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ARTS AND INDUSTRY

Television Digest

and **FM Reports**

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June 4, 1949

OKLAHOMA CITY AND ROCHESTER NEXT: Oklahoma City Oklahoman's WKY-TV definitely starts on daily schedule next Monday (June 6), and Stromberg-Carlson's WHAM-TV, Rochester, next Saturday (June 11) -- opening up 2 new TV markets and bringing roster of operating stations to 68. Each is getting tremendous promotional buildup, starts with fine commercial prospects reported. Indeed, WKY-TV reports it's getting consistent 100-mi. coverage on Channel 4 from its 968-ft. tower.

Rochester's WHAM-TV, on Channel 6, will start with network service from Buffalo, operating own relay at LeRoy, N.Y. until Oct. 1 when AT&T promises to provide microwave service. WHAM-TV will work closely with WBEN-TV, is already signed with Stein's Beer for harness races on both stations (WHAM anti-beer policy has been changed; it will now accept beer ads on both AM and TV). Manager Bill Fay reports about 20 accounts sold. He has separate staff for TV, including 20 added engineers, and is taking network service from NBC, CBS, ABC.

New application for Tacoma this week is Carl Haymond's KMO for Channel 13, making 3 for 3 pre-freeze (see TV Addenda 7-I herewith). WTPS-TV, New Orleans Times-Picayune, cited for delay (Vol. 5:16), has been set for hearing Aug. 2. Formal application for sale of Seattle's KRSC-TV and KRSC-FM to KING (Vol. 5:20) was filed with FCC this week; shows \$294,000 spent on construction, \$42,046 net loss on TV from Aug. 1, 1948 to Feb. 28, 1949, loss also on FM operation, sale price \$375,000.

THE FREEZE—A REALISTIC TIMETABLE: Grant uhf and color as rosy a future as you like, you still come back to realization that the present vhf system holds the industry's only practical potential for growth within the next 1½-2 years -- and will remain TV's backbone for long time afterwards. Therefore, the most pertinent parts of last week's FCC announcement (Vol.5:22) relate to vhf freeze and timetable for ending it.

Let's take the steps FCC itself outlined. Let's weigh them with best estimates we can get, bearing in mind history of 1946-47 color hearing and last year's procedure on proposed revisions of vhf channel allocations. Using FCC's own timetable, but weighting it with a realistic eye on delays, this is the schedule we come up with (the dates subject to plus-or-minus a few days):

Issuance of vhf-uhf allocations, rules and standards, July 7; hearing, Aug. 22-Sept. 16; oral argument, Sept. 30-Oct. 4; final decision, Nov. 15; effective date of decision, Dec. 15; first grants of uncontested applications, Jan. 1; competitive hearings start, Feb. 1; first of new grants go on air, late 1950 or early 1951.

You can bet that most major market areas will go to hearings -- more applicants than channels already evident. Regardless of uhf, most applicants will seek to nail down vhf channels if they can, then perhaps go for uhf if they lose out. FCC's proposal doesn't enhance value of uhf since that band won't have exclusive claim to color or high definition, as some uhf proponents had assumed.

Meanwhile, Ad Hoc committee has at last approved (yes, it has!) its voluminous vhf propagation report. FCC will issue it to public as fast as it can print. Remember, though, it isn't what the report says that counts. It's what FCC does with it -- and co-channel spacing of about 215 miles seems likely.

"Offset carrier" system of co-channel interference reduction (Vol. 5:16-19) was due to start this weekend between Boston's WBZ-TV, Schenectady's WRGB, New

York's WNBT. After watching it work between Detroit-Cleveland and New York-Washington, RCA has definitely shelved synchronization. Offset is said give improvement of 20 db, compared with 15 db for synchronization--without the expense and complexity. CBS was sufficiently impressed with system to order new crystal, will shortly offset New York's WCBS-TV from Baltimore's WMAR-TV, on Channel 2.

FCC's own experiments with FM for picture to cut interference (Vol. 5:3,5, 11,14), though rendered somewhat academic for present by last week's announcement, will again be shown at its Laurel, Md. labs June 6 and 13. Engineers will also demonstrate synchronization and offset carrier systems.

BIRMINGHAM'S 2 AND OTHERS UPCOMING: Down in Birmingham, there's a veritable race between area's only CP holders to see which can get going first. Both WAFM-TV (WAPI) on Channel 13 and WBRC-TV on Channel 4 report their test patterns will start by June 15. Both promise commercial operations beginning July 1. WAFM-TV has issued nand-some brochure describing its "Television Alabama" and stating first 90 days will be "experimental", consisting of test patterns, weather reports, news, films and limited number of live shows. It will get kine-recordings from CBS and ABC, while WBRC-TV is similarly served by NBC.

Notes on other upcoming new TV stations, mainly changes in schedules from those reported in our last calendar (Vol. 5:19): WCPO-TV, Cincinnati, now has tower up, building completed, GE equipment being installed. Tests start in mid-June, aim now is to go on schedule July 26 with night baseball...WOW-TV, Omaha, far enough along now to plan July 15 test pattern, quite sure of making schedule Sept. 1...WBNS-TV, Columbus, to install equipment July 1-15 in new building, tests by mid-Sept., goes commercial Oct. 1...WDAF-TV, Kansas City, reports that barring unforeseen construction problems it should be showing test patterns by mid-Sept.

WMBR-TV, Jacksonville, has ordered GE equipment, reports it expects to test in early Sept., go commercial Oct. 1...WNBF-TV, Birmingham, N.Y., has started building new transmitter house, soon starts on studios, has ordered RCA equipment, figures on tests around Oct. 15, commercial by Xmas...WCON-TV, Atlanta, installs studio equipment in July adjacent to AM plant on top floor of new Atlanta Constitution building; 1,000-ft. Ideco tower presents unusual problems, so it looks now like tests around end of year...WOC-TV, Davenport, Ia., now installing, figures on Oct. 1 start...WOAI-TV, San Antonio, has Austin Co. now remodeling, gets tower July 1, looks for start sometime in November...WSEE-TV, St. Petersburg, delayed by prolonged illness of Robert E. Guthrie, will announce plans later.

COLOR TV—WHO? WHAT? WHERE? WHEN? As expected, most of this week's TV talk was about color. Developments, or absence thereof, were as follows:

CBS, to which every ear has been bent since FCC "opened door" to 6 mc color, reiterated flatly: "CBS is not pushing color."

Both CBS and Zenith were impeccably careful to emphasize that color equipment used Tuesday in Philadelphia to show surgical operations (Vol. 5:22) is closed-circuit, non-broadcast, not intended for commercial telecasting.

But Zenith's president E. F. McDonald also issued statement: "An adapter for reception of color television on existing receivers is entirely feasible, and can be provided whenever color-casting transmitters as proposed in the FCC statement are put on the air." At same time, he again said conversion of vhf sets to black-and-white uhf through adapters is not satisfactory.

RCA has indicated no change in its "several years off" color philosophy.

RMA "public relations" committee (Vol. 5:14), meeting in Washington Thursday, cautioned that color is "still in the laboratory stage," agreed with FCC that color, if it comes, "must be capable of being received on present sets with only minor modifications."

You begin to wonder who, if anyone (except possibly Zenith), will really labor to show FCC a perfected "minor modification" color converter. A couple of color proponents are supposed to have approached FCC "on a confidential basis." But we don't know who they are, what they have or whether they carry any real weight.

(Continued on inside back cover)

Streamlining FCC's internal structure, to speed up handling work load, is objective of S. 1973 to amend Communications Act introduced May 31 by Sen. Ernest W. McFarland (D-Ariz.). Hot policy questions were left out for present, said McFarland who's chairman of communications investigation subcommittee, in hopes of getting action this session. Principal provisions: setting up of 2 panels of 3 commissioners each, "broadcast" and "communications"; authorizing FCC to issue cease and desist and declaratory orders; removing hearing and review staff from supervision of prosecutory staff; raising pay of commissioners to \$15,000 and of chief counsel, engineer and accountant to \$12,000. Then, Friday, FCC reacted by announcing separation of review and prosecutory staff, putting 5 review staffers directly under commissioners.

Emerson's president Ben Abrams, back this week from tour of Europe and Israel, stated in interview he's considering establishing factory in Israel ("the brightest spot I visited") to turn out table model radios capable of picking up that country's 2 stations and others in Greece, Turkey, Syria. Israel, he said, has plenty of top-notch technicians, lower wage scale than U. S. He ruled out Britain and other European countries as export markets for U. S. radios because of dollar shortage. Brunswick's David Kahn, who accompanied him, said he discussed with Israeli bankers possible establishment of cabinet factory.

Attitude of top-level Crosley broadcasting officials on impact of TV on AM, as expressed by executive v.p. Robert Dunville at recent annual meeting of Avco stockholders: "It is your management's belief that AM broadcasting will, within the next 2 or 3 years, show some adverse effect from TV. However, the clear-channel stations, of which WLW is one, and WHAS [purchase by Crosley pends FCC approval] is another, will not suffer to any degree comparable to the small local and regional stations. The limitation on coverage by TV stations makes it imperative for the clear-channel stations to continue to serve the vast rural areas that will not be receiving TV service for a great many years to come."

From minutes of annual stockholders meeting of Loew's Inc. (MGM): "We have watched television . . . have investigated its various phases. We have not come to the conclusion that we should enter it . . . A study has revealed to us that practically every station now operating shows substantial losses . . . We are waiting until there is a reasonable likelihood of a return on the large investment that must be necessarily made before we undertake to do it . . . We are not frightened by television . . . We believe that we are equipped to enter the business of television when and if it seems advisable . . ."

Sonora Radio filed reorganization plan in Chicago Federal Court this week, calling for 15% payment on all unsecured claims (Vol. 5:4). Plan said to bear unanimous approval of creditors' committee headed by Henry Anderson, Crescent Industries Inc., who called it "liberal effort on the part of creditors to wipe the slate clean and still leave the company with sufficient working capital to continue its business."

Emerson reports highest earnings in its history for 26 weeks ending April 30—\$1,896,127 (\$2.37 per share on 800,000 shares) vs. \$1,139,244 (\$1.42) for same 1948 period and \$1,131,466 (\$1.41 on 400,000 shares) for 1947 period. Emerson dollar volume is now 65% TV.

RMA's April set production figures, now overdue, are still held up by failure of one company to report. RMA is trying hard to shake it loose, says delay stems from reorganization going on within company.

Survey of New York area TV set ownership, conducted last 3 months by Advertest Research, New Brunswick, N. J., based on 2,100 interviews, indicates 29.7% are RCA, 16.9 Philco, 14.2 DuMont, 5.5 GE, 4.7 Crosley, 3.8 Emerson, 3.5 Motorola, 3.2 Transvision, 2.6 Admiral, 2.4 Fada, 2.3 Teletone, 2 Magnavox, 1.7 Andrea, 1.5 Olympic, 1.2 Zenith, 1 Stromberg, 1 DeWald. Remainder were Hallicrafters, Sightmaster, Tele-King, Stewart-Warner, Garod, Westinghouse, et al. Survey also shows brand ownership by income groups, notes 10% of all set owners dissatisfied.

Hooper and The Pulse still show disparity in ratings of top TV shows in New York area during May. Hooper's: Texaco's *Star Theatre*, WNBT, 80.5; Lipton's *Godfrey's Talent Scouts*, WCBS-TV, 56.8; Lincoln-Mercury's *Toast of the Town*, WCBS-TV, 51.9; Sanka's *The Goldbergs*, 51.5; Auto-Lite's *Suspense*, WCBS-TV, 48.2; Admiral's *Broadway Revue*, WNBT-WABD, 41.4; Chesterfield's *Godfrey and Friends*, WCBS-TV, 40.9; P & G's *Fireside Theatre*, WNBT, 32.8; Chevrolet Dealers' *Winner Take All*, WCBS-TV, 29.3; GE's *Fred Waring Show*, WCBS-TV, 29. Pulse's: *Star Theatre*, 67; *Broadway Revue*, 57.7; *Godfrey's Talent Scouts*, 52.4; *The Goldbergs*, 50.4; *Godfrey and Friends*, 50.2; *Toast of Town*, 46.5; *TV Theatre* (Kraft), WNBT, 41.8; Fri. boxing, WNBT, 35.3; *Fred Waring*, 31.8; *Suspense*, 30.4. Pulse rates *Star Theatre* and *Godfrey's Scouts* No. 1 and 2 in Chicago and Philadelphia also, *Broadway Revue* No. 2 in Cincinnati.

Extend existing AM labor contracts to cover TV operations—that's advice of NAB's labor relations chief Richard P. Doherty in report on *Television Jurisdictional Strife* issued this week by NAB. His main point is that jurisdictional battles among unions may lead to onerous conditions for TV, caught in middle. Report covers current status of various broadcasting, stage, night club, movie unions in relation to TV; stresses need for agreement with unions on interchanging AM-FM-TV employees.

Prepping for July 15 test of Omaha's WOW-TV (commercial debut Sept. 1), Nebraska-Iowa Electrical Council is setting up Omaha TV "preview center" which will have some 30 sets (12 makes) hooked together and operating on closed circuit with regular TV programs. Area's dealers and distributors see first shows June 12, then it's open to public.

Alleged monopolies in radio may be probed by new House Judiciary subcommittee under full committee Chairman Emanuel Celler (D-N.Y.). Group meets June 8 to decide which fields and industries to investigate. Rep. Francis Walter (D-Pa.), who is hot about FM (Vol. 5:17) is also on 7-man subcommittee.

First pro grid outfit to ban TV next season is Philadelphia Eagles, which won't permit TV cameras at Shibe Park home games this fall because many season ticket holders haven't renewed and because survey of fans indicated many would rather stay home and watch on TV. Baltimore Colts also banned TV last season (Vol. 5:2).

Tube experts labeled as "ridiculous" reports of shortened picture tube life, due to viewers turning up brilliance and contrast controls to compensate for (1) light absorption by magnifying lenses, (2) weak signals coming from indoor antennas. Turning up controls, they say, has almost no effect on tube life.

Recommended viewing: Telecast on NBC-TV Tue., June 7, 9:30 p.m., from RCA's TV tube plant at Lancaster, Pa., on occasion of production of millionth picture tube—keyed from new WGAL-TV, Ben Grauer narrating.

The old FCC order changeth: Commission this week, in long-awaited ruling on old Mayflower decision, said broadcasters can editorialize, but went to great lengths to emphasize they must grant time for presentation of opposing views. Comr. Jones wanted to go further. In separate opinion, he averred FCC should let broadcasters editorialize—period—then sock 'em at renewal time or in revocation proceedings if they haven't given opposition adequate opportunity to reply. Comr. Hennock dissented, said that since you can't police all broadcasters to make sure they're impartial, don't let them editorialize. NAB is gloating over victory, even to these not unwarranted words by president Justin Miller: "Now that the broadcasters' right to free speech has been recognized by the FCC, I suggest that broadcasters be clearer and more specific in their editorializing than the Commission has been in this vague and wandering report—or they will fail to fulfill the Commission's new dicta concerning 'the right of the public to be informed (fairly)'. "

Personal notes: Ken R. Dyke has quit as NBC v.p., his program duties being assumed by program director Tom McCrary . . . Ben Cottone, FCC general counsel, sails June 4 on the *Queen Mary* for Paris conference; looks very doubtful now whether FCC chairman Wayne Coy will get back from conference for expected June visit, may not return until it's over in late July . . . Crosley president James D. Shouse awarded honorary degree by U of Kentucky June 3 . . . Harry Dart, Westinghouse electronics, Bloomfield, N. J., newly elected chairman of New York section, IRE . . . Hoffman Radio names Bud Shuster, ex-Ray Thomas Co. (Capehart), as gen. mgr. of distributing subsidiary, and John Rankin, ex-Belmont, as chief engineer . . . John Crosby, ex-mgr. of RCA exhibition hall in New York, now production mgr. of new WHAM-TV, Rochester . . . Lewis Schollenberger (Bob Lewis) named CBS and CBS-TV special events chief in Washington.

Cleveland Press, owned by same Scripps-Howard interests as TV station WEWS, polled Clevelanders recently, found 70% expecting to buy TV sets; but even most of those who don't plan to buy said they expect to if prices come down. Of those who have sets, 93% say they still listen to radio, and 27.5% say some members of family listen to radio when TV is on. Less moviegoing is done by 41.5% of set owners; less reading is done by 16%, but survey says newspapers are less affected than books and magazines. However, poll doesn't attempt to answer the tough question: Just how much less listening, moviegoing and reading is done? Question was tackled recently by Samuel Gill, research director of Sherman & Marquette agency. After survey of 700 homes over 1½-year period, he concludes that TV set cuts radio listening only 15 minutes daily after TV has been in home 9-12 months. During first 3 months, radio listening dropped from 4.13 hours to 2.14, but was up to 3.97 after 9-12 months.

Transit FM in New York City, one of medium's most coveted plums, is reported being pursued by WGHF and WGYN. Situation is complicated by political ramifications of municipally-owned transit system and fact it will take 2, possibly 3, stations to cover area.

RCA claims doubled number of mobile FM channels is practical effect of its new 162-174 mc "Carfone" equipment. Company showed equipment off last week, said it's 1,000 times more selective than previous gear, permits adjacent channel operation (separated 60 kc) as good as previous alternate channel.

Latest in RCA's technical book series are *Electron Tubes*, Vol. I (1935-41) and Vol. II (1942-48), 475 and 454 pages, respectively. They sell for \$2.50 each, may be obtained from *RCA Review*, RCA Laboratories, Princeton.

TV station sponsorships: Novel TV trade sponsor planning to start half-hour show on New York's WCBS-TV in September, is Monarch-Saphin chain, specializing in TV trade-ins (Vol. 5:18); patterned after president Albert V. Saphin's ad column "All In a Lifetime," show may be titled *I Love People*, Saphin himself discoursing on theater, sports, radio, etc., doing own commercials on current specials and sales in his stores . . . Pridefully, Chicago's WGN-TV points to co-sponsorship of weekly half-hour *Pars, Birdies and Eagles* by St. Andrews and Mission Hills golf clubs as "instance of TV creating a new type advertiser" . . . New York's WABD adds Great Atlantic & Pacific Tea Co. as participant on daily 10-11 a.m. *Your Television Shopper* for its bakery division (Jane Parker breads) . . . Union Federal Savings & Loan and Ohio Oil sharing Telenews-INS newsreel on WFBM-TV, Indianapolis . . . Two-station hookup of Baltimore's WMAR-TV and Washington's WMAL-TV starts June 6 for daily 4-6 p.m. *Sports Parade*, with National Brewing Co. sponsoring 4-5 p.m., remainder participating . . . MJB Coffee, Franilla Ice Cream, Kool Cigarettes new spot users on KTSN, Los Angeles . . . Famous Furniture Co. sponsoring magician Karrell Fox in *Famo and His Magic Carpet* on WWJ-TV . . . Dr. Ross' Dog Food sponsoring INS-Telenews on KPIX, San Francisco . . . Electrical Assn. of Rochester sponsoring TV show week of June 11-18, occasion of opening of new WHAM-TV, also signing as sponsor of station's test patterns for 2 weeks . . . Sunbeam Corp. (Shavemaster) using spots on WPIX, New York . . . International Silver reported planning TV campaign after *Ozzie & Harriet* show ends July 10.

Notes about TV programs: Freshest thing in TV—and most fascinating—NBC-TV's Wed. eve *Black Robe* pickups from New York night court . . . Victor McLeod new producer of NBC-TV *Chevrolet on Broadway* Mon. dramatics, succeeding Owen Davis Jr., recently drowned . . . Notre Dame TV rights acquired for DuMont for reported \$50,000 by its sports director Leslie Arries, one-time Northwestern All-American; will cover Indiana, Tulane, Iowa, So. Calif. games from South Bend, North Carolina game from Yankee Stadium, New York, carrying them on 16-station hookup, serving others via kine-recordings . . . Ford Dealers terminating *Through the Crystal Ball* on CBS-TV after July 6 show . . . Philco TV Theatre reported readying for return on NBC-TV in July . . . CBS-TV considering TV version of popular *Mr. and Mrs. North* mystery series . . . ABC-TV planning to move *Paul Whiteman Teen Club* in August to Thu. 9:30-10:30 p.m., putting *Pick and Pat* into present Sat. 9-10 p.m. spot . . . *Aldrich Family* quits NBC-AM June 23 until fall, now testing with kine-recordings for possible TV show . . . Princeton Film Center planning TV series on film of Thornton W. Burgess nature stories for children . . . June 5 *Parade* features 3-p. layout on *The Goldbergs* . . . CBS-TV has acquired TV rights from Harvey Marlowe to *Circus Saints & Sinners* show.

Variety observes that "novelty days" are over for many viewers, best shows off for summer, replacements hit-and-miss, giving AM chance to win back sponsors if it will "take full advantage of summertime opportunity and indulge in qualitative programming."

Twenty network TV shows, including 8 of 10 top Hoopers (all but *Toast of the Town* and *Winner Take All*), go off air this month or next, mostly for 4, 8, 9 or 13-week vacations.

A multicoupler permitting up to 8 TV sets to be fed from single antenna is being offered at \$100 by Television Equipment Co., 238 William St., New York. Company says 3 such units can be "cascaded" to serve up to 24 sets.

One might be the George Sleeper's Color Television Inc., San Francisco, which is said to have improved its color system to allow easier conversion of present sets. Then we hear that one Louis F. Muccino, of Rye, N.Y., financial man, has spoken to principals about possibility of securing license to some CBS color patents and manufacturing converters. CBS says it is constantly being approached by individuals evincing interest in its color patents.

Tuesday's color demonstration in Philadelphia was excellent. It's preliminary to use at American Medical Assn. Atlantic City convention by Smith, Kline & French, pharmaceuticals. But it sheds no new light on color telecasting. As one observer put it: "This may be the way CBS can get back some of that \$2,000,000 it has spent on color."

RMA's heavyweight industry committee (including Zenith's H. C. Bonfig) worked up statement calculated to soothe, saying, in addition to aforementioned "take it easy" word on color: (1) Present sets and vhf channels are undisturbed. (2) Uhf is needed for expansion, and present sets can be inexpensively converted to receive it. Committee also had session with Sen. Johnson, came away apparently quite happy about the whole thing. Those present: Max Balcom, Sylvania, chairman; Raymond Cosgrove and John Craig, Crosley; Joseph Elliott, RCA; H. C. Bonfig, Zenith; David Smith and E. D. Lucas, Philco; Walter Stellner, Motorola.

AM, TV & NAB—BETWIXT & BETWEEN: For a quite accurate and objective reflection of the attitudes of many broadcasters, some fearful of TV's encroachment on audience and revenues, we commend a close reading of leading article captioned "Unrest Stirs Stations" in May 23 Broadcasting Magazine. And for further indications what NAB is going to do about TV, there's a long statement prepared for June 4 Billboard by NAB's president Justin Miller. It's worth reading, too.

Generally recognized as spokesman for broadcasters, usually quite close to NAB, Broadcasting Magazine notes an unenthusiastic attitude toward TV on the part of many AM operators; recounts growing antagonisms toward NAB, some stemming from its determination to set up TV dept.; lists recent defections from NAB membership -- most significant of which was Detroit's WWJ and WWJ-TV, whose manager Harry Bannister also quit as board member. Yet the trade journal says editorially, "It would be calamitous to have more than one trade association. The wise course is to remodel the NAB...into units -- AM, FM and TV [and] let each unit pay its own way, with a portion of the dues to go to the general administrative operation."

This oversimplification of NAB's problem overlooks plain fact that TV enterprisers (certainly the manufacturers) for the most part apparently don't want to come into the broadcasters' fold; and that they have definitely decided to go their own way with an expanded Television Broadcasters Assn (Vol. 5:18). Nor does it place much emphasis on role of the independents -- some think they now dominate NAB -- who want no truck with TV.

Judge Miller's statement to Billboard notes that 53% of NAB's revenues come from AM interests already in or applicants for TV; that TV "should and will be built, owned and operated largely by broadcasters"; and that duties of NAB's new TV director must include "the reconciling...of conflicts between TV and the other broadcasting techniques." He quotes Ben Franklin: "If we don't all hang together, we'll all hang separately" -- and then goes on, in language neither judicial nor diplomatic:

"There are those who, after the manner of jackals, would like nothing better than to see us split and divided, ready to pick us off singly and in small groups... Timid, short-range thinking people are inclined to abandon the ship when the sailing gets rough. Those with axes to grind find opportunity for their endeavors when the leaders show signs of jitters...We are confident that steady leadership will keep us on our course and present a solid front to those who would weaken or destroy us."

Caught betwixt and between, fact is NAB is really on the spot, must expand activities (Vol. 5:19) despite loss of revenues due to resignations of other top-rung members like Baltimore's WBAL, San Antonio's WOAI, Houston's KPRC, among others. Though it plans new membership drive, there's only slight prospect of any substantial income from new members or from TV. Judge Miller expressed himself to

us too, and quite pointedly, on subject of TV a few weeks ago (Vol. 5:19). And here's thinking of executive v.p. Jess Willard, slated to head up NAB's TV dept.:

"Television will eventually be the No. 1 mass communications medium, but radio will still maintain a significant place. TV will cut mostly into printed media, not radio. NAB's obligation is to make the transition from an all-radio industry evolutionary and not revolutionary. Broadcasters are providing the risk capital and know-how; we've got to make sure they own it when it comes into its own."

That's the basic NAB idea: TV is the "rightful heritage" of the broadcast-ers, who have 55 of the 66 operating stations (as of June 1). Thus Willard sees his mission when he takes over the TV chore: "TV must not be owned by banks, insurance companies, motion picture interests, manufacturing firms, etc." As for loss of memberships, he attributes this mainly to "current economic stringency" -- the desire to save on dues. (Detroit's WWJ, for example, paid more than \$400 per month.)

Meanwhile, while the big networks say nothing (though make no bones private-ly about their disaffection toward NAB and its apparent dominance now by independ-ents), you get this slant on the thinking of one important non-broadcaster, DuMont Network, which has no AM connections whatsoever: Its latest color page ad, illus-trated with hot water bottle and tin of aspirin, is captioned "DuMont Has No Ailing Mother-in-Law." Copy reads: "The DuMont Network is unattached. It got where it is with no help from radio, and is under no compulsion to support radio in its declin-ing years. DuMont is selling television -- the medium of today and tomorrow...task of upholding the fading glories of dead yesterday is left to those stuck with it."

This needling isn't calculated to help bring TV stations and applicants, still supported by AM, into the TBA fold. Gauntlet will really be down when Allen DuMont, detailed to task by TBA, repeats history of radio -- collects fund from TV set manufacturers to build up TV's own association, engages paid president (maybe FCC Chairman Coy; Vol. 5:19) to act as spokesman for telecasters and manufacturers.

IS TV CROWDING OTHER MEDIA? There's a current flurry of surveys on "Where's the TV advertising money coming from?" Matter of fact, we'll report shortly on one of our own among combined TV-AM station managers, who are replying with customary candor and common sense. Latest such survey, in May 20 Printers' Ink, was done by G. Tay-lor Urquhart of W. Earl Bothwell Inc., ad agency. He worked in the same direction as BMI's Sidney Wagner (Vol. 5:21), came up with statistics on 158 TV advertisers who spent \$6,500,000 over unspecified period. You might compare findings where both cover identical questions; they aren't far apart. Urquhart's main points:

1. Special money, above regular budgets, was appropriated for TV by 60.7% of respondents; 25.4% cut regular budgets to add TV; 10.1% did both; 3.8% "no an-swer." Most cutting was done by smaller advertisers.

2. Of those who reduced other media, 68% cut radio, 52% cut newspaper, 18% cut outdoor, 13% cut magazine -- many cut several media, including others such as direct mail, car cards, etc. None said they reduced sales appropriations; thus, talk of TV muscling in on salesmen may still be mere talk. Other media got something back, since 63.8% of TV advertisers said they promoted shows by buying newspaper space, 23.7% used direct mail, 19.8% used point of sale, 9.2% used radio.

3. Is TV profitable? "Yes," said 29.8%. "No," 8.2%. "Too early to tell," 61.4%. Notable is way percentage of "yes" answers increased with money spent: going from 20% for under-\$5,000 group to 80% for over-\$250,000 class.

4. Why is TV profitable? 70.7% credited TV's "inherent qualities as an ad-vertising medium." 14.2% mentioned TV's novelty.

Urquhart's conclusion: "While TV will create new advertising money, its growth...is bound to be felt by the other media. The competition for the adver-tiser's dollar is going to be keener than ever."

Note: For a deluxe, limited edition sort of opinion roundup from 21 top industry people, write BBD&O, 383 Madison Ave., New York City, for its "Television's Future." Numerous specific quotes, in answer to 6 questions relating to TV's impact on radio, make good reading. Principal statistic: 89% of interviewees don't think radio will really die off, but majority see TV more important than radio by 1954.

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June 11, 1949

2,000,000 TVs BY END OF JUNE: Two things are apparent from RMA's belatedly reported April production figures: (1) That the predicted 2,000,000 TV set production in 1949 will easily be achieved, probably surpassed. (2) That by end of June there will be fully 2,000,000 TVs in hands of public and distributors, and by end of this year 3,000,000 or more. Here's how we figure it:

1. April TV production was 166,536 sets, bringing RMA total for first 4 months of year to 589,073. Add 15% to account for Admiral and other non-RMA members, and total is 677,434. May and June will certainly account for enough production to bring this to 1,000,000.

2. Add this 1,000,000 to the cumulative 1,157,000 produced up to end of last year (Vol. 5:5), and it's apparent that by end of this month (or half of 1949) the figure will surpass 2,000,000. And with TV's best market months during fall and winter, it's fair to assume last half of year will add another 1,000,000 or more.

April TV breakdown: table models, 102,120; TV-only consoles, 51,098 (1,442 projection); TV-radio consoles, 13,318 (no projection). FM sank to 37,563, breaking down to: AM-FM table models, 12,980 (121 with phono); AM-FM consoles, 21,475 (95 without phono); FM-only and converters, 3,108. FM was helped by TV sets which include it -- 47,264. Total sets of all kinds was really down in April, hit 673,005, lowest since February 1946, bringing total for first 4 months of 1949 to 3,081,561 -- rate of less than 10,000,000 yearly.

IS TV TAKING BUSINESS AWAY FROM AM? We asked all TV stations with local AM affiliations (that means 52 out of the 68 now operating) whether TV is attracting any money away (a) from their own AM accounts, and/or (b) from their AM competition. To date, exactly 27 have replied -- including most of the top-rung TV management -- and this is what they said in answer to the first question:

Nineteen responded with an unequivocal No. Six said Yes, more or less. One said "not yet but there are definite indications." Another said "too early to determine."

As to whether their competitors have suffered from TV, 16 said No or not so far as they knew; 11 said Yes or they thought so.

So there you have first-hand testimony on an issue that has just about everybody in the business of radio speculating, if not worrying. We'll tell you later what these AM-TV operators said with regard to where their TV business is coming from, and report also on their responses to other questions we asked.

Meanwhile, it's far too early to assume a definite dollar trend is betokened by our findings. Nor by the considerable publicity recently about Ford, International Silver, Sheffield Farms abandoning radio for TV -- to say nothing of the considerable number of sponsors using or planning to use both.

Interesting was the positive language of the majority who replied that TV is not encroaching on their AM business. But even more interesting are comments of those who said it is:

"Our TV operation is very definitely attracting money away," wrote one obviously unhappy operator, noted as one of AM's biggest profit-makers. In New York,

said another, it is doing so "but only to a limited extent." One Philadelphia manager said Yes "but in a very small percentage of cases." Then there's the Southern operator who reported, "We had one TV account who took his money from our AM station and devoted it to TV...another took some new money, plus what he was spending on AM, and put it into TV." And from hotly competitive Washington -- 4 TV stations (2 independent of AM), 14 AMs (1½ network owned), 10 FMs (3 independent of AM):

"Undoubtedly [our TV] is attracting money away from radio accounts. Our definite impression is that our own sound broadcasting system is suffering much less [than] our competitors...In view of the lack of sales statistics for TV at this stage of development, we suspect a given percentage of the money attracted [to us] from sound broadcasting is of a trial or experimental nature."

Then there's the pertinent observation of the Chicago manager who said "it's too early to determine..." Quoth he, "Whereas the radio business is tighter than it has been since the war, the condition was probably caused by general business rather than by TV. If our TV operation is attracting money away from our radio accounts, it is so small as to be unnoticeable at this point. Furthermore, it would be difficult for a station operator to give you the complete answer [until] the facts are more accurately known to the individual agency handling the account."

THE UNUSUAL TINTS OF CBS'S COLOR TV: Though you have CBS's repeated word that it's not plumping for color TV, its position becomes daily more anomalous. On one hand, there are official disclaimers ("CBS is not pushing color," Vol. 5:23), consistent since last fall (Vol. 4:43) when president Frank Stanton said: "There's absolutely no intention on our part to revive the color issue, nor have we anything up our sleeves." On the other hand, there's plain fact that Columbia's brilliant research chief, Dr. Peter Goldmark, is working like mad attempting to perfect a color TV system so compatible with present TV sets that the FCC can't avoid authorizing it.

In proof of the latter, June 4 Business Week carried an actual photograph of CBS's converter (to adapt ordinary sets for color), the existence of which it previously wouldn't acknowledge. There is such an animal. It's about 22 in. high, comprises a disk, motor and magnifier at least, is shown in front of what looks like a 10-in. RCA receiver. We understand sets insides must also be altered -- how much, we don't know. Business Week's story is incorrect in that it said such converters were being used at American Medical Assn. convention (Vol. 5:8,22,23); specially built Zenith receivers, like those used in Philadelphia demonstration, were used. Story also speaks of CBS's "campaign for immediate introduction of color TV."

Then you have the unqualified and enthusiastic statements of v.p. Charles Cushway, of Webster-Chicago, which made components for Zenith color sets. He asserts converters can be made at reasonable price, are trouble-free. What's more, he claims they're licking problem of huge color wheel for larger pictures. Currently, wheel has to be slightly over twice diameter of tube.

The already stringent set of conditions which FCC says color TV must meet (Vol. 5:22) appeared even tougher this week by virtue of statement by Comr. Sterling in June 8 speech at Canadian Manufacturers Assn. convention. He said FCC "will not authorize color television until [it] can be received in black and white on present-day receivers, with perhaps no or only relatively minor modifications." And it turns out that FCC did indeed mean that in its announcement, though it wasn't at all apparent from language used. Sterling also said: "I would not hesitate to buy one of the black and white receivers now on the market."

Thus, the Commission is looking for a mighty high degree of compatibility. Its "open door" to 6 mc color is narrow -- too narrow for present converters, according to Dr. Allen DuMont, whom June 13 Time Magazine reports saying they're expensive and so complicated "...that every set now in use would have to go to a factory for proper installation."

Note: As for industrial use of color TV, CBS spokesman says there is no big drive on in that direction, no specific customers on hand, no plans to go into equipment manufacturing itself.

ASCAP license at present AM rates plus 10%, with license covering special uses as well, is offer being circulated among TV operators this week by NAB music committee. Music license costs AM stations 2 1/4% of net time sales, networks, 2 3/4%. Offer includes (1) license running from 3 to 5 years retroactive to Jan. 1, (2) for networks, allowance to deduct cost of interconnecting stations—up to 25% of net time sales first 2 years, 20% third and fourth year, 15% fifth year, (3) co-ops counted as network programs. Licenses, however, would cover only non-dramatic rights. NAB music committee wants opinions from telecasters so it can make terms concrete. ASCAP board has to go to members for approval before terms can become effective. Meanwhile, it granted extension to July 1 for use of ASCAP music on TV without fees.

FCC overlooked completely Meredith Publishing Co.'s competing bid vs. CBS for Raytheon's WRTB, Waltham, Mass. when it revoked this week, effective at once, 4-year-old Avco rule. Commission thought there were no competing applications, will probably make exception in this case, continue it under Avco. Avco revocation was on premise FCC's recent proposal that station transfers and assignments be advertised (Vol. 5:9) covers more broadly same principles, also that Avco rule hadn't worked out as FCC desired, worked hardship on some parties involved. Among pending transfers involving TV, in addition to WRTB: KRSC-TV, Seattle to KING (Vol. 5:20, 23), Thackrey west coast radio properties (including KLAC-TV) to Warner Bros., WHAS, Louisville (AM-FM-TV) to Crosley.

Frank Mullen quits Dick Richards' organization July 1, with additional year's salary (\$75,000). He has announced no plans but will be in East this summer, at least, spending July-August at Saugatuck Shores, Conn. home. Last week, FCC was asked to okay his \$54,787 purchase of 15% interest in KMPC, Hollywood, which would reduce Richards' holdings in that station to about 55%. Mullen's contract with Richards group included option to buy 20% of KMPC for \$64,800, to be halved if KMPC became affiliated with NBC before August 1952.

Reports on TV sets-in-use as of June 1: In Philadelphia, sets jumped 10,000 during May to 175,000, according to WCAU-TV. St. Louis, up 3,200 to 32,100, according to Union Electric Co. Washington, up 3,500 to 48,000, according to stations committee. Cleveland, up 6,713 to 59,096, according to Western Reserve U. Cincinnati, up 3,500 to 26,500, according to WLWT. Milwaukee, up 2,235 to 26,738, according to WTMJ-TV. Toledo, up 4,000 to 15,000, according to WSPD-TV. Columbus, up 1,013 to 6,404, according to WLWC. Miami, up 1,570 to 6,270, according to WTVJ. Syracuse, up 1,800 to 4,200, according to WHEN. Salt Lake City, up 400 to 4,800, according to KDYL-TV.

Philco chairman John Ballantyne, 49, died Friday afternoon of a heart attack while addressing Meadowbrook School graduating class of which his son was a member. Mr. Ballantyne was president of Philco from 1942 until becoming chairman in June 1948.

Emerson Radio has filed with SEC registration covering 235,000 shares of capital stock to be sold through F. Eberstadt & Co. from holdings of wives of Ben, Max and Louis Abrams, following which Abrams families will own about 25% of the 800,000 common shares outstanding. No new financing is involved.

Publishers Information Bureau, announcing it will report on network TV advertising monthly henceforth, paralleling its other media reports, states TV network advertisers spent \$2,561,438 first 4 months of 1949—Jan., \$423,285; Feb., \$576,805; March, \$773,209; April, \$788,139.

Reorganization of NBC's TV dept. this week is merely beginning of changes to be made after current survey of network's functional structure as whole is completed. It's fairly certain that TV will be headed by own v.p. (executive v.p. Charles Denny now runs it); meanwhile, TV operations director Carleton D. Smith announced appointment of J. Robert Myers as business mgr. of TV dept. and creation of 4 new TV program dept. subdivisions under program director Norman Blackburn. They're headed by Robert W. Sarnoff (son of RCA chairman), as production mgr.; Charles Prince, mgr. of talent and program procurement; Fred Shawn, mgr. of operations; mgr. of program development to be named.

Football ban on TV seems to be growing. In addition to Philadelphia Eagles' veto last week (Vol. 5:23), New York Giants this week said No, too, even though they've been televised during past seasons by ABC. Washington Redskins, apparently alone in National Football League, will again be on WMAL-TV. Redskins' owner George Marshall (no kin to general) allows as how he "ain't afeard," has already sold 20,000 season ducats for 1949. In Baltimore, All-American League Colts again will be televised by WMAR-TV (National Beer sponsoring) — but only out-of-town games. All-American teams which have acted so far have okayed telecasting only of non-home games, but have approved filming of home games for delayed telecasts. Statement last week (Vol. 5:23) that Colts had banned TV last season was in error.

NAB's dormant FM department, ordered to life by FM executive committee this week, will undertake following projects, with FM Director Art Stringer fulltime on FM: studies of management, success stories, audiences, transit FM, storecasting; exchanges of programs and promotion ideas. Committee also recommended that: BMB list FM station information; publications printing rates carry FM stations in combined AM-FM section; manufacturers improve receivers. FCC Chairman Coy's proposals to require complete AM-FM duplication (Vol. 5:19, 22) prompted committee to resolution "expressing concern."

No TV, radio or film for middleweight title bout June 15 in Detroit (Cerdan-LaMotta), says promoter International Boxing Club, even though offered \$60,000 for TV-radio rights. In New York, Madison Square Garden and fight promoters continued haggling over TV-radio rights. Garden has offered \$1,000 per main event fighter (\$350 at its St. Nicholas Arena), but promoters who originally wanted 50% of total TV-radio money, want more than Garden's offer.

Wall Street Journal reports Motorola sales for first 5 months of this year "are understood to have been between 25% and 30% ahead of those for the like 1948 period and earnings are believed to have kept pace," so that president Paul Galvin's prediction of earnings of \$5.15 to \$5.45 per share this year still stands. First quarter sales topped \$15,000,000, earnings \$909,516 (\$1.14 per share).

Admiral's 1949 half-year sales should top \$40,000,000, with earnings about \$2,500,000 (\$2.50 per share), Wall Street Journal estimates, comparing this with sales of \$27,386,344 and earnings of \$1,237,297 (\$1.37 per share) first six months of 1948.

DuMont's sales for 16 weeks ending April 24 were \$14,511,838, with net of \$1,833,368 (88¢ per share). Sales for same period last year were \$6,207,545, net of \$716,636 (35¢ per share).

Zenith sales for fiscal year ending April 30 were \$77,520,000, compared with \$79,406,133 preceding year. Fourth quarter sales were \$20,568,985; same period last year was \$21,302,268.

TV sponsorships: Philco resumes *Television Playhouse* July 17 on NBC-TV, Sun. 9-10 p.m., reviving Broadway plays and later possibly doing adaptations of Book-of-the-Month Club novels . . . Miles Laboratories (Alka Seltzer) starts its *Quiz Kids* Sept. 7 on NBC-TV, Wed. 9-9:30 (CDST); after summer hiatus also returns to NBC-AM Sept. 11 for Sun. 2:30-3 p.m. . . . Lincoln-Mercury relinquishing *Toast of the Town* June 10, but it stays thru summer on CBS-TV Sun. 8-9 p.m. . . . It's unofficial yet, but CBS-TV is supposed to have *Lucky Strike* lined up for series of twice monthly shows starting in fall featuring Jack Benny, Thu. nights, in addition to his regular weekly Sunday radio show; also weekly series with Ed Wynn—both on kine-recordings made in Hollywood . . . Cellucotton Products (Kleenex) begins *Fun For the Money* quiz show June 17 on ABC-TV Fri. 9:30-10 p.m. . . . Armour, for its poultry line, and Sunkist citrus fruits to test TV spots in Los Angeles area, both thru Foote, Cone & Belding . . . Eight TV set makers with New Orleans Public Service Inc. sponsoring new programs on WDSU-TV, New Orleans, which has moved up daily starting time from 5 to 3:30 p.m. . . . Indianapolis baseball to be sponsored on WFBM-TV by Philco and Westinghouse distributors . . . Samuel Goldwyn Productions has made TV trailer with Hedda Hopper (due for KNBH series) to be released along with its film *Roseanna McCoy* . . . Television Guide Magazine taking 1 hour daily on WPIX, New York, new test pattern *Teletape News* . . . Graybar Electric buys 13-week square dance series on KDYL-TV, Salt Lake City, beginning June 20.

More stock in parts and equipment firms are represented in portfolio of Television Fund Inc., first open-end TV-radio investment trust (Vol. 5:4,8), which as of April 30 reported net assets of \$2,061,761, an investment account of \$1,252,925 (plus \$829,684 in cash and Govt. obligations) and following stockholdings: Admiral, 4,000 shares; American Bosch, 4,000; ABC, 2,000; Avco, 500; Bell & Howell, 700; Burgess Battery, 1,000; CBS "A", 1,400; Corning Glass, 1,100; DuMont, 5,000; Eastman, 2,000; Emerson, 4,000; GE, 2,700; General Instrument, 1,000; General Precision, 2,000; General Tire, 500; Hoffman, 1,000; IBM, 200; IT&T, 4,000; Joslyn, 300; Line Material, 1,200; Loew's, 500; Magnavox, 2,000; Mallory, 1,000; Minneapolis Honeywell, 400; Motorola, 3,000; Muter, 2,000; National Union, 1,000; Oak Mfg., 2,000; Paramount, 4,400; Philco, 1,200; Pittsburgh Plate Glass, 1,000; RCA, 8,000; RKO, 500; Sprague, 500; Sylvania, 3,200; Webster-Chicago, 1,600; Westinghouse, 3,000.

TV film spots, tailored by manufacturers for their retailers, are being produced by Retailers Television Film Service, 22 E. 40th St., New York, under TV consultant Sam Cuff. For audition purposes, Cuff is selecting a key station in each area; it will have complete set of films. He offers three 40-sec. spots and three 12-sec. spots for total of \$1,950, makes them with Paramount's kinescope recording equipment. He reports having made films for Helena Rubenstein, Frigidaire, E-Z-Do Furniture, Hudson Nylon, Presto cookers, Rambletuft and Bigelow rugs.

New remote pickup rules, including use of frequencies by TV stations, were proposed by FCC this week to bring rules in line with recent mobile-special services decision (Vol. 5:19). FCC also proposed simplification of its exasperating equipment and program test rules. FCC invites comments on either proposal until July 18. If you want copies, write Commission for Notices 49-776 and 49-774.

RCA gets into hospital TV act, but with black-and-white, when it televises surgical operations during June 13-15 Canadian Medical Assn. convention in Saskatoon, Sask. Pictures will be microwaved 1 1/4 mi. from hospital to hotel, viewed on 12 receivers and 6x8 ft. screen. Tieup is with E. R. Squibb & Sons pharmaceutical house.

Personal notes: Gordon Gray, formerly active in broadcasters' affairs as owner of WSJS, Winston-Salem, N. C. (TV applicant) and publisher of *Sentinel & Journal* there, named Secretary of the Army this week; he has been Assistant Secretary since late 1947 . . . Ray Hutmacher named Chicago district mgr. for TV Division of North American Philips, handling CR tubes and contacting Protelgram licensees . . . Victor J. Andrew, the engineering consultant, awarded honorary degree by his alma mater Wooster College, Ohio . . . Carl V. Haecker, recently sales mgr. for Butler Bros., new merchandise display mgr. of RCA Victor . . . Lynn Eaton, ex-Bendix, appointed gen. sales mgr. of Andrea . . . Edwin T. Woodruff, ex-Telecast Films, named president of Cinetel Corp. film distributors . . . WPIX makes Mordi Gassner art director and Scott Donahue Jr. asst. sales mgr. . . New executive v.p. of Baltimore's WAAM is attorney Samuel Carliner, one of principal stockholders, succeeding Fred Allman who put station on air and remains as director and stockholder . . . Television chief of Salt Lake City's KDYL-TV is now George A. Proval, vice Harry Golub . . . Neale V. Bakke has been appointed local sales manager for *Milwaukee Journal* stations, including WTMJ-TV . . . Joseph M. Koehler has resigned as editor of *Sponsor Magazine*, will become executive of publications firm Sept. 1.

Program notes: MGM said No, so *Ford Theater* on CBS-TV has to forego scheduled telecast of *Edward My Son* and substitute *Light Up the Sky*; movie company frankly said it feared effect on boxoffice of its film . . . Ken Murray's famed Hollywood *Blackouts* variety show goes on CBS-TV this fall, out of New York, after 7 years at El Capitan Theater . . . CBS-TV starts series June 17 titled *Mama's Bank Account*, book on which play *I Remember Mama* was based, Fri. 8-8:30 p.m. . . . NBC signs 5-year contract for TV, AM, film and recording services of Burr Tillstrom, creator of *Kukla, Fran & Ollie*, including services of Fran Allison . . . *Mary Kay & Johnny* leave CBS-TV to start Mon. thru Fri. strip in first 15 min. of NBC-TV 7 p.m. spot vacated by *Kukla, Fran & Ollie* during summer . . . Horace Heidt (Philip Morris) leaves NBC-AM in fall to go on CBS-AM, Sun. 9:30-10 p.m.; and *Adventures of Sam Spade* (Wildroot) quits CBS to go on NBC starting Sept. 25, Sun. 8-8:30 p.m. . . . *Your Dog and Mine*, new series for dog lovers on ABC-TV, which began June 9, Thu. 9:30-10 p.m. . . . There's talk of simulcasting CBS's *Strike It Rich* and *Sing It Again*, also NBC's *Take It or Leave It*.

Pushing his FCC streamlining bill (S. 1973), Sen. Ernest W. McFarland (D-Ariz.) set June 16 and 17 for hearings. He also expressed concern over telephone and telegraph companies' financial ills, told of possibilities of mergers, deplored foreign and domestic governments' competition with private companies. Then, to the pleasure of the radio industry, he moved in on Govt. (particularly military) use of frequencies, saying: "We have a duty to examine into wasteful and duplicated use of frequencies for purely communication activities." He wants to know why unification doesn't extend to communications. Senate Interstate Committee reports all comment on bill so far is favorable. Witnesses scheduled to date: FCC, NAB, CBS, NBC, possibly FMA.

"Roller Derby—an Industry Made by Television," in June 4 *Business Week*, tells how TV pulled new sport out of "penny-arcade peep show" class. Of New York Derby attendees polled, 79% said they discovered it on TV.

Still hot on "billboard TV" idea is Edward C. Donnelly, president of John Donnelly & Sons, big Boston outdoor advertising firm. He envisages a central transmitter sending TV ads to billboards, changeable at will. System could use land lines, with closed-circuit color.

FRUITS OF AD HOC'S LABOR PAINS: Here, in effect, is how Ad Hoc committee regards its report, published this week after 6 months' gestation: It's just a rough guess, but we challenge anyone to do better. Here's a tool to end the TV freeze. It's good for coarse work only. If you try to carve delicate features with it, don't blame us if you botch the job.

Final allocation plan will feature co-channel separation of 215 mi., adjacent channel 100 mi., if present expectations of FCC persist. Engineer-Comr. George Sterling, in June 8 speech at Canadian Manufacturers' Assn. convention, said "we may have to" separate stations by those distances. Chances are very strong those will be the figures when decision arrives this winter. It might pay you to do some calculations assuming those distances, bearing in mind any allocation is somewhat flexible and offset carrier system (Vol. 5:16-23) may give you many miles grace.

Report comprises 5 parts -- overall conclusions and 4 "references," latter supplying data for conclusions. Two more references are due in couple weeks. They make a half-inch package of tremendously technical material. If you think you can decipher it, write for copy from FCC's Office of Information. Committee's work isn't done; it hopes to show effects of more than one interfering signal, something this report doesn't attempt.

Report has gone to JTAC and IRE Wave Propagation Committee. Latter has been asked to report back to JTAC by June 23. JTAC also has these chores Ad Hoc didn't tackle: (1) Determination of acceptable desired-to-undesired signal ratios. (2) Setting minimum signal levels for good reception. (3) Estimating future transmitter powers and antenna gains.

Without reservation, the following signed report (which contains plenty of reservations): FCC's Edward Allen, William Boese, Harry Fine; Bureau of Standards' Thomas Carroll, Kenneth Norton; consulting engineers Stuart Bailey, Frank Kear, Albert Murray, Raymond Wilmotte; Westinghouse's Ralph Harmon; DuMont's Robert Wake-man; RCA's George Brown; CBS's Jay Wright. Reservations by Carroll, Norton and Wilmotte expressed fear report's good-looking curves might be taken too seriously in spite of meager data on which they're based; they also seek collection of more data.

SUMMER, AND THE TV SIGNALS STRETCH: Though they're intriguing, we can't get excited over the rash of long-distance TV reception reports brought on by summer and new stations. Vast majority are just freaks, non-marketable -- either by time salesmen or set salesmen. Stations get a little promotion out of the novelties. But the receiver trade doesn't like the backwoods business for several reasons: (1) Signals are generally marginal or seasonal at best. (2) A long trip into the country with truck and crew, merely to tighten a knob, for example, just doesn't pay, particularly under warranty setup. (3) Many new, cheaper sets won't do a reliable job. (4) New stations can come along and knock out weak reception that FCC never hoped to protect anyway. Thus, most rural enthusiasm comes from hams and radio repairmen -- people who can solve their own problems -- and don't expect too much.

The experts tell us this long-distance stuff is of 2 kinds -- tropospheric and sporadic E. First is due to changes in the lower atmosphere and is related to weather. Second stems from changes in layers of ionosphere, many miles up, and seems to be affected by sun, sunspots, meteors and other not-too-well-known factors. Up to roughly 300-500 mi., reception farther than "normal" is generally due to troposphere; beyond that, it's usually sporadic E. Both kinds increase in summer. Some engineers are worried about troposphere in Gulf, Great Lakes and West Coast areas, say that what little we know about it in those places indicates much more serious problem than elsewhere.

Here are some recent DX reports: St. Louis' KSD-TV to Phoenix, 1,300 mi.; San Francisco's KPIX to Throckmorton, Tex., 1,400 mi.; Washington's WNBW to Texas, Oklahoma, Arkansas, 1,000-1,500 mi.; Cincinnati's WLWT to Minnesota and Texas, 1,000-1,200 mi.; Atlanta's WSB-TV and WAGA-TV to Tryon, N.C., 150 mi. -- "good" picture. New Orleans' WDSU-TV reports 30 letters from people claiming good reception over 100 mi. away 2-4 nights weekly; and Oklahoma City's new WKY-TV has numerous letters telling of up to 220 mi. pickups from its unusually tall tower (968 ft).

Salt Lake City's KDYL-TV claims record for "watts per mile," getting 15-min. of reception at Duncan, Okla., 860 mi., using only 1 kw.

The people who really need to weigh these reports are FCC's engineers, who must make sure just how strong and consistent such transmission is before they fashion an allocation plan. Otherwise, they could find stations sneaking into each other's backyards, ruining even normal (40-75 mi.) reception.

NEW STARTERS DELAYED, 49 CPs LEFT: Construction and technical delays are holding up a few of the next-to-come new TV stations, so that the best hope now for Wilmington's WDEL-TV is June 27, Providence's WJAR-TV early July, Minneapolis' WTCN-TV mid-July or Aug. 1. That's the latest dope from each, based on tests already started or about to start. As for Birmingham's 2 new stations, WAFM-TV and WBRC-TV (Vol. 5:23), they still say they will make their commercial debuts July 1; indeed, former's tests starting June 7 indicate good signals into Scottsboro, 90 mi.; Huntsville, 85 mi.; Decatur, 74 mi.; Anniston, 56 mi.

Roster of CPs dropped to 49 this week, with long-lagging KGDM-TV, Stockton, Cal., cited for hearing on delays (Vol. 5:15), voluntarily dropping CP. Asking for hearing was WPDQ-TV, Jacksonville cited for delays (Vol. 5:19). New principals for KTLX, Phoenix will be announced next week when new stockholders listing will be filed with FCC; whether this affects same group's KEYL, San Antonio or applications for New Orleans and Corpus-Christi can't be verified.

ABC's Los Angeles KECA-TV won't get going until old Vitagraph studios are completed, which may be somewhat beyond planned Aug. 1; big plant will include 2 large studios with 4 cameras each, 2 rehearsal studios, separate building for master control...Though cited by FCC for June 27 hearing due to delays (Vol. 5:13,20), WSAZ-TV, Huntington, W. Va., announces it has contracted for RCA transmitter, aims to go into operation before year's end...Doesn't look now like Greensboro (N.C.) News' WFMY-TV can make it by July (Vol. 5:19), so it's now aiming for Aug. 1... Omaha's KMTV expects to begin testing by July 15, with commercial schedule to start Sept. 1 -- same times reported last week for WOW-TV there.

TV CAN'T HURT US, SAYS ALLIED, BUT: Still shrugging off TV, grass roots Allied Theatre Owners of America (composed of independent exhibitors) at Dallas board meeting last week showed mite of concern -- it named a TV committee. Attitude of ATO on TV was best expressed this week by TV committee chairman Trueman Rembusch, Indiana theater owner and FM radio station operator (WCSI, Columbus and WWNI, Wabash). He told Kansas-Missouri ATO members, "Exhibitors need have no fears whatsoever of TV. For years, TV will remain a metropolitan affair, where it will be just another competition for theaters, while rural areas must wait on expensive coastal networks. Theater TV is far too expensive except for the largest houses. Films on TV are not being given a cordial reception by set owners." That is practically same as ATO board's expression earlier this year (Vol. 5:8). Other members of Rembusch's committee: Ray Branch, Hastings, Mich.; J. M. Wolfberg, Denver; Nathan Yamins, Boston.

ATO board heard of only one area where TV admittedly had made accountable inroads on movie-going -- in New York City on Tuesday nights (Milton Berle). Yet, Wall Street Journal quoted unidentified theater chain executive this week as stating unequivocally, "Where TV is a factor, it hurts."

Meanwhile, TV committee of Motion Picture Assn. saw Paramount film-storage theater TV system in New York Wednesday when one inning of Giants-Cardinals game at Polo Grounds was shown at Paramount Theater, were impressed with audience reaction. They, as well as TOA officials (who meet again with SMPTE June 28) heard Paramount's Barney Balaban call theater TV "true marriage of TV and movies."

Sunday supplement Parade June 5 carried in part motion picture industry round table discussion, with 20th Century's Spyros Skouras opining: "TV will be a boon to the motion picture industry. It will never reach great success in the entertainment field except as part of the motion picture...It will succeed only when it has the right facilities and that is why we are going to utilize it on the screen... A play like 'South Pacific' can be taken tomorrow and presented as entertainment by TV in movie theaters. Without motion pictures, TV cannot succeed."

MARTIN CODEL'S

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RUGGED SUMMER, BUT BETTER DAYS AHEAD: Looks like a rough summer ahead for the telecaster as well as AM broadcaster -- but they say the fall and winter outlook is good. Caught between the current business recession and usual summer layoffs, billings of AM networks and stations appear to be in for more-than-seasonal slump. TV is still too young to have any seasonal precedents, but it too has been hit hard by the hiatus of sponsors, notably network.

Add the high cost of TV operation to foregoing factors (and, in case of CBS, huge outlays for raided talent) and you have the reasons for lowering gross and net income figures, recent personnel layoffs at ABC and NBC, tightened purse strings at CBS. The 2 biggest AM networks, however, look to good fall business, CBS reporting only 2½ hours and NBC 4 hours open at this writing.

As for TV, local and spot business are still the chief sustenance of the 68 operating stations, will be even more so this summer. For, NBC-TV loses 10 of its 21 regular sponsors (7 on vacation, 3 quitting), gains only Buick June 28 (Olson & Johnson taking Milton Berle's Texaco spot Tuesday) and Philco July 17 (back with Sunday night plays). And CBS-TV loses 10 of its 19 sponsors, mainly summer vacations. ABC-TV and DuMont have smaller sponsor lists, so loss of Delta Mfg. on former and Admiral Revue on latter won't deepen their red much more.

With growth of TV receiver population to 2,000,000 by end of this month and more than 3,000,000 by end of year (Vol. 5:24), a lot of new TV sponsors in all categories -- local, spot, network -- will doubtless be signed this summer for autumn starts. Network shows, as in early days of radio, though absolutely necessary for program structure and audience, don't yet pay their way on most stations.

PROBING THE TRUTH ABOUT COLOR TV: FCC's surprise mention of color in its modus operandi report on freeze-uhf 3 weeks ago (Vol. 5:22) has caused more high-level dither than the industry has seen in long time.

Now we learn of hush-hush visit with CBS chairman Wm. Paley June 7 by RMA's top committee (Vol. 5:23), now titled RMA Television Committee. And Senator Johnson admits Bureau of Standards will undertake color study at his request (Vol. 5:22).

We've talked with several members of group who waited on Paley, and pass along their comments. One particularly strong member summed up visit this way:

"We wanted to learn just what CBS has, in view of the many confusing rumors. If it has anything practical for color TV that can be manufactured and sold in volume, we want to make it. We'd be foolish not to. Paley does believe he has something, but my impression is he honestly isn't pressuring it, that his research has sort of outrun policy. We didn't see any equipment; all of it, including converter, was in Atlantic City [for AMA closed-circuit demonstrations; Vol. 5:24]. Meeting was very friendly and Paley was quite candid. Not being a manufacturer, he admitted his need for friendly relations with manufacturers. It's our job now to gather all the facts, sit down and determine what position we should present to FCC during forthcoming hearings. We expect to do that in 4 weeks."

Said another: "I think we'll be able, this time, to present facts more clearly to FCC than was possible in 1946-47 color hearings. I don't think CBS is

campaigning for this thing and I don't think FCC was sold on any particular color idea when it made its announcement. It wants facts. Personally, I believe any color system must be electronic, not mechanical, and that's still some time off."

These two are representative. They deny any suggestion their visit was an attempt to unsell CBS on color, get it to ease off. Here's roster of Paley's visitors: Max Balcom, Sylvania, chairman; Raymond Cosgrove, Crosley (and new RMA president); Allen B. DuMont; W. R. G. Baker, GE; James Carmine and David Smith, Philco; H. C. Bonfig, Zenith; Walter Stellner, Motorola. Though RCA wasn't represented, we're told Joseph Elliott had intended to come, got tied up with other business; his absence isn't considered significant.

* * * *

Bureau of Standards' color study is definitely in the works, with Bureau director Dr. Edward Condon himself to be chairman of a committee in process of formation. As you've read in the papers, Dr. Condon has had his hands full, feuding with FBI, so committee membership hasn't congealed. Sen. Johnson assures us group will command unanimous respect, will have no FCC or industry representation. Following have been asked to serve with Dr. Condon: Dr. Newbern Smith, head of Bureau's radio propagation lab; Dr. William Everitt, head of Illinois U's electrical engineering dept.; Donald Fink, editor of Electronics Magazine and very active participant in many TV systems committees for past 15 years; Stuart Bailey, Washington consulting engineer and president of IRE.

Of the group, Fink alone can be called a color TV expert, though others can bring "senior engineering statesmanship" to sessions. Inclination of all we've talked to, is to accept if satisfied there will be no political ramifications.

Sen. Johnson says what he wants is evaluation of state of color TV art, estimate on when it will be practical. "I'm not interested in receivers, converters and gadgets; I want an overall scientific study on the highest impartial plane." He doesn't know when study will be completed, saying: "You can't hurry science." Our guess is it will be at least late fall before committee can report. FCC is miffed, of course, at being bypassed, but isn't expected to say much about it. Asks Sen. Johnson, rhetorically: "It can hardly complain to Congress, its boss, can it?"

6 START WITHIN A MONTH, 2 APPLY: Recapitulating, here's the very latest dope on starting dates of new stations now testing and expecting to go into commercial operation within the next 30 days: WDEL-TV, Wilmington, Del., June 27; WTCN-TV, Minneapolis, July 1 (summer schedule only 6:30-9 p.m. 6 days weekly, except for home baseball games to conclusion); WJAR-TV, Providence, July 3 or 10 (rather than earlier dates given out); WAFM-TV and WBRC-TV, Birmingham, July 15 (Vol. 5:23); WBTV, Charlotte, July 16. Date for Scripps-Howard's WCPO-TV, Cincinnati, is still July 26; and there are unverifiable reports KBTB, Dallas, may get going in July. Aiming for start sometime in July, also, is Greensboro (N.C.) News' WFMY-TV, which now says Aug. 1 is outside deadline.

Rate cards and data of all of these that are in actual operation, and of all others which have gone on air since last April 1, will be contained in our TV Directory No. 8: Television Rates & Factbook, due off press July 1.

Besides issuing July 1 STAs for WTCN-TV and WAFM-TV, FCC this week did little about TV. It cited WSEE, St. Petersburg, for delay, said it would take CP away in 20 days unless station asks hearing. It extended CP of previously cited WSAZ-TV, Huntington, W. Va., set for June 27 laggard hearing (Vol. 5:13,20), after being shown John Kennedy interests have ordered equipment, signed 10-year auditorium lease for TV rights, scheduled Dec. 15 start.

Two new applications this week were both from Hollywood realtor and musician Charles S. Cornell, already applicant for Nashville (Vol. 5:20). He filed first applications yet for Knoxville (Channel 8) and Chattanooga (No. 10), stated he plans about \$160,000 to construct each [for details see TV Addenda 7-K herewith]. Applications are certain to lead to filing of others for those areas.

Immediate lifting of TV freeze in 11 market areas, releasing 22 channels, is asked of FCC in letter sent June 17 by TBA president Jack Poppele with endorsement of board. These areas are unaffected by tropospheric problems, being adequately spaced under any prospective reallocation, so TBA thinks it's FCC's duty to the national economy to enable transmitter and receiver manufacturers as well as distributors, to plan production and markets. Areas mentioned and their market rankings (see allocation table, p. 22, *TV Directory No. 7*): San Francisco 7th, Seattle 19, Denver 26, San Diego 49, Sacramento 54, Salt Lake City 58, Tacoma 74, El Paso 105, Stockton, Cal. 108, Corpus Christi 121, Amarillo 136.

Hot Senate committee session on McFarland bill (Vol. 5:23,24) Friday brought torrid exchange between Sen. McFarland and Dept. of Justice lawyers who objected to bill on grounds it would weaken FCC power to curb monopoly. Justice people reported they have begun study of monopoly in radio. Bitterly debated subject also was clear channel stations, with Senators Johnson and McFarland siding with anti-clear Ed Craney, Capehart siding with clear channel group's Ward Quaal. FCC's Comr. Hyde had number of objections, many of them minor, most of them worries that FCC would lose flexibility in procedure. In view of number of probable amendments, it seems dubious bill will pass before adjournment.

Fight managers accepted Madison Square Garden offer of \$1,000 for each main-event fighter last week end as fighters' share of TV rights. Feature pugilists at St. Nicholas Arena (Garden-owned) get \$350 each, \$1,000 if fight is on Friday night. Agreement also promises proportionate increase in sum if Garden "take" is more than this year's \$400,000 from TV rights. Managers had been holding out for 50% of TV fees (Vol. 5:24).

TV Authority, comprising all video talent unions (except Petrillo's musicians) should ease operators' labor problems considerably—since negotiations, working conditions, pay scales will be worked out with single group rather than 4 now in picture (AFRA, AGVA, SAG, Actors' Equity). To performers, establishment of TV Authority means they can perform on TV no matter which card they're carrying.

Calling it quits this week was long-established (10 years) station WMOB, Mobile, Ala. High losses stemming from spiraling production costs and union demands were reasons given. *Mobile Press-Register's* WABB bought physical assets from the Nunns (J. Lindsay and Gilmore) who own 4 other stations.

Long-distance TV reception (Vol. 5:24), unreliable though it may be, is deemed adequate by Phoenix and Tucson dealers for demonstration purposes. In fact, one Phoenix dealer advertises "avoid the rush" to buy sets, in anticipation of KTLX's start there this winter, meanwhile shows pictures from St. Louis, Memphis, Oklahoma City, Ft. Worth, Houston, Los Angeles.

Industrial TV gets more and more attention, particularly from equipment manufacturers whose production lines have been balked by TV freeze. RCA's W. W. Watts, v.p. in charge of engineering products, in June 15 speech before Engineers' Society of Milwaukee ventured opinion that industrial uses of TV may eventually take more equipment than telecasting.

More accretions to June 1 TV set census (Vol. 5:24): Los Angeles increased 14,151 during May to June 1 total of 140,400, according to So. Calif. Radio & Electrical Appliance Assn. Baltimore, up 5,496 to 63,131 total, according to stations committee. Erie, Pa., up 1,300 to 4,500, according to WICU.

Muntz TV is subject of 2-col. feature in June 20 *Newsweek*, which finds set "can work without an antenna, brings in the picture with a twist of the channel selector, is relatively cheap." Story says fabulous California used car dealer, 35-year-old Earl (Madman) Muntz, got TV circuit from young TV engineer named Rex Wilson, teamed again with 31-year-old Michael Shore to sell Muntz TV. Shore is merchandising brains behind all the hoopla imported from Hollywood to Chicago and New York — skywriting, spot radio, splashy ads, etc., including such catchy slogans as "Your living room is our show room." "When you buy television insist on a free home demonstration." "TV in your home tonight."

Big Davega Stores Corp., major distributor of TVs among other goods, reports sales of \$24,751,388 for fiscal year ended March 31, highest in its history, comparing with \$23,312,798 for 1948 and \$21,103,988 for 1947. Attributed to falling prices, lower profits and higher expenses, net income fell to \$762,247 (\$2.90 per common share) vs. \$1,101,084 (\$4.48) for 1948 and \$1,327,032 (\$5.47) for 1947.

Sonora has filed amended schedules with reorganization plan (Vol. 5:4,23), showing liabilities of \$906,479 (\$361,189 being taxes, \$91,574 secured, \$453,716 unsecured) and assets of \$754,225 (inventory \$432,596, accounts receivable \$129,781, equipment \$89,577, securities \$83,833, bank deposits \$12,610, insurance \$4,988, cash \$840).

Circular TV receiving antenna, claimed to achieve high gain without cumbersome high and low band sections, guy wires, etc., was introduced this week by Continental Copper & Steel Industries' Welin Division, 345 Madison Ave., New York (Ernest Jarvis, pres.; William Hickson, Welin v.p.). It has 84-in. diameter, costs \$25. Indoor type, 17½ in., is planned, will sell for \$15-\$20.

"Video Analyzer," to reduce annoying changes in picture quality caused by camera switching, is latest TV-optical development by Dr. Frank G. Back. Working with ABC, the inventor of Zoomar and Balowstar lenses came up with device to check cameras, insure uniformity of response. It will be made by Frank G. Back Corp., 292 Madison Ave., New York; Jack Pegler, president.

Gadgets growing out of TV: Child's movie projector shaped like TV set, costing \$9.95 with 5-min. film, produced by Hollywood Toy Television Corp., 1225 S. Talman Ave., Chicago. Lamp with picture tube as base, offered by New York shop—good use for burned-out tubes. "Milton Berle TV Makeup Kit" advertised by Gimbels—New York this week, proclaiming: "You can be the Milton Berle of your party . . . It's easy to make funny faces like 'Mr. Television.'"

One cause of TV eyestrain can be eliminated by set manufacturers, maintains W. S. Stewart in *May Radio & Television News*. He says areas surrounding screen should be free of "shining gingerbread of brass, chrome and glittering plastic," asserts manufacturers have ignored what movie people have learned about such matters over period of 50 years. He also believes reflections from kinescope face and safety glass can be cut down with coating or light etching.

CBS's color TV equipment goes from Atlantic City (Vol. 5:8,22-24) to Wright Aeronautical Corp., Wood-Ridge, N. J., for June 22 demonstration of how to observe, at a distance, tests of jet engines. Company has experimented previously with monochrome for same job.

Article on theater TV by FCC's John McCoy and radio lawyer Harry Warner is scheduled for next issue of *Hollywood Quarterly*, UCLA publication.

Personal notes: Dr. Allen B. DuMont awarded honorary degree of Doctor of Engineering by Brooklyn Polytechnic Institute June 15; he's also subject of story titled "Mr. Television" in current *Colliers* . . . CBS president Frank Stanton back at desk June 15 after European vacation . . . William H. Fineschriber, CBS operations director, joins Mutual July 15 as program v.p.; succeeded by Gilson Gray, director of editing dept. . . . At ABC, Ted Oberfelder named director of advertising, promotion, research; Mitchell DeGroot, mgr. of advertising-promotion dept.; Ben Gedalecia, mgr. of research dept.; Grace Johnson, director of continuity acceptance; Earl H. Mullin, national publicity director . . . Walter W. Carruthers Jr., who designed and supervised building of Don Lee's new Hollywood studio building, promoted to engineering v.p. for Don Lee Broadcasting System . . . Richard W. Hubbell, TV management consultant, off on business trip to London, Paris and Rome, returning in mid-July; Julian Seaman, music critic and author, joins Hubbell as asst. . . . John H. McDonald, NBC administrative v.p., elected v.p. of finance division, American Management Assn. . . . NBC's press v.p. Sidney Eiges addressed Rochester Rotary June 14 on "Future of TV" honoring new WHAM-TV; Sterling Fisher, mgr. of NBC public affairs and education dept., addresses Indiana U dramatic arts conference June 18 on "TV and the Educational Theater." . . . Ken R. Dyke, ex-NBC v.p., joins Young & Rubicam as public relations v.p. . . . James Madison Burke, ex-WQAM, Miami, new chief engineer of WAAM, Baltimore, succeeding Warren Braun . . . RCA president Frank Folsom, prominent Catholic layman, presented honorary degree by Cardinal Spellman at Manhattan College June 14.

Admiral's Ross Siragusa back from Cat Cay last week justly boasting his piscatorial prowess—won annual tuna tournament at Lou Wasey's famed resort over field of veterans (this was his first go at anything bigger than tarpon). Using 24-thread line, he brought in 2 big ones to beat out George Lyons, Jr., Detroit, second; Henry Topping, Lana Turner's spouse, third. Then, to top it off, he brought in 3 more, his 5 fish average 500 lb. each and taking from 22 to 55 minutes to boat.

National Mobile Radio System is new group formed to provide inter-city common carrier service to trucks, buses, cars, etc. Plans call for start of Boston-to-Washington service by August, gradual extension. Increase to 100 stations by 1950 is expected. How it works: Trucker calls base station, latter puts message on leased phone company teletypewriter circuit to station in desired city. Radio portion of service costs \$8 for first 40 calls per month, 15¢ for each call thereafter. President of group, which includes number of telephone-answering organizations, is Norman W. Medlar, Westchester Mobilfone System, White Plains, N. Y. Peter T. Kroeger, operator of Trenton and New Brunswick stations, heads technical committee. Consultant is William S. Halstead, Communications Research Corp., New York. Washington counsel is Jeremiah Courtney.

"Blueprint for a Federated NAB" titles recommendation in June 6 *Sponsor Magazine*, spokesman for business side of broadcasting. Accepting premise "AM-FM-TV are competitive," *Sponsor* suggests formation of AM-FM-TV associations, each concerning itself with its own sales promotion, engineering, research, programming, publicity, code, rates, treasury—with FM encompassing also store-casting and transit radio. NAB would then handle only institutional publicity, legal, international, labor relations, broadcast advertising promotion, government relations, industry relations and over-all code.

Joint U. S.-Canadian RMA board conference is set Sept. 15-16 at Greenbrier, White Sulphur Springs, W. Va.

TV sponsorships: Gillette sponsoring Walcott-Charles heavyweight fight on NBC-TV Wed., June 22, starting 10:30 p.m.; won't be telecast in originating city, Chicago. AM is Gillette-sponsored on ABC . . . Chevrolet to sponsor all Notre Dame home games from South Bend plus No. Carolina game from New York on DuMont Network . . . Maxwell House takes *Mama's Bank Account* on CBS-TV starting in Aug.; it's sustaining meanwhile, Fri. 8-8:30 p.m. . . . *Vic & Sade* replacing *Colgate Theatre* on NBC-TV, Mon. 9-9:30 p.m. for same sponsor . . . WNBT, New York, moves starting time to 5 p.m. next week, except Wed. 3 p.m.; it lists 4 new spot sponsors: Bowman Gum, preceding *Hopalong Cassidy*; Procter & Gamble (Tide), Borden, Ronson . . . WPIX, New York, using Barbizon-Plaza Theater to stage Vim Stores' twice weekly *Benny's Place* . . . Hudson dealers sponsoring *Four-Star Final*, five 15-min. news shows weekly, on WJBK-TV, Detroit . . . Detroit Edison to sponsor July 2 Gold Cup races on WXYZ-TV . . . Sterling Drug planning kine version of ABC *Bride & Groom* show . . . Knight Adv. Inc., Columbus agency, reported to have landed several accounts in "advertising for advertisers" on WLWC . . . Milwaukee's WTMJ-TV claims to be second only to Buffalo's WBEN-TV in total sponsors; both go in heavily for participations.

Program notes: *New York News'* WPIX, which syndicated Korda series, has U. S. rights to first George Bernard Shaw pictures released to TV, *Pygmalion* and *Major Barbara*, is offering them as part of new 13-feature package including big name stars . . . Don Lee's KTSL, Los Angeles, telecasts *Shoe Shine* June 19, current foreign film hit, even while trade press reported Warner and MGM joining Paramount in banning contract stars (and of course features) from TV appearances . . . DuMont June 20 starts *Magic Cottage*, Pat Meikle's new children's show, Mon. thru Fri. 5:30-6 p.m., opposite NBC's *Howdy Doody* . . . CBS-TV indicated preparing *Inside USA*, TV version of Bea Lillie-Jack Haley musical, for possible Chevrolet sponsorship, possibly to alternate with Lucky Strike's Thu. 9-10 Jack Benny TV program.

Hooper's TV "sets-in-use" figure for New York area in May during 6-10 p.m. was 72% for homes having sets less than 3 months, 66% for 12 months-or-more homes. Number of viewers for new homes averaged 4.7, old homes 3.8. Last September, sets in use were 61% in new homes, 58% in old. Average number of viewers was 4 each group.

British govt. loan to film company planning to make 15-minute shorts for TV — including variety, puppet, sports, mystery shows—was reported from London this week. Henry Hobhouse's Pantheon Productions Ltd. gets backing from National Film Finance Corp. on basis that it will increase Britain's dollar earnings.

Funniest recent TV fluff (we've heard surprisingly few lately) occurred June 8 over Buffalo's WBEN-TV. Couple of wrestlers were shown in routine mayhem simulation while audio came from *Kraft Theater* — tender words of endearment from love scene. Station snapped it off while AT&T engineers found correct audio line.

No new word on reappointment of Comr. Webster, whose term runs out June 30. His Senate confirmation was first considered a "breeze," but unknown Senators with unknown reasons got Interstate Committee to hold up. Chairman Sen. Johnson says hearings are still planned.

Neither U. S. 525 lines nor Britain's 405 lines will be used when Australia institutes govt. monopoly of TV in 6 cities in about 2 years. AP report from Canberra says 625-line system is planned.

Striking use of its 546 kw by Birmingham's WBRC-FM is feed, directly out of the air, of high-fidelity programs to 24 program-hungry AM stations. Smaller stations get the regional programs for as little as \$25 a week.

FIRST WEEKS IN BLACK FOR WTMJ-TV: When Walter Damm's TV books show profit, you can be pretty well assured that telecasting is reaching solid commercial ground -- for by common consent the Milwaukee Journal's crusty radio chief is one of the shrewdest and most progressive operators in the business.

We can't report yet that WTMJ-TV's operation is in the black, but it's very near it. As when St. Louis Post-Dispatch's KSD-TV turned \$864 profit one week in April (Vol. 5:18), we can report WTMJ-TV's first profit weeks -- \$554 earnings on gross of \$9,700 for week ending June 5, first non-red week since going commercial just about 18 months ago, and \$85 profit on gross of \$9,100 for June 12 week.

But don't jump to conclusions, for there was an extraordinary factor (as was case of KSD-TV): Two extra baseball games June 5 week brought in \$660 per game! Nor does Mr. Damm expect many more in-the-black weeks this year.

On the other hand, there's no doubt in Mr. Damm's mind -- so he told us when we visited his superbly efficient Radio City plant in Milwaukee this week -- that TV is well on the way to self-support, that nothing short of catastrophe can stay it. On WTMJ-TV, 60% of the business comes from advertisers new to radio. Losses are gradually diminishing -- for all 1949 losses won't exceed \$75,000 on an estimated gross of \$350,000 (vs. \$107,000 on gross of \$207,000 last year).

And there's nothing tricky or phony about WTMJ's bookkeeping. Amortization and depreciation, taxes, overlapping AM-FM-TV charges, pro rata of rent, heat, light, even janitor service, are strictly accounted for. It goes without saying, AM continues to earn far more than TV loses, which isn't case with some others.

WTMJ-TV operates every day from 2 p.m., gets service from all 4 networks, stages a score of local shows weekly. As with its profitable AM, it goes in heavily for participation sponsors, which add revenues up well beyond basic \$300 rate. Its rates will be upped in fall and 1950 should be profit year, albeit small.

* * * *

Note: New York News' WPIX, ending first year of operation June 15, tells Billboard it's still operating at close to \$20,000 per week loss, its president Jack Flynn bemoaning lack of AM adjunct (150 fulltime TV employes) but looking forward to better days and urging other newspapers to get into TV but be "acutely prudent in taking the plunge." This station cost something more than \$1,000,000 just to get on the air (Vol. 4:18), reportedly represents capital outlay to date of around \$2,700,000 -- probably highest of any, even including those of the networks.

"WHAT IS TELEVISION DOING TO US?" Seems every researcher in the land is asking same question as foregoing, which titles radio editor Jack Gould's significant article in June 12 New York Times Magazine. Attempting to assay TV's impact on people and on competing media, most of their survey findings can be epitomized in a simple word: "Plenty." Then they move on to next questions: "Precisely what?" and "How much?" Here are summaries of some of the latest probes, polls and prophecies:

TV in New York has sliced \$2,500,000 monthly from income of movies, plays, night clubs. That's conclusion of survey by James E. Jump & Associates, reported in June 18 Billboard. Jump worked on the really tough question: "Exactly how many movies, plays, night club outings did TV cause you to miss?" Using the "open depth" method, in which interviewers gather whole family around for sort of conference, he covered 133 families, "a balanced sample of the typical New York video household."

Specifically, Jump found such folk attended: 64% fewer movies, 32% fewer plays, 49% fewer night clubs, 45% fewer boxing matches, 18% fewer lodge meetings, 12% fewer bowling sessions. Wrestling alone gained -- 22%.

"Activities Not Quantitatively Evaluatable" were: radio, to which 96% of families said they listened less often; reading newspapers for pleasure, 51% saying "less"; reading books for pleasure, 51% less; playing cards, 50% less; reading magazines, 42% less; pleasure-riding in car, 29% less; church and civic activities, 8% less. We suspect few would admit cutting church and civic activity, even if true.

Survey arrived at \$2,500,000 figure by projecting rather conservative costs of movies, etc. to New York area's currently estimated 600,000 TV families. We don't

know whether it would be fair to attempt projection into future, since "novelty factor" isn't discussed, average "age" of sets isn't given.

In Chicago, injection of network shows, more stations, improved and increased local programming have put even more punch into TV's already powerful impact. That comes from latest survey (the third) by Northwestern U's Dr. George Terry. His findings result from going back this month to same 331 housewives queried in first study last July, asking them the same questions, then comparing responses. Network service, via coaxial, had been available almost 6 months and 2 new stations had gone on air. No comparison of impact on radio listening is available, since first study didn't cover it. However, other activities suffered even greater curtailment than they did year ago. Examples:

1. Less movie-going by 68.2% of interviewees, compared with 60.5% year ago.
2. Fewer ball games by 33.4%, year ago 24.4% [disagreeing with Jump].
3. Fewer wrestling matches attended by 29.2%, year ago 17.2%.
4. Less reading done by 45.5%, year ago 34.4%.

Initial flood of guests in set-owners' homes has abated somewhat, 56.3% reporting more frequent entertainment of adults, compared with 74.8% last year. For children guests, figures are 53.2% and 62.8%.

Though poll doesn't show how many people listen less to radio, as did second study (Vol. 5:18), qualitative comparison is more striking than ever:

To adults, TV is "of more interest" than radio by ratio of 13 to 1, vs. 5 to 1 a year ago; to teen agers, 33 to 1 vs. 11 to 1; to small children, 120 to 1 vs. 34 to 1. It's "more enjoyable" by ratio of 44 to 1 vs. 8 to 1 year ago. Further, it "offers better programs" 3 to 1, in contrast to 1.1 to 1 favoring radio year ago.

Most of this souped up TV enthusiasm undoubtedly stems directly from New York variety shows. Sports were far and away the big draw last year, but variety has shoved them abruptly aside. Sports remain first love only with man of the house.

* * * *

Jack Gould's article, concerned primarily with sociological effects, extracts findings of Times' own mail survey covering 1,340 TV owners, 717 non-TV. He's satisfied that virtually all the surveys, including the Times', point the same way though they may differ on details. He says: (1) "There is no doubt that radio is being drastically affected," that 75-90% listen less. (2) Reading drops off up to 30%, but recovers to about 15%. (3) Movie-going drops 13 to 18%. (4) Legitimate theater isn't hurt [disagreeing with Jump]; "if anything, there are...strong indications that it has been helped." (5) "Good sports attractions appear to draw well [in spite of TV]...poor ones do not." (6) "Television viewers stay home more than non-owners -- perhaps 2 evenings more a month."

Impact on radio in New York was examined by Consolidated Edison Co. Covering 246 TV homes, big power company found TV used 3.6 hours daily, radio 2.1 hours, with latter only .7 hours after 6 p.m. Survey can't be weighted heavily, since only 93 owners had TV more than a year.

* * * *

Persistent retreat of most other activities in competition with TV, as reported above, doesn't jibe at all with a couple other recent surveys, notably that of Sherman & Marquette's Samuel Gill (Vol. 5:23). Gill's conclusion -- that radio listening recovered almost to pre-TV level after about 1½ years -- was given warm welcome in June 6 Broadcasting Magazine editorial. Then June 13 issue had letters to the editor from Deac Aylesworth and RCA's John P. Taylor, both of whom thought the welcome was warmer than facts warrant.

"Is Radio Doomed?" question stirred pollster George Gallup to go to the people. June 15 Variety chronicled his findings: 25% of population feels TV will kill radio; 11% think it will harm but not kill; balance foresaw little effect, or radio stimulated or "don't know." But of people who have seen TV (44% of 21-or-older population), 32% said "will kill," 14% said "will harm," while figures were only 19% and 8% among those who haven't seen TV. Gallup also found TV in 4% of homes, which compares well with production-installation figures.

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COUNT OF TV MAKERS, SETS & DOLLARS: We've just about completed newest quarterly compilation of TV Manufacturers and Receiving Sets, to be included in our July 1 TV Directory No. 8 -- and come up with this box score as of now:

77 U.S. manufacturers presently listing 466 different models of TV sets.

8 Canadian factories making or planning to make TV sets.

8 manufacturers of TV kits, 6 doing special installations, 29 tubemakers.

20 other firms reported making or planning to make TVs, from and about whom no verifiable or detailed data was obtainable.

There may be others, but we've combed the field pretty thoroughly and our detailed directory (which goes to all full-service subscribers July 2) is the most comprehensive available. Interesting to note is fact that similar compilation last April 1 listed 116 set makers in U.S. and Canada, plus 7 kitmakers, 8 doing special installations, 13 tubemakers. But that list, now carefully winnowed, included many who were then only in "plan" stage -- plans that mostly did not materialize.

Note: As significant as great number of TV manufacturing enterprisers, top dozen of whom account for perhaps 95% of total dollar and unit volume, is growing dollar dominance of TV receiver production, month by month, over the radio manufacturing field -- this despite relatively small TV unit output. From an authoritative source, we learn that during April TV sets represented 66.1% of dollar volume of all radio production, 19.5% of units -- up from 60.2% of dollars and 15.9% of units in March, 55.8% of dollars and 14.8% of units in February, 53.2% of dollars and 14.4% of units in January.

THEATER-TV PLUM RIPE FOR PICKING: No sneak preview, not just another test, but the real thing -- Wednesday night's big-screen showings of Walcott-Charles fight from Chicago in New York's Paramount and Brooklyn's Fabian-Fox theaters has movie bigwigs asking, "Where do we go from here with theater-TV?" Perhaps joint meeting of TOA, SMPE and MPA in New York June 28 will have some answers; in any case, the demonstration proved to many in the motion picture industry that it's time to stop mere talking and face up to realities.

It was first such demonstration with advance publicity -- newspaper ads, posters, marquee billings -- and it jam-packed both houses (total, 7,760 seats), playing to audiences that acted much as if they were actually in Comiskey Park. The Gillette commercials caused some tittering, but it was negligible. Theaters did not advance prices, proved they could hypo normal attendance.

Fabian-Fox used latest RCA instantaneous projection equipment (Vol. 5:15), attached to balcony about 40 feet from screen, getting excellent picture on regular movie screen though a bit distorted as viewed from extreme sides. There was minute's loss of synchronization at opening of third round, but audience didn't seem to mind. Paramount used its intermediate film-storage system, which processes from kinescope to projector in less than a minute, and considered these their best pictures yet. Fight was fed from NBC's WNBT to both theaters via AT&T microwave, NBC handling all arrangements with theaters, fight promoters, sponsor (payment, if any, undisclosed).

Demonstration impelled enthusiastic AP reporter, after seeing show at Para-

mount, to conclude that "boxing dug into a rich vein of gold." He called reception excellent "even if fight wasn't." He implied revenues to boxing from theater TV rights will be vast in future. As for patrons, why shouldn't they laugh? "No \$22.75 was shelled out for a ringside seat in Row Z. For the regular \$1.50 admission they got the fight, Bob Hope and a stage show, too."

4 MORE ON THE AIR, 5 MORE APPLY: You can add 4 more stations to your log of TV outlets in operation: Birmingham's WAFM-TV (WAPI), which advanced its announced commercial starting date after highly successful tests, is already carrying some commercials, so should be dated from its first account (RCA dealers) June 15; WDEL-TV, Wilmington, Dela., now definitely set for June 29; WBRC-TV, Birmingham, July 1; WTCN-TV, Minneapolis, July 1. That makes 72 stations in operation in 41 markets, with 45 CPs still on the books.

Birmingham's WAFM-TV is now carrying test patterns and films 12 noon-2 p.m., test pattern 6:45-7, programs 7-8; plans to step up this schedule gradually as more network (CBS and ABC) kine-recordings are available, more locals sold. No big splash is planned until grid season, to be highlighted by Oct. 15 Alabama-Tennessee classic. Engineers say they're getting remarkably good results with 26 kw visual on Channel 13, with 6-bay superturnstile on 550-ft. tower 875 ft above average terrain.

Wilmington's WDEL-TV on Channel 7, beginning next Wednesday, will operate daily, 5-10:30 p.m., feeding off networks via AT&T microwave from Philadelphia. Like sister WGAL-TV, Lancaster, Pa., it's a 1 kw (community) station. Director Clair McCullough says he expects to operate both stations in the black right from start.

Birmingham's WBRC-TV on Channel 4 ran off well-received movie for Crosley dealer meeting last Wednesday, turns next Friday from tests to daily 7-9 p.m. commercial schedule. Mrs. Eloise Hanna, owner, says it will start with \$50,000 worth of network (NBC and DuMont) and local business on the books, will step up schedule in fall with Alabama U football. Local baseball isn't available to TV.

Minneapolis' oft-delayed WTCN-TV on Channel 4 verifies July 1 date, has announced summer schedule of 6:30-9 p.m. except home baseball, brings competition into Twin Cities (vs. KSTP-TV) and should pep up set sales in that rich market area. It will get network kine-recording services from CBS, ABC, DuMont.

Note: Base time dates of these stations are: WAFM-TV, \$200 per hour; WDEL-TV, \$200; WBRC-TV, \$150; WTCN-TV, \$300. Their rate cards and data will be included, along with those of networks and all stations on air, in our new quarterly TV Directory No. 8: Television Rates & Factbook due off press next week.

* * * *

Five new applications were filed this week -- 3 by group of 6 Dallas businessmen (not oil) asking for Channel No. 11 for Abilene, No. 7 for Midland, No. 8 for San Angelo, first TV applications for those Texas cities. They propose spending \$109,000 to build, \$70,000 per year to operate each station. Also applying was WEBC, Duluth, seeking Channel No. 3. Same interests (Morgan Murphy, Walter Bridges, Superior Telegram) previously filed for TV in Madison (WISC). They propose to spend \$142,000 on Duluth-Superior area outlet, first to be sought there. Other application was for No. 6 for Riverside, Cal., from Wm. Gleeson (KARO) who lost CP for Channel 1 last March (Vol. 5:13). [For details about these applications, see TV Addenda 7-L herewith.]

FCC examiner this week recommended denial of Crosley's proposed purchase of Louisville Courier-Journal's WHAS (AM-FM-TV) on grounds overlap between 50 kw WLW in Cincinnati with 50 kw WHAS would be too great. Another examiner's report recommended Raytheon be given 90 days to get WRTB, Waltham, on air (proposed sale to CBS and bid by Meredith not involved); Raytheon was cited and heard last winter on construction delays (Vol. 5:6,7).

Notes on upcoming new stations: CP holder for Phoenix, 'Ariz., KTLX, reported new local capital to FCC this week. In addition to original oilmen stockholders (Vol. 4:14), who retain 75%, newcomers are local KPHO (Rex Schepp, Gene Autry), 12.5%, and several others (see TV Addenda 7-L)...WJAR-TV, Providence, testing, still says starting date is July 3 or 10...WOW-TV, Omaha, aiming for Sept. 1 start, has

(Continued on Inside Back Page)

AM or FM duplication on TV audio with test pattern only was forbidden by FCC this week in an interpretation of Rule 3.661b issued as Public Notice 49-842. Also verboten is unrestricted audio with still pictures or slides. Exceptions are made for (1) simulcasts, (2) unrestricted audio with moving printed text, (3) equipment tests, (4) periods "when the aural and visual transmissions are integral parts of a program and the visual transmissions have a substantial relationship to the aural transmissions." The only audio allowed with test pattern is a single tone or series of variable tones, and then only for equipment tests and "for the purpose of the actual demonstration of TV receivers to prospective purchasers." Some telecasters are piqued at ruling, calling it premature and rather silly. Kind of operation FCC doesn't like hasn't been extensive, so far as we know, and has been used mostly for short fillers. Fort Industry stations (Detroit, Toledo, Atlanta) have done some AM duplication. FCC action was prompted by aural broadcasters, notably FMA, whose ex-president Everett Dillard termed such operation "one-legged TV."

On the movie-TV scene: Simultaneous meetings of SMPE sections in New York and Chicago will be joined by closed-circuit TV June 28. They'll see demonstration of TV lighting techniques; New York origination will be from DuMont's Adelphi Theater and WABD to Chicago's WENR-TV . . . Though Dept. of Justice has had men probing, Attorney General has no intention of ripping into TV aspects of movie industry. That's what Justice men say despite fact that at Senate subcommittee hearings of McFarland bill (Vol. 5:25) they opposed legislation they thought might deny FCC right to consider anti-trust violations in weighing qualifications of applicants . . . Still plumping for Phonevision, Zenith has John Howland booked to tell National Television Film Council about it June 30 at New York's Brass Rail.

Combined gross of NBC-CBS-ABC-MBS totaled \$16,760,805 in April, down 5.3% from March and 1.7% from April, 1948, according to Publishers Information Bureau. For first 4 months of 1949, the 4 networks' billings were \$68,278,495 vs. \$69,139,600 for same 1948 period.

Avco doesn't break down its report by subsidiaries (Crosley is one of largest) but this week reported net sales for first half of its fiscal year ended May 31 as \$71,054,898 and net income \$2,566,640 (35¢ per share of common stock) vs. \$62,257,080 sales and \$3,141,607 profit (43¢) for same 1948 period.

New York's WCBS-TV curtailing daily schedule during summer, starting July 11. Except for Dodgers home games, it won't start telecast day until 5:15 p.m. At present, it signs on at noon, stays until 1:30 and, when Dodgers are playing, continues until evening schedule. *Ted Steele* show at noon is shifted to 7:15-7:30 p.m.; *Vanity Fair* and *Jack Sterling* go off for summer.

Possibly hinting plan to seek uhf TV in New York City (all 7 vhf channels being gone, with no prospect for more), is legend over entrance of big independent WNEW: "AM-FM—and Television." WNEW is also reported negotiating for TV tower, rising 700 ft. above street, of new office building replacing Murray Hill Hotel on Park Ave. at 40th St.

ASCAP renewed until Aug. 1 TV use of its music, pending results of current negotiations with TV industry on license fees (Vol. 5:24). TV operators are sending comments on proposed agreement back to NAB industry committee, and chairman Robert P. Myers (NBC) says, "Both sides feel that real progress has been made."

Cigarette companies will spend \$28,800,000 on radio-TV next season (of which \$5,253,400 is earmarked for network TV), says June 22 *Variety*. That makes them possibly leading accounts on air, ahead of long-time leaders foods and drugs. Strong emphasis will be placed on TV spots, *Variety* says, not only by major brands (Lucky Strike, Chesterfield, Old Gold, Camel, Pall Mall, Philip Morris) but also by smaller companies (Embassy, Parliament). Story lists their radio-TV network accounts; reveals, for example, that Chesterfield will spend \$44,000 weekly for Bing Crosby radio show alone, plus additional \$66,070 for Arthur Godfrey (\$17,650 for TV), \$34,500 for crooner Perry Como (\$5,000 for TV).

Total advertising expenditures in 1948 reached a new high of estimated \$4,830,700,000, reports Dr. Hans Zeisel, McCann-Erickson research associate in June 17 *Printers' Ink* — of which \$2,756,300,000 was on national basis, \$2,074,400,000 local. Breakdown, in millions: newspapers, \$1,475.0 or 34.6% (7.9% national, 26.7% local); radio, \$552.2 or 13% (8.4% national, 4.6% local); magazines, \$492.9 or 11.6% (5.8% weekly, 3.1% women's, 2% general, 0.7% farm); farm papers, \$19.5 or 0.5%; direct mail, \$482.7 or 11.3%; business papers, \$218.5 or 5.1%; outdoor, \$121.4 or 2.9%; miscellaneous national, \$522.3 or 12.3%; miscellaneous local, \$372.2 or 8.7%.

Obviously seeking to dispel impression KMPC may succeed KFI as NBC affiliate in Los Angeles, through influence of Frank Mullen (Vol. 5:24), NBC has issued statement denying any such plan, stating it has had "harmonious and cooperative relationship" with KFI for 22 years and "hopes that this will continue far into the future." KFI and NBC have separate TV properties.

TV's impact is not like radio's in 1925, writes Harland Manchester in June *Nation's Business*, "but like Ford's Model T and the resultant revolution in roads, real estate and romance." After praising and damning TV, he concludes: "Programs needn't always be uplifting, but if stations ignore this opportunity to build up a solid following, the public may eventually tire of vaudeville, soap operas and wrestlers and open its collective mouth in a \$1,000,000,000 yawn."

CBS's 35-min. documentary on TV, *Television Today* (Vol. 5:12), will be shown to any interested industry people every other Tuesday, starting June 28, at Preview Theatre, 1600 Broadway, New York. For reservations, write Victor M. Ratner, CBS, 485 Madison Ave., or call Plaza 5-2000, ext. 7018.

Reaching for TV signals from WTVR, Richmond, 100-mi. distant, owners of Louisburg (N. C.) Theater offer this interesting reason for desiring service: "Eventually, much of a theater's entertainment is likely to be presented by TV. Therefore, your local theater wants to be well grounded in this new entertainment science."

TV pops up as issue in Canadian national election June 27—George Drew, leader of Conservative Party, promising private groups permission to go ahead with building TV stations if his party beats present Liberal regime. He also promised abolition of present \$2.50 annual radio license fee paid by listeners.

TV commercial managers can look for recommendations on rate card standardization, in both content and format, sometime soon. Both TBA and NAB's new Broadcast Advertising Bureau are working on TV rate cards.

Radio-TV uses of plastics are part of Bakelite's current "Hall of Plastics" exhibit at Chicago Museum of Science & Industry.

TV network sponsorships: Whitehall Pharmacal Co. (Anacin, Kolynos, Bisodol) starts *Armchair Detective* on Eastern CBS-TV July 6, Wed. 9-9:30 p.m., replacing its *Mary Kay & Johnny show*; it will be kine-recording of current Wed. 8-8:30 p.m. success on KTLA, Los Angeles . . . General Foods (Maxwell House Coffee) has taken 10-station CBS-TV network for Fri. 8-8:30 p.m. *Mama* series with Peggy Woods that starts sustaining July 1, commercial Aug. 5; General Foods also reported to have reconsidered and won't drop *Author Meets Critics* on NBC-TV Sun. 8:30-9 . . . Camel has reserved Fri. 8:30-9 p.m. period on CBS-TV for dramatic show starting Oct. 7 . . . U. S. Army & Air Force Recruiting Service sponsoring *Red Barber's Club House* on CBS and CBS-TV, Sat. 6:30-6:45 p.m., starting July 2, thru Gardner Adv. . . Chesterfield retaining Arthur Godfrey Wed. 8-9 p.m. period on CBS-TV, Robert Q. Lewis taking over when Godfrey vacations for 8 weeks starting Aug. 3 . . . Buick's *Olsen & Johnson* show will occupy Berle's Texaco time on NBC-TV (Tue. 8-9 p.m.) starting June 25 thru Aug. 9; then returns to NBC-TV Sept. 22 for Thu. 9-10 p.m. . . International Shoe Co. (Poll Parrot Shoes) on Aug. 17 starts sponsoring Wed. 5:45-6 p.m. portion of NBC-TV's *Howdy Doody*.

TV station sponsorships: May *Rorabaugh Reports* shows 1,343 accounts on TV at end of month vs. 1,225 at end of April—networks and 59 stations reporting 57 network, 328 spot, 958 local-retail accounts . . . Ruppert's Beer buys *Sports Album* from Frederic W. Ziv, 5-min. films to be placed on New York, Boston, Philadelphia, New Haven stations . . . Unusual new sponsorships reported by WCAU-TV, Philadelphia, include Eagles pro grid team which won't permit telecasts (Vol. 5:23) but is buying film spots with quarterback Steve Van Buren talking about team and urging fans to buy tickets; Dodge-Plymouth dealer's 10-week Miss Greater Philadelphia beauty contest to select local entry in Atlantic City Miss America contest; Beneficial Saving Fund, second local bank buying station-breaks . . . Krajenke Buick Sales buys 5 per week, 15-min. *KB Korral*, western serial, on WJBK-TV, Detroit . . . Kaiser Motors dealers buy *Tele-tours* on KPIX, San Francisco, local film subjects shown few days later with "see yourself on TV" angle . . . Warner Bros. buys 3 one-min. trailers on WPIX, New York, to plug new picture, *Fountainhead*, Sat., July 9.

Program notes: These are showcasing days for the networks, with many new sustainers preening themselves for possible sponsors. Noteworthy are: *The Timid Soul* (Caspar Milquetoast), on DuMont Wed. 9-9:30 p.m.; *Nocturne* (mood music) and *Sunday at Home* (Pickard Family), successes on Hollywood's KNBH, now via kine-recordings on NBC-TV—former Sat. 10-10:30 p.m. starting July 9, latter Sun. 10-10:30 p.m., July 3; *One Man's Family* starts on NBC-TV July 25, Mon. night, time not yet set . . . NBC-TV's *Around the Town* with Kyle McDonnell-Earl Wrightson moves July 7 to Thu. 9-9:15 p.m. . . *Ken Murray Blackouts*, with permanent company and guest stars, set to start Sept. 16 on CBS-TV, Sat. 8-9 p.m. . . Emily Post signed by Telescopes to film series on etiquette . . . *March of Time* planning TV sequel to *Crusade in Europe*, based on Pacific fighting . . . Though Kate Smith's manager Ted Collins is club's owner, he won't permit telecasting next fall of games of New York Bulldogs of National Football League, says it hurts attendance . . . Grant-Realm's NBC-TV 26-week series of 27-min. shorts for Lucky Strike, about to expire, will be released for theater showings next, with Canadian exhibitors reported negotiating . . . Hollywood's Tom Breneman Restaurant leased for 5 years to ABC to provide 3 more studios.

Personal notes from the trade: Walter L. Stiegel, ex-sales chief for Leo J. Meyberg, RCA California distributor, on July 16 becomes national sales mgr. of DuMont receiver division, succeeding Victor Olson, now DuMont distributor in Philadelphia . . . W. H. Lamb named gen. mgr. of new Sylvania division specializing in design, engineering, production of TV picture tubes, headquartering at Seneca Falls, N. Y. plant . . . Robert N. Baggs new sales mgr. of RCA consumer products service . . . Lynn Eaton, ex-Bendix, new general sales mgr. for Andrea, now planning to expand line into other TV markets . . . RCA's Dr. Vladimir Zworykin receives 1949 Lamme Medal from American Institute of Electrical Engineers for scientific achievement in TV . . . John K. McDonough, of Colonial, named director of sales for new Sylvania TV line; Clarence Bagg, ex-RCA, sales mgr.

World-wide TV standards objective takes busy *Electronics* editor Don Fink to Zurich, Switzerland, July 4-15, as technical advisor to U. S. delegation to subcommittee of International Radio Consultative Committee. U. S. group is headed by State Dept. London attache William H. J. McIntyre, includes FCC's A. Prose Walker, representatives of RCA, IT&T, possibly GE and Philco. Of course, American delegation will push for U. S. standards, with principal opposition from Britain. If there are compromises, they'll probably be adoption of regional standards. Conclusions aren't expected for several years.

RMA's new Television Committee (Vol. 5:25) now has this official lineup: Max F. Balcom, Sylvania, chairman; Ben Abrams, Emerson; W. R. G. Baker, GE; W. J. Barkley, Collins; H. C. Bonfig, Zenith; Allen B. DuMont; J. B. Elliott, RCA; Paul V. Galvin, Motorola; W. J. Halligan, Hallicrafters; Larry F. Hardy, Philco.

GE has new "Telelink" equipment for intercity, STL and remote pickup use, operating on 1990-2110 mc, includes 5 to 10-watt transmitters which, with parabolic antennas, give output of up to 5 kw. Equipment is being made commercially, after tests on New York-Schenectady GE-owned radio relay system.

Spark plug interference to TV is virtually eliminated by its "Resistor" plug, claims Electric Auto-Lite Co., Toledo. Plug has been out for a year, but company just now decided it's been adequately field-tested. Built-in 10,000 ohm resistor does the trick. Plug is being plugged on Auto-Lite's *Suspense* commercials Tuesday on CBS-TV.

Elimination of "nuisance calls" to TV servicemen is aim of series of 10 one-min. films to be made by RMA, offered to stations this fall through TBA. A prime complaint from servicemen has been numerous calls from people with only vague idea of how to operate sets.

AM-FM duplication, rather warm subject since FCC Chairman Coy suggested enforced duplication (Vol. 5:19, 22), has bred crop of rumors, latest of which is Commission leans towards exact opposite—requiring more separate programming. Actually, current inclination is towards status quo.

Videodyne Inc., Stamford, Conn., currently seeking capital by offering (thru First Guardian Corp.) 100,000 shares of \$3 par 6% cumulative convertible preferred stock at \$3 per share.

Live remotes with superimposed films (such as commercials) are permitted by new device developed by Harold Jury, chief engineer of Los Angeles' KTSN. Formerly, extra camera at remote was needed.

Federal has new aircooled 5 kw TV transmitter, using mid-level modulation, said to achieve simplicity, economy.

Latest in low-priced AM-FM sets is GE's \$49.95 table model (Model 218), now being shipped.

signed GE dealers to sponsor Nebraska U home grid games; on June 13 put on "preview show" on closed circuit with exhibits of TV sets in local Greyhound bus depot... WBNS-TV, Columbus, will have new building completed by July 1; heavy equipment is already being delivered for wiring about mid-July -- but "no definite date will be set until we are certain we can meet it"... Edward Lamb, holder of CP for WTVN, Columbus, has ordered RCA equipment, scheduled for delivery July 25.

PROGRESS REPORT ON FREEZE THAW: FCC's TV engineers are drawing circles like mad, hope to come out with proposed vhf-uhf allocation by middle of July at latest. Allocation may include new method of computing service and interference areas -- percentages of population served percentages of time. Ad Hoc committee's report points in that direction. Committee should offer, within week or two, its method for computing interference from more than one signal. JTAC is due anytime now for comment on Ad Hoc's work. Incidentally, JTAC will have new chairman July 1 when Donald Fink moves up from vice chairman and John V. L. Hogan takes his place.

Use of offset carrier to reduce TV interference, increase coverage (Vol. 5:16 et seq) begins to look almost like a network operation. All reports we've received so far are extremely good. If FCC's new allocation proposes to delete many vhf channels from major cities, you can expect major argument from applicants claiming offset can save channels. On Channel 4, following stations are now offset -- either 10.5 kc up, 10.5 kc down, or on frequency: Boston's WBZ-TV, down; Schenectady's WRGB, up; New York's WNBT, on; Lancaster's WGAL-TV, up; Washington's WNBW, down; Cleveland's WNBK, up; Detroit's WWJ-TV, on; Chicago's WNBQ, down. On Channel 2, New York's WCBS-TV and Baltimore's WMAR-TV report 10-plus miles extension of coverage for each through offset. Both say they received unsolicited calls from enthusiastic viewers the morning after start of operation June 16.

* * * *

Color issue was quiet this week, on surface at least. With Bureau of Standards' Dr. Condon out of town until about July 5, prospective members of his color committee (Vol. 5:25) haven't had chance to discuss subject, decide whether to accept. As for CBS's position (Vol. 5:24), here's what chairman William Paley had to say to New York News' radio columnist Ben Gross May 8, or before FCC came out with invitation for 6 mc color: "I have no idea when the FCC will permit it. But if the standards were set, we could go on the air with color pictures today."

TV's NEW SPONSORS AND NEW BUDGETS: You can draw all sorts of conclusions from responses to the second phase of our survey of TV stations having local AM affiliations, in which we asked:

Approximately what proportion of your current TV advertisers are new to radio? And: Are these new-to-radio advertisers spending additional money for TV or taking it away from newspapers, magazines or other budgets? Our earlier question, you will recall, asked whether TV is attracting money away from their AMs, the majority saying No (Vol. 5:24).

Of the 30 respondents to date, only Schenectady's WRGB, GE's long-established station, said none of its TV accounts was new to radio. The rest indicated TV had attracted brand new sponsors, though in varying proportions: WCBS-TV, New York, 20-25%; WFIL-TV, Philadelphia, 25%; WCAU-TV, Philadelphia, "quite a few"; WBAL-TV, Baltimore, 25-33%; WMAL-TV, Washington, 5%; WNBW, Washington, 35%; WTVR, Richmond, 30%; WBZ-TV, Boston, "very few [but] some are new accounts with us"; WNHC-TV, New Haven, "some [but] most have used radio and most are still using our AM"; WBEN-TV, Buffalo, 20%; WNBK, Cleveland, 25% of May accounts (including one who hadn't used radio in 15 years); WJBK-TV, Detroit, 15%; WKRC-TV, Cincinnati, 10%.

WGN-TV, Chicago, 40% of non-network sponsors either new to radio or very small and spasmodic users of radio; WENR-TV, Chicago, 50%; WTMJ-TV, Milwaukee, 55-65%; KSD-TV, St. Louis, 40% not recent buyers of radio time; KSTP-TV, St. Paul, 23½%; WMCT, Memphis, 20%; WAVE-TV, Louisville, 3 out of 13 local accounts; WTVJ, Miami, none using radio at time they signed TV contracts; WDSU-TV, New Orleans, 10% "but we expect an increase in that percentage"; WBAP-TV, Fort Worth, 75% "new to WBAP though not all new to radio"; KLEE-TV, Houston, 5%; KPIX, San Francisco, 73% of

national spot, 37½% of local; KFI-TV, 95% new to area's network-affiliated stations, maybe 70% new to radio ("most using our TV were in-and-outers in radio"); KTSL, Los Angeles, 20%; KLAC-TV, Los Angeles, 25%; KFMB-TV, San Diego, 35%.

Obviously, the foregoing range from mere guesswork to slide rule calculation -- and manifestly these percentages (reported to us during last 4 weeks) are subject to progressive change. So they cannot be taken as permanent or conclusive, though they do seem to point to a definite pitch on part of AM-TV operators to attract new money to TV. That brings up next questions: Are these new-to-radio advertisers spending additional money for TV or taking it away from newspapers, magazines, etc?

There were varied replies to this one, too, though most said their TV sponsors are spending brand new money. A few said quite frankly they didn't know, some observed it's too early to tell. Cincinnati's WKRC-TV (Times-Star) categorically stated TV is pulling from newspapers, magazines, etc. St. Paul's KSTP-TV said not now, but it must come from other media in future. San Diego's KFMB-TV guessed perhaps half. Los Angeles' KFI-TV thought "maybe 30% from other media, newspapers possibly the biggest losers."

Some observations were particularly pertinent, worth quoting. From WNBW, Washington: "Advertisers who are new to radio seem to find additional money for TV at the outset; then, according to a consensus of our sales staff, they reallocate their budgets." From WCAU-TV, Philadelphia: "TV is attracting new advertising dollars and, for the foreseeable future at least, radio billings will not be seriously affected...we must take into consideration that the sellers' market has practically disappeared and many concerns must use more advertising dollars to maintain their volume."

WDSU-TV, New Orleans: "The new-to-radio advertisers are so far apparently spending additional money for experimental purposes. As soon as the amount spent becomes a substantial one, we assume a good share will come from other budgets."

"I don't believe additional money is being spent for TV," said Don Fedderson, KLAC-TV, Los Angeles, "as budgets have been more or less status quo for the last few months. I cannot honestly answer whether they are taking money from newspapers, magazines, radio or billboard, but I do know that budgets as a whole have not increased."

And this ebullient report from WBAP-TV's Roy Bacus (Fort Worth Star-Telegram): "Approximately 75% of our TV advertisers are new to WBAP though not new to radio in general...are spending additional money. TV has stimulated enthusiasm to do more advertising. Personally, I agree with [researcher Horace] Schwerin that TV is the best thing that has happened to radio in 25 years."

Count of TV Sets-in-Use by Cities

TV sets-in-use as of June 1 rose to 1,858,000, up 196,000 from May 1 (Vol. 5:22), according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service areas (.5 Mv):

Interconnected Cities			
Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	63,100
Boston	2	1,175,000	95,700
Buffalo	1	323,000	23,700
Chicago	4	1,438,000	155,000
Cleveland	2	695,000	59,100
Detroit	3	839,000	60,000
Erie	1	112,000	4,200
Lancaster	1	85,000	
Milwaukee	1	327,000	26,700
New Haven	1	557,000	32,200
New York	6	3,597,000	650,000
Philadelphia	3	1,184,000	177,500
Pittsburgh	1	742,000	20,000
Rochester	1(a)	208,000	2,100
Richmond	1	130,000	11,500
Schenectady	1	258,000	25,000
St. Louis	1	474,000	32,100
Toledo	1	241,000	15,000
Washington	4	691,000	48,000
Wilmington	1(b)	183,000	4,000
Total			
Interconnected	39	13,991,000	1,513,400

Non-Interconnected Cities

Albuquerque	1	22,000	900
Atlanta	2	233,000	10,500
Birmingham	2(c)	196,000	2,200
Cincinnati	2	384,000	26,000
Columbus	1	225,000	6,900
Dayton	2	291,000	7,300
Fort Worth	1	269,000	5,100
Dallas	-(d)	277,000	5,500
Houston	1	217,000	4,800
Indianapolis	1	281,000	4,500
Los Angeles	6	1,372,000	138,000
Louisville	1	188,000	7,500
Memphis	1	177,000	5,600
Miami	1	117,000	6,300
Minneapolis			
St. Paul	2(e)	333,000	17,100
New Orleans	1	225,000	4,500
Oklahoma City	1(f)	138,000	3,400
Providence	1(g)	1,011,000	10,000
Salt Lake City	2(h)	93,000	5,000
San Diego	1	113,000	3,000
San Francisco	2	825,000	8,200
Seattle	1	307,000	6,700
Syracuse	1	199,000	4,200
Others	---	---	51,400
Total Non-Interconnected	34	7,493,000	344,600
Total Interconnected and Non-Interconnected	73	21,484,000	1,858,000

(a) WHAM-TV began June 11. (b) WDEL-TV begins June 29, (c) WAFM-TV began June 15, WBRC-TV begins July 1. (d) Included in coverage of Fort Worth station (WBAP-TV). (e) WTCN-TV begins July 1, makes second station. (f) WKY-TV began June 6. (g) WJAR-TV begins July 3 or 10. (h) KSL-TV began June 1.

TV PRICES AIM FOR MASS MARKET: How low can TV receiver prices go? Less than a year ago, when demand exceeded supply, when standard 10-in. table models averaged around \$350, the big boys were saying that the cost of picture tubes and use of tenfold the components needed in an ordinary radio rendered deep price cuts unlikely. Yet it's now apparent that TV prices have broken to point where mass market can and should buy, where makers may have to strain to cut much further, where basic appeal henceforth may be performance, improvements, appearance and gimmicks.

Recapitulating the price breaks we've reported during the last few months, without attempting to evaluate individual receivers or brand names, the lower list prices of basic models are quite impressive. Here's the list (all table models unless otherwise specified), using nearest even-dollar figure; for company references, see our TV Directory No. 7 of April 1 and Newsletters since Vol. 5:14:

7-in. table models: \$101, Electronic Controls; \$130, Philharmonic; \$140, Hallicrafters; \$150, Meck, Tele-tone; \$170, Admiral, Belmont; \$180, Automatic, Emerson, National; \$190, Motorola, Philco; \$200, National (with lens), Sentinel, Temple-tone. Then there's Pilot's 3-in. at \$100, about which you don't hear much lately.

10-in. models now priced under \$300: \$158, Electronic Controls; \$180, Philharmonic; \$200, Garod, Hallicrafters, Jackson, Muntz, Olympic, Regal, Telequip; \$210, Vidcraft; \$220, Tele-King, Tele-tone; \$230, Major; \$240, Air King, GE; \$250, Admiral (console), Philco, Trav-Ler (consolette); \$260, Bendix, Nielsen, Sentinel, Stewart-Warner; \$270, Capehart-Farnsworth, Crosley (with FM), Emerson, National, Packard-Bell, RCA, Westinghouse; \$280, Belmont, Magnavox, Meck, Motorola, Stromberg; \$290, Garod (with AM-FM); \$300, DeWald, Hoffman, Shevers, Videodyne.

12 and 12½-in. models priced under \$350: \$230, Philharmonic; \$240, Garod, Telequip; \$250, Air King (console), Hallicrafters, Jackson; \$270, Muntz; \$280, Vidcraft; \$300, Atwater, Major, Olympic, Regal (console), Royal, Tele-King; \$310, Packard-Bell; \$330, Motorola, Nielsen, Trav-Ler; \$350, Crosley (with FM), Tele-tone.

15 and 16-in. models under \$400: \$300, Telequip; \$330, Televista; \$350, Garod; \$360, Jackson (consolette); \$380, Vidcraft (console); \$400, Hallicrafters (console), Remington (with FM), Shevers (chassis only).

Among private brands, there are 7-in. table models labeled Silvertone (Sears Roebuck), \$150; Airline (Montgomery-Ward), Firestone, \$180; Truetone (Western Auto), \$190. 10-in. tables labeled Bestone (Vim), \$200; Artone (Affiliated Retailers), \$229; Firestone, \$271; Airline, Delco (General Motors), Silvertone, Truetone, \$300. 12½-in. tables: World (Vim), \$200; Lyratone (Abraham & Straus), \$260. Note: These are latest reported prices, but subject to rapid fluctuation.

And then there are promised new models: Westinghouse, 10-in. "under \$270"; Television Assembly Co., 12½-in., \$180; National Co., 12½-in. "under \$300"; Philharmonic, 16-in. "under \$300"; Tele-King, 16-in. "under \$400".

LATEST NOTES ON NEW MODELS & PRICES: Capehart-Farnsworth Corp., now subsidiary of IT&T, is back in full production at Fort Wayne -- and with reported "record high" backlog of TV orders -- after being virtually shut down during old Farnsworth company's financial difficulties (Vol. 5:3,7,8,13,16,17,19). Prices of Capehart TV models have been reduced: 10-in. table, from \$299.50 to \$269.50; 10-in. console, from \$369.50 to \$299.50; 12-in. console, from \$495 to \$445; other 12-in. consoles formerly listing at \$895 and \$1,095 cut for clearance to \$795. New is 16-in. console with AM-FM at \$895. All consoles have 3-speed phonos. New TV line is due in August.

Comedian Bob Hope disclosed as chairman of board of DuMont's new Southern California distributor, Quality Electric Corp., 1235 E. Olympic Blvd., Los Angeles, now functioning under Jack Smith, ex-asst. sales mgr. for RCA Distributors there. Hope's angeling of firm grows out of personal friendship with Dr. DuMont; he'll be

featured in page ads in all Los Angeles newspapers June 8, standing alongside DuMont's super-doooper Manchu model.

Colonial Radio's line of TVs under own brand name (Vol. 5:7,9) should be coming through soon, marketed through parent company Sylvania channels.

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Price cuts continue to feature news of TV trade: Motorola reduced 12-in. table from \$369.95 to \$329.95; introduced new 12-in. consolette at \$349.95...Ansley cut 10-in. consolette (Beacon) from \$375 to \$349.50, has new 15-in. consolette (Chatham) at \$545...Remington Radio's Rembrandt line is reduced during June in home Westchester County, N.Y. -- 12-in. table with FM from \$425 to \$299, 15-in. from \$525 to \$389. After July 15 prices will be \$369 and \$469, respectively.

Packard-Bell 10-in. table down from \$279.50 to \$269.95, 12½-in. table from \$319.50 to \$309.95, new sets having 19 tubes plus 2 rectifiers (vs. old 26 and 4); line also includes 12½-in. consolette at \$359.95, 12½-in. console with AM-FM-LP at \$589.50...Mars Television's LaSalle consolette, now with 16-in. tube, is down from \$649 to \$575; Mars also has 16-in. console (Hampshire) with AM-FM-3-speed phono, \$695, having discontinued 15-in. Dartmouth at \$1,295...RCA Victor Ltd. has reduced price of Onlooker (10-in. table with 52 sq. in.) in Canadian market from \$545 to \$495...Muntz cut price of 10-in. table from \$229.50 to \$199.50...Sears Roebuck's 7-in. Silvertone is now priced at \$149.95 (formerly \$179.95).

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More firms report new models: Westinghouse adding 6 new sets to line, prices not yet fixed but including 10-in. table to be priced below current \$269.95 model. Also new will be 12-in. consolette, 16-in. table, 12-in. table, 12-in. console with AM-FM-3-speed phono, 10-in. console with AM-FM-3-speed -- latter 3 with switch for enlarging picture to full circular size...Scott Radio Laboratories in August will have 16-in. console, 23 tubes plus 4 rectifiers, also same with AM-FM-3-speed phono, not yet priced. They're Scott's first direct-view jobs; earlier 2 were Protelgram...Andrea has 12½-in. console with AM-FM-3-speed called Ridgeway at \$585...Stromberg-Carlson's new Chinese Classic is 12½-in. with AM-FM-3-speed, \$795; same with 16-in. (Somerset) is \$895.

GE has discontinued old 10-in. table Model 835 (\$325) and 12½-in. table Model 830 (\$399.95); has new 12½-in. console with AM-FM-LP at \$599.50...Crosley's first 7-in. portable, new 10-in. console with AM-FM-3 speed, haven't been priced yet...Pilot advertising 16-in. console at \$595...Royal Television & Radio Co. (Irving Kane, ex-Viewtone, ex-Cleervue) reports it's producing 12-in. table at \$299.50; 15-in. table, \$399.50; 12-in. consolette, \$400; 15-in. consolette, \$500; 15-in. console with AM-FM-LP, \$1,000...Cossor (Canada) Ltd., 301 Windsor St., Halifax, N.S., has priced 10-in. console with 21 tubes and 3 rectifiers at \$595.

New kitmaker is Sovereign Television Co., 5508 New Utrecht Ave., Brooklyn, N.Y. (Nat Hellman), offering 10,12,15,16-in. kits from \$89.50 to \$220, less tubes...Approved Electronic Instrument Corp., 142 Liberty St., New York (Fred Berhley, president) has 15-in. chassis with 27 tubes and 3 rectifiers at \$289.50; same with 16-in., \$295.50...Telequip Radio Co., 1901 S. Washtenaw Ave., Chicago (E. E. Arkin, president) has 10-in. table at \$199.95, same with 12½-in. \$239.95, same with 16-in. \$299.95; 10-in. console at \$239.95, same with 12½-in. at \$269.95, same with 16-in. at \$349.95...Industrial Television Inc. has 16-in. console with remote control, \$745; same with AM and 45rpm phono, \$995.

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Notes on tubes and tubemakers: Eitel-McCullough promises 16-in. metal-coned tube from new Salt Lake City plant before end of year. Besides RCA's, only other metal 16-in. we've heard of are Raytheon's and Rauland's (Vol. 5:21)...GE presumably readying to deliver its 8½-in. metal tubes, judging from current trade journal ads on it and on 12½-in. aluminized tube. Copy on 8½-in. speaks of 47 sq. in. when entire circular face of tube is scanned, or 36¼-in. for normal rectangular; calls it "ideal for small TV receivers that are lifted and moved about" because it's half weight of glass, claims 14½-in. length saves cabinet space.

TUG OF WAR—BUYERS vs. SELLERS: This price-cutting that's rampant in TV trade, sparing not even the best-known brands, is part of a larger pattern of what David Lawrence's magazine U.S. News calls "price war between buyers and sellers." It's manifest not merely in TV, but also in heavy industry. They're cutting prices of cars, clothing and specialty products (cameras, watches), to say nothing of nearly all household appliances. All of which is slowing business just now, but --

"Price decline, when completed, will leave business in a position to move ahead again, to go on to real prosperity. Wage-cost uncertainties are delaying some adjustments. Price level, when tug of war ends, is likely to be 10 to 15% below the postwar high but far above prewar."

Radio-TV prices are obviously sinking far below 15% as radio seeks new supply-and-demand level and as TV is forced by intense competition in narrow markets to squeeze water out of prices. National Appliance & Radio Dealers Assn., in survey, reports average appliance dealer did 12% more dollar volume over-all in 1948 than in 1947 but earned 24% less profit. Margin could be even narrower this year.

Noteworthy fact about upsurging TV trade: During March, TV sets represented 60.2% of dollar value of all receivers at factory, up from 55.8% in February, 53.2% in January. This despite fact that only 37 market areas now get TV service (from only 66 stations) and that these areas embrace less than half the population of U.S.

TREND OF 7-in. & OTHER TRADE NOTES: Despite lowering 10-in. prices, 7-in. sets continue to command substantial market, are also trending downward in price. The 7-in. should get added impetus from cuts in tube prices put into effect June 6 by both RCA and Sylvania -- now \$14.80 to manufacturers (formerly \$16.43), \$16.50 to distributors (formerly \$18.77). Neither has yet announced new consumer list, pending liquidation of inventories.

Pitch seems to be to bring 7-in. sets down to about \$100, though only one that low yet is relatively obscure Electronics Control Inc., East Orange, N.J., which offered them in quantity deliveries to dealers at \$101 (Vol. 5:19). Then there are Philharmonic's at \$130, Hallicrafters' at \$140, Meck's and Tele-tone's at \$150, and other even more widely advertised brand names under \$200 (Vol. 5:23).

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Biggest news of TV trade continues to be price reductions of name brands, though there were several other noteworthy items that leaked out this week: That RCA has new metal-cabinet 10-in. table model to break later this summer; it will have expanded picture, will sell for less than its new Model 9T240 recently put on market at \$269.50 (Vol. 5:21). That RCA may also soon offer a 12-in. job; it makes 12-in. tubes for others (as it does 7-in.) but has never offered sets with those sizes. That Admiral will have at least 3 more new models by time of summer Furniture Mart in Chicago July 5-16; meanwhile, on June 15 it's introducing new 12½-in. console at \$299.95 (companion to radio-phono combinations), replacing old \$399.95 unit -- in wood, with improved turret tuner, automatic gain control, 20 tubes, 3 rectifiers.

It's definite now that Sylvania brand name will appear on line of 10 and 12½-in. sets (Vol. 5:7,9,23) to hit market this autumn, manufactured by subsidiary Colonial and sold through a newly set up Colonial distribution system; this is verified by Sylvania president Don G. Mitchell. Later, 16-in. will be marketed. Sylvania has already appointed Kenyon & Eckhardt as ad agency to promote the line.

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Price reductions: GE has reduced, by \$20 to \$30, all smaller units except its \$239.95 basic 10-in. plastic model. New prices: 10-in. wood table, cut from \$279.95 to \$259.95; 10-in. consolette, from \$329.95 to \$299.95; 12½-in. table, from \$369.95 to \$329.95; 12½-in. consolette, from \$399.95 to \$369.95. New GE model is

12½-in. console with AM-FM-LP for \$499.95 (originally priced \$599.50). Prices of 12½-in. console combination Models 820 and 840 remain \$695 and \$995, respectively.

Emerson has reduced 12½-in. table from \$329.50 to \$299.50, and of 16-in. console from \$599.50 to \$449.50...Video Corp. of America prices of 12½-in. table down from \$359 to \$329; 16-in. table, from \$459 to \$389; 16-in. console, from \$499 to \$449...Industrial Television's home Century table model (12½-in.) is down from \$379 to \$339, same in consolette from \$429 to \$399...Besides 7-in. table at \$147 (portable \$159), John Meck has 10-in. table, \$199; 12½-in., \$249...Muntz TV's line includes 10-in. table at \$199, same with 12½-in. at \$269, 12½-in. consolette \$299...Nielsen 10-in. console down from \$395 to \$339, and 10-in. table now \$259 (not \$289 as reported in Vol. 5:22)...Tele-tone has 10-in. plastic table with 17 tubes and 3 rectifiers, \$179.95 -- with Philharmonic is lowest 10-in. brand names on market (Vol. 5:23). Tele-tone also has 12½-in. table, \$269.95, due next month.

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Andrea's new line shown this week, all with AM-FM, includes new 12½-in. console at \$489.50, new 15½-in. console \$585, new 15½-in. console in Chinese period with AM-FM-3 speed phono, \$1,400. Price of 12½-in. table was cut from \$499 to \$389.50; of 12½-in. console with 3-speed phono, from \$745 to \$585; of 16-in. console with 3-speed, from \$1,095 to \$895. Sets without phono have attachment for 3-speed players...Hoffman Radio Corp. 12-in. table is priced at \$385, same in consolette, \$495; 16-in. consolette is \$595, same in console with AM-FM-LP, \$945.

Trans-Vue Corp., 1139 S. Wabash, Chicago (R. R. Greenbaum, president), distributor of Raytheon's multiple viewer TVs (see Special Installations, TV Directory No. 7), has 12½-in. consolette with FM at \$349.50, 15-in. consolette with AM-FM \$549.50, 16-in. console with remote control \$695...Video Products Corp., Red Bank, N.J., which makes sets for private label, has 12½-in. table at \$349.50, 15/16-in. consolette \$449.50, 15/16-in. console \$499.50, same with AM-FM-3 speed \$599.50...Bell Television has new 16-in. table at \$545, new 20-in. table at \$995; has reduced 15-in. consolette from \$795 to \$645, of 16-in. commercial from \$995 to \$895, of 20-in. commercial from 1,595 to \$1,495...Electro-Technical Industries reduced 10-in. Telekit from \$99.59 to \$82.99, has 16-in. console kit at \$99.50, both without tubes or cabinets...Pioneer Television Co. cut 10-in. table model with built-in lens from \$435 to \$395, 16-in. table from \$695 to \$495, commercial projection model (6¼-sq. ft.) from \$1,495 to \$1,395...International Television Corp. has reduced price of 190 sq.in. Protelgram projection console from \$795 to \$590, also has 15-in. commercial table at \$475, 16-in. consolette, not priced yet...U.S. Television cut 10-in. table from original \$325 to \$269.95, 12-in. consolette from original \$449.50 to \$389.95, again reduced 12-in. table from \$369.50 to \$329.95, 15-in. table from \$495 to \$469.95, 15-in. consolette with FM from \$569.50 to \$539.95 (Vol. 5:15,19,20)...Atlas Coil Winders Inc., 392 State St., Stamford, Conn. (Morris Folb, president), which has been making front-ends for set manufacturers, is getting ready to put out TV sets under its own brand name...Stolle Engineering & Mfg. Co., Los Angeles, which has been making custom-built consoles under name of "Semco," expects to begin making 10 and 12-in. consolettes July 20...Televista's 15½-in. table is \$349.50, not \$329 as sold by Gimbels-New York (Vol. 5:22), there's also a 15½-in. consolette at \$479.50 as well as one at \$389.50.

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Merchandising notes: Chicago Tribune is offering 1,000 TV sets (11 makes) to clubs, churches, schools, scouts, et al, as circulation premium, announced in page ad May 31. Values are Crosley 12½-in. table (\$349.95, list) for 119 subscriptions up to DuMont 15-in. Westbury console (\$745, list) for 234...Bond Vacuum Stores Inc. negotiating with Bendix for exclusive door-to-door franchise to sell Bendix TV on home demonstration basis; has already started in Charlotte area...Admiral "package" consisting of 7-in. table, filter, magnifying lens, indoor antenna -- all for price of set (\$169.95) -- was advertised this week in New York area...Recommended reading on price-cutting evil is "What Makes the Price-Cutter Tick," in June issue of Radio & Television Retailing Magazine, which also runs comments on problem from dealers all over country.

Amendments to

FCC RULES AND ENGINEERING STANDARDS GOVERNING FM BROADCASTING

Providing for Commercial Facsimile Broadcasting

(Docket 8751, Adopted June 9, 1948, Effective July 15, 1948)

Section 3.266 of the Rules is amended to read as follows:

Sec. 3.266 -- Facsimile Broadcasting and Multiplex Transmission

(a) FM broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations during periods not devoted to FM aural broadcasting. However, such transmissions may not exceed one hour during the period between 7:00 A.M. and midnight (no limit for the hours between midnight and 7:00 A.M.) and may not be counted toward the minimum operation required by Section 3.261.

(b) FM broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile and aural broadcast programs for a maximum of three hours between the hours of 7:00 A.M. and midnight (no limit for the hours between midnight and 7:00 A.M.) in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations provided that the transmission of facsimile does not impair the quality of the aural program below 10,000 cycles per second, and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile.

* * * *

Sections 1 and 8 of the Engineering Standards are amended by adding the following:

Sec. 1 -- Definitions

O. Index of Cooperation. The index of cooperation as applied to facsimile broadcasting is the product of the number of lines per inch, the available line length in inches, and the reciprocal of the line-use ratio. (e.g., $105 \times 8.2 \times 8/7 = 984$).

P. Line-Use Ratio. The term "line-use ratio" as applied to facsimile broadcasting is the ratio of the available line to the total length of scanning line.

Q. Available Line. The term "available line" means the portion of the total length of scanning line that can be used specifically for picture signals.

R. Rectilinear Scanning. The term "rectilinear scanning" means the process of scanning an area in a predetermined sequence of narrow straight parallel strips.

S. Optical Density. The term "optical density" means the logarithm (to the base 10) of the ratio of incident to transmitted or reflected light.

DIRECTIONS FOR FILING: File under FM Rules and Engineering Standards. Eliminate old Sec. 3.266 from Supplement No. 7.

Sec. 8 -- Transmitters and Associated Equipment

H. Facsimile-Engineering Standards.

The following standards apply to facsimile broadcasting under Section 3.266 of the Rules and Regulations:

1. Rectilinear scanning shall be employed, with scanning spot progressing from left to right and scanned lines progressing from top to bottom of subject copy.
2. The standard index of cooperation shall be 984.
3. The number of scanning lines per minute shall be 360.
4. The line-use ratio shall be $7/8$, or 315° of the full scanning cycle.
5. The $1/8$ cycle or 45° not included in the available scanning line shall be divided into three equal parts, the first 15° being used for transmission at approximately white level, the second 15° for transmission at approximately black level, and the third 15° for transmission at approximately white level.
6. An interval of not more than 12 seconds shall be available between two pages of subject copy, for the transmission of a page-separation signal and/or other services.
7. Amplitude modulation of subcarrier shall be used.
8. Subcarrier modulation shall normally vary approximately linearly with the optical density of the subject copy.
9. Negative modulation shall be used, i.e., maximum subcarrier amplitude and maximum radio frequency swing on black.
10. Subcarrier noise level shall be maintained at least 30 db below maximum (black) picture modulation level, at the radio transmitter input..

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TV MARKET TRENDS—FACTS & FIGURES: TV buyers' market, apparent for some time, got statistical recognition this week from Sylvania's Frank Mansfield, who also is chairman of RMA statistics committee. His findings result from survey of some 1,000 set owners (out of 24,000 considered) in 13 telecasting areas. Primary conclusions:

1. Manufacturer-to-consumer pipelines (factory warehouses, distributors, dealers), as of end of February, were "reasonably well filled," containing 265,000 sets -- about 2 months' inventory.
2. Below \$5,000 income class is accelerating rate of set purchases much faster than above \$5,000 class -- now owns 58% of sets.
3. TV-radio-phono combinations were overproduced -- 35.3% of all made since war are still in pipelines. (Using RMA figures, we'd estimate number at about 70,000.) However, Mansfield says rate of purchase of this type is increasing.
4. Of sets sold since end of war, 65.3% were table models, 22% consoles, 12.7% TV-radio-phonos. Yet RMA 1947-48 production was 60.6%, 23.3%, 16.1%, respectively. Apparently, industry miscalculated what types public would buy.
5. Five brands account for 70% of all sets sold; 10 others sold additional 28%. Remaining 2% was divided among 35 others. Mansfield said "industry faces a strenuous competitive period" -- an understatement indeed, in view of fact survey uncovered only 50 brands, whereas 100 or more makers are known to be in business.
6. Public is happy with sets -- to extent that 60.6% had no complaints at all. Only 4% wouldn't buy if they had it to do all over again. Those who did complain (about technical performance of sets) were troubled by interference, poor reception, small screen, tuning difficulties, in that order. Those satisfied gave as principal reasons: entertaining, 76.6%; saves money in entertainment, 19.1%.

EXPANDING BUSINESS OF TUBE-MAKING: Small wonder picture tubes are now in plentiful supply, down in prices from last year's, possibly facing a flurry of overproduction (Vol. 5:17 et seq). The 17 tube-making companies we listed last April in our TV Directory No. 7 (p. 59) will have grown to 30 or more when we revise that catalog as of July 1. Most of the new companies are small, to be sure, but they add up to considerable production and more competition for the very big producers -- RCA, Sylvania, GE, DuMont.

In recent issues we've reported on previously unlisted Tung-Sol, Hytron, Remington Rand, National Video, Eitel-McCullough (Vol. 5:17,19,21). Surveying the field for our new listing, we can report on these additional verified producers (we're still checking on others): Eureka Television & Tube Corp., 69 Fifth Ave., Hawthorne, N.J.; Thomas Electronics Inc., 118 Ninth St., Passaic, N.J.; Television Tube Research Lab, 860 Van Houton Ave., Clifton, N.J.; H. S. Martin Co., 1916 Greenleaf St., Evanston, Ill.; Radio Valve Co., 189 Dufferin St., Toronto, Ont.; Sheldon Electric Co., 76 Coit St., Irvington, N.J.; Vacuum Tube Products, 302 N. Clementine St., Oceanside, Calif.; Sarkes Tarzian, 214 Central Ave., Hawthorne, N.J.

About some of these: Thomas Electronics (Thos. L. Clinton, president), reports it makes 12,15,16-in. glass tubes selling to manufacturers at \$30, \$45 and \$47.50, respectively. Sheldon Electric Co., maker of switches and fluorescent bulbs, says it's turning out 200-250 all-glass 10, 12½, 16-in. tubes per day, latter 2 types flat-faced; president is N. Chirelstein, founder of old Sonatron. Vacuum Tube Products (H. W. Ulmer, mgr.) reports pilot run of 25 glass, flat-faced 12 and 16-in. tubes released to Los Angeles-San Diego wholesalers at \$38.75 and \$54 respectively; says it's doing development work on "super-contrast dark background" screens. Sarkes Tarzian is Bloomington, Ind. components maker, who operates AM and holds CP for TV there; his New Jersey tube division, general mgr. K. F. Kirchner states, is making only 16-in. metal tubes, has capacity of 5,000 per month.

TRADE SLOWING DOWN, FEW NEW MODELS: What else Philco will bring forth in the way of low-priced sets (Vol. 5:22), RCA's metal-cabinet 10-in. and its prospective new 12-in. models (Vol. 5:24), DuMont's entries in the lower-price field (Vol. 5:22), Emerson's new line to be shown at June 27-28 distributor meeting in New York's Waldorf-Astoria -- these will make next big news in a trade that otherwise seems to be settling down to summer doldrums. Week was marked by relatively few new models:

Zenith is replacing two 10-in. circular-screen table sets selling at \$389.95 with same circuit but 12½-in. circular screens to sell at \$399.95 -- in other words, lots more for little more money. Dropped are Mayflower model (mahogany) and Biltmore (blonde). Zenith also has new 12½-in. console at \$450, replacing its first 12½-in. console at \$479.95. Rest of Zenith line remains same as listed in our TV Directory No. 7. Note: Zenith's big pitch currently is on its \$39.95 "Major" [Armstrong] FM-only receiver (Vol. 5:20), on which it's spending \$350,000 for newspaper and magazine advertising. Radio-TV ad campaigns also said to be in the Zenith works.

Admiral announced 16-in. TV-only console at \$445, with turret tuner, automatic gain control, folding doors, choice of walnut, mahogany, blonde -- so it's reasonable to assume RCA-16-in. table is sure to come down from original \$495 list ...Videodyne reduced 10-in. table from \$299.50 to \$269.50; 12½-in. table is \$299.50, with FM \$325; 16-in. consolettes (formerly with 15-in.) cut from \$495 to \$445, same with FM from \$525 to \$495...Trav-Ler has 10-in. console for \$229.95, 12½-in. for \$279.95 -- both with push-button tuning...Telindustries Inc., Los Angeles, cut price of 10-in. table from \$354.50 to \$249.50, of 12½-in. consolette from \$434.50 to \$369.50; has new 12½-in. table at \$299.50...Air King has 10-in table at \$199.95.

Sparton has new 10-in. table and console, still unpriced, but presumably below last \$265.95 table and \$349.95 console; also new and unpriced are 12½-in. models -- all 4 sets due in July. Sparton has cut 12½-in. console with AM-FM-LP from \$650 to \$439.95...John Meck, Plymouth, Ind., has cut 7-in. portable \$10 to \$159, 10-in. table from \$279 to \$199; also has 12½-in. table at \$249 and 16-in. table at \$299...Bowers Battery, Reading, Pa., has cut 10-in. table from \$275 to \$219.50, 16-in. console from \$495 to \$449.95; has priced 12-in. console at \$349.95, has new 16-in. table at \$349.95...Sears Roebuck's Silvertone 10-in. table, cut from \$299 to \$266.50; 10-in. console with AM from \$399 to \$359. Sears prices vary regionally; in Washington, for example, prices for same 2 sets are \$269 and \$369, respectively...Macy's Artone, as advertised in New York Thursday: \$179 for 10-in. table (used to be \$239) and \$279 for 12½-in. consolette.

From Canada, these items: Rogers Majestic and Philips Industries, both Toronto, each reporting 10-in. table, 12-in. consolette, Protelgram console (192 sq. in.) with AM, all on line but not yet priced...Pye Canada Ltd., Ajax, Ont., now says it will have 10-in. tables and consoles for November release...They're latest in Canada to report TV plans, others reporting previously being RCA Victor and Cossor (Vol. 5:23); also said to be readying there for TV are Canadian Admiral, Canadian GE, Garod, Mastervision, Stromberg-Carlson, Transvision Canada.

Note: Completely revised Directory of Television Manufacturers & Receivers, giving details of sets, is now in preparation as part of our TV Directory No. 8: Television Rates & Factbook, due for release about July 1.

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Notes from the TV merchandisers: Price-cutting of standard brands becoming more open and more common. June 16 ad of Macy's New York offered 250 models of 14 makers, mostly top-rung, as much as 50% off...Job lot of 1,500 Pilot 3-in. portables (the \$100 set) reported offered to distributors at \$60 each, no takers; 46 Pilots listed in Macy ad at \$95.25 with lens, case, antenna -- down from \$133.95...Philadelphia Motorola distributor reported offering free indoor antenna and year's service with 10 and 12½-in. models, and in Chicago RCA this week advertised free installation, free indoor antenna, 10-day guarantee with certain 10-in. models...Salt Lake City music store taking in old musical instruments as down payments on TVs, and New Orleans store offers to swap TV sets for grand pianos...Muntz TV, breaking into New York market, used newspaper ads and radio spots to invite customers to phone, offering home demonstrations within an hour...More activity in door-to-door soliciting, and plenty now offering free home demonstrations.

Directory of

TELEVISION PROGRAM SOURCES

Owners, Producers, Syndicators of Live, Film and Other Program Material Offered to Stations

These listings are based on data supplied by companies known or reported to be offering services to TV stations, and responding to our questionnaires. Directory is subject to periodical revisions and republication. Data is published as submitted. Address inquiries to person whose name is given. Catalogs available from many of these companies. Recommendation: In renting or buying films, insist on contract clause saving buyer harmless from possible lawsuits (by original producer, distributor, actors, etc.) resulting from TV uses of film.

SYMBOLS

- PS = package shows (live shows, complete)
- FP = film producer (produces complete films to order)
- OE = open end films (made specifically for TV only)
- NR = newsreels
- FF = feature films (full length, for rental)
- SO = soundies (2-3 minute film "fillers")
- AS = amusement shorts (musical, comedy, sports, etc., films for rental)
- ES = educational shorts (travel, scientific, etc., films for rental)
- IS = industrial shorts (business films for loan or rental)
- CS = comic strips (made specifically for TV)
- C = cartoons (films for rental)
- S = serials (films for rental)
- A = animator (producer of animated films)

PAUL F. ADLER ASSOCIATES, 535 Fifth Ave., New York 17, N. Y. Murray Hill 7-1668. Paul F. Adler. PS FP IS. Additional services: Scripts.

ADVANCE TELEVISION PICTURE SERVICE Inc., 729 Seventh Ave., New York 19, N. Y. Columbus 5-5400. Charles A. Allicote, president. FP OE FF AS ES C S. Other services: Projection theatres, cutting rooms, shipping service, film storage.

ADVENTURE FILMS Inc., 165 West 46th St., New York City. Plaza 7-2320. William Alexander. FF (full-length travel films of type used by lecturers).

ADVERTISING HOUSE Inc., 670 Lexington Ave., New York 22, N. Y. Murray Hill 8-0220. Ernest A. Wilcox, president. Peter J. McDonnell, v.p. (television). PS FP OE NR.

A. F. FILMS Inc., 1600 Broadway, New York 19, N. Y. Circle 7-2850. Miss Rosalind Kossoff, director. NR ES.

ALEXANDER FILM Co., Alexander Film Bldg., Colorado Springs, Colo. J. Don Alexander, president. FP A. Other services: Producers and distributors of short length (40 to 120 ft) direct advertising playlets for theaters and television.

MAX ALEXANDER PRODUCTIONS, 6040 Sunset Blvd., Hollywood 28, Cal. Hillside 3414. Max Alexander. FP FF.

ALKAR PRODUCTIONS, 545 Fifth Ave., New York 17, N. Y. Murray Hill 7-8865. Bernard E. Karlen, president. PS FP.

JOHN R. ALLEN ASSOCIATES, 16 East 58th St., New York 22, N. Y. Plaza 9-3820. John R. Allen. PS. Other services: TV advertising consultants.

ALL-SCOPE PICTURES Inc., 1209 Taft Bldg., Hollywood, Cal. Hollywood 8298. Gordon S. Mitchell, president. FP OE SO AS ES IS.

AMERICAN BROADCASTING Co., 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5700. Charles C. Barry, v.p. in charge of television. Paul Mowrey, television director. Network program service.

AMERICAN FILM Co., 1329 Vine St., Philadelphia 7, Pa. Walnut 2-1800. Ben Harris, manager. FP FF SO AS ES IS S.

FRED AMSTER TELEVISION CARTOONS, 3515 Bunker Hill Rd., Mt. Ranier, Md. Union 7696. Frederick A. Amster. OE SO CS A.

AMUSEMENT ENTERPRISES Inc., 415 N. Bedford Drive, Beverly Hills, Cal. Crestview 5-2517. Bernard Lubet, general manager. PS FP OE AS C.

STEPHEN ANDERSON PRODUCTIONS, 163 East 71st St., New York 21, N. Y. Rhineland 4-9332. A. Stephen Anderson. PS. Other services: Program advisory service.

APEX FILM CORP., 971 N. LaClenga Blvd., Los Angeles 46, Cal. Crestview 6-7006. Jack Chertok, president. FP OE. Eastern representatives for TV film programs: General Artists Corp., 1270 Sixth Ave., New York City; Circle 7-7550; Thomas R. Rockwell, president.

ASSOCIATED PRESS—See Press Association Inc.

ASSOCIATED PROGRAM SERVICE Inc., 151 West 46th St., New York 19, N. Y. Bryant 9-1245. Richard S. Testut, manager. Transcription library (no films or live shows).

ATLANTIC & PACIFIC TELEVISION PRODUCTIONS—Same as Television Films of America.

AUDIO PRODUCTIONS Inc., 630 Ninth Ave., New York 19, N. Y. Columbus 5-6771. Frank K. Speldell, president. FP IS A.

BASCH RADIO & TELEVISION PRODUCTIONS, 17 East 45th St., New York 17, N. Y. Murray Hill 2-8877. Charles J. Basch Jr. PS FP.

ZACH BAYM, 114 Grafton St., Brooklyn, N. Y. Dickens 2-0243. Zach Baym. NR FF SO AS ES C S. Other services: Film clips for live shows and remotes.

BELL PICTURES Corp., 630 Ninth Ave., New York City. Circle 6-1383. Lawrence Kulick. FF AS ES.

BRAY STUDIOS Inc., 729 Seventh Ave., New York 19, N. Y. Circle 5-4582. J. R. Bray, president. FP SO ES IS C A.

BRITISH INFORMATION SERVICE, 30 Rockefeller Plaza, New York City. Circle 6-5100. Mrs. A. David, films and publications division. ES IS.

BROADCAST PRODUCTIONS Inc., 1313 Lafayette Bldg., Detroit 26, Mich. Woodward 5-0909. Toby S. David, president. PS FP OE NR. Other services: Consulting, creating, producing radio and TV programs and spot announcements.

IRVING BROWNING STUDIOS, 70 West 45th St., New York City. Murray Hill 2-7490. Irving Browning, director. FP OE NR AS ES.

AL BUFFINGTON Co., 2104 N. Charles St., Baltimore 18, Md. Belmont 1960. Albert B. Buffington, president. PS FP OE SO A.

AL BURTON RADIO PRODUCTIONS, 209 S. Spalding Drive, Beverly Hills, Cal. Chestview 6-1405. Al Burton, president. PS.

ALLYN BUTTERFIELD PRODUCTIONS, 6823 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 3961. Allyn Butterfield. FP OE NR. Other services: FF, AS, ES for sale only; IS made to order. Complete facilities for production of any type of motion picture.

BYRON Inc., 1226 Wisconsin Ave., N.W., Washington, D. C. Dupont 1300. FP SO A. Other services: Complete 16mm production and laboratory facilities.

C and G FILM EFFECTS Co., 723 Seventh Ave., New York 19, N. Y. Plaza 7-4558. Hugo A. Casolaro and Milton M. Gottlieb. FP A. Other services: Titling, spot commercials, optical and trick effects.

CAPITAL FILM EXCHANGE, 1314 Vine St., Philadelphia, Pa. Spruce 4-2698. Edward J. Gabriel. FF SO AS ES C. Other services: Editing, storing, shipping.

CAPITOL RECORDS Inc., Transcription Division, Sunset & Vine, Hollywood, Cal. Hollywood 8171. Walter B. Davison. Transcription library (no live or film shows).

CARMEL-HOLLYWOOD FILMS, 6060 Sunset Blvd., Los Angeles, Cal. Hillside 2181. Henry G. Saperstein. FP OE FF SO AS ES CS C S A.

CASINO FILM EXCHANGE Inc., 210 East 86th St., New York City. Regent 4-0257. Joseph Scheinman, president. FF AS ES. (German films).

CHICAGO FILM LABORATORY Inc., 13 W. Walton Place, Chicago 10, Ill. Whitehall 6971. A. G. Dunlap. FP.

CHINA FILM ENTERPRISES OF AMERICA Inc., 132 West 43rd St., New York 16, N. Y. Wisconsin 7-6872. K. C. Tsiens, general manager. ES.

CHOREOGRAPHERS' WORKSHOP Inc., 471 Park Ave., New York 22, N. Y. Plaza 9-6239. Trudy Goth. PS (dance programs).

CINECRAFT PRODUCTIONS Inc., 2515 Franklin Ave., Cleveland 13, O. Superior 2300. Ray Culley, president. IF production.

CINEFFECTS Inc., 1600 Broadway, New York 19, N. Y. Circle 6-0951. Nathan Sobel, president. OE SO CS A. Other services: Special effects, merchandising trailers, station breaks, etc.

CINEMA AUTHORS & ARTISTS AGENCY Inc., 9130 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-6241. Marvin L. Saltzman, head of Television Dept. PS.

CINEMART Inc., 101 Park Ave., New York 17, N. Y. Murray Hill 4-1562. Varian Fry, general manager. FP OE FF. Other services: Sound recording studio, animation and life photography, one-minute commercials.

CINE-PRO Corp., 106 West End Ave., New York 23, N. Y. Trafalgar 3-1411. Joseph Seiden. FP. Other services: Manufacture 16mm & 35mm sound on film recording equipment; also re-recording equipment.

COLUMBIA BROADCASTING SYSTEM Inc., 485 Madison Ave., New York 22, N. Y. Wickersham 2-2000. John L. Van Volkenberg, v.p. and director of television operations; Worthington C. Miner, director of television. Services: Network operation.

COMMONWEALTH FILM & TELEVISION Inc., 729 Seventh Ave., New York 19, N. Y. Circle 5-6456. Jerome Hyams, sales manager. FF AS ES C S.

CORCORAN PRODUCTIONS Inc., 654 Madison Ave., New York 21, N. Y. Templeton 8-6900. L. M. Corcoran, president. PS FP OE.

CRUGER RADIO AND TELEVISION PRODUCTIONS, 5800 Carlton Way, Hollywood 28, Cal. Hempstead 8254. Paul Cruger. PS FP ES CS. Other services: Scripts.

DeFRENES & Co., 1909 Buttonwood St., Philadelphia 30, Pa. Rittenhouse 6-5923. Joseph DeFrenes, president. FP OE NR SO IS CS A. Other services: Full studio facilities.

LOUIS deROCHEMONT ASSOCIATES Inc., 35 West 45th St., New York City. Chickering 4-8873. Louis deRochemont. FP.

D. P. M. PRODUCTIONS Inc., 55 West 45th St., New York 19, N. Y. Chickering 4-8421. Dorothy P. Maulsby, president. FP. Other services: Stock footage on foreign countries.

SHERMAN H. DRYER PRODUCTIONS, 57 West 58th St., New York City. Plaza 5-5998. William H. Groody, sales director. PS FP OE.

DuMONT TELEVISION NETWORK, Tele-Transcription Division, 515 Madison Ave., New York 22, N. Y. Murray Hill 8-2600. Lawrence Phillips, network director. Edward Carroll, in charge of Tele-Transcriptions. Network service. Off-the-kinescope films of live shows for syndication to TV stations.

ENCYCLOPEDIA BRITANNICA FILMS, 1150 Wilmette Ave., Wilmette, Ill. Wilmette 6404. Laurin H. Healy, director of public relations. ES.

EQUITY FILM EXCHANGES Inc., 341 West 44th St., New York 18, N. Y. Circle 6-8546. B. H. Mill. FF AS S.

EXCELSIOR PICTURES Corp., 723 Seventh Ave., New York 19, N. Y. Circle 5-6157. Walter Bibo, president. NR FF AS ES S.

JERRY FAIRBANKS Inc., 292 Madison Ave., New York 17, N. Y. Murray Hill 5-0877. Jack A. Pegler, general manager. Also 6052 Sunset Blvd., Hollywood 29, Cal. Jerry Fairbanks, executive producer. Branch Offices: Chicago, Ill., LaSalle-Wacker Bldg., Andover 5450, B. N. Darling; Minneapolis, Minn., Rand Tower Bldg., Atlantic 1394, J. V. Flick; Tulsa, Okla., 1634 S. Boston Ave., A. G. Petrusek. Services: NR for NBC Newsreels; AS and ES for Paramount Pictures release only; IS and A for business organizations; FP OE. Distributor of Zoomar and 35mm video lenses.

FILM ASSOCIATES Inc., 440 E. Schantz Ave., Dayton 9, O. WA 2164. E. Raymond Arn Jr., president. FP OE IS CS A. Other services: Advertising shorts.

FILM DEVICES Inc., 13 East 37th St., New York City. Murray Hill 9-4175. Leo R. Dratfield, president. IS.

FILM-MAKERS Inc., 11 West 42nd St., New York 18, N. Y. Bryant 9-4780. Joseph Gould, v.p. FP OE (AS and ES produced on order, not for rental).

FILM STUDIOS OF CHICAGO, 135 S. LaSalle St., Chicago 3, Ill. Central 8147. H. A. Spanuth, general manager. FP OE NR FF SO AS ES.

FILMS FOR INDUSTRY Inc., 135 West 52nd St., New York City. Plaza 3-2800. Hyland Chesler, president. Hal A. Kennedy, television producer. PS FP OE CS A. Other services: Film opticals, art, slide films. Studios available for television shows and/or commercials.

FILMS OF THE NATIONS Inc., 55 West 45th St., New York 19, N. Y. Chickering 4-8420. Maurice T. Groen, president. ES.

FINLEY TRANSCRIPTIONS Inc., 8983 Sunset Blvd., Hollywood 46, Calif. Bradshaw 2-2711. Larry Finley. PS OE. Other services: Radio transcriptions.

FLORY FILMS Inc., 170 East 80th St., New York 21, N. Y. Regent 4-3871. John Flory, president. PS FP OE NR AS ES IS A. Other services: Scripts for live TV production. Firm is primarily producer of documentary, educational and TV films.

FOX MOVIEZONE NEWS, 460 West 54th St., New York, N. Y. Columbus 5-7200. Edmund H. Reek, producer. NR (by special arrangement).

GAINSBOROUGH ASSOCIATES, 234 West 44th St., New York 18, N. Y. Chickering 4-5141. Nathan M. Rudich, director of films and television. PS FP OE FF AS ES. Other services: Program scheduling and policy, consultants.

GALLAGHER FILM SERVICE, 113 S. Washington, Green Bay, Wis. Adams 2554. J. C. Gallagher, owner. Branch Office: 693 North Seventh St., Milwaukee, Wis.; Marquette 2354. PS FP NR AS ES IS. Other services: Production facilities, sound-slide films and recordings, narrators, writers.

GAMBLE PRODUCTIONS, 341 West 47th St., New York 20, N. Y. Circle 6-5952. Bud Gamble. PS FP OE FF SO ES S A. Other services: Spot film commercials.

GENERAL ARTISTS Corp., 1270 Avenue of the Americas, New York 20, N. Y. Circle 7-7543. Thomas G. Rockwell, president. PS. Talent bookings. (Offices in major cities.)

GENERAL FILM PRODUCTIONS Corp., 1600 Broadway, New York City. Circle 6-6441. Elbert S. Kapit, manager, Television Dept. FP OE NR FF AS ES.

JACK GOETZ, 245 West 45th St., New York City. Circle 7-1920. FP FF.

MARTIN A. GOSCH PRODUCTIONS Inc., Savoy-Plaza Hotel, New York City. Volunteer 5-2600. Martin A. Gosch. PS FP OE AS ES.

GRAY-O'REILLY STUDIOS, 480 Lexington Ave., New York City. Plaza 3-1531. James E. Gray. FP SO.

GREEN ASSOCIATES, radio-television division of Schoenfeld, Huber & Green Ltd., 360 N. Michigan Ave., Chicago 1, Ill. Central 5593. PS OE CS C A.

GUARANTEED PICTURES Co. Inc., 729 Seventh Ave., New York 19, N. Y. Circle 5-6456. M. D. Sackett, president. FF AS ES C S.

GUERIN ENTERPRISES Inc., 6310 Delmar Blvd., St. Louis, Mo. Cabany 2313. G. Douglas Pidgeon, production manager. PS FP OE NR S.

JAM HANDY ORGANIZATION Inc., 1775 Broadway, New York 19, N. Y. Columbus 5-7144. Harry W. Willard. FP OE NR ES IS A. Offers complete motion picture production, animation, stop motion, cartoons, etc. Branch Offices: Detroit, Mich., 2821 E. Grand Ave., Madison 2450; Chicago, Ill., 230 N. Michigan Ave., State 6757; Dayton, O., Talbot Bldg., Adams 6289; Washington, D. C., 544 Transportation Bldg., District 0611; Hollywood, Cal., 7046 Hollywood Blvd., Hempstead 5809.

HARTLEY PRODUCTIONS, 20 West 47th St., New York 19, N. Y. Longacre 3-2343. Irving Hartley. FP ES IS.

H. B. & K. FILMS FOR TELEVISION, 1560 Broadway, New York, N. Y. Plaza 7-0759. Oland Killingsworth. PS FP OE A.

HOFFBERG PRODUCTIONS Inc., 620 Ninth Ave., New York 18, N. Y. Circle 6-9031. J. H. Hoffberg, president. FF SO AS ES.

HOWARD RADIO PRODUCTIONS, Suite 664, 53 W. Jackson Blvd., Chicago 4, Ill. Wabash 8320. Bernard Howard, owner. PS. Other services: Writing and producing.

RICHARD W. HUBBELL & ASSOCIATES, 118 East 40th St., New York 20, N. Y. Murray Hill 3-0028. Richard W. Hubbell. Branches: Washington 4, D. C., 934 Shoreham Bldg.; Hollywood, Cal., 3201 Tareco Drive; Cincinnati 2, O., 140 West Ninth St. PS — produces programs to order; consulting services.

HU CHAIN & ASSOCIATES, 60 East 42nd St., New York City. Murray Hill 2-7125. Hubert N. Chain. PS FP OE AS ES. Other services: "Telescriptions," 16mm film record off TV screen, with sound.

IDEAL PICTURES Corp., 28 E. Eighth St., Chicago, Ill. Harrison 5354. Paul R. Foght, educational director. FF AS ES IS C S.

INTERNATIONAL FILM FOUNDATION Inc., 1600 Broadway, New York 19, N. Y. Circle 6-9438. Julien Bryan, executive director; R. E. Blackwell, associate director. ES (travel films).

INTERNATIONAL NEWS SERVICE, Television Dept., 235 East 45th St., New York City. Murray Hill 2-0131. Robert H. Reid, manager, INS-INP Television Dept. NR. Other services: Test pattern newstape, INP news photo packages.

INTERNATIONAL TELE-FILM Co., 121 East 55th St., New York City. Plaza 3-2032. Paul F. Moss, president. FP OE AS ES IS C.

JUNIOR PROGRAMS Inc., 22 Lawrence St., Newark 5, N. J. Market 3-0770. Dorothy L. McFadden, president. PS. Other services: Consultant on juvenile shows, scripts for juvenile shows (single or series).

KAREL SOUND FILM LIBRARY, 412 Third Ave., Pittsburgh 19, Pa. Grant 3313. Albert G. Karel. NR FF SO AS ES IS C.

HERBERT KERKOW Inc., 480 Lexington Ave., New York 17, N. Y. Eldorado 5-5635. Herbert Kerkow, president. FP IS.

KLING STUDIOS, 601 N. Fairbanks Ct., Chicago, Ill. DeIaware 0400. Jack H. Lieb, director of motion pictures. PS FP OE NR SO ES IS CS A.

KNICKERBOCK PRODUCTIONS Inc., 1600 Broadway, New York 19, N. Y. Circle 6-9850. Howard A. Lesser, president. FP OE SO CS A.

KNOWLEDGE BUILDERS, 625 Madison Ave., New York 22, N. Y. Eldorado 5-2848. John R. McCrory, director. ES A.

LANG-WORTH FEATURE PROGRAMS Inc., 113 West 57th St., New York City. Circle 6-7410. C. O. Langlois Sr., president. Services: Transcription library (no films or live shows).

LOUCKS & NORLING STUDIOS, 245 West 55th St., New York 19, N. Y. Columbus 5-6974. A. H. Loucks. FP OE SO A.

THE MARCH OF TIME, 369 Lexington Ave., New York, N. Y. Circle 5-4400. C. W. Pennock, commercial sales. FP.

MIDWEST FILM STUDIOS, 1740 Greenleaf Ave., Chicago 26, Ill. Sheldrake 1239. Alfred K. Levy, production manager. FP.

MOGULL'S, 68 West 48th St., New York City. Plaza 7-1414. Charles Mogull, president. FF SO AS ES. Other services: Religious material.

WILLIAM MORRIS AGENCY, 1270 Sixth Ave., New York City. Circle 7-2160. PS. Other services: Talent bookings. (Branch offices in major cities)

MOTION PICTURE ASSOCIATES, 86 George St., Mt. Ephraim, N. J. Carl W. Voelker. FP OE NR. Other services: Commercials made to order.

MARTIN MURRAY PRODUCTIONS Inc., 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 0022. Martin Murray, president. FP FF SO AS.

MUSIC CORPORATION OF AMERICA, 745 Fifth Ave., New York 22, N. Y. Wickersham 2-8900. David Werblin. Branch offices in Chicago, Beverly Hills, San Francisco, Cleveland, Dallas, Detroit, London. PS FP OE NR FF AS ES CS C A. Other services: This is major talent agency, reporting foregoing television services as well as booking of talent and productions.

NATIONAL BROADCASTING Co., 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-8300. Sidney N. Strotz, administrative v.p. in charge of television; Noran Kersta, executive asst.; Carleton D. Smith, director of television operations. Services: Network operation. Television Feature Service, directed by Russ Johnston, offers films and Kinescope Recordings to stations. Transcription Division offers radio program library service (Thesaurus).

NATIONAL CONCERT AND ARTISTS Corp., 711 Fifth Ave., New York, N. Y. Plaza 3-0820. PS. Other services: Talent.

NATIONAL SCREEN SERVICE Corp., 630 Ninth Ave., New York 19, N. Y. Circle 6-5700. Melvin L. Gold, director of advertising and publicity. Services for TV: Special trailers, titles, effects, station breaks; weather and time spots; announcement films—on 16mm or 35mm. (Studios in New York and Hollywood; branch offices in all major cities.)

NELSON PRODUCTIONS Inc., 341 Madison Ave., New York 17, N. Y. Murray Hill 2-5862. Raymond E. Nelson, president. PS FP A.

NEWS REEL LABORATORY, 1733 Sansom St., Philadelphia, Pa. Rittenhouse 6-3892. Louis W. Keilman. FP OE IS.

NORTH AMERICAN VIDEO PRODUCTIONS Inc., 234 West 44th St., New York 18, N. Y. Lackawanna 4-0385. Max Brown, president. PS FP OE SO AS ES S A. Other services: Production and studio facilities.

NU-ART FILMS Inc., 145 West 45th St., New York 19, N. Y. Bryant 9-2471. G. W. Hedwig, president. FF AS ES C S.

OFFICIAL FILMS Inc., 25 West 45th St., New York 19, N. Y. Bryant 9-4655. Aaron Katz, president. FF SO AS ES C S.

SAM ORLEANS & ASSOCIATES Inc., 211 W. Cumberland Ave., Knoxville, Tenn. 3-8098. Sam P. Oricans. FP OE NR SO AS ES IS. (Studio facilities in Knoxville and Memphis.) Complete coverage in south, east and west.

PADULA PRODUCTIONS, 331 East 83rd St., New York 28, N. Y. Regent 7-8378. Edward Padula, Thelma A. Prescott. PS FP.

RAY PATIN PRODUCTIONS, 540 S. Parish Pl., Burbank, Cal. Charleston 8-1019. Ray Patin. FP A. Other services: Produces industrial films, filmstrips, limited or full animation.

PICTORIAL FILMS Inc., 625 Madison Ave., New York City. Plaza 5-9600. George J. Bonwick, v.p. SO AS ES.

POST PICTURES Corp., 115 West 45th St., New York 19, N. Y. Circle 5-5741. Harold Baumstone, sales promotion manager. FF SO AS ES.

PRESS ASSOCIATION Inc. (Associated Press), 50 Rockefeller Plaza, New York City. Circle 6-4111. Oliver Gramling, assistant general manager. Associated Press news and photo services.

PRODUCTIONS FOR TELEVISION Inc., 250 West 57th St., New York 19, N. Y. Columbus 5-2470. Joseph M. Seiferth. PS CS C.

RADIOVISION Corp., Box 968 Hollywood Station, Hollywood 28, Cal. Hillside 8208. Walter J. Nelson, president. AS C.

RKO PATHE Inc., 625 Madison Ave., New York 22, N. Y. Plaza 9-3600. Jay Bonafield, v.p. and general manager. FP. Other services: Studio production facilities.

REGAL TELEVISION PICTURES Corp., 151 West 46th St., New York City. Columbus 5-4810. Leo Seligman. FF AS ES. (Reports having 22 full length features, 16 short features, 45 two-reel shorts, all formerly released by Metro-Goldwyn-Mayer and United Artists Corp.)

HAL ROACH STUDIOS Inc., 822 Washington Blvd., Culver City, Cal. Vermont 8-2185. Hal E. Roach, president. Branch: 729 Seventh Ave., New York 19, N. Y. Circle 5-4135. FP.

ROCKETT PICTURES Inc., 6063 Sunset Blvd., Hollywood 28, Cal. Granite 7131. Harlow Wilcox. FP.

RUBY FILM Co., 729 Seventh Ave., New York 19, N. Y. Circle 5-5640. Edward Ruby. PS FP OE NR CS A. Other services: Film equipment and crew (35mm and 16mm) available on rental basis.

SANFT TELEVISION FEATURES, 17 East 42nd St., New York 17, N. Y. Murray Hill 2-6770. Sidney Sanft, executive producer. PS OE.

SARRA Inc., 200 East 56th St., New York City. Plaza 3-3790. Cullen Landis, director Motion Picture Dept. Branch: 16 E. Ontario St., Chicago, Ill. FP A.

SCIENCE PICTURES Inc., 642 Lexington Ave., New York City. Plaza 8-2038. Francis C. Thayer. FP ES IS A (producer for advertisers).

SELZNICK TELEVISION Corp., 556 S. Harvard, Los Angeles, Cal. Fairfax 5536. David O. Selznick. (Planning TV operation in connection with Selznick Releasing Organization)

SEPIA PRODUCTIONS, 2640½ S. Western Ave., Los Angeles, Cal. Parkway 4436. Eddie Green. OE AS. (Specialty: Negro acts.)

SESAC Inc., 475 Fifth Ave., New York, N. Y. Murray Hill 5-5365. K. A. Jadassohn. Transcription library (no film or live shows).

SKIEO PRODUCTIONS Inc., 165 West 46th St., New York 19, N. Y. Plaza 7-2265. Patrick E. Shanahan, president. FP FF SO AS ES. (Same company operates Acus Pictures Corp. and International 16mm Corp.)

SIMMEL-MESERVEY Inc., 321 S. Beverly Drive, Beverly Hills, Cal. Crestview 1-0114. Douglas Meservey, executive v.p. New York Office: 500 Fifth Ave. (Suite 1822), Pennsylvania 6-0485, Kari Katz. FP OE ES.

FLETCHER SMITH STUDIOS Inc., 1585 Broadway, New York 19, N. Y. Circle 6-5280. Fletcher Smith. FP OE FF SO AS ES IS CS C A. (Specialty: Commercial animation.)

SOUND MASTERS Inc., 165 West 46th St., New York 19, N. Y. Plaza 7-6600. Harold E. Wondsei, president. FP NR A.

SIGMUND SPAETH, 400 East 58th St., New York 22, N. Y. Plaza 8-0279. Sigmund Spaeth. PS OE SO AS ES. Other services: Individual appearances, master of ceremonies, writer, director.

SPECIAL PURPOSE FILMS, 16 East 58th St., New York 22, N. Y. Plaza 9-3820. Hampton W. Howard, president. FP OE A. Other services: Production of film commercials to order.

SPRINGER PICTURES Inc., 341 East 43rd St., New York 17, N. Y. Murray Hill 7-6577. Richard D. Farrell. Branch: 716 Fisher Bldg., Detroit 2, Mich., Trinity 1-6220. PS FP OE FF AS IS CS A. Other services: Complete motion picture and sound studios available for rental.

STANDARD RADIO TRANSCRIPTION SERVICES Inc., 360 North Michigan Blvd., Chicago, Ill. State 3153. M. M. Blink. Transcription library (no films or live shows).

SWANK FILMS Inc., 19 W. Fourth St., Dayton 2, O. Hemlock 2379. Jerrold A. Swank, president. FP A. Other services: Consultant, slide films.

TELECAST FILMS Inc., 145 West 45th St., New York City. Locust 4-3853. Robert Wormhoudt, executive v.p. FP OE NR FF SO AS ES IS C S.

TELECOMICS Inc., 247 Park Ave., New York 17, N. Y. Eldorado 5-2544. John F. Howell, v.p. OE CS.

TELEFILM Inc., 6039 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7205. Don McNamara. FP OE NR SO AS ES CS A. Other services: Produces FF, IS, C and S but not for rental.

TELENEWS PRODUCTIONS Inc., 1600 Broadway, New York 19, N. Y. Circle 7-7364. John H. Tobin, director of production; Charles N. Burris, director of sales and advertising. FP OE NR. Other services: Daily, weekly newsreels available for sponsorship and syndication; documentaries, commercials, sports and fashion reels. (Associated with International News Service-International News Photos.)

TELEPAK FILMS Inc., 201 N. Carmelina Ave., Los Angeles 24, Cal. C. Robert Longenecker. FP OE FF.

TELEPICTURES Inc.—Same as Telecomics Inc.

TELEVIEW PRODUCTIONS—Same as Emerson York Studio.

TELEVISION ADVERTISING PRODUCTIONS Inc., 360 N. Michigan Blvd., Chicago, Ill. State 5941. Arden B. Rodner, president. PS FP OE. Other services: Consultant.

TELEVISION ART ENTERPRISES, 4333 Rhodes Ave., North Hollywood, Cal. Shamus Culhane, producer. FP OE SO ES CS A. Other services: Animated and live-action time signals.

TELEVISION CARTOONS Inc., 361 West Broadway, New York City. Beekman 3-7176. Robert Brotherton. FP OE CS A. Other services: Titles, slides, special art work.

TELEVISION FILMS OF AMERICA, Box 2222, Hollywood 28, Cal. Hudson 2-4048. Jack Parker, general manager. PS FP OE FF AS ES IS.

TELEVISION FILM INDUSTRIES Corp., 340 Third Ave., New York 10, N. Y. Lexington 2-6780. George H. Cole, president. FP OE AS ES IS.

TELEVISION HIGHLIGHTS Inc., 330 West 42nd St., New York City. Longacre 4-0590. Sy Weintraub, director. FP OE FF SO AS ES S A.

TELEVISION MOTION PICTURES Co., 1650 Broadway, New York City. Circle 6-0691. Jack Goldberg. FF SO AS (all pictures with Negro casts).

TELEVISION PRODUCTIONS Inc., 1501 Broadway, New York City (subsidiary of Paramount Pictures Inc.). Bryant 9-8700. George Shupert, head of Television Commercial Dept. Note: Paramount does not yet sell or rent its films to TV stations, but has off-the-kinescope and other processes to be made available to stations and sponsors.

TELEVISION REPORTER PRODUCTIONS, 1338 N. Laurel Ave., Hollywood 46, Cal. Hillside 0016. Richard Krolk, general manager. PS OE.

TELEVISION WORKSHOP OF NEW YORK, 11 West 42nd St., New York 18, N. Y. Longacre 5-1683. Irwin A. Shane, executive director. PS. Specializes in touring live shows to stations.

MARSHAL TEMPLETON Inc., 1856 Penobscot Bldg., Detroit 26, Mich. Cadillac 6868. Marshal E. Templeton, president. PS FP OE SO CS A.

TODDY PICTURES Co., 723 Seventh Ave., New York City. Circle 6-9446. Ted Toddy. AS FP. Other services: Complete motion picture studio and facilities for 35mm and 16mm direct sound or background track, projections rooms, cutting rooms, etc. Has library of Negro shorts and features.

TOMPLIN FILM PRODUCTIONS Inc., 480 Lexington Ave., New York 17, N. Y. Plaza 8-2827. Frederick A. Tomlin, president. FP OE A.

TRANSFILM Inc., 35 West 45th St., New York 19, N. Y. Longacre 4-0750. W. Miesegaes, president. PS FP OE NR SO IS A. Other services: Specializing in production of 20-second to 60-second commercials on film.

TRANSVIDEO CORPORATION OF AMERICA, 2 West 46th St., New York City. Bryant 9-3730. George Luttinger, secretary. FP SO AS.

UNITED FILM SERVICE Inc., 2449 Charlotte St., Kansas City 8, Mo. Harrison 5840. W. H. Hendren Jr., president. Services: Producer and distributor of one-minute movies (advertising commercials) to motion picture theaters.

UNITED PRESS ASSOCIATION, 220 East 42nd St., New York 17, N. Y. Murray Hill 2-0400. LeRoy Keller, assistant business manager. Services: News service, news photographs, newsreels.

UNITED PRODUCTIONS Inc., 654 Madison Ave., New York City. Templeton 8-8300. Lou Dahlman and George Scheck. PS NR.

UNITEL Inc., 1730 North Las Palmas Ave., Hollywood 28, Cal. Hollywood 7572. Stanley Simmons, president. FP OE SO.

UNITED WORLD FILMS Inc., 445 Park Ave., New York 22, N. Y. Plaza 9-1200. Stephen Alexander, director, Television Dept. OE NR FF AS ES IS C S. (Distributors of J. Arthur Rank, Castle and Bell & Howell films.)

VALLEE-VIDEO, 5746 Sunset Blvd., Hollywood, Cal. Hollywood 7381. Rudy Vallee. FP S.

VIDEO ASSOCIATES Inc., 515 Madison Ave., New York 22, N. Y. Plaza 3-7966. Phillip Brodsky, president. PS FP OE. Other services: Program consultants.

VIDEO EVENTS, 535 Fifth Ave., New York 17, N. Y. Murray Hill 7-1668. Judy Dupuy. Television representatives for live package show producers and for film companies making spots and entertainment films for television; also authors' representatives.

VIDEOR PRODUCTIONS, Division of Videor Enterprises, 1414 S. Penn Square, Philadelphia 2, Pa. Locust 4-3966. Franklin O. Pease, general manager. PS FP S.

VISUAL ARTS PRODUCTIONS Inc., 2 West 46th St., New York City. Lackawanna 4-7976. Sidney Rosenbaum, v.p. FP OE SO A. (Offers package musicals to order.)

VISUAL SPECIALISTS Inc., 444 Madison Ave., New York 22, N. Y. Plaza 3-8730. Henry C. Gibson, president. FP OE ES IS.

WAAS ASSOCIATES, 1414 S. Penn Sq., Philadelphia 2, Pa. Locust 4-1257. Les Waas, president. PS.

ROGER WADE PRODUCTIONS, 144 West 55th St., New York 19, N. Y. Circle 7-6797. Roger Wade. FP.

WELGOT TRAILER SERVICE, 630 Ninth Ave., New York 19, N. Y. Circle 6-6450. Martin Gottlieb and Charles L. Welsh. FP OE A. Other services: Special title announcements.

RUPE WERLING, Chalfont, Bucks County, Pa. Lexington 707. PS FP (free lance producer).

WEST COAST SOUND STUDIOS Inc., 510 West 57th St., New York 19, N. Y. Circle 7-2062. FP OE SO. Other services: Recording facilities.

WILLARD PICTURES Inc., 45 West 45th St., New York City. Bryant 9-1470. John M. Squiers Jr., general manager. FP A.

WINIK FILMS Corp., 625 Madison Ave., New York 22, N. Y. Plaza 3-0684. Leslie Winik, president. FP SO.

WLWT, CROSLEY BROADCASTING Corp., 140 W. Ninth St., Cincinnati 2, O. R. E. Dunville, v.p. PS OE (Special series of 13 puppet shows, featuring Martin Stevens Puppeteers, open end, 35mm film, for television only).

RAPHAEL G. WOLFF STUDIOS, 1714 N. Wilton Place, Hollywood 28, Cal. Granite 6126. Raphael G. Wolff. FP SO A.

WORLD BROADCASTING SYSTEM Inc., 50 West 57th St., New York City. Plaza 7-2000. A. B. Sambrook, station relations manager. Transcription library (no films or live shows).

THE WORLD TODAY Inc., 450 West 56th St., New York, N. Y. Circle 5-5067. Maynard Gertler. FP A. Specialty: Travel, arts, science.

WORLD VIDEO Inc., 718 Madison Ave., New York 21, N. Y. Rhineland 4-1553. Henry S. White. PS FP OE SO.

WPIX Inc. (New York Daily News), 220 East 42nd St., New York City. Murray Hill 2-1234. Robert L. Coe, manager. Syndicating FF by Korda, to which it has acquired exclusive rights.

EMERSON YORKE STUDIO, 35 West 45th St., New York 19, N. Y. Bryant 9-9091. Emerson Yorke, executive producer. FP OE NR AS ES. Other services: All types TV live shows filmed; completely equipped and licensed studio available with union IATSE crew.

HAROLD YOUNG PRODUCTIONS Inc., 119 West 57th St., New York 19, N. Y. Circle 5-8459. Harold M. Young. FP OE SO.

YOUNG AMERICA FILMS Inc., 18 East 41st St., New York 17, N. Y. Lexington 2-4111. Godfrey M. Elliott. ES.

ZIV TELEVISION PROGRAMS Inc., 501 Madison Ave., New York City. Murray Hill 8-4700. John L. Sinn, president. Branch Offices: Cincinnati 6, O., 1529 Madison Road, Plaza 1323, Paul Blair, sales mgr.; Hollywood, Cal., Taft Bldg., Hempstead 3248, N. L. Rogers, manager; Chicago, Ill., 360 N. Michigan Ave., Franklin 8947, Edward J. Broman, manager. PS FP OE FF AS CS C S A.

U. S. GOVERNMENT MOTION PICTURES—ES and other films are produced by various departments and bureaus of the Federal Government, and are generally available for loan on request. Latest catalog, Vol. 1, No. 1 of "Guide to United States Government Motion Pictures," compiled by Motion Picture Division, Library of Congress, Washington, D. C., is available from Government Printing Office, Washington, 40 cents. Publication has been discontinued, but it's the only guide available. It is recommended you write to director of information of each of following agencies for latest listings and availabilities, addressing them in Washington, D. C.:

Army Air Forces	Library of Congress
American Red Cross	Bureau of Mines
Children's Bureau	Maritime Commission
Civil Aeronautics	Marine Corps
Administration	Navy Department
Coast Guard	Office of Education
Department of Agriculture	Bureau of Prisons
Farm Credit Administration	Public Health Service
(Dept. of Agriculture)	Bureau of Reclamation
Forest Service (Dept. of	Savings Bond Division
Agriculture)	Secret Service
Federal Security Agency	Social Security Administration
Fish and Wildlife Service	Soil Conservation Service
Geological Survey	(Dept. of Agriculture)
Office of Indian Affairs	Tennessee Valley Authority
Institute of Inter-American	Veterans Administration
Affairs	Weather Bureau

EDUCATIONAL AND INDUSTRIAL FILMS—For references to such films, issued primarily for use by schools and other non-theatrical groups but presumably available to TV in many instances, the following guidebooks are recommended:

Educators Guide to Free Films, published by Educators Progress Press, Randolph, Wis., lists among other things companies and trade associations and films they make available.

Educational Film Guide (formerly Educational Film Catalog), published by H. W. Wilson Co., 950 University Ave., New York 22, N. Y., \$3, issued annually with periodical addenda.

The 1948 Blue Book of Non-Theatrical Films, published by The Educational Screen, 64 East Lake St., Chicago, Ill., \$1.

The Index of Training Films, published by *Business Screen Magazine*, 812 N. Dearborn St., Chicago 10, Ill., also publisher of *Sports, Physical Education and Recreation Film Guide* (listing nearly 850 16mm sound films and 35mm filmstrips).

MAY TV OUTPUT STEADY, BUT SLUMP DUE: TV receiver production during May held close to the 41,000-per-week level, totaled 163,262 units vs. 166,536 in April, 182,361 March (5 weeks), 118,938 February, 121,238 January -- making RMA's cumulative total for first 5 months of this year 752,335. Trade indications are June may slip somewhat, due to heavy inventories and lowering seasonal demand. July should be down considerably, what with RCA's annual vacation shutdown June 27-July 18, GE's July 1-17, DuMont's July 4-17, Philco's July 25-Aug. 7, plus those of various other set makers including non-RMA member Admiral July 18-30.

Actually, adding our usual 15% to RMA's figures to account for Admiral and other non-members, the May figure would be close to 190,000. The 1949 cumulative total through May would be 865,185. Add this year's cumulative to the 1,157,000 sets produced to end of 1948 (Vol. 5:5), and it's apparent that total TV set production since it began after the war is already above 2,000,000. [For complete breakdown of RMA figures by months since 1946, see our TV Directory No. 8.]

Total radio sets of all kinds plunged to new output low of 640,778 during May, down from previous April low of 673,005. RMA's May TV breakdown: table models, 112,359; TV-only consoles, 41,909 (1,026 projection); TV-radio-phono consoles, 8,994 (8 projection). May total of FM sets sank to 28,388 (from April's 37,563) but when you add TV sets with FM (38,154) actual receivers with FM were more than 75,000. RMA's May FM breakdown: AM-FM table models, 13,917 (127 with phono); AM-FM consoles, 14,446 (818 without phono); FM only and converters, 25 (strangely low in view of Zenith's big promotion of its new FM-only "Major").

TOPICS OF THE CURRENT TV TRADE: If further proof is needed that truncated circle has become the TV vogue (Vol. 5:20), witness Zenith's new switch that makes its circular pictures rectangular at viewer's option. Device is now being made available for inclusion in old sets, and henceforth will be incorporated in Zenith production line. Zenith has been No. 1 circle-picture protagonist since it introduced first TV line last winter (Vol. 4:47). Its advertising this week started to promote "choice of round or rectangular with a flip of the switch."

Summer's advent has slowed down rash of new model and new price announcements, and this week's crop was small: Stewart-Warner first table models are 10-in. at \$259.95 and 12½-in. at \$325; other new models due in mid-August...Stromberg-Carlson has cut 12½-in. Rochester table model with FM from \$425 to \$379.50, also 12½-in. Lanchester console combination from \$879 to \$595...Trans-Vue Corp., Chicago (Vol 5: 24) has new 10-in. table at \$199.50, due shortly, and new 12½-in. table at \$299.50; has reduced 15-in. console with AM-FM and phono-jack from \$549.50 to \$499.50...Magnavox now shipping first 16-in. model to dealers, will add 3 more 16-in. by end of July, making TV line of 14 models.

Vidcraft has added FM and phono-jack to all its TVs, cut prices of 10-in. table from \$209.30 to \$199.95; 12½-in. table, from \$276.50 to \$249.95; 16-in. console, from \$377.40 to \$349.95 (now with 16-in. tube); also has new 16-in. table at \$299.95, new 16-in. console with AM-FM-3 speed phono at \$399.95, and custom 8x10-ft. projection at \$1,495...Pathe Television Corp., 5302 Second Ave., Brooklyn, N.Y., wholly owned subsidiary of Air King managed by Harley R. Wall, promises line of 12½ and 16-in. table, console and combination models in \$300-\$600 range; Air King continues present line...International Television's new 16-in. console has been priced at \$349, is featured by New York's Stern dept. store...Federal Television has cut price of 16-in. table model from \$525 to \$349.50; same in console, from \$599 to \$399.50; same in console with AM-FM-3 speed phono, from \$749 to \$499.50.

Sylvania's subsidiary Colonial Radio Corp. won't hold June 29 conference of distributors, as reported, but will be ready soon to talk about new Sylvania-brand TV sets with prospective distributors, individually, showing them mock-ups and new

chassis. Plan is to have 7 or 8 models with 10, 12½, 16-in. pictures on market by Oct. 1, concentrating first on eastern seaboard and Chicago. Colonial will continue to devote part of its 5,000-per-week capacity to private labels, but new sets will be entirely different. Big ad campaign is being prepared by Kenyon & Eckhardt.

Among TV displays announced for Furniture Mart in Chicago July 5-16 are those of Admiral, Bendix, GE, Motorola, Pathe (Air King), Philco, RCA, Sperton, Stewart-Warner, Westinghouse, Zenith...DuMont receiver production centers entirely in new East Paterson (N.J.) plant starting July 19, end of 2-week vacation shutdown; new factory is part of Wright Aero's wartime plant (Vol. 5:9), covers more than 500,000 sq. ft., has 2-story office section. Old Clifton plant at 1000 Main will produce TV transmitters and oscillographs, one at 42 Harding will be devoted to research; Allwood plant will turn out CR tubes...GE's TV receiver division, normally employing about 2,500, this week laid off 350 employes due to excess inventories...Sylvania's receiving tube plant at Altoona, Pa., is laying off half its 750 employes July 1 due to decline in business...Emerson has sold its subsidiary Radio Speakers Inc., Chicago, to Jensen Mfg. Co., subsidiary of Muter Co., effective July 31.

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"Dumping" really is the word for high-pressure and cut-price TV selling still rampant. It was strikingly manifested in unloading of specifically-advertised brands last week by Macy's New York at big reductions from original fair-traded prices (Vol. 5:25). These were supposed to be superseded models or floor samples, but it's apparent that Macy's and other big stores are determined to meet competition of smaller retailers who cut fair-traded prices. In Philadelphia area, even DuMont dealers were reported to have banded together for unauthorized cuts of \$50 on smaller models to \$150 on larger ones in anticipation of DuMont's forthcoming new line. Retailing Daily reported June 24 that New York distributors "from the top down, have increased the dealer margin on some models rather than cut list prices."

Muddled market situation is further reflected in New York Better Business Bureau's attack on TV advertising claims -- alleged exaggerated guarantees, free trial offers that aren't free, trade-in allowances without trade-ins, misleading terms of payments, failure to mention extra charges, exaggerated tube counts. Bureau cautioned against loss of public confidence, stating: "Lack of confidence, in prices as in anything else, is the surest way of killing sales."

Fact is that this price-cutting, plus normal hot weather letdown, plus hints of new models at new prices, plus plethora of TV producers and models, plus limited market areas -- all have combined to depress TV trade at moment. Industry leaders, however, attribute this to youth of the business, feel confident fall-winter will be reasonably stable. Freely predicted is a considerable mortality among today's long list of manufacturers, unable to stand the competitive gaff (see story p. 1).

SHORTER, STUBBIER, LIGHTER CR TUBE: That shorter, stubbier picture tube (Vol. 5:3,17) may soon be turned out in quantity by DuMont. Collier's reporter, writing up tube pioneer Allen DuMont in June 25 article titled "Mr. Television," divulged a few additional details -- about the new 20-in. tube, at least. It's metal-coned, and Dr. DuMont told him it's for "some new, big-screen receivers we're getting ready to put in production." Only 19-in. long vs. old 30-in., it cuts down on cabinet size and costs. It weighs 19 lbs. vs. 44 for all-glass of same size. It's logical to assume, though DuMont isn't saying, that he has shorter, stubbier 12, 15 and 16-in. jobs, too. Incidentally, reporter Craig Thompson offers very neat description of a CR tube: "A moving picture theater in a bottle."

Big orders for glass blanks for TV (Vol. 5:21) are now being followed by "big cancellations", in the words of one big maker, reflecting either over-ordering by the tubemakers or reduced production -- probably both -- and also reflecting current curtailments of set production. But tube makers like set makers look for stability by fall...Federal Telephone & Radio Corp. has begun experiments looking to manufacture of CR tubes -- now has sister IT&T subsidiary in Capehart-Farnsworth which turns out some tubes at Fort Wayne factory...Owens-Illinois Glass Co. on July 1 turns over electronic manufacturing of its Kimble Glass Division (including glass blanks for TV) to another subsidiary, American Structural Steel Products Co., also in Toledo -- Stanley J. McGiveran becoming president.