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and FM Reports

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FACTS, FIGURES AND FORECASTS: Another reason major TV manufacturers expect shortage of receivers this fall and winter -- "sellout by Oct. 1," one of biggest told us -- is that the new TV areas being opened up must be supplied (see story in this issue). Whenever a new station goes on the air, it creates demand for sets -- somewhat slowly in one-station towns, accelerated as second and third stations start, even more demand as network service and superior programs perk popular interest.

Meanwhile, existing markets ask for more and more sets; the older the market, the faster the sales. Big New York area, for example, having had TV service some 8 years, is still the "hottest" TV merchandising area in the country, takes nearly 50% of today's production. They're even talking about a "black market" there in anticipation of drain to other markets coming at same time as increased demand.

On the other hand, production is increasing, may reach expected 850,000 for this year -- and no less an authority than RCA Victor's Frank Folsom estimated, in San Francisco radio trade dinner speech Wednesday, that all TV makers next year will turn out "conservatively" 1,600,000 sets. RMA doesn't disclose individual factory figures, but every once in awhile some manufacturers tell all. Thus, though major producers, RCA, GE, Emerson, Farnsworth, et al, still aren't saying, these publicly stated estimates may account for most of that 1,600,000:

Philco says it will be producing at rate of 400,000 a year by fourth quarter of this year (per second quarterly report). Admiral reports 150,000 per year and Stromberg-Carlson 2,000 per month by fall (Vol. 4, No. 26). Crosley promises 175,000 in 1949 (Vol. 4, No. 31); Magnavox, 10,000 per month by fall (Vol. 4, No. 27). DuMont says it's gearing for 40,000-50,000 sets in 1949. Accepting these figures at face value, that would leave little more than 700,000 for all rest of industry.

ENGINEERS PONDER UHF AND LOW BAND: In light of all the talk, conjecture and apparent misinformation about uhf and TV (Vol. 4, No. 28-31), we spot-checked some top engineers this week, mostly consultants, and got some frank answers to 2 blunt questions: (1) When do you think TV will be practical on the uhf? (2) Do you think any portion of the present band should be abandoned? If so, when? What follows is a summation of the opinions of such experts as Joseph Chambers, Ronald Culver, George Davis, Everett Dillard, Glenn Gillett, Paul Godley, Jack Hogan, C. M. Jansky, Albert Murray, Dixie McKey.

There was unanimity, expressed or implied, on only one point: Decision facing FCC after Sept. 20 hearings will be very tough one. Seldom has FCC been subjected to greater pressures, including political. Certainly, as one said, the problem must be approached free of hysteria or haste. Here are the impressions gleaned:

1. When uhf? Estimates ranged from 1½ to 7 years. The 1½-year man, who has unusually rich TV background, ventured that problems of equipment, including tubes, can be viewed more optimistically than most think. He felt competition among manufacturers, if nothing else, would stimulate equipment development if uhf TV is made commercial soon after Sept. 20. Others felt equipment and coverage data will be too sketchy to form base for commercial standards for several years.

Economic and political as well as technical imponderables led some to assert

predictions are impossible. One said money won't be poured into experimentation except under commercial aegis; he thought turndown of CBS color proposal last year unfortunate from that standpoint. Another asserted uhf may prove blessing in disguise when ills of low-band begin to mount as more stations begin operations; he predicted: "Look for damaging evidence at Sept. 20 hearing on seriousness of sporadic E and F2 interference to low band."

NAB's new top-level All-Industry Engineering Planning Group met this week, leaned generally to we-need-more-information attitude. Data may not be as plentiful as hoped for; many uhf experimenters have barely gotten under way. Even RCA-NBC 504-510 mc program in Washington (Vol. 4, No. 22) looks now like it will be delayed 4-6 weeks, may not provide data by hearing time.

As for inexpensive converters to make present receivers good on uhf (Vol. 4, No. 20, 31), views were mostly pessimistic. One engineer's wry comment: "History of converters -- shortwave, FM or what have you -- is lousy."

2. Abandon any of the low band? Typical reaction: "Good Lord, no! At least not until we know we have something better." There was agreement that it's about time tropospheric interference is recognized, but little on how to make provision for it. Some said: Write a factor into standards and give measure of safety by allocating stations farther apart. Others said: Recognize grim fact that station coverage must be constricted to give all sizeable cities local service. Several noted that situation is largely a struggle of old grantees to keep newcomers from paring their coverage down.

How about sporadic E and F2? One answered: "Ground wave and tropospheric interference will be so great they'll obscure most E and F2." Yet another confessed worry: "Whenever I have a choice in applications, I avoid channels 2 to 4 -- for protection against possible sporadic E and F2."

Other angles: Consensus is that Stratovision has little chance in low band, because it would monopolize TV spectrum. Nevertheless, Westinghouse planned to ask FCC for rule-making to provide specifically for system, after getting pretty well stymied at allocation hearing (Vol. 4, No. 31). Meanwhile, oral argument on allocation hearing has been postponed from Aug. 16, date to be set, because time is needed for hearing on corrections to plan (Vol. 4, No. 27).

SLIM PICKINGS FOR PROGRAM FOLK: Flocking into seemingly lush TV pastures, proposed syndicators of live and film programs apparently are discounting fact that only 32 stations are now operating (TV Directory No. 4: Television Rates & Factbook); that they're all operating "in the red" and therefore very tight-fisted; that even by end of 1949 there probably won't be more than 125 TV stations on the air, if that many. Yet scores of additional old and new companies, most of them obscure even in theatrical field are reporting program services to TV stations for inclusion in our next Directory of TV Program Sources (Supp. 60), for which we maintain a master file.

As yet their pickings are thin, for TV advertisers reaching still-small audiences by comparison with radio, let alone deficit station operators, are prone to argue about prices, won't pay "show business" kind of money. Nevertheless, the big boys as well as little are eyeing field closely -- 20th Century-Fox, for example, is already in with both feet (Vol. 4, No. 29). And it's bruited that RKO's new control, under Howard Hughes, has eyes on possible TV markets.

Last week's "Variety" reported Paramount is casting about for ways and means of setting up "a video distributing company to parallel its film distribution activities." Paramount's main TV preoccupation heretofore, besides operating 2 stations and seeking others, has been its large-screen theater TV system. This was employed again this week in its big Times Square house to carry President Truman's address to Congress Tuesday in full. This kind of experimentation "Variety" sees as "a rehearsal for what the company feels is a logical place for it in the video picture of the future." Off-the-air, wired and delayed-film teleshows on theater screens have latent possibilities the movie moguls are seeking to plumb by studying technical methods, costs and audience reactions (thus far most favorable).

STARTING DATES OF NEW TV STATIONS: Three new TV stations go on regular schedules next week, having completed equipment tests. They're ABC's WJZ-TV, New York, whose commercial inaugural Tuesday will be accompanied by Hollywood fanfare; KFI-TV, Los Angeles, expecting momentary grant of STA; Atlanta Journal's WSB-TV, asking for STA effective Aug. 15. They will bring total TV stations in scheduled operation to 34.

Year's end could see present number of TV stations just about doubled, if plans are followed. But with delays and hitches the usual rule, we still think figure will be nearer 50 than 60 (though more may have test juice on by Jan. 1). August starts rather auspiciously, what with foregoing, plus these: Wm. H. Block dept. store's WUTV, Indianapolis (changed from WWHB) reports it's now running air tests, though won't go commercial until late fall. Tests are also due to begin before end of month at WENR-TV, Chicago; WAAM, Baltimore; KOB-TV, Albuquerque.

* * * *

Many of you have asked us for a new schedule of new TV station starting dates. Accordingly, we sent questionnaires to all save the more recent CP grantees. All but a handful replied, stating makes of transmitters, expected delivery dates, expected dates of on-the-air tests, expected commercial starting dates -- all this data open to your inspection in our office. For purposes of this calendar, however, we indicate only month within which on-the-air tests are scheduled to start, inasmuch as specific dates usually weren't given. Here's the calendar of reported test dates (for details about each CP holder, see TV Directory No. 4); you can assume regular-schedule operations generally start within month after first tests:

Now testing or preparing to test this month: WJZ-TV, New York; WUTV, Indianapolis; WSB-TV, Atlanta; WENR-TV, Chicago; KOB-TV, Albuquerque; WAAM, Baltimore.

September: WOIC, Washington; WNBQ, Chicago; WXYZ-TV, Detroit; WMCT, Memphis; WTTV, Bloomington, Ind.; WAVE-TV, Louisville, WAGA-TV, Atlanta; WBAP-TV, Fort Worth; KNBH and KLAC-TV, Los Angeles.

October: WTVO, Detroit; WDTV, Pittsburgh; WNBK, Cleveland; WTCN-TV, Minneapolis; KTTV, Los Angeles.

November: WDSU-TV, New Orleans; KECA-TV, Los Angeles; KPIX, San Francisco; KFMB-TV, San Diego.

December: WXEL, Cleveland; KGO-TV and KRON-TV, San Francisco; WDEL-TV, Wilmington, Dela.; WGAL-TV, Lancaster, Pa.; WLWD, Dayton, O.

January: WOR-TV, New York; WHTM, Rochester, N.Y.; WKRC-TV and WCPO-TV, Cincinnati; WHIO-TV, Dayton, O.; WLWC, Columbus, O.; WOW-TV, Omaha.

February: WSEE, St. Petersburg, Fla.; WKY-TV, Oklahoma City.

March: WFBM-TV, Indianapolis; WOC-TV, Davenport, Ia.; WBRC-TV, Birmingham.

Spring and Summer, 1949: WJAR-TV, Providence, R.I.; WHAS-TV, Louisville; KRLD-TV, Dallas (May); WMBR-TV, Jacksonville (July).

Fall, 1949: WSyr-TV, Syracuse, N.Y.; WJAC-TV, Johnstown, Pa.; WCON-TV, Atlanta; WAFM-TV, Birmingham, Ala.

Dates undetermined, sometime in 1949: WAGE-TV, Syracuse, N.Y.; WBNF-TV, Binghamton, N.Y.; WBNT, Columbus, O.; WBT-TV, Charlotte, N.C.; WFMV-TV, Greensboro, N.C.; WHBF-TV, Rock Island, Ill.; WDAF-TV, Kansas City; WOAI-TV, San Antonio; WOI-TV, Ames, Iowa; KEYT, Omaha.

Indeterminate status: WTVJ, Miami, Fla., reports GE transmitter delivered, ready for Aug. 15 tests, but halted by FCC charges of undisclosed ownership (Vol. 4, No. 31). WRTB, Waltham, Mass., claims it's ready for tests but CP extension not yet granted (Vol. 4, No. 31). KARO, Riverside, Cal., still holding CP for now-withdrawn Channel No. 1 (Vol. 4, No. 19). KTRV, Minneapolis, conditional status pending ownership changes (TV Addenda 4-E).

No reply: KTLX, Phoenix, Ariz.; KGDM-TV, Stockton, Cal.; WRTV and WTPS-TV, New Orleans; WKAL-TV, Rome, N.Y.; WJTV, Syracuse, N.Y.; WVTL, Utica, N.Y.; WTVN, Columbus, O.; KOVB, Tulsa, Okla.; KTVU, Portland, Ore.; KBTB, Dallas; WICU, Erie, Pa.; KLEE-TV, Houston; KEYL, San Antonio; KRSC-TV, Seattle.

TBA hierarchy isn't very keen (though as yet is saying nothing) about NAB proposals to step into TV field (Vol. 4, No. 30-31)—to be considered at meeting in Chicago's Palmer House Aug. 11 between president Justin Miller and invited telecasters (20 had accepted up to this writing). Then on Aug. 13, same place, NAB's 7-man TV advisory committee meets to implement whatever Aug. 11 meeting decides on: Harry Bannister, WWJ-TV, Detroit; T. A. M. Craven, Cowles stations; Richard Shafto, WIS, Columbia, S.C.; Robert Enoch, KTOK, Oklahoma City; Michael Hanna, WHCU, Ithaca, N. Y.; Clair McCollough, Steinman stations; Calvin Smith, KFAC, Los Angeles. All are TV grantees or applicants save Mr. Smith, reported preparing to file for Channel 13 in Los Angeles.

Next chapter in "Mystery of Channel No. 13" (Vol. 4, No. 28, 29, 31) is now being written as WATV's own consulting engineers Glenn D. Gillett & Associates study measurements made this week from \$100-per-hour Sikorsky helicopter, at varying stages up to 2,000-ft above hard-luck Newark station's 200-ft tower. Meanwhile, E. C. Page staff, retained by RCA, was making comparative measurements on WSPD-TV's Channel 13. No comments yet from either, except for Gillett's confirmation that there's nothing wrong with No. 13 and his first reaction that "things aren't as bad as initially thought."

CBS released article by station relations v.p. Herbert Akerberg this week stating CBS television "will be a reality in more than 80 cities and surrounding areas across the country in the immediate future." Article lists 5 stations this year (3 now operating), 20 in 1949, 36 in 1950, 19 in 1951—though all but handful are still in application stage, some facing competitive hearings.

Six-month income statement of CBS provides clue to policy of retrenchment (and caution) recently manifested. Gross income for first half of this year was \$48,816,986, net \$2,288,237 (\$1.33 per share) as against \$51,411,368 and \$2,919,507 (\$1.70) for same period last year. CBS's current big pitch is for its new 45-min. recordings (Vol. 4, No. 25).

Sylvania's first 6 months sales were \$48,210,076 vs. \$47,756,365 for same period in 1947; common stock earnings were \$2,111,302 (\$1.90 per share) vs. \$1,538,977 (\$1.33) same period last year. On completion of proposed new public offering of 200,000 shares to finance expansion of cathode ray tube production, company will have 1,206,550 shares outstanding.

Boyish-looking Fred Ziv, whose credo "the program's the thing" lifted him in the last few years to top rung of transcription producers, has bought World Broadcasting System from Decca for reported \$1,500,000. It's oldest of the big transcription libraries, has nearly 700 subscribers. Ziv is also one of the first in TV film syndication field.

Channel 7 coverage study of WNAC-TV, Boston, by consulting engineer George Davis, is due out soon. Davis says preliminary indications are that coverage is substantially as expected, very satisfactory, paralleling findings in measurements of Channel 7 signals of WMAL-TV, Washington (Vol. 4, No. 9).

Philco's F. J. (Bing) Bingley quits TV post in Philadelphia Aug. 16, becomes engineering chief of Bamberger's WOR-TV, New York, and WOIC, Washington, planning microwave-c axial hookup that may become nucleus of Mutual TV network.

Another big special TV edition: *New York Herald Tribune*, Sunday, Aug. 8, timed for WJZ-TV opening.

Hollywood-style opening planned for WJZ-TV Tuesday, 7-11:30 p.m., with Ray Bolger as m.c., and such name stars at Palace Theater show as Beatrice Lillie, Paul White-man, Pat Rooney Jr., Buck & Bubbles, James Barton, Ella Logan, plus ABC shows and personalities. It will be New York area's sixth station, nation's 32d.

New England Television Co., Fall River, Mass., applicant for 7 TV stations (though limit is 5), through general manager Lewis M. Tarnapol, says "it always has been and still is very much our intention to pursue our several applications in hearing." Reports it might drop arose from withdrawal of Robin Compton as engineering representative. It seeks stations in Fall River, Boston, Springfield, Worcester, Buffalo, St. Louis, Kansas City.

Senate attention to TV allocation problem can be expected, among other things, from Interstate Commerce subcommittee now headed up by hell-raising Sen. Tobey (R-N. H.). Agenda of study during recess, released this week, would leave virtually no communications stone unturned. Common carriers, allocations, treaties, patents, lobbies, FCC procedure and personnel, communications secrecy—all are scheduled for scrutiny. Tobey had this comment on FCC: "I am very much impressed with some of the new blood in the FCC and I am confident that some mistakes of the past will not be repeated." New member of subcommittee (Vol. 4, No. 26), now that Sen. White has retired, is Sen. Hawkes (R-N. J.).

NAB All-Industry Engineering Planning Group, in addition to discussions on TV allocations this week, set up committee to advise FCC on needs for sound channels for remote pickups, including TV. Group, designed to present broadcasters' views to JTAC (Vol. 4, No. 28), appointed committee headed up by Jack DeWitt to determine, among other things, frequencies needed to supplement TV pickup channels in microwaves which carry picture only. At present, sound from remotes is carried by wire. *Baltimore Sun's* Jack Jett is All-Industry Group's liaison with JTAC.

Price schedule on Tele-transcriptions (Vol. 4, No. 22) has been issued by DuMont, breaks down into 4 classifications: off-kinescope films of live shows-to be used as extension of networking; reference and file purposes only; auditions and tests; one-min. commercials for future use. Copies obtainable from DuMont, 515 Madison Ave., N. Y.

Give-away programs, including those with huge Hoop-ers, are apparently gone geese under FCC's new proposed ruling calling them violations of lottery provisions of Communications Act. FCC is accepting briefs on proposed rule until Sept. 10.

Baltimore's WBAL-TV and WMAR-TV have both issued rate cards No. 2, effective Sept. 1, each with basic one-hour studio rate of \$350, film \$250. Detroit's WWJ-TV also announces new rates as of Sept. 1, including Class A at \$420 per hour, \$60 per announcement; Class B, \$350 per hour, \$50 announcement.

TV receiver radiation limitation of 25 uv/m at 1,000 ft for channels 2-6 is RMA's recommendation passed on to members for approval. Figure for channels 7-13 will come when "more experience gained." TV receiver committee (I. J. Kaar, GE, chairman) also said members are studying higher intermediate frequencies to relieve interference, withdrawing support of 21.25 to 21.9 mc.

Renewed curbs on installment buying by Congress will inevitably affect TV set purchasing—but long-run effect isn't seen serious to trade in view of receiver shortages expected this fall and winter and probably next year.

2 WOULD SHARE, 2 QUIT, 5 APPLY: Interesting proposal during otherwise very quiet week in FCC's TV activities: WSAN, Allentown (Call & Chronicle) and Easton Express (WEEX-FM) ask permission to share time on Channel No. 8, each to telecast on alternate days from own plant. Contiguous Pennsylvania communities, with Bethlehem, are jointly assigned that single community channel, for which 5 have applied. Although time-sharing was common in early AM days, it's rare in AM now, and this is first time ever proposed in TV. Applicants admit it would be temporary expedient, but show they can cover one another's towns and together will aggregate more hours on air than minimum requirement of rules. All 3 rival applicants are opposing, will fight proposal at Sept. 13-17 hearing if FCC permits it to become an issue.

Two TV applications were withdrawn this week, 5 new ones filed, and Miami's WTVJ-CP requested hearing on charges of concealed ownership (Vol. 4, No. 31), revocation order suspended in meantime. Withdrawals were: WRBL, Columbus, Ga., leaving none for 2; M. R. Schacker, from Sacramento, leaving 4 for 3. Mr. Schacker did not withdraw his Santa Barbara application (though may do so if Harry Butcher's KIST files); he is also business manager for Hollywood producer Edward Lasker's 5 applications (TV Addenda 4-A, 4-B, 4-C). Possible dropping of WMIN, St. Paul application is foreseen, following sudden death this week of Owner Edward Hoffman.

Week's TV applicants: For Orlando, Fla., Sunshine Television Corp., Channel No. 10 -- same ownership as WSEE, St. Petersburg, of which it would be satellite. For Louisville, Ky., Mid-America Bestg. Co., No. 13 -- holder of CP for AM station WKLO, headed by industrialist James F. Brownlee, pres., investment banker Milton S. Trost, v.p. For Grand Rapids, Mich., WOOD, No. 9 -- Harry Bitner interests. For Tacoma, Wash., Television Tacoma Inc., No. 4 -- joint enterprise of KTBI (H. J. Quilliam) and Tacoma Times (Scripps Newspapers, no connection with Scripps-Howard). For Charleston, W. Va., WCHS, No. 13 -- John Kennedy. [For details about applications, see TV Addenda 4-F herewith.]

NO BOTTLENECK IN 'BOTTLES' SOON: Further assurances from the 2 big glass makers, who supply just about all of TV's cathode ray blanks: (1) Writes John L. Ward, Corning Glass Works' manager of electrical products: "The increased production facilities which we are converting to the manufacture of bulbs should allow us to meet all domestic requirements and be in the position to supply blanks for export. We expect these additional facilities will be in production in the latter part of 1948." (2) Said Stanley J. McGiveran, v.p. of Owens-Illinois Glass Co., newly named manager of its Kimble Glass Division: Production of TV bulbs will catch up with demand "in the very near future." Kimble also is mechanizing its 10 and 12-in. facilities, does not make other sizes as does Corning.

So, if there's any bottleneck in picture tubes next year, it will be in capacity of the processors to turn out finished product. Both Corning and Kimble say, too, that they are not now shipping blanks to any foreign countries.

MORE JOTTINGS ABOUT TV TUBES: In reporting on RCA's 16 tube licensees last week, and noting that only 6 make cathode rays, we didn't mean to imply they were the only ones capable of making tubes for TV. In addition, of course, there's DuMont (as mentioned); also Rauland, Lansdale (Philco), Lectrovision....Sylvania reports demand for CR and other TV tubes is so great it's doubling floor space of its plant at Emporium, Pa....National Union reports present production of 7, 10, 12½-in. direct-view and 4-in. projection tubes is "gradually catching up to backlog demands"; adds that capacity of nearly 20,000 TV picture tubes per month is anticipated by latter 1949....Hamilton Hoge, president, U.S. Television Mfg. Co., explains recent SEC registration of common stock in Zetka to be issued at \$1: "The proceeds will be utilized to increased the present Zetka facilities and working capital for the purpose of making 15-in. and 12-in. direct view tubes. At present we [UST] own approximately 55% of Zetka, and at the conclusion of the financing will own a little over one-third"....State Dept. is chary about licensing CR tube exports (for radar) to most other countries but admits a few are going out. It "suggested" to one company it decline big CR tube order from Russia, an order the company didn't want anyhow.

REPORTS FROM THE TV SET MAKERS: Long-promised, that low-price Sears Roebuck TV receiver (Vol. 3, No. 13) may actually materialize soon -- though no data is available yet. Tipoff comes in Sylvania stockholders report this week, which refers to demand for its tubes becoming "further accentuated this fall when Colonial Radio gets into production of its new line of television sets for Sears Roebuck." Colonial is a wholly-owned Sylvania subsidiary, with plant in Buffalo that turns out "Silverstone" line of radios for Sears.

Three more familiar radio names announcing first new TV lines: Majestic, now producing 7-in. table model at \$199.50, 7-in. console with AM-FM-phono at \$399.50; promises 10 and 16-in. consoles with AM-FM "in about 6 months." Templestone, starting this month on 7-in. table model, 7 channels, no other details; says other models to be announced. Freed, promising that by Oct. 1-15 it will have modern and period style consoles with 12 and 16-in. tubes, with AM-FM-phono, priced from \$595 to \$995.

RCA is bidding for club, hotel, church, small-theater trade with its projector model TLS-86 (\$2,650 plus \$250 average installation), capable of screen sizes from 3x4 to 7x9-ft., says it has sold about 30 already -- including several to telecasting stations for their "screening rooms"...Transvision Inc., New Rochelle, N.Y., biggest of TV kit producers, plans exhibition for distributors Aug. 16, for public Aug. 17-18, at New York's Waldorf-Astoria, displaying kits for 7, 10, 15-in. kinescopes -- also built-in lenses, custom-built cabinets.

Other news notes about TV receivers and makers: Motorola has 3 new 10-in. models due for showing in Sept., details undisclosed....Belmont's 7-in. table model at \$179.50, 10-in. console at \$299.50, will be sold under Belmont-Raytheon trade name; 7-in. set is portable, uses indoor aerial, operates on either AC or DC.... Westinghouse reports new H-196 table model, 10-in., \$319.95 list, ready for delivery end of this month; also has shown 10-in. console with AM-FM, due out at end of Sept., around \$600.... Ansley has absorbed Cleervue Television Corp. (Supp. 57), all of whose production is now under Ansley trademarks.... Meissner (Maguire Industries) reports table model at \$249.50, less kinescope; can use either 10, 12 or 15-in. tube which is charged for additionally.... New TV kit maker Certified Radio Laboratories, 5507 13th Ave., Brooklyn, reports it will have complete 10, 12, 15-in. sets in fall; now offers 7-in. kits at \$99.50 and \$119.50, 10-in. at \$134.50 and \$154.50.

CULLINGS FROM CONTEMPORARIES

"With grunts of delight," says Aug. 9 *Time Magazine*, "Wall Street last week woke up to the wonders of television. Out poured a dozen market letters puffing TV. Jacquin, Bliss & Stanley recommended television stocks because they offered 'romance possibilities' and had 'the greatest sex appeal.' What was making the Street goggle was the way TV had come to the rescue of the radio makers—and in the nick of time. Dollar sales of radios had slumped badly . . . were running more than 25% lower than last year, with no hope of betterment as dealers slashed prices to unload. What made up for this slump was the increase in television . . . close to 15,000 sets a week. . ."

Shades of not so long ago, when older and now wiser newspapermen looked down their noses at radio! From recent syndicated column of *New York Herald Tribune's* John Crosby: "Life paid \$150,000 to NBC (exclusive of costs) for the combined *Life-NBC* television broadcasts, one of the more expensive promotion stunts of our time. DuMont promptly teamed up with *Newsweek*. The effect of this brief, unnatural courtship was to make television bugs of a good many men whose lives have been spent in periodicals." Note: Watch for some permanent tieups as result of that "unnatural" courtship.

Signs of the TV times: After 29 years as *Radio News*, magazine was renamed *Radio & Television News* with August issue. In that issue, Part 5 of "Modern Television Receivers" contains handy chart making technical comparison of 15 makes of receivers.

If you're concerned about uhf TV, we recommend you read full text of RCA comparative propagation studies on 67 mc, 288 mc, 510 mc, 910 mc in June *RCA Review*, results of which we reported last April (Vol. 4, No. 15). Copy of article can be secured from George M. K. Baker, manager, *RCA Review, Princeton, N. J.* Study found shadow effects increasing as higher frequencies were used, severe multipath effects at 510 mc and 910 mc, which could be overcome somewhat by proper antenna orientation.

"Tele-Juke, 7-foot Musical Goliath, Muscles Way Into City's Taverns." That's headline of awe-struck story in Aug. 7 *New York Times* by Murray Schumach. He tells how Videograph Corp.'s huge television-jukebox combination has appeared in 25 New York places, takes in average of \$35 weekly (5¢ for one record or 3 minutes of TV).

Better Business Bureau's code for TV set advertising, requiring clear and conspicuous indication what price includes, might also have embraced more explicit statement of picture sizes than oft-misleading ones now published. August *Electronics* says: "Picture sizes advertised by some makers of direct-view television receivers cause us to wonder if something has recently gone wrong with our math. When we figure out the largest rectangle having the correct frame dimensions that can be placed within a circle this is what we get: 3-in. tube diameter, 4.3 sq. in.; 7-in., 23.2; 10-in., 48; 12-in., 69; 15-in., 108; 16-in., 123." *Electronics* asks: "Are the copy boys cutting corners, or just where are we wrong?"

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PORTENTS, PRICES AND PRODUCTION: Another portent that TV receivers aren't going down in price (Vol. 4:30), more likely will go up: RCA has hiked radio tube prices, varying from just under 5% on cathode rays to 8-10% on most others, somewhat more on several, effective Aug. 14. GE, Sylvania, Raytheon, North American Philips indicate they too will boost their tube prices, but DuMont's G. Robert Mesger said his company hasn't considered doing so. Increases are attributed to higher labor, glass, component, transportation costs.

RCA states prices of its radios and TV receivers won't be raised -- but Emerson, Arvin, Tele-King, Teletone immediately announced increases, and more such announcements are expected. On the other hand, in wake of introducing new lines, Westinghouse reduced price of its 10-in. TV consolette (H-181) from \$485 to \$399.95; also cut radios -- table model from \$44.95 to \$34.95; one AM-FM-phono console from \$214.95 to \$189.95, another from \$329.95 to \$279-95.

Another trend note: RMA's over-all radio figures for July will be way down, perhaps less than half of normal -- but TV weekly rate is holding its own. In fact, 4-week July's output looks good for at least 50,000 units (as against 5-week June's 64,353) since first 2 weeks ran just about 25,000. If this is case during vacation shutdowns and summer dogdays, rest of year is expected to achieve record totals each month -- especially with so many more set makers entering TV field (watch for our new Directory of TV Manufacturers & Receivers).

Increase in FM distribution is also foreseen this fall since nearly all consoles incorporate it, and more table models, some FM-only, are expected. Fondest hopes are based on Emerson's "under \$30" FM-only model promised soon (Vol. 4:30).

TV DEMANDS, DELAYS AND THE FCC: "When will our city get TV?" That inquiry is being received by FCC from the public -- at the very moment it becomes more and more obvious that many sizeable cities won't get local service for close to 2 years, often longer. More than that, some big cities with one or more stations on the air or a-building will get no more stations for comparable periods. All FCC can tell its increasing host of inquirers is status of local TV: how many channels allocated, how many CPs and applicants (if any), where they stand.

National advertising and publicity out of all proportion to amount of TV service now available (only 19 areas with stations in operation) have quickened demand from public which has no concept of delays involved. In addition, viewers in fringe areas are beginning to find their expensive installations less and less useful as they experience interference from new stations. Their only hope is local service. One manufacturer of distance antennas has sent blistering letters and telegrams to FCC, RMA and his Congressman, complaining that new stations are ruining his installations. In fact, complaints impelled FCC to issue release this week telling public long-distance TV reception is only a temporary thing.

Here's how the situation shapes up, assuming for sake of analysis that FCC will make no sweeping allocation changes as result of recent hearings (Vol. 4:31): (a) Now tied up in competitive hearings are applicants in 25 areas with no present service or CPs. Only 3 of these have been heard, only 2 hearing dates set, 20 no

dates yet. (b) Assume FCC finalizes allocations much as proposed, say, within a month, and assume all competitive applications are heard by Jan. 1 -- an unlikely date since FCC has only 9 examiners, all loaded with other cases; also unlikely since many TV applicants exert every effort, often successfully, to delay hearings. (c) Once hearings are held, it's close to 6 months before CPs are usually awarded; some bitterly contested decisions take even longer. (d) CP grantees get 2 months to begin, 6 more months to complete construction. Very few can or will manage that. To date, it has taken most CP holders 3 and even 4 six-month extensions before getting on air. Assuming speedier availability of equipment will cut extensions down to one per grantee, it still would take 14 months between grant and on-the-air tests.

Thus our 2-year figure stands up very well -- errs on conservative side, if anything. FCC might do something to cut that time-lag down, such as hastening decision on allocations; giving TV hearings high priority; gearing examiners and staff to push decisions through; wielding big stick over laggards. But it has shown little such disposition thus far. Nor is there any indication Sept. 20 uhf hearing is holding things up.

Of the 45 competitive TV hearings ordered by FCC to date, these are the 25 no-TV-no-CP areas thus tied up so that considerable delays are certain: Fresno, Sacramento, San Jose, Denver, Hartford, Waterbury, Des Moines, Portland, Me., Fall River-New Bedford, Lowell-Lawrence, Springfield-Holyoke, Worcester, Flint, St. Joseph, Atlantic City (heard), Albany-Troy (hearing Sept. 27-Oct. 4), Akron, Youngstown, Allentown-Bethlehem-Easton (Sept. 13-17), Harrisburg (heard), Reading (heard), Scranton-Wilkes-Barre, York, Wheeling, Madison. And if FCC doesn't hurry up and grant uncontested applications faster, even more cities will be tied up. Also, no grants can be made in cities below first 140 markets until proposed allocation is final. Note: At WJZ-TV inaugural Tuesday, FCC Chairman Wayne Coy said: "In 2 years from now I expect to see 400 stations either in operation or under construction."

AM & TV—IDENTITY AND DIVERSITY: Big NAB (budget: more than \$750,000) isn't going to swallow up little TBA (budget: \$20,000) -- not if sentiment of those attending Chicago meeting Wednesday means anything. On the contrary, the 22 TV station-network folk attending conference with NAB president Justin Miller, convened at suggestion of Walter Damm (Vol. 4:31), agreed there were "areas of identity and diversity between the sound broadcasting and television industries," urged joint committee to study ways and means of cooperation. NAB committeemen were named immediately: Walter Damm, WTMJ-TV, Milwaukee; Clair McCollough, Steinman stations, holding CPs for TV in Lancaster and Wilmington; A. D. (Jess) Willard, NAB executive v.p. TBA members will be named next week. They are asked to report within 30 days after meeting.

There's no quarrel, no disagreement -- it's simply a matter of determining how the twain can work together. "One big tent" idea apparently isn't in cards, for resolution itself admits, quite pointedly: "It is recognized that in their own fields the NAB and the TBA are performing invaluable services. It is further recognized that in some of the areas of diversity both sound broadcasting and television must have specialized and aggressive representation."

TBA operators seem agreed NAB can't plump for their specialty -- and the networks, not now active members of NAB except through their stations, are opposed to any merger. AM-supported, NAB can hardly be expected to foot bill for other sometimes competitive efforts, even in unlikely event its AM-TV members were minded to. TV adherents also cite example of submergence of FM into an NAB department seldom heard from since FMBI merger.

"There's nothing wrong with TBA that more money can't cure," as one observer put it -- more money, more members and more staff. TBA now has 33 active members (stations and networks), 25 affiliate members (such as AT&T, Dupont, Eastman, set-tube makers, ad agencies), 9 educational members (including Yale, Syracuse, Western Reserve). This is regarded as good nucleus around which to muster all TV operators and grantees along with other specialized TV interests -- particularly the radio manufacturers, who are TV's "circulation department" and who must work hand in glove with telecasters for a long time to come.

KITS—TV's WINDFALL 'CIRCULATION': Thanks to Transvision Inc.'s general manager H. D. Suesholtz, we can now throw more light on status of that "sleeper" of the TV industry -- kits. It would appear from his company's figures alone, disclosed here for very first time, that we've erred on conservative side in adding only 10% to RMA's monthly output figures to account for kits, non-RMA production, and pre-war sets (Vol. 4:31). For this booming little company, making more TV kits than all others combined, yet only one of a half dozen or more in that line, has shipped some 30,000 kits between November, 1946, and beginning of this month.

At this moment it's producing approximately 600 per week, has just moved into new plant capable of 2,000. In 1949 it expects to turn out somewhere between 30,000-50,000. Add the lower figure to non-RMA Admiral's reported 150,000 a year rate, and you have well over 10% of the best estimate ventured for the whole industry for next year (1,600,000; see Vol. 4:32). Nor does that include other kit makers thus far reporting they're in production:

Certified Radio Laboratories, 5507 13th Ave., Brooklyn, N.Y.; Espey Mfg. Co., 528 E. 72nd St., New York; Meissner Div., Maguire Industries, Mt Carmel, Ill.; Tech-Master Products Co., 123 Prince St., New York; Television Assembly Co., 540 Bushwick Ave., Brooklyn (formerly Sports-View). Said to be in field are 3 others on whom we have no reports yet: Dynamic Television Associates, 155 Prince St., Brooklyn; Electro-Technical Industries, 121 N. Broad St., Philadelphia; Republic Television Inc., 7 E. Madison Ave., Dumont, N.J. Note: Transvision Inc., located in New Rochelle, N.Y., likes to call itself a "little RCA" because it makes own tubes (owns Lectrovision Inc.), antennas, lenses, cabinets, many components. It's going to strut all its stuff at Waldorf-Astoria exhibit Aug. 16-18.

SIGHT AND SOUND

Denouement in "Mystery of Channel No. 13" (Vol. 4: 28-32) will come early next week when all parties concerned gather to compare and evaluate findings on Newark's WATV. Consultant Glenn Gillett says he has excellent data from helicopter records, is satisfied that No. 13 is okay, that situation is "not without remedy," that remedy probably isn't too difficult. Meanwhile, consultant E. C. Page's measurements on Toledo's WSPD-TV, also on No. 13, tend to substantiate satisfied reports of station manager Ed Flanigan. Interesting angle: Page engineer Joseph Waldschmitt frequently found intensity of WSPD-TV's distant signals (80-90 mi.) many hundred times theoretical values.

Major networks' profit columns, from now until TV gets on its fiscal feet, will probably show smaller as NBC (RCA doesn't give out network figures), and ABC and CBS (both listed on Stock Exchange) lay out more money for TV operation, new stations, etc. ABC's statement for first 6 months of 1948 shows \$28,286,574 gross income, estimated \$850,000 net after taxes (50¢ per share), compared with \$25,540,628 and \$890,000 (53¢) for same period of 1947. ABC's next TV venture: WENR-TV, Chicago, about to test, slated for full operation Sept. 17.

Whatever titles are fastened on him, just put out of mind any idea Sid Strotz, out in Hollywood, is NBC's "remote control" chieftain of TV. Real topdog, real successor to Frank Mullen, running TV along with rest of NBC set-up, is executive v.p. Charles Denny. Strotz has no intention of leaving Coast, and impracticability of transcontinental commuting is manifest.

Unless Cubans beat them to it, looks like Argentine interests will be next country of western hemisphere to go into TV—probably ahead of Canada, even. Rumors they have bought TV equipment from England's Electric Musical Industries aren't substantiated, but an Argentine mission has been in U. S. looking into TV.

Next RCA "TV Clinic," at Camden week of Aug. 30, will be for consulting engineers.

Reasons are obscure, but phonograph record business is taking bad beating lately—demand simply isn't there. Inclination is to blame Petrillo, even TV, but common sense doesn't support this in view of plenteous backlog built up before Petrillo's Jan. 1 ban and paucity of TV sets. Costs may be reason, also inclination of householders today to cut down on luxury items in view of high cost of food, etc. Reduced record business is understood to account for lower CBS earnings (Vol. 4:32) even while time sales are up; Columbia Records is pushing hard for acceptance of new long-playing record (Vol. 4:25) but it may take time catching on since special playing arm and adaptor is needed.

Stratovision rule-making, to allow airborne station over Pittsburgh (Vol. 4:31-32), was asked by Westinghouse this week. Petition showed how channels in 25 cities could be reallocated to allow Stratovision over Pittsburgh, yet cause no city to lose channels; in fact, some would gain. Also requested is protection to 500 uv/m. Principal argument is that nearly 6 million people who would not get 5,000 uv/m ground station service would get 500 uv/m Stratovision service, and over 2 million people who would not get 5,000 uv/m ground service would get 5,000 uv/m Stratovision.

Those published trade reports about an International Detrola-General Instrument Corp. tieup (with Libby-Owens-Ford and Strickland Mfg. Co.) to produce TV receivers are categorically denied—but it develops this week that G. Russell Feldmann, president of International Detrola, and Richard E. Laux, v.p. of General Instrument Corp., have purchased controlling interest in General Instrument, big maker of radio-TV components, from Abraham Blumenkrantz. Mr. Feldman becomes chairman, Mr. Laux president. Companies aren't being linked, however, nor are any TV plans in the works.

Add freak long-distance TV receptions (Vol. 4:29): WCBS-TV, New York, picked up in Dacatur, Ga., and Wheeling, Ill., each some 900 mi. distant.

"Author Blasts Television as Home Menace" headlines Aug. 7 report in *Denver Rocky Mountain News*, quoting Max Wylie, of Columbia Workshop fame, now with Young & Rubicam, speaking before U of Colorado Writers Conference. He's reported to have said he's "sickened by the whole prospect of television . . . [it] will be a terrible bore, it will destroy living-room conversation and it will multiply the divorce rate . . . will make American life even crazier than it is now, not only because of its incivility but because of the sordid intrusion into American home life it represents . . . because it cannot be as optional as radio." Nevertheless, he conceded, "it's going to replace radio almost completely, and has already destroyed FM." All of which recalls similar tirade in May 23 *This Week* by his acid-penned brother Philip, the author.

Hofstra College TV survey, which backed up Foote, Cone & Belding study (Vol. 4:24), has yielded more data besides showing 20% cut in movie-going among set-owners. Interviews with 137 TV families and 137 "matched" non-TV families, supervised by psychology professor Thomas Coffin, revealed: (a) sports attendance unaffected, (b) 91% preferred TV commercials over aural, (c) aural listening dropped off 68% nighttime, 26% daytime, (d) attendance at dining-dancing night spots decreased 42%, (e) sets were used 24.38 hours weekly, with 3.56 people viewing, (f) reading declined 18%.

Paramount has issued rate card for its off-the-kinescope transcriptions, offers negatives and prints, places "no restriction" on clients' use. Negatives are promised 1 min. after program off air, though it's reported time-lag has been shaved down to 20 seconds, experimentally. Rate card is available from TV Dept., Paramount Pictures, 1501 Broadway, New York. In England, J. Arthur Rank has been experimenting with theatre TV, is reported ready to supply his theatres with educational and travel shorts if he gets government go-ahead.

"Who says vaude is dead?" asks *Billboard* in reporting "Texaco Star Theater" tops by far in Hooperatings for its 8-9 p.m. Tuesday period; Milton Berle returns as m.c. next month. And WJZ-TV inaugural show Aug. 10, featuring top names from New York's Palace Theater, impelled enthused ABC publicity writer to call vaudeville "a surprisingly live corpse."

Report of TBA's committee on TV operations, stations and personnel, headed by NBC's O. B. Hanson, has gone out to membership—its 60 pages replete with data about technical and studio personnel and their functions, of great value to telecasters and potential TV operators. Also contains glossary of TV terms.

Add new local TV sponsors: On WBKB, Chicago—Beacon Camera Co., amateur show; Evans Fur Co., fashion quiz; Leaf Mint Gum, Tom Mix films. On WGN-TV, Chicago—Wilson Sporting Goods Co., all-star football game. On WTMJ-TV, Milwaukee—Wisconsin Centennial Exposition, spots; Socony-Vacuum oil, Green Bay Packers pro grid games. On WCBS-TV, New York—Chevrolet Dealers Assn, two 20-second weather ann. weekly. On WABD, New York—Valmart Equipment Distributors (deep freeze units) and Maxson Food Systems (frozen foods), joint sponsors of "Neatest Trick of the Week" Wed., 9-9:05 p.m., just preceding boxing and aimed primarily at tavern owners; Lucky Strikes, Harvard, Yale, Princeton grid games. On WPTZ, Philadelphia—Atlantic Refining Co., Pennsylvania U grid games. On KTLA, Los Angeles—Rexall Drug Co., Los Angeles Rams pro grid game, Sept. 2. On KFI-TV, Los Angeles—Union Oil Co., remaining Rams home games.

Bell Labs transistors, when enough are available, will be offered to bona fide companies for experimentation. Some 300 manufacturers, scientists, military men visited Murray Hill labs for demonstration recently, seemed impressed with device which has been hailed as possible substitute for vacuum tubes (Vol. 4:27). Big vacuum tube maker Sylvania, which has been making germanium crystals (heart of device) for rectifiers, devotes column in its July 28 *Stockholders News* to plans in connection with transistor. Far from obsoleting vacuum tubes overnight, it says, transistor will increase use for both tubes and crystals; and company is aiming for mechanization of germanium production.

Current sponsors reported by KSTP-TV, St. Paul-Minneapolis: Ford Dealers and RCA Victor, alternating Minneapolis Millers home baseball games; Cargill Inc. and Minneapolis Savings & Loan Assn., alternating dugout interviews; F. C. Hayer Co., "Sunset Valley Barn Dance"; Roycraft Co., "Teletalent"; General Electric, NBC Newsreel; also spots by Bulova, Ronson, Perfex Co.

Newspaper-TV tieup, as illustrated by *Washington Star* ownership of WMAL-TV, is subject of article in July 31 *Editor & Publisher* which quotes president Samuel H. Kauffmann as admitting station is still in red, but "if we didn't have a television station we'd be worried sick. The public expects it of us and we have to give it to them, cost or no cost."

An apartment house antenna that won't get a landlord down on you is Gyro-Tena made by Public Operating Corp., 100 W. 42nd St., New York. Maneuverable in both horizontal and vertical planes, antenna is attached to window jamb through screw extension bar (like auto jack), adjusted for maximum signal intensity. It's sold for \$16.75 on money back guarantee, either to set manufacturers directly or to retail stores through regional jobbers.

Motion picture TV experimentation moves along with this week's request by 20th Century-Fox for experimental TV relay (7,000 mc and 12-000-13,000 mc) in New York City, where it owns famous Roxy.

No TV threat to movie boxoffice is seen by MGM's new production chief Dore Schary, recently RKO, who told *Hollywood Variety* interviewer value of movies is that people like to congregate which he said TV doesn't afford. "In regard to Phonevision, or the showing of first-run film over leased phone wires," *Variety* continues, "Schary said the same would apply and people would not be interested."

RCA will offer 4 kw FM transmitter, FCC announced this week. Under FCC standards, Commission publishes fact that manufacturers will produce new sizes of FM transmitters 6 months before estimated delivery dates. Presumably, 4 kw will make more efficient use of RCA's tubes, other components, than 3 kw.

New FMA president is expected out of Sept. 27-29 Chicago convention. Everett Dillard is understood to be unavailable for re-election, feeling one-year precedent set by Roy Hofheinz is proper for time-consuming job. All officers will be elected at convention by 15-man board.

"Putting on the Dog" titles Wed. night dog shows on Philadelphia's WCAU-TV, sponsored by Trim Dog Food. New WCAU-TV spot users: Beneficial Savings Bank, Parkway Baking Co., Jay Bucknell Inc., New York (shirts), Jackie Gordon Inc. (men's clothing). Philco's WPTZ reports spots for Atlantic City's Chalfonte-Haddon Hall Arrow Stores.

FMA plans to participate in Sept. 20 uhf TV hearing to protect FM's 88-108 mc against any possibility of TV encroachment.

ADDING UP THE FCC WEEK IN TV: This week's TV activity on the regulatory scene, summed up: 2 more CPs granted in Jacksonville, Fla., 3 new applications, 3 withdrawals. Granted were Channel No. 6 to WPDQ and No. 8 to WJHP-Jacksonville Journal, leaving city-owned WJAX only remaining ungranted applicant for sole remaining channel. New applicants were: For San Diego, Charles E. Salik, No. 6 -- son of San Antonio clothing manufacturer, whose purchase of KSDJ pends FCC approval. For St. Louis, 20th Century-Fox, No. 9 -- now 6 for 4. For Salt Lake City, KNAK, No. 9 -- now 4 for 3. Withdrawing from San Diego race (hearing Sept. 7 now 5 for 3) were Don Lee's KGB, San Diego Journal's KSDJ (AM station being sold, as aforesaid), San Diego Tribune & Union-Sun's KUSN. [For details about foregoing grantees and withdrawees, see TV Directory No. 4; about new applicants, TV Addenda 4-G herewith.]

Other actions: KFI-TV, Los Angeles, got STA for immediate commercial operation, 12-hour rule being waived until studio ready Oct. 6; WCBS-TV, New York, got power boost to 13.7 kw visual, 10 kw aural; KMBC, Kansas City, denied request for "conditional grant" pending hearing (Vol. 4:31). Also, on own accord, FCC required Thackrey-Warner Bros. must break down West Coast \$1,045,000 "package" deal (Vol. 4:30) into component prices for the 2 AM stations and CP for Los Angeles TV. Same thing had been asked by newly formed Southern California Television Co., headed by oilman Ed Pauley and including coterie of Long Beach VIPs; it intends bidding for TV franchise under Avco procedure. So it looks like Thackrey-Warner deal is headed for predicted competition, especially since it's now definite that KFAC, Los Angeles, is also planning to contest Warner purchase.

FARNSWORTH & THE TV TUBE STORY: Noteworthy statement in Farnsworth's report to stockholders this week: Inventor Philo T. Farnsworth, back in Fort Wayne labs, is working on new TV tube "which will permit the projection of images much larger and clearer than is now possible." If tube he has produced under experimental conditions can be made on a commercial basis, report adds, "it may revolutionize the type of such television receiver now in general use...[but] we cannot forecast whether or when [it] will be commercially feasible." Meanwhile, Farnsworth table models are both 10-in., its 2 Capehart consoles 12-in., direct view. Company report, covering year ended April 30, 1948, shows net sales and income of \$18,488,222 (including \$2,900,000 in non-recurring royalties) and net loss for year of \$1,849,151.

Additional reports from tube makers, in response to our inquiries: North American Philips will double its CR production at Dobbs Ferry, N.Y. plant by beginning of next year, also increase its Protelgram projection tube output several hundred pct...Hytron's L. H. Coffin reports definite plans to enter picture tube manufacture, adding: "In our opinion, industry plans for expanded production of cathode ray tubes will still leave a shortage for the next few years." Tung-Sol's R. E. Carlson says his company has "made up several tubes on a laboratory basis" but can't talk about production plans yet...And Lectrovision Inc., associated with kit-maker Transvision Inc., reports it's now producing 7, 10 and 12-in. tubes at rate of about 1,500 per month. [For earlier items on CR tubes and tube-makers, see Vol. 4:29-32.]

TV NETWORKS, FACTS vs. PHANTOMS: So much bunkum about TV "networks" and "affiliates" is being put out, mostly by the AM networks, that it's time some plain facts were recounted -- for it's common sense that too much publicity, to say nothing of misleading publicity, can raise false hopes and hurt TV's long-range progress. Witness the inquiries already being received by FCC from people in communities that can't possibly get TV service for some years to come (see story in this issue). Here are some basic facts:

1. The only actual TV "networks" now operating might better be called "hookups": (a) NBC's Boston-to-Richmond hookup, with 7 affiliated stations; (b) CBS's hookup of 3 affiliated stations in New York, Philadelphia, Baltimore -- others in Washington and Boston being linked on non-affiliation basis; (c) ABC's 3-station hookup of New York, Philadelphia, Washington -- others linked occasionally on non-affiliation basis; (d) DuMont's 2-station hookup of its own stations in New York and Washington, with New Haven added (off-the-air) and Philadelphia and Baltimore linked

on non-affiliation basis. [For networks, stations, rates, see TV Directory No. 4].

2. MBS is not in TV yet, but Bamberger's WOR has CPs for Washington (due on air possibly in September) and New York (January) to form nucleus of eventual chain that will take in the MBS affiliates in Boston, Chicago, Los Angeles already on air, and elsewhere as and when they go into TV.

3. AT&T coaxial-microwave relays will link Midwest hookup in October (Vol. 4:17), forming self-contained grouping of Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee, St. Louis (and possibly way points). That hookup will be linked into present East Coast coaxial-microwave, via Pittsburgh, by December -- thus enabling stations in those cities to get service from New York and other points on present hookups. West of Chicago and South of St. Louis network facilities are still "under consideration" and no schedule for transcontinental hookup before 1951 or 1952 is presently contemplated. (For maps, see p. 32, TV Directory No. 4).

4. Most reports about such-and-such station, actually built or only building, being "signed up" as "affiliate" by this-or-that network can be discounted as mere publicity designed to embellish TV identity or prestige. Except for the aforementioned hookups embracing a handful of actual affiliations, and the assumption that AM affiliates will stick with their networks as they expand into TV, there are virtually no firm affiliations. True, new stations are agreeing to take service from various networks, but few are signing contracts or even guaranteeing continued time clearances. Why should they when, as in Baltimore or Washington, there aren't enough outlets yet for all networks?

Thus, Baltimore's WMAR-TV, though signed with CBS, takes programs also from ABC and Dumont; Washington's WMAL-TV, signed with ABC, from CBS; Boston's WNAC-TV, though in MBS family, from CBS and DuMont -- at least for present, when there's little premium on time.

Actually, what we have now are merely nuclei of networks -- pretty weak ones, too, in some cases. Belated planning, or sheer laggardness, account for weak setups that time (and probably lots of money) may correct. Meanwhile, however, the publicity claims continue -- sometimes to point of being ridiculous. CBS's station relations v.p. Herbert Akerberg, for example, last week got big play on 9-page press release stating "CBS television will be a reality in more than 80 cities and surrounding areas all across the country in the immediate future....evolving through the next 3 years...." He listed cities and named stations where CBS has AM affiliates with TV grants (16), others where they've merely applied, some where they haven't even applied -- adding up to 80! It's idle to think all of these can get going within 3 years, or that they can be linked into a network in that time -- and it's certain some of these will miss out in grants in competitive hearings.

Simple fact is that, except for NBC's well-integrated Boston-to-Richmond hookup, and such "transcription network service" as will be offered, the TV advertiser must buy custom-built hookups today, has very little prospect of coverage in many big and little markets for some years yet, won't get transcontinental hookup service for 3-4 years or more.

BIG SPONSORS BUYING TV HOOKUPS: Most TV programming and sponsorship are still on local levels -- perforce, inasmuch as intercity hookup facilities are so limited. But "network" business is beginning to look up: witness this week's signing of Old Gold as 5-year sponsor of DuMont's "Original Amateur Hour" (Ted Mack's revival of the old Maj. Bowes show), Sundays, 7-8 p.m., starting Sept. 26. ABC will carry same show nation-wide on AM, Wednesdays, 8-9 p.m., starting Sept. 29. DuMont calls it "coast-to-coast TV network" but actually live hookup comprises WABD, New York; WNAC-TV, Boston; WNHC-TV, New Haven; WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WTTG, Washington -- plus 3 others via off-the-kinescope Teletranscriptions: WGN-TV, Chicago; WEWS, Cleveland; KTSL, Los Angeles. Also finally in works is Philco's sponsorship of Actors Equity revivals of Broadway hits on NBC's Boston-Richmond hookup, taking Theater Guild's old spot, Sundays, 9-10 p.m., starting Oct. 3. Networks, too, are busily lining up hookups for collegiate and some pro football games, some of which Lucky Strike is preparing to sponsor this autumn.

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WHAT THEY SAY ABOUT TROPOSPHERE: On eve of FCC's Sept. 13 conference on troposphere and related TV allocations problems (Vol. 4:35), sentiment seems to boil down to this: That FCC should make no basic changes in present assignments, allocations or standards. Consensus of key operating, manufacturing and engineering folk we interviewed was (a) that nothing radical be done to present allocations to major markets, i.e., top 140 metropolitan areas; but (b) that troposphere be taken into account in proposed new allocations (Part V, TV Directory No. 4). There's a minority who believe it would be better to rip up whole allocation structure and standards now, start anew while TV is yet young rather than wait until it's more firmly established. There's substantial argument that contiguous rural areas will never get good service from nearby city stations under present separations. Nobody affected wants northeast Area I assignments torn apart, and fact public has big investment in receivers is expected to sway FCC against doing so. Eighteen appearances were filed: TBA, ABC, CBS, NBC-RCA; DuMont, Paramount, Warner Bros.; Cowles and Richards stations; WPIX, New York; WMAR-TV, Baltimore; WHAS-TV, Louisville; WTIC, Hartford; WILK, Wilkes-Barre; George Adair and attorneys Loucks, Zias, Young & Jansky (for 16 clients); Pierson & Ball (25 clients); Spearman & Roberson (4 clients).

PREVIEWING SEPT. 20 UHF HEARING—II: Uhf information is funneling into IRE-RMA's Joint Technical Advisory Committee (Vol. 4:28), which will wrap it all up at final parley Sept. 15-16 (at IRE, 1 East 79th St., New York) before presentation to FCC at Sept. 20 uhf hearing. JTAC is committed to policy of pre-hearing silence to preserve its impartiality, but here are some glimpses of reports it is getting:

(a) Survey of 27 receiver manufacturers arrived at arithmetic average of 2 years as period needed for development of uhf receivers; however, when weighted according to productive capacity of companies, figure becomes about 3½ years. (b) Reports from propagation groups indicate that uhf transmitters will cover perhaps one-third to one-half areas served by low-band transmitters of equal power. At least a year's continuous measurements, at scattered locales, was recommended. Ghosts are considered very serious, particularly if several stations are to be received. Theoretical coverage doesn't seem borne out by actual measurements. (c) RCA says achievement of present vestigial sideband standards "no problem" (Vol. 4:34).

Now available from NAB are minutes of Aug. 2 meeting of NAB All-Industry Engineering Planning Group (Vol. 4:34), which make interesting reading and will be submitted for hearing record. For example, T. A. M. Craven (Cowles stations) went all out for uhf, agreed it can't cover as well as low band, but asserted it is certainly useful over reasonably flat terrain, must be opened up soon.

The \$64 question was put by ex-FCC Comr. Jett (Baltimore Sun stations): "Should FCC start licensing uhf stations?" Consensus seemed to be: "Yes" and "calculable risk should be taken on propagation characteristics which may be encountered." Craven said several companies have guaranteed performance of uhf transmitters and receivers. Conferees mulled over ideas of what to do with band if it is opened. Present standards? High definition monochrome? Color? Some of each?

Scheduled for hearing are: Bureau of Standards, CBS, Cowles stations, DuMont, Eitel-McCullough, JTAC, K. H. Lippitt (ex-Navy researcher in uhf TV), Para-

mount, Philco, RCA-NBC, G. A. Richards stations, Sarkes Tarzian, TBA, Television California, Westinghouse, Zenith. Notably absent from this official list of appearances: GE, Bell Labs, Maj. Armstrong.

* * * *

In our series anticipating Sept. 20 hearing (Vol. 4:32,34), we first consulted the consulting engineers. Then we addressed queries to engineering chiefs of the networks and TV transmitter manufacturers. All of the networks and 2 manufacturers have replied to our 2 questions: (a) When do you think TV will be practical on the uhf? (b) Do you think any portion of the present band should be abandoned? If so, when? Here are their answers:

Dr. Allen B. DuMont: (a) "If your question means, 'When will TV on the uhf give the same coverage as our present TV,' my answer would be, possibly 25 years or possibly never...Staggering amount of power would be required, and it is questionable whether it would ever be practical to generate this commercially...If your question means 'Could the uhf band be used for small towns with limited coverage?' there is a possibility that receivers and transmitters could be developed for this use within...3-4 years." (b) "Definitely 'No'."

Dr. C. B. Jolliffe (RCA): (a) Not proper to anticipate Sept. 20 testimony of RCA engineers -- no estimate. (b) "As more stations are required, it may be necessary to supplement the present TV bands by adding...channels, but certainly none of the present 12 channels should be abandoned or changed."

Frank Marx (ABC): (a) "A minimum of 5 years; more probably 10 years." (b) "I do not believe that the present band will be abandoned piecemeal. If and when a move is made, the entire band from channels 2 to 13 will be abandoned."

William B. Lodge (CBS): (a) No estimate. "The unknown factor which will really determine the answer...is another question: namely, how much of the radio industry will devote how much energy, personnel and money to the development of the uhf." (b) All 12 low band channels should be retained "until uhf is not only practical but has been incorporated in most home receivers."

E. M. Johnson (MBS): (a) "I have no doubt...that if the fate of the nation were at stake, TV in the 500-900 mc range could be developed in very short order... [but] I am of the opinion that it will take a minimum of 5 years before high band TV will be competitive to low band." (b) "I seriously doubt that any of the frequencies presently allocated for TV will be taken away in the foreseeable future."

O. B. Hanson (NBC): (a) "Premature to guess" pending evaluation of 500 mc tests in Washington. (b) No portion of the low band should be abandoned "because the value of these frequencies has already been demonstrated as being most practical for TV. Furthermore, many millions of dollars have been spent both by broadcasters and the public on those bands...A national TV system which someday will be comparable to the service now rendered by sound broadcasting will require all of those channels now assigned plus many more in the proposed uhf band."

TEXAS STATE NETWORK IN FOR TV: Two more Texas applications, 2 others from small towns marked week's TV file at FCC. Texas State Network, controlled by Ruth Roosevelt Eidson and Richardson-Roeser interests, applied for Channel No. 2 in Fort Worth where it operates KFJZ, making score 2 for 2 there now; also asked for No. 2 in San Antonio (KABC), now 5 for 3. In addition, TSN indicated it may shortly file for Waco and Austin, where it owns 50% of WACO and KNOW. All 4 AMs dropped their FMs.

For Visalia, Cal. (pop. 8,904), Sierra Bcstg. Co. applied for No. 10 -- smallest town yet to file for TV. For Frederick, Md. (pop. 16,802), WFMD asked for No. 3, now allocated to Hagerstown. [For details about applicants, see TV Addenda 4-K.] Two withdrawals this week: Leland Holzer dropped out of San Diego contest, now 4 for 3. Tri-City Telecasters, Allentown, Pa. (WHOL-CP) also pulled out, leaving 4 for 1 in Allentown-Bethlehem-Easton hearing Sept. 13-17. FCC suspended revocation order against WTVJ, Miami (Vol. 4:31), granted it hearing (no date set), may act next week on its appeal for interim STA. Tower-antenna are up, transmitter nearly ready, station can get going in 10 days -- and local distributors are pressing Commission to permit service to start on plea 1,000 sets are already in Miami area.

ADDITIONAL TV STARTS AND TESTS: More dope on upcoming new TV stations, to supplement starting schedules previously reported (Vol. 4:32,36) -- all based on latest replies from principals: Besides next Friday's (Sept. 17) commercial debut of Chicago's WENR-TV (ABC), now testing, it is definitely stated that Los Angeles' KLAC-TV will go on air same day with first commercial (USC vs. Utah) and will carry all USC, UCLA and Loyola home grid games.

This week-end, Detroit's WXYZ-TV (ABC) was geared to turn on test juice, and its commercial debut is now definitely set for Oct. 9. Next week's equipment test starters will be: NBC's KNBH, Los Angeles, Sept. 15; Star-Telegram's WBAP-TV, Fort Worth, Sept. 16; NBC's WNBQ, Chicago, Sept. 18 -- with NBC promising commercial schedules as soon as tests indicate feasibility. Also, NBC says its WNBK, Cleveland, should be ready for tests by Oct. 1.

Late replies to our continuing survey also reveal that: WICU, Erie, Pa., expects DuMont transmitter delivery by Nov. 15, tests Dec. 15, commercial start Jan. 1; WTVN, Columbus, O., tests by April, 1949; KTLX, Phoenix, tests Feb. 1, commercial April 1; KEYL, San Antonio, tests Feb. 1, commercial April 1. Latter 3 report transmitters not yet ordered. And latest dope from stations previously reported on: WTTV, Bloomington, Ind., first stating it would test this month, now says starting date "indefinite." Atlanta Journal's WSB-TV, still due for Sept. 29 commercial start, reports current tests are showing splendid results, telecast of baseball game last week resulting in clear picture, good audio up to 50 mi. away.

HIGHER PRICES AND MORE NEW SETS: Price increases again top news from the TV-radio makers: Philco's averaged 2.5% on radios, went up \$15 (to \$439.50) on only one TV, its 12-in. 1240 console. Admiral raised 7-in. table model \$10, 10-in. consoles \$30, 10-in. credenzas \$50. Bendix's table and console models, not yet delivered to dealers, are due for unstated raise from originally announced prices. Stromberg-Carlson is raising radio prices, but not TV. RCA reaffirms it won't raise its basic 630TS (\$375), isn't presently contemplating any TV hikes at all. Over-all picture of TV trade is one of swift changes, as evidenced by this additional data since we sent you our Sept. 1 Directory of TV Manufacturers & Receivers (Supp. 57-A):

Motorola introduced new 10-in. console with AM-FM-phono at \$595 in New York this week, Motorola-New York's Harry Schecter seizing occasion to tell Herald Tribune 7-in. market is "booming," sales running 600-1,000 per week in area. He predicted more 7-in. makers before end of year -- doubtful, judging from model lists submitted for our Directory...Hallicrafters announced 2 new sets: 10-in. table at \$295 and 16x12-in. projection console at \$695 (Protelgram), both ready Oct. 1... Stromberg-Carlson, heretofore producing only 12-in. models, showed 10-in. table set, no details given...Industrial Television Inc. has new 10-in. viewing unit called Sussex 10, selling for \$290; it can be plugged into any TV receiver to provide additional screen...Trav-Ler added itself to list of 44 companies reported planning TV manufacture, as carried in Supp. 57-A.

16-in. TV TUBE STIRS UP THE CATS: No doubt in our mind that 16-in. picture tubes will win solid place in TV market -- when they're in quantity production and if sets containing them are priced low enough (Vol. 4:5, et seq). But so much bunkum has surrounded RCA's much-talked-about 16-in. metal-coned tube, so many phoney publicity claims have been made about its immediacy, that some simple facts are apropos:

An RCA spokesman states flatly that no manufacturer has yet received more than 2 prototype models -- for set design purposes only. Also, that RCA itself won't have own 16-in. receivers out before January; that no one will get deliveries of this tube much before then, either; and that even when it's on production line, initial output will be only some 5,000 per month. RCA is now mechanizing Lancaster plant for 16-in. but can't give definite output figures or even quote prices as yet.

Meanwhile, Tel-O-Tube Corp. of America, licensed by RCA and Sylvania, stirred things up by publicizing its own 16-in. metal-coned tube, very much like RCA's, for which output of 100 per day was claimed (Vol. 4:36). But inquiry there discloses it isn't turning out that number yet, won't for awhile "due to New York

trucking strike." Fact is, company is presently equipped to produce 100 per day, hopes to exceed that "when conditions return to normal." Tel-O-Tube's president Samuel Kagan says it has own source of components, isn't dependent on RCA for them.

Emergence of Tel-O-Tube impelled Retailing Daily Sept. 8 to refer to "actual deliveries" of 16-in. as "a bombshell in the local [New York] market." It went on to quote an unnamed manufacturer as predicting 16-in. "will revolutionize the entire TV industry...cost of manufacture of a set with 16-in. metal tube differs so slightly from that of present 10-in. that the prices of sets featuring the smaller size screens will have to be forced downward -- and sharply." Anonymous set maker was also quoted as saying 16-in. table model is possible at \$299.50.

To which RCA's spokesman replied, "That's plain bunk. We don't know the facts about 16-in. tube costs, let alone set prices as yet." Tel-O-Tube's spokesman disavowed making any claims about set prices; its sole deliveries of 16-in. up to now have been to newcomer Starrett (Vol. 4:36), offering it in console at \$695.

UHF SIGNALS VIA CONVERTERS: RCA-NBC turned on juice this week of 500-506 mc TV transmitter in Washington -- the 1 kw "green" and sound portion of 3-transmitter setup to be used for later uhf color experiments in New York. Twelve-foot cylindrical mast atop 350-ft. WNBW antenna has gain of 5, radiates 3.75 kw. Some 60 converters, size of small table radios (costs unestimated), are being installed in homes of local radio VIPs having TV sets, including FCC members and staffmen. Using New York tests as criteria (Vol. 4:15), RCA's Dr. George Brown, running show, expects coverage to be spotty, quite limited in area. Tests duplicate WNBW programs, can't really produce much data in time for Sept. 20 uhf hearing. But propagation measurements will continue several months. As for much-needed higher power, Dr. Brown ventured gain of 20 may work out in some cases, told (off the record for present) of significant work in getting some real power out of uhf tubes.

SIGHT AND SOUND

Again disclaiming "merger" stories, as published, TBA president Jack Poppele has issued statement to *Broadcasting Magazine* stating meetings with NAB (Vol. 4:35-37) do not contemplate merger, which wasn't even discussed "except in a disavowal on part of either group to combine interests at present or in the foreseeable future." NAB-TBA seek basis of "cooperative effort and interchange of information . . . in the best interest of TV."

Reported dickers for sale of NBC's KOA, Denver, to Aladdin Television Co., applicant for TV, headed by local theatremen Harry Huffman and Frank Ricketson Jr. (Vol. 4:16), have fallen through—and now negotiations are under way for possible purchase of KLZ from *Daily Oklahoman* interests.

Capt. Bill Eddy's place as manager of Chicago's WKBK, from which he resigned last week (Vol. 4:36), has been taken over for time being at least by John Balaban, of Balaban & Katz theater interests, aided by commercial manager John Mitchell.

Color TV, projecting live pickups on about 8x10 ft screen, plus view of Ultrafax equipment, were among highlights of 4-day TV seminar for consulting engineers conducted last week by RCA at Camden and Princeton. Color TV was closed circuit, not on air.

GOP National Committee expects to equal its 1944 campaign expenditures of \$800,000 for radio time this year; how much will go for TV is still unknown. Democrats give no estimate; they spent \$750,000 in 1944.

Neal McNaughten, asst. director of NAB engineering dept., has resigned to join Philadelphia's WFIL-TV as manager of technical operations; he's ex-FCC staffman.

Canadian Radio Manufacturers Assn., meeting in Montreal's Mt. Royal Hotel Sept. 20, will hear report on TV in U. S. by RCA Victor's Frank Folsom.

Network TV sponsor news of the week: CBS-TV's "Toast of the Town," variety with columnist Ed Sullivan as m.c., gets Emerson Radio as sponsor starting Sept. 19, Sun., 9-10 p.m.; Aug. Hooperating gives it local New York lead over big-hit "Texaco Star Theater" on NBC-TV. Unique Art Mfg. Co. (toys) will sponsor Fri., 5:45-6 p.m. segment of NBC's "Howdy Doody," starting Oct. 1, thru Grant Adv. Inc. Motorola renews on NBC, for 13 weeks, Dr. Roy Marshall's "Nature of Things," Thu., 8:15-8:30 p.m. Julius Kayser & Co. (hosiery) has budgeted for series of weekly 5-min. films on NBC, thru Cecil & Presbry.

More evidence of "TV Inching Up on Other Media" (Vol. 4:36): Headline in current *Billboard* reads, "TV Grabbing Kids from Radio"—and story relates findings of Pulse Inc. "With an estimated 221,000 tele homes in New York, compared with 2,800,000 radio homes," *Billboard* states, "Small Fry (WABD) already reaches a greater number of homes than 3 of the 5 radio programs studied . . . Tom Mix, Superman and Adventure Parade. Small Fry has a rating of 30, projected to 66,360 homes . . ." and is topped only by Dick Tracy (76,500) and Sky King (72,800). The Pulse also found average of 3 times number of people view kid shows as hear radio kid shows.

And still the AMs come—14 new CPs granted this week (AM Addenda 2-KK herewith), all daytime or local. Thirty were granted in August.

Yearly AM-FM station performance measurements, newly prescribed by FCC, are postponed for year. FCC gave time to buy equipment, gain know-how.

Loew's 50 kw WMGM, New York (charged from WHN) moves next week to new quarters at 711 Fifth Ave., first home of NBC.

St. Louis TV sets now total 9,200, of which 7,400 are in homes, 1,800 in public places, reports Union Electric Co.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

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September 18, 1948

5 NEW STATIONS 'ON THE AIR': Two more stations began scheduled operation Friday under STAs -- ABC's WENR-TV, Chicago, and Thackrey's KLAC-TV, Los Angeles. Week also was marked by 3 more starting tests: KNBH, Los Angeles, Thursday; WBAP-TV, Fort Worth, Thursday; WNBQ, Chicago, Saturday. WENR-TV gives Chicago its third station, should boost set sales there considerably. So should KLAC-TV, Los Angeles' fourth, which after only 2 days of tests was to telecast USC-Utah football game, unsponsored, as first of 13 USC-UCLA home games for which it paid \$75,000 for exclusive rights -- presumably with blessing of Warner Bros., proposed buyer of station.

Report from Los Angeles says KNBH test signals are excellent, can be picked up clearly in San Diego (112 mi.), which means NBC will have it going commercially very soon. Fort Worth reported WBAP-TV's tests "outstanding success" with good reception in Dallas (30 mi.) and as far away as DeLeon, Tex. (87 mi.). First station in area, owned by Amon Carter's Star-Telegram, certain of big promotion, it will run tests 11-noon and 4-5 p.m. daily until regular schedules start Sept. 29, opening up very wealthy new market for receivers.

MIDWEST TV NETWORKS TAKING FORM: New TV network map published on page 8 tells better than mere words exactly what cities can now get network service -- also shows how near at hand is linking of new Midwest coaxial-microwave circuits with Eastern seaboard networks. But what AT&T's map doesn't disclose is just how the competing networks are actually using its new circuits, which (as of next Monday, Sept 20) make it possible to link St. Louis, Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and way points -- at present a self-contained chain that by next Jan. 1 will be linked into the Boston-to-Richmond circuits via Cleveland-to-Pittsburgh-to-Philadelphia. Nor could any map tell about the jockeying for vantage that currently has network brass scurrying around Chicago, Detroit and other Midwest cities. Here's the situation:

1. NBC leads off Midwest network programming Monday with 12 hours of live and film subjects originating from KSD-TV, St. Louis, and WWJ-TV, Detroit -- remainder of its hookup comprising WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WBEN-TV, Buffalo. Its own station in Chicago (WNBQ) starts testing Saturday (Sept. 18), in Cleveland (WNBK) on or about Oct. 1 -- both to be used as origination points when ready. For the present, no commercials are listed, though Philco Playhouse, starting on Eastern network Oct. 3, is due for kinescope recording and syndication to all NBC affiliates with 2-week lag.

2. ABC begins 12 hours of programming per week Monday also -- to 5 affiliates keyed from its own WENR-TV, Chicago, which began scheduled operation Friday (Sept. 17). Announced affiliates include NBC's WTMJ-TV and WSPD-TV; plus WEWS, Cleveland, WBEN-TV, Buffalo, and WXYZ-TV, Detroit -- last being ABC-owned and set to start Oct. 9. ABC says negotiations are also under way with St. Louis' KSD-TV. As on its Eastern hookups, no commercials are offered yet. But schedule calls for WENR-TV to feed boxing, wrestling, variety and such shows as Super Circus, Great Books, Dollars & Sense, Mystery Story Quiz, Stump the Author, Music in Velvet, twice weekly feature films.

3. CBS announced 3 Midwest affiliates: the aforementioned WEWS, WTMJ-TV,

WSPD-TV -- and before October promises to gather into its Midwest family Detroit's WJBK-TV (Storer-owned, call just changed from WTVO). (But CBS announces no use of new Midwest "lines" for the present, since it still hasn't any Chicago affiliate (application ordered to hearing) and it's still dickering with St. Louis Globe-Democrat for part-ownership of outlet there if and when granted.) For time being it will feed 8 off-kinescope shows (using Paramount system) to its affiliates as sustainers, not to be sold locally because they're being showcased for national sponsorship: Lucky Pup, Places Please, Face the Music, Winner Take All, Presidential Straws, Peoples Platform, Queen's Taste, What's It Worth. It promises 19-25 hours per week by Nov. 1. And you can expect some surprising new CBS-TV affiliations announced soon.

4. DuMont isn't on Midwest hookup as of this writing, but has signed Chicago's WGN-TV for such Teletranscriptions as Amateur Hour, Key to Missing, Doorway to Fame, Swing Into Sports, Birthday Party, Court of Current Issues, Photographic Horizons, Jack Eigen, Fashions on Parade -- some 5 hours now, 10 hours promised soon. All can be sold locally.

Note the overlaps of "affiliations" -- WTMJ-TV and WSPD-TV, for example, contracted with all 3 networks; WEWS with both ABC and CBS; WBEN-TV with both NBC and ABC. This is natural result of their favorable bargaining position while still first and only stations in their towns. More such overlaps are inevitable. They simply take what they want, but presumably most TV stations will show fealty to their AM chains when it comes to best time clearances and first refusals. When each network is supplying enough programs (especially commercials) to take up a station's time, then most stations will doubtless stick with one network, as in AM.

Allocations of times on new Midwest circuits, as in East, are due for revisions every 3 months. But it's clear that NBC and ABC, by reason of earlier starts, their own outlets, their aggressive efforts, are well in the lead right now so far as network operation is concerned. CBS is working hard to catch up, can be counted on to be a big factor even though its plans are still mainly on paper. One thing is certain: TV isn't going to suffer from lack of competitive effort by the networks.

NONE APPLY BUT PLENTY STIRRING: No TV applications this week, first time in more than a year -- due no doubt to uncertainties created by troposphere, uhf situations. There was one withdrawal: Troy Record, leaving 5 for 4 as Albany-Troy Sept. 27 hearing draws near. Meredith Champlain amended Albany application to propose directional antenna to give added coverage northward, saying this would help listeners to East and South get Boston and New York on co-channels. San Diego 4 for 3 hearing ended there Monday, with KFSD and KSDJ (Salik), each proposing to spend \$250,000- \$300,000 on construction, seemingly pretty well assured of grants. Only other hearing calendared, Allentown-Bethlehem-Easton, 4 for 1, started Monday, featured first time-sharing proposal (Vol. 4:32). Up in Manchester, N.H., applicant Grandview Inc. (TV Addenda 4-C) created quite a stir by publishing full-page ad publicizing "threat" if city's proposed Channel No. 12 is declassified to community by reason of Boston demands -- urging citizens to write Congressmen. Result was deluge upon FCC.

MEETING OF MINDS ON TROPOSPHERE: From where we sit, it doesn't look like present TV applecart is going to be upset by tropospheric considerations (Vol. 4:35,37) -- but it may be slowed up somewhat in some areas, mainly smaller cities. That, at least, is a fair conclusion after this week's FCC conference, which saw key spokesmen (engineers and attorneys, mainly) in virtually unanimous agreement FCC should not put brakes on present TV pace in major cities, while conceding shift into low gear for rest of country might not be bad idea. So, if anything at all is done about troposphere, smaller cities (perhaps a few bigger ones, too) may find the going slowed down -- may even come out finally with fewer low-band channels and be obliged to pin hopes on uhf. Certainly, no definite pattern of intent can be adduced before Sept. 20 uhf hearings, since problems are so closely inter-related.

Spokesmen were generally agreed standards should be revised to (1) include troposphere data, at least as guide; (2) permit directional antennas, where helpful; (3) extend protection contours to ensure full coverage of metropolitan areas; (4)

change power-antenna and desired-to-undesired signal ratios to permit greater flexibility in frequency assignments. But, they added: Don't touch existing allocations in top markets unless absolutely necessary. And keep on issuing grants where co-channel separation is 150 mi. or more (adjacent channel, 75 mi.) -- which would adversely affect such cities as Chicago, San Francisco, Boston, Cleveland, Detroit.

Only opposition to this near consensus came from Cowles v.p. T. A. M. Craven, and Dr. K. A. Norton, now with Bureau of Standards. Craven felt close inter-relationship between present vhf and future uhf renders it impossible to decide anything until after Sept. 20 uhf hearing. Unconcerned with commercial or political considerations, Norton suggested "ideal" allocations (100 mi. more separation than now) based on tropospheric factors. He admitted this might mean fewer stations than now in big cities (only 2 in New York City, for example). His position evoked perceptible murmurs about "clear channels" among the audience.

FCC appears amenable to industry suggestions, and Chairman Coy indicated this schedule: Oct. 15, more complete troposphere and terrain data; Nov. 15, engineering conference to discuss methods and procedures for taking troposphere and other factors into account; then, a TV conference to weigh effects of such information on allocations picture; finally, a full-scale hearing to revise standards. All this, Chairman Coy opined could be done in 9 months.

* * * *

Although this week's conference had troposphere as prime subject, more interesting (and to some, more vital) were recommendations that TV rules be changed to protect metropolitan stations to limits of their metropolitan areas. Present rules specify 5,000 uv/m contour, which for example permits only 25% coverage of full New York City area (according to NBC's Ray Guy, appearing for TBA). And according to WMAR-TV's Jack Jett, to cover all Baltimore requires protection to 1,000 uv/m.

Everyone agreed that status quo may mean fewer rural viewers -- but simple fact is very few grants or applications yet contemplate rural coverage beyond immediate purlieus of cities (save Westinghouse's Stratovision). Over-all, what struck one at hearings was that most of testimony came from "ins" eager to preserve their positions, whereas the "have nots" remained conspicuously silent. Day and half conference attracted 75-100 persons, was opened with excellent history of TV allocations by Chairman Coy. It's quite long (14 single-spaced mimeo pages); we'll send copy to any subscriber on request.

PREVIEWING UHF HEARING—III: Dr. Allen DuMont threw a hot one into FCC's troposphere conference Tuesday (see story preceding) when he asserted, in effect: "Uhf is the Solution to problems of interference and competitive TV service; let's jump in now."

It isn't news that Dr. DuMont considers uhf good for small towns, limited coverage. But his timetable is. He promised limited availability within 12 months of transmitters which, presumably, will do the job. And, he said he expects within same period to be able to make high-low band receivers no more expensive than present low-band sets. What's surprising is that up to now he's maintained 3-4 years are needed (Vol. 4:37).

Uhf hearing starts Monday (Dept. of Commerce auditorium, 10 a.m.), should show to what degree rest of industry shares Dr. DuMont's new optimism. Also, whether some more "sleepers" in way of equipment are on tap. All we've been able to gather so far (Vol. 4:34-37) indicates slim support for such hope. Awaited are recommendations of pace-setter RCA-NBC, which has consistently spoken of "several years yet" for adequate uhf powers. Also of eminent JTAC, which it's understood will confirm reduced coverage areas of uhf but will recommend FCC fix standards after another hearing 6 months hence, then allocate.

Dr. DuMont promised specific plan at Sept. 20 hearing, showing just how uhf (with present black and white standards) can provide relief. He envisaged uhf-only and vhf-only cities to bring about competitive equality, ease receiver design and costs. Very few present grantees would be shaken up, he claimed. He saw no place for color in 475-890 mc band.

Cowles stations' T. A. M. Craven, consistent drumbeater for uhf, reiterated

need for uhf now, intends to present 2 plans (monochrome and color) at hearing. Baltimore Sunpapers' E. K. Jett, like Craven, also an ex-FCC commissioner, saw uhf eventually filling holes in present allocation but opined uhf "not ready now nor for some time." Ex-FCC chief, now consulting, engineer George Adair said uhf isn't yet ripe, "would place very unfair economic burden on smaller cities and newcomers." He suggested uhf should not now be frozen by present standards but should provide space out of which a superior TV system should be fashioned. CBS's Bill Lodge foresaw very stiff going for uhf stations, if in competition with low-band stations, unless they gave superior service -- presumably higher definition and/or color.

There's little percentage in guessing about uhf until hearing is completed. One thing is certain: applicants (and grantees, if any) whose low-band channels might be swapped off for uhf channels will raise unholy hell unless they get far greater assurance of the practicality of uhf than they've yet received.

ASCENDING RATE OF TV PRODUCTION: Looks like August TV set production will equal or better 5-week June record output of 64,353, easily exceed July's 56,089 (Vol. 4:35). RMA monthly figures haven't been issued yet, but preliminary reports indicate nearly 14,000 first week in August, more than 16,500 second week, well over 18,000 third week. Ascending weekly output is expected to continue, topping July's record 14,022 average henceforth. If, as expected, August output is around 65,000, it means just about 400,000 for first 8 months of 1948, or around 585,000 postwar -- RMA only. Add at least 10% for pre-war, non-RMA and kits, and you have pretty good estimate of total TVs as of Sept. 1. We'll have RMA's exact figures for you next week, but it's interesting in meantime to ponder predictions by Philco's Jimmy Carmine before Federated Advertising Clubs of Chicago Thursday -- that the industry will produce TV sets at rate of 100,000 per month during 1948's last quarter, that Philco itself will be making 10,000 sets per week early in 1949. He also said New York area homes are now buying 1,000 TVs per day.

CONJECTURE & FACT ABOUT TV TRADE: Make any sort of prediction about TV, and you're a cinch to win newspaper or tradepaper headlines. U.S. Television Mfg. Corp.'s Hamilton Hoge, a relatively small set producer, tells N.Y. Herald Tribune Sept. 13 that TV picture tube output will be 1,600,000 next year -- not nearly enough, he said, to satisfy industry's needs, let alone the military's. Yet RCA Victor's Frank Folsom, who makes more TV tubes than rest of industry combined, reiterates before Canadian RMA in speech set for delivery in Montreal next Monday, that 1949 TV receiver output will be 1,600,000 (Vol. 4:32). Every receiver needs a picture tube, many old sets will need replacement tubes, all tube makers are gearing for maximum output -- so either Mr. Hoge is taking the very dim view, or Mr. Folsom the very bright. You takes your choice.

In any event, Mr. Hoge's newly financed Zetka Television Tubes Inc. is reported by Retailing Daily to have scheduled 2,000 per month output (1,500 of 15-in., 500 of 12-in.) "to be reached in 90 days." Promise of glass makers that blanks will be plentiful by end of year (Vol. 4:32) thus would seem to mean output rate is dependent on capacity of big tube processors like RCA, GE, Sylvania, DuMont, to say nothing of the littler fellows (for complete list, see our Directory of TV Manufacturers & Receivers). None will disclose figures, though it's interesting to note that NEMA's combined TV tube sales figure for first half of 1948 is 426,469 vs. 278,896 RMA set output for same period (see note under Sight & Sound).

But we'd be very much surprised if RCA alone doesn't turn out well over 1,000,000 glass TV tubes next year at its fast-expanding and mechanized Lancaster plant, not to mention its vaunted metal-coned kinescope (Vol. 4:37). And DuMont, gearing for around 200,000 sets next year, usually turns out twice as many tubes as sets -- like RCA, it's a prime supplier to other set manufacturers.

Other TV trade news of the week: Philco's president Balderston reported to stockholders Sept. 11 that "production already exceeds 4,000 [TV] receivers a week, which represents a production rate of over 200,000 sets a year. By the fourth quarter, our schedule calls for 8,000 [a week]...present indications are that our dollar

output of television receivers...will exceed our radio production in the latter part of the year"...Pilot broke first consumer ads of its \$99.50 portable TV with 3-in. tube (Vol. 4:24), dealers playing it up in New York newspapers...Magnavox's president Freimann said tube shortage has factory running at half capacity, presumably as against promised 10,000 per month (Vol. 4:25), also expressed fear shortage may continue thru 1949...Sentinel showed new 7-in. 400TV in Chicago, same as its 405TV but with carrying handle, portable antenna (separately priced), encased in imitation leather, priced at \$199.50...Starrett scheduled showings of its line, including Tel-O-Tube's 16-in. metal tube (Vol. 4:37), at Philadelphia this weekend, in Washington's Statler Sept. 23-24.

FACTS OUR NEW TV & FM LOGS REVEAL: Coming to you shortly: Our next quarterly TV Directory No. 5: Television Rates & Factbook, dated Oct. 1, superseding No. 4 of July 1 and Addenda thereto. Also, our revised annual Directory of FM Licensees, Grantees & Applicants, brought up to date as of Oct. 1. Noteworthy in both: Substantial increases in number of stations on the air or about to go on the air.

TV Factbook will again include: (1) network rate cards; (2) rates and data of operating stations; (3) CPs outstanding and applications pending, with new cross-references on multiple ownerships; (4) experimental TV stations; (5) present and proposed channel allocations by cities; (6) directory of TV program sources -- and will add (7) Directory of TV Manufacturers & Receivers. All foregoing listings are being revised and brought up-to-date, and full subscribers will of course continue to receive weekly (blue) Addenda in newly numbered series.

Working on our new TV Directory, some facts are worth pointing out: (a) That it will embrace at least 6 new rate cards, this being number of new stations that will definitely be on the air commercially by Oct. 1 -- and it will also include rate cards of several more scheduled to start during October. (b) That of the 31 operating stations listed last July 1, more than 25% have either issued new rate cards or changed old ones since then. (c) That NBC's WNBT, New York, is out with most comprehensive rate card of all -- one that will probably become model for most NBC affiliates, if not others. (d) That, slowly but surely, standardization of TV rate cards appears to be on its way.

CURIOUS ANANOLIES IN FM PICTURE: Here's a couple of interesting FM contrasts: Yankee Network's famed pioneer FM station WMNE on Mt. Washington, N. H., called it quits, surrendered its license to FCC this week -- 80th to pull out in a year. At about same time Troy (N.Y.) Record withdrew its TV application, saying it wants to concentrate on its FM station WFLY and newspaper. Yankee gave no reasons for giving up, doesn't say whether it's dropping its other FM stations (Boston, Worcester, Hartford, Providence). But it's well known that:(1) Yankee has sunk some \$2 million into FM, with literally almost no return. (2) WMNE's rugged location made it terribly expensive to build and operate. (3) Yankee feels FCC destroyed WMNE's reasons for being (huge coverage) when it moved FM to high band and cut station's power. (4) FM just didn't develop with speed expected. Company is still hanging onto site, keeping maintenance crew there in winter, will use it for FM, TV or whatever else becomes justifiable.

Though WMNE's defection comes as something of a shock, inspection of our new annual FM Directory, to be distributed about Oct. 1, shows 633 stations actually on the air, new ones coming on at rate of about one a day. There's still a hard core of FM enthusiasts who'll convene in Chicago Sept. 27-29. They'll hear words of encouragement from FCC Chairman Coy, get latest reports on new revenue angles from Hulbert Taft (transit FM), Stanley Joseloff (store-casting), John V. L. Hogan (facsimile). Then there will be excellent panels and speakers on selling, promotion, programming, networking, engineering, receivers.

Note: Our new FM Directory will go to subscribers as part of service (extra copies \$2.50 to them, \$5 to non-subscribers); it will also contain revised up-to-date FM allocation table.

TV cathode ray tubes are reported being almost literally snatched still hot off the production lines. But National Electrical Manufacturers Assn reports sales of 267,763 to manufacturers during second quarter, though only 160,869 RMA sets were made. Sales during first quarter were 158,706, and 118,027 sets were built. Even though substantial number of tubes went for kits and non-RMA production, there was still large apparent backlog of tubes, at least as of July 1.

Joseph Ream, CBS executive v.p., gave Cincinnati Advertisers' Club strong TV pitch Wednesday. Points made: high costs make networks more important than in radio; costs to advertiser "may well be cheapest of all major media," e.g., demonstration of product runs about 2½ cents per family, compared with house-to-house appliance canvass at 50 cents, car demonstration at \$5; expects TV set ownership to reach 50% saturation in major markets within 5 years.

CBC board of governors will decide on TV policy next month, pressured by applicants from Toronto, Montreal and Hamilton—but meanwhile first firm order for TV transmitter to come from any other country than U. S. in western hemisphere was placed last week with International GE. Purchaser was Cesar Ladiera, Radio Televisao de Brazil, planning TV station in Rio de Janeiro in connection with Station PRA-9 there. Overtures have been made to DuMont for equipment for TV station in Havana, but nothing definite has materialized as yet.

Eastman Kodak, with wary business eye cocked at TV, offers kinescope recording camera at around \$8,000 (without sound), \$9,000 (geared for sound attachment). Pamphlet titled *Motion Picture Film and Equipment For Use in Television* (23 pp.), with descriptions and prices, can be obtained from any of 3 offices: 342 Madison Ave., New York City; 343 State St., Rochester; 6706 Santa Monica Blvd., Hollywood.

Westinghouse's Stratovision, stopped short on low band during allocations hearing (Vol. 4:31,33), got stymied again this week when FCC issued order denying request for rule-making to establish low-band Stratovision. Company hasn't decided whether to contest ruling, meanwhile is geared for Stratovision pitch at uhf hearing Sept. 20.

WATV's Channel 13 complications (Vol. 4:28-35) are still being diagnosed. RCA will replace superturnstile antenna (installed by WATV people) with a duplicate "to assure all parties it isn't fault of antenna." Meanwhile, WATV consultant Glenn Gillett resumes measurements next week; transmission will be from dipole at various heights. Incidentally, at troposphere hearing this week, Gillett asserted FCC's standards, which estimate signal strength in microvolts per meter, are discriminatory towards stations at high end of band. He says strength should be measured in microvolts per wavelength, and power ceiling on high frequency stations should be raised to compensate.

DuMont has acquired old Air Cruiser (aircraft) plant on Bloomfield Ave., Clifton, N. J., will add some 125,000 to its 65,000 sq. ft., devote it entirely to tube production. Deal for purchase of wartime plant of Curtiss-Wright in Paterson fell through.

More clinics on TV: At NBC's annual convention, at Sun Valley, Idaho, Sept. 22-25. At training course for top executives of NBC's affiliated AM stations, in Radio City, week of Oct. 18. At second annual TV Clinic called by CBS for its affiliates in New York, next Jan. 21-23.

RMA's fall meeting has been set for Oct. 6-8 in New York's Roosevelt Hotel.

Ralph D. Austrian, TV pioneer, ex-president of RKO Television Corp., on Sept. 16 resigned as TV v.p. of Foote, Cone & Belding—due to "irreconcilable differences of opinion." He'll probably return to radio industry. His successor at the agency is Roger Pryor.

Telecasts of World Series beginning Oct. 6, almost certain to start in Boston, will be offered to all stations reachable by network or relay, as was done last year. No stations will get them by film, since newsreel people have film rights sewed up. TV sponsorship will be by Gillette (also AM), reported to have paid \$175,000 for rights.

Petrillo ban on records may be due for lifting. Musicians union has submitted new plan to collect royalties on records, yet remain within Taft-Hartley provisions. Subject was reason for high-level NBC-CBS (Sarnoff-Paley) parley this week, both having big stakes in now-depressed record business.

RCA will install 850 mc TV transmitter in Washington next week, duplicate WNBW's programs same as it's doing on 500 mc (Vol. 4:37), except it will be picture only. Transmitter has 400 watts output, will radiate about 35 kw from 100-gain bedspring antenna 210 ft from ground, angle of radiation about 15 degrees. Only a few receivers are available, no converters as are used in 500 mc tests.

Footnote on troposphere: Washington viewers weren't supposed to see Charles-Bivins fight Monday night (Vol. 4:34), carried by CBS in all cities outside 75-mi. radius of nation's capital. But we know Arlington, Va., gin mill owner who picked up Philadelphia's WCAU-TV, 150 mi. away, gave his customers whole fight—picture very good with normal antenna installation.

TV "arrangements" with Mexico haven't gone to the formal stage like those with Canada (Vol. 4:28,34), but U. S. left one channel open in San Diego area to give Mexicans a TV frequency in Tijuana-Agua Caliente area. This was disclosed by Chairman Coy at this week's troposphere conference.

CBS has contracted with Imppro Inc., Hollywood, for 13 half-hour mystery-drama film series titled "The Cases of Eddie Drake," to be carried on CBS-TV and syndicated to other stations starting Jan. 8.

Don Lee has applied to FCC for transfer of control to Lewis Allen Weiss, executive v.p., and Willet H. Brown, v.p. and gen. mgr., as court-appointed guardians, following adjudgment that president Thomas S. Lee is mentally incompetent and his confinement to a sanitarium.

Before anyone in Fort Worth-Dallas area has so much as seen a TV test pattern, *Fort Worth Star-Telegram's* WBAP-TV, due to start Sept. 29, has sold more than 4 nights per week of initial programming—including Leonard's Dept. Store, high school football games; Stripling's Dept. Store, Korda films; Humble Oil Co., Southwest Conference games.

Special 18-page TV supplement of *Chicago Daily News* Sept. 16 was timed for WENR-TV, Midwest network openings; besides ad-filled special section, newspaper carried 4 pages about TV in regular edition.

Scripps-Howard Radio has purchased WVLK, Versailles, Ky. (1 kw N, 5 kw D on 590 kc) for \$285,000 from 40 stockholders headed by A. B. (Happy) Chandler, baseball commissioner; plans to move it into Cincinnati.

ABC's now building KECA-TV, Los Angeles, and KGO-TV, San Francisco, both due on air around end of year, have made news-promotion tieups with Hearst's *Los Angeles Herald-Express* and *San Francisco Examiner*, respectively.

Most interesting radio sponsor of the year: Protestant Episcopal Church, which on Oct. 1 starts Fri., 8-8:30 p.m. series on full MBS network plus other stations (total of 549 outlets) titled "Great Scenes from Great Plays." It's non-religious, starts with "Cyrano de Bergerac," will include other plays like "The Corn Is Green" with Jane Cowl, "Barretts of Wimple Street" with Basil Rathbone, and other name stars. Budget is \$2,000,000. "Commercials" aim at the "70,000,000 Americans who do not attend church regularly," simply invite them to come to church Sunday or write for booklet *Finding Your Way*.

IRE's 1948 Medal of Honor goes to Bell Labs director of research Dr. Ralph Bown, who was director of TV research 1939-1944, served on National Televisions Systems Committee in 1940-1941, is now member of Joint Technical Advisory Committee working on uhf TV. Newly-elected fellows of IRE include FCC Comr. George Sterling, Zenith's J. E. Brown, DuMont's T. T. Goldsmith, CBS's Wm. Lodge, Bureau of Standards' Cleo Brunetti.

Eight hours of daytime TV, locally sponsored, all exclusive of sports, special events and sustainers, is new fall offering of WCAU-TV, Philadelphia. Robert J. Enders Agency has bought 3-4 p.m., Mon. thru Fri., for homemakers program sponsored by Whirlpool Washers, Deep Freeze, Admiral Radio, Hamilton Dryers, Youngstown Kitchens, etc. American Stores chain has taken Wed., 11-a.m.-12 noon, with Horn & Hardart's "Children's Hour" continuing Sun., 11:30 a.m.-12:30, and Lit's "Lits Have Fun" Tue., 10-11 a.m. WCAU-TV also announces 17 new 1-min. spot users for total of 67 min., including Zippy Starch, Whitman Chocolates, Chesterfields, American Stores, Phila. Electric Co., Girard Chevrolet, Margerum Co., Kessler Kitchens, Thornton-Fuller (Dodge), Erlanger Beer, Seilers Meats, Adams rugs, Oliver Kitchens, Eclipse Mattress, Evergreen Soap.

More TV Network sponsorships: On NBC, Procter & Gamble reserves Fri. 9-9:30 p.m. and Colgate-Palmolive-Peet signs Mon., 9-9:30 p.m., starting dates and programs still undecided. Also on NBC, Maxwell House Sept. 12 began sponsoring "Meet the Press" Sun., 8:30-9 p.m. On ABC, Bristol-Meyers (Vitalis) starts "Break the Bank," simultaneously with AM network show starting early Oct. Kaiser-Frazer will sponsor election returns on both East and Midwest ABC-TV networks. And CBS-TV will be used by Chesterfield for Columbia U's home grid games, starting Sept. 25. Among newly reported TV station accounts:

WPLX, New York: R. J. Reynolds Tobacco Co. (Camel), 8 Sat. college grid games, thru William Esty Co.; Ripley Clothes, wrestling, 39 Thursdays, thru Bobley Agency. Borden Co. 1-min. ann. following Sat. boxing, Thu. wrestling, and Schaefer's Rangers hockey games; Chesterfield, four 60-80 sec. ann. weekly; Mollie (shaving cream), 1-min. ann. before grid games thru Young & Rubicam; R. H. Macy & Co., spots.

WCBS-TV, New York: Botany Mills, 6 spots preceding football, thru Silberstein-Goldsmith Inc.; Fownes Gloves, 13 spots, thru Rockmore Agency; Strauss Stores (auto accessories), 5 one-min. films preceding sports, thru William Warren Agency; Whitman Chocolates, spots, thru Ward Wheelock Co.; Chesterfield, 1-min. spots on new "CBS-TV Film Theater of the Air," 52 weeks, thru Newell-Ermette Co.; Borden and Phillip Morris, renewals.

WTMJ-TV, Milwaukee: Ford Motor Co. and dealers, American Assn. playoff games, Broadway House of Music and Otto L. Kuehn Co., food brokers, 10-min. "Dugout Doings" before games; Ennis Motors Co. (used cars), 9 suburban conference high school grid games, Fri. nights.

WNBT, New York: American Chicle Co. (Chiclets), 20 sec. spots, 2 weekly, Sept. 15-Dec. 31, thru Badger, Browning & Hersey; Trommer's Beer, St. Nicholas Arena wrestling, Tue., 10 p.m. starting Oct. 5, thru Federal Adv. Agency.

WMAR-TV, Baltimore: Carl Mohr & Co. (Studebaker), "Grid-Iron Echoes," films of great grid games in Baltimore Stadium, with quiz angle, before Colts grid games, Legum Distributing Co. (Crosley), 3 Navy football games, Sept. 25, Oct. 2, 16.

WEWS, Cleveland: Merrill Lynch, Pierce, Fenner & Beane (brokers), "America Speaks," kinescope recording of show on WCBS-TV, placed thru CBS.

WJZ-TV, New York: Chesterfield, 9 home Giant grid games, starting Sept. 25 plus Boston game there Sept. 23 (with WNAC-TV), Wash. 2 on (with WMAL-TV), Philade. 2 on (with WPL-TV).

KSTP-TV, St. Paul: RCA Victor and General Electric, U of Minn. 2 on.

Bowing out as candidate to succeed himself as FMA president, Everett Dillard cites need for time for his stations and consulting business, also his feeling one year is enough (Vol. 4:33). Likely successor: William Ware, KFMY, Council Bluffs, Ia., now v.p., as was Dillard before becoming president.

Maj. Armstrong got turned down by FCC this week on his request that Commission reconsider its action in assigning 44-50 mc to mobile services rather than to FM rebroadcast stations (Vol. 4:19). FCC said same reasons for denying request originally still apply: mobile services' needs have priority. Also turned down was FMA's request that life of low-band stations be extended for 2 years.

Editorial on transit FM (Vol. 4:36) in Sept. 13 *New York Times* notes how system is catching on, wonders: "Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained."

Rural Radio Network, 8-station New York State FM hookup, now claims almost 90% of state's farm families within coverage area. Network, achieved by rebroadcast method, comprises 6 stations owned by farmer cooperatives, plus WSLB-FM, Ogdensburg, and WGHF, New York.

FM-only sets aren't a good idea to pioneer FMer Les Nafzger of WELD, Columbus, O. "Even though it means FM receivers under \$35," he says, "we do not consider any receiver a good investment, for the listener, unless it has both the FM and AM bands. A receiver is not complete unless it has both bands and we suggest dealers consider this if approached to handle FM-band-only receivers."

"Vocalad," is a new sideline of Arden Rodner's Television Advertising Productions, Chicago. Rodner makes strong claims for wire recorder-electric eye device which cuts in with sales talk as customer passes displays in supermarkets. Device is made by Vocalad Inc., 33 W. Lake St., Chicago (Kelly Grodzins) is sold to district agents by TAP, then rented to advertisers at \$30 per month.

At cost of only \$200 and 1,500 man-hours, four Tulane U graduate students in physics have erected complete TV transmitter and receiver and are operating it (presumably closed circuit) along with Tulane's amateur station W5YU, reports Sept. 11 dispatch to *New York Herald Tribune*. Only thing they didn't put together from stock parts or build was image orthicon, gift of a friend.

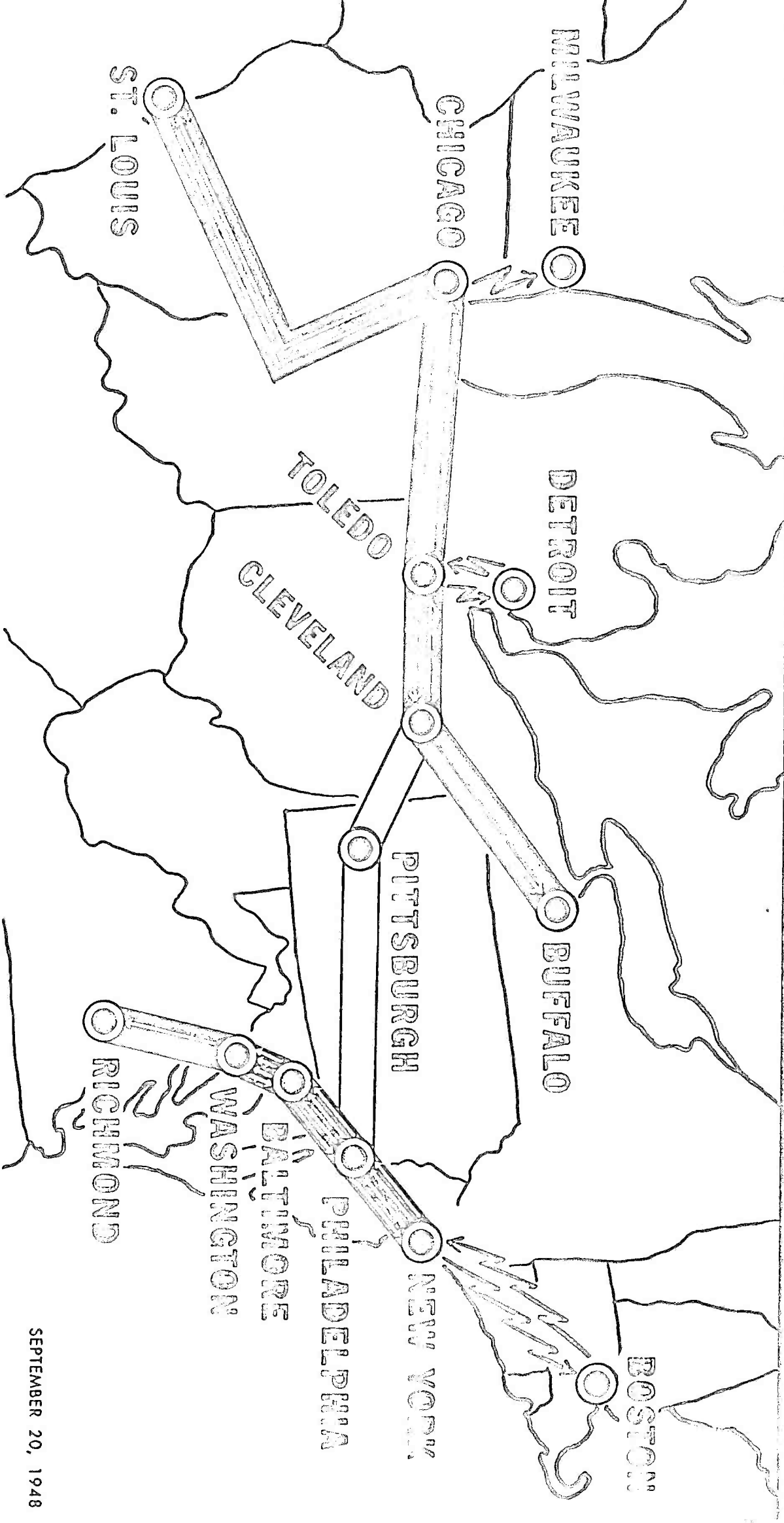
List of TV set owners in Portland, Me., who presumably get their service from Boston (99 mi.) pending time city gets own station, was run as feature in Sept. 6 *Sunday Telegram*—just as newspaper back in 1908 ran lists of purchasers of horseless carriages. Newspaper's publisher Guy Gannett, incidentally, is applicant for TV.

Scophony, Ltd., Wells, Somerset, England, in reply to inquiry, advises us it plans to import TV receivers into U.S., but its sales chief D. E. Wiseman states he can't give details or prices yet.

New York Life Insurance Co.'s giant "Fresh Meadows" apartment project at Flushing, L. I., has contracted with Amy, Aceves & King, 11 W. 42nd St., New York, for TV as well as AM-FM outlets in each of 3,000 apartments.




Britain has frozen its 405-line TV system, reports AP, declaring "any change would prejudice more substantial improvements at a later date." Color, it was felt, is still some ways off, and any other changes wouldn't justify obsoleting England's 60,000-odd sets. Country has its eye on export market, too. Lord Trefgarne, BBC's TV committee chairman, said "any country pinning its faith to the British system will be putting itself in the most favorable position to take advantage of future development."

BEECH SYSTEM TELEVISION NETWORKS



Eastern and Midwestern networks now in service:
 (Arrows indicate number and direction of television channels)

Link available end of 1948:

-  COAXIAL CABLE
-  COAXIAL CABLE
-  RADIO RELAY

SEPTEMBER 20, 1948

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

and FM Reports

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August 21, 1948

PROPOSE TV IN SMALLER CITIES: CPs for TV granted this week went to WJAX, Jacksonville, Fla., Channel No. 2; WTAR, Norfolk, Va., No. 4; WEEK, Peoria, Ill., No. 12 -- total to date 91. Week's new applicants were: For Springfield, Ill., Trans-American Television Corp., No. 10 -- composed of 15 Philadelphians, including Jack L. Rubenstone, merchandiser, and Jack S. Rosen, son of big RCA distributor Raymond Rosen. For Evansville, Ind., same applicant as Springfield, Ill., No. 11. For Norfolk, Va., Beachview Broadcasting Corp., No. 11 -- financed by Dudley Cooper, jewelry-optical businesses, sparked by Irving Kipnes, ex-WCAV, Norfolk, ex-Broadcasting Magazine. For Harlingen, Tex., KGBS, No. 9 -- smallest town yet to seek TV (pop. 13,306). [For full details about applicants, see TV Addenda 4-H herewith.]

Commercial STA was issued to Atlanta Journal's WSB-TV, which will shortly fix T-Day. One also was requested for WTVJ, Miami, its transmitter installed, pending adjudication of concealment-of-ownership charges (Vol. 4:31). Attorney Edward Lamb, holding CPs for WTVN, Columbus, and WICU, Erie, Pa., has pulled out of Mansfield Radio Co., applicant for Youngstown (see Addenda 4-H for new stockholders). Three applicants withdrew: WABY, Albany (Gannett); Tidewater Television Co., Norfolk; WFUR, Grand Rapids.

CHECKS AND BALANCES ON TV MARKET: Major TV set producers continue to insist there will be shortage of receivers this fall and winter (Vol. 4:32) -- despite current sales slumps, new installment buying curbs, and higher prices. Scattered letdowns in local buying (see item on Washington, p. 4) are attributed primarily to season. New installment-buying regulations are seen as needed brake on excessive demand, enabling factories to channel enough sets to newly opening TV markets. And slightly higher prices announced or expected (Vol. 4:33) aren't expected to deter those who have made up minds to buy such high-priced item as a TV set.

Even buyer fears of obsolescence, still-talked-about color TV, etc., readily refutable, aren't worrying the big boys. Demand is growing apace with constantly improving programs as more sponsors reserve time and better showmanship prevails -- e.g., such splendid network variety shows as Texaco Star Theater, Toast of the Town, Original Amateur Hour, Gay Nineties Review; the Korda feature films and plenitude of westerns; the popular kid shows like Small Fry and Howdy Doody; the splendid dramatics of the Kraft Theater and to-be-resumed Theater Guild; the faithfully followed "think" shows like Author Meets Critic and John Mason Brown's Critic-at-Large; baseball, boxing, wrestling, football, etc.

Then there's the bad beating console radios are taking in TV areas as buyers say, "Why pay that much for a big radio when another \$100 or so gets me one with TV?" July 16 Retailing reports consoles "gathering dust" in TV cities, though sees good market ahead in vast areas that won't get TV service for long time to come.

But all isn't beer and skittles for TV makers and sellers. There's still cost-of-living spiral to worry about, to say nothing of possible military demands. They're quite properly concerned when they read headlines like this one over story from the Federal Reserve Board this week: "2% of Families Spent More Than They

record business a belly blow, it could do same to radio and TV -- even though radio industry doesn't regard its goods as dispensable "luxuries." Hence leaders welcome installment buying restrictions (under new Regulation W) ordered effective Sept. 20, requiring 20% down payment on radios, TVs and other appliances (autos, one-third down). For credits less than \$1,000, Reserve Board permits 15 months for payment; over \$1,000, 18 months. New regulations are still less stringent than one-third down required under wartime Regulation W.

AT&T's PHONEVISION DISCLAIMER: There's nothing calculated to raise hopes for Phonevision, nor is AT&T's oft-reported cooperation implied, in letter from AT&T asst. v.p. J. J. Hanselman to Zenith's president Eugene McDonald, made public in Aug. 16 Broadcasting Magazine. Yet the enigmatic Comdr. McDonald, protagonist of pay-as-you-look system of TV, informs us from his vacation retreat on Mackinac Island, via his secretary, that the letter was "published with his approval because certain motion picture companies are anxious to move too rapidly with Phonevision."

Broadcasting understated the case in reporting that "a dash of cold water was spattered" on Phonevision by Mr. Hanselman's letter, which denied the magazine's earlier story that Illinois Bell was all set to handle Phonevision; stated Bell companies haven't had any specific proposals and haven't been told Phonevision is ready; questioned whether "contemplated technique for utilizing telephone facilities to transmit signals to the individual television receivers could be used without impairing normal telephone service"; indicated Bell system might provide "scrambler" circuits (though even FCC hasn't been asked for permission yet) but made it clear phone companies wouldn't consent to become bill collectors.

So unless Comdr. McDonald is holding back essential facts, this "correction of misunderstandings" again underlines his lone dissident role in the TV industry picture (see Lone Voice in the TV Wilderness; Vol. 4:31) -- to say nothing of intensifying interest in Zenith's "different" TV receivers promised for October production. New York Herald Tribune Thursday quoted Zenith officials as saying their sets would incorporate Phonevision "even though they would not predict when the system would be ready for public use."

Meanwhile, repeated inquiries among major movie interests fail to disclose anyone admitting he's sold yet on Phonevision. And antagonists of the idea, who privately refer to system as "phoney vision," are chortling over latest twist -- though there are few in the industry who don't respect hard-hitting, successful, lone wolf Gene McDonald.

PREVIEWING SEPT. 20 UHF HEARING: The figure "5 years" crops up persistently in current discussions of "When uhf TV?" (Vol. 4:28-32). That figure threaded through two recent, important meetings which amounted virtually to a preview of Sept. 20 hearing. Meetings were of RMA's TV transmitter committee (T4) and NAB's All-Industry Engineering Planning Group. Neither plans to meet again before Sept. 20, so their discussions can be accepted as final with respect to the hearing.

Probably most important developments to date are: (a) RCA's report that it expects to have tubes capable of 10 kw at 900 mc by year's end, and (b) strong consensus of engineers that it may prove too difficult, in present state of art, to apply all low band standards to uhf -- thus rendering conversion of low-band receivers more difficult.

Here are data and opinions from RMA session: DuMont reported on operation of its 800-watt transmitter at 600 mc., said it had no plans for its manufacture, expressed trepidation over ghosts. GE has no active commercial uhf transmitter program under way, but is continuing work with uhf tubes. Westinghouse plans to put 500 mc transmitter in Stratovision plane, but won't have picture on air for about a year. Bell Labs has worked with tubes producing 1400 watts at 500 mc, 860 watts at 710 mc, but says its experiments don't look toward commercial transmitters. RCA, besides having 10 kw tube in works, expects to get 2 kw at 522 mc from its Washington transmitter (Vol. 4:22).

Consensus of general discussion: (a) tubes determining factor, (b) achieve-

COLD WAR & THE RADIO INDUSTRY—III: RMA's Utilization Policy Committee formally laid its "preparedness" plan before Munitions Board this week (Vol. 4:18,25, 28). Soon to be distributed to membership, its basic thesis is that spreading Govt. contracts among more manufacturers will better gear electronics industry for emergency. This would be implemented by employing "leader" principle, i.e., big companies would "assume responsibility of educating and bringing along the large number of other companies, through medium of subcontracts." Plan frowns on Govt. practice of competitive bidding, wants plan "that embraces an industry rather than a selected few large companies on the one hand and unknown quantities, sometimes dredged up by competitive bidding, on the other." Committee figures backbone of industry could do military work involving minimum of 25% of current billings and still make reasonable profit. Industry is divided into 3 groups: (a) Some 10 companies doing much of Govt. work and producing about 25% of home electronic equipment; (b) approximately 30 companies doing little Govt. work, but 60% of home equipment; (c) some 160 others, doing minor Govt. work, and about 15% of home equipment.

Growing pains and symptoms: General Television Corp., 521 Fifth Ave., New York, changes name to Starrett Television Mfg. Corp., to avoid conflict with General Television & Radio Corp., Chicago. Other recent name changes: Videodyne Inc., formerly Columbia Television Inc., to avoid conflict with CBS; Televista Corp. of America, formerly Signal Electronics Inc.; Cornell Television Inc., formerly Telectro Corp.; Federal Television Corp., formerly Westminster Television (Vol. 4:30); Television Assembly Co., formerly Sports-View (Vol. 4:33); Vidcraft Television Corp., formerly Colonial Television Corp. (to avoid conflict with Sylvania's Colonial Radio Corp.). Note: We will list all TV manufacturers and lines of receivers in new *Directory of Television Manufacturers & Receivers*, to be published on or about Sept. 1.

Campaign use of TV is planned by Democrats and GOP, but plans are still tentative. Ad agencies chosen are Warwick & Legler for former, BBD&O for latter. Democratic radio chief Kenneth Fry thinks most speech-making rather poor TV, leans towards shows specifically tailored for medium. Republicans' Ed Ingle reports tentative reservation of coaxial for a network presentation, date not given. If Candidate Truman is telecast or broadcast during Detroit Labor Day campaign-opening speech, WWJ-TV's Harry Bannister tells us it will be treated as sustaining.

FM contests on station promotion, retail dealer co-operation promotion, slogan, newspaper stories, are being sponsored by FMA in connection with its Sept. 27-29 Chicago convention. Each contest has panel of expert judges. For deadlines, details, etc., write FMA, 101 Munsey Bldg., Washington, D. C.

Rules permitting low-power FM non-commercial education stations went into effect this week, giving schools go-ahead on inexpensive 10-watt-or-less stations (Vol. 4:25). We'll get you copy of order (48-1958) if you want it.

National Television Film Council has sent members and TV operators copies of proposed standard film exhibition contract, is planning establishment of clearance bureau, film catalogue, arbitration board, production clinic. Council is composed mainly of film producers, with Melvin L. Gold, chairman (300 W. 23rd St., New York City).

Vacation card from Wyoming—from a radio lawyer obviously glad to be away from it all: "This is just the place for a TV station. No competition, lots of coverage, no people."

Canada has tailored its FM allocations to fit into U.S. agreement, avoid interference. U.S.-Canadian agreement, announced this week, includes Canada's allocation plan (Supp. 52-10 herewith) for 92-108 mc only; non-commercial plan hasn't yet been developed. Both countries will notify each other of new assignments within 250 mi. of border. Govt. Printing Office can supply copies of complete agreement (TIAS-1726).

Channel 13 story (Vol. 4:28-33) still isn't over. Meeting Tuesday couldn't get agreement on cause of trouble with WATV, Newark. So more measurements will be made, then another meeting held next Friday. It's agreed there's nothing wrong, at least not seriously wrong, with Channel 13 itself. But participants haven't got together on parts played by interlaced factors of site, height, propagation, equipment.

Basic time rate for NBC's video flagship, WNBT, New York goes to \$1,000 an hour Oct. 1, from present \$750, based on 45% increase in set circulation since April 1. New rate card for first time includes data on program production and services, personnel, equipment, contract requirements, discounts. Current sponsors are protected on present \$750 rate until Dec. 31.

New uhf TV experimenter: John H. Poole, longtime "ham", owner of Minnesota iron mining interests, reporting worth of \$2,777,846—in name of Pacific Video Pioneers, 372 Security Bldg., Pasadena, Cal. He was authorized to use 520-540 mc and 780-800 mc, 30 watts. He's also purchaser of KSMA and KRJM (FM), Santa Maria, Cal., and an AM applicant for Santa Ana.

Only color TV work Westinghouse is doing nowadays is development of closed circuit system for Johns Hopkins University. University has been enthusiastic over experimental monochrome telecasts of surgery for students.

Excellent catechism on TV, prepared by Detroit Edison Co. for its commercial offices, gives straightforward answers to layman's most common questions. Though titled *Television Progress in Detroit*, it's good guide for others beset by public queries. Write company's W. B. Saunders for copy.

Petrillo-motion picture industry negotiations, which began this week, are being watched by TV industry, anxious to see repeal of current contract's prohibition against TV use of films with AFM music. Report is that Petrillo wants extra payment for films made for theater exhibition when they are also telecast. Present agreement, covering about 500 studio musicians, expires Aug. 31. On another Hollywood-TV labor front, Screen Actors Guild is expected to ask producers to set pay scales for films made exclusively for TV.

RCA's 500-watt TV transmitting equipment, first competition to the DuMont "acorn package" (Vol. 4:25), is priced at \$69,170 (low band) and \$80,170 (high) for network and film operation. For field, network and film, cost is \$114,645 and \$125,645 for low and high bands, respectively. RCA reports two firm orders (Vol. 4:30), two undisclosed conditional orders.

Latest hotel with TV in rooms is Cincinnati's new 400-room Terrace Plaza. All rooms are equipped with antenna outlets. Sets are 10-in. Crosleys with cabinets treated to withstand burns, drinks, etc. It's first large scale job we know of not done by Hotelevision (Vol. 4:25), which is currently equipping 100 rooms in Chicago's Hotel Sherman.

Prediction in "Video-Views" bulletin of Aug. 17, published by Chicago's Electric Assn: "That the 12-in. picture tube will become standard by this fall, because of its suitability to the majority of living rooms."

To stimulate lagging local TV set sales, *Washington Star's* WMAL (operating WMAL-TV), with local radio dealers' full blessing, is broadcasting up to 20 spot announcements daily, unsponsored, prepared by own staff, quoting industry authorities telling public why they shouldn't delay buying TV sets. Though sales are in mid-summer slump, TV census of Aug. 1 by local station committee came up with 15,500 count for nation's capital.

Add new TV network sponsors: Bates Fabrics Inc. (textiles) starts "Girl About Town" on NBC with Kyle MacDonnell Wed., Sept. 8, 8-8:20 p.m., 52 weeks, thru James P. Sawyer Inc. . . . Mary Margaret McBride goes on NBC Tues., Sept. 21, 9-9:50 p.m., 13 weeks, participations thus far including Sherwin-Williams, Proctor Electric, Sylvania, Int'l Silver, Holmes & Edwards, Sunshine Biscuit—all thru Newell Emmett Co. . . . ABC makes "Break the Bank" simultaneous AM-TV show Fri., Oct. 22, 9-9:30 p.m., 52 weeks, with Bristol-Myers sponsor, Doherty, Clifford & Schenfield agency . . . ABC has signed sponsor, reportedly a safe company, for "Quizing the News."

Add new TV station sponsors: Lee Hat Co., Disney Hats Div., starts Sun., Sept. 5, 10-min. film "NBC News Review of the Week" on all TV stations, thru Grey Adv. Agency . . . Macy's Dept. Store to use spots starting Sept. 6 on all 6 New York area stations . . . WTMJ-TV, Milwaukee, has sold spot schedules to Soerems Motor Co., Hixon's (women's apparel), Oswald Jaeger Baking Co., Charles Coplin (furs), latter 3 on Nancy Grey's "What's News?" program . . . WPTZ, Philadelphia, with 55 current commercial accounts, claims it has more sponsors than any other TV station reports latest as J. Lichterman (furs) sponsoring World Video's weekly film "Paris Cavalcade of Fashion."

Fite nite on TV may be in for tough sledding if recent developments are any criterion. CBS can't telecast Charles-Bivins Sept. 13 Washington bout within 75 miles of capital (that includes Baltimore). In Philadelphia, crying wolf, Promoter Herman Taylor won't stage fights at Philadelphia Arena, owned by *Philadelphia Inquirer* whose WFIL-TV has TV rights to all its events. In New York, Promoter Andy Neiderreiter vowed "no television" for the double-header Zale-Cerden, Lesnevich-Walcott fights in Jersey City in September. If trend continues, TV's saloon set will really be crying in its beer.

Long smouldering gripe against TV manufacturers' servicing practices came to head this week when Philadelphia Radio Servicemen's Assn. (and 8 independent servicemen) filed anti-monopoly suit against RCA Service Co. They ask U. S. District Court to force RCA to permit installation and servicing of its TV sets by any service organization. Present RCA set sales contracts include exclusive RCA servicing provision. Also asked is \$210,000 triple damages. RCA position is that installation and servicing of TV sets necessitates skill far above abilities of average local serviceman.

Notes about industry personnel: RCA Princeton labs' Ray D. Kell, TV research chief, wins 1948 Stuart Ballantine Medal of Franklin Institute for pioneering work in TV . . . Henry Grossman, CBS director of broadcast operations, names Robert G. Thompson manager of network technical operations, John D. Gilbert assistant manager . . . Robin D. Compton, WCAU-TV, recently a consultant, named technical director of Bamberger's new-building WOIC, Washington . . . NAB names Forney A. Rankin, from State Dept., advisor on international radio.

CBS has acquired 26 12-16 films featuring Vienna Philharmonic, to be televised by station and syndicated to other stations, reports Aug. 21 *Picture Herald*.

Tightened multiple ownership rules, proposed by FCC this week, would establish 7 AM stations as limit controlled by any one entity, 14 as limit in which less-than-control interest can be held by any one entity, with specified gradation in between. Parallel figures for FM would be 6 and 12; for TV, 5 and 10. Major outfits affected are CBS (controls 7, owns 45% of another) and Paramount-Dumont, latter already ensnared in Commission's present rules. Briefs can be filed until Sept. 27. If rule goes into effect, organizations have until Jan. 1, 1953 to comply. If you want copy of notice (48-1968) we'll get it for you.

Faces were red around FCC when NAB counsel Don Petty, for onc, pointed out that Section 316, under which Commission proposed to rule out giveaway programs (Vol. 4:32), had been pulled out of Communications Act by Congress and put into Criminal Code (Sec. 1304). Section goes into Code, under Department of Justice, Sept. 1, according to provisions of Public Law 772, 80th Congress, enacted June 25, 1948. Harness subcommittee investigating FCC also needled FCC with letter asking, in effect, "What the hell?" Subcommittee, incidentally, plans to get down to meat of its probe—how FCC grants licenses to whom—in September hearings.

Other media will be enhanced rather than hurt by TV, ventures Mutual v.p. E. P. H. (Jimmy) James in Aug. 13 *Printers' Ink*. He draws parallel with radio, concludes: ". . . the time has not yet come to throw up our hands about everything else, and I doubt if it ever will. . . . A few shins will be barked and a few noses will be put out of joint in the process, but I feel very confident that television will prove to be a tide in the affairs of advertising men which will assuredly lead on to fortune."

From showman Billy Rose's "Pitching Horseshoes" column of Aug. 18: "Since we got the television, Eleanor and I have practically stopped going to the local picture house. Every night we see a bum movie on the television, and usually it's as good as the bum ones Hollywood still wants to charge admission for. I may be wrong, but it's my hunch that the time isn't far off when the studios will have a heck of a time selling anything but a first-rate picture . . ."

Symptom of TV health is increased number and kinds of surveys by ad agencies. Lennen & Mitchell, itself apparently taken somewhat aback by its own findings, let out all stops in urging clients to corner choice time even at current time rates. It points to phenomenal sponsor identification, notes how top aural shows lose at least half of TV-equipped listeners, etc. Another survey, by Cramer-Krasselt, Milwaukee, compares interestingly with its February study when WTMJ-TV had been on air only 6 weeks. It shows sponsor identification still high (top show went from 100% to 88.8%), though novelty stage is pretty well gone and set census is now 3,780, up from February's 950.

"Live cash" telecast was unusual stunt pulled by WCAU-TV, Philadelphia. After clearing with Washington, station had Secret Service man show viewers how to compare phoney and authentic bills. Station reports program piqued curiosity of viewers, number of whom phoned in questioning legality; apparently, TV is only medium permitted to picture frogskins since no permanent record is made.

Cooler TV studios, with no spot over 74 degrees, are being achieved by WCBS-TV through use of movie techniques. Fewer lights, greater flexibility and control are responsible—no new gadgets involved. Credit goes to CBS's George Steetzel, who has worked on such films as "Horse on 92nd St.," "Miracle on 34th St.," "Boomerang" and "March of Time." He went to TV technicians first, found out what camera tube could do, worked out problems.

ment of present low-band vestigial sideband standards presents serious problem, (c) high powers probably necessary, (d) antenna gain of 10 immediately available; gain of 15 may be practical limit due to narrow vertical angle, tower sway, etc., (e) little difficulty expected with transmission lines, (f) little activity in color.

NAB group, though it reported no final consensus, discussed these opinions advanced by individual members: Standards unlikely before end of 1949 (one member ventured 4-5 years), then 4-5 years for transmitter-receiver development; regular commercial operation not before 5-10 years. Doubts were expressed about present feasibility of applying all low-band standards to uhf. Idea was advanced that when uhf standards are set up, channels must be reserved for present low-band stations. As for receivers, many thought they'd probably have to be crystal-controlled; few held hopes for converters to adapt low band sets.

Still to report on uhf are RMA receiver and antenna committees. Meanwhile, appearances for Sept. 20 hearing are coming in (Aug. 23 is deadline). To date, Philco, Westinghouse, TBA, DuMont say they'll be on hand. Philco's Dave Smith will testify on low-band interference, uhf propagation and status of uhf equipment (monochrome and color). Westinghouse will go all out for nationwide uhf Stratovision system, report on transmitter, receiver and converter development. TBA and DuMont don't specify topics. Also expected are such independent experimenters as ex-FCC chief engineer George Adair (for Edwin Pauley). Adair just returned from taking propagation measurements of 800-plus watt (ERP) emissions at 600 mc from atop San Francisco's St. Francis Hotel. Signal was beam about 3 degrees wide. Adair hasn't had time to work up data, but he reports preliminary indications encouraging. Though uhf produces lots of shadow, he found reflections fill them in, ghosts not serious.

Meanwhile, rumor persists FCC will postpone Sept. 20 hearing -- but no one at highest levels will substantiate, indeed no one has asked for postponement.

Note: NAB's engineering chiefs Royal (Doc) Howard and Neal McNaughten have proposed new nomenclature to alleviate confusion in referring to TV bands. They say various groups are already using it informally: Channels 2-6, low band; 7-13, high band; 475-890 mc, ultra high band.

NOTES ON THE TV-RADIO TRADE: Add to radio set and tube price hikes (Vol. 4:33): Motorola boosts its 7-in. VT-71 by \$10, now \$189.95...National Union and Tung-Sol also say they will raise tube prices...Regal ups its whole line of table radios... GE last month raised TV table Model 810 from \$299.50 to \$325 -- but, even so, isn't delivering yet; plans similar one in plastic box in November, maybe a bit cheaper... Farnsworth's president E. A. Nicholas, though not announcing any, predicts further TV increases due to mounting costs.

More TV set-maker news: Meissner (Maguire Industries) is offering its 24TV table model for \$249.50, but you pay extra for choice of 10, 12 or 15-in. picture tubes, any one of which may be utilized in 24-tube unit...Another new TV manufacturer is Federal Video Corp., 108-10 Jamaica Ave., Richmond Hill, N.Y., custom-building Alfred Shaw-designed consoles with 15-in. DuMont tubes...Noblitt-Sparks Industries (Arvin radios) advises it will be out in 1949 with table model TVs.

LATEST IN THE TBA-NAB STORY: Curiously enough, WTMJ-TV's Walter J. Damm, who started the whole thing (Vol. 4:30-33), has pulled out as member of NAB's special committee of 3 named to work out a modus operandi with TBA -- and WWJ-TV's Harry Bannister takes his place as chairman. But Damm appears as Midwest regional chairman of TBA, whose board met Thursday, agreed to "talk things over" with NAB committee in New York week of Aug. 30, "preferably Sept. 1." TBA's committee comprises J. R. Poppele, WOR; Lawrence Phillips, DuMont; G. Emerson Markham, GE; Will Baltin, secy. Besides Bannister, also chairman of NAB's 7-man TV advisory committee (Vol. 4:32), NAB has designated Clair McCollough, Steinman stations, and Jess Willard, executive v.p. Note: TBA board plans expansion of membership, chose ABC's Bob Kintner as board member succeeding F. J. Bingley, ex-Philco. TBA also named these additional regional chairmen, besides Mr. Damm (for Midwest): Neil H. Swanson, WMAR-TV, East; Charles Crutchfield, WBT-TV, South; Klaus Landsberg, KTLA, West.

NEXT 'NETWORK NUCLEI' OF ABC & NBC: Quietly and without its customary fanfare, ABC has turned on juice of WENR-TV, Chicago, and its engineers report the going good on Channel No. 7 (174-180 mc). On Thursday, WENR-TV went on 10 a.m.-10 p.m. test schedule (Sat.-Sun., 11 a.m.-6 p.m.), and formal commercial inauguration was set for Sept. 17. Thus ABC's Chicago outlet beats NBC's WNBQ by a month or more -- and you can expect ABC to make more serious pitch than ever for Midwest "network affiliates." Indeed, it may even feed Milwaukee's WTMJ-TV some programs (though latter is supposed to affiliate with NBC) thru AT&T's Chicago-Milwaukee microwave link, due to be ready about Oct. 1. It's also setting up to feed others on Midwest coaxial segment due about then, too (Vol. 4:32).

As with its WJZ-TV, New York, ABC is tickled with Channel 7 results (Vol. 4:30). WENR-TV is testing with full powers (30 kw visual, 15 aural) from antenna rising 670½ feet above Wacker Drive, highest structure in Chicago. Field crews haven't gone out yet, but first-class reception has already been reported from South Bend, 65 mi. east; Racine, 60 mi. north; Gardner, Ill., 63 mi. southeast -- with no major "bugs" noted in downtown or metropolitan area. ABC's next-scheduled TV outlets are: WXYZ-TV, Detroit, due for early September tests, Oct. 1 commercial debut; KECA-TV, Los Angeles, November tests, probable December start; KGO-TV, San Francisco, December tests, probable January start -- all also on Channel 7.

NBC's latest schedule for its remaining 3 stations: KNBH, Los Angeles, No. 4, Sept. 15; WNBQ, Chicago, No. 5, Sept. 22; WNBK, Cleveland, No. 4, Oct. 15 -- all test dates, commercial debuts undetermined yet. Chicago WNBQ antenna, incidentally, shares Civic Opera House roof with WENR-TV's, but studios will occupy additional 20,000 sq. ft. in Merchandise Mart. MBS's "network nucleus" -- WOR-TV, New York, and WOIC, Washington -- now looks like a January, 1949 starter.

Note: Commercial operation of KFI-TV, Los Angeles (3 days weekly) is now slated to start next Wednesday (Aug. 25) but formal dedication is set for Oct. 6. Now testing are: WSB-TV, Atlanta, No. 8; WUTV, Indianapolis (changed from WWHB), No. 3; KOB-TV, Albuquerque, No. 4 -- but no T-Days yet announced. Hoping to test by end of this month, or early next, is Baltimore's WAAM, No. 13, using RCA's first high-band triplex antenna.

PLAYING A 'WAIT AND SEE' GAME: Withdrawals of TV applications have been so rare since FCC's color edict of March, 1947 (only a few dozen) that we were constrained to ask one of our old and able broadcaster friends who pulled out recently: how come? He's in a medium market, allocated plenty of channels, no other applicants yet. His reply is so much to the point, so well epitomizes the misgivings of many broadcasters, that we feel you ought to read it, too -- no further comment on our part needed. "I can best answer your questions," he writes, "by quoting from your Television Digest of Aug. 7, 1948, as follows:

"...major TV manufacturers expect shortage of receivers this fall and winter...sellout by Oct. 1..."

"Big New York area takes nearly 50% of today's [receiving set] production.

"When uhf? Estimates ranged from 1½ to 7 years.

"...uhf may prove blessing in disguise when ills of low-band begin to mount as more stations begin operations.

"...Seriousness of Sporadic E and F2 interference to low band..."

'Whenever I have a choice in applications, I avoid channels 2 to 4 -- for protection against possible Sporadic E and F2.'

"As for inexpensive converters to make present receivers good on uhf, views were mostly pessimistic."

Wherefore, our correspondent concludes: "In other words, the TV picture or hysteria as it applies to markets our size is entirely too uncertain. We believe that TV will eventually be the new era of advertising and entertainment but, as for our position at the present time, we feel it's best to play a 'wait and see' game. Our withdrawal does not mean a lessening of interest in TV."

MARTIN COBEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ADDENDA TO TV PROGRAM SOURCES: Herewith another 100-odd additions to our Directory of Television Program Sources, first published in June as Supp. No. 60, then incorporated as revised in our July 1 TV Directory No. 4: Television Rates & Factbook. These new names are also of firms reporting they offer live or film programs or services to TV stations -- though it's noteworthy that more are "on order" producers than syndicators of ready shows. We give names and services as reported to us on questionnaires, but in this addenda we include a symbol to denote those companies furnishing us with catalogs or other literature detailing shows or services available. (You're welcome, incidentally, to inspect our file.) Addenda herewith is published as an interim report, will be incorporated into cumulative Directory of TV Program Services which will again be a section of our next big quarterly directory -- TV Directory No. 5: Television Rates & Factbook, due on or about Oct. 1.

TROPOSPHERE FORCES NEW TV CONFAB: That old bugbear Troposphere, already causing serious interference in TV, has FCC and its engineers pausing, pondering and planning these days -- with result that an overhaul of present TV standards and allocations may be in offing. Rather unexpectedly Friday, FCC issued call for special TV industry conference Sept. 13 (Rm. 6121, New Post Office Bldg.) to determine whether it should move toward changing standards before finalizing proposed revised TV allocations (Part V, TV Directory No. 4). Also whether it should hold up actions on pending applications in meantime.

Conference has nothing to do with Sept. 20 uhf hearing, which we're assured will be held as planned -- though inevitably the future of TV, low band and high, are interwoven. Question FCC will put up to industry itself is whether, in light of new experience and current tests, standards ought to be changed now to take tropospheric interference into account. Also to be pursued further will be suggestions for directional antennas, changes in antenna height-power ratios and protection contours first put forth at last month's allocations merry-go-round (Vol. 4:27 et seq).

If, as seems likely, standards and allocations must be altered due to tropospheric factors, Commission will have to decide whether (1) to reallocate completely; (2) let present allocations stand, with greatly constricted service areas for many stations; (3) reallocate in some areas, not in others -- perhaps along lines of FM's Area I (crowded Northeast) and Area II (rest of country), as suggested by ex-Comr. Jett (Vol. 4:31). Commission sentiment leans toward third alternative. It's obvious that if any changes are to be made, FCC (a) can't yet schedule hearings already ordered on 50-odd cities where applicants outnumber available channels; (b) can't issue many more CPs in meantime, except in wide-open spaces; (c) must adopt very lenient policy on extensions of CPs.

What led FCC to latest sudden move is recent evidence that, to get proper coverage, stations apparently must be more widely separated than standards now require -- basically 150 mi. for co-channel operation (some now are down to 100 mi.). FCC's own study, "Correlation of Tropospheric Propagation Measurements," dated Aug. 16, indicates separation of at least 165 mi. is necessary for 99% service. Its findings recall that initial proposed TV allocation plan of Sept. 20, 1945 (Part B, Supp. 8), which assigned only 4 channels to New York City area, contained "safety

factor" in mileage separation. But industry persuaded FCC to forego cushion, thus permitting more channels for big city assignments. Determinations by FCC technicians Ed Allen and William Boese indicate service areas aren't what they're supposed to be, due to tropospheric propagation caused by temperature, humidity, pressure factors that cause signals to extend much farther than present standards contemplate, cause more interference than expected, cut down contours much below what operators and engineers believe they're getting.

NOTES ON THE TEEMING TV TRADE: By next week we expect to have ready for you our new Directory of Television Manufacturers & Receiving Sets, listing all makers and makes of TV sets with addresses, specifications, prices, etc. It will be fully twice as long as our first edition of last January (Supp. 60), and as complete and accurate as we can make it. All we can tell you now is that it will cover at least 75 present set and kit makers, all picture tube makers, plus companies reported planning to enter TV. It has been delayed thus far due to time involved in securing data on new companies, new lines, to say nothing of many price changes. From our questionnaires and other sources, meanwhile, here are more news notes of the TV trade:

Kimble Glass (Owens-Illinois) reports 10-15% increase in glass products, including TV tube blanks, and GE raises all tube prices about 10% as of Sept. 4 -- thus further squelching hopes TV set prices can be reduced...Emerson's new price lists effective Sept. 1 hike all radios 6-15%, TV table model going from \$269.50 to \$299.50 (blonde, \$279.50 to \$319.50), console from \$299.50 to \$349.50...Air-King and DeWald announce price increases on all radios...Macy's this week advertised Westinghouse's H-181 (Chinese Chippendale) console for \$399.95, as against original \$485 list -- but new Westinghouse line is out (Vol. 4:32) so this isn't symptomatic...RCA has raised TV installation prices \$10-\$15 per set.

Admiral, scheduled to attain 18,000 monthly production in Sept., has launched \$500,000 national advertising campaign, plus \$1,500,000 for local cooperative media...DuMont's new 15-in. line is due Oct. 15 or thereabouts, includes table model with FM (Stratford), consoles with FM (Whitehall, Westbury), console combo. (Colony) -- prices to be announced...Capehart prices are now out: 10-in. TV-only console, \$445 and \$595; same with 12-in., \$645; 10-in. TV-radio combinations, \$945 and \$1,245; 12-in. TV radio combinations, \$995 and \$1,295; one set either 10 or 12-in., \$1,395...Motorola's new sets are 10-in. table model at \$289.50, console at \$329.95, others to come...Tele-tone's new 7-in. AC-DC table model is \$199, regular AC model stays \$149.50; also has new 10-in. table model at \$249.50, console \$279.95...Stewart-Warner plans 10-in. table, 12-in. console by October, no data yet...Olympic has 10-in. console with AM-FM-phono, \$595...Federal Video's 15-in. table model (Vol. 4:34) will be priced \$795, consoles \$1,495 and \$1,595.

TV LURES FINANCIAL INTERESTS: How the money boys are eyeing the magic field of TV, is manifested in big way in this week's disclosure of details of an investment trust, Television Fund Inc., 135 So. LaSalle St., Chicago, described as the "first open end investment company specializing in securities in the field of television, electronics and radio." Foundation of investment policy, says prospectus, is the management's "belief in the present soundness and future growth prospects of television, electronics and radio." President of principal underwriting firm, Television Shares Management Co., same address, is Robert D. Michels, Chicago theatreman and associate of the well known radio program producer Louis G. Cowan. Technical consultant to the fund is Television Associates Inc., headed by Keith Kiggins, ex-ABC.

Although it has been bruited in industry circles that certain banking and other interests were probing TV set and tube fields, this is first out-and-out move to set up specialized investment trust embracing radio securities along line of those in other fields, notably chemical. First purchases of stock, it's understood, are already being made in established radio companies. The bigger radio firms, like Admiral, DuMont, Philco, RCA, Zenith, have enjoyed very strong markets in recent months. No more than 5% of fund's assets may be invested in any one issue, nor may it own more than 10% of any one company. Presumably, some of the numerous small new

companies entering TV set (and tube) fields will be watched closely, though fund may not invest in any company less than 3 years old. Telecasting station investments aren't excluded, though unlikely as yet in view of remote profit prospects.

Aug. 4 prospectus of Television Fund Inc., SEC registration statement and other sources disclose that authorized capitalization is 5,000,000 shares of \$1 par common [already being marketed in New York and Illinois, first public sale Aug. 19 being at \$9.81]. Initial capital of \$112,500 was raised by private sale of 12,500 shares last May at \$9 -- listed purchasers including certain officers of Television Fund Inc.; Harold G. Laun, partner in F. S. Moseley & Co., investment house; Mervyn LeRoy, Hollywood producer, and others. Executive v.p. of chief underwriting firm is Paul A. Just, recently with Shearson, Hammill & Co. Officers of Television Fund Inc. are: president, Chester D. Tripp, president of Consolidated Copper Mines Co. (prime mover in venture); v.p., William P. Pope, Neumode Hosiery Co.; secy-treas., Russell H. Matthias, Chicago attorney. Advisory board comprises George P. Adair, ex-FCC chief engineer; Dean Frederick E. Terman, Standard U engineering college; Prof. William L. Everitt, head of U of Illinois electrical engineering department.

RATE OF TV-FM OUTPUT UP, AM WAY DOWN: As expected (Vol. 4:33), AM set production took a terrific drubbing in July, while TV set new record for weekly production. And FM industry can be heartened as FM production breaks its long losing streak, weekly average actually increasing slightly. Four-week July's total output of all kinds of sets was 683,438, lowest since February, 1946. TV was 56,089, or 14,022 weekly (vs. 5-week June's 64,353, or 12,870 weekly), making total of 334,985 sets built by RMA members during first 7 months of 1948, total of 520,032 postwar. Sticking to our conservative plus-10% for kits, non-RMA and pre-war sets (Vol. 4:33), you can count on at least 575,000 sets as of Aug. 1. FM was 74,988, or 18,747 weekly (vs. June's 90,414, or 18,082 weekly).

Peak July TV week was over 17,000. It's probable that will be minimum, once vacations are over; and it's unlikely tube shortage will be severe enough to cut production below that figure henceforth. June TV breakdown: 42,193 table models, 10,234 consoles with radio-phono (17 projection type), 3,662 consoles without phono. (1,167 projection). FM breakdown: 26,749 AM-FM table models (1,848 with phono), 44,425 consoles (3,077 without phono), 3,814 FM-only and tuners.

* * * *

NBC's usually very efficient research bureau chooses to lean to conservative side in estimating 484,350 TV receivers as of Aug. 1 (as against our 575,000, aforementioned). Apparent disparity lies in fact NBC estimates number of sets actually installed as of Aug. 1, not merely produced; indeed, NBC's calculation does not embrace July production figures at all (as ours does). Here's how NBC breaks down distribution city-by-city (which really means by metropolitan areas), TV areas first:

New York, 243,200; Philadelphia, 55,100; Chicago, 33,700; Los Angeles, 27,200; Washington, 15,500; Baltimore, 13,700; Boston 12,900; Detroit, 12,300; St. Louis, 8,700; Schenectady, 7,400; Cleveland, 7,000; St. Paul, 5,600; Milwaukee, 5,000; New Haven, 4,800; Cincinnati, 4,200; Buffalo, 3,800; Toledo, 1,800; Richmond, 1,600; Atlanta, 800; Salt Lake City, 600. Non-TV cities: Providence, 1,100; Dayton, 800; Louisville, 500; Indianapolis, 200; Peoria, 200; others, 16,650.

FIRST MIDWEST TV NETWORK NIGH: Time draws near for first definitive "TV network" away from the Eastern seaboard, for which time clearances can be guaranteed, rates quoted: It starts Monday, Sept. 20, with NBC linking WBEN-TV, Buffalo; WSPD-TV, Toledo; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KSD-TV, St. Louis -- hooked up by coaxial, except Chicago-Milwaukee and Toledo-Detroit, which are microwave. All 5 stations have exclusive NBC contracts, but there's nothing to stop them from taking service from anyone else if offered -- as some probably will if ABC's WENR-TV, Chicago, starting Sept. 17 (Vol. 4:34), holds out inducements. NBC's feeds at outset will total 12 hours per week, mainly kinescope recordings of its Eastern network successes, emanating from St. Louis and Detroit. Some will be sponsored, though sponsors aren't named yet. Live programs will be fed, network expanded, as soon as NBC's Chicago WNBQ and Cleveland WNBK can get under way; their test dates are Sept.

22 and Oct. 15, respectively. They'll be what NBC describes as "hub of the skein" in Midwest, scheduled to be joined by coaxial Jan. 1 (via Pittsburgh) to its now fully operating Boston-to-Richmond hookup of 7 affiliates, also exclusive.

Note: DuMont reported Thursday signing up Chicago Tribune's WGN-TV "to exclusively outlet network originated programs in Chicago," though perforce at first via Tele-transcriptions--first commercial to be Old Gold's "Original Amateur Hour."

3 MORE SMALL-TOWN APPLICATIONS: Big cities continue conspicuously absent among new TV applications, this week's handful bringing total outstanding to 295. Applicants were: For Cumberland, Md., WTBO, Channel No. 2 -- now 2 for 1. For Harlingen, Tex., Leo E. Owens, KVKO-FM, Morning Star and other newspapers, No. 9 -- second application in as many weeks from rich Rio Grande Valley, pop. 300,000 (Vol. 4:34). For Madison, Wis., WKOW, No. 9 -- now 3 for 1. [For details, see Addenda 4-I herewith.]

SIGHT AND SOUND

FCC itself has entered lists of uhf experimenters by setting up converted Army radar transmitter (100 kw peak power) at Dan's Rock, Cumberland, Md., 100 mi. from its Laurel, Md., laboratories where reception will be studied. Using pulsed transmissions in 400 mc region, Commission hopes to amass data for its Sept. 20 uhf hearing, but project is mostly a long-range study. Meanwhile, Aug. 23 appearance deadline for uhf hearing saw these additional appearances (for previous list see Vol. 4:34): RCA and NBC, Dr. C. B. Jolliffe; Cowles stations, T. A. M. Craven, engineering v.p.; Eitel-McCullough, Harold E. Sorg, director of research, on power tube developments for 475-890 mc; G. A. Richards stations, R. Morris Pierce; George Adair, ex-FCC chief engineer, for Ed Pauley's Television California. Also entered officially were CBS and 20th Century-Fox. One phase of uhf hearing, tending to be overlooked: FCC can't hold 475-890 mc forever for TV—video has got to get on bands, and soon, or else other services (including military) will begin to howl.

Add notes on TV tube manufacturers: General Electronics Inc., Paterson, N. J., reports planning 200 per month output of TV tubes to start, gradually stepping up as facilities are enlarged . . . Amperex, Brooklyn, and Electronic Enterprises, Newark, advise they are not making CR tubes for TV . . . Raytheon has purchased from Govt., for \$1,082,300, group of buildings at Waltham containing 348,000 sq. ft., including war-built Power Tube Bldg. . . . Sylvania has bought new plant in Ottawa, O., expansible to 100,000 sq. ft., for increasing TV tube output.

Paramount, now operating its "TV recording" and syndicating services under name of Paramount Video Transcriptions, is building 2 complete new theater installations, counterparts to one in New York Paramount, for use in Chicago (possibly Chicago Theater) and Los Angeles (Paramount Hollywood). Apparatus can transcribe off-the-air sight and sound on 35mm film within 60 seconds, is being made by Paramount, may be ready in 30-60 days.

Aiming at home facsimile set with AM-FM costing \$100, or box attachment to ordinary radios to sell at \$30 or \$35, Smith Davis Corp., newspaper brokers-financiers, has become consultant for John V. L. Hogan's Radio Inventions Inc. and Faximile Inc., in what Mr. Hogan calls "first nationwide move to bring to the public commercial facsimile newspapers since FCC approved commercial facsimile on July 15, 1948."

Still no final decision on WATV's Channel 13 problem (Vol. 4:28-34), but engineers for station and RCA agree on what should be done to isolate problem—more tests, with final word not expected for weeks.

Underwriters' Laboratories, 161 Sixth Avenue, New York City, has made analysis of TV set danger points with recommendations for servicing.

NAB-TBA liaison committee meets Wed., Sept. 1, in New York's Waldorf-Astoria, to work on TV-AM "areas of identity of diversity." NAB has added Dick Shafto, WIS, Columbia, S. C., to its committee, headed by Harry Bannister, WWJ-TV, Detroit, including Clair McCollough, Steinman stations, Jess Willard, executive v.p. TBA committee comprises Jack Poppele, WOR, New York; Lawrence Phillips, DuMont; G. Emerson Markham, WRGB, Schenectady; Will Baltin, secy.

Add new TV network sponsors: On CBS, Merrill, Lynch, Pierce, Fenner & Beane, brokerage firm, Sept. 5 (Sundays) starts 9-week pre-election political analysis series with George Gallup (Gallup Poll). On NBC, Gulf Oil, now sponsoring "We The People" simultaneously on AM-TV, Sept. 2 starts musical-variety show with Bob Smith, Thu., 9-9:30 p.m.; Smith continues his "Howdy Doodly" juvenile show. Also on NBC, Bigelow-Sanford Carpet Co. starts Dunninger the mentalist and Paul Winchell, ventriloquist, Oct. 7, Thu., 9:30-10 p.m. Also reported in works for Oct. start is TV version of "Ford Theater."

FCC Chairman Wayne Coy's 10-day vacation "back home in Indiana" started Friday—to be interrupted Sept. 4 with speeches at Indianapolis State Fair and before Indiana Broadcasters Assn. On Sept. 25 he addresses Theatre Owners of America in Chicago's Drake Hotel.

FCC's "Scott Decision," which some people feel has effect of pressuring stations either to allot time to atheists or delete religious programs, is next on House FCC investigating committee agenda. Hearing is Aug. 31, 10:30 a.m., in Rm. 1501, New House Office Bldg.

Unique among TV station sponsors is Martin R. Klitten Inc., Los Angeles ad agency, using series of 20-sec. spots on KTSL to advertise own services. Same thing was done by Charles W. Hoyt Co. with one-shot on WABD, New York, in May (Vol. 4:19); also by Philip Klein Adv. Agency, Philadelphia, on WFIL-TV, Mr. Klein sponsoring self as commentator on civic promotion series titled "Philadelphia, a Great City" (Vol. 3:43). Other new TV station sponsorships reported:

On WABD, New York: R. H. Macy & Co., "Tots, Tweens & Teens," starts Sept. 2, Thu., 7-7:30 p.m., thru Television on Parade Inc. On WJZ-TV, New York: Alexander's Dept. Store, "Alexander's Quizdom Class," starts Sept. 18, Sat., 6:30-7 p.m., thru William Warren Agency; carried simultaneously on WJZ. On WTTG, Washington: National Brewing Co., 9 pro grid games of Baltimore Colts, thru Owen & Chappell. On WWJ-TV, Detroit: Detroit Edison Co., Gold and Silver Cup power boat races, Aug. 18, Sept. 4 & 6, thru Campbell-Ewald. On WLWT, Cincinnati: Pontiac Dealers, "Who Am I?" Tue., 8-8:30 p.m., thru Robert Acomb Inc.; Dodge Dealers, 7 U of Cincinnati home grid games, thru Ruthrauff & Ryan. On WPTZ, Philadelphia: Royal Typewriter Co., thru Yeung & Rubicon; Blue Suds Co., thru Clements Agency; Grabowsky Brothers (Royalist Cigars), thru Harry Feigenbaum Agency. On KBYL-TV, Salt Lake City: Utah National Home Show, 25 partic. sponsors; Petty Motor Co. and Walter Motor Co., sports; Pinney Beverage Co., sports. On KTSL, Los Angeles: L. K. Ward Co. (appliance chain), with Philco, "Philco Players"; with Gibson refrigerators, "Prime Ribbing" quiz show; "Original Amateur Hour" via Tele-transcription, starting Oct. 3.

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

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September 4, 1948

GUIDE TO TV SET MAKERS AND SETS: To give you an idea of how fast TV set manufacturing is mushrooming, here are a few statistical facts based on our newly revised Directory of Television Manufacturers & Receivers (Supp. 57-A). Sixty-eight companies, including all name brand makers, are listed with present or prospective production of 220-plus models, (88 table units, 96 consoles, 12 projections, 8 consolettes, 16 custom-builts, commercials, etc.) -- at prices ranging from \$99.50 for Pilot's 3-in. Candid to \$4,100 for RCA's Berkshire Breakfront.

Six kit and 13 picture tube makers are additionally listed. We also compiled names and addresses of 44 more companies variously reported as producing or soon-to-produce TV sets (none well known yet) who did not respond to our repeated requests for data. Hence, unlike our list of 68, we have no verifiable data on them. Recalling the history of radio in the 20s and 30s, it goes without saying that many new firms, new labels, new products will appear and disappear in TV -- indeed, it's interesting to note that our present compilation compares with 31 set and 5 kit makers listed last January (Supp. 57).

Our data was supplied by top company officials, plus other verified sources. We've attempted to make the model name, number, picture tube size, tube and price listings as accurate and complete as possible up to Sept. 1, including recently announced price changes. But they're subject, of course, to constant changes -- so we'll continue to revise and reprint this directory periodically. Note: Another good compilation is Tele-Tech Magazine's chart with Sept. edition. It lists 64 set-making companies and 5 kit-makers, covers 180 models. It contains valuable technical specifications ours doesn't, such as loudspeaker, anode voltage, power supply, power consumption (watts), number of tubes in various stages (RF, mixer, oscillator, IF, detector, audio, amplifier).

RMA'S CITY BY CITY TV SET CENSUS: RMA came out this week with figures showing where TV sets were shipped during all 1947 and first 6 months of 1948. Mulling over these statistics (Supp. 61 herewith), it becomes apparent TV industry for all practical purposes now has a city-by-city census that begins to mean something. At very least, the figures provide an irreducible minimum, should gain more weight with each of RMA's quarterly reports. Moreover, they cover not only cities with TV stations but other TV-served communities.

Figures tally to 421,772 receivers shipped up to July 1, 1948. This, of course, excludes pre-war (about 10,000), kits and non-RMA, to say nothing of 1946's total of 6,476. But it constitutes bulk of American TV output to July 1 (RMA's monthly output figures for same period added up to 457,465) -- differential of 35,695 being quite logically accounted for by normal lag of shipments behind production.

Though an excellent guide, RMA figures leave something to be desired. For example, city to which sets are shipped isn't always where they're installed. Thus Hartford, which has no station, got 7,023 whereas New Haven, which has, is down for only 763 -- probably explained by fact Hartford distributors supply contiguous areas covered not only by New Haven but by New York stations. But count is now pretty clear for TV areas like Los Angeles, Detroit, St. Louis, Chicago, Milwaukee, etc.

NEXT TV OUTLETS DUE TO GET GOING: September looks like biggest month yet for new TV stations -- several definitely scheduled for commercial debuts, quite a few others turning on power for first tests. Next to go on air commercially, according to their advices to us: ABC's WENR-TV, Chicago, now testing, commercial start Sept. 17; Dorothy Thackrey's KLAC-TV, Los Angeles, first tests Sept. 14, commercial Sept. 17; Fort Worth Star-Telegram's WBAP-TV, tests Sept. 9, commercial Sept. 29; Atlanta Journal's WSB-TV, now testing, commercial Sept. 30.

Already testing sporadically but with no T-Days yet announced: Wm. Block Co.'s WUTV, Indianapolis, and Albuquerque Journal's KOB-TV. Also reporting they will turn on test juice sometime this month, but with starting dates of regular schedules not yet set: WNBQ, Chicago (NBC); KNBH, Los Angeles (NBC); WXYZ, Detroit (ABC); WAAM, Baltimore; WTTV, Bloomington, Ind.; possibly WOIC, Washington (though commercial start isn't expected before Jan. 1). Previously announcing Sept. tests (Vol. 4:32), but now changed: WAVE-TV, Louisville, still installing, dates undetermined; WAGA-TV, Atlanta, tests early in October, commercial start Oct. 31; WMCT, Memphis, tests Nov. 13, probable commercial start Dec. 11.

Since publishing our recapitulation of new station starting dates (Vol. 4:32) we've had reports from others previously unreported: KRSC-TV, Seattle, says late Sept. tests, commercial start Nov. 27; KLEE-TV, Houston, Dec. or Jan. tests, commercial latter Jan.; WKAL-TV, Rome, N.Y., tests sometime first quarter 1949. Erie Dispatch's WICU broke ground for new building last week, but no starting dates.

TV INCHING UP ON OTHER MEDIA: Television's impact on AM and other media is still pretty hard to measure -- there are so relatively few TV-served areas and so few TV receivers in homes and public places yet (Vol. 4:35). But fact TV is making inroads one way or another must be admitted by any fair observer. For example: (a) Slow but sure increase in sponsorships, station and network, as reported regularly in these pages; Sept. Television Magazine lists 412 advertisers on all TV during July vs. 374 in June, only 75 in July, 1947. (b) Surveys showing intensity of interest in TV homes, lending to belief every TV set means fewer AM listeners (Vol. 4:7,12). (c) Understandable apprehension of theater interests lest TV hit boxoffice by keeping more people at home. (d) Fact so many AM interests are plunging into TV to "insure" their future in radio, banking on profitable AM to carry TV's immediate losses.

Only thing clear is that there's nothing static about American radio (no pun intended) -- that TV may possibly wreak same revolution in advertising and entertainment that radio did during last 25 years. It's anybody's guess whether radio, newspapers, magazines, theaters will suffer or simply be forced to readjust themselves naturally and gradually to the impact of TV. AM radio, it is recalled, established itself as a brand new medium, now doing some \$350 million annual business, without any apparent hurt to others, except possibly outdoor advertising. Now comes TV, with its keen enthusiasts (reminiscent of radio's early enterprisers); its detractors (some taking same antagonistic attitude the publications people first took toward radio); and its viewers-without-alarm (who say TV is creating its own field, arguing it will deflect budgets from point-of-sale rather than older media).

Apropos TV's alleged inroads on radio, Variety observes "smoke signals" that may or may not be pertinent at this moment: "Several top-spending AM sponsors," Variety reported on Aug. 25 front-page, "are currently demanding that their ad agencies get them lower network radio rates...[because] large share of the audience they once reached has now switched over to tele...Thus, despite the fact that radio billings are expected to top all previous records this year, that long-anticipated time when radio takes a back seat to TV may be closer than some network execs will admit..." Then, again on front page, Variety Sept. 1 headline reads: "AFRA Sees Tele Knocking Radio for Loop in 2 Yrs." Story on last week's Boston AFRA convention goes on to say consensus of delegates is "AM will be knocked out completely for nighttime listening" within that time -- a hypothesis that's quite superficial, for at best TV must go many years before it can provide nation-wide coverage, let alone come anywhere near matching radio's present 60-odd million sets-in-use.

ACTIVITY BEHIND TRANSIT FM SCHEME: Next cities to test transit FM under auspices of Transit Radio Inc. (Vol. 4:5, et seq) will be Seattle (KIRO-FM) and Indianapolis (WXLW-FM), most recent disclosed. Expected shortly are announcements of contracts with transit companies in some of the cities where tests have already been made: Baltimore (WMAR-FM), Evansville (WMLL), Houston (KPRC-FM), Washington (WWDC-FM), Worcester (WGTR). Pilot station WCIS, Cincinnati, reports \$3,000 weekly time sold, 400-vehicle installation. FM-only WIZZ, Wilkes-Barre, says its 102-vehicle setup will be ready in Sept., looks forward to \$200,000 yearly gross. Car-card people, through their National Assn of Transportation Advertising, have been experimenting since July 14 with WEBC-FM, Duluth, using 35 Link receivers. Says NATA's managing director Philip J. Everest, "So far, so good...But costs are high -- it's going to take a lot of advertising to pay out." There seems to be little worry about public acceptance; of 22,000 passengers exposed to transit FM, some 96% reacted favorably.

You may have noticed high incidence of newspaper-owned stations involved. Transit companies, extremely sensitive to public opinion, haven't been slow to realize advantages of business tieups with newspapers. Some papers have turned down chances to sew up franchises for fear of compromising their positions as public spokesmen. Meanwhile, reasons for spotty news on developments stem from transit companies' caution, jockeying for position among broadcasters, among manufacturers (RCA and Western Electric are interested), and between Transit Radio and car-card groups. Incidentally, enthusiastic story in September Sponsor Magazine "How Terrific is Transitradio?" concludes: "If a buyers' market continues to grow and if other economic factors do not conspire to curtail advertising budgets drastically, transitradio should prove to be a great selling force."

SIGHT AND SOUND

NAB definitely intends to offer its membership some sort of TV service—but just what remains to be decided after NAB-TBA committee (Vol. 4:35), which met Wednesday in New York, has decided on modus operandi as between 2 trade associations to present solid front and to avoid any conflicts at policy levels. TBA has no intention of being swallowed up by NAB, which disavows any such purpose; rather, joint committee (which meets again in 30 days) were agreed they should define spheres of activity—NAB perhaps handling legislation, copyright, etc., TBA promotion, allocations, etc. TBA leadership, meanwhile, appears intent on bolstering TBA by seeking more members, more funds.

Harness Committee pressure on FCC is growing, limited only by fact Congressmen have to be home electioneering. Hearing on Scott decision this week (Vol. 4:35) left committee asking FCC to expunge decision's implications that stations may be in jeopardy if they refuse time to atheists. Agenda of committee now contemplates inquiry into: (1) AM-FM grants to Puerto Rico Communications Authority, a governmental agency, on complaints of private station owners, (2) Blue Book, (3) grants to suspected Communists and other questionable applicants. Chairman Harness looks for extension of committee's life beyond January expiration.

Sample facsimile recorders will be shown by Stewart-Warner at Sept. 27-29 FMA convention in Chicago if licensing arrangements with John V. L. Hogan's Facsimile Inc. are concluded in time, says Stewart-Warner president Samuel Insull Jr. He hopes to learn something of market potential at convention. Other exhibitors to date: Associated Program Service, Collins, Federal, *FM & Television Magazine*, Lang-Worth, Magnacord, Rangarone, Raytheon, RCA, REL, Sesac, Stromberg-Carlson, Westinghouse.

RMA has named Paul V. Galvin, Motorola, to head its committee for liaison with similar NAB committee, and Zenith's H. C. Bonfig for liaison with FMA.

TV pioneer Capt. Wm. Crawford Eddy quit manager-ship of Chicago's WBKB this week to assume presidency of Television Associates Inc.—Keith Kiggins becoming executive v.p. Company makes and sells TV studio, relay, field, lighting equipment, largely developed by Capt. Eddy, also offers consulting services in planning, operating, managing TV stations. Its offices are at 190 No. State St., Chicago, laboratories in Michigan City, Ind.

NBC holds own annual convention of affiliates at Sun Valley, Idaho, Sept. 22-25, and TV will again have prominent place on agenda, though some of network's bigwigs must be in Washington instead for Sept. 20 uhf hearing. NBC's own convention just before NAB's in Atlantic City last September really signalized current TV station-application boom.

DuMont-Don Lee tieup, possibly along lines of affiliation with WGN-TV (Vol. 4:35), was reported but unverified at week's end—probably arising out of placing of "Amateur Hour" via Tele-transcriptions on KTLA. Like WGN, Don Lee is big factor in Mutual, which as yet has attempted no network identity in TV.

FCC said nix to FX as suffix to indicate facsimile call letters. WFIL, Philadelphia, got turned down on request to use WFIL-FX in conjunction with faxcasts over WFIL-FM. Commission thought identification confusing, may be saving suffix for FX-only stations.

Uhf experiments of KFEL, Denver, will first test 480-500 mc propagation with surplus Army radar equipment in trailer. In year or so, station says it will test actual TV picture.

Keane & Wilner law partnership has been dissolved (Supp. 11-B), and attorneys Morton H. Wilner, Philip Bergson and John James Bernard have moved offices to 700 Woodward Bldg., Washington; phone Republic 8040.

Smartly turned out booklet explanatory of how TV works is Stromberg-Carlson's "Let's Look at Television," dealer promotion piece.

Cities Service "Band of America" series and Lum & Abner show (for Frigidaire) are reported next to test TV-AM simultaneously—former on NBC for 4 weeks next month, latter on CBS Hollywood plus a local TV station, starting Oct. 3. Other big TV network news of week is signing of "Ford Theater" by CBS, starting Oct. 17, Sun., 7:30-8:30 p.m. with film versions for western outlets; and Admiral dramatic series on NBC, starting Oct. 3, Sun., 7:30-8 p.m., also with kinescope recordings. WLWT, Cincinnati, reports midget races Aug. 31 thru Oct., Sehoenling Brewing Co. sponsoring. WBKB, Chicago, reports new sponsors: Herrschner Needlecraft Inc.; *Pass Time Magazine* and Cook County Motors, sharing daily "Acme News"; *Chicago Sun-Times*, comics Fri. 7:35-7:50 p.m. and "Under 21" teen age show Fri., 8:30-9 p.m., both starting Sept. 24.

Latest proposed fight telecast to get "no soap" signal (Vol. 4:34) from promoters is Ike Williams-Jesse Flores affair in Yankee Stadium Sept. 23. But not all sports promoters feel that way. Milwaukee's WTMJ-TV reports Brewers' attendance 80,000 above same time last year, club's president Jake Flowers saying "TV gives just enough to interest and excite the fans so that they come out to the park and see the real thing. I think TV helps make many new fans." Boston Braves' president Lou Perini, in WTMJ-TV telecast said, "I'm highly in favor of TV because I'm sure it will create many new fans—especially among the women." Further, station says, wrestling attendance doubled last winter and Golden Gloves bouts broke records last fall, all telecast.

TV set buying and automobile purchase practices aren't far apart. Editors of influential *Harper's Magazine*, writing about TV in Vermont, tell about inability of dealers up there to get sets (manufacturers don't seek to sell sets in non-TV markets, but if you know a guy who knows a guy . . .). Note was by way of introducing "Television: There Ought to be a Law," by attorney Bernard B. Smith in September issue. Smith's thesis is that TV is an entirely new medium, shouldn't be bound by same rules (adopted in 1934) enacted for radio. Seeing uhf TV in immediate future, he wants Congress to check "advertiser control" of programs, encourage local ownership, prevent monopoly, insist on rural coverage.

"Television situation is at the moment dynamic," says Raytheon's annual report, out last week. It states subsidiary Belmont is in good position to take full advantage of TV's growth via its new Belmont-Raytheon line, though mainly producing private label receiving sets (AM). Falling off in (AM) receiving set industry as a whole following 1947 Xmas demand is attributed to "saturation of demand and to the competition of television." For fiscal year ending May 31, Raytheon total sales were \$53,755,568 vs. \$66,414,310 in 1947, profits after taxes \$380,477 vs. \$920,234.

If you're an engineer concerned with *Television Equipment Theory and Operation*, the RCA manual bearing that title, used as a textbook in RCA's TV training program (latest clinic held in Camden this week), is regarded as one of best available. It covers TV station layouts, terminal equipment theory and specifications, field pickup equipment, transmitter theory, antennas, etc.

Movie industry extended contract with Petrillo for one year, reports this week's *Variety*. It still has prohibition against telecasts of film, but conferees agreed to consider deal if film-makers want to let films on TV.

Emerson reports profit after taxes of \$1,326,290 (\$1.66 per share) for 9 mo. ended July 31 vs. \$1,585,197 (\$1.98) for same period last year.

Technical description of Bell Lab's tube-substitute, the transistor (Vol. 4:27), in lead article of September *Electronics*. In cost discussion, it's ventured device will ultimately cost less than comparable vacuum tubes. Temporary obstacle to immediate use, says article (by Editor Don Fink and Associate Editor Frank H. Rockett), is engineering it into the circuit. In same issue is exposition on circular polarized FM transmission (Vol. 2:9, 42, 45) by Carl E. Smith (WHK, Cleveland) and Robert A. Fouty (antenna laboratory, Ohio State U). They say "broadcaster can expect to more than double the power (3.71 db) in horizontal receiving antennas and increase the power more than 8 times (9.25 db) in vertical receiving antennas within the service area."

Possibility of watching enemy and battles many miles away via TV was dramatically demonstrated Sunday, Aug. 29, during excellent NBC-Navy telecast of carrier *Leyte* maneuvers 26 mi. off New York City. NBC estimates some 2 million people saw 1½-hour program of takeoffs, landings and simulated attack. Signal was beamed to receiving antenna on Empire State Bldg. by use of directional transmitting antenna guided by fire control radar equipment. Demonstration recalls similar job of DuMont last Oct. 26 when technicians went out on destroyer *Betty* to cover arrival of World War II dead on transport *Joseph V. Connolly*. Navy has also experimented with TV in planes, in subs and at bottom of Bikini lagoon.

Changes in TV personnel: Marshall N. Terry now TV topkicker for Crosley, titled v.p. in charge of TV, with James B. Hill assigned as WLWT sales manager . . . Charles Townsend moved to Chicago by NBC to be TV operations supervisor, Courtney Snell field supervisor, both from New York . . . Josef Zimanieh, moved from Columbia Records Inc., to manager of CBS Television's film procurement division . . . Gilbert A. Ralston, named TV director for Procter & Gamble.

Baltimore's 3 telecasters (WBAL-TV, WMAR-TV and now-building WAAM) are following example of Washington's, have set up "TV circulation committee" to report monthly on area's TV receivers based on combined distributor-dealer reports. Not counting sets brought from outside, 18,500 TV sets have been sold in area to date.

Unusual FM coverage problem: WWHG, Hornell, N. Y., transmitting 10 kw from 580 ft. antenna, 4-5 mi. from town on Channel 287, found reception distorted by multipath reflections. It tried measurements from helicopter-borne antenna with unsatisfactory results. Solution: FCC granted 6-month STA for 10-watt satellite on Channel 285 to fill hole. It's second satellite grant, other going to WMFR, New Bedford, Mass. Latter found transmitter 18-20 mi. from city threw too weak signal into town, so got STA for 250 watt satellite right in town.

FMA was indeed heartened by July's FM production (Vol. 4:35), but it resents fact RMA doesn't indicate how many TV sets also contain FM, blames RCA. RMA didn't like implication that RCA determines association's set reporting practices, said such a breakdown would impose accounting burden on its members who now use same production breakdown in reporting to RMA and licensor RCA. But RMA board meets in October, may consider revision then.

"Noticeable upturn in sales of console combinations" (AM-FM) is reported by Zenith in disclosing \$14,137,861 shipments during 3 months ending July 31, profit after taxes \$104,969. President McDonald repeats promise TV sets this fall will provide for Phonovision (Vol. 4:34).

Stewart-Warner reports first half 1948 sales \$27,869,485 compared with \$40,178,296 same period last year; profits \$1,874,601 (\$1.45 per share) vs. \$1,366,872 (\$1.05).

PRICES & TUBES TOP TV TRADE NEWS: One more blow at any prospects for lower TV set prices (Vol. 4:33): Corning Glass Works, biggest picture tube blank maker, has increased prices of 10-in. by 18%, 15-in. by 22% -- 7 and 12-in. unchanged. Only other glass blank maker, Owens-Illinois, Kimble Division, announced price increases last week (Vol. 4:35). Philco radio set price increases, including TV lines, are due Sept. 8. Admiral has raised 4 of its radio consoles \$10 each, but TVs remain unchanged. Tele-tone made public new list on its 7-in. table model, up \$20 to \$169.99. Philco, incidentally, has "something new" in bigger pictures on tap, won't even tell its distributors yet; but its officials say they aren't going in for RCA's 16-in. metal tube in any big way -- so guessing is it will be an improved projection model.

Sylvania's Max Balcom advises its 12½-in. flat-faced tube production is being handicapped by small deliveries of blanks, but it hopes to increase these -- to meet growing demand from set makers, eager to satisfy public's very favorable reaction to that size. Sylvania's subsidiary, Colonial, is now gearing for production of that elusive Sears Roebuck TV receiver (Vol. 4:32) -- only thing definite about it is that it will bear usual Sears "Silvertone" label.

Up-and-coming little Tel-O-Tube Corp. of America, Paterson, N.J., tube-making licensee of both RCA and Sylvania, is getting jump on RCA in production of latter's new 16-in. metal-coned tube (Vol. 4:4, et seq), reports it's already turning out 100 per day, will go to 135 by Jan. 1. Its first customer is Starrett (Supp. 57-A), which is advertising 16-in. AM-FM console for immediate delivery at \$695, also planning line of 10 and 12-in. models from \$449 to \$795. While RCA has said its own 16-in. tubes won't be deliverable in quantity before Xmas (Vol. 4:31), and its set-making tube customers are rationed a few for prototype models, Sonora publicity claims it will have 16-in. set out in October, also claims output of 10-in. reaching 1,000 per month in Sept. -- though none apparently have reached eastern markets yet.

'DON'T OVERLOOK THE FARMER': Interesting yarn from Buffalo, where TV set sales are suffering slump -- attributed to season, also to paucity of programs in one-station, non-network town: Roy Albertson's 250-watt WBNY is warning its AM audience against buying TV, repeating usual line of arguments about obsolescence, color, uhf, etc., taking exactly opposite tack of Washington's WMAL which is carrying up to 20 sustaining announcements per day to stimulate TV sales (Vol. 4:34). Irked distributors say they can't appraise effects of local's campaign, but pressure of necessity has led them to develop lush new market among prosperous farmers within 50-60 mi. radius of Buffalo News' WBNY-TV. "Don't overlook the farm customer," one big distributor there told us to tell our manufacturer-merchandiser readers. "They're doing well, they go for TV as they did for radio, and they're thinking of the long winter nights." It costs a bit more for farm installations -- more time, taller antennas, etc. Care must be taken receiver is sensitive enough -- and no farm sales should be attempted in areas of consistent interference. And, of course, if troposphere (Vol. 4:35) isn't licked, there will be few interference-free rural areas.

SNAFU AND DELAYS ON THE TV SCENE: Hell bent to get into TV, oilman Edwin Pauley has appealed to U.S. Court of Appeals against FCC action last May which removed Don Lee application (5 years pending) from San Francisco hearing and proposed to grant Channel No. 2 to Don Lee-San Francisco (Vol. 4:20) -- if and when Don Lee is cleared of charges involving network practices (20 months pending).

Thus, the celebrated San Francisco scrap, 5 seeking 2 remaining channels (Vol. 4:23,36) plus other cases involved therewith, look like they're in for another snafu, more delays, despite FCC's apparent speedup effort. Commission earlier in week had ordered competing applicants to file proposed findings by Sept. 30; ordered Examiner Blume to submit recommendations as soon as possible thereafter; denied Paramount petition for immediate determination of Paramount-DuMont interlocking ownership issue (Vol. 4:20); asked claimants in Detroit, Boston, Cleveland to file proposed findings in Paramount-DuMont case, too.

Another tangle loomed in Los Angeles this week as KFAC (E. L. Cord) filed for Channel 13, which Pauley also would like to get, and for which William Gleeson,

KPRO, Riverside, Cal., has applied. This channel is presently assigned KLAC-TV, which Thackrey interests propose to sell to Warner Bros. in package deal (Vol. 4:30). KLAC-TV, meanwhile, has been built, is about ready to go on air (see story this issue) -- though FCC is demanding breakdown of prices on each item (Vol. 4:33).

On national scene, slowdown in grants and applications, more delays in TV hearings, are inevitably resulting from tropospheric conference of Sept. 13 (Vol. 4:35). Importance FCC attaches to this parley is evidenced by fact its crack young TV engineering chief Curtis Plummer has been ordered to delay going to Mexico City high frequency conference until Oct. 1. He will also take part in uhf hearing Sept. 20. Meanwhile, 41 cities ordered to hearing won't get dates -- only San Diego, Allentown-Bethlehem-Easton, Albany-Troy being scheduled as yet (see Addenda 4-K for full calendar of hearings and cities designated for hearings). And certainly no finalization of proposed extended allocation plan (Part V, TV Directory No. 4) can be expected before troposphere matter is clarified.

* * * *

Besides KFAC's for Channel No. 13 in Los Angeles, 5 more applications were filed this week -- 4 from Texas. New group of 26 Texas business men organized as Texas Telenet System Inc., sparked by Gov. Beauford Jester, 9.2% stockholder, filed for No. 2 in San Antonio, No. 10 in Austin, No. 3 in Corpus Christi, and state they will shortly file also for Fort Worth and Waco. James P. Nash, Austin, is president; Earl F. Slick, San Antonio, head of Slick Airways, largest single stockholder (23%); T. E. Daniel, of Aeronautical Radio Inc., chief engineer. Only other applications of week: For Tyler, Tex., Tyler Broadcasting Co., No. 9 -- group of local business men plus Durwood Tucker, chief engineer, WRR, Dallas; plan is to operate as satellite of Dallas and Shreveport. For Memphis, Tenn., WHBQ-Harding College, No. 2 -- now 5 for 4. Week also saw one dropout: WEXT, Milwaukee, leaving 3 for 3. [For details about foregoing applicants, see TV Addenda 4-J herewith.]

'RCA STANDS TO MAKE PILE OF MONEY': Keystone of present TV structure, its president David Sarnoff the acknowledged chief architect, "RCA's Television" is thoroughly plumbed in September Fortune Magazine article under that title -- and some revealing facts adduced. Well-polished job of journalism, much better than its May story "Television! Boom!" (Vol. 4:18), article makes these points:

Having sunk \$50,000,000 into pioneering TV, RCA doesn't propose to get beaten to cash register by smarter merchandisers, as it did in radio (Philco, for example, leads with 17% of ordinary radio market). And Fortune's analysis ventures it won't get skunked. Yet, says article, RCA isn't quite so hell-bent-for-profit as it might be, for fear of monopoly charges. Its present rate of TV set output is 5,000 weekly (compared with Philco's 4,000), TV income representing half of gross from all receiver sales. It makes 70% of all 10-in. tubes (sells them to manufacturers at \$23.85 each) and one-third of all types of receiving tubes. It sold \$40,000,000 worth of TV goods of all kinds in 1947 -- \$5,000,000 of it in transmitting apparatus, now selling at rate of about \$1,000,000 per month (fully two-thirds of market).

NBC's role in company's corporate setup is seen reverting back to its act during radio's infancy -- creating demand for receivers, at loss if necessary, rather than serving as important financial prop as it did during depression. NBC will lose heavily on TV until 1951 or 1952, lost \$1,500,000 on it last year, expects \$3,000,000 loss this year (despite some \$3,000,000 billings). Besides, it's laying out \$3,500,000 for new Chicago, Hollywood, Cleveland stations. Nevertheless, NBC expects to net \$4,000,000 this year on over-all operations.

"So RCA television represents a pile of money spent," concludes article, "and promises a bigger one to be earned. But unless RCA and David Sarnoff change character overnight, much that is so earned will be deposited to the account of the next miracle." Fortune doesn't venture what that next miracle will be. Our own guess is Ultrafax, combination of TV, photography, radio relay capable of flashing anything printed or written -- pictures, maps, documents, pages, letters -- through space for practically instantaneous reproduction on other end (Vol. 3:26). Ultrafax is due for public demonstration soon.