

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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## 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.

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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.; Brenton, 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 controller, 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.

**Q**UESTION 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 Griffiths 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. Wailes, 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. (Champale 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. Hallcrafters 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, Ganado, 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 hyped 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) Mis-labeled 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.

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**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. Warner 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.; Reverse 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.

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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.

# Television Digest

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 Roebing 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-uhf 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."

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**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. . . .

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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-Peck 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 film-casts (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 Paintroller), 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.

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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.

**M**ASS 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.

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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."

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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.

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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 25c-an-hour wage increase and work-week reduced from 43¼ 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.

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.....Kenny 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 Raszewski.  
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 Morteck.  
 \*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.....Teleview 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.

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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 (WGAN), 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.

-(end)-

**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 replacements 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?"

**W**IDELY 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 WGTW, 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) Faught 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.

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

# Television Digest

with **ELECTRONICS** REPORTS

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With This Issue: Supplement No. 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 bemoaning 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.

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**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 Laeledge 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 Kastor, 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 cooperation 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 Fitzner, 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) WEEI, 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>
<u>Inventory</u>						
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.....	<u>1,213,000</u>	<u>1,590,000</u>	<u>991,000</u>	<u>778,000</u>	<u>658,000</u>	<u>638,000</u>
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	<b>Total</b>	<b>1,277,512</b>

**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 Patelke . . . 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 McIvor 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)

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

(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	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)

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

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	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)

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

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	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)

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

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	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.

**N**INE 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.

**I**NTERNATIONAL 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."

**I**N 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

# Television Digest

with **ELECTRONICS** REPORTS

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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).

**R**ESTRICTIONS 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; WHEN, 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 govt. 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 govt. 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
<b>Total</b>	<b>\$15,014,091</b>	<b>\$ 9,671,544</b>	<b>\$60,686,549</b>	<b>\$36,080,052</b>

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	1,677,748	1,539,801	6,803,956	6,157,399
<b>Total</b>	<b>\$13,943,887</b>	<b>\$15,905,583</b>	<b>\$56,544,685</b>	<b>\$63,975,197</b>

Network TV and radio figures for January-thru-April, including revisions of March 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	2,065,052*	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
<b>Total</b>	<b>\$7,920,563</b>	<b>\$21,462,640</b>	<b>\$2,963,381</b>	<b>\$28,339,965</b>	<b>\$60,686,549</b>

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
April	3,244,146	4,943,400	1,677,748	4,078,593	13,943,887
<b>Total</b>	<b>\$13,079,310</b>	<b>\$20,047,381</b>	<b>\$6,803,956</b>	<b>\$16,614,038</b>	<b>\$56,544,685</b>

\* 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. Levyne & 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 Komedy 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; KPIX, 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.

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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 Faeroe 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 setup 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. propoganda 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.

Chorus 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 Snakard, 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 pf'd., \$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.

**T**HEATRE 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.

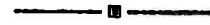
A second demonstration of new system was conducted May 22 for selected industry representatives. Press was asked to withhold critical comment until special press showing in about 2 weeks.

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 Malarky, 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

Rank- ing	Location	1950 Popu- lation	Distance to nearest TV station (Mi.)	Rank- ing	Location	1950 Popu- lation	Distance to nearest TV station	Rank- ing	Location	1950 Popu- lation	Distance to nearest TV station
1.	Denver, Colo.	415,786	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 <sup>1</sup>	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, Wis.	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.	133,807	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, Wis.	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.	Colorado 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.	108,525	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, Wis.	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, Wis.	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

<sup>1</sup> 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				1950 Popu- lation				1950 Popu- lation	
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.	Flindlay, 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.	Twain 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.	Salinas- 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.	Connorsville, 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				



Rank- ing	Location	1950 Popu- lation	Distance to nearest TV station	Rank- ing	Location	1950 Popu- lation	Distance to nearest TV station	Rank- ing	Location	1950 Popu- lation	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.	Kelispell, 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.	Marquette, 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.	Albamarle, 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	1950 Popu- lation	Distance to 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.	Tulahoma, 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. Johnsbury, 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.	Somerses, 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	1950 Popu- lation	Distance to 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.	Kermitt, 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	1950 Popu- lation	Distance to 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	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
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.	Ahoskie, 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.	Hebronville, 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.	356	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.	Okmulgee, 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.	12,685	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

	1950 Population	Number Services	Number Stations
203.	Ogden, Utah	57,112	2
204.	Provo, Utah	28,937	2
205.	Fort Worth, Tex.	278,778	3
206.	Providence, R. I.	248,674	2
207.	Minneapolis-St. Paul, Minn.	833,067	2
208.	Boston, Mass.	801,444	3
209.	San Antonio, Tex.	408,442	2
210.	Omaha, Neb.	251,117	2
211.	Salt Lake City, Utah	182,121	2
212.	San Francisco, Cal.	1,159,932	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".

-(end)-

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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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.

\* \* \* \*

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.

\* \* \* \*

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.

\* \* \* \*

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.

\* \* \* \*

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.

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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, Tuc. 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.

**C**HALLENGING 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.

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**T**HE 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.

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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.

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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.

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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.

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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.

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**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 Finncy 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%); Shalleross 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	Liami.....	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	Fort 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
<u>ARIZONA</u>		Lorrilton.....	A-837	Oakland...	B-212	Hartford.....	B-172
Ajo.....	A-818	Newport.....	A-775	San Jose.....	B-174	Meriden.....	B-17
Bisbee.....	A-933	Faragould....	A-546	San Luis Obispo	A-377	New Britain...	B-9
Casa Grande...	A-913	Pine Bluff...	A-119	Santa Barbara.	A-94	New Haven....	B-143
Clifton.....	A-952	Russellville..	A-619	Santa Cruz....	A-233	New London...	A-159
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   Bristol, Va.. A-147  
 Chattanooga... A-14  
 Clarksville... A-333  
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 Columbia.... A-488  
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 Covington.... B-76  
 Dyersburg.... A-490  
 Elizabethton.. A-497  
 Fayetteville.. A-843  
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 Harriman.... A-768  
 Humboldt.... A-675  
 Jackson..... A-162  
 Johnson City.. A-185  
 Kingsport.... A-273  
 Knoxville.... A-21  
 Lawrence-  
   burg..... A-844  
 Lebanon..... B-62  
 McMinnville.. A-661  
 Maryville.... A-645  
 Memphis..... B-188  
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 Nashville..... B-198  
 Oak Ridge..... A-161  
 Paris..... A-582  
 Pulaski..... A-823  
 Shelbyville... A-555  
 Springfield... B-68  
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 Alice..... A-329  
 Alpine..... A-855  
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 Athens..... A-862  
 Austin..... A-13  
 Ballinger.... A-853  
 Bay City..... A-557  
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 Arthur..... A-9  
 Beeville..... A-561  
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 Bonham..... A-702  
 Borger..... A-293  
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 Brenham..... A-710  
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 Brownsville (also see  
 Brownsville-Harlingen  
 -Weslaco)  
 Brownsville-Harlingen-  
 Weslaco(1) A-36  
 Brownwood.... A-258  
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 Childress.... A-659  
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 Conroe..... A-685  
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 Corsicana.... A-278  
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 Crystal City.. A-690  
 Cuero..... A-670  
 Dalhart..... A-810  
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 El Campo..... A-776  
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 Floydada..... A-962  
 Fort Stockton. A-898  
 Fort Worth... B-205  
 Gainesville... A-474  
 Galveston.... A-58  
 Gonzales..... A-830  
 Greenville... A-370  
 Harlingen (also see  
 Brownsville-Harlin-  
 gen-Weslaco)  
 Hebbronville.. A-906  
 Henderson.... A-725  
 Hereford.... A-861  
 Hillsboro.... A-611  
 Houston..... B-183  
 Huntsville... A-536  
 Jacksonville.. A-602  
 Jasper..... A-900  
 Kermit..... A-717  
 Kilgore..... A-548  
 Kingsville... A-319  
 Lamesa..... A-498  
 Lampasas.... A-880  
 Laredo..... A-78  
 Levelland.... A-614  
 Littlefield... A-754  
 Longview.... A-210  
 Lubbock..... A-50  
 Lufkin..... A-361  
 McAllen..... A-263  
 McKinney.... B-99  
 Marfa..... A-943  
 Marshall.... A-231  
 Mercedes.... A-527  
 Mexia..... A-749  
 Midland.... A-236  
 Mineral Wells. A-640  
 Mission..... A-496  
 Monahans.... A-772  
 Mt. Pleasant.. A-770  
 Nacogdoches... A-423  
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 Odessa..... A-172  
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 Perryton.... A-899  
 Plainview.... A-379  
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 Beaumont)  
 Quanah..... A-890  
 Raymondville.. A-572  
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 San Antonio... B-209  
 San Benito.... A-395  
 San Marcos... A-532  
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 Springs... A-576  
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 Weslaco)  
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 Cedar City... A-789  
 Logan..... A-320  
 Ogden..... B-203  
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 Richfield.... A-911  
 St. George... A-892  
 Salt Lake City B-211  
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 Vernal..... A-978

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Bennington... A-631  
 Brattleboro... A-549  
 Burlington... A-145  
 Montpelier... A-604  
 Newport..... A-859  
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 Tenn.)  
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 Fredericks-  
 burg..... A-429  
 Front Royal... A-623  
 Harrisonburg.. A-492  
 Lexington.... A-804  
 Lynchburg.... A-85  
 Marion..... A-708  
 Martinsville.. A-312  
 Newport News (see  
 Norfolk-Portsmouth-  
 Newport News)  
 Norfolk-Portsmouth (al  
 see Norfolk-Portsmout  
 Newport News)  
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 Newport News (also se  
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 mouth)..... B-189  
 Norton..... A-904  
 Petersburg... B-177  
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 Portsmouth and also s  
 Norfolk-Portsmouth-Ne  
 port News)  
 Pulaski..... A-566  
 Richmond.... B-195  
 Roanoke..... A-34  
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 Staunton.... A-267  
 Waynesboro... A-421  
 Williamsburg.. B-67  
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WASHINGTON

Aberdeen.... A-270  
 Anacortes.... A-714  
 Bellingham... A-138  
 Bremerton... B-30  
 Centralia.... A-591  
 Ellensburg... A-608  
 Ephrata..... A-889  
 Everett..... B-21  
 Grand Coulee.. A-980  
 Hoquiam..... A-480  
 Kelso..... A-682  
 Kennewick... A-524  
 Longview.... A-251  
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(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

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 Bluefield..... A-242  
 Charleston.... A-48  
 Clarksburg.... A-149  
 Elkins..... A-574  
 Fairmont..... A-175  
 Hinton..... A-821  
 Huntington.... B-202  
 Logan..... A-871  
 Martinsburg... A-349  
 Parkersburg... A-169  
 Welch..... A-751  
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 Beaver Dam.... A-440  
 Beloit..... A-171  
 Eau Claire.... A-122  
 Fond du Lac... A-166  
 Green Bay..... A-73  
 Janesville.... A-207  
 Kenosha..... B-12  
 La Crosse..... A-86  
 Madison..... A-30  
 Manitowoc.... A-187  
 Marinette.... A-378  
 Milwaukee.... B-182  
 Oshkosh..... A-104  
 Portage..... A-683  
 Prairie du  
 Chien..... A-847  
 Racine..... B-10  
 Rhineland... A-583  
 Rice Lake.... A-719

WISCONSIN (cont.)

Richland  
 Center..... A-887  
 Sheboygan.... A-100  
 Sparta..... A-812  
 Stevens Point. A-324  
 Sturgeon Bay.. A-701  
 Superior (see  
 Duluth, Minn.)  
 Wausau..... A-160  
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Buffalo..... A-983  
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 Cheyenne..... A-151  
 Cody..... A-926  
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WYOMING (cont.)

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 Laramie..... A-351  
 Lovell..... A-988  
 Lusk..... A-1004  
 Newcastle.... A-954  
 Powell..... A-932  
 Rawlins..... A-676  
 Riverton..... A-914  
 Rock Springs.. A-491  
 Sheridan..... A-460  
 Thermopolis... A-976  
 Torrington... A-960  
 Wheatland.... A-995  
 Worland..... A-912





**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 employes 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. Lee 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.

**S**ETS-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
<b>Interconnected Cities</b>			<b>Interconnected Cities—(Cont'd)</b>		
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
Birmingham.....	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.....	1(d)	167,000	Wilmington.....	1	102,000
& Kalamazoo			<b>Total Interconnected</b>	<b>95</b>	<b>16,352,300</b>
Greensboro.....	1	83,000	<b>Non-Interconnected Cities</b>		
Huntington.....	1	79,100	Albuquerque.....	1	14,200
Indianapolis.....	1(a)	250,000	Brownsville (Matamoros, Mexico).....	1(e)	10,700
& Bloomington			Dallas.....	2	164,000
Jacksonville.....	1	56,000	Fort Worth.....	1	141,000
Johnstown.....	1	152,000	Houston.....	1	86,000
Kalamazoo.....	1(d)		Miami.....	1	93,000
(see Grand Rapids)			New Orleans.....	1	92,300
Kansas City.....	1	207,000	Oklahoma City.....	1	39,400
Lancaster.....	1	147,000	Phoenix.....	1	76,400
Lansing.....	1	93,000	San Antonio.....	2	144,000
Los Angeles.....	7	1,185,000	Seattle.....	1	77,500
Louisville.....	2	138,000	Tulsa.....	1	
Memphis.....	1	130,000	<b>Total Non-Interconnected</b>	<b>14</b>	<b>938,500</b>
Milwaukee.....	1	332,000	<b>Total Interconnected and Non-Interconnected</b>	<b>109</b>	<b>17,290,800</b>
Minneapolis-St. Paul.....	2	316,000			
Nashville.....	1	63,000			
New Haven.....	1	274,000			

- (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.