NBC affiliates at Boca Raton convention last winter thwarted projected lowered rate structure, pegged on TV impact, and CBS stations think they may also be able to forestall their network from taking initiative on drastic rate cuts . . . Observations by one of prime movers in calling CBS affiliates meeting, Victor Sholis, WHAS & WHAS-TV, Louisville: "I'm not too sure what we can accomplish, but we are going to try. It's significant that some of the poor business practices, which now threaten to pull the roof down on network radio, have also crept into TV at a time when TV supposedly is riding high. Unless we stop it now in radio, what do you think will happen in TV when honest-to-goodness competition is possible?" . . . Radio got unexpected assist from TV at conclusion of June 5 Walcott-Charles fight from Philadelphia on NBC-TV (for which TV rights cost \$175,000 vs. gate receipts of \$210,000); viewers scampered for radio dials (ABC) when picture-&-sound blacked out due to mobile unit's power failure just before decision for Walcott was announced . . . Plans for blackout of fight telecast within 75-mile radius of Philadelphia were modified to permit Lancaster's WGAL-TV (53 miles) to carry bout; Philadelphia and Wilmington were blacked out . . . When WTCN-TV, Minneapolis, transfers to new corporation, Midwest Radio-Television Inc., under terms of deal whereby CBS turns in its 50-kw WCCO to that corporation and acquires 47% of its stock (Vol. 8:10), call letters will be changed to WCCO-TV; but CBS will allow Wm. J. McNally and Victor Ridder to vote its stock under trust agreement . . . WTCN-TV transfer awaits FCC action on sale of WTCN (AM) for \$300,000 to company headed by Robert Butler, former Ambassador to Cuba and Australia, which also is seeking Channel 11 in St. Paul (*TV Ad-denda 14-E*) . . . Daytime TV habit study of New York area, made by Advertest Research, shows 38% of TV homes use sets before 5 p.m.; percentage is down from 39.5% in May 1951 and 44% in June 1950, but total of sets is larger . . . New daytime show on WJZ-TV, New York, is *Good Looks & Good Living*, with Elizabeth Rae-Lamont answering personal problems of housewives, Wed. 1-1:30 p.m., planned for participating sponsorships . . . Hedy Lamarr reported to have signed to do series of 36 half-hour films for TV titled *The Great Lovers* and based on great romances of history, to be filmed in Mexico City . . . New Henry I. Christal Co. rep firm grabs off 3 Petry radio affiliates: WTMJ, Milwaukee; WJR, Detroit; WGAR, Cleveland . . . Modernistic new WTVN Television Center in Columbus officially opens June 11, with Sen. Kefauver due to fly out from Washington for special telecast . . . WTOP-TV, Washington, raises Class A hour rate June 15 from \$550 to \$700, one-min. from \$120 to \$140, adds Class D time from sign-on to 4 p.m. with base of \$250.

New common standard for 10-second shared identification breaks has been put into effect on the 8 TV stations represented by NBC-TV spot sales (5 NBC-owned). Station identification appears on top right quarter of screen, other three-quarters being available for advertising, permitting agencies to use one film or piece of art for all stations. Advertiser receives minimum of 6 seconds for commercial audio message. NBC-TV spot sales dir. Thomas B. McFadden said new standard, first in the industry, permits advertiser reasonable flexibility while saving on production costs.

Reason for snafu of sight-&-sound on NBC-TV telecast just as Walcott-Charles fight ended June 5 (see Telecasting Notes) was that a 12-year-old boy climbed stadium fence, stepped on transformer and touched switch just as bout ended. Network radio announcer in New York had to relay fight results to TV audience on audio.

Network Accounts: Texas Co. will put *Texaco Star Theatre*, with Milton Berle, on 3-a-month basis when it resumes Sept. 16 after summer layoff, with Buick putting on once-monthly show in same Tue. 8-9 period, possibly with Ken Murray; Kudner is agency for both. During summer, period is being occupied by *Youth Wants to Know* 8-8:30, and *Juvenile Jury* 8:30-9 . . . NBC-TV's 7-9 a.m. *Today* has these new sponsors: Standard Brands Inc. (Chase & Sanborn coffee), twice weekly, thru Compton Adv.; Mutual of Omaha (insurance), daily segment during Republican & Democratic conventions, thru Bozell & Jacobs; RCA Victor, 3 times weekly on Wed.-Thu.-Fri. for 6 weeks from June 20, thru J. Walter Thompson . . . Beacon Wax Co. June 6 bought season's remaining 5 Fri. *The Goldbergs* on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Allied Adv., Boston . . . Minute Maid Corp. (concentrated fruit juices) starting June 11 sponsors Wed. segment of *Gabby Hayes Show* on NBC-TV, Mon.-thru-Fri. 5:15-5:30, thru Ted Bates . . . Fleers Inc. (Double Bubble gum) starts sponsorship June 21 of *Pud's Prize Party* on ABC-TV, Sat. 11:30-11:45 a.m., thru Lewis & Gillman, Philadelphia . . . Frigidaire Div. of General Motors bought 10-10:15 a.m. Tue. & Thu. segments of *Arthur Godfrey Time* simulcast on CBS-TV starting June 10, thru Foote, Cone & Belding, Chicago . . . Sealy Inc. (mattresses) starts *Balance Your Budget* Oct. 14 on CBS-TV, alt. Tue. 10:30-11 p.m., thru Olian Adv., Chicago . . . Westinghouse starts *Westinghouse Summer Theatre* June 23, taking place of *Studio One* during summer on CBS-TV, Mon. 10-11; July 7 & 21 time will be used for coverage of opening sessions of Republican & Democratic conventions . . . Philip Morris using *My Little Margie* as summer replacement for *I Love Lucy* starting June 16 on CBS-TV, Mon. 9-9:30, thru Biow Co.; *Lucy* returns Sept. 8 . . . Procter & Gamble (Tide) moves *Red Skelton Show* in fall from Sun. 10-10:30 to 7-7:30 on NBC-TV . . . American Cigarette & Cigar Co. (Pall Mall cigarettes) replacing *Big Story* for 8 weeks starting July 4 with *Doorway to Danger* on NBC-TV, Fri. 9-9:30, thru Sullivan, Stauffer, Colwell & Bayles.

Station Accounts: Henry Koltys Co., Detroit advertising agency, has bought Sun. 1-1:30 p.m. on WJBK-TV, Detroit, for *Business Forum*, designed to do "public relations job"; program features public issues, with leading businessmen participating in panel discussions . . . All-Negro shows on WLTV, Atlanta, starting with half-hour *Golden Bells*, gospel-singing by guest choirs, Sat. 10-10:30 p.m., then going into *TV Cabaret*, variety 10:30-11:15, have proved big hit, with sponsors for each 15-min. segment, including Colgate-Palmolive-Peet (Octagon soap), Ballard & Ballard (flour), Borden Co., Raleigh Cigarettes, Luzianne Coffee . . . Pepsi-Cola plans summer campaign, including TV spots, thru Biow Co.; it has also purchased from MCA *Short Story Theater*, 15-min. film series, for fall placement . . . NBC's WNBQ, Chicago, has sold all local inserts on 7-9 a.m. network show *Today*, accounting for weekly revenue of \$6480 . . . Walt Disney making available to local theatres 15-min. TV trailer titled *The Riddle of Robin Hood* as promotion for next feature, *The Story of Robin Hood* . . . Among other advertisers reported using or preparing to use TV: Bonat & Bonat (beauty products), thru Emerson-Rogers Inc., N. Y.; Redfern Sausage Co., thru Richardson & Sanders Adv. Agency, Atlanta; Reddi Distributors Inc. (Welch's grapeade and Sunkist orangeade & lemonade), thru Duane Jones Co., N. Y.; Re-Dan Packing Co. (Cadet dog food), thru Mann-Ellis, N. Y.; White Laboratories Inc. (Feen-A-Mint chewing gum laxative), thru Dougherty, Clifford & Shenfield, N. Y.; Jelsert Co. (JelSert dessert), thru Ruthrauff & Ryan, Chicago; Helene Pessl Inc. (Little Lady toiletries), thru Posner-Zabin Co., N. Y.; Co-Operative G. L. F. Marketing Service Inc. (Big Red dog food), thru Fellows Adv., Syracuse.

RCA ALSO SAMPLES 27-in. KINESCOPES: Biggest tubemaker RCA added more impetus to the up-&-coming 27-in. picture tube (Vol. 8:22) by beginning this week to sample its own metal-coned version to other TV receiver manufacturers.

But it isn't likely to offer 27-in. sets of its own this summer or fall, inasmuch as it's concentrating on 17 & 21-in. sizes. In releasing data on 27-in., RCA tube dept. sales chief L.S. Thees stated it "will be made available to TV manufacturers in time for them to incorporate it into their plans for 1953 design."

Plans for production are being made at Lancaster plant. Big selling point, as against the all-glass bulb now being pushed by Corning Glass (Vol. 8:22), is that the metal-shell kinescope weighs about 29 lbs. vs. 41 lb. of equivalent glass bulb.

Tube is slightly shorter than the 21-in. metal-coned kinescope. RCA describes it as a "high quality product designed for top-priced deluxe models."

TRADE TRENDING UPWARD AFTER APRIL LOW: Retail TV sales hit bottom in April -- only 316,000 sets -- and after a desultory month of May now seem to be on way up. They're even talking of 5,000,000 production this year, a prediction repeated by Philco v.p. Courtney Pitt before group of Philadelphia financial analysts the other day. Even RCA president Frank Folsom now says: "It looks like a pretty good year for TV," predicts 5,500,000 sets; and Philco president Wm. Balderston told stockholders meeting June 6 that TV sales are up "substantially" and looked to good year.

Month-old Dun & Bradstreet retail sales figures, covering April and made known this week, showed 150,000 table models, 166,000 other units sold that month. This 316,000 total is lowest since D&B began gathering the figures last August; it's 22% down from 5-week March's 505,000, compares with 417,000 in Feb., 377,000 in Jan.

April TV sales, incidentally, also compare with 322,878 production in that month -- indicating much closer equilibrium than usual.

Dealer inventories of TV sets, D&B also reported, totaled 609,000 at end of April, down 29,000 from preceding month; there were 264,000 table models, 345,000 other sets on hand as against 267,000 & 371,000 respectively one month earlier.

As for radios, dealers sold 368,000 home sets and 68,000 battery portables during April, down from 506,000 & 95,000 respectively in March, according to D&B. Dealer inventories of radios at end of April were 919,000 home and 223,000 battery portables compared with 913,000 & 211,000 at end of March.

More optimistic note is evident in the industry generally, with heightening interest in the political campaigns as manifested by excitement over the Eisenhower telecasts from the Pentagon and from Abilene this week -- to say nothing of network extensions due in time for July political conventions (see p. 1).

General atmosphere of encouragement is also based on the FCC's now-manifest determination to make up for nearly 4 years of wasted time by getting new stations authorized and on the air as soon as possible after July processing begins.

Production rate is being held down, meanwhile, in hopes that inventories will adjust to safer levels. With end-of-April dealer inventories at 609,000, with distributor inventories then 447,519 (Vol. 8:22), with factory inventories 294,266 as of April 25, we arrive at total in all pipelines then of 1,350,785. That compares with 1,338,369 at end of March (Vol. 8:18), 1,333,742 at end of February (Vol. 8:14) and 1,340,000-1,500,000 at end of January (Vol. 8:10).

These figures are 5 weeks old, it must be remembered -- and in the meantime there has been consistent rise in factory inventories (see below). We won't know end-of-May figures until latter June or early July.

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Latest RTMA weekly report, for week ended May 30, again reveals mounting factory inventories and declining production. Inventories rose some 44,000 in week

to 454,151 from week preceding. It was highest figure for year -- highest, in fact, since last Sept. 26. Total has increased steadily since Jan. 1 low of 176,857.

Output went to new low for year -- only 60,854 sets (8128 private label) as against 73,936 the preceding week. Year's previous low was 69,198 for week ended Jan. 4. During April-May, weekly average has been running about 72,000.

Radio inventories went up, too, as output went down. New inventory high for year was 432,373 as of May 30, up from 394,590 on May 23. Week's production was 175,161 (76,770 private label), down from 205,090 week before. Week's radios were 54,590 home sets, 37,057 portables, 22,516 clock, 60,998 auto.

Topics & Trends of TV Trade: Top TV and radio sales executives draw salaries comparable to their counterparts in basic, far older U. S. industries. In fact, combined salary-bonus of some TV sales executives exceeds those of sales chiefs of such big firms as Lockheed, Boeing, Packard, according to survey of leading corporations published in June *Sales Management Magazine*.

Survey is based on stockholders' reports and proxy notices filed with SEC, covers salaries before taxes for 1950 corporate fiscal year (TV's best); in some instances, parts of 1949 & 1951 are included. In long list covering many industries, but not all-inclusive, these examples are cited from TV-radio and related fields:

John M. Otter, Philco sales v.p., \$40,000 salary & \$57,000 bonus; Henry C. Bonfig, Zenith sales v.p., \$26,666 & \$56,826; Joe Friedman, Trav-Ler president and then gen. sales mgr., \$68,750 salary; H. Myron Owen, Aerovox president & gen. sales mgr., \$67,799 & \$7,000; W. C. Johnson, Admiral sales v.p., \$30,576 & \$30,000; Walter H. Stellner, ex-merchandising v.p., Motorola, \$50,600 & \$881; Charles Robbins, Emerson sales v.p., \$42,528 & \$2157; Harry Ehle, International Resistance Co. sales v.p., \$24,192 & \$12,419; John Q. Adams, Hytron sales v.p., \$13,442 & \$15,000.

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RTMA annual convention in Chicago's Palmer House, June 23-26, will comprise several dozen separate business sessions—set, parts, tube and equipment manufacturers all holding separate meetings. June 25 dinner will honor past directors of RTMA, and annual dinner next night will be marked by presentation of Medal of Honor to RCA's Gen. Sarnoff. Seventeen directors are due for election, plus chairmen of 5 divisions and executive committees, with election of five vice presidents, treasurer and other officers on June 26.

Only 3450 electrical engineers will be graduated from 112 engineering colleges (about 80% of total) surveyed by *Electronics Magazine*. June issue reports that only 81% of the 3450 will be available for employment—10% being committed to armed forces, 8% going on to graduate work, 1% "otherwise unavailable." Industry needs are estimated at 5000. Long-term outlook is also poor, magazine says, estimating that 1955 graduates will number only 2900. Nearly one-third of graduates come from schools in middle-Atlantic area—New York, New Jersey, Pennsylvania, Delaware.

GE shutting down tube dept. in Syracuse for extra week, in addition to regular July 3-21 plant vacation, "to adjust inventories more in line with a general softening of the demand for many lines of electrical appliances, including TV, on an industry-wide basis."

Cited in bankruptcy petition filed by 3 creditors last week (Vol. 8:22), Monarch Radio & Television Corp., Brooklyn, has filed Chapter X reorganization petition in Federal court, listing assets of \$277,392, liabilities \$222,162.

Armour Research Foundation, Chicago, has filed \$1,500,000 triple damage suit in Chicago Federal district court against Wilcox-Gay Corp., alleging patent infringement on a recorder.

Merchandising Notes: One annual basic TV and appliance line from each manufacturer will be one of objectives of NARDA's midyear meeting in Chicago's Hotel Sherman, June 22-24 . . . Dept. store sales in New York City were off 2% in May, reports *Herald Tribune* survey, but 4 stores reported TV-radio sales increases of 2, 19, 28 & 35%; five reported decreases of 7, 14, 24, 34 & 49% . . . Admiral, during political convention sponsorships on ABC & ABC-TV, to offer automatic 3-speed record player listing at \$50 for \$20 to purchasers of its sets with built-in radios . . . Auto dealer in San Antonio this week offered 20-in. Motorola with purchase of new Nash car . . . Motorola to sponsor *True Detective Mysteries* alternate Sun. 5:30-6 p.m. EDT, on Mutual network, starting July 13 . . . Muntz TV since January has opened branches in Miami, New Orleans, Houston; has new stores about to open in Memphis, Dallas, Ft. Worth; has discontinued 17-in.; is now concentrating on 21 & 24-in. models; delivered more than 10,000 sets during May—according to president Earl W. Muntz . . . American Television Inc. (U. S. Sanabria) opens own stores in Oklahoma City & Tulsa, says it plans others, promises 27-in. set at \$200 plus tax . . . RCA Victor soon to offer its first clock radios . . . GE adds 3 new 21-in. sets: mahogany blonde tables, \$330 & \$340; mahogany console \$400, all eastern lists and including tax & warranty . . . Emerson adds 17-in. mahogany console at \$260.

Capehart-Farnsworth sets up own N. Y. distributorship at 24 W. 61st St. under James D. Walker, regional mgr., and Chet Graven, field service mgr., and appoints as distributors: Bigelow & Dowse Co., 652 Beacon St., Boston; Myers Hardware Co., 1027 Virginia Ave., Joplin, Mo.; Graybar, 434 W. Madison Ave., Phoenix; Saviers Electrical Products Corp., 640 Sierra St., Reno, Nev. . . Belmont (Raytheon) now has Walter J. Epstein Inc., 390 Ninth St., San Francisco, as northern California distributor; new firm formed by Mr. Epstein and R. J. McNeely, ex-Hoffman, and J. H. Clippinger, ex-Admiral . . . Bruno-New York, RCA & Bendix distributor, named exclusive N. Y. distributor for Wilcox-Gay recording, disc and allied apparatus.

Tieup and buildup for Westinghouse-sponsored coverage of political conventions on CBS & CBS-TV includes "Convention Caravan," carnival-type merchandising showings of new TV-radios to distributors and dealers, for which these "rallies" have been scheduled: Chicago, June 9, IBEW Hall; New York, June 13, 212th AA Group Armory; Philadelphia, June 16, First Infantry Armory; Atlanta, June 19, Fox Theatre Ballroom; Dallas, June 23, General Exhibits Bldg.; Los Angeles, June 27, Shrine Convention Hall; San Francisco, July 1, Armory.

Ads saying "licensed by FCC," placed in newspapers by TV-radio servicing organizations, have become so prevalent that Commission was moved to issue public notice this week, stating that law doesn't permit it to license servicemen.

Philadelphia Electrical Assn. reports 45,721 TVs sold in area first quarter for \$13,390,555 (average \$292 per set, not counting installation)—43% fewer than the 79,907 sold for \$27,992,605 (av. \$350) same 1951 quarter.

CUBA IMPORTED 4774 TV sets at manufacturers' price of \$833,590—all U. S.-made—during first quarter of this year, compared with 7499 at \$1,519,214 in first-quarter 1951, U. S. Commerce Dept. reports. Decline is attributed to ban on televising Cuban professional baseball games—but Cuban dealers are quoted as saying sales have picked up substantially in second quarter with resumption of telecasts of semi-pro games and other sports.

With 6 TV stations in operation, one more under construction and CPs authorized for 12 others, demand for sets is now reported heavy, and one importer says he's selling sets even before they arrive in Cuba. Of the 4774 sets imported in first quarter, 22.1% were RCA, 20.8% Admiral, 10.4% Philco, and the remaining 46.7% divided among 15 other U. S. manufacturers.

As reported by *Foreign Commerce Weekly*, 24,972 radios valued at \$431,866 were imported into Cuba during first quarter, vs. 20,368 at \$482,185 same period last year. Of first-quarter 1952 imports, 30.3% were made by Regal, 20.5% by RCA, 9.7% by GE, 39.5% by 24 other U. S. and foreign manufacturers.

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Gates Radio's TV transmitter schedule should be announced within week or two. Following is expected lineup: vhf 500-watt and 5-kw, 120-day delivery; uhf 500-watt, 2.5-kw and 5-kw, first half 1953. Uhf will employ Eimac klystron tube. Prices won't be set until "regular" production is reached. However, Gates achieved much of its reputation in AM by bringing out units priced well below others and is expected to attempt similar pattern in TV. It is in process of arranging to get full line of studio equipment from other manufacturers. DuMont reports its 5-kw uhf going well, announcing sale of units to 4 applicants this week.

Fifteen new British TV receivers were shown at recent Manchester Radio & TV Exhibition—with 12-in. sets completely dominating the show and average price of table model about \$200. Shown in London was 3x4-ft. home projection set made by British Decca Record Co. U. S. Commerce Dept. reports that TV receivers of British design are now being built by Italy's Societa Anonima Fini under license from Murphy Radio Ltd. In 1951, reports *Foreign Commerce Weekly*, Britain exported more than \$30,000,000 worth of electronic components.

New officers of Joint Technical Advisory Committee (JTAC) of IRE & RTMA: Ralph Bown, Bell Labs research director, chairman; A. V. Loughren, Hazeltine v.p., vice chairman. New members are Lloyd V. Berkner, Associated Universities Inc.; D. D. Israel, Emerson Radio v.p.



Locating postoffice coordinates is proving headache to applicants and their engineers, but FCC can't do much to help them. Postoffice Dept. doesn't have the figures, nor does anyone else. Commission engineers say many coordinates can be calculated through use of a reliable city map, in conjunction with topographical quadrangle maps, latter obtainable from director, Geological Survey, Dept. of Interior, Washington. Since Geological Survey doesn't have maps for entire country, applicants may be forced to scan old state, county maps and records—or even hire engineers to make on-the-spot survey.

Boredom of pickets at 3 steel plants in Warren, O. is being relieved by local appliance store, Van Enterprises Inc., which has supplied TV sets gratis, running them on power supplied by steel companies. *Wall St. Journal* reports reasoning of store-owner Ray Van Devender: "There's a good relationship between the companies and the men here. They can't help that they're on strike; they just take their orders. But they're our customers, and we do business with them; they'll bring it back to us some day."

Electronics Reports: Richards W. Cotton, v.p. of Philco International and asst. to Philco president Wm. Balderston, becomes director of NPA Electronics Div. June 16, succeeding J. A. (Shine) Milling, who returns to RCA Victor after 16 months with NPA. Mr. Cotton will also become chairman of DPA's inter-agency Electronics Production Board. He will be on leave from Philco, having had home office in Washington. He was formerly managing director and chairman of British Rola Ltd., and during war was British Air Commission's controller of signal equipment—only American to hold such high position in British war organization. Since Korean outbreak, he has been consultant to Munitions Board.

Mr. Milling, RCA Service Co. v.p., returns to Camden for new assignment, turning over his EPB reins to Mr. Cotton June 23. He continues with NPA in consultant capacity.

Electronics Div. is also setting up new military production staff to handle all priority, allocation & directive aid to military electronics program. Its chief is Justin R. (Ted) Sypheer, ex-chief of end equipment branch and military equipment section. He becomes asst. to director for military production and asst. to EPB chairman.

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Govt.-aided expansion of electronics industry—through rapid tax amortization—has totaled about \$263,000,000 since Korean outbreak. This represents about 60% of industry's total plant expansion, according to DPA sources—indicating that nation's electronics industry has expanded to tune of about \$440,000,000 since Korea. Break-down of tax aid certificates issued by DPA to electronics manufacturers to May 1: End equipment, 192 projects valued at \$146,000,000 tubes; 108 projects, \$73,000,000; components, 151 projects, \$26,000,000; miscellaneous items, 41 projects, \$18,000,000.

Certificates for accelerated tax amortization issued by DPA May 16-22 include: Raytheon, Waltham, Newton, Bedford & Quincy, Mass., 3 certificates totaling \$1,945,932 (65% amortization); I-T-E Circuit Breaker Co., Philadelphia, \$565,025 (40%), mechanical rectifiers; Western Electric, Winston-Salem, N. C., \$188,614 (70%); Tung-Sol, Washington, N. J., \$125,450, & Newark, \$29,225 (65%); Sylvania, Middlesex County, Mass., \$154,772 (65%), magnetron tubes; Sonotone Corp., Elmsford, N. Y., \$57,388 (70%), tubes; John Gombos Inc., Irvington, N. J., \$51,810 (80%); G. H. Leland Inc., Dayton, Ohio, \$12,240 (70%); Benson-Lehner Corp., Los Angeles, \$8894 (75%); Tele-metal Products Inc., Brooklyn, \$3490 (65%).

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Important step by Army to integrate and coordinate all of its basic research programs was taken this week with formation of new Army Research Committee, headed by Dr. Lloyd E. Swearingen, director of Army Basic Sciences Research. Such a move—but on a more extensive, Govt.-wide basis—has long been urged by leading electronics industry engineers such as GE's Dr. W. R. G. Baker (Vol. 8:14). Representing Signal Corps on committee is Dr. Harold A. Zahl, research director for Signal Corps Engineering Laboratories. His deputy is chief engineer Oliver I. Lewis of Signal Corps Engineering & Technical Div.

Among military contracts announced by Signal Corps: Transmitter Equipment Mfg. Co., 345 Hudson St., N. Y., \$1,123,939, radio terminal set AN/TRC-3 (307 units); Sentinel Radio, Evanston, Ill., \$1,012,092, radio set AN/PRC-6 (5233 units).

Condenser Products Co., Chicago, sold to New Haven Clock & Watch Co., which thus enters electronics field and continues it as a division under present president S. M. Levenberg.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for April 11-May 10: C. Coburn Darling sold 4000 Avco, holds 6000; A. C. Wedemeyer bought 500 Avco, holds 500; Edgar M. Batchelder gave 59 CBS "A," 59 "B" to Dartmouth College as gift (Nov. & Jan.), gave 3750 "A," 3750 "B" to trusts, holds 11,450 "A," 11,450 "B"; Paul McKnight Deeley bought 50 Cornell-Dubilier, holds 50; William Dubilier received 18 Cornell-Dubilier as dividend, bought 7, redeemed 68 pfd., holds 200 common, 315 pfd.; Mary F. Keating received 61 Cornell-Dubilier as dividend, holds 670; John H. Briggs bought 5700 Gabriel, holds 30,688 common, 2750 pfd.; R. B. LaRue bought 100 General Precision, holds 500; Kenneth C. Meinken bought 4700 National Union, sold 3500, holds 37,100; James M. Kemper sold 500 Owens-Corning, holds 6000; Thomas A. Kennally gave 5 Philco as gift, holds 18,997; Jeffrey S. Granger sold 1000 Sentinel, holds 3100; W. B. Harrison bought 107 Sylvania, holds 107; Paul J. Hemschoot bought 50 Tung-Sol pfd., holds 300 common, 50 pfd.; LCM Corp. bought 1000 Tung-Sol pfd., holds 74,604 common, 1000 pfd.; A. H. Blank sold 1000 United Paramount Theatres through trusts, holds 7195 personally and through trusts; John G. Eidell gave 200 Universal as gift, holds 5275; Ludovic L. Lawrence gave 1700 Universal pfd. as gift, holds 8300 pfd.

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Admiral plans to increase its control over Canadian Admiral Corp. Ltd. by offering 41,669 shares of its \$1 par capital stock for the 83,339 shares of Canadian Admiral not owned by Admiral Corp., on a 1-for-2 basis. According to statement filed with Securities & Exchange Commission, any Canadian Admiral stock tendered for exchange up to Aug. 1 will be entitled to 25¢ cash payment. There are 204,427 shares of Canadian Admiral outstanding. Dempsey & Co. will manage the offer.

Muntz TV Inc. and its manufacturing subsidiary, Tele-Vogue Inc., in fiscal year ended March 31 earned net income of \$898,004 (80½¢ a share on 1,115,360 shares) compared with \$749,853 (74¢ on 1,013,944 shares) in preceding year. Earnings before taxes were \$2,197,004 vs. \$1,781,353. Gross revenues increased to \$32,923,661 from \$27,147,846. Firm is now reported manufacturing in Evanston, Ill. as well as Chicago plant (formerly Howard Radio).

Dividends: Admiral, 25¢ payable June 30 to stockholders of record June 16; Muter Co., 15¢ June 30 to holders June 16; Arvin Industries, 50¢ June 30 to holders June 16; Erie Resistor, 20¢ June 18 to holders June 6; Corning Glass, 25¢ June 30 to holders June 16; Capitol Records, 12½¢ June 25 to holders June 14; Standard Radio Ltd. "A," 10¢ July 10 to holders June 20; Davega Stores, 10¢ July 1 to holders June 16 (reduced from 15¢ in March and 25¢ three preceding quarters).

Cornell-Dubilier reports, for 6 months ended March 31, net profit of \$736,127 (\$1.65 a share) on sales of \$18,311,007, compared with \$940,217 (\$2.13) on \$17,221,493 sales during same 1950-51 period.

Graybar Electric Co. filed report with SEC showing 1951 net income of \$7,359,005 (\$14.93 on 475,505 shares) on net sales of \$389,915,528, compared with 1950 net of \$7,944,121 (\$18 on 426,204 shares), sales of \$335,380,036.

Warner Bros. had net profit of \$3,750,000 (66¢ on 5,619,785 shares) in 6 months ended March 1 on revenues of \$57,528,000. For same period last year, profit was \$3,827,000 (56¢ on 6,772,000 shares), revenues \$57,143,000.

National Theatres reports 1951 net income of \$2,195,830 (79¢ a share) on operating revenues of \$66,519,897, vs. \$5,250,147 (\$1.90) on \$68,165,324 in 1950.

Tung-Sol Electric Inc. will be listed on N. Y. Stock Exchange after June 9.

Technograph Printed Electronics Inc., 191 Main St., Tarrytown, N. Y., is offering 1,200,000 shares of 4¢ par common stock at 25¢ a share in recapitalization project under which 1,200,000 shares (out of 4,500,000 authorized) would also continue to be held by Polytron Corp., 600,000 by Technograph Printed Circuits Ltd., of England. New funds would be used to enlarge facilities and for working capital. Firm was organized in May 1951 under name Technograph Printed Circuits Inc. with \$70,000 private capital, licensed under patents of the British firm, formerly Henderson & Spalding, developed by Dr. Paul Eisler. Officers are Hubert Shortt, president, also president of Polytron, ex-president of Transformer Corp. of America and ex-v.p. of Airadio Inc.; William Carduner, v.p., director of British Radio Industries Corp., N. Y.; Harry Spinrad, treas., president of Madisonit Co., N. Y.

General Precision Equipment Corp. acquires Kearfott Co. Inc. (navigation devices), with plants in Little Falls, N. Y. and Kearney, N. J., which in fiscal year ended Nov. 30, 1951 reported sales of \$8,795,879 and net income of \$385,183 and in quarter ended Feb. 29, 1952 showed sales of \$3,932,149 and profit of \$142,590. General Precision issued 45,000 common shares and 10,000 shares of \$5 cumulative preferred for all of Kearfott's outstanding stock except 55,020 shares of \$1 par junior preferred retained by Kearfott management.

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Virtually all technicians can benefit from excellent reference volume, 108-page second edition of *Television Interference*, offered free by Remington Rand's Laboratory of Advanced Research, Wilson Ave., South Norwalk, Conn. Booklet embraces reprints of numerous magazine articles on subject, many of them by Remington Rand's Philip S. Rand, who compiled volume. Company gave away 20,000 copies of first edition.

Trade Personals: George W. Henyan, recently resigned chief, components branch, NPA Electronics Div. (Vol. 8:21), named asst. to GE tube dept. gen. mgr. J. Milton Lang; Robert O. Bullard, manufacturing mgr. for industrial & transmitting tubes, promoted to mgr. of industrial & transmitting tubes, post held by Mr. Henyan prior to his Washington appointment . . . Arthur V. Loughren, Hazeltine research v.p., named a vice chairman of National TV System Committee, replacing Donald G. Fink, former editor of *Electronics Magazine*, now Philco co-director of research . . . Jay M. Allen promoted to mgr. of manufacturing, Westinghouse TV-radio div., Sunbury, Pa.; Ricardo Muniz, ex-Trad & DuMont, named supt. of manufacturing . . . G. C. Isham named eastern regional mgr., Sylvania tube sales dept.; J. H. Hauser, midwest mgr.; W. G. Patterson, Pacific mgr. . . . James Tait Jr., ex-DuMont, now Hoffman eastern div. mgr.; Hoffman also appoints E. A. Tischler as publicity director, Donald E. Larson adv. director (succeeding Phillip Beach, resigned), Roy D. Soderlind sales promotion mgr. . . . W. J. Bressert, ex-Marshall Field, named Chicago district sales mgr., Magnavox . . . Norman B. Neely, Los Angeles manufacturers rep, elected president of The Representatives of Radio Parts Manufacturers Inc. . . . Jack Abel joins Insuline Corp. of America as head of mechanical engineering dept. . . . Albert J. Rosebraugh named Philco sales mgr., refrigeration . . . Bert Cole resigns as Philco district mgr. for N. Y. & N. J. to run own string of gas stations on Long Island.

Irving Herriott Jr., 40, Zenith district mgr. in east, died suddenly in Washington May 29; he was son of Zenith's general counsel Irving Herriott.

Charles B. Aiken, 50, executive v.p. of Electro-Mechanical Research Inc., Norwalk, Conn., died June 1.

REVISED NPA color order M-90 was finally approved this week by NPA chief Henry Fowler, and it's due for release next week—but nobody is expected to get excited about it. Even CBS isn't interested in making home color sets unless others do or it can get enough extra materials "to make a dent in the market" (Vol. 8:17). Both contingencies are extremely remote. Only other company which has talked up CBS system for home receivers—Paramount's Chromatic TV Labs, proposing to build Lawrence tri-color tube—has scarcely enough production facilities or materials to make anything more than a publicity splash.

Revised M-90 order is expected to take restrictions off production of color theatre-TV equipment, but this won't mean much either. Last year, 20th Century-Fox said it was champing at the bit, eager to get into production, and GE agreed to make equipment. It was claimed that 73-100 theatres would be equipped within a year. Even Sen. Johnson was worked up about it, saying he intended to find out "why production can't go ahead" on 20th Century's Eidophor equipment (Vol. 7:49, 52).

But now, latest word from 20th Century is that equipment will be available to theatres in 18 months (Vol. 8:21). Eidophor was demonstrated to stockholders May 21, will be shown to press in New York June 25.

National TV System Committee (NTSC) meanwhile continues work on compatible system, against day when it or one of its members—RCA most likely—requests FCC to authorize compatible system in lieu of CBS system which is still "officially approved."

Though NTSC's numerous panels are constantly holding meetings, and more and more companies are making and testing own color equipment, policy is to keep publicity to minimum until time is "ripe"—presumably when FCC is reapproached. That time is probably good many months off, largely because Commission is so preoccupied with aftermath of freeze that color has low priority.

Despite fact color experimenters aren't making big publicity splurge about their work, occasional report of progress seeps out. For example, we learn from authoritative source that RCA Victor's commercial design and production engineers, to whom laboratory receivers were turned over for simplification, have reduced number of tubes from 54 to 36 since last October. Despite 18 fewer tubes, latest receiver is reported to be not only simpler than laboratory model but superior in performance. Best black-&-white sets use up to 27 tubes.

Expansion of Weldon & Carr, consulting engineers, adds following to Washington staff: John D. Gilbert, ex-CBS mgr. of technical operations, chief engineer of WCBS and director of network's international plant facilities, appointed associate director; David F. Bowman, ex-Hazeltine, recently with Airborne Instruments Labs, named chief engineer, lab. div.; John H. McMahon, ex-chief engineer, KSTP & KSTP-TV, St. Paul, named head of TV facilities group; Homer A. Ray, ex-Crosley and KIRO, Seattle, recently partner in Gautney & Ray, Washington, named senior engineer, broadcast div. Firm is also enlarging its antenna lab at Leesburg, Va. Washington office is directed by partner Lester H. Carr, Dallas office by James O. Weldon. Maj. Gen. Frank W. Stoner, USA ret., head of Seattle office, has taken leave of absence to become special consultant to Dr. Wilson M. Compton, new director of Voice of America.

Latest aids to applicants offered by transmitting equipment manufacturers: GE's *Television Station Planning* and RCA's *Application Data and Filing Information for TV Stations*. Both volumes are full of data on equipment specifications, costs, FCC requirements, etc.

TV applications began coming in at faster clip this week, with 7 new ones and 13 amendments filed at FCC—bringing total now pending to 546, of which 53 are for uhf. At same time, Thomas S. Lee Enterprises asked Commission to dismiss its long-standing Yankee Network applications for Bridgeport, Conn. and Springfield, Mass. Only one uhf was included in this week's batch of new applications, which were from: WBRD, Fort Lauderdale, Fla., seeking Channel No. 17; KCJB, Fargo, N. D., No. 13; WDXI, Jackson, Tenn., No. 9; KSPO, Spokane, No. 2; Royaltel, Honolulu (Herman B. Rosen, et al.), No. 2; KGU, Honolulu, No. 4; Empire Coil Co. (owner of WXEL, Cleveland), San Juan, Puerto Rico, No. 2. Old applications amended: WINK, Ft. Myers, Fla., now seeking No. 11; Zenith Radio Corp., Chicago, No. 2; WKLO, Louisville, No. 21; WGAN, Portland, Me., No. 13; Minnesota Television Public Service Corp., St. Paul (Robert Butler, president), No. 11; KGBX, Springfield, Mo., No. 3; WONE, Dayton, O., No. 22; WCHA, Chambersburg, Pa., No. 46; WSBA, York, Pa., No. 43; KOMO, Seattle, No. 4; KHQ, Spokane, No. 6; WVVW, Fairmont, W. Va., No. 35; WOSH, Oshkosh, No. 48. [For further details, see *TV Addenda 14-U* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

Coin-box system of subscription TV was demonstrated in New York this week by International Telemeter Corp., 50% owned by Paramount Pictures. Paramount stockholders saw it June 2, FCC group June 6. Carl Leserman, Telemeter v.p., reported on plans to test system on public in October via community antenna system in Palm Springs, Cal. (Vol. 7:52). All 7 Los Angeles stations will be picked up at nearby peak, fed into town via cable. An 8th signal, comprising first-run movies originating in Palm Springs theatre owned by Earl Strebe, will also be fed to subscribers' homes—but in scrambled form. Deposit of proper amount in box next to receiver will unscramble picture. Telemeter engineers contend average set owner will find it too difficult and costly to attempt to "break" signal to get it free.

More TV in San Diego area soon seems assured, with George Rivera's XEAC, Tijuana, scheduled to complete its Channel 6 outlet by Sept. 1; it's backed by Romulo O'Farrell, Mexico City industrialist, who owns XHTV there and XELD-TV, Matamoros. In San Diego, Leon N. Papernow, who was pre-freeze applicant and went to hearing against KFSD and KCBQ, has organized T. B. C. Television Inc. to apply for Channel 10. Also, Keith Kiggins, ex-ABC executive, has organized Community Broadcast Corp. to file for uhf Channel 21.

Unusual aerial survey service, for plotting best microwave routes, is now offered by RCA. Brochure describing service says combination of barometric and radar readings, from plane flying less than 400 ft. above ground, not only provides speed and accuracy but keeps surveys secret—thus suppressing land-owners' natural tendency to inflate values of microwave sites. RCA also offers excellent brochure for laymen, *An Introduction to Microwave*.

Westinghouse will shortly file amended applications for uhf Channels 17 in Philadelphia, 21 in Ft. Wayne, and for Channels 11 in Pittsburgh, 8 in Portland, Ore. And 4 other "uhf intentions" were disclosed this week with DuMont's report that it had sold 5-kw uhf transmitters to WSOY & WDZ, Decatur, Ill.; WHIZ, Zanesville, O.; KCOK, Tulare, Cal.

House action on McFarland Bill to amend Communications Act, already passed by Senate, is definitely scheduled for June 12. Rash of current political broadcasting problems will probably provoke most debate.

Sir William Haley, BBC director-general, resigned this week to become editor of *London Times*.

MARTIN CODEL's

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FOR MANAGEMENT
OF THE
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ARTS AND INDUSTRY

Television Digest

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FREEZE-PLAN DEFENDED, FACES COURT TESTS: First formal defense of FCC allocation plan by a commissioner came this week -- from George Sterling, addressing Maryland and District of Columbia broadcasters in Ocean City, Md., June 13.

Week also brought first attacks on plan in courts -- complaints about allocations in Pittsburgh area; Madison, Wis.; Lancaster, Pa.; Lafayette, La.

But no delays in "unfreezing" process are in sight. Commission firmly intends to start processing applications for new stations July 1 per schedule, won't stop unless courts order halt -- and none of the appeals asked that FCC be stopped from processing altogether. Appeals are all "petitions for review," asking that the courts force Commission to reexamine allocations to cities concerned and come up with the "right" decisions.

* * * *

Engineer-Comr. Sterling's speech was in obvious response to Comr. Jones, whose scathing criticisms of FCC plan have made news ever since it was promulgated (Vol. 8:19,21). Sterling titled speech "From Andalusia to Worland" -- after names of the little towns standing first-&-last on allocation table (see pp. 164-169 of Final Allocation Report). He did so to set whole tone of address, viz., that the allocation assures service to small cities and rural areas because:

(1) Table of allocations, which can't be changed for a year, assures that small communities have channels "reserved" until they can afford to build, thus keeps big cities from "gobbling up" all choice channels.

(2) High powers, tall antennas and wide co-channel separations assure the sparsely populated areas good service from big cities even if small communities can never afford to support their own stations.

"Many a prospective applicant is being staggered," he said, "by estimated costs of construction and operation of a TV station. Most smaller cities and rural areas are not in a position to support local TV service at this time...But when the time comes, you want a channel to be available for you. And you do not want that channel to be the equivalent of an AM daytime only..."

"When all the smoke clears away, the obvious reason why our critics are urging narrower separations is to get that additional vhf channel into the larger cities...What you do not hear is how Grade B service, the service upon which the sparsely settled rural areas depend, would be destroyed in order to give that giant metropolitan center that additional Grade A service."

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Among other reasons Sterling gave for adoption of plan by FCC majority:

(1) Safety factor. If co-channel separations were reduced very much, Sterling said, there would be danger of eliminating much rural service. "We would be right back in the ice age," he said, "flirting with another 'freeze'. The memory of some men is indeed short."

(2) Educational reservations. Channels could not have been set aside for schools, he said, unless there were a table of allocations -- and he insisted that

educators made such strong case during hearing that FCC had to give them channels.

"If you were to believe some of the critics," Sterling said, "you may get the impression that our decision was a conglomeration of master gimmicks dreamed up by a bunch of diabolical bureaucrats whose main purpose in life was to do damage to the TV broadcasters and viewers."

Sterling also spoke up for uhf, saying: "I sincerely believe that uhf will be a success. Despite all the criticisms, and what almost might be termed a campaign of terror to scare people away from the uhf, some of our most prominent and experienced AM broadcasters are reportedly ready to seek uhf assignments."

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Four of the court appeals, those filed in District of Columbia court by attorney Arthur Scharfeld -- for WISC, Madison; WLAN, Lancaster; KVOL, Lafayette; WLOA, Braddock, Pa. -- are essentially reiteration of "petitions for reconsideration" previously filed with FCC (Vol. 8:18-23). Fifth was filed by attorney Paul M. Segal -- for WWSW, Pittsburgh -- who didn't choose to petition Commission first. WWSW's appeal, in Philadelphia Court of Appeals, was a derisive attack on FCC for failure to put Channel 4 into Pittsburgh area because "some part of the postoffice at Braddock, Pa. is 633.6-ft. too close to a point that happens to be the site of the tower of WLWC at Columbus."

None of appeals seeks to hold up whole allocation plan or asks for injunction to delay process of unfreezing. Attorneys undoubtedly figure there's no need to ask for injunction yet, inasmuch as Commission could conceivably give appellants what they want, rendering court action unnecessary.

Next moves are up to FCC, Justice Dept. and any parties who might be hurt if appeals are successful. In KVOL case, for example, it's likely KALB, Alexandria, La., will seek to intervene -- since it opposed KVOL's petition to FCC. In WISC case, other Madison broadcasters are expected to get hot. WISC may get assist from State of Wisconsin, whose Gov. Kohler this week backed up WISC before FCC, serving notice he intends to ask for vhf educational reservations -- in lieu of present uhf -- in Eau Claire, Green Bay, LaCrosse, Wausau, as well as in Madison.

FILMS AND STILL MORE FILMS FOR TV: Except for on-the-spot news and special events -- like politics and sports -- what can the TV networks carry "live" that cannot be done just as well or even better via film?

What's so topical or urgent about a dramatic or musical or variety program that it cannot be telecast days or even weeks later? Even forums and debates -- why can't they serve their purposes just as well by "delayed transcriptions"?

Frederic Ziv posed those questions to us a few years ago, when he first contemplated expanding into the TV syndication field. Even with expansion of the networks to all but one of the 108 American TV stations, they're still pretty hard to answer today -- considering the cold facts of network "line" costs.

Ziv's success in both radio and TV "transcription" fields is already a legend, and today there's many a hard-headed tycoon of TV, advertising & show business who shares his conviction that the future of TV programming rests primarily on film -- though it's an anomaly, perhaps, that for such huge filmed-program successes as "I Love Lucy" and Groucho Marx (network-controlled), the sponsors use networks.

* * * *

As if the current eagerness of NBC & CBS to gain stronger footholds in the filmcasting field weren't enough proof of a trend, this week brought the significant news that Ford Motor Co. has contracted, direct with big Columbia Pictures' TV subsidiary Screen Gems Inc. for 39 half-hour films to be produced in Hollywood -- and presented over 51 NBC-TV outlets starting next Oct. 2 (see also p. 6).

This isn't to be a serial, nor even episodic like smash-hit "I Love Lucy". Each story will be self-contained; e.g., an adaptation of Hawthorne's "Snow Image", or Rachel Maddux's novel "Turnip's Blood" and others such, plus some originals.

Top-ranking TV-radio sponsor Procter & Gamble did the same thing several years ago, first sponsor to invade the sacred purlieus of Hollywood, underwriting

the "Fireside Theatre" series at something like \$12-15,000 per half hour production. This was so highly successful that the sponsor recaptured original investment and much more in re-runs on TV (for other sponsors under other titles) and from theatre rights. It used low-salaried, unknown performers; Ford will use big-name stars.

That few name stars can now be kept off TV, which is developing its own stars as well as some new ones for the movies, is manifest from almost any evening's programs. Live shows, films made for TV, even the "oldies" give you plenty of name performers. The studios are hard put to keep their "properties" off TV. Only this week, even Red Skelton disclosed his TV show next fall will be on film.

Veteran film actress Lucille Ball is spark of "I Love Lucy". Hedy Lamarr is getting ready to make series for TV in Mexico, Paulette Goddard in Europe (title of latter: "Paulette's Perils," written by Anita Loos). Joan Crawford, Ann Sothorn and Gloria Swanson are supposed to be due soon in TV films. And to help satisfy the public's unmistakable predilection for heroics via serials, Hollywood has in the works such thrillers as George Raft in "I Am the Law," Dan Duryea in "The Affairs of China Smith" and Sterling Hayden in "Bush Pilot".

COMMUNITY ANTENNAS EXCITE HIGH HOPES: Future of community TV antenna systems is still an intriguing imponderable, but you couldn't help being impressed by the tremendous enthusiasm of the 60-odd entrepreneurs who gathered June 9 in Pottsville, Pa., for first annual meeting of recently-formed National Community TV Assn.

Most of country's 70-80 systems (Vol. 8:19) are only few months old, serving total of perhaps 10-15,000 sets -- a tiny fraction of nation's 17,500,000. Yet, as we sat in on their sessions and listened to their experiences and plans, we felt that these pioneers have their hands on considerably more than a flash-in-the-pan.

[For the best available list of present and prospective projects, see our Supplement No. 79: Directory of Community Television Antenna Systems.]

We were struck by the important economic difference between these systems and TV, AM or FM stations. A broadcasting station must be completely built and staffed before it begins operating -- and income is meager until set circulation and audience are substantial. But a community system begins earning with its first connection. Furthermore, most of its cost is in cable and amplifiers -- not in the master receiving antenna. Thus, operators are in the happy position of gearing their investment, to large degree, to rate of immediate return.

Since substantial installation fee is charged -- generally \$125-\$175 -- some operators have paid off 80-100% of investment in first year.

The kind of money going into systems also lends respect. Though there are some shoddy fly-by-nights in the business, most are serious and substantial business men -- including a sprinkling of millionaires. Jock Whitney, for example, is planning to back an electronics manufacturer in several very ambitious operations.

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Ramifications of these systems -- beyond their original purpose -- are also worth thinking about. Basically, they're set up to intercept signals from distant TV stations, amplify them and feed them to local subscribers via cable. But here are 2 additional proposals being actively pursued:

(1) Local program feeds, i.e., "closed-circuit stations." Temptation to install camera chains, for local-interest programming and to tap local advertising revenues, has been before system operators for some time (Vol. 8:20). To most of them, it's just a question of getting enough "circulation" first.

But an even greater impact looms: Many a small-town AM operator, worried about costs of building regular uhf station, wonders whether he might not do better by tying in with existing community system or building one himself.

Since many communities can support no more than one TV station, some AM operators see little chance of obsoleting community systems, because latter offer choice of many signals. Indeed, there's fear that set owners may prove unwilling to invest in uhf converters, antennas, installation charges, etc.

(2) Subscription TV. Paramount's 50%-owned International Telemeter Corp. is

planning to build community systems in "half dozen" towns in addition to Palm Springs, Cal. (Vol. 8:23), seeing opportunity of killing 2 birds with one stone -- operating profitable community systems and at same time establishing its coinbox subscription-TV system -- all without necessity of FCC approval (see p. 5).

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Income and excise taxes were main topics of Pottsville sessions. Principal factor in income taxes is depreciation. Edward J. Mallon, of NCTA's accountants, Wm. E. Howe & Co., Philadelphia, told of difficulties in arriving at proper depreciation rates for a new industry with great obsolescence factor. His conclusion: 3-5 years for various portions of systems would be satisfactory to Govt. He also suggested that it may be wise to spread customers' installation fee over long period to ease tax problem. And he pointed out that once system is paid for, tax situation frequently makes it quite inexpensive to pour money back in, expand.

Govt.'s 8% "wire and equipment" excise tax has neither been collected nor paid by operators -- so far. However, guinea-pig court test is in the making. Trans-Video Corp., Pottsville, has been handed bill for the tax, expects to take it to court. Thomas C. Egan, attorney for Assn. and former member of Pennsylvania Public Utilities Commission, suggested 2 arguments against tax:

(1) Congress didn't contemplate tax on such service.

(2) Tax is discriminatory, requiring set owner living in valley to pay tax while one on mountain goes free.

If courts rule against systems, Egan said, only other remedy is Congress.

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Systems are in great flux, which accounts for very high rate of equipment depreciation. Most systems supply maximum of 3 signals to homes. Reason is that line losses are so high for Channels 7-13 that these signals are converted to Channels 2-6 before being fed to homes. However, this shortcoming undoubtedly will be overcome. One new company, Spencer-Kennedy Labs, 186 Massachusetts Ave., Cambridge, Mass., has promising approach. It has designed wide-band amplifiers, cheap enough and small enough to enable direct feeds of all 12 channels.

Possible technique for getting 4 channels, without radically changing systems, was suggested by Washington consulting engineer Dr. Frank Kear, who attended sessions. He's checking with set manufacturers to see whether receiver can be adjusted to get Channel "6½" -- 88-94 mc.

Idea of putting cables underground is getting some consideration. G. B. Henderson, Carmel, Cal., is all for it, has developed machine for digging trenches.

Largest manufacturers in the field are still Jerrold Electronics and RCA. But more and more is being heard from Technical Appliance Corp., Blonder-Tongue, Philco, Brach, and a few others.

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Operators' optimism over future was enhanced by Dr. Kear's opinion as to what the increases in TV-station powers and the upcoming added stations might mean. He pointed out that while new power ceilings for stations may mean a great deal to people near transmitters, actual radius of good coverage will be increased by only a "few percent". He added that new stations will bring interference to negate some of the increased coverage. At any rate, he said, there will always be areas getting no direct service and many areas getting only one or 2 signals.

Prospect of satellites has operators somewhat concerned, fearful that such stations -- built perhaps by big-city stations to augment coverage -- may render their installations obsolete. Dr. Kear thought satellites are a possibility, though he said they bring with them problem of increased interference -- to each other and to TV stations -- which may prevent their extensive use.

Cooperation from TV stations, from which operators get their signals, seems to be the order of the day. Former are eager to augment service areas, and go out of their way to help. In a few rare instances, station operators have hinted that they might seek a share of systems' income. Community operators hint back that they

can change orientation of their antennas, get signal somewhere else. St. Louis' KSD-TV is only station filing formal warning with FCC -- but community operators don't seem much worried for the long haul.

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Systems are by no means confined to tiny communities, as you'll note by our directory (Supplement No. 79), which we'll soon bring up-to-date. They're already operating in such sizable cities as Harrisburg, Wilkes-Barre, Williamsport, and plans are under way for even larger communities. In fact, some operators look for sizable growth in deep valleys in Los Angeles, San Francisco, Pittsburgh, etc.

Concern over possible govt. regulation -- Federal, State, local -- doesn't seem to damp anyone's spirits. FCC has long studied systems, hasn't yet shown disposition to "do something" about them. Attitude of commissioners has generally been: "Our first job is to get TV stations going. Later on, we may be interested in these 'fill-in' techniques." Furthermore, Commission isn't likely to get excited unless it hears a lot of complaints. So far, it has received exactly one in regard to rates -- a remarkable record.

But FCC does have clearcut jurisdiction over at least one aspect of operations -- radiations interfering with TV or radio reception. Commission has investigated numerous such complaints, is very likely to impose restrictions.

Since Commission is keeping very sharp eye on systems, operators would do well to return the favor and watch every move of FCC. For example, since FCC is considering putting limits on amount of radiation permitted, operators can help keep them reasonable and avoid ruinous costs of subsequent equipment modification. Same benefits could accrue in other phases of operations -- legal, programming, rates, quality of service, etc. -- should FCC interest become more serious.

State govts. are somewhat more inclined to get into act. Utah's attorney general has opined that Public Utilities Commission has jurisdiction (Vol. 8:19), and California legalists are considering similar action.

FEE-TV DOMINANCE SOUGHT BY TELEMETER: Subscription TV isn't on FCC hearing schedule yet, and chances are it won't be for many months -- probably not before late next year. However, controversy over pay-as-you-look concept itself, not to mention inter-system rivalries, are bound to grow in intensity from here on out.

Believing time ripe for New York showings to industry and press, International Telemeter Corp., Los Angeles (50% owned by Paramount, 5% by Lehman Bros.), has been demonstrating its apparatus for last couple weeks.

We took a look at the coin-operated system this week, came away convinced that FCC's hearing, when and if it comes, may well make the late color unpleasantness look like a pink tea party. Each system's proponent feels that stakes are so high, that his system is so good -- that he'll win before FCC and/or public.

Principle of Telemeter's system is simple. A box about size of portable radio is attached to TV set. It contains wheel calibrated from 5 cents to \$2, in 5-cent increments. Scrambled picture is sent by station and supersonic coding signal is imposed on audio. Code makes wheel turn so that price of picture being shown appears in "window" in front of box. Viewer deposits amount indicated, using coins from nickels to half-dollars, and picture unscrambles.

Coinbox also contains tape recorder. Through information transmitted by supersonic "beep", tape makes record of event paid for. Tape also indicates if overpayment is accidentally made. Coinbox and tape are to be collected at specified intervals, probably a month, and coins counted, tape analyzed.

Telemeter has interesting employment of audio. Instead of scrambling it, too, technicians cut it out, substitute voice of "barker" who gives viewers continuous "commercial" on virtues of picture being shown or to be shown.

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Major domo of Telemeter is v.p. Carl Leserman, ex-sales chief of Warners and United Artists, who started company in 1947 with David Loew (ex-MGM). He thinks it achieves goal of "ideal system" for fee-TV: cash payment, variable price, identification of event, convenience. He has few doubts about future of pay-as-you-look

when more stations bring real competition to TV. He thinks Telemeter has distinct advantages over Phonevision & Skiatron systems, doesn't know what RCA has, says he won't be concerned if FCC authorizes several systems.

Interesting byproduct of Telemeter, according to Leserman and research director Dr. Louis Ridenour, is "greatest program-rating service in the world." Tape-recorder could tell when nation's sets are tuned to any program or commercial.

Community antenna project in Palm Springs, Cal. (Vol. 8:23), due to start in October, has Leserman quite excited. Since FCC action on subscription is way off, he sees community systems as immediate proving ground and market for Telemeter.

Antenna system will pick up all 7 Los Angeles stations. On 8th channel, scrambled events, mostly movies, will be fed into homes from local theatre. No FCC approval is needed. Leserman intends to make 8th channel a regular closed-circuit "station", offering some local events without charge, even making time available to schools. If fee-TV pans out well enough, Leserman says he may not charge set owners for community antenna service. Spencer-Kennedy equipment will be used.

Personal Notes: Robert M. Gray, adv. mgr. of Esso, elected chairman of Advertising Federation of America at New York convention this week, succeeding Graham Patterson, *Pathfinder Magazine*; Rita Eastman, director of public relations, Van Sant, Dugdale & Co., Baltimore, named secy., and Ben R. Donaldson, adv. director, Ford Motor Co., reelected treas. . . . Robert K. Richards, NARTB director of public affairs, named asst. to president Harold E. Fellows . . . Brig. Gen. David Sarnoff, RCA chairman, awarded honorary degree by Pennsylvania Military College, where he was commencement speaker June 10 . . . Russ G. Winnie named asst. gen. mgr. of WTMJ & WTMJ-TV, Milwaukee, succeeding L. W. Herzog who becomes research & development coordinator; George Comte succeeds Winnie as station mgr. . . . Robert C. Currie promoted to production mgr., WCAU-TV, Philadelphia . . . Herbert S. Stewart, gen. mgr. of WICU, Erie, elected v.p. of The Dispatch Inc., publisher of Erie Dispatch and owner of WICU & WIKK (AM) . . . Edward S. Eadeh, ex-ABC & MBS, named mgr. of DuMont Network research dept., succeeding Melvin A. Goldberg, on leave with State Dept. . . . W. W. MacDonald, executive editor, *Electronics Magazine*, named member of National TV System Committee . . . Ernest Felix, ex-ABC treasurer and acting gen. mgr. of its western div., has resigned to become gen. mgr., John L. Edwards & Associates, Los Angeles agency . . . Robert Alford appointed chief of Transfer Branch, FCC Renewal & Transfer Div. . . . Ben C. Fisher, 26-year-old son of senior member of Fisher, Wayland, Duvall & Southmayd, Washington law firm, joins the firm, coming from year's duties as law clerk to Judge Learned Hand of New York Court of Appeals; he's 1951 Harvard graduate . . . Capt. Maurice Dallimore, late of Indian Army, ex-account executive with D. J. Keymer & Co., Bombay, oldest ad agency in Far East, has joined NBC-TV adv. & promotion dept. . . . Ralph Cattell, sales v.p., Jerry Fairbanks Inc., has resigned, and Mr. Fairbanks has taken over his functions . . . Ben Griefer, ex-Paramount Theatres, heads new film syndication dept. set up by William Morris Agency . . . Edward T. Cheyfitz, ex-Motion Picture Assn. of America labor-TV aide, now a Washington lawyer, serving as advisor on labor in Eisenhower campaign.

William E. Scripps, 70, publisher of the *Detroit News* and founder of Scripps Motor Co., big maker of marine engines, died June 12 at his Detroit home. He is credited with the founding of WWJ & WWJ-TV, having encouraged his son William J., as a "ham" in 1920 to set up what later became WWJ. Station has long disputed claim of KDKA to being oldest regular broadcasting station in U. S. He is survived by 2 sons and a daughter.

FORD DEAL with Columbia Pictures' subsidiary, Screen Gems Inc., for series of 39 half-hour films (see p. 2) "may be the clincher to a wholesale swing of major studio production facilities into the TV film business." That's sizeup by current *Variety*, which notes this was first such pact ever signed directly between a national advertiser and a major studio. Other studios have made "vidpix," it notes, but for syndication. "Screen Gems is thus the first to tap the highly lucrative national advertising coin and, if it earns a profit on the deal, it's expected that other major studios, now scouting ways of improving their finances, may follow suit."

Wall Street Journal's Hollywood correspondent interprets the deal thus: "It opens the prospect of a movieland heaven paved with TV gold [but] it gives a glimpse of video competition with movie theatres even more severe than what's rocked them since World War II." This writer says, despite Barney Balaban's disavowals at stockholders meeting last week that Paramount vaults will soon be opened and Darryl Zanuck's disclaimer this week to same effect on behalf of 20th Century-Fox:

"The big studios here are sitting on a mountain of 5000 old features of all kinds, most carried on their books at \$1 apiece. However, upwards of 2000 are considered too out of date to meet even video's low standards of film fare. One of the outstanding cocktail lounge pastimes here these days is calculating what the remainder are worth on TV.

"Consider a conservative 2000 as the number of old flickers suitable for TV and held by these 7 studios: MGM, Paramount, Warner, Fox, RKO, Columbia and Universal.

"Multiply the 2000 by \$10,000—regarded by studio folk as the rock-bottom average price for each film if they were to be tossed into a mass TV auction.

"Result: \$20,000,000—more than the collective earnings of several big studios last year."

Note: Major studios, except for British, have tacit agreement not to release any of their post-1948 feature films to TV even though their theatre runs may have run out. And they have contract with Jimmy Petrillo's AFM, whereby any post-1946 films with musical sound track must be rescored by union musicians (at \$50 per man) and 5% of proceeds from sale of such films must be paid into AFM treasury. These requirements are being met by some of the smaller producers, like Republic and Monogram, which have released to TV.

"Economic adviser" is new post at CBS, which has appointed Sidney S. Alexander to job. He's ex-asst. professor of economics at Harvard, recently has served with President's Materials Policy Commission in Washington, headed by CBS chairman Wm. S. Paley, which is about to conclude its work (Vol. 8:23).

Telecasting Notes: Most exhaustive collection of data on films and film activity in TV, is the first "TV Film Quarterly" published by *Billboard Magazine* in its June 7 edition. It's jam-packed with byline articles & ads—but much less ephemeral, and perhaps more valuable to the trade at large, are its reference directories of TV station film buyers, major theatrical film distributors, new TV film series in production, most active producers & distributors of films for TV with lists of their products . . . Top-heavy with surveys which purport to reveal "sharp patterns of industry leadership," the *Billboard* compendium undertakes "best" ratings based on its questionnaires to stations, agencies, film people: best network film series, best film packages, best public service, religious & educational films, most cooperative distributors—even TV stations "working best" with film distributors and ad agencies . . . Watered-down, refined and aiming less at picking "winners," editor Joe Csida's prodigious effort in future issues should pay off by making *Billboard* the bible of the increasingly important TV film trade . . . Bing Crosby's first TV appearance will be on joint CBS-TV & NBC-TV "marathon" starting June 21 at 11 p.m. and running until 1:30 p.m. next day, to raise U. S. Olympic team fund of \$850,000; show originates in Hollywood, Bob Hope sharing m.c. chore with Bing . . . Milton Berle's 22½-hour "telethon" on NBC-TV this week raised \$570,000 for Damon Runyon Memorial Fund . . . Red Cross got 27,000 pints of blood as result of 10-day drive on WHAM-TV, Rochester, whose

goal was 3000 for first week; results were so phenomenal that John Cameron Swayze reported them on *Camel Caravan* June 11 . . . Reference book for NBC-TV scenic designers, artists & costume designers, charting 200 gradations of color, has been prepared by Albert W. Protzman, technical production director, and Cliff Stiegelbauer, supervisor of design . . . Keyed from WCAU-TV, Philadelphia, CBS-TV June 30 starts *Summer School* for 9 weeks, with eminent educators lecturing grammar school class of 40 at Penn Valley School, Mon.-Wed.-Fri., 3:30-4 p.m. . . . CBS-TV brings *Al Pearce Show* from Hollywood to N. Y., will showcase it starting June 30, Mon.-thru-Thu. 10:45-11:15 a.m., Fri. 10:30-11 a.m. . . . Ken Murray signs new 6-year contract with CBS-TV, returns with weekly show Sept. 6 . . . Robert Sherwood, the playwright, negotiating with NBC-TV to write one-hour plays . . . All CBS office employes in N. Y. get 7½% cost-of-living salary increase, retroactive to March 31, under ruling this week by Wage Stabilization Board . . . New station-hour discount structure released by CBS-TV gives advertisers using 5-10 station hours per week 2½% off, ranging up to 15% off for 90 or more hours per week . . . WPIX, New York, offering June 15-Sept. 15 special rate of 25 eight-second ann., run-of-station, for \$500, or 60-per-week for \$1000 . . . KPIX, San Francisco, expects new transmitter at KGO site on Mt. Sutro to be operating by July 1 . . . WTAR-TV, Norfolk, raises Class A hour rate July 1 from \$475 to \$525, one-min. from \$90 to \$100.

Network Accounts: First political time purchase on networks for any of the presidential candidates, since Stassen for President Committee bought 3 periods on DuMont in February (Vol. 8:4, 6, 8), was made this week by Michigan for Eisenhower Committee, buying onetime CBS-TV hookup Sat., June 14, 10-10:30 p.m., for speech by Gen. Eisenhower . . . American Chiclet Co. (Clorets chewing gum) sponsors *Date with Judy*, returning July 10 to ABC-TV, Thu. 8-8:30 p.m., thru Dancer-Fitzgerald-Sample. N. Y. . . . Simmons Co. (bedding) starts *It's News to Me* Oct. 3 on CBS-TV, alt. Fri. 10:30-11 p.m., thru Young & Rubicam . . . Lever Bros. (Chlorodont tooth paste) starts *Patti Page* July 1 on CBS-TV, Tue. & Thu. 7:45-8, thru J. Walter Thompson . . . Kellogg Co. and Pet Milk, sponsors of *All Star Revue* on NBC-TV, Sat. 8-9, will also share sponsorship of its summer counterpart, *All Star Summer Revue*, when it starts June 28; time is available for third sponsor since *Snow Crop* dropped out recently . . . Pepsi-Cola reported starting *Short Short Story* Sept. 30 on NBC-TV, Tue. & Thu. 7:15-7:30, thru Biow Co. . . . Reynolds Metals Co. (aluminum) bought 7:30-8 Sun. on NBC-TV for show to start in fall, probably featuring comedian Eddie Mayehoff . . . *Camel News Caravan* goes transcontinental June 30 with KNBH, KRON-TV & KDYL-TV added to make 42 NBC-TV outlets; first 2 will get special edition for 7:45 p.m. PST. Seven Southwestern stations join hookup July 1, and Seattle's KING-TV, July 7 . . . Curtis Publishing Co., sponsoring *Keep Posted* on DuMont, Tue. 8:30-9 p.m. EST, has added 17 stations to bring total to 34, thru BBDO . . . Miller Brewing Co., in addition to its co-sponsorship with Atlantic Refining Co. of 36 pro-football games during coming season (Vol. 8:21), will present Detroit Lions-Green Bay Packers Thanksgiving Day game from Detroit and National Football League playoff game Dec. 21 on DuMont, thru Mathisson & Assoc., Milwaukee . . . Admiral will sponsor annual Chicago Tribune Charities football game between College All-Stars & Los Angeles Rams from Chicago's Soldiers Field on DuMont, Fri. Aug. 15, thru Russell Seeds, Chicago.

Speedy action on merger of ABC and United Paramount Theatres, requested by the 2 companies in severance petition filed last week (Vol. 8:23), was supported this week by CBS, which is anxious to buy UPT's WBKB, Chicago, and opposed by DuMont. CBS said delay "frustrates" achievement of competitive networking, causes CBS loss of the \$1,500,000 annual profits WBKB is making, prevents CBS from having valuable originating station of its own in Chicago. DuMont called attention to fact it was denied quick action on its phase of Paramount hearing, said: "ABC emphasizes its need for capital to operate its network. The need of ABC does not exceed the requirements of other parties to this proceeding. This record clearly demonstrates the competitive disadvantage under which the DuMont network finds itself because of its inability to own and operate 5 TV stations." DuMont claimed ABC issues in hearing are "inextricably interwoven" with all other issues in Paramount hearing.

Privately-owned TV stations—commercials and all—in competition with BBC, won approval of British House of Commons June 11. By margin of 297-269, House approved gov't's *White Paper on Future of Broadcasting*, which calls for 10-year extension of BBC charter but would end its monopoly by authorizing commercial TV stations when shortage of transmitting equipment is over. Vote was strictly on party lines, the Laborites massing strength in drive to reject report. During debate, Labor leader Herbert Morrison cited crime programs on American TV as inherent evil of sponsorship system. To which Home Secy. Sir David Maxwell Fyfe replied that this would not happen in Britain, whose people are "much more mature and sophisticated than those of the United States," and can be counted upon not to debase standards of British broadcasting.

"Blacklist" petition by American Civil Liberties Union, asking denial of license renewals to stations of 4 networks and 2 independent stations (Vol. 8:15), was denied June 11 by FCC. ACLU charged that NBC-TV, CBS-TV, DuMont, ABC-Radio, WPIX, New York, and KOWL (AM), Santa Monica, Cal., had bowed to *Red Channels* blacklist. Commission took no action on ACLU's request to investigate and frame regulations to ban blacklisting.

Liberty Broadcasting System has gone into involuntary bankruptcy as result of proceedings in Federal Court in Dallas last week by 3 station creditors.

TRADE LOOKING UP FOR SUMMER & FALL: More full lines of new TV sets than first indicated, the emergence of some all-channel vhf-uhf receivers, optimism generally -- these are prevailing trade factors as mid-June finds makers and sellers poised to take advantage of high interest in politics, expanded networks, relaxed credit controls, and the upcoming new markets which will be heralded by FCC's processing of the new-station applications due to begin in July.

First of big new lines to be divulged by major producers are detailed in Topics & Trends column herewith, which significantly reports Crosley's 9 vhf-uhf units ready and more to come in anticipation of expected new uhf stations. Crosley thus is second to bring out an actual all-channel receiver, Arvin having announced the first (Vol. 8:19).

Next week more new sets will be revealed at Chicago Furniture Mart, not to forget Philco's own convention in New York's Waldorf-Astoria, June 20-21. Admiral is readying for Aug. 4 convention in Chicago, and RCA will have new sets in July.

Pointing up prevailing optimism was Admiral sales v.p. Wallace Johnson's statement this week that his TV sales were up 24% in May over same 1951 month, that dealer inventories were lowest in 12 months, that distributors had only about one-third as many sets on hand as year ago. And from big IBEW in Chicago came word that more than 10,000 workers in the area's many TV-radio-electronics plants have been called back to work in recent weeks.

Autos, appliances & other consumer durables are variously reported sharing upturn, though they're worried lest steel strike may lead to shortages soon. GE says major appliance sales were up 24% in May from April and 25% from May 1951. Philco reports refrigerator sales in first June week highest of any week since April 1951.

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Always a fair game in the trade, basis for many friendly wagers, is guessing as to TV set production for the year. At RTMA board meeting last November, poll showed average "guesstimate" of 4,400,000 TVs and 10,900,000 radios would be made and sold in 1952. Individual guesses then ranged from 3,000,000 to 5,000,000 TVs.

We polled 9 top producers this week for mid-year guesstimates -- and came up with average of 4,850,000. Considering that approximately 2,100,000 TV sets were turned out to June 6 (23 weeks) and that second half of year is usually best, their figure could prove conservative; that is, (a) if sales hold up, and (b) if mounting factory inventories aren't as ominous as they now appear.

Several of the guessers have spoken up publicly, revealing their high optimism; viz., RCA's Frank Folsom, who confidently forecast 1952 total of 5,500,000 (Vol. 8:23), higher than anyone else, and Philco's Courtney Pitt, saying 5,000,000, with which latter figure Philco's canny executive v.p. Jimmy Carmine says he agrees. Others give individual estimates of 3,700,000, 4,500,000, 4,750,000, 4,800,000, 5,000,000, "between 5,000,000 & 5,300,000," and 5,300,000.

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Factory inventories jumped once again in week ended June 6, RTMA reports, going to 491,834 from 454,151 preceding week. That's highest this year, highest since last September, in fact (Vol. 7:39) -- and isn't so very far off from same June 1951 week's 593,633 (Vol. 7:23).

Week's output of TVs was 77,850 (7347 private label), up from year's low of 60,854 preceding week.

Radios rose to 207,613 in week ended June 6 (87,544 private) from 175,161 week before, radio inventories to 468,600 from year's previous high of 432,373. The week's radios were: 64,248 home sets, 46,930 portables, 27,376 clock, 69,059 auto.

Topics & Trends of TV Trade: New Crosley line of 25 sets, unveiled to distributors June 13 in Cincinnati, features 9 all-channel continuous tuning vhf-uhf receivers and two 30-in. models. Now in production are 19 of the 17 & 21-in. sets, including some vhf-uhf at high end of line. The 30-in., incorporating 532-sq. in. round tube, vhf-uhf tuning, with 27 tubes & 6 rectifiers, are due for production in September, to be in hands of dealers for early fall market. They're priced at \$1495 in mahogany, \$1545 in blonde.

All-channel receivers in Crosley line are priced \$50 above their vhf-only counterparts, which may be converted to uhf with Crosley's "Ultratuner." Sets are divided into 2 lines, new "deluxe" line of less expensive sets—beginning at \$200—featuring switch tuner for first time on Crosley models. "Custom" line uses continuous tuning, features retrace blanking to eliminate diagonal white lines on screen, automatic brightness control and automatic "local-distance" power control to adjust circuits for best reception from local or distant stations.

Lower-priced "deluxe" line features four 17-in.—table models at \$200, mahogany or blonde; consoles at \$240, mahogany or blonde. The 21-in. "deluxe" sets: table, mahogany or blonde, \$260; open console, mahogany or blonde, \$280. Although no prices are listed for vhf-uhf sets in "deluxe" line, Crosley plans to add 8 such sets.

"Custom" models are: 17-in. table at \$250, blonde \$260, console at \$270. The 21-in., all consoles: Open face \$360, blonde \$380, vhf-uhf \$410, vhf-uhf blonde \$430; full doors \$430, blonde \$450, maple \$470, vhf-uhf \$480, vhf-uhf blonde \$500; uhf-vhf maple \$520; full doors, AM-FM-phono, vhf-uhf \$625, same in blonde \$645.

Also introduced were 3 new table radios, all carrying \$40 list. All Crosley prices are inboard.

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Westinghouse TV-radio div. mgr. F. M. (Tod) Sloan, in unveiling 19 new TV models and 13 new radios at Chicago distributors convention this week, disclosed that Metuchen (N. J.) plant presently turning out defense equipment is now being converted for TV production and eventually will become the company's TV-radio div. headquarters, presumably in lieu of Sunbury, Pa. Anticipating an additional 1,600,000 TV sets to be produced by the industry this year, Mr. Sloan said Westinghouse (sponsoring political conventions on CBS & CBS-TV) is increasing 1952 production about one-third over last year.

All new sets have provision for 2 uhf single-channel tuners, already available at \$14.95 each (vol. 8:19), or all-channel tuner not yet priced. All prices are inboard, including tax & warranty. New models are: 16-in. mahogany plastic table at \$190; 17-in. plastic tables, \$200 & \$230; 17-in. mahogany table \$260, blonde \$270; 17-in. mahogany open consoles \$290 & \$300, blonde \$320; 20-in. cordovan table, \$270; 21-in. mahogany tables, \$300 & \$330, open consoles \$370, \$380 & \$390, blonde \$400; 21-in. mahogany consoles with full doors \$450, blonde \$475, cherry \$475; 21-in. combination consoles with doors, \$595.

Radios are all either table models (\$20-\$70), portables (\$30) or clock (\$35-\$40).

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Hallicrafters appoints Crandall Wholesale Co., Detroit, as distributor in lieu of Appliance Wholesalers Inc.; for Portland, Me. and northern New England, it has appointed Appliance Wholesalers of Portland . . . Hoffman Radio appoints Emmons TV & Appliance Inc., 208 Rockaway Turnpike, Cedarhurst, L. I., as N. Y. & N. J. distributor for its mfg. div. . . Raytheon appoints Graybar Electric Co., Wichita, as TV distributor . . . DuMont appoints Insular Distributors Inc., San Juan, Puerto Rico (M. Murray Orinstein, pres.).

CBS-Columbia Inc. makes big bid for major status in TV trade with introduction this week of 24 new receivers divided into 4 distinct lines and designed to fit all purses. These were shown to distributors at Waldorf-Astoria, with assurances that they will be backed up with \$1,000,000 advertising campaign using newspapers, national magazines, radio spots, billboards. Though company, formerly Air King, is 100% subsidiary of Columbia Broadcasting System, having been acquired in last year's merger with Hytron, no network radio or TV programs were announced—but it was indicated tie-ins are planned with network's own name stars.

Sets are now being produced and by Aug. 15, when lines are running in new Long Island plant, output rate is expected to be 1000 sets per day, according to president David Cogan. Also offered are 6 radios—3 tables at \$20 (ebony) and \$22 (ivory & maroon), 2 clocks at \$35 and 2 portables at \$35. On display was a vhf-uhf receiver with continuous tuner, planned for mass production next January at \$40 or \$50 higher than vhf-only sets.

Low-end line is called "Promotional" and comprises 17-in. metal table, \$170; 20-in. metal, mahogany & ebony finishes, \$200; 20-in. mahogany wood table \$220, open console \$250, French provincial with full doors \$300.

"Studio" series comprises 17-in. metal table at \$220, wood table \$240, open mahogany console \$280; 20-in. metal table at \$270, wood table \$290; 21-in. open mahogany console \$350, with AM-FM-phono & ¾-doors \$500.

"Masterwork" series comprises 21-in. mahogany wood table \$340, open console \$400, blonde console \$410, with ¾-door \$430, full door \$450, blonde \$450; with AM-FM-phono \$650. Also 27-in. full-door console \$670.

"Decorator" series is designed for building-in, comprises 20-in. chassis without cabinet but with all other appurtenances, \$240; 20-in. in unfinished cabinet for customers desiring to paint, stain or antique set their own way, \$280; sanded 20-in. table models ready to be painted or stained in any of 7 Sherwin-Williams colors (terra cotta, sandiewood, driftwood, forest, mustard, gunmetal, ivory), \$280. This is only series with inboard prices. "Promotional" prices are outboard, "Studio" and "Masterwork" series have tax inboard and warranty outboard. Year's warranties, optional, run \$7.50 on 17-in., \$9 on 20-in., \$10 on 21-in.

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Merchandising Notes: RTMA has compiled state and county-by-county tabulation of TV set sales to dealers during 17-week (4-month) period ended April 25; similar figures for radio shipments cover first 3 months . . . DuMont to show entirely new line at distributors convention in New York's Waldorf-Astoria, July 24-25; will also display in Hotel New Yorker during NAMM show, July 28 . . . Distributors sold 3414 TV sets to retailers in District of Columbia area during April vs. 2516 in April 1951, reports Electric Assn.; that makes 21,411 for first 4 months of 1952 vs. 17,988 . . . Zenith turns over its TV-radio advertising account to Young & Rubicam, Chicago, replacing MacFarland, Aveyard and Critchfield; hearing aids account continues under BBDO, Chicago . . . New brand: Apex, made by Philharmonic for distribution by Apex Electronics, N. Y., prices ranging from \$190 for 17-in. table to \$400 & \$420 for 24-in. open consoles.

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Dead or dying is best description for House-passed McGuire fair trade bill (Vol. 8:20). Though reported this week by Senate Interstate & Foreign Commerce Committee, bill will run into opposition of influential Sen. McCarran (D-Nev.) when it reaches floor next week. McCarran wants bill referred to his Judiciary Committee for study of anti-trust angles. With session nearing end, bill is thus almost certain to be caught in legislative logjam.

NEW TV "TRADE organization," American Institute of Television Manufacturers, set up shop this week at 703 Kass Bldg., Washington. Formed by inventors and businessmen—many from outside the TV industry—group's principal stated aim is to "bring TV sets out of the luxury category [through] market and industrial research and development in the interest of the TV industry."

As explained by executive secy. William F. Robichaud, who owns Industrial Research Laboratory, Chicago, AITM plans to obtain and develop patents for re-licensing to TV industry, "funneling technical information into one channel that will protect the inventor, and marketing the patents in the best interests of the industry." Other proposed projects include technical and trade reports and publications, development of code of ethics for TV servicing industry, liaison with govt. agencies responsible for TV legislation and regulation, and establishment and implementation of "neutral and acceptable code for [and] enforced by the telecasting industry."

Organization will accept as members "anyone interested in the TV industry," but is aiming primarily at manufacturers. Mr. Robichaud explained that patent royalties, not the \$25-a-year membership dues, will pay operating costs. Incorporated in Illinois in January but not fully activated until this week, AITM now holds 3 patents, development of which was said to cost "close to \$750,000." These are basic patents on "Program Previewer," device which is attached to coin-operated TV sets to provide 4 minutes of free viewing at fixed intervals as incentive to viewer to put coin in set and watch rest of program. These patents are licensed to National Coin TV Systems Inc., Chicago, and its subsidiary Preview TV Corp. Bruce Hanover, National Coin president, said Previewer increases earnings of coin-operated sets as much as eightfold, and some 10,000 Previewer-equipped sets will be installed in 400 trial hotel and motel locations this year. He said AITM gets royalty of 75¢ a month on each Previewer-equipped set.

Mr. Robichaud called AITM "a most neutral organization, not connected with any manufacturer or factor in the industry." It now has "about 25" members, he said. Present officers, all businessmen from outside TV industry: John Ponsaing, Park Ridge, Ill., president; Frank O'Neil, Chicago, v.p. & gen. counsel; B. A. Murell, Memphis, treas. Board members: E. C. MacReady, Chicago, inventor of Previewer; Mr. Hanover, and L. D. Filler, Chicago businessman.

Canadian RTMA reports April TV set sales by factories were 4582 with list value of \$2,172,624. That brought sales for first 4 months of 1952 to 18,433 worth \$9,097,864. Toronto-Hamilton area led month's sales with 49.2%, Windsor area 26.2%, Niagara Peninsula 9.6%, Montreal 7.8%, remaining 7.2% going to other areas. Inventory totaled 16,596 as of April 30.

April excise tax collections on TVs, radios, phonos, etc. dropped to \$10,896,867 from March's \$12,687,375 and April 1951's \$18,224,548. On refrigerators, air conditioners, etc., Govt. collected \$6,546,217 in April, compared with \$5,507,992 in March and \$7,838,528 in April 1951.

RCA Victor Ltd., Montreal, starts construction this summer of 100,000-sq. ft. electronics plant at Prescott, Ont., to begin operating early in 1953 with payroll of 500.

Raytheon begins operating new branch plant for assembling subminiature tubes at Brockton, Mass., with 200 workers, week of June 16.

Raytheon has set up new International Div., with v.p. Ray C. Ellis, mgr. of equipment sales divisions, in charge.

Empire Coil Co.'s new plant in San Juan, Puerto Rico, due to be ready in July, in full operation by fall.

Financial & Trade Notes: Collins Radio Co. disclosed sales for 9 months ended April 30 were \$41,500,000 vs. \$9,800,000 for same period year ago, as directors this week declared 50¢ dividend on 310,116 outstanding common shares, payable July 31 to stockholders of record July 15 (same as was paid last Sept. 15) and ordered 25% stock dividend, also payable July 31. Backlog of orders was disclosed as \$165,000,000.

General Instrument Co. reports net loss of \$993,557 on sales of \$18,527,974 in fiscal year ended Feb. 29 vs. profit of \$1,229,099 (\$2.52 per share) on sales of \$25,850,231 in year preceding. First 1952 fiscal quarter ended May 31 will show profit of about \$75,000 or 12¢ a share, and backlog of defense orders "continues steady" at \$8,500,000, reports chairman Abraham Blumenkrantz.

Cornell-Dubilier reports for 6 months ended March 31 net income of \$736,127 (\$1.50 a share) on sales of \$18,311,007, compared to \$940,217 (\$1.93) on \$17,221,493 for same period year ago. Net profit for first quarter was \$381,158 (78¢) vs. \$606,508 (\$1.26) in first quarter 1951.

Indiana Steel Products Co., in letter to stockholders June 10, reports \$78,325 (55¢ a share) net profit on sales, after provision of \$171,000 for income taxes, for 4 months ended April 30. For whole of 1951 (Vol. 8:15) net income was \$586,326 (\$4.12).

IT&T consolidated net income was \$4,735,255 in first 1952 quarter on gross of \$83,862,107 vs. \$4,136,256 on \$70,067,643 same 1951 quarter. Parent company alone earned \$1,548,702 vs. \$1,005,252.

Philco first quarter sales totaled \$84,239,000, net after taxes \$2,341,000 (64¢ per share) vs. \$113,524,000 sales and \$3,521,000 (97¢) earnings same 1951 period.

Monogram Pictures Corp. reports net profit of \$365,058 (47¢ a share) for 39 weeks to March 29 vs. \$258,118 (34¢) in like period year ago.

Fred Thrower, CBS-TV sales v.p., told Advertising Federation of America June 11 that TV expenditures are running 75% ahead of last year, and at that rate, with talent and other costs, may account for \$850,000,000 this year, or 10% of all advertising expenditures. Ned Midgeley, ex-CBS, now media mgr. of Ted Bates Agency, at same meeting, said TV is in danger of "pricing itself out of all consideration" and requires "new rate philosophy". He added: "At the current rate of \$52,000 gross for a night-time hour on 63 stations, what will the cost for a network of 150 stations be?" Thrower refuted contention that TV is pricing itself too high, noting that though time costs are up sixfold from 1949 TV circulation has increased 22 times.

New Mutual Broadcasting System and WOR & WOR-TV executive functions, result of shifts ordered by new president Thomas F. O'Neil and his right-hand man, Thomas S. Lee Enterprises v.p. J. Glenn Taylor: Wm. Fineshriber, director of combined MBS & WOR operations; James E. Wallen, secy.-treas.; Julius Seebach, MBS & WOR program director; Jack Poppele, MBS & WOR (AM & TV) engineering director; Robert Schmid, MBS & WOR adv., research & press chief; E. M. Johnson, MBS station relations; Adolf Hult, MBS sales chief; Wm. Crawford, WOR (AM) sales mgr.; R. C. Maddux, WOR-TV sales director, with Robert Mayo as asst.; Harvey Marlow, WOR-TV program director. Not announced as yet were ex-WOR president Theodore F. Streibert's duties.

Applying soon for new TV station is Southern Television Inc., seeking Channel 12 in Chattanooga; its stockholders control Independent Theatres Inc. (chain). Another big chain theatre operator, Martin Theatres of Georgia, is about to file for Channel 28 in Columbus, Ga.

Electronics Reports: Steel strike uncertainties have delayed determination of fourth-quarter controlled material rations by DPA-NPA. Outlook at those agencies in recent weeks has taken on new tinge of pessimism, not all of it due to steel situation. For all practical purposes, there will be no improvement in copper supply during fourth quarter, although aluminum is expected to ease somewhat. Demand for nickel, a perennial trouble spot for electronics industry, is still double the supply, with only "bare possibility" of some relief within next year, according to NPA.

On basis of present thinking of govt. controllers, it now appears that manufacturers of TV-radio and other consumer durable goods will receive no increase in copper allotments during fourth quarter. Aluminum rations may be about 10% greater than third quarter—and steel, of course, depends on length of strike. If stoppage is not over this week, third-quarter allotments probably will have to be shaved down.

There have been no reports of strike-induced shut-downs of TV-radio manufacturers (Vol. 8:23). Only consumer goods plant reported shut down for lack of steel is Crosley's Richmond (Ind.) refrigerator plant, closed by shortage of major stamping assembly normally bought from strike-bound Truscon Div. of Republic Steel. If steel settlement, as expected, involves \$6-a-ton increase in price of steel, how will this affect cost of TV-radio sets? *U. S. News & World Report* made some computations this week, came up with conclusion it would increase production costs 7¢ for a \$200 table TV set, 2¢ for a radio.

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Materials allotments for construction and expansion projects at 54 electronics plants at estimated cost of \$96,656,178 have been issued by NPA for third quarter. These are in addition to allocations for 30 electrical equipment projects at \$67,003,402, largest being GE's \$26,000,000 power transformer plant in Rome, Ga.

The larger electronics plant allotment are: GE, tube plants at Utica \$17,374,400, Louisville \$8,500,000, Scranton \$1,330,000, and equipment plant at Dallas \$1,277,000; Western Electric, electronic equipment at Chicago \$8,950,000, Winston-Salem \$2,500,000; RCA, radar equipment at Camden \$4,748,801 & \$2,225,000, tubes at northern New Jersey \$1,798,460; Sylvania, tubes at Altoona, Pa. \$3,280,000, Burlington, Ia. \$3,050,632; Westinghouse, Horseheads, N. Y., tubes, \$5,000,000; Philco, Lansdale, Pa., tubes, \$2,574,342; Zenith, Chicago, electronic equipment, \$2,500,000; Varian Associates, Stanford U, Cal., tubes and flux meters, \$1,520,000; Progress Mfg. Co., Philadelphia, \$1,520,000; Allen-Bradley Co., Milwaukee, resistors, \$1,448,000; Reeves Instrument Corp., Hicksville, L. I., bombsights, \$1,300,000; Gilfillan Bros., Los Angeles, aircraft electronics, \$936,425; CBS-Columbia, Queens, N. Y., \$697,200.

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Certificates of necessity for rapid tax write-off of expanded electronic plant capacity approved by DPA May 23-June 5 (5-year amortization of 65% of project cost except as noted): GE, Scranton, Pa., \$1,542,000; Sylvania, Palo Alto, Cal., \$451,970, and Newton, Mass., \$431,000 (tubes); Raytheon, Waltham, Newton, Watertown & Quincy, Mass., \$742,947 (3 certificates); RCA, Lancaster, \$325,000 (tubes); Westinghouse, Lester, Pa., \$281,139 (aircraft components); Technicraft Laboratories Inc., Thomaston, Conn., \$145,085 (70% amortization); Sprague Electric, North Adams, Mass., \$133,213; Martin-Parry Corp., Toledo, \$106,962 (75%); Continental Can Co., Chicago, \$100,000; David Bogen Co., New York, \$48,934; DuMont, E. Paterson, N. J., \$35,743; Struthers-Dunn Inc., Philadelphia, \$27,776 (75%); Globe Corp., Lockport Twp., Ill., \$18,527 (radio-controlled target drones); Treitel-Gratz Co., New York, \$2523 (80%).

Trade Personals: Walter L. Stickel, DuMont national sales mgr., who left post of TV dept. mgr. for Leo J. Meyberg Co., California RCA distributor, to go east in July 1949, has resigned to become national sales mgr. of Hoffman Radio, Los Angeles, succeeding R. J. McNeely, resigned . . . Thomas A. Kennally, Philco v.p. & chairman of policy distribution committee, awarded honorary Doctor of Laws degree June 11 at LaSalle College commencement . . . Walter E. Benoit transferred from mgr. of Westinghouse Air-Arm Div. to mgr. of its Electronics Div., Baltimore . . . Sidney Jurin named national sales mgr., Majestic TV-radio . . . Warren W. Frebel named TV-radio purchasing agent, Magnavox . . . G. Gilbert Thorne, ex-Sherwin-Williams Co., Cleveland, elected president and S. R. Herkes promoted to sales v.p., Motorola-Chicago . . . Ted Lucas, ex-Philco and Jerrold Electronics, joins International Telemeter Corp., Los Angeles, in promotion post . . . Johnny Walker, ex-Philco, recently with Peaslee-Gaulbert Corp., Cincinnati, named Stewart-Warner regional sales mgr. for TV-radio in lower Ohio, Indiana & Kentucky . . . R. R. Schoenberg, sales v.p., Emerson-Midwest Corp., Chicago, has resigned to move to California . . . M. F. Blakeslee, since June 1, 1951 v.p. & gen. mgr. of Arvin Distributors, New York, has resigned; Wm. E. Skinner, branch operations mgr. in Chicago, is supervising N. Y. office . . . J. Calvin Affleck promoted to adv. mgr., DuMont receiver div., succeeding George Hakim, resigned to join Belmont as adv. director . . . B. N. MacLarty, deputy engineer-in-chief of British Marconi, onetime director of BBC technical services, is in this country on inspection tour, headquartering with B. G. H. Rowley, Marconi's U. S. technical representative, 23 Beaver St., N. Y.

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British underwater TV equipment finished its pilot trials last week and Admiralty has ordered several models for use in seabed and dock and harbor surveys, ships' hull inspection and biological research. Developed by Marconi in cooperation with Siebe, Gorman & Co. Ltd., self-propelled apparatus has visual field of 70 degrees, maximum working depth of 1000 ft., and 3000-candlepower illumination. During demonstration, it was dropped onto superstructure of bridge of large submerged cargo vessel lying in Channel off Falmouth. Observers sitting in wardroom of deepsea diving vessel *Reclaim* viewed outline of ship, down to bolts and rivets, on ordinary TV receiver.

Earlier model of undersea TV proved value last year by locating lost submarine *Affray* (Vol. 7:39). During the 5-month search for that vessel, so many mid-Channel wrecks were discovered and examined in detail for first time that Admiralty now has long list of lost ships for future examination by TV. They include hulls of windjammers, cargo and passenger ships as well as British and German submarines and destroyers of 2 world wars. Apparatus will be used next month on sunken Spanish treasure galleon *Duque Florencia*, which is supposed to lie in Scottish Bay of Tobermory, as well as to examine *Flying Enterprise* in the Channel.

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George F. Hessler, Graybar v.p., elected president of National Assn. of Electrical Distributors at Atlantic City convention this week, succeeding W. G. Pierce Jr., Pierce-Phelps Inc., Philadelphia. L. E. Barrett, president of Barrett Electric Supply Co., St. Louis, named v.p. and chairman of apparatus & supply div.; president Benjamin Gross of Gross Distributors, New York, reelected v.p. and chairman of appliance div. R. M. Johannesen, president of Johannesen Electric Co., Greensboro, N. C., named member of executive committee. Mr. Hessler received distributors' medal of McGraw awards for electrical men for coordinating electrical distribution industry with defense needs.

DECISIVE FACTOR in determining who's nominated at forthcoming political conventions may well be played by TV—and, in recognition of this, Eisenhower forces this week were insisting that sessions of important GOP convention credentials committee, which passes on disputed delegations, should be opened to TV coverage. Taft-controlled convention forces have indicated these will be closed sessions, evoking strong protests from the networks as well as from the Eisenhower camp.

Televising the committee sessions would enable audience to decide for itself whether Eisenhower group's charges that Taft backers are trying to "steal" convention votes from disputed states have any merits. Credentials committee sessions have always been open to press, but demands for TV coverage illustrate important fact which will be proved again and again in coming campaign:

Never before has the public placed so much reliance on a single medium as it now does on the infant TV. Seeing is believing—and the TV camera neither "editorializes" nor "interprets" nor "abridges."

With our recently stated view that the presidential hopefuls, riding high tide of free time, may be "overstaying their welcome" by too-frequent appearances on TV (Vol. 8:21), TV-radio columnist John Crosby took issue June 13. He cited Senator Taft as example, noting that his "prickly personality and low irritability level are a bit of a personality problem" but suggesting that the Ohioan "has humanized himself simply by appearing so often that we got used to his thornier qualities like a wife growing accustomed to her husband's warts." He observed further: "As a rule of thumb, I should say that overexposure of TV will be rougher on the charm candidates who have nothing

really to say than on the plain-spoken but rough-hewn gentlemen like Taft."

CBS and ABC this week asked FCC to dismiss complaints by Sens. Taft and Kefauver to grant them equal TV-radio time to that given Eisenhower for Abilene speech (Vol. 8:23). CBS and NBC agreed to give Taft time for half-hour reply speech June 19, so the Senator withdrew his complaint against them. But complaint against ABC still stands. NBC offered half-hour July 1 to Kefauver, who has complained only against CBS. Democratic aspirant W. Averell Harriman also wired the TV-radio networks asking for same privileges as other candidates.

Progressive Party, which holds its nominating convention in Chicago July 4-6, threatened to bring networks to court on charges of violation of FCC regulations and Corrupt Practices Act. It contends "equal time" rule requires networks to give its convention equal coverage with those of major parties. But networks claim they are covering conventions as straight news, and Progressive convention just isn't as newsworthy as the others. ABC, CBS & NBC have promised only one 15-minute TV-radio broadcast from that convention. Progressive campaign mgr. C. B. Baldwin (who handled 1948 Wallace campaign) cited Corrupt Practices Act provision prohibiting corporations from contributing to political parties, contending commercial sponsors of the convention broadcasts—Philco, Westinghouse and Admiral—violate law by paying for convention coverage.

Such tortured legalism isn't expected to halt plans of networks and sponsors, who aren't taking side on candidates or issues.

Pace of TV applications continues to quicken, this week's batch filed with FCC including 8 new ones, 3 of them for uhf, plus 13 amendments. New applicants: Southern Enterprises, Montgomery, Ala. (Dr. John Randolph Penton Jr., pres.), seeking Channel No. 20; KDZA, Pueblo, Colo., No. 3; WHOO, Orlando, Fla. (owned by Edward Lamb, licensee of WICU, Erie, and WTVN, Columbus), No. 9; Empire Coil Co. (licensee of WXEL, Cleveland), No. 38 in St. Petersburg, Fla.; Community Television Corp., New Orleans (Jules J. Paglin, pres.), No. 26; KTSM, El Paso, No. 9; KMO, Tacoma, Wash., No. 13; KTNT-FM, *Tacoma News-Tribune*, No. 11. Amendments of old applications: KARK, Little Rock, Ark., now seeking No. 4; KLZ, Denver, No. 7; WQAM, Miami, No. 7; WMAZ, Macon, Ga., No. 13; WSAV, Savannah, Ga., No. 3; WMBD, Peoria, Ill., No. 8; WLBC, Muncie, Ind., No. 49; KALB, Alexandria, La., No. 5; WWL, New Orleans, No. 4; WWCN, Waterbury, N. Y., No. 48; WDAY, Fargo, N. D., No. 6; WNOW, York, Pa., No. 49; WAIM, Anderson, S. C., No. 58. [For further details, see *TV Addenda 14-V* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

Zenith's quest for Channel 2 in Chicago (Vol. 8:23) was opposed this week by CBS and United Paramount Theatres' WBKB; latter is scheduled to shift from Channel 4 to 2 under FCC's allocation plan, and CBS is seeking to buy WBKB for \$6,000,000 when and if Commission approves merger of ABC and UPT. WBKB called Zenith's objections "untimely." CBS said that if Zenith wanted to oppose sale it should have become party to current Paramount hearing.

McFarland Bill, scheduled for June 12 action by House, was displaced by military-public works appropriations bill, is now tentatively set for June 16.

Robert C. Doyle, ABC producer-director, chosen by TV pool committee for July political conventions to be pool's executive producer.

Eleven new TV-radio station construction and alteration projects have been authorized by NPA for third quarter. Administrator Henry Fowler said allotments were made before current steel stoppage and are subject to revision. New go-aheads and materials tickets went to these stations: WHEC, Rochester, AM station, TV applicant, TV-radio studios to cost \$419,023; WNBC-TV, Binghamton, \$300,000; WJBK-TV, Detroit, \$299,504; WTVR, Richmond, \$165,000; WTVJ, Miami, \$50,000; WXEL, Cleveland, \$47,695; NBC-TV, New York, \$8500; KTAR, Phoenix, \$400,000; KTHS, Little Rock, Ark., \$295,313; WFGM, Fitchburg, Mass., \$118,569; WWSW, Pittsburgh, \$60,803. Materials were also allocated to continue construction of NBC-TV and CBS-TV Los Angeles area studio projects, and DuMont's New York studios. One community antenna firm, Vermont TV Inc., Barre, Vt., received allotment to begin construction of \$26,000 project.

Strike of 67 news & continuity writers against NBC, CBS and ABC is threatened July 2 by Radio Writers Guild and Authors League of America; Guild is demanding commercial fee for newswriters working on sponsored programs, and additional literary rights for dramatic writers working on their own time. Strike of Radio & TV Directors Guild (AFL), threatened for June 12, was averted when members voted to accept 18-month contract with NBC, ABC, CBS and DuMont providing 8-hour day, 15-20% pay boost, and outlawing of "kickback" system whereby directors paid networks a percentage of their earnings on commercial jobs not on their own time.

Morals probe of TV-radio by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:23) is due to resume June 25 for 2 days of testimony by spokesmen of NARTB and networks. Other industry representatives will be given opportunity to testify later. Code Review Board chairman John E. Fetzer is scheduled to appear June 25. FCC may be invited to present testimony before that date.

MARTIN CODEL'S

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

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600 STATIONS IN 315 MARKETS BY 1955: Canniest folk in telecasting, at least insofar as they've called the TV shots for themselves and affiliates, are the NBC hierarchy and researchers -- bulwarked, of course, by the brain-trusting of parent RCA.

So when NBC-TV's operation-sales v.p. Edward D. Madden ventures predictions on the all-important subject of upcoming new stations before so knowing an audience as the American Marketing Assn., they're worth heeding. Here's how he figured it in talk before this group in Cincinnati June 17:

Less than a dozen new stations during remainder of 1952, in markets not now served by TV. About 80 new markets (one or more stations) added in 1953. And about 600 stations in 315 markets by mid-1955, against today's 109 stations, 64 markets.

These 600 will serve some 32,000,000 homes, nearly twice as many as now. Estimating average of 3 family viewers per set, total potential TV audience within 3 years was placed at 96,000,000 persons, or 3 out of every 5 in nation.

Add 2 more years, think ahead to mid-1957, and RCA chairman David Sarnoff puts figures at 1500 stations & 50,000,000 TV sets in use, as he stated before Life Insurance Assn. of America recently. And only this week, Dr. Allen B. DuMont forecast "upwards of 35,000,000 TV sets and several hundred TV stations" on air by 1956, while Philco's president Wm. Balderston put figure at 40,000,000 in next 4-5 years, served by "500 or 600" stations.

As if this weren't reassuring enough, GE's Dr. W.R.G. Baker this week spoke of an "eventual" 2000 stations and 53,000,000 TV sets in U.S., which recalled that last September (Vol. 7:37) he gave out a GE market research study forecasting minimum of 141 new vhf outlets (or 250 in all) plus 36 uhf in operation 2 years after freeze-lifting, meaning by mid-1954; and minimum of 343 vhf, 166 uhf by mid-1957.

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All of which are more or less "educated" guesses by experts having access to expert research. They remind us, too, that just one year ago the then FCC chairman Wayne Coy, who held a remarkable record for guessing wrong on when freeze would end, testified before Senate committee that there would be 1500 TV stations by 1956 and 2500 by 1961, with possibly 3000 ultimately (Vol. 7:29).

For its hard-headed market planners, RTMA assigned a task force of 4 headed by Philco's Wm. Chaffee to calculate what the TV set (and station) potential might be after freeze ended. It came up with these estimates (Vol. 8:6): 22 new vhf this year in 21 undetermined markets; 64 new stations of both kinds in 59 new markets by mid-1953; 193 new stations, 64 of them uhf, by end of 1953. (For details, see RTMA report titled "The Impact of TV Expansion." It's due for revised edition soon.)

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What do we think? Frankly, we and our staff working on pre-freeze & post-freeze data are inclined to be somewhat cynical, aren't disposed to accept anybody's figures until we can see how speedily FCC's "processing line" functions after July 1

starting time. Since quite a few transmitters are already made and delivered, and since some non-competitive grants should be made out of hand quickly in at least a few small and medium-sized towns, we won't be surprised if Mr. Madden's dozen or the RTMA committee's 22 can really get going before end of this year.

After that? Well, we're inclined to side with the more conservative guessers -- though we can't forget that AM stations jumped from 1056 to 1579 first year after the war, to 1961 second year, 2131 third year, 2421 now.

AM history can't be cited as exact precedent, of course, since AM stations cost far less than TV, can be supported in towns far smaller. But tremendous radio expansion occurred despite throes of post-war reconversion, whereas everyone has been gearing for TV for 4 years or more.

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There will be no dearth of applicants -- that's for sure. Many hundreds of entrepreneurs are rarin' to go. Additional hundreds are taking plunge reluctantly, pressured by competition. Plenty of applicants, apparently, can get that "half million to one million dollars it takes to get into TV" -- more than you'd think.

Main delays will be at FCC level, though it's now as eager to act as it was slothful during the 3½-year freeze. Congress is giving Commission extra funds for staff to process TV applications -- fine. But 7 commissioners must make the final determinations, and they do have chores other than TV.

Our guess is that NBC's Madden is pretty close. We'd say that, barring war or emergency, total of 600 stations on the air by Christmas 1955 is a safe bet.

NBC NOW 'INTEGRATING' RADIO WITH TV: Stripped of all ambiguities, what this week's top-echelon changes at NBC mean is that network radio is no longer carrying its own fiscal load and therefore is to be integrated, with common staffs, into NBC's now-dominant TV operations. In other words, like it or not --

The prodigy TV must now help the parent radio support itself -- with all that that implies. Whether other networks and the rest of the industry will move in the same direction, it's too early to tell.

Rather equivocal announcement by NBC president Joseph H. McConnell June 18 placed Sylvester L. (Pat) Weaver, top TV v.p., in post of "v.p. in charge of both the radio and TV networks" with Frank K. White, recently resigned president of the Mutual Broadcasting System, becoming "v.p. & general manager of the two networks." Next day, NBC also announced that Robert W. Sarnoff, v.p. in charge of TV production units, will head newly created film div., job for which White was first hired.

Practical effect is to give McConnell 2 right-hand bowers -- the 44-year-old Weaver as top executive over programs & artists, the 53-year-old White as head man over management, sales and finance (he was once CBS treasurer). Their functions presumably won't interfere. Weaver enjoys seniority and is member of NBC board. New film post is recognition of ever-increasing role of films in TV (Vol. 8:24).

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"Integration" of radio with TV, as planned, means inevitable shuffling of executives, staffs, duties. Manifestly an economy move, it reverses trend of last few years toward separation of TV-radio functions at networks and stations alike. NBC-owned-&-managed stations will be least affected, for they usually have same top management but separate sales-program staffs; moreover, it's common knowledge that all TV & radio stations owned by all the networks are nicely in the black -- in fact, are alleged to "support" deficit network operations.

Evidence of the dominance of "TV thinking" at NBC -- if any more is needed than the PIB monthly network figures (see p. 14) -- was McConnell's statement:

Placing of the actual operating management of the radio and TV networks under a single, coordinated control will benefit our audience and our customers. NBC radio network listeners will gain access to the outstanding personalities and attractions which have made our NBC-TV network such a success. The NBC-TV audience will have the advantage of a coordinated schedule of entertainment and information programs on both radio and TV.

"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our TV stars and attractions...This same coordinated planning will also offer TV homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio-only and TV homes."

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Motivations for the surprise changes ordered, and others in prospect, were explained at top level as impelled not only by a dwindling radio economy but by need to "make the most effective use of the most experienced people." Not stated, but subject of natural conjecture, was this "crystal-gazing" by one affiliate: "Can it be that this paves the way for combination TV-AM network rates soon?"

Executive v.p. Charles R. Denny retains that title, and Joseph Heffernan continues as financial v.p. But in the nature of things they surrender some of their present functions to the Weaver-White team. They're likely to direct their essentially legal talents in new directions in the far-flung RCA organization.

From standpoint of radio station affiliates, it's still a guess whether NBC, now overtly playing up TV, will beat competitor CBS to the gun in cutting network radio rates to offset defection of AM sponsors. Industry talk is that rates may go down as much as 50%, with 25% deals already common (Vol. 8:22). Affiliates are balking -- in fact, NBC's have already licked its 2 efforts last year to "reappraise radio" and CBS's are meeting in New York July 1-2 to forestall such action.

FCC GETS FUNDS TO SPEED TV STATIONS: Congress finally gave FCC extra money needed to process TV applications, hasten construction of new stations -- a frankly remarkable action by the tight-fisted legislators who have been paring budgets of govt. agencies right and left. It's also a striking testimonial to TV's power to capture imagination of the nation. Senate-House conferees this week agreed on \$300,000, half the \$600,000 voted by Senate; bill should pass next week.

It's now up to FCC to put new funds to best use. Sen. Johnson (D-Colo.) had in mind 20 more hearing examiners (in addition to present 7), plus enough engineers and lawyers to accompany them, when he first proposed giving FCC \$800,000. Whatever the final number added, Commission now has to recruit and train personnel. Commissioners have estimated that new positions can be filled in 3 months (Vol. 8:21).

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That the Commission will need all the help it can get goes without saying. Though only 118 applications have been filed on new forms since freeze-end, many hundreds will arrive by July 1 -- when FCC begins processing. Additional hundreds will come thereafter. Everyone's guessing what total might be. The 1250 we estimated couple months ago (Vol. 8:12) still looks like good guess, though it may take several months to achieve it.

Commission has been trying to clear decks, prepare for deluge -- without too much success. For example, many of the 30 stations required to shift channels have filed their applications, and Commission had hoped to grant some of them this week, didn't get around to it. There will probably be another try next week.

Another problem everyone is anxious to clear up is question whether 2 or more AM stations in a city can join in single TV application. Many prospective applicants are holding off until they know FCC's thinking. There are a lot of merger parleys going on -- to strengthen applications, reduce competition.

When will first grants come? For political effect, Commission will fall all over itself trying to pound out a few CPs in matter of weeks, if not days. But we expect total for first couple months to be disappointingly small to many applicants -- for simple reason that most channels, even uhf, will have 2 or more applicants in first cities considered. All such competitive cases must be set for hearings to be held at some future date.

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Commission still hasn't made much headway in disposing petitions requesting changes in allocation plan. It cleared up one this week by denying request of KXEL, Waterloo, Ia., that processing procedures be changed to give rural areas higher pri-

ority. Then, in letter to Pittsburgh Mayor David Lawrence, Commission made it clear it feels Pittsburgh gets fair shake in processing procedure.

Mayor Lawrence had picked up Comr. Jones' misunderstanding of how priorities will work, saying Pittsburgh was "23rd from the bottom of the list of all of the some 1276 cities." Commission reminded him that Groups A & B will be processed simultaneously (Vol. 8:21), making Pittsburgh 180th on list, and that most other big cities are in about same position.

Jones appended his "separate views" to the letter, claiming that explanation in letter actually constituted "amendment" of priorities. He said Pittsburgh's situation is improved "theoretically," but that it still gets poor break.

Comr. Sterling boiled over at Jones' statements, saying flatly: "Any statement or suggestion that the Commission has today amended the procedure...constitutes a complete misstatement of the facts as set forth in the Sixth Report." Last week, Sterling defended allocation plan from attacks by his fellow Republican -- first commissioner to do so in a public speech (Vol. 8:24).

Comr. Jones' Columbus and Pittsburgh speeches (Vol. 8:18,21) were inserted in June 20 Congressional Record by Rep. Rivers (D-S.C.), who commended him and contended allocation plan will delay expansion of TV.

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More "aftermath of the freeze," filed with FCC this week:

(1) Prospective Baltimore uhf applicant Chesapeake TV Broadcasting Inc. noted "obvious oversight" of FCC in placing Channel 18 in Baltimore and No. 33 in Harrisburg -- only 68 miles apart, instead of 75 required because of image interference. Company asks that Harrisburg's No. 33 and Reading's No. 55 be swapped to eliminate problem. It also notes that No. 30 in Baltimore is only 72 miles from No. 15 in Lebanon, Pa., says that No. 60 should be substituted for No. 30 in Baltimore and/or that Lebanon & Baltimore applicants be required to pick sites 75 miles apart.

Plans of uhf enthusiast WHUM, Reading, Pa., may run into snag, if Commission makes requested Reading-Harrisburg switch. WHUM this week filed for No. 55, plans to radiate 261 kw from 1050-ft. tower. Station included letter from GE saying it could get station on air by election time, if CP comes quickly. Reading is fourth city in Group B processing line (see Supplement No. 81).

(2) Madison, Wis. hassle got hotter this week. WISC has asked that Channel 3 be turned over to educators. Gov. Kohler has backed it up. This week, WIBA filed opposition, saying State got into act too late. At same time, Gov. Kohler asked FCC to reserve Channel 8 in LaCrosse, No. 2 in Green Bay, No. 7 in Wausau, No. 13 in Eau Claire -- replacing present uhf reservations. Commercial aspirants in those towns may be expected to file indignant opposition.

(3) Efforts of WLOA, Braddock, Pa., to get Channel 4 in town, through channel shifts involving WBNS-TV and WLWC, Columbus, were opposed by latter 2 stations.

(4) Allocation of Channel 59 to Fremont, O., was requested by WFRO. And WKDN, Camden, N.J., asked that it be permitted to apply for a Philadelphia uhf channel, move it to Camden, now prohibited because Channel 80 is assigned to Camden but reserved for educational applicants.

First New Hampshire community TV system will be inaugurated in Laconia June 25 with big fanfare, including address by Gov. Sherman Adams. System employs RCA equipment, is owned by Community T-V Corp., whose directors include Richard F. Cooper, State GOP chairman; Thomas J. McIntyre, former Laconia mayor; Albin Malin, owner of WWNH, Rochester, N.H.; Anna Belinsky, Rochester; Myrtle C. McIntyre, Democratic national committee-woman. Signals come from 40-ft. tower on 2400-ft. Mt. Belknap, are carried into town on 6-mile run of cable. System picks up Boston stations, 120 miles away.

Los Angeles' Statler Center, largest of chains' hotels, due to open in August, has purchased 1300 RCA receivers, all 17-in., will be first new hotel in America with every guest room equipped for TV.

Success comes to Wayne L. Dingledine: 30-year-old Louisville news vendor of that name, moping over failure to achieve tip of WHAS-TV's 600-ft. tower in March 14 climb (Vol. 8:11), conquered the pinnacle June 11. First time, WHAS-TV telecast his rescue by firemen. This time, station decided that Dingledine's "bent for the spectacular would only be encouraged by such attention," merely carried late newsreel devoted to his reluctant co-climbers-- the firemen who helped him down second time.

Big community antenna project for Scranton, planned by Jerrold Electronics Corp., received temporary setback when Mayor Hanlon vetoed franchise granted by city council. Reason for veto was that franchise had no time limit. Jerrold expects no trouble getting franchise covering specified period.

Telecasting Notes: First step in plans of Thomas F. O'Neil, new president of Mutual Broadcasting System, to develop a "network via films," was designation this week of Theodore W. Streibert, who headed WOR & WOR-TV until they were merged into Thomas S. Lee Enterprises (Vol. 8:3), to set up and head new MBS film production and distribution dept. General Tire TV-radio interests, which Mr. O'Neil represents, also own TV stations in Boston (WNAC-TV) and Los Angeles (KHJ-TV), but these are too far-flung and there are too few stations as yet to set up coaxial-microwave interconnections. MBS proposes to gain TV identity via film syndication, with own stations as nucleus of customers; only other MBS station with TV is WGN-TV, Chicago . . . NBC president Joseph H. McConnell, addressing North Carolina Bar Assn. last week, urged lawyers to help block any efforts to exclude TV from public hearings, even advocated televising Supreme Court hearings . . . First TV program for deaf children was presented this week by BBC, showing woman announcer with rouged lips speaking slowly for lip readers, followed by printed captions spelling out her talk . . . William Esty & Co., top-hole agency, apparently convinced future of TV programming is on films (Vol. 8:24), producing own series of 30-min. dramas titled *The Hunter*, with Barry Nelson, at PatheScope Productions, Long Island City, will place it this fall on CBS-TV in Wed. 9:30 p.m. period now occupied by Camel's *Man Against Crime* . . . William Morris Agency closed deal this week whereby Howard Welsh acquired TV rights to 8000 stories & articles by Damon Runyon, proposing to produce some in half-hour films titled *Damon Runyon Playhouse* . . . Fewer appearances, more welcome into home: *Amos 'n' Andy* film show, sponsored by Blatz on CBS-TV, goes bi-weekly June 26, Thu. 8:30-9 p.m., alternate weeks being occupied by *Steve Allen Show* . . . NBC-TV planning Fri. or Sat. night hour-long news show to be titled *This Week*, employing format of its 7-9 a.m. *Today*, now definitely in the black; said to have sponsor on hook . . . Ken Murray signed to exclusive long-term CBS-TV contract . . . KLAC-TV, Los Angeles, July 1 raises Class A hour rate from \$1000 to \$1250, one-min. from \$175 to \$250 . . . WFAA-TV, Dallas, July 1 raises Class A base hour rate from \$400 to \$500, one-min. from \$80 to \$100, adds new Class D time.

Muddled "rebroadcast rule," promulgated by FCC recently (Vol. 8:20), was attacked this week by CBS, NBC and NARTB. They ask that Commission either rescind rule or suspend it while all parties are given full opportunity to argue against it. Rule provides that if an "originating station" refuses to give another station right to rebroadcast its programs, it must file reasons for such refusal with Commission within 10 days. All objectors contend that Commission totally misconstrued Congress' intention, that Commission is "legislating," that rule would produce a mountain of useless work for stations and FCC because originating stations will almost invariably have acceptable reasons for refusing rebroadcasts. As NBC put it: "The rules put the shoe on the wrong foot. It should be incumbent upon any station who wants to use the fruits of someone else's labor to state the reasons why they should be turned over to it and why the 'originating station' is acting unreasonable in refusing permission to rebroadcast its programs."

Standardized station-break commercials have been proposed in letters to all TV stations from National Assn. of Radio & TV Station Representatives. Similar to those put into effect by 8 stations represented by NBC-TV Spot Sales (Vol. 8:23), NARTSR proposals involve use of upper right quarter of screen for station identification, 6 seconds of commercial audio, 2 seconds of station identification audio.

Personal Notes: John W. Runyon, president of KRLD & KRLD-TV, Dallas, elected president of Dallas *Times Herald*, succeeding Tom C. Gooch, who died June 13 at age of 72 . . . Joseph E. Baudino, Westinghouse Radio v.p. & gen. mgr., elected to succeed late Walter C. Evans on BMI board, term to expire in October . . . Roderick A. Mitchell, ex-program mgr., WKRC-TV, Cincinnati, joins TV-radio dept., N. W. Ayer, Chicago . . . Boynton G. Hagaman, ex-chief engineer of KDTH, Dubuque, and KLER, Rochester, Minn., joins Weldon & Carr, Washington consulting engineers, as engineer in charge of labs . . . Allen Parr, CBS-TV program mgr., transferred to Hollywood as business mgr., TV network program dept. . . . William F. Miller named gen. sales mgr., WCBS, New York; Henry Flynn now eastern sales mgr. for CBS radio spot sales . . . Lon A. King, from San Francisco office, June 16 took charge of Free & Peters Detroit TV sales, succeeding Keith McKenney, and is replaced at San Francisco by Richard Rothlin, ex-KRON-TV . . . Ray Stone, ex-CBS-TV, and Joseph Miller, ex-RCA film recording, join N. Y. staff of new Weed Television, separate operation set up by Weed & Co., station reps, under Peter R. James . . . Walter E. Brown, DuMont Network sales promotion mgr., joins BAB June 30 . . . Michael McMullen, ex-DuMont & ABC-TV, joins Oregon Television Inc., Portland applicant, as director of technical planning under Walter Stiles, gen. mgr. . . . Joseph R. Cox, DuMont network traffic coordinator, appointed area supervisor, station relations dept. . . . Jay Russell, ex-WDTV, Pittsburgh, to Sidney Koretz & Co., Newark agency, as TV-radio chief . . . Charles Christensen appointed NBC-TV director in pool for Chicago political conventions . . . Mark Lansburg, adv.-promotion director, KLAC-TV, Los Angeles, ex-McCann-Erickson, New York, has resigned to start own TV production firm . . . Grant Recksieck, ex-NBC, Chicago, named sales promotion director, KNBH, Los Angeles.

Cuba's 3 brothers Mestre—Goar, Luis Augusto and Abel, who operate 5-station Circuito CMQ-TV out of Havana—are among the principals in new 5-kw TV station on Channel No. 7 in Havana for which DuMont transmitter and 6-bay RCA superturndial antenna have been ordered. Station will be licensed to Radio Universal, S.A., owner of radio station CMBF, and will be known as CMBF-TV. Transmitter will be located in CMQ-TV's Radio-centro, Havana, will specialize in local events, sports and feature films, and is expected to be in operation by Oct. 1.

CBS-TV forming permanent affiliates advisory board, designating following interim committee: E. K. Jett, WMAR-TV, Baltimore, chairman; Glenn Marshall Jr., WMBR-TV, Jacksonville; James C. Hanrahan, WEWS, Cleveland; Clyde W. Rembert, KRLD-TV, Dallas; Philip G. Lasky, KPIX, San Francisco.

President's Materials Policy Commission, headed by CBS chairman William S. Paley, commissioned in January 1951 to study materials problem of U. S., has completed 5-volume report titled *Resources for Freedom* for June 23 release. It ends work of 5-man board, which with staff is now being disbanded.

General Teleradio Inc. is new corporate name of Thomas S. Lee Enterprises Inc., the General Tire & Rubber Co. subsidiary headed by Thomas F. O'Neil, controlling Mutual Broadcasting System, Yankee Network, Don Lee Network and various AM & TV stations (including WNAC-TV, Boston; WOR-TV, New York; KHJ-TV, Los Angeles).

Exhaustive study of newsreels, both theatre and TV, with lists of producers, analyses of content of reels in various countries, rental systems and international exchanges, is UNESCO's *Newsreels Across the World*, distributed in U. S. by Columbia U Press (100 pp., \$2).

Network Accounts: French Sardine Co. (Starkist tuna), in buying Tue. & Thu. 10-10:15 segments of *Arthur Godfrey Time* on CBS-TV, Mon.-thru-Thu. 10-11 a.m., thru Rhoades & Davis, San Francisco, raises total quarter hours sold on that show for fall to 14—with Frigidaire and Owens-Corning sharing 10:15-10:30 Mon.-thru-Thu. on alt. days, Lever Bros. 10:30-10:45 Mon.-thru-Thu., Pillsbury Mills 10:45-11 Mon.-thru-Thu. . . . P. Ballantine & Sons (beer & ale) reported buying 8-8:45 portion of *Songs for Sale* on CBS-TV, Sat. 8-9, thru J. Walter Thompson . . . RCA will sponsor *Kukla, Fran & Ollie* alt. weeks when it starts in fall on NBC-TV on weekly basis, Sun. 6-6:30 . . . Ford Dealers replacing *Ford Festival* July 3 with *Mister Peepers* starring Wally Cox on NBC-TV, Thu. 9:30-10, thru J. Walter Thompson . . . Procter & Gamble (Ivory soap, Crisco) using *Boss Lady* as summer replacement for *Fireside Theatre* on NBC-TV, Tue. 9-9:30, starting July 1 . . . Procter & Gamble will sponsor 3 segments weekly, probably Mon.-Wed.-Fri., of *Welcome Travelers* starting Sept. 8 on NBC-TV, Mon.-thru-Fri. 3:30-4 . . . Colgate-Palmolive-Peet Co. using *Big Payoff* quiz show as summer replacement for *Colgate Comedy Hour* on NBC-TV, Sun. 8-9 . . . Serutan Co. moving *Battle of the Ages* Sept. 6 from DuMont to CBS-TV, Sat. 10:30-11, thru Franklin Bruck Adv., N. Y. . . Canada Dry continuing sponsorship of ABC-TV's *Super Circus*, alt. Sun. 5-5:30 p.m., leaving every other Sun. open for cooperative sponsorships; Mars Candy Co. on Sept. 14 resumes 5:30-6 p.m. weekly, in meantime that period is available for cooperative . . . Gillette to sponsor *All-Star Baseball Game* from Philadelphia July 8 on nation-wide NBC-TV, plus WOR-TV, WGN-TV, WNAC-TV, KHJ-TV, thru Maxon Inc.

Biggest theatre-TV "network" ever assembled will carry exclusive closed-circuit telecast of June 23 Sugar Ray Robinson-Joey Maxim light-heavyweight championship bout from New York's Yankee Stadium. At week's end Nathan L. Halpern's Theatre Network TV had 39 theatres in 25 cities lined up, with more expected if new theatre-TV installations can be completed in time. Mr. Halpern said that more than 20 additional theatres expressed interest in bout but couldn't be connected because of unavailability of AT&T facilities. Cable-microwave circuits couldn't be cleared west of Omaha. Advance ticket sale—generally at \$2.40 & \$3 a seat—was reported good, and Philadelphia's 3000-seat Stanley Theatre reportedly had sold out 4 hours after tickets were placed on sale June 16. No New York theatres will carry the fight, nor will there be any radio or TV station coverage.

High cost of time and talent prompted decision by Celanese Corp. of America not to renew its award-winning *Celanese Theatre* (ABC-TV, alt. Wed. 10-11 p.m.) after June 25 show. Company statement said: "It's getting so that only fellows like Ford, General Motors, Procter & Gamble and Lever Bros. can afford these shows." Sponsor estimated that presentation of 20 dramas a year cost it considerably more than \$1,000,000, or from \$55-\$60,000 a show. Company spokesman said Celanese advertising budget is more than \$3,000,000.

Canadian Westinghouse one of first sponsors to sign on new CBC-TV, Toronto, and CBS-TV, Montreal, due on air by Sept. 1. It will place kines of its CBS-TV *Studio One*, thru S. W. Caldwell Ltd., Toronto.

Turnabout is fair play—and this week New York's 7 TV stations with New Haven's WNHC-TV threw party and presented plaque to *TV Guide*, program weekly, for its contribution to the industry.

Civil defense theatre-TV presentation, biggest yet, will give disaster instructions to more than 32,000 municipal policemen in theatres in 10 cities June 26 at 10 a.m.

Station Accounts: "Commercials are successful when delivered by *salesmen*, not announcers." Thus Paul Adanti, mgr. of Syracuse's WHEN, before recent BMI-TV Clinic in New York. "Some announcers are excellent salesmen, others are merely good voices. Send your 'voices' back to radio and replace them with people who can sell effectively." Top-hole manager Adanti, with no radio affiliate, takes dim view of radio precedents, suggests this method for TV (call it "heresy" if you like): "Whenever practicable, use the client himself or one of his store people to give the sales message. This accomplishes 2 things—it enables the viewer to get better acquainted with the man with whom he will do business, and it allows the one who knows the most about the product the opportunity to put it across" . . . Pacific Borax Co. has Gene Autry's Flying A TV unit, Hollywood, producing 13 half-hour *Death Valley Days*, to be placed thru McCann-Erickson . . . General Petroleum Corp. (Mobilgas), which sponsored 37-hour coverage of recent Los Angeles floods on KTTV, has signed with that station for all "unscheduled" special events, paying annual base minimum of \$75,000, thru West-Marquis Inc., Los Angeles . . . John B. White Inc., Philadelphia used car dealer, drives his wares into big new WCAU-TV studios to demonstrate them "live" on 15-min. *News with John Facenda* program following week-end baseball, thru J. Cunningham Cox Adv. . . International Harvester Co. sponsoring INS-Telenews daily news-reel and *This Week in Sports* on WOI-TV, Ames, Ia.; Southwestern Bell Telephone Co. sponsoring weekly news-reel on KSD-TV, KRLD-TV, KRPC-TV, WOAI-TV . . . Bristol-Myers (Vitalis & Bufferin) to sponsor new 15-min. *Sports Parade* in 22 markets, filmed by United Artists TV and placed thru Doherty, Clifford & Shenfield . . . Hoffman Radio has signed 12 Fri. night junior college football games next season on KHJ-TV, Los Angeles . . . Among other advertisers reported using or preparing to use TV: Cocilana Inc. (Cloro-Nips chlorophyll cough drops), thru Al Paul Lefton Co., N. Y.; Stevens & Thompson Paper Co. (Softspun napkins), thru William Warren, Jackson & Delaney, N. Y.; Frank Bownes Co., div. of Unexcelled Chemical Corp. (paint), thru Frederick-Clinton Co., N. Y.; J-A Corp. (Lemon Quick powdered lemon concentrate), thru Buchanan & Co., Chicago; Pervo Paint Co. (paints), thru Hixson & Jorgensen, Los Angeles; National Cranberry Assn. (Ocean Spray cranberry sauce), thru BBD&O, Boston; Zippy Laboratories Inc. (Zippy liquid starch), thru Roberts, MacAvinche & Senne, Chicago; Shell Oil Co. (gas & oil), thru J. Walter Thompson, N. Y.; Singer Sewing Machine Co., thru Young & Rubicam, N. Y.; Jamison Bedding Inc. (Sweet Slumber textile mattress), thru Noble-Dury & Assoc., Nashville; Pacific Can Co. (tin containers), thru Roy S. Durstine, San Francisco.

Subscription-TV proponents appear to have new convert, O. H. Caldwell, editorial director of *Tele-Tech Magazine*, who writes in July issue: "The whole question of subscription TV, as we see it, is still considerably up in the air. But with our present sponsored TV so frequently discrediting itself in the public mind, as well as outreaching top advertising appropriations (while all the time dependent on a stop-and-go up-and-down advertising economy), the only alternatives left are: (1) Subscriber-selected, subscriber-paid TV programs, bringing outstanding plays, films and sports events, and (2) Educational, discussional, and neighborhood programs of constructive value, financed by public and private endowments, on the uhf channels now provided."

Miller Brewing Co. (Miller's High Life) to bring *March of Time* back to TV next fall as half-hour feature, with Westbrook Van Voorhis again narrating; will place film in about 50 markets.

McFARLAND BILL to amend Communications Act is well on way to becoming law. House passed it this week, and House-Senate conference next week is expected to come to quick agreement on differences.

As passed by House, after considerable debate, bill contains 2 provisions in addition to those in version reported by Interstate & Foreign Commerce Committee (Vol. 8:11):

(1) Horan amendment, exempting stations from liability for defamatory broadcasts by political candidates and their spokesmen. House preferred it to O'Hara amendment, which would have permitted stations to protect themselves by censoring political talks. Rep. O'Hara (R-Minn.) warned House that he considered Horan amendment unconstitutional in that it would clash with states' libel laws.

(2) McCormack amendment, preventing stations from hiking regular commercial rates for political broadcasts.

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There are 5 principal differences between House and Senate versions:

(1) House would prohibit FCC from discriminating against newspaper applicants. No mention of subject in Senate bill.

(2) House would permit FCC to mete following kinds of punishment to stations: revocation or suspension of licenses, fines, cease-and-desist orders. Senate would permit only revocations and cease-and-desist.

(3) House provides that if FCC deletes a station because it decides station's frequency could be put to better

use elsewhere, operator who loses station must be reimbursed for physical value of station by new licensee on the frequency. This provision, idea of Rep. Crosser (D-O.), is given little chance of survival.

(4) House retains "double jeopardy" provision of present Communications Act, providing that FCC can refuse to grant license to applicant "adjudged guilty of unlawfully monopolizing radio communications." Senate bill eliminates the provision.

(5) House leaves it to Supreme Court's discretion, as in present law, in taking appeals from action of FCC in revoking or failing to renew licenses. Senate bill makes such appeals a matter of right.

Much of House debate centered about provision upon which both versions of bill agree—one which prohibits FCC staff from recommending decisions in hearing cases.

Following are conferees scheduled to meet next week: Senators McFarland (D-Ariz.), Hunt (D-Wyo.), Johnson (D-Col.), Tobey (R-N. H.), Capehart (R-Ind.). Representatives Harris (D-Ark.), Priest (D-Tenn.), Thornberry (D-Tex.), Wolverton (R-N. J.), Hinshaw (R-Cal.).

There's no telling which controversial provisions will be retained in final bill. Sen. Tobey, for example, likes House's "double jeopardy" feature. Senators McFarland and Capehart don't. Sen. Tobey says House's provisions on newspaper ownership and fines are "okay with me." Sen. Capehart sees no need to put newspaper clause in bill, though he isn't against newspaper ownership. And he's dead set against giving FCC authority to levy fines, says "that's prerogative of the courts."

High TV tower policy proposals (Vol. 8:17, 19-20, 22) will be submitted to representatives of TV and aviation industries and Govt. first week in July, if industry-govt. committee adheres to schedule in preparing its report. Committee is in accord on basic principle—that there should be no amendment of FCC rules regarding aeronautical study of high towers—but details remain to be ironed out before plan is submitted to large representative group which convened originally on April 25 to discuss possible new criteria to govern regional airspace subcommittees in study of tower sites. Study of first 92 applications for TV licenses submitted or amended since final TV allocation April 14, incidentally, shows that 47 request towers less than 500 ft. high, 25 propose 500-600 ft. towers, and most of the remaining propose 1000-1500-ft. towers. There are no requests for towers higher than 1500 ft.

Planning to apply for new TV stations, according to principals: U of Southern California will file for Los Angeles' educational uhf channel No. 28, project to be underwritten by Allen Hancock Foundation, headed by oil millionaire who now backs various other campus undertakings. Citizens Broadcasting Co., Toledo, formed by local labor unions, with former Congressman Thomas H. Burke as executive secretary, will apply for undetermined channel there. John L. Booth (WJLB, Detroit; WBBC, Flint; and WSGW, Saginaw) reported preparing applications for uhf channels No. 62 in Detroit, No. 23 in Grand Rapids, No. 54 in Lansing; and vhf channels No. 12 in Flint, No. 5 in Bay City.

TV in the home means more radios in the same home, according to Broadcast Advertising Bureau survey showing average of 2.34 radios in homes with TV vs. 1.87 in radio-only homes. Survey conducted for BAB by Pulse Inc., and published in 16-page booklet titled *Extra Sets*, covered 2539 TV-radio families and 2461 radio-only families in 20 metropolitan markets last Jan. 2-8, revealed (1) each U. S. family would own 2.11 radios if all radios were spread equally, and (2) 66.1% of homes in survey have multiple radio sets, only 33.9% single sets.

To test satellite operation, Sylvania has applied for experimental station to be located in center of Emporium, Pa., operate on Channel 82 (878-884 mc) with 30 watts in conjunction with present experimental station KG2XDU. Company says tests should show how well signals are confined to valley, reducing interference to other potential satellites. Program contemplates erection of satellites in additional towns, such as St. Marys, 15.5 miles away, to make interference studies and test effects of opposite polarization.

New German-made transmission line (Vol. 8:3) is being installed at KPIX, San Francisco, first U. S. station to use it. Manufactured by Felten & Guillaume Carlswerk, Cologne, and distributed by Phelps Dodge Copper Products Corp., cable is said to have these advantages: (1) Flexibility permits elimination of joints. (2) Can be made in any length. (3) Air-filled instead of gas-filled. (4) Light weight. Cable is made of extruded aluminum outer conductor and polystyrene helix wound around central copper core. Germans have used cable in 276 microwave installations.

One of few TV amateurs in country, H. Dunbrack, Everett, Mass., got 432-mc 5-watt station on air for less than \$1000—including cost of homemade camera. June 16 *New York Times* reported his whole setup uses only 42 tubes, is non-interlaced, gets out several blocks, has "an audience of one"—a fellow amateur. Mr. Dunbrack believes that small-town stations can get on air for fraction of costs quoted today and that educational institutions can get "the feel" of TV for \$5-\$10,000.

Addition of 540 kc to AM band, first such extension since upper limit was set at 1600 kc years ago, was proposed by FCC this week. Since Canada has priority on use of channel, operating 50-kw station at Watrous, Sask., use in U. S. is limited to Class II stations, and no nighttime station on new frequency will be permitted within 650 miles of Canadian border. Comments on proposal may be filed until July 28.

MIDSUMMER PLANT SHUTDOWNS SOON: Annual vacations at the TV-radio factories, running 2 weeks for most part, begin in latter June, will give them chance to make ready for new lines. Most will keep open for defense work. Longest shutdown reported in our survey was CBS-Columbia, moving July 1 to new plant on Long Island, vacationing June 26-July 24. These are dates given by major producers reporting:

Admiral, July 7-21; Bendix Radio, June 23-July 5; Capehart-Farnsworth, July 3-21; Crosley, July 3-21; DuMont, receivers June 27-July 14, tubes July 7-21; Emerson, June 30-July 12; GE, receivers July 3-21, tubes July 3-28; Hallicrafters, June 30-July 14; Hoffman, June 28-July 15; Magnavox, June 27-July 15; Majestic, June 30-July 14; Motorola, June 30-July 14; Olympic, July 4-20; Packard-Bell, June 23-July 7; Philco, July 28-Aug. 11; RCA, July 18-Aug. 4; Sylvania, July 21-Aug. 4; Stromberg-Carlson, June 29-July 14; Wells-Gardner, July 3-21; Zenith, July 3-21; Westinghouse, July 3-21; RCA Victor, Canada, July 21-Aug. 4.

LEADERS EMERGING WITH BIG NEW LINES: TV-radio sales didn't cut much ice at Chicago Furniture Mart, which opened June 16 and continues thru June 26, for reason mainly that the Big Four elected not to show new lines there -- and they're the ones who customarily set the industry's patterns and sales pace.

Philco held own New York convention this weekend, strutted its biggest and most ambitious line yet (see p. 10). RCA Victor starts regional meetings next week to display considerably broadened line (see Topics & Trends). Admiral convention is still set for Aug. 4, Motorola's for Aug. 8.

New lines of other manufacturers, revealed to now, are detailed in these pages and in last week's edition; more are expected to be released soon.

"Boldness" is the word for the offerings of the set manufacturers to now -- boldness and confidence. Despite year's rather poor start, upcoming months look very promising. Current sales are spotty, with steel strike unemployment beginning to be felt in the coal & steel areas; but sales generally at wholesale and retail levels, in words of one key observer, "aren't as seasonally bad as they were this time last year." Attitude of the dealers is said to be more optimistic, too.

Philco and RCA, to say nothing of the others who have shown their new wares so far, seem confident enough to have widened their lines considerably. Resumption of combinations by RCA, with its own new 3-speed units, and the considerable number of them in Philco line (including such luxury gimmicks as remote control), provide evidence that these leaders think the public is now ready to buy beyond low-priced items that have been in main demand since Christmas.

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Upward climb of factory inventories, manifest for several months, seems to have halted as of week ended June 13. RTMA reports inventories then were 480,343, which compares with year's peak of 491,834 the week preceding (Vol. 8:24).

TVs produced during June 13 week totaled 77,381 (5053 private label), just about same as preceding week. Radios produced were 193,060 (76,709 private), nearly 15,000 more than preceding week. Radio inventories were 461,881, down about 7000. Week's radios were 73,887 home sets, 43,224 portables, 23,033 clock, 52,916 auto.

PARTIAL DECONTROL OF COPPER, ALUMINUM: All but the very largest manufacturers of TV-radio and other civilian-type electronic items and components will be freed of direct NPA allocation controls over copper and aluminum, beginning July 1.

Increase in self-certification quotas on the 2 metals will relieve as many as 85% of nation's manufacturers from necessity of filing with NPA for their rations of copper and aluminum.

In TV-radio field, it was estimated that probably only the 10 biggest firms

-- certainly no more than the top 15 -- would henceforth be required to file the customary quarterly Form 4-B for copper and aluminum allocations under CMP.

Steel will be subject to similar decontrol action when strike losses have been made up, DPA officials say informally, but for time being manufacturers who need more than 60 tons of carbon steel and 16 tons of alloy must apply to NPA for their allocation tickets, as before.

Action on copper came as surprise to many -- even within NPA. Less than a week ago, responsible NPA officials were predicting "no improvement in copper supply for at least a year." Change is attributed to relaxation of ceiling prices on foreign copper (Vol. 8:21). In aluminum, according to DPA chief Henry Fowler, there's been no great improvement in supply -- merely a sharp drop in demand.

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Here's how new self-certification procedures work:

Small manufacturers may write their own priority tickets -- without applying to NPA -- for 10,000 lbs. of copper products and 20,000 lbs. of aluminum per quarter regardless of amounts they used during base period (for purposes of self-certification, base period is average quarter of 1950). Previous self-certification quota for small users was 500 lbs. of copper, 1000 lbs. of aluminum.

Larger manufacturers may self-certify up to 20,000 lbs. of copper, 40,000 lbs. of aluminum, so long as this is no more than they used during base period. The quotas in this bracket formerly were 3000 lbs. copper, 4000 lbs. aluminum.

Still larger manufacturers get quotas of 40,000 lbs. of copper, 60,000 lbs. of aluminum, so long as these amounts aren't more than 75% of their base period use.

Manufacturers who require more copper and aluminum than they are permitted to self-certify will still have to get their allotments from NPA, but they'll be treated more liberally in third quarter than was originally announced. NPA's third-quarter copper quota for big manufacturers of TV-radios and other consumer goods has been upped to 50% from original 35-40% of base period use.

Although relaxation is effective beginning in third quarter, most manufacturers have already filed their CMP materials applications for both third & fourth quarters. Nevertheless, new regulations should ease paperwork considerably.

BITTER FIGHT over proposed regulations to ban discriminatory prices, discounts & other allowances on all levels of TV-radio merchandising marked third trade practices conference this week before Federal Trade Commission. Controversy centered on proposed Rule 33 on discriminatory practices, crux of Robinson-Patman Act, which was included in draft proposed by FTC for two previous sessions (Vol. 8:19) but eliminated from draft prepared by all-industry committee as basis for this week's conference.

Chief opponents were RTMA president Glen McDaniel & NEDA executive v.p. L. B. Calamaras--former arguing against inclusion of Rule 33 on grounds it might prejudice FTC case involving Sylvania & Philco, both RTMA members, in which Sylvania is charged with underselling radio tubes to Philco in Dec. 1949 (Vol. 6:2). Calamaras, all-industry committee chairman, said Rule 33 was "more important than any single rule in there." Heated argument was ended when presiding FTC attorney H. Paul Butz suggested including rule as appendix, a compromise which appeased McDaniel & NARDA president Mort Farr, who had argued for its inclusion, but not Calamaras, who shouted, "Let's put 'appendix' across page 1 and call it a day."

Another hassle developed over proposed Rule 12 for re-use of CR tube envelopes. Max C. Powell & J. P. Kearney, both of Kimble Glass, objected to industry practice of advertising such envelopes as new, said their company may file brief urging their advertisement as "used".

Expected argument over measurement of tube failed to materialize, thanks to lucid presentation by Will Osterling, RCA engineer, who said diagonal measurement became standard in industry with development of rectangular tube. Remarkable chorus of agreement followed Osterling's stand that public knew 17-in. set actually meant 17-in. tube.

Mr. Farr proposed rewording Rule 14 to require manufacturers to include Federal & local taxes in total price. Philco counsel Henry Weaver opposed, saying law gives manufacturer option of including tax or adding it.

At hearing's end, Mr. Butz announced summary of transcript would be circulated within FTC which will draw up its set of rules, with public hearing tentatively set for October. Rules could become effective Jan. 1, 1953.

McDaniel & Farr later in week carried fight to Better Business Bureaus' annual conference at Swampscott, Mass. Both agreed FTC had "negative power" in dealing with deceptions. Farr said solution was system of self-policing and "clear franchise agreements that protect distributors' and manufacturers' volume as well as dealers' territories."

In addition to aforementioned, those attending conference included George Wedemeyer & Kendall B. DeBevoise, NEDA; Ray S. Donaldson, RTMA; John A. Harvey, Max F. Balcom & J. H. Hauser, Sylvania; J. H. Hickey, RCA; G. P. Molloy, Kimble Glass Co.; R. H. Knight, Corning Glass; E. Kohler Jr., Hallicrafters; Michael Shore, Muntz; James R. Oberly, Admiral; Robert E. McLaughlin, DuMont; E. K. Wheeler, Zenith.

Topics & Trends of TV Trade: RCA's new line, to be shown to New York & Philadelphia area dealers starting June 23 and at other district meetings up to July 4, is broadened for competitive purposes, featuring lower prices at low end and all sets equipped for optional addition of new 3-speed phono units now being supplied. Line is divided into 2 classes—with 14 standard and 10 deluxe models. Latter include several present models at same prices. All prices are inboard. Names of models are again derived from county names.

Standard line begins with 17-in. Shelley, metal table in ebony finish \$200 (prices all rounded out); Hadley, metal table in maroon \$220; Kentwood, metal table \$230 mahogany, \$240 blonde; Ashton, open console, mahogany or walnut \$270, blonde \$280; Asbury, console with top doors, mahogany or walnut \$300, blonde \$310.

The 21-in. standard models are Lambert, table in mahogany or walnut \$280, blonde \$290; Lambert, with base, \$300 & \$310; Brookfield, open console, mahogany or walnut \$340, blonde \$360; Lansford, open console, mahogany or walnut \$370, blonde \$390; Lindale, Contemporary console with top doors, mahogany or walnut \$390, blonde \$410; Brandon, Colonial console with full doors, mahogany, walnut or maple \$400; Belgrove, Modern console on swivel, with full doors, mahogany, walnut or oak \$400; Westland, combination with radio & 3-speed phono, mahogany \$495, blonde \$515; Penfield, same in other styling \$595.

Deluxe line starts with 17-in. Brett, table, mahogany or walnut \$280, blonde \$290; Ainsworth, open console, mahogany or walnut \$340, blonde \$360.

The 21-in. deluxe models are still the Selfridge, table, mahogany \$360; Meredith, open console, mahogany \$400; Suffolk, console with full doors, mahogany \$450, oak \$470; Donley, Modern console with full doors, mahogany \$475, oak \$495; Rockingham, console with full doors, mahogany or walnut \$495; Clarendon, Colonial console, with top & bottom doors, mahogany or walnut \$525; plus the new Bancroft, Traditional console with top doors, mahogany or walnut \$440, blonde \$460; and new Sunderland, combination, mahogany \$795.

RCA dealers will also offer an ebony stand at \$12.95; mahogany, walnut & blonde bases at \$17.95; and maroon, mahogany & blonde bases at \$18.95.

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Zenith's new line consists of 29 models, beginning with 17-in. pyroxylin (fabric material, not plastic) tables at \$200 to \$230, and including 17-in. wood tables at \$240 to \$250, 17-in. open consoles at \$270 to \$300, 21-in. tables at \$270 to \$330, 21-in. open consoles at \$350 to \$500, one 17-in. combination console at \$450, four 21-in. combinations at \$500 to \$750, and two 27-in. full-door consoles with push-pull twin speakers at \$695 & \$750. Latter two sets, using Rauland's new 27-in. tubes, will not be delivered until August. At that time Zenith expects to be operating full blast with considerably increased capacity from new 453,000-sq. ft. addition to Chicago plant, built at cost of \$5,000,000 and opened this week.

New Bendix line, all 21-in., as shown at Chicago Furniture Mart this week: mahogany table \$320, blonde \$330, open console \$370, oak open console \$380, with ¼-door \$400. Bookcase bases are offered with table models at \$30, with sliding door for record changer \$40. Bendix also will have mahogany wood clock radio at \$40, blonde \$45, for delivery after Oct. 1.

McNeely, Epstein, Clippinger Associates, newly formed, 251 So. Robertson Road, Beverly Hills, will handle consolidated Raytheon (Belmont) TV-radio merchandising in eleven western states & Hawaii. Firm is headed by R. J. McNeely, Walter J. Epstein and J. H. Clippinger, all ex-Hoffman.

PHILCO introduced 52 TV models plus 31 new radios at Waldorf-Astoria distributors convention this week end, June 20-21, and will also show them at Chicago Furniture Mart during June 23 week. Consistent claimant to No. 1 position in TV units sold (and as consistently disputed by Admiral & RCA), Philco launched all-out summer-autumn sales-merchandising drive keyed to July political conventions which it is sponsoring on NBC-TV and radio networks.

Philco's big pitches include new chassis with higher fidelity, directional built-in aerials, germanium diode all-channel uhf tuner that fits handily into any 1953 set, 13 combinations, new and cheaper remote control units—with prices ranging from \$200 to \$825.

It's company's 60th anniversary, and president William Balderston told the distributors that Philco's total sales this year (including defense items) will reach an all-time record, surpassing the \$335,318,054 of 1950. He said more than 10,000,000 small-screen (7-12-in.) sets will soon be obsolete, and this replacement market will be substantial factor in TV's growth.

For first time, Philco prices all its sets inboard. This is the line, suggested list price including tax & warranty (prices rounded out):

Table Models: 17-in. walnut metal \$200, maroon metal \$230, maroon wood \$240; 20-in. cordovan wood \$260, oak finish wood \$280, mahogany wood \$290 & \$310; 21-in. mahogany \$280, \$300 & \$340, with remote control \$390.

Consoles: 17-in. open face mahogany \$270 & \$330, oak finish \$290 & \$350, with remote control \$400 & \$410; 20-in. open mahogany \$330, blonde oak \$350; 21-in. open mahogany \$350, open fruitwood \$380, half-door mahogany \$380, deluxe open mahogany \$400, deluxe open light oak \$420, with remote control \$470 & \$490, deluxe half-door mahogany \$440.

Full-door Consoles: 21-in. deluxe full-door mahogany \$470, with remote control \$540, all mahogany sides-Honduras mahogany veneers \$500, with remote control \$570, deluxe French Provincial fruitwood \$500, with remote control \$570, mahogany \$400, light oak \$450, Provincial fruitwood \$460, Provincial cherry \$460, latter 2 with remote control \$530.

Combinations: 17-in. mahogany with phono \$370, with AM-phono \$400, mahogany full door with AM-phono \$460, light oak \$490; 20-in. mahogany with AM-phono \$480; 21-in. full door mahogany with RF stage on AM-phono \$600, full door light oak \$630, with remote control \$670 & \$700, full door mahogany with AM-FM-phono \$650, with remote control \$720, all mahogany sides with Honduras veneers with AM-FM-phono \$775, with remote control \$845.

Also offered are 4-tube, 1-rectifier table radios in 18 vari-colored models ranging from \$21.95 to \$49.95, and one 7-tube mahogany wood at \$225; 6 clock models at \$29.95 to \$49.95; 7 portables at \$39.95 to \$59.95, plus one leather-covered at \$99.95. In line, too, is mahogany plastic table phono at \$109.95.

Motorola-Gary Inc., 620 W. Fifth Ave., Gary, Ind. (C. E. Hasler, mgr.) new subsidiary of Motorola-Chicago Co. . . . Arvin appoints Marlin Associates, Dallas (H. W. Johnson, sales mgr.) to handle its TV-radio and appliance lines . . . CBS-Columbia appoints Leff Electric Co., 341 Payne St., and Cleveland distributor, succeeding Ramsey-Bennett Co. . . . Jack H. Moulthrop, president, Radio Television Supply Co., Los Angeles, Stromberg-Carlson distributor, who recently bought one-third of its stock from Sues, Young & Co., has purchased control of firm . . . Bendix Radio appoints Carolina Sales Corp., Greenville, N. C., and Columbia, S. C. (James T. Little, president) . . . Raytheon appoints Contractors Heating & Supply Co., Denver, for TV-radio.

ONE BASIC LINE of TV sets and appliances per year? Dim view of this NARDA proposal, due for discussion at Chicago convention June 22-24, is taken by Emerson's Ben Abrams. His response was first we received after querying several top-level manufacturers for their views. Said he:

"It simply cannot be sustained at the present stage of development in the art. The most important contributing factor in the rapid development of the industry is the ingenuity of manufacturers to move quickly in the direction of new engineering and manufacturing techniques, which has resulted in steady improvement in quality and value.

"We only need look back less than 5 years to find that a 10-in. TV table model sold for \$375 and was housed in a cabinet almost 1½ times the size of a present 17-in. set selling for only \$200. Better performance, bigger pictures and lower prices have been a major contributing factor in the sale of some 18,000,000 TV receivers to date. Engineering progress could not have been nearly as stimulated if the industry followed a policy of one basic line per year. There is still too much in the way of unexplored possibilities in TV to permit the adoption of such a policy, even now. In my opinion, it will be years before such a suggestion can receive serious consideration.

"While changing models may have some harmful effect upon depreciation of values, it is more than offset by greater stimulation in sales. Manufacturers and dealers should continually strive to do what is necessary to create an urge to buy a TV set or to create the desire to exchange an outmoded model for one more up-to-date . . . Perhaps the answer to the dealer's problem can be found in the long-established Emerson policy of getting dealers to have on hand no more than a month's supply of our merchandise, and further, extending to the dealer a guarantee against reduction in price, covering purchases for 30 days prior to such change in price.

"Dealers will also be well advised if they limit the number of lines they handle and will not permit themselves to be loaded up because of some sort of 'commercial bribery' which they may be offered."

Sears Roebuck cut prices \$5-\$20 on 4 Silvertone TV sets featured in its new midsummer catalog. Reduced models are: 21-in. console, cut to \$270 from \$290 (same in blonde now \$280); 20-in. console, \$240 from \$260; 20-in. wood table, \$220 from \$225; 20-in. leatherette table, \$200 from \$210. Also listed is 17-in. leatherette table at \$170, replacing old metal model at same price. Sears sale book also lists 3 console radios at prices reduced \$8-\$30.

Assistance in FM promotion campaigns, of types conducted in North Carolina, Wisconsin, District of Columbia and New York (Vol. 8:2, 7, 9, 14, 18), will be offered by NARTB and RTMA to any broadcaster-distributor-dealer group prepared to put weight into project.

More than 3500 TV receivers, made by 100-odd manufacturers, are covered in new third edition of Sylvania's 120-page *TV Receiver Tube Complement Book* (75¢), available from company at Emporium, Pa.

DuMont has called all regional men to E. Patterson meetings, July 21-23, preliminary to distributor convention in Waldorf-Astoria, July 24-25, where new line will be shown.

End of price controls after June 30 on long list of civilian goods, including TV & radio sets, was voted tentatively by House this week; action is subject to final review on roll-call vote June 25, may be reversed inasmuch as 217 members of House were absent when vote was taken.

Caldwell-Clements Inc., with July edition, is changing name of its monthly *Radio & Television Retailing* to *Television Retailing*.

Trade Personals: J. A. (Shine) Milling, RCA Service Co. v.p., who June 16 completed tour of govt. duty as director of NPA Electronics Div. and chairman of DPA Electronics Production Board, July 15 becomes executive v.p. & gen. mgr., Howard W. Sams & Co., Indianapolis, technical manual publisher, in charge of new expansion program. Milling served 22 years with RCA, was elected to Sams board and gets undisclosed amount of Sams stock . . . William Balderston, president of Philco, elected to board of trustees of Committee for Economic Development, comprising 143 leading business men and educators and devoted to impartial study of national economic problems . . . Patrick J. McGann promoted to v.p., International Standard Electric Corp., IT&T export subsidiary . . . Warren W. Frebel appointed TV-radio purchasing agent, Magnavox, with Paul Lovegren handling military and other than TV-radio, W. C. Lahrman continuing in charge of military estimating and expediting . . . James J. Tynan, since 1948 mgr. of Raytheon commercial sales, promoted to mgr. of equipment sales divisions, replacing Ray C. Ellis, now heading Raytheon International Div. (Vol. 8:24) . . . Clifton R. Potter named mgr. of commercial engineering, Westinghouse electronic tube div. . . Robert A. Penfield promoted to adv. mgr., Sylvania TV-radio tube, electronics, parts, tungsten & chemical divisions . . . L. C. Hanson Jr., ex-LaSalle National Bank, named mgr. of Hallicrafters' new customers' floor plan service dept. . . Paul E. Condon named mgr. of adv. dept., Collins Radio . . . Fred A. Lyman has resigned as merchandise mgr., DuMont receiver div., plans to return to Los Angeles where he formerly was with Leo J. Meyberg Co., RCA distributor . . . Fred H. O'Kelley Jr., Cincinnati district rep for GE, appointed product mgr., GE receiving tubes . . . Carl V. Haecker, RCA Victor display director, named chairman of trade relations committee, Point-of-Purchase Adv. Institute . . . Jack Friedman named merchandising rep for housewares, major appliances, TVs and radios in Chicago office, Associated Merchandising Corp. . . W. E. Medinger, ex-Westinghouse, appointed Magnavox district sales mgr. for Virginia, Carolinas, etc. . . G. Worthington Hipple, ex-Ampro sales mgr., joins Greber Bros., Washington Motorola distributor, as adv.-sales promotion mgr. . . Lester McRoberts, ex-Jenkins, Kansas City, named Hoffman Kansas City factory district mgr. . . James W. Farrow transferred from eastern zone sales mgr., Stromberg-Carlson TV-radio div., to merchandise mgr., sound equipment div.

A. Brewer Hunt, mgr. of communications equipment div., Northern Electric Co., elected president of Radio-TV Manufacturers Assn. of Canada, succeeding Stromberg-Carlson's Ralph Hackbusch. C. A. Pollock, Dominion Electrohome Industries Ltd., elected v.p. and chairman of receiver div.; J. R. Longstaffe, International Resistance Co., v.p. and chairman of parts & accessories div.; S. G. Patterson, Canadian Radio Mfg. Corp., v.p. and chairman of technical products div. (formerly transmitter div. but renamed in line with RTMA); E. Olsen, Canadian Westinghouse Co., chairman of engineering committee; G. B. Elliott, Canadian GE, chairman of service committee.

National Electronics Distributors Assn. will feature session on uhf at Atlantic City convention, Sept. 22-25, executive v.p. Louis B. Calamaras estimating uhf will bring "\$800,000,000 new windfall business" to service men and parts distributors.

TV-radio manufacturers will meet with NPA July 1 in Washington. On agenda will be discussion of relaxation of materials controls, and revised color TV Order M-90.

Joseph T. Dempsey, Philco personnel & labor relations director at TV-radio plants in Sandusky, O., died suddenly June 10 at age of 46.

Financial & Trade Notes: Decca Records this week acquired complete control of Universal Pictures Co., including its TV film subsidiary, United World Films—and Decca president Milton Rackmil indicated the firm will make pitch to become big factor in TV film production and distribution. Record company acquired 134,375 shares of Universal common from J. Arthur Rank's General Cinema Finance Corp., increasing its interest in film company to 406,175 common shares plus warrants for 32,500 more, or 42% of Universal's outstanding stock.

Mr. Rackmil said his company believes "the changing patterns of the entertainment world, as well as of the recording industry, suggest the desirability of diversifying and expanding the activities of Decca." He added that "joint operations, such as the production and distribution of films for TV may provide opportunities which neither company alone is in a wholly favorable position to grasp."

Decca's directors have approved offering of 275,000 shares to its stockholders at rate of one new share for each 2.85 held. Offer will be underwritten by group headed by Reynolds & Co. and Laurence M. Marks & Co.

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Sears, Roebuck & Co., seeking expanded and handier sources of supply for its own Silvertone brand TV and radio receivers—especially now that CBS-Columbia Inc. (ex-Air King) is producing mainly for own brand (Vol. 8:24)—proposes to purchase 200,000 shares of a new 50¢ par Class B common stock to be issued by Pacific Mercury Television Corp., Los Angeles. Shareholders will be asked, at June 26 annual meeting, to approve also a 5-year 4% unsecured loan from Sears, new 5-year merchandise contract whereby Sears would buy minimum of 75% of its TV, radio and radio-phonograph requirements in 8 western states. Whereas Pacific Mercury formerly got 4% profit margin, new deal would give it 6.3829%. Stockholders are asked to redesignate firm's present 500,000 shares of common as Class A, authorize creation of the 200,000 new Class B.

Dividends: Motorola, 62½¢ payable July 15 to stockholders of record June 30; Sentinel Radio, 10¢ July 25 to holders July 14; Packard-Bell, 25¢ July 25 to holders July 10; Collins Radio, 50¢ (plus 25% stock) July 31 to holders July 15; Canadian Westinghouse, 50¢ July 2 to holders June 13; Canadian GE, \$2 July 1 to holders June 18; Technicolor, 50¢ July 11 to holders July 22; Audio Devices Inc., 3¢ June 30 to holders June 20; American Phenolic Co., 25¢ July 25 to holders July 11; Aircraft Radio, 10¢ Aug. 15 to holders July 25; Emerson Radio, 10¢ July 15 to holders July 3 (reduced from previous quarterly 25¢).

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between May 15 & June 13: Admiral, 14,843 May 15 to 11,583 June 13; Avco, 8448 to 8280; GE, 11,312 to 12,570; General Precision, 1700 to 5400; Magnavox, 9435 to 8235; Motorola, 11,911 to 11,161; Owens-Corning, 3435 to 6680; Philco, 6546 to 6411; RCA, 30,755 to 30,079; Standard Coil, 11,405 to 8125.

Columbia Pictures Corp. reports net income of \$280,000 (11¢ a share on 670,670 shares), after \$80,000 taxes, for 9 months ended March 29. In comparable 1950-51 period, net income was \$967,000 (\$1.12 on 654,311 shares) after \$690,000 taxes.

Olympic Radio has arranged \$2,500,000 V-loan for more working capital for defense production, reporting it currently has backlog of \$15,000,000 of electronic orders.

Reeves-Ely Laboratories Inc. reports consolidated net income of \$873,361 (\$1.21 a share) in 1951 on sales of \$20,218,691 vs. \$761,133 (\$1.02) on \$14,402,454 for 1950.

Oak Mfg. Co. reports first quarter sales ahead of same 1951 period, profit after taxes 55¢ per share vs. 56¢ in 1951 period, April-May sales "well ahead" of same 1951 months.

SAGGING GROSSES and profits of the moviemakers aren't the only symptoms of film industry's TV-induced metamorphosis. Despite bravado of theatre owners, recent developments show impact of the electronic "home theatre" is continuing to rock foundations of film exhibition business, too. Witness these items which received public attention this week:

There'll be no movie theatre in "the city of the future"—Levittown, Pa. (near Morrisville), first all-planned community since Washington was laid out in 1791. June 16 *Wall Street Journal* said that this community, due to achieve 70,000 population in 1955, "will be complete with almost everything from a bank to a daily newspaper"—but no film palace, despite fact that nation averages one theatre for every 8000 population. Said *Journal*: "Bill Levitt of the building firm realizes that almost every family in town will own a TV set, so there won't be enough moviegoers to support a theatre."

Dispatch from Minneapolis says theatre owner W. R. Frank has put all 21 houses of his Frank & Woempler chain up for sale because of TV competition's effect on grosses. Once out of theatre business, what will he do? He's going to Hollywood to produce TV films ("Congressional Medal of Honor" series at General Service Studios). And reports from Cedar Rapids blame TV for closing of 5 theatres in eastern Iowa in recent months.

Motion Picture Assn. of America president Eric Johnston, in ABC-TV interview, predicted frankly that TV will drive more theatres out of business, but he also forecast film grosses running 3-4 times those of today in the movie houses which remain in business.

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Exhibitors' reaction to recent deal between Ford Motor Co. and Columbia Pictures for 39 half-hour films to be produced especially for TV (Vol. 8:24) is reported in June 18 *Variety* as "mixed," if not completely confused. Theatre chain owner Walter Reade (35 houses) is quoted as seeing "no cause for alarm"; he feels it's better for big studio like Columbia to make TV films than for fly-by-nights, because TV films may develop some new faces which will help exhibitors.

Opposite view is expressed by David Weinstock (17-theatre chain), who feels that quickly-produced TV films will degrade boxoffice value of top stars. New York Interboro circuit president Sol Strausberg (36 theatres) evidently summed up reaction of many exhibitors with: "Just another thing to keep people home."

In Britain, too, exhibitors are restive about effects of the upstart on their business. Latest move in 2-year war between theatre owners and BBC is decision by Cinematograph Exhibitors Assn. to ask its members to boycott products of all film distributors who make pictures available to TV. Similar move has been discussed informally in this country, but exhibitors and their associations have avoided any open action because it apparently would be clear violation of anti-trust laws.

"TV is giving motion picture producers something to think about," said Walt Disney June 19 in announcing production program involving outlay of more than \$20,000,000 through 1955. "TV is finding its level as entertainment, and like radio can be made a valuable adjunct for the promotion of motion pictures," said the film maker. "If and when we decide to enter the TV field," he declared, "we will take full advantage of its potential to create a new motion picture theatre audience and to encourage to the fullest boxoffice patronage for our forthcoming pictures." Mr. Disney added: "Video has done at least one thing which will ultimately redound to the benefit of the motion picture business—it is shortening the day of the so-called 'B' picture."

Electronics Reports: Substantial savings of critical materials without reduction of "quality, life or reliability of the product." This sums up results of TV-radio industry's conservation efforts, detailed in final report of RTMA's Material Bureau advisory council headed by Crosley's Lewis M. Clement (Vol. 7:12). Report predicts that even greater savings will be made this year when many long-range conservation design changes are incorporated into production. Among conservation accomplishments mentioned in report: (1) Receiving tubes now generally use less than half as much nickel as their pre-1950 counterparts. (2) Electrostatically focused picture tube "has found quite general use and will undoubtedly replace the electromagnetically focused tube in the near future." (3) Copperweld (copper-coated steel) wire has replaced copper wire for hook-up purposes in many receivers. (4) Less steel is being used in chassis, transformers, brackets, etc. (5) Transformerless sets are in more general use, now that supply of selenium for rectifiers has increased.

* * * *

"Raydist" and "radent"—2 new marine electronic devices—were made public recently. Raydist, developed by Hastings Instrument Co. of Virginia, makes possible for first time accurate measurement of speed of vessels. It was used June 11 in trial run of new superliner *United States* off Newport News. It employs small buoy containing electronic equipment which is lowered into sea before test. Indicators aboard ship tell exact distance to buoy at any given time. Heretofore, speed tests were inaccurate, had to be made by sighting shore-based markers. FCC has allotted temporary frequencies for experimental use of raydist. Sperry Corp.'s radent is new-type marine radar system which enables harbor radar operator to locate any given ship at any time by radioing ship to aim special microwave reflection apparatus toward harbor. FCC has not yet received application for special frequencies for radent. Military is known to be interested in both devices.

Scarcity of high-quality mica continues to be mobilization headache. "Gratifying progress is being made in production of substitutes," according to William A. White Sr., director of NPA's Miscellaneous Metals & Minerals Div., "but unfortunately they can be used only in place of low-quality mica. Radar, jet engines, guided missiles, directional devices require the high-quality mica." Foreign mines, chiefly in India and Brazil, are still chief sources of high-quality mica, and supply available to U. S. is decreasing as defense needs increase. Govt. has launched long-range mica purchasing program with goal of 25,000 short tons by mid-1955. Principal defense uses of mica are in electronic tubes and capacitors.

Tax amortization certificates for electronics industry expansion will continue to flow, despite DPA announcement June 19 that many of the expansion goals are filled or applications sufficient to fill them are in hands of Govt. Expansion goal for electronics industry has not been reached, however, and NPA Electronics Div. is still accepting and processing applications.

Cures for TV interference of most common types, offered to clinic of TV servicemen in Washington June 11-12 by Remington Rand's Philip S. Rand: (1) Ignition—use sparkplug suppressors and reorientation of antenna. (2) Electric shaver—install filter in shaver. (3) Diathermy—use high-pass filter on TV set. (4) Industrial heating equipment—change frequency, shield equipment. (5) Garage door openers—raise frequency. Other points: Every type of interference has own pattern and time cycle; power company equipment causes very little trouble; new 21-mc amateur band (Vol. 8:17, 20) affects audio much more than video.

DEPT. OF JUSTICE'S "dragnet" demands upon RTMA and some 18 TV-radio-electronics firms subpoenaed last March to produce vast quantities of documents relating to color TV, FM and patents (Vol. 8:9 & Supplement No. 77) may be deferred still further as result of new Attorney General James McGranery's acceptance this week of resignation of anti-trust division chief H. Graham Morison. He's generally believed to be sparkplug of all-inclusive probe (Vol. 8:11-12, 14-15). Question now is whether his staff of experts will follow him out of the Justice Dept. after June 30, and whether his successor will be quite as zealous in pursuing the inquiry.

Stipulations with various respondents have either postponed appearances and deliveries of documents or cut down on volume of data, as first ordered for May 12 New York grand jury, and in some cases no particular zeal has been shown in pursuing what the industry generally regards as a will-o-the-wisp inquiry into alleged "conspiracies" to keep color TV and FM away from the public.

Main target of govt. attorneys seems to be RCA color and patent activities; that company got postponement first to June 12 (Vol. 8:16) in move to vacate or modify the grand jury summons, on contention that subpoena is unreasonable, oppressive and burdensome and that subpoena demands data previously covered in proceedings before Federal Trade Commission in 1923-28 and on Delaware consent decree of 1932. By stipulation, arguments on these contentions have been postponed to Sept. 2, when New York Federal district court will hear them.

Columnist Drew Pearson, meanwhile, has been intimating that Morison got the ax because of RCA and AT&T-Western Electric influences, linking RCA's Sarnoff to White House because of NBC's contract with Margaret Truman and AT&T influence with the Govt. because its former chairman is now Ambassador to Great Britain. At RCA, this charge was characterized as "utter nonsense" and "obvious balderdash."

Speculation on Morison's successor seems to center around James McInnis Henderson, now general counsel of Economic Stabilization Agency, former alien property administrator for the Philippines and wartime chief of anti-trust cartel division, SCAP.

TV competition to theatres has stiffened in the past 6 months, in opinion of 44% of exhibitors on *Motion Picture Herald's* "Institute of Industry Opinion Panel." As reported in recent issue of that publication, another 39% said competition is about the same as last year, while 16% said it has slackened. Hollywood production officials, polled on same question, however, felt differently. Some 60% said competition is less acute than it was 6 months ago, 20% said it was greater, 20% said it was unchanged. TV competition is stiffest on Sunday nights, exhibitor panelists said, and weakest on Thursdays.

Paramount's Barney Balaban, commenting on TV at recent stockholders meeting: "We have always felt that TV, in the long run, represented an opportunity rather than a threat . . . We feel that we have much to give TV. The showmanship know-how of the motion picture industry, accumulated over a period of years, is something that TV needs desperately today." But he added that "until the right time" Paramount won't release to TV its 1000 or more film features, now in vaults.

Justice Dept. served subpoena June 20 on *Kansas City Star*, requiring records in all categories of last 25 years, including its WDAF & WDAF-TV, for presentation to Federal grand jury in connection with possible anti-trust suit relating to advertising rates.

Philco has established 3 scholarships valued at \$1500 each annually for next 4 years for engineering student at Lehigh U.

Network TV-Radio Billings

May 1952 and January-May 1952

(For April report, see *Television Digest*, Vol. 8:21)

NETWORK TV time billings slipped some \$325,000 in May under April, though running well over \$4,500,000 ahead of May 1951, according to monthly Publishers Information Bureau Report. For Jan.-May, cumulative billings of \$75,403,383 compare with \$46,101,186 same 5 months of 1951. On basis of these figures, it's good guess total TV figures for this year will reach \$200,000,000 since best sales months (to say nothing of higher rates and wider networks) are due in latter part of year.

Network radio held its own in May at \$13,994,919, compared with \$13,948,063 in April. But 5-month total of \$70,543,780 compares with \$80,552,092 for same 1951 period. CBS radio billings continue to lead, holding firm at average of about \$5,000,000 for each month so far this year, for total of \$25,036,805. NBC, leading consistently in TV, is poor second in radio at \$20,475,920, with ABC \$16,402,402 and MBS \$8,628,653. The detailed PIB tabulations follow:

	NETWORK TELEVISION			
	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951
NBC	\$ 6,822,982	\$ 4,946,338	\$35,162,947	\$22,495,292
CBS	5,602,634	3,066,249	27,065,274	14,168,546
ABC	1,501,148	1,385,901	9,434,888	6,941,260
DuMont	775,063	622,646	3,740,274	2,496,088
Total	\$14,701,827	\$10,021,134	\$75,403,383	\$46,101,186

	NETWORK RADIO			
	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951
CBS	\$ 4,989,424	\$ 6,745,098	\$25,036,805	\$32,958,144
NBC	3,861,882	5,329,752	20,475,920	25,260,843
ABC	3,323,092	2,991,227	16,402,402	14,664,888
MBS	1,820,521	1,510,818	8,628,653	7,668,217
Total	\$13,994,919	\$16,576,895	\$70,543,780	\$80,552,092

	NETWORK TELEVISION—January-May, 1952				Total
	ABC	CBS	DuMont	NBC	
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	2,065,052	5,643,123	760,593*	7,320,358	15,789,126*
April	1,699,760*	5,641,831	738,926	6,946,751	15,027,268*
May	1,501,148	5,602,634	775,063	6,822,982	14,701,827
Total	\$9,434,888	\$27,065,274	\$3,740,274	\$35,162,947	\$75,403,383

	NETWORK RADIO—January-May, 1952				Total
	ABC	CBS	MBS	NBC	
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
April	3,244,146	4,943,400	1,681,924*	4,078,593	13,948,063*
May	3,323,092	4,989,424	1,820,521	3,861,882	13,994,919
Total	\$16,402,402	\$25,036,805	\$8,628,653	\$20,475,920	\$70,543,780

* Revised as of June 19, 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.

Blasting football TV curbs as illegal and unfair, Notre Dame president Rev. John J.avanaugh registered decided vote against 1952 TV plan of National Collegiate Athletic Assn. (Vol. 8:23). He termed NCAA TV committee's proposal that future TV proceeds be shared by member colleges "socialistic in nature" and said the plan (1) "seems to put a premium on mediocrity" and (2) "seems to be . . . based on false premises." Notre Dame's dissenting views are minority, however, as more than 90% of NCAA members are expected to approve program when current balloting ends. Estimates on cost of sponsoring 12 games range from \$1,750,000 for games alone to \$4,000,000 for overall costs of advertising, time charges, etc., far more than last year's total of almost \$2,000,000 which Westinghouse paid for rights and facilities. TV committee's steering group is now working on new fee formula, based on increased TV time rates.

APPPLICATIONS for TV facilities increased their pace again this week, as 12 new ones, 8 of them for uhf, plus 24 amendments were filed with FCC. One application, by Television Fresno, Fresno, Cal., for Channel No. 2, was dismissed and one by WOSH, Oshkosh, Wis., for uhf Channel No. 48, was returned for resubmission on new form. New applicants:

Empire Coil Co. (licensee of WXEL, Cleveland), seeking Channel No. 9 in Denver and No. 27 in Portland (already applicant also for Tampa-St. Petersburg and San Juan, Puerto Rico); WONN-TV, Lakeland, Fla., No. 16; James S. Rivers, tr/as Southeastern Broadcasting System, Albany, Ga., No. 10; South Bend Telecasting Co., South Bend, Ind., No. 46; KGLO, Mason City, Ia., No. 3; WLEX, Lexington, Ky., No. 33; WFTM, Maysville, Ky., No. 24; KLFY, Lafayette, La., No. 38; WARK, Hagerstown, Md., No. 52; WCOS, Columbia, S. C., No. 25; Southern Television Inc. (theatre interests), Chattanooga, Tenn., No. 12.

Amendments of old applications: WSFA, *Montgomery Advertiser & Alabama Journal*, Montgomery, Ala., No. 12; WKAT, Miami Beach, Fla., No. 10; KIDO, Boise, Ida., No. 7; WTAX, Springfield, Ill., No. 2; WIKY, Evansville, Ind., No. 7; WISH, Indianapolis, Ind., No. 8; R. L. Wheelock, W. L. Pickens, H. H. Coffield (Texas oilmen), seeking No. 20 in New Orleans, No. 10 in Corpus Christi, No. 23 in Dallas, No. 23 in Houston; KTBS, Shreveport, La., No. 3; WHYN, Holyoke, Mass., No. 55; KAUS, Austin, Minn., No. 6; KCMO, Kansas City, Mo., No. 5; WIP, Philadelphia, No. 29; WHUM, Reading, Pa., No. 55; WIS, Columbia, S. C., No. 10; WDOD, Chattanooga, No. 3; WJHL, Johnson City, Tenn., No. 11; KTBC, Austin, Tex., No. 7; KROD, El Paso, Tex., No. 4; KFDX, Wichita Falls, Tex., No. 3; WCYB, Bristol, Va., No. 5; WSAU, Wausau, Wis., No. 7. [For further details, see *TV Addenda 14-W* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

TV-less Portland, Ore., on path of special San Francisco-Seattle circuit being set up to feed CBS-TV's Westinghouse sponsorships of Chicago political conventions to KING-TV, Seattle (Vol. 8:21-22), is likely to get 3 separate closed-circuit offerings of convention telecasts. First to plan to "tap" the relay, Seattle's KING-TV has engaged Portland's civic auditorium for both events, will have 84 receivers in hall so that 3000 persons can watch at a time, admission free, and has lined up distributors representing Admiral, Bendix, DuMont, CBS-Columbia, Hallicrafters, Hoffman, Motorola, Packard-Bell, RCA, Westinghouse, Sylvania, Zenith. KING-TV has extended invitation to the 4 local network radio outlets—KOIN, KGW, KEX, KPOJ—to join with it in the promotional project, but they have indicated they will go it separately and have hired the Armory. And big Meier & Frank dept. store is planning to rig up receivers, fed from community antenna, on big parking lot near store, so that public may come and look. AT&T ran first tests of relay from San Francisco to Portland June 19, plans extension to Seattle next week. Meanwhile, set sales are reported booming in Seattle, with some demand manifested also in Portland.

More aluminum for TV-radio station construction and alteration projects was promised this week by NPA. In a general relaxation of metals controls (see p. 8), that agency doubled amount of aluminum which builders of industrial projects may obtain without applying for allotment. Effective in third quarter, builders may write their own priority tickets for 2000 lbs. of aluminum, 25 tons of steel, 2000 lbs. of copper.

GE offers TV stations a conversion kit permitting replacement of 9C-24 tube in its transmitters with new GL-6039 thoriated tungsten tube, claims it will save more than twice its cost in a year.

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with **ELECTRONICS REPORTS**

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With This Issue: Full Text of NPA's Amended Order M-90 Modifying Ban on Color-TV Production

NEW-STATION APPLICATIONS POURING IN: With true end of freeze finally here, and as FCC gears itself to begin studying applications for new stations July 1, applicants are fidgeting and fussing and wondering what comes next.

First off, don't expect Commission to "sneak" any CPs through while no one is looking. Everyone at FCC insists all legitimate applications will get "careful consideration" but that obvious dawdlers or mere promoters will get little sympathy.

Actually, the commissioners will have no idea of precisely how they will proceed until they've had chance to see how the mass of applications shapes up.

There are exactly 248 applications before the Commission today, 130 of them filed this week (see TV Addenda 14-X, which we've printed this week on usual blue sheets). These do not include still-unamended applications filed during freeze period, which are really in limbo and dismissible.

There's no telling how great the total will be by 5 p.m. Monday, June 30. Nor is there any way of knowing whether any applications can be granted without hearings in first cities to be taken up in priority groups A & B, leading off with Denver and Bridgeport. [For lineup of cities, see Supplements No. 81 & 81-A.]

Commission intends to publish list of cities for which applications have been filed, but hasn't decided when it will be issued or exactly what data will be included. There's no present intention to issue list immediately after July 1.

* * * *

FCC made some headway in acting on various petitions for changes in allocation plan, making decisions very much as predicted:

(1) Can 2 AMS in same city join in single TV application? Request for declaratory ruling on that question, by KFBI, Wichita, was answered with statement that problem "can only be answered in the light of the circumstances presented by a specific application." In other words, each case will be decided on individual merits.

(2) Westinghouse's suggested method of priorities for processing applications, to put such cities as Pittsburgh at top of list (Vol. 8:23), was turned down -- primarily on basis that Westinghouse's formula wouldn't give uhf top billing.

Commission also got off a couple noteworthy "firsts" -- grant of channel shift and power increase (to 316 kw) to WXEL, Cleveland, and start of rule-making proceedings to add Channel 14 to Palm Springs, Cal. (Vol. 8:23). Commission has about 20 applications for channel shifts of existing stations, out of 30 to be filed, hopes to grant more next week.

Another flock of petitions for changes in plan arrived at Commission this week, bringing total to 30-odd. Commission still has a lot of tough ones to decide, may take considerable time clearing them up.

* * * *

Week was one of jubilation for Comr. Hennock. President Truman suddenly called in all commissioners June 24. Baffled and apprehensive group of 6 (Webster

is in England) hurried over to learn, to their complete surprise, that Mr. Truman simply wanted to assure them he is 100% for educational channel reservations. Miss Hennock relayed his comments as follows:

"He said that he wanted those channels reserved forever; that the FCC should resist the selfish few who would take them away; that when he steps down from the presidency, he'd like to go on TV an hour a day to promote educational TV."

Another development that thrilled Miss Hennock was announcement by Emerson president Benjamin Abrams that he would give \$10,000 to each of first 10 educational stations on air and would work to persuade rest of industry to contribute to fund with goal of \$5,000,000. Miss Hennock says Mr. Abrams plans to give more.

It's presumed Miss Hennock promoted both of week's moves. She won't say.

* * * *

Another commissioner spoke up in defense of the allocation plan this week. Comr. Rosel Hyde, speaking to Virginia Assn. of Broadcasters in Ft. Monroe June 26, devoted most of his talk to reasons behind fixed allocation table.

"Do you want to see the TV freeze thawed in your generation?" he asked. Joining Comr. Sterling in sticking up for plan (Vol. 8:24), Hyde countered attacks by Comr. Jones and other critics who would do away with fixed allocation table and permit applicants to file for whatever channels they choose. He illustrated what could happen with such procedure, assuming application for Channel 9 in Pittsburgh:

"You would have thrown into one hearing virtually every applicant for Channels 7 to 13 in a section of the U.S. bounded roughly on the south by South Carolina and on the west by Nebraska.

"Envision the possibility of having scores of applicants in this one hearing involving Channels 7 to 13. Envision cross-examination by an applicant for a channel in Bangor, Me., of an applicant 3 channels removed in Newport News, Va. Envision this cross-examination being necessary because, by this chain reaction, a grant to one of these 2 widely-separated and divergent applicants would preclude a grant to the second. What a fine hearing that would be!"

And after final decision on such a hearing, he said, "any one of the applicants could throw the whole collection into litigation which could last years."

Aside from avoiding "this administrative morass," Hyde gave 4 other reasons for table of allocations: channel efficiency, protection of small communities, reservation of educational channels, "orderly settlement" of international problems.

Virginia group also heard criticism of plan, offered by consulting engineer George Davis. He cited AM history to show that FCC once set up a "recommended separation," violated it many times. He ventured that history will repeat itself, that Commission won't insist on separations when presented with "reasonable" case. But he warned that even if station separations are reduced some day, as FCC said they may be, cost of shifting channels is so expensive that "any substantial reshuffling of vhf is probably just not in the cards."

Shifting to questions of station construction, Davis said that TV antennas may be mounted satisfactorily on AM towers in many cases; that ground system is recommended for lightning protection; that antenna gains of 12 or more will give good coverage with heights of 1000 ft. or less.

* * * *

Davis also called attention to new antenna problem, discovered by RCA engineers making new measurements of "gain" factor. They've found that superturnstile antennas actually produce 10-30% less ERP than previously supposed. This means that transmitter-antenna combinations being proposed by many applicants will actually produce less ERP than application specifies.

RCA is asking other antenna makers to check, see if they come up with same findings. If they agree, applicants will have to select higher-powered transmitters or higher-gain antennas to get ERPs they've specified. This isn't too important to applicants proposing less than maximum power, but it is to those seeking the limit.

Commission is aware of situation, but doesn't intend to let it interrupt processing of applications. If manufacturers agree on new figures, FCC will have to consider requiring revisions in applications, modifications of CPs.

EIDOPHOR THEATRE TV OFF TO GOOD START: First showings of Eidophor color theatre TV to press and VIPs, June 25 & 27 in 20th Century-Fox's Little Theatre in New York, left extremely favorable impressions. Since Fox officials emphasize system is still in laboratory stage, won't be commercially available for 18 months or so, observers were generally enthusiastic over system's virtues, tolerant of its defects. As we looked at both shows, we tried to separate our own reactions thus:

(1) System itself: Picture on 18x24-ft. screen had good brightness, derived from use of arc light. More resolution would be welcome, despite fact 8-mc video bandwidth -- twice that of home TV -- was employed. All-live talent show originated in Movietone Bldg., 2 blocks away, was fed via phone lines, wasn't broadcast.

Questions bothering technical observers -- complexity of system, cost, maintenance problems -- aren't all answered. But Fox president Spyros Skouras says the price will be "competitive," revealed at the June 27 showing for Washington VIPs that 500 projectors are contemplated for delivery from GE about end of 1953.

Swiss developer Dr. Hugo Thiemann said maintenance should prove no problem when commercial stage is reached.

We looked over equipment in projection room, found it about same size and shape as film projectors. Heart of system, concave mirror covered with film of special liquid which is "modulated" by electron gun, is housed in heavy metal chamber about size of bushel basket.

(2) Color: Since CBS system is used, fidelity is reasonably good. Objects sometimes had light outlines, but that may be minor circuit problem. We discerned no objectionable flicker. There shouldn't be any, inasmuch as wide bandwidth permits use of 525 lines, 150 fields -- allowing greater brightness than is safe with CBS's home-TV standards of 405 lines, 144 fields.

But really serious problem with CBS system, even worse than with home receivers using CBS color, is breakup and fringing -- fast-moving objects sometimes resolving themselves into flashes of red, blue, green. System at its best probably would be highly acceptable to laymen, very likely would pack them into movie palaces -- especially for such events as musicals, variety and prizefights.

CBS system was chosen because it is "simple and straightforward," but it was emphasized that any color system can be employed.

Skouras repeatedly disavowed any intention of going into the home TV field; system is designed and planned for theatres only, he told June 27 audience. After his engineering chief, Earl Sponable, had revealed that scanner for color film is being developed, Skouras envisaged, within 5 or 6 years, need for only 25 or 30 prints of any film, elimination of much of today's film distribution "in tin cans."

* * * *

The few newsmen who ventured critiques didn't get overly excited at June 25 showing, but enthusiasm was manifest on all hands -- including FCC folk -- after June 27 show. The explosive Senator Tobey (R-N.H.), who becomes chairman of powerful Interstate & Foreign Commerce Committee if GOP returns to power, got up to say reporters who criticized earlier showing "ought to have their heads examined."

Newsmen plainly expected something far superior to movies. Actually, the later demonstration was said to be much superior to the one newsmen saw -- evidence, Mr. Sponable said, of system's still-fluid developmental stage.

Said Wall St. Journal: "A candy-stripe curtain used throughout the showing tended to blur on the left side of the screen. A ballroom dance...was marred by green streaks across the white shirt-front and cuffs of the male member of the team. While the presentation emphasized the drabness of black-and-white TV, vivid colors were a strain to the eye. For the most part, however, reproduction was good."

N.Y. Herald Tribune's Gordon Allison: "The fidelity of color...was not up to the standards seen in previous color TV showing put on by CBS and its competitor, RCA. Performers' faces were sometimes blurry, and depth and camera mobility were lacking. Quick motions by performers left blurs and rainbow effects."

* * * *

Comparison with RCA's color theatre-TV showings of last year (Vol. 7:42) is inevitable -- and difficult, because of time elapsed since we saw RCA demonstration,

which used 9x12-ft. screen, 4-mc video bandwidth. Eidophor is undoubtedly brighter. RCA had distinct advantage in that its pictures had no breakup or fringing. During last year's showings, RCA conceded that greater brightness and bandwidth were desirable, said there would be little problem achieving either. It was pointed out then, however, that greater bandwidth would be meaningless for inter-city theatre-TV networking unless sufficient demand developed to warrant AT&T's widening capacity of its coaxial and microwave facilities.

AT&T Long Lines' Frank Cowan asserted, at June 27 showing, that present microwaves could carry greater bandwidth for intercity theatre-TV networking, said tests would soon begin, experimenting with 6 mc and perhaps even as little as 4 mc.

But argument over superiority of either color system -- or any future system, for that matter -- isn't too important. First, there's no certainty that FCC could or would fix on single system. Second, public doesn't have to invest in equipment. If both systems are acceptable, "universal" equipment good for both may prove practical. Therefore, competition over theatre-TV systems needn't necessarily provoke same fierce acrimony which characterized the home-TV struggle.

* * * *

Program material was Hollywood style, 10 short fast-paced acts in half hour, with TV's blonde Kyle MacDonnell as m.c., featuring chorus girls, adagio dancers, comedian, dramatic skit, boxing, operatic singers, etc.

Promotional program is also Hollywood style, including special railroad cars to bring Washington VIPs -- FCC members and staff, MPA people, etc. -- for June 27 demonstration. Shows for movie and TV bigwigs are being conducted daily.

KOA BUYERS SEE SMOOTHER PATH INTO TV: On the theory that radio station ownership & know-how can help pave way into TV, several big AM sale deals are said by Washington counsel to be on the fire -- and first came to light officially this week. NBC-owned KOA, Denver, is being sold to Hollywood group headed by comedian Bob Hope and local group including Mayor Quigg Newton, other leading townsmen & local RCA distributor.

Price for the 50-kw AM station is \$2,225,000, highest paid for any radio station since 1946. New corporation will file next week for TV Channel No. 4.

NBC is selling because (a) price is good one for AM, though said to be well justified by earnings; (b) policy is now to "integrate" TV-AM operations (Vol. 8:25) and, having already acquired allowable limit of 5 TV stations, it knows it stands no chance of getting own TV in Denver; (c) it's considering buying an AM in Hollywood, where its TV station KNBH has no AM adjunct -- oft-mentioned prospective purchasers being either G.A. Richards estate's KMPC or Earle Anthony's KFI.

Bob Hope's associates are going into AM, and they hope TV, as good investment; so is the Denver group. Fact that one of local group was the powerful Sen. Johnson's campaign manager may also lead them to feel they may get inside track on TV channel. [For list of principals, and details of deal, see p. 14.]

Trend in AM lately has been for more and more stations to go on block. Some owners are worried about impact of TV, about chances of getting into TV, about taxes -- so there's increasing willingness to take capital gains and call it quits (Vol. 7:47 & 8:16). Yet prices of better-situated radio stations have held up remarkably well, with earnings, network affiliation, coverage the main criteria.

None since 1946 has fetched as high price as KOA, an NBC affiliate with big intermountain coverage, which presumably gets NBC-TV franchise if it wins channel.

ABC bought Detroit's 5-kw WXYZ with Grand Rapids' WOOD for \$3,600,000 (WXYZ valuation, \$2,750,000) some 6 years ago, then got CP for TV when it wasn't regarded as worth much. In 1946 too, David Stern (old Philadelphia Record) bought 50-kw WCAU from the Levy and Paley families for an estimated \$2,900,000 net -- only to sell it 1½ years later (with CP for TV thrown in) to Philadelphia Bulletin for about same amount. Since then, though TV station sales, sometimes with AMs included but not separately evaluated, have fetched 7-figure sums as matter of course (see p. 7, TV Factbook No. 14 & Vol. 8:18, 19), there has only been one AM station sold for as high as \$1,000,000. That was the 50-kw WLAC, Nashville, whose purchase for that price (Vol. 8:16) was approved last week by FCC.

THEATRE-TV hearings will probably begin this fall instead of Jan. 12, 1953—the date now officially set by FCC—as result of petition filed June 23 by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee. Petition pointed out there have been 5 postponements since Commission originally scheduled matter for hearing more than 2 years ago, and asked for 8 hearing days this fall, beginning on Oct. 13 or Oct. 20, to present engineering and accounting testimony. At FCC it was indicated request has good chance of being granted.

Theatre-TV proponents have been irked by repeated postponements, as well as by reports that their request for frequencies hasn't been taken very seriously at FCC and even shrugged off as publicity grab. Another factor making for greater sense of urgency on part of theatre-TV people to bring their case before Commission: difficulty in getting AT&T lines for currently planned theatre-TV shows. June 25 Joey Maxim-Sugar Ray Robinson light heavyweight championship bout was carried in only 38 of some 75 TV-equipped theatres. Although about 10 of the 75 are in New York, which was blacked out, some 20 theatres west of Omaha couldn't be reached because AT&T circuits were unavailable.

AT&T complains it's difficult to clear circuits for theatre TV, because requests are made on too short notice and theatre shows are one-shot affairs, whereas its regular customers—the TV networks—have full-time long-term contracts.

June 25 theatre-TV bout—despite one postponement and fact that it had top-notch competition on free home TV (Chuck Davey-Chico Vejar fight on CBS-TV)—filled 90% of seating capacity of 38 theatres in 24 cities at admission scales of \$2.40-\$3.60, according to Theatre Network TV's Nathan L. Halpern. Fight "network" included theatres of 25 different circuits—United Paramount, Loew's, Warners, RKO and independents. Royalties from theatre TV, based on attendance, may add up to \$100,000 to promoters' gate.

Meanwhile, a fight promoter of the old school, Herman Taylor, expressed belief that theatre TV as well as home TV injures gate receipts and announced he had turned down \$100,000 offer for TV-radio rights to July 7 Kid Gavilan-Gil Turner welterweight championship bout in Philadelphia. There will be no TV or radio, Mr. Taylor announced—not even theatre TV. Perhaps it's symptomatic of a trend; for the first time theatre TV finds itself in same predicament as home TV—frozen out.

TV film gold rush is on in Hollywood, with 30 producers budgeting \$20,000,000 for rest of year, reports June 25 *Variety*. Its survey didn't include many firms planning pilot films or some larger outfits which didn't reveal budget estimates. Noting "1952 has brought a new stability to the industry," with fly-by-night operators now a small minority, *Variety* suggests "solid possibility of hefty major studio entry into the telepicture this year" (Vol. 8:24). It adds: "UI, Columbia and Republic are already turning out telepix via subsids but it's generally felt that several more of the motion picture studios will be in TV before long, and this belief was given firm foundation last week with disclosure that the majors—most of them—are already talking TV contracts with Screen Actors Guild and American Federation of Musicians."

More apropos impact of TV on film and theatres (Vol. 8:22,24): Samuel Goldwyn quoted in *Variety* dispatch from Honolulu as stating movies and TV are "heading toward a marriage" and that "up to half the nation's theatres are destined to shutter because of TV." The veteran producer, however, sees brighter future than ever for Hollywood—has always argued that TV will take up its "quantitative" output while the theatres go in for the "qualitative."

SEVERANCE OF ABC-UPT merger issue from Paramount hearing, requested of FCC by the 2 parties in effect to get quick decision that will extricate ABC from its precarious financial position, has gained support in many quarters. Some commissioners are definitely sympathetic, possibly enough so to grant request, despite opposition of its counsel in the hearing, Fred Ford and Max Paglin.

In 20-page argument filed this week, Ford and Paglin conceded that ABC and UPT may have one argument in favor of severance—if ABC and its affiliates are suffering as badly as ABC claims. But they insist that issues of whole hearing are so intertwined that Commission can't separate them. Moreover, they claim that little time will be saved by severance; that it's impossible to get final decision by August, as ABC and UPT desire; that time necessary for decision on whole hearing will be little longer than that required for merger issue alone. They estimate that entire hearing will be over in 3 weeks, but that final decision can't come before next year.

This week's testimony comprised cross-examination of Arthur Levey, formerly president of old Scophony Corp., part-owned by Paramount Pictures. Paramount counsel Paul Porter worked to counter Levey's testimony to effect that Paramount suppressed development of Scophony's TV patents. Levey claimed that former FCC Comr. E. K. Jett, now TV chief of Baltimore *Sunpapers*, was so enthusiastic over Scophony developments that he assured Levey he would work to get Commission to adopt standards based on them. Porter asked that Jett be subpoenaed to present his side of story. Subpoena was granted, but date for Jett's appearance hasn't been set.

ABC and UPT have gained editorial support of *New York Times'* Jack Gould, *Variety*, *Wall St. Journal*, among others. As Gould put it:

"The FCC's concern over monopolistic practices is thoroughly proper and it hardly falls within the ken of laymen to say what their decision should be. But there is a vital matter of public interest at stake when the FCC takes so much time to perform its operation that the survival of the patient is jeopardized. That is the specific plight of ABC at the moment."

Leonard Reinsch, on leave as gen. mgr. of Cox TV-radio stations to act as TV-radio advisor to Democratic National Committee, with James Sauter, radio program producer, named this week as co-chairmen of Democratic Party's entertainment industry committee working on showmanship phases of July 21 political convention and subsequent campaign.

Roger Putnam, U. S. economic stabilizer, owner of big packing firm in Springfield, Mass., applies next week for uhf Channel No. 61 there. And George Allen, ex-chief of Voice of America, now Ambassador to Yugoslavia, will apply for unspecified channel in Durham, N. C.

Extra Copies of TV Factbook No. 15

Our semi-annual *TV Factbook No. 15* will be off the presses shortly after July 15, 1952—containing directories and basic reference data about stations & networks (including rates), list of applications for new stations, TV-radio manufacturers, program suppliers, FCC, engineering, legal & other consultants, and others concerned with TV. One copy goes to each full-service subscriber. For extra copies, if you place pre-print order for 20 or more copies on or before July 7, we'll supply them at \$1 per copy. Single copies to subscribers will cost \$2.50, to non-subscribers \$5.

Telecasting Notes: Strong trend to film (Vol. 8:24) is viewed by *Ross Reports on TV* as most important development of 1951-52 programming year. June 22-28 report calls film "the most significant programming force yet developed," points up these effects of film on TV programming: (1) "The increase of programming of film produced especially for TV has helped swing the packaging pendulum back in the direction of the independent producers and away from the networks." Analysis of last 13-week program cycle shows that CBS-TV controlled only 45% of its commercially-sponsored shows, NBC-TV 42%, DuMont 20%, ABC 4%. (2) "Decrease in number of program casualties during 1951-52 year (149 failures for 6 New York stations vs. 225 in 1950-51) can be partly credited to advantages that prescreening film affords." (3) "Increasingly heavy reliance of even New York City outlets on feature films, whereby some 609 quarter-hours per week were being telecast by 6 New York stations at the beginning of May (vs. 458 quarter-hours per week in 1951 and 249 in 1950) has been instrumental in pushing up total telecasting time in New York to new peak of 2250 quarter-hours a week" . . . "Tops for TV" was unanimous verdict on Bing Crosby, who made his TV debut on 14½-hour telethon June 21-22 on CBS-TV & NBC-TV networks to raise funds for U. S. Olympic team; goal of all-star show which he and Bob Hope sparked was \$500,000, but they actually got pledges of \$1,000,020 when show ended at 1:30 p.m. Sun. . . Does TV affect boxoffice? Hollywood theatre operators said business was off 10-15% when Bob

Hope & Bing Crosby began their telethon for Olympic Fund Sat. 8 p.m. PST, usually peak hour for theatre traffic. *Hollywood Reporter* estimated that on nation-wide basis boxoffices suffered loss of \$2,500,000, business going off 25-40% at some theatres . . . Richard de Rochemont, ex-*March of Time*, has joined Transfilm Inc., taking with him his commercial film accounts . . . Edgar Bergen—no great shakes on TV during his infrequent appearances (his lips move much more perceptibly than other ventriloquists)—is making own full-length film titled *That's the Way It Goes*, which his press agent says will go to theatres for first-run then be released as 3 half-hour shows to TV . . . Wayne Coy's KOB-TV, Albuquerque, unable to get interconnection for Chicago conventions (Vol. 8:23), will carry Philco-sponsored kine-recordings for 2 hours daily, shipped by NBC from Los Angeles for showing same nights; plans for interconnection later this year or early next expected to be announced soon . . . For the deaf and hard-of-hearing, Philadelphia's WFIL-TV is starting series titled *High Sign*, with Mrs. Fannie High, official interpreter for Pa. Society for Advancement of the Deaf, translating Howard Jones' weekly news digest and interviews, plus home-making and fashion items . . . Montreal's new CBC-TV (Channel 2) testing from Mt. Royal preparatory to Sept. 1 official opening . . . WBTV, Charlotte, Aug. 1 raises base Class A hour rate from \$500 to \$625, one-min. from \$110 to \$135 . . . WOAI-TV, San Antonio, raises base Class A rate July 15 from \$400 to \$500, one-min. from \$70 to \$90.

BROADCASTERS OPENED case against censorship June 26 before subcommittee of House Interstate & Foreign Commerce Committee investigating TV-radio programming (Vol. 8:20, 23). NARTB president Harold Fellows and TV Code Review Board chairman John E. Fetzer presented testimony, but there wasn't time to hear other NARTB witnesses—TV director Thad H. Brown Jr. and govt. relations director Ralph W. Hardy. They will be heard, along with network and station representatives, when hearings resume, probably in August or September.

Mr. Fetzer reviewed principles of TV code, urged legislators to give it a chance to work. Mr. Fellows expressed opinion that many protests about so-called "programming excesses" are inspired by pressure groups, and cited as example postcards received by NBC-TV protesting "violations of good taste in matters of proper dress" on *Kukla, Fran & Ollie* puppet show.

Congressmen on committee obviously had received deluge of mail protesting TV programming and advertising. Rep. O'Hara (R-Minn.) told Mr. Fellows, bluntly: "Unless there is some improvement in programming and in some of the advertising, there is going to be some attempt to have something done legislative-wise." Rep. Chenoweth (R-Col.), on other hand, said he thought code had done good job so far, suggested Congress wait "6 months or so" before making any decisions.

Check with Committee staff revealed that some 300-400 letters critical of TV programming had been received by subcommittee chairman Harris (D-Ark.) since start of investigation. That many—or indeed most—were "inspired" was indicated by size-up of the mail by Rep. Harris' staff. Majority of it was critical of beer and cigarette advertising, and most came from Ohio, Wyoming, Idaho, Massachusetts and Indiana. There are, of course, infinitesimal number of TV sets in Wyoming or Idaho, neither of which has stations.

Rep. Klein (D-N. Y.) said he had received avalanche of anti-TV mail, "the majority of it vicious, filthy or from crackpots." Some of these, he said, were of "the anti-semitic type you get when they've got a campaign on," and these he turned over to FBI. Hearings may resume in

New York, where, in Rep. Klein's words, "it will be more convenient to the studios and offices of the networks." Some industry officials, however, viewed any such move as attempt to make political capital of hearings just before elections.

Mexican newspapers have been publishing reports that telecasting-broadcasting interests of Emilio Azcarraga and Romulo O'Farrill may be merged, at least for the licensing and operation of additional TV stations. Both are major industrialists of the country, which does not have same anti-trust prohibitions that prevail in U. S. Country's top theatremen Azcarraga owns XEW-TV, Mexico City, and various AM interests, holds CPs for new stations in Paso de Cortes, Channel No. 9; Monterrey, No. 6; Guadalajara, No. 10; Tampico, No. 6; Veracruz, No. 10; Guanajuato, No. 3; Reynosa, No. 10; Torreon, No. 6. Big auto dealer O'Farrill, also publisher of *Mexico City Novedades* (Spanish) and *News* (English), owns XHTV, Mexico City, and XELD-TV, Matamoros, opposite Brownsville, Tex., and holds CPs for Paso de Cortes, Channel No. 7; Tijuana, No. 12; Mexicali, No. 3; Monterrey, No. 2; Reynosa, No. 9; Torreon, No. 3; Guadalajara, No. 3; Tampico, No. 3; Veracruz, No. 12; Juarez, No. 2; Laredo, No. 3; Nogales, No. 2; Guanajuato, No. 12; Hermosillo, No. 6; Piedras Negras, No. 6; Acapulco, No. 6; Merida, No. 4. Purpose of merger, according to reports, would be to obviate uneconomic duplication, permit common use of Azcarraga's huge new Televiscentro in Mexico City, effect other economies—but the two industrialists have been so bitterly competitive in the past that many a slip is seen before consummation of any deal.

Steel strikers must sell TV sets before they can go on relief, Pennsylvania Public Assistance Dept. ruled June 23. But it was also decreed that they can keep radios which "are no longer considered a luxury item." Expensive cars must also be sold. Dept. said applicants for relief may keep TV sets only in those exceptional cases where "the TV set is used by an invalid or someone else confined by age or infirmity to the house."

Personal Notes: FCC Comr. E. M. Webster flew to London June 20 for month of informal conferences on possible revision of the Bermuda Agreement (telegraph) and on British use of AM vs. American use of FM in marine services . . . Dwight D. Martin, Crosley Broadcasting Co. v.p. & asst. gen. mgr., joins General Teleradio Inc. (formerly Thomas S. Lee Enterprises Inc.) as v.p. in New York . . . Dick Woollen, ex-ABC Chicago, new director of program development, KTTV, Los Angeles; Dale Sheets promoted to film director, succeeding Tom Corradine . . . Keith McKenney, ex-Free & Peters Detroit TV sales chief, joins WJBK-TV, Detroit . . . Walter E. Brown, DuMont Network sales promotion mgr., resigns to join BAB . . . Fran Harris, women's editor & publicity director of WWJ & WWJ-TV, Detroit, one of 3 women honored last week with "headliners" award of Theta Sigma Phi, national women's journalism fraternity . . . Frank G. Silvernail, BBDO, named chairman of AAAA TV-Radio committee; Harlow P. Roberts, Goodkind, Joice & Morgan, Chicago, vice chairman. Walter Craig, Benton & Bowles, new chairman of TV-radio production committee; C. Burt Oliver, Foote, Cone & Belding, Hollywood, vice chairman . . . Dean Linger, new sales promotion-publicity director, KNXT, Hollywood, names as asst. Michael Dougherty, ex-Milton Weinberg Adv. . . . Lou Snader, president of Snader Telescriptions, reelected president of National Society of TV Producers, David Chudnow v.p. . . . Mary Andrews Ayres, account executive with Sullivan, Stauffer, Colwell & Bayles, and wife of ABC radio v.p. Charles T. Ayres, elected v.p. of the agency.

Station Accounts: Metropolitan Oakland Area (Alameda County, Cal.) has been placing series of 5-min. industrial films extolling its advantages for industry, showing them thus far in New York, Cleveland, Chicago, thru Ryder & Ingram, Oakland . . . Lucky Strike buys 26 half-hour films, *Biff Coulter, USA*, to be produced by MCA subsidiary, Revue Productions, and placed thru BBDO . . . Van Camp Sea Food Co. buys new NBC-TV half-hour *Hopalong Cassidy* film series for 12 markets, thru Brisacher, Wheeler & Staff, San Francisco . . . Electrolux vacuum cleaner places account with BBDO, plans fall campaign including TV & radio . . . Canadian Breweries Ltd. sponsoring 15-min. weekly on WBEN-TV, Buffalo—evidence of eagerness of Canadian sponsors to utilize TV; show is said to be aimed mainly at Toronto audience, last reports indicating more than 35,000 sets-in-use there (see p. 14) . . . Imperial Oil Co. Ltd. will sponsor Montreal Canadiens hockey team's home games on new CBC-TV, opening about Sept. 1 in Montreal . . . Among other advertisers reported using or preparing to use TV: Balm Barr Inc. (Balm Barr lotion), thru H. W. Kastor & Sons, Chicago; Keelor Steel Inc. (Nu-Wrinkl lawn edging), thru Graves & Associates, Minneapolis; Willson Products Co. (sun glasses), thru Beaumont, Heller & Sperling, Reading, Pa.; Rum & Maple Tobacco Corp., thru Rand Adv. Agency, N. Y.; Ferd Muhlen's Inc. ("4711" oil of cologne), thru Milton Weinberg Agency, Los Angeles; Ree-Seal Corp., thru Rockett-Lauritzen Adv., Los Angeles (KNXT); Cudahy Packing Co., thru Grant Adv., Chicago (WOR-TV).

ABC chairman Ed Noble's Life Savers Corp., Royal Typewriter Co. and Philip Morris buy special spot announcement campaigns on ABC-TV owned-&-managed stations during July 7 & 21 political convention weeks. Life Savers & Royal, thru Young & Rubicam, are using special convention spots on WJZ-TV, WENR-TV, KECA-TV, KGO-TV; Philip Morris using them on WENR-TV & KGO-TV, thru Blow Co.

Wm. F. Suchmann, ABC-TV asst. graphic arts director, awarded first \$6000 fellowship for graduate study at Johns Hopkins U, awarded by WAAM, Baltimore.

Financial & Trade Notes: Looking toward commercial TV in Britain in 3-4 years (Vol. 8:24), group of electronics and financial leaders has joined with film magnate Sir Alexander Korda to form company to produce films for TV, mainly for U. S. outlets until sponsored TV begins in Britain. Founders of new company, besides Korda: Sir Alexander Aikman, chairman of EMI Electronics group; C. O. Stanley, head of Pye Radio Ltd.; Sir Robert Ewnwick, head of Associated Electrical Industries Ltd.; Norman Collins, ex-chief of BBC-TV, now head of High Definition Films Ltd.; financier Viscount Dundannon.

Meanwhile, Laborites continued to attack Parliament's decision to permit private commercial TV stations alongside gov't-owned BBC, and Conservatives, on the defensive despite their 302-267 Commons victory, continue to defend it. Britain's newspapers, including those endorsing the Conservatives, have been almost unanimous against principle of sponsored telecasts. And former Foreign Minister Herbert Morrison has renewed his attacks, calling sponsored TV "silly and wicked." Other Laborite legislators attacked commercial TV as "threat to our homes" and "glamorizer of violence." To which Conservatives reply, somewhat apologetically, that "there will be far too many safeguards which will prevent [commercial TV] from being harmful and if it is bad the people will simply turn it back to BBC."

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Muntz TV's president Earl W. Muntz told annual meeting of stockholders this week that firm will double production to 20,000 sets per month from Sept. 1, has sold 285,000 up to March 31 (118,653 during fiscal year ended that date), now has retail outlets in 32 cities and new ones projected. In May 1952, he reported, Muntz produced 10,260 sets vs. 7800 in May 1951 and 4300 in May 1950.

Pacific Mercury Television Corp.'s proposal to issue 200,000 shares of 50¢ par Class B common stock, to be purchased by Sears Roebuck & Co. (Vol. 8:25), was approved by stockholders June 27. Plan includes arrangement whereby Sears will buy minimum of 75% of its TV-radios for 8 western states from Pacific Mercury.

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Universal Pictures Corp., now owned 42% by Decca Records (Vol. 8:25), reports consolidated net earnings of \$1,220,440 (\$1.14 a share on 960,498 shares) on sales of \$30,377,422 for 26 weeks ended May 3. This represents increase over same period last year when net earnings were \$608,565 (50¢) on sales of \$28,500,656.

Monogram Pictures Corp. shows improved profit position for 39 weeks ended March 29, with net of \$365,058 (47¢ a share) compared with \$258,118 (34¢) for same 1951 period. Gross was \$6,680,956 vs. \$6,351,882.

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Carrying torch for network radio affiliates, fearful that CBS & NBC are about to cut rates again in effort to hypo lagging radio sales, editor Joe Csida in June 28 *Billboard* takes *Broadcasting Magazine* strenuously to task, criticizes network hierarchies, for "downgrading the business"—hits radio journal particularly for "parroting the webs." Strongly-worded editorial argues case for "underpriced" radio on eve of July 1 meeting of CBS affiliates with that network's top executives in effort to stave off rate cuts expected to be "as deep as 40-50%." Speaking before American Marketing Assn. last week, Crosley's Robert E. Dunville said cutting radio rates is "both unsound and unwarranted." His thesis was that radio has managed to survive despite "greatest watering-down period any industry had to take"—referring to increase in number of radio stations from 814 to 2234 between 1940-45 [about 2425 now].

RTMA & NARDA SHARE GENERAL OPTIMISM: Color talk reared its unwelcome head again this week -- just when things are looking up nicely for TV sales.

NPA's amended color order (see story, pp. 9-11, and full text herewith) got catch-phrase headlines that gave the industry a momentary fit of worry lest public be misled once against to begin staying away from its doors.

But when the news stories were read, the clearly-phrased order explained, even CBS's unenthusiastic reaction assayed, it was manifest that people aren't going to be persuaded to "wait for color" as against today's splendid black-&-white telecasts, today's excellent values in receiving sets -- and the virtual certainty that, when color really is ready, it will be compatible with today's receivers.

At Chicago RTMA and NARDA conventions this week, they talked much of return to normalcy in the TV trade -- indeed, enthused over better-than-normal outlook for rest of summer, with particular thanks to TV's coverage of politics.

RTMA set division chairman John W. Craig, Crosley, observed that production of TV-radio sets during the last fiscal year maintained "a reasonably stable level" except for normal fluctuations; noted that unhealthy scare-buying pressures and excessive inventories were now lacking; acclaimed relaxation of credit controls.

Resigning president Glen McDaniel spoke in much the same vein, saying: "The industry has every reason to be optimistic as to the immediate future, but it should not expect any sudden upsurge in set sales. Instead, a gradual rise can be expected in 1952 and for several years thereafter."

Statistics chairman Frank W. Mansfield, Sylvania, observed that end-of-May factory inventory of 410,000 was 391,000 less than the 801,000 at end of July 1951; that distributor inventories went down in same period by 119,000 units; and that retailers had 186,000 fewer sets. (For latest factory inventory, see below.)

At NARDA convention, Motorola's Paul Galvin predicted 5,000,000 TVs will be sold this year, hailed "normal competitive period in business." He said:

"The manufacturer has a responsibility to immediately start normalizing his flow of set production to the normal seasonal rhythm...about 40% of the sales volume in the first 2 quarters and 60% in the last 2 quarters. We cannot expect a high selling period throughout the year such as we had throughout much of the first 4 years of TV. [We must] plan our production to the appetite of our consumer public."

The veteran Galvin had some pertinent observations on president Mort Farr's idea of one basic line per year (see below), was most positive about rampant price-cutting. "Although price-cutting is considered the second oldest profession in history," said he, "in my opinion it is being indulged in entirely too freely in this new infant industry of TV. [We] must do everything possible to stamp it out. This should be as much the manufacturers' concern as the dealers'."

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Factories inventories of TV dropped nicely during week ended June 20, RTMA reports, going down to 445,447 from 480,343 week before and year's peak of 491,834 week ended June 6 (Vol. 8:24). Production during week ended June 20 went to 80,731 (7855 private label) from 77,381 week before. Soon, factory vacations (Vol. 8:25) will cut output to usual mid-summer lows, permit better inventory adjustment.

Radio output was 179,280 units week ended June 20, down from 193,060 preceding week. Radio inventories were 479,718, down from 461,881. Week's radios were 60,502 home sets, 41,330 portables, 27,698 clock, 46,670 auto.

ONE BASIC LINE FROM SET MAKERS YEARLY? Most everybody likes idea -- yet, like Mark Twain's weather, everybody talks about it but nobody does anything about it. That's NARDA president Mort Farr's thesis, as expounded at Chicago convention this week, that there should be one basic TV line per year from each manufacturer (Vol. 8:25).

His keynote speech made point that this would enable dealer to buy with assurance that his lines wouldn't be outmoded in 4-6 months.

For the manufacturer, Farr said such planning held out prospect of longer, uninterrupted production runs, longer-range advertising & promotion campaigns, and greater profits. But it isn't all beer-&-skittles, as Emerson's Ben Abrams noted in these columns last week. For one thing, there's question of new gimmicks and intense competition; for another, there's doubt about legality of any such "agreement".

Motorola president Paul V. Galvin expressed reaction of many manufacturers when he told NARDA convention: "The idea is a good one. I'm sure there is not one manufacturer of TV who would not welcome the opportunity of only having to prepare one set of models per year. I believe some day this condition will come to pass, but it is my personal opinion it won't come next year...It has to be evolutionary, but I believe it will come to pass in time."

Said Hallicrafters v.p. R.J. Sherwood: "One basic line a year is a good idea and I believe it will have sound benefits for both manufacturers and dealers once it's generally adopted. However, we'll have to go slowly. Remember, we have to have 2 lines a year before we can have one line. Right now I'd favor a main line in the fall for January and a supportive line in the spring for summer."

Admiral's Ross Siragusa, responding to our query: "It seems logical...In the appliance field, refrigerator and range lines are changed on an annual basis. If 4 or 5 large manufacturers would agree to stick to only one basic line of TV receivers a year, Admiral would be happy to join them."

GE receiver dept. sales mgr. Arthur A. Brandt also endorsed the idea. "This is a simple question for us to answer because our policy has been one basic line of TV sets and one basic line of radio receivers a year. In view of all the obvious advantages to all concerned -- the dealer, the distributor, the manufacturer and, of course, the public -- we are sold on such a policy which we consider very sound."

COLOR STATUS UNCHANGED BY NEW NPA ORDER: Hubbub over the NPA's new color order, finally issued this week, probably produced as little industry dislocation as could be hoped for. Though some headline writers proclaimed that new order "eased" ban on manufacture of color home-TV sets, NPA made it crystal clear, and newspaper articles echoed fact, that prospects for production of such sets are virtually nil.

Attracting far less attention, but equally important, was FCC's release of letter to RCA reflecting new receptive mood towards compatible system.

Text of NPA's amended color-TV Order M-90 is included herewith as Special Report to all subscribers. Formerly a flat ban, the order was changed June 24 to "regulatory order" setting up conditions which manufacturers must meet before they can get permission to make home color sets. It's obvious that conditions are so rigid that no existing TV manufacturer can meet them -- even if he wanted to. And no set manufacturer -- least of all CBS-Columbia, which once started such production -- apparently has slightest intention of bucking these conditions.

FCC's June 25 letter to RCA was response to latter's June 11 request that Commission relax its rigid restrictions on experimental telecasts of compatible color. RCA pointed out that its WNBT, New York, programs regularly from 7 or 9 a.m. to after midnight. FCC has limited colorcasts to periods outside those hours. Now, said RCA, work has reached a point "where extensive field testing and on-the-air work under regular broadcast conditions is a required next step if an application to set standards for a compatible color system is not to be delayed." Company said it intends to come to Commission for approval of system when testing is completed.

Commission didn't bend over backwards in relaxing its restrictions, but it did say: "The Commission will consider on a case to case basis applications for experimental authorization during regular broadcast hours upon a showing that such experimentation is necessary in light of the individual field tests contemplated."

What is "necessary" experimentation? Actually, RCA shouldn't find it hard to submit acceptable projects. Commission contends it's merely fulfilling its "open door" policy on new color systems, enunciated with adoption of CBS system -- but there's little question Commission has learned CBS system can't be put across and

there's no sense now in hampering development of compatible color. Not too many months ago, RCA's request would have received simple cold shoulder.

* * * *

New NPA order lifts ban on all color-TV equipment except home-type sets. Thus there are no restrictions of any kind on manufacture of color theatre-TV gear or any "color-TV equipment for use on a closed circuit, or color-TV equipment of a type not used in or designed for use in home-type receivers."

Trade-wise NPA executives who worked on amended order -- many of them from electronics industry -- were careful to word both the order and accompanying press release so as to discourage press headlines and stories which might depress TV market by implying NPA had given color go-ahead. Sample quotes from release:

"NPA administrator Henry H. Fowler [said] it is expected that few producers of household radio & TV equipment will be able to qualify [for] permission to make color TV sets...If any applications are filed, [approval] will be given only in the exceptional case. [The] shortage of electronic engineers and technicians has become more acute [and] this condition is expected to continue for at least 2 years."

* * * *

Nub of amended order -- as we forecast 2 months ago (Vol. 8:16) -- is the section which provides that manufacturer may get permission to make home color sets, converters or adapters for limited period of time if he can prove:

- (1) He has made substantial investment in color research and development.
- (2) His production of color sets will require hiring of no additional technicians, engineers, draftsmen, physicists or tool and die makers.
- (3) His govt. electronic contracts are on schedule, or if behind schedule delay isn't due to shortage of technicians or engineers.
- (4) He will refuse no govt. contract because of manufacture of color TV.
- (5) He will need no additional allotments of steel, copper or aluminum.

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The new regulation, which was nearly 5 months aborning, was designed to pull NPA out of an embarrassing situation which wasn't of its own making. When the then Defense Mobilizer Charles E. Wilson got CBS off the hook last October by banning color-TV set production (Vol. 7:42), he took NPA completely by surprise. But to NPA was left job of formalizing the ban, first ever imposed on an end-product. Result was original Order M-90, issued last November (Vol. 7:47).

Nobody objected except Chromatic TV Labs (50% owned by Paramount), developer of Lawrence color tube, and some of the theatre-TV backers. When Sen. Edwin Johnson (D-Col.), chairman of Interstate & Foreign Commerce Committee, intervened on behalf of Chromatic (Vol. 8:4-7), he got action. NPA called industry meeting, then set to work on well-nigh impossible task of drafting order which would permit Chromatic and other color-only companies (if any) to make color sets -- but nobody else.

This week's order pleased neither Sen. Johnson nor Chromatic. The Senator assailed it as "inexcusably restrictive," said it will stop color TV development and "result in a severe loss to TV set purchasers."

Reactions of Chromatic president Richard Hodgson and Paramount v.p. Paul Raibourn were equally sour. Both felt that Chromatic could get NPA approval to make color sets under amended order -- but, in Mr. Hodgson's words:

"The order is very disappointing as far as getting color going on any scale is concerned. It provides no incentive to do anything, and it has 5 holes for manufacturers to crawl in and hide. It apparently was designed to get NPA off the hook. We're going to ask for clarification of the order before we do anything."

But new field is opened to Chromatic with lifting of all restrictions on the manufacture of closed-circuit color equipment. Mr. Hodgson said consideration is being given to the possibility of equipping proposed Palm Springs (Cal.) community antenna (Vol. 8:24) with Chromatic color sets. Project, designed to test Telemeter subscription-TV system (also 50% Paramount-owned), involves closed-circuit telecasts to coinbox-equipped receivers. Telemeter says it plans half dozen such projects. "Of course," said Mr. Hodgson, "it would be up to the Telemeter people."

Amended color order changes nothing so far as CBS is concerned. CBS press release, issued same day as order, kissed off possibility of renewed color telecasting or application by network's manufacturing subsidiary for permission to make home color sets -- and took another swipe at rest of TV manufacturing industry.

"CBS-Columbia is now engaged in defense work and has plans for increased participation which will occupy fully all available technical and engineering personnel," release said. "No single manufacturer or broadcaster, or even a small group, can make color TV a living reality in the homes of the nation in the face of resistance or lack of cooperation from the majority of the industry. [We] are not justified in expending at this time further manufacturing and broadcasting resources in this effort unless it appears that other substantial segments in the industry are prepared to go forward."

Great bulk of manufacturers likewise feel new order makes no difference. GE pointed out that more than 75% of its electronics engineers were on defense work, and "commercial production of color-TV equipment would require diversion of 15-20% of these engineers." Others quoted by press -- Admiral's Ross Siragusa, Motorola's Robert W. Galvin, Hallicrafters' William J. Halligan, Dr. Allen B. DuMont -- reiterated their belief that color TV isn't in marketable stage yet and again expressed support for a compatible system. RCA had no comment on NPA order.

Trade Personals: M. M. Elliott, ex-asst. gen. mgr., Canadian Marconi, appointed gen. mgr. of Motorola-Canada Ltd., newly formed Motorola subsidiary operating in leased space in Stromberg-Carlson Toronto plant . . . Edward Stanko promoted to newly created post of mgr. of engineering, RCA Service Co. technical products div. . . . G. Frank Langford resigns as v.p., Wilcox-Gay, and gen. mgr. of its Charlotte, Mich. plant . . . Macdonald Goodwin, ex-Bendix Radio, named mgr. of govt. & export sales, Bogue Electric Mfg. Co. . . . John R. Fox named sales application engineer, north central territory, Westinghouse electronic tube div. . . . George Norman, ex-Aerovox, named sales mgr., new products div., Corning Glass . . . Stanley Kramer named chief applications engineer, germanium products div., Radio Receptor Co.; Herbert Friedman named sales engineer . . . Henry B. Nelson, GE replacement tubes sales asst., named tube dept. district rep in Cincinnati . . . Saul D. Lewis, ex-Emerson, DuMont & CBS-Columbia, named eastern sales rep, Century Industries Inc. . . . Wm. H. Whitehouse named Magnavox district mgr. for new Houston territory . . . George J. Mucher, Clarostat v.p. & chief engineer, promoted to executive v.p.; Wm. J. Mucher to chief engineer, Walter J. Mucher production mgr. . . . Harry Bittan named Spartan district merchandiser for Rockland & Westchester countries, N. Y., John T. Bluerock for southwestern Ohio & eastern Indiana . . . William Simon named Ohio sales mgr., Guy T. Gunter Jr., Georgia, for Majestic Radio . . . M. D. Schuster is elevated to gen. sales mgr., Walter L. Stickel, ex-DuMont, takes his place as national sales mgr. in new Hoffman lineup as of July 1 . . . Phillip J. Wood appointed mdse. & field sales mgr., Stewart-Warner.

Moscow has some 60,000 TV sets—somewhat less than Binghamton, Erie or Nashville. The figure was published in recent *Moskovskaya Pravda*, which claimed 35,650 of these sets were bought in 1951 and 8000 during first 2 months of this year. Commerce Dept.'s *Foreign Commerce Weekly* quotes American sources in Moscow as seeing no reason to doubt the estimate, "judging by the number of antennas seen on Moscow roofs." Recently, an engineer named Henry Ericson, employed by Philips Radio's plant in Malmoe, Sweden, reported he picked up TV from Moscow; pictures were clear and sharp, he said, insignia was star, hammer & sickle, and programs comprised songs, balalaika music, acrobatics, etc. Other stations are in Leningrad and Kiev.

GLEN McDANIEL, named by RTMA in February 1951 as its first paid president, resigned at Chicago board meeting this week for personal considerations requiring his residence in New York City, where he will join a leading law firm.

Resignation is effective Oct. 1. It came as great surprise and disappointment to his industry colleagues, who esteemed the 40-year-old ex-RCA v.p. & attorney highly for his skillful leadership, fine mind, equable temperament and ability to get things done. Board adopted resolution lauding his services and, with no successor in prospect, committee of past presidents was named to make recommendations at subsequent meeting: Robert C. Sprague, chairman; Max F. Balcom, Sylvania; Paul V. Galvin, Motorola; Leslie F. Muter, Muter Co.

Alfred D. Plamondon Jr., president of Indiana Steel Products Co. (magnets) was elected to succeed Sprague Electric Co.'s Robert C. Sprague as RTMA chairman at Chicago meeting. Mr. Muter was renamed treasurer for 17th term, GE's Dr. W. R. G. Baker renamed director of engineering Dept., James D. Secrest secy.-gen. mgr., John W. Van Allen gen. counsel.

New directors elected: B. W. Cooper, Delco; D. S. W. Kelly, Allen-Bradley; Harry A. Ehle, International Resistance; W. S. Parsons, Centralab; Matt Little, Quam-Nichols; Sam Norris, Amperex; F. W. Godsey, Westinghouse; E. K. Foster, Bendix; Sidney Harman, David Bogen Co.

New division chairmen are Matt Little, Quam-Nichols, parts, and C. W. Miller, Westinghouse, technical products. Reelected were John W. Craig, Crosley, as chairman, set div.; R. E. Carlson, Tung-Sol, tube div.; A. K. Ward, RCA, amplifier & sound equipment. R. G. Zender, Lenz Electric, exports div. chairman, was named RTMA v.p. representing that division. John W. Craig, R. E. Carlson, Machlett's H. J. Hoffman and Talk-A-Phone's Arie Liberman were reelected as vice presidents for set, tube, technical products and amplifier & sound equipment divisions, respectively.

New AT&T chief engineer, effective Aug. 31, is H. I. Romnes, director of operations, Long Lines Dept. He succeeds Dr. Harold S. Osborne, retiring after 42 years service, and is succeeded at Long Lines by A. F. Jacobson, v.p., Illinois Bell.

Topics & Trends of TV Trade: Mounting interest in 27-in. receivers was evident at Chicago Furniture Mart, where Zenith showed models at \$695 & \$750, CBS-Columbia at \$700 and Jackson at \$600—with Bendix, Hallcrafters and Stewart-Warner spokesmen telling us definitely they also plan such sets this year. Previously, Admiral said it would have 27-in., presumably to show at own convention Aug. 4. RCA and DuMont are making the tubes (Vol. 8:22-23), so certainly will offer them eventually, and of course Philco and Motorola can be counted on also to offer them quickly if they catch on.

Requiring little more cabinet space than the 21-in., offering more picture than the 24-in., the new size is obviously winning converts on all hands. Big question is whether newly revived market is ready for such higher-priced products. Big 4 manufacturers are obviously going to let the other fellows find out before they plump for 27-in.

DuMont CR tube chief F. P. Rice, following up RCA announcement that it's sampling metal-coned 27-in. kinescopes (Vol. 8:23), reports completion of engineering models 21¾-in. long, or about 1-in. shorter than 21-in., with 90-degree deflection angle, weight 27 lbs., to be made available in "moderate quantity" late this year. Corning began sampling its all-glass bulb last March, with Rauland & Thomas Electronics beginning almost immediately to make them.

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Failures in the electronics field during last fiscal year totaled 12 manufacturers—3 of them makers of TV & radio receivers, 3 assemblers of commercial & military communications equipment, 6 makers of components or related equipment. Their liabilities totaled \$11,600,000. Nine distributors also failed for total of \$1,722,000. Such was essence of report of RTMA credit committee at Chicago convention this week. Manufacturer failures compared with 14 the preceding year. Though names weren't mentioned, it's common knowledge that Tele-tone (Vol. 8:5, 7, 17), Starrett (Vol. 8:8, 11, 15) and Monarch (Vol. 8:22) went into bankruptcy since last January; that Freed, Videraft, Richmond and Commander failed in 1951; none in 1950; Sonora and old Majestic in 1949. Note: This week, United States Television Mfg. Corp. (Hamilton Hoge, president), not very active in TV production for last year or more, filed voluntary petition in bankruptcy in Federal Court in New York, forced mainly by threat of Collector of Internal Revenue to file a lien on assets.

Better set servicing program, including vocational and in-service training of servicemen and public education, was adopted by RTMA service committee at Chicago convention this week. Magnavox service mgr. Ray J. Yeranko, chairman, said uhf will make present shortage of servicemen even more acute, called in-training in uhf a "must" that has so far been neglected by most companies either because they're too busy or simply negligent. Committee reported that complaints of gyping by servicemen have declined sharply in last 9 months due to greater ability, simplified sets, lag in sales, better-educated public. Public education programs will be pushed especially in Denver, Portland and other TV-less areas, said Yeranko.

Planning to exhibit at NAMM show (National Assn. of Music Merchants) in New York's Hotel New Yorker, July 28-31, are these manufacturers of TV & radio receivers: Brunswick Div., Radio-Television Inc.; DuMont, Esquire Radio, Fisher Radio, General Electric, Jewel Radio, Magnavox, Majestic, RCA, Pathe, Regal, Scott, Shaw, Sparton, Symphonic, Tele King, Westinghouse, Zenith.

CBS-Columbia Inc. is shutting down Brooklyn plant for summer vacation June 26-July 14, and not on dates reported in Vol. 8:25.

Merchandising Notes: Why not the "used car lot" idea to stimulate trade-ins and sales of second sets in the home? Suggestion was advanced, got lots of support from sales managers committee at RTMA Chicago meeting, by Hallcrafters v.p. Rollie J. Sherwood, who said: "An auto is sold 3 or 4 times; there's no reason why same practice can't apply to TV" . . . RCA will back up new line (Vol. 8:25) with biggest ad campaign in its history, under home instruments ad mgr. J. M. Williams, beginning with 2-page spread in July 14 *Life Magazine*, including big magazine schedule, 109 newspapers in 101 markets, plus TV-radio promotion . . . Exports went above \$70,000,000 in 1951, of which \$29,000,000 represented TV-radio receivers and components as against \$16,900,000 in 1950, according to RTMA export committee chairman V. S. Mameyeff, Raytheon . . . DuMont's international div. chief, Ernest A. Marx, editing *DuMont International Dispatch*, monthly newsletter for export trade, digesting information on TV-electronics . . . NARDA plans to publish consumer magazine called *Easier Living*, 8 times yearly, to be distributed by dealers and to cost them 8 to 9¢ per copy . . . DuMont plans sales campaign on CR tubes, with theme: "More than a replacement—a definite improvement" . . . Hytron moves sales and executive offices to new plant on Endicott St., Danvers, Mass., just off Route 128 . . . Davega opens 27th store, 2839 Hudson Blvd., Jersey City, N. J.

Admiral distributor for southern California, Herbert H. Horn Inc., has relinquished franchise, and direct factory branch will be organized . . . Stromberg-Carlson appoints Nash Kelvinator Sales Corp., 2000 Baltimore Ave., Kansas City . . . Arvin appoints Kassler & Co., 7636 Santa Monica Blvd., Los Angeles, as southern California distributor . . . E. K. (Ken) Rogers, ex-Packard-Bell distributor in Portland-Seattle, named distributor for downtown Los Angeles area; Jack Booth, ex-Proctor Electric Co., replaces James Madden as distributor for San Pedro-Wilmington-Gardena area.

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New continuous uhf tuner with straight-line frequency dial calibration is being produced by General Instrument Corp., Elizabeth, N. J. Chairman Abraham Blumenkrantz said major TV manufacturer has placed "substantial order" for new tuner for fall delivery. He said the tuner can be mounted in any position around a vhf tuner.

Reps handle national sales for 68.2% of all electronic equipment and parts makers, according to *Electronics Magazine* survey reported in June issue. Additional 10.1% of manufacturers use field offices exclusively; balance employ both. Average number of reps per company is 13.9; average number of field offices is 6.1.

Survey of boys' entertainment activities by *Boys' Life*, official Boy Scout magazine, shows families of 50% of the boys questioned own TV sets, 80% own record players, nearly all own radios. Some 85% of boys questioned attended movies at least once during a 4-week period, 70% twice, 50% three times or more.

Proceedings of Symposium on Progress in Quality Components May 5-7 (Vol. 8:19) have been compiled by sponsors RTMA, IRE and AIEE, and 218-page illustrated book containing some 45 articles by leading electronics authorities will be available by Aug. 1 from RTMA at \$5.

Burglars made away with \$50,000 worth of radio tubes from Olympic Radio factory in Long Island City last weekend, forcing door after Saturday 2 p.m. closedown and carting off supplies. No watchman was on guard.

May receiving tube shipments totaled 23,636,484 units valued at factory at \$17,037,274, reports RTMA, bringing 5-month total to 135,818,064 worth \$97,890,279.

Amended Order M-90

NPA Modifies Ban on Color TV Production

Full Text of Order Setting Forth

Conditions Under Which Manufacturers May Seek Permission to Produce Home Color Receivers

(For Background Article and Analysis, see *Television Digest*, Vol. 8:26)

TITLE 32A—NATIONAL DEFENSE, APPENDIX

Chapter VI—National Production Authority, Department of Commerce

[NPA Order M-90, as amended June 24, 1952]

M-90—COLOR TELEVISION

This order as amended is found necessary and appropriate to promote the national defense and is issued pursuant to the Defense Production Act of 1950, as amended. In the formulation of this amended order there has been consultation with industry representatives, including trade association representatives, and consideration has been given to their recommendations.

This amended order lifts all the prohibitions previously in effect as to the manufacture of color television equipment except those relating to home-type color television. It provides that persons desiring to manufacture this type of equipment, may, under certain conditions, apply for permission to do so. The usual provision as to records and reports is added as section 6, and the two subsequent sections are renumbered accordingly.

REGULATORY PROVISIONS

Sec.

1. What this order does.
2. Definitions.
3. Permission to manufacture.
4. Equipment and items exempted.
5. Request for adjustment or exception.
6. Records and reports.
7. Communications.
8. Violations.

AUTHORITY: Sections 1 to 8 issued under sec. 704, 64 Stat. 816, Pub. Law 96, 82d Cong.; 50 U. S. C. App. Sup. 2154. Interpret or apply sec. 101, 64 Stat. 799, Pub. Law 96, 82d Cong.; 50 U. S. C. App. Sup. 2071; sec. 101, E. O. 10161, Sept. 9, 1950, 15 F. R. 6105; 3 CFR 1950 Supp.; sec. 2, E. O. 10200, Jan. 3, 1951, 16 F. R. 61, 3 CFR 1951 Supp.; secs. 402, 405, E. O. 10281, Aug. 28, 1951, 16 F. R. 8789; 3 CFR 1951 Supp.

SECTION 1. What this order does. This order regulates the manufacture of equipment designed to receive color television of the type used in home reception, and items solely designed to permit or facilitate the reception of color television in such equipment. The manufacture of color television equipment for experimental, defense, industrial, and certain hospital and educational uses, and of other color television equipment not of a type used in home reception, is permitted.

Sec. 2. Definitions. As used in this order:

(a) "Person" means any individual, corporation, partnership, association, or

any other organized group of persons, and includes any agency of the United States Government or of any other government.

(b) "Controlled material" means steel, copper, and aluminum in the forms and shapes indicated in Schedule I of CMP Regulation No. 1, as from time to time amended.

(c) "NPA" means the National Production Authority.

SEC. 3. Permission to manufacture.

(a) The activities to which this section applies are the production and the assembly of home-type television sets designed to receive or capable of receiving color television, and of products, attachments, and parts for home-type television sets if such products, attachments, and parts are designed solely to permit or facilitate, or are capable only of permitting or facilitating, the reception of color television.

(b) Each person desiring to undertake any of these activities shall apply to NPA on Form NPAF-207 for permission to do so, and shall not commence any such activities without such permission. Such applications will be considered in the light of the following criteria as to each applicant:

(1) That he has, prior to the effective date of this order as amended, made a substantial expenditure of funds in research and development regarding home color television products, or in the production of such products, or in preparation therefor;

(2) That the number of persons he will employ in the activities mentioned in paragraph (a) of this section does not exceed, in any of the occupations mentioned in List A of this order, the number employed as of the effective date of this order as amended;

(3) That his Government contracts and subcontracts for the production or development of electronics products are on schedule or, if they are behind schedule, that the delay is not related to his employment of persons described in List A of this order;

(4) That he will refuse no Government contract or subcontract because of the activities proposed in his application; and

(5) That he will be able to produce, without any supplemental allotment of controlled materials (except as may be required to correct imbalances), the products as to which he is making application.

(c) Such application shall be deemed a representation to NPA that the applicant's employment of each type of personnel described in his application who

are engaged in and will be engaged in these activities will not exceed the numbers stated in the application during the time for which permission is granted.

(d) Permission, if granted, will apply only to those periods which may be specified by NPA. The applicant may make renewed application to cover later periods, furnishing the information specified in Form NPAF-207, excluding data already furnished in previous applications.

(e) Permission shall be deemed to be revoked, as to any applicant who has obtained permission, if and when he (1) refuses, because of the permitted activities, to accept any Government contract or subcontract offered to him, or (2) employs, in the activities to which this section applies, a greater number of any of the types of personnel listed in List A of this order than the number of that type stated in his application.

SEC. 4. Equipment and items exempted. (a) Nothing in this order shall be deemed to prohibit the production, assembly, or use of any commodity, equipment, accessory, part, assembly, product, or material, of any kind, in accordance with the provisions of NPA Order M-71 (Priorities Assistance to Technical and Scientific Laboratories), or in accordance with the requirements or specifications of the Department of Defense or the Atomic Energy Commission, as set forth in any contract calling for the delivery of any product for the manufacture of which the Department of Defense or the Atomic Energy Commission shall have allotted controlled material.

(b) Nothing in this order shall be deemed to prohibit the manufacture of color television equipment for use on a closed circuit, or color television equipment of a type not used in or designed for use in home-type receivers.

Sec. 5. Request for adjustment or exception. Any person affected by any provision of this order may file a request for adjustment or exception upon the ground that such provision works an undue or exceptional hardship upon him not suffered generally by others in the same trade or industry, or that its enforcement against him would not be in the interest of the national defense or in the public interest. In examining requests for adjustment or exception claiming that the public interest is prejudiced by the application of any provision of this order, consideration will be given to the requirements of the public health and safety, civilian defense, and dislocation of labor and resulting unemployment that would impair the defense

program. Each request shall be in writing, by letter in triplicate, and shall set forth all pertinent facts, the nature of the relief sought, and the justification therefor.

Sec. 6. Records and reports. (a) Each person participating in any transaction covered by this order shall make and preserve, for at least 3 years thereafter, accurate and complete records of receipts, deliveries, inventories, production and use, in sufficient detail to permit the determination, after audit, whether each transaction complies with the provisions of this order. This order does not specify any particular accounting method and does not require alteration of the system of records customarily used, provided such records supply an adequate basis for audit. Records may be retained in the form of microfilm or other photographic copies instead of the originals by those persons who, at the time such microfilm or other photographic records are made, maintained such copies of records in the regular and usual course of business.

(b) All records required by this order shall be made available for inspection and audit by duly authorized representatives of the National Production Authority, at the usual place of business where maintained.

(c) Persons subject to this order shall make such records and submit such reports to the National Production Authority as it shall require, subject to the terms of the Federal Reports Act of 1942 (5 U. S. C. 139-139F).

Sec. 7. Communications. All communications concerning this order shall be addressed to the National Production Authority, Washington 25, D. C., Ref: NPA Order M-90.

Sec. 8. Violations. Any person who wilfully violates any provision of this order, or any other order or regulation of NPA, or who wilfully furnishes false information or conceals any material fact in the course of operation under this order, is guilty of a crime and upon con-

viction may be punished by fine or imprisonment or both. In addition, administrative action may be taken against any such person to suspend his privilege of making or receiving further deliveries of materials or using facilities under priority or allocation control and to deprive him of further priorities assistance.

NOTE: All reporting and record-keeping requirements of this order have been approved by the Bureau of the Budget in accordance with the Federal Reports Act of 1942.

This order as amended shall take effect June 24, 1952.

NATIONAL PRODUCTION
AUTHORITY,

By JOHN B. OLVERSON,
Recording Secretary.

LIST A OF NPA ORDER M-90

Occupation	Definition
Electronic technician.....	Fabricates, installs, maintains, and repairs electronic apparatus. Constructs and modifies electronic assemblies and components, following engineering drawings, sketches, or verbal instructions and using a comprehensive knowledge of complex and varied test, assembly, and repair procedures to insure proper diagnosis, adjustment, and operation of such equipment. Tests, calibrates, adjusts, and repairs electronic equipment, replacing and interchanging component parts with precision machinists' and electricians' tools and electronic testing and auxiliary equipment. This excludes those concerned with service and repair of radio and television broadcasting equipment and receivers.
Engineer draftsman, design....	Makes design drawings of machines, products, processes, instruments, or structures, to assist in developing experimental ideas evolved by design engineers. Prepares working plans and detail drawings, working from rough or detail sketches and specifications and employing his knowledge of engineering methods and practices to solve fabrication or construction problems. Designs lesser parts and assemblies or limited structures in harmony with overall engineering plans and designs. Verifies dimensions of parts and materials, and relationship of one part to another as well as the various parts to the whole structure, using an extensive knowledge of the various machines, products, or processes peculiar to the specialized activity in which the work occurs.
Engineer, professional.....	Performs functions requiring the application of engineering principles and other scientific knowledge when those functions are of such a level of difficulty as to require the application of a knowledge of the engineering, physical, and mathematical sciences equivalent to that acquired through the completion of at least a 4-year professional engineering curriculum leading to a bachelor's degree in an accredited college or university.
Physicist	Conducts research and applies fundamental principles of the science to industrial problems.
Tool and die maker.....	Constructs, repairs, maintains, and calibrates machine shop tools, jigs, fixtures and instruments and also dies used for metal-forming work.

CANADA'S TV-radio manufacturers—totaling 20, according to list compiled for manufacturers' directory in our upcoming *TV Factbook No. 15*—anticipate sale of as many as 200,000 TVs between now and Christmas, thanks to Sept. 1 opening of country's first stations in Toronto (Channel 9) and Montreal (Channel 2), according to June 24 *Wall Street Journal*.

Actually, Canadian RTMA reports 96,871 TVs sold in the Dominion up to April 30 (see p. 14), which means considerably more in use already if you take into account imports from U. S. Most of the sets now in use are in the Toronto, Windsor (Detroit) and Niagara (Buffalo) areas, enjoying reception from U. S. stations. TV sets sell in Canada for 40-75% more than similar models in U. S., due to heavy tariff on parts, 15% federal sales tax, 10% federal excise tax and provincial taxes up to 5%.

Canadian Broadcasting Corp., govt. owned, which will operate both stations, is also planning outlets in Ottawa, Quebec, Winnipeg and Vancouver—meanwhile is keeping private applications on ice. Resultant slow growth of TV in Canada, while it booms in U. S., has private broadcasters burned up, but they've been helpless in face of CBC's determination to be first despite bureaucratic and fiscal delays. CBC is financing its 2 stations with \$4,500,000 govt. loan at 3%, plans other such loans for expansion.

Private operators, facing govt. monopoly through their Canadian Assn. of Broadcasters, are charging "despotic control" and claiming that CBC, because it holds licensing authority at same time that it operates as a commercial competitor, is making them "serfs." Canada has 136 radio stations, many of whose owners would leap into TV if given opportunity—meanwhile deploring that Canadian audiences (and sponsorships) will be further built up, at their expense, by the U. S. border stations expected to be erected even in such comparably small communities as Burlington, Vt. and Plattsburg, N. Y.

Kudos aplenty were heaped on RCA chairman David Sarnoff in last few weeks. Close on heels of awards of honorary degrees by U of Pennsylvania and Pennsylvania Military Academy, he was recipient at RTMA annual banquet June 26 of industry's first Medal of Honor for "outstanding contributions to the advancement of the radio-television and electronics industry." Awards committee comprised 2 RTMA past presidents, 5 vice presidents and RTMA board's top officers, namely, Leslie F. Muter, chairman; Robert C. Sprague, RTMA chairman; Glen McDaniel, RTMA president; John W. Craig, Crosley; R. E. Carlson, Tung-Sol; A. J. Plamondon Jr., Indiana Steel Products; H. J. Hoffman, Machlett Labs; Arie Liberman, Talk-A-Phone; Max F. Balcom, Sylvania, and Paul V. Galvin, Motorola (latter 2 past presidents).

TV, radio and press representatives at GOP convention, which begins July 7, will outnumber delegates 4 to 1. In Chicago's International Amphitheatre, 1518 seats have been earmarked for TV-radio and press reporters; credentials have been issued for 984 cameramen, technicians, messengers, etc., and an additional 2400 cards will be issued to TV-radio-press for admission to workrooms only—not to main convention hall—making total of 4962, as opposed to 1206 delegates. TV-radio networks are expected to spend total of about \$7,000,000 on coverage of 2 conventions, and since this is more than they'll take in from sponsors, they'll sustain net loss on project.

RCA will offer 19 scholarships and 14 post-graduate fellowships in leading colleges and universities for 1952-53 academic year. Total awards will be \$53,000, substantial increase over previous years, according to v.p. C. B. Jolliffe, technical director. Program includes 7 new scholarships, one new fellowship. Annual stipends for the scholarships have been increased from \$600 to \$800.

Electronics Reports: America's fast-growing "growth industry"—electronics—is now producing at annual rate of \$4 billion, greater than its peak output during World War II. Outgoing president Glen McDaniel told 28th annual RTMA convention in Chicago June 26 that going rate of military electronics-communications production is now \$2½ billion on annual basis, and civilian electronics adds another \$1½ billion.

"Production of electronics and communications components to date is 8 times what it was in the 3 months following the outbreak of the Korean conflict," said Mr. McDaniel. "It is more than 3 times what it was a year ago. Moreover, we can expect electronics military production to rise well over 50% between now and the end of 1952, after which it will level off."

Article in June 27 *U. S. News & World Report*, appraising larger new industries, points out electronics industry's output has increased 20 times since 1940, when it produced \$200,000,000 worth of equipment. Other industries treated in article are aluminum, which has expanded 5 times in same 12 years, chemicals 4 times, power 2 times.

"TV's biggest boom lies ahead," says magazine in discussing industry's future. And it adds that another vast field "in which electronics is only starting to expand" is automatic controls or devices for everyday business or home use. The tiny transistor, it concludes, "promises to open a whole new field of demand for electronic products."

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Certificates of necessity for rapid tax write-off of expanded electronics plant capacity announced by DPA June 6-12 (65% amortization except as noted): Eitel-McCullough Inc., electronic equipment at San Bruno, Cal., \$327,591, and power tubes at Salt Lake City, \$22,442; Electronic Windings Co., Los Angeles, \$78,157; Arma Corp., Brooklyn, \$69,961; RCA, Camden, \$61,334; George W. Borg Corp., Janesville, Wis., \$55,481 (70%); Electra Mfg. Co., Atchison, Kan., \$14,728; Telecomputing Corp., Burbank, Cal., \$8167 (75%); Gaertner Radio Co., Los Angeles, \$3342 (75%); Leach Relay Co., Los Angeles, \$42,985 (70%).

Increased battlefield use of electronics will be observed on 3-week visit to Korea and Japan by industry, college and govt. scientists at invitation of Army. Included in group leaving next week for Far East will be Dr. W. R. G. Baker, GE v.p.; Dr. A. G. Hill, MIT electronics research laboratory director; Dr. A. F. Spilhaus, dean, University of Minn. technology institute; Ralph S. Holmes, RCA contract research laboratory director; C. A. Gunther, RCA engineering dept.; Brig. Gen. Tom C. Rives (Ret.), mgr., GE advanced electronics center, Cornell U; Herman A. Affel, Bell Labs asst. v.p.; J. W. Nelson, Jr., GE electronics div.

Transistors oscillating up to 225 mc have been achieved in its laboratories, RCA reports, pointing out that one of transistor's few drawbacks has been low ceiling on frequency—up to 50 mc at most. Transistor experts of other companies perked up ears, await more details. Bell Labs' scientists say they've made transistors oscillate in 100-200 mc range, but that real trick—which they have yet to achieve—is getting them to serve in amplifiers, etc., at that range as well as they do for 15-20 mc.

Excellent primer of TV is *Television, The Magic Window*, 60-p. book by adman Frank Denman, published by Macmillan Co. (\$2). Book traces development of communications since the caveman and gives side views into control room, stage & mechanics of reception, complete with glossary of TV terms.

"The Candidate and TV" titles new booklet by independent political producer Suzanne Roberts on use of TV in political campaigns. It is published by the program magazine *TV Digest*, 333 S. Broad St., Philadelphia, \$1.50.

Count of TV Sets-in-Use by Cities

As of June 1, 1952

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

SLOW SALES of TVs in May resulted in addition of only 336,500 to country's sets-in-use, bringing total as of June 1 to 17,627,300, reports NBC Research. That means 18,000,000-mark will certainly be reached by July 1, or before Chicago political conventions, because June sales are running considerably higher. The May total compares with 351,700 during April (Vol. 8:22), year's previous low. Best gains during May were registered in New York area, 35,000; Pittsburgh, 20,000; Detroit, 19,000; San Francisco, 18,000; Los Angeles & Indianapolis, 15,000 each; New Haven, 12,000; Philadelphia & Cleveland, 10,000 each. Following is the June 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
Interconnected Cities					
Ames (Des Moines)	1	86,300	New York	7	3,005,000
Atlanta	3	172,000	Norfolk	1	116,000
Baltimore	3	391,000	Omaha	2	130,000
Binghamton	1	74,000	Philadelphia	3	1,052,000
Birmingham	2	107,000	Pittsburgh	1	448,000
Bloomington			Providence	1	218,000
(see Indianapolis)	1(a)		Richmond	1	127,000
Boston	2	904,000	Rochester	1	149,000
Buffalo	1(b)	271,000	Salt Lake City	2	74,000
Charlotte	1	145,000	San Diego	1	118,000
Chicago	4	1,160,000	San Francisco	3	395,000
Cincinnati	3	326,000	Schenectady	1	213,000
Cleveland	3	624,000	St. Louis	1	402,000
Columbus	3	213,000	Syracuse	2	165,000
Davenport			Toledo	1	185,000
Rock Island	2	118,000	Utica	1	71,000
Dayton	2	190,000	Washington	4	370,000
Detroit	3(c)	686,000	Wilmington	1	106,000
Erie	1	82,700	Total Interconnected	95	16,656,500
Grand Rapids	1(d)	171,000	Non-Interconnected Cities		
& Kalamazoo			Albuquerque	1	14,400
Greensboro	1	87,000	Brownsville		
Huntington	1	83,000	(Matamoros, Mexico)	1(e)	10,800
Indianapolis	1(a)	265,000	(Dallas)	2	172,000
& Bloomington			(Fort Worth)	1	172,000
Jacksonville	1	58,000	Houston	1	150,000
Johnstown	1	154,000	Miami	1	87,000
Kalamazoo	1(d)		New Orleans	1	97,900
(see Grand Rapids)			Oklahoma City	1	92,300
Kansas City	1	210,000	Phoenix	1	39,500
Lancaster	1	150,000	San Antonio	2	80,400
Lansing	1	100,000	Seattle	1	149,000
Los Angeles	7	1,200,000	Tulsa	1	77,500
Louisville	2	141,000	Total Non-Interconnected	14	970,800
Memphis	1	133,000	Total Interconnected and Non-Interconnected	109	17,627,300
Milwaukee	1	336,000			
Minneapolis-St. Paul	2	318,000			
Nashville	1	68,500			
New Haven	1	286,000			

- (a) Bloomington separately 165,000. Indianapolis separately 235,000.
- (b) Does not include estimated 55,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 36,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 136,000. Kalamazoo separately 144,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 96,871 up to April 30, 1952, according to Canadian RTMA (Vol. 8:24). 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 April 30: Windsor 35,732, Toronto-Hamilton 38,133, Niagara Peninsula 16,931, Montreal 547, other areas 5528.

Polan Industries Inc., whose subsidiary Zenith Optical Co. at Huntington, W. Va. makes TV tube blanks, is filing shortly for Channel No. 10 in Roanoke, Va., and uhf channels No. 33 in Youngstown & No. 59 in Ashland, Ky. John Poole, who operates KBIG, Avalon, Cal., and experimental uhf station KM2XAK atop Mt. Wilson, Los Angeles, is about to file for unspecified uhf channels in Los Angeles, Fresno, Bakersfield, Stockton, Salinas-Monterey.

Buyers of Denver's KOA (see story, p. 4) are Metropolitan Television Corp., comprising 16 Denver residents, possibly augmented by others to be added; Hope Productions, owned by comedian Bob Hope; James Saphier, Hollywood producer & talent agent; Gang, Kopp & Tyre, Los Angeles, attorneys for Hope; and Bob Hope personally. Denver group will own three-eighths of stock, putting up \$875,000 cash. Hope and colleagues will own five-eighths, Hope Productions putting up \$1,250,000 and the others combined \$125,000. Operating firm will be Metropolitan Television Corp., with Denver attorney William Grant as president. Board will comprise 3 directors chosen by Hollywood group, 3 by Denver group, seventh to be chosen by the 6. The Denver stockholders, whose individual holdings will range from \$15,000 to \$260,000, include Mayor Quigg Newton, an attorney; Morrison Shafroth, attorney and former campaign mgr. for Sen. Johnson; Hendrie & Bolthoff Co., RCA distributors; William J. Ahearn, George B. Berger Jr., Hugh R. Catherwood, Thomas P. Campbell, Richard M. Davis, Myron R. Emrich, Arnold B. Curler Jr., Robert S. Kohn, Ralph Radetsky, Walter M. Simon, Henry W. Toll, David S. Touff. Washington counsel for applicants are Pogue & Neal with McKenna & Wilkinson.

TV rights to NCAA college football were awarded this week to "successful bidder" NBC-TV—but even NBC won't know how much the schedule will cost until it completes negotiations with individual colleges. Last season, NBC-TV also televised NCAA games, but sponsor Westinghouse actually held rights. NBC executives were enthusiastic about comparative freedom of this year's NCAA TV rules (Vol. 8:23), whose only restrictions are (1) that no team may be televised more than once, and (2) widest possible geographical selection of televised games. NBC-TV will offer schedule for sponsorship by one or more companies. Also planned are telecasts of local and regional contests, with possibility that some communities will have choice of 2 different games on 2 stations on same Saturday this fall.

Purchase of KPHO-TV with KPHO, Phoenix, by Meredith Publishing Co., in \$1,500,000 cash deal made in early May (Vol. 8:18), was approved by FCC June 26. Sellers are John P. Mullins, who continues as managing director; J. B. Mills, operator of Westward Ho Hotel; Dr. J. N. Harber, and Erskine Caldwell, the novelist. Des Moines magazine and book publishing firm (*Better Homes & Gardens, Successful Farming*) now owns 3 TV and 2 AM stations, having founded WHEN, Syracuse, and purchased WOW-TV with WOW, Omaha, for around \$2,000,000 in August 1951 (Vol. 7:32, 39).

TV-less Denver originated Gen. Eisenhower's political telecast from his Brown Palace Hotel headquarters for combined CBS-TV & NBC-TV networks night of June 23. Crew of KLZ (AM), long training for TV, worked with crew from Omaha's KMTV, brought in with 2 cameras for job. Four-camera setup was handled by KLZ chief engineer Harvey Wehrman, its TV engineering director Gene Jenkins and TV program director Clayton Brace, with KMTV's chief engineer Ray Schroeder and program director Glenn Harris. They even had 30-kw diesel standby in case of power failure.

TV-less Wichita will get political convention telecasts via closed-circuit feeds—same as Denver, Portland, Fresno (Vol. 8:21-22). Group sparked by O. L. (Ted) Taylor's KANS has hired hall, will get signals via special 2-hop microwave from nearest Bell System network point at Enid, Okla.

Tips for politicians are contained in NARTB's new 18-p. booklet titled *Campaigning on TV*, counterpart of its radio pamphlet *Is Your Hat in the Ring?* Copies are available from NARTB at 10¢ each.