

TV Directory No. 6

**TELEVISION RATES & FACTBOOK**

Rate Cards and Data of Networks and of All Stations Operating Commercially  
as of January 1, 1949

*with*

Status of All Other Grantees and Applicants of January 1, 1949  
Present and Proposed Allocations of TV Channels by Metropolitan Areas  
Directory of Television Program Sources  
Directory of TV Manufacturers and Receiving Sets  
Maps of Present and Projected Intercity Circuits for Network TV

TABLE OF CONTENTS

I—TV Networks: Rates and Data.....	1-2
II—TV Stations: Rates and Data.....	2-30
III—CPs Outstanding and Applications Pending for New TV Stations.....	30-37
IV—Experimental TV Stations.....	37
V—FCC Allocations of TV Channels by Metropolitan Districts.....	38
VI—Revised Allocations of TV Channels, as Proposed.....	39-42
VII—Directory of Television Program Sources.....	43-48
VIII—Directory of Television Manufacturers & Receiving Sets.....	49-53
IX—Schematic of AT&T's Projected Intercity Circuits.....	54
X—Map of Existing Bell System Coaxial-Microwave Routes.....	55

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

This Directory is kept up-to-date with weekly Addenda supplements reporting current actions of FCC, which are sent to subscribers only. It is republished quarterly

as part of the services of  
TELEVISION DIGEST & FM REPORTS

#### EXPLANATORY NOTES

All rate cards, personnel and facilities data published as supplied by networks and stations.

TV Sets estimated as of Dec. 1, 1948. Total Families estimated within 40-mi. radius (.5Mv). Both figures by NBC Research.

STA means Special Temporary Authority pending license. CP means Construction Permit.

Powers are effective radiated powers.

TV Network Service refers to actual "off-the-line" service whether firm affiliation or not; does not relate to film syndication.

---

**INSTRUCTIONS FOR FILING:** This replaces TV Directory No. 5 of Oct. 1, 1948 and Addenda 5-A through 5-L (weekly blue sheets), which however should be retained in your file for reference. This Directory also begins a new series of weekly Addenda, reporting current FCC actions, additions and changes. Weekly Addenda 6-A, 6-B, etc., furnished only to subscribers to the full services of *Television Digest & FM Reports*, enable them to keep this Directory up-to-date. Directories are published quarterly as of Jan. 1, April 1, July 1 and Oct. 1.

# Part I — TV Networks: Rates and Data

Intercity Hookups Presently Available via Coaxial-Microwave Connections

## AMERICAN BROADCASTING CO. Television Network

Network Personnel: See Station WJZ-TV, New York.

Rate Card No. 1, revised as of Nov. 1, 1948, quotes full schedules of rates, discounts, etc., and offers the following schedule of gross rates interconnected affiliates thus far signed:

Rate Classifications (All rates are quoted on basis of local time):  
Class A (evening rate)—Monday-Friday, 7 to 10:30 p.m.; Saturday and Sunday, 12 M to 10:30 p.m. Class B (75% of evening rate)—Monday-Friday, 5 to 7 p.m.; Saturday and Sunday, 10:30 to 11 p.m. Class C (60% of evening rate)—All other times day and night.

### ONE HOUR GROSS RATE

Time charges include use of coaxial cable or microwave relay connections.

Station	Evening	75%	60%
WJZ-TV, New York City	\$1000.00	\$ 750.00	\$ 600.00
WFIL-TV, Philadelphia	400.00	300.00	240.00
WAAM, Baltimore	250.00	187.50	150.00
WMAL-TV, Washington	300.00	225.00	180.00
WNAC-TV, Boston	300.00	225.00	180.00
WENR-TV, Chicago	600.00	450.00	360.00
WEWS, Cleveland	300.00	225.00	180.00
WXYZ-TV, Detroit	420.00	315.00	252.00
WTMJ-TV, Milwaukee	250.00	187.50	150.00
WENR-TV, Chicago	600.00	450.00	360.00
WSPD-TV, Toledo	150.00	112.50	90.00
WBEN-TV, Buffalo	250.00	187.50	150.00

KSD-TV, St. Louis may be ordered by special arrangements.

ABC also lists the following stations, now on or about to go on the air, as its additional network affiliates, though they are not yet connected by coaxial cable or microwave; see each station's rate card for its rates:

WAVE-TV, Louisville.	WBAP-TV, Fort Worth.
WSB-TV, Atlanta.	KECA-TV, Los Angeles.
WDSU-TV, New Orleans.	KGO-TV, San Francisco.

Percentages of the Hour: Rates for periods of time less than one hour are figured at the following percentages of the hour rate: 5 minutes, 26 $\frac{2}{3}$ %; 10 minutes, 33 $\frac{1}{3}$ %; 15 minutes, 40%; 20 minutes, 46 $\frac{2}{3}$ %; 25 minutes, 53 $\frac{1}{3}$ %; 30 minutes, 60%; 35 minutes, 66 $\frac{2}{3}$ %; 40 minutes, 73 $\frac{1}{3}$ %; 45 minutes, 80%; 50 minutes, 86 $\frac{2}{3}$ %; 55 minutes, 93 $\frac{1}{3}$ %; 60 minutes, 100%. Rates for periods longer than one hour are in exact proportion to the hour rate (i.e., the 90-minute rate will be 150% of the hour rate).

Weekly Discount (For 13 or more consecutive weeks of Network-TV broadcasting): The weekly station-hour discount will be based on two factors—(1) total amount of time used during week up to one hour, (2) proportion of available ABC stations ordered.

### WEEKLY DISCOUNT FOR FULL AVAILABLE NETWORK

Based on Total Time ordered per week

5 min— .8%	25 min—4.2%	45 min—7.5%
10 min—1.7%	30 min—5.0%	50 min—8.3%
15 min—2.5%	35 min—5.8%	55 min—9.2%
20 min—3.3%	40 min—6.7%	60 min
		or more—10%

The maximum weekly station-hour discount is 10%, which maximum will be given to advertisers using one hour or more and ordering all available stations. Advertisers using less time or ordering fewer stations will receive a discount which is proportionately lower—the discount percentage being figured to the nearest tenth of one per cent. For purposes of determining the weekly TV discount for each firm cycle of an advertiser's contract, "available stations" will be defined as all stations in operation plus all stations which, as publicly announced by company, are expected to be in operation as of the starting date of each firm cycle. The weekly discount for the first firm cycle will be based on the proportion of ordered stations to the total "available stations" on the starting date of the order as determined on the date the order is accepted by ABC. The weekly discount for each succeeding firm cycle will be based on the proportion of ordered stations to the total "available stations" on the starting date of each such succeeding firm cycle as determined 45 days prior thereto.

Additional Discount for AM Users: During each week that an ABC-TV network advertiser uses ABC-AM network facilities, he will receive an additional weekly TV discount as follows:

### AM WEEKLY GROSS CONTRACTED VALUE

Less Than \$6,000	\$6,000 to \$12,000	\$12,000 to \$18,000	\$18,000 to \$1,500,000	AM annual gross or billing of \$1,500,000 or more

Additional TV Weekly Disc.	½%	1%	1½%	2%	2½%
----------------------------	----	----	-----	----	-----

Annual Rebate (For 52 consecutive weeks of network broadcasting): In addition to the weekly discounts, an annual rebate of 7½% of the gross billing will be allowed on each station used for the 52 consecutive weeks of the rebate-fiscal year. Station substitutions without lapse, may be made without loss of rebate if the gross weekly dollar volume is maintained. The rebate is also allowed on the gross billings for stations which are added during the year and are not discontinued prior to the end of the rebate-fiscal year. Rebate will be due and payable at the end of each 52 weeks of consecutive service, or will be paid currently on firm 52-week contracts. Interruptions of series due to broadcasts of special events will not affect advertiser's right to rebate.

## COLUMBIA BROADCASTING SYSTEM Television Network

Network Personnel: See Station WCBS-TV, New York City.

### RATE CARD NO. 1—Oct. 1, 1948

#### 1. AIR TIME

Class A—6:00 - 11:00 pm Monday-Friday; 12 Noon - 11:00 pm Saturday and Sunday.

#### PRIMARY CBS AFFILIATES

Station	Hour	1 Min.	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
WCBS-TV New York	_____	\$1000.00	\$800.00	\$600.00	\$500.00	\$400.00	\$335.00	\$285.00
WCAU-TV Philadelphia	—	350.00	280.00	210.00	175.00	140.00	117.00	105.00
WMAR-TV Baltimore	—	250.00	200.00	150.00	125.00	100.00	85.00	75.00
WOIC Washington	—	300.00	240.00	180.00	150.00	120.00	100.00	90.00
WGN-TV Chicago	_____	400.00	320.00	240.00	200.00	160.00	_____	_____
WJBK-TV Detroit	_____	350.00	280.00	210.00	175.00	140.00	117.00	105.00
WEWS Cleveland	_____	300.00	240.00	180.00	150.00	120.00	100.00	90.00

#### WORKING AGREEMENT STATIONS

WNAC-TV Boston	_____	\$300.00	\$240.00	\$180.00	\$150.00	\$120.00	\$ 90.00	\$ 60.00
WNHC-TV New Haven	—	250.00	_____	150.00	120.00	100.00	75.00	50.00
WRGB Schenectady	—	200.00	_____	125.00	100.00	88.00	75.00	50.00
WTMJ-TV Milwaukee	—	300.00	240.00	180.00	150.00	120.00	100.00	90.00
KSD-TV St. Louis	_____	300.00	240.00	180.00	150.00	120.00	100.00	90.00
WSPD-TV Toledo	_____	150.00	120.00	90.00	75.00	60.00	50.00	45.00

Class B—All other periods.

#### PRIMARY CBS AFFILIATES

WCBS-TV New York	_____	\$600.00	\$480.00	\$360.00	\$300.00	\$240.00	\$200.00	\$170.00
WCAU-TV Philadelphia	—	180.00	144.00	108.00	90.00	72.00	60.00	54.00
WMAR-TV Baltimore	_____	150.00	120.00	90.00	75.00	60.00	50.00	45.00
WOIC Washington	—	180.00	144.00	108.00	90.00	72.00	60.00	54.00
WGN-TV Chicago	_____	240.00	192.00	144.00	120.00	96.00	_____	_____
WJBK-TV Detroit	_____	210.00	168.00	126.00	105.00	84.00	70.00	63.00
WEWS Cleveland	_____	180.00	144.00	108.00	90.00	72.00	60.00	54.00

#### WORKING AGREEMENT CITIES

WNAC-TV Boston	_____	\$225.00	\$180.00	\$135.00	\$112.50	\$90.00	\$67.50	\$45.00
WNHC-TV New Haven	—	_____	_____	NO CLASS B RATE	_____	_____	_____	_____
WRGB Schenectady	—	_____	_____	NO CLASS B RATE	_____	_____	_____	_____
WTMJ-TV Milwaukee	_____	_____	_____	NO CLASS B RATE	_____	_____	_____	_____
KSD-TV St. Louis	_____	180.00	144.00	108.00	90.00	72.00	60.00	54.00
WSPD-TV Toledo	_____	90.00	72.00	54.00	45.00	36.00	30.00	_____

Frequency Discounts (See Section 6d): 26 times per year, 5%; 52 times per year, 10%; 104 times per year, 12½%; 208 times or more per year, 15%.

2. Use of Studio Facilities: The charge for use of studio facilities for rehearsal is at the rate of \$200 per hour. Maximum guaranteed availability at the ratio of 5 to 1 of air time. Additional facilities only as available. The foregoing charges apply to programs originating in our New York studios. Rates for originations outside of New York will be furnished on request.

3. Use of Film Facilities (For programs originating at WCBS-TV): 1 hour film, \$125; 40 minutes film, \$105; 30 minutes film, \$85; 20 minutes film, \$75; 15 minutes film, \$65; 10 minutes film, \$55; 5 minutes film, \$45. The above rates are for the pre-broadcast run-through normally required for sound film. For rehearsal of commentator, interpolation and cueing of material, etc., an additional film facilities charge is made at the rate of \$100 per hour of such rehearsal.

(Continued on next page)

4. Use of Remote Pickup Facilities: For programs utilizing normal equipment and crew, including practicable rehearsal time at remote location, \$800 per pickup. The foregoing charge applies to pickups in the New York area. Rates for remote pickups in other cities will be furnished on request. Note: Charges on request for remote pickups requiring additional rehearsal time, additional facilities such as extra relay transmitter, cameras, special lighting, special telephone lines, film facilities, studio facilities, etc.
5. Other Available Services: Charges on request for packaged programs, sports events, film and other programs and components, announcers, commentators, talent, etc.
6. Miscellaneous: (a) *Commissions*—Charges for air time and/or use of facilities, under Sections 1 through 5 are subject to 15% commission to recognized advertising agencies. (b) *Frequency Discounts*—Air Time periods (under Section 1) of any length and in different time classifications may be combined for Frequency Discounts to the extent that the higher priced periods earn a discount for the lower, but not vice versa. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. (c) *Time of Payment*—Charges are payable immediately after each broadcast unless other arrangements have been made prior to broadcast. (d) *Frequency of Programs*—Contracts are normally drawn for a minimum of 13 programs at intervals of not more than two weeks. Contracts on any other frequency basis must be made by special arrangement. (e) *Acceptability of Programs, Product, Continuity*—Facilities will be furnished only for programs, products and continuities acceptable to CBS. Type of audience and program balance may affect acceptability of program, product or continuity for specific time periods. CBS will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

## DuMONT TELEVISION NETWORK

Network Personnel: See Station WABD, New York City.

**NO RATE CARD AVAILABLE**—DuMont Television Network at present comprises basic hookup of WABD, New York City; WTTG, Washington; WNEH-TV, New Haven, Conn., with other stations available as follows: WFIL-TV, Philadelphia; WAAM, Baltimore; WNAC-TV, Boston; WDTV, Pittsburgh; WEWS, Cleveland; and others for which arrangements can be made. DuMont also offers Tele-Transcription service to various stations, interconnected or not.

## NATIONAL BROADCASTING CO. Television Network

Basic Rates in Effect Nov. 1, 1948  
(Consult network for frequency discounts, specifications, etc.)

Network Personnel: See WNBT, New York City.

Station	Time Charges for 6-11 p.m.						
	1 Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
WNBT, New York	\$1000.00	\$750.00	\$600.00	\$500.00	\$400.00	\$350.00	\$250.00
WPTZ, Philadelphia	400.00	300.00	240.00	200.00	160.00	140.00	100.00
WRGB, Schenectady	200.00	150.00	120.00	100.00	80.00	70.00	50.00
WNBW, Washington	250.00	187.50	150.00	125.00	100.00	87.50	62.50
WBAL-TV, Baltimore	250.00	187.50	150.00	125.00	100.00	87.50	62.50
WTVR, Richmond	100.00	75.00	60.00	50.00	40.00	35.00	25.00
WBZ-TV, Boston	200.00	150.00	120.00	100.00	80.00	70.00	50.00
WNBK, Cleveland	250.00	187.50	150.00	125.00	100.00	87.50	62.50
WNBQ, Chicago	500.00	375.00	300.00	250.00	200.00	175.00	125.00
WBEN-TV, Buffalo	250.00	187.50	150.00	125.00	100.00	87.50	62.50
WWJ-TV, Detroit	250.00	187.50	150.00	125.00	100.00	87.50	62.50
KSD-TV, St. Louis	250.00	187.50	150.00	125.00	100.00	87.50	62.50
WTMJ-TV, Milwaukee	250.00	187.50	150.00	125.00	100.00	87.50	62.50
WSPD-TV, Toledo	150.00	112.50	90.00	75.00	60.00	52.50	37.50
<b>Total</b>	<b>\$4500.00</b>	<b>\$3375.00</b>	<b>\$2700.00</b>	<b>\$2250.00</b>	<b>\$1800.00</b>	<b>\$1575.00</b>	<b>\$1125.00</b>

NBC also lists the following stations, now on or about to go on the air, as its additional network affiliates, though they are not yet connected by coaxial cable or microwave relay; see each station's rate card for its rates:

WSB-TV, Atlanta	WMCT, Memphis
KOB-TV, Albuquerque	KSTP-TV, Minneapolis-St. Paul
WBAP-TV, Fort Worth	KDYL-TV, Salt Lake City
WAVE-TV, Louisville	KRSC-TV, Seattle
WLW-TV, Cincinnati	KPIX, San Francisco

## Part II — TV Stations: Rates and Data

Includes 51 Stations Operating Commercially as of January 1, 1949

Plus 4 Others Due to Start in January:

WOIC, Washington, D. C.; WDTV, Pittsburgh, Pa.; KECA-TV, Los Angeles; KGO-TV, San Francisco

KNBH, Los Angeles, also due to start in January, but rate card not included.

Receiving sets and families are estimates as of Dec. 1, 1948 by NBC Research Dept., unless otherwise indicated.

Families are total estimated within 40-mi. radius (.5 Mv)

### CALIFORNIA

#### LOS ANGELES

60,700 Sets; 1,372,000 Families

#### KFI-TV

Grantee (STA): Earle C. Anthony Inc. Address: 141 N. Vermont Ave.

Studio: 141 N. Vermont Ave. Transmitter: Mt. Wilson.

Telephone: Fairfax 2121.

AM Affiliate: KFI. 50,000 watts, 640 kc (NBC). FM Affiliate: KFI-FM. 287 kw, 105.9 mc (No. 290), 2,900 ft antenna height.

Began Commercial Operation: Aug. 14, 1948.

Personnel:

Earle C. Anthony, *president*.

W. B. Ryan, *general manager*.

Haan J. Tyler, *manager, KFI-TV*.

Ronald Oxford, *executive producer*.

Robert Livingston, *director of remote programming*.

James H. Love, *film editor*.

Curtis Mason and H. L. Blatterman, *chief engineers*.

Technical Facilities: Channel No. 9 (186-192 mc). Visual power, 31.4 kw. Aural power, 15.7 kw. Antenna height, 3,100 ft above average terrain; 199 ft above ground.

RATE CARD NO. 1—Sept. 15, 1948

#### GENERAL ADVERTISING

Rates are for station time only and do not include talent, production facilities and rehearsal charges, or remote charges.

Announcements and programs cannot be combined to earn dis-

counts. All broadcasts placed with the station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five-minute or longer programs.

The total number of announcements used by an advertiser of KFI-AM and KFI-TV can be combined to determine the net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV can also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

All rates guaranteed only for the number of weeks contracted for, (not to exceed 52 weeks). Contiguous rates will only be allowed when programs are run contiguously.

Contracts on programs accepted 60 days in advance of initial broadcast. Contracts on announcements and participations accepted 30 days in advance of initial broadcast.

This rate card is for informative purposes only and does not constitute an offer on the part of the station.

#### TIME RATES

(Studio, remote or film programs)

Period	%						
	1-25	5% 26-51	10% 52-103	15% 104-155	20% 156-311	22% 312-467	25% 468 or more
1 Hr. ....	\$400.00	\$380.00	\$360.00	\$340.00	\$320.00	\$310.00	\$300.00
40 Min. ....	320.00	304.00	288.00	272.00	256.00	248.00	240.00
30 Min. ....	240.00	228.00	216.00	204.00	192.00	184.00	180.00
20 Min. ....	200.00	190.00	180.00	170.00	160.00	155.00	150.00
15 Min. ....	160.00	152.00	144.00	136.00	128.00	124.00	120.00
10 Min. ....	140.00	133.00	126.00	119.00	112.00	108.50	105.00
5 Min. ....	100.00	95.00	90.00	85.00	80.00	77.50	75.00
1 Min. ....	75.00	71.25	67.50	63.75	60.00	58.12	56.25
30 Sec. ....	50.00	47.50	45.00	42.50	40.00	38.75	37.50



Class B—5:00 p.m. to 6:00 p.m. Monday through Friday.

1 Hour	\$137.50	\$250.00	\$150.00
45 Minutes	102.00	200.00	120.00
40 Minutes	95.60	187.50	112.50
30 Minutes	76.50	150.00	90.00
20 Minutes	63.70	125.00	75.00
15 Minutes	51.00	100.00	60.00
10 Minutes	45.50	87.50	45.00
5 Minutes	33.00	62.50	30.00
1 Minute or Less	22.30	42.50	22.50

Class C—All other times, day and night

1 Hour	\$50.00	\$250.00	\$150.00
45 Minutes	40.00	200.00	120.00
40 Minutes	37.50	187.50	112.50
30 Minutes	30.00	150.00	90.00
20 Minutes	25.00	125.00	75.00
15 Minutes	20.00	100.00	60.00
10 Minutes	17.50	87.50	45.00
5 Minutes	12.50	62.50	30.00
1 Minute or Less	8.75	42.50	22.50

Note: When the film studio is used in conjunction with live studio or remote programs, a flat charge of \$25.00 will be made.

- Agency Commission: KTLA will allow 15% commission on time and facilities charges to advertising agencies recognized by KTLA.
- Frequency Discounts: (a) Frequency discounts will be allowed on time charges only and are based on total number used within each rate section during a consecutive 12-month period. Less than 13 times, none; 13 to 25 times, 5%; 26 to 38 times, 7½%; 39 to 51 times, 10%; 52 to 103 times, 12½%; 104 to 155 times, 15%; 156 to 207 times, 17½%; 208 or more times, 20%. (b) Announcements and programs may not be combined for purposes of obtaining a higher frequency discount.
- Studio Services: Studio facilities for rehearsal will be charged for at the rate of \$25.00 per half hour. (A minimum charge for one-half hour of rehearsal will be made by the station except for live spot announcements.) No studio rehearsal charge on independent announcements of one minute or less if announcement is complete on film. KTLA reserves the right to require a minimum rehearsal time to maintain a high standard of program quality.
- Special Services—Remotes: Cost of originating programs outside of KTLA studios are subject to individual estimate and quotation.
- Program and Production Services: Services of KTLA program department in arranging and presenting programs are available to the advertiser. A charge will be made for programs requiring special production.
- General Regulations: (a) The rates quoted herein are subject to change without notice. (b) One year contracts will be accepted for the purpose of earning discounts, but above rates are guaranteed for only twenty-six weeks from date of first telecast. (c) Separate contracts are required for announcements up to one minute, and programs of five minutes or longer. (d) All programs and copy are subject to station approval. (e) Contracts will not be accepted more than 30 days in advance of first telecast. (f) No periods are sold in bulk for resale.

Represented by: Weed & Co.

Station Facilities: Studio (50x65 ft) contains four cameras, includes separate rehearsal studio (24x30 ft). Film studio contains two film pickup cameras, two slide pickup cameras, three 16mm projectors, multiple slide projectors, one balopticon. News service is UP and Acme. Transcription service is World. Two mobile units for remote pickups include four image orthicons.

### KTSL\*

Grantee (STA): Don Lee Broadcasting System. Address: 1313 N. Vine St.

Studio: 1313 N. Vine St. and Mt. Lee. Transmitter: Mt. Lee.

Telephone: Hudson 2-2133.

AM Affiliate: KHJ. 5,000 watts, 930 kc (MBS). FM Affiliate: KHJ-FM. 4.8 kw, 101.1 mc (No. 266), 870 ft antenna height.

Personnel:

- Thomas S. Lee, *president.*
- Lewis Allen Weiss, *v.p. and general manager.*
- Willet H. Brown, *v.p. and asst. general manager.*
- A. M. Quinn, *secretary-treasurer.*
- Ward Ingram, *general sales manager.*
- Carlton Winckler, *program coordinator.*
- Harry R. Lubcke, *television technical director.*

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 18 kw. Aural power, 9 kw. Antenna height, 1,779 ft above average terrain; 300 ft above ground.

#### RATE CARD NO. TV-1

May 10, 1948

#### STATION TIME RATES—INCLUDING FILM PROJECTION

Class A—7 p.m. to 11 p.m. Mon. thru Fri.; 1 p.m. to 11 p.m. Sat. and Sun.

Times	1 Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
Base	300.00	240.00	180.00	150.00	120.00	90.00	75.00
13	292.50	234.00	175.50	146.25	117.00	87.75	73.13
26	285.00	228.00	171.00	142.50	114.00	85.50	71.25
52	277.50	222.00	166.50	138.75	111.00	83.25	69.38
104	270.00	216.00	162.00	135.00	108.00	81.00	67.50
260	255.00	204.00	153.00	127.50	102.00	76.50	63.75

Class B—5 p.m. to 7 p.m. Mon. thru Fri.

Times	1 Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
Base	200.00	160.00	120.00	100.00	80.00	60.00	50.00
13	195.00	156.00	117.00	97.50	78.00	58.50	48.75
26	190.00	152.00	114.00	95.00	76.00	57.00	47.50
52	185.00	148.00	111.00	92.50	74.00	55.50	46.25
104	180.00	144.00	108.00	90.00	72.00	54.00	45.00
260	170.00	136.00	102.00	85.00	68.00	51.00	42.50

Class C—All other time.

Times	1 Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
Base	150.00	120.00	90.00	75.00	60.00	45.00	37.50
13	146.25	117.00	87.75	73.13	58.50	43.88	36.56
26	142.50	114.00	85.50	71.25	57.00	42.75	35.63
52	138.75	111.00	83.25	69.38	55.50	41.63	34.89
104	135.00	108.00	81.00	67.50	54.00	40.50	33.75
260	127.50	102.00	76.50	63.75	51.00	38.25	31.88

#### ANNOUNCEMENTS—INCLUDING FILM PROJECTION

Period	Class A	1-51	52-103	104-155	156-207	208-259	260+
1 Minute	60.00	58.00	56.00	54.00	52.00	50.00	50.00
Class B	48.00	46.40	44.80	43.20	41.60	40.00	40.00
Class C	39.00	37.70	36.40	35.10	33.80	32.50	32.50
30 Seconds	45.00	43.00	41.00	39.00	37.00	35.00	35.00
Class B	36.00	34.40	32.80	31.20	29.60	28.00	28.00
Class C	29.25	27.95	26.65	25.35	24.05	22.75	22.75
20 Seconds	35.00	33.00	31.00	29.00	27.00	25.00	25.00
Class B	28.00	26.40	24.80	23.20	21.60	20.00	20.00
Class C	22.75	21.45	20.15	18.85	17.55	16.25	16.25
Time Signal	35.00	33.00	31.00	29.00	27.00	25.00	25.00
Class B	28.00	26.40	24.80	23.20	21.60	20.00	20.00
Class C	22.75	21.45	20.15	18.85	17.55	16.25	16.25

Studio Facility Rates for Live Telecasts: In order to provide minimum charges to clients, each live show will be figured on the basis of its requirements. This assures adequate time but no overcharge for time facilities not used.

Remote Pickup Rates: As there are many variables in remote pickups, each one will be quoted separately in order to insure minimum charges to clients.

Represented by: John Blair & Co.

Station Facilities: Vine Street studios measure 60x65x30 ft and each (of 4) has audience capacity of 350. Mt. Lee studios measure 60x100x30 ft and 26x45x16 ft. Cameras include three iconoscopes, four image orthicons, two orthicons, three studio image orthicons. News services are AP, INS, City News Service. Two mobile units are completely equipped.

\* Experimental TV station W6XAO is operating under special temporary authority (STA) on a commercial basis. Call letters KTSL have been reserved when regular commercial grant is made.

### KTTV

Grantee (STA): KTTV Inc.\* Address: 1025 N. Highland Ave.

Studio: 1025 N. Highland Ave. Transmitter: Mt. Wilson.

Telephone: Hudson 2-1301.

AM Affiliate: KNX. 50,000 watts, 1070 kc (CBS). FM Affiliate: KNX-FM. 297 kw, 93.1 (No. 226), 2,800 ft antenna height. Newspaper Affiliates: Los Angeles Times and Los Angeles Mirror.

Began Commercial Operation: Jan. 1, 1949.

Personnel:

- Harry W. Witt, *general manager.*
- Hal Hudson, *program director.*
- Frank King, *sales manager.*
- Raymond Montfort, *chief engineer.*
- David Crandell, *director of program operations.*
- Robert Breckner, *director of film.*

Technical Facilities: Channel No. 11 (198-204 mc). Visual power, 31.5 kw. Aural power, 16.6 kw. Antenna height, 2,345 ft above average terrain; 142 ft above ground.

\* Owned 51% by Times-Mirror Co., 49% by Columbia Broadcasting System Inc.

#### RATE CARD NO. 1

Jan. 1, 1949

1. Air Time

Period	Class A*	Class B†
1 Hour	\$500.00	\$300.00
40 Minutes	400.00	240.00
30 Minutes	300.00	180.00
20 Minutes	250.00	150.00
15 Minutes	200.00	120.00
10 Minutes	166.50	100.00
5 Minutes	142.50	85.50

\* Between 7 pm and 10:30 pm, Monday through Friday; 1 pm and 10:30 pm Saturdays and Sundays.  
† All other times.

2. Announcements

- (a) Station breaks and service announcements on sound film \$ 75.00 \$ 45.00
- (b) One-minute announcements on sound film 100.00 60.00

Frequency Discounts: 26 times per year, 5%; 52 times per year, 10%; 104 times per year, 12½%; 208 times per year, 15%.

- Use of Film Facilities: The above rates include the use of film facilities. On film programs requiring rehearsal of commentator, interpolation and cueing of material, etc., a film facilities charge is made at the rate of \$50 per hour of such rehearsal.
- Use of Studio Facilities: Charge for use of studio facilities for rehearsal quoted on request. KTTV reserves the right to require sufficient rehearsal time to assure proper program presentation.

# KPIX

5. Remote Pickup Facilities: Complete facilities for field originations available. Rates for specific pickups computed in relation to costs involved.
6. Other Available Services: Charges on request for packaged programs, sports events, film and other programs and components, announcers, commentators, talent, etc.
7. Miscellaneous: (a) *Commissions*—Charges for air time and/or use of facilities under Sections 1 through 5 are subject to 15% commission to recognized advertising agencies. (b) *Frequency Discounts*—Air Time periods (under Section 1) of any length and in different time classifications may be combined for Frequency Discounts to the extent that the higher priced periods earn a discount for the lower, but not vice versa. All station breaks, service and 1-minute announcements under Section 2, regardless of time class, may be combined for Frequency Discounts. Section 1 and Section 2 may not be combined. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. (c) *Time of Payment*—Charges are payable immediately after each broadcast unless other arrangements have been made prior to broadcast. (d) *Acceptability of Programs, Product, Continuity*—Facilities will be furnished only for programs, products and continuities acceptable to KTTV. Type of audience and program balance may effect acceptability of program, product or continuity for specific time periods. KTTV will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

Represented by: CBS Radio Sales.

Station Facilities: Main studio is 40x40 ft, with seven studio and remote image orthicon cameras. Film facilities include both 16mm and 35mm projectors. Transcription services include AP and Lang-Worth. Mobile unit contains standard field equipment.

## SAN FRANCISCO

1,500 Sets; 825,000 Families

### KGO-TV

Grantee (STA): American Broadcasting Co. Inc. Address: 155 Montgomery St.

Studio and transmitter: Mt. Sutro.

Telephone: Exbrook 2-6544.

AM Affiliate: KGO. 50,000 watts, 810 kc. (ABC). FM Affiliate: KGO-FM. 50 kw, 106.1 mc (No. 291), 1,200 ft antenna height.

Begins Commercial Operation: January, 1949.

**Personnel:**

Gayle V. Grubb, *general manager.*  
Kirk Torney, *sales manager.*  
A. E. Evans, *chief engineer.*

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 27 kw. Aural power, 13 kw. Antenna height, 1,261 ft above average terrain; 506 ft above ground.

**RATE CARD NO. 1**  
June 1, 1948

For specifications, see WJZ-TV, New York City, which are identical except for the following for KGO-TV:

Studio Rehearsal Charges: The hourly rates for KGO-TV studio rehearsal time are as follows: Program—All Live, \$150 (If film is used in conjunction with a live program an additional flat charge of \$60 will be made for use of the film studio, regardless of the length of the rehearsal). Program—All Film, \$60 (If live voice over film is used, add 50% to "Program All Film" rates).

**RATES**

Class A—7 to 10:30 pm Monday through Friday and 12 Noon to 10:30 pm Saturday and Sunday.

Period	Number of Times Per Year						
	1 to 12	13 to 25	26 to 51	52 to 103	104 to 259	260 to 399	Over 400
1 Hour	\$350.00	\$332.50	\$323.75	\$315.00	\$306.25	\$297.50	\$280.00
1/2 Hour	210.00	199.50	194.25	189.00	183.75	178.50	168.00
1/4 Hour	140.00	133.00	129.50	126.00	122.50	119.00	112.00
10 Minutes	116.67	110.84	107.92	105.00	102.09	99.17	93.34
5 Minutes	93.33	88.66	86.33	84.00	81.66	79.33	74.66
1 Min. or less	70.00	66.50	64.75	63.00	61.25	59.50	56.00

Class B—5 to 7 pm Monday through Friday and 10:30 to 11 pm Daily.

1 Hour	\$262.50	\$249.38	\$242.81	\$236.25	\$229.69	\$223.13	\$210.00
1/2 Hour	157.50	149.63	145.69	141.75	137.81	133.88	126.00
1/4 Hour	105.00	99.75	97.13	94.50	91.88	89.25	84.00
10 Minutes	87.50	83.13	80.94	78.75	76.56	74.38	70.00
5 Minutes	70.00	66.50	64.75	63.00	61.25	59.50	56.00
1 Min. or less	52.50	49.88	48.56	47.25	45.94	44.63	42.00

Class C—All other times day and night.

1 Hour	\$210.00	\$199.50	\$194.25	\$189.00	\$183.75	\$178.50	\$168.00
1/2 Hour	126.00	119.70	116.55	113.40	110.25	107.10	100.80
1/4 Hour	84.00	79.80	77.70	75.60	73.50	71.40	67.20
10 Minutes	70.00	66.50	64.75	63.00	61.25	59.50	56.00
5 Minutes	56.00	53.20	51.80	50.40	49.00	47.60	44.80
1 Min. or less	42.00	39.90	38.85	37.80	36.75	35.70	33.60

Represented by: ABC Spot Sales.

Station Facilities: Two studios (23x40-ft and 23x36-ft), with three dolly-mounted cameras in each studio. Film facilities include two 16mm and two 35mm projectors, two slide projectors. Remote facilities consist of one set of field equipment with three cameras.

Grantee (STA): Associated Broadcasters Inc. Address: Mark Hopkins Hotel.

Studio and transmitter: Mark Hopkins Hotel.

Telephone: Exbrook 2-4567.

AM Affiliate: KSFO. 5,000 watts (1,000 night), 560 kc. Holds CP for 50,000 watts, 740 kc.

Began Commercial Operation: Dec. 25, 1948.

**Personnel:**

Wesley I. Dumm, *president.*  
Philip G. Lasky, *v.p. and general manager.*  
John G. Campbell, *commercial manager.*  
A. E. Towne, *director of engineering.*  
Keith Kerby, *program director.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 29.9 kw. Aural power, 15.4 kw. Antenna height, 540 ft above average terrain; 354 ft above ground.

**RATE CARD NO. 1**  
Nov. 22, 1948

Class A Time—6 pm to 10:30 pm daily and 1 to 6 pm Sat. & Sun.  
Class B Time—5 to 6 pm except Sat. & Sun.  
Class C Time—All other hours.

Period	Class A	Class B	Class C
1 Hour	\$250.00	\$187.50	\$125.00
40 Minutes	200.00	150.00	100.00
30 Minutes	150.00	112.50	75.00
20 Minutes	125.00	94.00	62.50
15 Minutes	100.00	75.00	50.00
10 Minutes	87.50	66.00	44.00
5 Minutes	62.50	47.00	31.50
2 Minutes (Film or Slides)	50.00	37.50	25.00
1 Minute (Film or Slides)	37.50	28.50	19.00

Prices quoted above include facilities for films or slides, but not live programs for rehearsal or pre-showings. Production, talent, technical charges and remote pick-ups quoted individually upon request. The above rates will be guaranteed for six months on non-cancellable contracts.

Studio Rehearsal Time: \$25 first half hour minimum, \$10 for each additional half hour.

Discounts: A discount of 20% will be allowed upon the completion of 52 consecutive weeks on KPIX and will be based on the lowest weekly billing in the 52 week period. This discount is for time periods only and is not allowed on announcements or participations.

KSFO Combination: When KSFO is used by the same advertiser in the amount of 50% or more of the billing on KPIX, an additional discount of 10% on KPIX time charges will be allowed.

Political Rates: Same as above; no discounts allowed.

Represented by: Bolling Co.

Station Facilities: Three studios, one being 25x40 ft, other two, 20x30 ft. Cameras consist of two field camera chains. Film facilities include two 16mm projectors, one slide projector. Mobile unit includes both field cameras and microwave relay equipment.

# CONNECTICUT

## NEW HAVEN

11,000 Sets; 557,000 Families

### WNHC-TV

TV Network Service: DuMont.

Grantee (STA): Elm City Broadcasting Corp., 1110 Chapel St.

Studio: 1110 Chapel St. Transmitter: Gaylord Mt.

Telephone: 8-0196.

AM Affiliate: WNHC. 250 watts, 1340 kc. FM Affiliate: WNHC-FM. 20 kw, 99.1 mc (No. 256), 490 ft antenna height.

**Personnel:**

Patrick J. Goode, *president.*  
Aldo De Dominicis, *secretary-treasurer.*  
James T. Milne, *general manager.*  
Vincent De Laurentis, *chief engineer.*

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 1.82 kw. Aural power, 957 watts. Antenna height, 510 ft above average terrain; 190 ft above ground. Request pending to increase to 18.9 kw visual, 9.45 kw aural powers.

**RATE CARD NO. 1**  
May 1, 1948

**STUDIO OR REMOTE PROGRAMS**

	60 mins.	30 mins.	20 mins.	15 mins.	10 mins.	5 mins.	1 min. or less
	\$250	\$150	\$120	\$100	\$75	\$50	\$25

Frequency Discounts (Applicable to Time Charges Only): 26 times, 5%; 52 times, 10%; 104 times, 15%.

Studio Show Rehearsal: \$25 per hour or any fraction thereof.

Special Facilities: Rates for network stations, remote pickups, package programs, participations, and for production services such as talent, sets, costumes, film cutting and editing, are available upon request. Additional charges will be made for the production of the commercial message. They will be determined by the type of commercial treatment agreed upon and the amount of preparation involved.

Represented by: William G. Rambeau Co.

# DISTRICT OF COLUMBIA

## WASHINGTON

24,500 Sets; 691,000 Families

Source of Set Figure: Stations Committee

### WMAL-TV

TV Network Service: ABC.

Grantee (STA): Evening Star Broadcasting Co. Inc. Address: Translux Bldg.

Studio: 1625 K St. N.W. Transmitter: American University.

Telephone: National 5400.

AM Affiliate: WMAL. 5,000 watts, 630 kc. (ABC). FM Affiliate: WMAL-FM 20 kw, 107.3 mc (No. 297), 475 ft antenna height. Newspaper Affiliation: Washington Evening Star.

Began Commercial Operation: Oct. 3, 1947.

#### Personnel:

Kenneth H. Berkeley, v.p. and general manager.  
Ben B. Baylor Jr., asst. general manager and sales manager.  
Fred Shawn, manager of television and broadcast operations.  
Harry Hoskinson, asst. manager of television.  
Arthur Weld Jr., television production director.  
Frank Harvey, television chief engineer.  
Earl Hilburn, asst. chief engineer.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power: 27.7 kw. Aural power: 13.9 kw. Antenna height: 542 ft above average terrain; 400 ft above ground.

#### RATE CARD NO. 2

July 1, 1948

#### PROGRAMS—Net Frequency Rates Per Program

These rates include transmitter and film facilities, services of staff announcer and use of transcription and record facilities, and/or use of existing studio and camera facilities with technical staff.

	Times per Year					
	1 to 12	13 to 25	26 to 51	52 to 103	104 to 259	260 or more
<b>Class A—7 to 11 p.m. Mon. thru Fri. &amp; 12 n. to 11 p.m. Sat. &amp; Sun.</b>						
1 Hour	\$300.00	\$285.00	\$270.00	\$255.00	\$240.00	\$225.00
30 Mins.	180.00	171.00	162.00	153.00	144.00	135.00
20 Mins.	150.00	142.50	135.00	127.50	120.00	112.50
15 Mins.	120.00	114.00	108.00	102.00	96.00	90.00
10 Mins.	100.00	95.00	90.00	85.00	80.00	75.00
5 Mins.	60.00	57.00	54.00	51.00	48.00	45.00
<b>Class B—5 to 7 p.m. Mon. thru Fri.</b>						
1 Hour	225.00	213.75	202.50	191.25	180.00	168.75
30 Mins.	135.00	128.25	121.50	114.75	108.00	101.25
20 Mins.	112.50	106.88	101.25	95.63	90.00	84.38
15 Mins.	90.00	85.50	81.00	76.50	72.00	67.50
10 Mins.	75.00	71.25	67.50	63.75	60.00	56.25
5 Mins.	45.00	42.75	40.50	38.25	36.00	33.75
<b>Class C—Sign-On to 5 p.m. Mon. thru Fri. &amp; 11 p.m. to Sign-Off Sun. thru Sat.</b>						
1 Hour	180.00	171.00	162.00	153.00	144.00	135.00
30 Mins.	108.00	102.60	97.20	91.80	86.40	81.00
20 Mins.	90.00	85.50	81.00	76.50	72.00	67.50
15 Mins.	72.00	68.40	64.80	61.20	57.60	54.00
10 Mins.	60.00	57.00	54.00	51.00	48.00	45.00
5 Mins.	36.00	34.20	32.40	30.60	28.80	27.00

Rehearsal Time: Rehearsal time in ratio of 2-to-1 to air time included in above rates. \$50 per hour for rehearsal time in excess of 2-to-1 ratio.

Talent, Art, Scenery, etc.: Available on cost-plus basis. Rates quoted on request.

Remotes and Special Features: Mobile unit equipped with two Image Orthicon Camera chains and Zoomar lens available. Rates for specific events quoted on request.

#### ANNOUNCEMENTS—Net Rates Per Announcement

These rates apply to all hours, day or night. All announcements, minute or station, break, are to be supplied on slide or film; audio may be sound-on-film, transcribed, or live. All announcements may be combined to earn discounts, but cannot be combined with program time periods for discount purposes.

Minute Station Breaks (when and where available)	Times Per Year					
	1 to 12	13 to 25	26 to 51	52 to 103	104 to 259	260 or more
	\$45.00	\$42.75	\$40.50	\$38.25	\$36.00	\$33.75

Minute Announcements in Participation Periods 30.00 28.50 27.00 25.50 24.00 22.50

Represented by: ABC Spot Sales.

Station Facilities: Studio measures 50x25 ft. Cameras include three studio-type image orthicons, two field image orthicons, one with Zoomar lens. Film facilities include one 16mm and one 35mm film projectors, one slide projector. Transcription service is associated. Recording facilities for 33½ and 78 r.p.m. lateral or vertical cutting, plus wire recorder.

# WNBW

TV Network Service: NBC

Licensee: National Broadcasting Co. Inc. Address: Translux Bldg.

Studio: Wardman Park Hotel. Transmitter: Wardman Park Hotel.

Telephone: Republic 4000.

AM Affiliate: WRC. 5,000 watts. 980 kc (NBC). FM Affiliate: WRC-FM. 20 kw. 93.9 mc (No. 230), 330 ft antenna height.

Began Commercial Operation: June 27, 1947.

#### Personnel:

Frank M. Russell, v.p. in charge of Washington office.  
William R. McAndrew, assistant to v.p., Washington.  
George Y. Wheeler, director of programs.  
George H. Sandefer, business manager.  
Mahlon Glascock, director of sales.  
Donald Cooper, engineer-in-charge.  
Charles Kelly, program manager.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power: 20.5 kw. Aural power, 10.5 kw. Antenna height, 330 ft above average terrain; 353 ft above ground.

#### RATE CARD NO. 2

Oct. 1, 1948

For specifications, see WNBW, New York City, which are identical except for following for WNBW:

#### GENERAL INFORMATION

7. Live Studio Usage: Following equipment and personnel included in rates listed under Live Studio Usage Charges (Section 1): 3 RCA Victor image orthicon studio cameras—1 with dolly, 1 microphone boom, fixed microphones as required, lighting equipment, 33½ and 78 rpm lateral and/or vertical double turntables. Crew consisting of maximum of 7 technicians, 1 production man and 1 program assistant. Any additional personnel required supplied at standard rates.

8. Film Studio Usage: Following equipment and personnel included in rates listed below under Film Studio Usage Charges (Section 1): Studio fully equipped for continuous showing of 16mm and 35mm silent or sound films, 35mm slide, projectors and balopticon, 33½ and 78 rpm lateral and/or vertical double turntables. Announcer studio. Crew consists of maximum of three technicians and one producer. Any additional personnel required supplied at standard rates. Cutting, editing, screening, film transportation and storage services available. Rates on request.

#### RATES

##### SECTION I

##### PROGRAM TIME RATES

Class	PROGRAM TIME RATES						
	1 hour	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.
Class A							
6:00-10:30 pm	150	120	112	90	75	60	52 38
Class B							
5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri.	112	90	84	68	56	45	39 28
1:00-6:00 pm 10:30-11:00 pm Sat. and Sun.							
Class C							
All other times	75	60	56	45	38	30	26 19

#### STUDIO USAGE

Studio usage for live programs includes time for rehearsal, stand-by, studio audience arrangements and other purposes; for film programs, time for rehearsal, pre-broadcast runthrough, etc. Minimum studio time required under standard studio usage charge is as follows: (Studio air time is provided for as part of program time rate.)

Program Length	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
Live Studio 3 hr. 2½ hr.	2¼ hr.	2 hr.	1¾ hr.	1½ hr.	1¼ hr.	1 hr.	1 hr.
Film Studio 2 hr.	1¾ hr.	1¾ hr.	1½ hr.	1¼ hr.	1 hr.	¾ hr.	½ hr.

#### STUDIO USAGE CHARGE

Class	STUDIO USAGE CHARGE						
	1 hour	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.
Live Studio	\$240	200	180	160	140	120	100 80
Film Studio	\$100	88	88	75	63	50	38 25
Film Studio*	\$50	44	44	38	32	25	19 13

\*When used in conjunction with live studio or mobile unit. Where more than the allotted studio time is indicated as necessary, the following additional studio charges apply:

Live Studio at the rate of \$80 per hour  
Film Studio at the rate of \$50 per hour

#### SECTION II

##### ONE-MINUTE ANNOUNCEMENTS

Class	ONE-MINUTE ANNOUNCEMENTS						
	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
Class A							
6:00-10:30 pm	\$40.00	\$37.00	\$36.00	\$35.00	\$34.00	\$33.00	\$32.00
Class B							
5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri.	30.00	27.75	27.00	26.25	25.50	24.75	24.00
1:00-6:00 pm 10:30-11:00 pm Sat. and Sun.							
Class C							
All other times	20.00	18.50	18.00	17.50	17.00	16.50	16.00





5. **Basic Air Time Rates:** Include transmitter, film studio, film facilities, services of staff announcer and recorded music as background for film commercials. It does not cover remotes (cost quoted on request) nor films, nor programs or announcements using live talent or which require extra production facilities and personnel on the part of the station.
6. **Rate Protection:** Rates are subject to change without notice, but firm contracts up to 26 weeks will be accepted at existing rates.
7. **Rehearsal Time:** In ratio of 2-to-1 to air time included in above rates. \$50 per hour for rehearsal time in excess of 2-to-1 ratio.
8. **Conditions:** (a) All rates subject to 15% Agency Commission. No cash discount. (b) Bill rendered monthly; due and payable on the 10th of the month following telecast. (c) Closing time on all programs or announcements is 24 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. (d) All program content and commercial copy is subject to approval of station management. Station reserves the right to refuse any program for reasons satisfactory to itself.

**Station Facilities:** Two studios, one 30x40 ft, other small announce booth for news and film commentary. Cameras include six image orthicons, two iconoscopes. Film facilities include two 16mm projectors, four slide projectors for 2x2-in. transparencies, one Balopticon. Transcription facilities include four turntables (33 1/2 and 78 r.p.m.) for vertical or lateral acetate recording, also wire recorder. Mobile unit consists of required number of image orthicons, plus necessary associated equipment.

## WTTG

TV Network Service: DuMont

**Grantee (STA):** Allen B. DuMont Laboratories Inc. **Address:** Twelfth & E Sts. N.W.

**Studio and Transmitter:** Harrington Hotel.

**Telephone:** Sterling 5300.

**Began Commercial Operation:** January 1947.

**Personnel:**

Walter Compton, *general manager.*  
 Roger M. Coelos, *operations manager.*  
 Harold E. Sheffers, *sales manager.*  
 Malcolm M. Burselson, *chief engineer.*  
 Leslie G. Arries Jr., *special events director.*  
 Jules Huber, *film and traffic manager.*  
 Don Roper and Gordon Williamson, *producer-directors.*

**Technical Facilities:** Channel No. 5 (76-82 mc). Visual power, 6.25 kw. Aural power, 2.5 kw. Antenna height, 45 ft above average terrain; 221 ft above ground. *Granted modification of CP to move transmitter to Nineteenth Rd. & Harrison St., Arlington, Va., change powers to 17.5 kw visual, 10.5 kw aural, antenna height to 587 ft above average terrain; 465 ft above ground.*

### RATE CARD NO. 3

Oct. 1, 1948

For specifications, see WABD, New York City, which are identical except for the following for WTTG.

**Studio Show Rehearsal:** (a) \$25 for first hour. (b) \$15 for each succeeding half hour or any portion thereof. (c) Six-to-one ratio in studio rehearsal time is required except where the nature of the program is such that, in our opinion, a lesser rehearsal period will suffice.

**Class A—6 pm to sign-off Mondays through Saturdays and all day Sunday.**

#### TIMES PER YEAR

Period	1 to 12	13 to 25	26 to 51	52 to 103	104 or More
1 Hour	\$300.00	\$285.00	\$270.00	\$255.00	\$240.00
30 Minutes	180.00	171.00	162.00	153.00	144.00
20 Minutes	150.00	142.50	135.00	127.50	120.00
15 Minutes	120.00	114.00	108.00	102.00	96.00
10 Minutes	100.00	95.00	90.00	85.00	80.00
5 Minutes	60.00	57.00	54.00	51.00	48.00

**Class B—Sign-on to 6 pm Mondays through Saturdays.**

Period	1 to 12	13 to 25	26 to 51	52 to 103	104 or More
1 Hour	\$225.00	\$213.75	\$202.50	\$191.25	\$180.00
30 Minutes	135.00	128.25	121.50	114.75	108.00
20 Minutes	112.50	106.88	101.25	95.63	90.00
15 Minutes	90.00	85.50	81.00	76.50	72.00
10 Minutes	75.00	71.25	67.50	63.75	60.00
5 Minutes	45.00	42.75	40.50	38.25	36.00

Note: The above time charges are net frequency rates per program and include all facilities of the station, including film and slide projectors, use of studio and studio camera facilities including technical personnel. Please note "Special Facilities."

#### ANNOUNCEMENTS

Announcement rates apply to all times of day or night. Video copy is to be supplied on slide or film; audio copy may be sound-on-film, transcribed or live. All announcements may be combined to earn discounts, but announcements may not be combined with program time charges for discount purposes.

	1 to 12	13 to 25	26 to 51	52 to 103	104 or More
1 Min. or less (as available)	\$35.00	\$33.25	\$31.50	\$29.75	\$28.00

**Station Facilities:** Studio dimensions 20x40 ft. Studio facilities include two iconoscope type cameras, two 16mm projectors with associated iconoscope type film pickup camera for each 16mm film presentation. Remote facilities include four image orthicon turret cameras with associated equipment. News service, Transradio.

# GEORGIA

## ATLANTA

4,200 Sets; 233,000 Families

### WSB-TV

**Grantee (STA):** Atlanta Journal Co. **Address:** Biltmore Hotel. **Studio and Transmitter:** Peachtree St. **Telephone:** Hemlock 1045.

**AM Affiliate:** WSB. 50,000 watts, 750 kc (NBC). **FM Affiliate:** WSB-FM. 48 kw, 104.5 mc (No. 283), 490 ft antenna height. **Newspaper Affiliate:** Atlanta Journal.

**Began Commercial Operation** Sept. 29, 1948.

**Personnel:**

J. Leonard Reinsch, *managing director.*  
 John M. Outler, Jr., *general manager.*  
 Frank Gaither, *commercial manager.*  
 Marcus Bartlett, *program manager.*  
 M. K. Toalson, *production manager.*  
 C. F. Daugherty, *chief engineer.*  
 Jean Hendrix, *film director.*  
 Wayne L. Anderson, *publicity director.*

**Technical Facilities:** Channel No. 8 (180-186 mc). Visual power, 23.8 kw. Aural power, 12.5 kw. Antenna height, 545 ft above average terrain; 598 ft above ground.

### RATE CARD NO. 1

Jan. 1, 1948

#### GENERAL INFORMATION

1. **Frequency—Power—Time:** Effective radiated power—Video, 25,800 watts; Audio, 12,500 watts. Frequency—180-186 megacycles; Channel 8. Antenna height—546 ft above average terrain. Operating schedule: Afternoon and evening hours (Indeterminate).
2. **Commercial Time Allotment:** 5-minute program, 1:45 min.; 10-minutes, 2:00 min.; 15 minutes, 2:30 min.; 20 minutes, 2:45 min.; 30 minutes, 3 min.; 40 minutes, 4:00 min.; 60 minutes, 6:00 min.
3. **News Services:** Complete wire services. Daily picture features. Rates on request.
4. **Music Clearance:** Rates include music copyright fee.
5. **Talent and Production:** Cost of talent and services of Program and Production department submitted on request.
6. **Transcriptions:** Equipped to handle 33 1/2 and 78 rpm vertical and lateral transcriptions. Phonograph records and transcriptions acceptable. RCA equipment used.
7. **Transcription Library Services:** Standard; Associated.
8. **Technical Equipment:** For Outside Telecasts—Mobile Unit, 2 Image Orthicon Cameras, Microwave Transmitters and Receivers. For Studio Shows—2 Orthicon Cameras (all Dolly Mounted). For Film and Slides—Iconoscope camera, 2 16mm sound stroboscopic projectors equipped for over 58 minutes continuous projection. For Silent Movie Production—Bell and Howell camera with complete lens complement. For Still Pictures—Graflex with complete lens complement. For Film Processing—Houston Speed Developer.
9. **Remote Control:** Charges for remote control telecasts furnished on request.
10. **Foreign Languages:** Not available.
11. **Unacceptable Products:** No liquor. Beer and light wines acceptable subject to copy approval.
12. **Political Telecasts:** One-time open rate, non-commissionable. Programs of five minutes or more only. Sale of political time subject to conditions as outlined on WSB-TV's STANDARD AGREEMENT FORM FOR POLITICAL TELECASTING contract. Contracts furnished on request.
13. **Commissions and Discounts:** (a) 15% commission paid to recognized advertising agencies on station time only. Time and talent-production are billed as separate items on station invoice. (b) No cash discount. (c) Bills rendered monthly. Due when rendered.
14. **Contract Requirements:** (a) No contract to exceed one year's duration. (b) ALL PROGRAM MATTER AND COMMERCIAL COPY IS SUBJECT TO APPROVAL OF STATION MANAGEMENT. (c) All contracts subject to the conditions of the WSB-TV published contract form. (d) All rates guaranteed only for number of weeks contracted for (not to exceed 52 weeks). (e) All commercial copy, either script or film, must be received by station at least 72 hours before telecast time.
15. **Discounts from Time Costs:** When 52 consecutive weeks of advertising are completed, a bonus discount of 20% will be allowed on the lowest weekly billing. Programs and announcements cannot be combined for purpose of bonus discount.

#### GENERAL ADVERTISING RATES

##### 1. PROGRAMS

**Class A—6:00 P.M. to 10:30 P.M.**

1 Hour	\$200.00
40 Minutes	160.00
30 Minutes	120.00
20 Minutes	100.00
15 Minutes	80.00
10 Minutes	70.00
5 Minutes	50.00

**Class B—5:00 P.M. to 6:00 P.M. week-days and 1:00 P.M. to 6:00 P.M. Sundays.**

1 Hour	\$150.00
40 Minutes	120.00
30 Minutes	90.00
20 Minutes	75.00
15 Minutes	60.00
10 Minutes	52.50
5 Minutes	37.50

**Class C—All Other Hours.**

1 Hour	\$100.00
40 Minutes	80.00
30 Minutes	60.00
20 Minutes	50.00
15 Minutes	40.00
10 Minutes	35.00
5 Minutes	25.00

For film programs, above charges include facilities and normal rehearsal time. For live programs additional talent, production and technical charges quoted on request.

**2. ANNOUNCEMENTS**

Class A—6:00 P.M. to 10:30 P.M. One minute or less	\$30.00
Class B—5:00 P.M.-6:00 P.M. Weekdays; 1:00 P.M.-6:00 P.M. Sundays. One minute or less	22.50
Class C—All Other Hours. One minute or less	15.00

For announcements not requiring use of studio camera, above charges include facilities, normal rehearsal time and services of one announcer. For live announcements requiring use of studio camera, additional talent, production and technical charges quoted on request.

Represented by: Edward Petry & Co. Inc.

**ILLINOIS**

**CHICAGO**

48,000 Sets; 1,438,000 Families

**WBKB**

Licensee: Balaban & Katz Corp. Address: 190 N. State St.  
Studio: 190 N. State St. Transmitter: American National Bank Building.  
Telephone: Randolph 8210.  
FM Affiliate: WBK. 17 kw, 96.3 mc (No. 242), 665 ft antenna height. Motion Picture Company Affiliation: Paramount Pictures.  
Began Commercial Operation: Sept. 6, 1946.

**Personnel:**

John Balaban, *director of television.*  
John H. Mitchell, *business manager.*  
M. E. Wolens, *sales manager.*  
William Kusack, *chief engineer.*  
E. Jonny Graf, *director of programming and production.*  
Charles Buzzard, *technical director, telecast operations.*  
Richard Shapiro, *technical director, maintenance and remote operations.*  
Harry Birch, *chief of camera operations.*  
William Ryan, *studio manager.*

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 1.8 kw. Aural power, 1.8 kw. Antenna height, 390 ft above average terrain; 385 ft above ground. CP for: Visual power, 12.42 kw. Aural power, 7.5 kw. Antenna height, 627 ft above average terrain; 683 ft above ground. *Requests modification of CP for 25.2 kw visual, 12.6 kw aural, 650 ft antenna height above average terrain; 686 ft above ground.* Operating with interim power of 6 kw visual, 3.8 kw aural.

**RATE CARD NO. 3**

Sept. 22, 1948

Period Time Live Studio Film Studio  
Class A—6:00 p.m. - 11:00 p.m. Monday through Friday; 12:00 noon-11:00 p.m. Saturday and Sunday.

1 Hour	\$250.00	\$250.00	\$150.00
45 Minutes	200.00	200.00	120.00
40 Minutes	187.50	187.50	112.50
30 Minutes	150.00	150.00	90.00
20 Minutes	125.00	125.00	75.00
15 Minutes	100.00	100.00	60.00
10 Minutes	87.50	87.50	45.00
5 Minutes	62.50	62.50	30.00
1 Minute	42.50	42.50	22.50
30 Seconds or less	30.00	35.00	20.00

Class B—5:00 p.m. - 6:00 p.m. Monday through Friday.

1 Hour	\$137.50	\$250.00	\$150.00
45 Minutes	102.00	200.00	120.00
40 Minutes	95.60	187.50	112.50
30 Minutes	76.50	150.00	90.00
20 Minutes	63.70	125.00	75.00
15 Minutes	51.00	100.00	60.00
10 Minutes	45.50	87.50	45.00
5 Minutes	33.00	62.50	30.00
1 Minute	22.30	42.50	22.50
30 Seconds or less	20.00	35.00	20.00

Class C—All other times, day and night.

1 Hour	\$ 50.00	\$250.00	\$150.00
45 Minutes	40.00	200.00	120.00
40 Minutes	37.50	187.50	112.50
30 Minutes	30.00	150.00	90.00
20 Minutes	25.00	125.00	75.00
15 Minutes	20.00	100.00	60.00
10 Minutes	17.50	87.50	45.00
5 Minutes	12.50	62.50	30.00
1 Minute	8.75	42.50	22.50
30 Seconds or less	8.00	35.00	20.00

Note: When film studio is used in conjunction with live studio or remote programs, a flat charge of \$25 will be made.

1. Agency Commission: WBKB will allow 15% commission on time and facilities charges to advertising agencies recognized by WBKB.

2. Frequency Discounts: (a) Frequency discounts will be allowed on time charges only and are based on total number used within each rate section during a consecutive 12-month period.

Less than 13 times	None
13 to 25 times	5%
26 to 38 times	7½%
39 to 51 times	10%
52 to 103 times	12½%
104 to 155 times	15%
156 to 207 times	17½%
208 or more times	20%

(b) Announcements and programs may not be combined for purposes of obtaining a higher frequency discount.

3. Studio Services: Studio facilities for rehearsal will be charged for at the rate of \$20 for the first half-hour, and \$10 for each succeeding half-hour or fraction thereof. (A minimum charge for one-half hour of rehearsal will be made by the station.) No studio rehearsal charge on independent announcements of one minute or less if announcement is complete on film. WBKB reserves the right to require additional rehearsal time if it is deemed necessary by WBKB program department to maintain a high standard of program quality.

4. Special Services—Remotes: Cost of originating programs outside of WBKB studios are subject to individual estimate and quotation.

5. Program and Production Services: Services of WBKB program department in arranging and presenting programs are available to advertiser. A charge will be made for programs requiring special production.

6. General Regulations: (a) The rates quoted herein are subject to change without notice. (b) One year contracts will be accepted for the purpose of earning discounts, but above rates are guaranteed for only 26 weeks. (c) Separate contracts are required for announcements up to one minute, and programs of five minutes or longer. (d) All programs and copy subject to approval of station. (e) Contracts not accepted more than 30 days in advance of first telecast. (f) No periods are sold in bulk for resale.

Represented by: Weed & Co.

Station Facilities: Studio A (25x25 ft) and Studio G (35x50 ft). Cameras are image orthicon—all dolly mounted. Film facilities include two 16mm projectors and two 35mm projectors feeding into two independent chains. Mobile unit consists of four image orthicon cameras—mobile generator for independent power supply—microwave facilities.

**WENR-TV**

TV Network Service: ABC.

Grantee (STA): American Broadcasting Co. Address: 20 N. Wacker Dr.

Studio and Transmitter: Civic Opera Bldg.

Telephone: Delaware 1900.

AM Affiliate: WENR. 50,000 watts, 890 kc (ABC). Shares time with WLS. FM Affiliate: WENR-FM. 25 kw, 94.7 mc (No. 234), 605 ft.

Began Commercial Operation: Sept. 17, 1948.

**Personnel:**

John H. Norton, Jr., *v.p. in charge of Central Div.*  
James L. Sturton, *general manager, Central Div.*  
Gill Berry, *sales manager, Central Div.*  
Roy McLaughlin, *manager, WENR-TV.*  
Harold Stokes, *program manager.*  
E. C. Horstman, *engineering director.*  
Gerald Vernon, *coordinator of television sales.*  
Jack Gibney, *executive producer.*  
Fred Killan, *director of television programming.*  
Carol Howard, *program coordinator.*  
Monte Fassnacht, *production director.*  
Furth Ullman, *art director.*  
Gregg Garrison, *staff director.*  
William Hallenbeck, *director of television remotes.*  
James Valentine, *television operations supervisor.*

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 25 kw. Aural power, 14 kw. Antenna height, 650 ft above average terrain; 670 ft above ground.

**RATE CARD NO. 2**

Sept. 17, 1948.

For specifications of rate card, see WJZ-TV, New York City. Details listed below are those portions of WENR-TV rate card that differ from those of WJZ-TV.

Studio Rehearsal Charges: The hourly rates for WENR-TV studio rehearsal time are as follows: Program—All Live, \$100 (If film is used in conjunction with a live program an additional flat charge of \$50 will be made for use of the film studio, regardless of the length of the rehearsal). Program—All Film, \$50 (If live voice over film is used, add 50% to "Program All Film" rates).

**RATES**

Class A—7:00 to 10:30 pm Monday through Friday and 12:00 Noon to 10:30 pm Saturday and Sunday.

		NUMBER OF TIMES PER YEAR						
Period		1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1 Hour		\$600.00	\$570.00	\$555.00	\$540.00	\$525.00	\$510.00	\$480.00
½ Hour		360.00	342.00	333.00	324.00	315.00	306.00	288.00
¼ Hour		240.00	228.00	222.00	216.00	210.00	204.00	192.00
10 Mins.		200.00	190.00	185.00	180.00	175.00	170.00	160.00
5 Mins.		160.00	152.00	148.00	144.00	140.00	136.00	128.00
1 Min. or less		90.00	85.50	83.25	81.00	78.75	76.50	72.00

(Continued on next page)



	31 to 60 Minute Programs	5 to 30 Minute Programs
Live Studio	\$200.00	\$100.00
Film Studio	125.00	62.50
Film Studio used in conjunction with live studio or mobile unit	62.50	31.25

#### REHEARSAL CHARGE

Rehearsal time in excess of the minimum studio requirement will be charged at the rate of \$50 for each 15 minutes or less in the live studio and \$31.25 for each 15 minutes or less in the film studio. When the film studio is used in conjunction with the live studio or mobile unit beyond the minimum rehearsal allowed under minimum studio charges, the additional charge will be 50% of the film studio rehearsal charge.

#### SECTION 3

##### ONE-MINUTE ANNOUNCEMENTS Live or Film

	Less than 13	13 to 25	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 to 259	260 or more
Class A	\$100.00	\$97.50	\$95.00	\$92.50	\$90.00	\$87.50	\$85.00	\$82.50	\$80.00
Class B	75.00	73.12	71.25	69.37	67.50	65.62	63.75	61.87	60.00
Class C	50.00	48.75	47.50	46.25	45.00	43.75	42.50	41.25	40.00

An additional charge will be quoted on request for announcements requiring special production, music, or sound effects.

#### SECTION 4

##### 20-SECOND STATION BREAKS Live or Film

	Less than 13	13 to 25	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 to 259	260 or more
Class A	\$100.00	\$97.50	\$95.00	\$92.50	\$90.00	\$87.50	\$85.00	\$82.50	\$80.00
Class B	75.00	73.12	71.25	69.37	67.50	65.62	63.75	61.87	60.00
Class C	50.00	48.75	47.50	46.25	45.00	43.75	42.50	41.25	40.00

An additional charge will be quoted on request for announcements requiring special production, music, or sound effects. Scheduled between established programs but not more frequently than four within each hour.

#### DISCOUNTS

**Discounts on Time Charges Only**—Applicable to Sections 1, 3 and 4. Program periods (Section 1), one-minute announcements (Section 3) and 20-second station break announcements (Section 4) establish their individual discount schedules and may not be combined to earn higher discounts. Program periods (Section 1) in different rate classifications (Classes A, B and C) may not be combined to earn higher discounts. For one-minute announcements (Section 3) and 20-second station break announcements (Section 4) classes A, B and C may be combined to earn higher discounts within their own rate sections. Discounts are based on total number used within each rate section during an established 12-month period.

Less than 13	none
13 to 25 times	2½%
26 to 38 times	5%
39 to 51 times	7½%
52 to 103 times	10%
104 to 155 times	12½%
156 to 207 times	15%
208 to 259 times	17½%
260 times or more	20%

Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

#### RATE PROTECTION

Maximum length of contract, 1 year. However, commitments made under this rate card will be honored for a period of not more than six months from the effective date of any rate increase provided there is no lapse in schedule.

Represented by: NBC Spot Sales.

## KENTUCKY

### LOUISVILLE

2,300 Sets; 188,000 Families

### WAVE-TV

Grantee (STA): WAVE Inc. Address: 334 E. Broadway.

Studio and Transmitter: 334 E. Broadway.

Telephone: Wabash 6543.

AM Affiliate: WAVE, 5,000 watts, 970 kc (NBC). FM Affiliate:

WRXW, 16.7 kw, 95.1 mc (No. 236), 510 ft antenna height.

Began Commercial Operation: Nov. 24, 1948.

#### Personnel:

Nathan Lord, general manager.  
George Patterson, program director.  
John Boyle, studio production manager.  
Ralph Jackson, commercial manager.  
Eugene Leake Jr., publicity and promotion director.  
Wilbur Hudson, chief engineer.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 16.6 kw. Aural power, 10 kw. Antenna height, 355 ft above average terrain; 402 ft above ground. Request 24.1 kw visual power, 12.7 kw aural power. Operating with interim power of 7 kw visual and antenna heights of 510 ft above average terrain; 570 ft above ground.

#### RATE CARD NO. 1

Sept. 1, 1948

#### TRANSMITTER CHARGES

Base transmitter charges effective Monday through Friday, 6:00 p.m. to closing, and Saturday and Sunday, 12 Noon to closing.

	Period	1 time	13 times	26 times	52 times	104 or more times
1 Hour	-----	\$200.00	\$190.00	\$180.00	\$170.00	\$160.00
40 Minutes	-----	160.00	152.00	144.00	136.00	128.00
30 Minutes	-----	120.00	114.00	108.00	102.00	96.00
20 Minutes	-----	100.00	95.00	90.00	85.00	80.00
15 Minutes	-----	80.00	76.00	72.00	68.00	64.00
10 Minutes	-----	70.00	66.50	63.00	59.50	56.00
5 Minutes	-----	50.00	47.50	45.00	42.50	40.00

#### (Announcements)

1 Min. or Less

Live	-----	37.50	35.63	33.75	31.88	30.00
Slide or Film	-----	30.00	28.50	27.00	25.50	24.00

(Completed slide or film furnished by advertiser.)

Base transmitter charges all other periods.

1 Hour	-----	\$150.00	\$142.50	\$135.00	\$127.50	\$120.00
40 Minutes	-----	120.00	114.00	108.00	102.00	96.00
30 Minutes	-----	90.00	85.50	81.00	76.50	72.00
20 Minutes	-----	75.00	71.25	67.50	63.75	60.00
15 Minutes	-----	60.00	57.00	54.00	51.00	48.00
10 Minutes	-----	52.50	49.88	47.25	44.63	42.00
5 Minutes	-----	37.50	35.63	33.75	31.88	30.00

#### (Announcements)

1 Min. or Less

Live	-----	28.15	26.74	25.33	23.92	22.52
Slide or Film	-----	22.50	21.37	20.25	19.13	18.00

(Completed slide or film furnished by advertiser.)

Discounts (Apply only to transmitter charges): Frequency discounts as figured above are as follows: 13 times, 5%; 26 times, 10%; 52 times, 15%; 104 or more times, 20%.

Bonus Discount: 10% of total transmitter charges will be allowed for 52 weeks consecutive broadcasting. Programs cannot be combined with announcements of one minute or less for the purpose of earning quantity discounts on transmitter charges, but each are separately entitled to above discounts.

#### PROGRAM FACILITIES CHARGE

	1 Hour	40 M.	30 M.	20 M.	15 M.	10 M.	5 M.
Live Studio	\$90.00	\$72.00	\$54.00	\$45.00	\$36.00	\$27.00	\$18.00
Film Studio	30.00	24.00	18.00	15.00	12.00	9.00	6.00

The Program Facilities Charges for Live Studio includes minimum rehearsal time of 30 minutes or in ratio of 2-1 for 15 minutes and longer transmitter time. Additional rehearsal time \$30 per half hour or part thereof. Rates for talent, artwork, and stage sets, copyrights, musical performance rights, telecasting rights and privileges as required quoted on request. The program facilities charges for film studio includes film projection facilities and rehearsal time in ratio of 2-1 transmitter time; \$15 per half hour or part thereof for additional rehearsal time.

Remote Pickup Rates: Sports and special events on request.

Miscellaneous: (a) Agency commission of 15% on transmitter charges to recognized advertising agencies. (b) No cash discount. Bills payable by 10th of following month. (c) Advertising of hard liquors not accepted. (d) Programs and advertising accepted subject to approval of station management. (e) Rates and conditions herein guaranteed for 120 days. (f) This rate card is for the convenient reference of advertisers and agencies, and does not constitute an offer on the part of the station.

Represented by: Free & Peters Inc.

Station Facilities: Main studio (36x55x21 ft), air-conditioned, two image orthicon cameras. Film facilities include film camera chain, slide projector, 35mm, 16mm film projector. Specially designed mobile unit equipped with relay transmitter.

## LOUISIANA

### NEW ORLEANS

1,500 Sets; 225,000 Families

### WDSU-TV

Grantee (STA): Stephens Broadcasting Co. Inc. Address: Monteleone Hotel.

Studio and Transmitter: Hibernia Bank Bldg.

Telephone: Raymond 7135.

AM Affiliate: WDSU, 5,000 watts, 1280 kc (ABC). FM Affiliate:

WDSU-FM(CP), 156 kw, 105.3 mc (No. 287), 390 ft antenna height.

Began Commercial Operation: Dec. 18, 1948.

#### Personnel:

Edgar B. Stern Jr., president.  
Fred Weber, v.p. and general manager.  
Stanley Holiday, program manager  
John Muller, director of field programs.  
Rose Wetzell, film director.  
Byron Dowty, production director.  
Paul Hozental, master control supervisor.  
Lindsay Riddle, station engineer.  
Carlos Dood, field supervisor.  
Charles Price, commercial manager.  
Walter Winnius, advertising manager.  
Ray Liuzza, publicity director.

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 30.8 kw. Aural power, 15.4 kw. Antenna height, 390 ft above average terrain; 424 ft above ground.

(Continued on next page)



**Station Facilities:** Main studio is 65x65x25-ft., capable of handling multi-set programs. Second studio is 20x30x10-ft. Announce studio is 14x12x10-ft., is equipped with monitor set. Film facilities include two 16mm projectors, two slide projectors for 3½x4-in. transparencies and one Balopticon for 5¼x7-in. material. Dual turntables are available in both studios and in master control, can reproduce both vertical and lateral transcriptions. Remote facilities include two camera chains and associated equipment. Clients audition room adjoins main studio. Special sound effects filters for all audio channels.

## WBAL-TV

TV Network Service: NBC

**Grantee (STA):** Hearst Radio Inc. Address: 2610 N. Charles St. Studio: 2610 N. Charles St. Transmitter: Violet & Cottage Aves. Telephone: Hopkins 3000.

**AM Affiliate:** WBAL. 50,000 watts, 1090 kc (NBC). Newspaper Affiliation: *Baltimore News-Post*.

**Began Commercial Operation:** March 11, 1948.

**Personnel:**

Harold C. Burke, *general manager*.  
Harold P. See, *director of television*.  
John J. Dickman, *program manager*.  
Kenneth L. Carter, *sales manager*.  
Dr. David E. Weglein, *public service counselor*.  
Dr. Allan Dash, *music and choral director*.  
George Jacobs, *video operations engineer*.  
Nick Campofreda, *sports director*.  
Mollie Martin, *director of women's programs*.

**Technical Facilities:** Channel No. 11 (198-204 mc). Visual power, 32.6 kw. Aural power, 17.2 kw. Antenna height, 525 ft above average terrain; 447 ft above ground.

**RATE CARD NO. 2—Aug. 1, 1948**

**LIVE STUDIO PROGRAMS**

Period	25 times or less	26 times 5%	52 times 10%	104 times 15%	208 or more 20%
1 Hour	\$350.00	\$332.50	\$315.00	\$297.50	\$280.00
½ Hour	185.00	175.75	166.50	157.25	148.00
20 Minutes	150.00	142.50	135.00	127.50	120.00
15 Minutes	125.00	118.75	112.50	106.25	100.00
10 Minutes	100.00	95.00	90.00	85.00	80.00
5 Minutes	65.00	61.75	58.50	55.25	52.00
1 Minute	55.00	52.25	49.50	46.75	44.00

**ALL FILM PROGRAMS**

1 Hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00
½ Hour	150.00	142.50	135.00	127.50	120.00
20 Minutes	125.00	118.75	112.50	106.25	100.00
15 Minutes	100.00	95.00	90.00	85.00	80.00
10 Minutes	85.00	80.75	76.50	72.25	68.00
5 Minutes	50.00	47.50	45.00	42.50	40.00
1 Minute	45.00	42.75	40.50	38.25	36.00
20 Sec. (film or slide)	45.00	42.75	40.50	38.25	36.00

**Announcements:** 20 second service announcement or one minute participating announcement on film or slide \$35. Live studio announcement \$50. Discounts: 26 times 5%, 52 times 10%, 104 times 15%, 208 or more times 20%.

**Field Pickups:** Charges quoted on request.

**Rehearsal Time:** Double the amount of broadcast time without extra charge. Additional rehearsal time: Studio \$60 per hour; film studio \$30 per hour.

**Represented by:** Edward Petry & Co. Inc.

**Station Facilities:** Studio (30x50 ft) with two image orthicon camera chains. Air Theatre (24x34 ft) accommodating audience of 160. Film facilities include two 16mm film projectors, two 35mm slide projectors for 2x2-in glass mounted transparencies. Mobile unit consists of two image orthicon cameras, microwave transmitter, etc. Recording facilities include 33½ and 78 r.p.m. equipment.

## WMAR-TV

TV Network Service: CBS.

**Grantee (STA):** A. S. Abell Co. Address: O'Sullivan Bldg.

Studios: O'Sullivan Bldg. and Sun Bldg. Transmitter: O'Sullivan Bldg.

Telephone: Lexington 7700.

**AM Affiliate:** WMAR (CP). 1,000 watts. 850 kc. FM Affiliate: WMAR-FM. 20 kw, 97.9 mc (No. 250), 390 ft antenna height. Newspaper Affiliation: *Baltimore Sunpapers*.

**Began Commercial Operation:** Oct. 30, 1947.

**Personnel:**

Paul Patterson, *president*.  
E. K. Jett, *v.p. and director, radio division*.  
Ernest A. Lang, *commercial manager*.  
Robert Cochran, *program director*.  
C. G. Nopper, *chief engineer*.  
P. S. Heisler, *chief, film department*.

**Technical Facilities:** Channel No. 2 (54-60 mc). Visual power, 17.1 kw. Aural power, 10 kw. Antenna height, 397.4 ft above average terrain; 591 ft above ground.

**RATE CARD NO. 2**

Sept. 1, 1948

Basic Rate applies to all film programs, includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials; also applies to programs and announcements relayed from other stations or by a network. It does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. (See Studio Rates below). It does not cover remotes. (Costs quoted on request).

Period	1 time	26 times	52 times	104 times	208 times or more
1 Hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00
½ Hour	150.00	142.50	135.00	127.50	120.00
20 Minutes	125.00	118.75	112.50	106.25	100.00
15 Minutes	100.00	95.00	90.00	85.00	80.00
10 Minutes	85.00	80.75	76.50	72.25	68.00
5 Minutes	50.00	47.50	45.00	42.50	40.00
Announcements (1 Min. or less)	45.00	42.75	40.50	38.25	36.00

**STUDIO RATE**

Studio Rate applies to all live-talent studio productions, includes facilities covered by the basic rate plus full use of studio and camera facilities, and the necessary technical staff. Also includes rehearsal time\* as below. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

Period	1 time	26 times	52 times	104 times	208 times or more
1 Hour	\$350.00	\$332.50	\$315.00	\$297.50	\$280.00
½ Hour	185.00	175.75	166.50	157.25	148.00
20 Minutes	150.00	142.50	135.00	127.50	120.00
15 Minutes	125.00	118.75	112.50	106.25	100.00
10 Minutes	100.00	95.00	90.00	85.00	80.00
5 Minutes	65.00	61.75	58.50	55.25	52.00
Announcements (1 Min. or less)	55.00	52.25	49.50	46.75	44.00

Announcements and programs cannot be combined to earn lower rate.

\*Studio Rehearsal Time—Twice the amount of air time without extra charge. Additional studio rehearsal time \$60.00 per hour.

**Conditions:** All of the above rates are subject to 15% Agency Commission. No cash discount. Bills rendered monthly; due and payable on the 20th of the month following telecast. WMAR-TV reserves the right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rates, provided there is no interruption. One year contracts, however, will be accepted only for the purpose of earning frequency discounts. Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. Schedules must start within 30 days of contract date. Closing time on all scripts, film, slides and other program material or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. All program content and commercial copy is subject to approval of station management. Station reserves the right to refuse any program for reasons satisfactory to itself.

**Represented by:** Katz Agency, Inc.

**Station Facilities:** (a) Studios—One main, and one small auxiliary studio, with two studio-type image orthicon cameras. Field cameras also available. Main studio can be arranged to accommodate audience of 50. (b) Film Facilities—Includes two 16mm projectors, two film camera chains, one Balopticon projector, two Kodak slide projectors, one 35mm strip film projector, one Hous-ton processor, one film printer, seven type 70 DE cameras, one Auricon 16mm sound camera, two 16mm Zoomar lenses, one station wagon, platform, portable lights, dollies, etc. (c) Viewing Room—Available without charge for the convenience of advertisers and agency representatives who may wish to preview film programs and commercial film and slides before telecasting. (d) Mobile Units—One unit equipped with three camera chains. Another unit with two chains. Three 7,000 mc microwave relay transmitters. One Zoomar lens for television camera, and other essential apparatus.

## MASSACHUSETTS

### BOSTON

32,900 Sets; 1,175,000 Families

### WBZ-TV

TV Network Service: NBC.

**Grantee (STA):** Westinghouse Radio Stations Inc. Address: 1170 Soldiers Field Rd.

Studio and Transmitter: 1170 Soldiers Field Rd.

Telephone: Algonquin 4-5670.

**AM Affiliate:** WBZ. 50,000 watts, 1030 kc. (NBC). FM Affiliate: WBZ-FM. 20 kw, 92.9 mc (No. 225), 495 ft antenna height.

**Began Commercial Operation:** June 9, 1948.

**Personnel:**

Walter Evans, *president* (Baltimore).  
J. B. Conley, *general manager* (Philadelphia).  
W. C. Swartley, *station manager*.  
W. H. Hauser, *chief engineer*.  
Sidney V. Stadig, *technical supervisor*.  
C. Herbert Masse, *sales manager*.  
Lynn Morrow, *asst. sales manager*.  
Dallas Wyant, *promotion supervisor*.  
W. Gordon Swan, *program manager*.  
Lucian Self, *program supervisor*.  
Wendell A. Davis, *publicity manager*.  
Horace A. Rolfs, *traffic manager*.  
Iran Berlow, Ralph Giffen, *production*.  
Norah Adamson, *film librarian*.

(Continued on next page)

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 14.3 kw. Aural power, 7.13 kw. Antenna height, 547 ft above average terrain; 656 ft above ground. Requests modification of CP for 15.61 kw visual, 7.07 kw aural, 536 ft above average terrain; 649 ft above ground.

**RATE CARD NO. 2T**  
Dec. 1, 1948

1. Live Studio Broadcasts
 

60 Minutes	\$350.00
30 Minutes	210.00
20 Minutes	175.00
15 Minutes	140.00
10 Minutes	120.00
5 Minutes	85.00
2. All-Film Broadcasts
 

60 Minutes	\$250.00
30 Minutes	150.00
20 Minutes	125.00
15 Minutes	100.00
10 Minutes	85.00
5 Minutes	60.00
3. Announcements
 

1 Minute (Film or Slide)	\$50.00
20 Seconds (Film or Slide)	50.00

Quotations for live one-minute announcements will be supplied on request.
4. Rehearsal Charges: Live studio facilities, \$25 per ½ hour or any part thereof. Film facilities, \$15 per ½ hour or any part thereof.
5. Miscellaneous: (a) Charges in Section 1 include transmitter and studio facilities during the broadcast. Charges in Sections 2 and 3 include the transmitter and film projection facilities during the broadcast. (b) Charges under Sections 1, 2 and 3 do not include talent (other than a regularly scheduled announcer for audio only), news service, script writing, art work, film, film editing, music, sound effects, production, etc., quotations for which will be supplied on request. (c) Quotations for remote pick-ups will be furnished upon request.
6. Contract Requirements: (a) Maximum length of contract is one year. (b) Commitments made prior to the effective date of this card and renewals thereof will be completed at rates called for by such commitments up to and including May 31, 1949. Advertisers, however, may elect to substitute new contracts effective Dec. 1, 1948, or at any time thereafter at rates on this card for the unexpired portion of such commitments.
7. Discounts: Discounts subject to the following conditions, are applicable to the gross charges listed in Section 1 (Live Studio Broadcasts), Section 2 (All Film Broadcasts), and Section 3 (Announcements). Program periods (Sections 1 and 2) and announcements (Section 3) establish their individual discount schedules and may not be combined to earn higher discounts. Discounts are based on the total number used during an established 12-month period. 25 times per year or less, no discount; 26 times per year, 7½%; 29 times per year, 10%; 52 times per year, 12½%; 104 times per year, 15%; 156 times per year, 17½%; 260 times per year, or more, 20%. Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues. The rate of discount to which an advertiser would otherwise be entitled will not be affected if he is required by the station to relinquish the time or times specified in his contract and the broadcast and/or broadcasts are interrupted or cancelled for this reason.
8. Agency Commission: Commission of 15% on net charges under Sections 1, 2 and 3 will be allowed to recognized advertising agencies.
9. Length of Commercial Copy:
 

Length of Program (Minutes)	News Programs* Day & Night		All Other Programs	
	Before 6 pm	After 6 pm	Before 6 pm	After 6 pm
5	1:00	1:15	1:00	1:00
10	1:45	2:10	2:00	2:00
15	2:15	3:00	2:30	2:30
20	—	3:30	2:40	2:40
25	—	4:00	2:50	2:50
30	—	4:15	3:00	3:00
40	—	5:00	3:45	3:45
45	—	5:45	4:30	4:30
60	—	7:00	6:00	6:00

\*Placement and type of commercial subject to company approval. Represented by: NBC Spot Sales.

Station Facilities: General purpose studio (40x45 ft), with mezzanine operations room, auditorium-type studio (seating 175) with stage (34x28 ft), studio (40x45 ft) adaptable to television. Cameras include three image orthicons for studio use. One mobile unit is equipped with two image orthicon cameras and microwave relay facilities. Film facilities include two 35mm, two 16mm projectors and one slide projector. News services are AP, INS news tape. Transcription services are Associated and Thesaurus. Recording equipment consists of two turntables, one portable recorder and one film recorder.

**WNAC-TV**

TV Network Service: ABC, CBS, DuMont.

Grantee (STA): Yankee Network Inc. Address: 21 Brookline Ave. Studio: 21 Brookline Ave. Transmitter: Rear of Malden Hospital, on Medford-Malden line. Telephone: Commonwealth 6-0800. Began operation: June 21, 1948. AM Affiliate: WNAC. 5,000 watts, 1260 kc (MBS). FM Affiliate: WNAC-FM. 19.5 kw, 98.5 mc (No. 253), 510 ft antenna height.

Personnel:  
William F. O'Neil, president.  
H. Linus Travers, executive v.p. and general manager.  
Thomas O'Neil, v.p.  
George Steffy, v.p. in charge of television.  
David Shurtleff, director of promotion and publicity.  
Irving B. Robinson, technical director.  
Harry Whittemore, chief engineer.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 26.6 kw. Aural power, 13.3 kw. Antenna height, 501 ft above average terrain; 437 ft above ground.

**RATE CARD NO. 1**  
Sept. 1, 1948

**GENERAL INFORMATION**

1. Frequency, etc.: [See above].
2. Network Affiliations: WNAC-TV has interim affiliations with American Broadcasting Company, Columbia Broadcasting System, DuMont
3. Special Features: WNAC-TV has exclusive rights of fights, wrestling, high school football, pro football. Rates submitted on request.
4. Transcriptions: Equipped to handle 33½ and 78 rpm vertical and lateral transcriptions. Phonograph records and transcriptions acceptable.
5. Technical Equipment: For outside telecasts—Mobile Unit, 3 image orthicon camera chains. For studio shows—3 image orthicon camera chains. For films and slides—2 simplex 35mm, 2 Bell & Howell 16mm, 1 slide projector 3¼x4-in., 1 slide projector 2x2-in., 2 camera chains. For silent movie production—16mm only, Bell & Howell camera with complete lens complement. For still pictures—Facilities quoted on request. For sound movie production—Facilities quoted on request. For film processing—Facilities quoted on request. For cutting and editing—Complete 16mm and 35mm equipment.
6. Remote Control: Charges for remote control telecasts furnished on request.
7. Foreign Languages: Not available.
8. Political Telecasts: Programs of five minutes or more only. Sale of political time subject to conditions as outlined on WNAC-TV Standard Agreement Form for Political Telecasting contract. Contract furnished on request.

**GENERAL RATES**

1. Programs:
 

Class A—(6 p.m. to 11 p.m.)	
1 Hour	\$300.00
40 Minutes	240.00
½ Hour	180.00
20 Minutes	150.00
¼ Hour	120.00
10 Minutes	90.00
5 Minutes	60.00
Class B—(Before 6 p.m. - after 11 p.m.)	
1 Hour	\$225.00
40 Minutes	180.00
½ Hour	135.00
20 Minutes	112.50
¼ Hour	90.00
10 Minutes	67.50
5 Minutes	45.00

For film programs, above charges include facilities and normal rehearsal time. For live programs, additional talent, production and technical charges quoted on request.

2. Announcements:
 

Class A—(6 p.m. to 11 p.m.)	
One minute or less	\$45.00
Class B—(Before 6 p.m. - after 11 p.m.)	
One minute or less	\$33.75

For announcements not requiring use of studio camera, above charges include facilities, normal rehearsal time and services of one announcer. For live announcements requiring use of studio camera, additional production and technical charges quoted on request.

1. Commissions and Discounts: (a) 15% commission paid to recognized advertising agencies on station time only. Time and talent-production are billed as separate items on station invoice. (b) No cash discount. (c) Bills rendered monthly. Due when rendered.
2. Contract Requirements: (a) No contract to exceed one year's duration. (b) All program material and commercial content is subject to approval of station management. (c) All contracts subject to the conditions of the WNAC-TV published contract form. (d) All rates guaranteed only for number of weeks contracted for (not to exceed 52 weeks). (e) All commercial copy, either script or film, must be received at station at least 72 hours before telecast time.
3. Discounts from Time Costs: When 52 consecutive weeks of advertising are completed a bonus discount of 20% will be allowed on the lowest weekly billing. Programs and announcements cannot be combined for purpose of bonus discount.
4. Represented by: Edward Petry & Co. Inc.



# MICHIGAN

## DETROIT

22,000 Sets; 839,000 Families

### WJBK-TV

TV Network Service: CBS.

Grantee (STA): Fort Industry Co. Address: 500 New Center Bldg. Studio: 500 Temple Ave. Transmitter: Lyndon & Cloverdale.

AM Affiliate: WJBK. 250 watts, 1490 kc. FM Affiliate: WJBK-FM. 30 kw, 93.1 mc (No. 226), 440 ft antenna height.

Began Commercial Operation: Oct. 24, 1948.

#### Personnel:

George B. Storer, *president*.  
Lee B. Wallis, *v.p. in charge of operations*.  
Richard E. Jones, *general manager*.  
Ralph G. Elvin, *managing director*, WJBK-TV.  
Paul O. Frincke, *chief engineer*.

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 14.26 kw. Aural power, 7.51 kw. Antenna height, 500 ft above average terrain; 488 ft above ground. Operating with interim power of 8.2 kw visual, 4.2 kw aural. Requests 16.5 kw visual power, 8.3 kw aural power.

#### RATE CARD NO. 1

Oct. 1, 1948

##### BASIC RATE

Includes transmitter and film projection facilities, services of staff announcer and recorded music as background for film commercials. Also applies to programs and announcements relayed from other stations or by a network. Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. (See Studio Rates below). Does not cover remotes. (Costs quoted on request.)

	1	13	26	52	104	156	260
Time	Times	Times	Times	Times	Times	Times	Times
	(5%)	(10%)	(15%)	(20%)	(25%)	(30%)	
1 Hour	\$350.00	\$332.50	\$315.00	\$297.50	\$280.00	\$262.50	\$245.00
½ Hour	210.00	199.50	189.00	178.50	168.00	157.50	147.00
20 Minutes	175.00	166.25	157.50	148.75	140.00	131.25	122.50
¼ Hour	140.00	133.00	126.00	119.00	112.00	105.00	98.00
10 Minutes	105.00	99.75	94.50	89.25	84.00	78.75	73.50
5 Minutes	70.00	66.50	63.00	59.50	56.00	52.50	49.00

#### Announcements

(1 Min. or less) 50.00 47.50 45.00 42.50 40.00 37.50 35.00

Announcements and programs cannot be combined to earn lower rate.

##### STUDIO RATE

Applies to all live-talent studio productions. Includes facilities covered by the basic rate plus full use of studio and camera facilities, and the necessary technical staff. Also includes camera rehearsal time\* as shown below. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

	1	13	26	52	104	156	260
Time	Times	Times	Times	Times	Times	Times	Times
	(5%)	(10%)	(15%)	(20%)	(25%)	(30%)	
1 Hour	\$420.00	\$399.00	\$378.00	\$357.00	\$336.00	\$315.00	\$294.00
½ Hour	252.00	239.40	226.80	214.20	201.60	189.00	176.40
20 Minutes	210.00	199.50	189.00	178.50	168.00	157.50	147.00
¼ Hour	168.00	159.60	151.20	142.80	134.40	126.00	117.60
10 Minutes	126.00	119.70	113.40	107.10	100.80	94.50	88.20
5 Minutes	84.00	79.80	75.60	71.40	67.20	63.00	58.80

#### Announcements

(1 Min. or less) 60.00 57.00 54.00 51.00 48.00 45.00 42.00

Announcements and programs cannot be combined to earn lower rate.

\*Rehearsal Time: Camera rehearsal time in ratio of 2-1 included in above costs. \$25 per hour for time in excess of 2-1 ratio, but less than 4-1. \$75 per hour for time in excess of 4-1 ratio.

Special Features and Remotes: Special Features and Remotes, when offered for sponsorship, will be quoted on a fully-commissionable all-inclusive basis.

Conditions: All rates subject to 15% Agency Commission. No cash discount. Bills rendered monthly; due and payable on the 10th of the month following telecast. One year contracts will be accepted for the purpose of earning frequency discounts, but above rates are guaranteed only for 6 months from date of first telecast. Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. Schedules must start within 30 days of contract date. Closing time on all programs or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. All program content and commercial copy is subject to approval of station management. WJBK-TV reserves the right to refuse any program for reasons satisfactory to itself.

Represented by: The Katz Agency.

## WWJ-TV

TV Network Service: NBC.

Grantee (STA): Evening News Assn. Address: 630 W. Lafayette Blvd.

Studio: 630 W. Lafayette Blvd. Transmitter: Penobscot Bldg.

Telephone: Randolph 2000.

AM Affiliate: WWJ. 5,000 watts, 950 kc (NBC). FM Affiliate: WWJ-FM. 10.5 kw. 97.1 mc (No. 246), 663 ft antenna height. Newspaper Affiliation: *Detroit News*.

Began Commercial Operation: June 3, 1947.

#### Personnel:

William J. Scripps, *director of radio and television*.  
Harry Bannister, *general manager*.  
Harry Betteridge, *general sales manager*.  
W. E. Walbridge, *television sales manager*.  
Mel Wissman, *general program manager*.  
Keith McKenney, *program supervisor*.  
James Eberle, *special events director*.  
E. J. Love, *general engineering manager*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 17.1 kw. Aural power, 17.7 kw. Antenna height, 588 ft above average terrain; 616 ft above ground.

#### RATE CARD NO. 4

Sept. 1, 1948

##### AIR TIME RATE CARD (Live or Film)

Period	1	13	26	52	100	200	260
	Time	Times	Times	Times	Times	Times	Times
	5%	10%	12½%	15%	20%	25%	25%
	Disc.	Disc.	Disc.	Disc.	Disc.	Disc.	Disc.
Class A—Daily: 6:00 p.m. to 11:00 p.m.							
1 hour	\$420.00	\$399.00	\$368.00	\$367.50	\$357.00	\$336.00	\$315.00
½ hour	252.00	239.40	226.80	220.50	214.20	201.60	189.50
20 minutes	210.00	199.50	189.00	183.75	178.50	169.00	157.50
15 minutes	168.00	159.60	151.20	147.00	142.80	134.40	126.00
10 minutes	126.00	119.70	113.40	110.25	107.10	100.80	94.50
5 minutes	84.00	79.80	75.60	73.50	71.40	67.20	63.00
Announcements							
1 minute							
or less	60.00	57.00	54.00	52.50	51.00	48.00	45.00
Class B—Daily: 9:00 a.m. to 6:00 p.m.							
1 hour	\$350.00	\$332.50	\$315.00	\$306.25	\$297.50	\$280.00	\$262.50
½ hour	210.00	199.50	189.00	183.75	178.50	168.00	157.50
20 minutes	175.00	166.25	157.50	153.15	148.75	140.00	131.25
15 minutes	140.00	133.00	126.00	122.52	119.00	112.00	105.00
10 minutes	105.00	99.75	94.50	91.89	89.25	84.00	78.75
5 minutes	70.00	66.50	63.00	61.26	59.50	56.00	52.50
Announcements							
1 minute							
or less	50.00	47.50	45.00	43.75	42.50	40.00	37.50

Listed rates are for air time, including the use of studio, film, or remote facilities. Any additional charges for production, rehearsal, material, or field pick-up, will be based upon actual costs.

Film, art work, music, and dramatic talent available on request.

Program material and advertising copy are subject to approval according to the standards of station policy. WWJ-TV reserves the right to edit, refuse, or cancel any of the above.

Closing time on all programs or announcements is 72 hours prior to the scheduled time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligation to adhere to the schedule.

Represented by: George P. Hollingbery Co.

Station Facilities: Two studios (both approximately 30x40-ft) with three cameras in one, two in the other. News services include AP News and wirephotos, UP News, NBC Newsreel, TeleneWS-INS-IMP Newsreel, local newsreels shot by station cameramen. Transcription services include Standard and Lang-Worth. WWJ facilities used for recording. Film facilities consist of two 16mm projectors and one film slide projector. One complete remote crew.

## WXYZ-TV

TV Network Service: ABC.

Grantee (STA): American Broadcasting Co. Inc. Address: 1700 Stroh Bldg.

Studio and Transmitter: Maccabees Bldg.

Telephone: Cherry 8321.

AM Affiliate: WXYZ. 5,000 watts, 1270 kc (ABC). FM Affiliate: WXYZ-FM. 23 kw, 100.1 mc (No. 266), 485 ft antenna height.

Begins Commercial Operation: Oct. 9, 1948.

#### Personnel:

James G. Riddell, *general manager*.  
John Pival, *manager of television programming*.  
Lawrence Pike, *producer*.  
Theodore Johnson, *special events director*.  
Donald Hallman, *remote director*.  
Peter Strand, *Dave Greene, studio directors*.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 27.9 kw. Aural power, 13.9 kw. Antenna height, 485 ft above average terrain; 480 ft above ground.

#### RATE CARD NO. 2

Oct. 9, 1948

For specifications of rate card, see WJZ-TV, New York City. Details listed below are those portions of WXYZ-TV rate card that differ from those of WJZ-TV.

(Continued on next page)

**DETROIT: WXYZ-TV (Continued)**

Studio Rehearsal Charges: The hourly rates for WXYZ-TV studio rehearsal time are as follows: Program—All Live, \$100 (If film is used in conjunction with a live program an additional flat charge of \$50 will be made for use of the film studio, regardless of the length of the rehearsal). Program—All Film, \$50 (If live voice over film is used, add 50% to "Program All Film" rates).

**RATES**

Class A—7:00-10:30 p.m. Monday through Friday and 12:00 Noon to 10:30 p.m. Saturday and Sunday.

**NUMBER OF TIMES PER YEAR**

Period	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1 Hour	\$420.00	\$399.00	\$388.50	\$378.00	\$367.50	\$357.00	\$336.00
1/2 Hour	252.00	239.40	233.10	226.80	220.50	214.20	201.60
1/4 Hour	168.00	159.60	155.40	151.20	147.00	142.80	134.40
10 Minutes	140.00	133.00	129.50	126.00	122.50	119.00	112.00
5 Minutes	112.00	106.40	103.60	100.80	98.00	95.20	89.60
1 Min. or Less	84.00	79.80	77.70	75.60	73.50	71.40	67.20

Class B—5:00 to 7:00 p.m. Monday through Friday and 10:30 to 11:00 p.m. Daily.

1 Hour	\$315.00	\$299.25	\$291.35	\$283.50	\$275.65	\$267.75	\$252.00
1/2 Hour	189.00	179.55	174.85	170.10	165.35	160.65	151.20
1/4 Hour	126.00	119.70	116.55	113.40	110.25	107.10	100.80
10 Minutes	105.00	99.75	97.10	94.50	91.85	89.25	84.00
5 Minutes	84.00	79.80	77.70	75.60	73.50	71.40	67.20
1 Min. or Less	63.00	59.85	58.25	56.70	55.15	53.55	50.40

Class C—All other times, day and night.

1 Hour	\$252.00	\$239.40	\$233.10	\$226.80	\$220.50	\$214.20	\$201.60
1/2 Hour	151.20	143.65	139.85	136.10	132.30	128.50	120.95
1/4 Hour	100.80	95.75	93.25	90.70	88.20	85.70	80.65
10 Minutes	84.00	79.80	77.70	75.60	73.50	71.40	67.20
5 Minutes	67.20	63.85	62.15	60.50	58.80	57.10	53.75
1 Min. or Less	50.40	47.90	46.60	45.35	44.10	42.85	40.30

**PARTICIPATIONS**

Following rates are for participations on five minute segment basis with minimum of one minute live commercial. Include time, talent, rehearsal and all other charges. No more than five participating sponsors permitted per show. Rates are based on the number used within a 12 month period—fully commissionable. Independent AM or TV announcements—not programs—may be combined with any five minute participation segment to determine the frequency rate for each.

"Charm Kitchen"—4:30-5:00 p.m., Monday and Wednesday. Individual participation.

"Lady of Charm"—4:30-5:00 p.m., Tuesday. Individual participation.

1-12	13-25	26-51	52-103	104-259	260-399	400 or more
112.20	108.85	107.15	105.50	103.80	102.10	98.75

Represented by: ABC Spot Sales.

Station Facilities: One studio (33x39-ft) with three cameras. Film facilities include two 16mm and two 35mm film projectors, two slide projectors. Remote facilities include one set of field equipment with two cameras.

**MINNESOTA**

**MINNEAPOLIS - ST. PAUL**

8,300 Sets; 333,000 Families

**KSTP-TV**

Grantee (STA): KSTP Inc. Address: 3415 University Ave. Studio and Transmitter: 3415 University Ave. Telephone: Prior 2717.

AM Affiliate: KSTP. 50,000 watts, 1500 kc (NBC). FM Affiliate: KSTP-FM. 57 kw, 102.1 mc (No. 271), 560 ft antenna height.

Began Commercial Operation: March 23, 1948.

**Personnel:**

- Stanley Hubbard, *president and general manager.*
- Kenneth M. Hance, *v.p.*
- Miller C. Robertson, *general sales manager.*
- Joseph C. Cook, *sales promotion manager.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 24.7 kw. Aural power, 17.3 kw. Antenna height, 560 ft above average terrain, 569 ft above ground. Population covered: 1,700,000.

**RATE CARD NO. 1**  
April 27, 1948

**TRANSMITTER CHARGES**

1 Hr.	40 M.	30 M.	20 M.	15 M.	10 M.	5 M.	*1 M.	**20 S.
Class A—6:00 P.M. to 10:00 P.M., Monday through Friday; 1:00 P.M. to 10:00 P.M., Saturday and Sunday.								
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$45.00	\$30.00
Class B—5:00 P.M. to 6:00 P.M., Monday through Friday; 10:00 to 10:30 P.M., Sunday through Saturday.								
\$150.00	\$120.00	\$90.00	\$75.00	\$60.00	\$52.50	\$37.50	\$33.75	\$22.50
Class C—All other times.								
\$100.00	\$80.00	\$60.00	\$50.00	\$40.00	\$35.00	\$25.00	\$22.50	\$15.00

\* Live and/or slide, film or card. \*\* Slide, film or card.

Bonus discount for 52 weeks continuous telecasting, 10% of the lowest net billing for any one week, multiplied by 52.

Remote Pickups: Rates on request, based on program conditions. Program Production Charges: Production, talent, sets and props rates on request. Represented by: Edward Petry & Co. Inc.

Station Facilities: Two studios (19x24 ft and 27x60 ft). Three studio orthicon cameras. Film facilities include one 16mm film projector, two 35mm slide projectors, one 16mm sound on film camera, one 16mm silent camera. Mobile equipment consists of two small units and one large unit, with three field orthicon cameras and one field iconoscope, two microwave relay links. News services are Associated Press and United Press.

**MISSOURI**

**ST. LOUIS**

14,000 Sets; 474,000 Families

**KSD-TV**

TV Network Service: ABC and NBC.

Grantee (STA): Pultzer Publishing Co. Address: 1111 Olive St. Studio: 1111 Olive St. Transmitter: Post-Dispatch Annex. Telephone: Main 1111.

AM Affiliate: KSD. 5,000 watts, 550 kc (NBC). FM Affiliate: KSD-FM. 36 kw, 96.1 mc (No. 241), 520 ft antenna height. Newspaper Affiliation: *St. Louis Post-Dispatch.*

Began Commercial Operation: Feb. 8, 1947.

**Personnel:**

- George M. Burbach, *general manager.*
- Guy E. Yeldell, *sales manager.*
- Harold Grams, *program director.*
- David Pasternak, *promotion director.*
- Ed Risk, *chief engineer.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 18.15 kw. Aural power, 18.7 kw. Antenna height, 524 ft above average terrain; 546 ft above ground. Operating with authorized power of 20.138 kw visual and 9.8 kw aural.

**RATE CARD NO. 3**  
Jan. 1, 1949

**TIME CHARGES**

**LIVE TALENT PROGRAMS AND ANNOUNCEMENTS**

Period	A Time	B Time
60 Minutes (Maximum 2 Hours Rehearsal Time)	\$300.00	\$180.00
40 Minutes (Maximum 1 1/2 Hours Rehearsal Time)	240.00	144.00
30 Minutes (Maximum 1 Hour Rehearsal Time)	180.00	108.00
20 Minutes (Maximum 1/2 Hour Rehearsal Time)	150.00	90.00
15 Minutes (Maximum 1/2 Hour Rehearsal Time)	120.00	72.00
10 Minutes (Maximum 1/2 Hour Rehearsal Time)	100.00	60.00
5 Minutes (Maximum 1/2 Hour Rehearsal Time)	80.00	48.00
1 Minute (Maximum 1/4 Hour Rehearsal Time)	50.00	30.00

**FILM PROGRAMS AND SPOT ANNOUNCEMENTS**

Same as above rates less 20% discount.

Note: Class A Time—1:00 P.M. to 11:00 P.M. Saturdays and Sundays, 6:00 P.M. to 11:00 P.M. Mondays through Fridays. Class B Time—All hours other than Class A Time.

Frequency Discounts (Applicable to Above Listed Rates Only): 13 times, 5%; 26 times, 10%; 52 times, 15%; 100 times, 20%; 200 times, 25%.

Extra Rehearsal Time: \$50 for each hour up to five hours; \$150 for each hour in excess of five hours.

The rates quoted are for the facilities of the station only; musical, dramatic and other talent charges are in addition to the time rates.

The cost of installing and leasing special telephone or telegraph or other transmitting equipment, and the furnishing, installation and operation of necessary equipment for remote control shall be borne by the advertiser.

Represented by: Free & Peters Inc.

Station Facilities: Studio (25x40x21) includes four image orthicons. Film facilities consist of one 16mm projector. Mobile unit is standard equipment. News services are AP, INS, Teleneus, Telefilm. Transcription services are World and NBC Thesaurus. Recording facilities are standard equipment.

**NEW JERSEY**

**NEWARK**

TV Sets and Families: See New York City

**WATV**

Grantee (STA): Bremer Broadcasting Corp. Address: Television Center.

Studio: Television Center. Transmitter: West Orange, N. J. Telephone: Mitchell 2-6400.

AM Affiliate: WAAT. 1,000 watts, 970 kc. Holds CP for 5,000 watts (1,000-night). FM Affiliate: WAAT-FM. 13.5 kw, 94.7 mc (No. 234), 540 ft antenna height.

Began Commercial Operation: May 15, 1948.

**Personnel:**

Irving R. Rosenhaus, *president and general manager.*  
 Frank V. Bremer, *v.p., engineering.*  
 Edmund S. Lennon, *v.p., sales.*  
 George Green, *program director.*

**Technical Facilities:** Channel No. 13 (210-216 mc). Visual power, 30.5 kw. Aural power, 15.3 kw. Antenna height, 595 ft above average terrain; 200 ft above ground.

**RATE CARD NO 1b**

Nov. 1, 1948

Per Week	Hour	40 Min.	1/2 Hour	20 Min.	1/4 Hour	10 Min.	5 Min.
<b>Class A—7:00 to 11:00 P.M.</b>							
1	\$ 450.00	\$ 375.00	\$ 300.00	\$ 250.00	\$ 200.00	\$160.00	\$120.00
3	1282.50	1068.75	855.00	712.50	570.00	456.00	342.00
5	2025.00	1687.50	1350.00	1125.00	900.00	720.00	540.00

**Class B—3:00 to 7:00 P.M.**

1	\$ 360.00	\$ 312.50	\$ 250.00	\$ 212.50	\$170.00	\$136.00	\$102.00
3	1026.00	890.00	712.00	605.63	484.50	387.60	290.70
5	1620.00	1406.25	1125.00	956.25	765.00	612.00	459.00

**Weekly Discounts on Time:** 26 consecutive weeks, 5%; 52 consecutive weeks, 10%.

**Announcements:** Class A—7:00 to 11:00 P.M.—One minute, \$100; twenty seconds, \$80. Class B—3:00 to 7:00 P.M.—One minute, \$85; twenty seconds, \$70.

**Frequency Discounts on Announcements:** 100-250 times, 5%; 251-500 times, 10%; 501 or more times, 15%.

**Rehearsal—Live Studio:** \$50 first hour, \$25 each additional hour or fraction thereof.

**Rehearsal—Film Studio:** \$25 per hour or fraction thereof.

**Remote Pickups:** Rates furnished upon request.

**Program Production Fees:** A—Charges furnished upon request. Creative staff available, both for live programs, film and film commercials. B—Settings as required, based on cost of construction, painting, rental and transportation. Fully staffed department available.

Represented by: Weed & Co.

**Station Facilities:** Studio includes four cameras, transcription turntables, tilting apparatus, and complete lighting equipment. Projectors are available for 16mm silent or sound motion pictures as well as for transparent slides. Reproduction facilities consist of 33 1/2 or 78 r.p.m. equipment for lateral recordings, and instantaneous recording equipment. News service is Associated Press. Library services include World and Associated. Personnel and equipment are available for filming special events, film sequences and film commercials. Mobile units are equipped with image orthicons with turret lenses, portable transmitters for picture and sound.

**NEW MEXICO**

**ALBUQUERQUE**

200 Sets; 22,000 Families

**KOB-TV**

**Grantee (STA):** Albuquerque Broadcasting Co. Address: Box 1319.

**Studio:** 234 S. Fifth St. **Transmitter:** 905 S. Buena Vista Ave.

**Telephone:** 4411.

**AM Affiliate:** KOB. 50,000 watts (25,000-N), 770 kc (NBC). News-paper Affiliate: *Albuquerque Journal.*

**Began Commercial Operation:** Nov. 29, 1948.

**Personnel:**

T. M. Pepperday, *president.*  
 Rolf S. Nielsen, *station manager.*  
 George S. Johnson, *chief engineer.*

**Technical Facilities:** Channel No. 4 (66-72 mc). Visual power, 4.5 kw. Aural power, 4.5 kw. Antenna height, 48 ft above average terrain; 118 ft above ground.

**RATE CARD NO. 1**

Nov. 15, 1948

Basic Rate includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. Does not cover remotes (costs quoted on request).

Period	1 Time	5%	10%	15%	20%	25%	30%
1 Hour	\$150.00	\$142.50	\$135.00	\$127.50	\$120.00	\$112.50	\$105.00
1/2 Hour	90.00	85.50	81.00	76.50	72.00	67.50	63.00
20 Minutes	75.00	71.25	67.50	63.75	60.00	56.25	52.50
1/4 Hour	60.00	57.00	54.00	51.00	48.00	45.00	42.00
10 Minutes	45.00	42.75	40.50	38.25	36.00	33.75	31.50
5 Minutes	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1 Min. or less	12.00	11.40	10.80	10.20	9.60	9.00	8.40

(Announcements and programs cannot be combined to earn lower rates.)

**Studio Rates:** Quoted on request (this applies to all live talent studio production as well as rehearsal time).

**Conditions:** (a) All bills rendered monthly, due and payable on the tenth of the month following telecast. One year contracts will be accepted for the purpose of earning frequency discounts. (Above rates are guaranteed only for 6 months from date of first telecast.) (b) Contracts are subject to cancellation by 28 days advance notice in writing; 15 days for announcements. Cancelled contracts are subject to earned rates. (c) Schedules must start within 30 days of contract date. (d) Closing time on all programs or announcements is 48 hours prior to scheduled time for telecast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. (e) All program content and commercial copy is subject to approval of the station management. KOB-TV reserves the right to refuse any programs that are considered not in the public interest, or to cancel programs in order to telecast other programs of outstanding public interest. (f) All rates subject to 15% Agency Commission. No cash discount.

**Station Facilities:** Studio includes two cameras. Film facilities include one 16mm projector, one slide projector. Mobile unit includes necessary microwave relay equipment.

**NEW YORK**

**BUFFALO**

8,000 Sets; 323,000 Families

**WBEN-TV**

TV Network Service: NBC and ABC.

**Grantee (STA):** WBEN Inc. Address: Hotel Statler.

**Studio and Transmitter:** Hotel Statler.

**Telephone:** Cleveland 6400.

**AM Affiliate:** WBEN. 5,000 watts, 930 kc (NBC). **FM Affiliate:** WBEN-FM. 3 kw, 106.5 (No. 293), 315 ft antenna height. News-paper Affiliation: *Buffalo Evening News.*

**Began Commercial Operation:** May 14, 1948.

**Personnel:**

Edward H. Butler, *president.*  
 Alfred H. Kirchhofer, *v.p. and secretary.*  
 Clayton G. Underhill, *asst. treasurer.*  
 C. Robert Thompson, *station manager.*  
 Frank W. Kelly, *asst. station manager in charge of sales.*  
 George R. Torge, *program director.*  
 Joseph A. Jenkins, *executive producer.*  
 Ralph J. Kingsley, *technical director.*  
 Howard J. Bergmann, *control room and transmitter supervisor.*

**Technical Facilities:** Channel No. 4 (66-72 mc). Visual power, 15 kw. Aural power, 8 kw. Antenna height, 335 ft above average terrain; 412 ft above ground. Operating with 20.1 kw visual power, 12 kw aural power under STA.

**RATE CARD NO. 1**

March 1, 1948

**TRANSMITTER TIME CHARGE**

1 Hour	\$220.00	15 Minutes	\$88.00
40 Minutes	176.00	10 Minutes	77.00
30 Minutes	132.00	5 Minutes	55.00
20 Minutes	110.00	1 Minute or less	30.00

Program time in excess of 60 minutes is charged on a pro rata basis of the hourly rate, less 20% discount on the charge for time in excess of the first hour.

**Live Studio Facilities:** Use of live studio facilities for broadcast and/or rehearsal is charged at the rate of \$15 per 1/2 hour or fraction thereof.

**Film Studio Facilities:** Use of film studio facilities for broadcast, run-through and/or rehearsal is charged at the rate of \$10 per 1/2 hour or fraction thereof.

**Combination Rate:** Use of film studio facilities in conjunction with live studio or remote pickup carries a flat rate of \$10.

**Remote Pickups:** Rates for remote pickups dependent upon circumstances.

**Discounts:** A discount on Transmitter Time charge will be allowed advertisers who use 52 consecutive weeks of service, said discount to be 52 times 10% of the lowest weekly billing.

Represented by: Edward Petry & Co. Inc.

**Station Facilities:** Studio (36x22 ft) with two studio cameras. Motion picture facilities include one film camera, two motion picture projectors, two slide projectors, one still picture projector. News services are AP and Buffalo Evening News local service, AP Wirephoto and Photo Service and Buffalo Evening News staff pictures. Newsreels are INS and staff crew for local coverage. Transcriptions are Associated, Lang-Worth and Standard Popular Supplement. Mobile unit includes two field cameras and associated equipment, including microwave radio link.

# NEW YORK CITY

370,000 Sets; 3,597,000 Families

## WABD

TV Network Service: DuMont

Licensee: Allen B. DuMont Laboratories Inc. Address: 515 Madison Ave.

Studio: John Wanamaker Store. Transmitter: 515 Madison Ave.

Telephone: Murray Hill 8-2600.

Began Commercial Operation: May 2, 1944.

### Personnel:

Dr. Allen B. DuMont, *president*.  
 Mortimer Loewl, *executive asst. to president*.  
 Lawrence Phillips, *director, DuMont Television Network*.  
 Rodney D. Chipp, *chief engineer, DuMont Television Network*.  
 Robert Bigwood, *network facilities engineer*.  
 James L. Caddigan, *director of program planning, DuMont Television Network*.  
 Leslie G. Arries, *director of sports, DuMont Television Network*.  
 C. J. Witting, *director of administration, DuMont Television Network*.  
 Bob Emery, *director of youth programs, DuMont Television Network*.  
 Tom Gallery, *director of public relations, DuMont Television Network*.  
 Leonard Hole, *general manager, WABD*.  
 Sal Patremio, *chief engineer, WABD*.  
 Wade Thompson, *sales promotion and advertising mgr., WABD*.  
 Harry Coyle, *manager of remote operations, WABD*.  
 Humboldt J. Greig, *sales manager, WABD*.  
 Tony Kraber, *program manager, WABD*.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 14.25 kw. Aural power, 9.25 kw. Antenna height, 640 ft above average terrain; 650 ft above ground.

### RATE CARD NO. 4

Oct. 1, 1948

#### SECTION I

#### GENERAL TELECAST ADVERTISING

(Net Frequency Rates Per Program)

Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate

Class A—6 to 11 pm Monday thru Friday, 12 Noon to 11 pm Saturday and Sunday.

#### NUMBER OF TIMES PER YEAR

Period	1-12	13-25	26-51	52-103
1 Hour	\$1000.00	\$975.00	\$950.00	\$925.00
45 Minutes	800.00	780.00	760.00	740.00
30 Minutes	600.00	585.00	570.00	555.00
20 Minutes	450.00	438.75	427.50	416.25
15 Minutes	400.00	390.00	380.00	370.00
10 Minutes	350.00	341.25	332.50	323.75
5 Minutes	250.00	243.75	237.50	231.25
1 Minute	165.00	160.75	156.75	152.50
Station Break	138.00	134.50	131.00	127.75

Period	104-155	156-259	260-399	400-More
1 Hour	\$900.00	\$850.00	\$800.00	\$750.00
45 Minutes	720.00	680.00	640.00	600.00
30 Minutes	540.00	510.00	480.00	450.00
20 Minutes	405.00	382.50	360.00	337.50
15 Minutes	360.00	340.00	320.00	300.00
10 Minutes	315.00	297.50	280.00	262.50
5 Minutes	225.00	212.50	200.00	187.50
1 Minute	148.50	140.25	132.00	123.75
Station Break	124.25	117.25	110.50	103.50

Class B—9 am to 6 pm, 11 pm to Sign Off Monday thru Friday, 9 am to 12 Noon Saturday.

Period	1-12	13-25	26-51	52-103
1 Hour	\$500.00	\$487.50	\$475.00	\$462.50
45 Minutes	400.00	390.00	380.00	370.00
30 Minutes	300.00	292.50	285.00	277.50
20 Minutes	225.00	219.50	213.75	208.00
15 Minutes	200.00	195.00	190.00	185.00
10 Minutes	175.00	170.75	166.25	162.00
5 Minutes	125.00	122.00	118.75	115.75
1 Minute	75.00	73.25	71.25	69.50
Station Break	62.50	61.00	59.50	57.75

Period	104-155	156-259	260-399	400-More
1 Hour	\$450.00	\$425.00	\$400.00	\$375.00
45 Minutes	360.00	340.00	320.00	300.00
30 Minutes	270.00	255.00	240.00	225.00
20 Minutes	202.50	191.25	180.00	168.75
15 Minutes	180.00	170.00	160.00	150.00
10 Minutes	157.50	148.75	140.00	131.25
5 Minutes	112.50	106.25	100.00	93.75
1 Minute	67.50	63.75	60.00	56.25
Station Break	56.25	53.25	50.00	47.00

Class C—7 am to 9 am Monday thru Friday.

Period	1-12	13-25	26-51	52-103
1 Hour	\$330.00	\$321.75	\$313.50	\$305.25
45 Minutes	264.00	257.50	250.75	244.25
30 Minutes	200.00	195.00	190.00	185.00
20 Minutes	148.50	144.75	141.00	137.25
15 Minutes	130.00	126.75	123.50	120.25
10 Minutes	120.00	117.00	114.00	111.00
5 Minutes	83.00	81.00	79.00	76.75
1 Minute	50.00	48.75	47.50	46.25
Station Break	42.00	41.00	40.00	38.75

Period	104-155	156-259	260-399	400-More
1 Hour	\$297.00	\$280.50	\$264.00	\$247.50
45 Minutes	237.50	224.50	211.25	198.00
30 Minutes	180.00	170.00	160.00	150.00
20 Minutes	133.75	126.25	118.75	111.25
15 Minutes	117.00	110.50	104.00	97.50
10 Minutes	108.00	102.00	96.00	90.00
5 Minutes	74.75	70.50	66.50	62.25
1 Minute	45.00	42.50	40.00	37.50
Station Break	37.75	35.75	33.75	31.50

**Frequency Discounts:** Air time periods of five minutes or more, or one-minute announcements and station breaks, in all time classifications used within one year by the same advertiser may be combined for frequency discounts to the extent that Class A earns a discount for Class B and Class C, but not vice versa. Class B and Class C purchases may be combined to earn frequency rates. Air time periods may not be combined with announcements and station breaks to earn frequency rates. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. If a contract is renewed for the same schedule, without interruption, beyond a 52-week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements or station breaks actually used within the then current fiscal year; or advertiser may elect to re-earn frequency rate each fiscal year. Interruption of a series necessitated by telecasting of special events of importance, will not affect the advertiser's right to the frequency rate.

**Volume Discount:** A flat discount of 30%, in lieu of the lesser discounts otherwise provided for herein, will be granted to any advertiser who, within any one year period, spends in excess of \$125,000 in gross time charges for programs of 15 minutes or more in length.

**Contiguous Rates:** Two or more program units of 15 minutes or more broadcast on the same day for the same advertiser within the same rate classifications, may be combined to earn the half-hour, three-quarter-hour, or one-hour rate, whichever applies. All programs so combined to earn a lower rate may be rescheduled contiguously at the station's option.

#### SECTION II

##### Studio Usage Charges

A. For Live Studio Usage: \$150 per hour for studio rehearsals. A standard "Studio Usage" (off camera) charge will be made in special situations.

B. For Film Studio Usage:

1 Hour Film	\$100.00
40 Minutes Film	80.00
30 Minutes Film	60.00
20 Minutes Film	50.00
15 Minutes Film	40.00
10 Minutes Film	30.00
5 Minutes Film	20.00

C. For Film and Live Studio Usage: \$50 per hour or any portion thereof when used in conjunction with live studio or mobile unit.

#### SECTION III

**General Information:** (a) *Agency Commission*—A commission of 15% will be allowed to recognized advertising agencies on net time charges, studio usage and rehearsal time. The rates on this card apply only if payments are made on or before the due date in the contract. Otherwise, the net amount due is subject to a 2% increase. (b) *Special Facilities*—Rates for remote pickups, DuMont produced programs, participations, talent, including services of staff announcers and for production service such as scenic design, construction and execution, set furnishings, properties, including studio installation of the foregoing, costumes, makeup and art work, are available on request. Additional charges will be made for the production of the commercial messages. They will be determined by the type of commercial treatment agreed upon and the amount of preparation involved. (c) *Program Production*—In arranging and presenting programs, advisory services of program, production and engineering staffs are available without additional charge. Charges will be quoted, on request, for programs requiring special production or originating outside of station studios. (d) All data herein are subject to change without notice.

#### SECTION IV

**Regulations:** (a) All classifications of accounts enjoy the same rates. (b) No periods are sold in bulk for resale. Advertisers participating in group telecasting are required to make individual contracts subject to card rates and regulations. (c) Spot announcements and participation features may be moved to other periods at the discretion of the station upon 24 hours' notice. Starting time of announcements determines rate classification. (d) Closing date is two weeks in advance of initial program and program material must be received by station one week in advance of telecast date. No change within two days preceding telecast. (e) All programs and advertising material are subject to the approval of the station. Program and advertising material must be submitted 48 hours (96 hours for film) in advance, not counting Saturdays, Sundays and holidays, to 515 Madison Avenue, New York City. (f) Maximum length of contract is one year. (g) DuMont reserves the right to recapture any time sold on WABD alone for network programming purposes. (h) Foreign language broadcasts accepted under certain conditions. Details on request. (i) Time and facilities are sold for political telecasting on the basis of conformity with company policies, the Federal Communications Act, and rules and regulations of Federal and State governments. (j) The ratio of commercial time to program time is determined largely on the interest value of the commercial for the majority of viewers. The standard times, from which we may depart on occasions, are as follows:

	Daytime	Nighttime
5 Minutes	1:30	1:15
5 Minutes News	1:00	1:00
10 Minutes	2:30	2:00
10 Minutes News	2:15	2:00
15 Minutes	3:15	2:30
15 Minutes News	3:00	2:30
20 Minutes	4:15	2:45
30 Minutes	4:30	3:00
60 Minutes	9:00	6:00

Station Facilities: Studio A (50x60 ft) is equipped with four cameras, two of which are mounted on special dollies, and is capable of handling six to eight sets simultaneously. Accommodations for 700 guests are available. Studio C (34x35 ft) contains three cameras. Studio D (20x38 ft) contains three cameras and one 16mm iconoscope chain with associated Balopticon equipment. Included in facilities is an art department and prop room. Dressing rooms and talent waiting rooms are equipped with intercommunicating systems. Film equipment includes two 35mm and one 16mm motion picture projectors, two 35mm film and slide projectors, one Balopticon, complete sight and sound transcription service for 16mm film. Mobile unit consists of two mobile crews, one station wagon and one mobile truck containing a complete control room with component equipment.

## WCBS-TV

TV Network Service: CBS

Licensee: Columbia Broadcasting System Inc. Address: 485 Madison Ave. (sales). 51 E. 42nd St. (TV operations).

Studio: 15 Vanderbilt Ave. Transmitter: Chrysler Bldg.

Telephone: Plaza 5-2000 and Murray Hill 7-8700.

AM Affiliate: WCBS. 50,000 watts. 880 kc (CBS). FM Affiliate: WCBS-FM. 5.8 kw. 101.1 mc (No. 266), 790 ft antenna height.

Began Commercial Operation: July 1, 1941.

### Personnel:

Frank Stanton, *president*.  
Lawrence W. Lowman, *v.p.*  
William B. Lodge, *v.p. and director of general engineering*.  
J. L. Van Volkenburg, *v.p. and director of television operations*.  
David Sutton, *television sales manager*.  
George L. Moskovics, *manager of television sales development*.  
Charles M. Underhill, *director of programs*.  
Worthington M. Miner, *manager of program development*.  
Jerry Danzig, *associate director of programs*.  
Edmund Chester, *director of news, special events and sports*.  
Robert Bendick, *asst. director of news, special events and sports*.  
Paul Wittlilg, *director of technical operations*.

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 1.72 kw. Aural power, 1.67 kw. Antenna height, 937 ft visual, 965 ft aural above average terrain; 965 ft above ground. CP for 13.7 kw visual power, 10 kw aural power, 910 ft antenna height above average terrain.

### RATE CARD NO. 4

Oct. 1, 1948

1. Air Time:	Class A*	Class B†
1 hour	\$1000.00	\$600.00
40 minutes	800.00	480.00
30 minutes	600.00	360.00
20 minutes	500.00	300.00
15 minutes	400.00	240.00
10 minutes	335.00	200.00
5 minutes	285.00	170.00

2. 20-Second and 1-Minute Announcements: All announcement time costs include use of film facilities.

	Class A	Class B
(a) Station Breaks: 20 seconds on sound film	\$165.00	\$100.00
(b) Service Announcements: 20 seconds on sound film	165.00	100.00
(c) 1-Minute Announcements: On sound film	215.00	130.00

### Frequency Discounts (See Section 7b)

26 times per year	5%
52 times per year	10%
104 times per year	12½%
208 or more times per year	15%

### 3. Use of Film Facilities:

1 hour film	\$125.00
40 minutes film	105.00
30 minutes film	85.00
20 minutes film	75.00
15 minutes film	65.00
10 minutes film	55.00
5 minutes film	45.00

The above rates are for the pre-broadcast run-through normally required for sound film. For rehearsal of commentator, interpolation and cueing of material, etc., an additional film facilities charge is made at the rate of \$100 per hour of such rehearsal.

4. Use of Studio Facilities: The charge for use of studio facilities for rehearsal is at the rate of \$200 per hour. Maximum guaranteed availability at the ratio of 5 to 1 of air time. Additional facilities only as available.

5. Use of Remote Pickup Facilities: For programs utilizing normal equipment and crew, including practicable rehearsal time at remote location, per pickup: \$800.

Note: Charges on request for remote pickups requiring additional rehearsal time, additional facilities, such as extra relay transmitter, camera, special lighting, special telephone lines, film facilities, studio facilities, etc.

6. Other Available Services: Charges on request for packaged programs, sports events, film and other programs and components, announcers, commentators, talent, etc. Charges on request for pickups in cities other than New York, and for CBS Television Network.

7. Miscellaneous: (a) Commissions: Charges for air time and/or use of facilities under Sections 1 through 5 are subject to 15% Commission to recognized advertising agencies.

(b) Frequency Discounts: Air Time periods (under Section 1) of any length and in different time classifications may be combined for Frequency Discounts to the extent that the higher priced periods earn a discount for the lower, but not vice versa. All station breaks, service and 1-minute announcements under Section 2, regardless of time class, may be combined for Frequency Discounts. Section 1 and Section 2 may not be combined. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned.

(c) Time of Payment: Charges are payable immediately after each broadcast unless other arrangements have been made prior to broadcast.

(d) Acceptability of Programs, Product, Continuity: Facilities will be furnished only for programs, products and continuities acceptable to CBS. Type of audience and program balance may affect acceptability of program, product or continuity for specific time periods. CBS will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

Represented by: CBS Radio Sales.

Station Facilities: Studio 41 (55x75x45 ft) with 3 image orthicon cameras with turret lenses, associated equipment. Studio 42, under construction (55x85x45 ft), with 3 image orthicon cameras with turret lenses and associated equipment. Studio 43, Film Control Room, control of five film projectors and slide projectors. Studio 44, Audience Studio, with three image orthicon cameras with turret lenses, associated equipment; contains two separate control rooms, one for audio and one for video. Three mobile units, with field crews, image orthicon cameras with turret lenses and associated equipment. Film facilities include three 16mm and two 35mm projectors, three iconoscope cameras and two balopticons. Transcription services include Associated Library and recording equipment is available for 33½ r.p.m. lateral or vertical cutting. News services consist of AP, UP, Tele-News, Acme and own camera crew for remote coverage.

\*6:00-11:00 p.m. Mon.-Fri.; 12:00 Noon-11:00 p.m. Sat. and Sun.  
†All Other Periods.

## WJZ-TV

TV Network Service: ABC.

Grantee (STA); American Broadcasting Co. Inc. Address: 7 West 66th St.

Studio: 30 Rockefeller Plaza. Transmitter: Hotel Pierre.

Telephone: Trafalger 3-7000.

AM Affiliate: WJZ. 50,000 watts, 770 kc (ABC). FM Affiliate: WJZ-FM. 6.5 kw, 95.5 mc (No. 238), 760 ft antenna height.

Began Commercial Operation: Aug. 10, 1948.

### Personnel:

Mark Woods, *president*.  
Robert E. Kintner, *executive v.p.*  
J. Donald Wilson, *director of programming*.  
Paul Mowrey, *national director of television*.  
Alexander Stronach, *Eastern television programming manager*.  
Richard Rawls, *manager, television operations*.  
Burke Crotty, *executive producer*.  
Ralph Warren, *Howard Cordery, producers*.  
Charles Holden, *production manager*.  
James McNaughton, *art director*.  
Nat Fowler, *film editor*.  
Fred Thrower, *v.p. in charge of sales*.  
Slocum Chapin, *television sales manager*.  
Angus Mackintosh, *television sales*.  
Murray B. Grabhorn, *v.p. and manager of owned and operated stations (local and spot sales)*.  
Clarence Doty, *executive asst. to Mr. Grabhorn*.  
Ernest Lee Jahncke, *manager of television station relations*.  
Frank Marx, *v.p. in charge of general engineering*.  
George Milne, *director of technical operations*.  
David Miller, *television operations supervisor*.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 29.5 kw. Aural power, 14.8 kw. Antenna height, 565 ft above average terrain; 588 ft above ground.

### RATE CARD NO. 2

Aug. 11, 1948

### GENERAL INFORMATION

Terms of Use: (a) All accounts are subject to the same rates. No periods are sold in bulk for resale. (b) All programs and advertising copy are subject to approval of the station.

Production Services: The services of our Program Department in arranging and presenting programs are available to clients. A charge will be made for programs requiring special production.

Studio Rehearsal Charges: One hour of rehearsal time will be charged for as a minimum, except for announcements of one minute or less. Rehearsal periods in excess of the first hour will be charged for at the rate of 25% of the hourly rate for each additional 15 minutes or less. The hourly rates for WJZ-TV studio rehearsal time are as follows: Program All Live, \$200. (If film is used in conjunction with a live program an additional flat charge of \$75 will be made for use of the film studio, regardless of the length of the rehearsal). Program All Film, \$75 (If live voice over film is used, add 50% to "Program All Film" rates). Independent Announcements of One Minute or Less—(a) No studio rehearsal charge if announcement is complete on film. (b) Studio rehearsal charges will be quoted on request for any announcement requiring the use of live action, voice, music, or sound effects.

(Continued on next page)

Net Frequency Rates: Net Frequency Rates shown below are based on the total number of programs or announcements in all rate brackets used within one year for the same advertiser; however, programs and announcements may not be combined for frequency rate. If a contract is renewed for the same schedule, without interruption, beyond a 52-week-period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal-year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements used within the current fiscal-year, or advertiser may elect to re-earn frequency rate each fiscal-year. Interruption of a series necessitated by broadcasting of special events of importance will not affect the advertiser's right to the frequency rate.

**RATES**

Class A—7 to 10:30 p.m. Monday through Friday and 12 Noon to 10:30 p.m. Saturday and Sunday.

**NUMBER OF TIMES PER YEAR**

Period	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1 Hour	\$1000.00	\$950.00	\$925.00	\$900.00	\$875.00	\$850.00	\$800.00
1/2 Hour	600.00	570.00	555.00	540.00	525.00	510.00	480.00
1/4 Hour	400.00	380.00	370.00	360.00	350.00	340.00	320.00
10 Minutes	333.00	316.35	308.02	299.70	291.37	283.05	266.40
5 Minutes	266.00	252.70	246.05	239.40	232.75	226.10	212.80
1 Min. or less	200.00	190.00	185.00	180.00	175.00	170.00	160.00

Class B—5:00-7:00 pm Monday through Friday and 10:30-11:00 pm Daily.

Period	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1 Hour	\$750.00	\$712.50	\$693.75	\$675.00	\$656.25	\$637.50	\$600.00
1/2 Hour	450.00	427.50	416.25	405.00	393.75	382.50	360.00
1/4 Hour	300.00	285.00	277.50	270.00	262.50	255.00	240.00
10 Minutes	250.00	237.50	231.25	225.00	218.75	212.50	200.00
5 Minutes	200.00	190.00	185.00	180.00	175.00	170.00	160.00
1 Min. or less	150.00	142.50	138.75	135.00	131.25	127.50	120.00

Class C—All other times day and night.

Period	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1 Hour	\$600.00	\$570.00	\$555.00	\$540.00	\$525.00	\$510.00	\$480.00
1/2 Hour	360.00	342.00	333.00	324.00	315.00	306.00	288.00
1/4 Hour	240.00	228.00	222.00	216.00	210.00	204.00	192.00
10 Minutes	200.00	190.00	185.00	180.00	175.00	170.00	160.00
5 Minutes	160.00	152.00	148.00	144.00	140.00	136.00	128.00
1 Min. or less	120.00	114.00	111.00	108.00	105.00	102.00	96.00

**PARTICIPATING RATES**

Participant	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
The Fitzgeralds	\$250.00	\$237.50	\$231.25	\$225.00	\$218.75	\$212.50	\$200.00

Independent Announcements of One Minute or Less: (a) No studio rehearsal charge if announcement is complete on film. (b) Studio rehearsal charges will be quoted on request for any announcement requiring the use of live action, voice, music, or sound effects.

Joint AM and TV Net Frequency Rates: The total number of announcements used by an advertiser on WJZ-AM and WJZ-TV may be combined to determine the respective net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

Percentages of the Hour: Rates for periods of time less than one hour are figured at the following percentages of the hour rate:

5 minutes	26 2/3%	35 minutes	66 2/3%
10 minutes	33 1/3%	40 minutes	73 1/3%
15 minutes	40%	45 minutes	80%
20 minutes	46 2/3%	50 minutes	86 2/3%
25 minutes	53 1/3%	55 minutes	93 1/3%
30 minutes	60%	60 minutes	100%

Rates for periods longer than one hour are in exact proportion to the hour rate (i.e., the 90-minute rate will be 150% of the hour rate).

Agency Commission: A commission of 15% will be allowed to recognized advertising agencies on rates and studio rehearsal charges shown herein.

Regulations: (a) This rate card is subject to change without notice. (b) No cash discounts. Bills due and payable when rendered. (c) Contracts accepted 30 days in advance of initial broadcast. (d) This rate card is for informative purposes, and does not constitute an offer on the part of the station.

Represented by: ABC Spot Sales.

Station Facilities: Three studios, largest (100x200-ft) contains four cameras, two smaller ones (40x60-ft and 32x63-ft) containing three cameras each. Film facilities include four 16mm and four 35mm film projectors, five slide projectors. Remote facilities include two sets of field equipment, each set containing three cameras.

**WNBT**

TV Network Service: NBC

Licensee: National Broadcasting Co. Inc. Address: 30 Rockefeller Plaza.

Studios: 30 Rockefeller Plaza and 106th St. & Park Ave. Transmitter: Empire State Bldg.

Telephones: Circle 7-8300 and Sacramento 2-2600.

AM Affiliate: WNBC, 50,000 watts, 660 kc. (NBC). FM Affiliate: WNBC-FM. 1.6 kw, 97.1 mc (No. 246). 1,300 ft antenna height.

Began Commercial Operation: July 1, 1941.

**Personnel:**

Niles Trammell, *president*.  
 Charles R. Denny Jr., *executive v.p.*  
 Sidney N. Strotz, *administrative v.p. in charge of television*.  
 Carleton D. Smith, *director of television operations*.  
 J. Robert Myers, *administrative asst. to director of television operations*.  
 Norman Blackburn, *national program director*.  
 Warren Wade, *production manager*.  
 O. B. Hanson, *engineering v.p.*  
 Robert E. Shelby, *in charge of TV engineering operations*.  
 Harry C. Kopf, *administrative v.p. in charge of sales and station relations*.  
 George H. Frey, *director of network sales*.  
 James V. McConnell, *director of national spot sales and local sales*.  
 Easton C. Woolley, *director of station relations*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 7 kw. Aural power, 5.75 kw. Antenna height, 1,280 ft above average terrain. Request pending for change to 15.2 kw visual power, 7.61 kw aural power.

**RATE CARD NO. 4**

Oct. 1, 1948

**GENERAL INFORMATION**

1. Frequency, etc.: [see above].
2. Length of Commercial Copy: (Applicable to program time periods unless otherwise specially designated by station for specific programs.)

Length of Program (Minutes)	News Programs*	All Other Programs	
	Day & Night	Before 6 pm	After 6 pm
5	1:00	1:15	1:00
10	1:45	2:10	2:00
15	2:15	3:00	2:30
20	—	3:30	2:40
25	—	4:00	2:50
30	—	4:15	3:00
40	—	5:00	3:45
45	—	5:45	4:30
60	—	7:00	6:00

- \* Placement and type of commercial subject to company approval.
- 3. News Services: NBC Television Newsreel and AP.
- 4. Music Performing Rights: Time rates include music performing rights fees only on compositions which station approves and for which station assumes liability.
- 5. Program Production: (a) Advisory services of program, production and engineering staffs for live and film programs and commercials available at no charge. (b) Charges quoted on request for live or film NBC produced programs, NBC Feature Service, or for programs and commercials specially created and produced. (c) Script mimeographing: Charges quoted on request for mimeographing scripts for agency or client produced programs and commercials.
- 6. Production Services: Production services consisting of scenic design, construction and execution, set furnishings, dressings, properties, including studio installation of foregoing, costuming, make-up, visual and audio effects, titles and orthographic work, including necessary research, available for use as a service of station. Charges based on time and material quoted on request.
- 7. Live Studio Usage: Following equipment and personnel included in rates listed under Live Studio Usage Charges (Section I): 3 RCA Victor Image orthicon studio cameras—1 with dolly, 1 microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78 rpm lateral and/or vertical double turntables. Crew consisting of maximum of 9 technicians, 2 production men and 3 stage hands. Any additional personnel required supplied at standard rates.
- 8. Film Studio Usage: Following equipment and personnel included in rates listed below under Film Studio Usage Charges (Section I): Studio fully equipped for continuous showing of 16mm and 35mm silent or sound films, 35mm slide projectors and balopticon, 33 1/3 and 78 rpm lateral and/or vertical double turntables. Announcer studio. Crew consists of maximum of four technicians and one producer. Any additional personnel required supplied at standard rates. Cutting, editing, screening, film transportation and storage services available. Rates on request.
- 9. Mobile Unit: Quotations on request.
- 10. Film Library Services: NBC Feature Service—completed subjects and stock footage. Quotations on request.
- 11. Transcription Library Services: Associated, Thesaurus and NBC Libraries. Quotations on request.
- 12. NBC Television Recording (Kinescope): Available for distribution to and exhibition on NBC affiliated stations or for reference purposes. Quotations on request.
- 13. No Foreign Language Broadcasts.
- 14. Commissions and Time of Payment: Commission to recognized advertising agencies on net time charges, studio usage, production services, extra rehearsal time and station-built programs—15%. The rates specified herein apply only if payments are made on or before the due date specified in the contract. Otherwise the net amount due (before deduction of advertising agency commission, if any) shall be increased by 2%.
- 15. Product Acceptability: All products and/or services are subject to acceptance by the company.
- 16. Program Acceptability: All program and commercial material is subject to approval of the company. Films and transcriptions including full music information must be submitted in script form before filming or recording.
- 17. Political Broadcasts: Time and facilities are sold for political broadcasting on the basis of conformity with company policies, the Federal Communications Act, and rules and regulations of Federal and State governments.

**18. Network and Station Time Allocation:** Network time—10 am to 1 pm, 3 pm to 6 pm, 7:30 pm to 10:30 pm. Station time—All other time. (For current operating schedule consult NBC Spot Sales). Locally sponsored program periods may be scheduled in network time subject to removal on 56 days' notice for network requirements.

**19. Contract Requirements:** Advertisers participating in group broadcasts are required to make individual contracts, subject to card rates and regulations. No periods are sold in bulk for resale. Closing date is two weeks in advance of initial program and program material must be received by station one week in advance of broadcast date. No changes within two days preceding broadcast. All programs are subject to cancellation for broadcasts of significant events. Contracts for one-minute announcements, participations, and 20-second service announcements accepted 30 days in advance of initial broadcast. Firm contracts for program periods of 13 weeks or more accepted 60 days in advance of initial broadcast; otherwise 30 days. Maximum length of contract—one year. Commitments made for time and studio usage charges prior to the effective date of this card and renewals thereof will be completed at rates called for by such commitments up to and including December 31, 1948. Advertisers, however, may elect to substitute new contracts effective October 1, 1948, or at any time thereafter at rates on this card for the unexpired portion of such commitments.

**20. Discounts on Time Charges Only:** Applicable to Sections 1, 2 and 3. Program periods (Section 1), one-minute announcements (Section 2) and 20-second service announcements (Section 3) establish their individual discount schedules and may not be combined to earn higher discounts. Program periods (Section 1) in different rate classifications (Classes A, B and C) may not be combined to earn higher discounts. For one-minute announcements (Section 2) and 20-second service announcements (Section 3) classes A, B and C may be combined to earn higher discounts within their own rate sections. Discounts are based on total number used within each rate section during an established 12-month period.

Less than 26 times	None
26 to 38 times	7½%
39 to 51 times	10%
52 to 103 times	12½%
104 to 155 times	15%
156 to 207 times	17½%
208 times or more	20%

Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues. The rate of discount to which an advertiser would otherwise be entitled will not be affected if he is required by the station to relinquish the time or times specified in his contract and the broadcast and/or broadcasts are interrupted or cancelled for this reason.

RATES		SECTION I							
PROGRAM TIME RATES									
		1 hr.	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
<b>Class A</b> 6:00-10:30 pm	\$1000	800	750	600	500	400	350	250	
<b>Class B</b> 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun.	750	600	560	450	375	300	260	190	
<b>Class C</b> All other times	500	400	375	300	250	200	175	125	

**STUDIO USAGE**  
Studio usage for live programs includes time for rehearsal, stand-by, studio audience arrangements and other purposes; for film programs, time for rehearsal, pre-broadcast runthrough, etc.

Maximum studio time allotted under standard studio usage charge is as follows (studio air time is provided for as part of program time rate).

Program Length	1 hr.	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
Live Studio	5 hr.	4 hr.	3½ hr.	3 hr.	2½ hr.	2 hr.	1½ hr.	1 hr.
Film Studio	3 hr.	2¾ hr.	2½ hr.	2 hr.	1½ hr.	1 hr.	¾ hr.	½ hr.

STUDIO USAGE CHARGE									
		1 hr.	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
Live Studio	\$1000	800	700	600	500	400	300	200	
Film Studio	250	225	200	175	150	125	100	75	
Film Studio*	125	112.50	100	87.50	75	62.50	50	37.50	

\*When used in conjunction with live studio or mobile unit.  
(a) Where more than the allotted studio time is indicated as necessary, the following additional studio charges apply:  
Live Studio at the rate of \$200 per hour  
Film Studio at the rate of \$125 per hour  
(b) Where less than the allotted studio time is indicated as necessary, the following studio charges may be substituted:  
Live Studio at the rate of \$200 per hr.—Minimum charge \$200  
Film Studio at the rate of \$125 per hr.—Minimum charge \$75

**SECTION II**  
**ONE-MINUTE ANNOUNCEMENTS—FILM STUDIO ONLY**  
(\$200 net minimum additional charge for live studio, visual announcements)

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
		Class A 6:00-10:30 pm	\$175.00	161.87	157.50	153.12	148.75
<b>Class B</b> 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun.	130.00	120.25	117.00	113.75	110.50	107.25	104.00
<b>Class C</b> All other times	90.00	83.25	81.00	78.75	76.50	74.25	72.00

Acceptable immediately preceding or following program segments — or in programs established for their use. When announcer, music or sound effects are used in connection with film or slide there will be an additional charge. Quotations on request.

**SECTION III**  
**20 SECOND SERVICE ANNOUNCEMENTS (TIME OR WEATHER)**  
FILM STUDIO ONLY

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
		Class A 6:00-10:30 pm	\$175.00	161.87	157.50	153.12	148.75
<b>Class B</b> 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun.	130.00	120.25	117.00	113.75	110.50	107.25	104.00
<b>Class C</b> All other times	90.00	83.25	81.00	78.75	76.50	74.25	72.00

Scheduled between established programs but not more frequently than 4 within each hour.  
When announcer, music or sound effects are used in connection with film or slide there will be an additional charge. Rates on request.

**FREQUENCY RATES**  
(including studio usage charges)  
NOTE: For convenience of advertisers and agencies net rates for Class A, B and C service after deduction of frequency time discounts and including studio usage charges are listed below.

**SECTION I**  
**Class A—6:00 - 10:30 PM**

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO									
		Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more	
1 hr.	\$2000.00	1925.00	1900.00	1875.00	1850.00	1825.00	1800.00		
45 min.	1600.00	1540.00	1520.00	1500.00	1480.00	1460.00	1440.00		
40 min.	1450.00	1393.75	1375.00	1356.25	1337.50	1318.75	1300.00		
30 min.	1200.00	1155.00	1140.00	1125.00	1110.00	1095.00	1080.00		
20 min.	1000.00	962.50	950.00	937.50	925.00	912.50	900.00		
15 min.	800.00	770.00	760.00	750.00	740.00	730.00	720.00		
10 min.	650.00	623.75	615.00	606.25	597.50	588.75	580.00		
5 min.	450.00	431.25	425.00	418.75	412.50	406.25	400.00		

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO									
		Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more	
1 hr.	\$1250.00	1175.00	1150.00	1125.00	1100.00	1075.00	1050.00		
45 min.	1025.00	965.00	945.00	925.00	905.00	885.00	865.00		
40 min.	950.00	893.75	875.00	856.25	837.50	818.75	800.00		
30 min.	775.00	730.00	715.00	700.00	685.00	670.00	655.00		
20 min.	650.00	612.50	600.00	587.50	575.00	562.50	550.00		
15 min.	525.00	495.00	485.00	475.00	465.00	455.00	445.00		
10 min.	450.00	423.75	415.00	406.25	397.50	388.75	380.00		
5 min.	325.00	306.25	300.00	293.75	287.50	281.25	275.00		

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO									
		Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more	
1 hr.	\$2125.00	2050.00	2025.00	2000.00	1975.00	1950.00	1925.00		
45 min.	1712.50	1652.50	1632.50	1612.50	1592.50	1572.50	1552.50		
40 min.	1550.00	1493.75	1475.00	1456.25	1437.50	1418.75	1400.00		
30 min.	1287.50	1242.50	1227.50	1212.50	1197.50	1182.50	1167.50		
20 min.	1075.00	1037.50	1025.00	1012.50	1000.00	987.50	975.00		
15 min.	862.50	832.50	822.50	812.50	802.50	792.50	782.50		
10 min.	700.00	673.75	665.00	656.25	647.50	638.75	630.00		
5 min.	487.50	468.75	462.50	456.25	450.00	443.75	437.50		

**Class B—5:00 - 6:00 PM, 10:30 - 11:00 PM Mon thru Fri.—1:00 - 6:00 PM, 10:30 - 11:00 PM—Sat. and Sun.**

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO									
		Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more	
1 hr.	\$1750.00	1693.75	1675.00	1656.25	1637.50	1618.75	1600.00		
45 min.	1400.00	1355.00	1340.00	1325.00	1310.00	1295.00	1280.00		
40 min.	1260.00	1218.00	1204.00	1190.00	1176.00	1162.00	1148.00		
30 min.	1050.00	1016.25	1005.00	993.75	982.50	971.25	960.00		
20 min.	875.00	846.87	837.50	828.12	818.75	809.37	800.00		
15 min.	700.00	677.50	670.00	662.50	655.00	647.50	640.00		
10 min.	560.00	540.50	534.00	527.50	521.00	514.50	508.00		
5 min.	390.00	375.75	371.00	366.25	361.50	356.75	352.00		

(Continued on next page)





Rehearsal Facilities Charges: Studio Facilities—Live Programs, \$25 per ½ hour or any part thereof; Live Spots, \$10 (up to 15 min.). Discounts on Station Time and Rehearsal Facilities Charges: Discounts in the following table are based on the number of broadcasts used in an established one-year period and become effective from beginning of service only on firm contracts or as contracts become firm: 25 times or less, none; 26 times, 7½%; 52 times, 10%; 78 times, 12½%; 104 times, 15%; 208 times, 17½%; over 208 times, 20%.

Program Charges: Quotations for package shows, talent, scenery, props, etc., or program charges for spots in certain cooperative programs on which an additional charge is required furnished upon request.

Network Facilities: Rates upon request.  
Represented by: NBC Spot Sales.

\* Rate card in process of revision.

Station Facilities: Studio (40x70 ft) contains three cameras, automatic water-cooled lighting system, air-conditioned. Film projection room contains one 16mm and two 35mm sound projectors. Also standard slide projector for both transparent and opaque slides, a projection machine for 8x10-in. photo prints and a 35mm strip film projector. Transcription service is NBC Thesaurus and Lang-Worth. Reproduction facilities include 33⅓ and 78 r.p.m. lateral double turntables. Network facilities from New York City.

## SYRACUSE

100 Sets; 199,000 Families

### WHEN

Grantee (STA): Meredith Syracuse Television Corp. Address: 101 Court St.

Studio and Transmitter: 101 Court St.  
Telephone: 3-1126.

Began Commercial Operation: Dec. 1, 1948.

#### Personnel:

E. T. Meredith Jr., *president*.  
Paul Adanti, *general manager*.  
William Bell, *commercial manager*.  
H. E. Crow, *chief engineer*.

Technical Facilities: Channel No. 8 (180-186 mc). Visual power, 15 kw. Aural power, 7.5 kw. Antenna height, 810 ft above average terrain; 500 ft above ground. Requests modification of CP for 26.7 kw visual power, 13.4 kw aural power, 379 ft antenna height. Operating with interim power of 3.42 kw visual, 1.71 kw aural; —8.5 ft antenna height.

#### RATE CARD NO. 1 Dec. 1, 1948

##### BASIC RATE

Basic Rate includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. It does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station (see Studio Rates below). It does not cover remotes (costs quoted on request).

Period	1 Time	13 Times	26 Times	52 Times	104 Times
1 Hour	\$150.00	\$142.50	\$135.00	\$127.50	\$120.00
30 Minutes	90.00	85.50	81.00	76.50	72.00
20 Minutes	75.00	71.25	67.50	63.75	60.00
15 Minutes	60.00	57.00	54.00	51.00	48.00
10 Minutes	45.00	42.75	40.50	38.25	36.00
5 Minutes	30.00	28.50	27.00	25.50	24.00
Announcements (1 Min. or less)	24.00	22.80	21.60	20.40	19.20

##### STUDIO RATE

Studio Rate applies to all live-talent studio productions, includes facilities covered by the basic rate plus full use of existing studio and camera facilities, and the necessary technical staff. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

Period	1 Time	13 Times	26 Times	52 Times	104 Times
1 Hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00
30 Minutes	150.00	142.50	135.00	127.50	120.00
20 Minutes	125.00	118.75	112.50	106.25	100.00
15 Minutes	100.00	95.00	90.00	85.00	80.00
10 Minutes	75.00	71.25	67.50	63.75	60.00
5 Minutes	50.00	47.50	45.00	42.50	40.00
Announcements (1 Min. or less)	40.00	38.00	36.00	34.00	32.00

Announcements and programs cannot be combined to earn lower rate.

Rehearsal Time: Above rates include normal rehearsal time. Costs for additional rehearsal time will be quoted on request.

Special Features and Remotes: Special features and remotes, when offered for sponsorship, will be quoted on a fully-commissionable all-inclusive basis.

Conditions: (a) All rates subject to 15% Agency Commission. No cash discount. (b) Bills rendered monthly; due and payable on the 10th of the month following telecast. (c) WHEN reserves the right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rates, provided there is no interruption. One-year contracts, however, will be accepted only for the purpose of earning frequency discounts. (d) Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. (e) Schedules must start within 30 days of contract date. (f)

Closing time on all programs or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. (g) All program content and commercial copy is subject to approval of station management. WHEN reserves the right to refuse any program for reasons satisfactory to itself.

Represented by: Katz Agency Inc.

Station Facilities: Studio is 35x50 ft with two studio image orthicon cameras. There is also a voice studio (6x8 ft). Film facilities include two 16mm projectors, one iconoscope film pickup camera, one slide projector for 35mm and 2x2-in. transparencies. Mobile unit includes two image orthicon field cameras with associated microwave relay equipment.

## OHIO

### CINCINNATI

10,000 Sets; 384,000 Families

### WLW-T

Grantee (STA): Crosley Broadcasting Corp. Address: 140 W. 9th St. Studio and Transmitter: Chickasaw & Warner Sts., Clifton Heights. Telephone: Cherry 1822.

AM Affiliate: WLW. 50,000 watts, 700 kc (NBC). FM Affiliate: WLWA. 9 kw, 101.1 mc (No. 266), 670 ft antenna height.

Began Commercial Operation: Feb. 9, 1948.

#### Personnel:

J. D. Shouse, *president*.  
R. E. Dunville, *v.p. and general manager*.  
M. N. Terry, *v.p. in charge of television activities*.  
E. J. Boos, *v.p. and treasurer*.  
Dwight Martin, *v.p. and asst. general manager*.  
R. J. Rockwell, *v.p. in charge of engineering*.  
J. M. McDonald, *asst. to v.p. in charge of engineering*.  
J. R. Duncan, *director of television engineering*.  
M. F. Allison, *sales manager*.  
James B. Hill, *manager, sales service*.  
William H. Struble, *TV promotion manager*.  
W. J. McCluskey, Neal Smith, Don Chapin, *sales dept.*  
Warren Jennings, *sales (New York)*.  
Harry Albrecht, *sales (Chicago)*.  
Tracy Moore, *sales (Los Angeles)*.  
Chester Herman, *director of television programming*.  
Rikel Kent, Bernie Barth, *television producers*.  
Red Thornburgh, *sports director*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 23.5 kw. Aural power, 19.5 kw. Antenna height, 670 ft above average terrain; 571 ft above ground.

#### RATE CARD NO. 2-T July 1, 1948

6:00 P.M. to 11:00 P.M. Monday through Friday; 1:00 P.M. to 11:00 P.M. Saturday and Sunday.

1 Hour	\$250.00
40 Minutes	200.00
30 Minutes	150.00
20 Minutes	125.00
15 Minutes	100.00
10 Minutes	87.50
5 Minutes	62.50
1 Minute	25.00

#### All other hours

1 Hour	\$187.50
40 Minutes	150.00
30 Minutes	112.50
20 Minutes	93.75
15 Minutes	75.00
10 Minutes	65.63
5 Minutes	46.88
1 Minute	18.75

#### RATE CARD NO. 3-T Feb. 9, 1949

1 Hour	\$350.00
40 Minutes	300.00
30 Minutes	250.00
20 Minutes	200.00
15 Minutes	150.00
10 Minutes	100.00
5 Minutes	75.00
1 Minute	40.00

#### All other hours

1 Hour	\$210.00
40 Minutes	180.00
30 Minutes	150.00
20 Minutes	125.00
15 Minutes	100.00
10 Minutes	75.00
5 Minutes	50.00
1 Minute	25.00

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Rates for any portion of one minute are same as full minute.

(Continued on next page)

Discounts: (Applicable only to services charged for in accordance with the rates specified above. Charges for sports and other special or remote events available on request and such charges are not subject to discount.)

First (consecutive weeks) — Fall-Winter-Spring (January thru April and October thru December) 13 to 25 weeks, net; 25 weeks or more, (10%). Summer (May thru September) 1 to 4 weeks, 25%; 5 to 10 weeks, 30%; 11 to 16 weeks, 35%; 17 to 22 weeks, 40%

Second (weekly time volume)—Up to 29 minutes per week, no discount; 30 to 44 minutes, 5%; 45 to 74 minutes, 7½%; 75 minutes to 3 hours, 10%; 3 hours and over, 12½%.

Third (annual discount)—An annual rebate will be allowed to the advertiser for each 52 weeks of consecutive WLWT telecasting, said rebate to be 5% of the largest amount of weekly net video services billing which has been common to each and every week. All WLWT contracts with the same advertiser may be combined for determining rate of discount, except that period of 5 minutes or less may not be combined with program periods of more than 5 minutes to qualify the advertiser for consecutive weeks telecasting discounts. The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the telecasting of special events of importance will not affect the client's right to the rebate. That which constitutes a special event of importance will be determined solely by WLWT.

Studio Services: The studio facilities for rehearsal and telecasting of both film and live programs are included at the rates quoted on this card.

Production and Production Services: Rates for production, technical, and program personnel on quotation. Length of rehearsal time, number and type of production and technical personnel, and amount of technical equipment required to be determined by mutual agreement between agency, clients and WLWT on individual programs. WLWT reserves the right to require additional rehearsal time if it is deemed necessary by responsible production and technical directors in the interest of maintaining a high standard of program quality.

Special Telecasting Services: Cost of originating programs outside WLWT studios, employing the microwave mobile transmitter, are subject to individual estimate and quotation.

One Minute Video Service, and One Minute Video Service in Participating Programs: One minute video service available only under specific conditions. WLWT reserves the right to re-schedule such service to accommodate necessary schedule changes, or in the interest of maintaining compatibility between programs. One minute video participations in WLWT features will be available at card rates, for programs originating from the home studios. Participation in programs originating outside the studios will be charged at the published rate for one minute video service, plus charge for additional costs incident to a remote origination.

Station Facilities: Main studio (40x90x35 ft) has two cameras. There is also a rehearsal studio (60x30 ft). Film facilities consist of two cameras, two 16mm and two 35mm sound projectors, one 35mm slide projector, one balopticon; also complete 16mm picture (sound) equipment including camera and automatic developing machine. Mobile unit, complete with microwave transmitter, contains three cameras. News services are AP, UP, INS. Recording facilities include 33½ r.p.m. vertical or lateral equipment, 78 r.p.m. lateral equipment.

## CLEVELAND

18,500 Sets; 695,000 Families

## WEWS

TV Network Service: ABC, CBS, DuMont.

Grantee (STA): Scripps-Howard Radio Inc. Address: 1816 E. Thirteenth St.

Studio: 1816 E. Thirteenth St. Transmitter: Parma, O. Telephone: Superior 6111.

FM Affiliate: WEWS-FM. 10.3 kw, 102.1 mc (No. 271), 640 ft antenna height. Newspaper Affiliation: *Cleveland Press* (Scripps-Howard).

Began Commercial Operation: Dec. 17, 1947.

Personnel:

James C. Hanrahan, *general manager*.  
J. Harrison Hartley, *station director*.  
J. B. Epperson, *chief engineer*.  
J. R. Schmunk, *sales manager*.  
P. H. Crafton, *program manager*.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 16.3 kw. Aural power, 8.15 kw. Antenna height, 640 ft above average terrain; 439 ft above ground.

### RATE CARD NO. 2

Sept. 1, 1948

Class A—6:30-10:30 p.m. Monday through Friday, 12:00 Noon-10:30 p.m. Saturday and Sunday.

Number of Times	1-12	13-25	26-51	52-103	104 or more
60 Minutes	\$300.00	\$285.00	\$270.00	\$255.00	\$240.00
40 Minutes	240.00	228.00	216.00	204.00	192.00
30 Minutes	180.00	171.00	162.00	153.00	144.00
20 Minutes	150.00	142.50	135.00	127.50	120.00
15 Minutes	120.00	114.00	108.00	102.00	96.00
10 Minutes	100.00	95.00	90.00	85.00	80.00
5 Minutes	80.00	76.00	72.00	68.00	64.00
1 Minute or less*	50.00	47.50	45.00	42.50	40.00

Class B—All times other than Class A.

60 Minutes	\$180.00	\$171.00	\$162.00	\$153.00	\$144.00
40 Minutes	144.00	136.80	129.60	122.40	115.20
30 Minutes	108.00	102.60	97.20	91.80	86.40
20 Minutes	90.00	85.50	81.00	76.50	72.00
15 Minutes	72.00	68.40	64.80	61.20	57.60
10 Minutes	60.00	57.00	54.00	51.00	48.00
5 Minutes	48.00	45.60	43.20	40.80	38.40
1 Minute or less*	30.00	28.50	27.00	25.50	24.00

\* For sound on film or silent film voiced by staff announcer. Live announcements, actual production costs additional.

Extra Discounts: In addition to and after discounts quoted on this card, the following discounts will apply to programs of 5 minutes or more in length presented within one week—3 programs, 10%; 4 programs, 15%; 5 or more programs, 20%.

Rehearsal and Other Facility Charges: On both live and film programs camera rehearsal time in ratio of 2:1 included in time rates. Seventy-five dollars per hour for rehearsal time in excess of 2:1 ratio if and when facilities are available.

Remotes: Full facilities available, charges quoted on request.

Studios: Three in downtown Cleveland. Auditorium studio seating 400 available when sponsor wants invited audience, at additional charge for guards, ushers, etc.

Projection Equipment: Two 16mm film projectors, one 35mm film strip projector, one 35mm slide projector and one balopticon.

Television Cameras: Seven. Three dual image orthicon chains—one iconoscope projection chain.

Film Laboratory: Five 16mm cameramen, one laboratory technician, six silent 16mm cameras, one Houston 16mm processing machine, one Bell & Howell 16mm printer. Complete facilities for making still photographs, prints, 35mm film strips and slides.

General Information: (1) Charges for air time and/or use of facilities are subject to 15% commission to recognized advertising agencies. No cash discount. (2) Programs and announcements may not be combined to earn a lower rate. (3) Advertisers placing business with WEWS after Oct. 3, 1948, will buy time and facilities at the rates listed in this rate card and will receive 26 weeks' rate protection from Oct. 3, 1948.

Represented by: Branham Co.

## WNBK

TV Network Service: NBC.

Grantee (STA): National Broadcasting Co. Inc. Address: 815 Superior Ave.

Studio and Transmitter: 815 Superior Ave.

Telephone: Cherry 0942.

AM Affiliate: WTAM. 50,000 watts, 1100 kc (NBC). FM Affiliate: WTAM-FM. 11.5 kw, 105.7 mc (No. 289), 620 ft antenna height.

Began Commercial Operation: Oct. 31, 1948.

Personnel:

John McCormick, *general manager*.  
Charles C. Bevis, *station manager*.  
Harold L. Gallagher, *sales manager*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 18.8 kw. Aural power, 9.6 kw. Antenna height, 585 ft above average terrain; 412 ft above ground.

### RATE CARD NO. 1

Dec. 15, 1948

#### SECTION 1

#### PROGRAM TIME RATES

Net Time Rates After Deduction of Applicable Discounts

Class A—6:00 - 10:30 pm.

Period	Number of Times Within a Year					
	1 to 12	13 to 25	26 to 38	39 to 51	52 to 103	
1 Hour	\$200.00	\$195.00	\$190.00	\$185.00	\$180.00	
45 Minutes	160.00	156.00	152.00	148.00	144.00	
40 Minutes	150.00	146.25	142.50	138.75	135.00	
30 Minutes	120.00	117.00	114.00	111.00	108.00	
20 Minutes	100.00	97.50	95.00	92.50	90.00	
15 Minutes	80.00	78.00	76.00	74.00	72.00	
10 Minutes	70.00	68.25	66.50	64.75	63.00	
5 Minutes	50.00	48.75	47.50	46.25	45.00	

Period	104 to 155	156 to 207	208 to 259	260 or more
	1 Hour	\$175.00	\$170.00	\$165.00
45 Minutes	140.00	136.00	132.00	128.00
40 Minutes	131.25	127.50	123.75	120.00
30 Minutes	105.00	102.00	99.00	96.00
20 Minutes	87.50	85.00	82.50	80.00
15 Minutes	70.00	68.00	66.00	64.00
10 Minutes	61.25	59.50	57.75	56.00
5 Minutes	43.75	42.50	41.25	40.00

Class B—5:00 - 6:00 pm, 10:30 - 11:00 pm Monday through Friday; 1:00 - 6:00 pm, 10:30 - 11:00 pm Saturday and Sunday.

Period	1 to 12	13 to 25	26 to 38	39 to 51	52 to 103
	1 Hour	\$150.00	\$146.25	\$142.50	\$138.75
45 Minutes	120.00	117.00	114.00	111.00	108.00
40 Minutes	112.00	109.20	106.40	103.60	100.80
30 Minutes	90.00	87.75	85.50	83.25	81.00
20 Minutes	75.00	73.12	71.25	69.37	67.50
15 Minutes	60.00	58.50	57.00	55.50	54.00
10 Minutes	52.00	50.70	49.40	48.10	46.80
5 Minutes	38.00	37.05	36.10	35.15	34.20

Period	104 to 155	156 to 207	208 to 259	260 or more
1 Hour	\$131.25	\$127.50	\$123.75	\$120.00
45 Minutes	105.00	102.00	99.00	96.00
40 Minutes	98.00	95.20	92.40	89.60
30 Minutes	78.75	76.50	74.25	72.00
20 Minutes	65.62	63.75	61.87	60.00
15 Minutes	52.50	51.00	49.50	48.00
10 Minutes	45.50	44.20	42.90	41.60
5 Minutes	33.25	32.30	31.35	30.40

Class C—All other times.

Period	1 to 12	13 to 25	26 to 38	39 to 51	52 to 103
1 Hour	\$100.00	\$97.50	\$95.00	\$92.50	\$90.00
45 Minutes	80.00	78.00	76.00	74.00	72.00
40 Minutes	75.00	73.12	71.25	69.37	67.50
30 Minutes	60.00	58.50	57.00	55.50	54.00
20 Minutes	50.00	48.75	47.50	46.25	45.00
15 Minutes	40.00	39.00	38.00	37.00	36.00
10 Minutes	35.00	34.12	33.25	32.37	31.50
5 Minutes	25.00	24.37	23.75	23.12	22.50

Period	104 to 155	156 to 207	208 to 259	260 or more
1 Hour	\$87.50	\$85.00	\$82.50	\$80.00
45 Minutes	70.00	68.00	66.00	64.00
40 Minutes	65.62	63.75	61.87	60.00
30 Minutes	52.50	51.00	49.50	48.00
20 Minutes	43.75	42.50	41.25	40.00
15 Minutes	35.00	34.00	33.00	32.00
10 Minutes	30.62	29.75	28.87	28.00
5 Minutes	21.87	21.25	20.62	20.00

Rates for periods in excess of one hour are in exact proportion to the corresponding one-hour rate. The above rates include use of studio during broadcast.

SECTION 2

MINIMUM STUDIO CHARGE

The minimum Studio Charge for all program periods, which includes the first hour of rehearsal for programs of 31 minutes to one hour in length and the first half hour of rehearsal for programs of 5 to 30 minutes in length, is as follows:

	31 to 60 Minute Programs	5 to 30 Minute Programs
Live Studio	\$150.00	\$75.00
Film Studio (Through 3/31/49)	60.00	30.00
(Beginning 4/1/49)	90.00	45.00
Film Studio when used in conjunction with live studio or mobile unit:		
(Through 3/31/49)	30.00	15.00
(Beginning 4/1/49)	45.00	22.50

REHEARSAL CHARGE

Rehearsal time in excess of the minimum studio requirement will be charged at the rate of \$37.50 for each 15 minutes or less in the live studio and \$15 for each 15 minutes or less in the film studio. Effective April 1, 1949, the film studio charge will be \$22.50 for each 15 minutes or less. When the film studio is used in conjunction with the live studio or mobile unit beyond the minimum rehearsal allowed under minimum studio charges, the additional charge will be 50% of the film studio rehearsal charge.

SECTION 3

ONE-MINUTE ANNOUNCEMENTS

Live or Film

	Less than 13	13 to 25	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 to 259	260 or more
Class A	\$50.00	\$48.75	\$47.50	\$46.25	\$45.00	\$43.75	\$42.50	\$41.25	\$40.00
Class B	40.00	39.00	38.00	37.00	36.00	35.00	34.00	33.00	32.00
Class C	25.00	24.37	23.75	23.12	22.50	21.87	21.25	20.62	20.00

An additional charge will be quoted on request for announcements requiring special production, music, or sound effects.

SECTION 4

20-SECOND STATION BREAKS

Live or Film

	Less than 13	13 to 25	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 to 259	260 or more
Class A	\$50.00	\$48.75	\$47.50	\$46.25	\$45.00	\$43.75	\$42.50	\$41.25	\$40.00
Class B	40.00	39.00	38.00	37.00	36.00	35.00	34.00	33.00	32.00
Class C	25.00	24.37	23.75	23.12	22.50	21.87	21.25	20.62	20.00

An additional charge will be quoted on request for announcements requiring special production, music or sound effects. Scheduled between established programs but not more frequently than four within each hour.

DISCOUNTS

Discounts on Time Charges Only—Applicable to Sections 1, 3 and 4. Program periods (Section 1), one-minute announcements (Section 3) and 20-second station break announcements (Section 4) establish their individual discount schedules and may not be combined to earn higher discounts. Program periods (Section 1) in different rate classifications (Classes A, B and C) may not be combined to earn higher discounts. For one-minute announcements (Section 3) and 20-second station break announcements (Section 4) Classes A, B and C may be combined to earn higher discounts within their own rate sections. Discounts are based on total number used within each rate section during an established 12-month period.

Less than 13	none
13 to 25 times	2½%
26 to 38 times	5%
39 to 51 times	7½%
52 to 103 times	10%
104 to 155 times	12½%
156 to 207 times	15%
208 to 259 times	17½%
260 times or more	20%

Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

RATE PROTECTION

Maximum length of contract, one year. However, commitments made under this rate card will be honored for a period of not more than six months from the effective date of any rate increase provided there is no lapse in schedule.

Represented by: NBC Spot Sales.

TOLEDO

4,500 Sets; 241,000 Families

WSPD-TV

TV Network Service: ABC, CBS and NBC.

Grantee (STA): Fort Industry Co. Address: 136 Huron St. Studio: 136 Huron St. Transmitter: Corner Superior & Lafayette. Telephone: Adams 3175.

AM Affiliate: WSPD. 5,000 watts, 1370 kc (NBC). FM Affiliate: WSPD-FM. 20 kw, 101.5 mc (No. 268), 470 ft antenna height. Began Commercial Operation: July 10, 1948.

Personnel:

E. Y. Flanigan, general manager.  
Glenn Jackson, program director.  
Al Reufel, studio production.  
Westford Shannon, local sales manager.  
Elaine Phillips, film director.  
Ashley Dawes, remote director.  
Jerry Peacock, art director.  
W. M. Stringfellow, engineer-in-charge of television.

Technical Facilities: Channel No. 13 (210-216 mc). Visual power, 27.4 kw. Aural power, 14.4 kw. Antenna height, 524 ft above average terrain; 555 ft above ground.

RATE CARD NO. 1

June 1, 1948

(Rates to be revised in February)

BASIC RATE

Includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. Also applies to programs and announcements relayed from other stations or by a network. Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station (see Studio Rates below). Does not cover remotes. (Costs quoted on request).

Period	1 Time	13 Times	26 Times	52 Times	104 Times
1 Hour	\$150.00	\$142.50	\$135.00	\$127.50	\$120.00
½ Hour	90.00	85.50	81.00	76.50	72.00
20 Minutes	75.00	71.25	67.50	63.75	60.00
¼ Hour	60.00	57.00	54.00	51.00	48.00
10 Minutes	45.00	42.75	40.50	38.25	36.00
5 Minutes	30.00	28.50	27.00	25.50	24.00
Announcements (1 Min. or less)	24.00	22.80	21.60	20.40	19.20

STUDIO RATE

Applies to all live-talent studio productions. Includes facilities covered by the basic rate plus full use of existing studio and camera facilities, and the necessary technical staff. Also includes camera rehearsal time as shown below. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

Period	1 Time	13 Times	26 Times	52 Times	104 Times
1 Hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00
½ Hour	150.00	142.50	135.00	127.50	120.00
20 Minutes	125.00	118.75	112.50	106.25	100.00
¼ Hour	100.00	95.00	90.00	85.00	80.00
10 Minutes	75.00	71.25	67.50	63.75	60.00
5 Minutes	50.00	47.50	45.00	42.50	40.00
Announcements (1 Min. or less)	40.00	38.00	36.00	34.00	32.00

Announcements and programs cannot be combined to earn lower rate.

Rehearsal Time: Camera rehearsal time in ratio of 2-1 included in above costs. \$25 per hour for time in excess of 2-1 ratio, but less than 4-1. \$75 per hour for time in excess of 4-1 ratio.

Special Features and Remotes: Special features and remotes, when offered for sponsorship, will be quoted on a fully-commissionable all-inclusive basis.

Conditions: All rates subject to 15% Agency Commission. No cash discount. Bills rendered monthly; due and payable on the 10th of the month following telecast. One year contracts will be accepted for the purpose of earning frequency discounts, but above rates are guaranteed only for 6 months from date of first telecast. Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. Schedules must start within 30 days of contract date. Closing time on all programs or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. All program content and commercial copy is subject to approval of station management. WSPD-TV reserves the right to refuse any program for reasons satisfactory to itself.

Represented by: The Katz Agency Inc.

Station Facilities: Studio (45x25x20-ft) contains two studio-type image orthicon cameras mounted on dollies. Film facilities include two 16mm projectors, one slide projector for 2x2-in. and 4x3¼-in. transparencies, one balopticon for 10x8-in. opaques. Mobile unit includes two field image-orthicon cameras, microwave relay links, carries a 6-man crew.

# PENNSYLVANIA

## PHILADELPHIA

95,000 Sets; 1,184,000 Families

### WCAU-TV

TV Network Service: CBS

Grantee (STA): WCAU Inc. Address: 1622 Chestnut St.  
 Studio: 1622 Chestnut St. Transmitter: 12 S. Twelfth St.  
 Telephone: Locust 7-7700.

AM Affiliate: WCAU. 50,000 watts, 1210 kc (CBS). FM Affiliate:  
 WCAU-FM. 10 kw, 98.1 mc (No. 231), 650 ft antenna height.  
 Newspaper Affiliation: Philadelphia Bulletin

Began Commercial Operation: March 15, 1948.

#### Personnel:

Dr. Leon Levy, *president and general manager.*  
 Joseph L. Tinney, *v.p. and assistant general manager.*  
 G. Bennett Larson, *v.p. and director of television.*  
 John McClay, *program coordinator.*  
 Roy A. Meredith, *production director.*  
 John G. Leitch, *technical director.*  
 David Kaigler, *junior producer.*  
 William Sears, *junior producer.*  
 Warren Wright, *junior producer.*  
 Joseph L. Tinney, *junior producer.*  
 Bob Heintz, *newsreel photographer.*  
 Alfred Ringler, *news editor.*  
 Helen Buck, *film editor.*  
 Martin Katz, *sales department.*  
 Charles Fish, *sales department.*

Technical Facilities: Channel No. 10 (192-198 mc). Visual power,  
 25 kw. Aural power, 14 kw. Antenna height, 670 ft. above  
 average terrain; 737 ft above ground.

#### RATE CARD NO. 2

Sept. 1, 1948

#### RATES

Class A—Between 7:00 p.m. and 10:30 p.m. Monday through Friday.  
 1:00 p.m. and 10:30 p.m. Saturday and Sunday.

Period	1 time	13 times	39 times	52 times
60 minutes (live)	\$300.00	\$285.00	\$270.00	\$255.00
(film)	225.00	213.75	202.50	191.25
30 minutes (live)	180.00	171.00	162.00	153.00
(film)	135.00	128.25	121.50	114.75
20 minutes (live)	150.00	142.50	135.00	127.50
(film)	112.50	106.88	101.25	95.62
15 minutes (live)	120.00	114.00	108.00	102.00
(film)	90.00	85.50	81.00	76.50
10 minutes (live)	100.00	95.00	90.00	85.00
(film)	75.00	71.75	67.50	63.75
5 minutes (live)	80.00	76.00	72.00	68.00
(film)	60.00	57.00	54.00	51.00

Class B—Between 5:00 p.m. and 7:00 p.m., Monday through Friday.

Period	1 time	13 times	39 times	52 times
60 minutes (live)	\$270.00	\$256.50	\$243.00	\$229.50
(film)	202.50	192.37	182.25	172.12
30 minutes (live)	162.00	153.90	145.80	137.70
(film)	121.50	115.42	109.35	103.27
20 minutes (live)	135.00	128.25	121.50	114.75
(film)	101.25	96.19	91.13	86.06
15 minutes (live)	108.00	102.60	97.20	91.80
(film)	81.00	76.95	72.90	68.85
10 minutes (live)	90.00	85.50	81.00	76.50
(film)	67.50	64.12	60.75	57.37
5 minutes (live)	72.00	68.40	64.80	61.20
(film)	54.00	51.30	48.60	45.90

Class C—All other hours.

Period	1 time	13 times	39 times	52 times
60 minutes (live)	\$225.00	\$213.75	\$202.50	\$191.25
(film)	168.75	160.31	151.88	143.43
30 minutes (live)	135.00	128.25	121.50	114.75
(film)	101.25	96.12	91.13	86.06
20 minutes (live)	112.50	106.87	101.25	95.62
(film)	84.37	80.15	75.93	71.71
15 minutes (live)	90.00	85.50	81.00	76.50
(film)	67.50	64.12	60.75	57.37
10 minutes (live)	75.00	71.25	67.50	63.75
(film)	56.25	53.44	50.63	47.81
5 minutes (live)	60.00	57.00	54.00	51.00
(film)	45.00	42.75	40.50	38.25

Weekly Strip Units: Minimum contract, 13 weeks, 5 times weekly  
 —Monday through Friday. Programs of 10 minutes or more  
 using 5 times per week at the same time every day, will take  
 the weekly rate of 4 times the 1 time rate in each classification,  
 subject to discounts of 5% for 26 and 10% for 52 consecutive  
 weeks.

Announcements: 1 minute or less, slide or film:

	1 time	13 times	26 times	52 times
Class A	\$50.00	\$40.00	\$38.00	\$36.00
Class B	45.00	36.00	34.20	32.40
Class C	37.50	30.00	28.50	27.00

Rehearsals: Camera rehearsals—\$25 per half hour.

Contract Information: Rates subject to change without notice.  
 Rates protected for six months from time change of rates takes  
 effect. (a) Maximum length of contract—one year. (b) All pro-  
 grams and copy subject to approval of station. (c) Program  
 copy and material must be received 72 hours prior to telecast.

(d) Advertising copy must be received 24 hours in advance of  
 telecast. Copy for Saturday, Sunday and Monday must be re-  
 ceived by 5:00 p.m. on Thursday.

Commissions: 15% to recognized advertising agencies. Bills due  
 and payable on or before the 20th of the month following the  
 telecasts.

Studio Facilities: Two specially designed studios and a 250 seat  
 auditorium, with complete camera and lighting equipment.

Film Facilities: Two 16mm sound projectors. Two automatic  
 2" by 2" slide projectors and Balopticon for opaques and 3x4  
 slides.

Remotes: Complete facilities for field pick-ups including specially  
 designed mobile unit.

Props and Scenery: Basic Scenery and Flats which are available  
 in the studio—supplied at no additional cost. Construction and  
 Artwork for special scenery and properties are available at the  
 rate of \$5 per man hour (labor and material included).

Represented by: CBS Radio Sales.

### WFIL-TV

TV Network Service: ABC and DuMont.

Grantee (STA): Triangle Publications Inc. Address: Widener Bldg.  
 Studio: Market at 46th St. Transmitter: Widener Bldg.  
 Telephone: Evergreen 6-8090.

AM Affiliate: WFIL. 5,000 watts, 560 kc (ABC). FM Affiliate: WFIL-  
 FM. 9 kw, 102.1 mc (No. 271), 670 ft antenna height. Newspaper  
 Affiliation: Philadelphia Inquirer.

Began Commercial Operation: Sept. 13, 1947.

#### Personnel:

Roger W. Clipp, *general manager.*  
 Donald Kellett, *administrative assistant.*  
 John E. Surrick, *sales director.*  
 Kenneth W. Stowman, *television sales manager.*  
 Louis E. Littlejohn, *chief engineer.*  
 Henry Rhea, *asst. chief engineer for TV.*  
 Jack Steck, *manager of program and production.*  
 Herbert K. Horton, *program director.*

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 17.2  
 kw. Aural power, 9.3 kw. Antenna height, 725 ft above average  
 terrain; 502 ft above ground. *Granted modification of CP to  
 move transmitter to Roxborough, Pa., change powers to 27 kw  
 visual, 13.4 kw aural, antenna height to 650 ft above average  
 terrain; 635 ft above ground.*

#### RATE CARD NO. 4

Jan. 1, 1949

#### LIVE PROGRAMS

Period	1 Time	26 Times	52 Times
1 Hour	\$400.00	\$380.00	\$360.00
½ Hour	240.00	228.00	216.00
20 Minutes	200.00	190.00	180.00
¼ Hour	160.00	152.00	144.00
10 Minutes	120.00	114.00	108.00
5 Minutes	80.00	76.00	72.00

#### ANNOUNCEMENTS (Live and Film)

1 Minute or Less ..... \$50.00 \$47.50 \$45.00  
 Special rates apply to announcements adjacent to special features.

#### FILM PROGRAMS

Period	1 Time	26 Times	52 Times
1 Hour	\$300.00	\$285.00	\$270.00
½ Hour	180.00	171.00	162.00
20 Minutes	150.00	142.50	135.00
¼ Hour	120.00	114.00	108.00
10 Minutes	90.00	85.50	81.00
5 Minutes	60.00	57.00	54.00

Film Rate: Includes transmitter and film facilities, services of staff  
 announcer and recorded music as background for film com-  
 mercials, normal rehearsal time. Does not cover programs or  
 announcements using live talent or which require extra produc-  
 tion facilities and personnel on the part of the station. (See  
 Live Rates.) Does not cover remotes. (Costs quoted on request.)

Live Rate: Applies to all live-talent studio production. Includes  
 facilities covered by the film rate plus full use of existing studio  
 and camera facilities, and the necessary technical staff. Also  
 includes normal rehearsal time. Talent, art and construction  
 work are not included in these rates. Costs for these items will  
 be quoted on request.

Contract Information: All rates guaranteed for 26 weeks. WFIL-TV  
 reserves the right to change its rates effective on such date as  
 it may announce. Changes which increase rates will not apply  
 to advertisers who are on the air at the time the increase is  
 announced until six months after the effective date of any new  
 rates, provided there is no interruption. One year contracts, how-  
 ever, will be accepted only for the purpose of earning frequency  
 discounts.

Agency Commission: 15% on net time only to recognized agencies.  
 No cash discount.

Represented by: The Katz Agency Inc.

Studio Facilities: Main studio (26x55x20 ft). Smaller studio, for  
 interviews and single-camera shows, (12x15 ft). Special effects  
 studio is used for all titling work and 16mm projection. Cameras  
 include two image orthicons for studios, four field cameras (two  
 at the Philadelphia Arena for sports programs and two for  
 mobile unit), two film pickup cameras. Film facilities consist  
 of two 16mm projectors, six 16mm cameras, and one 16mm sound  
 camera. Also included is one transparent still projector for 2x2-in.  
 slides, two transparent still projectors for 3¼x4¼ slides, one opaque  
 projector for 8x10-in. cards, newspapers, pictures, etc. Mobile  
 unit is completely equipped with two cameras (including Zoomar  
 lens), master monitor and an off-the-air monitor. Transcription  
 service is associated. Station maintains a complete newsreel labo-  
 ratory for processing station's daily newsreel. Most pictures for  
 newsreel are taken by station's motion picture staff. News is  
 furnished by affiliated-Philadelphia Inquirer.

# WPTZ

TV Network Service: NBC

Licensee: Philco Television Broadcasting Corp. Address: Architects Bldg.

Studio: 1619 Walnut St. Transmitter: Wyndmoor, Pa.

Telephone: Locust 4-2244.

Began Commercial Operation: September 1941.

Personnel:

E. B. Loveman, *v.p. and general manager.*  
Alexander W. Dannenbaum, Jr., *commercial manager.*  
R. V. Tooke, *assistant general manager.*  
Ernest Walling, *program manager.*  
R. J. Bowley, *chief engineer.*

Technical Facilities: Channel No. 3 (60-66 mc). Visual power, 18 kw. Aural power, 9 kw. Antenna height, 720 ft above average terrain; 914 ft above ground.

WPTZ RATE CARD NO. 3  
Oct. 1, 1948

## GENERAL INFORMATION

1. Frequency, etc.: [See Technical Facilities].
2. News Service: International News Service television news tape. NBC Television News.
3. Transcription and Record Service: Reproduction equipment for either 78 or 33 $\frac{1}{3}$  rpm lateral or vertical recordings and instantaneous recording equipment. NBC Thesaurus transcription library service.
4. Studio Facilities: Two studio cameras, four microphone channels, transcription turntables, titling apparatus and complete lighting equipment. Auditorium studio seating 200 available.
5. Projection Studio Facilities: Projectors for 16mm and 35mm silent or sound motion pictures as well as for opaque and transparent slides and INS news tape service.
6. Remote Pick-up Equipment: Six image orthicon camera channels with a full complement of lenses, including the Zoomar, portable transmitters for picture and sound and mobile unit trucks provide complete coverage for outdoor and indoor remote telecasts.
7. Motion Picture Unit: Personnel and equipment are available for filming special events, film sequences and film commercials on both 16mm and 35mm film.
8. Network Facilities: The Philco radio relay system permits the telecasting by WPTZ of programs originating in New York City. Similarly, programs originating in Philadelphia may be relayed to New York for telecasting there. Facilities are available for telecasts to and from other cities.
9. Staff: A complete engineering, operating and production staff is available. Service of the program department is available in arranging and presenting programs.
10. Program Policy: The station reserves the right to reject advertising of any product or service which in the station's judgment is unsuitable. The station reserves the right to eliminate all parts of programs which it may consider contrary to its policy or interest. All program material is subject to federal, state or municipal decisions, laws and regulations now and hereafter made and in force.
11. Commission and Discounts: A commission of 15% will be allowed to recognized advertising agencies on gross billings for broadcast time. No cash discounts are granted.

## GENERAL RATES

Period	Live Studio Program	All-Film Program
1 Hour	\$400	\$300
30 Minutes	240	180
20 Minutes	200	150
15 Minutes	160	120
10 Minutes	120	90
5 Minutes	80	60

Camera Rehearsal Charges: \$25 per half hour or fraction thereof. Design, layout and construction of special scenery, properties and artwork: Cost of materials plus labor at \$5 per man hour.

Remote Pick-ups: Rates on request.

Network Programs: Rates on request.

Time or Weather Spots: 20-second station breaks and one-minute announcements, \$50. Preferential announcements (one minute or less), \$75. Staff announcer if required and transcribed music from our library supplied at no charge. 20-second spot announcements may use a maximum of two slides or 16mm or 35mm motion picture film with live, motion picture sound track or transcribed narration and transcribed musical background. One-minute spot announcements must use motion picture film with no more than one slide. Narration may be presented live, transcribed or on motion picture sound track.

Represented by: NBC Spot Sales.

# PITTSBURGH

2,500 Sets; 742,000 Families

## WDTV

TV Network Service: DuMont and others.

Grantee (STA): Allen B. DuMont Laboratories Inc. Address: Nixon Theatre Bldg.

Transmitter: Montana & Grazella Sts.

Telephone: Atlantic 2171.

Begins Commercial Operation: Jan. 11, 1949.

Personnel:

Donald A. Stewart, *general manager.*  
Raymond W. Rodgers, *acting chief engineer.*

Technical Facilities: Channel No. 3 (60-66 mc). Visual power, 16.6 kw. Aural power, 8.3 kw. Antenna height, 818 ft above average terrain; 550 ft above ground.

RATE CARD NO. 1

Oct. 20, 1948

For specifications, see WABD, New York City, which are identical except for the following for WDTV:

## AIR TIME RATES

One Class Time Only—Sunday through Saturday from sign-on to sign-off

Period	Number of Times Per Year					
	1-25	26-51	52-103	104-259	260-399	400-more
1 Hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00	\$187.50
30 Minutes	150.00	142.50	135.00	127.50	120.00	112.50
20 Minutes	112.50	107.00	101.25	95.50	90.00	84.50
15 Minutes	100.00	95.00	90.00	85.00	80.00	75.00
10 Minutes	87.50	83.25	78.75	74.50	70.00	65.50
5 Minutes	62.50	59.50	56.25	53.25	50.00	47.00
1 Minute	40.00	38.00	36.00	34.00	32.00	30.00
Station Break	34.50	32.75	31.00	29.25	27.75	26.00

Frequency Discounts: Net frequency rates shown are based on the total number of programs or announcements used within one year by the same advertiser. However, programs and announcements may not be combined for frequency rate.

Studio Usage: Rates for studio show rehearsal will be made available prior to the opening of the station.

General Information: (b) *Special Facilities*—Rates for network stations, remote pick-ups, package programs, participations, and for production services such as talent, sets, costumes, film cutting and editing, will be made available prior to the opening of the station. Additional charges will be made for the production of the commercial message. They will be determined by the type of commercial treatment agreed upon and the amount of preparation involved.

Regulations: (a) All data herein are subject to change without notice. (j) Advertisers are protected on rates for 13 weeks beyond the effective date of the next rate increase.

Station Facilities: Film equipment includes one 16mm projector, one flying spot scanner which will accommodate standard slides and other material. Mobile unit consists of one dual orthicon camera chain, including complete sound pickup equipment, microwave relay equipment and monitoring facilities.

# TENNESSEE

## MEMPHIS

1,100 Sets; 177,000 Families

## WMCT

Grantee (STA): Memphis Publishing Co. Address: 495 Union Ave.

Studio: Goodwyn Institute Bldg. Transmitter: U. S. Highway 70 & Macon Rd.

Telephone: 8-7464.

AM Affiliate: WMC. 5,000 watts, 790 kc (NBC). FM Affiliate: WMCF. 260 kw, 99.7 mc (No. 259), 590 ft antenna height. Newspaper Affiliation: *Memphis Commercial Appeal.*

Began Commercial Operation: Nov. 13, 1948.

Personnel:

H. W. Slavick, *general manager.*  
J. C. Eggleston, *commercial manager.*  
Wilson Mount, *program director.*  
E. C. Frase Jr., *chief engineer.*  
William Brazzil, *production manager.*

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 13.6 kw. Aural power, 7.12 kw. Antenna height, 650 ft above average terrain; 750 ft above ground.

RATE CARD NO. 1

Dec. 1, 1948.

Class A—7 to 10:30 pm Monday through Friday, 12 Noon to 10:30 pm Saturday and Sunday.

Period	Number of Times						
	1 to 25	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or More
60 Min.	\$100.00	\$92.50	\$90.00	\$87.50	\$85.00	\$82.50	\$80.00
45 Min.	80.00	74.00	72.00	70.00	68.00	66.00	64.00
40 Min.	75.00	69.40	67.50	65.60	63.70	61.80	60.00
30 Min.	60.00	55.50	54.00	52.50	51.00	49.50	48.00
20 Min.	50.00	46.25	45.00	43.75	42.50	41.25	40.00
15 Min.	40.00	37.00	36.00	35.00	34.00	33.00	32.00
10 Min.	35.00	32.40	31.50	30.60	29.70	28.80	28.00
5 Min.	25.00	23.10	22.50	21.90	21.30	20.70	20.00
1 Min. or less	17.50	16.20	15.80	15.40	15.00	14.50	14.00

Above rates are for Air Time only, and subject to 15% commission to recognized agencies. No cash discount. Program, talent, production and technical charges quoted on request, and are net costs. Programs and announcements may not be combined to earn a lower rate. Above rates guaranteed for 180 days from effective date, and subject to change on 60 days notice thereafter.

Represented by: Branham Co.

Station Facilities: Auditorium seating 1,000 people, with stage, property rooms, etc., plus large 28x34 ft studio. There are four cameras, and one mobile unit. Complete film facilities.

# TEXAS

## FORT WORTH

2,000 Sets, 269,000 Families (Ft. Worth Area)  
2,500 Sets; 277,000 Families (Dallas Area)

### WBAP-TV

Covers Fort Worth and Dallas Areas

Grantee (STA): Carter Publications Inc. Address: Medical Arts Bldg., Fort Worth.

Studio and Transmitter: 3900 Barnett St.

Telephone: 3-1234.

AM Affiliate: WBAP. 50,000 watts, 820 kc (NBC) and 5,000 watts, 570 kc (ABC). Shares time on both frequencies with WFAA, Dallas. FM Affiliate: WBAP-FM. 50 kw, 100.5 mc (No. 263), 435 ft antenna height. Newspaper Affiliation: Fort Worth Star-Telegram.

Began Commercial Operation: Sept. 29, 1948.

Personnel:

Amon Carter, *president*.

Harold Hough, *director*.

George Cranston, *manager*.

Roy Bacus, *commercial manager*.

R. C. Stinson, *engineering director*.

Seymour C. Andrews, *program director*.

Frank Mills, *chief announcer*.

Marshal Atwell, *art director*.

Lyman Brown, *continuity chief*.

Lynn Trammell, *film program manager*.

James A. Byron, *news editor*.

George McCullough, *photography and film chief*.

A. M. Woodford, Robert Gould, *production chiefs*.

Jack Rogers, *publicity, promotion, merchandising director*.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 17.6 kw. Aural power, 8.2 kw. Antenna height, 490 ft above average terrain; 502 ft above ground.

#### RATE CARD NO. 1—Sept. 1, 1948

##### TIME

Class A—6 to 11 PM Monday thru Friday; 1 to 11 PM Saturday-Sunday.

Period	Base	26-5%	52-10%	104-15%	156-20%	260-25%
1 Hour	\$150.00	142.50	135.00	127.50	120.00	112.50
40 Minutes	120.00	114.00	108.00	102.00	96.00	90.00
30 Minutes	90.00	85.50	81.00	76.50	72.00	67.50
20 Minutes	75.00	71.25	67.50	63.75	60.00	52.25
15 Minutes	60.00	57.00	54.00	51.00	48.00	45.00
10 Minutes	52.50	49.87	47.25	44.62	42.00	39.37
5 Minutes	37.50	35.63	33.75	31.88	30.00	28.13
1 Min. or less	20.00	19.00	18.00	17.00	16.00	15.00

Class B—5 to 6 PM Monday thru Friday.

Period	Base	26-5%	52-10%	104-15%	156-20%	260-25%
1 Hour	\$112.50	106.87	101.25	95.62	90.00	84.37
40 Minutes	90.00	85.50	81.00	76.50	72.00	67.50
30 Minutes	67.50	64.12	60.75	57.37	54.00	50.62
20 Minutes	56.25	53.44	50.63	47.81	45.00	42.19
15 Minutes	45.00	42.75	40.50	38.25	36.00	33.75
10 Minutes	39.38	37.41	35.44	33.47	31.50	29.53
5 Minutes	28.13	26.72	25.32	23.91	22.50	21.10
1 Min. or less	15.00	14.25	13.50	12.75	12.00	11.25

Class C—All other periods.

Period	Base	26-5%	52-10%	104-15%	156-20%	260-25%
1 Hour	\$75.00	71.25	67.50	63.75	60.00	56.25
40 Minutes	60.00	57.00	54.00	51.00	48.00	45.00
30 Minutes	45.00	42.75	40.50	38.25	36.00	33.75
20 Minutes	37.50	35.63	33.75	31.88	30.00	28.13
15 Minutes	30.00	28.50	27.00	25.50	24.00	22.50
10 Minutes	26.25	24.94	23.62	22.31	21.00	19.69
5 Minutes	18.75	17.81	16.88	15.94	15.00	14.06
1 Min. or less	10.00	9.50	9.00	8.50	8.00	7.50

#### ADDITIONAL CHARGES

	Film Studio*	Live Studio*
1 Hour	\$52.50	\$150.00
40 Minutes	42.00	120.00
30 Minutes	31.50	90.00
20 Minutes	26.25	75.00
15 Minutes	21.00	60.00
10 Minutes	16.50	52.50
5 Minutes	13.50	37.50
1 Minute or less	10.00	20.00

No frequency discounts on film and studio facilities.

\*Film Rates (completed film supplied by advertiser): Film rates are all inclusive—air time, adequate rehearsal time, film projection facilities and staff announcer. WBAP-TV uses 16mm film only.

\*Studio Rates: Include air time, staff announcer, full use of existing studio and camera facilities and their necessary technical staff, plus minimum rehearsal time of 30 minutes—or in ratio of 6-1 for 10-minute and longer air time. Additional rehearsal time, \$20.00 per ½ hour. Additional rates on request for talent, art work and stage sets, telecasting rights and privileges as required.

Remotes: Additional rates on request for special lines, cameras, mobile unit, production, talent, telecasting rights and privileges and technical facilities as required.

Film Production: Rates on request for production of TV commercials on 16mm film, with or without sound.

Miscellaneous: (a) Commission of 15% on Studio, Film or Remote Rates to recognized advertising agencies. (b) No cash discount. Bills payable by 20th of following month. (c) Last 30 seconds of program time reserved for station use and identification. (d)

Advertising of hard liquors not accepted. (e) Programs and advertising accepted subject to approval of station management. (f) Rates guaranteed for 120 days. (g) Frequency discounts guaranteed for one year.

Represented by: Free & Peters Inc.

Station Facilities: Two studios (45x82x28-ft and 20x30x20-ft) and one announcer's booth (14x18-ft), with two studio cameras. Film facilities include one film camera, one 16mm film projector, balopticon and slide projector for 2x2-in transparencies. One mobile unit with two field cameras and microwave relay.

## HOUSTON

200 Sets; 217,000 Families

### KLEE-TV

Grantee (STA): W. Albert Lee. Address: Milby Hotel.

Studio and transmitter: Post Oak Rd.

Telephone: Preston 1161.

AM Affiliate: KLEE. 5,000 watts, 610 kc. AM Affiliate: KLEE-FM. 45 kw, 95.7 mc (No. 239), 380 ft antenna height.

Began Commercial Operation: Jan. 1, 1949.

Personnel:

Sidney Balkin, *manager*.

Bernard A. Brink Jr., *consulting engineer*.

Ken Bagwell, *program director*.

Paul Huhndorff, *chief engineer*.

Bud Johnson, *chief of operations*.

Richard P. Altman, *sports director*.

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 16 kw. Aural power, 8.5 kw. Antenna height, 500 ft above average terrain; 537 ft above ground.

#### RATE CARD NO. 1

Jan. 1, 1949

All Rates Listed Are For Time Charges Only

#### FILM PROGRAMS AND SPOT ANNOUNCEMENTS

Include transmitter and film facilities, services of staff announcer and recorded musical background for film commercials. Does not apply to programs and announcements using live talent, or which require extra production facilities and personnel on the part of the station.

1 Hour	\$200.00
40 Minutes	160.00
30 Minutes	120.00
20 Minutes	100.00
15 Minutes	80.00
10 Minutes	70.00
5 Minutes	55.00
1 Minute	30.00

Live Talent Programs and Announcements: Same as above rates plus 20%. Studio rates include facilities covered by Film and Remote Rate schedule plus full use of existing studio and camera facilities and the necessary technical staff. Also include camera rehearsal time in ratio of 2 to 1. Talent, art, and construction costs are not included in these rates.

Rehearsal Time: Restricted to two times the amount of air time. Rates for extra rehearsal time—\$50 per hour up to 5 hours; \$150 per hour, over 5 hours.

Frequency Discounts (Applicable to General Telecasting Rates Only): 26 weeks, 5%; 52 weeks, 10%.

Remotes: Rate for mobile unit is \$230 each time used.

Represented by: Adam J. Young Jr. Inc.

Station Facilities: Studio measures 28x40 ft, includes up to three image orthicon cameras. Film facilities include two 16mm projectors, two complete film camera chains, Balopticon and slide equipment. Transcription service is Associated. Mobile unit consists of two image orthicon cameras with microwave equipment for both video and audio signals.

## UTAH

### SALT LAKE CITY

1,200 Sets; 93,000 Families

### KDYL-TV

Grantee (STA): Intermountain Broadcasting Corp. Address: Tribune-Telegram Bldg.

Studio: KDYL Television Playhouse. Transmitter: Walker Bldg.

Telephone: 5-2991.

AM Affiliate: KDYL. 5,000 watts, 1320 kc (NBC). FM Affiliate: KDYL-FM. 900 watts, 98.7 mc (No. 254), —450 ft antenna height.

Began Commercial Operation: July 1, 1948.

Personnel:

S. S. Fox, *president and general manager*.

John M. Baldwin, *v.p. and technical director*.

Harry Golub, *director of television and sales*.

Allen L. Gunderson, *chief television engineer*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 14.5 kw. Aural power, 7 kw. Antenna height, —542 ft above average terrain; 330 ft above ground. Requests modification of CP for 4.13 kw visual, 2.3 kw aural, —499 ft above average terrain; 378 ft above ground. Operating with interim power of 2 kw visual.

**RATE CARD NO. 2**

Oct. 1, 1948

Basic Rate: Includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. Additional charges for remotes or for programs or announcements using live talent or which requires extra production facilities. Rates on request.

Class A—6:00 p.m. to 11:00 p.m. Sunday through Friday.

Period	1 Time	13 Times	26 Times	52 Times
1 Hour	\$150.00	\$145.00	\$140.00	\$135.00
1/2 Hour	90.00	85.50	81.00	76.50
20 Minutes	75.00	71.25	67.50	63.75
1/4 Hour	60.00	57.00	54.00	51.00
10 Minutes	45.00	42.75	40.50	38.25
5 Minutes	30.00	28.50	27.00	25.50
1 Minute	23.00	21.65	20.30	18.95

Class B—Before 6:00 p.m.

1 Hour	\$100.00	\$95.00	\$90.00	\$85.00
1/2 Hour	60.00	57.00	54.00	51.00
20 Minutes	50.00	47.50	45.00	42.50
1/4 Hour	40.00	38.00	36.00	34.00
10 Minutes	30.00	28.50	27.00	25.50
5 Minutes	20.00	19.00	18.00	17.00
1 Minute	15.00	14.00	13.00	12.00

Rehearsal Time: Live studio camera rehearsals, \$25 for one-half hour or any part thereof. For studio rehearsal time requirements, consult management.

Remote Control: Facilities subject to extra charges. Rates on request.

Represented by: John Blair & Co.

**VIRGINIA**

**RICHMOND**

4,600 Sets; 130,000 Families

**WTVR**

TV Network Service: NBC.

Grantee (STA): Havens & Martin Inc. Address: 3301 W. Broad St. Studio: 3301 W. Broad St. Transmitter: Staples Mill Rd., near Broad St.

Telephone: 5-8611.

AM Affiliate: WMBG. 5,000 watts. 1380 kc (NBC). FM Affiliate: WCOD. 46 kw, 98.1 mc. (No. 251), 430 ft antenna height.

Began Commercial Operation: April 15, 1948.

Personnel:

Wilbur M. Havens, *general manager.*  
 Conrad Rianhard, *program manager.*  
 John V. Shand, *asst. program manager.*  
 Wilfred H. Wood, *chief engineer.*

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 12.16 kw. Aural power, 6.4 kw. Antenna height, 431 ft above average terrain; 417 ft above ground.

**RATE CARD C**

Jan. 1, 1949

Period	Class A*	Class B†	Class C‡
60 Minutes	\$200.00	\$150.00	\$100.00
40 Minutes	160.00	120.00	80.00
30 Minutes	140.00	105.00	70.00
20 Minutes	120.00	90.00	60.00
15 Minutes	100.00	75.00	50.00
10 Minutes	80.00	60.00	40.00
5 Minutes	60.00	45.00	30.00
1 Minute or less	40.00	30.00	20.00

\* 6 to 10:30 pm.

† Monday through Friday, 5-6 pm and 10:30-11 pm; Saturday and Sunday, 1-6 pm and 10:30-11 pm.

‡ All other times.

Charges are complete and all-inclusive, unless additional rehearsal time over and above the unit purchased is required, in which event the rate will be \$15 per 1/4 hour or fraction thereof.

All present contracts will be protected against rate changes for the duration of their present contract, however, in no event for a longer period than one year.

Announcements in Special Programs: (a) One minute announcements accepted in Tele News Program Monday through Friday evenings. Rate, \$48.50 per announcement. (b) One minute announcements accepted in Tele Disc Program Monday through Friday evenings. Rate, \$45 per announcement. Limited to three announcements per program.

Discounts: When 52 consecutive weeks are completed a 10% bonus discount will be allowed on the lowest net weekly billing for time service only.

Scenery & Property: At cost and non-commissionable.

Talent & Programs: Prices upon request.

Represented by: John Blair & Co. and NBC Spot Sales.

Station Facilities: At present one studio (29'x17'6"x11'8"). A second studio (29'8 1/2"x27'8 1/2") is to be added. Cameras include two image orthicons for studio and one mobile. Movie equipment consists of two 16mm and two 35mm projectors and one slide projector. Recording equipment consists of RCA lateral. News and photo services include Transradio Press, INS Photo Service, supplemented by local photographic services.

**WASHINGTON**

**SEATTLE**

1,500 Sets; 307,000 Families

**KRSC-TV**

Grantee (STA): Radio Sales Corp. Address: 2939 Fourth Ave., S. Studio: 2939 Fourth Ave., S. Transmitter: Queen Anne Hill. Telephone: Elliott 2480.

AM Affiliate: KRSC. 1,000 watts, 1150 kc. FM Affiliate: KRSC-FM. 15 kw, 98.1 (No. 251), 410 ft antenna height.

Began Commercial Operation: Nov. 25, 1948.

Personnel:

Palmer K. Leberman, *president.*  
 Robert E. Priebe, *general manager.*  
 Al P. Hunter, *commercial manager.*  
 Lee Schulman, *program director.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 18.95 kw. Aural power, 9.79 kw. Antenna height, 408 ft above average terrain; 140 ft above ground.

**RATE CARD NO. 1**

Nov. 1, 1948

Agency Commission: 15% to recognized agencies on net charges for television facilities listed. No cash discount.

**GENERAL ADVERTISING**

Rates include transmitter and film facilities as well as services of staff announcer and use of transcription and record facilities. Rates are subject to change upon 60 days notice. Rate changes will not apply to those advertisers who are on the air at the time the rate changes are announced until 6 months thereafter. Rates apply to network programs or programs relayed from other stations. These basic rates do not cover programs which require studio production facilities on the part of the station. Rates for such services will be submitted to sponsor by production cost estimate.

1 Hour	\$200.00
45 Minutes	160.00
30 Minutes	120.00
20 Minutes	100.00
15 Minutes	80.00
10 Minutes	60.00
5 Minutes	40.00
1 Minute or less	32.00

Discounts: Bonus discount for 26 weeks continuous telecasting 5% of the lowest net billing for any one week, multiplied by 26. Bonus discount for 52 weeks continuous telecasting 10% of the lowest net billing for any one week, multiplied by 52.

Remote Control: Field pick-up facilities available including mobile television unit. Charges for remote pick-ups based on program conditions. Rates on request.

Service Facilities: Film—Two 16mm film projectors. Slides—Standard slide projector for 3x4 slides and film strips. News—Associated Press. Local News Staff. Transcription Library—Associated, Lang-Worth.

Studio Facilities: Rehearsal rates and additional production aids, props, sets, etc., by cost estimate.

Closing Time: Program material and copy must be received one week prior to telecast. Advertising copy must be received 24 hours in advance of telecast.

Represented by: Adam J. Young, Jr., Inc.

**WISCONSIN**

**MILWAUKEE**

11,300 Sets; 327,000 Families

**WTMJ-TV**

TV Network Service: ABC, CBS and NBC.

Grantee (STA): The Journal Co. Address: 333 W. State St. Studio and Transmitter: 720 E. Capitol Drive. Telephone: Marquette 8-6000.

AM Affiliate: WTMJ. 5,000 watts, 620 kc (NBC). FM Affiliate: WTMJ-FM. 349 kw, 93.3 mc (No. 227), 695 ft antenna height. Newspaper Affiliation: *The Milwaukee Journal.*

Began Commercial Operation: Dec. 3, 1947.

Personnel:

Walter Damm, *v.p. and general manager of radio, The Journal Co.*  
 L. W. Herzog, *asst. general manager.*  
 R. G. Winnie, *station manager.*  
 James Robertson, *program manager.*  
 Frank Hart, *commercial production manager.*  
 Phil B. Laeser, *chief engineer.*  
 Edwin L. Cordes, *asst. chief engineer.*  
 Henry Goeden, *field supervisor in charge of mobile unit.*  
 Nick Brauer, *studio supervisor.*  
 Charles Zoeckler, *production manager.*  
 George Marr, *special events director.*

Technical Facilities: Channel No. 3 (60-66 mc). Visual power, 16.1 kw. Aural power, 10.2 kw. Antenna height, 319 ft above average terrain; 349 ft above ground.

(Continued on next page)

## RATE CARD No. 4

Jan. 1, 1949

## GENERAL INFORMATION

- Frequency, etc.: [See Technical Facilities].
- Commercial Time Allotment: 5-minute program, 1:00 min.; 10 minutes, 2:00 min.; 15 minutes, 2:15 min.; 20 minutes, 2:30 min.; 30 minutes, 3:00 min.; 40 minutes, 4:00 min.; 60 minutes, 6:00 min.
- News Services: AP wire service. Rates on request.
- Music Clearance: Licensed for ASCAP, BMI. Rates include music copyright fee.
- Talent and Production: Actors, musicians, announcers, transcriptions and other talent, as well as production rates dependent on cost and availability. Sets, backgrounds and props rates based on cost.
- Transcriptions: Equipped to handle 33 $\frac{1}{3}$  rpm and 78 rpm vertical and lateral transcriptions. Phonograph records and transcriptions acceptable. Western Electric 9-A equipment used.
- Transcription Library Service: Thesaurus.
- Technical Equipment: For Outside Telecasts—1 mobile unit, 3 image orthicon cameras\*, 2 Microwave Transmitters and Receivers. For Studio Shows—2 Studio Orthicon Cameras (all Dolly Mounted). (\*Image Orthicon Cameras available for studio use also.) For Film and Slides—2 Iconoscope Cameras, 16-mm. Sound Strobe-Light Projector equipped for over 140 minutes continuous projection. Multi-use Balopticon Projector. For Silent Movie Production—Eastman Camera with complete lens complement. For Still Pictures—Graflex with complete lens complement.
- Remote Pick-Ups: Charges for remote pick-up telecasts furnished on request.
- Foreign Languages: Not available.
- Regulations and Restrictions: (a) Medicinal accounts accepted only on approval of station management. (b) Advertising of hard liquors not accepted. (c) Talks accepted only when subject matter is of genuine public interest in the opinion of station management. (d) The last 30 seconds of every program are reserved for station use and identification.
- Political Telecasts: Information on request.
- Commissions and Discounts: (a) Commission of 15% to recognized advertising agencies on time service charges only. (b) No cash discount. (c) Bills payable by the 15th of the month following service.
- Contract Requirements: (a) No contract to exceed one year's duration. (b) All program matter and commercial copy is subject to approval of station management. (c) All contracts sub-

ject to the conditions of the WTMJ-TV published contract form. (d) WTMJ-TV reserves the right to change its charges and discounts effective on such date as it may announce to the trade. Changes which increase the cost to advertisers will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rate card, provided there is no interruption. (Service must run at least once each week.) (e) All commercial copy, either script or film, must be received by station at least 96 hours before telecast time.

- Discounts From Time Costs: When 52 consecutive weeks of broadcasting are completed, a bonus discount of 10% will be allowed on the lowest net weekly billing for time service only. Programs and announcements cannot be combined for the purpose of a bonus discount. The bonus discount year and the contract year must be concurrent.

- Territory Covered: Greater Milwaukee, including all or portions of five Wisconsin counties with population of approximately 1,000,000 people, based on engineering study and 1940 U. S. Census.

- Representatives: Edward Petry & Co., New York, Boston, Atlanta, Detroit, Chicago, St. Louis, San Francisco and Los Angeles.

## GENERAL ADVERTISING RATES

(Base charges effective Jan. 1, 1949: Monday through Friday, 7:00-11 P.M.; Saturday and Sunday, 12:00-11:00 P.M., Monday through Friday, 5:00-7:00 P.M., at three-fourths the base charges; all other periods at one-half the base charge.)

1 Hour	\$300.00
40 Minutes	240.00
30 Minutes	180.00
20 Minutes	150.00
15 Minutes	120.00
10 Minutes	105.00
5 Minutes	75.00
1 Minute (live—including facilities—except "What's New" and Grenaders**)	60.00
1 Minute (slide, film or card only—including facilities—except Grenaders*)	50.00
20 Seconds (slide, film or card only—including facilities)	40.00

*Grenaders (slide, film or card)	60.00
**Grenaders (live)	70.00
***"What's New" (live only)	40.00

Rates include transmitter, studio and film facilities, including necessary set-up time but not rehearsal. Rehearsal time for programs, \$35 per half hour. Amount of rehearsal at all times to be determined by the station.

Rates for the use of film studio in conjunction with the program studio or vice versa, when available, on request.

A special charge of \$50 is made for use of the Auditorium Studio. Rates applicable on any contract are those rates in effect on the date of first broadcast.

## Part III — CPs Outstanding and Applications Pending

Total on Jan. 1, 1949: 73\*

Total on Jan. 1, 1949: 310

STAR (★) and BOLDFACE CAPITAL LETTERS OF CITIES DENOTE HOLDERS OF CPs; ALL OTHERS ARE APPLICANTS ONLY

NOTE: For details about applicants, see issue of TV Addenda or Newsletter indicated; or refer to FCC (BPCT) file by number given (in case of applicants), by TV call letters (in case of grantees). Designations for AM, network and newspaper affiliations, if any, are in boldface. Channel No., visual power, aural power, antenna height above average terrain, are stated in that order. CP date stated is date FCC granted CP. Designations of CP channels are as follows:

Channel No. 2 (54-60 mc)	Channel No. 6 (82-88 mc)	Channel No. 10 (192-198 mc)
No. 3 (60-66 mc)	No. 7 (174-180 mc)	No. 11 (198-204 mc)
No. 4 (66-72 mc)	No. 8 (180-186 mc)	No. 12 (204-210 mc)
No. 5 (76-82 mc)	No. 9 (186-192 mc)	No. 13 (210-216 mc)

\* Includes 4 CP holders scheduled to go on air in January. Their rate cards and data are included in Part II (see caption to Part II, page 2), so they are not listed in Part III herewith.

## ALABAMA

- ★ BIRMINGHAM—WBRC-TV, Birmingham Broadcasting Co. Inc. 1727 $\frac{1}{2}$  Second Ave. N. WBRC (NBC). No. 4, 14.5 kw visual, 7.7 kw aural, 500 ft. CP 1-30-48.
- ★ BIRMINGHAM—WAFM-TV, Voice of Alabama Inc., 2029 First Ave. N. WAPI (CBS). No. 13, 26 kw visual, 27.2 kw aural, 875 ft. CP 4-29-48. TV Addenda 2-A.
- Birmingham—Birmingham News Co., 2200 Fourth Ave. N. WSGN (ABC). Birmingham Age-Herald and News. No. 9, 25.8 kw visual, 12.8 kw aural, 911.5 ft. BPCT-386. TV Addenda 2-G.

## ARIZONA

- ★ PHOENIX—KTLX, Phoenix Television Co., 1517 Commerce St., Dallas, Tex. No. 5, 17.5 kw visual, 8.7 kw aural, 400 ft. CP 6-2-48. TV Addenda 3-A. Note: Same interests hold CP for KEYL, San Antonio; applicants for New Orleans, Corpus Christi, Tex.
- Phoenix—KTAR Broadcasting Co., 116 No. Central Ave. KTAR (NBC). No. 4, 15.3 kw visual, 7.65 kw aural, 350 ft. BPCT-409. TV Addenda 3-B.
- Phoenix—T. M. and J. M. Gibbons, 812 N. Bedford Dr., Beverly Hills, Cal. No. 7, 30 kw visual, 15 kw aural, 1,010 ft. BPCT-575. TV Addenda 4-M.
- Tucson—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 611 ft. BPCT-581. TV Addenda 5-A. Note: Also applicant for Boise, Albuquerque, Wichita Falls, Tex.

## ARKANSAS

- Little Rock—W. Harry Johnson, d/b as Mid-South Television Broadcasting Co., 661 Wilder Pl., Shreveport, La. No. 10, 3.1 kw visual, 1.6 kw aural, 399 ft. BPCT-466. TV Addenda 3-G. Note: Also applicant for Shreveport, Oklahoma City, Memphis, Jackson, Miss.
- Little Rock—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. Southwestern American and Times Record. No. 8, 2.47 kw visual, 1.27 kw aural, 540.5 ft. BPCT-525. TV Addenda 4-B. Note: Also applicant for Tulsa, Oklahoma City.

## CALIFORNIA

- Bakersfield—Paul R. Bartlett, 1420 Truxton Ave. No. 8, 2.47 kw visual, 1.23 kw aural, 283 ft. BPCT-476. TV Addenda 3-H.
- Bakersfield—Pearl Lemert, 625 Truxton Ave. No. 10, 1 kw visual, 1 kw aural, 441 ft. BPCT-233. TV Addenda 1-A.
- Fresno—Donroy Broadcasting Co., 507 S. Flower St., Los Angeles, Cal. No. 4, 15 kw visual, 7.5 kw aural, 218.5 ft. BPCT-384. TV Addenda 2-G.
- Fresno—California Inland Broadcasting Co., Patterson Bldg. KFRE (ABC; CBS after Feb. 1). No. 5, 17.1 kw visual, 9 kw aural, 1,931 ft. BPCT-413. TV Addenda 3-C.
- Fresno—KARM, The George Harm Station, 1333 Van Ness Ave. KARM (CBS; ABC after Feb. 1). No. 7, 20 kw visual, 10.6 kw aural, 358 ft. BPCT-478. TV Addenda 3-H. Note: Same principals own KROY, Sacramento, also applicant for TV.
- Fresno—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 1,183 ft. BPCT-537. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle and Portland, Ore.



Fresno—McClatchy Broadcasting Co., 1559 Van Ness Ave. **KMJ** (NBC). Fresno Bee. No. 7, 26.9 kw visual, 13.45 kw aural, 317 ft. BPCT-449. TV Addenda 3-F. Note: Also applicant for Sacramento.

Fresno—Television Fresno Co., 1307 Security Bldg. No. 2, 14.2 kw visual, 7.09 kw aural, 511.6 ft. BPCT-451. TV Addenda 3-G.

★ **LOS ANGELES**—KNBH, National Broadcasting Co., Sunset & Vine. NBC. No. 4, 15 kw visual, 4 kw aural, 3,130 ft. CP 12-20-46. Note: NBC operates WNBZ, New York, and WNBW Washington. holds CPs for WNBQ, Chicago, and WNBK, Cleveland. Scheduled for commercial operation Jan. 16, 1949.

Los Angeles—Los Angeles Broadcasting Co. Inc., 645 S. Mariposa Ave. KFAC. No. 13, 29.52 kw visual, 14.76 kw aural, 2,915 ft. BPCT-565. TV Addenda 4-J. Note: This channel is assigned to KMTR Radio Corp.; see KLAC-TV in Part I.

Oakland—KROW Inc., 464 Nineteenth St. **KROW**. No. 11, 28.2 kw visual, 14.8 kw aural, 1,650 ft. BPCT-235. TV Addenda 1-B.

★ **RIVERSIDE**—KARO, Broadcasting Corp. of America, **KPRO** (ABC). No. 1, 1 kw visual, 1 kw aural, 5,132 ft. CP 12-19-46. (Channel No. 1 having been eliminated, applicant now requests No. 13, presently assigned to KLAC-TV; see Vol. 4: 19. Meanwhile, CP for No. 1 not withdrawn by FCC.) Note: Same interests applicants for TV in San Jose, Cal.

Sacramento—Harmco Inc., Tenth & K Sts. **KROY** (CBS). No. 3, 17 kw visual, 8.5 kw aural, 415 ft. BPCT-485. TV Addenda 3-I. Note: Same principals own KARM, Fresno, also applicant for TV.

Sacramento—McClatchy Broadcasting Co., 911 Seventh St. **KFBK** (ABC). Sacramento Bee. No. 10, 29.3 kw visual, 14.65 kw aural, 263 ft. BPCT-450. TV Addenda 3-F. Note: Also applicant for Fresno.

Sacramento—Sacramento Broadcasters Inc., 1617 Thirtieth St. **KXOA** (MBS). No. 6, 15 kw visual, 7.5 kw aural, 350 ft. BPCT-411. TV Addenda 3-C.

★ **SAN DIEGO**—KFMB-TV, Jack Gross Broadcasting Co., 1375 Pacific Blvd. **KFMB** (ABC). No. 8, 20 kw visual, 20.2 kw aural, 710 ft. CP 1-16-48.

San Diego—Airfan Radio Corp., U. S. Grant Hotel. **KFSD** (NBC). No. 10, 19.8 kw visual, 10.4 kw aural, 436.5 ft. BPCT-313. TV Addenda 2-A.

San Diego—Charles E. Salik, 828 San Luis Rey, Coronado, Cal. No. 6, 19.8 kw visual, 9.9 kw aural, 500 ft. BPCT-555. TV Addenda 4-G.

San Diego—Television Broadcasting Co., Box 577, La Jolla, Cal. No. 10, 2.67 kw visual, 1.34 kw aural, 565 ft. BPCT-314. TV Addenda 2-A.

San Diego—Video Broadcasting Co., 6331 Hollywood Blvd., Los Angeles. No. 3, 17.995 kw visual, 9.45 kw aural, 803.5 ft. BPCT-341. TV Addenda 2-C. Note: Also holds CP for Portland, Ore.; is applicant for San Jose.

★ **SAN FRANCISCO**—KRON-TV, The Chronicle Publishing Co., Fifth & Mission Sts. **KRON-FM**. San Francisco Chronicle. No. 4, 18.24 kw visual, 19.2 kw aural, 2,281 ft. Requests 15.5 kw visual power, 7.75 kw aural power. CP 7-18-46.

San Francisco—Columbia Broadcasting System Inc., 140 Jesse St. **KQW** (CBS). No. 9, 31.4 kw visual, 15.7 kw aural, 1,306 ft. BPCT-372. TV Addenda 2-F. Note: CBS operates WCBS-TV, New York; has applied for San Francisco, Boston, Chicago.

San Francisco—Don Lee Broadcasting System, 1000 Van Ness Ave. **KFRC** (MBS). No. 2, 32.5 kw visual, 16.25 kw aural, 2,371 ft. BPCT-22. Supplement No. 18. Note: Don Lee operates KTSN, Los Angeles.

San Francisco—Paramount Television Productions Inc., 1501 Broadway, New York City. No. 9, 30.5 kw visual, 15.3 kw aural, 2,523 ft. BPCT-151. TV Addenda 1-G. Note: Paramount owns WBKB, Chicago, and KTLA, Los Angeles; thru 50% subsidiaries is applicant for Boston, Detroit, Tampa; also Des Moines (50%). Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

San Francisco—Television California, St. Francis Hotel. No. 11, 31.35 kw visual, 15.66 kw aural, 1,235.4 ft. BPCT-375. TV Addenda 2-F.

San Francisco—Twentieth Century-Fox of California Inc., 245 Hyde St. No. 11, 28.2 kw visual, 14.9 kw aural, 2,378 ft. BPCT-444. TV Addenda 3-E. Note: Same interests also applicant for Boston, Kansas City, St. Louis, Seattle.

San Jose—FM Radio & Television Corp., 3654 Main St., Riverside, Cal. **KRPO-FM**. No. 13, 33.2 kw visual, 16.6 kw aural, 2,263 ft. BPCT-374. TV Addenda 2-F. Note: See also Riverside, Cal.

San Jose—Radio Diablo Inc., 798 San Mateo Ave., San Bruno, Cal. **KSBR-FM**, San Bruno. No. 13, 250 kw visual, 250 kw aural, 3,098 ft. BPCT-368. TV Addenda 2-E.

San Luis Obispo—Valley Electric Co., 851 Higuera St. **KVEC** (MBS). No. 3, 1.74 kw visual, 870 watts aural, 773 ft. BPCT-355. TV Addenda 2-D.

Santa Barbara—Radio KIST Inc., Balboa Bldg. **KIST** (NBC). No. 6, 1.68 kw visual, 840 watts aural, —305 ft. BPCT-574. TV Addenda 4-M.

Santa Barbara—M. R. Schacker, 1319 N. Doheny Drive, Los Angeles. No. 6, 1.5 kw visual, 750 watts aural, 260 ft. BPCT-403. TV Addenda 3-B.

★ **STOCKTON**—KGDM-TV, E. F. Peffer, 519 East Market St. **KGDM** (CBS). No. 8, 1.93 kw visual, 1.8 kw aural, 337 ft. CP 1-9-47.

Visalia—Sierra Broadcasting Co., 701 Noble St. No. 10, 30 kw visual, 15 kw aural, 655.3 ft. BPCT-569. TV Addenda 4-K.

#### COLORADO

Denver—Aladdin Radio & Television Co., 519 Sixteenth St. No. 9, 31.6 kw visual, 15.8 kw aural, 922 ft. BPCT-426. TV Addenda 3-D. Purchase of KLZ, Denver; KVOR, Colorado Springs, Colo. pending (Vol. 4:44).

Denver—Daniel & Fisher Stores Co., 1601 Arapahoe St. No. 4, 16.3 kw visual, 8.4 kw aural, 147 ft. BPCT-423. TV Addenda 3-C.

Denver—KLZ Broadcasting Co., Shirley Savoy Hotel. **KLZ** (CBS). No. 7, 22.3 kw visual, 11.5 kw aural, 350 ft. BPCT-398. TV Addenda 3-B. Note: Same interests (Oklahoma Daily Oklahoman and Times) hold CP for WKY-TV, Oklahoma City; interlocking ownership with WEEK-TV, Peoria, CP holder. Purchase by Aladdin Radio & Television Co. pending (Vol. 4:44).

Denver—KMYR Broadcasting Co., 1626 Stout St. **KMYR**. No. 4, 29.6 kw visual, 14.8 kw aural, 403 ft. BPCT-488. TV Addenda 3-J.

Denver—Alf M. Landon, d/b as Landon Television Broadcast Co., Park Lane Hotel. **KTLN**. No. 5, 16.9 kw visual, 8.5 kw aural, 370 ft. BPCT-391. TV Addenda 3-A.

Denver—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 2, 15 kw visual, 7.5 kw aural, 217 ft. BPCT-526. TV Addenda 4-A. Note: Also applicant for Fresno, Salt Lake City, Seattle and Portland, Ore.

Denver—Gifford Phillips, C. A. Johnson Bldg. **KGMI-CP**. No. 9, 27.9 kw visual, 13.9 kw aural, 314 ft. BPCT-510. TV Addenda 3-L.

Denver—Homer W. Snowden, d/b as Denver Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-432. TV Addenda 3-D. Note: Also applicant for Shreveport, Oklahoma City.

#### CONNECTICUT

Bridgeport—Yankee Network Inc., Stratford Hotel. **WICC** (MBS). No. 10, 38.25 kw visual, 19.125 kw aural, 637 ft. BPCT-285. TV Addenda 1-I. Note: Operates WNAC-TV, Boston; is applicant for Springfield, Mass.

Hartford—Connecticut Broadcasting Co., 750 Main St. **WDRS** (CBS). No. 10, 20 kw visual, 11.1 kw aural, 768 ft. BPCT-195. Vol. 3:38.

Hartford—Hartford Times Inc., 10 Prospect St. **WTHT** (ABC). Hartford Times. No. 10, 29.1 kw visual, 29.1 kw aural, 833 ft. BPCT-273. TV Addenda 1-H. Note: Same ownership (Gannett newspapers and stations) holds CP for WVTL, Utica, N. Y.; applicants for Rochester, Elmira.

Hartford—Travelers Broadcasting Service Corp., 26 Grove St. **WTIC** (NBC). No. 10, 15 kw visual, 11.65 kw aural, 802 ft. BPCT-193. Vol. 3:37.

Waterbury—Connecticut Radio Foundation Inc., 221 Orange St., New Haven, Conn. No. 12, 29.6 kw visual, 14.8 kw aural, 500 ft. BPCT-456. TV Addenda 3-G.

Waterbury—Nutmeg State Broadcasting Co., 173 Main St., Danbury, Conn. Owned by **WBRY** (CBS)—Waterbury American and Republican; **WATR** (ABC), Waterbury; and Danbury News-Times (Lee Hat interests). No. 12, 27 kw visual, 14.7 kw aural, 790 ft. BPCT-204. TV Addenda 2-C and 2-F.

#### DELAWARE

★ **WILMINGTON**—WDEL-TV, WDEL Inc. **WDEL** (NBC). No. 7, 1 kw visual, 500 watts aural, 380 ft. CP 8-28-47. Note: Same interests (Steinman) hold CP for WGAL-TV, Lancaster, Pa.; publish Lancaster New Era and Intelligencer Journal.

#### FLORIDA

★ **JACKSONVILLE**—WJAX-TV, City of Jacksonville, 1 Broadcast Pl. **WJAX** (NBC). No. 2, 15 kw visual, 7.5 kw aural, 500 ft. CP 8-18-48. TV Addenda 3-K.

★ **JACKSONVILLE**—WJHP-TV, Metropolis Co., 506 Laura St. **WJHP** (MBS). Jacksonville Journal-Perry Newspapers. No. 8, 25.1 kw visual, 13.2 kw aural, 345 ft. CP 8-13-48. TV Addenda 3-D.

★ **JACKSONVILLE**—WMBR-TV, Florida Broadcasting Co., 118 West Adams St. **WMBR** (CBS). No. 4, 14.8 kw visual, 7.4 kw aural, 430 ft. CP 5-27-48. TV Addenda 2-F.

★ **JACKSONVILLE**—WPDQ-TV, Jacksonville Broadcasting Co., 125 W. Church St. **WPDQ** (ABC). No. 6, 19.4 kw visual, 10 kw aural, 355 ft. CP 8-13-48. TV Addenda 3-B.

★ **MIAMI**—WTVJ, Southern Radio & Television Equipment Co., 308 N. Miami Ave. No. 4, 1.57 kw visual, 786 watts aural, 340 ft. Requests 16.5 kw visual, 8.25 kw aural, 355 ft. CP 3-12-47. Decision on hearing on revocation order pending (Vol. 4:44).

Miami—Fort Industry Co., 1605 Biscayne Blvd., **WGBS** (CBS). Miami Beach Star & Sun. No. 7, 46.8 kw visual, 23.4 kw aural, 436 ft. BPCT-228. TV Addenda 1-A. Note: Same interests (Storer) operate WSPD-TV, Toledo; hold CPs for WJBK-TV, Detroit, and WAGA-TV, Atlanta; applicant for Wheeling, W. Va. Has bid for purchase of WHAS-TV, Louisville pending under Avco procedure (Vol. 4:50).

Miami—Isle of Dreams Broadcasting Corp., 600 Biscayne Blvd. **WIOD** (NBC). Miami Daily News. No. 5, 23.87 kw visual, 12.65 kw aural, 318 ft. BPCT-237. TV Addenda 1-A. Note: Same interests (Cox) operate WSB-TV, Atlanta, and hold CP for WHIO-TV, Dayton, O.

Miami—Miami Broadcasting Co., 327 N.E. First Ave. **WQAM** (ABC). Miami Herald. No. 5, 16.2 kw visual, 328 ft. BPCT-218. See Vol. 3:47. Note: Same interests (Knight newspapers) own 45% of WAKR, Akron, applicant for TV; 42% of WIND, Chicago, co-applicant for TV.

Miami—Miami-Hollywood Television Corp., Great Southern Hotel, Hollywood. **WINZ**. No. 7, 17.7 kw visual, 12.2 kw aural, 502 ft. BPCT-397. TV Addenda 3-B.

Miami—WKAT Inc., 1759 N. Bay Road. **WKAT** (MBS). No. 7, 24.8 kw visual, 12.4 kw aural, 478 ft. BPCT-399. TV Addenda 1-B.

Orlando—Orlando Daily Newspapers Inc., 238 S. Orange Ave. **WHOO** (ABC). Orlando Sentinel and Star. No. 3, 14.3 kw visual, 7.45 kw aural, 534 ft. BPCT-547. TV Addenda 4-E.

Orlando—Sunshine Television Corp., 222 Brightwaters Blvd., St. Petersburg, Fla. No. 10, 3.128 kw visual, 1.564 kw aural, 240 ft. BPCT-550. TV Addenda 4-F. Note: Also holds CP for St. Petersburg.

★ **ST. PETERSBURG** — WSEE, Sunshine Television Corp., 222 Brightwaters Blvd. No. 7, 26.2 kw visual, 13.1 kw aural, 385 ft. CP 4-29-48. TV Addenda 2-C. Note: Also applicant for Orlando, Fla.

- St. Petersburg—Pinellas Broadcasting Co., 440 First Ave. S. WTSP (MBS). St. Petersburg Times. No. 5, 16.8 kw visual, 8.64 kw aural, 417 ft. BPCT-448. TV Addenda 3-F.
- Tampa—Gulf Theatres Inc., Strand Theater (Paramount). No. 2, 15 kw visual, 7.5 kw aural, 540 ft. BPCT-474. TV Addenda 3-H. Note: See also Paramount Television Productions Inc., San Francisco. May be dismissed due to FCC findings holding interlocking ownership between Paramount and Allen B. DuMont Laboratories Inc. (Vol. 4:51).
- Tampa—Tampa Times Co., 114 N. Franklin St. WDAE (CBS). Tampa Times. No. 4, 22.5 kw visual, 11.25 kw aural, 497.5 ft. BPCT-458. TV Addenda 3-G.
- Tampa—Tribune Co., Lafayette & Morgan Sts. WFLA (NBC). Tampa Tribune. No. 9, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-363. TV Addenda 2-E.

GEORGIA

- ★ ATLANTA—WCON-TV, Constitution Publishing Co., 683 Peachtree St. SE. WCON (ABC). Atlanta Constitution. No. 2, 15.5 kw visual, 8.6 kw aural, 560 ft. CP 1-8-48.
- ★ ATLANTA—WAGA-TV, Fort Industry Co., 56 Marietta St. NW. WAGA (CBS). No. 5, 17.768 kw visual, 9.37 kw aural, 555 ft. Requests change to 26.4 kw visual, 14 kw aural, 531 ft. CP 12-30-47. Holds STA for commercial operation, due to start Feb. 1. Note: Same interests (Storer) operate WSPD-TV, Toledo, and WJBK-TV, Detroit; applicant for Miami, Wheeling, W. Va. Has bid for purchase of WHAS-TV, Louisville pending under Avco procedure (Vol. 4:50).
- Atlanta—General Broadcasting Co., Box 1233. WBGE. No. 11 36.8 kw visual, 18.3 kw aural, 388 ft. BPCT-309. TV Addenda 2-A.
- Atlanta—Georgia School of Technology, 90 Forsyth St. WGST (MBS). No. 11, 25.28 kw visual, 12.6 kw aural, 438 ft. BPCT-286. TV Addenda 1-I.
- Atlanta—Eurith Dickinson Rivers Jr., c/o Station WEAS, Decatur, Ga. No. 8, 27.25 kw visual, 14.35 kw aural, 500 ft. BPCT-266. TV Addenda 1-G.
- Macon—Southeastern Broadcasting Co., 617 Mulberry St. WMAZ (CBS). No. 7, 3.08 kw visual, 1.54 kw aural, 214 ft. BPCT-473. TV Addenda 3-H.

IDAHO

- Boise—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 2,961.5 ft. BPCT-582. TV Addenda 5-A. Note: See Tucson, Ariz.

ILLINOIS

- Chicago—Columbia Broadcasting System Inc., 410 N. Michigan Ave. WBBM (CBS). No. 11, 21 kw visual, 22.2 kw aural, 553 ft. BPCT-190. Vol. 3, No. 31. Note: See also San Francisco.
- Chicago—Johnson-Kennedy Radio Corp., 230 N. Michigan Ave. WIND. Chicago Daily News. No. 2, 16.5 kw visual, 8.5 kw aural, 520 ft. BPCT-187. Vol. 3, No. 26. Note: See also Miami Broadcasting Co., Miami, Fla.
- Chicago—Sun and Times Co., 230 N. Michigan Ave. WJJD. Chicago Sun and Times. No. 13, 37.5 kw visual, 31.8 kw aural, 562 ft. BPCT-196. Vol. 3, No. 38. Note: Same interests (Marshall Field) applicant for Seattle (KJR) and Portland, Ore. (KOIN).
- Chicago—Warner Brothers Pictures Inc., 4000 W. Olive Ave., Burbank, Cal. No. 13, 31 kw visual, 15.5 kw aural, 630.8 ft. BPCT-419. TV Addenda 3-C. Note: Request pending for permission to buy KLAC-TV, Los Angeles (Vol. 4:18-26, 36).
- Chicago—Zenith Radio Corp., 6001 W. Dickens Ave. WEFM-FM. No. 2, 15 kw visual, 7.5 aural, 566 ft. BPCT-322. TV Addenda 2-B.
- ★ PEORIA—WEEK-TV, West Central Broadcasting Co., Commercial National Bank Bldg. WEEK (NBC). No. 12, 29 kw visual, 14.5 kw aural, 393 ft. CP 8-18-48. TV Addenda 3-K. Note: See also Oklahoma City (WKY-TV).
- ★ PEORIA—WMBT, Peoria Broadcasting Co., 200 First National Bank Bldg. WMBD (CBS). Peoria Journal. No. 6, 17.22 kw visual, 8.61 kw aural, 561 ft. CP 7-29-48. TV Addenda 3-D.
- Quincy—Lee Broadcasting Inc., 510 Main St. WTAD (CBS). Lee Syndicate Newspapers. No. 11, 23.6 kw visual, 12.4 aural, 934 ft. BPCT-468. TV Addenda 3-G.
- Rockford—Rockford Broadcasters Inc., News Tower Bldg. WROK (ABC). Rockford Star and Register-Republic. No. 12, 28.7 kw visual, 14.35 kw aural, 357 ft. BPCT-462. TV Addenda 3-G and 5-G.
- ★ ROCK ISLAND—WHBF-TV, Rock Island Broadcasting Co., 1800 Third Ave. WHBF (ABC). Rock Island Argus. No. 4, 13.6 kw visual, 7.6 kw aural, 400 ft. Requests change to No. 9, 25 kw visual, 13 kw aural, 249 ft. CP 6-9-48. TV Addenda 3-C and 5-G.
- Springfield—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 10, 26.2 kw visual, 13.1 kw aural, 500 ft. BPCT-557. TV Addenda 4-H. Note: Also applicant for Evansville, Ind.

INDIANA

- ★ BLOOMINGTON—WTTV, Sarkes Tarzian, 537 S. Walnut St. No. 10, 1 kw visual, 1 kw aural, 215 ft. CP 5-8-47.
- Evansville—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 11, 28 kw visual, 14 kw aural, 500 ft. BPCT-559. TV Addenda 4-H. Note: Also applicant for Springfield, Ill.
- Fort Wayne—Farnsworth Television & Radio Corp., 201 W. Jefferson St. WGL (NBC). No. 4, 16 kw visual, 10 kw aural, 280.5 ft. BPCT-508. TV Addenda 3-L. Sale of AM station WGL only pending to Fort Wayne News-Sentinel (Vol. 4:45).
- Fort Wayne—Northeastern Indiana Broadcasting Co. Inc., 1335 Lincoln Bank Tower. WKJG-CP (MBS). Fort Wayne Journal Gazette. No. 4, 16 kw visual, 8 kw aural, 338 ft. BPCT-516. TV Addenda 3-L.

- ★ INDIANAPOLIS—WUTV, The William H. Block Co., 50 N. Illinois. No. 3, 14.44 kw visual, 7.6 kw aural, 331 ft. CP 10-10-46. Cited for lack of diligence, hearing designated but no date set (Vol. 4:50).
- ★ INDIANAPOLIS—WFBM-TV, WFBM Inc., 48 Monument Circle. WFBM (CBS). No. 6, 28.2 kw visual, 18.1 kw aural, 400 ft. CP 1-30-48. See also WOOD, Grand Rapids, Mich.
- Indianapolis—Universal Broadcasting Co. Inc., Board of Trade Bldg. WISH (ABC). No. 8, 24.1 kw visual, 12.9 kw aural, 440 ft above ground. BPCT-110. TV Addenda 2-A.
- Indianapolis—Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati, O. WLW, Cincinnati (NBC). No. 12, 33.4 kw visual, 28.2 kw aural, 426 ft. BPCT-290. TV Addenda 1-I. Note: Operates WLW-T, Cincinnati; holds CPs for WLWC, Columbus and WLWD, Dayton, O.; seeks purchase of WHAS-TV, Louisville (Vol. 4:40).
- Indianapolis—Indiana Broadcasting Corp., 30 W. Washington St. WIBC (MBS). Indianapolis News. No. 12, 27.8 kw visual, 13.9 kw aural, 498 ft. BPCT-328. TV Addenda 2-B.
- Indianapolis—Indianapolis Broadcasting Inc., Claypool Hotel. WIRE (NBC). Indianapolis Star. No. 8, 26.2 kw visual, 13.1 kw aural, 457 ft. BPCT-281. TV Addenda 1-H and 5-A.
- South Bend—South Bend Tribune, 225 W. Colfax Ave. WSBT (CBS). No. 13, 27.7 kw visual, 13.8 kw aural, 561 ft. BPCT-242. TV Addenda 1-B.

IOWA

- ★ AMES—WOI-TV, Iowa State College of Agriculture & Mechanic Arts, Iowa State College. WOI. No. 4, 13 kw visual, 10.4 kw aural, 506 ft. CP 9-19-46.
- Cedar Rapids—The Gazette Co., 506 Third Ave., SE. KCRG (MBS). Cedar Rapids Gazette. No. 7, 22.1 kw visual, 11.6 kw aural, 350 ft. BPCT-469. TV Addenda 3-G.
- ★ DAVENPORT—WOC-TV, Central Broadcasting Co., 1002 Brady St. WOC (NBC). No. 5, 22.9 kw visual, 22.9 kw aural, 350 ft. CP 6-2-48. TV Addenda 2-G. Note: Same interests applicant for Des Moines (WHO); own 25% of KMA-TV, Omaha.
- Davenport—Davenport Broadcasting Co., 324 Walnut St. KSTT (MBS). No. 2, 1.625 kw visual, 813 watts aural, 236 ft. BPCT-495. TV Addenda 2-B.
- Des Moines—Central Broadcasting Co., 914 Walnut St. WHO (NBC). No. 12, 31 kw visual, 15.5 kw aural, 100 ft above ground. BPCT-334. TV Addenda 2-B. Note: Same interests hold CP for WOC-TV, Davenport, Ia.; own 25% of KMA-TV, Omaha.
- Des Moines—Cowles Broadcasting Co., Register & Tribune Bldg. KRNT (ABC). Des Moines Register & Tribune. No. 9, 25.5 kw visual, 12.75 kw aural, 1,665 ft. BPCT-315. TV Addenda 2-A. Note: Same interests hold CP for KTRV, Minneapolis; applicant for Boston (WCOP).
- Des Moines—Independent Broadcasting Co., 500 Banker's Trust Bldg. KIOA-CP. No. 5, 23.9 kw visual, 12.6 kw aural, 379 ft. BPCT-287. TV Addenda 1-I.
- Des Moines—Murphy Broadcasting Co., Old Colony Bldg. KSO (CBS). No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-370. TV Addenda 2-F.
- Des Moines—Tri-States Meredith Broadcasting Co., Paramount Bldg. No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-362. TV Addenda 2-E. Note: Owned 50% by Paramount Pictures Inc. (see San Francisco, Cal.). May be dismissed due to FCC findings holding interlocking ownership between Paramount and Allen B. DuMont Laboratories Inc. (Vol. 4:51).
- Iowa City—State University of Iowa, Iowa Ave. & Dubuque St. WSUL. No. 11, 32.65 kw visual, 16.13 kw aural, 169.4 ft. BPCT-339. TV Addenda 2-C.

KANSAS

- Topeka—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. KMBC, Kansas City (CBS). No. 7, 950 watts visual, 425 watts aural, 187 ft. BPCT-358. TV Addenda 2-D. Note: Also applicant for Kansas City and St. Joseph, Mo.
- Topeka—Topeka Broadcasters Association Inc., 1035 Topeka Blvd. WIBW (CBS). Topeka Capital and State Journal-Capper. No. 11, 26.3 kw visual, 13.2 kw aural, 441 ft. BPCT-371. TV Addenda 2-E and 5-A.
- Wichita—OkeKan Television Chain Inc., 925 Market St., Wilmington, Del. (Lawrence J. Heller, 1703 K St., N.W., Washington, D. C.) No. 4, 15.1 kw visual, 7.78 kw aural, 500 ft. BPCT-528. TV Addenda 4-A.

KENTUCKY

- ★ LOUISVILLE—WHAS-TV, WHAS Inc., 300 W. Liberty St. WHAS (CBS). Louisville Courier-Journal and Times. No. 9, 9.6 kw visual, 7.2 kw aural, 529 ft. CP 9-19-46. Note: Sale to Crosley pending (Vol. 4:40). Bids also made by Fort Industry Co. (Vol. 4:50), Hope Productions Inc. (Vol. 4:51) under Avco procedure.
- Louisville—Mid-America Broadcasting Corp., 234 Starks Bldg. WKLO-CP. No. 13, 27.6 kw visual, 13.8 kw aural, 500 ft. BPCT-552. TV Addenda 4-F.

LOUISIANA

- Baton Rouge—Baton Rouge Broadcasting Co. Inc., 444 Florida St. WJBO (NBC). Baton Rouge Advocate & State Times. No. 9, 26.9 kw visual, 13.9 kw aural, 415.6 ft. BPCT-467. TV Addenda 3-G.
- ★ NEW ORLEANS—WRTV, Maison Blanche Co., Canal and Dauphine Sts. Affiliated with WSMB (NBC). No. 4, 14.5 kw visual, 7.6 kw aural, 380 ft. CP 1-16-47. Cited for lack of diligence, hearing designated but no date set (Vol. 4:43).
- ★ NEW ORLEANS—WTPS-TV, Times-Picayune Publishing Co., 615 Howard Ave. WTPS. New Orleans Times-Picayune. No. 7, 21.5 kw visual, 18 kw aural, 575 ft. CP 1-30-48.
- New Orleans—Loyola University, Roosevelt Hotel. WWL (CBS). No. 10, 29.3 kw visual, 15.6 kw aural, 350 ft. BPCT-359. TV Addenda 2-D.

New Orleans—New Orleans Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 14.385 kw visual, 7.342 kw aural, 505 ft. BPCT-367. TV Addenda 2-E and 5-B. Note: Same interests hold CPs for KTLX, Phoenix and KEYL, San Antonio; applicant for Corpus Christi.

Shreveport—Ben Beckham d/b as Fairfield Manor Television Co., Box 147. No. 11, 18.25 kw visual, 9.1 kw aural, 514 ft. BPCT-470. TV Addenda 3-H.

Shreveport—International Broadcasting Corp., Commercial Nat'l Bank Bldg. KWKH (CBS). Shreveport Times. No. 8, 24 kw visual, 13 kw aural, 600 ft. BPCT-505. TV Addenda 3-K.

Shreveport—W. Harry Johnson d/b as Mid-South Television & Broadcasting Co., 661 Wilder Place. No. 6, 18.3 kw visual, 9.1 kw aural, 522 ft. BPCT-447. TV Addenda 3-F. Note: Also applicant for Little Rock, Oklahoma City, Memphis, Jackson, Miss.

Shreveport—KTBS Inc., Box 1387. KTBS (NBC). No. 4, 14.25 kw visual, 7.66 kw aural, 500 ft. BPCT-464. TV Addenda 3-G.

Shreveport—Homer W. Snowden d/b as Shreveport Television Co., 6336 Richmond St., Dallas, Tex. No. 8, 26.4 kw visual, 13.2 kw aural, 494 ft. BPCT-396. TV Addenda 3-B. Note: Also applicant for Denver and Oklahoma City.

#### MAINE

Portland—Congress Square Hotel Co., 579 Congress St. WCSH (NBC). No. 11, 30.5 kw visual power, 15.25 kw aural, 500 ft. BPCT-518. TV Addenda 3-M.

Portland—Oliver Broadcasting Corp., Baxter Blvd. & Forest Ave. WPOR (ABC). No. 8, 29.3 kw visual, 15.4 kw aural, 327 ft. BPCT-504. TV Addenda 3-K.

#### MARYLAND

Cumberland—Cumberland Broadcasting Co., 31 Frederick St. WTBO (NBC). No. 2, 1.52 kw visual, 760 watts aural, 1,488 ft. BPCT-561. TV Addenda 4-I.

Cumberland—Tower Realty Co., 222 E. Baltimore St., Baltimore, Md. WCUM-CP (CBS). No. 2, 1 kw visual, 500 watts aural, 410 ft. BPCT-500. TV Addenda 3-K.

Frederick—Monocacy Broadcasting Co., E. Church St. WFMD (CBS). No. 3, 276 watts visual, 282 watts aural, 987 ft. BPCT-570. TV Addenda 4-K.

Hagerstown—Hagerstown Broadcasting Co. Inc., 33 W. Franklin St. WJEJ (MBS). No. 6, 767 watts visual, 384 watts aural, 1,308 ft. BPCT-441. TV Addenda 3-E.

#### MASSACHUSETTS

Boston—Boston Metropolitan Television Co., 1125 Tremont Bldg. No. 9, 27.5 kw visual, 14.5 kw aural, 500 ft. BPCT-203. Vol. 3, No. 42.

Boston—Columbia Broadcasting System Inc., 182 Tremont St. WEEI (CBS). No. 9, 26 kw visual, 27.4 kw aural, 504 ft. BPCT-247. TV Addenda 1-C. Note: See also San Francisco, Cal.

Boston—Massachusetts Broadcasting Corp., Copley Plaza Hotel. WCOP (ABC). No. 9, 20 kw visual, 10 kw aural, 546 ft. BPCT-219. Vol. 3:47. Note: Same Interests (Cowles) hold CP for KTRV, Minneapolis; applicant for Des Moines.

Boston—Matheson Radio Co. Inc., 5 St. James St. WHDH. Boston Herald & Traveler. No. 13, 29 kw visual, 19 kw aural, 493 ft. BPCT-248. TV Addenda 1-C.

Boston—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 13, 22 kw visual, 15.75 kw aural, 480 ft. BPCT-210. Vol. 3:45. Note: See Fall River, Mass.

Boston—New England Theatres Inc. (Paramount), 60 Scollay Square. No. 13, 5.95 kw visual, 1.93 kw aural, 402 ft. BPCT-140. Supplement No. 18. Note: See San Francisco, Cal. Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

Boston—Twentieth Century-Fox New England Inc., 105 Broadway. No. 13, 32.16 kw visual, 16.2 kw aural, 470 ft. BPCT-305. TV Directory No. 2. Note: See San Francisco, Cal.

Fall River—Fall River Herald News Publishing Co., 207 Pocasset St. WSAR (MBS). Fall River Herald News. No. 8, 1 kw visual power, 500 watts aural, 459 ft above ground. BPCT-301. TV Directory No. 2.

Fall River—New England Television Co. Inc., 368 Belmont St. No. 8, 3 kw visual, 1.43 kw aural, 490 ft. BPCT-209. Vol. 3:45. Note: Also applicant for Boston, Kansas City, St. Louis, Buffalo, Worcester, Springfield, Mass.

Holyoke—Hampden-Hampshire Corp., 180 High St. WHYN (MBS). Holyoke Transcript. No. 3, 8.5 kw visual, 4.25 kw aural, 1,004.5 ft. BPCT-463. TV Addenda 3-G.

Lawrence—Hildreth & Rogers Co., 278 Essex St. WLAW (ABC). Lawrence Eagle and Tribune. No. 6, 15.2 kw visual, 7.84 kw aural, 565 ft. BPCT-415. TV Addenda 3-C.

Lowell—Lowell Sun Publishing Co., 15 Kearney Square. Lowell Sun. No. 6, 16.18 kw visual, 8.36 kw aural, 630.5 ft. BPCT-459. TV Addenda 3-G.

New Bedford—E. Anthony & Sons Inc., 2 Market St. WNBH (ABC). New Bedford Standard-Times. No. 1, 1 kw visual, 798 watts aural, 500 ft. BPCT-217. Vol. 3:47.

Springfield—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 3, 18 kw visual, 9 kw aural, 502.5 ft above ground. BPCT-278. TV Addenda 1-H. Note: See also Fall River, Mass.

Springfield—Yankee Network Inc., 21 Brookline Ave., Boston, Mass. WNAC, Boston (MBS). No. 3, 18.9 kw visual, 10.1 kw aural, 541 ft. BPCT-333. TV Addenda 2-B. Note: Operates WNAC-TV, Boston; applicant for Bridgeport, Conn.

★ WALTHAM—WRTB, Raytheon Manufacturing Co., 55 Chapel St., Newton 58, Mass. No. 2, 50 kw visual, 30.7 kw aural, 373 ft. CP 5-16-46. Cited for lack of diligence, hearing designated, no date set. Sale to CBS pending (Vol. 4:44).

Worcester—New England Television Co., 368 Belmont St., Fall River, Mass. No. 5, 18 kw visual, 9 kw aural, 502.6 ft. BPCT-296. TV Addenda 1-I. Note: See also Fall River, Mass.

Worcester—WTAG Inc., 20 Franklin St. WTAG (CBS). Worcester Telegram & Gazette. No. 5, 16.886 kw visual, 8.443 kw aural, 693 ft. BPCT-338. TV Addenda 2-C.

#### MICHIGAN

Detroit—United Detroit Theatres Corp., 1600 Stroh Bldg. (Paramount). No. 5, 16.4 kw visual, 8.2 kw aural, 538 ft. BPCT-50. Supplement No. 18. Note: See also Paramount, San Francisco, Cal. Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

Detroit—WJR, The Goodwill Station Inc., 2100 Fisher Bldg. WJR (CBS). No. 5, 17.8 kw visual, 8.9 kw aural, 530.5 ft. BPCT-212. Vol. 3:45. Note: Same interests (Richards) applicant for Cleveland (WGAR).

Flint—Advertisers Press Inc., 209 W. First Ave. WAJL-FM. Flint News-Advertiser (semi-weekly). No. 11, 2.93 kw visual, 1.47 kw aural, 205 ft. BPCT-346. TV Addenda 2-C.

Flint—Booth Radio Stations Inc., 112 W. Water St. WBBC (MBS). No. 11, 2.8 kw visual, 1.4 kw aural, 347 ft. BPCT-393. TV Addenda 3-B.

★ GRAND RAPIDS—WLAV-TV, Leonard A. Versluis, 6 Fountain St., N.E. WLAV (ABC). No. 7, 19.7 kw visual, 9.9 kw aural, 500 ft. CP 7-29-48. TV Addenda 3-E and 5-B.

Grand Rapids—Grandwood Broadcasting Co., 1408 Grand Rapids National Bank Bldg. WOOD (NBC). No. 9, 25.86 kw visual, 20.7 kw aural, 486 ft. BPCT-548. TV Addenda 4-F. 50% owned by Harry N. Bitner, owner of WFBM-TV, Indianapolis.

★ KALAMAZOO—WKZO-TV, Fetzner Broadcasting Co., 124 W. Michigan Ave. WKZO (CBS). No. 3, 15.7 kw visual, 7.9 kw aural, 360 ft. CP 7-29-48. TV Addenda 3-H.

★ LANSING—WJIM-TV, WJIM Inc., Bank of Lansing Bldg. WJIM (ABC). No. 6, 20.6 kw visual, 10.3 kw aural, 420 ft. CP 7-29-48. TV Addenda 3-F.

Saginaw—Saginaw Broadcasting Co., 610 Eddy Bldg. WSAM (NBC). No. 13, 2.55 kw visual, 1.275 kw aural, 389 ft. BPCT-440. TV Addenda 3-E and 5-C.

#### MINNESOTA

★ MINNEAPOLIS—WTCN-TV, Minnesota Broadcasting Co., 115 E. Grant St. WTCN (ABC). St. Paul Dispatch and Pioneer Press. No. 4, 17.9 kw visual, 9.2 kw aural, 490 ft. CP 10-3-46.

★ MINNEAPOLIS—KTRV, Northwest Broadcasting Co., 427 Sixth Ave. S. Minneapolis Tribune and Star-Journal. No. 9, 20.5 kw visual, 15.5 kw aural, 700 ft. CP 3-11-48. Note: Same Interests (Cowles) applicants for Des Moines and Boston (WCOP).

Minneapolis—Beck Studios Inc., 1722 Hennepin Ave. No. 7, 18 kw visual, 9 kw aural, 500 ft. BPCT-382. TV Addenda 2-G.

Minneapolis—Independent Merchants Broadcasting Co., 1730 Hennepin Ave. WL0L (MBS). No. 7, 25 kw visual, 13 kw aural, 397 ft. BPCT-366. TV Addenda 2-E.

St. Paul—WMIN Broadcasting Co., 1287 St. Anthony Ave. WMIN. No. 2, 13.7 kw visual, 6.85 kw aural, 406 ft. BPCT-343. TV Directory No. 2.

#### MISSISSIPPI

Jackson—W. Harry Johnson d/b as Mid-South Television Broadcasting Co., 661 Wilder Pl. Shreveport, La. No. 7, 20.2 kw visual, 14.4 kw aural, 408 ft. BPCT-489. TV Addenda 3-J. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Memphis.

#### MISSOURI

Clayton—Lutheran Church-Missouri Synod, 801 De Mun Ave. KF00. No. 2, 980 watts visual, 639 watts aural, 533 ft. BPCT-404. TV Addenda 3-B.

★ KANSAS CITY—WDAF-TV, Kansas City Star Co., 1729 Grand Ave. WDAF (NBC). Kansas City Star. No. 4, 22 kw visual, 11 kw aural, 745 ft. CP 1-30-48.

Kansas City—KCKN Broadcasting Co., 501 N. Eighth St., Kansas City, Kan. KCKN, Kansas City, Kan. Kansas City Kansan-Capper. No. 2, 15.4 kw visual, 7.7 kw aural, 565 ft. BPCT-312. TV Addenda 2-A. Note: Capper Interests also applicant for Topeka (WIBW).

Kansas City—KCMO Broadcasting Co., 922 Walnut St. KCMO (ABC). No. 5, 18.1 kw visual, 9.1 kw aural, 407 ft. BPCT-291. TV Addenda 1-I.

Kansas City—Midland Broadcasting Co., Pickwick Hotel. KMBC (CBS). No. 7, 20.8 kw visual, 10.4 kw aural, 495 ft. BPCT-292. TV Addenda 1-I. Note: Also applicant for Topeka, Kan. and St. Joseph, Mo.

Kansas City—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 5, 20 kw visual, 10 kw aural, 565 ft. BPCT-267. TV Addenda 1-G. Note: See also Fall River, Mass.

Kansas City—Twentieth Century-Fox of Missouri Inc., 3706 Broadway. No. 9, 27.5 kw visual, 13.7 kw aural, 503 ft. BPCT-522. TV Addenda 3-M. Note: See also San Francisco, Cal.

Kansas City—WHB Broadcasting Co., Scarritt Bldg. WHB (MBS). No. 5, 18 kw visual, 10 kw aural, 497 ft. BPCT-316. TV Addenda 2-A.

St. Joseph—KFEQ Inc., 109 N. Seventh St. KFEQ (MBS). St. Joseph News-Press and Gazette. No. 13, 2.33 kw visual, 1.17 kw aural, 612.8 ft. BPCT-425. TV Addenda 3-D.

St. Joseph—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. KMBC, Kansas City, Mo. (CBS). No. 13, 3.05 kw visual, 1.525 kw aural, 303 ft. BPCT-369. TV Addenda 2-E. Note: See also Kansas City, Mo.

St. Louis—Globe-Democrat Publishing Co., 1133 Franklin Ave. KWGD-FM. St. Louis Globe-Democrat. No. 13, 31.5 kw visual, 15.75 kw aural, 555 ft. BPCT-330. TV Addenda 2-B.

St. Louis—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 4, 20 kw visual, 10 kw aural, 528 ft. BPCT-277. TV Addenda 1-H. Note: See also Fall River, Mass.

St. Louis—St. Louis University, 3642 Lindell Blvd. WEW. No. 7, 22.192 kw visual, 23.4 kw aural, 586 ft. BPCT-294. TV Addenda 1-I.

- St. Louis—Star-Times Publishing Co., 12th St. & Delmar Blvd. KXOK (ABC). St. Louis Star-Times. No. 4, 22.9 kw visual, 11.46 kw aural, 717 ft. BPCT-327. TV Addenda 2-B.
- St. Louis—Twentieth Century-Fox of St. Louis Inc., 3330 Olive St. No. 9, 36 kw visual, 22.5 kw aural, 586 ft. BPCT-554. TV Addenda 4-G. Note: See also San Francisco, Cal.
- St. Louis—Thomas Patrick Inc., 4965 Lindell Blvd. KWK (MBS). No. 9, 29.6 kw visual, 15.6 kw aural, 595 ft. BPCT-324. TV Addenda 2-A.

## NEBRASKA

- ★ OMAHA—WOW-TV, Radio Station WOW Inc., Insurance Bldg. WOW (NBC). No. 6, 16.2 kw visual, 8.5 kw aural, 590 ft. CP 1-30-48.
- ★ OMAHA—KMA-TV, May Broadcasting Co., Lowell & Elm Sts., Shenandoah, Ia. KMA, Shenandoah, Iowa (ABC and MBS). No. 3, 17.8 kw visual, 8.9 kw aural, 510 ft. *Requests change to 16.7 kw visual, 8.4 kw aural.* CP 5-13-48. TV Addenda 2-C. Note: See also WOC-TV, Davenport, Ia.
- Omaha—Central States Broadcasting Co., Omaha National Bank Bldg. KOIL (ABC). No. 7, 26.2 kw visual, 13.1 kw aural, 578 ft. BPCT-475. TV Addenda 3-H.
- Omaha—KFAB Broadcasting Co., 17th & Farnam Sts. KFAB (CBS). Lincoln (Neb.) State Journal. No. 7, 24.4 kw visual, 12.7 kw aural, 415 ft. BPCT-390. TV Addenda 3-A.

## NEW HAMPSHIRE

- Portsmouth—WHEB Inc., Box 120. WHEB (MBS). No. 5, 27.5 kw visual, 14.5 kw aural, 733 ft. BPCT-400. TV Addenda 3-B.
- Manchester—Grandview Inc., 155 Front St. No. 12, 10 kw visual, 5 kw aural, 955 ft. BPCT-542. TV Addenda 4-C.

## NEW JERSEY

- Atlantic City—Atlantic City Television Broadcasting Co., Claridge Hotel. No. 8, 1 kw visual, 1 kw aural, 500 ft. BPCT-325. TV Addenda 2-B. Note: Half-owned by Philco Corp., operator of WPTZ (TV), Philadelphia; applicant for Bethlehem, Pa.
- Atlantic City—Neptune Broadcasting Corp., Steel Pier. WFPG (ABC). No. 8, 1 kw visual, 500 watts aural, 405 ft. BPCT-269. TV Addenda 1-G.
- Atlantic City—Press-Union Publishing Co., 1900 Atlantic Ave. WBAB (CBS). Atlantic City Press and Union. No. 8, 1 kw visual, 500 watts aural, 378 ft. BPCT-512. TV Addenda 3-L.
- Trenton—Trent Broadcast Corp., 35 W. State St. WTTM (NBC). No. 8, 1 kw visual, 500 watts aural, 252 ft. BPCT-194. Vol. 3:38.

## NEW MEXICO

- Albuquerque—William J. Baker, 492 W. Englewood Ave., Teaneck, N. J. No. 5, 16.45 kw visual, 8.73 kw aural, 279 ft. BPCT-586. TV Addenda 5-B.
- Albuquerque—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 5, 17.5 kw visual, 8.75 kw aural, 3,987 ft. BPCT-583. TV Addenda 5-A. Note: See Tucson, Ariz.

## NEW YORK

- Albany—Hudson Valley Broadcasting Co. Inc., 204 Washington Ave. WROW (MBS). No. 7, 5 kw visual, 2.5 kw aural, 1,171 ft. BPCT-389. TV Addenda 3-A.
- Albany—Meredith Champlain Television Corp., 35 State St. No. 11, 12 kw visual, 6.03 kw aural, 864 ft. BPCT-421. TV Addenda 3-C. *New corporation formed to embrace WXXK(AM); Vol. 4, No. 26.* Note: Meredith Publishing Co. holds CP for WJTV, Syracuse, N. Y.; applicant for Albany and Rochester, N. Y.
- Albany—Patroon Broadcasting Co. Inc., 11 N. Pearl St. WPTB. No. 9, 29.6 kw visual, 14.8 kw aural, 1,007 ft. BPCT-405. TV Addenda 3-B.
- Albany—Van Curler Broadcasting Corp., Palace Theatre Bldg. No. 9, 8 kw visual, 5 kw aural, 1,061 ft. BPCT-408. TV Addenda 3-C.
- ★ BINGHAMTON—WBNF-TV, Clark Associates Inc., 134 Chenango St. WBNF (CBS). No. 12, 12 kw visual, 11.7 kw aural, 855 ft. *Requests change to 23.45 kw visual.* CP 2-5-48. TV Addenda 1-E.
- Buffalo—Buffalo Courier-Express Inc., 23 North St. WEBR (MBS). Buffalo Courier-Express. No. 7, 25.6 kw visual, 27.2 kw aural, 500 ft. BPCT-251. TV Addenda 1-B.
- Buffalo—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 9, 20 kw visual, 10 kw aural, 515 ft. BPCT-270. TV Addenda 1-G. Note: See also Fall River, Mass.
- Buffalo—WGR Broadcasting Corp., Rand Bldg. WGR (CBS). No. 9, 30.4 kw visual, 15.2 kw aural, 472 ft. BPCT-329. TV Addenda 2-B.
- Buffalo—WKBW Inc., Rand Bldg. WKBW (ABC). No. 9, 30.8 kw visual, 15.4 kw aural, 388 ft. BPCT-284. TV Addenda 1-I.
- Corning—Corning Leader Inc., 114 Walnut St. WKNP-FM. Corning Leader. No. 9, 650 watts visual, 660 watts aural, 595 ft. BPCT-513. TV Addenda 3-L.
- Elmira—Elmira Star-Gazette Inc., 201 Baldwin St. WENY (NBC and MBS). Elmira Advertiser and Star-Gazette. No. 9, 2.9 kw visual, 1.45 kw aural, 704 ft. BPCT-529. TV Addenda 4-A. Note: Same interests (Gannett) hold CP for WVTL, Utica, N. Y.; applicants for Hartford, Rochester, N. Y.
- Ithaca—Cornell University, Savings Bank Bldg. WHCU (CBS). No. 4, 13.6 kw visual, 6.8 kw aural, 847 ft. BPCT-534. TV Addenda 4-B.
- ★ NEW YORK CITY—WOR-TV, Bamberger Broadcasting Service Inc., 1440 Broadway. WOR (MBS). No. 9, 9.5 kw visual, 9 kw aural, 973 ft. CP 5-8-47. See also WOIC, Washington, D. C.
- Niagara Falls—Niagara Falls Gazette Publishing Co., 310 Niagara St. WHLD. Niagara Falls Gazette. No. 9, 23.1 kw visual, 11.65 kw aural, 423 ft. BPCT-376. TV Addenda 2-F.

- ★ ROCHESTER—WHTM, Stromberg-Carlson Co. Sagamore Hotel. WHAM (NBC). No. 6, 16.7 kw visual, 18.7 kw aural, 505 ft. *Requests 21.94 kw visual, 12.1 kw aural.* CP 2-5-48. TV Addenda 1-D.
- Rochester—Meredith Publishing Co., Des Moines, Ia. No. 11, 37.6 kw visual, 18.8 kw aural, 465 ft. BPCT-439. TV Addenda 3-E. Note: Holds CP for WJTV, Syracuse; applicant for Albany; 50% owner of Tri-States Meredith Broadcasting Co., applicant for Des Moines.
- Rochester—WARC Inc., Sheridan Hotel. WARC (ABC). No. 11, 36.1 kw visual, 18.05 kw aural, 534 ft. BPCT-337. TV Addenda 2-C.
- Rochester—WHEC Inc., 40 Franklin St. WHEC (CBS). Rochester Democrat & Chronicle and Times-Union. No. 2, 22.4 kw visual, 11.2 kw aural, 385 ft. BPCT-326. TV Addenda 2-B. Note: Same interests (Gannett) hold CP for WVTL, Utica, N. Y.; applicant for Hartford, Conn. and Elmira, N. Y.
- ★ ROME—WKAL-TV, Copper City Broadcasting Corp., Capital Theater Bldg. WKAL (MBS). No. 13, 13 kw visual, 11.3 kw aural, 830 ft. CP 5-27-48. TV Addenda 2-F.
- ★ SYRACUSE—WAGE-TV, WAGE Inc., 108 W. Jefferson St. WAGE (ABC). No. 10, 30 kw visual, 15 kw aural, 470 ft. CP 7-12-48. TV Addenda 3-D.
- ★ SYRACUSE—WSYR-TV, Radio Projects Inc., 224 Harison St. WSYR (NBC). Syracuse Post-Standard and Herald-Journal-Newsweek Newspapers. No. 5, 23 kw visual, 12.8 kw aural, 680 ft. CP 7-12-48. TV Addenda 2-A.
- Troy—Troy Broadcasting Co. Inc., 92 Fourth St. WTRY (CBS). No. 9, 10 kw visual, 6.8 kw aural, 924 ft. BPCT-412. TV Addenda 3-C.
- ★ UTICA—WVTL, Utica Observer-Dispatch Inc., 221 Oriskany Plaza WKVC-FM-CP. Utica Observer-Dispatch. No. 3, 15.5 kw visual, 7.5 kw aural, 805 ft. *Requests change to 16.1 kw visual, 8.05 kw aural, 790 ft.* CP 5-27-48. TV Addenda 2-D and 5-J. Note: Same interests (Gannett) applicants for Hartford, Elmira, Rochester, N. Y.

## NORTH CAROLINA

- ★ CHARLOTTE—WBT-TV, Jefferson Standard Broadcasting Co., Wilder Bldg. WBT (CBS). No. 3, 16.3 kw visual, 8.62 kw aural, 1,160 ft. CP 1-30-48.
- Charlotte—Inter-City Advertising Co., 120 E. Third St. WAYS (ABC and MBS). No. 11, 2.8 kw visual, 1.4 kw aural, 460 ft. BPCT-344. TV Addenda 2-C. Note: Also applicant for Greensboro, N. C. (see below).
- Charlotte—Radio Station WSOC Inc., 1925 N. Tryon St. WSOC (NBC). No. 9, 25.5 kw visual, 12.8 kw aural, 443 ft. BPCT-304. TV Directory No. 2.
- Charlotte—Surety Broadcasting Co., 112 S. Tryon St. WIST-FM. *Interlocking ownership with WIS, Columbia, S. C. (NBC) and WSPA, Spartanburg, S. C. (CBS).* No. 9, 27.805 kw visual, 13.903 kw aural, 442 ft. BPCT-349. TV Addenda 2-C.
- ★ GREENSBORO—WTFE, Greensboro News Co., 212 N. Davle St. WFMV-FM. Greensboro Daily News and Record. No. 2, 1.67 kw visual, 840 watts aural, 470 ft. *Requests change to No. 10, 2.65 kw visual, 1.33 kw aural, 487 ft.* CP 6-2-48. TV Addenda 2-C and 5-B.
- Greensboro—Inter-City Advertising Co., 316 S. Green St. WCOG (ABC). No. 10, 28.6 kw visual, 14.3 kw aural, 369 ft. BPCT-588. TV Addenda 5-K. Note: Also applicant for Charlotte, N. C. (see above).
- High Point—Radio Station WMFR Inc., 164 S. Main St. WMFR (ABC). No. 12, 1 kw visual, 691 watts aural, 378.6 ft. BPCT-546. TV Addenda 4-D.
- Raleigh—WPTF Radio Co., Insurance Bldg. WPTF (NBC). No. 5, 16.6 kw visual, 8.3 kw aural, 621 ft. BPCT-511. TV Addenda 3-L.

## OHIO

- Akron—Allen T. SImmons, Box 830. WADC (CBS). No. 11, 28.35 kw visual, 14.18 kw aural, 372 ft. BPCT-243. TV Addenda 1-B.
- Akron—Summit Radio Corp., 106 S. Main St. WAKR (ABC). Akron Beacon-Journal. No. 11, 31 kw visual, 16.37 kw aural, 310 ft. BPCT-230. TV Addenda 1-A. Note: See also Miami Broadcasting Co., Miami, Fla.
- Bellaire—Tri-City Broadcasting Co., 3266 Guernsey St. WTRF. Bellaire Times-Leader. No. 12, 27 kw visual, 13.5 kw aural, 538 ft. BPCT-437. TV Addenda 3-E.
- Canton—Brush-Moore Newspapers Inc., 550 Market Ave., S. WHBC (ABC). Canton Repository. No. 7, 24 kw visual, 12.6 kw aural, 442 ft. BPCT-264. TV Addenda 1-F.
- ★ CINCINNATI—WCPO-TV, Scripps-Howard Radio Inc., Carew Tower. WCPO (MBS). Cincinnati Post. No. 7, 21 kw visual, 12 kw aural, 695 ft. CP 2-20-48. Note: Operates WEWS (TV), Cleveland; same interests hold CP for WMCT, Memphis.
- ★ CINCINNATI—WKRC-TV, Radio Cincinnati Inc., 800 Broadway. WKRC (CBS). Cincinnati Times-Star. No. 11, 24.5 kw visual, 12.25 kw aural, 648 ft. CP 1-16-48. TV Addenda 1-A.
- Cincinnati—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 31.2 kw visual, 33.7 kw aural, 522 ft. BPCT-163. Supplement No. 18. Note: Operates WABD, New York City, and WTTG, Washington; holds CP for WDTV, Pittsburgh; applicant for Cleveland. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).
- ★ CLEVELAND—WXEL, c/o Empire Coll Co., 238 Huguenot St., New Rochelle, N. Y. No. 9, 21 kw visual, 13 kw aural, 725 ft. CP 10-30-47.
- Cleveland—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 14.9 kw visual, 7.47 kw aural, 786 ft. BPCT-161. Supplement No. 18. Note: Operates WABD, New York City, and WTTG, Washington; holds CP for WDTV, Pittsburgh; applicant also for Cincinnati. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).

Cleveland—Cleveland Broadcasting Inc., 1708 Union Commerce Bldg. WERE-FM. No. 2, 15.5 kw visual, 7.79 kw aural, 636 ft. BPCT-279. TV Addenda 1-1.

Cleveland—United Broadcasting Co., Terminal Tower. WHK (MBS). Cleveland Plain Dealer and News. No. 7, 27 kw visual, 13.8 kw aural, 685 ft. BPCT-216. Vol. 3:46. Note: Same interests hold 40% in WKBN, Youngstown, O., also applicant for TV.

Cleveland—WGAR Broadcasting Co., Hotel Statler. WGAR (CBS). No. 7, 11 kw visual, 6.58 kw aural, 568 ft. BPCT-214. Vol. 3:45. Note: Same interests (Richards) applicant for Detroit (WJR).

Cleveland—WJW Inc., 1375 Euclid Ave. WJW (ABC). No. 2, 14.3 kw visual, 7.88 kw aural, 595 ft. BPCT-250. TV Addenda 1-C.

★ COLUMBUS—WBNT, TV Inc., 33 N. High St. WBNS (CBS). Ohio State Journal and Columbus Dispatch. No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. CP 3-17-48.

★ COLUMBUS—WLWC, c/o Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati. WLW, Cincinnati (NBC). No. 3, 15.2 kw visual, 12.8 kw aural, 455 ft. CP 11-21-46. Note: Operates WLW-T, Cincinnati; holds CP for WLWD, Dayton; applicant for Indianapolis; seeks purchase of WHAS-TV, Louisville (Vol. 4:40).

★ COLUMBUS—WTVN, Picture Waves Inc., Edison Bldg., Toledo. WTOD, Toledo. No. 6, 14.3 kw visual, 9 kw aural, 363 ft. CP 3-17-48. Note: Same interests (Edward Lamb) also holds CP for WICU, Erie, Pa.

★ DAYTON—WHIO-TV, Miami Valley Broadcasting Corp., 45 S. Ludlow St. WHIO (CBS). Dayton Daily News. No. 13, 24 kw visual, 25.2 kw aural, 570 ft. CP 1-30-48. Note: Same interests (Cox) operate WSB-TV, Atlanta; applicant for Miami (WIOD).

★ DAYTON—WLWD, c/o Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati. WLW, Cincinnati (NBC). No. 5, 16 kw visual, 8 kw aural, 490 ft. CP 4-4-47. Note: Operates WLW-T, Cincinnati; holds CP for WLWC, Columbus, O.; is applicant for Indianapolis; seeks purchase of WHAS-TV, Louisville (Vol. 4:40).

Toledo—Maumee Valley Broadcasting Co., 902 Toledo Trust Bldg. No. 11, 17.66 kw visual, 8.83 kw aural, 520 ft. BPCT-303. TV Directory No. 2.

Toledo—Toledo Blade Co., 533 Superior St. Toledo Blade-Paul Block Newspapers. No. 10, 31.8 kw visual, 17 kw aural, 439 ft. BPCT-262. TV Addenda 1-E. See also Pittsburgh, Pa.

Youngstown—Mansfield Radio Co., 100 Wick Bldg. No. 13, 20 kw visual, 10 kw aural, 512.5 ft. BPCT-295. TV Addenda 1-I and 4-H.

Youngstown—Vindicator Printing Co., Vindicator Square. WFMI (ABC). Youngstown Vindicator. No. 13, 23.6 kw visual, 26.2 kw aural, 700 ft above ground. BPCT-259. TV Addenda 1-E.

Youngstown—WKBN Broadcasting Corp., 17 N. Champion St. WKBN (CBS). No. 13, 23.4 kw visual, 11.7 kw aural, 509 ft. BPCT-275. TV Addenda 1-H. Note: See also WHK, Cleveland.

#### OKLAHOMA

★ OKLAHOMA CITY—WKY-TV, WKY Radiophone Co., Skirvin Tower Hotel. WKY (NBC). Oklahoma City Daily Oklahoman and Times. No. 4, 12.1 kw visual, 6.2 kw aural, 940 ft. CP 6-2-48. TV Addenda 3-C. Note: Same interests applicant for Denver (KLZ); own part of WEEK-TV, Peoria, Ill.

Oklahoma City—W. Harry Johnson d/b as Mid-South Television Broadcasting Co., 661 Wilder Place, Shreveport, La. No. 5, 16.6 kw visual, 8.3 kw aural, 482 ft. BPCT-454. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Memphis, Jackson, Miss.

Oklahoma City—KOMA Inc., 228 W. Grand St. KOMA (CBS). No. 5, 17.3 kw visual, 8.65 kw aural, 490 ft. BPCT-539. TV Addenda 4-C. Note: Same interests applicant for Tulsa (KTUL).

Oklahoma City—Homer W. Snowden d/b as Oklahoma City Television Co., 6336 Richmond St., Dallas, Tex. No. 9, 29.5 kw visual, 14.7 kw aural, 462 ft. BPCT-491. TV Addenda 3-J. Note: Also applicant for Denver and Shreveport.

Oklahoma City—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. Southwestern American and Times-Record. No. 9, 29.52 kw visual, 14.9 kw aural, 525 ft. BPCT-497. TV Addenda 3-K. Note: Also applicant for Little Rock and Tulsa.

★ TULSA—KOVH, George E. Cameron Jr., 1411 National Bank of Tulsa Bldg. No. 6, 16.6 kw visual, 8.5 kw aural, 625 ft. CP 6-2-48. TV Addenda 2-G.

Tulsa—E. C. Lawson d/b as Tulsa Television Co., c/o J. Edward Johnson, Brownwood, Tex. No. 10, 18.3 kw visual, 9.1 kw aural, 498 ft. BPCT-499. TV Addenda 3-K. Note: Also applicant for Wichita Falls, Tex.

Tulsa—Public Radio Corp., 412 E. Fifth St. KAKC. No. 10, 26.9 kw visual, 13.5 kw aural, 369 ft. BPCT-479. TV Addenda 3-H and 3-I.

Tulsa—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. Southwestern American and Times-Record. No. 8, 24.13 kw visual, 12.7 kw aural, 520 ft. BPCT-497. TV Addenda 3-D. Note: Also applicant for Little Rock and Oklahoma City.

Tulsa—Southwestern Sales Corp., Philtower Bldg. KVOO (NBC). No. 8, 31 kw visual, 15.3 kw aural, 396 ft. BPCT-530. TV Addenda 4-A.

Tulsa—Tulsa Broadcasting Co., 1850 S. Boulder St. KTUL (CBS). No. 8, 18.5 kw visual, 9.25 kw aural, 263 ft. BPCT-517. TV Addenda 3-M. Note: Same interests applicant for Oklahoma City (KOMA).

#### OREGON

★ PORTLAND—KTVU, Video Broadcasting Co., 6331 Hollywood Blvd., Los Angeles, Cal. No. 3, 15.5 kw visual, 9 kw aural, 865 ft. CP 4-29-48. TV Addenda 2-C. Note: Also applicant for San Diego and San Jose, Cal.

Portland—KOIN Inc., New Heathman Hotel. KOIN (CBS). No. 8, 22.2 kw visual, 11.7 kw aural, 1,401 ft. BPCT-493. TV Addenda 3-J. Note: See also Sun and Times Co., Chicago.

Portland—KPOJ Inc., 919 S. W. Taylor St. KPOJ (MBS). Portland Oregon Journal. No. 12, 2.84 kw visual, 1.42 kw aural, 1,037 ft. BPCT-509. TV Addenda 3-L.

Portland—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 2,768 ft. BPCT-538. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle, Fresno, Cal.

Portland—Oregonian Publishing Co., 615 S. W. Alder St. KGW (NBC). Portland Oregonian. No. 6, 10 kw visual, 11.2 kw aural, 984 ft. BPCT-431. TV Addenda 3-D.

Portland—Westinghouse Radio Stations Inc., 815 W. Yamhill. KEX (ABC). No. 10, 8.5 kw visual, 4.25 kw aural, 974 ft. BPCT-494. TV Addenda 3-J. Note: Operates WBZ-TV, Boston; applicant for Pittsburgh.

#### PENNSYLVANIA

Allentown—Lehigh Valley Broadcasting Co., 39 N. Tenth St. WSAN (NBC). Allentown Call and Chronicle. No. 8, 440 watts visual, 324 watts aural, 727 ft. *Proposes to share time with Easton Publishing Co., Easton, Pa.* BPCT-232. TV Addenda 1-A.

Allentown—Penn-Allen Broadcasting Co., Masonic Temple Bldg. WFMZ-FM. No. 8, 376 watts visual, 188 watts aural, 773 ft. BPCT-486. TV Addenda 3-1.

Altoona—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 9, 3.11 kw visual, 1.55 kw aural, 1,095 ft. BPCT-519. TV Addenda 3-M. Note: Also applicant for Williamsport, Pa.

Altoona—Gable Broadcasting Co., 1320 Eleventh Ave. WFBG (NBC). No. 9, 7 kw visual, 3.5 kw aural, 1,048 ft. BPCT-543. TV Addenda 4-D.

Bethlehem—Philo Television Broadcasting Corp., Tloga & C Sts., Philadelphia, Pa. No. 8, 2.59 kw visual, 1.6 kw aural, 829 ft. BPCT-263. TV Addenda 1-F. Note: Operates WPTZ (TV), Philadelphia. Note: Half-owner of Atlantic City Television Broadcasting Co.; applicant for Atlantic City.

Easton—Easton Publishing Co., 30 N. Fourth St. WEEX-FM. Easton Express. No. 8, 450 watts visual, 450 watts aural, 753 ft. BPCT-261. TV Addenda 1-E. *Proposes to share time with Lehigh Valley Broadcasting Co., Allentown, Pa.*

★ ERIE—WICU, Dispatch Inc., 20 E. 12th St. Erie Dispatch-Herald. No. 12, 2.98 kw visual, 1.48 kw aural, 165 ft. CP 3-17-48. Note: Same interests (Edward Lamb) hold CP for WTVN, Columbus, O.

Erie—Presque Isle Broadcasting Co., 121 W. 10th St. WERC (NBC). No. 3, 1 kw visual, 820 watts aural, 431 ft. BPCT-531. TV Addenda 4-A.

Harrisburg—WABX Inc., 40 Taylor Blvd. WABX-FM. No. 8, 3.1 kw visual, 1.86 kw aural, 310 ft. BPCT-201. Vol. 3:42.

Harrisburg—WHP Inc., Telegraph Bldg. WHP (CBS). Harrisburg Telegraph. No. 8, 1.4 kw visual, 700 watts aural, 920 ft. BPCT-192. Vol. 3:37.

Hazleton—Hazleton Broadcasting Co., W. Broad & Laurel Sts. WAZL (NBC and MBS). No. 2, 210 watts visual, 105 watts aural, 677 ft. BPCT-481. TV Addenda 3-I. Note: Interlocking ownership with WMGW, Meadville, Pa., also TV applicant.

★ JOHNSTOWN—WJAC-TV, WJAC Inc., Tribune Annex Bldg. WJAC (NBC). Johnstown Tribune. No. 13, 6.5 kw visual, 7 kw aural, 1,100 ft. CP 8-29-46.

★ LANCASTER—WGAL-TV, WGAL Inc., 8 W. King St. WGAL (NBC and MBS). Lancaster New Era and Intelligencer Journal. No. 4, 1 kw visual, 880 watts aural, 260 ft. CP 1-8-48. Note: Same interests (Steinman) hold CP for WDEL-TV, Wilmington, Del.

Meadville—Meadville Broadcasting Service Inc., First National Bank Bldg. WMGW. No. 13, 2.5 kw visual, 1.23 kw aural, 580 ft. BPCT-523. TV Addenda 3-M. Note: Interlocking ownership with WAZL, Hazleton, Pa., also TV applicant.

Philadelphia—Daily News Television Inc., 1425 Walnut St. WIBG and Philadelphia Daily News. No. 12, 19.4 kw visual, 9.73 kw aural, 525 ft. BPCT-119. Vol. 3:9.

Philadelphia—Pennsylvania Broadcasting Co., 35 S. Ninth St. WIP (MBS). No. 12, 28.8 kw visual, 14.4 kw aural, 488 ft. BPCT-185. Vol. 3:18.

Pittsburgh—Allegheny Broadcasting Corp., Chamber of Commerce Bldg. KQV (MBS). No. 8, 30.8 kw visual, 16.2 kw aural, 489.5 ft. BPCT-147. Vol. 3:46.

Pittsburgh—Matta Broadcasting Co., 1233 Braddock Ave., Braddock, Pa. WLOA, Braddock. No. 10, 27.6 kw visual, 13.8 kw aural, 546 ft. BPCT-482. TV Addenda 3-I.

Pittsburgh—Pittsburgh Radio Supply House Inc., 10th St. & Pennsylvania Ave. WJAS (CBS). No. 10, 26.6 kw visual, 13.3 kw aural, 444 ft. BPCT-345. TV Addenda 2-C.

Pittsburgh—United Broadcasting Corp., 1130 Oliver Bldg. No. 10, 31 kw visual, 16.3 kw aural, 265 ft. BPCT-276. TV Addenda 1-H.

Pittsburgh—WCAE Inc., William Penn Hotel. WCAE (ABC). Pittsburgh Sun-Telegraph-Hearst. No. 10, 14.5 kw visual, 12 kw aural, 804 ft. BPCT-293. TV Addenda 1-I. Note: Same interests (Hearst) operate WBAL-TV, Baltimore; applicant for Milwaukee.

Pittsburgh—Westinghouse Radio Stations Inc., Grant Bldg. KDKA (NBC). No. 6, 24.9 kw visual, 24.9 kw aural, 670 ft. BPCT-221. Vol. 3:47. Note: Operates WBZ-TV, Boston; applicant for Portland, Ore.

Pittsburgh—WWSW Inc., 212 Wood St. WWSW. Pittsburgh Post-Gazette-Paul Block Newspapers. No. 10, 23.8 visual, 11.9 kw aural, 721 ft. BPCT-254. TV Addenda 1-D. See also Toledo, O.

Reading—Eastern Radio Corp., Berkshire Hotel. WHUM (CBS). No. 5, 630 watts visual, 330 watts aural, 632 ft. BPCT-268. TV Addenda 1-G.

PENNSYLVANIA (Continued)

- Reading—Hawley Broadcasting Co., 533 Penn St. WEEU (ABC). Reading Eagle. No. 5, 400 watts visual, 338 watts aural, 739 ft. BPCT-239. TV Addenda 1-B.
- Scranton—Appalachian Co., 519 Mulberry St. No. 7, 2.78 kw visual, 1.46 kw aural, 841 ft. BPCT-506. TV Addenda 3-K.
- Wilkes-Barre—Louis G. Baltimore, 62 S. Franklin St. WBRE (NBC). No. 11, 4.5 kw visual, 2.5 kw aural, 1,230 ft. BPCT-134. Vol. 3:39.
- Wilkes-Barre—Wyoming Valley Broadcasting Co., Second Nat'l Bank Bldg. WILK-CP (ABC). No. 11, 8 kw visual, 8 kw aural, 1,011.5 ft. BPCT-231. TV Addenda 1-A.
- Williamsport—Central Pennsylvania Corp., 6 Letzell Bldg., State College, Pa. No. 13, 3.64 kw visual, 1.82 kw aural, 1,291 ft. BPCT-520. TV Addenda 3-M. Note: Also applicant for Altoona, Pa.
- Williamsport—WRAK Inc., 244 W. Fourth St. WRAK (NBC). Williamsport Gazette & Bulletin. No. 13, 3.13 kw visual, 1.57 kw aural, 558 ft. BPCT-521. TV Addenda 3-M.
- York—Helm Coal Co., 25 S. Duke St. WNOW. No. 8, 700 watts visual, 488.4 watts aural, 549 ft. BPCT-356. TV Addenda 2-D.
- York—Susquehanna Broadcasting Co., 47 E. Market St. WSBA (ABC). No. 8, 775 watts visual, 388 watts aural, 558 ft. BPCT-302. TV Directory No. 2.

RHODE ISLAND

- ★ PROVIDENCE—WJAR-TV, The Outlet Co., 176 Weybosset St. WJAR (NBC). No. 11, 30 kw visual, 15 kw aural, 615 ft. CP 5-16-46.
- Providence—Cherry & Webb Broadcasting Co., 15 Chestnut St. WPRO (CBS). No. 13, 50 kw visual, 23 kw aural, 616 ft. BPCT-223. Vol. 3:48. Channel requested from Boston assignment.

SOUTH CAROLINA

- Greenville—Greenville News-Piedmont Co., 305 S. Main St. WFBC (NBC). Greenville News and Piedmont. No. 10, 27.8 kw visual, 13.9 kw aural, 1,187 ft. BPCT-541. TV Addenda 4-C.

TENNESSEE

- Memphis—Bluff City Broadcasting Co., N. University & Hubert Sts. WDLA. No. 5, 14.4 kw visual, 7.2 kw aural, 380 ft. BPCT-206. Vol. 3:43.
- Memphis—Harding College, 139 S. Main St. WHBQ (MBS). No. 2, 15 kw visual, 7.5 kw aural, 302 ft. BPCT-563. TV Addenda 4-J.
- Memphis—W. Harry Johnson d/b as Mid-South Television Broadcasting Co., 661 Wilder Place, Shreveport, La. No. 9, 19.2 kw visual, 13.7 kw aural, 513 ft. BPCT-465. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Jackson, Miss.
- Memphis—WMPF Inc., Columbian Mutual Tower. WMPF (ABC). No. 9, 25.8 kw visual, 12.9 kw aural, 420 ft. BPCT-514. TV Addenda 3-L.
- Memphis—Hoyt B. Wooten d/b as WREC Broadcasting Service, Peabody Hotel. WREC (CBS). No. 7, 24 kw visual, 12 kw aural, 435 ft. BPCT-452. TV Addenda 3-G.
- ★ NASHVILLE—WSM-TV, WSM Inc., 27th Ave. & Union St. WSM (NBC). No. 4, 14.4 kw visual, 7.2 kw aural, 755 ft. CP 7-29-48. TV Addenda 3-F.
- Nashville—Capitol Broadcasting Co., American National Bank Bldg. WKDA. No. 9, 28.6 kw visual, 14.3 kw aural, 290 ft. BPCT-507. TV Addenda 3-L.
- Nashville—J. T. Ward d/b as WLAC Broadcasting Service, Third National Bank Bldg. WLAC (CBS). No. 7, 16 kw visual, 14.2 kw aural, 746 ft. BPCT-540. TV Addenda 4-C.
- Nashville—WSIX Broadcasting Station, Nashville Trust Bldg. WSIX (ABC). No. 5, 17.1 kw visual, 8.86 kw aural, 744 ft. BPCT-532. TV Addenda 4-A.

TEXAS

- Amarillo—C. C. Woodson d/b as Amarillo Television Co., 1517 Commerce St., Dallas Tex. Publisher of Brownwood Bulletin, Del Rio News Herald and other newspapers. No. 5, 1.85 kw visual, 925 watts aural, 449 ft. BPCT-353. TV Addenda 2-D. Note: Also applicant for Austin, Lubbock, Waco.
- Austin—Texas Telenet System Inc., 325 Littlefield Bldg. No. 10, 27.54 kw visual, 13.77 kw aural, 352 ft. BPCT-566. TV Addenda 4-J. Note: Also applicant for San Antonio, Corpus Christi, Tex.
- Austin—C. C. Woodson d/b as Austin Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 4.25 kw visual, 2.17 kw aural, 455 ft. BPCT-351. TV Addenda 2-D. Note: See also Amarillo.
- Beaumont—Lufkin Amusement Co., Keltys, Tex. No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. BPCT-545. TV Addenda 4-D.
- Brownsville—Thomas O. Payne d/b as Brownsville Television Co., 3323 Tanglely Rd., Houston, Tex. No. 7, 2.66 kw visual, 1.33 kw aural, 461 ft. BPCT-573. TV Addenda 4-M.
- Corpus Christi—Corpus Christi Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 19.7 kw visual, 9.8 kw aural, 417 ft. BPCT-416. TV Addenda 3-C. Note: Same interests hold CPs for KTLX, Phoenix, and KEYL, San Antonio; applicant for New Orleans.
- Corpus Christi—Texas Telenet System Inc., 325 Littlefield Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural, 493 ft. BPCT-567. TV Addenda 4-J. Note: See also Austin.
- ★ DALLAS—KRLD-TV, KRLD Radio Corp., Hotel Adolphus. KRLD (CBS). Dallas Times-Herald. No. 4, 15.1 kw visual, 7.5 kw aural, 480 ft. CP 9-12-46.
- ★ DALLAS—KBTW, Lacy-Potter Television Broadcasting Co., 1517 Commerce St. No. 8, 35 kw visual, 18.5 kw aural, 489 ft. Requests 19.4 kw visual, 13.9 kw aural, 490 ft. CP 9-11-47.
- Dallas—A. H. Belo Corp., 801 Commerce St. WFAA (NBC and ABC). Dallas Morning News. No. 12, 30 kw visual, 16 kw aural, 478.5 ft. BPCT-240. TV Addenda 1-B.
- Dallas—L. F. Carrigan d/b as Texas Television, 2206 Mercantile Bank Bldg. No. 10, 30.24 kw visual, 15.925 kw aural, 415 ft. BPCT-239. TV Addenda 1-B.

- Dallas—City of Dallas, Municipal Radio Bldg. WRR (MBS). No. 10, 24.84 kw visual, 12.42 kw aural, 564 ft. BPCT-357. TV Addenda 2-D.
- Dallas—Variety Broadcasting Co. Inc., 1401 S. Akaro St. KIXL. No. 2, 16.53 kw visual, 8.27 kw aural, 507 ft. BPCT-265. TV Addenda 1-G.
- El Paso—Claude H. Craig, 8570 Hollywood Blvd., Los Angeles, Cal. No. 5, 16.5 kw visual, 8.25 kw aural, 461 ft. BPCT-576. TV Addenda 5-A.
- El Paso—Clyde Weatherby d/b as El Paso Television Co., Hamilton, Tex. No. 7, 2.94 kw visual, 1.47 kw aural, 877 ft. BPCT-585. TV Addenda 5-A.
- Fort Worth—Television Enterprises, 804 Dan Waggoner Bldg. No. 10, 25.16 kw visual, 12.58 kw aural, 504 ft. BPCT-442. TV Addenda 3-F. Note: Interlocking stockholders with Texas Telenet System Inc., TV applicant for Austin, Corpus Christi, San Antonio, Tex.
- Fort Worth—Texas State Network Inc., 1201 W. Lancaster Ave. KFJZ (MBS). No. 2, 14.2 kw visual, 7.3 kw aural, 518 ft. BPCT-571. TV Addenda 4-K. Note: Also applicant for San Antonio.
- Harlingen—Leo E. Owens d/b as Harlingen Television Co., Box 511. KVKO-FM. Harlingen Valley Morning Star. No. 9, 2.81 kw visual, 1.41 kw aural, 459 ft. BPCT-562. TV Addenda 4-I.
- Houston—Harris County Broadcast Co., Gulf Bldg. KXYZ (ABC). No. 5, 18.2 kw visual, 9.56 kw aural, 459 ft. BPCT-335. TV Addenda 2-A. Note: Same ownership (Glenn McCarthy) as Shamrock Broadcasting Co., Houston, also TV applicant.
- Houston—Roy Hofheinz d/b as Texas Television Co., Southern Standard Bldg. KTHH (MBS). No. 7, 19.2 kw visual, 19.2 kw aural, 498.5 ft. BPCT-271. TV Addenda 1-G.
- Houston—Houston Post Co., 2318 Polk St. KPRC (NBC). Houston Post. No. 4, 14.5 kw visual, 7.2 kw aural, 426 ft. BPCT-274. TV Addenda 1-H.
- Houston—KTRH Broadcasting Co., Rice Hotel. KTRH (CBS). Houston Chronicle. No. 5, 17.9 kw visual, 8.9 kw aural, 454 ft. BPCT-308. TV Addenda 2-A.
- Houston—Shamrock Broadcasting Co., Shell Bldg. No. 7, 30.4 kw visual, 15.2 kw aural, 502.5 ft. BPCT-319. TV Addenda 2-A. Note: Same ownership (Glenn McCarthy) as Harris County Broadcast Co., Houston; also TV applicant.
- Lubbock—C. C. Woodson d/b as Lubbock Television Co., 1517 Commerce St., Dallas, Tex. No. 3, 1.85 kw visual, 950 watts aural, 374 ft. TV Addenda 3-J. Note: See also Amarillo.
- ★ SAN ANTONIO—KEYL, San Antonio Television Co., 1517 Commerce St., Dallas, Tex. No. 5, 17.9 kw visual, 9 kw aural, 440 ft. CP 6-2-48. TV Addenda 2-G. Note: Same interests hold CP for KTLX, Phoenix; applicants for New Orleans and Corpus Christi.
- ★ SAN ANTONIO—WOAI-TV, Southland Industries Inc., 1031 Navarro St. WOAI (NBC). No. 4, 21.6 kw visual, 10.8 kw aural, 480 ft. CP 5-27-48. TV Addenda 2-E.
- San Antonio—Howard Davis tr/as Walmac Co., National Bank of Commerce Bldg. KMAC (MBS). No. 9, 22.713 kw visual, 11.357 kw aural, 587 ft. BPCT-429. TV Addenda 3-D.
- San Antonio—Express Publishing Co., Ave. E & Third St. KYFM-FM. San Antonio Express and News. No. 7, 26.24 kw visual, 13.12 kw aural, 342.8 ft. BPCT-427. TV Addenda 3-D.
- San Antonio—Eugene J. Roth tr/as Mission Broadcasting Co., 317 Arden Grove, KONO. No. 12, 21.94 kw visual, 10.97 kw aural, 463 ft. BPCT-535. TV Addenda 4-B.
- San Antonio—Texas Telenet System Inc., 325 Littlefield Bldg., Austin, Tex. No. 2, 14.68 kw visual, 7.2 kw aural, 5,110 ft. BPCT-568. TV Addenda 4-J. Note: See also Austin.
- San Antonio—Texas State Network Inc., 1201 W. Lancaster Ave., Fort Worth, Tex. KABC (ABC). No. 2, 13.5 kw visual, 6.9 kw aural, 472 ft. BPCT-572. TV Addenda 4-K. Note: Also applicant for Fort Worth, Tex.
- Tyler—Tyler Broadcasting Co., 613 Peoples National Bank Bldg. No. 9, 1 kw visual, 500 watts aural, 395 ft. BPCT-564. TV Addenda 4-J.
- Waco—C. C. Woodson d/b as Waco Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 2.3 kw visual, 1.15 kw aural, 353.5 ft. BPCT-331. TV Addenda 2-C. Note: See also Amarillo.
- Wichita Falls—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 199 ft. BPCT-584. TV Addenda 5-A. Note: See Tucson, Ariz.
- Wichita Falls—E. C. Lawson d/b as Wichita Falls Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 2.72 visual, 1.36 kw aural, 460 ft. BPCT-498. TV Addenda 3-K. Note: Also applicant for Tulsa.

UTAH

- ★ SALT LAKE CITY—KSL-TV, Radio Service Corp. of Utah, 10 S. Main St. KSL (CBS). No. 5, 18.4 kw visual, 9.2 kw aural, —435 ft. CP 7-31-48. TV Addenda 3-I.
- Salt Lake City—Granite District Radio Broadcasting Co., 219 Continental Bank Bldg. KNAK. No. 9, 2.6 kw visual, 1.3 kw aural, 10.7 ft. BPCT-553. TV Addenda 4-G.
- Salt Lake City—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 919 ft. BPCT-527. TV Addenda 4-A. Note: Also applicant for Denver, Seattle, Portland, Ore., Fresno, Cal.
- Salt Lake City—Salt Lake City Broadcasting Co. Inc., 248 S. Main St. KALL (MBS). Salt Lake City Tribune and Telegram. No. 7, 50 kw visual, 25.4 kw aural, —372 ft. BPCT-524. TV Addenda 3-M.
- Salt Lake City—Utah Broadcasting Co., 29 S. State St. KUTA (ABC). No. 2, 15.4 kw visual, 7.75 kw aural, 38.2 ft. BPCT-536. TV Addenda 4-B.

VIRGINIA

- Newport News—Hampton Roads Broadcasting Corp., Hotel Warwick. WGH (ABC). Newport News Press and Times-Herald. No. 7, 23.9 kw visual, 12.6 kw aural, 416 ft. BPCT-502. TV Addenda 3-K.

★ **NORFOLK**—WTAR-TV, WTAR Radio Corp., National Bank of Commerce Bldg. WTAR (NBC), Norfolk Virginian-Pilot and Ledger-Dispatch, No. 4, 24.2 kw visual, 12.1 kw aural, 365 ft. CP 8-18-4. TV Addenda 3-D.

**Norfolk**—Beachview Broadcasting Corp., 431 Granby St. No. 11, 27 kw visual, 13.6 kw aural, 324 ft. BPCT-558. TV Addenda 4-H.

**Norfolk**—Commonwealth Broadcasting Corp., 219 Granby St. WLOW. No. 13, 19.4 kw visual, 19.4 kw aural, 409 ft. BPCT-460. TV Addenda 3-G.

**Norfolk**—Larus & Brother Co. Inc., 22nd and Corey Sts., Richmond, Va. WRVC (FM), No. 13, 30.2 kw visual, 15.1 kw aural, 292 ft. BPCT-587. TV Addenda 5-F. Note: Also applicant for Richmond (see below).

**Richmond**—Larus & Brother Co. Inc., 22nd & Corey Sts., WRVA (CBS), No. 10, 23.5 kw visual, 11.75 kw aural, 500 ft. BPCT-379. TV Addenda 2-F. Note: Also applicant for Norfolk (see above).

**Richmond**—Lee Broadcasting Corp., Broad-Grace Arcade. WLEE (MBS), No. 10, 27.3 kw visual, 13.6 kw aural, 348 ft. BPCT-392. TV Addenda 3-A.

**Richmond**—Richmond Radio Corp., 323 E. Grace St. WRNL (ABC), Richmond Times-Dispatch and News-Leader, No. 3, 17.113 kw visual, 8.556 kw aural, 362 ft. BPCT-321. TV Addenda 2-B.

**Richmond**—Southern Broadcasters Inc., 2011 Massachusetts Ave. N.W., Washington, D. C. WRMV-FM, No. 8, 18.5 kw visual, 19.3 kw aural, 546 ft. BPCT-420. TV Addenda 3-C.

**WASHINGTON**

**Seattle**—Fisher's Blend Station Inc., Skinner Bldg. KOMO (NBC), No. 2, 16.7 kw visual, 8.35 kw aural, 513 ft. BPCT-407. TV Addenda 3-C.

**Seattle**—KING Broadcasting Co., Smith Tower. KING, No. 7, 28.1 kw visual, 14.1 kw aural, 1,584 ft. BPCT-490. TV Addenda 3-J.

**Seattle**—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 3,200 ft. BPCT-533. TV Addenda 4-B. Note: Also applicant for Denver, Salt Lake City, Portland, Ore., Fresno, Cal.

**Seattle**—Queen City Broadcasting Co., Cobb Bldg. KIRO (CBS), No. 11, 30.4 kw visual, 15.3 kw aural, 1,426 ft. BPCT-453. TV Addenda 3-G.

**Seattle**—Totem Broadcasters Inc., Skinner Bldg. KJR (ABC), No. 7, 26 kw visual, 13.8 kw aural, 1,260 ft. BPCT-443. TV Addenda 3-E. Note: See also Sun and Times Co., Chicago.

**Seattle**—Twentieth Century-Fox of Washington Inc., 2421 Second Ave. No. 11, 26.9 kw visual, 13.4 kw aural, 749 ft. BPCT-492. TV Addenda 3-J. Note: See also San Francisco, Cal.

**Spokane**—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 2,725 ft. BPCT-578. TV Addenda 5-A. Note: Also applicant for Tacoma and Yakima.

**Tacoma**—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 9, 30 kw visual, 15 kw aural, 1,073 ft. BPCT-579. TV Addenda 5-A. Note: Also applicant for Spokane and Yakima.

**Tacoma**—Television Tacoma Inc., 919 Market St. KTBI, Tacoma Times, No. 4, 12 kw visual, 6 kw aural, 291 ft. BPCT-551. TV Addenda 4-F.

**Yakima**—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 995 ft. BPCT-580. TV Addenda 5-A. Note: Also applicant for Spokane and Tacoma.

#### WEST VIRGINIA

**Charleston**—Charleston Television Inc., Box 2791, No. 7, 26.5 kw visual, 14 kw aural, 568 ft. BPCT-501. TV Addenda 3-K.

**Charleston**—Charleston Broadcasting Co., 1016 Lee St. WCHS (CBS), No. 13, 27.2 kw visual, 13.6 kw aural, 582 ft. BPCT-549. TV Addenda 4-F. Note: Interlocking ownership (John Kennedy) with WSAZ-TV, Huntington, W. Va.

★ **HUNTINGTON**—WSAZ-TV, WSAZ Inc., 912½ Third Ave. WSAZ (ABC), Huntington Advertiser and Herald-Dispatch, No. 5, 18.2 kw visual, 9.1 kw aural, 500 ft. CP 7-29-48. TV Addenda 3-H. Note: Interlocking ownership (Kennedy) with Charleston Broadcasting Co., TV applicant for Charleston, W. Va.

**Wheeling**—Fort Industry Co., 1025 Main St. WWVA (CBS), No. 12, 32.49 kw visual, 17.1 kw aural, 598 ft. BPCT-360. TV Addenda 2-D. Note: Same interests (Storer) operate WSPD-TV, Toledo and WJBK-TV, Detroit; hold CP for WAGA-TV, Atlanta; applicant for Miami.

#### WISCONSIN

**Madison**—Badger Broadcasting Co., 110 E. Main St. WIBA (NBC), Capital Times and Madison State Journal, No. 9, 2.91 kw visual, 1.45 kw aural, 337 ft above ground. BPCT-332. TV Addenda 2-B.

**Madison**—Monona Broadcasting Co., 215 W. Washington Ave. WKOW, No. 9, 28.2 kw visual, 16.9 kw aural, 502.5 ft. BPCT-560. TV Addenda 4-I.

**Madison**—Radio Wisconsin Inc., 203 S. Barstow St., Eau Claire, Wis. WISC (ABC), No. 9, 26.78 kw visual, 13.39 kw aural, 515 ft. BPCT-410. TV Addenda 3-B.

**Milwaukee**—Hearst Radio Inc., 123 W. Michigan. WISN (CBS), Milwaukee Sentinel, No. 10, 28 kw visual, 15 kw aural, 439 ft. BPCT-383. TV Addenda 2-G. Note: Same interests operate WBAL-TV, Baltimore; applicant for Pittsburgh (WCAE).

**Milwaukee**—Milwaukee Broadcasting Co., 710 N. Plankinton Ave. WEMP, No. 6, 28 kw visual, 14 kw aural, 479 ft. BPCT-472. TV Addenda 3-G.

**Milwaukee**—Wisconsin Broadcasting System Inc., 729 N. Broadway. WFOX, No. 8, 26 kw visual, 13 kw aural, 482 ft. BPCT-377. TV Addenda 2-F.

## Part IV — Experimental TV Stations

Fixed Stations on the Air Only Intermittently

#### CALIFORNIA

**LOS ANGELES**—Warner Brothers Pictures Inc., 4000 W. Olive Ave., Burbank, Cal. Applicant for 20 mc band within 500-600 mc, 100 watts peak output.

**PASADENA**—W6XOR, construction permit to Pacific Video Pioneers, 712 Security Bldg., 520-540 mc, 780-800 mc, 30 watts visual.

**SAN FRANCISCO**—W6XJD, licensed to Television California, St. Francis Hotel, 580-630 mc, 1 kw visual and aural power. (See TV Addenda 3-F and Vol. 4, No. 19).

#### COLORADO

**DENVER**—W0XEL, licensed to Eugene P. O'Fallon Inc. (KFEL), 480-500 mc, 1 kw visual-aural power. (See TV Addenda 3-L).

#### DISTRICT OF COLUMBIA

**WASHINGTON**—W3XZS, construction permit to National Broadcasting Co. Inc., Wardman Park Hotel, 504-510 mc, 5 kw visual and aural power. Also holds CP for W3XCY, 850 mc, 400 watts visual power.

#### ILLINOIS

**CHICAGO**—W9XZV, licensed to Zenith Radio Corp., 6001 Dickens Ave., 54-60 mc, 1 kw visual power, 1 kw aural power. Zenith also holds license for W9XZC, 512-528 mc, 1 kw visual power, 1 kw aural power. (Has applied for commercial.)

#### INDIANA

**FORT WAYNE**—W9XFT, licensed to Farnsworth Television & Radio Corp., 3700 E. Pontiac St., 66-72 mc, 4 kw visual power, 6 kw aural power. (Has applied for commercial.)

**WEST LAFAYETTE**—W9XG, construction permit to Purdue U., 400-500 Northwestern Ave., 66-72 mc, 750-w visual power, 750-w aural power.

#### IOWA

**IOWA CITY**—W9XUI, licensed to State U of Iowa, 44-50 mc and 210-216 mc, 100-w visual power.

#### KANSAS

**MANHATTAN**—W0XBV, construction permit to Kansas State College, Illustrations Bldg., 44-50 mc, 500-510 mc, 900-910 mc, 400-w visual power, 200-w aural power.

#### MISSOURI

**KANSAS CITY**—W0XFQ, construction permit to Midland Broadcasting Co., 480-492 mc, 200 watts peak output.

#### NEW JERSEY

**ALPINE**—W2XGW, construction permit to Major Edwin H. Armstrong, 600-620 mc, 50 kw visual-aural power. (See Vol. 4:15).

**CAMDEN**—W3XEP, licensed to Radio Corp. of America, State & Wayne Aves., 82-88 mc, 192-198 mc, 30 kw visual power, 30 kw aural power.

**CLIFTON**—W2XNJ, construction permit to North Jersey Broadcasting Co., Broad and Hepburn Sts., 514-520 mc, 900-920 mc, 1302-1325 mc, 1 kw visual power, 1 kw aural power.

**CLIFTON**—W2XVT, licensed to Allen B. DuMont Laboratories Inc., 42 Harding Ave., 210-216 mc, 50 kw visual power, 25 kw aural power.

**NUTLEY**—W2XTA, licensed to Federal Telecommunications Laboratories Inc., 500 Washington Ave. 1990-2008 mc, 25-w visual power. FTL also grantee of W2XBH, 198-204 mc, 1 kw visual, 500-w aural.

**PRINCETON**—W2XNZ, construction permit to Radio Corp. of America, RCA Laboratories Div., 500-520 mc, 5 kw visual and aural power.

#### NEW YORK

**BROOKLYN**—W2XDK, licensed to Sherron Metallic Corp., 1201 Flushing Ave., 76-82 mc, 210-216 mc, 500-510 mc, 10 kw visual power, 10 kw aural power.

**JAMAICA**—W2XJT, licensed to Jamaica Radio Television Co. (William B. Still), 148-18 Jamaica Ave., 210-216 mc, 400-w visual power, 100-w aural power.

**NEW YORK CITY**—W2XCS, licensed to Columbia Broadcasting System Inc., 485 Madison Ave., 480-496 mc, 1 kw visual power, 1 kw aural power. CBS also holds license for W2XNU, 560-580 mc, 35-w visual power, and W2XLU, 880-900 mc, 25-w visual power.

**NEW YORK CITY**—W2XMT, licensed to Metropolitan Broadcasting & Television Inc., 654 Madison Ave., 162-168 mc, 50-w visual power, 50-w aural power.

#### PENNSYLVANIA

**LANCASTER**—W3XBR, construction permit to Conestoga Television Assn., Salisbury Twp., 590-610 mc, 250-w visual power, 250-w aural power (for relay purposes).

**PHILADELPHIA**—W3XE, licensed to Philco Television Broadcasting Corp., Tioga and C Sts., 60-66 mc, 10 kw visual power, 11 kw aural power.

#### WEST VIRGINIA

**CHARLESTON**—W8XGZ, licensed to Gus Zaharis, 411 Kenna Dr., S., 54-60 mc, 200-w visual power, 110-w aural power.

#### WISCONSIN

**MILWAUKEE**—W9XKY, licensed to The Journal Co. (Milwaukee Journal), 333 W. State St., 540-560 mc, 700-720 mc, 900-920 mc, 100-w visual power, 100-w aural power.

# Part V — FCC Allocations of Television Channels

## To Metropolitan Districts in the U. S.

Ed. Note: All channel numbers refer to Metropolitan Stations except those in parentheses, which refer to Community Stations. Total number of stations assignable is indicated by total number of channels unless there is channel-sharing, or unless Community Stations can be added where no conflict occurs. Sales ranks and population figures are by the U. S. Census Bureau.

For changes and "freeze" status, see note 2 below

Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Numbers	Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Numbers	Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Numbers
Akron	35	349,705	11	Grand Rapids	57	209,873	7,9	Providence, R. I.	18	711,500	11
Albany	23	431,576	2,4,7,9,11	Greensboro	130	73,056	2,10	Pueblo	140	62,039	8,6,8,10
Schenectady				Hamilton	110	112,686	9	Racine	97	136,075	(1)
Troy				Middletown	70	173,367	8	Kenosha			(6)
Allentown	43	325,142	(8)	Harrisburg	20	602,193	8,10	Reading	73	175,355	(6)
Bethlehem				Hartford	21	610,397	2,4,6,7	Richmond	48	246,674	3,6,8,10
Easton				New Britain	92	170,979	6	Roanoke	104	110,693	6,9,12
Altoona	111	114,094	9	Huntington, W. Va.	24	456,367	3,6,8,10,12	Rochester	28	411,970	2,6,11
Amarillo	136	53,463	2,4,5,7	Ashland, Ky.				100	151,781	18	Rockford
Asheville	132	76,324	6,7,12	Indianapolis	128	88,003	2,4,5,7	Sacramento	54	158,999	3,6,10
Atlanta	26	442,294	2,5,8,11	Jackson	66	195,619	2,4,6,8	Saginaw	77	153,388	3,8,13
Atlantic City	83	100,096	(8)	Jacksonville	100	151,781	18	Bay City			
Augusta, Ga.	135	87,809	6,12	Johnstown, Pa.	112	77,213	3	St. Joseph	10	1,367,977	4,6,7,9,13
Austin	106	106,193	8,10,12	Kalamazoo	17	634,093	2,4,6,9	St. Louis	58	204,488	2,4,6,7,9
Baltimore	13	1,046,692	2,11,13	Kansas City, Mo.	87	161,829	2,4,8,11	Salt Lake City	50	319,010	2,4,6,7,9
Beaumont	90	138,608	3,6,8,10	Kansas City, Kans.				91	132,027	(4)	San Antonio
Port Arthur	75	145,156	12	Knoxville	94	110,366	6	San Diego	7	1,428,525	2,4,6,7,9,11
Binghamton	42	407,861	4,9,13	Lancaster	109	88,191	10,12	San Francisco	78	129,367	13
Birmingham	5	2,360,514	2,4,7,9,13	Lansing	98	126,724	3,6,8,10	Oakland	114	117,970	3,6,9,11
Boston	53	216,621	(1)	Lincoln	3	2,904,596	2,4,6,7,9,11,13	Scranton	30	629,581	11(1)
Bridgeport, Conn.	14	857,719	4,7,9,13	Little Rock	33	434,408	5,9	Wilkes-Barre	19	452,639	2,6,7,11
Buffalo	63	200,352	(1)	Los Angeles	46	324,969	6	Seattle	96	112,226	2,4,6,8
Niagara	116	73,219	7,11	Louisville	137	74,830	4,7,10	Shreveport	107	87,791	4,9,11,13
Canton, O.	127	98,711	7,10,13	Lowell	101	78,349	9	South Bend	80	147,022	(1)
Cedar Rapids	88	136,332	7,11,13	Lawrence	118	81,932	(1)	Spokane	71	141,370	2,4,6,7,9
Charleston, S. C.	128	112,986	3,9,11	Haverhill	37	332,477	2,4,5,7,9	Springfield, Ill.	103	89,484	8,10
Charleston, W. Va.	99	193,216	3,6,10,12	Macon	38	260,637	2,4,6,7	Springfield, Mass.	32	394,623	3(1)
Charlotte	76	193,216	3,6,10,12	Madison	16	790,336	3,6,8,10	Holyoke	134	70,514	2,4,6,9
Chatanooga	2	4,499,126	2,4,5,7,9,11,13	Manchester	31	640,030	2,4,6,7,10	Springfield, Mo.	125	77,406	(1)
Chicago	16	789,309	2,4,7,11	Memphis	16	790,336	3,6,8,10	Springfield, O.	108	79,337	8
Cincinnati	9	1,214,943	2,4,6,7,9	Miami	11	911,077	2,4,6,7,9	Stockton	46	258,352	6,8,10
Cleveland	117	89,556	2,4,8	Milwaukee	119	144,906	3,5,9,11	Syracuse	74	156,018	4,9,13
Columbia	133	92,478	3,12	Minneapolis	126	93,697	6,10	Tacoma	61	209,693	2,4,5,7
Columbus, Ga.	29	366,796	3,6,8,10	St. Paul	56	241,769	4,6,7,9	Tampa	116	83,370	4
Columbus, O.	29	366,796	3,6,8,10	Mobile	39	308,228	(6)	St. Petersburg	34	341,663	13
Corpus Christi	121	70,677	3,6,8,10	Montgomery	31	640,030	2,4,6,7,10	Topeka	123	77,749	7,11
Dallas	27	376,548	4,8,12	Nashville	47	330,396	4,7,11,13	Trenton	60	200,128	(1)
Davenport	67	174,995	2,4,6,9	New Haven	52	221,229	2,4,6,9	Tulsa	66	188,662	8,6,8,10
Rock Island				52	221,229	2,4,6,9	Utica	68	197,128	3,13	
Moline	44	271,513	6,13	Omaha	40	287,269	3,6,7	Rome	138	71,114	3,6,9,11
Dayton	122	66,764	2	Council Bluffs	69	162,566	3,6,12	Waco	12	907,816	4,6,7,9
Decatur	26	384,372	2,4,6,7,9	Philadelphia	4	2,898,644	3,6,10,12	Washington	85	144,822	12
Denver	69	183,973	2,4,6,9	Phoenix	84	121,828	2,4,5,7	Waterbury	120	67,060	3,6,13
Des Moines	6	2,295,867	2,4,5,7	Pittsburgh	8	1,994,060	3,6,8,10	Waterloo	82	196,340	12
Detroit	72	157,098	3,6,8,10	Portland, Maine	89	106,566	3,8	Wheeling	86	127,308	2,4,6,9
Duluth-Superior	139	69,683	4,7	Portland, Oreg.	22	406,406	8,6,8,10,12	Wichita	62	188,974	(7)
Durham	106	116,801	2,4,6,7					Wilmington	124	109,833	6,8
El Paso	96	134,039	12					Winston-Salem	41	306,194	5
Erie	93	141,614	2,11					Worcester	113	92,627	(1)
Evansville, Ind.	56	272,648	(1)					Youngstown	36	872,428	13
Fall River	64	188,554	11								
New Bedford	81	134,386	2,4,7,9								
Flint	61	207,677	2,6,10								
Fort Wayne	79	97,604	2,4,6,7								
Fort Worth	131	71,677	9,11,13								

### NOTE

- Channel No. 1 has been withdrawn from TV by FCC Order adopted May 5, 1948 (Doc. 8487—Mimeo No. 21363), effective June 14, 1948 (Vol. 4, No. 19). Thus Channel No. 1 allocations to these areas are no longer valid: Bridgeport, Conn.; Canton, O.; Fall River-New Bedford, Mass.; Manchester, N. H.; Racine-Kenosha, Wis.; Scranton-Wilkes-Barre, Pa.; South Bend, Ind.; Springfield-Holyoke, Mass.; Springfield, O.; Trenton, N. J.; York Pa.
- Foregoing allocations are subject to revisions under FCC proposal of May 6, 1948 (see pages 39-42), which in turn are subject to further revisions because of tropospheric problems. Meanwhile, FCC has "frozen" all new CP grants and application hearings under terms of order issued Sept. 30, 1948 (see Vol. 4:40).



# Part VI — Revised Allocation of Television Channels

As Proposed by the FCC May 6, 1948 — Docket No. 8975 and 8736 (Public Notice 21316)

Proposed Amendment to Sec. 3.606 of TV Rules, Subject of En Banc Hearing June 29, 1948

Note: All channel numbers refer to Metropolitan Stations except those in parentheses, which refer to Community Stations (see TV Rules and Regulations, *Supp. No. 17*, for definitions). These city-by-city allocations, if adopted, would supersede present allocations as shown in *Part V* (page 38). Meanwhile, FCC has halted all new CP grants and application hearings under terms of order issued Sept. 30, 1948 (see Vol. 4:40).

## PROPOSED AMENDMENT

### Section 3.606 Table Showing Allocation of television channels —

(a) The table below sets forth the television channels which are available for the areas indicated. Each area is designated by the name of a principal city or cities. The area intended to be included in such designation in each case includes all communities located within the same metropolitan districts as the principal city or cities named in the table and in addition all other communities within 15 miles from the city boundary line of the named city or cities provided that the assignment is otherwise consistent with the Commission's Rules and Regulations and Standards of Good Engineering Practice Concerning Television Broadcast Stations.

(b) It should be noted in considering the Table that some cities with relatively small population have as many or more television channels than other cities with far larger population. The reason for this is that the former cities are located in areas where large cities are relatively few and are separated from each other by large distances. Hence, it is engineeringly possible to allocate a maximum number of channels to such cities without causing interference to other stations. The allocation of channels to such cities not to be construed as a determination by the Commission that eventually such cities will, or will not,

have that number of television stations. It is simply a determination by the Commission that it is engineeringly possible to have that number of television stations in such cities.

(c) Changes in the allocation plan may become necessary or desirable from time to time depending upon the needs and demands for television service in the various areas. Such changes may be made, upon the Commission's own motion for rule making proceedings or upon request for rule making proceedings by interested persons, if the proposed changes are found to be feasible and the public interest, convenience or necessity will be served thereby. Such changes in the plan may include, in appropriate circumstances, the re-allocation of a channel from the designated area to another area or the addition of a channel to an area where insufficient channels have been allocated.

(d) Requests for rule-making proceedings for changes in the allocation plan must be accompanied by a statement explaining in detail the proposed channel change and setting forth the facts relied on to justify the proposed change.

(e) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661(c).

	PROPOSED ALLOCATION PLAN CHANNELS	PRESENT ALLOCATION PLAN CHANNELS
<b>ALABAMA</b>		
Anniston .....	(6)	—
Birmingham .....	2, 4, 9, 13	4, 9, 13
Decatur .....	8	—
Dothan .....	4, 11	—
Gadsden .....	(11)	—
Mobile .....	3, 5, 9, 11	3, 5, 9, 11
Montgomery .....	6, 7, 10	6, 10
Selma .....	(3)	—
Tuscaloosa .....	5, 11	—
<b>ARIZONA</b>		
Bisbee .....	7	—
Douglas .....	2, 4, 5	—
Flagstaff .....	3, 6	—
Globe .....	11, 13	—
Lowell .....	12	—
Phoenix .....	2, 4, 5, 7, 9	2, 4, 5, 7
Prescott .....	8, 10	—
Safford .....	9	—
Tucson .....	3, 6, 8, 10	—
Yuma .....	7, 9	—
<b>ARKANSAS</b>		
Blytheville .....	(8)	—
Camden .....	9	—
El Dorado .....	5, 7	—
Fort Smith .....	2, 4, 5, 9, 12	—
Hot Springs .....	13	—
Jonesboro .....	(6)	—
Little Rock .....	3, 6, 8, 10	3, 6, 8, 10
Pine Bluff .....	12	—
Texarkana .....	3, 10, 12	—
<b>CALIFORNIA</b>		
Bakersfield .....	8, 12	—
Chico .....	13	—
El Centro .....	2, 4, 5	—

	PROPOSED ALLOCATION PLAN CHANNELS	PRESENT ALLOCATION PLAN CHANNELS
<b>CALIFORNIA—(Continued)</b>		
Eureka .....	2, 4, 5, 9	—
Fresno .....	2, 4, 5, 7	2, 4, 5, 7
Los Angeles .....	2, 4, 5, 7, 9, 11, 13	2, 4, 5, 7, 9, 11, 13
Redding .....	8, 10	—
Riverside .....	—	1
Sacramento .....	3, 6, 10	3, 6, 10
San Diego .....	3, 6, 8, 10	3, 6, 8, 10
San Francisco-Oakland .....	2, 4, 5, 7, 9, 11	2, 4, 5, 7, 9, 11
San Jose .....	13	13
San Luis Obispo .....	3	—
Santa Barbara .....	6	—
Stockton .....	8, 12	8
Visalia .....	10	—
<b>COLORADO</b>		
Alamosa .....	10, 12	—
Colorado Springs .....	11, 13	—
Denver .....	2, 4, 5, 7, 9	2, 4, 5, 7, 9
Durango .....	3, 6, 9	—
Grand Junction .....	2, 4, 5, 7, 10, 12	—
Greeley .....	12	—
La Junta .....	10	—
Pueblo .....	3, 6, 8	3, 6, 8, 10
Sterling .....	10	—
Trinidad .....	2, 4, 5, 7	—
<b>CONNECTICUT</b>		
Bridgeport .....	—	(1)
Hartford-New Britain .....	8, 10	8, 10
New Haven .....	6	(6)
Waterbury .....	12	12
<b>DELAWARE</b>		
Wilmington .....	(7)	(7)

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>DISTRICT OF COLUMBIA</b>		
Washington	4, 5, 7, 9	4, 5, 7, 9

<b>FLORIDA</b>		
Daytona Beach	7	—
Ft. Myers	6, 8	—
Jacksonville	2, 4, 6, 8	2, 4, 6, 8
Key West	3, 10	—
Lakeland-Plant City	12	—
Miami-Ft. Lauderdale	2, 4, 5, 7, 9	2, 4, 5, 7
Orlando	3, 10	—
Panama City	6	—
Pensacola	7, 13	—
St. Augustine	11	—
Tallahassee	7, 9, 13	—
Tampa-St. Petersburg	2, 4, 5, 7, 9	2, 4, 5, 7
West Palm Beach-Lake Worth	11, 13	—

<b>GEORGIA</b>		
Albany	2, 8	—
Athens	13	—
Atlanta	2, 5, 8, 11	2, 5, 8, 11
Augusta	6, 12	6, 12
Brunswick	13	—
Columbus	3, 12	3, 12
Cordele	6	—
La Grange	(9)	—
Macon	4, 7, 10	4, 7, 10
Rome	(7)	—
Savannah	3, 5, 9, 11	3, 5, 9, 11
Thomasville	5	—
Valdosta	3, 12	—
Waycross	10	—

<b>IDAHO</b>		
Boise	2, 4, 6, 8, 10	—
Coeur d'Alene	12	—
Idaho Falls	2, 4, 10	—
Lewiston	3, 8, 10	—
Nampa	13	—
Pocatello	6, 12	—
Twin Falls	7, 9, 11	—
Preston	8	—

<b>ILLINOIS</b>		
Champaign-Urbana	(5), (11)	—
Chicago	2, 4, 5, 7, 9, 11	2, 4, 5, 7, 9, 11, 13
Danville	(9)	—
Decatur	2	2
Galesburg	(7)	—
Peoria	3, 6, 12	3, 6, 12
Quincy	11	—
Rockford	12	12
Rock Island	(See Davenport, Iowa)	—
Springfield	8, 10	8, 10
West Frankfort	(3)	—

<b>INDIANA</b>		
Bloomington	10	—
Evansville	2, 11	2, 11
Fort Wayne	2, 4, 7, 9	2, 4, 7, 9
Indianapolis	3, 6, 8, 12	3, 6, 8, 10, 12
Lafayette	(13)	—
South Bend-Elkhart	(10), (12)	1
Terre Haute	4, 7	4

<b>IOWA</b>		
Ames	4	—
Burlington	13	—
Cedar Rapids	7	7, 11
Centerville	(6)	—
Cherokee	(2)	—
Council Bluffs	(See Omaha, Nebraska)	—
Davenport (Moline-Rock Island)	2, 4, 5, 9	2, 4, 5, 9
Des Moines	2, 5, 9, 12	2, 4, 5, 9
Dubuque	3	—
Fort Dodge	(7), (10)	—
Iowa City	(11)	—
Mason City	3	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>IOWA—(Continued)</b>		
Ottumwa	8, 10	—
Sioux City	4, 9, 11, 13	4, 9, 11, 13
Spencer	(6)	—
Waterloo	6, 13	3, 6, 13

<b>KANSAS</b>		
Coffeyville	12	—
Dodge City	4, 6, 10	—
Emporia	8	—
Fort Scott	6	—
Garden City	2	—
Great Bend	13	—
Hutchison	7, 11	—
Kansas City	(See Kansas City, Missouri)	—
Manhattan	3	—
Salina	6	—
Topeka	11, 13	7, 11
Wichita	2, 4, 5, 9	2, 4, 5, 9

<b>KENTUCKY</b>		
Ashland	(See Huntington, W. Va.)	—
Bowling Green	(10)	—
Frankfort	3	—
Henderson	(4)	—
Hopkinsville	(3)	—
Lexington	6, 8, 10, 12	—
Louisville	5, 9, 13	5, 9
Owensboro	6, 8	—
Paducah	10	—

<b>LOUISIANA</b>		
Alexandria	7	—
Baton Rouge	3, 5, 9	—
Bogalusa	(12)	—
Eunice	2	—
Lafayette	13	—
Lake Charles	12	—
Monroe	3, 10	—
New Iberia	11	—
New Orleans	2, 4, 6, 7, 10	2, 4, 6, 7, 10
Shreveport	2, 4, 6, 8, 11	2, 4, 6, 8

<b>MAINE</b>		
Augusta	13	—
Bangor-Old Town	4, 6, 9, 12	—
Calais	5	—
Fort Kent-St. Francis	11	—
Greenville	(8)	—
Houlton	10	—
Lewiston-Auburn	5	—
Portland	8, 11	3, 8
Presque Isle	3, 7, 13	—
Waterville	2	—

<b>MARYLAND</b>		
Baltimore	2, 11, 13	2, 11, 13
Cumberland	2	—
Hagerstown	(6), (3)	—

<b>MASSACHUSETTS</b>		
Boston	2, 4, 7, 9	2, 4, 7, 9, 13
Fall River-New Bedford	13	(1)
Lowell-Lawrence-Haverhill	6	6
Springfield-Holyoke	3	(1), 3
Worcester	5	5

<b>MICHIGAN</b>		
Calumet	4	—
Detroit	2, 4, 5, 7	2, 4, 5, 7
Escanaba	6	—
Flint	11	11
Grand Rapids	7, 9	7, 9
Houghton	5, 7	—
Iron Mountain	13	—
Ironwood	12	—
Jackson	(10)	—
Kalamazoo	3	3
Lansing	6	6
Marquette	3, 9, 11	—
Muskegon	(12)	—
Port Huron	(10)	—
Saginaw-Bay City	3, 8, (13)	3, 8, 13
Sault St. Marie	5, 12, 8	—
Traverse City	2, 10	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>MINNESOTA</b>		
Albert Lea	(8)	—
Bemidji	2, 5	—
Detroit Lakes	8	—
Duluth-Superior	3, 6, 8, 10	3, 6, 8, 10
Faribault	13	—
Fergus Falls	4	—
Grand Rapids	4	—
Hibbing	13	—
International Falls	7, 12	—
Mankato	10	—
Minneapolis-St. Paul	2, 4, 5, 7, 9, 11	2, 4, 5, 7, 9
Moorhead	(See Fargo, N. D.)	—
Pipestone	7	—
Rochester	6	—
St. Cloud	3, 12	—
Virginia	(9), (11)	—
Willmar	6	—
Winona	12	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>MISSISSIPPI</b>		
Clarksdale	(11)	—
Columbus	7, (10)	—
Greenville	13	—
Greenwood	3	—
Gulfport-Biloxi	(8)	—
Hattiesburg	13	—
Jackson	2, 4, 5, 7	2, 4, 5, 7
Laurel	6, 10	—
McComb	(8)	—
Meridian	8, 12	—
Natchez	(12)	—
Tupelo	6	—
Vicksburg	9, 11	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>MISSOURI</b>		
Cape Girardeau	6, 8	—
Columbia	6	—
Hannibal	2	—
Jefferson City	8, 10	—
Joplin	7, 11, 13	—
Kansas City	2, 4, 5, 7, 9	2, 4, 5, 9
Poplar Bluff	12	—
St. Joseph	12	13
St. Louis	4, 5, 7, 9, 13	4, 5, 7, 9, 13
Sedalia	3, 12	—
Springfield	2, 4, 5, 9	2, 4, 5, 9

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>MONTANA</b>		
Butte	2, 4, 5, 7	—
Billings	2, 4, 5, 7	—
Bozeman	9, 11	—
Great Falls	3, 6, 8	—
Havre	2, 4, 5, 7	—
Helena	10, 12	—
Kalispel	2, 4, 7	—
Lewiston	10, 13	—
Miles City	3, 6, 8	—
Missoula	9, 11, 13	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NEBRASKA</b>		
Beatrice	4	—
Grand Island	5, 8	—
Hastings	2, 11	—
Kearney	13	—
Lincoln	10, 12	10, 12
Norfolk	(2)	—
North Platte	3, 6, 7	—
Omaha-Council Bluffs	3, 6, 7	3, 6, 7
Scottsbluff	2, 4	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NEVADA</b>		
Carson City	11	—
Las Vegas	3, 6, 8, 10	—
Reno	2, 4, 5, 7	—
Sparks	9	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NEW HAMPSHIRE</b>		
Berlin (Mt. Washington)	9, 7	—
Concord	(10)	—
Manchester	12	(1)
Portsmouth	(3)	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NEW JERSEY</b>		
Atlantic City	(8)	(8)
Newark	13	13
Trenton	—	(1)

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NEW MEXICO</b>		
Albuquerque	2, 4, 5, 7	—
Carlsbad	13	—
Clovis	6, 12	—
Hobbs	8, 10	—
Roswell	2, 4, 5	—
Santa Fe	9, 11, 13	—
Tucumcari	3, 8	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NEW YORK</b>		
Albany-Schenectady-Troy	2, 4, 7, 9, 11	2, 4, 7, 9, 11
Binghamton	12, (7)	12
Buffalo-Niagara Falls	4, 7, 9	4, 7, 9, 13
Elmira	(4), (9)	—
New York City	2, 4, 5, 7, 9, 11	2, 4, 5, 7, 9, 11
(See also Newark, N. J.)		
Ogdensburg	4	—
Plattsburg	(2)	—
Rochester	2, 6, 11	2, 6, 11
Syracuse	5, 8, 10	5, 8, 10
Utica-Rome	3, 13	3, 13
Watertown	(12)	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NORTH CAROLINA</b>		
Asheville	5, 7, 12	5, 7, 12
Charlotte	3, 9, 11, 13	3, 9, 11
Durham	4, 7	4, 7
Elizabeth City	2	—
Goldsboro	9	—
Greensboro	2, 10	2, 10
High Point	(12)	—
New Bern-Kinston	6	—
Raleigh	5, 11, 13	—
Rocky Mount	(3)	—
Wilmington	2, 10, 12	—
Winston-Salem	6, 8	6, 8

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>NORTH DAKOTA</b>		
Bismark	2, 4, 5, 7	—
Devils Lake	4, 5, 12	—
Dickinson	9, 11, 13	—
Fargo	6, 10, 13	—
Grand Forks	7, 9, 11	—
Jamestown	8	—
Minot	3, 6, 8, 10	—
Valley City	2	—
Williston	2, 4, 7	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>OHIO</b>		
Akron	7	11
Canton	9	(1)
Cincinnati	2, 4, 7, 11	2, 4, 7, 11
Cleveland	2, 4, 5, 11	2, 4, 5, 7, 9
Columbus	3, 6, 10	3, 6, 8, 10
Dayton	5, 13	5, 13
Hamilton-Middletown	9	9
Marion	12	—
Portsmouth	(12)	—
Springfield	8	(1)
Toledo	(11), 13	13
Youngstown	13	13

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>OKLAHOMA</b>		
Ada	(11)	—
Ardmore	3	—
Durant	(12)	—
Enid	13	—
Lawton	6	—
Muskogee	(13)	—
Oklahoma City	2, 4, 5, 9	2, 4, 5, 9
Ponca City	(11)	—
Shawnee	7	—
Tulsa	3, 6, 8, 10	3, 6, 8, 10

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>OREGON</b>		
Astoria	(7)	—
Baker	9, 12	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>OREGON—(Continued)</b>		
Bend	13	—
Eugene	2, 4, 5	—
Klamath Falls	5, 9, 11	—
La Grande	5, 7	—
Marshfield	6, 8	—
Medford	3, 7	—
Pendleton	2, 4	—
Portland	3, 6, 8, 10	3, 6, 8, 10, 12
Salem	12	—
The Dalles	11	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>PENNSYLVANIA</b>		
Altoona	4, 7, 9	9
DuBois	5, 11	—
Easton-Allentown-Bethlehem	(8)	(8)
Erie	12	12
Harrisburg	(10)	8
Johnstown	13	13
Lancaster	(4)	(4)
Philadelphia	3, 6, 10, 12	3, 6, 10, 12
Pittsburgh	3, 6, 8, 10	3, 6, 8, 10
Reading	(5)	(5)
Scranton-Wilkes-Barre	11, (3)	11, (1)
Williamsport	2, 13	—
York	(8)	(1)

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>RHODE ISLAND</b>		
Providence	11	11

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>SOUTH CAROLINA</b>		
Charleston	7, 10, 13	7, 10, 13
Columbia	2, 4, 8	2, 4, 8
Greenville	10	—
Spartanburg	(6)	—
Sumter	(5)	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>SOUTH DAKOTA</b>		
Aberdeen	3, 5, 7, 11	—
Huron	4, 6	—
Lead	2, 4, 5, 7	—
Mitchell	2, 8	—
Pierre	9, 12	—
Rapid City	9, 11, 13	—
Sioux Falls	5, 12	—
Watertown	10, 13	—
Yankton	(6)	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>TENNESSEE</b>		
Bristol	(10)	—
Chattanooga	3, 6, 10, 12	3, 6, 10, 12
Clarksville	12	—
Dyersburg	(3)	—
Jackson	11, 13	—
Johnson City	(3)	—
Knoxville	2, 4, 8, 11, 13	2, 4, 8, 11
Memphis	2, 4, 5, 7, 9	2, 4, 5, 7, 9
Nashville	2, 4, 5, 7, 9	4, 5, 7, 9

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>TEXAS</b>		
Abilene	4, 7, 9, 11, 13	—
Amarillo	2, 4, 5, 7, 10	2, 4, 5, 7
Austin	8, 11, 13	8, 10, 12
Beaumont-Port Arthur	3, 6, 8, 10	3, 6, 8, 10
Brownsville	2, 4, 7	—
Corpus Christi	3, 6, 8, 10	3, 6, 8, 10
Corsicana	(8)	—
Dallas	4, 7, 11, 13	4, 8, 12
Denison	(10)	—
El Paso	2, 4, 5, 7, 9, 11	2, 4, 5, 7
Ft. Worth	2, 5, 9	2, 5, 10
Galveston	9, 11, 13	9, 11, 13
Harlingen	9	—
Houston	2, 4, 5, 7	2, 4, 5, 7
Laredo	5, 7, 11, 13	—
Lubbock	3, 9, 11	—
Marshall	13	—
Midland	7	—
Palestine	(2)	—
Paris	(8)	—
Pecos	3	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>TEXAS—(Continued)</b>		
Plainview	13	—
San Angelo	2, 5, 8, 10	—
San Antonio	2, 4, 5, 7, 9, 12	2, 4, 5, 7, 9
Sherman	6	—
Sweetwater	6	—
Temple	(7)	—
Texarkana	(See Arkansas)	—
Tyler	(5), (9)	—
Victoria	(13)	—
Waco	3, 6, 10, 12	3, 6, 9, 11
Weslaco	5	—
Wichita Falls	8, 10	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>UTAH</b>		
Cedar City	4, 6	—
Logan	(3)	—
Price	3	—
Provo	12	—
Ogden	11, 13	—
Salt Lake City	2, 4, 5, 7, 9	2, 4, 5, 7, 9

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>VERMONT</b>		
Burlington	5, 8	—
Montpelier	10	—
Rutland	(6)	—
St. Albans	13	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>VIRGINIA</b>		
Charlottesville	(13)	—
Fredericksburg	(12)	—
Lynchburg	(7), 9	—
Norfolk-Portsmouth-Newport News	4, 5, 7, 9, 11, 13	4, 7, 11, 13
Richmond	3, 6, 8, 10	3, 6, 8, 10
Roanoke	3, 5, 12	5, 9, 12

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>WASHINGTON</b>		
Aberdeen	(3), (6)	—
Bellingham	3	—
Seattle	2, 5, 7, 11	2, 5, 7, 11
Spokane	2, 4, 5, 7, 9	2, 4, 5, 7, 9
Tacoma	4, 9, 13	4, 9, 13
Vancouver	(See Portland, Ore.)	—
Walla Walla	11, 13	—
Wenatchee	10	—
Yakima	3, 6, 8	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>WEST VIRGINIA</b>		
Beckley-Bluefield	6	—
Charleston	2, 7, 11, 13	7, 11, 13
Clarksburg	9	—
Huntington-Ashland, Ky.	5, 9	5
Parkersburg	4	—
Wheeling	12	12

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>WISCONSIN</b>		
Appleton	5	—
Ashland	2	—
Eau Claire	3	—
Fond du Lac	(11)	—
Green Bay	4	—
La Crosse	8, 10	—
Madison	7, 9	9
Marinette	7	—
Milwaukee	3, 6, 8, 10	3, 6, 8, 10
Oshkosh	2	—
Racine-Kenosha	13	(1)
Rhineland	8	—
Sheboygan	(9)	—
Superior-Duluth	3, 6, 8, 10	3, 6, 8, 10
Wausau	6	—

	PROPOSED ALLOCATION	PRESENT ALLOCATION
<b>WYOMING</b>		
Casper	5, 7, 12	—
Cheyenne	3, 6, 8	—
Laramie	11, 13	—
Rock Spring	3, 6, 8	—
Sheridan	9, 11, 13	—

Part VII—Directory of

# TELEVISION PROGRAM SOURCES

Offering Live, Film and Other Programs and Services to TV Stations

(Revised to January 1, 1949)

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.

† Denotes catalog or other literature submitted, detailing films, shows or other services; these are available for perusal in our offices.

## 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)

GEORGE ABBOTT TELEFEATURES Inc., 630 Fifth Ave., New York City. Circle 5-5820. West Hooker, general manager. PS OE.

†A-B-T PRODUCTIONS Inc., 460 West 54th St., New York City. Columbus 5-7200. I. H. Simmons, general manager. FP PS OE SO (productions to order).

†ACME ELECTRONIX, Division of NEA Service Inc., 1200 West Third St., Cleveland, O. Main 7300. Meade Monroe, business manager. Services: Newspictures and telephoto; complete news programs, script and strip film.

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. Allcoate, president. FP OE FF AS ES C S. Other services: Projection theatres, cutting rooms, shipping service, film storage. Stock shot film library.

†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).

ADVERTISERS TELEVISION SERVICE Inc., 35 West 53rd St., New York 19, N. Y. Circle 5-4915. John Sheppard Jr. FP PS OE NR SO AS ES IS CS C S A.

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

AFFILIATED PROGRAM SERVICE Inc.—Same as Paul F. Adler Associates.

†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.

ALKAR PRODUCTIONS—Same as Bernard E. Karlen Productions.

†DOUG ALLAN PRODUCTIONS Inc., 112 West 89th St., New York 24, N. Y. Schuyler 4-6480. Doug Allan, president. FP PS OE ES (adventure, travel, outdoor subjects).

†JOIN R. ALLEN ASSOCIATES, 16 East 58th St., New York 22, N. Y. Murray Hill 8-2580. John R. Allen PS. Other services: TV advertising consultants.

†ALLEN & ALLEN PRODUCTIONS, 3947 West 59th Pl., Los Angeles 43, Calif. Axminster 3-3314. George E. Allen, managing director. FP ES.

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

AMBASSADOR FILMS Inc., 1600 Broadway, New York 19, N. Y. Circle 5-4994. Eugene Sharin, president. FP.

AMERICAN BROADCASTING Co., 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5700. Paul Mowrey, national director of television. 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.

AMERICAN FILM PRODUCERS, 1600 Broadway, New York City. Plaza 7-5915. Robert Gross and Lawrence A. Glesnes, executive producers. FP OE SO A.

†AMERICAN FILM SERVICES Inc., 1010 Vermont Ave., NW, Washington 5, D. C. Executive 4528. H. V. Hoaglund, general manager. AS ES IS.

AMERICAN FILM & TELEVAD Co., 759 West Seventh St., St. Paul 2, Minn. Dale 4620. Bart O. Foss. FP OE A. Specialty: Animation.

FRED AMSTER TELEVISION CARTOONS, 719 Eleventh St. N.W., Washington 1, D. C. Republic 2227. Frederick A. Amster, OE SO CS A.

AMTELCO, 635 So. Kenmore, Los Angeles 5, Cal. Drexel 3265. Wallace Worsley, president; John Clarke Bowman, v.p. FP SO. Specializing in commercial spot announcements.

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. Trafalgar 9-8398. 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 A. Eastern representatives for TV film programs: General Artists Corp., 1270 Sixth Ave., New York City; Circle 7-7550; Thomas R. Rockwell, president.

ARGOSY TELEVISION CORP., 9336 Washington Blvd., Culver City, Cal. Texas 0-2931. Merlan C. Cooper, John Ford. (Planning TV film production).

ARISTA PRODUCTIONS, 92 Gold St., New York City. Dickens 9-1066. Jack R. Perrin, president. FP OE FF SO AS ES IS.

ASSOCIATED PRESS, THE, 50 Rockefeller Plaza, New York City. Plaza 7-1111. Kent Cooper, executive director; Oliver Gramling, assistant general manager for radio. Associated Press news and photo services for member stations.

ASSOCIATED PROGRAM SERVICE, Division of Muzak Corporation, 151 West 46th St., New York 19, N. Y. Plaza 7-7710. Richard S. Testut, general manager. Transcribed Music Library (no films or live shows).

ASSOCIATED TELEVISION ARTISTS, 6000 Sunset Blvd., Hollywood 28, Cal. Hillside 6398. Robert J. Schow. OE A. Other services: Art service.

†ASSOCIATION FILMS, 347 Madison Ave., New York City. Murray Hill 6-1200. J. R. Bingham, director. ES.

ASTOR PICTURES Corp., 130 West 46th St., New York City. Luxemburg 2-1287. Robert M. Savini, president. FP FF AS C.

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

†ATLAS FILM Corp., 1111 South Blvd., Oak Park, Ill. Euclid 3100. Tom R. Curtis, v.p. FP.

ATLAS TELEVISION Corp., 1619 Broadway, New York City. Circle 7-2900. Henry Brown. PS FP OE FF AS.

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

THOS. J. BARBRE MOTION PICTURE PRODUCTIONS, 1215 East Virginia Ave., Denver 9, Colo. Spruce 0279. Thos. J. Barbre, president. FP OE SO ES IS.

CLAUDE BARRERE, 70 East 45th St., New York 17, N. Y. Murray Hill 6-0238. PS.

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

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 INTERNATIONAL PICTURES Inc., 5717 Sunset Blvd., Hollywood 28, Cal. Hudson 2-2345. Jack Gilson, president. FP OE SO AS ES IS A.

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

BENGAL PICTURES, 15108 Plummer St., San Fernando, Cal. Gladstone 4088. Phil E. Cantonwine. FP NR SO AS ES.

GENE BLAKELY, 1209 No. Formosa Ave., Los Angeles 46, Calif. Gladstone 5715. OE NR AS ES IS.

BONDED TELEVISION Corp., 8749 Sunset Blvd., Hollywood, Calif. Crestview 5-4194. Anson Bond, president. FP OE AS ES C A.

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. D. Danish. 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. Branch office: 6711 Sunset Blvd., Hollywood 28, Cal. Granite 8583. PS FP OE SO A.

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

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

†BYRON Inc., 1226 Wisconsin Ave., N.W., Washington, D. C. Dupont 1800. FP 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.

CAMPUS FILM PRODUCTIONS, 161 Remsen St., Brooklyn, N. Y. Triangle 5-6296. N. Campus. FP IS.

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

CAPITAL FILM SERVICE, 224 Abbot Road, East Lansing, Mich. 8-3544. J. R. Hunter, owner. FP. Other services: Sound-on-film and disc recordings, editing facilities.

CAPITOL LIBRARY PROGRAM SERVICE, Capitol Records Inc., Transcription Division, Sunset & Vine, Hollywood, Cal. Hollywood 8171. Walter B. Davison, manager. Transcription library (no live or film shows).

CASCADE PICTURES OF CALIFORNIA Inc., 8822 Washington Blvd., Culver City, Cal. Vermont 8-2185. Bernard J. Carr, president. PS FP OE ES C A.

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

CATHOLIC MOVIES, 220 West 42nd St., New York 18, N. Y. Wisconsin 7-9130. (Polish, religious, educational).

CHICAGO FILM LABORATORY Inc., 18 W. Walton Place, Chicago 10, Ill. Whitehall 4-6971. A. G. Dunlap. FP.

†CHILDREN'S PRODUCTIONS, P. O. Box 1313, Palo Alto, Cal. Davenport 2-1273. Hazel Gialster Robertson, president. ES.

†CHINA FILM ENTERPRISES OF AMERICA Inc., 132 West 43rd St., New York 16, N. Y. Wisconsin 7-6872. K. C. Tsien, 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. FP production.

CINEEFFECTS 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., 565 Fifth Ave., New York 17, N. Y. Murray Hill 8-3837. Sound Studios: 101 Park Ave., New York 17, N. Y. Murray Hill 4-1562. Varian Fry, general manager. FP OE NR A. 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.

CINEQUE LABORATORY, 424 East 89th St., New York City. Sacramento 2-4894. Sam Marcus, manager. Services: Film reversals.

CINE-TELE, 1161 No. Highland Ave., Hollywood 38, Cal. Hillside 7475. Harry J. Lehman, owner. FP OE SO AS ES IS CS A.

GEORGE W. COLBURN LABORATORY Inc., 164 No. Wacker Drive, Chicago, Ill. State 2-7316. John E. Colburn, secy-treas. Services: Complete 16mm laboratory service.

†COLONIAL FILMS, 1908 Eye St., NW, Washington 6, D. C. National 0436. Harold L. Lassiter. FP OE NR SO CS A.

COLUMBIA BROADCASTING SYSTEM Inc., 485 Madison Ave., New York 22, N. Y. Plaza 5-2000. Jack L. Van Volkenburg, v.p. and director of television operations; Charles Underhill, director of programs. Services: Network operation.

COMMERCE PICTURES SALES Inc., 525 Poydras St., P. O. Box 152, New Orleans 3, La. Magnolia 5026. Rene P. Karrigan, president. FP OE NR IS.

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

COURNEYA PRODUCTIONS, 1566 No. Gordon Ave., Hollywood 28, Cal. Granite 5920. Jerry Courneya. PS FP OE NR FF SO AS ES IS C S A.

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

†CRYSTAL PICTURES Inc., 1564 Broadway, New York City. Plaza 7-5130. Melvin M. Hirsh, president. FP FF ES C.

†DEFRENES & Co., 1909 Buttonwood St., Philadelphia 30, Pa. Rittenhouse 6-5928. Joseph DeFrenes, president. FP OE NR SO IS CS A. Other services: Full studio facilities.

†JOSEPH DEPHOURE STUDIO, 1018 Commonwealth Ave., Boston 15, Mass. Longwood 6-1499. Joseph Dephoure. FP OE NR SO A. Other services: Slides and slidefilms. Film processing. Kodachrome duplicating.

LOUIS deROCHEMONT ASSOCIATES Inc., 35 West 45th St., New York City. Luxemburg 2-1440. Louis deRochemont. FP.

†THE DISTRIBUTOR'S GROUP Inc., 756 W. Peachtree St., NW, Atlanta, Ga. Atwood 1661. W. Wells Alexander, president. NR FF SO AS ES IS C S. Other services: Film storage, inspection, shipping and handling. (Same company operates Southwest films, Dallas; Delta Visual Service, New Orleans; Capital Film Service, Columbia, S. C.)

WILLIAM B. DOLPH RADIO & TELEVISION PRODUCTIONS, 910 Seventeenth St., NW, Washington, D. C. District 2717. William B. Dolph. OE FF. Other services: Special Washington pickups by film on assignment.

D. P. M. PRODUCTIONS Inc., 55 West 45th St., New York 19, N. Y. Luxemburg 2-4355. 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. PS FP OE.

†DUDLEY PICTURES Corp., 9908 Santa Monica Blvd., Beverly Hills, Calif. Crestview 1-7258. Carl Dudley, president. FP OE SO ES IS.

†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 affiliated TV stations of the DuMont network.

CAL DUNN STUDIOS, 104 So. Michigan Ave., Chicago, Ill. State 2-0247. Cal Dunn. FP CS.

DYNAMIC FILMS Inc., 112 West 89th St., New York 24, N. Y. Schuyler 4-3654. Henry Morley, president. FP OE NR SO AS ES IS. Other services: Marionette shorts, spot news and special events coverage, projection theater, film consultants.

EAST COAST FILM PRODUCTIONS Inc., 515 Madison Ave., New York City. Eldorado 5-6620. Jack Korke, president. PS FP OE NR FF SO AS ES IS CS C S A.

†EDUCATIONAL FILM SERVICE, 180 N. Union St., Battle Creek, Mich. Battle Creek 8579. Keith Elliot, owner. FP ES. (Specializing in films for early grades.)

†ENCYCLOPEDIA BRITANNICA FILMS, 1150 Wilmette Ave., Wilmette, Ill. Wilmette 6404. Frank Ceiler, director of television division. ES.

†ENGLEMAN VISUAL EDUCATION SERVICE, 4754 Woodward Ave., Detroit 1, Mich. Temple 1-5972. Wm. D. Engleman, manager. PS OE NR FF SO AS ES IS C S.

EQUITY FILM EXCHANGES Inc., 341 West 44th St., New York 18, N. Y. Circle 6-8546. Myron Mills, charge of television. NR FF AS.

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

†FAIR DEAL MOTION PICTURE SERVICE, 2040 Chatterton Ave., New York City. Talmadge 9-6728. Louis Colson. FF AS ES IS C 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 28, 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. 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 and video lenses.

- FILM ASSOCIATES Inc., 440 E. Schantz Ave., Dayton 9, O. Walnut 2164. E. Raymond Arn Jr., president. FP OE NR IS CS A. Other services: Slidefilms, sound recordings by disc tape and film.
- FILM CLASSICS Inc., 1501 Broadway, New York City. Longacre 4-1125. Joseph Bernhard, president. FF. Distribution exchanges in major cities.
- FILM DEVICES Inc., 13 East 37th St., New York City. Murray Hill 9-4175. Leo R. Dratfield, president. IS.
- †FILM EQUITIES Corp., 1600 Broadway, New York 19, N. Y. Circle 7-5850. Jay Williams, television director. FP FF OE AS ES C S. Other services: Film packages. (Same company operates Standard Teleshows Inc.)
- 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 PRODUCTIONS Co., 3650 Fremont Ave. N., Minneapolis, Minn. Aldrich 1202. Roy A. Clapp. FP A.
- †FILM PROGRAM SERVICES, 1173 Avenue of the Americas, New York City. Longacre 4-8340. Jules Schwerin. FP NR FF SO AS ES C.
- FILM PUBLISHERS Inc., 25 Broad St., New York 4, N. Y. Hanover 2-0100. Sherman Price, president. OE SO ES.
- FILMS FOR INDUSTRY Inc., 135 West 52nd St., New York City. Plaza 3-2800. Hylan 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. Luxemburg 2-4355. 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.
- †FIVE STAR PRODUCTIONS, 6526 Sunset Blvd., Hollywood 28, Calif. Hollywood 5280. Harry Wayne McMahan, executive producer. FP IS CS A. Other services: Producer of both sponsored and syndicated "open end" minute films.
- †FLORY FILMS Inc., 303 East 71st St., New York 21, N. Y. Regent 4-0862. John Flory, president. FP OE AS ES IS A. Other services: Scripts for live TV production. Firm is primarily producer of documentary, educational and TV films.
- FOTOSOUND STUDIOS Inc., 20 East 42nd St., New York 17, N. Y. Murray Hill 7-0463. Evan J. Anton, president. FP OE NR FF SO AS ES IS C A.
- †FOUNDATION FILMS Corp., 303 Citizens Bank Bldg., Pasadena, Calif. Sycamore 2-6476. Richard D. Pearsall, president. FP FF ES (religious films).
- FOX MOVIE TONE 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 4-1583. Nathan M. Rudich, director of films and television. PS FP OE FF AS ES. Other services: Program scheduling and policy, consultants.
- †GALLAGHER FILMS, 113 S. Washington, Green Bay, Wis. Adams 2554. J. C. Gallagher, owner. Branch Office: 693 North Seventh St., Milwaukee, Wis.; Marquette 8-2354. PS FP NR AS ES IS. Other services: Production facilities, sound-slide films and recordings, narrators, writers.
- GATEWAY PRODUCTIONS Inc., 40 Fremont St., San Francisco, Cal. Yukon 6-5961. Lela D. Smith. FP OE FF AS ES.
- 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 FF AS ES.
- GENERAL PICTURES PRODUCTIONS Inc., 621 Sixth Ave., Des Moines 9, Ia. 3-4553. Wm. H. Schultz, secy-treas. FP ES.
- JOHN E. GIBBS & Co., 9 Rockefeller Plaza, New York City. Columbus 5-4888. John Gibbs. FP PS.
- HARRY S. GOODMAN RADIO & TELEVISION PRODUCTIONS, 19 East 53rd St., New York City. Plaza 5-6131. Harry S. Goodman. PS CS A.
- 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 6-5593. PS FP 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.
- JOHN GUEDEL RADIO PRODUCTIONS, 1680 No. Vine St., Hollywood, Calif. Hempstead 5186.
- GUERIN ENTERPRISES Inc., 6310 Delmar Blvd., St. Louis, Mo. Cabany 2313. G. Douglas Pidgeon, production manager. PS FP OE NR.
- †HACK PRODUCTIONS, 535 N. Laurel Ave., Hollywood, Calif. Walnut 2068. Herman Hack. FP (religious films).
- PAUL HANCE PRODUCTIONS Inc., 1776 Broadway, New York City. Circle 5-9140. Paul Hance, president. FP SO A. Other services: Cutting, titles, opticals.
- 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.
- HANKINSON STUDIO, 267 Madison Ave., New York 16, N. Y. Murray Hill 6-0656. Frederick L. Hankinson. A.
- HARDCASTLE FILMS, 818 Olive St., St. Louis 1, Mo. Central 7620. J. H. Hardcastle. FP.
- †HARFILMS Inc., 600 Baronne St., New Orleans 13, La. Magnolia 1744. A. Harrison Jr., president. Producers of 16mm and 35mm films to order; library of New Orleans territory subjects.
- †HARTLEY PRODUCTIONS, 20 West 47th St., New York 19, N. Y. Luxemburg 2-0158. Irving Hartley. PS FP ES IS.
- HARVARD FILM SERVICE Inc., 421 Washington St., Somerville, Mass. Eliot 4-3057. James F. Barclay Jr., president. FP ES. Other services: Disk and sound on film recording. Script writing.
- HATHEN PRODUCTIONS, 246 So. Van Pelt St., Philadelphia 2, Pa. Locust 7-0126. Stanley P. Hathen. FP OE NR SO ES IS.
- †HAWLEY-LORD Inc., 61 West 56th St., New York 19, N. Y. Circle 7-2444. André Lord, president. AS ES.
- HAYES-PARNELL PRODUCTIONS Inc., 6000 Sunset Blvd., Hollywood 28, Calif. Hollywood 4584. Sam Hayes, president. FP OE AS A.
- LESLIE HELHENA, 932 No. La Brea Ave., Hollywood 38, Cal. Granite 3174. Leslie Helhena. FP OE NR SO AS ES IS.
- PAUL HOEFLER PRODUCTIONS, 612½ S. Ridgeley Drive, Los Angeles 36, Cal. Whitney 9045. Paul L. Hoefler. FP ES.
- †HOFFBERG PRODUCTIONS Inc., 620 Ninth Ave., New York 18, N. Y. Circle 6-9031. J. H. Hoffberg, president. FF SO AS ES.
- HOLLYWOOD FILM ENTERPRISES Inc., 6060 Sunset Blvd., Los Angeles 28, Cal. Hillside 2181. Mickey Kaplan. OE FF SO AS ES S.
- 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. Produces programs only to order; consulting services.
- HU CHAIN ASSOCIATES, 60 East 42nd St., New York City. Murray Hill 2-7125. Hubert V. Chain. PS FP OE AS ES. Other services: "Telcriptions," 16mm film record off TV screen, with sound.
- HUDES AND BARAL RADIO PRODUCTIONS, 17 East 42nd St., New York City. Murray Hill 9-2473. PS OE ES.
- HUDBURG PRODUCTIONS Inc., 131 East 51st St., New York 22, N. Y. Eldorado 5-3508. Lucille Hudburg. FP PS. Production Consultants.
- †IDEAL PICTURES Corp., 28 E. Eighth St., Chicago, Ill. Harrison 5354. Paul R. Foght, educational director. FF AS ES IS C S.
- IMPROO Inc., Hal Roach Studios, 8822 W. Washington Blvd., Culver City, Cal. Vermont 8-2185. Harlan Thompson. FP.
- INSTRUCTIONAL FILMS Inc., 330 West 42nd St., New York 19, N. Y. Longacre 3-5189. Miller McClintock, president. FP ES.
- INTERNATIONAL FILM BUREAU Inc., 6 No. Michigan Ave., Chicago, Ill. Branch: 15 Park Row, New York City, Worth 4-4887. G. M. Gates. ES.
- †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 GEOGRAPHIC PICTURES, 1776 Broadway, New York 19, N. Y. Circle 6-4486. J. Allen Julier, executive president. FP ES A.
- INTERNATIONAL MOVIE PRODUCERS' SERVICE, 515 Madison Ave., New York City. Eldorado 5-6620. Ben Gradus, president. FP PS OE NR FF SO AS ES IS CS C S A.
- †INTERNATIONAL NEWS SERVICE, Television Dept., 235 East 45th St., New York City. Murray Hill 7-8800. Robert H. Reid, manager, INS-INP Television Dept. NR. Other services: Test pattern newstape, INP news photo packages.
- †INTERNATIONAL TELE-FILM PRODUCTIONS, Inc., 331 Madison Ave., New York 17, New York. Murray Hill 7-7306. Paul F. Moss, president. FP OE AS ES IS C.
- JAMIESON FILM Co., 3825 Bryan St., Dallas, Tex. Tenison 3-8158. FP.
- †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, 410 Third Ave., Pittsburgh 19, Pa. Grant 3313. Albert G. Karel. NR FF SO AS ES IS CS.
- BERNARD E. KARLEN PRODUCTIONS, 545 Fifth Ave., New York 17, N. Y. Murray Hill 7-6865. Bernard E. Karlen, president. PS FP.
- HERBERT KERKOW Inc., 480 Lexington Ave., New York 17, N. Y. Eldorado 5-5635. Herbert Kerkow, president. FP IS.
- OLAND KILLINGSWORTH, 1560 Broadway, New York 19, N. Y. Plaza 7-0759. PS FP A.

KLING STUDIOS, 601 N. Fairbanks Ct., Chicago, Ill. Delaware 7-0400. Jack H. Lieb, director of motion pictures. PS FP OE NR SO ES IS CS A.

KNICKERBOCKER 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: Music Library on transcription especially selected for television—backgrounds, bridges, openings, closings, etc., cleared at source or BMI.

HERBERT S. LAUFMAN & CO., 236 No. Clark St., Chicago, Ill. Randolph 1644. Herbert S. Laufman. FP PS OE SO CS A.

†LIBRA FILM DISTRIBUTORS AND PRODUCERS, 6525 Sunset Blvd., Hollywood 28, Calif. Gladstone 7960. C. M. McCoy, v.p. FP OE NR AS ES.

LIEB-BROTMAN STUDIO, 14 West 58th St., New York 19, N. Y. Plaza 3-9355. Leo Lieb, producer; Lionel Brotman, director. FP OE. Other services: Script writing, commercial playlets.

BOB LOEWI PRODUCTIONS Inc., 255A East 49th St., New York City. Murray Hill 8-2600. Bob Loewi. PS OE.

LOUCKS & NORLING STUDIOS, 245 West 55th St., New York 19, N. Y. Columbus 5-6974. A. H. Loucks. (Films on order only.)

A. & S. LYONS Inc., 356 No. Camden Dr., Beverly Hills, Calif. Crestview 1-6131. Arthur Lyons, president. Branch Office: 515 Madison Ave., New York 22, N. Y. Plaza 3-5181. Irene Etkin, office manager. PS.

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

MASTER MOTION PICTURE CO., 50 Piedmont St., Boston, Mass. Hancock 6-3592. Maurice Master. FP. Other services: 35mm and 16mm film processing. 35mm and 16mm titles and trailers.

McLARTY PICTURE PRODUCTIONS, 45 Stanley St., Buffalo 6, N. Y. Taylor 0332. Henry D. McLarty. FP OE SO.

MERCURY INTERNATIONAL PICTURES Inc., 1415 Coast Boulevard, Corona del Mar, Calif. Harbor 1212. V. E. Ellsworth, president. FP OE ES A. Other services: Puppet animation, product animation.

MICHIGAN FILM LIBRARY, 14540 Grand River Ave., Detroit 27, Mich. VE 7-2322. Alban J. Norris. FF AS (religious feature).

†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. Branch Offices: Beverly Hills, Cal., Chicago, Ill. PS. Other services: Talent bookings.

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

MOTION PICTURE PRODUCTIONS Inc., 620 W. Superior Ave., Cleveland, O. Prospect 4900. Donald C. Jones. FP NR IS.

MOTION PICTURE SERVICE Co., 125 Hyde St., San Francisco 2, Calif. Ordway 3-9162. Gerald L. Karski, president. FP NR IS.

MOVIE ADVERTISING BUREAU, 70 East 45th St., New York 17, N. Y. Murray Hill 6-3717. H. G. Christensen, v.p. FP OE A.

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

MUSIC CORPORATION OF AMERICA, 745 Fifth Ave., New York 22, N. Y. Plaza 5-8900. David Werblin, Harold Hackett, Herbert Rosenthal, Bart McHugh. 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. Carleton D. Smith, director of television operations. Services: Network operation. Television Feature Service, directed by Russ Johnston, offers films and Kinescope Recordings to stations. NBC Television Newsreel, supervised by William F. Brooks, v.p., in charge of news and special events. Harry C. Kopf, administrative v.p. in charge of sales and stations. Norman Blackburn, national program director. Pathe Studios, Fifth Ave. at 106th St., New York City. 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. Package programs.

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 6-5862. Raymond E. Nelson, president. PS FP A.

NEW WORLD FILMS Inc., 58 West 57th St., New York 19, N. Y. Circle 5-9151. OE SO S.

NEWS REEL LABORATORY, 1733 Sansom St., Philadelphia, Pa. Rittenhouse 6-3892. Louis W. Kellman. 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.

NORTHWEST MOTION PICTURES, 1716 30th Ave. W., Seattle 99, Wash. Garfield 6391. Ray Paulsen. FP NR.

NU-ART FILMS, Inc., 145 West 45th St., New York 19, N. Y. Luxemburg 2-3273. G. W. Hedwig, pres. FF AS ES C S.

†OFFICIAL FILMS Inc., 25 West 45th St., New York 19, N. Y. Bryant 9-4655. Irving Leos, assistant to president. FF SO AS ES C S.

OFFICIAL TELEVISION Inc.—Same as Official Films Inc.

ORION PICTURES Inc., 5319 Hollywood Blvd., Hollywood, Calif. Hillside 2010. Al Lane. FP.

SAM ORLEANS & ASSOCIATES Inc., 211 W. Cumberland Ave., Knoxville, Tenn. 3-8098 or 4-1301. Sam P. Orleans. 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 23, N. Y. Regent 7-8678. Edward Padula, Thelma A. Prescott. PS FP.

†PARAMOUNT VIDEO TRANSCRIPTIONS, 1501 Broadway, New York City. Bryant 9-8700. George Shupert, head of commercial operations. FP. (Recording of television programs on 16mm or 35mm film; Paramount Theatre Television System.)

†PARLET PRODUCTIONS Inc., 12 West 22nd St., Baltimore 18, Md. Hopkins 7517. Martin F. Whitcomb, sales engineer. FP OE.

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.

PHOTO ART COMMERCIAL STUDIOS, 420 S.W. Washington, Portland 4, Ore. Broadway 5411. Claude F. Palmer. FP.

PHOTO FILMS, 4310 Greenbush Ave., Van Nuys, Calif. State 4-3382. Willard Trumbull, producer. FP OE NR IS.

†GERARD PICK TELEVISION AND RADIO PRODUCTIONS, 366 Madison Ave., New York 17, N. Y. Vanderbilt 6-3417. Gerard Pick and Inga Borg. PS OE. Specialty: Fashion shows.

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

PIONEER TELEFILMS Inc., 18 East 48th St., New York 17, N. Y. Murray Hill 8-0780. Ralph Cohn, president. PS FP OE A. Other services: Film distributors. Same company operates Telespots Inc., specializing in TV commercials. Branch: c/o Triangle Productions Inc., 1041 No. Formosa Ave., Hollywood, Cal.

†POST PICTURES Corp., 115 West 45th St., New York 19, N. Y. Luxemburg 2-4870. Harold Baumstone, sales promotion and advertising manager. FF AS ES.

PROGRESSIVE PICTURES, 6351 Thornhill Dr., Oakland, Calif. Olympic 2-0560. Ray Bainbridge. FP NR ES IS A.

RADIO-VIDEO ASSOCIATES, 322 East 55th St., New York 22, N. Y. Plaza 5-5781. Jack Lloyd. FP PS. Other services: Production, foreign language services.

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

RARIG MOTION PICTURE Co., 5514 University Way, Seattle, Wash. Kenwood 7400. Max H. Rarig, general manager. FP NR (16mm) ES IS A. Other services: 35mm slide sound film.

REID H. RAY FILM INDUSTRIES Inc., 2269 Ford Parkway, St. Paul 1, Minn. Emerson 1393. Reid H. Ray, president. FP IS A. Branch office: Chicago, Ill., 208 So. LaSalle St., Frank Balkin, sales manager.

ROLAND REED PRODUCTIONS, Inc., 275 S. Beverly Drive, Beverly Hills, Calif. Crestview 6-1101. Roland D. Reed, president. FP IS.

REEMACK ENTERPRISES Inc., 1270 Sixth Ave., New York City. Plaza 7-3091. Lou Goldberg, president. PS FP.

REGAL TELEVISION PICTURES Corp., 151 West 46th St., New York City. Luxemburg 2-1877. Leo Seligman. Reports FF AS (subjects formerly released by M-G-M and United Artists).

THE RELIGIOUS FILM ASSOCIATION Inc., 45 Astor Place, New York 3, N. Y. Gramercy 7-2397. W. L. Rogers, executive secy. ES (religious).

RIETHOF PRODUCTIONS Inc., 1776 Broadway, New York 19, N. Y. Plaza 7-2199. William W. Riethof, president. FP PS OE SO AS ES IS S.

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.

HAL ROACH TELEVISION Corp., 8822 Washington Blvd., Culver City, Cal. Texas 0-2761. Hal E. Roach, president; S. S. Van Keuren, vice-president. Branch: 729 Seventh Ave., New York 19, N. Y. Circle 5-4135. FP.

DAVID ROBBINS PRODUCTIONS, 420 Madison Ave., New York 17, N. Y. Plaza 9-4477. David Robbins, president. FP PS OE SO AS ES.

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

†ROLAB STUDIOS & PHOTO SCIENCE LABORATORIES, Sandy Hook, Conn. Newtown 581. Henry Roger, owner. FP OE SO ES IS S A (on order only). Other services: Sound slides, recording.



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.

†SACK TELEVISION ENTERPRISES, Film Exchange Bldg., 308 S. Harwood, Dallas 1, Tex. Riverside 6474. Alfred N. Sack, general manager; Julius M. Sack, sales manager; Beverly Littlejohn, program advisor. FP OE FF SO AS ES C S.

†BARNARD L. SACKETT TELEVISION PRODUCTIONS, Bankers Securities Bldg., Philadelphia 7, Pa. Kingsley 5-7055. Barnard L. Sackett, president. Branch office: 254 West 54th St., New York City. Luxemburg 2-1690. FP PS OE A.

SANFT-COSTA TELEVISION FEATURES, 17 East 42nd St., New York 17, N. Y. Murray Hill 2-6770. Sidney Sanft and Don Costa, producers. PS.

SARRA Inc., 200 East 56th St., New York City. Plaza 3-3790. Cullen Landis, director Motion Picture Dept. Branch Offices: Chicago, Ill., 16 E. Ontario St.; Hollywood, Cal., 445 La Cienega Blvd. FP A.

†SCANDIA FILMS Inc., 220 West 42nd St., New York 18, N. Y. Wisconsin 7-7059. Ernest Mattsson, president. FF ES. Swedish, Norwegian, Danish dialogue with superimposed English titles.

SCIENCE PICTURES Inc., 139 East 47th St., New York 17, N. Y. Plaza 3-5925. Francis C. Thayer. FP ES IS A (producer for advertisers).

SENTINEL PRODUCTIONS, Nassour Studios, 5746 Sunset Blvd., Hollywood 28, Cal. Hempstead 6828. E. R. Harper. FP OE SO CS A.

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 17, N. Y. Murray Hill 5-5365. K. A. Jadassohn, general manager. Transcription library.

SHERWOOD PICTURES Corp., 1569 Broadway, Brooklyn 7, N. Y. Glenmore 2-6192. T. Marc Sherwood, president. FP ES.

†SIMMEL-MESERVEY Inc., 321 S. Beverly Drive, Beverly Hills, Cal. Crestview 1-0114. FP OE ES.

SIXTEEN SCREEN SERVICE Co., 6710 Melrose Ave., Hollywood 38, Cal. Wyoming 1491. Leonard Clairmont and Homer O'Donnell. FP NR. Other services: Sound stage rental, editing, cinematography, titles, inserts.

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

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

SONO-CHROME PRODUCTIONS, 112 West 89th St., New York 24, N. Y. Schuyler 4-3654. Nathan Zucker, partner. FP OE NR SO.

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

SOUTHERN TELEVISION PRODUCTIONS Inc., 307 South Fifth St., Louisville, Ky. Clay 3851. M. C. Flynn, president. FS FP OE NR SO AS CS C S A.

†SIGMUND SPAETH, 400 East 58th St., New York 22, N. Y. Plaza 8-0879. Sigmund Spaeth. PS OE SO AS ES. Other services: Individual appearances, master of ceremonies, writer, director.

SPECIAL PURPOSE FILMS Inc., 16 East 58th St., New York 22, N. Y. Plaza 9-1792. Hampton W. Howard, president. FP OE CS A. Other services: Production of film commercials to order.

†SPRINGER PICTURES Inc., 341 East 43rd St., New York 17, N. Y. Oregon 9-0936. Ray W. Springer, Jr. Executive office: 716 Fisher Bldg., Detroit 2, Mich., Trinity 1-6220. PS FP OE CS A. Other services: Complete motion picture and sound studios available for rental.

†SQUARE DEAL PICTURES Corp., Plines Bridge Road, Ossining, N. Y. Ossining 2617. Donn Marvin, president. FP AS ES S.

STANDARD RADIO TRANSCRIPTION SERVICES Inc., 360 North Michigan Blvd., Chicago, Ill. State 2-3153. M. M. Blink. Transcription library (no films or live shows).

STANDARD TELESHOWS Inc.—Same as Film Equities Corp.

†STERLING FILMS Inc., 61 West 56th St., New York 19, N. Y. Circle 7-2443. Carl King. FP OE AS ES C.

STRICKLAND FILM Co., 141 Walton St., N.W., Atlanta, Ga. Lamar 7991. Robert B. Strickland, owner. FP OE NR SO. Other services: Complete laboratory facilities for processing 35mm & 16mm film and sound recording.

IRVIN PAUL SULDS TELEVISION PRODUCTIONS, 654 Madison Ave., New York City. Temple 8-6584. Irvin Paul Sulds. PS OE CS.

†SUN DIAL FILMS Inc., 625 Madison Ave., New York 22, N. Y. Murray Hill 8-1050. Samuel A. Datlowe, president. FP ES A.

SWANK FILMS Inc., 19 W. Fourth St., Dayton 2, O. Hemlock 2379. Jerrold A. Swank, president. FP Slides, Slide Films.

SWANK MOTION PICTURES, Inc., 614 No. Skinker, St. Louis 5, Mo. Parkview 3630. P. R. Swank. ES IS.

TELE-AMERICA Inc., 170 So. Beverly Dr., Beverly Hills, Calif. Crestview 1-0204. Thor L. Brooks, pres. FP PS OE NR ES S A.

TELECAST FILMS, Inc., 145 West 45th St., New York City. Luxemburg 2-2421. E. T. Woodruff, president; Robert Wormhoudt, executive v.p. FP OE NR FF SO AS ES IS C S.

TELE-COLOR FILMS, 853 Seventh Ave., New York 19, N. Y. Circle 7-0575. Tom Seidel, president. FP OE A.

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

TELECONCERT Inc., 113 West 57th St., New York City. Circle 7-4710. Henry Leiser, executive v.p. FP.

TELEFEATURES Inc., 1366 North Van Ness, Hollywood, Cal. Hillside 7341. George Frank, president. FP OE FF SO AS ES IS.

†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 Inc., 201 N. Carmelina Ave., Los Angeles 24, Cal., and 170 S. Beverly Drive, Beverly Hills, Cal. Crestview 1-0204. C. Robert Longenecker. PS FP OE FF.

TELEPICTURES Inc.—Same as Telecomics Inc.

TELE-RADIO CREATIONS Inc., 540 No. Michigan Ave., Chicago 11, Ill. Mohawk 4-0015. Betty Myles, v.p. Western representative: Frank Gellinas, 2711 Manning Ave., Los Angeles 34, Cal. PS.

TELE-SCRIPTIIONS OF HOLLYWOOD—Same as Cine-Tele.

TELESPOTS Inc.—Same as Pioneer Telefilms Inc.

TELEVIEW PRODUCTIONS (Registered 1938)—Same as Emerson York Studio.

TELEVISION ADVERTISING PRODUCTIONS Inc., 360 N. Michigan Blvd., Chicago, Ill. State 5941. Ardien B. Rodner, president. Wm. A. Zimmermann, sales director. PS FP OE AS CS A. Other services: Consultant.

†TELEVISION ART ENTERPRISES, 4333 Rhodes Ave., North Hollywood, Cal. Sunset 3-1923. Shamus Culhane, producer. FP OE SO ES CS A. Other services: Animated and live-action time signals and commercials.

†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, gen. mgr. 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., 1697 Broadway, New York City. Plaza 7-7073. Sy Weintraub, director of sales. FP OE FF SO AS ES IS CS C 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 ON PARADE PRODUCTIONS, 551 Fifth Ave., New York City. Murray Hill 7-0272. Charles Caplin, gen. mgr. PS.

TELEVISION SCREEN PRODUCTIONS Inc.—Same as Basch Radio & Television Production.

†TELEVISION WORKSHOP OF NEW YORK, 1780 Broadway, New York 19, N. Y. Plaza 7-3721. Irwin A. Shane, director. PS.

TELE VISUAL PRODUCTIONS, 1313 Lafayette Bldg., Detroit, Mich. Woodward 5-0909. H. G. Kerbawy. FP OE NR ES IS.

MARSHAL TEMPLETON Inc., 214 Ford Bldg., Detroit 26, Mich. Cadillac 6868. Marshal E. Templeton, president. PS FP SO 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.

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

TOURNAMENT OF CHAMPIONS Inc., 1630 Broadway, New York City. Plaza 7-2245. George Kletz, president; Larry Lowman, v.p.; Charles Miller, treas. Owned 25% each by Columbia Broadcasting System Inc., Music Corporation of America, Allied Syndicates Inc., and George Kletz. Services: Sports presentations.

TRANSFILM Inc., 35 West 45th St., New York 19, N. Y. Luxemburg 2-1400. W. Miesegaes, president. FP OE NR SO ES IS A. Other services: Specializing in 20 to 60-second commercials on film.

†TRANSMEDIA CORPORATION OF AMERICA, 2 West 46th St., New York City. Luxemburg 2-1280. George Luttlinger, secretary. FP SO AS.

TV/FILMS Inc., Eastern Studios, 34-60 Thirty-second St., Astoria, L. I., N. Y. Ravenswood 6-4787. R. V. Pollock, president. FP (commercials).

TWENTIETH CENTURY-FOX FILM Corp., 444 West 56th St., New York 19, N. Y. Columbus 5-3320. Peter F. Levathes, director of TV; Irving B. Kahn, TV program manager; A. H. Morton, director of station operations. FP OE NR ES CS A.

UNITED ARTISTS BUREAU, 1164 Sixth, Des Moines, Ia. 4-5553. R. B. Eaton. FP PS OE NR SO AS ES.

UNITED ARTISTS CORP., 729 Seventh Ave., New York City. Circle 5-6000. John H. Mitchell, director of television sales. OE NR FF SO AS ES CS C S.

†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 and TV stations.

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

UNITED PRODUCTIONS OF AMERICA, 4440 West Olive Ave., Burbank, Cal. Hillside 8244. Stephen Bosustow, president. FP OE SO CS C A.

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

UNITED TELEFILM CO., 11 West 42nd St., New York City. Bryant 9-4883. Milton Stern. PS OE AS ES C A. Other services: Italian dialogue features, religious films.

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 Universal, United World, J. Arthur Rank, Castle and Bell & Howell films.)

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

VALLEE-VIDEO, 6611 Santa Monica Blvd., Hollywood 38, Cal. Hillside 6118.

†VIDEO ASSOCIATES Inc., 515 Madison Ave., New York 22, N. Y. Plaza 3-7966. Philip 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. PS. Other services: Represents film producers for shorts and spot commercials.

VIDEOR PRODUCTIONS, Division of Videor Enterprises, 34 So. Seventeenth St., Suite 247, Philadelphia 3, Pa. Locust 4-3966 and Rittenhouse 6-1887. Franklin O. Pease, general manager. PS FP FF AS ES IS S. Affiliated with Radio-TV Employment Bureau, Box 413, Philadelphia 5, Pa.

†VISUAL ART FILMS, 118 Ninth St., Pittsburgh 22, Pa. Atlantic 6333. L. D'Antonio. FF SO AS ES C. Other services: Religious films (Catholic and Protestant).

VISUAL ARTS PRODUCTIONS Inc., 2 West 46th St., New York City. Luxemburg 2-4047. 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. Gipson, president. FP OE ES IS.

VON BAUMANN STUDIO, 331 East 71st St., New York 21, N. Y. Rhinelander 4-5508. Cyril von Baumann. PS.

WAAS ASSOCIATES, 1414 S. Penn Sq., Philadelphia 2, Pa. Penny-packer 5-9360. 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, Hidden Haven, Chalfont, Bucks County, Pa. Lexington 707. PS FP (free lance producer). Shows made to order.

WEST COAST SOUND STUDIOS Inc., 510 West 57th St., New York 19, N. Y. Circle 7-2062. FP OE SO. Other services: Complete studio facilities for movie production or recording.

WESTERN COLORFILMS, 3734 N.E. Chico St., Portland 13, Ore. Murdock 2183. Leonard H. Delano. SO ES IS.

†WILDING PICTURE PRODUCTIONS Inc., 1345 Argyle St., Chicago 40, Ill. Longbeach 1-8410. C. H. Bradfield Jr., president. Offices and screening rooms: 385 Madison Ave., New York City; 310 Swetland Bldg., Cleveland, O.; 4925 Cadieux Road, Detroit, Mich.; 5981 Venice Blvd., Hollywood, Calif. FP OE.

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

†BERTRAM WILLOUGHBY PICTURES Inc., Suite 600, 1600 Broadway, New York 19, N. Y. Circle 6-9580. E. T. Anderson, manager. FF AS ES (religious films and hymnologies.)

†WINK FILMS Corp., 625 Madison Ave., New York 22, N. Y. Plaza 3-0684. Leslie Wink, president. FP OE SO.

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

WORLD BROADCASTING SYSTEM Inc., 501 Madison Ave., New York City. Murray Hill 8-4700. 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. David Epstein, TV director. FP OE. Specialty: Science public affairs, travel, arts.

†WORLD VIDEO Inc., 718 Madison Ave., New York 21, N. Y. Regent 4-6615. Henry S. White. PS FP OE SO.

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

EMERSON YORKE STUDIO, 35 West 45th St., New York 19, N. Y. Luxemburg 2-2216. 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.

†YOUNG AMERICA FILMS Inc., 18 East 41st St., New York 17, N. Y. Lexington 2-4111. James R. Brewster. ES.

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

JULES ZIEGLER AGENCY, 545 Fifth Ave., New York 17, N. Y. Jules Ziegler. Branch Offices: Hollywood, Cal., 8582 Sunset Blvd.; London, England, 110 Jermyn St., Rita Cave. PS.

†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. 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.:

American Red Cross	Bureau of Mines
Civil Aeronautics	Maritime Commission
Administration	Marine Corps
Coast Guard	National Park Service
Department of Agriculture	Navy Department
Department of Commerce	Office of Education
Farm Credit Administration	Public Health Service
(Dept. of Agriculture)	Bureau of Reclamation
Forest Service (Dept. of Agriculture)	Savings Bond Division
Fish and Wildlife Service	Secret Service
Geological Survey	Soil Conservation Service
Office of Indian Affairs	(Dept. of Agriculture)
Institute of Inter-American Affairs	State Department
Interior Department	Tennessee Valley Authority
Department of Labor	Veterans Administration
Library of Congress	War Department
	Weather Bureau

U. S. GOVERNMENT FILMS FOR SCHOOL AND INDUSTRY, published by Castle Films Division of United World Films Inc., 445 Park Ave., New York 22, N. Y., lists more than 1,000 visual aids for schools and industries.

A PARTIAL LIST OF 16MM FILM LIBRARIES, published by Federal Security Agency, Office of Education, Division of Auxiliary Services, Visual Aids to Education Section, Washington 25, D. C.

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:

*Chamber of Commerce of the United States*, Washington, D. C. Address film director, Publicity Dept., for references to "free enterprise" films available from various sources. Index to be published later.

*Educators Guide to Free Films*, published by Educators Progress Press, Randolph, Wis., \$5, 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).

**Part VIII—Directory of**

# Television Manufacturers and Receiving Sets

With Lists of Tube Manufacturers, Kit Makers, Private Brands, Etc.

(Revised to January 1, 1949)

All data here listed was reported by company officials, unless otherwise stated. All receivers are direct view unless otherwise specified. Number of tubes specified are in addition to picture tube.

**ADMIRAL CORP.**—3800 Cortland St., Chicago, Ill. Richard A. Graver, v.p.

Note: Admiral in January will announce new line revising sets listed below and adding new models.

Model 19A11, table, 7-in. picture tube, 18 tubes, 12 channels, \$179.95 plus installation.

Model 30A14-15-16, console, 10-in. picture tube, 25 tubes plus 3 rectifiers, 12 channels, \$329.95 (walnut), \$339.95 (mahogany), \$349.95 (blonde) plus \$60 installation. TV unit matches Admiral radio-phonograph combination.

Model 8C11-12-13, console, 10-in. picture tube, 25 tubes plus 3 rectifiers, AM-FM-phonograph, \$549.50 (walnut), \$569.50 (mahogany), \$589.50 (blonde) plus installation.

**AIR KING PRODUCTS CO. INC.**—170 53rd St., Brooklyn 32, N. Y. D. H. Cogan, president.

Model A1000, table, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$369.

Model A1001, console, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$399.50.

**ANDREA RADIO CORP.**—27-01 Bridge Plaza N., Long Island City 1, N. Y. Frank V. Goodman, general sales manager.

Model T-VK12, table, 12-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, AM-FM, \$499 (mahogany), \$525 (blonde) plus \$75 installation.

Model CO-VJ12-2, console, 12-in. picture tube, 28 tubes plus 3 rectifiers, 12 channels, AM-FM-phonograph, \$795 (mahogany), \$835 (blonde) plus \$90 installation.

Model CO-VJ15, console, 15-in. picture tube, 28 tubes plus 3 rectifiers, 12 channels, AM-FM-phonograph, \$1,295 (mahogany), \$1,345 (blonde) plus \$95 installation.

**ANSLEY RADIO & TELEVISION INC.**—41 St. Joes Ave., Trenton, N. J. C. A. Clinton, executive v.p.

Beacon, table, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, \$375 plus installation.

Somerset, Bellevue & Salisbury, consoles, 12-in. picture tube, 36 tubes plus 4 rectifiers, 12 channels, AM-FM-phonograph, mahogany, \$995 plus installation. Bellevue and Salisbury also in bisque, \$1,035 plus installation. (Period furniture.)

Gainsborough, console, 15-in. picture tube, 36 tubes plus 4 rectifiers, AM-FM-phonograph, \$1,295 plus installation.

**BACE TELEVISION CORP.**—Green & Leuning, So. Hackensack, N. J.

Model 150, table, 15-in. picture tube, 33 tubes plus 5 rectifiers, 12 channels, \$1,250 plus \$50-\$100 installation. Includes one control unit and one viewing unit. Additional viewing units \$645.

**BELMONT RADIO CORP.**—5921 W. Dickens Ave., Chicago 39, Ill. G. L. Hartman, general sales manager.

Model 7DX21, table, 7-in. picture tube, 17 tubes, 12 channels, \$189.95 plus installation. (AC-DC set).

Model 10DX21, table, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$299.50 plus installation. Observer is same set in console with swivel tube, \$349.50. Model 10DX21 is sold through Montgomery Ward as Model 3004.

Also plans to produce 12-in. and 16-in. models in first quarter of 1949.

**BENDIX RADIO DIVISION, Bendix Aviation Corp.**—E. Joppa Rd., Baltimore 4, Md. E. C. Bonia, sales manager; F. T. Sterritt, advertising and sales promotion manager.

Model 235M1 and 235B1 (Fiesta), table, 10-in. picture tube, 21 tubes plus 2 rectifiers, 12 channels, \$349.95. Mahogany table, \$19.95; blonde table, \$21.95, both optional.

Model 325M8 (Pageant), console, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, AM-FM-phonograph, \$629.50.

**BRUNSWICK DIVISION, Radio & Television Inc.**—244 Madison Ave., New York 16, N. Y. H. L. Weisburgh, president.

Model 711 (Club), table, 15-in. picture tube, 34 tubes, 12 channels, \$795 plus \$95 home installation, \$125 commercial installation.

Model 11M (Gascony), console, 10-in. picture tube, 31 tubes, 12 channels, \$495 plus \$65 installation.

Model 11B (Nanking), console, 10-in. picture tube, 31 tubes, 12 channels, \$575 plus \$65 installation.

Model 101M (Kensington), console, 10-in. picture tube, 45 tubes, 12 channels, AM-FM-phonograph, \$795 plus \$80 installation.

Model 55W (Canton), console, 15-in. picture tube, 34 tubes, 12 channels, \$895 plus \$95 installation.

Model 702L (Consort), console, 15-in. picture tube, 34 tubes, 12 channels, \$995 plus \$95 installation.

## BRUNSWICK (Continued)

Model 505M (Brighton), console, 15-in. picture tube, 45 tubes, 12 channels, AM-FM-phonograph, \$1,450 plus \$125 installation.

Model 506B (Tibet), console, 15-in. picture tube, 45 tubes, 12 channels, AM-FM-phonograph, \$1,759 plus \$125 installation.

**CALBEST ENGINEERING & ELECTRONICS CO.**—828 N. Highland Ave., Los Angeles 38, Cal. I. Dubin, president.

Model 490 T, table, 10-in. picture tube, 19 tubes, 12 channels, no price given.

Model 490 TC, console, 10-in. picture tube, 19 tubes, 12 channels, no price given.

Model 490 TCR, console, 10-in. picture tube, 19 tubes, 12 channels, AM-FM-phonograph, no price given.

**CANADIAN GENERAL ELECTRIC CO. LTD.**—212 King St. W., Toronto 2, Ont. S. Wellum, TV sales representative.

Model C-810, console, 10-in. picture tube, 12 channels, \$745 plus installation.

Note: Set is not to be compared with GE Model 810 since it has separate and larger power supply, has 12-in. speaker, is contained in expensive cabinet, plus other differences (taxes, etc.).

**CORTLEY TELEVISION CO. INC.**—15 W. 27th St., New York 1, N. Y. William Spellman, v.p.

Model 720A, console, 6x8 ft. projection picture, 37 tubes, 12 channels, \$1,995.

**CROSLLEY DIVISION, Avco Mfg. Corp.**—1329 Arlington St., Cincinnati, O. W. A. Blee, general sales manager.

Model 9-403M (Spectator), table, 10-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, with FM, \$339.95 plus \$60 installation. Model 9-413B is same set in blonde, \$349.95.

Model 9-407M (Spectator), table, 12-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, with FM, \$445 plus \$60 installation.

**CUSTOMADE TELEVISION INC.**—27 New Chambers St., New York 7, N. Y. B. Stein, general manager.

Model 10-8CM, console, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$585 plus \$70 installation. Model 10-8CCM is same set with AM-FM phonograph, \$920 plus \$70 installation.

Model 12-8CM, console, 12-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$685 plus \$70 installation. Model 12-8CCM is same set with AM-FM-phonograph, \$995 plus \$70 installation.

**ALLEN B. DuMONT LABORATORIES INC.**—515 Madison Ave., New York 22, N. Y. Ernest A. Marx, general manager, receiver division. V. E. Olson, sales manager, receiver division.

Chatham, table, 12-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, with FM, \$445 plus installation.

Stratford, table, 15-in. picture tube, 27 tubes plus 6 rectifiers, 12 channels, with FM, \$695 plus installation.

Meadowbrook, console, 12-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, with FM, \$525 plus installation. Sutton, same as Meadowbrook but in blonde, \$540 plus installation.

Savoy, Winthrop, console, 12-in. picture tube, 29 tubes plus 4 rectifiers, 12 channels, with AM-FM-phonograph, \$795 plus installation.

Whitehall, Westbury, console, 15-in. picture tube, 27 tubes plus 6 rectifiers, 12 channels, with FM, \$775 (Whitehall), \$795 (Westbury) plus installation.

Colony, console, 15-in. picture tube, 31 tubes plus 6 rectifiers, 12 channels, with AM-FM-phonograph, \$1,095 plus installation.

Club 20, table, 20-in. picture tube, 28 tubes plus 6 rectifiers, 12 channels, with FM, \$995 plus installation.

Hampshire, Westminster, console, 20-in. picture tube, 38 tubes plus 5 rectifiers, 12 channels, with AM-FM-phonograph, \$2,495 plus installation.

Custom, custom-built, 20-in. picture tube, 35 tubes plus 5 rectifiers, 12 channels, with AM-FM, \$1,795 plus installation.

**EASTERN STATES RADIO & TELEVISION CO.**—427 E. 138th St., Bronx 54, N. Y. James Foley, owner.

Eastern States, club, 15-in. picture tube, 12 channels, with FM, \$595 plus \$100 installation. Same set with 12-in. picture tube, \$445 plus \$45 installation.

**EMERSON RADIO & PHONOGRAPH CORP.**—111 Eighth Ave., New York 11, N. Y. Benjamin Abrams, president.

Model 571, table, 10-in. picture tube, 21 tubes plus 6 rectifiers, 12 channels, \$299.50 (\$319.50 blonde) plus installation.

Model 611, table, 10-in. picture tube, 21 tubes plus 2 rectifiers, 12 channels, \$299.50 plus installation.

Model 606, console, 10-in. picture tube, 21 tubes plus 6 rectifiers, 12 channels, \$349.50 plus installation.

Model 585, console, 10-in. picture tube, 25 tubes plus 7 rectifiers, 12 channels, \$495 plus installation.

Also reported planning production of 16-in. console, and 12x16-in. projection set in console and console models.

**FADA RADIO & ELECTRIC CO. INC.**—525 Main St., Belleville, N. J.  
Models 799 and 899, table, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, \$375 plus installation.  
Model 880, console, 12x16-in. projection picture, 29 tubes plus 6 rectifiers, 12 channels, \$849.50 plus installation.

**FARNSWORTH TELEVISION & RADIO CORP.**—3700 E. Pontiac St., Fort Wayne 1, Ind. E. A. Nicholas, president.  
Capehart 651P, table, 10-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, \$375 plus \$50 installation.  
Capehart 661P, console, 10-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, \$445 plus \$50 installation.  
Capehart 461P, console, 10-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, \$545 plus \$50 installation.  
Capehart 504P, console, 10-in. or 12-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, with AM-FM-phono, \$945 (10-in.), \$995 (12-in.) plus \$75 installation.  
Capehart 502P, console, 12-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, with AM-FM-phono, \$1,195 plus \$85 installation.  
Capehart 501P, console, 12-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, with AM-FM-phono, \$1,295 plus \$85 installation.

**FISHER RADIO CORP.**—41 East 47th St., New York 17, N. Y.  
Avery R. Fisher, president.

Fisher, console, 12x16-in. projection picture, 12 channels, \$795 plus installation. This is a companion piece to Fisher radio-phonograph combination console.

**GAROD ELECTRONICS CORP.**—70 Washington St., Brooklyn, N. Y. Louis Silver, v.p.

Model 920TV (Chelsea), table, 10-in. picture tube, 27 tubes, 12 channels, AM-FM, \$385 plus \$70 installation. Model 930TV (Nassau) is same set in bleach, \$395 plus \$70 installation.  
Model 1020TV (Bristol), table, 12-in. picture tube, 27 tubes, 12 channels, AM-FM, \$445 plus \$75 installation. Model 1030TV (Essex) is same set in bleach, \$455 plus \$75 installation.  
Model 921TVP (Brighton), console, 10-in. picture tube, 27 tubes, 12 channels, AM-FM-LP phono, \$495 plus \$75 installation.  
Model 1021TVP (Hampden) is same set with 12-in. picture tube, \$575 plus \$80 installation.  
Model 1220TVP (Plymouth), console, 12-in. picture tube, 27 tubes, 12 channels, AM-FM-LP phono, \$695 plus \$85 installation. Model 1230TVP (Berkshire) is same set in bleach, \$735 plus \$85 installation. Model 1400TVP (Regal) is improved version of same set, \$950 plus \$95 installation. Model 1410TVP (Windsor) is improved version of same set in bleach, \$995 plus \$95 installation.  
Model 1500TVP (Sherman), console, 15-in. picture tube, 27 tubes, 12 channels, AM-FM-LP phono, \$1,250 plus \$95 installation. Model 1510TVP (Bedford) is same set in bleach, \$1,295 plus \$95 installation.

**GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N. Y.  
Waite Skiliman, sales manager.

Model 810, table, 10-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$325 plus \$65 installation.  
Model 814, table, 12-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$389.50 plus \$75 installation.  
Model 802-D, console, 10-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$725 plus \$85 installation.  
Model 811, console, 10-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$359.50 plus \$70 installation.  
Model 820, console, 12-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, AM-FM-LP phono, \$695 plus \$90 installation.  
Model 840, console, 12-in. picture tube, 32 tubes plus 4 rectifiers, 12 channels, AM-FM-LP phono, \$995 plus \$100 installation.  
Model 901, console, 18x24-in. projection picture, 35 tubes plus 7 rectifiers, AM-FM-SW-phono, \$2,100 plus \$195 installation.  
Model 910, custom built for commercial installation, 18x24-in. projection picture, 35 tubes plus 7 rectifiers, 12 channels, AM-FM-SW, \$1,470 plus \$195 installation.

**HALLCRAFTERS CO.**—Fifth & Kostner Aves., Chicago 24, Ill.  
Michael Scott, sales manager.

Model T-54, table (metal cabinet), 7-in. picture tube, 19 tubes plus 3 rectifiers, 12 channels, push-button tuning, \$189.50.  
Model 505, table, 7-in. picture tube, 19 tubes plus 3 rectifiers, 12 channels, push-button tuning, \$199.50 (wooden cabinet).  
Model T-61, table, 10-in. picture tube, 22 tubes plus 1 rectifier, 12 channels, push-button tuning, \$289.95 (plastic cabinet).  
Model T-60, custom built, 12x16-in. picture, 23 tubes plus 4 rectifiers, 12 channels, push-button tuning, \$595.  
Model T-67, table, 10-in. picture tube, 12 channels, 19 tubes plus 3 rectifiers, \$299.95 plus installation.  
Model T-68, console, 12x16-in. projection picture, 12 channels, 19 tubes plus 3 rectifiers, \$695 plus installation.  
Note: Introducing new sets early in 1949.

**HOFFMAN RADIO CORP.**—3761 S. Hill St., Los Angeles 7, Cal.  
R. J. McNeely, sales manager.

Model CT800, console, 10-in. and 12-in. picture tube, 26 tubes plus rectifier, 12 channels, \$445 plus \$60 installation (10-in.), \$495 plus \$65 installation (12-in.).  
Model CT801, console, 10-in. and 12-in. picture tube, 26 tubes plus rectifier, 12 channels, \$445 plus \$60 installation (10-in.), \$495 plus \$65 installation (12-in.).  
Model CT900, CT901, console, 12-in. picture tube, 26 tubes plus rectifiers, 12 channels, AM-FM-phono, \$845 plus \$85 installation.

**HOWARD RADIO CO.**—1735 Belmont Ave., Chicago 13, Ill. Howard C. Briggs, v.p.

Model 481-475TV, console, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, with AM-FM-LP phono, \$665 (\$675 blonde) plus installation. Same set is made with 12-in. picture tube, no price given.

Note: Howard plans table models, consolettes, additional consoles early in 1949; also plans exclusive production of all consoles with space for TV at option of purchaser.

**INDUSTRIAL TELEVISION INC.**—359 Lexington Ave., Clifton, N. J. Edwin B. Hinch, sales manager.

Model 11R (Essex-15), commercial, 15-in. picture tube, 40 tubes, 12 channels, plus FM, \$1,145 including installation in New York area. Additional 15-in. viewing unit, \$645.  
Model 13R (Essex-20), commercial, 20-in. picture tube, 40 tubes, 12 channels, plus FM, \$1,570 including installation in New York area. Additional 20-in. viewing unit, \$1,070.  
Model IT22R (Sussex 10), table viewing unit, 10-in. picture tube, 10 tubes, \$290. Can be operated from any TV set.  
Model 621, table, 10-in. picture tube, 17 tubes plus 3 rectifiers, 12 channels, \$345. Model 521 is same set in table-top cabinet, \$410.  
Model 221 (Century), console, is same set with 12-in. picture tube, \$470 plus installation. Model 421 is same 12-in. set with cabinet doors, \$525 plus installation. Model 321 is same 12-in. set with AM-FM-LP phono, \$695.  
Model 226 (Century), special, 15-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, \$1,670 plus installation. Set consists of control unit with AM-FM-LP phono and separate viewing unit remotely controlled.

**JAMAICA TELEVISION MFG. CO.**—95-26 Sutphin Blvd., Jamaica, N. Y. W. B. Still, owner.

Model 63, table, 10-in. picture tube, 26 tubes, 12 channels, \$329.50 plus \$67.50 installation.  
Model B150, table, 16-in. picture tube, 26 tubes, 11 channels, \$445 plus \$72 installation.  
Model RTD, console, 10-in. picture tube, 29 tubes, 11 channels, AM-phono, \$449.50 plus \$72 installation.  
Commercial, 20-in. picture tube, 28 tubes, 11 channels, \$1,185 plus \$120 installation.

**MAGNAVOX CO.**—2131 Beuter Rd., Fort Wayne, Ind. Frank Freilmann, executive v.p.

Model MV9 (Metropolitan), table, 10-in. picture tube, 12 channels, \$299.50.  
Model MV10B (Modular), table, 10-in. picture tube, 12 channels, \$345.  
MV18A (Chinese Chippendale), console, 12-in. picture tube, \$495. MV18AC is same set with AM-FM, \$595.  
MV13BS (Modern Symphony), console, 10-in. picture tube, 12 channels, \$395.  
MV14BR (Berkeley), console, 10-in. picture tube, 12 channels, \$420. This is companion piece to radio-phonograph combination.  
MV51B (American Traditional), console, 10-in. picture tube, 12 channels, with AM-FM-phono, \$595.  
MV15A, console, 12-in. picture tube, 12 channels, \$475.  
MV50A (Hepplewhite), console, 12-in. picture tube, 12 channels, with AM-FM-phono, \$695. Model MV50B is same set with 10-in. picture tube, \$645.  
MV54A (American Modern), console, 12-in. picture tube, 12 channels, with AM-FM-phono, \$735.  
MV57A (French Provincial), console, 12-in. picture tube, 12 channels, with AM-FM-phono, \$750.  
MV35A (Windsor Bookcase), special for mounting on top of companion radio-phonograph combination, 12-in. picture tube, 12 channels, \$750.

**MAJESTIC RADIO & TELEVISION CORP.**—900 N. State St., Elgin, Ill. Lloyd Dopkins, sales v.p.

Model 7TV850, table, 7-in. tube, 19 tubes, 8 channels, \$199.95.  
Model 7TV852, console, 7-in. picture tube, 19 tubes, 8 channels, AM-FM-phono, \$395.  
Model 10TV855, console, 10-in. picture tube, 28 tubes, 12 channels, AM-FM, \$329.95. (Dependent on availability of 10-in. tubes.)  
Model 15TV858, console, 15-in. picture tube, 28 tubes, 12 channels, AM-FM, \$495. (Dependent on availability of 15-in. tubes.)

**MAJOR TELEVISION CORPORATION**—19 W. 44th St., New York 18, N. Y. I. R. Ross, sales manager.

Life View, table, 7-in. picture tube, 12 channels, \$179.95.  
Sport Reporter, table, 7-in. picture tube, 12 channels, \$219 (AC-DC).  
Champion, table, 10-in. picture tube, 12 channels, \$265.  
First Nighter, table, 10-in. picture tube, 12 channels, \$375.  
Spectator, table, 15-in. picture tube, 12 channels, \$795.  
Ringsider, table, 7x9-ft. projection picture, 12 channels, \$2,195.

**MARS TELEVISION INC.**—1441 Broadway, New York 18, N. Y.  
Milton Grudin, chief engineer.

Baldwin, table, 12-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, \$499 plus \$75 installation.  
Oxford, table, 15-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, \$750 plus \$90 installation.  
Dartmouth, console, 15-in. picture tube, 42 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$1,295 plus \$100 installation.

**JOHN MECK INDUSTRIES INC.**—Liberty St., Plymouth, Ind.

Model KA-701, table, 7-in. picture tube, 12 channels, \$179. Model XB-702 is same set, \$139.  
Model XL-710, table, 10-in. picture tube, 12 channels. Price to be announced.

**MOTOROLA INC.**—4545 Augusta Blvd., Chicago 51, Ill. W. H. Steiner, v.p.

Model VT-71, table, 7-in. picture tube, 15 tubes plus 2 rectifiers, 8 channels, \$189.95 plus installation.  
Model VT-105 and VT-107, table, 10-in. picture tube, 22 tubes, 12 channels, \$299.95 plus installation.  
Model VK-106, console, 10-in. picture tube, 22 tubes, 12 channels, \$349.95 plus installation.  
Model VF-103, console, 10-in. picture tube, 24 tubes, 12 channels, AM-FM-LP phono, \$575 plus installation.

**NATIONAL CO. INC.**—61 Sherman St., Malden 48, Mass. William P. Ready, television sales manager.

Model TV-7M, table (metal cabinet), 7-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$189.50.

Model TV-7W, table (wooden cabinet), 7-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$199.50.

Plans production of 10-in. table models and others with larger screens and projection images for early 1949 delivery.

**NEW ENGLAND TELEVISION CO.**—544 E. Sixth St., New York 9, N. Y. Joseph Fromer, sales; William Kelvin, engineering.

Custom built, console, 15-in. picture tube, 35 tubes plus 4 rectifiers, 12 channels, with AM-FM-SW-phono-recorder-public address system, \$2,000 including installation.

**OLYMPIC RADIO & TELEVISION INC.**—34-01 Thirty-eighth Ave., Long Island City 1, N. Y. Percy L. Schoenen, executive v.p.

Model TV 922, table, 10-in. picture tube, 22 tubes, 12 channels, \$299.50. Model TV 929 is same set in console, AM-FM-phono, \$575; with LP phono, \$595.

**PACKARD-BELL CO.**—3443 Wilshire Blvd., Los Angeles 5, Cal. H. A. Bell, president-general manager.

Model 3381 (Telecaster), console, 10-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, with FM, \$399.50 plus \$65 installation.

Model 1091TV, console, 10-in. picture tube, 33 tubes plus 4 rectifiers, 12 channels, AM-FM-phono, \$499.50 plus \$75 installation.

Model 1291TV, console, 10-in. picture tube, 34 tubes plus 4 rectifiers, 12 channels, AM-FM-phono-recorder, \$599.50 plus \$85 installation.

Model 4580TV, console, 12-in. picture tube, 36 tubes plus 5 rectifiers, 12 channels, AM-FM-phono-recorder, \$1,295 plus \$95 installation.

**PHILCO CORP.**—Tioga & C Sts., Philadelphia, Pa. James H. Carmine, v.p.

Model 1002, table, 10-in. picture tube, 21 tubes plus 3 rectifiers, 8 channels, \$329.50 (includes matching table).

Model 1240, console, 12-in. picture tube, 21 tubes plus 4 rectifiers, 8 channels, \$439.50 plus installation. Model 1040 is a similar set with 10-in. picture tube, 21 tubes plus 3 rectifiers, \$349.50.

Model 1076, console, 10-in. picture tube, 28 tubes plus 6 rectifiers, 8 channels, AM-FM-LP phono, \$599.50 plus installation.

Model 1278, console, 12-in. picture tube, 28 tubes plus 6 rectifiers, 8 channels, AM-FM-LP phono, \$699.50. Model 1280 is same set as Model 1278 but with custom-built cabinet, \$875.

Model 2500, console, 15x20-in. projection picture, 24 tubes plus 5 rectifiers, 8 channels, \$795 plus \$85 installation.

**PILOT RADIO CORP.**—37-06 Thirty-sixth St., Long Island City 1, N. Y. E. L. Hall, executive v.p.

Model TV-37 (Candid), table, 3-in. picture tube, 17 tubes plus 3 rectifiers, 12 channels, \$99.50.

Model TV-40 (Deluxe), console, 12x16-in. projection picture, 30 tubes plus 4 rectifiers, 12 channels, \$795. This is a companion piece to Pilot radio-phono.

Model TV-952, console, 12x16-in. projection picture, 44 tubes plus 5 rectifiers, 12 channels, AM-FM-phono, \$1,195 plus \$125 installation.

**RCA VICTOR DIV., RADIO CORP. OF AMERICA**—Camden, N. J. Dan Halpin, manager television receiver sales; Miss H. H. Higginson, manager of consumer custom products dept.

Model 8T241 (Bystander), table, 10-in. picture tube, 22 tubes plus 2 rectifiers, 12 channels, \$325 (\$345 blonde) plus \$65 installation.

Model 8T243 (Onlooker), table, 10-in. picture tube, 22 tubes plus 2 rectifiers, 12 channels, \$349.50 (\$369.50 blonde) plus \$65 installation.

Model 8T270, table, 16-in. picture tube, 23 tubes plus 3 rectifiers, 12 channels, \$475 (\$500 blonde).

Model 8T244 (Sightseer), console, 10-in. picture tube, 22 tubes plus 2 rectifiers, 12 channels, \$395 (\$415 blonde) plus \$65 installation.

Model 8TV270, console, 16-in. picture tube, 23 tubes plus 3 rectifiers, 12 channels, no price announced. Model 8TC271 is same set in period furniture, no price announced.

Model 8TV321 (Harrison), console, 10-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$550 (\$575 blonde) plus \$80 installation.

Model 8TV323 (Monticello), console, 10-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$595 (\$625 blonde) plus \$80 installation.

Model 8PCS41 (Projection), console, 15x20-in. projection picture, 34 tubes plus 7 rectifiers, 12 channels, \$895 plus \$100 installation.

Model 648PV (Crestwood), console, 15x20-in. projection picture, 41 tubes plus 7 rectifiers, 12 channels, AM-FM-SW-phono, \$1,550 plus \$135 installation.

The Clubman, custom installed, 15x20-in. projection picture, 33 tubes plus 7 rectifiers, 12 channels, \$1,095 plus \$140 installation.

Berkshire Regency, console, 15x20-in. projection picture, 58 tubes plus 9 rectifiers, 12 channels, AM-FM-SW-phono, \$3,250, including installation.

Berkshire Breakfront, console, 15x20-in. projection picture, 58 tubes plus 9 rectifiers, 12 channels, AM-FM-SW-phono, \$4,100, including installation.

**REGAL ELECTRONICS CORP.**—603 W. 130th St., New York, N. Y. W. Spiegel, president.

Model TV-1030, table, 10-in. picture tube, 30 tubes, 12 channels, \$375.

**REMINGTON RADIO CORP.**—80 Main St., White Plains, N. Y. Robert G. Kramer, president.

Model 1950 (Rembrandt), table, 12-in. picture tube, 25 tubes, 12 channels, with FM, \$495 plus \$95 installation.

Model 721 (Rembrandt), table, 15-in. picture tube, 25 tubes, 12 channels, with FM, \$795 plus \$95 installation.

## REMINGTON (Continued)

Model 80 (Rembrandt), console, 12-in. picture tube, 26 tubes, 12 channels, with FM, \$595 plus \$95 installation.

Model 1606 (Rembrandt), console, 12-in. picture tube, 35 tubes, 12 channels, with AM-FM-phono. Price to be announced. Model 1669 (Rembrandt) is same set but with 15-in. picture tube. Price to be announced.

Model 130 (Rembrandt), console, 15-in. picture tube, 26 tubes, 12 channels, with FM, \$895 plus \$95 installation.

**SCOTT RADIO LABORATORIES INC.**—4541 Ravenswood Ave., Chicago 40, Ill. F. W. Gigax, executive v.p. and general manager.

Model 400 Series, table, 12x16-in. projection picture, 34 tubes plus 5 rectifiers, 12 channels, \$695 plus installation. In production of same set in console and incorporation in Model 800 Series radio-phonograph combination (latter due shortly after Jan. 1, 1949.)

**SENTINEL RADIO CORP.**—2100 Dempster St., Evanston, Ill. E. G. May, sales manager.

Model 405TV, table, 7-in. picture tube, 20 tubes, 12 channels, \$199.95. Model 400TV is same as Model 405TV, but is portable, same price.

Model 402CV, console, 10-in. picture tube, 22 tubes, 12 channels, \$359.95.

**HAROLD SHEVERS INC.**—33 West 46th St., New York 19, N. Y. Louis Arma, chief engineer.

Model 930, chassis, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, AM-FM-phono. Set made for other manufacturers and furniture makers.

**SIGHTMASTER CORP.**—385 North Ave., New Rochelle, N. Y. F. W. Minor, general manager.

Model 10-S-1 (Sightmaster 10), table, 10-in. picture tube, 24 tubes, 12 channels, with FM, \$375 (\$390 blonde) plus installation.

Model 10-S-4 (Manhattan 10), table, 10-in. picture tube, 24 tubes, 12 channels, with FM, \$395 plus installation. Face of set is mirror when not in use.

Model 12-S-1 (Sightmaster 12), table, 12-in. picture tube, 24 tubes, 12 channels, with FM, \$450 (\$465 blonde) plus installation.

Model 12-S-4 (Manhattan 12), table, 12-in. picture tube, 24 tubes, 12 channels, with FM, \$475 plus installation. Face of set is mirror when not in use.

Model 10-SL-2 (Living Stage), table, 10-in. picture tube with built-in magnifier giving equivalent of 15-in. picture tube, 24 tubes, 12 channels, \$495 plus installation. Includes roto-table.

Model 15-S-1 (Sightmaster 15), table, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$595 (\$625 blonde) plus installation.

Model 15-S-5 (Pandora), table, 10-in. picture tube with built-in magnifier giving equivalent of 15-in. picture tube, 24 tubes, 12 channels, \$595 plus installation. Set is glass encased, face of set is mirror when not in use, is remotely controlled.

Model 15-S-3 (Manhattan 15), table, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$695 plus installation. Face of set is mirror when not in use.

Model 15-S-6, custom installed, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$625 plus installation. Face of set is mirror when not in use; is remotely controlled.

Model 15-S-4, custom installed, 2x3-ft. projection picture, 24 tubes, 12 channels, with FM, \$695 plus installation. Face of set is mirror when not in use, is remotely controlled.

Model 15-S-2 (Americana), table, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$995 plus installation. Face of set is mirror when not in use.

**STARRETT TELEVISION CORP.**—601 West 26th St., New York 1, N. Y. Murray Daniels, president.

Producing 12-in. and 15-in. console and consoles with AM-FM-phono at prices ranging from \$495 to \$1,770. Also 16-in. table model with AM at \$695 and 20-in. commercial model with AM-FM at \$1,795.

**STEWART-WARNER CORP.**—1826 Diversey Parkway, Chicago 14, Ill. Samuel Insull Jr., v.p.

Model AVT-1 (Washington), table, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$369.95 (includes doors and stand) plus \$15 for 90-day maintenance policy.

Model AVC-1 (New Yorker), console, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$399.95 plus \$15 for 90-day maintenance policy. Picture is reflected from mirror on interior of top lid. (Built-in magnifier optional extra.)

Model AVC-2 (Wakefield), console, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$399.95 plus \$15 for 90-day maintenance policy. Picture is reflected from mirror on interior of top lid. (Built-in magnifier optional extra.)

**STOLLE ENGINEERING & MANUFACTURING CO.**—3970 S. Grand Ave., Los Angeles 37, Cal. Raymond A. Stolle, owner.

Model 4030-10TV, console, 10-in. picture tube, 29 tubes, 12 channels, \$419.50.

**STROMBERG-CARLSON CO.**—100 Carlson Rd., Rochester, N. Y. Dr. Ray H. Manson, president.

Model TS 10 H, table, 10-in. picture tube, 27 tubes plus 4 rectifiers, 12 channels, with FM, \$395 plus installation.

Model TV 12 H2M (Rochester), table, 12-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, plus FM, \$465 plus installation.

Model TV 12 LM (Dorchester), console, 12-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, with FM, \$645 including installation. Model TV 12 L2M (Manchester) is same set, \$625.

Model TV 12 M5M (Chinese Classic), console, 12-in. picture tube, 28 tubes plus 5 rectifiers, 12 channels, AM-FM-SW-phono, \$1,025, including installation.

Model TV 12 PGM (Westchester), console, 12-in. picture tube, 28 tubes plus 5 rectifiers, 12 channels, AM-FM-SW-phono, \$1,195 including installation. Model TV 12 PM (Lanchester) is same set with LP phono, \$985.

**TELE KING CORP.**—601 W. 26th St., New York 1, N. Y. Ben Rice, general sales mgr.

Model 210, table, 10-in. picture tube, 29 tubes plus 5 rectifiers, 12 channels, \$289.50 (walnut), \$299.50 (mahogany), \$309.50 (blonde) plus installation.

Model 310, console, 10-in. picture tube, 29 tubes plus 5 rectifiers, 12 channels, \$319.50 (walnut), \$329.50 (mahogany), \$339.50 (blonde) plus installation.

Company reports plans for production of table model, 10-in. picture tube, \$199.95.

**TELEQUIP RADIO CO.**—1901 S. Washtenaw Ave., Chicago, Ill. E. E. Arkin, president.

Models 5204 and 5205, table, 7-in. picture tube, 24 tubes, 12 channels, \$199.75. Model 5203 is same set in blonde, \$209.75.

Model 8130 (Silvertone), table 7-in. picture tube, 24 tubes, 12 channels, \$189.75 (being produced for Sears, Roebuck & Co.).

Model 5300, table, 10-in. picture tube, 25 tubes, 12 channels, \$269.75. To be produced in 1949.

**TELE-TONE RADIO CORP.**—540 W. 58th St., New York, N. Y. Morton M. Schwartz, general sales manager.

Model TV-149, table, 7-in. picture tube, 18 tubes plus 4 rectifiers, 12 channels, \$169.95 (AC-DC, \$199.95) plus \$45 installation.

Model 249, table, 10-in. picture tube, 21 tubes, 12 channels, \$249.95 (\$259.95 bleach).

Model 279, console, 10-in. picture tube, 19 tubes, 12 channels, \$299.95 (\$309.95 blonde).

Company plans model and price changes after Jan. 1, 1949.

**TELEVISTA CORP. OF AMERICA**—114 E. 16th St., New York 3, N. Y. Richard Mattison, general sales manager.

Monte Carlo, club, 10-in. picture tube, with sealed magnifier making picture equivalent of 15-in. tube, 26 tubes plus 3 rectifiers, 12 channels, \$550. Model 100A is same chassis for 10, 12 or 15-in. picture tubes. Model 100 is same chassis with AM-FM-phonograph for 10, 12, 15-in. picture tubes.

**TEMPLETON RADIO MFG. CORP.**—Templeton Bldg., New London, Conn. Edward Jahns, chief engineer.

Model H1776, table, 7-in. picture tube with sealed magnifier making picture equivalent of 10-in. tube, 14 tubes plus 2 rectifiers, 12 channels, \$199.50. Set contains terminals at rear for connection of sound system to other audio systems.

**VIDEO CORP. OF AMERICA**—385 Flatbush Ave. Extension, Brooklyn 1, N. Y. J. C. Rivman, sales manager. (Formerly Cornell Television, Inc.)

Model VS-105, table, 10-in. picture tube, 19 tubes, 12 channels, \$349. Model VS-120 is same set with 12-in. picture tube, \$395.

Model 1203, table, 12-in. picture tube, 34 tubes, 12 channels, AM-FM, \$495. Model 1203-B is same set in blonde, \$510.

Model 1507 (Fresnelite), table, 12-in. picture tube with built-in magnifier making picture larger than 16-in. tube, 31 tubes, 12 channels, with FM, \$595.

Model 1505 (Club), table, 15-in. picture tube, 31 tubes, 12 channels, with FM, \$745.

Model 1605, table, 16-in. picture tube, 34 tubes, 12 channels, AM-FM, \$795.

Model VS-125, console, 12-in. picture tube, 19 tubes, 12 channels, \$424.50.

Model 1212, console, 12-in. picture tube, 34 tubes, 12 channels, AM-FM-LP phono, \$745. Model 1212-B is same set in blonde, \$470. Model 1510 is same set with 15-in. picture tube, \$995. Model 1510-B in blonde, \$1,020.

Model 1515 (Chinese Modern), console, 15-in. picture tube, 34 tubes, 12 channels, AM-FM-LP phono, \$1,145.

**VIDEODYNE INC.**—33 Jefferson St., Stamford, Conn. Julius Fine, sales manager. (Formerly Columbia Television Inc.)

Model 10 TV, table, 10-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, \$369.50 plus \$55 installation.

Model 16 FM, table, 10-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, with FM, \$399.50 plus \$55 installation.

Model 12 TV, table, 12-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, \$469.50 plus \$65 installation.

Model 12 FM, table, 12-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, with FM, \$499.50 plus \$65 installation.

**VIDEOGRAPH CORP.**—601 W. 26th St., New York, N. Y. Louis N. Forman, president.

Model F1-350, table, 15-in. picture tube, 12 channels, with FM, \$695.

Model TS-100, commercial including juke-box, 15-in. picture tube, 12 channels, with FM, \$1,695.

Note: TV sets made by Emerson Radio & Phonograph Co.

**VIDEO PRODUCTS CORP.**—16 West St., Red Bank, N. J. Herman Marsen, sales manager.

Videola, table, 12 or 15-in. picture tube, 30 tubes, 12 channels, no price given. Same set is produced under private label brand.

Videola De Luxe, console, 12 or 15-in. picture tube, 30 tubes, 12 channels, AM-FM-phonograph, no price given.

**WESTINGHOUSE ELECTRIC CORP.**—Susquehanna Ave., Sunbury, Pa. E. G. Herrmann, sales manager.

Model H-196, table, 10-in. picture tube, 25 tubes plus 3 rectifiers, 12 channels, \$325.

Model H-181, console, 10-in. picture tube, 23 tubes plus 3 rectifiers, 8 channels, \$399.95 plus \$65 installation.

Model H-223, table, 10-in. picture tube, 20 tubes plus 3 rectifiers, 12 channels, price unannounced.

Model H-207, console, 10-in. picture tube, 25 tubes plus 3 rectifiers, 12 channels, AM-FM-LP phono, \$625.

Model H-217, console, 12-in. picture tube, 25 tubes plus 5 rectifiers, 12 channels, AM-FM-LP phono, \$725.

**ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39, Ill. Comdr. Eugene F. McDonald Jr., president.

Model 28T925R (Mayflower) and 28T925E (Biltmore), table, 10-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, \$389.95 plus \$65 installation. Tables for these models are \$29.95.

Model 28T963R (Newport), console, 10-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, \$439.95 plus \$65 installation. Model 28T961E (Wilshire) is same set, different cabinet finish, \$449.95. Model 28T962R (Warwick) is same set with 12-in. picture tube, \$479.95. Model 28T960E (Waldorf) is same set with 12-in. picture tube, but with different cabinet finish than that of Model 28T960E, \$489.95.

Model 37T998RLP (Gotham), console, 12-in. picture tube, 31 tubes plus 4 rectifiers, 12 channels, AM-FM-SW-LP phono, \$695 plus \$65 installation. Model 42T997RLP (Riviera) is same set with 35 tubes plus 4 rectifiers, \$1,075 plus \$65 installation.

Model 42T999RLP (Marlborough), console, 15-in. picture tube, 35 tubes plus 4 rectifiers, 12 channels, AM-FM-SW-LP phono, \$1,150 plus \$65 installation.

## Companies Reported Making TV Sets or Planning TV Production

With information furnished or obtained from reliable sources

**CORONET RADIO & TELEVISION CORP.**—500 W. 52nd St., New York 19, N. Y. Raphael Spiegelman, sales manager.

Reports it plans production of 10-in. to 16-in. table and console models Feb. 15, 1949.

**COSSOR (CANADA) LTD.**—301 Windsor St., Halifax, N. S., Canada. J. S. Root, assistant general manager.

Reports it plans production of 10-in. consoles in spring 1949.

**DE WALD RADIO MANUFACTURING CORP.**—35-15 Thirty-seventh Ave., Long Island City, N. Y. David Wald, president.

Reported producing 10-in. table model with 29 tubes for \$375.

**ESPEY MANUFACTURING CO.**—528 East 72nd St., New York 21, N. Y. W. W. Jablon, v.p. (Kits).

Reported producing 3-in. table kit with 15 tubes plus 2 rectifiers at \$69.50 less tubes.

**FREED RADIO CORP.**—200 Hudson St., New York, N. Y. H. S. Boxer, sales dept.

Reported producing 12-in. consoles with AM-FM, planning 16-in. models.

**INTERNATIONAL TELEVISION CORP.**—745 Fifth Ave., New York, N. Y. John B. Milliken, president.

Reported planning to produce 7-in., 12-in., 15-in. models, plus 27x36-in. projection console and 3x4-ft. projection commercial installation.

**NOBLITT-SPARKS INDUSTRIES INC.**—Columbus, Ind. R. P. Spellman, sales manager, Arvin Radio Division.

Reports it plans production of table models only in 1949.

**PYE CANADA LTD.**—Ajax, Ont., Canada. George T. Greenep, v.p.

Reports it plans production of 10-in. table and console models with FM in September, 1949.

**RCA VICTOR CO. LTD.**—1001 Lenoir St., Montreal 30, Que., Canada. F. R. Deakins, president.

Reports it plans production of table models about Jan. 15, 1949.

**ROD RADIO MANUFACTURING CO.**—4226 S. Lawndale, Lyons, Ill. Alfred Rodriguez, partner.

Reports it plans production of table models first part of 1949.

**SETCHELL CARLSON INC.**—New Brighton, Minn. Don L. Johnson.

Reports it plans production of table and console models in mid-1949.

**SONORA RADIO & TELEVISION CORP.**—77 W. Washington Blvd., Chicago 2, Ill. Joseph Gerl, president.

Reported producing 10-in. table model with 23 tubes and planning production of 16-in. model.

**SPARKS-WITHINGTON CO.**—2400 E. Ganson St., Jackson, Mich. Harry G. Sparks, president.

Reported producing 10-in. Spartan console with 28 tubes at \$375 and 12-in. Spartan model with AM-FM-phonograph at \$694.95.

**STREBOR INC.**—721 Bloomfield Ave., Clifton, N. J. R. L. Wentz.

Reports it plans TV production about June, 1949.

**STROMBERG-CARLSON CO. LTD.**—211 Geary Ave., Toronto, Ont., Canada. J. A. Dove, radio sales manager.

Reports it plans production of table and console models in third quarter of 1949.

**TELE-VIDEO CORP.**—241 Fairfield Ave., Upper Darby, Pa. Fred Robin, president.

Reported producing commercial 5x12-ft projection Magnavision console with AM-FM at \$2,150. Also manufactures and installs multiple antenna systems for apartment houses, hotels, commercial buildings, etc.

**UNITED STATES TELEVISION MANUFACTURING CORP.**—3 W. 61st St., New York, N. Y. Hamilton Hoge, president.

Reported producing 10-in., 12-in. and 15-in. table and console models at prices from \$325 to \$1,495 plus 19x25-in. and 22½x30-in. projection picture consoles at prices from \$1,595 to \$1,795.

**VIDCRAFT TELEVISION CORP.**—780 E. 137th St., Bronx, N. Y. Mark Schlindler, sales manager.

Reported producing 7-in. and 10-in. table models at prices from \$199.95 to \$369. Also 15-in. commercial models at prices from \$650 to \$795 plus 5x7-ft. and 7x9-ft. projection picture commercial models at prices from \$1,495 to \$1,795. Company also reported producing 10-in., 12-in. and 15-in. viewing units operated from master set at prices from \$225 to \$325.

**WILCOX-GAY CORP.**—Charlotte, Mich. Ward Hines, sales promotion manager.

Reports it plans to produce 10-in. console, TV only, at \$350-\$375 Feb. 1, 1949.

## Companies Reported in TV Manufacture

From whom no data could be obtained

*Note: We do not guarantee accuracy of reports*

**AIRADIO INC.**, Melrose Ave. and Barry Pl., Stamford, Conn.

**ARCTURUS RADIO & TELEVISION CORP.**, 54 Clark St., Newark 4, N. J.

**BOWERS RADIO & TELEVISION CO.**, 44 S. Sixth St., Reading, Pa.

**ELECTRONIC CORPORATION OF AMERICA**, 170 Fifty-third St., Brooklyn, N. Y.

**FEDERAL TELEVISION CORP.**, 210 E. Ninth St., New York 3, N. Y.

**FEDERAL VIDEO CORP.**, 108-10 Jamaica Ave., Richmond Hill, N. Y.

**MULTIPLE TELEVISION MANUFACTURING CO.**, 987 Hegeman Ave., Brooklyn 8, N. Y.

**NIELSEN TELEVISION CORP.**, Newton Ave., Norwalk, Conn.

**NORTH EASTERN RADIO CO.**, 799 Broadway, New York City.

**PORT-O-VISION INC.**, c/o J. M. McGuire Inc., 1476 Broadway, New York, N. Y.

**TRAV-LER RADIO CORP.**, 571 Jackson Blvd., Chicago 6, Ill.

**WATTERSON RADIO MANUFACTURING CORP.**, 2700 Swiss Ave., Dallas, Tex.

## Special Installations

**CAGE PROJECTS INC.**—393 Grove St., Upper Montclair, N. J. John M. Cage, president.

Modifies regular receivers to project images up to 9x12-ft. for commercial use, up to 6x8-ft. for home use. Has developed cathode ray tubes for direct view or projection sets.

**INDUSTRIAL TELEVISION INC.**—359 Lexington Ave., Clifton, N. J. Robert J. Harrington, asst. sales manager.

Guest Television, a multiple viewer, multiple channel, remotely controlled system of television distribution for use in hotels, hospitals and other institutions.

**HOTELEVISION INC.**—1926 Broadway, New York, N. Y.

Installs multiple units in public buildings, such as hotels, department stores, etc. Equipment made by Olympic Radio & Television Inc., 34-01 Thirty-eighth Ave., Long Island City, N. Y. Distributed and installed by Dynamic Electronics-New York Inc.

**TELE-RENT CORP.**—Park Sheraton Hotel, New York, N. Y. Herman A. Cooper, president.

Installs multiple units in public places such as hotels, etc.

**TRADIO INC.**—1001 First Ave., Asbury Park, N. J. Harry J. Rockafeller, sales manager.

Model 9, commercial installation, 3x4-ft. projection picture, 37 tubes, 12 channels, \$1,995 plus installation.

**TELCOR CORP.**—851 Madison Ave., New York 21, N. Y.

S. Sagall, president. Manufactures and installs multiple antenna systems for apartment houses, hotels, commercial buildings, etc.

**REMINGTON RAND INC.**—Wilson Ave., S. Norwalk, Conn. William L. Norvell, sales manager, Television Dept.

Manufactures "Vericon" TV system for industrial uses.

## Manufacturers of Cathode Ray Picture Tubes

**AMERICAN TELEVISION TUBE CORP.**, 1 Hudson St., New York 13, N. Y. Henry Scharf.

**ALLEN B. DuMONT LABORATORIES INC.**, 2 Main St., Passaic, N. J. Dr. Allen B. DuMont, president.

**GENERAL ELECTRIC CO.**, 1 River Road, Schenectady, N. Y. Dr. W. R. G. Baker, v.p. J. M. Lang, manager, Tube Division.

**GENERAL ELECTRONICS INC.**, 101 Hazel St., Paterson, N. J. Charles G. Hampson, sales manager.

**LANSDALE TUBE CORP.**, Lansdale, Pa. (Philco subsidiary)

**LECTROVISION INC.**, 144 Union Ave., New Rochelle, N. Y. (Affiliated with Transvision Inc., kit manufacturer)

**NATIONAL UNION RADIO CORP.**, 350 Scotland Road, Orange, N. J. Kenneth C. Meinken, president.

**NORTH AMERICAN PHILIPS CO.**, 100 East 42nd St., New York City. Wesley L. Wilson, manager, Components Division.

**RADIO CORPORATION OF AMERICA**, RCA Victor Tube Division, Lancaster, Pa. L. W. Teegarden, v.p. C. E. Hughes Jr., asst. to v.p.

**RAULAND CORP.**, 4245 North Knox St., Chicago, Ill. E. N. Rauland, president. (Zenith subsidiary).

**RAYTHEON MANUFACTURING CO.**, 55 Chapel St., Newton 58, Mass. Ray C. Ellis, v.p.

**SYLVANIA ELECTRIC PRODUCTS INC.**, Radio Tube Division, Emporium, Pa. H. W. Zimmer, v.p. in charge.

**TEL-O-TUBE CORPORATION OF AMERICA**, 167 Marshall St., Paterson 3, N. J. Samuel Kagan, president.

**ZETKA LABORATORIES INC.**, 131 Getty Ave., Clifton, N. J. (Associated with United States Television Mfg. Corp.).

## TV Kit Manufacturers

**CERTIFIED RADIO LABORATORIES**—5507 Thirteenth Ave., Brooklyn 19, N. Y. M. Seligsohn, chief engineer.

Produces 7-in. kit at \$99.50 and \$119.50; 10-in. at \$134.50 and \$154.50; plans production of 10, 12 and 15-in. complete table and console models and projection receiver.

**ELECTRO-TECHNICAL INDUSTRIES**—1432 N. Broad St., Philadelphia 21, Pa. John T. Roney, general manager.

Model 7A Telekit, table kit, 7-in. picture tube, 12 channels, with FM, \$59.50 less tubes.

Model 10A Telekit, table kit, 10-in. picture tube, 12 channels, with FM, \$99.50 less tubes.

**MEISSNER MFG. DIVISION, MAGUIRE INDUSTRIES INC.**—Mt. Carmel, Ill. R. E. Burrows, sales manager.

Model 24-TV, table, 10-in., 12-in. or 15-in. picture tube, 23 tubes, 12 channels, \$249.50 less picture tube. Model TV-1 is same set with cabinet, \$282.50.

**PHILMORE MANUFACTURING CO. INC.**—113 University Place, New York 3, N. Y. M. L. Granat, sales manager.

Model P-30, kit, 10-in. picture tube, 29 tubes, 12 channels, \$220.

**TECH-MASTER PRODUCTS CO.**—443 Broadway, New York 13, N. Y. L. Lazoff.

Model 630-TK, table kit, 10-in. picture tube, 29 tubes, 12 channels, \$198.50. Model 630-WC is same kit with wired chassis, \$322.50. Model Videola is same kit complete, \$375.

**TELEVISION ASSEMBLY CO.**—540 Bushwick Ave., Brooklyn 6, N. Y. Michael Muckley, sales manager. (Formerly Sports-View Television Co.)

Produces 10-in. kit at \$203.50, with FM at \$243.75; 12-in. at \$259.50, with FM at \$303.10; 15-in. at \$349.50, with FM at \$393.10. Also projection assembly, consoles, with FM, \$1,299 (suggested price).

**TRANSVISION INC.**—460 North Ave., New Rochelle, N. Y. H. D. Sueshultz, general mgr.

Model 10S, table kit, 10-in. picture tube, 20 tubes plus 2 rectifiers, 12 channels, with FM, \$229 including antenna, lead-in wire. Model 10D is same set with continuous 50-216 mc tuning, \$255.

Model 12S, table kit, 12-in. picture tube, 20 tubes plus 2 rectifiers, 12 channels, with FM, \$269 including antenna, lead-in wire. Model 12D is same set with continuous 50-216 mc tuning, \$303.

Model 10BL, table kit, 10-in. picture tube, 20 tubes plus 2 rectifiers, with FM, 12 channels, \$284 including cabinet with built-in magnifying lens giving picture larger than 12-in. tube, antenna, lead-in wire, color filters.

Company also supplies individual components, lenses, filters, tables, antennas, cabinets, etc.

## Private Brands

*With brand names, prices and other data available*

**AIRLINE**—Manufactured for Montgomery Ward & Co., Chicago (P. J. Farber, Division 62), by Belmont, Hallicrafters, Wells-Gardner, Sentinel, and others. Line includes three 10-in. models (table model at \$299; console companion to radio-phonos consoles, beginning at \$299; console with AM-FM-LP phono at \$450). Also, two 7-in. models (portable at \$199.95, table model with push-button tuning at \$179.95). All 10-in. sets contain 25 tubes plus 4 rectifiers.

**ARTONE**—Manufactured for Affiliated Retailers Inc., 350 Fifth Ave., New York City (cooperative buying group for Macy's, May's, City Stores, et al.), by Hallicrafters. First set is 10-in. table model at \$239, plus \$50 installation with 90-day warranty, \$70 installation with 9-month warranty.

**BESTONE**—Manufactured for Vim Radio & Sporting Goods Stores Inc., 325 Gold St., Brooklyn, N. Y. (retail chain), by Olympic. 10-in. table model offered at \$199.50 in December.

**DELCO**—Manufactured for United Motors Service Div., General Motors Corp., General Motors Bldg., Detroit 2, Mich. (C. B. Wymer, merchandise manager), by Hallicrafters Co. Line consists of Model TV-101, 10-in. table model at \$350; Model TV-201, 12x16-in. projection console at \$750, and Model TV-71, 7-in. table model at \$199.50 (temporarily discontinued due to shortage of tubes). Models TV-101 and TV-201 contain 21 tubes plus 2 rectifiers, cover 12 channels, installation extra.

**MUNTZ**—Manufactured for Muntz TV Inc., 113 No. Highland Ave., Hollywood 38, Cal. (E. L. Petersen, sales manager). Sets are 10 and 12-in., priced \$299.50 to \$495.50.

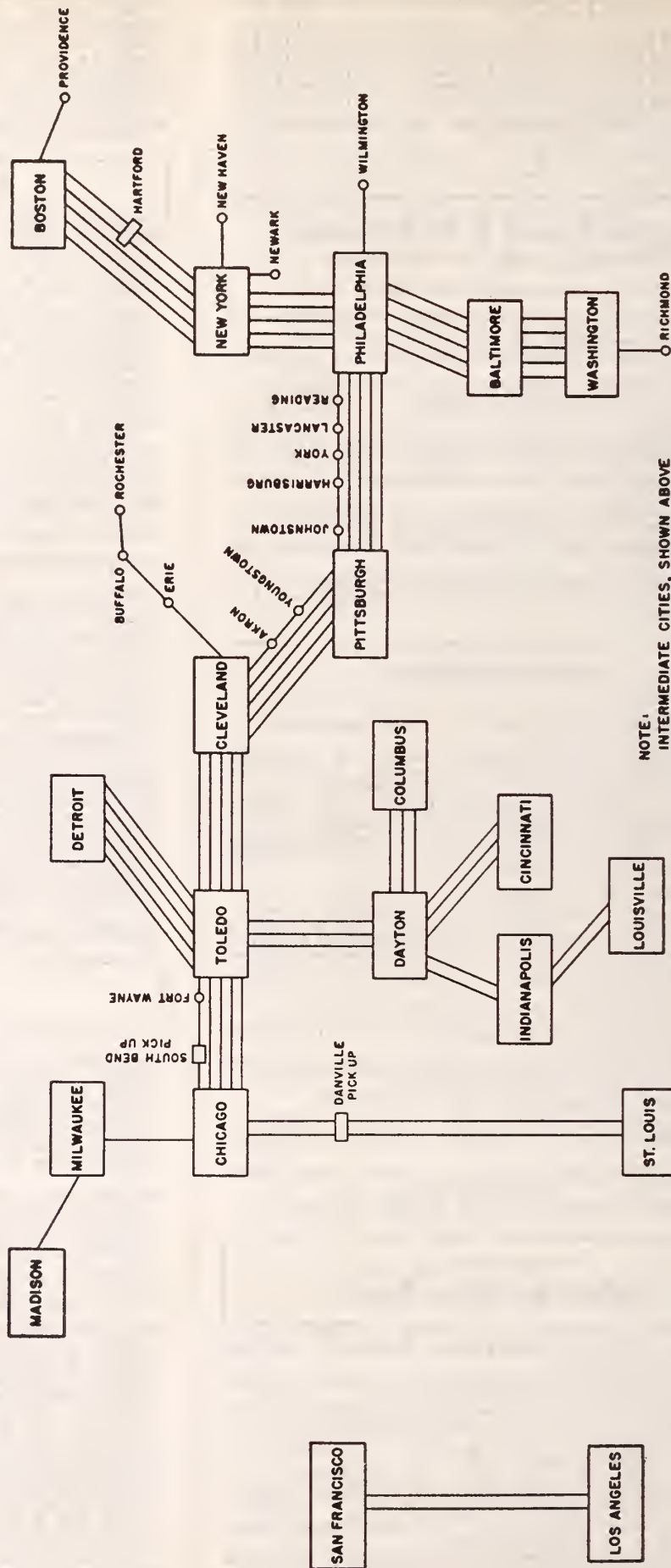
**SILVERTONE**—Manufactured for Sears, Roebuck & Co., Chicago (A. T. Chamery, supervisor), by Colonial, Telegulp, and others. Model 8132 is 10-in. table with 28 tubes plus 4 rectifiers, 12 channels, \$299 plus \$65 installation. Model 8133 is same set in console with AM, \$395 plus \$65 installation. Model 8130 is 7-in. table with 24 tubes, 12 channels, \$189.75.

**TRUETONE**—Manufactured for Western Auto Supply Co., 2107 Grand Ave., Kansas City 8, Mo., by Wells Gardner and Belmont. Line consists of 7-in. table model with push-button tuning at \$189.95 and a 10-in. table model (due soon) at \$295.

# Part IX — Schematic of AT&T's Projected Intercity TV Circuits, 1949-50

Note: Each line equals one-way circuit

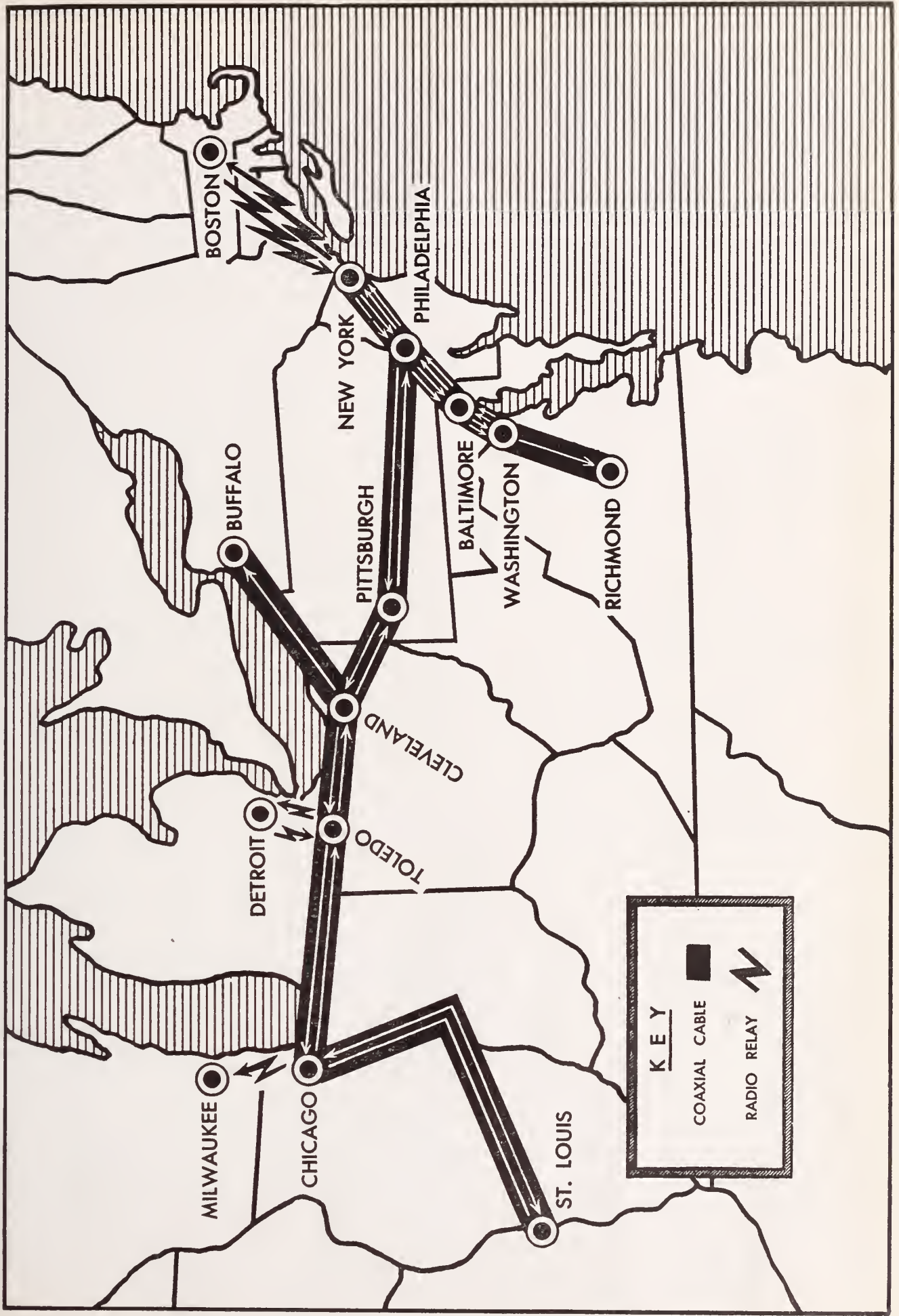
## TENTATIVE BELL SYSTEM PROGRAM FOR PROVISION OF INTERCITY TELEVISION CHANNELS



NOTE: INTERMEDIATE CITIES, SHOWN ABOVE ON ONE CHANNEL, MAY BE CONNECTED TO OTHER CHANNELS.



Part X — Map of Existing Bell System Coaxial - Microwave Routes







HARVEY COHEN'S

# Television Digest and FM Reports

October 15, 1968

LARGE TV OUTPUT IN 1968... production is going up and there are signs of a... and more to come. The usually... will probably... This is... (Pgs. 4-5)

From a 3,000,000... production is going up... with his quota. One major... of the line... Philco... probably being in the... further attention...

BY WAY OF THANKS FOR THE... the quality... which is... considered capable...

Commuter interference... the... have been... have never... begin to be...

TV... The... have been... have been... have been...

## plus

- TV Directory (quarterly) with weekly addenda
- TV Rules & Standards with amendments as issued
- FM Directory (annual) with weekly addenda
- AM Directory (annual) with weekly addenda
- Facsimile Rules and Standards
- Directories of FCC, Radio Attorneys, Consulting Engineers

## and

- Miscellaneous Supplements issued periodically

NOW IN ITS FIFTH YEAR

# ACCLAIMED! APPROVED!

## Weekly Newsletter - Directory - Supplement Service that does the work of half a dozen magazines in only a few minutes reading time!

Your letter service is excellent, and you are certainly to be congratulated on finding a means of presenting a tremendous amount of valuable and current information in capsule form.

**James D. Shouse**  
Crosley Broadcasting Corp.

I want you to know that I look forward to each issue of the Digest, and I believe it serves the industry well. Keep up the good work.

**Noran E. Kersta**  
National Broadcasting Co.

Your letter continues to be the most complete and authoritative source for TV developments.

**Theodore Streibert**  
WOR, New York

You have hit upon a format that is ideal in the selection of material and succinct character of items that you carry [and] profoundly appreciated by executives who find it impossible to wade through the conglomeration of unrelated material with which most trade papers are freighted.

**Lewis Allen Weiss**  
Don Lee Broadcasting System

We are enthusiastic about the fine job you are doing in Television Digest and wish you well in the timely business you are giving full coverage to.

**Richard O. Lewis**  
KTAR, Phoenix

Your services are indispensable to a consultant in the broadcasting field.

**Murray G. Crosby**  
Crosby Laboratories

We rely on Television Digest for much of our current TV information.

**C. W. Turner**  
Video Broadcasting Co.  
Hollywood

Your Television Digest continues to be a most interesting and informative coverage on the FM and television picture. Keep up the good work.

**H. L. Hoffman**  
Hoffman Radio Corp.

I think your material is objective and can be depended upon.

**Frank Folsom**  
Radio Corp. of America

You are doing a swell job.

**Henry A. Houston**  
J. Walter Thompson Co.

We place great confidence in your reports.

**Robert Blodgett**  
Philco Corp.

Television Digest & FM Reports are most helpful to us as we learn our way about the maze of mirrors that represents a novice's path in television.

**Richard S. Levy**  
W. Bergman Co., Inc.  
Philco Division

Each issue we have received to date has served to give an up-to-date, accurate, comprehensive and clear picture of developments during the preceding week.

**Herbert Mayer**  
Empire Coil Co., Inc.  
New Rochelle, N. Y.

I find Television Digest & FM Reports not only indispensable in keeping our records straight but extremely interesting and well presented.

**A. Earl Cullum, Jr.**  
Consulting Radio Engineers  
Dallas

Your Television Newsletter is tops.

**Philip G. Lasky**  
KPX, San Francisco

NOTE: Not a single one of these kudos was solicited.

# Television Digest and FM Reports

1519 CONNECTICUT AVE. N.W. • WASHINGTON 6, D. C.

**LARGER PICTURES AND LOWER PRICES:** It's somewhat too early yet, the churning tides of trade too cloudy, to say that current outcroppings of intriguing news from the TV factories represent trends. Offhand, it would seem they spell (a) larger pictures, (b) lower prices. Larger direct-view pictures would seem to push still further into background prospects for increasing popularity of projection models. Lower prices by mass producers raise spectre of survival for some of the 90-odd TV manufacturers (TV Directory No. 6) -- can they stand the competitive gaff, even in today's seller's market? Without attempting yet to adduce any definite conclusions, here are current facts and facets of the swiftly-moving TV industry that command attention:

1. RCA's 16-in. table model (Vol. 4:52), unveiled at Chicago's Furniture Show this week, was finally priced at \$495 (\$520 blonde), console at \$550 (\$575 blonde), same in period furniture, \$595. But v.p. Joe Elliott, taking cognizance of limited supply of metal-coned 16-in. tubes (Vol. 5:1), was quick to support 10-in., said it will represent 70% of RCA's 1949 unit output. He spoke out also for large-screen projection sets, which come in higher-priced brackets. He repeated RCA president Frank Folsom's characterization of the 10-in. as the Ford or Chevrolet of TV, 16-in. as Buick or Oldsmobile, large-screen projection as Cadillac or Lincoln. As for dire forebodings about effect of 16-in. on 10-in. market, he said his company believes 16-in. "will open up a new mass market for reasonably-priced sets providing a larger picture while still maintaining demand for the lower-priced 10-in. set."

2. Admiral at Chicago showed its 10-in. console with AM-FM-LP, which at \$399.95 is the lowest priced combination yet -- really has the trade talking. This is the model president Ross Siragusa promised as his answer to need for lower-cost TVs (Vol. 5:1). Admiral also showed new 7-in. table model at \$169.95, which is \$10 under its old price; 10-in. console, \$329.95; 12-in. console, \$399.95; 10-in. credenza with AM-FM-LP, \$449.95; 12-in. console with AM-FM-LP, \$595; same with 16-in., \$695 (\$725 blonde).

3. Emerson reduced its 10-in. table model No. 611 to \$269.50, after introducing it only a few weeks ago at \$30 more, its president Ben Abrams admitting "the greatest interest will be evinced in larger screen models," pointing out these will be in short supply and therefore "such competition as may develop in TV [in 1949] will be in small-screen sets." Emerson also showed its distributor convention Jan. 5 two new 16-in. models: a table set, not yet ready, to sell for "approximately \$400" (competing with RCA's \$495), and a TV-only console at \$599.50. In addition, Emerson line includes spruced-up 10-in. table model at \$299.50; 10-in. console with AM-FM, \$349.50; 10-in. console with AM-FM-phono, \$499.50; 12x16-in. projection console, \$599.50.

4. Hallicrafters, not to be outdone in 16-in. "price competition," announced remote control set with 16-in. metal tube for Feb. 1 deliveries -- priced at \$395. It's made up of push-button control unit containing chassis and power supply, a second cabinet housing the picture tube and speaker, the units connected via cable.

5. GE is showing distributors 10-in. table model "under \$300" in plastic cabinet, incorporating Dome circuit -- first used in Motorola's 7-in. models early this year and a development of GE's R. B. Dome (Vol. 4:6). Further details are undisclosed, but GE should tell all in a few weeks. Sparton leads its line with \$285 table model, 10-in., rest of its units being: 10-in. console with picture reflected onto lid, \$395; two 10-in. consoles with AM-FM-LP, \$499.95 and \$595, latter with picture reflected onto lid; similar 12-in. console, \$750 -- all with 28 tubes.

6. Then, little Tele-King Corp., as if to show the big boys, also at Chicago mart brought forth 10-in. table model priced at \$189.50! That's lowest price yet for anybody's 10-in. Tele-King also showed 10-in. console with AM-FM, \$269.50; same with 12-in., \$389.50. All sets contain 20 tubes, including rectifiers.

But check at New York headquarters disclosed these aren't yet in production, though hope is to turn out 2,500 or more monthly once line gets started.

7. RCA and Philco, far and away the leaders (600,000 sets each planned in 1949) maintain discreet silence about all these developments. RCA won't even talk yet about its \$400 combination job being readied for June (Vol. 5:1). Philco's Jimmy Carmine thinks 16-in. set "excitement" is "premature", doesn't think RCA and other big-tube sets will have impact on sales for another 6-9 months yet, primarily because of limited production. He firmly rejects any major reduction in Philco prices at this time. And Dr. Allen B. DuMont repeats that his company has no present intention of cutting prices, will not compromise with quality of product. He thinks present flurry will shake down to "common sense" levels in short time. He foresees glass tubes eventually cheaper than metal.

\* \* \* \*

From our special correspondent at Philco's Palm Beach convention, we learn at press time that 6 new models were introduced, 4 featuring "expanded pictures" a la Magnavox, but not so extreme as Zenith's full-view porthole (Vol. 4:47). Philco's "exciting new development" (Vol. 5:1) thus turns out to be enlargement of 10-in. picture to 60 sq.in. (vs. normal 52 sq.in.) and 12-in. picture to 90 sq.in. (vs. 72 sq.in.). Method is incorporated in 4 replacements -- 10-in. console at \$349.50; same with 12-in. tube, \$439.50; new 10-in. console in period furniture with AM-FM-LP, \$599.50; same with 12-in. tube, \$699.50. Philco also showed new 16-in. console at \$549.50, due in February; reintroduced 7-in. table model with 12-channel tuning, \$189.95.

\* \* \* \*

Trade news of the week, otherwise, was routine, though crowded with interesting items: Motorola adds 2 sets to line -- 7-in. portable with detachable antenna at \$199.95; 12-in. table model at \$369.95, both due in February. Motorola revealed it's moving radio lines to Quincy (Ill.) plant, thus freeing big Chicago factory for TV production...Admiral and Motorola, neck-and-neck runners for third place among TV producers, tangle in patent infringement suit -- Motorola suing in Chicago Federal court, alleging Admiral's 7-in. set of last year contains Motorola chassis cut in half, reversed and soldered together...Hoffman Radio bringing out new TV model in Colonial style shortly, plans 10 and 12-in. table and 16-in. in March.

Farnsworth cuts retail price \$50 to \$200 on its Capehart TV line, presently ranging from \$375 to \$1,295 -- but gave no further details...Olympic has new 10-in. table set with circular picture somewhat like Zenith's (Vol. 4:47) to sell for \$329.50; it's same as Model TV-922, except for circuit modifications to take care of rounded, larger picture...New York's Lafayette Radio Stores Friday advertised Hallcrafters' 7-in. metal-cabinet T-54 model at \$139.50; it was originally priced at \$189.50...Colonial Radio (Sylvania), through president Edward E. Lewis, gave Buffalo interview Jan. 5 stating its 1949 production will be 50% TV; it's going to produce for others besides present customers Sears and Magnavox.

Stromberg-Carlson announces its 16-in. models as "Monmouth" with AM-FM-LP; also "Yarmouth", same except having AM-FM only, both unpriced...Starrett shows new 12-in. console called "Revere", with AM-FM-LP, at \$795; announced new custom-building division under decorator Sam Kurinsky to make receivers on order at \$2,000 to \$5,000...Stewart-Warner's president James S. Knowlson admitted present production of only 50 TV sets a day to New York Society of Security Analysts this week, but said new capacity would bring output up to 200 a day soon. Company is making only 10-in. models now, but he said 12-in. would be added.

\* \* \* \*

New companies we've never before reported, all RCA licensees, who state they're in TV set production (see TV Directory No. 6 for set models, etc.): Calbest Engineering & Electronics Co., 828 N. Highland Ave., Los Angeles; Customade Television Inc., 27 New Chambers St., New York City; Eastern States Radio & Television Co., 427 E. 138th St., Bronx, N.Y.; Stolle Engineering & Mfg. Co., 3970 S. Grand Ave., Los Angeles; Video Products Corp., 16 West St., Red Bank, N.J.; North Eastern Radio Co., 799 Broadway, New York City.

**REACTIONS TO COAXIAL EXPANSION:** We asked all Midwest TV stations now linked to East for various hookups what their first week of "national network" operation proved: Is quality on coaxial good? How popular are Eastern shows? Are they much more acceptable via coaxial than on kinescope films? Has expanded network service attracted more local commercials? Is outlook now bright enough to warrant expectation of break-even or profitable operation anytime soon?

From all save three network-owned stations (they usually prefer to let New York speak for them), we had telegraphed or telephoned replies to our wires -- and these seem consistent mainly on these points: that coaxial line service is good, kinescope films not so hot, local business on upgrade. Because of the pioneer status of these operators, and the individualistic character of replies, you'll probably be more interested in their actual statements than mere excerpts. Here they are:

A. H. Kirchkofer, WBEN-TV, Buffalo: "Public mighty pleased with TV shows received by coaxial. Line service is not 100% consistent but quality is good and we look for continuing improvement in photography, production and transmission to give uniform best quality of which present technical equipment is capable. Network service will increase local sales possibilities. Too early to forecast what this year's results will be, but WBEN-TV will make mighty effort [to] end 1949 after 20 months operation on break-even basis."

Frank P. Schreiber, WGN-TV, Chicago: "Too early for any definite public reaction to network service. Line service is consistent, quality of pictures good. Too early to indicate popularity of Eastern programs. Chicago press indicates Mid-western superior in production and some program content. Much better on coaxial than on film. No new local commercials yet attributable to network service. No profitable operation expected this year."

John H. Norton Jr., WENR-TV, Chicago: "Opening of coaxial has greatly stimulated interest in TV here. Line service so far is not consistent. Some evenings excellent picture, some evenings fair to very bad. Eastern programs are excellent and will prove popular -- certainly much more so than kinescope. Believe this additional service added to our own programming will attract more local business. Reasonably confident WENR-TV will be on break-even basis sometime in 1949."

James Hanrahan, WEWS, Cleveland: "Coaxial is terrific. Having great increase in local commercial traffic and inquiries. Nothing more disappointing than kinescope film, especially when run off just after local or network show. Perhaps it came out of laboratory a little too soon. We're suffering growing pains and snafu over time clearances for networks that force changes in local commercials not all liked by our local sponsors. What Cleveland needs is 3rd and 4th station. WEWS is increasing to 50 hours per week, will slide into afternoon shows in February. Running solidly now 5 to 11-12 p.m., 27% commercial. Far from profit point yet."

Dick Jones, WJBK-TV, Detroit: "Detroit has caught fire. TV programs via cable are terrific. ABC, NBC, CBS and DuMont all deserve kudos." And from James Riddell, WXYZ-TV, Detroit (ABC-owned): "Network service most acceptable. Top shows very popular. Regular run-of-mine shows no better than our local originations. Line service fairly consistent. Live programs more acceptable than kinescope. Have experienced flurry of local commercial inquiries since cable came through. Do not see break-even point before November or December 1949."

Harry Bannister, WWJ-TV, Detroit: "NBC commercial service is wonderful. We are carrying 12 commercial hours weekly, with strong probability of 2 additional hours immediately and expectation of steady increase. Audience reaction to network is highly enthusiastic. Kinescope recordings have shown steady improvement and are now highly satisfactory, with complete audience acceptance. Generally improved sta-

tus has already attracted more local commercials and expect this trend to accelerate ...Am certain that the worst is all behind us and look forward to improving programs, wider distribution of receivers and increasing revenues...Have set sights to reach break-even point in first half of 1950 [but] it is quite possible we may reach this point in 1949 [or] be close to it."

Walter J. Damm, WTMJ-TV, Milwaukee: "Service now available on cable added to what we have been doing locally, plus material heretofore available from ABC out of Chicago, has resulted in an exceptional program service. Due to our taking material from 4 networks, line service other than low synchronizing pulse from some networks consistent and of high quality. Small percentage of deterioration has surprised everybody. Programs not too good but all much better than kinescope, which are consistently very poor. Public emphatically in favor of direct programs rather than delayed kinescopes. As we have had network service since September, cannot conscientiously say that linking with Eastern network has affected local commercials. Network actually will cost us money, even though we may run as much as 75 hours a month. Spot and local [are] going to have to pull TV out of red, at least for us. With most of night time schedules with network shows, this means expanding our schedule into daytime operation."

George M. Burbach, KSD-TV, St. Louis: "Line quality very good. Sometimes can't tell it from live local. Eastern programs fine. Some kinescope films good, some bad, which indicates they can all be made good. Sold out commercially 6-9:30 p.m. daily. Start our schedule 4:30 and sign off 10 or later, so can't say network service has improved our local business yet. But it has heightened enthusiasm for TV and sets are selling very well. We look for operating loss again this year, but our newspaper got \$150,000 worth of TV lineage (more than our loss) during 1948."

E. Y. Flanigan, WSPD-TV, Toledo: "Public very much enthused. Quality of pictures is good and it has been real thrill to this part of country to receive network programs. These definitely are more acceptable than on kinescope [whose] quality is still not satisfactory. Will attract more local commercials. Station receives very little from network commercials...but future certainly looks bright. Break-even point...should come in less than 6 months."

**NEW STATION PROSPECTS & PROMISES:** If all carry out their avowed intentions, 16 new stations, 9 new TV markets, should open up during remainder of this first quarter of 1949. But if even a majority of these really get going during February or March, it will be quite surprising, judged from past experience. Our survey of upcoming new TV stations still isn't complete -- but this much we can report now:

There's good assurance that the following stations will start before end of March: WHIO-TV, Dayton, now testing, commercial debut set for Feb. 23; WICU, Erie, Pa., early Feb. tests and commercial start; Crosley's WLWD, Dayton, and WLWC, Columbus, Feb. tests; ABC's KGO-TV, San Francisco, and KECA-TV, Los Angeles, Feb. tests, March commercial starts; WKRC-TV, Cincinnati, possibly also WCPO-TV, same city, March tests; WJAR-TV, Providence, Feb. or March tests and start; WTVJ, Miami (ready to go, assured of FCC approval for commercial operation, probably next week, which will end its FCC tribulations; see Vol. 5:2-3).

There's many a slip between plans and consummation, of course, so we don't guarantee any of these; however, you can usually figure up to a month of testing before any new station goes commercial. Nor can we report anything definite yet from the following, although all previously had given out that they'd also be testing or operating sometime this quarter: WAGA-TV, Atlanta; WTCN-TV, Minneapolis; KVTU, Portland, Ore.; KBTU, Dallas; WGAL-TV, Lancaster, Pa.; WDEL-TV, Wilmington, Del. We'll report on these and others, among the 70 still-pending CPs, as we get the dope.

Note: Thus far "promised" new outlets for second quarter tests: WOR-TV, New York; WHTM, Rochester, N.Y.; KRON-TV, San Francisco; WKAL-TV, Rome, N.Y.; WTTV, Bloomington, Ind. And Indianapolis' WFBM-TV, faced with unforeseen job of reinforcing steel of downtown bank building, site of its transmitter, now says "June 1 is the most optimistic date."



**WHAT MR. COY DID AND DIDN'T SAY:** Out of the many and confusing interpretations of FCC Chairman Coy's recent speeches about TV's technical course, only 2 basic points are made clear: (1) That freeze will be lifted by late April or early May. (2) That uhf will be opened up by end of year to provide more channels for more stations.

Still unanswered are complex (but inseparably concomitant) details that have been misconstrued by trade press and industry executives alike. On inquiry, it develops they've read things into Coy's utterances that weren't intended. For the FCC's chairman and his colleagues simply haven't got the answers yet -- what with lack of full information, compounded by lack of a chief engineer and absences abroad of engineer-commissioners Sterling and Webster. But further inquiry of Mr. Coy, his colleagues and key staffmen, yields these facts as to FCC's hopes and intentions:

1. How widely will vhf stations be separated? Ad Hoc Committee (Vol. 4:49, 50) meets early next week to consider draft of findings -- apparently all on vhf propagation -- not recommendations on allocations. Report to FCC is expected shortly thereafter. Committee has found nothing to indicate tropospheric interference isn't about as serious as previously generally recognized. Thus, since FCC insists on getting signals out to rural and suburban viewers (Coy said as much in Boston this week), wider separation and fewer vhf stations appear inevitable. Though FCC certainly holds high hopes for such palliatives as synchronization, directionals, etc., it doesn't seem to expect them to prove cure-alls. Average co-channel separation is expected to fall between FCC's illustrative 215 mi. and present 90-150 mi.

2. Will there be vhf-only and uhf-only cities? Or cities with both? RMA has been keen for former, believes Coy's speeches constitute "yes" answer to "co-operation" committee recommendations (Vol. 4:42). We don't think that was expressed or implied. In fact, it's generally believed around FCC that need to accommodate plethora of applicants and to provide most cities with at least 4 channels makes considerable vhf-uhf intermingling inevitable. But there's still no final answer to that. Perhaps Dr. DuMont's plan, still circulating among his committee members, will show how to minimize intermingling.

Then Coy's remark apropos uhf before end of 1949: "...it's likely that many pending applications for vhf will have to be shifted to uhf," made at CBS clinic last week, has stirred more confusion. Coy's intent, we're told, was to say that where more channels (uhf) become available, applicants who rushed into vhf for fear of being frozen out may elect (or have no other choice) to apply for uhf. And Coy realizes that plenitude of uhf channels may well cause quite a few "fear" applicants to pull out and relax. In Boston talk, he figured that 50-70 channels should be sufficient for a national service.

3. What about uhf channels for color and/or high definition? So many have misconstrued Coy's Boston remarks to mean that they were kaput as far as uhf is concerned, that what he said is worth quoting verbatim: "It seemed to be the consensus [of industry witnesses at uhf hearing, Vol. 4:39] that high definition black-and-white or color would have to await future research and development. It is almost unnecessary to observe that such a position is compatible with their present interests. The Commission must, however, look at the problem from the point of view of the public interest. If either high definition black-and-white or color...is now practical and feasible, the Commission can hardly stand in the way of such a development and thus retard progress." That doesn't say color is out. As for high definition monochrome, no one seems to be in a sweat for it, actually.

4. How about FM video for uhf TV? Though Coy didn't mention it, some parts of industry are in something of a dither over FCC's experiments at its Laurel, Md. laboratories (Vol. 5:3). Tuesday, party of observers, including many of NAB's Engineering Executive Committee, plus RCA's Ray Kell and DuMont's T. T. Goldsmith, saw

system demonstrated in lab. It was evident there that FM is excellent as a co-channel interference reducer.

But the crux is ghosts. Kell and Goldsmith related history of system, said ineradicable ghosts made it flop in 1941 when actual broadcast was made. They feel there's no reason to believe there will be any change if FCC takes it out of the lab and puts it to the actual field test. FCC's lab chief E. W. Chapin doesn't claim system to be pet proposal to be pushed at any price. But he ventures that people were little, if any, worried about co-channel interference which he believes now warrants reassessment of system. Critics of tests complained that audio wasn't tried, that FM adjacent-channel operation wasn't shown, that network operation is another imponderable; in short, that demonstration wasn't conclusive. Consultant Paul deMars, who suggests system for polycasting, flatly predicts that FM will be used in uhf, that ghost problem will adequately be dealt with.

**COST AND CARE OF A TV STATION:** To the small fund of data yet available on TV station operational costs, Fort Industry's George Storer, during CBS's TV Clinic last weekend, proffered a "Monthly Budget for TV Station Operation" based on experience of his WSPD-TV, Toledo, since it started last summer. Add this report to the cost studies published by CBS (Vol. 4:15), ABC (Vol. 4:50), NAB (Vol. 4:46) -- all available on request -- and consider the equipment cost-maintenance literature furnished by GE, RCA, DuMont, Raytheon -- and you who may be planning TV stations have the best references yet available on the subject.

AM-affiliated WSPD-TV is in market of 500,000, operates test and program periods 2-10p.m., 6 days weekly, on Channel 13, 27.4 kw visual, 14.4 kw aural. Until only recently it was without network program sources. It cost \$448,435 to build, broken down as follows: transmitter and transmitting equipment, \$104,017; mobile truck and equipment, \$58,008; building, \$83,987; tower, \$59,908; antenna system and feed lines, \$20,428; land and improvements, \$22,463; studio equipment and lighting, \$99,621. Note how these costs compare with the \$632,992 spent on plant by non-AM-affiliated WEWS, Cleveland, as shown in recent FCC license application: transmitter, \$69,000; antenna, \$57,085; monitors, \$4,500; studios, \$260,403; land, \$19,523; buildings, \$172,479; miscellaneous, \$50,000.

Average operating cost of WSPD-TV was put at \$15,233 per month: Operating Dept., \$6,000 (of which \$2,935 is salaries); Production Dept., \$5,048 (\$1,348 salaries); Sales Dept., \$1,525 (\$625 salaries), Administrative & General, \$2,660 (\$1400 salaries). Admittedly this is a "tight operation," accounted for by AM executive and staff duplications, part-time employes, and college students (as stagehands). No amortization or depreciation figures were volunteered.

Net billings ran, after agency discounts but before sales commissions: Aug., \$9,330; Sept., \$9,462; Oct., \$10,117; Nov., \$9,198; Dec., \$10,739. Thus, gap between costs and income, though both are rising, is gradually narrowing -- which, no doubt, accounted for manager E. Y. Flanigan's prediction here last week (Vol. 5:4) that WSPD-TV's "break-even point...should come in less than 6 months."

Here's where 1,000,000 TV sets were in use as of Jan. 1, 1949, according to NBC's monthly 'census' report, estimating sets installed and number of families within 40-mi. service area (.5 Mv):

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	410,000
Baltimore	3	732,000	35,600
Boston	2	1,175,000	35,300
Philadelphia	3	1,184,000	102,000
Richmond	1	130,000	5,700
Schenectady	1	258,000	13,800
Washington	4	691,000	30,500
New Haven	1	557,000	17,200
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	9,900
Chicago	4	1,438,000	52,000
Cleveland	2	695,000	22,300
Detroit	3	839,000	32,000
Milwaukee	1	327,000	14,200
Pittsburgh	1	742,000	3,500
St. Louis	1	474,000	15,500
Toledo	1	241,000	5,100

<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	300
Atlanta	1	233,000	5,000
Cincinnati	1	384,000	11,800
Fort Worth	1	269,000	2,500
Dallas (a)	1	277,000	3,500
Houston	1	217,000	2,500
Los Angeles	6	1,372,000	79,600
Louisville	1	188,000	3,000
Memphis	1	177,000	2,200
Minneapolis-St. Paul	1	333,000	9,200
New Orleans	1	225,000	3,500
Salt Lake City	1	93,000	1,700
San Francisco	1	825,000	3,500
Seattle	1	307,000	2,100
Syracuse	1	199,000	1,000
<i>Stations Not Yet Operating</i>			
Dayton	1(b)	291,000	1,400
Erie	1(c)	112,000	300
Indianapolis	1	281,000	300
Miami	1(d)	117,000	1,000
Providence	1	1,011,000	4,900
Others	--	---	56,100
<b>TOTAL</b>			<b>1,000,000</b>

(a) Included in coverage of Ft. Worth station. (b) Now testing; commercial operation starts Feb. 23. (c) Due on air in Feb. (d) Due on air first week in Feb.

## 1949 Personnel Directory of

# THE FEDERAL COMMUNICATIONS COMMISSION

Major Bureau Heads and Staff

New Post Office Building, Washington 25, D. C. Telephone: Executive 3620.

### Commissioners

- <sup>1</sup> WAYNE COY, *Chairman* (Dem., 1947—1951)  
*Assistant to the Chairman:* Earl Minderman; *Confidential Assistant:* Farrell McGonigal; *Secretaries:* Johanna Oswald, Helen Wisler; *Clerk:* Grace Miner.
- <sup>2</sup> PAUL A. WALKER, (Dem., 1934—1953)  
*Confidential Assistant:* Phyllis Hancock; *Secretary:* Josephine L. Curren.
- <sup>3</sup> ROSEL H. HYDE, (Rep., 1946—1952)  
*Confidential Assistant:* Minnie Sparks; *Secretary:* Vera F. Nordness.
- <sup>4</sup> EDWARD M. WEBSTER, (Ind., 1947—1949)  
*Confidential Assistant:* Arnold A. Ulin; *Secretary:* Ruth Koplakly.  
ROBERT F. JONES, (Rep., 1947—1954)  
*Confidential Assistant:* Elizabeth L. Dannelly; *Secretary:* Mary L. Reger.
- <sup>5</sup> GEORGE E. STERLING, (Rep., 1948—1950)  
*Confidential Assistant:* Neva Bell Perry.  
FRIEDA B. HENNOCK (Dem., 1948-1955)  
*Confidential Assistant:* Stanley S. Neustadt; *Secretary:* Rita Lanier.

### Bureau of Law

- BENEDICT P. COTTONE, *General Counsel.*  
*Secretary:* Fausta M. Puffenberger; *Assistant to General Counsel:* Joseph M. Klittner; *Secretary:* Florence I. Stretch; *Chief, Technical Branch:* William H. Bauer.
- HARRY M. PLOTKIN, *Asst. General Counsel* (Broadcast Div.).  
*Secretary:* Margaret L. Cureton.
- HAROLD J. COHEN, *Asst. General Counsel* (Common Carrier Div.).  
*Secretary:* L. Grace Klein.
- LESTER W. SPILLANE, *Asst. General Counsel* (Safety & Special Services Div.).  
*Secretary:* Bernice Hase.
- MAX GOLDMAN, *Asst. General Counsel* (Litigation & Administration Div.).  
*Secretary:* Elizabeth Kaplan.

### BROADCAST DIVISION

- Office of the Chief of Broadcast Division—David H. Deibler, Howard J. Schellenberg.
- AM Branch—Dwight D. Doty, *chief;* H. Gifford Irlon, Robert M. Koteen, Forest L. McClenning, Robert J. Rawson, David S. Stevens.
- FM Branch—Hilda D. Shea, *chief;* E. Theodore Mallyck, Max D. Paglin.
- TV Branch—John E. McCoy, *chief;* Joseph N. Nelson.
- Review Branch—Parker D. Hancock, *chief;* Tyler Berry, Frederick W. Ford, Sylvia Kessler.
- Motions Branch—Robert H. Alford, *acting chief.*
- Transfer Branch—Walter R. Powell, *chief;* C. Lamont Griffith, Sol Schldhause.
- Renewals & Revocations Branch—Walter B. Emery, *chief;* Max H. Aronson, Arthur Scheiner.

### COMMON CARRIER DIVISION

- Office of the Chief of Common Carrier Division—Jack Werner, *Asst. Chief of Division;* Martin I. Levy.
- Rate Branch—Bernard Strassburg, *chief;* Herbert Sharfman, Edwin S. Smlth, Jr.
- International Service Branch—Asher E. Ende.
- Domestic Wire Branch—Mrs. Annie Neal Huntting, *chief;* Donald J. Berkemeyer, Pasquale W. Vallentil.
- Domestic Radio Branch—Arthur A. Gladstone, *chief;* J. Russell Smlth.

### LAW FIELD OFFICES

- New York City—Charles Hubert, Federal Bldg.; San Francisco—Joseph Brenner, U. S. Customhouse.

<sup>1</sup> Appointed for remainder of term of Charles R. Denny, Jr.  
<sup>2</sup> First appointment for 5 years; reappointed 1939, 1946.  
<sup>3</sup> Appointed for remainder of term of late William H. Wills.  
<sup>4</sup> Appointed for remainder of term of Paul A. Porter.  
<sup>5</sup> Appointed for remainder of term of Ewell K. Jett.

### SAFETY & SPECIAL SERVICES DIVISION

- Emergency, Experimental & Miscellaneous Branch—Benito Ga-guine, *chief;* Irving Brownstein, Mrs. Margaret M. Connelly, Julian P. Freret, Mrs. Violet L. Haley.
- Marine, Operator & Amateur Branch—George MacClain, *chief;* Robert M. Fenton; David S. Landis, John E. Wicker.
- Aviation & General Mobile Branch—Marshall S. Orr, *chief;* Douglas A. Anello, John H. McAllister.

### LITIGATION & ADMINISTRATION DIVISION

- Litigation Branch—Richard A. Solomon, *chief;* Paul Doblin, Thomas H. Donahue, Mary Jane Morris, Dee W. Pincock, Robert D. Greenburg.
- Administration Branch—A. Harry Becker, *chief;* John D. Edgerton, Erich Saxl, Maurice W. Whitton.

### Bureau of Engineering

- JOHN A. WILLOUGHBY, *Acting Chief Engineer.*  
*Secretary:* Estelle Bunn.
- WILLIAM N. KREBS, *Asst. Chief Engineer* (Marine Radio & Safety Div.).  
*Secretary:* Willie C. Herbert.
- MARION H. WOODWARD, *Asst. Chief Engineer* (Common Carrier Div.).  
*Secretary:* Annie Belle Bischoff.
- GEORGE S. TURNER, *Asst. Chief Engineer* (Field Engineering & Monitoring Div.).  
*Secretary:* Genevieve Posnak.
- VIRGIL R. SIMPSON, *Asst. to the Chief Engineer.*  
*Secretary:* Mary A. Ellis.
- RALPH H. RENTON, *U. S. Member, North American Regional Broadcasting Engineering Committee.*  
*Secretary:* Ollie Irene Cline.
- Standard Broadcast Division—James E. Barr, *Chief;* Herbert L. Beury, Roger B. Carey, Daniel K. Child, Jack Damelin, Vernon F. Esgar, Samuel J. Ferraro, Samuel Freeman, Ralph H. Garrett, Kenneth G. Gillette, Underwood H. Graham, Otis T. Hanson, Harry Hayman, Everett G. Henry, Ernest D. Herider, Frederick S. Holliday, Daniel B. Hutton, Daniel Jacobson, Wallace E. Johnson, Donald C. Kanode, Harold L. Kassens, Albert L. Krels, Leslie E. Kulberg, Louis Light, Robert D. Linx, Bruce Longfellow, Edward P. Lynch, Jerome F. Padberg, George E. Shea, Horace E. Slone, Robert G. Weston.
- FM Broadcast Division—Cyril M. Braum, *Chief;* Harold C. Anderson, Elton D. Davis, Julian T. Dixon, John E. Doane, Edward H. Hackman, Charles A. Higginbotham, Harold C. Kelley, Louis M. Manning, McIvor L. Parker, John Roseborough, Henry Seibel, Arnold Skrivseth.
- TV Broadcast Division—Curtis B. Plummer, *Chief;* Hart Cowperth-wait, Hideyuki Noguchi, Louis H. Rehn, Ernest C. Thelemann, Emanuel Trompeter, A. Prose Walker.
- Aviation Division—Edwin L. White, *Chief;* James D. Durkee, John R. Evans, William Hawthorne, Albert Mantwilla, John J. McCue, Donald Mitchell, Stuart Pettingill, Robert L. Stark.
- Marine Radio & Safety Division—William N. Krebs, *Chief;* Robert Brown, Alfred De La Croix, William E. Dulin, Leo C. Halsman, James T. Kyne, Howard C. Looney, William F. Minners, Duncan D. Peters, T. M. Stevens, Harold R. Woodyard.
- Public Safety & Special Services Division—Glen E. Nielsen, *Chief;* Daniel H. Arnold, George R. Boardman, Charles A. Brooks, Frank W. Cook, Merle E. Floegel, Charles I. Fonger, John D. Fulmer, Herman Garlan, George J. Ikelman, Edward P. McDermott, A. P. Miller, Emile R. Reniere, Milburne O. Sharpe, Floyd A. Trueblood, William H. Watkins.
- Radio Operator & Amateur Division—George K. Rollins, *Chief;* Roland Archibald, John C. Currie, Alvin C. Holmes, Ivan H. Loucks, Robert W. Percy, Leland Quaintance.
- Common Carrier Division—Marion H. Woodward, *Chief;* Kosmo J. Affanasiev, Payson D. Carter, E. L. Clinkscales, John F. Corkill, George J. Dempsey, George B. Donohue, P. Howard Duckworth, Charles E. Goeking, William R. Jarmon, Carl A. Johnson, Ralph D. Jones, John J. Koopmann, Wallace McGregor, Fred H. Miller, Kenneth W. Miller, Paul V. Overmyer, Frank Paik, John Russ.
- Technical Information Division—Edward W. Allen, *Chief;* William C. Boese, Jules Deitz, Harry Fine, George L. Gadea, Edgar P. Vandivere, George V. Waldo, George L. Waters, Glen E. West.

Frequency Allocation & Treaty Division—Albert L. McIntosh, *Chief*; Joseph Appel, William F. Bradley, Louis E. De La Fleur, William Grenfell, Frank V. Higgins, Theodore McCartney, William L. North, Marvin A. Price, George V. Stelzenmuller, Robert L. Tosch.

Laboratory Division—E. W. Chapin, *Chief*; A. G. Craig, F. D. Craig, Lawrence C. Middlekamp, Milton Mobley, Ward J. Moore, Wilmar K. Roberts, Everett N. Shinn.

Field Engineering & Monitoring Division—George S. Turner, *Chief*; Willard J. Beale, Alfred H. Brodie, Ernest Blankinship, Arthur T. Caplen, Nathan Hallenstein, Clayton W. Hanson, L. C. Herndon, Thomas L. Heron, George L. Jensen, Alfred H. Kleist, Frank Kratokvil, Edwin L. Lovejoy, Everett H. Marshall, Robert K. Morrell, Stacy W. Norman, Carl Nuhn, John C. Petersen, Lloyd S. Quinn, Howard L. Randall, Harold R. Richman, Warren C. Stickler, Frank Toth, Floyd Wickenkamp, Eldridge S. Willey, Charles O. Wilson, Rex H. Wilson.

## Bureau of Accounting

WILLIAM J. NORFLEET, *Chief Accountant*; Lily M. Marshall, *Secretary*; Hugo Reyer, *Executive Asst. Chief Accountant*; Elizabeth S. Harris, *Secretary*; Robert E. Stromberg, *Asst. Chief Accountant*; Henry M. Long, *Chief, Accounting Regulation Div.*; LeRoy Schaaff, *Chief, Broadcast Div.*; Charles R. Makela, *Chief, Field Div.*; H. H. Goldin, *Acting Chief, Economics & Statistics Div.*; William G. Butts, *Chief, Rates Div.*

### ACCOUNTING FIELD OFFICES

Atlanta—Henry G. Gothard, First National Bank Bldg.; New York

City—Jack E. Buckley, Federal Bldg.; St. Louis—H. Pierce Niedermeyer, Old Customhouse; San Francisco—Paul Summerhays, Customhouse.

## Bureau of the Secretary

THOMAS J. SLOWIE, *Secretary*; Laura M. Hollingsworth, *Secretary*; Lavelle W. Hughes, *Chief, Minute Branch*; Helen A. Clark, *Chief, Library Branch*; William P. Massing, *Chief, License Division*; Catherine Lunders, *Secretary*; Clara M. Iehl, *Chief, Broadcast Branch*; William H. Irvin, *Chief, Commercial Branch*; Paul H. Sheehy, *Chief, Service Division*; Walter S. Davis, *Chief, Records Division*; Charles W. Worthy, *Chief, Docket Section*.

## Office of Information

GEORGE O. GILLINGHAM, *Director of Information*; Alec Kritini, Mary O'Leson, Salina M. Lindo, Eva O. Melton, *Assistants*.

## Hearing Division

Jack P. Blume, J. D. Bond, James D. Cunningham, Hugh B. Hutchison, J. Fred Johnson, Jr., Fanny Litvin, Leo Resnick, Elizabeth Smith, Basil P. Cooper.

## Bureau of Administration

W. K. HOLL, *Acting Executive Officer*; Mrs. Esther Havrylak, *Secretary*; David O. Cooper, *Budget Officer*; Gilbert H. Hatfield, *Personnel Officer*; Charles R. Weeks, *Planning Officer*.

## Field Engineering and Monitoring Division

**NORTH ATLANTIC REGION**—Federal Bldg., New York City. Watkins 4-1000. Charles C. Kolster, *Regional Manager*.

District No. 1—Customhouse, Boston, Mass. Hubbard 2-6200. Walter Butterworth, *Engineer-in-Charge*.

District No. 2—Federal Bldg., New York City. Watkins 4-1000. Arthur Batcheller, *Engineer-in-Charge*.

District No. 3—U. S. Customhouse, Philadelphia, Pa. Market 7-6000. Roger A. Phelps, *Engineer-in-Charge*.

District No. 4—Old Town Bank Bldg., Baltimore, Md. Plaza 2662. Hyman A. Cohen, *Engineer-in-Charge*.

District No. 5—New Post Office Bldg., Norfolk, Va. Norfolk 24963. Edward Bennett, *Engineer-in-Charge*.

**SOUTH ATLANTIC REGION**—Federal Annex, Atlanta, Ga. Walnut 3396. Paul H. Herndon Jr., *Regional Manager*.

District No. 6—Federal Annex, Atlanta, Ga. Walnut 3396, W. D. Johnson, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Savannah, Ga. Savannah 7602. Andrew R. Bahlay, *Radio Engineer*.

District No. 7—Federal Bldg., Miami, Fla. Miami 9-5431. Arthur Fish, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Tampa, Fla. Tampa M-1773. Chalmer H. Neeb, *Radio Engineer*.

District No. 22—Federal Bldg., San Juan, Puerto Rico. San Juan 2-4562. Irl D. Ball, *Engineer-in-Charge*.

**GULF STATES REGION**—U. S. Appraisers Bldg., Houston, Tex. Woodcrest 63975. Joe H. McKinney, *Regional Manager*.

District No. 8—Audubon Bldg., New Orleans, La. Canal 1739. Theodore G. Deller, *Engineer-in-Charge*. Suboffice, U. S. Courthouse & Customhouse, Mobile, Ala. Mobile 2-3341. Walter N. Hammond, *Radio Engineer*.

District No. 9—U. S. Appraisers Bldg., Houston, Tex. Woodcrest 61906. Louis L. McCabe, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Beaumont, Tex. Beaumont 4010. Eric O. Coburn, *Radio Engineer*.

District No. 10—U. S. Terminal Annex Bldg., Dallas, Tex. Central 5943. John H. Homsy, *Engineer-in-Charge*.

**SOUTH PACIFIC REGION**—Customhouse, San Francisco, Cal. Yukon 6-4141. Kenneth G. Clark, *Regional Manager*.

District No. 11—Post Office & Courthouse Bldg., Los Angeles, Cal. Madison 7411. Bernard H. Linden, *Engineer-in-Charge*. Suboffice, U. S. Customhouse, San Diego, Cal. Franklin 9-4101. Harold D. Devoe, *Radio Engineer*.

District No. 12—Customhouse, San Francisco, Cal. Yukon 6-4141. Francis V. Sloan, *Engineer-in-Charge*.

District No. 15—Customhouse, Denver, Colo. Keystone 4151. William E. Clyne, *Engineer-in-Charge*.

**NORTH PACIFIC REGION**—Federal Office Bldg., Seattle, Wash. Seneca 3100. G. V. Wiltse, *Regional Manager*.

District No. 13—Central Bldg., Portland, Ore. Beacon 0931. James M. Chapple, *Engineer-in-Charge*.

District No. 14—Federal Office Bldg., Seattle, Wash. Seneca 3100. Herbert H. Arlowe, *Engineer-in-Charge*.

**CENTRAL STATES REGION**—U. S. Courthouse, Chicago, Ill. Harrison 4700. (Vacancy).

District No. 16—Uptown Post Office & Federal Courts Bldg., St. Paul, Minn. Cedar 8033. Donald A. Murray, *Engineer-in-Charge*.

District No. 17—U. S. Courthouse, Kansas City, Mo. Victor 3755. William J. McDonell, *Engineer-in-Charge*.

District No. 18—U. S. Courthouse, Chicago, Ill. Harrison 4700. H. D. Hayes, *Engineer-in-Charge*.

**GREAT LAKES REGION**—New Federal Bldg., Detroit, Mich. Cherry 9330. Emery H. Lee, *Regional Manager*.

District No. 19—New Federal Bldg., Detroit, Mich. Cherry 9330. Edwin S. Heiser, *Engineer-in-Charge*.

District No. 20—U. S. Postoffice, Buffalo, N. Y. Washington 1744. Paul A. Holloway, *Engineer-in-Charge*.

**HAWAIIAN REGION**—P. O. Box 1142, Lanikai, Oahu, T. H. Honolulu 56401. Lee R. Dawson, *Regional Manager*.

District No. 21—Stangenwald Bldg., Honolulu, T. H. Honolulu 56879. Paul R. Fenner, *Engineer-in-Charge*.

**ALASKAN REGION**—U. S. Postoffice & Courthouse, Anchorage, Alaska. Main 593. Charles P. Manning, *Regional Manager*.

District No. 23—Shattuck Bldg., Juneau, Alaska. Juneau 721. Sigfred F. Berge, *Engineer-in-Charge*. Suboffice, U. S. Postoffice & Courthouse, Anchorage, Alaska. Main 535. Paul Peringer, *Engineer*.

### PRIMARY MONITORING STATIONS

Allegan, Mich.—Box 89. Irving L. Weston, *Engineer-in-Charge*. Grand Island, Neb.—Box 788. Arthur A. Johnson, *Engineer-in-Charge*.

Kingsville, Tex.—Box 632. William R. Foley, *Engineer-in-Charge*. Millis, Mass.—P. O. Box 308 (Dover Road). Edward W. Sanders, *Engineer-in-Charge*.

Santa Ana, Cal.—Box 744. William Hoffert, *Engineer-in-Charge*.

Laurel, Md.—P. O. Box 31. Adolph Anderson, *Engineer-in-Charge*.

Livermore, Cal.—Box 989. George McLeod, *Engineer-in-Charge*.

Portland, Ore.—P. O. Box 5165. Robert A. Landsburg, *Engineer-in-Charge*.

Powder Springs, Ga.—P. O. Box 4. Henry B. Dunphey, *Engineer-in-Charge*.

Lanikai, Oahu, T. H.—P. O. Box 1142. Lee R. Dawson, *Engineer-in-Charge*.

### SECONDARY MONITORING STATIONS

Belfast, Me.—P. O. Box 44. Vernon K. Wilson, *Engineer-in-Charge*.

North Scituate, R. I.—P. O. Box 3. Thomas B. Cave, *Engineer-in-Charge*.

Spokane, Wash.—P. O. Box 37, Station A. Adelbert C. Lawrence, *Engineer-in-Charge*.

Twin Falls, Ida.—P. O. Box 499. John L. Kurdeka, *Engineer-in-Charge*.

South Miami, Fla.—P. O. Box 347. Homer V. Thompson, *Engineer-in-Charge*.

Lexington, Ky.—P. O. Box 99. James E. Gilfooy, *Engineer-in-Charge*.

Muskogee, Okla.—P. O. Box 1448. John F. DeBardleben, *Engineer-in-Charge*.

Bay St. Louis, Miss.—P. O. Box 300. H. Frank Rawls, *Engineer-in-Charge*.

Juneau, Alaska—P. O. Box 2961. (Vacancy).

Anchorage, Alaska—P. O. Box 719. Edwin G. Forsyth, *Acting Engineer-in-Charge*.

San Juan, P. R.—P. O. Box 2987. Irl D. Ball, *Acting Engineer-in-Charge*.

### COMMON CARRIER FIELD DIVISION

Atlanta—First National Bank Bldg., Joseph B. Brittingham, *Acting Engineer-in-Charge*.

New York—Federal Bldg., Edward Collins, *Acting Engineer-in-Charge*.

San Francisco—U. S. Customhouse, Elmer F. Rudesill, *Acting Engineer-in-Charge*.

**SILENT MOVIES, THEN TALKIES, THEN—:** TV wagged the motion picture behemoth at both ends this week. Strong-minded producer Sam Goldwyn minces no words, writing in Feb. 13 New York Times Magazine, admits movies can't lick TV, must join it. And he thinks Phonevision may do the trick, not soon, but within 5-10 years, for Phonevision still can't pay for full-length features. In any event, he sees evolution to 2 major groups of movie-makers, one for theaters, other for TV. And he believes TV films will be shorter (about 1 hour), faster-paced, with broader, lustier acting and greater emphasis on story. Also, weak sisters of production will fall out.

At other end, exhibition, Allied States Assn. board, representing smaller independent theater owners, mumbled something about TV in Washington meeting this week, showed it has something to learn. Here's quote from chairman and general counsel Abram F. Myer's annual report: "As for television, if we view it with some misgivings, think what it is doing to our erstwhile competitors, radio and phonographs. Radio is the chief victim of this new competition. Stay-at-homes cannot view television and listen to the radio at the same time and television has the advantage of novelty; even so it seldom offers anything more attractive than phony wrestlers, third-rate prize fights and unfunny comedians, all to the accompaniment of eye-strain and raucous noises."

Allied took no stand on renting of features to stations, decided to let exhibitors deal with local distributors. In general, it reiterated position of New Orleans convention last December (Vol. 4:49): TV won't hurt theaters.

Able radio columnist John Crosby (New York Herald Tribune Syndicate) recently spent some time in Hollywood, nosing the movie animal over, sniffing for TV angles. Here's nub of his reports:

Hollywood follows almost a "party line" in holding to belief TV can't compete with movies because: (1) TV will never have as much money to spend. (2) People will always go to movies because they like to get out of the house. (3) TV must depend on films, which puts movie people "in a position to dictate terms." (4) TV will cut into boxoffice temporarily but ultimately will attract more people than ever to films, converting into moviegoers many of the 55,000,000 who now don't go.

But Crosby finds top movie executives, with headquarters in New York, are worried because they're concerned about finance and exhibition, while Hollywood is wrapped up in production -- and "it's the exhibitor, not the picture maker, who runs the motion picture business."

**SYNDICATING FILM PROGRAMS TO TV:** Everybody's talking about films made especially for TV -- but, except for handful of companies actually shooting and the still not-too-satisfactory kinescope recordings of network shows, very little is being done about it yet. Hence, when a major producer like 20th Century-Fox sets up a subsidiary even under the longsome title of 20th Century-Fox Television Productions Inc., and details it to produce films-to-order for TV, that's news in the entertainment world. And when it turns out a super-job like "Crusade in Europe", picturization of Gen. Eisenhower's story in 26 episodes of 20 minutes each, to be released to TV only, that's significant news. As screened this week for newsmen, et al, it looks like a natural for TV, to which ABC will release it in March, using both the network and individual stations. No sponsor yet, with some hesitancy on part of advertisers to "sponsoring a war" -- but ABC will carry it sustaining if need be. It's offered at \$15,000 per episode (3 runnings of each), which would give ABC back what it reportedly paid for the prodigious documentary -- produced by March of Time's Richard deRochemont from military and captured enemy files plus new shots.

Twentieth Century's Spyros Skouras, whose Fox Movietone news has already had big TV play, authorized this job as a sort of "feeler" venture into TV as a market

for documentaries. Popular reaction will determine whether more such films are made. Fact is Skouras, alone among the big producers, is really casting about on substantial scale and with qualified staff for ways and means of exploiting the burgeoning TV market. On the other hand, like Paramount and others making TV pitches, Skouras' company hasn't dared yet defy exhibitors and release feature films to TV.

Note: Hardly a day passes without announcement of new companies proposing to syndicate films or programs to TV. Working now on revised Directory of TV Program Sources, to be included in our TV Directory No. 7: Television Rates & Factbook of next April 1, it looks to us like list will have grown by then to 350 or more. An interesting new one announced this week: Television Pictures Distributing Corp., 3123 W. Eighth St., Los Angeles (Tony Anguish), claiming TV rights to 543 features, some as recent as 1943, also planning to shoot 1,000 shorts this year.

**MORE ON MOVIE & NEWSPAPER OWNERSHIP:** Footnote on movie ownership of TV stations, about which we've departed from our customary aplomb to make editorial comment lately (Vol. 5:5-7):

We're assured at highest levels that, whatever the prejudices and predilections of individual staffmen may be, there's no disposition on part of FCC itself to harass any class of licensee or applicant. After all, the Commission has final say.

Indeed, only this week FCC reconsidered and granted 50 kw to AM station WPTR, Albany (Schine theaters), but noted it was continuing study of effect of anti-trust decision in movie cases. Schine chain being one of defendants, action had been held up last week (Vol. 5:7). On the other hand, FCC postponed action indefinitely on Warner Bros. purchase of KLAC-TV, Los Angeles, and other Thackrey properties "pending examination of the qualifications of the proposed transferee in the light of the decision of the Supreme Court in U.S. v. Paramount Pictures Inc."

Forthcoming Paramount consent decree (Vol. 5:7) may make all difference in "temporary license" status of Paramount-DuMont TV stations (Vol. 5:5) -- but they'll be kept on anxious seat in meantime.

And while we're on subject of "class" discrimination, don't think newspaper-radio ownership issue is dead. More and more Congressmen lately have besought FCC to "do something" about it, but response always is: "That's your discretion, gentlemen, not ours." Obviously, only legislation could debar any class of ownership.

Short of Congressional fiat, not likely to be forthcoming, there's no disposition on part of FCC membership as now constituted to discriminate against movies, newspapers or anyone else properly qualified to hold licenses. Nor, we're told, to brook any undue "policymaking" on part of staff.

**FEDERAL ENTERS TV EQUIPMENT FIELD:** Planned long before last week's IT&T deal for absorption of Farnsworth and entry into TV receiver field (Vol. 5:7), IT&T subsidiary Federal is now offering TV transmitters to prospective customers -- definitely in that field as competitor of only other makers DuMont, GE, Raytheon, RCA. Such a step was here forecast last year (Vol. 4:3,11). Laboratory models, developed under engineer Norman Young, will be ready for March or April delivery -- one for Channels 2-6, another for Channels 7-13. Also being developed is uhf transmitter, which Federal hopes to have ready by time FCC opens up those channels commercially.

The 2 vhf transmitters are 5 kw units, offered at about \$75,000. Also offered is a high-band antenna, based on Federal's FM square loop, with gain of 10-12, to be priced somewhere between \$12,000 and \$15,000. No low-band antenna and no other TV equipment is presently offered, although Federal is making an STL for DuMont and plans microwave relay equipment in competition with GE, RCA, Philco. To go with its transmitter and antenna, it's recommending DuMont studio equipment.

Note: Federal is working with IT&T's French subsidiary on 200 mc color TV transmitter, to use 16 mc bandwidth, for French Govt. This also verifies interpretation (Vol. 5:7) that IT&T entry into TV means new stimulus to TV export trade, transmitters as well as receivers.

## Questions and Answers

# FCC Views on Present and Future Status of Television

As Stated in Reply to Letter of Inquiry Feb. 15, 1949 from Hon. Edwin C. Johnson (D-Colo.)

*Chairman of Senate Committee on Interstate & Foreign Commerce*

Full text of FCC letter contains all questions posed by Senator Johnson

February 25, 1949

Honorable Edwin C. Johnson  
Chairman  
Senate Committee on Interstate and Foreign Commerce  
United States Senate  
Washington, D. C.

My dear Mr. Chairman:

This is in reply to your letter of February 15, 1949, asking a series of questions about television. Your letter has been fully discussed by the Commission. The reply was approved at a meeting of the Commission held on February 25, 1949 at which Commissioners Coy, Hyde, Webster, Jones and Hennock were present; Commissioners Walker and Sterling were absent from the city at the time. The views expressed are those of the above five Commissioners with the exceptions stated in the body of the letter itself.

**QUESTION (A):** Has consideration been given to a plan of television frequency allocation which will insure the use on a broad commercial scale of every improvement in the art, including the use of color?

This question can be answered with a categorical "yes." Such an answer is not complete without an account of the consideration which has been given to an allocation plan which would insure the use of every improvement in the art, including the use of color.

Television developed in the late 1920's and early 1930's as a black and white system. Experimental operations continued for a period of years and there was a beginning of a commercial operation just prior to the war. Right at the end of the war the Commission had an allocation proceeding in which it allocated to television 13 channels (subsequently reduced to 12) ranging from 44 megacycles to 216 megacycles, each of these channels being 6 megacycles wide. Obviously, television did not occupy all the space between 44 and 216 megacycles because of its being allocated to or in use by other services. At that time the Commission fixed the standards for television which are in effect today. The standards were substantially the same as those in existence before the war.

In late 1946 and early 1947 the Commission considered the proposal of the Columbia Broadcasting System to fix standards for a color television system. The color system advocated by Columbia had been developed in its laboratories and at that time was demonstrated to the Commission and the public. The Commission in March 1947 adopted a report denying the Columbia petition and setting forth its reasons therefor. A copy of that report is attached. [See *Television Digest* Supp. No. 49.]

On May 5, 1948 a public notice was issued for the purpose of considering again questions involved in the best utilization of the 475 to 890 megacycle band for television. This band had been allocated to television in the 1945 proceeding. At that time the Commission pointed out that the 475 to 890 megacycle band would have to be used for television if this country were to have a nationwide competitive system of television. By this statement the Commission in 1945 recognized that the 13

channels then available would be insufficient for a nationwide competitive system. In its notice of May 5, 1948, asking for proposals for the utilization of the 475 to 890 megacycle band, the Commission particularly referred to color and high definition black and white systems to indicate that full consideration would be given in the September 20 hearing to any testimony seeking to utilize this portion of the spectrum for any system of television.

The hearing was held beginning September 20, 1948. The hearing resulted in fairly general agreement among those who testified that the 475 to 890 megacycle band should be used for black and white television on the present standards—namely, a continuance of the present system of television. It was felt that while some improvement in definition of present black and white pictures was desirable, engineering developments could make these improvements possible within the framework of the present standards and that, therefore, no greater band width should be utilized for black and white television. It is an accurate generalization to say that there was agreement among the witnesses at this hearing that color was still not ready, that more laboratory work and experimental operations were needed with respect to color and that we needed more channels for the present system of television in order to provide a sufficient number of channels for competition in the metropolitan communities and cities and towns throughout the United States.

It was the consensus of those who testified that a portion of the 475 to 890 megacycle band should be reserved for further experimentation with color television and that the entire band should not now be allocated for the present system of television.

It should be pointed out that the Commission, in evaluating this testimony, is aware of the fact that this evidence coming from the broadcasting industry as it did, was in accordance with the present interests of those who testified. In other words, all of those who testified for the continuance of the present system are either in the business of manufacturing transmitters and receivers or in the broadcasting business utilizing the present system of television or wanting badly to get into it.

The Commission has not yet reached a determination with respect to the above matters. In disposing of the questions raised in this proceeding the Commission must face the important policy questions involved in determining the future of television in this country. A decision must be made on the question of utilizing the UHF frequencies for high-definition black and white, color, the present black and white system or any other system.

### Additional Views of Commissioner Jones:

I am distressed that the inventor of the color television art does not now have the enthusiasm consistent with the zeal ordinarily growing from such a discovery as 6 megacycle color television.

There are TV broadcasting stations in only 33 metropolitan areas of the 140 areas provided for by 12 VHF channels. One million receiving sets of the present models are in the service areas of the 55 TV licensees in these 33 areas. The manufacturers have not been able to supply the demand for television receivers in these 33 areas

during the freeze period. At least tube manufacturers have been a bottleneck, according to all the available information I have, to supply this market. There is no reason why this market should not continue in the metropolitan areas like New York, Chicago, etc., where all available VHF channels are assigned. I do not think we are obligated to consider the private interest of any of these 55 licensees or the manufacturers who are tooled up for black and white transmission and receiver production. Our interest is only the public interest and how much worse the public will be hurt when receivers of the price range of television receivers are distributed in 140 metropolitan areas. Would the manufacturers care when the market is glutted with television receivers in these 140 areas if they had recovered their investment or if they had made a profit from the investment in black and white television and then were ready to move to color or some other new development of the art? I think not. While there were many dislocations when the automobile factory replaced the horse collar factory, it is my opinion the public benefited by the invention and development of the automobile. How much more so should a regulatory agency be the first to provide standards for orderly development of color television and let the investing and listening public decide what it wants.

In my opinion color television can be provided for now. Every day the problem of changeover becomes more severe. The modification of black and white transmitters and receivers is minor compared to the other considerations involved. This modification of receivers should not cost more than converters for present TV receivers to receive signals in the UHF band if and when UHF bands are opened to commercial broadcasting.

I believe television will not be a full-grown industry until color is provided. Color excites one of our most responsive senses. A travelogue in color, an oil painting reproduced in color, an advertisement for colorful clothing in color—what a difference in enjoyment the TV viewer would get. If we think in terms of opening the UHF in 6000 kc band width per channel so that licenses may be granted and licensees may operate TV broadcast stations in small markets where FM and AM broadcasts now serve the public interest, color is almost a must to cut down operating expenses. For example, black and white TV has to depend largely upon action (movement) which becomes a rather expensive type of program to produce. The enjoyment of color alone would necessitate less action. Possibly the industry has been too wrapped up in the fact that TV is such an effective advertising medium, giving the viewer such an indelible impression of the broadcast. This is a two-edged sword. The indelible impression not only makes repetition less necessary but also *more objectionable*. One might listen to the same identical record of music hundreds of times over a long period but he would not enjoy such repetition of the same movie. This factor is a major one in TV and can be expected to become more crucial as the novelty wears off. Color will provide a whole new dimension in programming.

I have stated my views more fully because I do not think 1,000,000 receivers now should impair the whole future television system.

QUESTION (B): Has consideration been given to the prevention of the element of monopoly control both in the manufacture of the equipments used for transmission and reception of television as well as in the broadcast of the programs?

This question is really two questions—the first has to do with the element of monopoly control in the manufacture of transmitters and receivers—the second has to do with the element of monopoly control in the broadcast of television programs.

The Commission has no control over manufacturers as such. However, with reference to manufacturers who are either licensees or applicant for licenses, the Commission can and does consider their activities with respect to any monopolistic patent control they may exercise or any activities which constitute restraint of trade or unfair competition within the meaning of the Sherman or Clayton Act in order to determine the qualifications of such persons to operate a radio station in the public interest.

The authority of the Commission in this regard has been sustained by the Supreme Court in *National Broadcasting Company v. United States*, 319 U. S. 190. The Court in that opinion stated (pp. 222-224):

A totally different source of attack upon the Regulations is found in Sec. 311 of the Act, which authorizes the Commission to withhold licenses from persons convicted of having violated the anti-trust laws. Two contentions are made—first, that this provision puts considerations relating to competition outside the Commission's concern before an applicant has been convicted of monopoly or other restraints of trade, and second, that, in any event, the Commission misconceived the scope of its powers under Sec. 311 in issuing the Regulations. Both of these contentions are unfounded. Section 311 derives from Sec. 13 of the Radio Act of 1927, which expressly commanded, rather than merely authorized, the Commission to refuse a license to any person judicially found guilty of having violated the anti-trust laws. The change in the 1934 Act was made, in the words of Senator Dill, the manager of the legislation in the Senate, because "it seemed fair to the committee to do that." *78 Cong. Rec. 8825*. The Commission was thus permitted to exercise its judgment as to whether violation of the anti-trust laws disqualified an applicant from operating a station in the "public interest." We agree with the District Court that "The necessary implication from this (amendment in 1934) was that the Commission might infer from the fact that the applicant had in the past tried to monopolize radio, or had engaged in unfair methods of competition, that the disposition so manifested would continue and that if it did it would make him an unfit licensee." *47 F. Supp. 940, 944*.

That the Commission may refuse to grant a license to persons adjudged guilty in a court of law of conduct in violation of the anti-trust laws certainly does not render irrelevant consideration by the Commission of the effect of such conduct upon the "public interest, convenience, or necessity." A licensee charged with practices in contravention of this standard cannot continue to hold his license merely because his conduct is also in violation of the anti-trust laws and he has not yet been proceeded against and convicted. By clarifying in Sec. 311 the scope of the Commission's authority in dealing with persons convicted of violating the anti-trust laws, Congress can hardly be deemed to have limited the concept of "public interest" so as to exclude all considerations relating to monopoly and unreasonable restraints upon commerce. Nothing in the provisions or history of the Act lends support to the inference that the Commission was denied the power to refuse a license to a station not operating in the "public interest," merely because its misconduct happened to be an unconvicted violation of the anti-trust laws.

Alternatively, it is urged that the Regulations constitute an ultra vires attempt by the Commission to enforce the anti-trust laws, and that the enforcement of the anti-trust laws is the province not of the Commission but of the Attorney General and the courts. This contention misconceives the basis of the Commission's action. The Commission's Report indicates plainly enough that the Commission was not attempting to administer the anti-trust laws:

"The prohibitions of the Sherman Act apply to broadcasting. This Commission, although not charged with the duty of enforcing that law, should administer its regulatory powers with respect to broadcasting in the light of the purposes which the Sherman Act was designed to achieve. . . . While many of the network practices raise serious questions under the antitrust laws, our jurisdiction does not depend on a showing that they do in fact constitute a violation of the anti-trust laws. It is not our function to apply the anti-trust laws as such. It is our duty, however, to refuse licenses or renewals to any person who engages or proposes to engage in practices which will prevent either himself or other licensees or both from making the fullest use of radio facilities. This is the standard of public interest, convenience or necessity which we must apply to all applications for licenses and renewals. . . . We do not predicate our jurisdiction to issue the regulations on the ground that the network practices violate the antitrust laws. We are issuing these regulations



because we have found that the network practices prevent the maximum utilization of radio facilities in the public interest." (*Report*, pp. 46, 83, 83n, 3.)

We conclude, therefore, that the Communications Act of 1934 authorized the Commission to promulgate regulations designed to correct the abuses disclosed by its investigation of chain broadcasting.

At the present time the Commission is conducting a study of the patent situation in the radio field and also the practice of companies in buying patents which they do not themselves own for licensing to others in order to determine whether such practices are inconsistent with the Sherman Act. Appropriate action under the above interpretation of law may result from this study.

It should be pointed out that the above interpretation of law is applicable not only to radio equipment manufacturers but also to licensees or applicants who engage in any activity which constitutes a restraint of trade or unfair competition within the meaning of the Sherman or Clayton Act whether or not such activity is in the field of radio manufacturing. In this connection there is presently pending before the Commission the question whether certain movie companies whose conduct has been found by the Supreme Court to be in violation of the Sherman Act are qualified to be licensees.

In promulgating Standards of Good Engineering Practice—and particularly Transmission Standards—the Commission must be particularly alert to avoid giving any particular company an unwarranted advantage over its competition by virtue of its patent position. In writing such standard we make a real effort to show no favoritism to any particular manufacturing company. However, we believe that our duty under the Communications Act requires us to adopt those standards which will result in the optimum radio service to the public. If it should turn out that any one company or group of companies are in a position to acquire or exercise monopoly control in the industry as a result of patents held by them, we would refer the matter to the Department of Justice for appropriate action under the anti-trust laws, or, if the manufacturer were a licensee, or an applicant for a license, the Commission would consider such facts in determining whether the manufacturer was qualified to operate a radio station in the public interest. Or the Commission could take both steps. We believe that in this manner the best system of television broadcasting is made possible for the American people while at the same time the maximum protection is afforded against the development of maintenance of monopoly.

The second part of your question deals with the element of monopoly control insofar as programs are concerned. The Commission in 1938 did conduct a very extensive investigation concerning this problem so far as programs in the standard broadcast field were concerned. At that time the Commission looked into such problems as contractual relationship between the networks and their affiliates, ownership of stations by networks, ownership by the same company of more than one network, relationship between the networks and the talent bureaus, relationship between the networks and record companies, and many other related problems. As a result of this investigation the Commission in 1941 issued a report and promulgated its chain broadcasting regulations. In brief, these regulations forbade any one organization from owning more than one network, prohibited the ownership by networks of stations in certain types of communities, and prescribed detailed regulations governing the contractual relationship between the networks and their affiliates. No action was taken with respect to the relation between the networks and the talent companies or the relation between the networks and recording companies. At about the same time the Commission also adopted regulations forbidding the ownership of more than six FM stations or five television stations by any one person or company. In addition, as a matter of practice, no group has been permitted to own more than seven standard broadcast stations. These rules apply to networks as well as to other licensees.

No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting but also to reexamine some of the problems concerning the relationship of the networks to talent

bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. The chain broadcasting regulations themselves were carried over almost bodily into the FM and television field without a separate investigation. It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly.

In this connection it should be pointed out that the authority of the Commission to deal with networks is rather limited. The Commission has no jurisdiction over networks as such and the Commission does not have the authority to license or regulate networks. In attempting to cover problems which arise out of the relation of the networks to affiliates, the Commission cannot enact regulations which apply directly to the networks. Our regulations are applicable to the stations, who are licensees, even though in most instances the practice at which the regulation is directed is against the interest of the licensee who engages in such practice not of choice but because of the practical economic necessity of having a network affiliation.

It is true, of course, that most of the networks do own radio stations and the networks allege that the ownership of such stations by networks is indispensable to their successful operation. The Commission can and does consider the qualification of the networks in passing upon applications for renewal of license of their stations. And the Commission would be warranted in refusing a renewal of license on the ground of lack of qualifications if a network compelled its affiliates to violate the network regulations. However, this is a clumsy method of enforcing regulatory policy. Since denial of renewal of license is a death sentence, proof must be full that the network did compel disobedience by the affiliates. This is a very difficult matter to prove even when it exists since the pressures of the network on the affiliates are subtle and indirect and the affiliates are unwilling to testify that their conduct is coerced for fear of losing both their license and network affiliation.

•

**QUESTION (C):** To what extent, if any, would the permanent assignment of the very-high-frequencies presently used for television, mitigate against or prevent rapid development and use of the ultra-high-frequencies when and if ultra-high is made available for commercial licensing?

The 12 television channels in the very high frequency band are part of the Commission's Rules. These assignments, like any assignments, are subject to change in whole or in part pursuant to proper notice in accordance with the Administrative Procedure Act. There is no outstanding notice proposing to delete any of the 12 channels.

Turning specifically to your question, it seems obvious that if the Commission should authorize the use of a portion of the ultra-high frequencies for the present television system there would be a rather rapid development of that part of the spectrum. This opinion is based on the fact that tremendous interest has been shown in television broadcasting and that the 12 channels presently available for television are not nearly enough to take care of the demand. With the present 12 channels many populous communities are unable to have any television stations of their own and still other cities are restricted to one or two stations. If television channels were added in the UHF band, it would be possible to add stations in communities where television today is not possible and additional stations could be authorized in those communities where there is an inadequate number of stations under the present allocation. The testimony at the hearing indicated that there were no insuperable obstacles to the development or production of equipment under the present engineering standards capable of operating in the ultra-high frequency band at a fairly early date.

A recent development highlights this point. At the September 20th hearing, many of the manufacturers urged the Commission so far as possible not to mix VHF and UHF television assignments in the same city. The Commission is in receipt of a letter dated February 18, 1949, from the Radio Manufacturers Association. All of the major radio manufacturers are members of this Associa-

tion. The Association recommends that the Commission provide for black and white television on the UHF utilizing the present standards. It also urges that the Commission assign sufficient UHF channels so that cities capable of supporting television should be able to have a minimum of four stations. The Association recommends that UHF and VHF assignments be so made as to provide a minimum of overlap. However, since it is not possible for most cities to have four television stations in the VHF band, the result will be that in some instances both VHF and UHF television stations will be assigned in the same city.

Thus far we have been discussing the development there would likely be in the UHF band if the Commission were to authorize stations on the basis of the present standards. On the other hand, if the Commission were to authorize the use of the ultra-high frequencies for color only or for wide-band black and white only, it seems apparent that the development of the ultra-high frequency band would proceed at a fairly slow pace. This is due to the fact that much of the equipment needed for such broadcast service has not yet been developed even in the laboratory, nor has such equipment been field tested. Obviously, none of the manufacturers are tooled up to produce such equipment. Accordingly, since the public would not be able to buy television receivers for such television system, there would not be much incentive for applicants to invest the large sums of money necessary for such television service in the ultra-high band. Instead, applicants would be inclined to invest their funds in VHF television where there is a possibility of return on their investment. This would tend put great pressure on the Commission to make a nationwide television system out of the present 12 VHF channels, an obviously impossible situation.

In pointing out these facts to you we desire to reiterate that we are aware that there are important vested interests who would like to see the present standards in the VHF band transposed to the UHF band so that there would be a minimum disruption to their interests. On the other hand, we are equally aware that there are other vested interests that would like to see new standards imposed in the UHF band if for no other reason than that the disruption which such new standards would cause to television in general would make it possible for these vested interests to postpone for as long as possible the necessity of investing additional sums in order to enter television.

The Commission cannot afford to neglect considering these conflicting interests in aiding it to evaluate the evidence which is presented at hearings. Our duty, however, under the Communications Act is clear—we should adopt the best possible system of television and not be influenced by any private interests, but only by the public interest.

#### Additional Views of Commissioner Jones:

Commissioner Jones is of the opinion that while the first two paragraphs on this page [paragraphs 4 and 5 of answers to Question (c)] may be a correct analysis of the situation, he personally feels that if the UHF bands are opened for commercial television broadcasting, television equipment in that band will develop more rapidly than is indicated in those paragraphs.

**QUESTION (D):** To what extent, if any, would such continued use of present television frequencies have the practical effect of denying entry into television operation by the large majority of present-day smaller operators of AM radio stations?

If additional channels are not made available for television, most of the present day operators in the aural radio field will not have an opportunity to become television broadcasters. This is true because, with 12 VHF channels, it will not be possible for some cities and towns which have standard broadcast facilities to have any television channels. Moreover, in practically all other cities where there will be some television service, there will be far fewer television stations than there are standard broadcast stations. Thus, as a matter of arithmetic, most of the standard broadcast licensees will not be able to enter television if there are only 12 channels assigned. The only way that a large majority of present day operators in the aural broadcasting field will have opportunity to get into television will be by action of the Commission making available more channels for the television service.

**QUESTION (E):** What study, if any, has been given to the potentially monopolistic features of the so-called "stratovision" television scheme of broadcast?

**QUESTION (F):** Would the "stratovision" system be used solely for relaying nationwide television programs, thus serving as a common carrier with rates strictly regulated and service available to all comers, or would the system be used as a television broadcast medium whereby a single operator, or two or three operators, would be granted licenses to serve the entire United States with their own television programs?

At the present time "stratovision" is operating experimentally under an experimental license issued by the Commission. In the June 1948 allocation proceedings, a proposal was made by Westinghouse that one of the VHF channels at Pittsburgh be available to Westinghouse for the "stratovision" system of television. This petition was ruled inadmissible in that proceeding because an inadequate showing had been made as to its effect upon the allocation plan. There is no other proposal before the Commission for the utilization of "stratovision" in the VHF frequencies. However, Westinghouse proposed in the hearing on September 20, on utilization of the ultra-high frequencies that a number of frequencies in that band be made available for "stratovision."

The Commission is watching the "stratovision" experiment with great interest. If the system works, it could mean television service to extensive rural areas which would otherwise be outside the range of any television station utilizing a land-based antenna. Thus, "stratovision" would do for UHF television what clear channels were designed for standard broadcasting and very high power stations are authorized to do in the FM field. The Commission feels that it must be concerned about getting television service to all the people of this country and not simply to those living in suburban areas.

Of course, in considering the question of "stratovision" that concern must be balanced by consideration of the economic and social problems involved in the licensing of a single broadcaster to serve an extremely large area, perhaps embracing within its service area as much as the combined service area of several television stations with land-based antenna. Please be assured that the Commission in considering the problems of "stratovision" will give earnest and sincere consideration not only to the technical problems but to the economic and social problems which are implicit in the system. In this connection, if "stratovision" should prove feasible the Commission would give very careful consideration to the matter set forth in Question (f) as to whether the system should be restricted to relay functions only, or whether the operators of a "stratovision" station should be required to assume the obligations of a common carrier.

Of course, if the Commission should ultimately license "stratovision," very careful safeguards would be imposed with respect to the ownership of more than one station by the same group. Thus, while the owner of a "stratovision" station would have important business competitive advantages over the operators of stations utilizing land-based antennas, from the point of view of control of program sources, his power would be much less than that of any of the existing networks. Even today, the networks have control over the programs that reach virtually all people of the United States. If "stratovision" were authorized, the Commission would give careful consideration to the question as to whether networks should be precluded from owning any such stations and, indeed, whether such stations should be permitted to be affiliated with any of the networks. In this manner "stratovision" stations might serve as a very useful antidote to the power presently held by the networks over programs heard by the American people.

#### Additional Views of Commissioner Jones:

Commissioner Jones believes that stratovision should be considered in the light of a method of getting service to the widest areas possible, rural, urban and metropolitan. Although Westinghouse has been the proponent of the system and has experimental licenses, and on one occasion at least NBC broadcast from planes over Wash-

ington, Cleveland and New York, apparently utilizing the stratovision principle, I don't think the discussion of the subject should be related to particular companies when the consideration of standards for the system are being considered.

Stratovision like most other major scientific achievements offers possibility of both good and evil depending on how we choose to use the tools given us. One possibility is to refuse to use the tool and the other is to use it for mankind's benefit. The biggest question raised against stratovision is the tremendous economic power that would be available to a licensee or licensees of the stratovision broadcasting planes, or the monopolistic possibilities of blanketing the nation by the use of the system. I think this question of economic empire in the broadcast field should be viewed in the light of the facts as they might be in the television broadcasting industry if it should develop that the Commission must adopt standards upon the patent claims of one manufacturer, and a subsidiary of that manufacturer is one of the large networks and by affiliation contracts with other licensees will provide network programs over a considerable portion of the country by coaxial cable tielines. If that manufacturer also purchases from other owners of patents the right to license others to manufacture under such patents, stratovision might be the only means of providing competition to such company or companies controlled by such company.

Stratovision system of operations appears at the present state of the art to offer the only possibility for the thinly populated areas of the country to generally receive satisfactory TV signals. When the 140 channels are all assigned it does not appear likely that the thinly populated areas of the country will generally receive satisfactory TV signals from stations operating on the ground. Many more densely populated areas cannot expect service by coaxial relay and land operated stations for a number of years, if ever. In many smaller cities only one TV frequency is available and economics might well limit the smaller cities to one station regardless of frequencies available. With regard to this point, much wishful thinking has gone on with comparison of TV with the regular broadcast service. Television is a tremendously more expensive operation and the economics might not permit as many stations as AM and FM broadcast stations. Although we might get competition in the larger cities by a larger number of stations some other means of insuring competition is needed for the general solution of the problem. One thing which definitely seems undesirable is the present allocation with some cities with seven stations, others with one. Most everyone agrees that most television programming must be done on a chain basis but how can seven, six, five, four, three or even two chains be supplied to the TV viewer in the one-station community?

Stratovision offers a means of supplying broadcast TV signals over the large areas in addition to supplying the relaying of program material. The Stratovision station should be located to supply the large areas principally and the highly populated areas incidentally. We should not permit a situation to develop as in the case of our present clear channel stations which are used primarily to supply large cities. Stations on the ground could still provide service to the larger cities and within those cities should be able to provide the higher signal intensities generally required together with program items of local interest.

On the other hand, if stratovision as a licensee or as a license system seems undesirable, certainly stratovision transmission should be considered seriously as a common carrier. This concept of common carrier places the competition at the program level rather than at the station level.

If three broadcasting channels were provided for each stratovision plane, three separate programs would be available over all the large areas. In addition the same and other programs could be available in the larger cities. No chain or group would necessarily have exclusive use of any stratovision facility. Undoubtedly this poses many regulatory problems, but the residents of large areas whose very isolation makes TV most important to them may go without TV service unless stratovision is employed or some other development of the art is established.

Finally, your letter states:

"Also, we are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolescent. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection."

At the outset, it should be pointed out, that television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely. As was pointed out earlier, no proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels.

Of course, if ultra-high channels are added, there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat but as is recognized in your letter, converters are not as satisfactory as regular receivers.

It is not possible to measure accurately the degree of partial obsolescence that might result from adding ultra-high channels. No official census exists concerning ownership of television receivers by the public. However, a rather comprehensive survey made by *Television Magazine* shows that there were slightly more than 1,000,000 television sets installed as of February 1, 1949. Of this number only 69,700—or less than 7%—were in cities in which fewer than four television stations have been allocated. Only 27,000—or less than 3%—were in cities to which only one station has been allocated. Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if ultra-high channels are added.

Moreover, as is stated in your letter, the Commission at the present time has no authority to require manufacturers to notify prospective purchasers concerning possible obsolescence of television receivers. You ask our opinion as to whether legislation is desirable on this point.

This question poses a fundamental problem of the proper scope of the federal government in protecting consumers against the purchase of possible obsolete equipment. This would be a problem not only for this Commission but also for other government agencies. In our field the task would be extremely difficult. Radio broadcasting is but a quarter of a century old and already developments have occurred which in other fields would have taken a century. In the space of a quarter of a century not only has standard broadcasting been developed but in addition two new services—FM and television—have gotten off to a healthy start and facsimile broadcasting appears to be ready to make its debut. Moreover, developments occur so fast that there is no assurance that some revolutionary development will not emerge from the laboratory that will make present systems obsolete because the public advantage to be gained from its adoption outweighs the public burden incident to partial or complete obsolescence of equipment.

The radio industry is an empirical industry. Its rapid development has resulted from the vision of its leaders and inventors. New developments cannot be scheduled and therefore, it is extremely difficult, if not impossible, to determine when any piece of radio receiving equipment may become obsolete. We are unable, therefore, to make any recommendation regarding obsolescence of equipment now being manufactured and sold, unless some arbitrary rule is invoked in order to prevent obsolescence. The Commission is of the opinion that no such rule can be drawn which can be applied with equity under all circumstances. It prefers to reach a decision upon the balance of the public interest, convenience and necessity as determined by each situation.

**Additional Views of Commissioner Hennock:**

Although the Commission believes that the ultimate decision must be made by the consumer and that he must bear the risk of obsolescence in this regard as he does with many other purchases, I firmly believe that his determination should be based on the fullest information possible. As is implicit in your letter, the possibilities of obsolescence of television equipment in a very short time are much greater than for any other type of broadcast equipment. Even with the advent of different methods of aural broadcasting, present standard broadcast receivers will be of considerable value for some time to come since there is little, if any, foreseeable possibility that this system will be discarded. However, in those cities in which a deletion of the present VHF television frequencies may occur with a consequent allocation of UHF, present television receivers may be rendered only as valuable as the converters designed for them are efficient, and their use would, of course, involve an additional expense.

It would seem desirable to make clear to the public the uncertainties inherent in the purchase of any particular television receiver. Any risk taken by the public would then be a calculated one. To that end, a requirement that manufacturers of such equipment indicate plainly of just what components the set is composed, what functions it and they will serve and, based on public notices issued frequently and regularly by the Federal Communications Commission, whether there are under consideration any changes in frequency allocation or Standards for such equipment which would, if adopted, render such equipment less valuable, would be a salutary one. In connection with such statement the manufacturer would also provide the latest information furnished by the Commission with regard to possible adapting equipment which might minimize the possible loss due to obsolescence.

At the present time, the Federal Communications Commission has, as you pointed out in your letter, no authority to compel a disclosure of such information by television receiver manufacturers. However, legislation designed to effect this result, possibly through the jurisdiction of the Federal Trade Commission working in close harmony with the Federal Communications Commission, might prove feasible.

Members of the Federal Communications Commission are available at any time singly or severally to discuss the problems which you have raised in your letter of February 15 with you or with members of the Senate Committee on Interstate and Foreign Commerce.

By direction of the Commission

WAYNE COY,  
*Chairman.*

**STARTING PLANS OF THE CP HOLDERS:** Even if TV freeze ends in April or May, as promised (Vol. 5:4,5), there isn't much chance that many more unfrozen applicants can get grants and build in time to start operating by this year's end. So, looking at things practically, this year's additional new TV stations will come from the 67 presently non-frozen CP holders. These are being encouraged by FCC to go ahead. But who's actually building, and which stations will begin operating this year? To answer this question, put to us so often, we inquired of each CP holder -- and here's what we learned:

Most of the 67 expect to begin test operation, at least, before end of 1949, though plans are so fluid that few can specify starting dates except for probable month or season. Some say frankly they don't know, a few that they won't get going until 1950. Some are in trouble with FCC, their CPs stymied for time being, several even in danger of revocation. Only 9 ignored repeated requests for information.

Our guess still is that probably 40, possibly 50 more stations will really make it by Jan. 1, 1950. Experience has proved that very few ever meet long-range schedules in the intricate and costly task of getting a TV station on the air. So all we can do is pass on to you what they tell us about their prospective test and commercial starting dates, cautioning you to calculate that scheduled commercial operations seldom start earlier than a month after tests begin:

Testing or expected to begin tests during March: WTVJ, Miami, now testing, aiming for March 21 commercial debut; WAGA-TV, Atlanta, now testing, starts on regular schedule March 8; WICU, Erie, Pa., tests start March 1 and scheduled operation March 15; KECA-TV, Los Angeles, and KGO-TV, San Francisco, both owned by ABC, both now on equipment tests but commercial starts delayed until April or May due to re-building of studios; WLWC, Columbus, and WLWD, Dayton, both Crosley-owned, both nearing completion, due to be ready for tests before April 1 and full operation (via microwave hookup with WLWT, Cincinnati) within week or so thereafter; WKRC-TV, Cincinnati, latter March tests scheduled, with T-Day set for April 1; WGAL-TV, Lancaster, Pa., March tests, April 1 commercial; WKY-TV, Oklahoma City, latter March or early April tests; WTCN-TV, Minneapolis, latter March or April; WJAR-TV, Providence, now on equipment tests until April 15, best guess on regular schedule now June 1.

Tests planned in April-May-June, with possible commercial starting dates if reported: WDEL-TV, Wilmington, Del., April tests, May 15 commercial; WHTM, Rochester, April or May tests, June 1 commercial; KFMB-TV, San Diego, May tests; WKAL-TV, Rome, N.Y., May or June tests; KRON-TV, San Francisco, tests prior to June 1; WCPO-TV, Cincinnati, June 14 opening; WFBM-TV, Indianapolis, about June 1; WOR-TV, New York, around June 1; WXEL, Cleveland, early spring; KSL-TV, Salt Lake City, sometime in spring; WTTV, Bloomington, Ind., sometime in spring.

Tests planned in July-August-September: WAFM-TV, Birmingham, July tests, full operation by December; WBRC-TV, Birmingham, July tests, August or September commercial; WBNS-TV, Columbus (changed from WBNT), sometime in summer; WOC-TV, Davenport, Iowa, about Aug. 1; WSEE, St. Petersburg, Fla., late summer; KBTB, Dallas, July; KEYL, San Antonio, July; KTLX, Phoenix, July.

Fall or winter tests planned: WJIM-TV, Lansing, Mich., October; WSYR-TV, Syracuse, October; WOAI-TV, San Antonio, sometime in fall; KRLD-TV, Dallas, fall; WCON-TV, Atlanta, late 1949; WBT-TV, Charlotte, late fall; WNBK-TV, Binghamton, N.Y., late fall; WDAF-TV, Kansas City, last quarter 1949; WOI-TV, Ames, Iowa, last quarter 1949.

"Probably 1950": WTAR-TV, Norfolk, by April 1; WKZO-TV, Kalamazoo, Mich., early 1950; WTLE, Greensboro, N.C., summer or late fall of 1950.

"Don't know yet": WPDQ-TV and WJHP-TV, Jacksonville; WOW-TV and KMA-TV, Omaha; WMBT and WEEK-TV, Peoria; WJAC-TV, Johnstown, Pa.; WSM-TV, Nashville.

No replies: KGDM-TV, Stockton, Cal.; WMBR-TV and WJAX-TV, Jacksonville; WHBF-TV, Rock Island, Ill.; WTPS-TV, New Orleans; WLAV-TV, Grand Rapids; KOVB, Tulsa; KTVU, Portland, Ore.; WSAZ-TV, Huntington, W. Va. So far as we can learn, few if any of these have yet ordered equipment.

Status indeterminate, for various reasons: WHAS-TV, Louisville, hearing on proposed ownership transfer set March 2 (Vol. 5:5); KTRV, Minneapolis, CP conditional on divestment of stock owned by WTCN principals in Minneapolis Tribune and Star-Journal; WUTV, Indianapolis, ordered to hearing March 21 for delays, sale to WIRE proposed (Vol. 5:3,8); WRTV, New Orleans, ordered to hearing March 28 for delays (Vol. 4:43); WRTB, Waltham, Mass., hearing decision awaited (Vol. 5:6); WTVN, Columbus, ordered to hearing, date not set (Vol. 5:7); KARO, Riverside, Cal., Channel 1 assignment no longer available (see p. 31, TV Directory No. 6).

**TELEVISION KEEPS PEOPLE HOME, BUT—:** "We took them out of the home. Now television is bringing them back in."

There you have TV's impact upon American habit stated pointedly and succinctly -- by Henry Ford II in casual conversation the other day with Washington newspaper-radio correspondent Blair Moody (Detroit News).

Young Mr. Ford wasn't viewing with alarm -- knows everything new finds its proper niche, so isn't concerned lest fewer automobiles are used -- and few will gainsay his historical position to make this observation. But the quarreling starts when the pundits ponder what happens after people get home, in front of their sets.

Alarm over TV's impact on American culture hasn't reached violent peak that radio had to weather in its inceptive stages, but it's almost axiomatic that it will. Note headline: "Niebuhr Assails 'Vulgarization' of U.S. by Video" over story quoting eminent theologian Dr. Reinhold Niebuhr to effect that boxing typifies TV subject matter. He's concerned over installation of sets "at rate of a thousand a week." Perhaps he shouldn't be told it's nearer 30,000.

J. Raymond Tiffany, counsel to Book Manufacturers Institute, recounts losing "struggle" with set in his home (struggle for attention), expresses fear TV will seriously cut into reading habits, but concedes TV "can make a great contribution" if telecasters realize responsibilities. Mr. Tiffany might read comment of author-critic Joseph Wood Krutch in Feb. 26 Nation: "In the long run, surely, the only hope must lie, not in publishing books which can compete with television, but in publishing books which television cannot compete with...If [publishers] want the television audience, they would be much better advised to go into the television business themselves, for they certainly cannot beat it on its own ground."

There are many more worriers, including many a parent. Sanest critical approach we've seen recently was by radio editor Jack Gould in Jan. 30 New York Times: "As a medium growing at a dizzy pace, with many wholly unique problems to solve, television is entitled to considerable leniency...Its inevitable indiscretions should not be exaggerated because the industry's over-all record certainly has been a fine one." Gould warns against suggestive or unpleasant lapses, notes that "children's audience for video reaches a far lower age level than it does for radio" and that tots of 3, 4 and 5 can very easily be frightened.

An exacting critic of radio, Gould concludes that it's all up to the conscience of the telecaster: "The record of the radio industry in attempting to reduce matters of taste and judgment to a piece of paper in the form of a 'code' is too fresh and desultory to warrant a similar waste of time in television, which is moving so much faster."

Anyway, TV is making good conversation even if it's often charged with killing the art of conversation in the home -- and it's quite happy to be talked about, is even lending its facilities for occasional discussions of TV itself. As for its disruptive effect on children's habits, director James Hanrahan of Cleveland's WEWS made this pertinent reply to complaint of Mrs. Leonard Lyons, wife of the Broadway columnist and mother of four youngsters: "...we respectfully suggest that the broadcaster can't be asked to provide a substitute for home discipline. If it's time for the kids to do their homework, they should be told to do their homework, period."

**WHERE THE TV SETS ARE GOING:** Somewhat aged, but useful nevertheless, RMA's report on 4th quarter 1948 TV set shipments, issued this week, is tabulated in Supplement No. 61-B herewith. It shows not only to what cities the 354,314 sets were sent during that period, but also where the 1947-48 cumulative shipments of 964,206 went. Generally speaking, older TV cities increased their take by one-third to one-half in last 3 months of 1948. Again we caution that these figures should be regarded as good guide rather than exact census because (a) they're 2 months late, (b) sets aren't always installed in city to which shipped, (c) non-RMA (including Admiral), kits and pre-1947 production aren't counted.

**PRICES TREND DOWN, REG. W HELPS:** More 10-in. receivers priced under \$300, added to those reported in recent issues (Vol. 5:6-9), plus further reductions in other direct-view sizes, is dominant theme of this week's TV trade news. Also, feeling that easing of Regulation W (now requiring 15% down with 21 mo. to pay) will stimulate sales was expressed by Bruno-New York's Irving Sarnoff: "It is definitely a step in the right direction and certainly will increase sales considerably."

Question now asked on all hands is whether prime producers RCA and Philco will meet downward trend with cuts or with new lower-priced models -- but answer is in negative, for time being at least. Philco's Jimmy Carmine made his company's position quite clear recently, in announcing new line (Vol. 5:2). RCA says it hasn't any inventory whatsoever, is selling every set it can turn out, could sell more except that it's restrained by same tube shortage holding back others.

Currently, RCA distributors are disturbed by what they call "whispering campaign" against 16-in. metal-coned tube -- allegations it's defective, dangerous, etc. This is attributed to competition, dealer reluctance to push unit in such short supply. RCA topside says it's had nothing but good reports on 16-in. already in use, counters the whispers with announcement it's erecting new 100,000 sq. ft. addition to 160,000 sq. ft. factories at Marion, Ind. recently purchased from Farnsworth -- whole plant to be devoted to mass production of metal-coned picture tubes. In fact, pending new space, temporary machinery is being installed for immediate production.

\* \* \* \*

Westinghouse's new 10-in. table model (No. 223) is priced at \$269.95, built for areas of high signal intensity. Disclosed week after its more sensitive set at \$325 was announced (Vol. 5:9), new unit contains automatic frequency and gain controls, has 21 tubes and 3 rectifiers, will be on market end of this month...Crosley has cut price of 10-in. TV-FM table model from \$375 to \$299.95; 12-in. table, which Crosley also made for DuMont, from \$445 to \$425, same as DuMont Chatham (Vol. 5:9). New Crosley 10-in. consoles have AM-FM-LP, priced at \$499.95 and \$529.95; 10 and 16-in. consolette prices not yet announced...Manufacturing tieup between Crosley and DuMont (Vol. 4:8) has been terminated...GE's "under \$300" 10-in. (Vol. 5:7) has 17 tubes plus 3 rectifiers (Dome circuit), is priced at \$239.95 in plastic case, \$279.95 mahogany, \$289.95 blonde.

New private brand TVs are Firestone Tire & Rubber Co. 7-in. table at \$179.95; 10-in. table, \$279.95; 10-in. consolette, \$329.95...Tele-King now has 10-in. table model at \$229.95, down from \$289.50, and 10-in. consolette at \$289.95 (from \$319); nothing said about 10-in. at \$189.50 promised early this year (Vol. 5:2) but it has 2 new 12½-in. jobs: table at \$329.95, consolette, \$389.95...Regal Electronics has new 10-in. table model at \$199.95, 12½-in. console at \$299.95 -- both with 19 tubes and one rectifier. Its old 10-in. table model is cut from \$375 to \$350; new 12½-in. table model is \$389.50 -- both with 29 tubes, 2 rectifiers.

Stromberg-Carlson has reduced 12½-in. Manchester consolette with FM to \$549.50 (from original \$625), Lanchester console with AM-FM-LP to \$879.50 (from

\$985)...Brunswick has cut 15-in. TV-only \$895 Canton and \$995 Consort both down to \$795, and AM-FM-LP plus 45rpm Tibet console to \$1,295 (from \$1,795); has added 12x16-in. TV-only projection console Cathay, \$895. Brunswick recently turned over 10-in. to Emerson (Vol. 5:4), has eliminated \$795 Club and \$1,450 Brighton, both 15-in...Midwest Radio & Television Corp., Cincinnati, selling 12-in. chassis and sets by mail (Vol. 5:5), has reduced prices, now offers audio-less chassis for \$243.50; same with audio, \$269; same with AM-FM, \$344; audio-less console, \$322.50; same with audio, \$348; console with AM-FM-LP, \$475...Mars Television has cut 12-in. Baldwin table model from \$499 to \$449, has added 15-in. Princeton table and LaSalle console at \$549 and \$649 respectively in place of former \$750 Oxford table...Sentinel has 12-in. table out at \$369.95.

\* \* \* \*

Newly formed Tel-A-See Co., 706 Walnut St., Cincinnati, plans to make console embracing TV-radio-phono-motion picture projector (with sound) at \$350; founder is Fred C. Forney, industrial designer, with Samuel Shure, Cincinnati business man. Also planned is radio-silent movie console at \$150, radio-sound movie, \$200...New Snaider Television Corp., 540 Bushwick Ave., Brooklyn, N.Y. (associated with kit-maker Television Assembly) has 12-in. table model at \$425, 15-in. console \$555, 20x26-in. commercial projection console \$1,495 -- all with FM...Scophony's new TV receiver, reports Time Magazine, was shown in London last week; it's 7x6½-in., sells for \$220, and is said to use electrical wiring of home as antenna.

Stewart-Warner is coming out with DC-only 10-in. console at \$369.95 for DC areas, New York market first...New Delco private-brand TVs (General Motors) are 10-in. table and consoles (one of latter with AM-FM-LP and 45rpm), and 16-in. table -- no prices yet...Trav-Ler due with 10, 12-in. lines by end of March...Hoffman Radio out with new 10 and 12-in. tables, not yet priced; console at \$445 and \$495; 12-in. console with AM-FM-LP, \$845; 16-in. console with AM-FM-LP, \$945; plans big dealer meeting in Los Angeles March 21...Gilfillan has quit making radios, turning entirely to Govt. radar contracts, which leaves Hoffman and Packard-Bell only sizeable manufacturers on Pacific Coast...Magnavox is including adapter for RCA's 45rpm in all combinations, which already include Columbia LP.

**EMERSON EXCITED ABOUT PROJECTIONS:** Voicing what some radio makers and quite a few engineers are saying privately -- though RMA production reports up to now certainly don't even hint any such trend -- Emerson's president Ben Abrams predicts projection TV will dominate future set market. He told N.Y. Society of Security Analysts Friday his company is working on new low-price projection which will throw 12x16-in., 15x20-in., or even larger, pictures onto flat screen. Also in Emerson works is remote control device enabling viewers to operate TV sets from their chairs. Company, he said, is now producing 500 TV sets per day, expects to double that figure later, produce 150,000-200,000 this year; he estimated whole industry for 1949 at 2,250,000. Biggest of small-radio makers, Emerson's radio set production was reported running 3,500 to 4,000 per day, compared with 10,000 per day a year ago -- yet, due to TV, dollar volume is considerably up. Of Emerson's 1938 volume of \$31,000,000, Abrams said TV accounted for 25%, predicted it would be about 60% this year.

---

Critical importance of TV to radio manufacturers is emphasized in statistics adduced by RMA president Max Balcom (Sylvania) in talk March 2 before Los Angeles servicemen's Town Meeting. Though TV accounted for only 5.6% of all sets made in 1948, it accounted for 31% of dollars. During December, figures rose to 11½% and "almost 50%," respectively. And TV can take credit for pushing total value of sets sold in 1948 to record \$750,000,000 (manufacturers' level), despite 20% drop in sales of non-TV sets. It's obvious radio industry would be in tough situation without TV, unless it had come up with some other potent revenue producer.

Farnsworth report for 9 mo. ending Jan. 31 (subject to audit) shows net loss of \$3,479,148 vs. net income of \$230,041 for same period preceding year.

Westinghouse president Gwilym A. Price told newsmen Feb. 28 that TV will outrank AM-FM sales 4 to 1 this year, estimated Westinghouse will turn out 125,000 TV sets this year. Crosley radio-TV chief Stanley Glaser told Columbus dealer meeting same day his company will produce 200,000 TVs this year.

Wall Street Journal says preliminary reports indicate DuMont 1948 sales more than double 1947, profits up 400%. Volume for 1948 is estimated at \$26,000,000, profit more than \$2,600,000 vs. \$11,000,000 sales and \$563,677 profits in 1947. "Since the turn of this year," says the *Journal*, "DuMont, it is understood, has been operating at a rate of \$50,000,000 a year."

Scophony Ltd., London, having recently acquired John Logie Baird Ltd., is changing name to Scophony-Baird Ltd.



Cumulative Figures

TV RECEIVING SET SHIPMENTS BY AREAS, 1947 & 1948

RMA's latest quarterly report on members' shipments, released March 4. Note: 1946 shipments (6,476) and pre-war output (estimated at around 10,000) not included, nor are kits and non-RMA shipments.

Area	Last 3 mo. 1948	Total 1948	Total 1947-48	Area	Last 3 mo. 1948	Total 1948	Total 1947-48
<u>ALABAMA</u>				<u>GEORGIA</u>			
Birmingham.....	21	23	23	Atlanta.....	2,215	4,455	4,455
<u>ARKANSAS</u>				Other.....			
Little Rock.....	19	19	19		31	376	376
Other.....	41	42	42	<u>ILLINOIS</u>			
<u>CALIFORNIA</u>				Chicago.....			
Fresno.....	8	11	11	Moline.....	25,419	58,622	72,345
Los Angeles.....	29,060	67,392	75,250	Peoria.....	26	26	26
Long Beach.....	554	554	554	Rockford.....	304	365	365
Oakland.....	58	60	60	Rock Island.....	52	82	82
Santa Barbara.....	201	201	201	Sterling.....	20	20	20
San Diego.....	337	536	536	Tuscola.....	16	16	16
San Francisco.....	8,698	11,638	11,665	Other.....	416	729	733
Other.....	470	1,144	1,157	<u>INDIANA</u>			
<u>COLORADO</u>				Fort Wayne.....			
Denver.....	25	37	37	Gary.....	47	47	47
<u>CONNECTICUT</u>				Hammond.....			
Bridgeport.....	963	2,039	2,039	Indianapolis.....	1,931	2,261	2,261
Hartford.....	2,730	8,546	11,492	South Bend.....	214	214	214
New Britain.....	37	144	144	Other.....	301	423	423
New Haven.....	748	2,012	2,012	Cities unstated.....	705	1,172	1,429
Waterbury.....	23	117	117	<u>IOWA</u>			
Other.....	147	331	688	Madison.....			
Cities unstated.....	214	580	580	Other.....			
<u>DELAWARE</u>				KANSAS			
Wilmington.....	1,157	2,550	2,724	Cities unstated.....			
Other.....	7	7	7	KENTUCKY			
<u>DISTRICT OF COLUMBIA</u>				Louisville.....			
Washington.....	10,124	25,556	30,338	Other.....			
<u>FLORIDA</u>				Cities unstated.....			
Miami.....	52	748	789	LOUISIANA			
Tampa.....	--	44	44	New Orleans.....			
Cities unstated.....	--	54	54	Other.....			

(over)

Area	Last 3 mo. 1948	Total 1948	Total 1947-48	Area	Last 3 mo. 1948	Total 1948	Total 1947-48
<u>MAINE</u>				<u>NEW JERSEY (Cont'd)</u>			
Cities unstated.....	9	14	14	Runnemede.....	13	13	13
<u>MARYLAND</u>				Trenton... ..	1,832	3,942	5,101
Baltimore.....	12,115	24,219	27,885	Other.....	861	1,445	5,128
Other.....	258	318	375	Cities unstated....	4,019	6,579	6,579
<u>MASSACHUSETTS</u>				<u>NEW MEXICO</u>			
Boston.....	11,692	27,728	29,095	Albuquerque.....	118	225	246
Cambridge.....	2,182	3,797	3,797	<u>NEW YORK</u>			
Springfield.....	46	159	159	Albany.....	3,836	9,015	11,933
Taunton.....	48	48	48	Binghamton.....	20	53	53
Worcester.....	152	994	994	Buffalo.....	3,320	8,044	8,687
Other.....	120	229	265	Long Island.....	5,217	9,362	9,986
Cities unstated.....	46	321	321	Middletown.....	153	153	153
<u>MICHIGAN</u>				Newburgh.....	34	34	34
Detroit.....	12,602	21,090	25,942	New Rochelle.....	63	110	110
Grand Rapids.....	117	148	148	New York City.....	79,087	200,228	256,873
Pontiac.....	24	24	24	Poughkeepsie.....	251	677	813
Other.....	126	187	222	Rochester.....	57	65	65
<u>MINNESOTA</u>				Schenectady.....	85	453	491
Minneapolis-				Syracuse.....	1,679	1,734	1,734
St. Paul.....	2,407	5,823	6,223	Tarrytown.....	33	33	33
Other.....	9	13	13	Utica.....	45	66	66
<u>MISSISSIPPI</u>				Westchester.....	929	1,251	1,486
Cities unstated.....	27	30	30	Other.....	474	677	683
<u>MISSOURI</u>				Cities unstated.....	---	729	729
Kansas City.....	18	502	502	<u>NORTH CAROLINA</u>			
St. Louis.....	5,718	11,759	15,849	Charlotte.....	202	219	219
Other.....	25	76	76	Other.....	1	12	12
<u>NEBRASKA</u>				<u>NORTH DAKOTA</u>			
Cities unstated.....	1	31	31	City unstated.....	---	1	1
<u>NEW HAMPSHIRE</u>				<u>OHIO</u>			
Manchester.....	100	309	309	Akron.....	840	1,319	1,565
Other.....	36	46	46	Canton.....	89	186	186
<u>NEW JERSEY</u>				Cincinnati.....	3,449	7,457	9,617
Atlantic City.....	915	1,109	1,109	Cleveland.....	7,878	16,880	19,462
Camden.....	11	11	11	Columbus.....	16	22	22
Irvington.....	587	587	587	Dayton.....	995	1,763	1,763
Jersey City.....	286	286	286	Toledo.....	2,716	5,346	5,349
Newark.....	23,120	65,301	87,459	Youngstown.....	135	142	142
Newark-Trenton.....	---	2,155	2,155	Other.....	289	843	843
New Brunswick.....	21	21	21	<u>OKLAHOMA</u>			
Paterson.....	958	1,864	1,864	Oklahoma City.....	13	18	18
				Other.....	9	10	10
				<u>OREGON</u>			
				Portland.....	123	125	125
				Other.....	4	9	9

(more)

<u>Area</u>	<u>Last 3 mo.</u> <u>1948</u>	<u>Total</u> <u>1948</u>	<u>Total</u> <u>1947-48</u>	<u>Area</u>	<u>Last 3 mo.</u> <u>1948</u>	<u>Total</u> <u>1948</u>	<u>Total</u> <u>1947-48</u>
<u>PENNSYLVANIA</u>				<u>UTAH</u>			
Allentown.....	700	2,024	2,147	Salt Lake City.....	473	977	977
Easton.....	46	46	46	Cities unstated.....	23	24	24
Erie.....	248	303	303	<u>VERMONT</u>			
Harrisburg.....	195	201	201	Cities unstated.....	-	3	3
Hazleton.....	2	103	103	<u>VIRGINIA</u>			
Lancaster.....	139	285	285	Alexandria.....	15	15	15
Philadelphia.....	34,874	79,446	98,369	Norfolk.....	196	286	286
Pittsburgh.....	4,544	5,652	5,652	Richmond.....	648	2,452	2,846
Pottsville.....	122	144	144	Other.....	46	168	173
Reading.....	563	1,224	1,449	<u>WASHINGTON</u>			
Sunbury.....	80	119	119	Seattle.....	4,123	4,450	4,450
Williamsport.....	21	31	31	Tacoma.....	43	47	47
Other.....	304	720	838	Other.....	66	72	72
<u>RHODE ISLAND</u>				<u>WEST VIRGINIA</u>			
Providence.....	1,610	3,263	3,266	Clarksburg.....	30	41	41
Other.....	142	1,115	1,115	Wheeling.....	94	97	97
<u>TENNESSEE</u>				Other.....	21	29	29
Chattanooga.....	--	--	15	<u>WISCONSIN</u>			
Knoxville.....	10	19	19	Madison.....	73	96	96
Memphis.....	2,212	3,057	3,057	Milwaukee.....	6,129	10,544	12,859
Nashville.....	39	40	40	Other.....	49	80	80
Other.....	22	30	30	<u>AREAS NOT DETERMINED</u>			
<u>TEXAS</u>				DETERMINED.....	6,366	26,991	29,037
Dallas.....	1,495	3,979	3,982	<u>TOTAL SHIPMENTS</u>			
El Paso.....	63	163	163	354,314	802,025	964,206	
Fort Worth.....	800	2,093	2,093				
Houston.....	1,981	2,047	2,047				
Other.....	33	249	249				
Cities unstated.....	---	175	175				

**AS WE SIZE UP 'THE ZENITH STORY':** It's Zenith vs. the entire TV industry on Comdr. Gene McDonald's widely advertised thesis that Zenith's TV sets -- and Zenith's alone -- won't be obsolete when uhf is added. From where we sit, it looks like a knock-down-drag-out which nobody's going to win and which may slow down the billion-dollar TV industry's meteoric pace. Unless a halt is called to the bitterest trade outbursts in all radio's checkered history, a lot of folk are going to get hurt -- manufacturers, distributors, dealers, telecasters. Irony of it all is that the main target of McDonald's attack, RCA, and the dozen biggest among the 100-odd manufacturers presently engaged in TV manufacture are best able to withstand the onslaught by reason of their market and financial positions. For no one feels today's TV can be stopped -- though it could be slowed down.

First, let's reemphasize what we stated last week (Vol. 5:10) in reporting on talk by FCC Chairman Wayne Coy: There is no plan afoot to take away any of TV's present 12 channels. Not even Zenith claims that. What the fight's all about, then, resolves itself to this:

Has Zenith played fair in its full page ads of March 6 and 13 captioned "Expected changes in wavelengths will not obsolete Zenith television"? [See enclosed facsimiles of both ads.] Comdr. McDonald said 26 newspapers accepted, 10 rejected March 6 ad which makes flat claim that only Zenith's sets are ready for new uhf channels as and when they're added. Yet, these are the unquestioned facts:

(a) FCC hasn't allocated uhf yet, nobody knows what portion of band will be allocated for black and white or color, no commercial stations on uhf are in prospect for a year or more.

(b) If uhf allocations are made before year's end, which is likely, Zenith assumes uhf standards will be same as for present vhf, also likely -- though fact is this hasn't been officially decided. For example, as against present 6 mc bandwidth, there's some sentiment for 8 mc, 10-12 mc, color, or polycasting (using FM). Zenith's turret tuners admittedly would be useless on anything but 6 mc.

(c) Also undecided is whether and where uhf will be added: Will existing vhf cities get them? Will there continue to be vhf-only cities? Will there be uhf-only cities? Answers aren't forthcoming from FCC yet, though some intermingling is likely (Vol. 5:9), and on FCC's allocations rest determination whether present TV sets will be adequate. Meanwhile, in today's 32 TV areas each owner must decide for himself whether he's getting his money's worth out of today's TV service, which is in no danger of being curtailed by loss of any present channels.

Main point is that FCC hasn't acted yet, is still working on tough technical problems, presumably has situation in hand. Certainly, under Chairman Coy, whose relations with McDonald are as pleasant as with most other industry leaders, this Commission isn't under any undue influences. There's also the inescapable fact that the first projected uhf station planned for full scale "guinea pig" operation, in Bridgeport, Conn. (Vol. 5:7), hasn't even been authorized yet, much less built. Nor is much known about uhf propagation due to lack of sustained experience, and it's a fact that no one yet has come forth with power tubes capable of doing a job comparable to today's vhf.

In a word, then, vhf is here to stay, uhf will be added -- though when and how and where remain to be decided by the FCC. Meanwhile, the Zenith ads fell like a bombshell on the flourishing TV market, its impact threefold:

1. Struck fear into trade lest public be discouraged from buying sets in areas already TV-served. Aroused bitter resentment among most manufacturers, for a depressed radio market was just beginning to turn into a lush TV business. Angered most telecasters, dependent on continued set sales for increased "circulation."

2. Paralleled another "loaded" letter from Colorado's Senator Johnson, indicating his Committee on Interstate Commerce will investigate monopoly, patent

situation, trade practices -- though date isn't set yet. This has aroused FCC to point of exasperation since it felt last week's answer to Sen. Johnson (Supp. 63) showed situation with respect to vhf freeze and uhf allocations and standards was reasonably well in hand and shouldn't be obfuscated by semblances of duress.

3. Had the entire radio technical fraternity in a dither, with nearly everybody at IRE's big New York convention talking about it; with Zenith's activity due to be taken up at RMA board meeting in Chicago next week.

Meanwhile, FCC will say nothing, coyly refers all inquirers to its letter to Sen. Johnson. Federal Trade Commission, to whom some rival manufacturers appealed, also will say nothing officially except that it has been approached. It's understood FTC has been studying TV receiver advertising for some time -- not merely Zenith's but Emerson's "long distance," GE's "daylight" and certain kit claims. FTC investigation and study routine usually runs months, outcome sometimes never made public after advertisers follow FTC suggestions.

There are so many facets of "the Zenith story" that we'll treat each of the foregoing 3 angles separately in the three items that follow...

**I—ACTION AND REACTION IN THE TRADE:** Inside the trade, the cauldron was seething as we mailed this letter, probably will go to boiling point when second ad appears this Sunday (March 13). Some manufacturers at first seemed nonplussed by Zenith's obvious implications. Many were bitterly angry. Several of the very biggest apparently were uncertain what to do about the latest publicity coups sprung by Comdr. McDonald, who revels in "doing the unorthodox" (his own words), enjoys nothing more than to play role of rugged individualist, put his big company into TV production rather later than most other big radio manufacturers (Vol. 4:47) after first plumping for color, then leveling some pretty strenuous criticism of black-and-white TV, advertising support, etc. (Vol. 2:25, 3:31).

Most had little to say publicly, plenty privately. RMA had no comment pending its March 15-17 board meeting in Chicago's Hotel Stevens, where fur is expected to fly (Zenith is RMA member). Sightmaster's Michael Kaplan called meeting of set makers in New York Ad Club March 21 to form new organization to serve as guide and spokesman for TV. TBA president Jack Poppele issued statement assuring present and prospective set owners today's receivers aren't obsolescent. Better Business Bureau was reported studying issue. Meetings of some of the big boys were being held, closely guarded against publicity for fear of conspiracy charges.

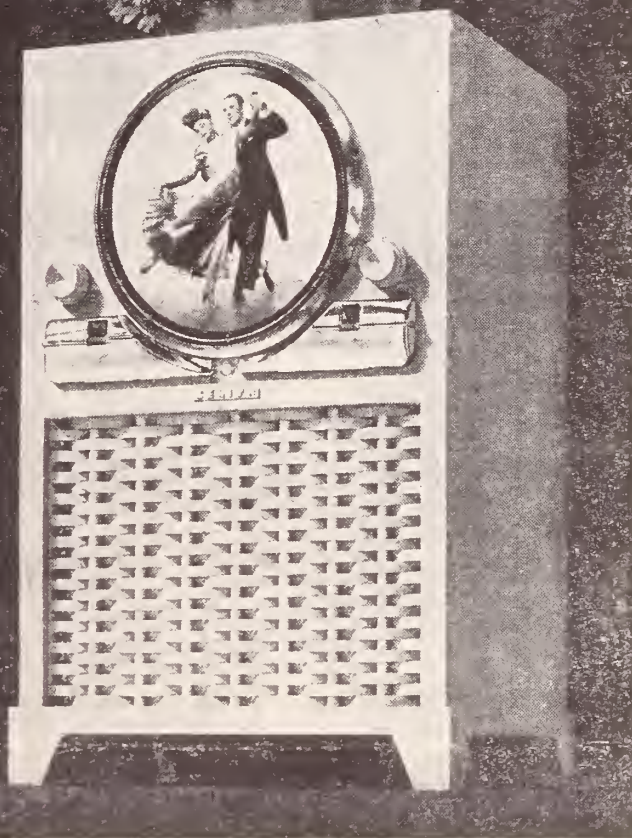
"Sour grapes," some rivals called the Zenith outburst, quoting reports from around country that Zenith's circle-faced sets haven't been selling and claiming Comdr. McDonald's move was "act of desperation." One even said he had information that Zenith employment rolls had dwindled perceptibly.

It remained for Admiral's Ross Siragusa, non-RMA member, to tackle his Chicago rival aflyng. He sent an emissary to Federal Trade Commission, asked for action (Motorola also wired protest) but filed no formal complaint. Upon hearing of March 6 ad, Admiral wired every newspaper in every TV area to caution that the "accuracy of the advertisements is questionable and the appearance of the ads would be detrimental to the entire TV industry." According to Comdr. McDonald, only 10 out of 36 rejected the first ad. These included Chicago, Milwaukee, Buffalo, Cleveland newspapers, some owning TV stations; Newhouse's Newark Ledger was reported to have yanked ad after 4,500 run. New York Times, Herald Tribune, Washington Post, Retailing, Philadelphia Inquirer, Detroit News, St. Louis Post Dispatch, Los Angeles Times (latter 4 owning TV stations) all carried March 6 ad. Comdr. McDonald said Friday he had "so far heard from very few papers on new [March 13] ad. The Chicago Tribune, Chicago Herald-American and Chicago Sun-Times, who refused our last week's ad, have advised us that they are accepting this week's new ad."

When Siragusa heard Zenith would offer TV stations a film showing how sets will be obsoleted (our understanding is that film treats mainly of Phonevision; Vol. 5:3), his ad manager Seymour Mintz wired all stations to "check film for accuracy" with FCC and FTC. This led McDonald to state, with obvious relish: "I don't know how we would be offering our Phonevision film to TV stations before even I had seen it." Check at several independent stations indicated no such film had been offered.

These are the ads causing all the rumpus!

# Expected Changes in Wavelengths will not Obsolete Zenith Television



ZENITH\* is the only television receiver on the market today with a specially designed *built-in* turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

When you invest in television, now or later,

be sure that you buy a television receiver with positive *built-in* assurance that it *will not* be made obsolete by any contemplated changes in television channels.

With Zenith Television no "converter" will be needed.

**INSIST ON ZENITH TELEVISION**—with the exclusive Giant Circle Screen—the sensational Bulls Eye Automatic Tuner, your *insurance against obsolescence*—and other Zenith developments found in no other television set. Truly, it is today's television receiver with a future.



Released Sunday, March 6, 1949

(See other side for March 13 ad)

# Expected Changes in Wavelengths will not Obsolete Zenith Television



## Some facts the Public is entitled to know

*In a published letter written in the public interest by Senator Edwin C. Johnson, Chairman of the Senate Committee on Interstate and Foreign Commerce, dated February 15, 1949, to the Honorable Wayne Coy, Chairman of the Federal Communications Commission, Senator Johnson said among other things:*

**Quote:** "Also, we are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolete. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or

advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection." **Unquote.**

**Chairman Wayne Coy, by direction of the Federal Communications Commission, in responding to Senator Johnson's letter on February 25th, said among other things:**

**Quote:** "...The 12 channels presently available for television are not nearly enough to take care of the demand." \* \* \* \* \*  
"Of course, if ultra high channels are added there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat, but as recognized in your letter converters are not as satisfactory as regular receivers." **End of quote.**

*In its May, 1945, published report the Federal Communications Commission stated, "... there is insufficient spectrum space available below 300 megacycles to make possible a truly nation-wide and competitive television system ... development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system."*

*In a public notice issued on May 5, 1948, the FCC reiterated its opinion of May, 1945, and pointed out that the 475-890 megacycle band would have to be used for television if this country were to have a nationwide competitive system of television.*  
**So public notice has been given by FCC.**

### FOR YOUR INSURANCE

EVERY Zenith television receiver is equipped with a specially designed built-in turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

With Zenith television no "converter" will be needed for proposed new ultra high channels.

**ZENITH RADIO CORPORATION**  
Chicago 39, Illinois



Dealers and distributors were bitterest, including some Zenith franchisers, as reflected in column after column of quotes from all parts of the country carried in Retailing. Typical items: "Mad as hornets" -- Detroit. "Why throw a monkey wrench into the works" -- Washington. "Confusing consumers and angering dealers" -- St. Louis. Some dealers said sales had not been affected, but nobody seemed happy -- not even Zenith dealers. Retailing reported from San Francisco the dealer observation that Zenith model so highly touted now would be out of date by time uhf would be in use there.

Coming in wake of AP's misleading story last week (Vol. 5:10), which was widely published even in TV-owning newspapers, the trade waters really were muddied. Milwaukee Journal, which carried AP story, devoted 2 columns March 6 to set things straight -- a good article to pass on to distributors and dealers. Most manufacturers were writing their distributors to "explain situation" so as to enable them, their dealers and clerks to answer mounting volume of questions from public.

**II--ANOTHER LETTER FROM CAPITOL HILL:** What's in back of the mind of Sen. Ed Johnson, who "plays it dumb but knows the score," as those who know him put it? To some extent, his thinking was indicated Wednesday when he issued another letter calling on FCC for its data on (1) patent monopoly and (2) rules and decisions on anti-trust violators. Like his TV questions, which FCC answered last week (Vol. 5:9; Supp. 63), this letter too was "loaded," indicates clearly that the Colorado Senator sees radio as fair game and intends to follow the Western tradition of attacking "monopoly."

Wording of new letter makes it clear he has benefit of industry and government advice, implies hearings on TV allocations as well as "monopoly," may even presage extension of freeze beyond expected thaw date if Commission gets all tied up in such hearings. His thinking was also manifested in these sentences: "In this connection, it is alarming to learn that 10 or more very important daily newspapers owning TV licenses this week refused advertising which sought to caution the public concerning the usable life of TV sets. If, as a matter of truth, the FCC does permit TV to develop and expand, many TV sets now being marketed will suffer early obsolescence." This, of course, was grist for the Zenith publicity mill.

He's concerned, the Senator writes, "with making certain that in eventually adopting standards for TV operation, the Commission does not tolerate standards which permit or promote monopoly control...would not foreclose competition and freeze development in the art to the whim and will of whoever may be dominant in the industry." Obviously aiming at RCA's big patent pool, Sen. Johnson seems to be picking up last year's inquiry initiated by New Hampshire's firebrand Senator Tobey (Vol. 4:20), which had RCA executives defending their position on FM. RCA's patents are under court attack by Zenith (Vol. 4:50), which is represented on the Washington scene by ex-Senator (now attorney) Wheeler, who formerly held Johnson's post.

Data on rules and hearing decisions concerned with anti-trust violators is also requested -- even about "persons not convicted or adjudged guilty but whose conduct or operations with respect to anti-trust laws is such as violates the standard of 'public interest, convenience and necessity'..." FCC is already studying movie anti-trust decision (Vol. 5:5-8), last week even put 3 Westinghouse FM stations on 90-day temporary licenses because of Jan. 19 N.J. court decision in Govt. case against GE's alleged electric bulb monopoly which also involves Westinghouse.

Wording of certain parts of letter indicate "inside FCC" sources, especially with respect to patent information. There's even intimation TV freeze may be with us for longer than Chairman Coy's July target date (Vol. 5:10), for the Senator asks information be furnished promptly "so that decisions can be formulated during the inactive period while the Commission has frozen processing applications and [TV] is confined to relatively few of the areas where the allocations in the vhf frequencies have been made."

One thing should be noted: Letters are Senator Johnson's own, not passed on by full Interstate Commerce Committee, who like Sen. Johnson are already beginning to hear from manufacturers and dealers. One small manufacturer, Remington, who wrote strong protest to Johnson, sent copies to his own Congressional delegation. Other members of committee are: Senators McFarland (D-Ariz.), Myers (D-Pa.), McMahon



(D-Conn.), O'Connor (D-Md.), Johnson (D-Tex.), Kefauver (D-Tenn.), Tobey (R-N.H.), Reed (R-Kan.), Brewster (R-Me.), Capehart (R-Ind.), Bricker (R-O.). Committee has pending a request for \$15,000 to continue last year's study by Senators Tobey and McFarland, first report of which concerned itself with clear channels, TV, FM, FCC organization (Vol. 5:5).

Sen. Johnson sees vhf and uhf channels intermingled; that's clearly stated in his reply to Remington's Robert Kramer objecting to implications in original Feb. 15 letter to FCC. Johnson called vhf-only and uhf-only allocations "purely hypothetical" but asserted, "It is logical to assume that those cities which today are limited in the number of allocations [will] have assigned to them additional television stations in the uhf band." He added: "The FCC has no legal power to protect American buyers other than to make a public statement warning the purchasers of television sets of the likelihood of pressing technological developments."

With respect to current TV issue, industry might well consider asking for full committee hearings to air whole "obsolescence" controversy -- to spread not merely the stories of big fellows like RCA, Admiral and Zenith on the record but also those of the scores of little manufacturers trying to gain foothold in the new TV industry. TV can stand a public probe far better than any "battle of publicity"; the kid's too healthy now and too promising to have its growth stunted in infancy.

**III—WHAT THE TECHNICIANS ARE SAYING:** "Zenith has something none of us knows anything about -- or else Comdr. McDonald is simply bluffing."

There you have the epitome of what the unbiased engineer, who isn't industry connected, is saying about Zenith's turret tuner for uhf. We've been trying to nail down some expert engineering opinion on the Zenith controversy to add to what we reported last December (Vol. 4:51). Best we can get is guarded comment, for electronics engineers are too cautious these days to make categorical statements about an art so magical as TV.

At IRE convention press conference with DuMont's Rodney Chipp, Federal's Trevor Clark, GE's E. H. Vogel, RCA's George Beers, this was essence of comment: "We haven't seen the set pick up uhf. Theoretically, it can. But we don't see how the 'replaceable strip' idea can do it economically and well at the same time."

Then, when we wired Comdr. McDonald to ask exactly how much work and cost is involved in switching set to add uhf, explanation was same as when it was first announced (Vol. 4:47). He wired back: "Changeover involves removing two screws and substituting an ultra high strip for the very high strip."

Oddly enough, we've found no one -- not even among biggest manufacturers -- who says his laboratory has taken set apart, run it through exhaustive tests. Thus no one will say precisely what it will or will not do. One prominent researcher guessed it might be all right at low end of 475-890 mc uhf band, but was very dubious about high end. Electronics Magazine's editor Don Fink, who can speak impartially, wonders how set compensates for drift, generally a serious problem in uhf.

Engineers also point out that no receiver is known to be satisfactory until it's under actual regular broadcast conditions -- witness early troubles on Channels 7-13 -- and no uhf field tests have been announced since RCA-NBC's in Washington last year (Vol. 4:37, 45). Philco's Joseph Fisher reported to IRE this week on 60-location tests on this setup at distances of 1½ to 23 mi. on 504-510 mc. He found advantages were that man-made noise (such as ignition) and multi-path transmissions (ghosts) had less effect on picture quality than on vhf. Contrariwise, shadow effects from hills, buildings, trees, etc. were greater on uhf, requiring higher antennas and 4-5 times as much power. Mr. Fisher predicted it will take 3 years or more to develop uhf transmitters with power needed.

Only Zenith receiver reported tested for uhf during Washington tests was in home of FCC Chairman Wayne Coy, and he won't comment publicly. Uhf strips aren't available yet, nor so far as we can learn has any Zenith rival tried to make some of his own.

Suggestion: Why not submit Zenith turret tuner with uhf strips to an impartial agency, like the Bureau of Standards, for tests and unimpeachable appraisal?

## 1949 Directory of

# Consulting Engineers Specializing in Radio Broadcasting

Including Network Engineering Executives and Radio-Television Consultants

- ADAIR, GEORGE P.**  
1833 M St. N.W., Washington 6, D. C. Executive 1230.
- ADLER, BEN**  
15 Gedney Circle, White Plains, N. Y. Telephone: 8-3796.
- AMOO, LLOYD R.**  
3709 Carpenter, Des Moines, Ia. Telephone: 7-9272.
- ANDERSON, H. VERNON**  
134 Clarence St., Lake Charles, La. Phone: 7-277.
- ANDREW CORP.**  
363 E. 75th St., Chicago 19, Ill. Triangle 4-4400.  
John W. McLeod, manager, broadcast consulting division; Leonard J. Petratis, Wilbur Gemulla, field engineers.
- ANTHONY, W. E.**  
Broadcast Engineering Service, P.O. Box 1387, Shreveport 92, La.  
Telephone: 2-8711.  
Partner: O. S. Droke. Associates: T. A. Tinsley, E. S. Gunning.
- BAILEY, STUART L.**  
Jansky & Bailey, National Press Bldg., Washington 4, D. C.  
Metropolitan 5411. Laboratory: 1339 Wisconsin Ave. N.W.,  
Washington 7, D. C. Adams 2414.  
Partner: C. M. Jansky Jr. Associates: Delmer C. Ports, Frank T.  
Mitchell Jr., Oscar W. B. Reed Jr., Dan O. Hunter, Edward  
Webster, N. J. Schairer, W. B. Frazier, R. E. Rohrer.
- BAIREY, GEORGE B.**  
Rothrock & Bairey, 1757 K St. N.W., Washington 6, D. C. National  
0196.  
Partner: Harold B. Rothrock. Staff: Russell G. Gelger Jr.
- BAKER, LEE E.**  
826 Landers Bldg., Springfield 4, Mo. Telephone: 3621.
- BARCLAY, JAMES N.**  
Silliman & Barclay, 1011 New Hampshire Ave. N.W., Washington  
7, D. C. Republic 6646.  
Partner: Robert M. Silliman. Staff: Carl L. Kowalski.
- BENNS, WILLIAM E. Jr.**  
3738 Kanawha St. N.W., Washington, D. C. Ordway 8071.
- BERNARD ASSOCIATES**  
5010 Sunset Blvd., Hollywood 27, Calif. Normandy 2-6715.  
Field Offices: 86 Webster Ave., Harrison, N. Y. Harrison 8-3083-J.  
(Edward Iannelli), 1155 S. York St., Denver, Colo. Spruce  
4798 (Fred D. Willmek).
- BISER, MARK H.**  
Preisman & Biser, 3308 Fourteenth St. N.W., Washington 10, D. C.  
Adams 7299.  
Partner: Albert Preisman.
- BITTER, A. R.**  
Bitter Associates Inc., 4125 Monroe St., Toledo 6, O. Kingswood  
7831.
- CARR, LESTER H.**  
Weldon & Carr, 1605 Connecticut Ave. N.W., Washington 9, D. C.  
Michigan 4151.  
Dallas Office: 1728 Wood St., Dallas 1, Tex. Riverside 3611 (James  
O. Weldon).  
Partner: James O. Weldon. Staff: Ross Hilker, Jules Cohen,  
Wilson C. Wearn, James E. Hardwick, B. W. Griffith Jr., C. A.  
Brawner Jr., Eugene E. Arnold.
- CHAMBERS, JOSEPH A.**  
Chambers & Garrison, 1519 Connecticut Ave., Washington 6, D. C.  
Michigan 2261.  
Partner: Millard M. Garrison. Staff: J. R. McKenna, M. F. Cook,  
H. D. Carlson, D. L. Steel, Donn Combelic, J. E. Angell.
- CRAVEN, T. A. M.**  
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C.  
District 8215.  
Partners: George M. Lohnes, Ronald H. Culver. Staff: LaVerne  
M. Poast.
- CROSBY, MURRAY G.**  
Crosby Laboratories, 126 Old Country Road, Mineola, N. Y. Gar-  
den City 7-0284.
- CREUTZ, JOHN**  
Bond Bldg., Washington 5, D. C. Republic 2151.
- CULLUM, A. EARL Jr.**  
Highland Park Village, Dallas 5, Tex. Justin 8-6108.  
Partners: D. A. Peterson, C. M. Daniell, R. L. Hammett. Associ-  
ates: J. G. Rountree, O. S. Droke, L. E. Cox.
- CULVER, RONALD H.**  
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C.  
District 8215.  
Partners: T. A. M. Craven, George M. Lohnes. Staff: LaVerne  
M. Poast.
- DAVIS, GEORGE C.**  
Munsey Bldg., Washington 4 D. C. Sterling 0111.  
Staff: Joseph W. Collier, Julius Cohen, A. P. Barsis, Ralph Dip-  
pell, A. F. Barghausen, Walter L. Davis.
- DeMARS, PAUL A. (on leave)**  
Raymond M. Willmotte Inc., 1469 Church St. N.W., Washington 5,  
D. C. Decatur 1231.  
Raymond M. Willmotte. Staff: C. X. Castle, Warner R. Sinback,  
G. J. Harmon.
- DILLARD, EVERETT L.**  
Commercial Radio Equipment Co., 1319 F St. N.W., Washington 4,  
D. C. District 1319; Porter Bldg., Kansas City 2, Mo. Logan  
8821.  
Associates, Washington: Kenneth M. Hollingsworth, Edward F.  
Lorentz, Irl T. Newton, Leigh L. Kimball. Kansas City: Robert  
F. Wolfskill, Earl W. Chamberlin, Ernest A. McCall, Orren Nigh.
- DROKE, O. S.**  
Broadcast Engineering Service, P.O. Box 1387, Shreveport 92, La.  
Telephone: 2-8711.  
Partner: W. E. Anthony. Associates: T. A. Tinsley, E. S. Gunning.
- EASLEY, ROBERT L.**  
Dixie Engineering Co., 1825 Gadsden Ave., Columbia 1, S. C.  
Telephones: 2-2742, 2-7347.  
Partners: T. V. Miller, J. H. Willis. Associates: M. E. Green, J. W.  
Bauknight.
- EBEL, A. JAMES**  
212 So. Jefferson St., Peoria 2, Ill. Telephone: 7133.  
Associates: George Pyle, Willard Hall, Dale King.
- ESPEY, DAWKINS**  
1039B Pacific Street, Santa Monica, Calif. Telephone: 6-8807.  
Associates: Eugene L. Scott, Joseph F. Sodara, Edward J. Lark,  
James F. Ruel.
- FOSS, WILLIAM L.**  
William L. Foss Inc., 927 Fifteenth St. N.W., Washington 5, D. C.  
Republic 3883.  
Staff: John A. Moffet, Edmund E. Pendleton, Charles Allen Rader.
- BOND, CLYDE H.**  
629 E. Maple St., Orange, Calif. Telephone: 1403M. Affiliated  
with Gautney, Ray & Price, Washington, D. C.
- GARRISON, MILLARD M.**  
Chambers & Garrison, 1519 Connecticut Ave., Washington 6,  
D. C. Michigan 2261.  
Partner: Joseph A. Chambers. Staff: J. R. McKenna, M. F. Cook,  
H. D. Carlson, D. L. Steel, Donn Combelic, J. E. Angell.
- GAUTNEY, GEORGE E.**  
Gautney, Ray & Price, Warner Bldg., Washington 4, D. C. National  
7757. West Coast Affiliate: Clyde H. Bond, 629 E. Maple  
St., Orange, Calif. Telephone: 1403M.  
Partners: Homer A. Ray Jr., John C. Price. Associates: Carl T.  
Jones, John S. Chavez.
- GELLERUP, D. W.**  
5437 N. Santa Monica Blvd., Milwaukee, Wis. Woodruff 2-5172.
- GILLE, BENSON D.**  
Gille Bros., 1108 N. Lillian Way, Hollywood 38, Cal. Gladstone 6178.  
Associate: C. E. Taylor.
- GILLET, GLENN D.**  
Glenn D. Gillett & Associates, National Press Bldg., Washing-  
ton 4, D. C. National 3373.  
Associates: William E. Plummer, E. M. Hinsdale Jr., Paul Berg-  
quist.

**GODLEY, PAUL F.**

Paul Godley Co., P.O. Box J, Upper Montclair, N. J. *Laboratory:* Great Notch, N. J. Telephones: Montclair 3-3000 and Little Falls 4-1000.

*Associates:* B. C. Coffman, P. F. Godley Jr., C. W. Kaufman, R. F. Holtz, J. G. Littlefield, G. H. Wagner.

**GOLDSMITH, DR. ALFRED N.**

597 Fifth Ave., New York City 17, New York. Plaza 3-4150.

**GRIMWOOD, FRED O.**

Fred O. Grimwood & Co. Inc., 2033 Railway Exchange Bldg., St. Louis 1, Mo. Chestnut 4977.  
Ralph J. Bitzer, Theodore A. Gles.

**HATFIELD, J. B.**

936 Thirty-fifth Ave., Seattle 22, Wash. Prospect 7860.

**HIGGY, ROBERT C.**

2032 Indianola Ave., Columbus 1, O. University 9229.

**HOGAN, JOHN V. L.**

730 Fifth Ave., New York City 19, New York. Columbus 5-5536.

**HOLEY, W. J.**

1146 Briarcliff Place NE., Atlanta, Ga. Atwood 3328.

**HOWARD, ROYAL V.**

*Director of Engineering Dept., National Association of Broadcasters,* 1771 N St. NW., Washington 6, D. C. Decatur 9300.  
*Assistant Director:* Neal McNaughten.

**HUTCHESON, GUY C.**

1100 W. Abram St., Arlington, Tex. Telephone: 1218.

**INGLIS, ANDREW F.**

Frank H. McIntosh, 710 Fourteenth St. NW., Washington 5, D. C. Metropolitan 4477.

*Laboratory:* 910 King St., Silver Spring, Md. Shepard 0874.  
*Associate:* Frank H. McIntosh. *Staff:* Robert Ankers, Robert E. Baluta, Ambrose Cavegn, James R. Croy, Elizabeth Dahlburg, Gordon Gow, L. T. Hayner, Maurice L. Painchaud, Richard Walter.

**JANSKY, C. M. Jr.**

Jansky & Bailey, National Press Bldg., Washington 4, D. C. Metropolitan 5411. *Laboratory:* 1339 Wisconsin Ave. NW., Washington 7, D. C. Adams 2414.

*Partner:* Stuart L. Bailey. *Associates:* Delmer C. Ports, Frank T. Mitchell Jr., Oscar W. B. Reed Jr., Dan O. Hunter, Edward Webster, N. J. Schairer, W. B. Frazier, R. E. Rohrer.

**JONKER, WILLIAM E.**

Dixie B. McKey & Associates, 1820 Jefferson Pl. NW., Washington 6, D. C. Republic 7236.

*Associate:* Dixie B. McKey.

**KEAN, WALTER F.**

114 Northgate Rd., Riverside, Ill. Riverside 2795.

**KEAR, DR. FRANK G.**

Kear & Kennedy, 1703 K St. NW., Washington 6, D. C. Sterling 7932.

*Partner:* Robert L. Kennedy.

**KEEL, JOHN J.**

Warner Bldg., Washington 4, D. C. National 6513.

*Associates:* Paul L. Muller, Joseph Wrenn, J. O'Connor.

**KENNEDY, ROBERT L.**

Kear & Kennedy, 1703 K St. NW., Washington 6, D. C. Sterling 7932.

*Partner:* Dr. Frank G. Kear.

**KEYWORTH, J. GORDON**

42 Main St., Williamstown, Mass. Telephone: 869-J.

**LENT, WORTHINGTON C.**

4813 Bethesda Ave., Bethesda, Md. Oliver 8200.

**LOHNES, GEORGE M.**

Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C. District 8215.

*Partners:* T. A. M. Craven, Ronald H. Culver. *Staff:* LaVerne M. Poast.

**MAY, RUSSELL P.**

1422 F St. NW., Washington 4, D. C. Republic 3984.

Frederick N. Lee.

**MCCACHREN, WINFIELD SCOTT**

410 Bond Bldg., Washington 5, D. C. District 6923. 2404 Columbia Pike, Arlington, Va. Glebe 9096.

**MCINTOSH, FRANK H.**

710 Fourteenth St. NW., Washington 5, D. C. Metropolitan 4477.

*Laboratory:* 910 King St., Silver Spring, Md. Shepard 0874.

*Associate:* Andrew F. Inglis. *Staff:* Robert Ankers, Robert E. Baluta, Ambrose Cavegn, James R. Croy, Elizabeth Dahlburg, Gordon Gow, L. T. Hayner, Maurice L. Painchaud, Richard Walter.

**McKEY, DIXIE B.**

Dixie B. McKey & Associates, 1820 Jefferson Pl. NW., Washington 6, D. C. Republic 7236.

*Associate:* William E. Jonker.

**McNARY, JAMES C.**

McNary & Wrathall, National Press Bldg., Washington 4, D. C. District 1205; 1407 Pacific Ave., Santa Cruz, Cal. Telephone: 5140.

*Partner:* Grant R. Wrathall (Director, Western Office). *Staff:* C. T. James, C. P. Horne, C. J. Rohrich Jr.

**McNAUGHTEN, NEAL**

*Assistant Director of Engineering Dept., National Association of Broadcasters,* 1771 N St. NW., Washington 6, D. C. Decatur 9300.

*Director:* Royal V. Howard.

**MERRYMAN, PHILIP**

Philip Merryman & Associates, Heatherdell Rd., Ardsley N. Y. Telephone: Dobbs Ferry 3-2373; also 33 W. 42nd St., New York City.

**MILLER, T. V.**

Dixie Engineering Co., 1825 Gadsden St., Columbia 1, S. C. Telephones: 2-2742, 2-7347.

*Partners:* Robert L. Easley, J. H. Willis. *Associates:* M. E. Green, J. W. Bauknight.

**MURRAY, ALBERT F.**

4707 Windom Pl. NW., Washington 16, D. C. Ordway 4841.

**PAGE, E. C.**

E. C. Page Consulting Engineers, Bond Bldg., Washington 5, D. C. Executive 5670.

*Partner:* Joseph A. Waldschmitt. *Staff:* Wilbur F. DuBois, Virginia R. Erwin, Robert W. Moss.

**PATTERSON, NORWOOD J.**

Radio Engineering Co., 1355 Market St., San Francisco 3, Calif. Market 1-8173.

**PLOTTS, ELLERY L.**

8223 No. Merrill, P.O. Box 165, Park Ridge, Ill. Park Ridge 2704.

**POAST, LAVERNE M.**

Craven, Lohnes & Culver, Munsey Bldg. Washington 4, D. C. District 8215.

T. A. M. Craven, George M. Lohnes, Ronald H. Culver.

**POLLACK, DALE**

352 Pequot Ave., New London, Conn. Telephone: 2-4824.

**PREISMAN, ALBERT**

Preisman & Biser, 3308 Fourteenth St. NW., Washington 10, D. C. Adams 7299.

*Partner:* Mark H. Biser.

**PRICE, JOHN C.**

Gautney, Ray & Price, Warner Bldg., Washington 4, D. C. National 7757. *West Coast Affiliate:* Clyde H. Bond, 629 E. Maple St., Orange, Calif. Telephone: 1403M.

*Partners:* George E. Gautney, Homer A. Ray Jr. *Associates:* Carl T. Jones, John S. Chavez.

**RAY, GARO W.**

Hilltop Drive, Stratford, Conn. Telephone: 7-2465.

**RAY, HOMER A. JR.**

Gautney, Ray & Price, Warner Bldg., Washington 4, D. C. National 7757. *West Coast Affiliate:* Clyde H. Bond, 629 E. Maple St., Orange, Calif. Telephone: 1403M.

*Partners:* George E. Gautney, John C. Price. *Associates:* Carl T. Jones, John S. Chavez.

**RING, ANDREW D.**

A. D. Ring & Co., Munsey Bldg., Washington 4, D. C. Republic 2347.

*Associates:* Howard T. Head, Stephen W. Kirshner. *Staff:* Raymond P. Aylor Jr., Charles S. Wright, Charles Kellar, G. Allen Fuller.

**ROBINSON, ODES E.**

1016 Lee St., P.O. Box 451, Charleston, W. Va. Telephones: 28-131. 53-491.

**ROTHROCK, HAROLD B.**

Rothrock & Balrey, 1757 K St. NW., Washington 6, D. C. National 0196.

*Partner:* George B. Balrey. *Staff:* Russell G. Gelger Jr.

**SAXON, MERL**

P.O. Box 1866, Longview, Tex. Telephone: 4331.

**SILLIMAN, ROBERT M.**

Silliman & Barclay, 1011 New Hampshire Ave. NW., Washington 7, D. C. Republic 6646.

*Partner:* James N. Barclay. *Staff:* Carl L. Kowalski.

**SINGLETON, HAROLD C.**

2073 SW Park Ave., Portland 1, Ore. Beacon 1201.

**SMEBY, LYNNE C.**

820 Thirteenth St. NW., Washington 5, D. C. Executive 8073.

**SMITH, CARL E.**

4900 Euclid Ave., Cleveland 3, O. Telephones: Prospect 6660, Express 8888, Fairmount 3335.

**STILES, WALTER J.**

Stiles & Waring, Warner Bldg., Washington 4, D. C. Sterling 4957.

*Partner:* Dabney T. Waring.

**TAPP, JAY E.**

T & T Radio Measurements Co., 1577 Cross Roads of the World, Hollywood 28, Calif. Gladstone 6455.

*Partner:* Ray Torian.

**TAYLOR, ARCHER S.**

P.O. Box 1479, Missoula, Mont. Telephone: 8562.

**TAYLOR, C. E.**

Gille Bros., 1108 N. Lillian Way, Hollywood 38, Calif. Gladstone 6178.

*Associate:* Benson D. Gille.

**TORIAN, RAYMOND B.**

T & T Radio Measurements Co., 1577 Cross Roads of the World, Hollywood 28, Calif. Gladstone 6455.

*Partner:* J. E. Tapp.

**TOWNE, ALFRED E.**

Universal Research Laboratories, 1 Nob Hill Circle, San Francisco 6, Calif. Douglas 5380.

**VOGT, ERNEST J.**  
Rm. 310, 2200 N. Tejon, Colorado Springs, Colo. Main 184, Ext. 50.

**WALDSCHMITT, JOSEPH A.**  
E. C. Page Consulting Engineers, Bond Bldg., Washington 5, D. C. Executive 5670.  
*Partner:* E. C. Page. *Staff:* Wilbur F. DuBois, Virginia R. Erwin, Robert W. Moss.

**WARING, DABNEY T.**  
Stiles & Waring Warner Bldg., Washington 4, D. C. Sterling 4957.  
*Partner:* Walter J. Stiles.

**WELDON, JAMES O.**  
Weldon & Carr, 1728 Wood St., Dallas 1, Tex. Riverside 3611.  
*Washington Office:* 1605 Connecticut Ave. NW. Michigan 4151 (Lester H. Carr).  
*Partner:* Lester H. Carr. *Staff:* Ross Hilker, Jules Cohen, Wilson C. Wearn, James E. Hardwick, B. W. Griffith Jr., C. A. Brawner Jr., Eugene E. Arnold.

**WILLIAMS, MARTIN R.**  
1131 North Delaware St., Indianapolis 2, Ind. Riley 8057.

**WILLIAMS, NATHAN**  
20 Algoma Blvd., Oshkosh, Wis. Blackhawk 22.  
*Engineers:* Valerius Herzfeld, Robert Ziehlke, Harold Timmerman.

**WILLIS, J. H.**  
Dixie Engineering Co., 1825 Gadsden Ave., Columbia 1, S. C. Telephones: 2-2742, 2-7345.  
*Partners:* Robert L. Easley, T. V. Miller. *Associates:* M. E. Green, J. W. Bauknight.

**WILMOTTE, RAYMOND M.**  
Raymond M. Wilmotte Inc., 1469 Church St. NW., Washington 5, D. C. Decatur 1231.  
*Staff:* Paul A. deMars (on leave), C. X. Castle, Warner R. Sinback, G. J. Harmon.

**WILSON, HERBERT L.**  
Herbert L. Wilson Associates, 1025 Connecticut Ave., Washington 6, D. C. National 7161.  
*Associates:* Karl Gerhard, Irving Steele Jr.

**WOLFSKILL, ROBERT F.**  
Commercial Radio Equipment Co., Porter Bldg., Kansas City 2, Mo. Logan 8821; 1319 F St. NW., Washington 4, D. C. District 1319.  
*Associates, Kansas City:* Earl W. Chamberlin, Ernest A. McCall, Orren Nigh. *Washington:* Everett L. Dillard, Kenneth M. Hollingsworth, Edward F. Lorentz, Irl T. Newton, Leigh L. Kimball.

**WRATHALL, GRANT R.**  
McNary & Wrathall, 1407 Pacific Ave., Santa Cruz Cal. Telephone 5140; National Press Bldg., Washington 4, D. C. District 1205.  
*Partner:* James C. McNary, Washington, D. C. *Staff:* C. T. James, C. P. Horne, C. J. Rohrich Jr.

## Network Engineering Departments

**AMERICAN BROADCASTING CO.**  
30 Rockefeller Plaza, New York City 20. Circle 7-5700.  
*Engineering Executives:* Frank Marx, v.p. in charge of engineering; Clure H. Owen, administrative assistant; George O. Milne, director of technical operations; James L. Middlebrooks, chief facilities engineer; Robert M. Morris, radio facilities engineer; John D. Colvin, audio facilities engineer; John G. Preston, allocations engineer. *Kear & Kennedy, Washington consulting engineers.*

**COLUMBIA BROADCASTING SYSTEM, Inc.**  
485 Madison Ave., New York City 22. Plaza 5-2000.  
*Engineering Executives, General Engineering Dept.:* William B. Lodge, v.p.; A. B. Chamberlain, chief engineer; H. A. Chinn, chief audio-video engineer; J. W. Wright, chief radio engineer. *Engineering Research & Development Dept.:* Peter C. Goldmark, director; J. W. Christensen, chief engineer; J. J. Reeves, studio equipment development; R. Snepvangers, recording development; G. R. Tingley, television receiver development; J. T. Wilner, transmitter development.

**DuMONT TELEVISION NETWORK**  
515 Madison Ave., New York City 22. Murray Hill 8-2600.  
*Engineering Executives:* Rodney D. Chipp, director of engineering; Robert Bigwood, chief facilities engineer; Henry Fraser, chief operations engineer; Harry Miholland, chief engineer of teletranscriptions; Sal Patremio, chief engineer of WABD; Malcolm Burleson, chief engineer of WTTG (Washington); Raymond Rodgers, chief engineer of WDTV (Pittsburgh).

**MUTUAL BROADCASTING SYSTEM, Inc.**  
1440 Broadway, New York City 18. Pennsylvania 6-9600.  
*Engineering Executives:* Earl M. Johnson, v.p. in charge of station relations and engineering; L. Learned, chief of engineering traffic division; L. Tower, chief of facilities division; Ernest K. Smith, chief of plans and allocations division.

**NATIONAL BROADCASTING CO.**  
30 Rockefeller Plaza, New York 20. Circle 7-8300.  
*Engineering Executives:* O. B. Hanson, vice president and chief engineer; George McElrath, director of engineering operations; W. A. Clarke, administrative assistant; Raymond F. Guy, manager, radio and allocations engineering; C. A. Rackey, manager, audio and video engineering; J. Wood Jr., manager of technical services; E. R. Cullen, operations assistant manager; J. D'Agostino, liaison engineer; George M. Nixon, manager of engineering development; Thomas H. Phelan, New York division engineer; Robert E. Shelby, director of television engineering operations; H. C. Lutgens, Central Division Engineer (Chicago); A. H. Saxton, Western Division Engineer (Hollywood); Donald H. Cooper, engineer in charge (Washington); S. E. Leonard, engineer in charge (Cleveland); R. H. Owen, engineer in charge (Denver); C. D. Peck, engineer in charge (San Francisco).

## Radio Consultants

(Handling problems of management, etc., other than legal or engineering.)

**L. W. ANDREWS Inc.**  
Consultants, Construction and Supervision.  
219 Whitaker Bldg., Davenport, Ia. Phone: 2-7824.

**RALPH B. AUSTRIAN**  
Television Consultant.  
RKO Bldg., 1270 Avenue of the Americas, New York 20, N. Y. Columbus 5-6843.

**CARL H. BUTMAN**  
Washington Radio Consultant.  
National Press Bldg., Washington 4, D. C. National 7846.

**EDWARD J. CONTENT**  
Acoustical and Radio Engineering Consultant, Roxbury Rd., Stamford, Conn. Stamford 3-7459.  
H. M. Urlass.

**FRAZIER & PETER**  
Television and Radio Management Consultants.  
Bond Bldg., Washington 5, D. C. National 2173.  
Howard S. Frazier, Paul F. Peter.

**RICHARD W. HUBBELL & ASSOCIATES**  
Television and Radio Management, Engineering and Program Consultants.  
Main office: 118 East 40th St., New York 16, N. Y. Murray Hill 3-0028.  
*Engineering offices:* Dr. Alfred N. Goldsmith, 597 Fifth Ave., New York 17, N. Y. Plaza 3-4150.

**CLARENCE R. JACOBS**  
Studio Consultant.  
P.O. Box 69, Princeton, Ill. Telephone: 4200.

**GEORGE H. JASPERS**  
Consultant on Broadcasting Operation and Management.  
10 Stonehedge Rd., Andover, Mass. Andover 158.

**M. S. NOVIK**  
Public Service Radio Consultant.  
630 Fifth Ave., New York City 20. Circle 6-3976.

**LAWRENCE PHILLIPS**  
Management Consultant.  
8 West 40th St., New York 18, N. Y. Longacre 4-7929.

**HOW THE TV TRADE WINDS ARE BLOWING:** Plain facts, common sense and calmer counsel inevitably must prevail, so it's likely Zenith and Capitol Hill flurries over TV will blow over -- but its anybody's guess how soon.

Yet, there's little doubt the TV market has been hit. The little fellows especially -- non-brand manufacturers, local distributors, dealers. Made fearful of "obsolescence," hearing talk about "color" and "junk" and suchlike, some buyers are becoming cautious, hesitant. There's nothing like a panic situation, but some cancelled orders are being reported.

Even Zenith, now strangely silent, can't be too happy about the tempest it aroused (Vol. 5:11); reports are many of its dealers are irked no less than others.

In a week marked by trade meetings, statements of protest, frayed tempers, these developments in the trade can be summarized:

**WHAT THE RMA AND OTHERS ARE DOING:** RMA board and committee meetings in Chicago this week revealed virtually unanimous antagonism toward the Zenith advertising campaign (Vol. 5:11), resulted in plan for an "objective, orderly and constructive" program of making available "complete and accurate information" about the present and probable future status of TV. This will be done via a public relations committee president Max Balcom will name next week.

Specifically, its job will be to make clear that vhf is here to stay, and that uhf is something yet to be added, still hasn't been allocated or standardized by FCC, is year or more away, won't obsolete present receivers. Ever fearful of treading on someone's toes -- though its instructions are to pull no punches -- RMA in carefully worded press release Friday noted that "RMA program to fully inform all interests on both vhf and uhf television was initiated Feb. 22, before many recent statements, articles and incidents caused confusion and misunderstandings..."

There's even talk of engaging Washington attorney Max O. Truitt, who also happens to be Vice President Alben Barkley's son-in-law, as counsel. Zenith is represented in Washington by ex-Senator Burton K. Wheeler. "Open war chest" would start with \$50,000, would be aimed not merely at Zenith's campaign but at such outpourings as Senator Johnson's (see next page).

Zenith's role as an RMA member would thus be anomalous, for there's no doubt where its fellow manufacturers stand. Meanwhile, Zenith's ebullient Comdr. McDonald ignored all inquiries about any further advertising plans. But he's supposed to have ads breaking soon in national magazines, if not more prepared for newspaper release. It's known that newspapers were somewhat more chary about accepting Zenith's second ad March 13; Philadelphia Inquirer, for example, which carried first, rejected second. In all, 37 newspapers are supposed to have carried it, 15 turned it down.

Telecasters were up in arms, too, seeing a menace to normal growth of the "circulation" on which their rates must be based. But they weren't organizing to do anything. However, such TV-owning newspapers as Milwaukee Journal, Detroit News, Philadelphia Inquirer, Buffalo News, St. Louis Post-Dispatch all published feature articles to explain things to their readers -- Post-Dispatch also publishing brochure answering question, "Will uhf TV make my present set obsolete?"

At Chicago RMA meeting, verbal barrage sometimes got hot and heavy, tempered somewhat by great personal popularity of Zenith's sales v.p. Henry Bonfig, RMA board member. Most vocal were Motorola's Paul Galvin, who presided, Philco's Larry Hardy, Emerson's Ben Abrams, RCA's Joe Elliott, DeWald's Dave Wald, Sonora's Joe Gerl -- the big and the little. It was plain Zenith stood alone vs. the whole organized industry, but there were unverifiable reports that a "meeting of minds" might result from a parley supposed to be held with Comdr. McDonald next Wednesday.

Zenith's position was stated before RMA meeting began by Mr. Bonfig in

statement reading: "Let's take the whiskers off the question of television obsolescence...There is an acute shortage of TV channels which can be relieved only by addition of many more high frequency channels...In the public interest, every manufacturer should move rapidly to provide sets which operate on both old and new TV channels. We know it can be done, as we are doing it. Others can do it, too...it is better for the public, the dealers and the industry that they be made now, rather than wait until the public has purchased additional millions of TV receivers that will tune only the present channels."

Bonfig statement assumes, of course, that uhf transmitters as well as receivers are faits accomplis, which many competent observers deny. It also presumes FCC policy and actions not yet decided upon. And Zenith ads imply, too, that only Zenith sets won't be obsoleted by FCC's still-to-be-decided uhf allocations. Zenith campaign impelled the usually calm Allen DuMont to remark, "I'm going to recommend ...we hire Dunninger and attempt to find out (1) what channels will be allocated and where, (2) what standards will be used on the new channels, (3) whether color, black-and-white or 3-dimension pictures will be specified, etc., etc."

Big and little manufacturers were pouring letters, reprints, explanations to their distributors and dealers. Biggest non-RMA producer Admiral, over signature of president Ross Siragusa, hit at "clairvoyant advertising and unstable predictions... and confusion." Philco dealers were told again uhf stations are 3 years away. GE sales chief W. M. Skillman said, "Any prediction of commercially acceptable [uhf] services within the next 2 years is highly improbable." Dr. DuMont told Art Directors Club present 12 channels won't change, added: "Just as the sets we made in 1938 are still in use, so the sets made today will be in use in 1959 and 1969."

A few big producers, though annoyed, were inclined to deprecate impact of Zenith campaign. RCA said demand continues high, but is preparing a statement for its dealers. Motorola said orders this week and last were up a bit. Crosley's J. W. Craig released statement that orders for week after first Zenith ad (March 5) were highest for any week in company's TV history, said backlog of orders is "larger than ever," referred to Zenith affair as "minor stir." DuMont said its output has climbed to \$1,000,000 per week, hasn't been touched by what it told its dealers were "misleading statements that have no factual basis."

RMA publicity campaign contemplates use of TV, radio, newspapers, and some manufacturers are considering using their own time or space, too. Emerson on March 13 Toast of the Town TV show telecast a placard with accompanying announcer reading: "Will my television receiver be outdated in 6, 12 or 18 months? Not if you buy an Emerson television set."

**CAPITOL GETS SOME TRADE REACTIONS:** Big Ed Johnson, U.S. Senator from Colorado, is unpredictable, isn't one to change his mind very readily. But, like other members of his Senate Interstate Commerce Committee, he has received plenty of squawks about his freely expressed opinions on TV (Vol. 5:9-11), may possibly approach this highly technical problem more circumspectly henceforth. After another week of talk-and-more-talk, this much seemed clear:

Chairman Johnson's letters to FCC were his, and his alone, and do not necessarily represent thinking of his colleagues, some of them are plenty disturbed by effect of his statements on an otherwise flourishing industry. There's some sentiment for a hearing, to which not only FCC spokesmen but rival manufacturers might be called, so that whole issue may be aired.

Senate committee perhaps might do the simple and obvious: Get an unbiased report on uhf receiver claims and status of uhf transmitters from the U.S. Bureau of Standards (Vol. 5:11), after hearing FCC Chairman Coy explain what his harassed FCC is trying to do about vhf freeze, new allocations, opening up still-uncharted uhf.

One member of Johnson's committee, a Republican whose name we can't use, remarked to us that "someone's sold Johnson a bill of goods." What Johnson's doing, he said, he's doing all by himself. He has never called a committee meeting to discuss TV. "He runs our committee like a czar," was the obviously partisan plaint.

Yet this Senator had another very pertinent observation: No radio manufac-

turer, said he, except Zenith's Gene McDonald a few years ago, ever came to him for advice or assistance. He said he'd push for an investigation if he thought that would be better than letting things blow over. Maybe it would be a good idea, he suggested, for several hundred small dealers to descend en masse on the committee "the way CIO does" to drive their points home.

It's obvious that the little fellows of the trade, the dozens of small manufacturers trying to gain footholds in a new industry, build up new brand names, are being hardest hit -- not only by Zenith's ads but by Johnson's letters to FCC and their published interpretations (Vol. 5:10,11). Big brand-name firms have plenty of cushion against cutbacks in demand because for them it's still a sellers' market.

Hence the reply of Remington Radio's Robert Kramer to Sen. Johnson's answer to his original protest bears mention. Said Mr. Kramer, in effect: Federal officials should try to build public confidence instead of undermining it with opinions on "hypothetical" issues. There is no factual evidence from either FCC or industry that present TV receivers will become obsolete, so Kramer asserts: "Neither you nor I have, at this time, the answer to this question [re uhf] or any other question pertaining to the future of TV frequencies."

RCA's Gen. David Sarnoff visited with Sen. Johnson Thursday, mainly to report on his recent trip to Europe, on international communications and on TV in England and France (which he has stated is inferior to ours, despite newspaper reports otherwise). Naturally, they talked about TV, uhf, color, etc., but nothing for publication. Another recent off-record conference about which we also learned was one with CBS's president Frank Stanton, asked by Sen. Johnson and others about color TV. They got no indication there's anything "sinister" about CBS's present policy of wholehearted support of black-and-white system -- and not even a U.S. Senator can very well accuse the bitterly competitive CBS of playing footie-footie with RCA-NBC!

**PROTELGRAM CUT & OTHER TRADE NOTES:** Everything else in the TV trade seems to be obscured currently by (a) the Zenith imbroglio, about which more herein, and (2) price-cutting of radios to hypo declining demand and move inventories. Last week's Letter (Vol. 5:11) reported Philco's drastic cuts in most of its radio line; this week, Stewart-Warner also reduced prices on a score or more AM-FM models, some down 50%, and other brand-names very likely will do likewise. The emphasis henceforth, certainly in TV areas, is going to be on TV. Stromberg-Carlson, for example, in April launches heavy advertising campaign in 9 popular magazines, and locally in all TV areas, promoting primarily its TV line. Otherwise, the main items of current TV trade news may be summarized thus:

North American Philips reduces its 3NP4 Protelgram picture tube (2½-in., building 12x16-in. projection images) from \$59.80 to \$39.85, effective immediately. This may mean lower prices on projections, which are vastly improved but sales of which have lagged because of cabinet size and hence higher prices. Philips also makes point of fact that present owners of Protelgrams can thus replace tubes at less than cost of standard 10-in. Cut was attributed to increased production and "growing swing to projection TV"; Philips says Protelgram is now licensed to Ansley, Brunswick, Emerson, Fada, Fisher, Pilot, Scott, Stewart-Warner, International.

Direct-view picture tube shortage continues, with unverifiable reports of more companies entering field and Tel-O-Tube Corp. of America, Paterson, N.J., announcing expansion of factory space by 10,000 sq. ft. for its 12½, 15 and 16-in. flat-face kinescopes -- estimating it will be turning out 2,500 per week by May 1... Remington cuts prices of Rembrandt 12-in. console \$100, down to \$495; 15-in. console \$100, now \$595; 15-in. consolette \$50, now \$595; 15-in. table \$20, now \$525 -- all include FM.

Private-brand maker Harold Shevers Inc., New York City, announces complete line, all TV-only: 10-in. table, \$299.95; 12-in. table, \$385; 15-in. table, \$449. Same in consoles are \$395, \$425, \$495, respectively; 10-in. console with 45rpm phono is \$495; 15-in. chassis, \$385... Videodyne Inc. has 10-in. table model at \$299.50 (down from original \$369.50, which had more tubes); 12-in. "expanded picture" consolette, \$389 (down from \$469.50), with FM, \$425 (down from \$499.50); 15-in. con-

solette, \$495, with FM, \$525. Latter 2 are new. Videodyne reports it's manufacturing for "Federal" and "Brite Ray" brand names...Bell Television Co., 147 W. 42nd St., New York City, which year ago went in for renting TVs (Vol. 4:29), now is selling commercial line including 15 and 20-in. units, some with remote controls, at prices from \$795 to \$1,595...TV-only console (10-in.) bearing name-plate "Freshman", said to be made by Belmont, was offered on Washington market March 16 at \$199, "original list \$369.50"; it's a new one to us...Kitmaker Espey has 3-in. table kit, with 18 tubes and 2 rectifiers, for \$69.50.

**ANOTHER STATISTICAL SIZEUP OF TV:** Here's a rhetorical and statistical mouthful -- another slant on the fabulous TV industry -- by RCA Victor's public relations v.p. John K. West, speaking Thursday before American Management Assn. Television, said he, is "a heart industry, stimulating flow from thousands of veins and capillaries of production and pumping out economic lifeblood to as many arteries of commerce... vitally important when various ideologies are performing in competition for the favor and support of the people of the world." Already a billion dollar industry, by 1953 industry estimates put annual receiver output at 5,000,000 units, which Mr. West translates into: 200,000,000 lb. steel, 47,500,000 lb. copper, 40,000,000 lb. aluminum, 103,000,000 board feet of wood for cabinets, 83,000,000 lb. glass for picture tubes alone. He added that within a few years TV will "rival the mail order catalog in selling products by phone or mail." And he noted that the New York area, with 14% of homes now having TVs, will count 21½% by next Jan. 1, Philadelphia 20%, Washington 19%, Baltimore 18%, Los Angeles 15½%, all U.S. homes 12%.

---

## SIGHT AND SOUND

---

Salaries and fees of RCA board members for 1948 are disclosed as follows in notice calling stockholders' meeting May 3: David Sarnoff, chairman, \$175,560; Frank M. Folsom, president, \$100,360; Niles Trammell, director, president NBC, \$100,320; C. B. Jolliffe, director, executive v.p. RCA Laboratories, \$50,540; John G. Wilson, executive v.p. RCA Victor, \$65,000; Edward F. McGrady, director, v.p. RCA, \$30,480; Harry C. Ingles, director, president RCAC, \$29,153; Gano Dunn, director, consulting engineer, \$26,940; Edward J. Nally, director, \$8,860. In addition, incentive compensation paid to Mr. Folsom and Mr. Trammell was \$25,000 each; Mr. Wilson, \$20,000; Dr. Jolliffe, \$15,000.

Stromberg-Carlson and its Canadian subsidiary did gross business of \$29,470,232 in 1948, earned net profit of \$877,602 or \$2.74 per share of common stock. This compared with 1947 sales of \$32,190,872, net of \$1,084,149 (\$3.50). Its broadcasting station WHAM showed profit of \$129,438 for 1948 vs. \$301,873 in 1947. Stockholders report also states net worth of company increased from \$11,032,526 in 1947 to \$11,720,481 in 1948.

Magnavox sales for its fiscal year ending Feb. 28 totaled \$24,408,000, of which \$7,403,000 was realized in 4th quarter. Audit is now being made, but net income for 11 mo. ended Jan. 31 was estimated at \$1,638,000 (\$2.73 per share). President Richard O'Connor said 1949 outlook is for substantial increase, foresaw no price reduction in present line. Figures were given out after several days of active trading in stock depressed price from 16 to 12%; it closed at 13½ March 18.

Advertised as an analysis of TV industry, but elementary and superficial, report by investment house Bache & Co. lists these as "better situated companies": RCA, Philco, Admiral, DuMont, Eastman Kodak (film for TV). Equally obvious is summary: "In these early days of TV, purchase of any TV issue must be recognized as a risk and speculation."

Advance reports put Admiral's 1948 sales at \$66,764,500 vs. \$47,898,938 in 1947; third quarter 1948 sales were \$24,249,757 vs. \$15,229,715 in same period of 1947.

TV set consumes about 75¢ worth of electricity a month, figures Detroit Edison. This is based on average operation of 3 hours and 42 min. daily, using .944 kwh, which at Detroit power rates means about 2½¢ daily. If radio set in home is assumed not used when TV is on, cost is estimated at about 50¢ per month. Paramount's Paul Raibourn, addressing Investment Bankers Assn in Chicago Wednesday said: "No matter how anyone figures, [a TV set] is going to cost \$100 a year when original cost, installation, repairs, electricity, maintenance and obsolescence are considered." His point was that people are more than willing to spend that kind of money for today's TV programs.

Heightened interest in theater-TV frequencies was manifest this week when Warners' Col. Nathan Levinson and 20th Century-Fox's Earl Sponable, both experimenting with RCA large-screen, came to Washington to check with FCC law and engineering staffs on where they stood, learned they'd have to move fast if their companies really wanted in under present and pending frequency allocations. Trend of technical moviemens' thinking seems to indicate desire for higher definition system (perhaps 800 lines vs. telecasting's 525), which would involve wider bandwidth (perhaps 10 mc); and system of feeding number of theaters from central transmission point. Possible decision to do something (besides talk-talk) may come out of convention of Society of Motion Picture Engineers in New York's Statler Hotel April 4-5, where theater TV will be dominant topic.

"FM—Why Not?" by MBS president Edgar Kobak is scheduled for FMA's April 1 clinic (Vol. 5:8). Also lined up is "FM from the Agency Point of View" by Linnea Nelson, chief timebuyer for J. Walter Thompson.

Booklet on theater TV, compiled by Society of Motion Picture Engineers' TV committee (Don Hyndman, Eastman Kodak, chairman) is being distributed by RCA to every theater owner in U. S. (more than 18,000).

White House executive offices got another new TV set last week—the DuMont "Manchu," new swivel 20-in. deluxe unit just put on market (Vol. 5:5,9).



**IN WAKE OF THE BIG TRADE SQUALL:** As did the flurry over color a few years ago, hysteria over alleged "obsolescence" of present TV sets is subsiding -- indeed, it will probably soon be a dead issue.

Yet, when prospective customers demand "guarantees against obsolescence," it's apparent that the publicity has taken hold, has done a lot of harm. Despite avowals of major manufacturers that their sales haven't been affected (Vol. 5:12), the industry still echoes the cries of smaller manufacturers and local dealers.

Even some component makers are complaining, and saying privately that they know big fellows have been more seriously affected than they will admit.

How soon the Zenith-Johnson imbroglios will blow over, no one can say with certainty. Meanwhile, FCC Chairman Coy's speech in Baltimore (see p. 1), the enormous publicity it got, the silence of Zenith, the less belligerent attitude now manifested by Senator Johnson -- plus the baseball season and constantly improving TV programs -- should hasten the day of recovery.

We commend a careful reading of Coy's remarks. Meanwhile, again, the events of the last week have so many angles, so many sidelights, so many implications, that we'll summarize them in topical order...

**I—RMA PUBLIC RELATIONS PLANS:** There were those who thought the Coy speech and the widespread publicity it got nullified the obsolescence bugaboo, precluded need for any such high-powered "public relations campaign" as RMA projected last week (Vol. 5:12). RMA president Max Balcom did not name public relations committee this week as promised, now says he'll do so next week. By then, there may be even less need -- though a definitive publicity program on part of RMA may be deemed desirable.

Meanwhile, such other antidotes to the Zenith-Johnson outbursts as were available continued to come mainly from individual companies by way of letters to their dealers and from comprehensive newspaper and trade paper reports. Curiously enough, radio and TV itself, to say nothing of newspaper advertising space, were used very little in the counter-campaign -- a tacit tribute to the power of the press.

Besides the articles we listed last week, one of most succinct and straightforward explanations of current TV status was Wayne Oliver's AP dispatch of March 20 which more than compensated for adverse implications in the AP story reporting first Johnson-Coy exchange of letters (Vol. 5:10). This certainly should help dispel fears of those who merely read and run.

**II—WHERE ZENITH NOW STANDS:** Indications were that Zenith, possibly persuaded by its own harassed distributors and dealers, will veer away from the "obsolescence" theme. For it boomeranged on the whole trade (including Zenith) in a manner which even the ruggedly individualistic Comdr. Gene McDonald probably never anticipated.

Comdr. McDonald continues to ignore all inquiries, and his 4-day convention of distributors in Chicago this week was conducted behind closed doors. But it was hard to believe he would continue to buck the entire industry on that particular issue. An RMA delegation including Motorola's Paul Galvin (a warm personal friend), Philco's James Carmine and David Smith, Sentinel's Ernie Alschuler were due to meet with Comdr. McDonald Friday (March 25) -- a sort of "peace parley."

Zenith's next publicity tack may be Phonevision. Shown at its distributors meeting was a 35mm film titled "Zenith Presents Phonevision" and pictorializing McDonald's pet pay-as-you-look plan for telecasting feature films (Vol. 5:3,7,8). However, though Zenith stated that the "first commercial tests of Phonevision will be made in 1949 and thereafter additional systems can be expected to go into operation rapidly in various cities," there's no evidence yet that either AT&T, any existing commercial telecaster or any big-time film producer is ready to start Phonevision.

Zenith is conducting tests of Phonevision (with old film) from its own ex-

perimental station in Chicago, of course, and these may continue. But FCC will have to approve any commercial project, both as to use of channels for "distorted" images and as to Bell System acting as a collection agent to unscramble the distortions for a fee added to phone bill -- and it hasn't even been asked to do so yet.

Only some actual "guinea-pigging" -- with all the various elements cooperating -- will prove or disprove the Phonevision thesis.

**III--TELEVISION MANUFACTURERS ASS'N:** Not satisfied that RMA is doing an adequate job, 16 relatively small producers of TV sets and parts met March 21 in New York to set up their own trade group. They propose to combat what was called "careless bandying of highly technical and scientific information to mislead the public." Also to set up code of ethics, exchange credit and technical information.

Instigator was Michael Kaplan, president of Sightmaster, named temporary chairman. Other temporary officers: Robert Kramer, Remington Radio, v.p.; Herbert Mayer, Empire Coil Co., secy; Abel Kessler, U.S. Television Mfg. Co., treas. They're to incorporate, meet again in week or so for further planning, meanwhile try to persuade the big companies (RCA, Philco, Admiral, DuMont, GE) to join up. Other firms represented at meeting: Royal, Transvision, Industrial, Mars, Bobley, Bell, Nielsen, Tele-King, Taybern, Major, Starrett, Snaider (see TV Directory No. 6).

**IV--SUING FOR 'SLANDER OF MERCHANDISE':** Illustrative of the ire of the little fellows toward the Zenith ads, setmaker Sightmaster Corp. and components maker Empire Coil Co. filed joint damage suit for \$1,000,000 against Zenith in New York Supreme Court March 21. They asked for an injunction to prevent "false and fraudulent disparaging statements against the plaintiffs' goods that the FCC was about to change TV wave lengths, which would render all present TV receivers and component parts thereof obsolete and junk."

Papers were served on Zenith's New York subsidiary by Friedman & Friedman, New York attorneys. Spokesmen cited Federal Trade Commission 1944 case vs. Zenith shortwave claims (143 Fed. 2nd 29) -- also said any more ads like those of recent weeks will cause them to move to enjoin.

Sightmaster's Michael Kaplan charged that Zenith "has declared war on all TV set manufacturers by a misleading advertising campaign which has damaged the industry and confused the public." Empire Coil's president Herbert Mayer, who is also a lawyer, said there's ample precedent for suits against "slander of merchandise."

**V--CAPITOL HILL NOW A TEMPERATE ZONE:** It's apparent blunt-spoken Senator Johnson has been somewhat taken aback by the reaction to his letters to the FCC (Vol. 5:10-12), that he now realizes they contained implications damaging beyond his expectations. It's equally obvious the little manufacturers were hardest hit by the adverse publicity which he helped generate. They're the ones -- more so than the big fellows -- who have been doing most of the crying on Congressional shoulders.

But it doesn't look like a hearing is in prospect, and by the time Senator Johnson's Interstate Commerce Committee gets around to the subject, if at all, the squall will probably have blown itself out. Meeting Wednesday, the committee didn't even take up the TV issue -- despite indications from several Senators they might demand that Johnson make it clear he spoke for himself and not for the committee.

Though Sen. Johnson may have calmed down somewhat, he says he retains his concern about set "obsolescence." Radio Daily quoted him this week as saying: "Eventually, they'll probably have to close the present channels entirely, but that's so far off we don't have to worry about that now." Story went on to say he believes people will get their money's worth out of their sets by then. But Johnson said later: "I have never said that, nor anything remotely resembling it." Asked what he thought of the Coy Baltimore speech, he said he wasn't very impressed; Coy hasn't fully answered the question, said the Senator, but has simply indicated that on the one hand the 12 vhf channels will be retained and on the other hand has admitted there will be some obsolescence.

After his committee's meeting, Sen. Johnson told us he has "no big study" of TV in mind, plans no hearings, will treat topics as they arise "day by day." Committee isn't scheduled to meet again until April 6.

**FAIRER WEATHER AND CALMER SEAS:** RCA's Gen. Sarnoff tells White House reporters Wednesday, after conferring with President Truman about his recent trip to Europe, that present TV sets won't be obsolete for "many years." Dr. Allen DuMont tells American Marketing Assn. color TV is 10-to-20 years away. And Zenith's much-controverted "obsolescence" ads (Vol. 5:11), making delayed-deadline appearances in this week's Saturday Evening Post and last week's Colliers and Time, arouse very little of the trade furor they did when carried in the newspapers a few weeks earlier.

So now, maybe, it's a normal and tranquil TV industry that plunges into renewed competitive effort in ever-widening and wide-open TV markets. Maybe...

Zenith's Comdr. McDonald isn't retracting anything, though it doesn't look like he'll continue the same sort of advertising. But he's unpredictable. Right now, his publicity pitch seems to be for his pet project, Phonevision. He's quoted in March 29 Film Daily as promising Chicago tests this fall (though no arrangements have yet been made with phone company nor has any big-time film producer indicated willingness to release his features) and predicting: "Phonevision will become a billion dollar industry by 1955...Grass will grow 10 years from now where 75% of the movie theaters now stand."

Don't discount fealty of Zenith distributors in recent Zenith vs. industry affair. It's known that many Zenith dealers, among others, were incensed over the ads. But we also have the word of one of the East's biggest Zenith distributors that not a peep was raised at Zenith's recent Chicago convention when Comdr. McDonald explained his position, not a question asked when he invited questioning. This distributor said half his dealers were on Zenith's side, recalled other lone battles McDonald has fought and won, opined this time he was again leading the good fight.

A powerful personality, yet astute business man, this ex-Navy man knows how to trim sail when necessary, as evidenced by fact that he finally plumped full force for TV after holding out against it for several years. It's even possible (he told us once) he will become a radio and/or TV advertiser, like so many of his successful competitors -- this despite his oft-expressed aversion toward broadcast commercials.

Note: RMA president Max Balcom finally named his "public relations committee" (Vol. 5:12) this week, though immediate need has been largely negated by FCC Chairman Coy's statement (Vol. 5:13) and the relative calm now prevailing. When it will meet, what it will do, is undecided. Chairman Paul Galvin, Motorola, is back in Florida. Other members: Ben Abrams, Emerson; W. R. G. Baker, GE; H. C. Bonfig, Zenith; James Carmine, Philco; John Craig, Crosley; Allen DuMont; Joe Elliott, RCA; William Halligan, Hallicrafters.

**CAN THEY STAND COMPETITIVE GAFF?** Some are crying the blues, others (mainly big fellows) say their TV business is holding steady or even going forward despite adverse influences of recent weeks (Vol. 5:10-13). So it's pretty hard to assess the merchandising picture very clearly at this writing.

But it looks like March should push TV production forward, for first-week's estimated RMA output figure is around 35,000, which is close to the best. March will be 5-week audit month, so may hit record 175,000 or more units. Best previous month was December's 161,179 (Vol. 5:4), slumping in January to 121,238 (Vol. 5:8), in February to 118,938 (Vol. 5:12). Remember, too, that RMA figures don't include non-member but big producer Admiral, to say nothing of several dozen small set makers. Full month's figures won't be available for several weeks.

Talk in industry is one of frank surprise that so many small manufacturers have lasted even this long. Early days of radio are recalled, with its high mortality, many with substantial brand names. It's freely predicted that many of the 116 firms reportedly making TV sets, or saying they will (TV Directory No. 7), can't

possibly stand the competitive gaff. How can they get materials, particularly picture tubes, to compete with mass producers? How can they afford test equipment alone on factory lines that require so much more precision than radios? How can they guarantee the service that has now become a concomitant of most TV set purchases?

Nevertheless, it's interesting to note that only 8 names (all obscure ones) have disappeared from list we published last Jan. 1, which has been revised for our TV Directory No. 7 of April 1. Some 15 new firm names appear, none yet very well known, including: Automatic, Bell, Hollywood Electronics, Midwest, National Polytronics, Philips Industries, Pioneer, Royal, Snaider, Speedway Products, Tel-A-See, Telindustries, AMI, Aireon, Brite-Ray.

**NEWS NOTES ABOUT THE TV TRADE:** An interesting disclosure in our new compilation of TV manufacturers and receivers (TV Directory No. 7): 21 set makers report they're producing "expanded pictures," 5 of them circular. They are: Andrea, Ansley, Bace, Brunswick, Emerson, National Polytronics, Nielsen, Olympic, Packard-Bell, Philco, Regal, Scott, Starrett, Telindustries, U.S. Television, Video Corp. With circular images: Belmont, Garod, Hallicrafters, Tele-tone, Zenith.

Admiral has very hush new TV set ready for May debut, but won't tell anything about it yet save to say it's "sensational." Meanwhile, Admiral sales chiefs, ending tour of main distribution centers with New York showing of new sets this week, report their distributors throughout country have less than 4-day inventory. New sets shown were 3 with 12½-in. picture tubes, all with AM-FM and 3-speed, single tone-arm phono. Model 4H145 is counterpart of Admiral's \$399.50 console, lists at \$475; 4H155 is same in credenza, \$550; 4H165 is same as 4H18 in plain console, \$550.

"Mad Man" Muntz, Los Angeles used car dealer turned TV merchant, for whose private brand Howard Radio is making chassis, told Chicago reporter for Radio & Television Weekly that his set will sell for \$229, has 65 sq. in. picture (10-in. tube, expanded), soon should be produced at rate of 6,000 per month...Regal at New York showing of its TV line (TV Directory No. 7) tells Retailing it hopes to produce 10,000 sets this year, Trav-Ler at Chicago showing of new TVs says it expects to reach 200 units per day by end of May...Magnavox has new 16-in. console in corner cabinet called "Brittany", lists it at \$595...Macy's new 16-in. Artone (Vol. 5:13), advertised and promised for April 4 delivery, has been put back to May 15-June 1.

North American Philips' new Protelgram projection unit, which ordinarily gives 192 sq. in. from 2½-in. tube, has been geared to project up to 3x4 ft. images on home movie screen, or on inside projection TV sets. It uses 25 kv input, is designed mainly for public places. Only other change from basic unit is larger optical system. Shown this week in Chicago, it will be demonstrated in New York next week, in Los Angeles April 14 week...RCA has new 15x20-in. projection set with remote control unit; it lists at \$795, replaces 8PCS41 which was same without remote.

---

Mortality among radio-TV set manufacturers is significant point of Dept. of Commerce report on *Trends and Prospects in Radio and Television Receivers* issued this week. Of 58 set-makers in 1941, only 49 were still in business in 1948—total having shot up to 132 in 1946 and down to 107 last year. Only 37 of 80 newcomers who went into business between 1941 and 1946 were still operating in 1948, but 21 additional newcomers came in between 1946 and 1948. In TV, only one set maker was making commercial models in 1941, 40 in 1946 and 76 in 1948 (18 TV-only manufacturers). Twelve of the 40 in TV set manufacture in 1946 had bowed out by 1948. Sources of figures, say Commerce analysts Charles P. Redick and James P. Forman, were trade directories.

Philco annual report confirms estimated sales and earnings (Vol. 5:11), reveals 1948 total sales of \$275,424,340 and earnings of \$10,531,914, equal after preferred dividends to \$6.32 per share; sales are up 21% from 1947's \$226,507,592 and earnings of \$9,630,699 (\$6.18 a share). TV, radio, phonograph accounted for 46% of 1948 business.

"Overproduction in the radio industry and the growth in consumer preference for TV receivers caused a substantial unbalance," states Stewart-Warner president James S. Knowlton in reporting 1948 sales at \$72,534,085 vs. \$76,930,304 in 1947. Net profit in 1948, however, amounted to \$3,154,316 (\$2.44 per share), up 29% from \$2,436,634 (\$1.88) in 1947.

New Television Manufacturers Assn. (Vol. 5:13) was incorporated April 2 in Albany, N. Y., according to president Michael L. Kaplan (Sightmaster) will function "to acquaint the public with accurate and scientifically tested TV information."

Current emphasis on TV is further reflected in RMA February report showing sales of radio receiving tubes dropped to 12,643,788 in February compared with 17,097,461 in February, 1948, and 13,508,906 in January, 1949.

Sales of \$3.9 billion in 1949 for electronics industry as a whole are estimated by *Radio & Television News*. Breakdown of estimate is part of elaborate market analysis based on questionnaire of magazine's readers.

**SCANNING THE TV MARKET POTENTIAL:** Forecasts and advices from the TV sales fronts:

Sylvania's research chief Frank Mansfield, in survey on "Attitudes of Non-Owners of Television," comes up with "indication" that 2,170,000 families may buy sets in 1949 but that 1,580,000 must be considered this year's probable volume "under present conditions of salesmanship, promotion, programming and confusion regarding pricing, frequencies and screen sizes." Sampling non-TV families in 8 TV areas (only 11% saying they had never seen TV), he projects market potential to calculate 16,600,000 homes can be considered eventual TV prospects. Most of 1949 prospects (850,000) are found in \$3,000-\$5,000 income class, with 550,000 in \$5,000-and-up class, 180,000 in under-\$2,000 class.

Avco's John W. Craig, Crosley gen. mgr., told National Retail Furniture Assn. April 5 that the 1,500,000 TV sets sold to date represent only 3% of saturation of the national market, predicted that over next 10 years TV more than any other product will bolster retail furniture, dept. store and appliance trades...Young & Rubicam research chief Peter Langhoff, speaking April 6 before American Assn. of Advertising Agencies in White Sulphur Springs, calculated today's TV sets at 1,400,000, foresaw tenfold increase within 5 years...FCC chairman Wayne Coy, speaking to New York Rotary Club April 7, stated that in 3 years (by end of 1952) there will be TVs in 17,000,000 homes, about half the homes in U.S.

**TV's BEST SELLERS & OTHER ITEMS:** Hottest items in the current TV receiver trade, responsible sources report, apparently are Admiral's 10-in. \$399.95 combination console (4H15), Motorola's 7-in. \$199.95 table model portable with attached indoor aerial (VT73), RCA's 10-in. \$325 Bystander and 16-in. \$495 table (8T270). They're reported to be the fastest selling items.

That isn't to say others are lagging -- at least, the heavily advertised brands. Philco, still unloading radio inventories with deep price cuts (Vol. 5:11), is very much a factor, though its TV production plans have been cut back (Vol. 5:13). DuMont, Emerson and GE, among the other mass producers, report they're doing well -- and a sleeper in the trade seems to be Sentinel's 7-in. portable at \$199.95.

But the upsurge of Admiral is one of the industry's phenomena. It's even been reported in No. 1 position, but this is unlikely, though it's certainly one of top 3. All we can learn officially from Admiral, on inquiry, is that it's currently producing at rate of 100,000 sets per quarter.

Other news notes from the TV set makers: That "under \$300" RCA set (Vol. 5:13) will be 10-in. table at \$299.95, according to unofficial but reliable sources...RCA's new installation and service policy permits indoor antenna installations, if within 2 Mv contour of a station, at \$45 instead of regular \$65...Raytheon's new "Belmont" 10-in. console with 70 sq. in. circular picture (Vol. 5:9) includes AM-FM and 45rpm, sells for \$399.95...John Meck Industries has 10-in. table model (65 sq. in.) for \$279...Fada has cut its 10-in. table by \$50, now \$325; its projection console \$150, now \$699.50. New Fada line, for April 25 delivery, includes 12½, 15 and 16-in. TV-only table models at \$399.50, \$524.50 and \$499.50, respectively; also 12½-in. console with AM-FM-LP, \$849.50...First RCA TV with new 45rpm changer is 10-in. console with AM-FM and 78rpm phono, "Madame X" changer being in separate compartment; it lists at \$595, or \$625 blonde...U.S. Television Mfg. Co. cuts price of 15-in. table models by \$200; list now is \$495, same as RCA 16-in.

Both Sylvania and DuMont cut prices of 12 and 12½-in. picture tubes to manufacturers and consumers, trend begun when glass makers cut bulb prices and DuMont reduced 15-in. all-glass tube prices (Vol. 5:8)...Brunswick, maker of period furniture TVs, is going in for custom installations, according to trade ad, using Protelgram projection as well as large-tube direct-view with AM-FM-3 speed phono...North American Philips v.p. L. J. Chatten, in introducing Protelgram units that throw

3x4-ft. images (Vol. 5:14), predicted projection sets priced down to \$300 by 1952, revealed Protelgram unit sells for "under \$100" to manufacturers, reduction of more than \$20. Big picture job should be on market in 60-90 days, should retail for \$500-\$600, it's said. About 5,400 Protelgrams were included in TV sets in 1948, and it's predicted 1949 should see 100,000 made.

Note: Current Radio & Television Retailing (Caldwell-Clements) notes "trend toward projection TV," devotes 27 pages to projections, mainly Protelgrams.

**'WE NO LONGER WILL USE IT'—ZENITH:** Ever provocative, never one to run away from a good fight, Zenith's president Eugene F. McDonald Jr. doesn't retract his claims for uhf TV (Vol. 5:11-14). But he's obviously concerned about the overwhelming industry resentment he recently stirred up with his "obsolescence" advertising, for he addressed an April 1 letter "to all television manufacturers" which is quite placatory. It invites them to get behind uhf and make 2-band TV receivers. Not released to the press, it's Comdr. McDonald's first formal statement since the rumpus stirred up by his ads. He writes (underlinings and capital letters his):

"Some manufacturers have protested the statement in our advertising that only Zenith has built-in provision for accommodating the ultra highs. That statement was true when made -- but we no longer will use it because we now know of other manufacturers who may soon be on the market with two-band sets. We welcome this growth of competition and look for the day when every manufacturer can make the statement that they also have two-band receivers.

"I realize that in establishing the ultra highs as a commercial service we have problems to solve in building transmitters with sufficient power and coverage BUT THIS IS NO EXCUSE FOR DELAY ON THE PART OF MANUFACTURERS. We were told by many manufacturers that the industry could not effectively use the 100 megacycle band for FM; then we were forced to it and made it work. The sooner we manufacturers get going with UHF receivers, the sooner these problems will be solved and the sooner FCC will be able to establish full nationwide television service.

"No industry can be built by misleading the public or by keeping them in the dark on future developments with the hope of making two sales instead of one. Let us, as an industry, build that which will serve the public best. We can supply two-band receivers at a lower cost to purchasers than they would have to pay to purchase one of the present one-band receivers and then a converter, which may or may not work. Let us as an industry, move PROMPTLY to build public confidence and help the FCC make television a truly great, national industry."

Enclosed with letter is Zenith v.p. Henry Bonfig's statement to recent RMA board meeting (Vol. 5:12), and repeated are arguments for more TV channels and the need for uhf. "It is ridiculous to assume," is one point, "that there will be separate markets for vhf and uhf. If many satellite cities like Waukegan, Ill., near Chicago, or Camden, N.J., near Philadelphia, are assigned stations in the new uhf only, it does not mean that they will provide a market for single band uhf receivers. People in these cities will insist on reception from vhf in their areas and will demand two-band receivers."

**TV PRICE-CUTTING AND TRADE-INS:** Price-cutting still dominates merchandising of TV receivers, impelling the authoritative Retailing Daily to remark April 5: "With business on the down trend and competition tougher every day, discounting has squeezed so close to cost in some stores that TV may achieve the distinction of becoming the least profitable item on the sales floor."

In New York, it notes, some independent outlets are cutting 22 to 25% off list, commission salesmen sometimes getting as little as \$2.50 on sale of a \$500 unit. "The consumer no longer has to go out of his neighborhood to get the bottom price..."

Bendix is first manufacturer fixing trade-in prices, so far as we know; in lieu of price cuts, its dealers are accepting radios as well as TVs in trade. Bendix sells direct to dealers, who can take in old radio and allow \$50 off the \$349.95 TV model, \$60 off \$359.95 blonde version, \$130 off \$629.50 AM-FM-LP console.

## Wayne Coy Analyzes

# Trends in Broadcasting and Impact of Television

Salient Excerpts from FCC Chairman Coy's Address Before National Association of Broadcasters  
Chicago, April 11, 1949

... Just before leaving Washington Friday afternoon I received a letter from Felix Jager of *Look Magazine* to which was attached an article entitled "Radio Is Doomed." This article is written by Merlin H. "Deac" Aylesworth, first president of the National Broadcasting Company. The article is to appear in the [April 26] issue of *Look*...

The thesis of Mr. Aylesworth's article is that radio as we know it today will be wiped out within three years. "Powerful network television will take its place," he continues, "completely overshadowing the few weather reports and recorded programs left to remaining single, independent (ear) radio stations."

Now there is a challenging bit of thinking... Even in his absence I think it important to explore the questions raised by his provocative statement that "Radio Is Doomed."

At this point a few statistics may provide useful background.

### Networks Up 7.3%, Stations 7%

Total broadcast revenues in 1948 for 7 networks (4 nationwide and 3 regional) and almost 1,900 standard broadcast stations are estimated to be approximately \$408,000,000. This represents an increase in aggregate industry revenues over 1947 of about 12%.

A large part of the increase in aggregate revenues in 1948 was due to the operation of about 340 newly licensed stations in that year. Thus, while aggregate revenues increased by \$44,000,000, it is estimated that \$18,000,000 is accounted for by the newly licensed stations in 1948. The remaining part of the increase, \$26,000,000 was registered by the networks and the pre-1948 stations. The increase in revenues achieved by the networks and their key stations (\$7,000,000) was approximately 7.3% while the remaining stations increased their aggregate revenues by \$19,000,000, or 7%.

Aggregate 1948 industry expenses are estimated at \$342,000,000, or an overall increase of 14.5%. Eliminating the new 1948 stations, which accounted for \$21,000,000 of the aggregate expenses, network and station expenses increased by approximately 10% in 1948.

Thus, although aggregate broadcast income (before Federal income tax) decreased by 8.3% for the industry as a whole, *eliminating the new 1948 stations*, aggregate income (before Federal income tax) for the pre-1948 stations and networks decreased by 4.2%.

### One Out of 4 AMs Are Losers

Financial reports for 1948 covering 1,448 of 1,830 standard broadcast stations show that more than one out of four stations incurred losses in that year. The greater number of these "losing stations"—stations whose total broadcast expense exceeded their broadcast revenues—started operations in either 1947 or 1948. 58% of the stations started in 1948 lost money that year. 34.2% of the

stations started in 1947 lost money in 1948. 15.1% of stations started in 1946 or earlier lost money in 1948.

A quick comparison of the 1948 financial experience can be made with the immediate pre-war period. In 1939, 32.6% of the stations in operation lost money; in 1940, it dropped to 24.7%; and in 1941, still further to 21.9%. The pre-war years, however, are not strictly comparable with the post-war years due to the fact that the composition of the industry before the war contained a relatively small proportion of new stations (8% in 1940 and 6.4% in 1941) as compared to 1948 when 19% of the total stations were new that year. In addition, almost half (44%) of the total stations in 1948 were in operation only two years or less.

With respect to the 58% of the new 1948 stations which lost money in 1948, it should be noted that during the period 1939 through 1945, an average of 50% of the new stations during that period lost money in the first year of operation. The highest proportion during this period was in 1939 when 65.2% of the new stations in that year reported losses. After a steady decline in this percentage during the war years, the proportion of new stations losing in their first year of operation jumped to 62% in 1945 and 63% in 1947.

### Classifying the Losers

In examining losing stations with regard to network affiliation, we find that although 15.1% of the total stations licensed in 1946 or prior years lost money, only 11% of network affiliated stations reported losses, while 32% of the non-network stations reported a loss.

Of the 700 FM stations on the air in 1948, approximately 586 were operated in conjunction with AM stations with no separate time sales of the FM outlet.

Of the remaining 114 FM stations, revenue data for 1948 were reported by 72 stations. The aggregate revenues of these 72 stations is estimated at \$1,000,000. A projected estimate for all 114 stations amounts to \$1,600,000 revenues during 1948.

For the 72 reporting, aggregate expenses of \$3,400,000 are estimated. Thus, an estimated loss of \$2,400,000 has been incurred.

Of the 72 reporting, four reported profitable operations during 1948. In each case, the station was on the air for the full 12 months.

### TV Lost \$15,000,000 Last Year

During 1948, the four TV networks and 50 stations (total on the air during the year) reported aggregate revenues of approximately \$8,700,000, aggregate expenses of \$23,600,000 and losses of almost \$15,000,000. All networks and stations reported a loss from operations during the year.

No comparisons with 1947 are possible since during that year fewer than 20 stations were on the air and commercial operation was negligible.

Of the \$8,700,000 industry revenues, approximately \$2,500,000 were derived from network programs with the remaining \$6,200,000 sold directly by the stations.

The distribution of total revenues, expenses and losses as between networks and stations was as follows:

	Revenues	Expenses	Loss
	(In millions)		
4 networks (including 10 owned and operated stations) .....	\$4.8 (55%)	\$11.2	\$6.4
40 other stations .....	3.9 (45%)	12.4	8.6
Industry Total .....	\$8.7 (100%)	\$23.6	\$15.0

In evaluating the above, it should be noted that no network was in commercial operation during the entire year and that only 17 of the 50 stations operated during the entire year. Exactly half of the stations operated only six months or less. Average *monthly* station revenues ranged from \$20,000 in the case of the "full year" stations to \$5,000 for stations in operation only two months or less.

#### TV Operating Expenses and Revenues

With respect to total operating costs of TV stations, the following data are based on 14 of the 17 stations in operation during the whole of 1948 (The 3 stations excluded are "key" stations of the networks whose expenses are not completely segregated from the network expenses):

Aggregate Annual Operating Costs of 14 stations .....	\$7,532,000
Average per station .....	538,000
Average per month per station (divided by 12) .....	45,000
Highest Annual Operating Expense .....	814,000
Lowest Annual Operating Expense .....	59,000

In connection with the above, it is, of course, to be noted that the number of hours of station operation per week varied from as little as 10 hours to as much as 50 or more hours.

Perhaps an even more pertinent set of figures is a compilation showing for 1948 the proportionate share of total revenues going to television stations in seven major metropolitan markets. The table follows:

Metropolitan District	1948 Total		1948 Total		Total Revenues (AM plus TV) (\$ mill.)	Percent TV is of Total
	No. of Stations	Revenues of AM Stations (\$ mill.)	No. of Stations	Revenues of TV Stations (\$ mill.)		
New York, N. Y.	26	\$24.5	6	\$2.2	\$26.7	8.2%
Chicago, Ill.	18	15.9	4	0.7	16.6	4.2
Los Angeles, Calif.	23	10.5	3*	0.5	11.0	4.5
Philadelphia, Pa.	13	6.7	3	0.7	7.4	9.5
Washington, D. C.	14	4.8	3	0.4	5.2	7.7
Baltimore, Md.	8	3.7	3	0.3	4.0	7.5
Milwaukee, Wis.	7	2.8	1	0.2	3.0	6.7
Total	109	\$68.9	23	\$5.1	\$74.0	6.9%

\* A fourth station, which went on the air December 31, 1948, reported no revenues.

#### What the Statistics Prove

Just what conclusions are to be drawn from these statistics? That probably depends upon the point one is trying to prove. Personally, *I don't think these figures support Mr. Aylesworth's prophecy of no sound radio within three years.* Nor do I think that the figures refute his essential argument which is built upon his belief in television becoming the greatest of our media of communications. *The essential difference between Mr. Aylesworth and me is one of time—*or really the question

of how soon television can become a nationwide competitive system and with "circulation" in most of the homes of America.

That there will be a transition period is a certainty. Mr. Aylesworth's three years seem much too short to me in terms of the radio manufacturing industry's ability to build the receivers necessary for circulation. And that is not the only problem. Decision by the FCC with respect to the VHF "freeze" and the problems involved in determining the utilization of the UHF also affect the timing.

The statistics I have cited seem to point to certain supportable conclusions:

1. There is grave financial risk in starting a new aural radio station. More than half of all the new stations started last year lost money that year. I hear rumblings all about me in this convention about the number of grants made by the Commission. The Commission cannot give consideration to the question of economic support for a station under the prevailing interpretation of the Sanders case.

2. There seems to be a definite relationship between the number of "losing stations" and the excess profits tax. In fact, there seems to be a definite relationship between profits in the broadcasting business and the excess profits tax purely on the basis of broadcast profits during the war years.

3. I am sure that there is a definite relationship between the proportion that television is taking from the total advertising dollar—as we saw in the table I presented on seven major metropolitan areas—and the television circulation in those areas. I do not have at hand the receiver distribution figures to bolster this conclusion but I am sure of the point. In other words, I think it is a sound assumption that television will, in the future, take an increasing share of the advertising dollar in direct proportion to its increase in circulation in any area.

#### Competitive Trend Is Toward TV

*Will all of those dollars come from radio?* I don't think so. Some of them will. Some will come from other media. Some will be new advertising dollars. The danger, from radio's point of view, is that it will lose dollars to all media, including television, as a result of loss of audience to television.

There is no doubt that television and sound radio are entering into a *period of intensive competition.* It is, first of all, *competition for audience.* Television is seeking audience (circulation) and radio is fighting to hold it. It is also a *fight for the advertiser's dollars.* The trend is toward television—if I can understand the implication of the statistics.

I do not see anything on the horizon which indicates that this trend will be reversed. The tendency is to emphasize economy programming. In a few instances this tendency is resulting in stations ignoring local program needs. Does such a trend, minor though it may be at the moment, support radio in competition for audience?

Broadcasters, generally, have failed to see the potential increase in audience to be gained by using their FM facilities. I am not cognizant of any widespread promotion of FM in areas where FM can make network and other program services available and areas which the AM facility, under the same ownership, does not serve adequately. A few broadcasters are doing this successfully. As a matter of fact too few AM broadcasters are duplicating their full program schedule over FM, thus depriving many listeners of service, and many thousands of others improved service. I have to conclude that many broadcasters are not using their FM facilities in the public interest.

#### "Television as the Dominant Medium"

Make no mistake about it—television is here and here to stay. If there be those in this audience today who think they can lick it, who think they



can stall the development of television in this country or in their community, I urge them to give heed because they know not what they see before them.

*I see television as the dominant medium of broadcasting in the future. It is a new force unloosed in the land. I believe it is an irresistible force. It is a technological discovery that the people want and demand. It is not something that you have to high-pressure the people into buying.*

In the metropolitan areas where it has already started, television has met with sensational acceptance.

But don't think that the people outside the metropolitan areas are going to be content to grow old gracefully while television passes them by. The day of the hinterland, the provinces, the backwoods, the sticks has passed in America. Radio itself helped to hurry that process. The wartime prosperity and the dispersion of our industrial plants took us further along the road toward greater equality of opportunity.

### Can You Afford Television?

Many of you have pointed out to me that your city cannot afford to support an investment in a television transmission station of half a million dollars or more. In addition, you have cited the annual-operating costs approximating the initial investment. I can't disagree with that argument on those assumptions. I just cannot accept the assumptions as valid. I know that contrary thinking flies in the face of my own figures taken from the experience of 14 of the 17 stations operating all of 1948.

*The need is for simplification and reduction in cost both as to plant and operating expenses.*

I see very little thinking in this direction. There is still entirely too much emphasis on glamorous buildings and too little on sound plans to get television service to everyone in America.

Each large metropolitan area can support one or more major stations with studios, field pickup equipment, management, operating and sales staffs. These major cities will be interconnected with coaxial cables or radio relay circuits and form the core of television programming. Talent, shows, exhibitions, etc., which make up the regular program service, are available in these cities. There are of course, possibilities of other shows or events originating outside of these points but, for the time being because of cost of irregular operation, these should be considered unavailable.

### The Satellite Idea Again

The service of each major station is definitely limited by the transmission characteristics of the frequencies used. This can be fairly accurately calculated. For purposes of illustration, the service area can be assumed to be a circular area with a radius of 40-50 miles. This service area usually includes the uniformly dense population, but at the edge the population is in general concentrated around secondary cities and towns. These cities and towns can each be served by a simple "secondary station" with location and power properly selected to serve the area. The number, location and radiated power of such "secondary stations" is determined by the population distribution. Thus cities like Chicago, New York, Philadelphia, might have three to five "secondary stations" surrounding them.

These "secondary stations" must be simple in construction and operation to give minimum investment and operating cost. The stations must be, as nearly as possible, automatic in operation, thus requiring minimum staff. The program service must be supplied directly from the central program source and such "secondary stations" should not be expected to provide program material. These stations should not require studios, management, sales or programming staff. In all respects this type of "secondary station" should simply be a repeater for the program

source in order to extend the coverage for the program, thus dividing it among a larger number of audience units.

The second step is to serve the cities and towns along the connecting lines. The same type of "secondary station" transmitter can be used. Taps on the connecting circuit can be made along the line at any point of amplification. The company operating the connecting lines (AT&T) should develop simple terminal equipment to be connected at any convenient point of the circuit to give service to a local station.

The third step is service off the connecting line. From each of the stations on the line "secondary stations" can pick up and repeat the program. The quality of the picture may permit a second repeat but with simple apparatus it is improbable that acceptable service beyond this can be obtained. Simple radio relay spurs of one or several hops can be provided, and technical improvements will make it possible to extend these spurs and maintain quality. If costs can be supported, more elaborate relay lines or coaxial lines may fan out from points on the main line.

Thus one can build up a network very similar to the network of a railroad system—major terminals, intermediate stations, short side spurs and secondary lines. The analogy differs in that in the television service every station can have the same service to it, but no service can be provided in the reverse direction without large capital and operating expenditures.

This network can be justified and expanded only if the costs are geared to the audience added. Competition can be provided by parallel networks. The only limits to the number of competing networks are economics and availability of frequency bands. It is probable that, in most of the U. S., the former will be more limiting than the latter.

### Local Programs, Too

A "secondary station" such as I have described, and particularly those not satellite stations on the edge of large metropolitan areas, can provide local programs as well as network programs. The transmitter can be designed so that "field equipment" can be connected into it directly or by a simple radio circuit. Thus local sports events, local speakers, local forums, local dramatic productions, etc., can be added to the service. This same "field equipment" can be used to pick up local shows or add local advertisers. This added service should grow with the audience as returns justify it for each addition requires additional equipment and management and operating personnel.

I would like to see all these possibilities explored. I do not think television need stay in the millionaire class. If it does millions of people in this country will never have the opportunity to enjoy it regularly.

There has been some thinking that all broadcasters ought to have first call on a television frequency for their community. I cannot accept any thesis setting up a preferred class of applications. But I certainly would like to see developments in television which would make it possible for all qualified broadcasters to get into television. I hope that in these ideas I have advanced there may be some such possibilities.

The people on Main Street know about television, are excited about television and if they don't see signs of getting it in a reasonable time, they are going to start asking questions. They will start asking embarrassing questions of you—their local broadcaster.

And they are going to look inquiringly to the government agency charged with making communications available "to all the people of the United States."

### Before Many Months . . . UHF Allocation

I think you all know that the Commission has in recent months been intensifying its study of methods of making more channels available.

I am certain that before many months we can establish our Ultra High Frequency allocation and thus open up

this new frontier of the spectrum so that it may be possible, given imaginative leadership rather than Maginot Line leadership, to take television service to all of America.

In the face of more competitive, more realistic economics in broadcasting, you gentlemen will have to make numerous readjustments. You will want to practice economies and fight harder for business.

In this period of readjustment from the lush days of the war, you will be faced with the temptation to go down the primrose path of commercial excesses, to reduce the quality of your programming, to cut corners on your public service programming.

In that hour of temptation it will be well to remember not only the long-range health of your own operation but the security of the whole structure of broadcasting. It will be well for everyone to get out the Communications Act and study the obligations for public interest, convenience and necessity.

#### "National Earache" and "National Eyesore"

The public interest, I can assure you, is not expendable.

A concerted lowering of standards would be calamitous to the whole field of broadcasting, could lead to sound broadcasting becoming the national earache and television the national eyesore.

In fact, I suggest that one of the first measures you take to strengthen the position of your individual station and the whole industry for the more competitive future is to begin building a better program structure. Ask yourselves if you are serving your community as well as you can.

In this connection I would like to read a portion of a letter that I received recently from a friend of mine who formerly headed one of the more important federal agencies. He is by no means a starry-eyed dreamer nor a

long-haired esthete, nor a professional needler of radio—just a good, sound substantial citizen. He has been ill of late and has spent a good deal of his time at home. And he has been listening to the radio. Here is what he says:

"During the last year, since I ceased being a government bureaucrat, I have had more opportunity to follow the radio programs than ever before; and I must confess a great disappointment that so much which is put over the radio today is such cheap stuff. Unless radical changes are made and a higher standard is established I am convinced that radio in this country will ultimately pay a high price for the shortsightedness of management.

"Around this part of the country, by the way, I have been surprised at the large number of stations which have come into operation in recent years, and the drab character of the programs they put out. These stations impress one as being operated purely for advertising purposes and with little sense of public responsibility."

To those who are quick on the draw with the First Amendment, I would refer the caution of Dr. Zechariah Chafee, Jr., professor of law at Harvard University in his book, *Government and Mass Communications*:

"The First Amendment was not adopted to protect vehicles of advertising and entertainment. They are legitimate and beneficial activities but so are stock-broking and circuses which receive no constitutional immunity."

With that mighty instrument of mass communication, the motion picture, given over to escapist entertainment, and the newspaper field presenting the anomaly of an almost exclusively one-party press in a two-party nation, the media of broadcasting has a unique opportunity to serve as our greatest forum and thereby win a more secure place in the hearts of the American people.

**LOOKING AHEAD WITH THE SOOTHSAYERS:** This week brought more nervous assaying of TV's place in the advertising sun, favorite topic of the advertising industry's soothsayers. Obviously replying to FCC Chairman Coy's provocative NAB address (Vol. 5:16), managing director T. F. Flanagan of National Assn. of Radio Station Representatives, was stung into telling Boston Radio Executives Club that station owners at NAB convention "were lectured at, called down, bawled out, berated, disinflated, threatened, their early demise predicted if they ran AM stations, and their bankruptcy predicted if they ran TV stations." Flanagan went on:

"Regardless of the bright future of TV, and it is bright, AM is way out ahead for many years, and your best bet is that it will keep on growing in annual time sales for the foreseeable future, no matter what other advertising media may do."

Newspapers should not underestimate TV's potentialities, was warning from Harold Manzer, president of Newspaper Advertising Executives Assn., business manager of Worcester Telegram & Gazette, speaking Thursday at New York convention of National Newspaper Promotion Assn. He said: "Newspapers may feel [TV's] effects less than other media, but all will suffer inroads as many appropriations are diverted, sometimes to the disadvantage of newspapers." But he opined newspapers should fare better than radio because they deal primarily in news, not entertainment. Going along with Manzer, veteran adman Roy S. Durstine told National Editorial Assn. meeting in New York Friday: "No matter how big TV grows, how important it becomes, the American people are still going to want their newspapers. And advertisers are still going to want to advertise in them."

And CBS continues its campaign to maintain radio-TV balance, set off by sales v.p. Bill Gittinger at last January's TV Clinic (Vol. 5:4) in talk titled "Seems Radio Is Here to Stay." CBS's TV v.p. Jack Van Volkenburg told Minneapolis Ad Club Wednesday: "TV is beating every estimate that has been set up for it...In size of audience and in volume of advertising [TV] is already where we expected it to take another year to get." Then CBS sales manager John Karol came across with: "Just as radio has taken its place as a great advertising medium without detriment to the healthy units of older media, so we may look upon TV as a supplement rather than destroying other media."

\* \* \* \*

Let's look at what some other crystal gazers see in TV's economic and artistic future, as recently reported:

Printers Ink: Opines in April 1 issue that early estimates of 1949 TV sales are "too low." Most optimistic estimate thus far is \$30,000,000, Rorabaugh Reports showing 1,027 advertisers using TV in March (vs. 917 in February and 727 in January) and expenditures for TV time during first quarter of 1949 totaling \$5,240,665. Says Printers Ink: "Gross time sales for the year are certain to exceed \$30,000,000. Add the bills for talent, rehearsal time, film and other items, and 1949 may well witness an advertiser investment in TV of \$100,000,000."

Broadcasting Magazine: AM business seems to be leveling off its historical rising curve, for time being at least. Recent report (March 21) cited survey showing that for nation as whole only 5% of AM operators call TV "competition" while 46.4% cited newspapers, 35.6% other AM stations. But in all TV markets, TV was listed as one of top 3 competitive media. Wherefore, Broadcasting sees more "intramural competition" for the advertisers' dollar, bearing out "the oft-heard contention that telecasting is creating new advertising dollars rather than euchring them away from radio budgets. It appeals to many of the big newspaper space buyers who previously contributed only a small part of their budgets to aural radio."

BBD&O president Ben Duffy: TV will overtake and pass radio by end of 1954, according to majority of radio, manufacturing, advertising and sales promotion exec-

utives surveyed by BBD&O. But Mr. Duffy also told recent New York City College radio-TV conference that 89% of those surveyed feel TV won't kill off radio, as talkies did silent pictures. He didn't think radio and TV are necessarily competitive, saw new money going into TV sponsorships because it will "perhaps increase sales tenfold, rather than twofold." He also observed: "Radio helped to pull us out of the big depression, and maybe TV will prevent the recession, or something worse, that some people are talking about."

Note: Sponsor Magazine's "New Advertising Dollars for TV" (March 28) goes specifically into subject: "Because TV is for the most part controlled by executives who have been in broadcasting for years, it has not been too well sold to non-radio advertisers...Firms like Cannon Mills (towels), Van Raalte (women's hosiery and underwear), and Standard Sanitary (American Radiator) have had...inadequate solicitation [and] are amazed by the fact that they have not been contacted by leading TV networks and stations...TV need not draw upon radio budgets just as long as it's viewed as a selling rather than an advertising medium. That, of course, will require a new approach...That may be difficult, but it isn't insurmountable."

\* \* \* \* \*

Radio columnist John Crosby: Quite dubious about "notion that radio and TV will happily cohabit the same planet." Says, "Given any measure of equality in programming, few people are going to listen to the radio if they own a TV set." Then quotes CBS president Bill Paley as seeing TV future for all his new talent (Jack Benny, Bing Crosby, Edgar Bergen, et al), Paley also saying: "I don't think people will tire of personalities any faster in TV than they do in radio...people won't get sick of a face per se. The best TV will be live TV."

Comedian Fred Allen: "All I know is what we do now on the air is no good for TV -- that most of our best and oldest stuff won't go...the video audience just won't buy it. Maybe future generations won't be so passionately interested in Benny's toupee or his parrot or his clanking car. We've been operating for years with pure sound gags as our stock in trade, and suddenly they're no good any more. God only knows what Bill Paley will do with all those comics he's bought...there's no guarantee TV will need 'em." -- Quoted by Scripps-Howard columnist Robert Ruark.

Comedian Eddie Cantor: "Sure, TV is coming and the so-called big names will be at the station when it arrives -- but I don't think that will be for several years...The big comics are a little bit too old and tired to memorize and rehearse a full half hour of entertainment each week. This means that people in control of TV will be forced to get some new faces whether they like it or not. When TV gets around to me I promise you that I shall not do more than 20 shows in a year." -- Quoted in March 30 Variety.

**REPORT ON TV'S ONLY DAYTIME-ONLY:** It's still too early to draw any definite conclusions about daytime TV operation, but some interesting points are reported from TV's sole daytime-only station KFI-TV, Los Angeles, by general manager Bill Ryan:

Frankly finding night competition with Los Angeles' other TVs too stiff, KFI-TV on March 1 went over entirely to daytime-only operation (noon to 6 p.m., 7 days weekly). It puts on some 20 shows daily, most 10-15 min., one 35-min., signs off with bid to viewers to tune NBC's KNBH in evening -- KNBH reciprocating by urging its viewers to tune KFI-TV at noon next day.

Operation is nowhere near profitable yet, though billings are increasing and "there has not been a single day we have not written new business -- sometimes as much as \$4,000 in one day." Practically all advertising is local, some never having used radio before (one even selling coat hangers at 6 for \$1). Reason big advertisers aren't interested yet, Ryan believes, is that billings aren't big enough to attract their agencies, but he counts on superior impact of TV to sell it to advertisers. KFI-TV is running in direct competition with top AM independents, its rates being commensurate (from \$20 for spot to \$150 for hour). According to recent survey (Vol. 5:14), KFI-TV delivers same number of TV sets as an AM independents' average afternoon hour (about 7,000); at time of survey Los Angeles had 105,000 TV sets.

**NOTES ON THE MAJOR TV SUPPLIERS:** You can't sell Philco short in the competitive TV picture, simply because it has been so quiet lately -- cutting national advertising to bone, dropping Bing Crosby on AM, Philco Playhouse on TV. Distributors are being told it will be out with something "very hot" soon, possibly by time of annual distributors' convention, date not yet set but usually held in Atlantic City in June (unless it's postponed by strike -- see Note below). Meanwhile, New York dealers are scheduled for Havana cruise May 27, Detroit dealers for Great Lakes cruise same day.

Aside from deep-dyed secrecy about its new product, Philco is promising only that deliveries of its expanded-image 7-in. line (Vol. 5:13) will be made in quantity between now and May 15. Its 10-in. consolette, the \$349.50 Model 1150, is being closed out. Good bet is that any new 10-in. table model will be priced to compete with GE's sensational \$239.95 job (Vol. 5:17), which is also the prospect for RCA's long-rumored "under \$300" set (Vol. 5:13,15).

Other sleeper in the trade seems to be Admiral's also very hush-hush "sensation," about which not a whisper yet (Vol. 5:14) -- Admiral meanwhile pushing to utmost its highly successful \$399.95 TV-AM-FM-phono (3-speed) console which it claims is currently outselling all other consoles combined (Vol. 5:16). Admiral will show new item to its distributors at New York's Waldorf-Astoria May 5, Chicago's Drake May 10, San Francisco's St. Francis May 12 -- breaking big ad campaign May 15.

Because so many customers want much-publicized "larger" pictures, RCA is supplying its distributors with new set masks giving 10-in. sets 57 sq. in. image instead of normal 52. Camden plans to ship some 15,000. Dealers are expected to change front of set to permit increased picture size, though RCA officially calls attention to 4% loss of picture information. On combinations, new masks permit 61 sq. in. They cost dealers \$1, and may be passed on to customer without charge.

Note: At press time Friday night, CIO union representing 4,500 employees of Philco was to hold mass meeting to discuss breakdown of negotiations for wage increase, hospitalization benefits, insurance-pension plan (adding 4½% to company's payroll) and paid holidays on Washington's Birthday and Good Friday (making 8 days in all). Since contract expires May 1 and union claims management turned down extension until Aug. 1 for further negotiations, it looked very much like strike -- and shutdown of plant Monday. Frank Blackenger, president of Local 101 of United Electrical, Radio & Machine Workers, said Philco plant employed 7,500 workers last fall but about 3,000 have been laid off since Dec. 25.

**MORE TUBE CUTS & OTHER TRADE NEWS:** Now the 10-in. picture tubes are dropping in price -- both RCA and Sylvania this week announcing reductions to manufacturers from \$24.95 to \$22.50 per unit, to distributors from \$27.20 to \$24.90, to dealers from \$34 to \$31.13, to consumers from \$44.50 to \$41.50. Next week, Sylvania will further reduce 12½-in. prices (Vol. 5:16) by about 10%. No changes are contemplated in 7 and 16-in. Nor has GE announced any further changes, though it's reasonable to assume its 10-in. tubes will soon be quoted lower, too.

Easing tube situation, with its competitive pricing, is biggest current news of the TV trade, but there are other significant items:

Motorola is out with 3 new sets, all with expanded pictures, apparently as replacements for its VT-107, VK-106, VT-121. New 10-in. table model is \$279.95, down \$20 from previous counterpart; new 10-in. consolette is \$299.95, down \$50; new 12-in. table, \$369.95... Belmont has cut price of 7-in. table model by \$20, now \$169.95; 7-in. portable by \$10, now \$179.95; 10-in. table by \$20, now \$279.95; 10-in. console by \$20, now \$329.95. All save 7-in. table have circular pictures... Ansley has reduced prices on 9 of its 11 models (TV Directory No. 7) from \$10 to

\$150; prices of 15-in. combinations alone unchanged...Westinghouse's new 10-in. console has been priced at \$369.95, 12-in. at \$449.95.

DuMont is now selecting distributors in key areas, departing from former policy of handling mainly through franchised dealers...Belmont strike of CIO workers ended April 21 when NLRB certified IBEW-AFL union as bargaining agent for Chicago plant...Zetka announces production of first 16-in. all-glass tube, flat-faced, claims it's 1-in. shorter than glass 15-in., 2-in. shorter than metal 16-in...New 16-in. TVs due soon from Crosley (to be shown at May 4 dealer meeting in New York's Hotel Plaza); Pilot, Ansley, Olympic, Air King and RCA -- latter's a console (8TK320) with AM-FM and priced at \$675...Stromberg-Carlson has new 12½-in. console (Weymouth) with its first expanded (92 sq. in.) picture and AM-FM, \$565.

Regulation W was further relaxed April 27 when down payments on appliances became 10%, with 24 months to pay, articles under \$100 exempted; last month's reduction (Vol. 5:10) called for 15% down, 21 months to pay...Air King showed new line this week, comprising 10-in. table at \$239.95 and console \$299.95; 12½-in. table at \$299.95 and console \$349.95...Federal Video Corp., Richmond Hills, N.Y. (not the IT&T subsidiary and not associated with Federal Television Corp.; Vol. 5:17) announces 15-in. line comprising table model at \$595, console \$650, console in Chinese motif \$795, console with AM-FM-LP \$1,495.

First "used TV" dealer on big scale seems to be New York appliance chain Monarch-Saphin Inc., planning to allow trade-ins on new sets, to recondition old sets, replace tubes, sell as second-hand with one-year warranty at \$125 to \$150. First used-TV store will be in Brooklyn. Company feels 7 and 10-in. owners will go heavily for trade-ins on larger units.

\* \* \* \*

Phono notes: Sleeper in phono trade, which RCA says is already dominated by its new 45rpm players, is mail-order record business which may soon be subject of buildup; small, unbreakable disks lend themselves ideally to mailing...Zenith has phono adapter at \$8.95 which permits playing both 33 1/3 and 45rpm records on conventional turntable; mechanism has speed levers and separate tone arms...New RCA table model radio-45rpm phono at \$79.95 has storage compartment for up to 30 small size records...Motorola's new \$59.95 portable radio-45rpm phono, also with storage facilities, is said to be lightest ever, 12 lb...John Meck Industries has 3-speed player for \$24.95, usable with radio audio system, \$19.95...Krenco Mfg. Co., 231 S. La Salle St., Chicago, has turntable for all table top and console TV sets called "Tele-Turn"; it plugs into TV set sound system...Carbonneau Industries, Grand Rapids, has "Plays-All," 3-speed adapter (Vol.5:13), priced at \$12.50...Webster-Chicago has new automatic record changer called "Duo Seven" playing 7-in. 33 1/3 and 45rpm.

### Count of TV Sets-in-Use by Cities

NBC Research counts 1,447,000 TV sets in use as of April 1, according to its monthly 'census' report estimating sets installed and no. of families within 40-mi. service area (.5 Mv). Detailed listing of TV towns to date:

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	535,000
Baltimore	3	732,000	51,500
Boston	2	1,175,000	68,400
Philadelphia	3	1,184,000	140,000
Richmond	1	130,000	9,000
Schenectady	1	258,000	20,000
Washington	4	691,000	40,800
New Haven	1	557,000	24,100
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	18,300
Chicago	4	1,438,000	125,000
Cleveland	2	695,000	38,700
Detroit	3	839,000	50,500
Milwaukee	1	327,000	21,600
Pittsburgh	1	742,000	10,300
St. Louis	1	474,000	25,500
Toledo	1	241,000	10,000

### Non-Interconnected Cities

Albuquerque	1	22,000	700
Atlanta	2	233,000	7,300
Cincinnati	2	384,000	20,000
Dayton	2	291,000	4,700
Erie	1	112,000	2,700
Fort Worth	1	269,000	3,900
Dallas (a)	—	277,000	4,600
Houston	1	217,000	3,500
Los Angeles	6	1,372,000	112,600
Louisville	1	188,000	6,100
Memphis	1	177,000	4,400
Miami	1	117,000	3,100
Minneapolis-St. Paul	1	333,000	12,600
New Orleans	1	225,000	4,200
Salt Lake City	1	93,000	3,900
San Francisco	1	825,000	5,400
Seattle	1	307,000	5,100
Syracuse	1	199,000	2,400

### Stations Not Yet Operating

Columbus	(b)	225,000	1,300
Indianapolis	(c)	281,000	900
Oklahoma City	(d)	138,000	1,300
Providence	—	1,011,000	6,000
Rochester	(e)	208,000	600
Wilmington	—	183,000	3,400
Others	—	—	37,600

TOTAL 1,447,000

(a) Included in coverage of Fort Worth station (WBAP-TV). (b) WLW-C started April 4. (c) WFBM-TV starts May 30. (d) WKY-TV starts June 6. (e) WHTM starts June 11. Note: Lancaster, Pa. not included, but claims 2,000 sets; its WGAL-TV, testing, starts June 1.

**WHY TV TRADE IS TIGHTENING UP:** Faring somewhat better than other appliances, but sharing their recession to some extent, the TV set market is tightening -- indeed, one major manufacturer tells us April was the industry's worst month yet. He thinks May looks none too good, and summer will require the hardest kind of selling during vacations of telecasting's biggest shows. He also opines production is beginning to outrun demand, a conclusion bolstered by fact RMA's first April week figure exceeded 41,000, highest yet, without including Admiral and dozens of smaller manufacturers.

That TV's "circulation managers" have plenty of woes, was manifest from their unrestrained squawks at this week's Cincinnati convention of National Electrical Wholesalers Assn. Summed up, their complaints amounted to this: (a) That there are too many dealers, most unable to carry sizeable stocks and incapable of offering the service TV sets require. (b) That too narrow a margin is allowed distributors, and too much goods is being forced upon them. (c) That there's too much price-cutting -- the assertion being made that manufacturers are winking at this, could stop it by policing dealers and enforcing fair trade laws.

Too many manufacturers, might also have been mentioned. There are now well over 100 (see TV Directory No. 7) and the number seems to be growing rather than diminishing. It's hard to calculate, at this moment, how many of them can survive -- in view of today's intensely competitive pricing, the dominance of certain brand names backed by giant capital, and the necessity now of appealing to mass rather than class trade.

Note: National Better Business Bureau this week circularized radio-TV manufacturers, among other appliance makers, to urge against "phony" trade-in discounts and deceptive advertising. "The practice of disguising price cuts or reductions from inflated markups as trade-ins is condemned by the Bureau as misleading to the public, unfair competition and detrimental to public confidence in business," said Kenneth B. Wilson, BBB manager. "Manufacturers are urged to exercise sound leadership in the matter."

**RCA's \$269 SET & OTHER TRADE NEWS:** RCA breaks its long-bruited "under \$300" model May 22. It will be priced at \$269.50, with matching table to make it a console costing \$15.50 more. It's designated Model 8T240, has 10-in. tube with RCA's first expanded picture (61 sq. in.), contains 23 tubes, 2 rectifiers -- economy effected mainly in cheaper wood cabinet and lower tube prices.

Much-advertised Magnavox price-slashes (\$15 to \$160 per model) don't involve TVs, apply only to dozen radio-phonos...Fisher Radio Corp. has shown first 3x4-ft. Protelgram projection receiver (Vol. 5:14-15), called "Panorama," priced at \$595...Sightmaster has universal chassis permitting use of any tube from 10 to 20-in.; its 26-tube circuit will be used in all Sightmaster models, will also be put on market so customer can select picture size...U.S. Television has 12-in. table model with 85 sq. in. expanded picture, \$369.50; UST has also cut price of 12-in. console with AM-FM-phono by \$100, now \$695...Bendix cut 10-in. table \$90 to \$259.95, console with AM-FM-LP \$130 to \$499.50.

More from 16-in. producers: Crosley showed new 16-in. console with FM, priced \$569.95, at New York dealer meeting this week; also 12½-in. table with FM and same in console with AM-FM-phono (3-speed), no prices yet...Sparton's new 16-in. console is priced at \$495...Westinghouse's 16-in. console has rotatable tube mount, like DuMont's "Manchu" (Vol. 5:5), costs \$599...Hallicrafters' 16-in. with remote control at \$395 and a 15-in. console at \$399, are both to be disclosed at Chicago Parts Show; Hallicrafters also is stressing chassis line (10 or 12-in. at \$169.95, without tube) and sending to distributors and dealers illustrations of custom jobs.

Still more new companies: Atwater Television Corp., 601 W. 26th St., New York, outgrowth of Videograph Corp.'s interest in jukebox-TVs -- in fact, owned by

same principals (Louis N. Forman, president of both). Atwater line comprises 12½-in. table model at \$299.95, 12½-in. consolette \$349.95, 16-in. consolette \$479.95, to be sold direct to dealers with 33 1/3% markup. Company hopes to have 9,000 units on market by mid-June, also plans to go in for private label business. It's buying chassis from other manufacturers...Jackson Industries Inc., 1708 S. State St., Chicago, heretofore private brand maker (Philharmonic, et al), reported planning to enter TV set market under own name...Electronic Controls Inc., E. Orange, N.J. (see Special Installations, Part VII, TV Directory No. 7) has 7-in. portable with 15 tubes, 2 rectifiers which it's offering for private brand label at \$101 for 100 or more, \$106 for 50-100, \$109 for 25-50. Consumer price would be left to retailer, presumably \$169-\$199 range. Company claims plant capacity of 100 per day now, plans 10-in. table model soon to be offered at \$158 in wholesale lots.

\* \* \* \*

Add 2 more to list of TV picture tube manufacturers (TV Directory No. 7, p. 59): Remington Rand Inc., Picture Tube Division, So. Norwalk, Conn., reporting it's making 12½-in. now being used by some set makers. Hytron Radio & Electronics Corp., 76 Lafayette St., Salem, Mass., stating it's producing and shipping TV picture tubes "in increasing quantities," as well as all popular receiving type tubes for TV. And more tube price reductions:

National Union cuts prices again, 3 weeks after first 12½-in. reductions. This time 10-in. also cut. New 12½-in. prices are \$34.95 to manufacturers, \$38.75 distributors, \$53.50 dealers, \$66.50 consumers. New 10-in. prices are \$22.50, \$24.50, \$31.13, \$41.50, respectively...North American Philips, which sells only to manufacturers, cut 10-in. from \$24.95 to \$22.50; 12½-in. from \$38.60 to \$34.95; 2½-in. (used in Protelgram projection) from \$33 to \$24.78...DuMont again cut prices to manufacturers: 12-in. now \$31.50; 12½-in., \$32.75; 15-in., \$51 -- prices to distributors, dealers and consumers to be cut proportionately June 1...Sylvania's new 12½-in. prices are \$34.95, \$38.75, \$48.75, \$60, respectively; Sylvania expects to have 16-in. metal-coned tube within few weeks, priced competitively.

\* \* \* \*

DuMont names 4 new distributors, in accordance with new policy (Vol. 5:18): Victor E. Olson, DuMont sales manager, will open own Philadelphia firm under name of Olson & Co., 3915 Germantown Ave. In Los Angeles, it's Quality Electric Television Corp., 1235 E. Olympic Blvd.; Pittsburgh, Moto Radio Distributing Co., 5732 Baum Blvd.; New Orleans, Southern Music & Television Co., 536 Baronne St. Chicago, Detroit, Washington-Baltimore appointments will be announced shortly. Earlier distributorships continue: Boston, Taylor Distributors Inc.; East Orange, N.J. (New York-New Jersey), Teldisco Inc.; Cleveland, Television Distributors Inc.

\* \* \* \*

Krenco Mfg. Co.'s Tele-Turn is not a phono, as we erroneously indicated last week (Vol. 5:18); it's simply a revolving plate on which TV table model can rest and be turned in any direction...Columbia Records announces new cheaper LP player for attachment to existing radio-phonos; retail price unannounced, but probably under \$10, vs. original player's cost of \$29.95...RCA Victor has closed down record manufacturing plant at Canonsburg, Pa., also part of Hollywood plant (all but custom recording), due to decline in phonograph record business. Nearly all its records are now produced at Indianapolis plant.

---

IT&T has formed Capehart-Farnsworth Corp. as wholly-owned subsidiary to take over liquidated Farnsworth Television & Radio Corp., Farnsworth stockholders at May 4 meeting having approved sale deal (Vol. 5:7,8, 13,16,17). Revived merchandising of Farnsworth and Capehart radio and TV lines is expected. Meanwhile, IT&T v.p. Admiral Ellery W. Stone, also president of Federal, was elected president of Capehart-Farnsworth with former president E. A. Nicholas as his assistant; Philo T. Farnsworth, Henry C. Roemer and Wm. Clausen, vice presidents; P. H. Hartman, treas.; Chester H. Wiggin, secy. On May 6, another move was made in Federal court in Ft. Wayne to block sale, lawyer Robert W. Kenney of Los Angeles asking for probe of validity of proxies.

Settlement of Philco strike (Vol. 5:18) appeared near Friday night as union studied company offer after all-day meeting with Federal and State mediators. If production doesn't begin soon, company officials appear disposed to call off big distributors' meeting due next month in Atlantic City, where it's believed new TV models would be shown. Strike began May 2, affecting 6,500 workers in 22 plants and warehouses.

Federal Telephone & Radio Corp. (IT&T) has asked for court injunction to keep Federal Television Corp. (Vol. 5:17) from using "Federal" in its name. Only other company with similar cognomen is Federal Video Corp., Richmond Hills, N. Y. (Vol. 5:18).



**TRUNCATED CIRCLE BECOMING VOGUE:** Judging by what the major producers are currently turning out, it's quite evident that the truncated (lopped off) circle with expanded picture is becoming the accepted if not the standard shape for TV pictures. The swing away from conventional 4:3 rectangles has not been toward full-circle pictures, despite some efforts to that end, but rather toward blowing up the rectangles -- to the point where, for example, the 10-in. tube which had 52 sq. in. when framing a rectangular picture, or 65 sq. in. in porthole jobs, now seem to be stabilizing at 61 sq. in. in a truncated circle. And the 12-in. tube gives a 90 sq. in. truncated picture vs. 72 rectangular, while the 15-in. gives 140-sq. in. vs. 121.

What lends weight to conclusion that truncated circle is TV's most accepted shape is fact RCA is going to expanded picture (Vol. 5:19), Admiral's new \$249.95 plastic-console has it, and DuMont's new line soon will have it too.

Bigger pictures through expansion was selling point for several new, more or less unknown brands a year ago, then of Zenith's circular picture line (Vol. 4:47), but not until Philco put out entire big-picture line last January (Vol. 5:2) did the other "giants" take it up. Considered important is fact that truncated circle loses only 10-15% of transmitted information, its picture practically fully linear, whereas completely round picture loses up to 40%.

Although most makers of circular pictures (Zenith, Hallicrafters, Garod, Tele-tone, Belmont) apparently intend to continue, not all of them are too happy about it. Says Hallicrafters' Wm. Halligan: "The bulk of our line will use the truncated circle which seems to be the vogue throughout the industry. The sweep circuits used in this latter picture are slightly less expensive than those used for a completely linear circuit." Says Tele-tone sales manager Milton M. Schwartz: "The round picture television sets do not compare in sales with the conventional rectangular shape. However, the rectangular shape, with the sides rounded out to give a bigger picture, seems to be much more popular than the round screen or the conventional rectangular shape with the straight sides." Says Garod advertising manager Joseph G. DeVico: "Inasmuch as our receiver offers closeup enlargement, we have enjoyed a great deal of popularity...If the user wishes to return to the rectangular picture, he may do so without rising from his chair" [through remote control button]. Garod, in fact, recommends that rectangular picture be set normally, with "Tele-Zoom" device used for closeups at viewer's desire.

**PRICE CUTS TOP NEWS OF TV TRADE:** More price cuts, more new models, more jockeying for favorable merchandising positions feature latest reports from the TV manufacturers -- reflecting an intensification of competition. On Thursday, Magnavox announced reductions on most of its TV models, executive v.p. Frank Freimann stating they were made possible because of lower picture tube costs and "as a result of recent declines in basic materials such as copper and steel." Reductions range from \$5 to \$55 per unit. Other news notes of the TV trade:

Howard Radio Co. Chicago plant has been leased by Muntz TV Inc., is now turning out TVs under personal direction of Earl "Man Man" Muntz, the Hollywood used car merchant, now distributing on factory-to-customer basis (no dealers) in Chicago and Los Angeles, soon expanding to New York, Philadelphia, Detroit, Dallas. Plans call for 60,000 units this year. Among Muntz stockholders are: E. C. Bonia, Bendix Radio sales chief; T. E. Courtney, Northern Illinois Corp.; Sid Strotz, NBC Hollywood v.p.; Hal Strotz, Wilding Productions...Vidcraft Television Corp. (TV Directory No. 7) is opening agencies for door-to-door selling in all TV cities, says it has already started in New York, Boston, Providence, Schenectady, Washington areas. Line comprises 10-in. table at \$209.30, 12½-in. table at \$276.50, 15-in. console \$377.40; models 15-20% cheaper promised in 6 weeks.

Altec Lansing Corp., 1161 N. Vine St., Hollywood, speaker manufacturer, is

offering two 12½-in. chassis for custom installations: table model \$398.50, console \$465...Jackson Industries' new TV set line under own brand (Vol. 5:19) is being advertised as 10-in. table at \$199.50, 12-in. table \$249.50, 12-in. console \$279.50, 16-in. console \$359.50.

Ansley is second to offer 3x4-ft. Protelgram picture thrown on outside screen (first was Fisher; Vol. 5:19), has chairside "Telemovie" with 35 tubes at \$795, also 12x16-in. "Contemporary" using Protelgram at \$695...Olympic has added 3 new sets: 10-in. table at \$199.50 (old one with expanded picture is \$229.95), 12½-in. table with expanded picture \$299.95, 16-in. console \$499.95 -- says production now is running 200 per day, hopes to double by fall...Tele-King has reduced prices: 10-in. table down \$10 to \$219.95, 12½-in. table down \$30 to \$299.95, 10-in. console down \$30 to \$259.95, 12½-in. console down \$30 to \$359.95; its 16-in. console, due June 15, will be priced "under \$400"...U.S. Television has cut price of 15-in. console with FM from \$625 to \$569.50...Industrial Television Inc. has reduced price of 12-in. table from \$410 to \$379, 12-in. console from \$470 to \$429.

Zenith's 15-in. models due on market early in June are "Stratosphere" console (154 sq. in. circular picture) at \$545 and same in console ("Sovereign") with AM-FM-3-speed phono at \$795...Tele-tone will show 4 new sets at Chicago Trade Show next week, prices to be fixed thereafter: 7-in. portable, 10-in. plastic table ("under \$200"), 12½-in. table, 16-in. table...Starrett's new line includes 16-in. consoles with AM-FM at \$729 called "Jackson" (modern) and "Lowell" (period); same with 3-speed phono called "Cleveland" at \$849...Federal Video Corp., now at 200 Kosciusko St., Brooklyn, has new 15-in. line, all with 30 tubes, 4 rectifiers: table model \$525, consoles \$550 to \$675, consoles with AM-FM-LP not yet priced.

\* \* \* \*

Now that they're turning out plenty of bulbs (Vol. 5:17), the glass makers are working on experimental wrinkles -- not the least impressive of which is "built-in" filter; it's simple matter to tint face plate of tube to reduce "halo" effect and surface reflections...Prices of Remington-Rand 12½-in. tube (Vol. 5:19) are \$24.95 to manufacturers, \$38.64 to distributors, \$48.30 to dealers, \$60 to consumers; it's the only TV tube it makes...GE has cut consumer prices on 4 tubes: 10-in. from \$44.50 to \$41.50, same aluminized from \$49.50 to \$44, 12-in. from \$66.50 to \$60, same aluminized from \$73.75 to \$63.50.

Philco's one-week shutdown in February, (Vol. 5:7), plus big unloading of radios at cut prices (Vol. 5:11), served to reduce its first quarter 1949 sales volume to \$53,006,000 from \$58,661,000 for same 1948 period. Net income for quarter was \$915,000 (49¢ per common share) compared with \$1,959,000 (\$1.16) for same 1948 period. Said president Wm. Balderston: "While April figures are not yet available, it is believed that a satisfactory showing was made. The temporary problems of the first quarter have been overcome and, in addition, steps taken to reduce expenses in keeping with the return to more competitive conditions. With the demand for TV continuing strong and our new facilities nearing completion, the outlook for our overall business in TV and refrigeration equipment looks quite favorable."

Predicted spring recovery has not made its appearance and "there appears to be every reason to expect that general business is headed for stabilization at a considerably lower level than during recent years." Thus, Stewart-Warner's president James S. Knowlson, speaking at stockholders meeting in Richmond May 11. Sales for quarter ending March 31 were \$14,706,155 vs. \$17,338,552 in same 1948 period; profit for quarter was \$404,292 (31¢ per share) vs. \$902,094 (70¢).

Ad Hoc engineers had a little fun as they brooded over their curves. Take this quote from one Bureau of Standards propagation laboratory report: "In the above, X denotes the weight to be given to a virgin listener (one who now has no available service) . . ."

Accretions to TV "set populations" as of May 1: St. Louis, up 3,350 during April to May 1 figure of 28,850, according to Union Electric Co. Detroit, up 4,500 to 55,000, according to WWJ-TV. Washington, up 3,700 to 44,500, according to stations' committee. Cleveland-Akron area, up 13,700 to 52,383, according to WEWS. Cincinnati, up 3,000 to 23,000; Dayton, up 600 to 5,300; Columbus, up 4,500 to 5,800, according to Crosley. Milwaukee, up 2,914 to 24,503, according to WTMJ-TV.

Zenith's \$39.95 FM-only table set, formerly the "Ace" (Vol. 5:13), has been renamed "The Major" in honor of FM inventor Maj. Edwin Armstrong, and it's now in production. Company claims its 10 uv/m sensitivity is about 10 times as good as most FM sets. It should pretty much eliminate need for outside antennas except for reception at great distances.

Philco strike ended last Monday, May 9, week after it started (Vol. 5:18,19), 6,500 workers returning to jobs. Company agreed to consider wage increases "if and when, in the opinion of the union, a national wage pattern within the industry is established," and agreed to Washington's Birthday, Good Friday paid holidays, hospitalization benefits, etc., contract running to April 30, 1950.

All RCA Victor plants close down for usual summer vacation June 24-July 12, but RCA Service Co. will continue normal operations. DuMont plant closes for annual vacation first 2 weeks in July.

Dr. Allen B. DuMont called on President Truman Friday, also visited Sen. Johnson, discussing TV with both.

**RMA's NEW TOOL FOR SET-MAKERS:** RMA handed the TV industry an important instrument for gauging its own size and shape, with this week's issuance of its first quarterly report on TV picture tube shipments. It's premature and perhaps impossible to ferret out nuances of trends in each figure, but report gives us at least one major factor we've never had: a good index to relative popularity of tube sizes.

These facts are immediately apparent: (1) The 12-in. was indeed moving fast (as of March 30); came up to more than half of "standard" 10-in. (2) Demand for 7-in. and 15/16-in. was about equal, with the two added together still making minor impact. (3) Projections still didn't cut much ice, accounting for less than 1%; notable is large number sold for renewal purposes (2,915), compared with those going into new sets (4,006), perhaps bearing out reports about their short life.

First 3 months of 1949 saw 686,620 TV receiver tubes shipped -- 636,953 of them to set-makers, 49,111 to users and distributors (for renewal), balance to Govt. and export. Value at manufacturers' level was \$21,971,869. These 686,620 units well exceeded estimated 485,000 sets made during first quarter (Vol. 5:17), but not by enormous margin one glass blank maker suspected last week (Vol. 5:21). RMA report is only through March, and his current orders may reflect a greater disparity.

Direct-view types are broken down according to size, with description of each size allowing latitude for slight variations, e.g., "9 thru 11.9-in.," meaning 10-in. Breakdown: Under 6-in., 607 units shipped to set-makers; 6 to 8.9-in., 49,818; 9 to 11.9-in., 348,505; 12 to 13.9-in., 182,456; over 14-in., 51,561. Set up as separate category, projection types of all sizes totaled 4,006.

Fifteen tube-makers, of a reputed 30-odd, are represented in the report; they're estimated producing 90% of all CR tubes. RMA hopes to get the rest later. These reported: DuMont, Electronic Tube, Federal, GE, Hytron, Lectrovision, National Union, North American Philips, Philco, RCA, Rauland, Raytheon, Sylvania, Tung-Sol, Zetka. Not all of these are necessarily kinescope makers; report also includes non-TV CRs (as separate category) and doesn't tell who makes what.

**PHILCO's NEW \$250-\$300 MODELS:** As was to be expected, Philco came forth this week to meet the tightening competition -- announced 5 new models under \$300, all 10-in. Four are table models, one consolette, all have same chassis, expanded picture (61 sq. in.), 20 tubes and 2 rectifiers, automatic gain control. They're beginning of the new Philco line, to be fully disclosed at distributor convention, probably in mid-July. These are the table models and prices: 1104E, ebony plastic, \$249.95; 1104M, mahogany-finish plastic, \$259.95; 1105M, mahogany wood, \$269.95; 1105L, blonde wood, \$279.95. "Eye level" consolette is 1106, wood mahogany, \$299.95.

Chassis and circuit are said to be very much like new 7-in. 701E and 702 reported last week (Vol. 5:21). Deliveries start to New York-Philadelphia area immediately and shortly to all others. Still being delivered are Philco's 1150 and 1450 consolettes, 1175 and 1475 console combinations at old prices (TV Directory No. 7).

Two distributors each from Philco's 12 divisions met at Germantown Cricket Club Wednesday for advisory parleys, and they pronounced line good; sets also were being shown New York area dealers as they embarked Friday on Havana cruise. Meeting this week was notable for frankness about past mistakes in sales and engineering, with v.p. Jimmy Carmine reported in fine fettle -- "full of vim, fire and vinegar." That Philco is far from losing its position as major factor in industry is manifest from president Wm. Balderston's statement at stockholders meeting last week that it's still producing at rate of 4,000-5,000 TVs per week, and turning out 20,000 picture tubes per month at Lansdale plant, to be boosted to 40,000 by end of year.

**TIMELY TOPICS OF THE TV TRADE:** Big TV set producers and little ones continue to announce new wares, lower prices in all categories of receivers -- indicating market is still far from settling down. This week's crop of reports, added to last week's unusually prolific news from Chicago trade show and elsewhere (Vol. 5:21), is highlighted by news of Philco's new line of 10-in. models (see opposite page). Also particularly noteworthy is Stromberg-Carlson's entry into the under-\$300 field.

Stromberg's new 10-in. table model at \$279.50 incorporates what it calls an "opera glass" arrangement whereby a button enlarges picture from normal 55 sq. in. to 79 -- like Garod's Tele-Zoom (Vol. 5:1) and Hallicrafters' Dual Focus (Vol. 5:8). Only other 10-in. in Stromberg line is its table model with FM, \$395.

\* \* \* \*

With prices trending downward, market now dominantly low-income buyers, it's good guess DuMont too will enter lower price field -- though it will probably concentrate on quality lines priced somewhat above average. Then there's substantial report, no details yet, Admiral will have another "surprise" model in June. Meanwhile, Admiral's second expanded picture went into its 12½-in. (91 sq. in.) console with AM-FM-3-speed phono, \$475 -- its first being in 10-in. \$249.50 plastic console (Vol. 5:20). All Admirals henceforth will incorporate expanded pictures.

Apparently unperturbed by intensifying competition, big RCA Victor this week opened third plant for TV set production -- new 226,000 sq. ft. factory in Bloomington, Ind. to supplement Camden and Indianapolis operations. Production lines roll by August...Crosley topkicks told distributor convention in Cincinnati this week that they're aiming to do 10% of industry's radio-TV business this year, figuring on 20,000 per month output of TVs...Utilizing own wing of John Meck plant in Plymouth, Ind., Philharmonic Radio Corp., 119 W. 57th St., New York, announced new line: 7-in. table at \$129.50 (lowest 7-in. price yet); same in portable, \$139.50; 10-in. table, \$179.50; 12½-in. table, \$229.50 -- and promised soon a 16-in. table "under \$300" and 16-in. consolette "about \$300."

\* \* \* \*

Tele-tone's 16-in. table model is advertised at \$449.95, dealer markup averaging 35%; it reports increase of 500 in factory payroll in New York...Air King's 16-in. console is \$499.95, 12½-in. console combination \$479.95...Televista's 15-in. table (Vol. 5:21) was priced at \$329 by Gimbels-New York this week; coming soon is same in consolette, \$389...Mattison (Vol. 5:17) now has 15-in. table (Embassy) at \$469, same with 16-in. tube \$489.50...Jackson Industries has 15-in. console with AM-FM-3-speed phono at \$595...Electronic Controls Inc., East Orange, N.J., maker of private label TV sets (Vol. 5:19), has \$300 projector and power supply which, when attached to regular TV set, throws up to 6x8-ft. picture.

Andrea will exhibit new line of 12½, 15½, 16-in. sets at Waldorf-Astoria, New York, June 7-8...DeWald has reduced price of 12½-in. table model \$40 to \$359.95...Sentinel has new 10-in. table at \$259.95, also 16-in. table \$449.95...Nielsen has added 10-in. table for \$289, 12½-in. table \$329...Trad Television Corp., Asbury Park, N.J. (commercial TVs) has new 3x4-ft. custom job for \$2,195, also 27x36-in. console for \$1,995...Another new manufacturer is MP Concert Installations, Fairfield, Conn., whose owner Mirko Paneyko says he will have 10, 12, 16-in. line this fall...New private brands reported: Lyratone, 12½-in. table at \$259.95, made for Abraham & Straus, Brooklyn dept. store, by Sightmaster; World, 12½-in. table at \$199.95 made for New York Vim stores.

\* \* \* \*

Zenith has issued allowance list to dealers to defray costs of getting its sets into homes on demonstration basis. They're allowed \$30 on 12½-in. table at \$399, \$45 on 15-in. table \$545, \$70 on 15-in. console combinations \$795 and \$1,150. Allowance in force only May 25 to June 30...DuMont's sales chief Ernest Marx sending all its distributors and dealers letter insisting on Fair Trade Price maintenance... Sid Luckman, famed grid star, reported to be head of New World Distributors Inc., slated to become distributor of DuMont receivers in Chicago area.

**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.

\* \* \* \*

Price cuts continue to feature news of TV trade: Motorola reduced 12-in. table from \$369.95 to \$329.95; introduced new 12-in. console at \$349.95...Ansley cut 10-in. console (Beacon) from \$375 to \$349.50, has new 15-in. console (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. console at \$359.95, 12½-in. console with AM-FM-LP at \$589.50...Mars Television's LaSalle console, 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).

\* \* \* \*

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. console, 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. console, \$400; 15-in. console, \$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.

\* \* \* \*

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).

\* \* \* \*

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.

\* \* \* \*

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.

\* \* \* \*

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.

\* \* \* \*

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  $315^\circ$  of the full scanning cycle.
5. The  $1/8$  cycle or  $45^\circ$  not included in the available scanning line shall be divided into three equal parts, the first  $15^\circ$  being used for transmission at approximately white level, the second  $15^\circ$  for transmission at approximately black level, and the third  $15^\circ$  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.

- end -

**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.

\* \* \* \*

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. Allcoate, 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. Hillsdale 3414. Max Alexander. FP FF.

**ALKAR PRODUCTIONS**, 545 Fifth Ave., New York 17, N. Y. Murray Hill 7-6865. 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. Rhinelander 4-9332. A. Stephen Anderson. PS. Other services: Program advisory service.

**APEX FILM CORP.**, 971 N. LaCienega 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 5-4532. 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 1800. 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 4-2398. 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. Tsien, 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 5-6455. 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 Elbo, 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. Fick; 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 3-2300. 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 MOVIE TONE 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, 490 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.**, 430 Lexington Ave., New York 17, N. Y. Eldorado 5-5635. Herbert Kerkow, president. FP IS.

**KLING STUDIOS**, 601 N. Fairbanks Ct., Chicago, Ill. Delaware 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 43rd 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**, 26 George St., Mt. Ephraim, N. J. Carl W. Voeiker. 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 3-0320. 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 9-3471. 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 963 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).

**SKIBO 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 Mcservey, executive v.p. New York Office: 500 Fifth Ave. (Suite 1822), Pennsylvania 6-0485, Karl Katz. FP OE ES.

**FLETCHER SMITH STUDIOS Inc.**, 1585 Broadway, New York 19, N. Y. Circle 6-5230. 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. Wondsel, president. FP NR A.

**SIGMUND SPAETH**, 400 East 58th St., New York 22, N. Y. Plaza 8-0879. 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. Bliink. 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 Cuihane, 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 Krollk, 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.

TRANVIDEO 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.)

VALEE-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 Agriculture)	Savings Bond Division
Federal Security Agency	Secret Service
Fish and Wildlife Service	Social Security Administration
Geological Survey	Soil Conservation Service
Office of Indian Affairs	(Dept. of Agriculture)
Institute of Inter-American Affairs	Tennessee Valley Authority
	Veterans Administration
	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. consolette 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. consolette 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 consolette, 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, Sparton, 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.

\* \* \* \*

"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.

**Statement of Aims**  
**Proposals Regarding VHF-UHF Rules and Standards**  
*with*  
**Table of TV Channel Allocations by Cities**  
 Full Text of Report 49-948 issued by FCC, July 11, 1949 (Adopted July 8)  
 As basis for hearing scheduled for August 29, 1949

- In the Matters of Amendment of Section 3.606 of the Commission's Rules and Regulations } Docket Nos. 8736 and 8975
- Amendment to the Commission's Rules, Regulations and Engineering Standards concerning the Television Broadcast Service. } Docket No. 9175
- Utilization of Frequencies in the Band 470 to 890 mc for Television Broadcasting. } Docket No. 8976

**Notice of Further Proposed Rule Making**

1. Notice is hereby given of further proposed rule making in the above-entitled matters. For purposes of identification, the prior proceeding in the above-entitled matters shall be designated as "Part I" of these proceedings. The proceedings instituted by this notice shall be designated as "Part II" of these proceedings. The above-entitled proceedings are hereby consolidated, and the records therein are hereby reopened.
2. The caption of the proceeding in Docket No. 9175 is hereby amended to read as set forth above, and to eliminate the former reference to the FM Broadcast Service. The Commission is making no proposal at this time concerning the FM broadcast rules, regulations, or standards, and will consider no proposals on this subject from other persons in the above-entitled proceeding. If the evidence taken in this proceeding, heretofore or hereafter, should warrant a proposal for the amendment of the rules, regulations and standards concerning FM broadcast service, the Commission will institute a separate proceeding for that purpose.
3. The Commission's proposals for amendment of Section 3.606 of its Rules and Regulations containing the table of allocation of television channels set forth in the following notices heretofore issued in Docket Nos. 8736 and 8975, are hereby withdrawn:
  - (a) Notice of Proposed Rule Making (FCC-48-126) released January 20, 1948.
  - (b) Notice of Proposed Rule Making (FCC-48-1569) released May 6, 1948.
  - (c) Supplemental Notice of Proposed Rule Making (FCC-48-1812) released July 16, 1948.
4. In view of the withdrawal of the Commission's proposals in the above notices, all interested persons who have heretofore participated in the above-entitled proceedings, may participate further only by complying with the procedures set forth in paragraphs 14 and 15 hereof. Persons who have indicated their interest in allocation of television channels to specific areas (by petition, letter,

or application heretofore filed with the Commission) may participate in this proceeding only by complying with the procedures set forth in said paragraphs.

5. The Commission proposes to amend Parts 2 and 3 of its Rules and Regulations ("Rules Governing Television Broadcast Stations") and its "Standards of Good Engineering Practice Concerning Television Broadcast Stations" as set forth in *Appendices A, B, C and D* attached hereto.

6. It is evident that an understanding must be reached between the United States of America and Canada, Mexico and Cuba with respect to the allocation of television channels along their mutual borders. Such an understanding is necessary in order to prevent undue interference between television stations in the respective countries and in order to provide for a fair, efficient and equitable allocation of television channels between the United States and the above countries. Accordingly, in Appendix D herein, the Commission has included certain assignments for Canada, Mexico and Cuba which might be allocated on the same basis of the overall proposal if the borders between the countries did not exist. No formal agreements have been made and these potential assignments for Canada, Mexico and Cuba are included in the proposal only for illustrative purposes and to show the effect on the above "Table" of a reasonable number of assignments to Canada, Mexico and Cuba. The Commission proposes to recommend that the State Department request the Canadian, Mexican and Cuban Governments to enter into formal agreements as soon as possible.

7. In preparing the "Table" of television channel allocations set forth in Appendix C attached hereto, the Commission has not altered existing television authorizations except in three instances. These exceptions resulted from the Commission's efforts to arrive at an equitable allocation of television channels between the United States and the Dominion of Canada. The three cities so affected are Cleveland, O., Syracuse, N. Y., and Rochester, N. Y. The changes proposed by the Commission with respect to these cities and the basis for its proposals are set forth in the following paragraphs.

8. In the existing "Table" of television allocations set forth in Section 3.606 of the Commission's Rules and Regulations, Channels 5, 8 and 10 are allocated to Syracuse, N. Y. A construction permit to operate on Channel 5 in Syracuse is held by the Central New York Broadcasting Co. (WSYR-TV). In the proposed "Table" in Appendix C attached hereto the Commission proposes to

This Supplement is published for its subscribers by Television Digest; extra copies \$2 each, or \$1 per copy for 10 or more.

delete Channel 5 from Syracuse and substitute Channel 3 in its place. Should this proposal be adopted by the Commission, it is hereby proposed to modify the construction permit held by Central New York Broadcasting Company for television station WSYR-TV in Syracuse by substituting therein Channel 3 in place of Channel 5. In the light of the information set forth in paragraph "7" above, it is the judgment of the Commission that its actions will result in the maximum utilization of television channels in the United States and Canada, and will promote the public interest, convenience and necessity, and the provisions of the Communications Act of 1934, as amended. Accordingly, pursuant to the provisions of sections 303(f) and 312(b) of the Communications Act of 1934, as amended, Central New York Broadcasting Co. (WSYR-TV), Syracuse, N. Y., is directed to *show cause* in these proceedings and in accordance with the procedures set forth in paragraphs 14 and 15 herein, why its construction permit should not be modified accordingly in the event the Commission deletes Channel 5 from Syracuse and substitutes Channel 3 in its place.

9. In the existing "Table" of television allocations set forth in Section 3.606 of the Commission's Rules, Channels 2, 6 and 11 are allocated to Rochester, N. Y. A construction permit to operate on Channel 6 in Rochester is held by the Stromberg-Carlson Co. (WHTM) [now WHAM-TV]. In the proposed "Table" in Appendix C attached hereto the Commission proposes to delete Channels 2, 6 and 11 from Rochester and substitute Channels 5, 22, 32 and 44 in their places. Should this proposal be adopted by the Commission, it is hereby proposed to modify the construction permit held by Stromberg-Carlson Co., for station WHTM [now WHAM-TV] by substituting therein Channel 5 in place of Channel 6. In the light of the information set forth in paragraph "7" above, it is the judgment of the Commission that its actions will result in the maximum utilization of television channels in the United States and Canada, and will promote the public interest, convenience, and necessity, and the provisions of the Communications Act of 1934, as amended. Accordingly, pursuant to the provisions of Section 303(f) and 312(b) of the Communications Act of 1934, as amended, Stromberg-Carlson Co. (WHTM), Rochester, N. Y. [now WHAM-TV], is directed to *show cause* in these proceedings and in accordance with the procedures set forth in paragraphs 14 and 15 herein, why its construction permit should not be modified accordingly in the event the Commission deletes Channel 6 from Rochester and substitutes Channel 5 in its place.

10. In the Existing "Table" of television allocations set forth in Section 3.606 of the Commission's Rules, Channels 2, 4, 5, 7 and 9 are allocated to Cleveland, O. A construction permit to operate on Channel 9 in Cleveland is held by the Empire Coil Co., Inc. (WXEL). In the proposed "Table" in Appendix C attached hereto the Commission proposes to delete Channels 2, 7 and 9 from Cleveland and substitute Channels 8, 11, 40 and 42 in their place. Should this proposal be adopted by the Commission, it is hereby proposed to modify the construction permit held by Empire Coil Co., Inc., for television station WXEL in Cleveland by substituting therein Channel 11 in place of Channel 9. In the light of the information set forth in paragraph "7" above, it is the judgment of the Commission that its actions will result in the maximum utilization of television channels in the United States and Canada, and will promote the public interest, convenience and necessity, and the provisions of the Communications Act of 1934, as amended. Accordingly, pursuant to the provisions of Section 303(f) and 312(b) of the Communications Act of 1934, as amended, Empire Coil Co., Inc. (WXEL), Cleveland, O., is directed to *show cause* in these proceedings and in accordance with the procedures set forth in paragraphs 14 and 15 herein, why its construction permit should not be modified accordingly in the event the Commission deletes Channel 9 from Cleveland and substitutes Channel 11 in its place.

11. On May 25, 1949, the Commission adopted an order (FCC 49-729), which added the following issue in Docket No. 8976:

"5. To receive evidence and data with respect to the question whether there should be an allocation of the band 470-500 mc to multi-channel broad band common carrier mobile radio operation in lieu of television broadcasting."

This issue was added to the proceeding upon the petition of The Bell Telephone Laboratories, Inc., requesting an allocation in the band 400-500 mc for multi-channel broad band common carrier mobile radio operation in lieu of television broadcasting. The Commission is not making any proposal with respect to the above issue but will consider all written comments and evidence supporting or opposing said petition. Interested persons may submit written comments or evidence concerning said proposal by complying with the procedures set forth in paragraphs 14 and 15 herein.

12. On November 30, 1948, Raymond M. Wilmotte and Paul A. deMars filed with the Commission a petition entitled, "A Petition Regarding a System for Television at UHF", urging that Commission adopt a proposed system of television broadcasting referred to as "Polycasting". Petitioners, and other interested persons, may submit details concerning the said proposal and may offer evidence with respect thereto by complying with the procedures set forth in paragraphs 14 and 15 herein.

13. (a) Appendix A hereto describes the conditions upon which the Commission will receive proposals for a change in Transmission Standards on Channels 2 through 55, looking toward the establishment of color television. Persons with relevant information, especially those who have heretofore supplied information concerning color television or have demonstrated experimental color operation to the Commission, should file proposals in accordance with Appendix A and should be prepared to submit information concerning color breakup, flicker, color fringing, image registration, color fidelity, picture brightness, camera light efficiency, definition, field tests, and details with respect to modification of transmitters and receivers to provide the degree of compatibility contemplated by Appendix A, paragraph II-C-2.

(b) The Commission has heretofore received evidence concerning a method of airborne television, or "Stratovision", in Docket No. 8976.

(c) The Commission has received informal suggestions concerning the possible provision for non-commercial educational television broadcast stations in the 470 to 890 mc band.

(d) Interested persons desiring to submit comments or evidence concerning these matters, or concerning other matters upon which the Commission is making no proposal at this time, may do so upon complying with the procedures set forth in paragraphs 14 and 15 herein.

14. (a) On or before August 8, 1949, any interested person who is of the opinion that the proposals herein should not be adopted, or should not be adopted in the form set forth herein, may file with the Commission written comments (including data, views or arguments) concerning said proposals, and interested persons favoring the proposals herein may file such written comments in support thereof. All written comments must be clear and specific as to the proposals made therein and must be accompanied by supporting engineering statements. No comments or statements will be accepted after August 8, 1949, unless a later date is provided by Commission order. Any person filing comments who owns or has the right to sublicense United States unexpired patents with claims directed to or covering operations or equipment specifically called for by the transmission standards proposed herein, or which are proposed by other persons during this proceeding, shall file a statement on or before the opening date of the hearing or such later date as the Commission

may by order provide showing (i) the number of each such patent, and (ii) the pertinent claims therein.

(b) On or before August 19, 1949, any interested persons desiring to submit written comments (including data, views or arguments) *in opposition to comments or counter-proposals* filed with respect to the Commission's proposals herein may file such opposing comments, which must be accompanied by supporting engineering statements. Oppositions to counterproposals will not be accepted by the Commission if such oppositions advance any new proposals, nor will they be accepted after August 19, 1949, unless a later date is provided by Commission order.

(c) In accordance with Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of such written comment, statement or exhibit shall be filed with the Commission.

15. (a) Notice is hereby given that a hearing will be held in the above-entitled matters, before the Commission *en banc*, commencing on August 29, 1949, at 10:00 a. m. in Washington, D. C., (at a place to be designated by subsequent notice) for the purpose of hearing testimony and receiving evidence regarding the Commission's proposals, such other proposals as are duly and timely filed by interested persons, and such other evidence as the Commission may consider desirable and pertinent. Any interested person who has filed written comments (including data, views or arguments) in accordance with the provisions of Paragraph 14 herein may participate in said hearing. The Commission reserves the right to require the presentation of evidence on any matter pertinent to this hearing by any person whether or not such person has filed a statement or comments. In order to expedite the conduct of the hearing and to enable all parties to be fully prepared in advance thereof, it is urged that every effort be made by interested parties to file 10 copies of their proposed exhibits at least 5 days prior to the date of hearing. Amendments and supplements to the exhibits should be filed as soon as possible prior to the hearing.

(b) Comments and statements directed toward specific allocations in the Commission's proposed "Table" in Section 3.606 of the Commission's Rules and Regulations shall show not only the effect which the proposals in said comments and statements will have on the service in the particular communities involved but also *the overall effect* thereof with specific reference to the priorities set forth in Section III-A-1 in Appendix A herein.

(c) Persons who have failed to file timely written comments or statements as required by paragraphs 14 and 15 herein will not be permitted to adduce testimony or to offer any exhibits in evidence at the hearing, nor will such persons be permitted to cross-examine any of the witnesses appearing at the hearing.

(d) In view of the comprehensive nature of the proceedings herein and the desirability of concluding the hear-

ing as soon as possible, it is requested that parties incorporate as much evidence as is practicable in the exhibits which they plan to submit. In this connection participants will be required to submit at the hearing at least 20 copies of each exhibit to the Commission. In addition, participants should plan, if possible, to have available 100 additional copies of each exhibit for distribution to interested persons.

(c) In appropriate instances the Commission will permit participants at the hearing to incorporate by reference portions of the records of prior hearings *provided* that notice of intention to make such offer at the hearing is set forth in the written comments filed by the offering party and that the docket number and transcript pages are specifically identified in said written comments.

16. Following the closing of the record and the conclusion of oral arguments, the Commission upon consideration of all proposals, counterproposals, and evidence in this proceeding will adopt such rules, regulations and standards, as will best serve the public interest, convenience or necessity.

17. Persons who are contemplating filing applications for new television broadcast stations, or filing amendments to pending applications for new television broadcast stations, are requested to postpone the filing of such applications or amendments pending a final determination on the rules, standards and allocations proposed in this proceeding. Upon the issuance of final rules, standards and allocations in this proceeding, the Commission will issue an announcement providing a reasonable period of time during which new applications may be filed and pending applications may be amended, in conformity with the new rules, standards and allocations. Applicants are requested to comply with this paragraph in order to eliminate unnecessary administrative effort and to save themselves the possibly needless expense of preparing and filing applications and amendments which may not be in conformity with the rules, standards and allocations as finally adopted.

18. A copy of this Notice will be mailed to each person who appeared in Part I of the proceedings in the above-entitled matters. Subsequent notices will be served only on persons who participate in the proceedings herein in accordance with the provisions of paragraphs 14 and 15 of this Notice.

19. Authority to issue the proposals herein is vested in the Commission by Sections 4(i), 301, 303(b), (c), (d), (e), (f), (g), (h), (r), and 307 (b) of the Communications Act of 1934, as amended.

\* \* \* \*

[Comr. Hennock, in separate view, stated that Commission "must take a vigorous and affirmative lead" in establishing a non-commercial educational television service.]

## Appendix A

# Proposals Regarding Rules and Standards

**T**HE Commission proposes to amend its Rules and Regulations and Standards of Good Engineering Practice Concerning Television Broadcast Stations so as to accomplish the matters set forth below:

### I. Number of Channels

A. In addition to the twelve VHF six mc channels presently assigned (numbered 2 through 13) for television broadcasting, the Commission proposes to add an additional 42 six mc channels which will be numbered consecutively channels 14 through 55. Channel 14 will begin at approximately 470 mc or 500 mc depending upon the action to be taken by the Commission with respect to the request of the Bell Telephone Laboratories, Inc., for

space in the UHF band for a broad-band system of Mobile Communications (See Order of May 25, 1949—FCC 49-729). The remaining channels will be in a continuous band immediately contiguous to Channel 14; 32 of these channels will be used for Metropolitan stations and 10 for Community Stations.

B. The balance of the band which is allocated to experimental television broadcasting will remain available for further experimentation in television broadcasting.

### II. Transmission Standards

A. The Commission proposes that the Transmission Standards for channels 14 through 55 as well as for

channels 2 through 13 shall be those standards which are set forth in the Standards of Good Engineering Practice concerning Television Broadcast Stations under Heading 2 entitled "Transmission Standards and Changes or Modifications Thereof."

B. The Commission will give consideration to proposals for a change in Transmission Standards on channels 2 through 55 looking toward color television or other television systems. Any such proposed shall:

1. Be specific as to any change or changes in the Transmission Standards proposed; and
2. Shall contain a showing as to the changes or modifications in existing receivers which would be required in order to enable them to receive programs transmitted in accordance with the new standards.

C. It is proposed to consider changes in Transmission Standards for channels 2 through 55 only upon a showing in these proceedings that:

1. Such system can operate in a 6-mc channel; and
2. Existing television receivers designed to receive television programs transmitted in accordance with present transmission standards will be able to receive television programs transmitted in accordance with the proposed new standards simply by making relatively minor modifications in such existing receivers.

### III. Allocation Principles

#### A. Allocation Table

1. The television channels available for use in the various communities are set forth in the "Table" in Appendix C. In setting up this table, the Commission has endeavored to meet the twofold objective set forth in Sections 1 and 307(b) of the Communications Act of 1934—to provide television service, as far as possible, to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities. The Commission has set forth below the principles, in terms of priority, which form the basis of the allocation table. These priorities are as follows:

Priority No. 1—To provide at least one television service to all parts of the United States.

Priority No. 2—To provide each community with at least one television broadcast station.

Priority No. 3—To provide a choice of at least two television services to all parts of the United States.

Priority No. 4—To provide each community with at least two television broadcast stations.

Priority No. 5—Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of such community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

2. As used in the preceding subsection "community" includes only those communities which had at least one authorization for a Standard, FM or Television broadcast station on July 1, 1949.<sup>1</sup> All communities within a metropolitan district shall be considered as a single community for the purpose of the preceding subsection except where the allocation table specifically otherwise states. Whenever an assignment is made in the allocation table to a metropolitan district, such assignment shall be available to any community located within such Metropolitan District, except where otherwise specifically provided in the allocation table. In the case of some metropolitan districts, some of the communities are located at such a distance from the principal city thereof that a better coverage of the metropolitan district results if a separate assignment is made to such com-

<sup>1</sup>As to some of these communities, no provision has been made in the Allocation Table. It is contemplated that these communities will utilize community channels.

munities. The following are the exceptions mentioned above: Waukegan, Ill.; Gary, Ind.; Annapolis, Md.; Brockton, Mass.; Pontiac, Mich.; Asbury Park, N. J.; Uniontown and Greensburg, Pa.; New Brunswick, N. J.

Accordingly, the Commission proposes specific assignments in each of these cities on one of the ten community channels, 46-55.

3. Whenever an assignment is made in the allocation table to a community not within a Metropolitan District, such channel will also be available, without the necessity of rule-making proceedings, to any other community, not within a Metropolitan District, whose geographical center is located within 15 miles from the geographical center of the community in question.

4. Except as provided in "2" and "3" above, no application for a television station in a community specified in the Allocation Table will be accepted for filing which specifies a channel not contained in the Allocation Table. Persons desiring to apply for a channel not specified in the Allocation Table must first secure an amendment to such table through appropriate rule-making proceedings. Changes will be made in the Allocation Table only if a showing is made that:

a. Such change is consistent with the priorities set forth in III-A-1;

b. Such change will not result in the reduction of the basic service area of an existing television broadcast station or of a television station provided for in the Allocation Table as defined in III-D; and

c. Such change is in the public interest.

5. If a person desires to file an application for a community not within a metropolitan district and not specified in the Allocation Table, he may file an application for a community station on Channels 46-55, without the necessity of rule-making proceedings. If such person desires a Metropolitan station in a community not specified in the Allocation Table, he must first secure an amendment to such table through appropriate rule-making proceedings by making the showing specified in the preceding paragraph.

6. As used in this part, Metropolitan Districts are as defined in the United States 1940 Census.

#### B. Grades of Service<sup>2</sup>

1. Television broadcast service is classified into three grades of service which are defined in the table below:

Grade of Service	Permissible Interference Ratios		Service Availability	
	Co-Channel	Adjacent Channel	Percent Time	Percent Locations
	Desired to Undesired	Desired to Undesired		
A	55 db	20 db	90%	90%
B	46 db	12 db	90%	70%
C	40 db	6 db	90%	50%

It is recognized that by means of synchronized or offset carrier operation some improvement in the interference ratio is possible. The Commission hopes to encourage such operations but does not intend to use them as a means of reducing separation between stations but rather to extend the service area of stations and to improve the quality of television reception.

2. The following median field intensities are required for service:

Grade	Field Intensity in db above 1 uv/m		
	Channels 2-6	Channels 7-13	Channels 14-55
A	74(5000) <sup>3</sup>	77(7000)	80(10,000)
B	68(2500)	71(3500)	74( 5000)
C	47( 220)	56( 632)	62( 1264)

<sup>2</sup>The methods and assumptions used in establishing the grades of service and the required field intensities in accordance with the above definitions, are set forth in Appendix B.

<sup>3</sup>The field intensities are expressed in db above one microvolt per meter. The numbers in parentheses are the field intensities in microvolt per meter.

3. The Commission proposes the use of iso-service contours which express service in terms of the ratio between desired and undesired signal in decibels, or the minimum required signal levels in decibel above one microvolt per meter. This has been done in order to facilitate computation of service and interference field intensities. Likewise, the same terms may be carried over to the output of the transmitter, transmission line loss and antenna gain. This has the advantage of using the same unit throughout the service whether in the transmitting equipment or in the field and has the additional advantage that a decibel of power added at the transmitter results in a decibel of increased field intensity. In order to place these matters on a related basis, the decibels with respect to transmitter power and antenna gain as well as field intensity must be expressed as decibels with reference to some given level.

Field intensity is expressed either in decibels above an undesired signal or decibels above a reference level which has been chosen as one microvolt per meter. A convenient reference level of transmitter power is 1 kilowatt. The propagation curves of the Report of the Ad Hoc Committee, Volume I,<sup>4</sup> referred to in Appendix B, are based upon the radiation in the equatorial plane of a half wave dipole antenna having an effective radiated power of one kilowatt. Antenna gain is expressed as the ratio in db of the maximum radiation from the antenna to the radiation in the equatorial plane of a half wave dipole with equal power input.

### C. Classes of Stations

1. *Community Stations*—Television channels Nos. 46 to 55 will be assigned exclusively to community stations for use only in those communities which are not part of a metropolitan district (except for those special cases set forth in III-A-2) and to which no assignment has been made in the Allocation Table. Community stations will be authorized with an effective radiated peak power of not less than 7 db (5 kw) and not more than 13 db (20 kw) and with an antenna height of 500 feet above average terrain as determined by methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations. Co-channel community stations will not be assigned less than 140 miles apart, and adjacent channel community stations will not be assigned less than 60 miles apart.

#### 2. Metropolitan Stations

a. Metropolitan stations are designed primarily to render service to a single metropolitan district or a principal city and to the surrounding rural area.

b. Except as provided in "5" below, metropolitan stations will be authorized with an effective radiated peak power lying between the maximum and minimum limits set forth in the table below with an antenna height of 500 feet above the average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations.

Channels	Minimum	Maximum
2-6	10 db (10 kw)	20 db (100 kw)
7-13	10 db (10 kw)	20 db (100 kw)
14-45	10 db (10 kw)	23 db (200 kw)

3. *Use of Antenna Heights other than 500 feet*—Where higher antenna heights are available, they should be used but in such cases the Commission will require a reduction in the effective radiated peak power so that interference caused to the Grade A service of adjacent and co-channel stations shall not be greater than that which would be caused by the maximum power recognized for a metropolitan or community station with antenna height of 500 feet above average terrain in accordance with the methods specified in Appendix B. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use

of a lower height antenna but will not permit an increase in radiated power in excess of the maximum listed above.

4. *Horizontal Increases in Power*—The Commission intends from time to time to consider horizontal increases in maximum power for all community and metropolitan stations.

5. *Wide Coverage Stations or Rural Stations*—The Commission proposes to modify Section 3.605 of the Rules and Regulations dealing with rural stations. The Commission intends to provide for the use of wide coverage stations located at high elevations consistent with other sections of the Rules and Regulations and the Allocation Table. The power height relation used in calculating the Allocation Table will be regarded as a "norm" and power or antenna heights greater than the Allocation Table will be authorized, provided the increase is beneficial to the Allocation Table and is consistent with the Priorities stated in Section III-A.

### D. Service Areas of Television Broadcast Stations

1. Each television broadcast station shall render Grade A service, whenever technically feasible, but in no event less than Grade B service, to the entire community or the entire metropolitan district, and such entire community or metropolitan district shall constitute a station's basic service area.<sup>5</sup> No television station will be authorized either before or after a hearing which, by reference to the methods set forth in Appendix B, does not render service as above specified and the engineering proposal of which precludes operation with maximum power consistent with the rules contained herein.

2. No station will be authorized either before or after a hearing, which, by reference to the methods set forth in Appendix B, will reduce the basic service area of an existing station (at its authorized site) or of a station provided for in the Allocation Table (at an assumed site in the geographical center of its community), operating with maximum power. Reduction of Grade C service area, or of Grade B or Grade A service areas beyond the basic service area described above, of an existing station (at its authorized site) or of a station provided for in the Allocation Table (at an assumed site in the geographical center of its community), operating with maximum power, will be permitted only if the loss in service does not violate any of the priorities set forth above and that the new service created is of a higher priority than the service area being reduced.

3. III-C above makes provision for both minimum and maximum power for the several classes of stations. Since television is a new service and the number of receivers in the hands of the public is relatively small, it is recognized that it may require several years for some stations to reach their maximum power. In order to make sure that the public will receive the maximum television service possible, the Allocation Table has been constructed on the basis of maximum power for each station. Any changes in the allocation plan will have to be based upon a showing that the allocation proposed will be able to utilize maximum power and without resulting in any reduction in the basic service area (as above defined) of existing stations (from their authorized site) or of stations specified in the Allocation Table (at an assumed site in the geographical center of the community) operating with maximum power.

4. Methods for describing service areas and interference are set forth in Appendix B. The methods therein described include the propagation of radio waves through the lower atmosphere only. These propagation charts are based on an extensive number of measurements made at various locations over a long period of time. It is recognized that these charts will have to

<sup>5</sup>In case of the metropolitan districts mentioned in III-A-2 above, the communities specifically mentioned in that paragraph shall not be part of the basic service area of stations located in the metropolitan district but shall be separate basic service areas of stations located in those communities.

<sup>4</sup>This Report was made public on June 8, 1949 (See Public Notice FCC 49-773). Copies of the Report are available on request.

be revised from time to time as more measurements are made and interested persons are encouraged to make as many measurements as possible and submit them to the Commission. The Commission is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are sufficient to afford an adequate statistical basis of describing field intensities under average conditions, but it is expected that there may be substantial variations in individual areas. It is also realized that propagation to distances of the order of 500 to 1500 miles via the sporadic E layer and to distances beyond via the F2 layer may take place for small percentages of the time in certain of the channels. However, since such interference may occur over extremely large distances, it is not possible to protect stations against such interference unless operation on such channels were limited to one or at the best a few stations. In order to provide stations for the various communities, the Commission has determined that the overall public interest is better served by not protecting stations against this type of interference.

### E. Directional Transmitting Antennas

1. With the exceptions noted in the footnote,<sup>8</sup> the

<sup>8</sup>The two exceptions are WGAL-TV on Channel 4 in Lancaster, Pa., and WDEL-TV on Channel 7 in Wilmington, Del. Both of these stations were authorized under the original allocation plan with 1 kw power and are too close to other stations on the same channel to permit operation with maximum power on a non-directional basis. The Commission proposes to permit those stations to utilize directional antennas in order to permit them eventually to utilize increased power.

Allocation Table makes no provision as such for directional transmitting antennas and the Commission does not propose to make changes in the plan based upon the use of such antennas. However, it is recognized that a directional transmitting antenna may be useful in certain situations in order that a particular site may be utilized or overall service improved. Accordingly, directional transmitting antennas will be permitted in appropriate cases for use on channels contained in the Allocation Table.

2. The authorization of a directional antenna will not excuse compliance with the service area requirements set forth above nor will it be the basis for permitting reduction of basic service areas.

3. Since the wave-lengths involved in television are much shorter than in the case of standard broadcasting, it is evident that wires, towers, and other objects which may serve as reflecting surfaces have considerably larger dimensions in terms of wave-lengths in the television band as compared with the standard broadcast band and hence the problem of external reflections is considerably aggravated. Accordingly, nulls below a certain value become doubtful in their protective value since they may be counteracted by the external reflections. Based upon the best available data, the Commission is of the opinion that nulls deeper than minus 10 db as compared to the maximum value of radiation in any direction may not be practicable.

## Appendix B

# Proposals Regarding Field Intensities, Propagation, Station Separation, Service Areas

### I. Specifications of Required Field Intensities

The required field intensities specified in Appendix A, Section III-B, were determined in accordance with the following assumptions and procedure:

A. Grade A Service—Required Field Intensities, in db above 1 microvolt per meter.

(a) To overcome receiver noise,

	63 mc	195 mc	600 mc <sup>1</sup>
(1) Thermal Noise (db) <sup>2</sup>	7	7	7
(2) Receiver Noise Figure	12	12	15
(3) Peak Vis. Car./RMS Noise	30	30	30
(4) Trans. Line Loss <sup>3</sup>	1	2	5
(5) Antenna Eff. Length <sup>4</sup>	-3	6	8
(6) Local Field Intensity	47	57	65
(7) 90% Terrain Factor <sup>5</sup>	11	11	15
(8) Median Field Int. <sup>6</sup> (db)	58	68	80

(b) To overcome local noise and interference,

	63 mc	195 mc	600 mc
Median Field Intensity (db)	74	77	80

(c) Required urban field intensities to overcome both (a) and (b),

	63 mc	195 mc	600 mc
Median Field Intensity (db)	74	77	80

<sup>1</sup>For the purposes of preparing a table of allocations, the frequencies herein specified are to apply to the television channels as follows: 63 mc, channels 2-6; 195 mc, channels 7-13; 600 mc, channels 14-55.

<sup>2</sup>Reference level db above 1 uv across 300 ohms impedance.

<sup>3</sup>Transmission line is assumed to consist of 50 feet of RG 59 U coaxial cable for 63 and 195 mc and of 50 feet of twin-lead cable at 600 mc.

<sup>4</sup>The antenna is assumed to consist of a half-wave dipole at 63 and 195 mc and of a rhombic with 8 db gain at 600 mc.

<sup>5</sup>The terrain correction factors for 63 and 195 mc are taken from the curve R(L) and the factor for 600 mc taken from the curve r(L) of Figure 2 of the Ad Hoc Report.

<sup>6</sup>Time fading of the desired signal is not considered significant for grade A service. The median field intensity is equivalent to the field F'(50,50) specified in Appendix B, Section II-A.

For the purpose of estimating the required field intensities at the antenna, it has been assumed that half-wave dipoles connected to the set by 50 feet of RG 59U coaxial line are typical for 63 to 195 mc operation. In the frequency range near 600 mc, a small rhombic with 300 ohm line has been assumed. It is realized that it is neither desirable nor practical in some heavily built-up areas to meet these assumptions and that inside antennas will be used. If it is assumed that the inside antenna will have an effective length equal to that of a half-wave dipole and that the transmission line loss is negligible, the local field intensities required will be 46, 55 and 68 db above one microvolt per meter, respectively, for 63, 195 and 600 mc. However, the median field intensities required under these conditions cannot be stated with assurance, because the average terrain distributions which have been calculated from available measurements apply only to exterior conditions in suburban and rural areas. If the range of signal variation in building interiors is comparable to the exterior range, the 74 db median signal level (5000 microvolts per meter) specified to overcome local noise and interference in (b) would be adequate at 63 and 195 mc. There is some opinion, but no measurements, which indicate that the 74 db signal is adequate at 63 mc but not at 195 mc. In order to meet this opinion and to equalize the grade A service areas for equal powers which are indicated at 63 and 195 megacycles, the field intensity required for grade A service at 195 megacycles has been raised to 77 db. Until reliable data are available to indicate otherwise, the above median field intensities will be required within the principal city of the metropolitan area. Until experience indicates the practicability of operating indoor antennas at frequencies near 600 megacycles, only outdoor antennas will be assumed.

B. Grade B Service—Required Field Intensities, in db above 1 microvolt per meter.



(a) To overcome receiver noise,

	63 mc	195 mc	600 mc
(1) Thermal Noise (db)	7	7	7
(2) Receiver Noise Figure	12	12	15
(3) Peak Vis. Car./RMS Noise	30	30	30
(4) Trans. Line Loss	1	2	5
(5) Antenna Eff. Length	-3	6	8
(6) Local Field Intensity	47	57	65
(7) 70% Terrain Factor	4	4	6
(8) 90% Time Factor	3	3	3

(9) Median Field Intensity (db) 54 64 74

(b) To overcome local noise and interference,

	63 mc	195 mc	600 mc
Median Field Intensity (db)	68	71	74

(c) Required urban field intensities to overcome both (a) and (b),

	63 mc	195 mc	600 mc
Median Field Intensity (db)	68	71	74

The median field intensities for urban grade B service are 6 db lower than those for grade A service. This reduction is essentially a reduction from the desired quality of service at 90% of locations to 70% of locations in accordance with Appendix A, Section III-B-1.

C. Grade C Service—Rural Field Intensities, in db above 1 microvolt per meter, required to overcome receiver noise.

	63 mc	195 mc	600 mc
(1) Thermal Noise (db)	7	7	7
(2) Receiver Noise Figure	12	12	15
(3) Peak Vis. Car./RMS Noise	30	30	30
(4) Trans. Line Loss	1	2	5
(5) Antenna Effective Length <sup>7</sup>	-9	0	3
(6) Local Field Intensity	41	51	60
(7) 50% Terrain Factor	0	0	0
(8) 90% Time Fading Factor <sup>8</sup>	6	5	2
(9) Median Field Intensity (db)	47	56	62

D. Specification of Permissible Interference Ratios.

The permissible interference ratios specified in Appendix A, Section III-B, were determined in accordance with the following assumptions and procedure. The permissible cochannel desired to undesired station ratio available at the location of the receiving antenna was taken to be 40 db. The permissible adjacent channel ratio available at the receiving antenna location was taken as 6 db. In order to make the permissible ratios, which are in terms of the relative field intensities expected at 50% of receiver locations, available to the percentages of receiving locations specified for grades A and B service in Appendix A, Section III-B, the following terrain factors have been added:

(a) Grade A Service.

	Cochannel	Adjacent Channel
(1) Local Desired/Undesired Ratio	40	6
(2) 90% Terrain Factor r(L)	15	15
(3) 50% Location d/u Ratio	55 db	21 db

(b) Grade B Service.

	Cochannel	Adjacent Channel
(1) Local Desired/Undesired Ratio	40	6
(2) 70% Terrain Factor r(L)	6	6
(3) 50% Location d/u Ratio	46 db	12 db

(c) Grade C Service.

	Cochannel	Adjacent Channel
50% Location d/u Ratio	40 db	6 db

<sup>7</sup>Antennas with a 6 db gain compared to a dipole are assumed for 63 and 195 mc, and an antenna gain of 13 db for 600 mc.

<sup>8</sup>The time fading factors decrease with increasing frequency because the grade C service radii decrease.

The terrain factors were taken from the curve r(L) of Figure 2 of the Ad Hoc Report for 90% and 70% of the receiver locations, respectively. Grade C service is specified for 50% of receiver locations, and no terrain factor is required. Permissible ratios which are 6 db higher for grade A service and 2 db higher for grade B service on channels 14 through 55, appear to be justifiable on the basis of present knowledge.

## II. Propagation of Television Signals

For the purpose of predicting the propagation of television signals for the estimation of service and interference areas under the rules proposed in Part II of these proceedings, the following procedures have been observed, in accordance with the recommendations of the Ad Hoc Committee.

### A. Prediction of Service Field Intensities.

The field intensities of the service field which will be available at any percentage of receiving locations for any percentage of the time may be described by the following relation:

$$(1) F'(L,T) = P' + F(50,50) + R(L) + R(T)$$

Where  $F'(L,T)$  is the field intensity for L percent of the receiving locations and T percent of the time expressed in decibels above 1 microvolt per meter,  $P'$  is the radiated power in db above 1 kilowatt,  $F(50,50)$  is the field intensity in decibels above 1 microvolt per meter for 50 percent of the locations and 50 percent of the time for a radiated power of one kilowatt,  $R(L)$  is the terrain distribution factor for L percent of locations, and  $R(T)$  is the time distribution factor.

The effective radiated power,  $P'$ , is expressed in decibels above 1 kilowatt radiated from a half-wave dipole and may be calculated by means of the following formula:

$$(2) P' = 10 \log_{10} P - P'' + G$$

In the above, P denotes the actual transmitter power delivered to the transmission line expressed in kilowatts,  $P''$  denotes the transmission line and antenna power loss expressed in decibels, and G denotes the gain of the transmitting antenna array in the direction of the receiving location expressed in decibels relative to that of a half-wave dipole.

Appropriate values of  $F(50,50)$  may be found in Figures 3, 4, 6 and 7 of the Report of the Ad Hoc Committee, Volume 1. Figure 3 is to be used for channels 2, 3 and 4, Figure 4 for channels 5 and 6, Figure 6 for channels 7 through 55, and Figure 7 for channels 2 through 55 for distances beyond 200 miles, in accordance with the procedure described below. The charts show the field intensities in db above one microvolt per meter for one kilowatt of effective radiated power to be expected at 50% of the receiving locations for 1%, 10% and 50% of the time, for antenna heights from 100 feet to 2,000 feet. The field intensities are based on an effective power of one kilowatt radiated from a half-wave dipole in free space, which produces an unattenuated field intensity at one mile of 103 db above one microvolt per meter (137.6 millivolts per meter). The antenna height to be used with these charts in any particular case is the equivalent height of the center of the radiating element above the average height of the profile between 2 and 10 miles from the transmitter along the desired radial. Where the resulting equivalent antenna height lies between the curves for given antenna heights, interpolation between the curves in proportion to the logarithm of the antenna height shall be used. Special consideration must be given to antenna heights in excess of 2,000 feet. Estimates of the field intensities to be obtained from antennas up to 5,000 feet in height are contained in Reference D to the Ad Hoc Report. It should be noted that the 5,000 foot curve was not endorsed by the Ad Hoc Committee.

For simplicity, the charts do not show the service fields for 90% and 99% of the time, but these fields lie below the 50% curve by the same amounts that the 10% and 1% curves, respectively, lie above the 50% fields. Thus, the time distribution factor R(T) for the 90% and 99% fields may be found by subtracting from the 50% fields the number of db by which the latter lies below the 10% and 1% fields, or:

- (3)  $F(50,90) = F(50,50) + R(T = 90)$   
 $= F(50,50) - [F(50,10) - F(50,50)]$
- (4)  $F(50,99) = F(50,50) + R(T = 99)$   
 $= F(50,50) - [F(50,1) - F(50,50)]$

For other values of T, use may be made of the relation  $R(T) = R(T=1)k(T)$ . The value of k(T) for any percentage of time T is given in Figure 2 of the Ad Hoc Report.

In order to determine the field intensity which will be exceeded at some percentage of the receiving locations other than 50%, use is also made of Figure 2. For channels 2 through 13, the curve labelled R(L) is to be used; for channels 14 through 55, the curve labelled r(L) is to be used. The departure from the 50% value in db, shown on the left scale, corresponding to the desired percentage of locations on the bottom scale is to be added to the field intensity in db above one microvolt per meter existing at 50% of locations.

For channels 2-13,

(5)  $F(L,50) = F(50,50) + R(L)$

For channels 14-55,

(6)  $F(L,50) = F(50,50) + r(L)$

Thus, the terrain factor for 90% of locations corresponds to -11 db for channels 2-13 and -15 db for channels 14-55, as shown in Appendix B I A(a) (7).

#### B. Prediction of Interference from One Undesired Station.

The percentage of receiving locations, L, at any given distance from a desired station and one undesired station at which an acceptable ratio, A, of desired-to-undesired signals is exceeded for T percent of the time may be determined from the following equation:

(7)  $r(L) = A + P'u + Fu(50,50) - Fd(50,50)$   
 $- k(T) \sqrt{R^2d(1) + R^2u(1)}$

The subscript d denotes values applicable to the desired signal and the subscript u denotes values applicable to the undesired signal. As explained above, the effective radiated powers of the desired and undesired stations P'd and P'u are expressed in db above one kilowatt radiated from a half-wave dipole. Fu(50,50) and Fd(50,50) are taken from the appropriate curve of Figures 3 through 7 of the Ad Hoc Report. Rd(1) and Ru(1) are the time distribution factors for 1% of the time for the desired and the undesired field intensities, respectively. These may be determined by subtracting the (50,50) field intensity from the F(50,1) field intensity indicated for the proper distances on the appropriate curves of Figures 3 through 7 of the Ad Hoc Report.

For channels 2 through 13, the percentage of locations at which the ratio A is exceeded may be read from the probability distribution, r(L), as a function of L in Figure 2 of the Ad Hoc Report. For channels 14-55, a new x(L) line is to be plotted on Figure 2, passing through the common intersection at 0 db and 50% of the locations and having a slope 1.4 times as great as the slope of r(L). x(L) will pass through the -21 db point at 90% of locations.

If the distance at which an acceptable ratio A is to be obtained at a given percentage of locations and for a given percentage of time T is to be determined rapidly, the solution using the above exact expression may be too laborious. A useful approximation is based on the fact that  $\sqrt{R^2d(1) + R^2u(1)}$  approaches Ru(1) when Ru(1) is much larger than Rd(1). In Reference F it

is shown that the approximation gives values which are low by less than 3 db when  $Ru(1) = 2.5Rd(1)$ . This will always be the case in cochannel interference computations, and nearly always for adjacent channels, when considering service of the order of 90% of the time or 90% of the locations. This is tantamount to assuming for the purposes of rapid calculation that the desired signal is steady and equal to its median value, and that the undesired signal alone is variable.

This makes possible simple graphical methods of computing iso-service contours completely around the desired station. For example, at a point where Fd(50,50) is A decibels greater than Fu(50,1), the ratio A will be exceeded at 50 percent of locations and for 99 percent of time. Thus, the charts for the desired signal F(50,50) and the tropospheric charts F(50,1) and F(50,10) of Figures 3-7 can be used to determine the service contours for 99, 90 percent of the time, respectively, for 50 percent of the locations.

This approximate method can also be applied to the case where it is desired to locate the contour at which an acceptable ratio is exceeded for a percentage of the locations other than 50 percent, by subtracting from the ratio A in db the value of r(L) from Figure 2 corresponding to the percentage of locations for which it is desired to determine the service contour. For example, if it is desired to determine the contour at which the ratio A=40 db (100:1) will be exceeded at 90 percent of the locations for 90 percent of the time, the value (-15) db should be subtracted from the 40 db ratio, giving an adjusted ratio of 55 db. The desired contour is found to exist at the locus of points for which Fd(50,50) exceeds Fu(50,10) by the adjusted ratio of 55db, as taken from the appropriate figure of the Ad Hoc Report.

In the interest of expediting the allocations proceedings the Commission is making use of the charts published by the Ad Hoc Committee. Necessary charts in a form acceptable to the industry together with approved procedures for their use, will be included in the Standards at a later date.

### III. Station Separations and Service Radii

The following tables of service radii and of required station separations have been computed by the methods described in the preceding section for the grades of service specified in Appendix A, Section III-B and for the powers provided in Appendix A, Section III-C.

Grade of Service	SERVICE RADII IN MILES							
	63 mc		195 mc		600 mc <sup>o</sup>			
	10 db (10 kw)	20 db (100 kw)	10 db (10 kw)	20 db (100 kw)	7 db (5 kw)	10 db (10 kw)	13 db (20 kw)	23 db (200 kw)
A	13	20	13	21	7	10	12	21
B	16	27	17	29	12	14	17	29
C	43	57	36	46	24	27	31	43

Grade of Service	COCHANNEL STATION SEPARATIONS IN MILES							
	63 mc		195 mc		600 mc <sup>o</sup>			
	10 db (10 kw)	20 db (100 kw)	10 db (10 kw)	20 db (100 kw)	7 db (5 kw)	10 db (10 kw)	13 db (20 kw)	23 db (200 kw)
A	148	215	111	172	92	103	125	172
B	134	205	108	162	92	99	108	162
C	252	328	164	232	115	125	141	212

Grade of Service	ADJACENT CHANNEL STATION SEPARATIONS IN MILES							
	63 mc		195 mc		600 mc <sup>o</sup>			
	10 db (10 kw)	20 db (100 kw)	10 db (10 kw)	20 db (100 kw)	7 db (5 kw)	10 db (10 kw)	13 db (20 kw)	23 db (200 kw)
A	50	75	50	73	36	43	49	73
B	50	78	51	78	33	40	46	78
C	105	141	84	109	58	66	75	102

<sup>o</sup>The service radii at 600 mc are for relatively smooth terrain. For relatively rough terrain such as that found in the vicinity of Washington, D. C., and New York City, an increase of about 10 db in power may be required to provide the same grade of service to the indicated radii.

The Commission has relied upon the above computations and others similarly prepared in accordance with foregoing definitions and methods as well as upon the illustrative studies contained in References E, G, and H of the Ad Hoc Report, in establishing the allocation set forth in Appendix C and in defining the separations for community stations appearing in Appendix A, Section III-C.

**Appendix C**

**Suggested Allocations by States and Cities, VHF-UHF\***

**United States and Territories**

Population figures are 1940 U. S. Census to nearest even figure.

Set forth is a proposed revision of Section 3.606 containing the table showing allocation of television channels to the various communities in the United States. In constructing the table, no change has been made in existing authorizations, with exception of the three stations mentioned in paragraphs 8, 9 and 10 of the Notice of Further Proposed Rule Making. In addition, all existing authorizations except WDEL-TV in Wilmington, Del., and WGAL-TV in Lancaster, Pa., have been considered on the basis of utilization of maximum power authorized for the class of station in question from their authorized sites. In all other cases, a site in the center of the community in question and maximum power of the station of the class in question have been assumed. An antenna height of 500 feet above average terrain was assumed in all cases.

The Commission has endeavored wherever possible to have a co-channel separation for Metropolitan stations on

the VHF band of 220 miles and adjacent channel separation of 110 miles. On the UHF channels it was endeavored to maintain a 200 mile co-channel spacing and a 100 mile adjacent channel spacing. In the case of the community channels which are provided for in the allocation plan, a co-channel separation of 140 miles and adjacent channel separation of 60 miles have been utilized.

The table showing the allocation for the various communities is shown on the following pages; channel assignments marked (c) indicate community channels 46 through 55:

\*VHF channel numbers by frequencies: No. 2 (54-60 mc); 3 (60-66 mc); 4 (66-72 mc); 5 (76-82 mc); 6 (82-88 mc); 7 (174-180 mc); 8 (180-186 mc); 9 (186-192 mc); 10 (192-198 mc); 11 (198-204 mc); 12 (204-210 mc); 13 (210-216 mc).

Note: UHF channels, though numbered, will not be assigned specific frequencies until final rules and standards are adopted.

ALABAMA			ARIZONA—Continued			CALIFORNIA		
VHF Channel No.	UHF Channel No.	Pop. in Thousands	VHF Channel No.	UHF Channel No.	Pop. in Thousands	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Alexander City	—	17	Phoenix	2,4,5,8,12	15,17	Alturas	—	24
Andalusia	—	26	Prescott	—	23,25	Arcata	—	30
Auburn	—	33	Safford	—	36	Arroyo Grandé	—	32
Birmingham	4,6,13	408	St. Johns	—	38	Bakersfield	10	14,16
Brewton	—	15	San Simon	—	40	Banning	—	23
Clanton	—	27	Superior	—	42	Barstow	—	25
Decatur	—	41	Tombstone	—	29	Blythe	—	26
Demopolis	—	14	Tucson	3,6,7,10	14,16	Brawley	—	20
Dothan	—	45	Wickenburg	—	41	Bridgeport	—	43
Enterprise	—	39	Williams	—	30	Callipatria	—	28
Eufaula	3	6	Winslow	—	18,20	Calexico	—	22
Florence	—	43	Yuma	9,13	30,32,34	Chico	12	36
Gadsden	—	44				Coalinga	—	41
Greenville	—	43				Colton	—	39
Huntsville	—	26				Corona	—	35
Jasper	—	20				Crescent City	—	45
Mobile	5,8,11,13	115				Delano	—	38
Montgomery	7,10	94				Dinuba	—	29
Opelika	—	31				El Centro	—	18
Selma	—	30				Escondido	—	41
Sheffield	—	45				Eureka	14,16,28	17
Talladega	—	35				Fillmore	—	28
Tuscaloosa	—	23				Ft. Bragg	—	24
Troy	—	21				Fresno	8,12	15,17
						Grass Valley	—	19
						Hanford	—	19
						Hollister	—	20
						Indio	—	31
						Independence	—	33
						Inyokern	—	43
						Laguna Beach	—	33
						Lakeport	—	33
						Lancaster	—	45
						Lodi	—	21
						Lompoc	—	42
						Los Angeles	2,4,5,7,9,11,13	2,904
						Merced	—	24
						Modesto	—	26
						Mojave	—	20
						Monterey	—	18
						Mt. Shasta	—	23
						Napa	—	29
						Needles	—	24
						Oceanside	—	27
						Oroville	—	27
						Oxnard	—	22
						Pacific Grove	—	45

(Continued on next page)

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>CALIFORNIA—Continued</b>			
Palm Springs	—	44	3
Paso Robles	—	25	3
Petaluma	—	23	8
Placerville	—	34	3
Porterville	—	31	6
Portola	—	41	2
Red Bluff	—	25	4
Redding	—	18,42	8
Redlands	—	29	14
Riverside	—	19,21	31
Sacramento	6,10	38,40	159
Salinas	—	30	12
San Bernardino	—	15,17	44
San Diego	3,6,8	14,16	256
San Francisco-Oakland	2,4,5,7,9,11	—	1,428
San Luis Obispo	—	21	9
San Jose	—	35,37,39	129
Santa Barbara	—	24,26	35
Santa Cruz	—	14,16	17
Santa Maria	—	44	9
Santa Paula	—	18	9
Santa Rosa	—	17	13
Scotia	—	37	1
Sonora	—	32	2
Stockton	—	42,44	79
Susanville	—	22	2
Taft	—	36	3
Trona	—	40	2
Tulare	—	23	8
Turlock	—	28	5
Ukiah	—	20	3
Ventura	—	30	13
Victorville	—	37	3
Visalia	—	27	9
Wasco	—	34	5
Watsonville	—	22	9
Weaverville	—	39	0.7
Westwood	—	45	5
Willits	—	43	2
Willows	—	31	2
Yreka	11,13	—	2
Yuba City	—	15	5

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>COLORADO</b>			
Alamosa	12	31	6
Boulder	—	41,43	13
Burlington	—	15	1
Canon City	—	28	7
Cheyene Wells	—	39	0.7
Colo. Springs	—	20,24	37
Cortez	—	18	2
Craig	—	26	2
Del Norte	—	33	2
Delta	—	25	4
Denver	2,4,5,7,9	—	384
Durango	—	14	6
Ft. Collins	—	33,35	12
Ft. Morgan	—	25	5
Glenwood Spgs.	—	30,36	2
Grand Junction	—	15,17	12
Greeley	—	29,31	16
Gunnison	—	19	2
Hugo	—	36	1
La Junta	—	16	7
Lamar	—	19	4
Las Animas	—	14	3
Leadville	—	32	5
Limon	—	22	1
Longmont	—	45	7
Loveland	—	27	6
Meeker	—	42	1
Montrose	—	27	5
Oak Creek	—	34	2
Ouray	—	38	1
Pagosa Springs	—	16	2
Pueblo	3,6,8,10	—	62
Rocky Ford	—	42	8
Saguache	—	40	1

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>COLORADO—Continued</b>			
Salida	—	44	5
San Luis	—	23	1
Silverton	—	29	1
Springfield	—	25	1
Steamboat Springs	—	39	2
Sterling	—	34	7
Trinidad	—	18,21	13
Walden	—	37	0.6
Walsenburg	—	26	6
Wray	—	38	2
Yuma	—	17	2

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>CONNECTICUT</b>			
Bridgeport	—	14,16	217
Hartford	—	—	—
New Britain	—	30,32,34	502
New Haven	6	20,22	308
Waterbury	—	24,26	145

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>DELAWARE</b>			
Dover	—	47(c)	6
Wilmington <sup>1</sup>	7	30,32	189

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>DISTRICT OF COLUMBIA</b>			
Washington	4,5,7,9	33	908

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>FLORIDA</b>			
Apalachicola	—	44	3
Belle Glade-Chosen	—	26	4
Clearwater	—	43	10
Crestview	—	18	2
Cross City	—	24	2
Daytona Beach	—	32,34,36	23
DeLand	—	19	7
Everglades	—	40	0.6
Fort Lauderdale	—	30,32	18
Fort Myers	—	35,37	11
Fort Pierce	—	39	8
Gainesville	—	14,16	14
Hollywood	—	34	6
Jacksonville	2,4,5,8,10	—	173
Key West	—	19,21	13
Lake City	—	26	6
Lakeland	—	33	22
Lake Worth	—	28	7
Leesburg	—	27	5
Marianna	—	37	5
Melbourne	—	15	3
Miami	2,4,5,8,10,12	—	172
Ocala	—	38	9
Orlando	—	21,23,25	37
Palatka	—	40	7
Palm Beach	—	24	4
Panama City	—	14,16	12
Pensacola	—	20,22,24	37
Perry	—	22	3
Plant City	—	31	7
Quincy	—	19	5
Sebring	—	17	3
St. Augustine	—	42,44	12
St. Petersburg-Tampa	3,6,7,9,11,13	—	210
Sanford	—	29	10
Sarasota	—	20	11
Sulphur Springs	—	45	5
Tallahassee	12	28	16
West Palm Beach	—	14,16,18,22	34
Winter Haven	—	41	6

<sup>1</sup> See footnote Number 6 to Section III-E-1 in Appendix A which is part of the Notice of Further Proposed Rule Making herein.

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>GEORGIA</b>			
Albany	—	42	19
Americus	—	20	9
Athens	—	21,23	221
Atlanta	2,5,8,11	32,34	302
Augusta	6,12	17	66
Bainbridge	9	—	6
Brunswick	—	37,39	15
Cairo	6	—	5
Cartersville	—	39	6
Cedartown	—	19	9
Columbus	—	36,38,40	53
Cordele	13	—	8
Dalton	—	25	10
Dawson	—	25	4
Douglas	—	30	5
Dublin	—	43	8
Fitzgerald	—	27	7
Gainsville	—	15	10
Griffin	—	29	13
Jesup	—	35	3
La Grange	—	22,24	22
Macon	—	14,16,18	58
Milledgeville	—	26	7
Moultrie	—	15	10
Rome	—	42	26
Savannah	3,9,11	—	96
Statesboro	—	19	5
Thomasville	—	32,34	13
Thomson	—	41	3
Toccoa	—	27	5
Valdosta	—	17	16
Waycross	—	21,23	17

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>IDAHO</b>			
Aberdeen	—	43	1
Arco	—	28	0.5
Blackfoot	—	33	4
Boise	2,4,5,7	—	26
Bonnars Ferry	—	31,33	1
Buhl	—	44	2
Burley	—	24	5
Caldwell	—	35,37	7
Cascade	—	18	1
Challis	—	26	0.6
Coeur d'Alene	9,12	41,43	10
Council	—	31	0.7
Driggs	—	39	1
Dubois	—	31	0.3
Gooding	—	22	3
Grangeville	—	45	2
Idaho Falls	3,6	19,21	15
Kellogg	—	—	—
Wardner	—	16	4
Ketchum	—	36	1
Lewiston	—	32,34	11
Mackay	—	38	0.8
Malad City	—	45	3
Montpelier	—	26	3
Moscow	—	21	6
Mountain Home	—	39	1
Nampa	9,12	23,25	12
Orofino	—	36	2
Pocatello	8,10	35	18
Preston	—	15,17	4
St. Anthony	—	41	3
St. Maries	—	18	2
Salmon	—	15	2
Sandpoint	—	20,22	4
Shoshone	—	14	1
Soda Springs	—	37	1
Twin Falls	11,13	16	12
Wallace	—	39	4
Weiser	—	27,29	4

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>ILLINOIS</b>			
Aurora	—	41,43	47
Bloomington	—	26	33
Cairo	—	15	14

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>ILLINOIS—Continued</b>			
Carthage	10	—	3
Centralla	—	24	16
Champaign	—	15	23
Chicago	2,4,5,7,9,11,13	—	3,397
Clinton	—	38	6
Danville	—	19	37
Decatur	—	34,36	59
Elgin	—	20	38
Galesburg	—	21	29
Harrisburg	—	32	11
Herrin	—	37	9
Jacksonville	—	23	20
Joliet	—	24	42
Kankakee	—	30	22
Kewanee	—	16	17
La Salle	—	33	13
Lincoln	—	44	13
Litchfield	—	29	7
Metropolis	—	22	6
Moline-Rock Island-Davenport	4,5	42	175
Mt. Carmel	—	35	7
Mt. Vernon	—	27	15
Peoria	6,12	31	105
Quincy	—	18,30	40
Rockford	—	27,29	85
Springfield	3	17	76
Sterling	—	35	11
Urbana	—	22	14
Vandalia	—	40	5
Waukegan	—	46(c)	34
<b>INDIANA</b>			
Anderson	—	27	42
Bedford	—	33	13
Bloomington	10	—	21
Columbus	—	43	12
Evansville	—	16,18,20	97
Fort Wayne	—	25,38	118
Gary	—	48(c)	112
Indianapolis	6,8,12	45	387
Kokomo	—	23	34
La Fayette	—	37	29
Logansport	—	21	20
Marion	—	18	27
Muncie	—	32	50
Richmond	—	41	35
Seymour	—	17	9
South Bend	—	40,42	101
Terre Haute	—	28,39	63
Tell City	3	—	5
Vincennes	—	14	18
<b>IOWA</b>			
Ames	4	—	13
Albia	—	34	5
Algona	10	—	5
Atlantic	—	32	6
Boone	—	25	12
Burlington	—	28	26
Carroll	—	40	5
Cedar Rapids	7,9	—	62
Centerville	—	26	8
Chariton	—	41	6
Charles City	12	—	9
Cherokee	—	38	7
Clarinda	—	23	5
Clinton	—	37	26
Creston	—	21	8
Davenport, Rock Island, Moline	4,5	42	175
Decorah	3	—	5
Des Moines	8,11,13	—	184
Dubuque	—	45	44
Fairfield	—	24	7
Fort Dodge	—	17	23
Fort Madison	—	14	14
Glenwood	—	28	5
Iowa City	2	—	17

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>IOWA—Continued</b>			
Iowa Falls	—	33	4
Keokuk	—	32	15
Knoxville	—	43	7
Marshalltown	—	15	19
Mason City	—	39	27
Muscatine	—	40	18
Newton	—	29	10
Ottumwa	—	20,38	32
Red Oak	—	42	6
Shenandoah	—	16	7
Sioux City	2,5,9	—	82
Storm Lake	—	35	5
Waterloo-Cedar Falls	—	22,36	67
Webster City	—	19	7
<b>KANSAS</b>			
Anthony	—	39	3
Arkansas City	—	37	13
Atchison	—	18	13
Baxter Springs	—	38	5
Belleville	—	27	3
Clay Center	—	38	5
Coffeyville	—	44	17
Colby	—	26	2
Concordia	—	34	6
Dodge City	—	24,43	8
El Dorado	—	16	10
Emporia	—	21	13
Ft. Scott	—	32	11
Garden City	9,11	—	6
Goodland	—	28	3
Great Bend	5	14	9
Hays	—	22	6
Hutchinson	—	20	30
Iola	—	41	12
Junction City	8	—	9
Kansas City (see Kansas City, Mo.)	—	—	—
Kinsley	—	41,45	2
Larned	—	30	4
Lawrence	—	39	14
Liberal	—	38	4
Lindsborg	—	42	2
Manhattan	—	15	12
McPherson	—	28	1
Newton	—	31	11
Norton	—	36	3
Oberlin	—	33	2
Osawatimie	—	24	5
Osborne	—	17	2
Ottawa	—	26	10
Phillipsburg	—	44	2
Pittsburg	—	30	18
Pratt	—	18	7
Russell	—	32	5
Salina	—	40	21
Scott City	—	31	2
Sharon Springs	—	21	1
Syracuse	—	29	1
Topeka	11,13	—	68
Wellington	—	33	7
Winfield	—	35	10
Wichita	3,10,12	—	115
<b>KENTUCKY</b>			
Ashland (see Huntington, W. Va.)	—	—	—
Bowling Green	—	34	15
Corbin	—	45	8
Danville	—	38	7
Frankfort	—	15	11
Glasgow	—	40	6
Hazard	—	23	7
Henderson	—	41	13
Hopkinsville	—	36	12
Lexington	—	19	49
Louisville	5,9	29,31	434
Madisonville	—	25	8
Mayfield	—	17	9
Maysville	—	39	7
Middlesboro	—	41	12

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>KENTUCKY—Continued</b>			
Murray	—	39	4
Owensboro	—	44	30
Paducah	12	—	34
Richmond	—	21	7
Somerset	—	35	6
Winchester	—	42	9
Vancleve	—	28	.75
<b>LOUISIANA</b>			
Abbeville	—	28	7
Alexandria	5,11,13	—	27
Bastrop	—	23	7
Baton Rouge	—	43,45	35
Bogalusa	—	26	15
Crowley	—	17	10
De Ridder	—	29	4
Eunice	—	38	5
Hammond	—	14	6
Houma	—	24	9
Jennings	—	31	7
Lafayette	—	41	19
Lake Charles	—	23	21
Minden	—	14	7
Monroe	—	32,39	28
Natchitoches	—	24	7
New Iberia	—	34	14
New Orleans	2,4,6,7,10	—	540
Oakdale	—	19	4
Opelousas	—	15	9
Pineville	—	21	4
Ruston	—	16	7
Shreveport	3,10,12	—	112
Tallulah	—	30	6
Thibodaux	—	32	6
Winnfield	—	36	5
<b>MAINE</b>			
Augusta	8,10	19,21,23	19
Bangor	—	—	—
Old Town	5,12	36,42	37
Biddeford-Saco	—	14,16	28
Brunswick	—	—	44
Calais	2,7	14,16,18	5
Ft. Kent	—	—	—
St. Francis	8	15,17,19,21	6
Houlton	—	25,27,29	7
Lewiston	—	—	—
Auburn	—	28,30	58
Portland	6,13	—	106
Presque Isle	—	31,33,35	17
Waterville	—	32,34	16
<b>MARYLAND</b>			
Annapolis	—	49(c)	13
Baltimore	2,11,13	14,16	1,047
Cumberland	—	39,44	39
Hagerstown	—	35	33
Salisbury	—	43	13
Frederick	—	37	16
<b>MASSACHUSETTS</b>			
Barnstable	—	—	—
W. Yarmouth	—	37	8
Boston	2,4,5,7	—	771
Brockton	—	48(c)	62
Fall River	—	—	—
New Bedford	—	19,21,23	225
Lawrence-Lowell	—	—	—
Haverill	—	25,27	232
Pittsfield	—	28	50
Springfield	—	—	—
Holyoke	—	36,38	150
Worcester	—	43,45	194
<b>MICHIGAN</b>			
Alpena	—	39	13
Ann Arbor	—	37	30
Battle Creek	—	29	43

(Continued on next page)

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>MICHIGAN—Continued</b>			
Benton Harbor	—	44	17
Cadillac	—	23	10
Cheboygan-Mackinaw City	4	—	6
Detroit	2,4,7	24,27	2,296
Escanaba	—	25	15
Flint	—	14,16,34	189
Gladstone	13	—	5
Grand Rapids	7,12	33,35	210
Hancock	—	16	6
Harbor Beach	—	38	2
Holland	—	26	15
Houghton	—	27	4
Iron Mountain	7,9	32,34	11
Iron River	—	14	4
Ironwood	—	30	13
Ishpeming	—	20	9
Jackson	—	20,22	50
Kalamazoo	3	15	77
Lansing	6	45	110
Ludington	—	30	9
Manistique	—	15	5
Manistee	—	27	9
Marquette	3,5,10	18	16
Midland	—	28	10
Muskegon	—	17,19	48
Petoskey	—	29,31	6
Pontiac	—	48(c)	67
Port Huron	—	46(c)	33
Rogers City	—	42	3
Saginaw-Bay City	—	18,21,32	153
Saulte Ste. Marie	8,10	14,16	16
Tawas City	—	25	1
Traverse City	—	41,43	14
West Branch	—	36	2
<b>MINNESOTA</b>			
Albert Lea	—	24	12
Alexandria	—	29	5
Austin	—	16	18
Bemidji	—	22	9
Brainerd	—	43	12
Chisholm	—	44	7
Crookston	—	20	7
Detroit Lakes	—	27	5
Duluth-Superior	3,6,8,10,12	—	136
(see also Superior, Wisconsin)			
Ely	—	18	7
Eveleth	—	37	7
Fairmont	—	26	7
Fairbault	—	21	15
Fergus Falls	—	38	11
Grand Rapids	—	26	5
Hastings	—	40	6
Hibbing	—	39,41	16
International Falls	—	14,16	6
Little Falls	—	25	6
Mankato	—	44	16
Marshall	—	20	5
Minneapolis-St. Paul	2,4,5,7,9,11,13	—	911
Montevideo	—	36	5
Moorhead (see Fargo, N. D.)			
New Ulm	—	28	9
Northfield	—	14	5
Owatonna	—	42	9
Pine City	—	31	2
Red Wing	—	18	10
Rochester	—	32,34	26
St. Cloud	—	17,19	24
Thief River Falls	—	24	6
Virginia	—	21	12
Wadena	—	32	3
Willmar	—	15	8
Winona	—	38	22
Worthington	—	23	6

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>MISSISSIPPI</b>			
Aberdeen	—	15	5
Biloxi	—	31,33	17
Brookhaven	—	18	6
Canton	—	24	6
Clarksdale	—	29,31	12
Columbia	—	29	6
Columbus	—	25	14
Greenville	—	43,45	21
Greenwood	—	21	15
Grenada	—	17	6
Gulfport	—	21,23	15
Hattiesburg	—	40,42	21
Jackson	3,9,12	—	88
Laurel	—	16	21
Kosciusko	—	19	4
McComb	—	20,22	10
Macon	2	—	2
Meridian	—	36,38	35
Natchez	—	25,27	15
Pascagoula	—	28	6
Philadelphia	—	34	4
Picayune	—	44	5
Starkville	—	28	5
Tupelo	—	22	8
Vicksburg	—	35,37	24
West Point	—	32	6
Yazoo City	—	41	7
<b>MISSOURI</b>			
Cape Girardeau	—	45	19
Carrollton	—	40	4
Carthage	—	25	11
Chillicothe	—	44	8
Clinton	—	20	6
Columbia	—	15	18
De Soto	2	—	5
Flat River	—	31	5
Fulton	—	33	8
Hannibal	—	25	21
Hermitage	—	23	0.3
Jefferson City	6	43	24
Joplin	—	19,22	37
Kansas City	2,4,5,9	—	399
Lebanon	—	27	5
Lexington	—	31	5
Louisiana	—	39	5
Marshall	—	17	9
Maryville	—	30	6
Mexico	—	22	9
Moberly	—	36	13
Nevada	—	34	8
Poplar Bluff	—	21	11
Rolla	—	35	5
St. Joseph	—	35,37	76
St. Louis	4,5,7,9,11,13	—	816
Salem	—	14	3
Sedalia	—	29	20
Sikeston	—	26	8
Springfield	3,10,12	—	61
Van Buren	—	38	0.5
Washington	—	19	7
West Plains	—	41	4
<b>MONTANA</b>			
Anaconda	—	35,37	11
Baker	—	19	1
Big Timber	—	24	2
Billings	2,4,5,7	19,21	23
Bozeman	—	14,16	9
Broadus	—	29	0.6
Butte	2,4,5,7	33,40	37
Chester	—	30	0.5
Chinook	—	25	2
Chouteau	—	18	1
Circle	—	28	0.7
Cut Bank	—	43,45	3
Dillon	—	27	3
Ekalaka	—	26	0.7

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>MONTANA—Continued</b>			
Forsyth	—	32,39	2
Fort Benton	—	36,38	2
Glasgow	—	18,20,22	4
Glendive	—	21	5
Great Falls	3,6,8	26,28	30
Hamilton	—	44	2
Harlowton	—	44	2
Havre	9,11	19,21,23	6
Hardin	—	41,43	2
Helena	10,12	—	15
Hysham	—	37	0.4
Jordan	—	30	0.7
Kalispell	—	15	8
Lewistown	—	17	6
Libby	—	35,37	2
Livingston	—	32,34	7
Malta	—	17	2
Miles City	3,6,10	14,16,24	7
Missoula	11,13	17,19	18
Paradise	—	42	0.35
Phillipsburg	—	29	1
Plentywood	—	29,31,44	2
Polson	—	27	2
Red Lodge	—	29	3
Roundup	—	35	3
Saco	—	45	0.5
Scobey	—	41	1
Shelby	—	14,16	3
Sidney	—	15,17	3
Stanford	—	15	1
Thompson Falls	—	25	0.7
Virginia City	—	45	0.4
Whitehall	—	22	1
White Sulphur Springs	—	20	1
Wibaux	—	40	0.6
Winifred	—	41	0.3
Winnett	—	42	0.4
Wolf Point	—	33	2
<b>NEBRASKA</b>			
Ainsworth	—	38	2
Alliance	—	15,37	6
Atkinson	—	34	1
Bayard	—	42	2
Beatrice	—	45	11
Bridgeport	—	40	2
Broken Bow	—	16	3
Columbus	—	26	8
Crawford	—	22	2
Fairbury	—	43	6
Falls City	—	33	6
Fremont	—	36	12
Gothenburg	—	14	1
Grand Island	—	35,37	19
Hastings	4	39,41	15
Holdrege	—	25	3
Kearney	—	21,23	10
Lexington	—	18	4
Lincoln	10,12	—	82
McCook	8,13	—	6
Nebraska City	—	14	7
Neligh	—	17	2
Norfolk	—	15	10
North Platte	2,5	—	12
Ogallala	—	24	3
Omaha	3,6,7	—	224
O'Neill	—	20	3
Ord	—	30	2
Scottsbluff	—	18,20	12
Seward	—	24	3
Sidney	—	32	3
Stanton	—	22	2
Superior	—	29	3
Valentine	—	28	2
Westpoint	—	44	3
York	—	19	5

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NEVADA</b>			
Austin	—	29	0.5
Battle Mountain	—	42	0.8
Boulder City	—	18,22	3
Caliente	—	28,30,43	1
Carson City	—	30	2
Elko	10	15,17,19	4
Ely	3,6	14,16,20	4
Eureka	—	40	0.6
Fallon	—	35	2
Gerloch	—	28	0.1
Goldfield	—	44	0.6
Henderson	—	27,32	7
Las Vegas	8,10,12	14,16,41,45	8
Lovelock	—	25	1
McDermitt	—	26	0.2
McGill	—	23,25	3
Mina	—	39	0.4
Mountain City	—	34	0.9
Overton	—	34,36	1
Pailsade	—	45	0.1
Pioche	—	24,26	1
Reno	3,13	14,16	21
Sparks	—	37	5
Tonopah	—	18,21	2
Wells	—	41	0.8
Winnemucca	—	18,21	2
Yerington	—	23	1

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NEW HAMPSHIRE</b>			
Berlin	—	26	19
Concord	—	31,33	27
Laconia	—	35	13
Littleton-Bethlehem	—	40	5
Manchester	9	29	81
Portsmouth	—	39,41	14

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NEW JERSEY</b>			
Asbury Park	—	46(c)	15
Atlantic City	—	23,25,27	100
Newark	13	—	430
(see also New York City)			
New Brunswick	—	48(c)	38
Trenton	—	15,17,41	125
Vineland	—	39	8

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NEW MEXICO</b>			
Alamogordo	—	19,21	4
Albuquerque	2,4,5,7	—	35
Artesia	—	26,28	4
Belen	—	22,24	3
Bernalillo	—	20	2
Carlsbad	10	22,24	7
Carrizozo	—	42	1
Chama	—	43	0.7
Clayton	—	27	3
Clovis	12	14,16	10
Dawson	—	41	2
Deming	—	23,25	4
Farmington	—	21	2
Ft. Sumner	—	43	2
Gallup	3,10	17,19	7
Hachita	—	37	0.8
Hobbs	—	15,17	11
Hot Springs	—	31,33	3
Laguna	—	28	0.5
Las Cruces	—	27,29	8
Las Vegas	—	17	6
Lordsburg	—	43,45	3
Los Alamos	—	34	?
Lovington	—	30	2
Magdalena	—	35	1
Park View	—	36	5
Portales	—	18,20	0.8
Raton	—	35,37	8
Roswell	3,6,8	34,36	13
Roy	—	44	1
Santa Fe	9,11,13	30,32	20
Santa Rita	—	20	3
Santa Rosa	—	25	2

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NEW MEXICO—Continued</b>			
Silver City	12	18	5
Socorro	—	14,16	4
Taos	—	15	1
Tucumcari	—	29,31	6
Vaughn	—	45	1
Willard	—	39	0.5

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NEW YORK</b>			
Albany-Schenectady-Troy	4	42,44	432
Auburn	—	18	36
Batavia	—	36	17
Binghamton	12	23,25	145
Buffalo	—	—	—
Niagara Falls	2,4,7	27	857
Dunkirk	—	31	18
Elmira	—	—	—
Corning	—	14,16	61
Hornell	—	39	17
Ithaca	—	37	20
Jamestown	—	17	43
Malone	—	30	9
Massena	—	21	11
Middletown	—	35	22
New York City-Northeastern N. J.	2,4,5,7,9,11	—	11,691
(see also Newark, N. J.)			
Ogdensburg	—	34	16
Olean	—	19	22
Oneonta	—	27	12
Oswego	—	20	22
Plattsburg	—	32	16
Poughkeepsie	—	40	40
Rochester <sup>2</sup>	5	22,32,44	412
Saranac Lake	—	39	7
Syracuse <sup>3</sup>	3,8,10	—	258
Tupper Lake	—	19	5
Utica-Rome	13	33	197
Watertown	—	41,43	33

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NORTH CAROLINA</b>			
Ahoskie	—	39	2
Asheville	—	14,18	51
Belhaven	—	20	2
Charlotte	3,9,11	—	101
Durham	—	33,35	60
Elizabeth City	—	31	12
Fayetteville	—	38,40	17
Gastonia	—	42	21
Goldsboro	—	26	17
Greensboro	2	41,43,45	59
Greenville	—	36	13
Henderson	—	18	8
Hendersonville	—	20	8
Hickory	—	34	13
High Point	—	23,25	38
Jacksonville	—	22	1
Kannapolis	—	19	25
Kinston	—	42	15
Lenoir	—	36	8
Morehead City	—	45	4
New Bern	—	32	12
Raleigh	—	28,30	47
Rocky Mount	—	24	26
Salisbury	—	21	19
Shelby	—	44	14
Washington	—	34	9
Wilmington	5	14,16	33
Wilson	—	44	19
Winston-Salem	6,13	17	80

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>NORTH DAKOTA</b>			
Ashley	—	36	1
Bismarck	5,7,12	20,22	15
Bottineau	—	32	2
Bowman	—	43,45	1
Carrington	—	17	1
Cooperstown	—	28	1
Crosby	—	36,38	1
Devils Lake	—	19	6
Dickinson	2,4,9	—	6
Fargo	6,10,13	14,16,18	33
Ft. Yates	—	29	1
Grafton	—	26,30	4
Grand Forks	2,4,8	33,35,39	20
Harvey	—	44	2
Hettinger	—	32,34	1
Jamestown	—	25	9
Kenmare	—	30	2
Langdon	—	41,43	2
Larimore	—	45	1
Mandan	—	33,35,37	7
Minot	3,6,10	16,18	17
Napoleon	—	27	1
New Rockford	—	15	2
Oakes	—	40,42	2
Rolla	—	23	1
Rugby	—	21	2
Stanley	—	42	1
Stanton	—	14	4
Valley City	—	31	6
Wahpeton	—	34	4
Williston	8,11	23,25,27	6

<sup>2</sup> See paragraphs 6, 7 and 9 of the Notice of Further Proposed Rule Making to which this appendix is attached.  
<sup>3</sup> See paragraphs 6, 7 and 8 of the Notice of Proposed Rule Making to which this appendix is attached.

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>OHIO</b>			
Akron	—	25,36,38	349
Canton	—	32,34	200
Chillicothe	—	37	20
Cincinnati	4,7,11	22,24	789
Cleveland <sup>4</sup>	4,5,8,11	40,42	1,214
Columbus	3,6,10	—	365
Dayton	5,13	14,16	271
Gallipolis	—	27	7
Hamilton-Middletown	2	34	112
Lima	—	28,30	44
Mansfield	—	21,23	37
Marion	—	33,35	30
Newark	—	29	31
Portsmouth	—	18,20	40
Sandusky-Fremont	—	17	25
Springfield	—	26,44	77
Steubenville	—	22	37
Toledo	13	39,43	341
Youngstown	—	14,16,18	372
Zanesville	—	15	37

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>OKLAHOMA</b>			
Ada	—	20	15
Altus	—	16	9
Alva	—	23	5
Ardmore	—	32	17
Bartlesville	—	14	16
Beaver	—	36	1
Boise City	—	30	1
Chickasha	—	45	14
Clinton	—	31	7
Duncan	—	35	9
Durant	—	40	10
Elk City	—	14	5
El Reno	—	22	10
Enid	13	15	28
Frederick	—	27	5
Guthrie	—	24	10
Guymon	—	20	2
Hobart	—	25	2

<sup>4</sup> See paragraphs 6, 7 and 10 of the Notice of Further Proposed Rule Making to which this Appendix C is attached.

(Continued on next page)

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>OKLAHOMA—Continued</b>			
Hugo	—	29	6
Lawton	10	18	18
McAlester	—	34	12
Miami	—	36	8
Muskogee	8	23	32
Norman	—	41	11
Okeene	—	29	4
Oklahoma City	4,7,9	—	221
Okmulgee	—	28	16
Ponca City	—	27	17
Seminole	—	43	12
Shattuck Jct.	—	40	1
Shawnee	—	30	22
Stillwater	—	17	10
Tulsa	2,6,11	—	189
Woodward	—	45	5

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>OREGON</b>			
Albany	—	25	6
Ashland	—	19,21	5
Astoria	—	26	10
Baker	—	16	9
Bend	—	28,35	10
Burns	—	21,42	3
Canyon City	—	14	0.3
Condon	—	22	1
Coquille	—	24,26	3
Corvallis	—	23	8
Enterprise	—	40	2
Eugene	—	14,16	21
Gold Beach	—	40	0.5
Grants Pass	—	36,38	6
Heppner	—	41,43	1
Hood River	—	36	3
Kinzua	—	18	0.8
Klamath Falls	2,4	32,34	16
La Grande	3,13	—	8
Lakeview	—	20,27,29	2
McMinnville	—	44	4
Madras	—	39	0.4
Marshfield (Coos Bay)	—	22,29	5
Medford	5,7	15,17	11
Newport	—	42	2
Ontario	—	20	4
Pendleton	—	24	9
Portland	3,6,8,10,12	17	406
Prineville	—	30	2
Redmond	—	45	2
Reedsport	—	18	1
Roseburg	—	31,33	5
Salem	—	32,34	31
Sprague River	—	41,43	6
The Dalles	—	27	6
Tillamook	—	19,21	3
Westfir	—	37	0.8

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>PENNSYLVANIA</b>			
Altoona	—	15	114
DuBois	—	43	12
Easton- Allentown- Bethlehem	—	19,21	325
Emporium	—	33	4
Erie	12	45	134
Greensburg	—	48	17
Harrisburg	—	22,42	173
Hazleton	—	38	38
Johnstown	6,13	21	152
Lancaster <sup>6</sup>	4	26,28	132
Lebanon	—	24	27
Lewistown	—	40	13
Meadville	—	47	19
New Castle	—	30	48
Philadelphia	3,6,10	44	2,899
Pittsburgh	3,9	24,26	1,994
Reading	—	34,36	175

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>PENNSYLVANIA—Continued</b>			
Scranton-	—	—	—
Wilkes-Barre	—	31,45	630
Uniontown	—	46	22
Williamsport	—	29	44
York	—	18,20	93

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>RHODE ISLAND</b>			
Providence	11	15,17	712

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>SOUTH CAROLINA</b>			
Anderson	—	33	19
Barnwell	—	25	2
Bennettsville	—	15	5
Charleston	2,8,13	28,30	71
Columbia	4,7,10	39	62
Florence	—	27	16
Georgetown	—	18	6
Greenville	—	38,40	35
Greenwood	—	31	13
Myrtle Beach	—	37	2
Orangeburg	—	45	11
Rock Hill	—	29	15
Seneca	—	35	2
Spartanburg	—	22,24	32
Sumter	—	32	16
Walterboro	—	34	3

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>SOUTH DAKOTA</b>			
Aberdeen	3,9	26,30	17
Belle Fourche	—	20	3
Brookings	—	41,43,45	5
Buffalo	—	30	0.5
Chamberlain	—	23	2
Custer	—	16	2
Deadwood	—	35	4
Dupree	—	17	0.5
Edgemont	—	39,41	2
Gettysburg	—	19	1
Hot Springs	—	33	3
Huron	—	32,35	11
Lake Andes	—	27	0.8
Lead	—	27	8
Madison	—	37,39	5
Martin	—	31	1
McIntosh	—	24	0.6
Miller	—	15	1
Mitchell	4,8	—	11
Mobridge	—	39,41	3
Philip	—	14	0.8
Pierre	6,10	—	1
Pine Ridge	—	43,45	2
Rapid City	7,12	—	14
Sioux Falls	11,13	14,16,18	41
Sisseton	—	44	2
Vermillion	—	31,33	3
Watertown	—	22,24	11
White River	—	21	0.6
Winner	—	42,44	2
Yankton	—	25,29	7

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>TENNESSEE</b>			
Bristol	—	26	14
Chattanooga	3,9,12	—	193
Clarksville	—	42	12
Cleveland	—	30	11
Columbia	—	21	11
Cookeville	—	37	4
Dyersburg	—	30	10
Fayetteville	—	16	5
Harriman	—	17	6
Humboldt	—	35	5
Jackson	—	24	24
Johnson City	—	16	25
Knoxville	6,10,13	—	152
Lebanon	—	27	6
Lewisburg	—	29	4
Lexington	5	—	3
Memphis	4,6,8,10,13	—	332
Morristown	—	43	8
Murfreesboro	—	14	9

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>TENNESSEE—Continued</b>			
Nashville	2,4,7,11	—	242
Paris	—	19	6
Pulaski	—	38	5
Shelbyville	—	31	7
Springfield	—	23	7
Tullahoma	—	33	5
Union City	—	28	7
Winchester	—	18	3

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>TEXAS</b>			
Ablene	9	24	27
Alice	—	19	8
Alpine	12	—	4
Amarillo	2,4,5,7,10	—	53
Athens	—	41	5
Austin	—	26,28,30	106
Ballinger	—	36	4
Bay City	—	16,40	7
Beaumont- Port Arthur	4,6	26,33,39	139
Beeville	—	25	7
Big Spring	—	25	13
Borger	—	15	10
Brackettville	—	29	3
Brady	—	19	5
Breckenridge	—	17	6
Brenham	—	19	6
Brownfield	—	37	4
Brownsville	4,5,9	—	22
Brownwood	—	21	13
Bryan	—	14	12
Cameron	—	32	5
Canadian	—	28	2
Canyon	—	32	3
Center	—	40	3
Childress	—	19	6
Clarendon	—	26	2
Cleburne	—	44	11
Coleman	—	43	6
Colorado City	—	18	5
Corpus Christi	6,10	31,33	71
Cotulla	—	32	4
Crockett	—	22	5
Crystal City	—	24	7
Cuero	—	20	5
Dalhart	—	22	5
Dallas	4,8,12	—	377
Del Rio	—	18	13
Denton	—	36	11
Dumas	—	45	2
Eagle Lake	—	29	2
Eagle Pass	—	16	6
Edinburg	—	21	9
El Campo	—	38	4
Eldorado	—	33	2
El Paso	2,4,5,7,9	41,44	116
Falfurrias	—	23	6
Ft. Davis	—	14	1
Ft. Stockton	—	31	3
Ft. Worth	2,5,10	—	208
Fredericksburg	—	22	4
Galveston	—	21,24	72
Graham	—	15	5
Greenville	—	24	14
Gonzales	—	15	5
Hamilton	—	39	3
Hamlin	—	28	2
Harlingen	—	14	13
Haskell	—	30	3
Henrietta	—	23	2
Hereford	—	42	3
Hillsboro	—	25	8
Houston	2,8,11,13	—	510
Huntsville	—	17	5
Jacksonville	—	15	7
Jasper	9	—	3
Junction	—	27	2
Kermit	—	38	3

<sup>6</sup> See footnote No. 6 to Section III-E-1 in Appendix A which is part of the notice of Further Proposed Rule Making herein.



	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>TEXAS—Continued</b>			
Kerrville	—	17,31	6
Kilgore	—	43	7
Kingsville	—	17	8
La Grange	—	43	3
Lamesa	—	41	6
Lampasas	—	35	3
Laredo	3,8	—	30
Liberty	—	44	3
Livingston	—	42	2
Littlefield	—	39	4
Longview	—	30	14
Lubbock	11,13	33,35	32
Lufkin	—	35	10
Marfa	—	20,25	4
Marshall	—	37	18
Mexia	—	34	6
McAllen	—	26	12
Midland	—	29	9
Mineola	—	21	3
Mineral Wells	—	42	6
Monahans	4	19	4
Mount Pleasant	—	33	5
Nacogdoches	—	28	8
Orange	—	18	7
Odessa	7	21	10
Ozona	—	45	2
Palestine	7	—	12
Paris	—	19	13
Pampa	—	17	19
Pearsall	—	34	3
Pecos	—	27	5
Perryton	—	34	2
Plainview	—	23	8
Presidio	—	16	1
Rankin	—	42	0.5
Rio Grande	—	29	3
Robstown	—	27	7
Rock Springs	—	20	1
Rosenberg	—	36	3
Sabinal	—	44	2
Sanderson	—	23	25
San Angelo	2,6	—	26
San Antonio	4,5,7,9,12	—	319
San Benito	—	34	10
San Diego	—	37	3
San Marcos	—	45	6
Shamrock	—	21	3
Seguin	—	41	7
Sherman	—	14	17
Seymour	—	34	3
Sierra Blanca	—	32	1
Snyder	—	22	4
Sonora	—	15	3
Spur	—	44	2
Stamford	—	20,40	5
Stephenville	—	29	5
Sterling City	—	16	1
Sulphur Springs	—	26	7
Sweetwater	12	14,32	10
Taylor	—	23	8
Temple	—	37	15
Terrell	—	38	19
Texarkana (see Arkansas)			
Tyler	—	45	28
Uvalde	—	14	7
Van Horn	—	18	1
Vernon	—	38	9
Victoria	—	18	12
Waco	—	16,18	71
Waxahachie	—	31	9
Wichita Falls	3,6	—	45
Weslaco	—	42	7

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>UTAH</b>			
Beaver	—	19	2
Brigham	—	42	6
Castle Dale	—	14	1
Cedar City	5	17	5
Duchesne	—	31	1
Ephraim	—	28	2

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>UTAH—Continued</b>			
Escalante	—	25	1
Fillmore	—	37	2
Greenriver	—	43	0.5
Heber	—	16	3
Hurricane	—	21	2
Hyrum	—	20	2
Kanab	—	44	1
Lehi	—	44	3
Loa	—	45	0.4
Logan	—	30,32	12
Milford	—	32	1
Moab	—	20	1
Monticello	—	23	0.7
Nephi	—	18	3
Ogden	12	34,38,40	44
Panguitch	—	42	2
Parowan	—	15	1
Price	11,13	—	5
Provo	—	21,24	18
Richfield	—	22	4
St. George	—	38	4
Salina	—	35	2
Salt Lake City	2,4,5,7,9	—	204
Tooele	—	27	5
Vernal	—	33	2

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>VERMONT</b>			
Brattleboro	—	18	10
Burlington	—	15,17	28
Montpelier	—	38	5
Newport	—	38	5
Rutland	—	37	17
St. Albans	—	24	8

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>VIRGINIA</b>			
Charlottesville	—	32	19
Covington	—	29	6
Danville	—	37	33
Emporia	—	27	3
Fredericksburg	—	41,45	10
Harrisonburg	—	36	8
Lexington	—	42	4
Lynchburg	—	14,16	51
Martinsville	—	31	10
Norfolk-Portsmouth-Newport News	4,10,12	25,29	191
Norton	—	32	4
Petersburg	—	21	31
Pulaski	—	39	9
Richmond	3,6,8	15,17,19	193
Roanoke	7,10	20,22	69
Staunton	—	34	13
Suffolk	—	23	11
Waynesboro	—	38	7
Winchester	—	25	12

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>WASHINGTON</b>			
Aberdeen	—	22	19
Bellingham	—	21,23	29
Bremerton	—	39,41	15
Centralia	—	24	7
Chehalls	—	28	5
Colville	—	45	2
Colfax	—	28	3
Ellensburg	—	42	6
Ephrata	—	17	1
Everett	—	43,45	30
Goldendale	—	29	2
Grand Coulee	—	27	4
Kennewick	—	26	2
Longview	—	40	12
Metaline Falls	—	29	0.5
Moses Lake	—	44	0.3
Mt. Vernon	—	19	4
Olympia	—	18	13
Omak	—	25	3
Oroville	—	32	1
Pasco	—	19	4
Port Angeles	—	32,34	9

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>WASHINGTON—Continued</b>			
Pullman	—	30	4
Puyallup	—	20	8
Republic	—	40	0.9
Ritzville	—	23	2
Seattle	4,5,7,11	14,16	453
Sheldon	—	30	4
Spokane	2,4,5,7	—	141
Sunnyside	—	15	2
Tacoma	9,13	—	156
Vancouver	—	38	19
Walla Walla	6,8,10	38	18
Waterville	—	35	0.9
Wenatchee	—	37	12
Yakima	—	31,33	27

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>WEST VIRGINIA</b>			
Beckley	4	—	13
Bluefield	—	15	21
Clarksburg	—	17	31
Charleston	8,12	30,40	68
Elkins	—	23	8
Fairmont	—	31	23
Hinton	—	24	6
Huntington-			
Ashland	5	25	79
Martinsburg	—	27	15
Montgomery	—	34	3
Parkersburg	—	43,45	30
Sutton	—	33	1
Weston	—	19	8
Wheeling	7	28,41	61

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>WISCONSIN</b>			
Antigo	—	22	9
Appleton	—	28	28
Ashland	—	42	11
Beloit	—	18	25
Eau Claire	—	27,29	31
Fond du Lac	—	21	27
Green Bay	—	40,42	46
Hayward	—	36	6
Janesville	—	39	23
Kenosha-			
Racine	—	32,34,36	116
Ladysmith	—	45	4
La Crosse	—	41,43	43
Madison	—	14,23,25	67
Marshfield	—	35	10
Medford	—	15	2
Merrill	—	19	9
Milwaukee	3,6,8,10	—	587
Prairie du Chien	—	30	4
Rice Lake	—	23	6
Rhineland	—	39	9
Oshkosh	—	16,31	39
Shawano	—	44	6
Sheboygan	—	38	41
Sparta	—	17	6
Stevens Point	—	24,26	16
Superior-			
Duluth	3,6,8,10,12	—	136
Whitehall	—	20	1
Warsaw	—	37	27
Wisconsin			
Rapids	—	33	11

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
<b>WYOMING</b>			
Basin	—	38	1
Buffalo	—	22	2
Casper	3,6,8	24	18
Cheyenne	11,13	14,16	28
Cody	—	23,25	3
Douglas	—	36	2
Evanston	—	36	4
Gillette	—	40	2
Green River	—	41	3
Hanna	—	15	1

(Continued on next page)

	VHF	UHF	Pop.
<b>WYOMING—Continued</b>			
Jackson	—	44	1
Kemmerer	—	23	2
Lander	—	16	3
Laramie	—	19,21	11
Lusk	—	26	2
Midwest	—	32,34	1
Newcastle	—	23	2
Pinedale	—	14	0.6
Powell	—	27	2
Rawlins	—	17	6
Rock Springs	—	25	10
Riverton	10	18,20	3
Sheridan	9,11,13	15,17	11
Sundance	—	25	0.7
Superior	—	29	1

	VHF	UHF	Pop.
<b>WYOMING—Continued</b>			
Thermopolis	—	45	2
Torrington	—	44	2
Wheatland	—	28,30	2
Worland	—	31,33	3

**U. S. TERRITORIES**

	VHF	UHF	Pop.
<b>ALASKA</b>			
Anchorage	2,7,11,13	—	3
Fairbanks	2,4,7,9,11,13	—	3
Juneau	3,8,10	—	6
Ketchikan	2,4,9	—	5
Seward	4,9	—	1

	VHF	UHF	Pop.
<b>PUERTO RICO</b>			
San Juan	7,9,11,13	—	169
Mayaguez	2,4	—	50

	VHF	UHF	Pop.
<b>VIRGIN ISLANDS</b>			
	3	—	25

	VHF	UHF	Pop.
<b>HAWAIIAN ISLANDS</b>			
Lihue Kauai	3,8,10,12	—	4
Honolulu, Oahu	2,4,7,9,11,13	—	179
Walluku Maui	3,8,10,12	—	7
Hilo, Hawaii	2,4,7,9,11,13	—	23

**Appendix D**  
**Suggested Allocations for Canada, Mexico, Cuba**

As pointed out in paragraph 6 of the Notice of Further Proposed Rule Making, the channel allocations for Canada, Mexico, and Cuba, are set forth only for illustrative pur-

poses and to show the effect on the proposed United States Allocation Table of assignments which might be made in Canada, Mexico and Cuba.

<b>CANADA</b>			
<b>ALBERTA</b>			
Calgary	2,4,10,12	14,16,18,27	80
Lacombe	8	29	2
Lethbridge	7	20,24	15
Medicine Hat	5	15,17	11
Red Deer	—	25	3
<b>BRITISH COLUMBIA</b>			
Chilliwack	12	38	4
Cranbrook	—	17	3
Fernie	—	21	3
Kamloops	4	42	5
Kelowna	13	36	5
Nelson	6	38	6
Penticton	—	18	5
Port Alberni	—	42	5
Prince Rupert	3,7	—	—
Trill	11	14	9
Vancouver-New Westminster	6,8,10	15,17,29,40,44	297
Vernon	2	42	5
Victoria	2	27,36	44
<b>MANITOBA</b>			
Brandon	5,9,11	37,40	17
Portage la Prairie	—	14	—
Winnipeg-St. Boniface	3,6,7,13	16,18,34,36,38	222
<b>NEW BRUNSWICK</b>			
Campbellton	12	18	7
Edmundston	10	37	7
Fredericton	9	20	10
Moncton	—	17	23
New Castle	—	38	4
St. John	4,6	26,28	52
St. Stephen	—	22	3
Sackville	8	19	2
Woodstock	—	40	4
<b>NOVA SCOTIA</b>			
Amherst	—	36	9
Antigonish	9	16	2
Bridgewater	10	33	3
Halifax	3,5,12	27,29,31,39	70
Kentville	—	15	4
Sydney	—	18,20	28
Truro	—	25	10
Windsor	—	23	3
Yarmouth	13	24	8

<b>ONTARIO</b>			
Belleville	—	28	16
Brantford-Simcoe	—	20	38
Brockville	—	45	11
Chatham	—	19	17
Cornwall	—	36	14
Fort Frances	5	28	6
Guelph-Kitchener-Galt	—	37	74
Halleybury	—	21	2
Hamilton	6	29,15	166
Kenora	9	19	8
Kingston	—	26	30
Kirkland Lake	3	16	20
London-St. Thomas	10	35	95
North Bay	2	27	16
Oshawa	—	24	29
Orrilla Jctn.	3	14	20
Ottawa-Hull	7,9,11	14,16	155
Owen Sound	8	30	14
Pembroke	4	31	11
Peterborough	—	38	25
Port Arthur-Port William	2,4	19,22,24	24
St. Catherine-Niagara Falls	—	34	51
Sarnia	—	44	19
Sault Ste. Marie	2,12	22	26
Stratford	—	23	17
Sudbury	5,7	23,25	32
Timmons	6	19	29
Toronto	9,11,13	42,40	667
Windsor	9	31,41	105
Wingham	—	33	2
Woodstock	—	26	12

<b>PRINCE EDWARD ISLAND</b>			
Charlottetown	13	14	15
Summerside	11	21	5

<b>QUEBEC</b>			
Amos	—	20	3
Chicoutimi	2,12	20	16
Granby	—	27	14
Hull-Ottawa	—	14,16	33
(See also Ottawa, Ontario)			
Jonquiere	—	22	14
Matane	—	14	5
Montreal	2,5,8,10,12	42,44	903
New Carlisle	2	16	—
Quebec	4,6,7,9,11	14,16	151
Riviere du Loup	5	26	9
Rimouski	3	23	7
Roberval	—	27	3

<b>QUEBEC—Continued</b>			
Rouyn	—	14	4
St. Hyacinthe-Drummondville	—	29	18
Ste. Anne de la Pocatiere	13	24	1
Shawinigan Falls	—	25	20
Sherbrooke	—	43,45	36
Sorel	—	18	12
Three Rivers	—	23	42
Val d'Or	—	18	—
<b>SASKATCHEWAN</b>			
Moose Jaw	4,7	14,16	21
North Battleford	12	22	5
Prince Albert	—	25	13
Regina	2,5,9	21,24,26,35	58
Saskatoon	6,8	15,20	43
Swift Current	—	28	16
Watrous	11	18	1
Yorkton	12	17	6

<b>MEXICO</b>			
<b>Baja California</b>			
Tijuana	10,12	—	—
Mexicali	11,7	—	—
<b>Sonora</b>			
Nogales	13	—	—
Hermosillo	2	—	—
<b>Coahuila</b>			
Chihuahua	2	—	—
Hidalgo del Parral	3	—	—
Juarez	11,13	—	—
<b>Chihuahua</b>			
Monclova	5	—	—
Saltillo	4	—	—
<b>Nuevo Leon</b>			
Monterrey	2,6,10,12	—	—
<b>Tampaulipas</b>			
Nuevo Laredo	11,13	—	—
Matamoros	7	—	—

<b>CUBA</b>			
<b>(Provinces)</b>			
Havana	3,6,7,9,11,13	—	—
Matanzas		—	—
Las Villas		—	—

Amendments and Corrections to  
FCC PROPOSALS REGARDING VHF-UHF RULES, STANDARDS AND ALLOCATIONS

(Changes to be made in Supplement No. 64 & 65)

From FCC Report 49-1044 of July 28, 1949, plus other errors noted

Changes in Supplement No. 64

- Page 2 - Dates in paragraph 14(a) changed from Aug. 8, 1949 to Aug. 26, 1949.  
Page 3 - Dates in paragraph 14(b) changed from Aug. 19, 1949 to Sept. 12, 1949.  
Page 3 - Dates in paragraph 15(a) changed from Aug. 29, 1949 to Sept. 26, 1949.  
Page 5 - In Section III-C-2-b, change figure "5" to "3 and 5".  
Page 8 - In Section II-b-(7), change formula to read:

$$r(L) = A + P_u^1 - P_d^1 + F_u(50,50) - F_d(50,50) \\ - k(T) \sqrt{R_d^2(1) + R_u^2(1)}$$

- Page 11 - Alexandria, La., delete Channel 13.  
Page 11 - Shreveport, La., change Channel 12 to Channel 13.  
Page 12 - Marquette, Mich., change Channel 10 to Channel 11.  
Page 14 - Lawton, Okla., delete Channel 10.  
Page 15 - Montpelier, Vt., add vhf Channel 3. Delete uhf Channel 38.  
add uhf Channels 20, 22. Change population figure to "8".  
Page 15 - Change Warsaw, Wis. to Wausau.

Note: Commission also makes following explanatory statement:

"There may be an implication in Appendix B of the above Notice (FCC 49-948) to persons not familiar with the Report of the Ad Hoc Committee that the propagation charts used for 600 mc (Channels 14-55) were based on recommendations of the Ad Hoc Committee. The work of the Ad Hoc Committee related solely to the vhf band. The reference in Appendix B to Figures 2, 6 and 7 of the Committee's Report for 600 mc field intensities represents an assumption made by the Commission because curves for this frequency were not available, and was without reference to the Ad Hoc Committee."

\* \* \* \*

Changes in Supplement No. 65

- Under Channel 10 - Delete Marquette, Mich. and Lawton, Okla.  
Under Channel 11 - Add Marquette, Mich.  
Under Channel 12 - Delete Shreveport, La.  
Under Channel 13 - Delete Alexandria, La. and add Shreveport, La.



**19-in. TUBE IN THE FIRST NEW DuMONT:** First new set in DuMont's upcoming new line is the Bradford, featuring that 19-in. short-necked, metal-coned picture tube we've been forecasting (Vol. 5:3,17,26,27). It's an Empire console with full FM band, containing 28 tubes, 6 rectifiers, 45rpm phono. Not yet priced, it succeeds 20-in. Club 20 (\$995), is DuMont's first big step toward lower-price appeal and new pitch toward popularizing larger picture via direct-view as against projection. Samples are on way to dealers. Full production (along with other new sets) will start from big new East Paterson plant when it opens Aug. 25 after annual vacation.

Shorter, stubbier, lighter tube may presage cessation of DuMont's 20-in. Some revolutionary claims are made for it and new circuit: Narrow-band amplifier (patent applied for) amplifies only .5 mc bandwidth on sync pulse without disturbing the picture. Images are said to be obtainable on half signal of previous receivers, thus affording superior fringe reception -- indeed, opening up new vistas for suburban and rural sales. New voltage stabilizing transformer keeps voltage at uniform level despite any line fluctuations. Shorter neck of picture tube and shorter beam throw make for sharper focus. New coating on tube face minimizes reflections from other light sources in a room. Plate-glass face affords 203 sq. in. of image (vs. 213 on 20-in.). Tube measures 21½-in., or about 7-in. shorter than 20-in., so that Bradford cabinet is only 24¼-in. deep (vs. 32-in. of Club 20).

**NEWS NOTES ABOUT THE TV TRADE:** New brand names on the TV scene: Universal, soon to be introduced by Electronic Controls Inc., which has moved to 4125 Chestnut St., Philadelphia; sets will be sold door to door...Ambassador, 12½-in. console at \$289 (including installation and guarantee) made by Tele King for big Gertz Dept. Store, Jamaica, L.I....Vision-Master, 16-in. table advertised in Chicago this week at \$249.77 by Goldblatt Bros. dept. store, made by Regal...Arvin, Noblitt-Sparks' first entries in TV field, 10-in. console at \$279.50, 12½-in. at \$329.50...Reported planning to enter TV set field with line of 10, 12, 16-in. models is American Television Inc. (U. A. Sanabria), maker of tubes and associated with radio training school; subsidiary will be called American Television Sales Inc.

Crosley has shipped samples of 7-in. portable (Vol. 5:23) to sell for \$179.95; it's luggage type, leatherette, has 21 tubes, 2 rectifiers, weighs about 38 lb....Philharmonic's 16-in. set promised at "under \$300" turns out to be table model at \$269.50, console, \$299.50...Motorola has doubled floor space of Chicago TV plant, set up new 600-ft. conveyor to produce more than 500 sets per 8-hour day, expects to turn out 250,000 this year, reports sales first 1949 quarter thrice those of same 1948 period.

Heavy layoffs at Colonial plant in Buffalo, effective to Sept. 15, are seen arguing later than Oct. 1 for its new line of Sylvania brand TVs (Vol. 5:26); currently, plant is in July 8-25 vacation shutdown...Having laid off some 400 Altoona plant employes July 1 (Vol. 5:26), Sylvania has decided to close it down altogether; it makes receiving tubes...Rauland (Zenith) has 16-in. metal-coned tube, 19¾-in. long, and is supposed to have 12½-in. metal-coned tube, too...GE won't put out sets with its new 8½-in. metal-coned tube (Vol. 5:11) until next year, officials say, but tube itself is supposed to be on market soon.

Illustrating depths of TV dumping: Big Davega chain in New York on Thursday advertised \$150 cut on 21 sets with 16-in.; they turned out to be Tele-tone's \$449.50 job, with 21 tubes, 1 rectifier, and customers were offered terms of 10% down and 2 years to pay the \$299 advertised price...Earlier, Davega had sale of \$169.95 Tele-tone and \$189.95 Motorola 7-in. models at \$99.95, with terms; they sold out in few hours...And in Washington, Friday, these were some 7-in. table models advertised: Admiral \$84.98, Belmont \$84.98, Hallicrafters \$94.75, Philco \$97.50, Motorola \$99 -- all about half original list.

Sounding board on FCC's attitude towards ownership of TV stations by movie producers involved in anti-trust litigation will be hearing ordered on Warner Bros. application to buy Dorothy Thackrey's west coast radio properties, including KLAC-TV, Los Angeles (Vol. 5:16). Anti-trust angle is specific issue in hearing, no date set yet. Deal for purchase is probably sunk, since contract called for FCC approval of transfer by Aug. 1.

Real all-industry movie front on theater TV seems in the works after Thursday's SMPE New York City meeting. Subcommittee is now at work preparing draft of answer to FCC's "put up or shut up" request for action out of movie industry (Vol. 5:27). On technical side, 30-odd attendees heard Dr. Alfred Goldsmith, consultant, point out that theaters can get high definition color TV, whereas telecasters probably won't in foreseeable future.

TV will draw abreast top 10 radio shows in terms of New York City audience this October, predicts DuMont network director Mortimer Loewi. He figures this by looking at rate of change during 1948. In January 1948, TV had only 3.3% of audience during hours top 10 were on, and latter combined had 48.1%. Year later, TV had 18.5%, while top 10 had 59.7%. By October, however, he sees each with 28%. By January 1952, he says, TV would have 55.8% while radio's 10 best had only 12%. But economics of situation will become apparent to advertisers even before then, he ventures, and they'll desert radio for TV, accelerating shift.

TV's role in movie business slump of 15-20% is small but specifically noted by *New York Times* correspondents in survey of 24 key cities carried July 10. Examples: Washington, "TV acknowledged a major competitive factor." Chicago, "Managers blame . . . growing unemployment and TV competition." Minneapolis, "'Shopping' by the public and increasing interest in TV held responsible." In other cities, opinion is divided or TV's effect is "inconsiderable." Among these—New York, Detroit, Oklahoma City. In still others, TV isn't even mentioned as factor: Philadelphia, Boston, Charlotte, New Orleans, Dallas, Albuquerque, Salt Lake City, San Francisco. July 11 *New Yorker* had a cute, but unfair (to moviemens), cartoon showing harassed movie producers around table hearing one member say: "What about a whispering campaign? The flicker and herringbone play hob with the eyesight..."

Talent's claim of "invasion of privacy" when Hollywood's KLAC-TV telecast water show last fall, by arrangement with promoters, was thrown out this week by Judge Wm. McKesson in Superior Court. American Guild of Variety Artists claimed swimmers had contracted for grandstand audience only, asked damages. Court held burden was on talent to make pre-arrangement, swimmers having taken part in public performance without any reservation of rights.

Suspensions of licenses, or even revocations after third offense, would be penalties imposed on any broadcaster for charging political parties or candidates for office higher rates than those regularly charged for other broadcasts, except that they must pay for cancellations, etc. Bill (S. 2254) was introduced July 13 by Senator McGrath (R.I.), who also happens to be chairman of Democratic National Committee. Several Senators are up in arms over alleged practice and Sen. McGrath said, "We don't propose to tolerate this nickel-grabbing business."

TV set makers are urged to include FM in all receivers, in resolution of NAB board, which also resolved FCC be asked to protect Area 2 FM stations to 50 uv/m contours, giving greater coverage. In projected NAB reorganization, FM Dept. is eliminated as such; it's covered by new Audio Division.

The Psychological Corp., 522 Fifth Ave., New York City, reporting on survey it made in May, interviewing 10,000 householders throughout the country, disclosed 601 with TV sets, leaving 94% without. Makes of sets were broken down into following percentages: RCA 21%, Philco 16.6, Admiral 9, GE 6.7, Motorola 5.8, DuMont 5.5, Emerson 3.3, Crosley 2.8, Zenith 2.2, Hallicrafters 1.9, Magnavox 1.7, Stromberg-Carlson 1.5, Tele-tone 1.5, Transvision 1.3, Pilot 0.8, Fada 0.8, others 8.8, don't know 8.8.

Trade personnel: Sylvania's new sales executives for forthcoming TV receiver line announced as John K. McDonough, promoted to director of sales; C. K. Bagg, ex-Newell-Emmett, sales mgr.; Bernard O. Holsinger, ex-Wurlitzer, advertising-sales promotion mgr. . . . Admiral's Washington area distribution now in hands of Mid-Atlantic Appliances Inc., so ex-mgr. Leo Lisee becomes Admiral's regional mgr. for Washington-Richmond-Norfolk . . . G. E. (Rex) Rand new RCA broadcast equipment sales chief in Atlanta . . . Frank A. Hinners, ex-Air King, new engineering v.p. of Jewel Radio.

New TV set figures as of July 1, as reported for: Washington 51,000, up 3,000 from June 1; St. Louis 35,000, up 2,900 (31,300 residential); Milwaukee 28,447, up 1,709 (26,668 residential); Syracuse 5,344, up 1,144; Baltimore 66,769, up 3,638; Boston 105,111, up 9,367 (100,428 residential); Providence 11,748, up 1,748; Los Angeles 153,581, up 13,181; Cleveland 64,487, up 5,391 (60,108 residential).

Intra-Video Inc., Sol Sagall president, making master antenna systems for apartment houses, hotels, etc., is offering 299,000 shares at \$1 each, which will enable it to take over Intra-Video Corp. of America and be left with \$209,150 working capital. John P. White & Co., New York, is underwriter. Sagall also announces 5 new directors: H. J. Mahnken, director, Hat Corp. of America; Colin Ives, Handelman & Ives, attorneys; Ralph Evans, Chapman, Evans & Delahanty, architects; John R. Poppele, v.p. WOR and president TBA; John Orr Young.

"Monopoly" in radio is beginning to exercise House Judiciary subcommittee (Vol. 5:23) which this week heard lawyer Morris Ernst complain that phone company discriminates against smaller broadcasters in line-leasing policy. Chairman Celler (D-N. Y.) says that isn't all, that they'll look into "many grave offenses." NAB counsel Don Petty is expected to appear before committee July 29 and others, possibly network spokesmen, may be called.

Competition between CBS color and RCA monochrome is going strong in industrial TV field. Both have used their systems to televise surgery (Vol. 5:8,22-25). Now RCA reports success of its system in jet engine testing by Wright Aeronautical Corp., which has also used CBS's equipment (Vol. 5:25).

Ralph L. Clark has asked Rosel Hyde, acting FCC chairman, to withdraw his name as candidate for chief engineer, so the long-vacant position (Vol. 5:5,8,11,20,22) won't be filled until after Comrs. Coy and Walker return from Europe (former Aug. 19, latter July 25).

Atlantic City Boardwalk Fair, in Ambassador Hotel, from July 11-Sept. 12 is showing TV programs from Philadelphia on 6x8-ft. screen, using RCA TLS-86 projection equipment and special antennas.

Sentinel Radio Corp. reports net sales for fiscal year ended March 31 were \$6,078,633, profit \$16,306 (5¢ per share) vs. \$6,543,083 sales and \$140,263 loss for same period preceding year.

General Instrument Corp. reports net loss of \$187,840 for quarter ending May 31 vs. \$15,807 profit for same 1948 and \$300,047 for same 1947 periods.

## Proposed VHF Allocations by Channels

Derived from Appendices C and D, Suggested Allocations for U. S., Canada, Mexico and Cuba

As contained in FCC's Proposals Regarding VHF-UHF Rules, Standards and Allocations by Cities  
(FCC Report 49-948, July 11, 1949)

Full text of proposals published by *Television Digest* as Supplement No. 64

Asterisks (\*) Indicate Channel Already Occupied or CP Granted (See TV Directory No. 8)

NOTE: Proposed UHF Allocation Table by Channels will be published at later date.

### CHANNEL NO. 2 (54-60 mc)

Phoenix, Ariz.  
Little Rock, Ark.  
\*Los Angeles, Cal.  
San Francisco  
-Oakland, Cal.  
Denver, Colo.  
\*Jacksonville, Fla.  
Miami, Fla.  
\*Atlanta, Ga.  
Boise, Ida.  
Chicago, Ill.  
Iowa City, Iowa  
Sloux City, Iowa  
New Orleans, La.  
Calais, Me.  
\*Baltimore, Md.  
\*Boston, Mass.  
\*Detroit, Mich.  
Minneapolis  
-St. Paul, Minn.  
Macon, Miss.  
De Soto, Mo.  
Kansas City, Mo.  
Billings, Mont.  
Butte, Mont.  
North Platte, Neb.  
Albuquerque, N. M.  
Buffalo  
-Niagara Falls, N. Y.  
\*New York City  
-Northeastern N. J.  
\*Greensboro, N. C.  
Dickinson, N. D.  
Grand Forks, N. D.  
Hamilton  
-Middletown, O.  
Tulsa, Okla.  
Klamath Falls, Ore.  
Charleston, S. C.  
Nashville, Tenn.  
Amarillo, Tex.  
El Paso, Tex.  
Ft. Worth, Tex.  
\*Houston, Tex.  
San Angelo, Tex.  
Salt Lake City, Utah  
Spokane, Wash.  
  
Anchorage, Alaska  
Fairbanks, Alaska  
Ketchikan, Alaska  
  
Mayaguez, Puerto Rico  
Honolulu, Hawaii  
Hilo, Hawaii

Calgary, Alta.  
Vernon, B. C.  
Victoria, B. C.  
North Bay, Ont.  
Port Arthur  
-Ft. William, Ont.  
Sault Ste. Marie, Ont.  
Chicoutimi, Que.  
Montreal, Que.  
New Carlisle, Que.  
Regina, Sask.  
  
Hermosillo, Mexico  
Chihuahua, Mexico  
Monterrey, Mexico

### CHANNEL NO. 3 (60-66 mc)

Eufaula, Ala.  
Tucson, Ariz.  
San Diego, Cal.  
Pueblo, Colo.  
St. Petersburg  
-Tampa, Fla.  
Savannah, Ga.  
Idaho Falls, Ida.  
Springfield, Ill.  
Tell City, Ind.  
Decorah, Iowa  
Wichita, Kan.  
Shreveport, La.  
\*Kalamazoo, Mich.  
Marquette, Mich.  
Duluth  
-Superior, Minn.  
Jackson, Miss.  
Springfield, Mo.  
Great Falls, Mont.  
Miles City, Mont.  
\*Omaha, Neb.  
Ely, Nev.  
Reno, Nev.  
Gallup, N. M.  
Roswell, N. M.  
\*Syracuse, N. Y.<sup>1</sup>  
\*Charlotte, N. C.  
Minot, N. D.  
\*Columbus, O.  
La Grande, Ore.

<sup>1</sup> CP holder WSYR-TV, Syracuse, now assigned to channel No. 5, but FCC proposes to change it to Channel No. 3 (see pages 1-2 Supp. No. 64).

\*Portland, Ore.  
\*Philadelphia, Pa.  
\*Pittsburgh, Pa.  
Aberdeen, S. D.  
Chattanooga, Tenn.  
Laredo, Tex.  
Wichita Falls, Tex.  
Montpelier, Vt.  
Richmond, Va.  
\*Milwaukee, Wis.  
Casper, Wyo.

Juneau, Alaska  
Virgin Islands  
Lihue, Hawaii  
Wailuku, Hawaii

Prince Rupert, B. C.  
Winnipeg  
-St. Boniface, Man.  
Halifax, N. S.  
Kirkland Lake, Ont.  
Orilla Jctn., Ont.  
Rimouski, Que.  
  
Obregon, Mexlco  
Hidalgo del Parral,  
Mexico  
  
Havana, Cuba  
Matanzas, Cuba  
Las Villas, Cuba

### CHANNEL NO. 4 (66-72 mc)

\*Birmingham, Ala.  
Phoenix, Ariz.  
\*Los Angeles, Cal.  
\*San Francisco  
-Oakland, Cal.  
Denver, Colo.  
\*Washington, D. C.  
\*Jacksonville, Fla.  
\*Miami, Fla.  
Boise, Ida.  
\*Chicago, Ill.  
\*Moline-Rock Island  
-Davenport, Ill.  
\*Ames, Iowa.  
\*New Orleans, La.  
\*Boston, Mass.  
Cheboygan  
-Mackinaw City, Mich.  
\*Detroit, Mich.  
\*Minneapolis  
-St. Paul, Minn.  
  
\*Kansas City, Mo.  
St. Louis, Mo.  
Billings, Mont.  
Butte, Mont.  
\*Albuquerque, N. M.  
\*Albany  
-Schenectady  
Miami, Fla.  
-Troy, N. Y.  
\*Buffalo  
-Niagara Falls, N. Y.  
\*New York City  
-Northeastern N. J.  
Dickinson, N. D.  
Grand Forks, N. D.  
\*Cincinnati, O.  
\*Cleveland, O.  
\*Oklahoma City, Okla.  
Klamath Falls, Ore.  
\*Lancaster, Pa.  
Columbia, S. C.  
Mitchell, S. D.  
\*Memphis, Tenn.  
\*Nashville, Tenn.  
Amarillo, Tex.  
Beaumont  
-Port Arthur, Tex.  
Brownsville, Tex.  
\*Dallas, Tex.  
El Paso, Tex.  
Monahans, Tex.  
\*San Antonio, Tex.  
\*Salt Lake City, Utah  
\*Norfolk-Portsmouth  
-Newport News, Va.  
Seattle, Wash.  
Spokane, Wash.  
Beckley, W. Va.  
  
Fairbanks, Alaska  
Ketchikan, Alaska  
Seward, Alaska  
  
Mayaguez, Puerto Rico  
  
Honolulu, Hawaii  
Hilo, Hawaii  
  
Calgary, Alta.  
Kamloops, B. C.  
St. John, N. B.  
Pembroke, Ont.  
Port Arthur  
-Ft. William, Ont.  
Quebec, Que.  
Moose Jaw, Sask.  
Saltlillo, Mexico

### CHANNEL NO. 5 (76-82 mc)

Mobile, Ala.  
\*Phoenix, Ariz.  
Little Rock, Ark.  
\*Los Angeles, Cal.  
\*San Francisco  
-Oakland, Cal.  
Denver, Colo.  
\*Washington, D. C.  
Jacksonville, Fla.  
\*Atlanta, Ga.  
Boise, Ida.  
\*Chicago, Ill.  
\*Moline-Rock Island  
-Davenport, Ill.  
Sioux City, Iowa  
Great Bend, Kan.  
\*Louisville, Ky.  
Alexandria, La.  
Bangor-Old Town, Me.  
Boston, Mass.  
Marquette, Mich.  
\*Minneapolis  
-St. Paul, Minn.  
Kansas City, Mo.  
\*St. Louis, Mo.  
Billings, Mont.  
Butte, Mont.  
North Platte, Neb.  
Albuquerque, N. M.  
\*New York City  
-Northeastern N. J.  
\*Rochester, N. Y.<sup>2</sup>  
\*Syracuse, N. Y.<sup>3</sup>  
Wilmington, N. C.  
Bismarck, N. D.  
\*Cleveland, O.  
\*Dayton, O.  
Medford, Ore.  
Lexington, Tenn.

<sup>2</sup> Station WHAM-TV, Rochester, now assigned to Channel No. 6, but FCC proposes to change it to Channel No. 5 (see page 2, Supp. No. 64).

<sup>3</sup> CP-holder WSYR-TV, Syracuse, now assigned to Channel No. 5, but FCC proposes to change it to Channel No. 3 (see pages 1-2, Supp. No. 64).

Amarillo, Tex.  
 Brownsville, Tex.  
 El Paso, Tex.  
 \*Fort Worth, Tex.  
 \*San Antonio, Tex.  
 Cedar City, Utah  
 \*Salt Lake City, Utah  
 \*Seattle, Wash.  
 Spokane, Wash.  
 \*Huntington  
 -Ashland, W. Va.  
 Medicine Hat, Alta.  
 Brandon, Man.  
 Halifax, N. S.  
 Fort Frances, Ont.  
 Sudbury, Ont.  
 Montreal, Que.  
 Riviere du Loup, Que.  
 Regina, Sask.  
 Navojoa, Mexico.  
 Monclova, Mexico

**CHANNEL NO. 6**  
 (82-88 mc)

Birmingham, Ala.  
 Kingman, Ariz.  
 Tucson, Ariz.  
 Texarkana, Ark.  
 Sacramento, Cal.  
 San Diego, Cal.  
 Pueblo, Colo.  
 \*New Haven, Conn.  
 St. Petersburg  
 -Tampa, Fla.  
 Augusta, Ga.  
 Calro, Ga.  
 Idaho Falls, Ida.  
 \*Peoria, Ill.  
 \*Indianapolis, Ind.  
 \*New Orleans, La.  
 Portland, Me.  
 \*Lansing, Mich.  
 Duluth  
 -Superior, Minn.  
 Jefferson City, Mo.  
 Great Falls, Mont.  
 Miles City, Mont.  
 \*Omaha, Neb.  
 Ely, Nev.  
 Roswell, N. M.  
 \*Rochester, N. Y.<sup>4</sup>  
 Winston-Salem, N. C.  
 Fargo, N. D.  
 Minot, N. D.  
 \*Columbus, O.  
 \*Tulsa, Okla.  
 Portland, Ore.  
 Johnstown, Pa.  
 \*Philadelphia, Pa.  
 Pierre, S. D.  
 Knoxville, Tenn.  
 Memphis, Tenn.  
 Beaumont  
 -Port Arthur, Tex.  
 Corpus Christi, Tex.  
 San Angelo, Tex.  
 Wichita Falls, Tex.  
 \*Richmond, Va.  
 Walla Walla, Wash.  
 Milwaukee, Wis.  
 Casper, Wyo.  
 Nelson, B. C.  
 Vancouver-New  
 Westminster, B. C.

<sup>4</sup> Station WHAM-TV, Rochester, now assigned to Channel No. 6, but FCC proposes to change it to Channel No. 5 (see page 2, Supp. No. 64).

Winnipeg  
 -St. Boniface, Man.  
 St. John, N. B.  
 Hamilton, Ont.  
 Timmons, Ont.  
 Quebec, Que.  
 Saskatoon, Sask.  
 Monterrey, Mexico  
 Havana, Cuba  
 Matanzas, Cuba  
 Las Villas, Cuba

**CHANNEL NO. 7**  
 (174-180 mc)

Montgomery, Ala.  
 Tucson, Ariz.  
 Little Rock, Ark.  
 \*Los Angeles, Cal.  
 \*San Francisco  
 -Oakland, Cal.  
 Denver, Colo.  
 \*Wilmington, Del.  
 \*Washington, D. C.  
 \*St. Petersburg  
 -Tampa, Fla.  
 Boise, Idaho  
 \*Chicago, Ill.  
 Cedar Rapids, Ia.  
 \*New Orleans, La.  
 Calais, Me.  
 \*Boston, Mass.  
 \*Detroit, Mich.  
 \*Grand Rapids, Mich.  
 Iron Mountain, Mich.  
 Minneapolis  
 -St. Paul, Minn.  
 St. Louis, Mo.  
 Billings, Mont.  
 Butte, Mont.  
 Omaha, Neb.  
 Albuquerque, N. M.  
 Buffalo  
 -Niagara Falls, N. Y.  
 \*New York City  
 -Northeastern N. J.  
 Bismarck, N. D.  
 \*Cincinnati, O.  
 Oklahoma City, Okla.  
 Medford, Ore.  
 Columbia, S. C.  
 Rapid City, S. D.  
 Nashville, Tenn.  
 Amarillo, Tex.  
 El Paso, Tex.  
 Odessa, Tex.  
 Palestine, Tex.  
 San Antonio, Tex.  
 Salt Lake City, Utah  
 Roanoke, Va.  
 Seattle, Wash.  
 Spokane, Wash.  
 Wheeling, W. Va.  
 Anchorage, Alaska  
 Fairbanks, Alaska  
 San Juan, P. R.  
 Honolulu, Hawaii  
 Hilo, Hawaii  
 Lethbridge, Alta.  
 Prince Rupert, B. C.  
 Winnipeg  
 -St. Boniface, Man.  
 Ottawa-Hull, Ont.  
 Sudbury, Ont.  
 Quebec, Que.  
 Moose Jaw, Sask.  
 Mexicali, Mexico  
 Matamoros, Mexico  
 Havana, Cuba  
 Matanzas, Cuba  
 Las Villas, Cuba

**CHANNEL NO. 8**  
 (180-186 mc)

Mobile, Ala.  
 Phoenix, Ariz.  
 Fresno, Cal.  
 \*San Diego, Cal.  
 Pueblo, Colo.  
 Jacksonville, Fla.  
 Miami, Fla.  
 \*Atlanta, Ga.  
 Pocatello, Ida.  
 Indianapolis, Ind.  
 Des Moines, Iowa  
 Junction City, Kan.  
 Augusta, Me.  
 Ft. Kent  
 -St. Francis, Me.  
 Sault Ste. Marie, Mich.  
 Duluth  
 -Superior, Minn.  
 Great Falls, Mont.  
 McCook, Neb.  
 Las Vegas, Nev.  
 Roswell, N. M.  
 \*Syracuse, N. Y.  
 Grand Forks, N. D.  
 Williston, N. D.  
 Cleveland, Ohio.  
 Muskogee, Okla.  
 Portland, Ore.  
 Charleston, S. C.  
 Mitchell, S. D.  
 Memphis, Tenn.  
 \*Dallas, Tex.  
 Houston, Tex.  
 Laredo, Tex.  
 Richmond, Va.  
 Walla Walla, Wash.  
 Charleston, W. Va.  
 Milwaukee, Wis.  
 Casper, Wyo.  
 Juneau, Alaska  
 Lihue, Hawaii  
 Walluku, Hawaii  
 Lacombe, Alta.  
 Vancouver-New  
 Westminster, B. C.  
 Sackville, N. B.  
 Owen Sound, Ont.  
 Montreal, Que.  
 Saskatoon, Sask.

**CHANNEL NO. 9**  
 (186-192 mc)

Flagstaff, Ariz.  
 Yuma, Ariz.  
 \*Los Angeles, Cal.  
 San Francisco  
 -Oakland, Cal.  
 Denver, Colo.  
 \*Washington, D. C.  
 St. Petersburg  
 -Tampa, Fla.  
 Bainbridge, Ga.  
 Savannah, Ga.  
 Coeur d'Alene, Ida.  
 Nampa, Ida.  
 \*Chicago, Ill.  
 Cedar Rapids, Iowa  
 Sioux City, Iowa  
 Garden City, Kan.  
 \*Louisville, Ky.  
 Iron Mountain, Mich.  
 \*Minneapolis  
 -St. Paul, Minn.  
 Jackson, Miss.  
 Kansas City, Mo.  
 St. Louis, Mo.  
 Havre, Mont.  
 Manchester, N. H.  
 Sante Fe, N. M.

\*New York City  
 -Northeastern N. J.  
 Charlotte, N. C.  
 Dickinson, N. D.  
 \*Cleveland, O.<sup>5</sup>  
 Oklahoma City, Okla.  
 Pittsburgh, Pa.  
 Aberdeen, S. D.  
 Chattanooga, Tenn.  
 Abilene, Tex.  
 Brownsville, Tex.  
 El Paso, Tex.  
 Jasper, Tex.  
 San Antonio, Tex.  
 Salt Lake City, Utah  
 Tacoma, Wash.  
 Sheridan, Wyo.  
 Fairbanks, Alaska  
 Ketchikan, Alaska  
 Seward, Alaska  
 San Juan, Puerto Rico  
 Honolulu, Hawaii  
 Hilo, Hawaii  
 Brandon, Man.  
 Fredericton, N. B.  
 Antigonish, N. S.  
 Kenora, Ont.  
 Ottawa-Hull, Ont.  
 Toronto, Ont.  
 Windsor, Ont.  
 Quebec, Que.  
 Regina, Sask.

**CHANNEL NO. 10**  
 (192-198 mc)

Montgomery, Ala.  
 Tucson, Ariz.  
 Bakersfield, Cal.  
 Sacramento, Cal.  
 Pueblo, Colo.  
 Jacksonville, Fla.  
 Miami, Fla.  
 Pocatello, Ida.  
 Carthage, Ill.  
 \*Bloomington, Ind.  
 Algona, Iowa.  
 Wichita, Kan.  
 New Orleans, La.  
 Shreveport, La.  
 Augusta, Me.  
 Marquette, Mich.  
 Sault Ste. Marie, Mich.  
 Duluth  
 -Superior, Minn.  
 Springfield, Mo.  
 Helena, Mont.  
 Miles City, Mont.  
 Lincoln, Neb.  
 Elko, Nev.  
 Las Vegas, Nev.  
 Carlsbad, N. M.  
 Gallup, N. M.  
 Syracuse, N. Y.  
 Fargo, N. D.  
 Minot, N. D.  
 \*Columbus, O.  
 Lawton, Okla.  
 Portland, Ore.  
 \*Philadelphia, Pa.  
 Columbia, S. C.  
 Pierre, S. D.

<sup>5</sup> CP-holder WXEL, Cleveland, now assigned to Channel No. 9, but FCC proposes to change it to Channel No. 11 (see page 2, Supp. No. 64).

Knoxville, Tenn.  
 Memphis, Tenn.  
 Amarillo, Tex.  
 Corpus Christi, Tex.  
 Fort Worth, Tex.  
 Norfolk-Portsmouth  
 -Newport News, Va.  
 Roanoke, Va.  
 Walla Walla, Wash.  
 Milwaukee, Wis.  
 Riverton, Wyo.  
 Juneau, Alaska  
 Lihue, Hawaii  
 Walluku, Hawaii  
 Calgary, Alta.  
 Vancouver-New  
 Westminster, B. C.  
 Edmundston, N. B.  
 Bridgewater, N. S.  
 London  
 -St. Thomas, Ont.  
 Montreal, Que.  
 Tijuana, Mexico  
 Monterrey, Mexico

**CHANNEL NO. 11**  
 (198-204 mc)

Mobile, Ala.  
 Flagstaff, Ariz.  
 Little Rock, Ark.  
 \*Los Angeles, Cal.  
 San Francisco  
 -Oakland, Cal.  
 Yreka, Cal.  
 St. Petersburg  
 -Tampa, Fla.  
 Atlanta, Ga.  
 Savannah, Ga.  
 Twin Falls, Ida.  
 Chicago, Ill.  
 Des Moines, Iowa  
 Garden City, Kan.  
 Topeka, Kan.  
 Alexandria, La.  
 \*Baltimore, Md.  
 Minneapolis  
 -St. Paul, Minn.  
 St. Louis, Mo.  
 Havre, Mont.  
 Missoula, Mont.  
 Sante Fe, N. M.  
 \*New York City  
 -Northeastern N. J.  
 Charlotte, N. C.  
 Williston, N. D.  
 \*Cincinnati, O.  
 \*Cleveland, O.<sup>6</sup>  
 Tulsa, Okla.  
 \*Providence, R. I.  
 Sioux Falls, S. D.  
 Nashville, Tenn.  
 Houston, Tex.  
 Lubbock, Tex.  
 Price, Utah  
 Seattle, Wash.  
 Cheyenne, Wyo.  
 Sheridan, Wyo.  
 Anchorage, Alaska  
 Fairbanks, Alaska  
 San Juan, Puerto Rico  
 Honolulu, Hawaii  
 Hilo, Hawaii

<sup>6</sup> CP-holder WXEL, Cleveland, now assigned to Channel No. 9, but FCC proposes to change it to Channel No. 11 (see page 2, Supp. No. 64).



Trail, B. C.  
Brandon, Man.  
Ottawa-Hull, Ont.  
Toronto, Ont.  
Summerside, P. E. I.  
Quebec, Que.  
Watrous, Sask.  
Mexicali, Mexico  
Juarez, Mexico  
Nuevo Laredo, Mex.  
Havana, Cuba  
Matanzas, Cuba  
Las Villas, Cuba

---

**CHANNEL NO. 12**  
(204-210 mc)

---

Phoenix, Ariz.  
Chico, Cal.  
Fresno, Cal.  
Alamosa, Colo.  
Miami, Fla.  
Tallahassee, Fla.  
Augusta, Ga.  
Coeur d'Alene, Ida.  
Nampa, Ida.  
Peoria, Ill.  
Indianapolis, Ind.

Charles City, Iowa  
Wichita, Kan.  
Paducah, Ky.  
Shreveport, La.  
Bangor  
-Old Town, Me.  
Grand Rapids, Mich.  
Duluth  
-Superior, Minn.  
Jackson, Miss.  
Springfield, Mo.  
Helena, Mont.  
Lincoln, Neb.  
Las Vegas, Nev.  
Clovis, N. M.  
Silver City, N. M.  
\*Binghamton, N. Y.  
Bismarck, N. D.  
Portland, Ore.  
\*Erie, Pa.  
Rapid City, S. D.  
Chattanooga, Tenn.  
Alpine, Tex.  
Dallas, Tex.  
San Antonio, Tex.  
Sweetwater, Tex.  
Ogden, Utah  
Norfolk-Portsmouth  
-Newport News, Va.

Charleston, W. Va.  
Lihue, Hawaii  
Walluku, Hawaii  
Calgary, Alta.  
Chilliwack, B. C.  
Campbellton, N. B.  
Halifax, N. S.  
Sault Ste. Marie, Ont.  
Chicoutimi, Que.  
Montreal, Que.  
North Battleford, Sask.  
Yorkton, Sask.  
Tijuana, Mexico  
Monterrey, Mexico

---

**CHANNEL NO. 13**  
(210-216 mc)

---

\*Birmingham, Ala.  
Mobile, Ala.  
Yuma, Ariz.  
\*Los Angeles, Cal.  
Yreka, Cal.  
St. Petersburg  
-Tampa, Fla.  
Cordale, Ga.

Twin Falls, Ida.  
Chicago, Ill.  
Des Moines, Iowa  
Topeka, Kan.  
Alexandria, La.  
Portland, Me.  
\*Baltimore, Md.  
Gladstone, Mich.  
Minneapolis  
-St. Paul, Minn.  
St. Louis, Mo.  
Missoula, Mont.  
McCook, Neb.  
Reno, Nev.  
\*Newark, N. J.  
Sante Fe, N. M.  
\*Utica  
-Rome, N. Y.  
Winston-Salem, N. C.  
Fargo, N. D.  
\*Dayton, O.  
\*Toledo, O.  
Enid, Okla.  
La Grande, Ore.  
\*Johnstown, Pa.  
Charleston, S. C.  
Sioux Falls, S. D.  
Knoxville, Tenn.  
Memphis, Tenn.

Houston, Tex.  
Lubbock, Tex.  
Price, Utah  
Tacoma, Wash.  
Cheyenne, Wyo.  
Sheridan, Wyo.  
Anchorage, Alaska  
Fairbanks, Alaska  
San Juan, Puerto Rico  
Honolulu, Hawaii  
Hilo, Hawaii  
Kelowna, B. C.  
Winnipeg  
-St. Boniface, Man.  
Yarmouth, N. S.  
Toronto, Ont.  
Charlottetown, P.E.I.  
Ste. Anne de la  
Pocatiere, Que.  
Nogales, Mexico  
Juarez, Mexico  
Nuevo Laredo, Mex.  
Havana, Cuba  
Matanzas, Cuba  
Las Villas, Cuba } 1 Ch.

---

**NOTES**



**NOTES ON PHILCO, DuMONT, RCA, ET AL:** Timed for big trade show and convention of National Assn of Music Merchants in New York's Hotel New Yorker next week, July 25-28, you'll get the dope on new models of Philco, DuMont and the other TV set makers who haven't yet revealed their new lines. In fact, Philco is holding own distributors' convention July 25-26 at the Waldorf-Astoria, meanwhile guarding its "comeback bombshells" with such unusual secrecy that all we can piece together are a few hints and logical conjectures.

As for RCA's new line, it won't break until sometime between Aug. 1-10--but it's common knowledge that it will include new 10, 12 (for first time) and 16-in. models, all same chassis; also some projections. Also, that RCA will make big pitch for "poor man's market" with 10-in. metal-cabinet table model, priced around \$200.

Philco and staff have really stayed clammed up about new line. That it will feature lower prices, is virtual certainty. But, technically, Philco is supposed to have something hot. We're told company has enlisted every available bit of manpower for big push behind new sets, even drawing upon top men of its non-TV departments. There's been talk about "wave guide theory" and "tuning stubs", leading to strong suspicion of built-in antennas or greater sensitivity, or both. Also bruited is at least a provision for uhf (push-button or gadget), now that FCC has formally blessed new bands. "Semi-official" are reports Philco will cut down its dealerships, that it won't let "every Tom, Dick and Price-Cutter" carry its line henceforth.

Whatever Philco's pitch, its executives know they're on the spot facing distributors who've been, as one big one put it, "stranded for months at a time with the wrong merchandise or none at all." But, reflecting loyalty of Philco's strong merchandising organization, he added, "They'll come through, you can bet on that."

\* \* \* \*

DuMont's new line can be divulged now, as it will be shown at NAMM, though there may be some added models later in fall. First there's the 19-in. Bradford, described last week (Vol. 5:29), price now disclosed as \$725. But long-expected entries in lower price field will be 12½-in. Rumson table model at \$329.50, Sheffield console at \$379.50 -- successors to \$425 Chatham and \$525 Meadowbrook, respectively. Expanded picture is 85 sq. in.; circuit contains 24 tubes, 5 rectifiers, 6-in. speaker in Rumson, 10-in. in Sheffield. Then there's the 15-in. Sussex console at \$545, with 27 tubes, 6 rectifiers, 12-in. speaker, 132 sq. in. expanded pictures. Like the Bradford, the Sussex attains new high in sensitivity, contains same narrow band sync amplifier and new line voltage stabilizing amplifier. It has no counterpart in DuMont's earlier lines. All DuMont sets continue all-band FM.

On Wednesday, DuMont will run hourly buses from the New Yorker to its big new E. Paterson plant for dealer-distributor inspections. Distributor meeting is scheduled that afternoon.

\* \* \* \*

There will be so many exhibitors at NAMM show, that seven floors of New Yorker Hotel have been reserved and show will spill over to adjoining Manhattan Center. Preliminarily, here are some news notes from the set makers:

GE denies published reports it's introducing new sets incorporating uhf tuners and/or an adapter to sell for \$50. "Of course, we're working on uhf -- we'll all have to, in view of FCC's plans," said a spokesman, "but we haven't a thing out of the labs yet." GE has no new line on tap besides that recently announced (Vol. 5:27) -- but it will show first GE 16-in. table model, with new chassis, at NAMM, listing for \$495 with table.

Magnavox added 3 more 16-in. sets to line, which already includes Brittany console at \$595 (Vol. 5:26). New ones announced in New York Friday are Constella-

tion table at \$399.50; Contemporary in mahogany and blonde and Normandy in natural finish, both \$495, latter a sort of "corner cupboard." All have expanded picture (148 sq. in.), 27 tubes.

Brunswick, in addition to its 16-in. TV console at \$695, has one in black lacquer at \$745...International Television Corp., whose 16-in. was originally announced at \$349 (Vol. 5:24,26), now advertises 16-in. console direct to dealers at \$267, chassis only at \$149.50...Major Television Corp. has "postponed" set-making to concentrate on tubes; it's exclusive contract distributor of the hand-blown 12½ and 16-in. tubes processed in Warren Kessler plant, claims 6 set makers have contracted for them...Despite previous reports, Remler Co. Ltd., San Francisco, tells us it has no plans to produce TV equipment this calendar year.

Noblitt-Sparks Arvin Division, newcomer to TV field (Vol. 5:24), plans first consumer announcements Aug. 15, will hit Chicago market first and then spread. Meanwhile, its specs on 10-in. Challenger models show 22 tubes, 2 rectifiers, \$249.50 table, \$279.50 console; line also will include 12½-in. console at \$329.50, 16-in. console \$399.50...Two more newcomers to field, both Los Angeles: Mercury Television & Radio Corp., 3105 Wilshire Blvd., subsidiary of Pacific Cabinet & Radio Co., Van Nuys, Cal., reported selling to private brands already but out with 12-in. models to sell in \$300-\$400 range. Lewis Tel-Rad Corp., 829 N. Highland Ave., which this week advertised Unit-Matic Family Circle 12½-in. table model at \$239.50, said to be product of Cal-Best Engineering Co., Los Angeles.

\* \* \* \*

Notes about merchandisers: "Unloading" is apparently in diminuendo, though stores are still advertising fantastic bargains (half prices or better on name brands, usually to-be-discontinued models). More often than not the ads turn out to be mere "come on" because store has only one or 2 such models...Westinghouse this week promulgated policy, retroactive to July 1, whereby its distributors and dealers are protected for 60 days against any price cuts on current models -- its measure of combating "indiscriminate price-slashing"...In Philadelphia Inquirer full page ads Wednesday, Lit Dept Store advertised choice of Emerson's Model 608 console (16-in. direct-view) or Model 609 Protelgram projection at \$399.50, down exactly \$200 from list -- and cuts caught even Emerson topkicks by surprise...Biggest RCA distributor Bruno-New York offered 10-in. purchasers, during July-August, 90-day RCA service contract at \$22.50, extensible to year for balance of \$37.50...Macy's New York offered 2 tickets to "South Pacific" to any purchaser of Westinghouse's new 10-in. \$239.95 table or \$299.95 console...Muntz TV moving into Washington market next week.

For purpose of group buying, dozen New York area retailers have formed Metropolitan Associated Radio, Television & Appliance Dealers Inc., 70 Pine St., Louis Basis, director...Distributors say railroads are squawking against CR tubes contained in TV set shipments, want them packaged and shipped separately; manufacturers objecting, say they're suffering very little breakage.

**TV TRADE'S 'INVENTORY RECESSION':** Recent shifts from seller's to buyer's market, in most other hard goods as well as radio and TV, has the economic pundits inventing all sorts of terminology. Best we've heard, applicable to TV market, is "inventory recession." That about tells all. But by any name, it still spells poor business. Public is slow to buy despite fact that current unloading of TV-radio inventory is affording some incredible bargains. We heard it well stated thus, "It's as though the customer was offered new autos, 1948 and 1949 models and nothing wrong with them, at half or third off -- and still hesitates."

Just the same, optimism seems to be the prevalent note, at least in the higher reaches of the TV trade. True, there's fear new FCC allocations, new channels, renewed talk about color, will again raise doubts -- but there's also confidence that fall will bring back best TV shows, many new programs, more telecasting stations, to give market its needed hypo. Said Avco v.p. W. A. Bles at Chicago Furniture Mart last week:

"We have the biggest bunch of scared business men since 1933...Excess inventories will be liquidated by the end of the year, and industry will know and be able

to plan its labor costs. The business fat will be squeezed out by then, and public cannot put off Christmas buying after Dec. 25 for lower prices or any other reason."

Motorola president Paul V. Galvin, in letter to stockholders July 15, takes cognizance of current "recession in the general economy of our country" but asserts: "We do not see, however, from our point of vantage, anything resembling a deep or a lasting depression, but rather a time of healthy adjustment in industry followed by a leveling off period." Another top TV executive tells us, "I'm bullish as hell about fall and winter -- things really look good." Summer slump he attributed to fact people simply aren't staying indoors to watch TV. As for price-cutting, he said there's not much more left to be squeezed; bottom has been reached. Still another leading set maker, calling present market "ticklish," noted: "Installations are running better than sales to dealers. In other words, dealers are selling more than they're buying. Everybody's unloading, but actually the TV situation isn't much different from the normal seasonal slumps we've always had in radio."

Significant buyer survey released by Federal Reserve Board in Washington recently, analyzed from early-1949 U of Michigan consumer interviews, highlighted fact that twice as many "spending units" plan to buy TVs this year as did buy in 1948 -- though only 3.7% intended to buy radios compared with 9.6% who bought last year. Survey was distinctly bullish about home, automobile, furniture, appliance sales prospects ("if prices are right").

\* \* \* \*

July inevitably will be low production month for TV, with most factories shut down 2-3 weeks for annual vacations. But June RMA figures will show output holding fairly steady. Figures aren't ready yet, though first week ran about 32,000 sets, second week 42,000, third 40,500 -- indicating well over 150,000 for month -- which would assure at least 1,000,000 for first 6 months (Vol. 5:26). RCA Victor's Allen B. Mills, general sales manager for home instruments, speaking to National Appliance & Radio Dealers Assn. in New York July 11, said last 6 months of 1949 "may well produce 1,500,000 TVs" and forecast that in early 1950s TV will represent greater dollar volume than any other major electrical appliance.

**PROTELGRAM CUT, PICTURE TUBES TOO:** In effort to bring projection TV within competitive reach, North American Philips on Aug. 1 will reduce price of its Protelgram unit about 25% -- down to \$75, complete except for image screen, with slight variations for type of corrector plates and size of focus coil. At same time, it's reducing price of 2½-in. 3MT4 projection tube to set manufacturers from \$24.78 to slightly under \$20.

Cuts will enable Protelgram licensees, it's said, to offer projection sets in about same price ranges as 16-in. direct view consoles. Licensees are Ansley, Brunswick, Emerson, Fada, Fisher, Pilot, Scott, Stewart-Warner, International.

Note: Not only are Philips and licensees wedded to projection idea, but others (notably RCA), insist projection has big future, make claims that big pictures it affords are equal or superior to direct-view -- claims which other major set makers like Admiral and DuMont reject. Fact is, projection, though finding favor among some of best engineers, haven't been selling in quantity -- attributed by its advocates primarily to price, by its detractors to inferiority to direct view. RMA figures show postwar cumulative total of less than 40,000 projections out of more than 1,800,000 TV sets of all kinds, with diminishing projection output in recent months (see monthly figures, p. 66, TV Directory No. 8).

\* \* \* \*

Tending to stabilize TV manufacturers' cost position, is apparent completion of cycle of picture tube price reductions. More cuts may come, of course, the big tube makers being perturbed lest small ones further undercut market. There are no less than 30 tube manufacturers (see TV Directory No. 8) and an inevitable struggle for existence is foreseen in shrunken market. Bellwether RCA lists these manufacturers' prices now in effect: 7-in., \$12; 10-in., \$19.95; 12-in., \$28.95; 16-in., \$41. Distributors' prices are \$13.50, \$22, \$31.85, \$44.70, respectively. List prices are \$22.50, \$36.75, \$53, \$74.50, respectively. Sylvania, GE run about same.

Reports won't down that big record makers—notably Columbia, Decca, RCA—are conferring secretly to find way out of phono record chaos and that agreement has been reached, in principle, that each will make all three types: 78, 33 1/3, 45 rpm. This week big Capitol Records, Hollywood, announced it will produce its classical catalog on LP (33 1/3); it had already added RCA's 45 rpm for popular, which will be continued along with conventional 78rpm. Only classicals, including September release of Telefunken issues, will go on LP. Observed the *New York Herald Tribune* in July 21 editorial welcoming "signs of harmony" it discerns now in phono field: "The whole silly business of the varying speeds should never have been allowed to start, but now that it is here the public at least ought to be allowed to act as disk jockey and pick the winner."

Admiral achieved another record sales and earnings during first 6 months of 1949—sales totaling \$53,110,504, up 94% over \$27,386,344 for same 1948 period; net profit \$3,155,689 (\$3.16 per share) comparing with \$1,237,297 (\$1.24) same period last year. Admiral's second quarter sales were \$29,597,308 vs. \$15,382,176 same period last year; profits \$1,619,472 (\$1.62) vs. \$706,887 (71¢).

Motorola's sales first 6 months of 1949, all divisions, totaled \$33,815,000, up 25.6% from same 1948 period's \$26,918,000, president Paul Galvin reports. Profit figures aren't ready yet. He noted that Motorola "ranks with the first 5 TV manufacturing companies [who account for] approximately two-thirds of all the TV sets produced."

A television set in every room (except the kitchen) is the theme of Abraham & Straus midsummer showing of new fall furniture, featuring arm chairs that swivel, table tops that turn, castor sofa beds with upholstered arm and head supports, nests of armless rocking chairs, and a "Sightmirror Teleset" that doubles as a mirror over the dining room buffet as well as the bedroom dressing table. New York exhibit won big editorial writeups July 21 in both *Times* and *Herald Tribune*.

Diathermy interference to TV, to which there's no easy solution, is subject of FCC proposed rule-making (FCC Notice 49-993, Docket 9386) intended to clarify who's required to protect whom. Net effect of new proposal is to relieve diathermy operators of burden of satisfying complaints from TV set owners as long as they operate properly on assigned 27.12 mc, even though this frequency falls right in receiver IF band. RMA subcommittee has worked on problem for some time, recommended new IF frequency of about 41 mc. where less interference is expected. Aug. 29 is date by which comments on new rule are to be filed.

Tenant must get written permission of landlord to install TV antenna, Kings County (N. Y.) Supreme Court Justice Wm. T. Powers ruled last week. Unless appealed, ruling is law for whole of New York State. Justice Powers went on to say landlord's attitude was "unfortunate," asserted that if housing situation didn't favor them they'd be "anxious and willing to provide such amenities as would insure comfortable and enjoyable use . . . of the rented premises." He urged landlords to provide master antennas.

To combat fears of eye damage from watching TV. Starrett Television Corp. is promoting a "Bureau of Television Optical Standards" as non-profit institute empowered to authorize seal of commendation to be affixed to acceptable receivers. Starrett's campaign includes full-page ads in trade papers.

Charlotte Observer ran 40-page special section July 14 on occasion of WBTV's debut following day. Newspaper with local distributors' association sponsored big TV exhibit and show in Armory, report 2,750 sets in area.

FCC's rigid prohibition of musical background when slides or test pattern are telecast (Vol. 5:26) works unnecessary hardship on whole TV industry, both TBA and NAB claimed in detailed letters to Commission this week. They hope to sway FCC with these arguments: (a) Single tone is both technically inadequate and psychologically annoying for proper receiver repairs and demonstrations. (b) Musical bridge is virtual necessity to preserve programming continuity, provide economical fill-in during troubles with remotes. (c) Most stations now program well over minimum amount, aren't relying on music to compete with aural stations. Note: Prime mover in successful campaign to put the restrictions on TV stations was Everett Dillard, NAB board member and FM-only station operator, who dubs it "one-legged TV."

McFarland bill (S. 1973) to streamline FCC procedure (Vol. 5:23-25) was reported by Senate Interstate & Foreign Commerce Committee this week and is given fairly good chance of getting through Senate this session. However, acting chairman Sadowski (D-Mich.) of House Interstate & Foreign Commerce Committee says he doesn't see how his group can possibly find time to get into bill, give it full hearings and act on it this session. Bill as reported is substantially the original McFarland Bill, but puts these additional halts on FCC: (1) General counsel, chief accountant and engineer, their assistants, FCC secretary, and commissioners' legal assistants can't practice before FCC for year after leaving. As in original bill, commissioners wouldn't be able to practice for balance of terms for which they were appointed. (2) Commission must report promptly to Congress on reasons for delays in acting upon any non-hearing cases pending over 3 months, hearing cases pending over 6 months.

Most ambitious TV educational program to date will get tryout beginning July 30 when Navy's Special Devices Center, Port Washington, Long Island, originates pilot and airman training courses to be broadcast by New York's WNBT, Philadelphia's WPTZ, Washington's WNBW. Courses will be aimed at classes of Naval Air Reserve conducted at Floyd Bennett Field, Willow Grove, Anacostia, in respective cities. Series will cover 8 weeks, 9:30-10:30 a.m. Saturdays and Sundays, can be picked up by public. TV-trained students will be compared with classes getting either "live" instruction or kine-recordings of telecasts. Experiment is under direction of Capt. J. R. Ruhsenberger, head of the Long Island Center, and will be weighed by Dr. Robert T. Rock Jr., head of Fordham U psychology dept., supervisor of the TV evaluation program.

NBC's Merrill Mueller in London, faced by British newsreel combine's boycott of TV filming of first Prince Charles pictures, simply sent telegram to Princess Elizabeth herself explaining that millions of American viewers would be denied pleasure of seeing her son in motion on their home screens, that newsreel industry was using a method of commercializing a member of the Royal Family (supposedly forbidden) to squeeze out another industry. Result: "Misunderstanding" quickly corrected, and U. S. televiewers saw lots of the bonnie prince.

In daily radio-TV program listings, *Chicago Tribune* starting Sept. 6 will carry paid listings in same style and same type—so that sponsor can more fully describe program. It will sell not less than 2 nor more than 14 lines, continuing to carry old listings also. Other newspapers are expected to follow suit. Note: *Tribune* purchase of *Washington Times-Herald* announced this week.

"Swapping Shows and Saving Money" (Vol. 4:26), method whereby Baltimore's WMAR-TV and Washington's WMAL-TV pick each others signals out of the air and save on line charges, has matured to extent that at least 16 hours (7 sponsored) are exchanged weekly.

**HALF YEAR TV OUTPUT IS 1,050,032:** First 6 months of 1949 accounted for TV set output of 913,071, according to RMA figures. Add usual 15% to account for non-reporting Admiral and others, and truer figure is 1,050,032. June slumped somewhat, despite fact it was 5-week month, RMA reporting 160,736 units vs. 163,262 in May (for monthly breakdowns, see p. 66, TV Directory No. 8). Add estimated 1949 cumulative of 1,052,032 to the 1,157,000 sets produced to end of 1948 (Vol. 5:8), and total post-war output of TVs to July 1 ran very nearly 2,210,000.

Total sets of all kinds, including TVs, continued at low ebb during June: 672,590 units vs. 640,778 in May and 673,005 in April, according to RMA, whose cumulative all-radio total for 6 months is 4,394,929. RMA's June TV breakdown: table models, 105,707; TV-only consoles, 47,119 (323 projection, a new low); TV-radio-phono consoles, 7,910 (1 projection). RMA's June FM breakdown: AM-FM table, 24,584 (69 with phono); AM-FM consoles, 14,811 (607 without phono); FM-only, 1,117; TV receivers with FM, 5,274.

Note: Through end of May, according to license reports, TV accounted for 16.4% of units and 60.4% of dollar volume of receiver manufacturing industry. In May alone, unit volume ran 17.2%, dollar volume 64.7%.

**PHILCO FEATURES BUILT-IN ANTENNAS:** Philco's TV "bombshells" are 14 new models engineered with built-in aerials, priced so there's no extra quotation for installation. These and several other disclosures at Philco's distributor convention in New York this week had the "Philco family" literally cheering its team's prospective comeback -- for there's no gainsaying the engineering, price and merchandising appeals of the new line. One observer after hearing the Balderston-Carmine presentations remarked, "This is like a Notre Dame pep rally."

Also introduced were 28 new radio models, priced \$17.95 to \$475 and including one AM-FM table at \$59.95. Though anticipating sale of 1,500,000 radios this year, emphasis was on 12½-in. enlarged-image TV, accent on new departure in TV aerials and a new 3-speed record changer called M-20.

Noteworthy was president Wm. Balderston's frank admission of "mistakes of the past," his recognition of the "whispering campaign" against Philco TVs, his promise that Philco will regain "first place" during a fall-winter season that he thinks looks very bright.

Except for one 16-in. model, new line is entirely 12½-in., enlarged to 97 sq. in. as against usual 91, and is built around 4 different chassis. Table models, all with 20 tubes plus 2 rectifiers, are numbered and list-priced thus: 1400, mahogany, \$299.95; 1401, same in blonde, \$309.95; 1402, with simulated leather top, \$319.95; 1402L, same in blonde, \$329.95. TV-only console 1430 has same chassis, \$349.95. Consolelettes are the 1443, \$389.95, and 1443L in blonde, \$399.95 -- with 22 tubes, 4 rectifiers. Console combinations, with 25 tubes, 3 rectifiers: 1477, with AM-FM-phono (78 and 33 1/3rpm), \$399.95; 1478, with AM-FM-phono (3 speed), \$469.95; 1479, same as 1478 but with "no glare" optical system (tube tilted back and glass tilted forward to deflect glare) and with green framing, \$499.95; 1481, same as 1479 in blonde, \$529.95; 1482, same as 1479 in Hepplewhite, \$539.95. And, at top of line is 1483, with AM-FM-phono (3 speed), 26 tubes, 4 rectifiers, \$559.95.

Philco is abandoning projection "for the time being" and its single 16-in. model (138 sq. in.) is the 1630 TV-only console, 22 tubes, 5 rectifiers, \$569.95.

Retained from the old line are: 7-in. 702 table model, \$199.95; 10-in. 1105 tables, \$279.95 mahogany, \$289.95 blonde; 12½-in. 1450 TV-only consolelette, \$389.95; 12½-in. 1475 console combination, \$549.95.

As explained by Philco engineering chief Leslie J. Wood: "Built-in aerial

system consists first of an antenna comprising 2 triangular aluminum plates mounted on the side walls and top of the cabinet; a tuning condenser adjusted by a tuning knob located at the top and front of the cabinet, tunes the aerial to peak performance, whether it be a high or low band TV station. To permit proper coupling of the aerial to the TV input stage at all frequencies, a tuning stub, the equivalent of a high frequency transformer, is connected across the antenna and joined by a twinex cable to the input terminals of the set. The combination of this antenna with the high gain input [completes] system."

Field tests were conducted last few months in New York, Philadelphia, Washington, Chicago and fringe areas under Henry T. Pace, manager of field engineering. Tests prove, he shows, that the built-in aerial works efficiently in 80% of all places capable of receiving TV signals. There are some blank spots and ghosts, but these are same as would be encountered at same place with an antenna. Long-distance reception, with outside aerials, would also be enhanced by the new sets, it's claimed. Skepticism already manifest in the trade isn't fazing Philco, which has plans for door-to-door demonstration campaign.

Executive v.p. James Carmine told his pepped-up distributors Philco's plants in Philadelphia and Sandusky are geared for 17,000 per week TV output, will begin shipping some units immediately after vacation shutdown ends Aug. 8.

As extra incentive, he announced \$10 per set extra profit to distributor (in addition to regular discount structure). Service contracts are eliminated, guarantees to customer covering 90 days on sets, one year on picture tubes. Warranty charges will be \$1 on 7 and 10-in. sets, \$2 on 12½ and 16-in. Also offered was a miniature plastic model of a Philco TV, made by Precision Specialties Inc., which can be used as a bank. Dealers will sell it for \$1.49, refunded when set is bought.

**WHAT'S NEW FROM RCA AND ADMIRAL:** Top 2 TV set makers, RCA and Admiral, are out with new models and prices that further indicate keenly competitive character of fall-winter market. RCA discloses only one set in new line as yet -- the 9T246, oft-heralded "under \$200" metal-cabinet model. Suggested price is \$199.95. It's 10-in. job (61 sq. in. expanded image), contains 22 tubes plus 2 rectifiers, 5x7-in. speaker. It simulates wood in finish and acoustical properties. Smallest set yet produced by RCA, it measures 15-in. high, 22-in. wide, 20½-in. deep. Next week, RCA will disclose half dozen or more other new models, mainly 12½ and 16-in.

Admiral's distributor meeting Friday was shown new 12½-in. console (30F15) with AM-FM-phono (3 speed) at \$399.95 in walnut, \$419.95 mahogany, \$439.95 blonde. These displace old \$475 model (4H145). Also new is 16-in. TV-only console (25A15) at \$399.95 in walnut, \$419.95 mahogany, \$439.95 blonde.

Admiral's 10-in. plastic consolette 24A12 (Vol. 5:20) is reduced from \$249.95 to \$229.95, and the old \$249.95 price placed on same set in walnut cabinet.

Offered with each set will be free fork antenna, and advertising theme will be "nothing else to buy." New price protection policy, effective back to July 1, protects dealers and distributors for 120 days against any reductions. Shipments of new models begin right after Labor Day. Admiral, incidentally, has extended its plant vacation shutdown one week to Aug. 6.

**TRADE NEWS AT NAMM CONVENTION TIME:** Gleanings from the TV trade, derived mainly from NAMM exhibits and exhibitors and from other sources:

New-line showings by the majors were DuMont's and Magnavox's (see Vol. 5:30) and Philco's (see story, p. 1). Not exhibited but due for unveiling next week was RCA's new 10-in. table model at \$199.95 (see above). Conspicuously absent as exhibitors were Motorola, whose new line will first be shown at own distributors convention in Chicago Aug. 9-10; Emerson, whose line has already been announced (Vol. 5:27); Admiral, holding its own Chicago convention to show new sets (see above).

Capehart-Farnsworth exhibited, but also held back new line until its New York distributor meeting Aug. 29. And, though displaying, Zenith is due to show its distributors a new line soon, too.

Full list of the 25 NAMM exhibitors of TVs: Andrea, Ansley, Bendix, Brunswick, Capehart-Farnsworth, Crosley, DuMont, Federal Television, Fisher, Freed, GE,



Industrial Television, Magnavox, Nielsen, Philco, Pilot, RCA, Regal, Starrett, Stromberg-Carlson, Tele King, Trad, Videodyne, Westinghouse, Zenith. In addition, there were 6 accessory makers, usual lens, filter and antenna specialists, plus North American Philips showing its tube line.

\* \* \* \*

More about new models: Brunswick out with 16-in. Adams console at \$349, promises Sept. 1 a 12½-in. table at \$219 and 16-in. table at \$279...Zenith 16-in. console at "around \$400" is due Aug. 1, will have new "glare-ban, black tube" said to improve contrast and enhance clarity in lighted rooms. This was mentioned at stockholders meeting by Comdr. McDonald this week, but details won't be revealed until distributors meeting in early August...Zenith's \$545 Stratosphere now has new 16-in. Rauland metal-coned tube, 19½-in. long vs. RCA's 22¼-in.; RCA also due to cut length of 16-in. (Vol. 5:28)...Ansley 16-in. line consists of Oxford table at \$395, Croydon console at \$449, Hampshire console at \$495, Cambridge console with AM-FM-phono (3 speed) at \$745; also planned is projection at \$745. Ansley says it plans 6,000 per month output.

Much-advertised Magnavox corner-cupboard console, 16-in. at \$595, is the Brittany, not Normandy as we erroneously reported (Vol. 5:30); Normandy sells for \$495...Bendix has 10-in. consolette at \$239.95...Pilot has 12½-in. table with FM at \$269.50...Freed has new 16-in. Modern console at \$495, same in Hepplewhite \$479.50...Fisher's 12x16-in. Protelgram projection table model is \$595, consolette \$695, console with AM-FM-phono (3 speed) \$1,195 and \$1,795; Fisher also has 16-in. consolette with FM at \$595 and same in console combination not yet priced.

\* \* \* \*

More price cuts: Brunswick has reduced 15½-in. Canton console from \$695 to \$595; Tibet console with AM-FM-phono (3 speed), from \$1,195 to \$895; projection Cathay, from \$895 to \$695...Starrett cut 16-in. Ambassador table from \$559 to \$459; 12½-in. Jefferson consolette, \$495 to \$398; 12½-in. Adams console with AM-FM-phono, \$695 to \$495; 20-in. commercial King Arthur table with AM-FM, \$995 to \$895; Starrett is making all record players 3-speed, has added 16-in. John Hancock console combination to line at \$795...Ansley cut 10-in. Beacon consolette from \$349 to \$299, has eliminated its 10-in. Manhattan and 15-in. Brookfield and Chatham consolettes.

Industrial Television has reduced 12½-in. table from \$339 to \$299.50, same in consolette from \$399 to \$349.50; 16-in. console with remote control, from \$745 to \$595; 15-in. commercial set with remote control, \$660 to \$590, additional viewers down from \$435 to \$395; 20-in. remote control set, \$1,050 to \$945, additional viewers down from \$825 to \$750. Control unit alone is cut from \$225 to \$195...Nielsen, producing also for Muntz TV, has reduced 12½-in. table from \$329 to \$295, same in console from \$449 to \$369; has added new 12½-in. console at \$295, new 16-in. console at \$395...Tele King has cut 10-in. table from \$219.95 to \$179.95; 12½-in. table, from \$299.95 to \$219.95; also has new 16-in. table at \$319.95, console \$349.95...Regal's 12½-in. console is down from \$299.50 to \$269.50...Mars 12-in. table down from \$449 to \$395; 16-in. table, \$549 to \$495.

\* \* \* \*

New manufacturers announcing: Aim Industries, 41 Union Square, New York City, record-player manufacturer, out with 13½x18-in. Protelgram console at \$695; also plans to produce for private brands...Radio Craftsmen Inc., 1617 S. Michigan Ave., Chicago, antenna maker, out with RC-100 video unit supposed to give good reception in fringe areas; it needs addition of audio circuit and 16-in. tube, is offered for custom installations, not yet priced...And another one dropping plans to make TV sets: Jewel Radio (Vol. 5:21).

Miscellaneous notes: DuMont showed off giant new E. Paterson, N.J. plant to some 500 visiting distributors and dealers, ferrying them from NAMM last Wednesday; show and meetings resulted in "\$1,000,000 worth of orders"...Emerson breaks newspaper ad campaign in Chicago July 31, featuring its \$269.50 table job with AM-FM (Vol. 5:27), then will plug it in 31 other TV markets...Macy's New York (reported in trouble with DuMont over prices) July 24 broke ads featuring installation-warranty included, offering 10-in. Artone table at \$249, 12½-in. consolette \$354, 16-in. con-

sole \$459; also under Macy Associates brand 12½-in. with table at \$299, 15½-in. console \$429, 15½-in. console in Queen Anne cabinet \$479...Gimbels New York this week advertised its own 15-in. console at \$285.

Looks like Pilot's 3-in. Candid TV, originally listed at \$99.95, is really being unloaded; in Washington this week Lubar offered it at \$49, whereas Macy's New York recently offered it at \$59.95 (Vol. 5:27). Other Washington closeouts this week included \$299.50 Emerson 10-in. table model, \$139; \$325 RCA 10-in. table model, \$169; \$329.50 Admiral 10-in. console, \$169; \$410 Stromberg-Carlson 10-in. table with FM, \$229; \$189.50 Hallicrafters 7-in. table, \$94.75.

Trad Television in trade paper advertising is guaranteeing its 3x4-ft Radiovision projection set (\$2,195 with remote control) against uhf and/or color for 2 years...RCA in New York ads this week was offering \$36.95 enlarger included in regular \$269.50 price of its 10-in. table set...Westinghouse, which last March reduced 9 radios 20-50% (Vol. 5:13), this week cut 16 more models \$5 to \$200 -- latter cut being on AM-FM-shortwave combination, from \$499.95 to \$299.95...Hoffman Radio, Los Angeles, extending distributorships, moving into Texas and southeastern markets.

High-pressure stock selling in magic name of TV inevitably was destined for scrutiny by the authorities. In New York, state attorney general Nathaniel L. Goldstein, charges fraud, pressure tactics, etc. in petition filed in Supreme Court to enjoin sales of stock in International Television Corp., United States Television Mfg. Corp., Video Corporation of America (for officers, see TV Directory No. 8) and Television Equipment Corp., latter projected as maker of TV cameras and transmitting equipment (Vol. 5:5). Also sued is Henry P. Rosenfeld Co., underwriter. Stay issued by Justice James B. McNally was vacated, by agreement with attorney general, on consent stipulations—but action against Rosenfeld continued. Observers say much-publicized (but not very productive) manufacturers are inevitable concomitants of any mushrooming industry and legal scrutiny of several others is long overdue.

Reiterating RCA's faith in 45rpm, consumer products v.p. J. B. Elliott at NAMM meeting Thursday put kibosh on rumors RCA and Columbia had come to terms on "war of record speeds." Elliott pointed to 90 manufacturers planning or already producing 45rpm records and players, emphasized advantages of 45rpm for popular market (80% of estimated 200,000,000 records to be sold this year) and children's sales (14%), told dealers "RCA Victor is going all the way with 45rpm." He added, "I can reveal to you now that so far as our plans for 1949 are concerned our most vigorous sales and merchandising efforts will be devoted solely to 45 and 78rpm." Note: Avowedly not very enthusiastic about 45rpm is Philco, which has new 3-speed unit (see p. 1) but is plumping mostly for 78 and LP.

New multicoupler, handling up to 8 TV sets from single antenna, is \$167 unit made by Electro Engineering & Manufacturing Co., 627 W. Alexandrine, Detroit (J. Douglas Chirite), said to perform best at locations with 5,000 to 10,000 microvolts signal strength. Industrial Television Inc. has new \$855 amplifier for its Guest Television multi-antenna system, permitting up to 100 sets to be fed from single master antenna. Uhf converter can be added to change frequencies of uhf stations to unused vhf channels.

A directory of mobile radio systems operated by police, fire, forestry, railroad and oil interests, corrected to June 1, with call letters, towns and frequencies, is published in July issue of Milton Sleeper's *FM-TV Magazine*. It supplements January publication of taxi, public utilities and other users.

"Softening" cathode ray tube and fluorescent lighting markets are indicated in Sylvania report for second 1949 quarter, showing net sales of \$22,556,653 vs. \$23,662,547 for same 1948 period, and net earnings of \$378,252 (19¢ per share) vs. \$948,565 (84¢). For 6 months ended June 30, sales were \$49,665,548, up 3% from \$48,210,076 for like 1948 period. Net earnings for the 6 months were \$1,555,067, or \$1.01 per share on the average 1,343,290 shares outstanding, compared with \$2,111,302 (\$1.90). Sylvania Television, subsidiary, is now readying line of TV receivers for introduction this fall (Vol. 5:24,26).

Gross up but net down is RCA story for first half of 1949—gross being \$187,257,987 vs. \$176,079,713 for same 1948 period, net being \$10,122,049 (61¢ per common share) vs. \$10,850,288 (67¢). For second 1949 quarter, gross was \$94,663,641 vs. 1948 period's \$87,700,703; net was \$4,189,965 (24¢) vs. \$5,085,790 (31¢).

Motorola's profit estimates for 6 months ended July 2 (Vol. 5:30) are now augmented with official sales figures. Company achieved new record peacetime total of \$33,822,368, compared with \$26,918,540 for same 1948 period. Net earnings were \$1,908,256 (\$2.39 per share) vs. \$1,650,040 (\$2.06) for same 1948 period.

Zenith will show sales decline of \$1,000,000 to \$1,250,000 for its first fiscal quarter (May-June-July) from sales of around \$14,000,000 in quarter ended July 30, 1948, according to executive v.p. Hugh Robertson. Nevertheless, it will be "well in the black" for the 3 months, he added.

Noblitt-Sparks Industries Inc. reports net profit of \$965,981 (\$1.61 per share) for first 6 months of 1949 vs. \$1,069,832 (\$1.80) for same period last year. It's now in TV production with Arvin line (Vol. 5:30).

Breakdown of TV service and installation charges by Chicago's Television Installation & Service Assn. adds up to \$24.30 for initial installation plus \$22.50 more for expected 3 service calls. Initial installation costs: labor (6 manhours) \$9, antenna \$10, incidental materials \$2, transportation \$1.50, insurance \$1.80. For 3 calls: labor (10 manhours) \$17.50, materials \$2, transportation \$3. In letter to manufacturers, distributors and dealers, association warned that installation-service fee cutting would jeopardize proper TV set functioning.

RMA's National Radio Week Oct. 30-Nov. 5 will be called National Radio & Television Week in TV areas. Ad copy will be of 2 types: TV-radio and radio-only.

**ROSY OUTLOOK IN WAKE OF THE SLUMP:** If dealer enthusiasm is any index, we're headed for a banner fall and winter TV selling season. This week, scores of dealer meetings were held, and more are scheduled. Invariably, the meetings of distributors with dealers (with factory bigwigs usually on hand) have resulted in substantial orders -- "orders beyond our fondest expectations," to quote one of the very biggest.

Reports we get from the majors are too uniform to be dismissed as mere wishful thinking. They dovetail into what one called "a wonderfully pleasant reaction to the summer slump." RCA actually says it's so swamped with orders that it has returned to so-called DQA (district quota allotments). Philco says it's getting "the largest TV orders we have ever received," and predicts sales of both TVs and radios will exceed all expectations this fall and winter.

Fact that prices have settled down, inventories are about wiped out, distress selling nearly over, all conduce to this extreme optimism. The nation's economy certainly doesn't appear headed for depression, and recession talk is receding -- so the only real fear is that TV program quality, admittedly low this summer, won't improve this autumn. But judging from new sponsorships, new program ideas, added stations, that doesn't appear likely.

**TRENDS NOTED IN RCA'S NEW LINE:** Nine new sets plus same projections comprise RCA's new line, revealed this week. Biggest of the TV set makers, a bellwether of the industry, RCA also shows tendency (a) to reduce number of 10-in. models and bring them down to price level of 7-in., and (b) to veer away from combinations. All save one of 9 new sets are TV-only. Also, RCA has gone over entirely to expanded pictures.

New line includes three 12½-in. and four 16-in. models, in addition to its already announced metal-cabinet 10-in. table model 9T246 at \$199.95 (Vol. 5:31). This set is also offered in wooden console with doors (9TC240) at \$269.50, which is same price as old table model 9T240 now deleted.

New 12½-in. sets are all consoles, two at \$299.50 (9TC245 and 9TC247) and one in period furniture with doors at \$329.50 (9TC249). These contain 22 tubes plus 2 rectifiers, are available in mahogany or walnut, or else blonde at \$20 more.

The 16-in. models begin with table at \$395 (9T270), which supersedes original 8T270 sold at \$495. Same in console is 9TC272 at \$429.50, and in period furniture with doors is 9TC275 at \$469.50. This chassis has 24 tubes, 3 rectifiers.

Only combination in new RCA line is Chippendale console (9TW390) at \$795. It includes AM-FM-SW-phono (45 and 78rpm).

\* \* \* \*

Biggest of the RCA distributors, Irving Sarnoff (Bruno-New York) rated the sort of headlines usually accorded his more famous brother David when, last Tuesday, he predicted 50% rise in TV set sales for last half of this year. This would mean achieving the 2,500,000 total once predicted, for industry's first half output has been somewhat over 1,000,000 (Vol. 5:31). The younger Sarnoff based his calculation on fact that accent is now on low-price market, and he made his statement in connection with disclosure of RCA's new line. He also noted that unit sales of radios below \$40 are rising while higher priced radios continue to decline, and predicted even further drops in sales of the higher-priced radios because purchasers (in TV areas, at least) will prefer combinations with TV.

Note: Irving Sarnoff's prediction must be borne out, if at all, in these last 5 months of 1949 -- for (a) distress selling continued during July and is still going on, though on diminishing scale, and (b) July output figure will probably show new low because of vacation shutdowns and tooling for new lines. It all depends on fall-winter demand. If, as expected, TV follows radio tradition, that period will account for by far most of year's sales.

**EMERSON, ZENITH, MOTOROLA, ET AL:** When big producers like RCA and Emerson get down as low as \$200 with 10-in. models, it's reasonable to assume bottom has really been reached. RCA's \$199.95 job (see story, p. 1) was hardly announced before Emerson on Thursday revealed new 10-in. table in wood at \$199.50, containing 24 tubes plus 4 rectifiers; new 12½-in. table with same circuit, \$249.50; new 7-in. table in wood at \$129.95, with 17 tubes plus 2 rectifiers. These are additions to the 12 TV receivers previously announced in Emerson's 1950 line (TV Directory No. 8). Emerson also disclosed that it has relaxed list on its 10-in. console, now selling at \$249.50, so that some distributors in certain markets may price it at \$229.50.

Zenith joined the lower-price parade this week, unveiling 3 new sets at Friday distributor meeting in Chicago -- all TV-only with round screens and button for changing to truncated circle. All offer new "Glare Ban" or "black" tube at \$10 additional. New models are 12½-in. table at \$269.95, with 22 tubes plus 2 rectifiers; same in console \$329.95, 25 tubes plus 2; 16-in. console \$389.95, 27 tubes plus 2. Discontinued are the former 12½-in table at \$399.95, console at \$450.

Still very much under wraps is Motorola's new line, pending factory convention of its distributors Aug. 9-10 in Chicago's Congress Hotel. Only hint comes from trade ads, which state new sets will incorporate 11 new inventions and add, "You'll whistle when you see them." One of Motorola's "inventions" may be a built-in antenna [like Philco's; Vol. 5:31]; company's executive engineer Kurt Schlesinger is scheduled to address National Electronics Conference in Chicago Sept. 27 on "An Automatic Built-in Antenna for TV Receivers"...Next week, too, RCA is having a distributors meeting in Camden...General Electric, which probably ranks third or fourth in unit output, tells us it has nothing new immediately in offing, anyhow brings out its models piecemeal rather than in full lines; GE doesn't hold distributors meetings like Admiral, Motorola, RCA, Zenith, etc., but may shortly invite distributors to conference in Syracuse, as it did last year.

\* \* \* \*

Also the cynosure of the industry is Sylvania Television, presently a division of Sylvania's Colonial Radio Corp., Buffalo, but probably soon to be set up as separate entity. Its "Sylvania" brand sets will consist of 10-in. table, console and console combination with AM-FM-phono (3 speed); same models in 12½-in.; and a TV-only 16-in. console -- seven models in all, plus 10-in. table in blonde. They're not yet priced, but trade ad this week stressed "movie clear" pictures (probably new glareless tubes); easy one-hand tuning (automatic gain control); better reception in apartment houses and fringe areas (improved coaxial lead-in and noise-reducing circuit). Full production starts Aug. 15, sets to be shipped to dealers week after Labor Day. Ads break Oct. 1, mainly newspaper.

Colonial is not dropping brand-name business (which includes Sears Roebuck). But by curious coincidence 2 strangely similar form letters, one from Sears Roebuck and other from U.S. Television Mfg. Corp., currently ask TV station chief engineers about signal strengths in their fringe area towns now receiving partial reception. Letters refer to set with built-in aerial at \$159.50, price indicating possible 7-in. Similarity of letters indicate possible Sears-UST tieup, for Colonial says it is not making any such set. Sears also buys from Air King, Teletone, etc.

Big Sylvania itself tells its stockholders, in pamphlet this week, that recent production declines are due to FCC freeze, confused price situation caused by large offerings of distress merchandise, and sharp reductions. Sylvania also notes: "It has become evident this year that the TV industry has returned to the pre-war seasonal radio pattern. Unsettled market conditions have merely accentuated the pattern this year."

\* \* \* \*

DuMont's differences with Macy's New York reached point this week where DuMont served notice of termination of dealer franchise as of Aug. 5, whereupon Macy's on Aug. 3 advertised 6 DuMont sets at "20% off yesterday's prices." These prices were quoted (list in parenthesis): Chatham \$254 (\$425); Meadowbrook \$259 (\$525);

Savoy \$351 (\$695); Colony \$519 (\$945); Club 20 \$519 (\$995); Manchu \$1,078 (\$1,995). All are superseded models, DuMont's new line having been disclosed last week (Vol. 5:31). But immediately, DuMont went to court to get restraining order against further cut-rate advertising, alleging violation of its franchise agreement. Hearing was set for Oct. 8. Case was by way of becoming a cause celebre, with fevers high, especially when on Wednesday Macy's quoted Chatham as low as \$239 and Savoy at \$314. Local dealers, becoming panicky, tried to undercut Macy's. By Thursday, Macy's sign was out saying stock was cleared out, but salesmen told scouts there would be more -- meanwhile pushing own Artone brand. DuMont says Macy's last consignment was only 36 sets, conjectured store was buying up stock and then selling as loss leader.

Sightmaster boosts some prices, lowers others: Manhattan 12½-in. table, up from \$325 to \$340; Century 15-in. table, up from \$350 to \$399; same in console, down from \$495 to \$445; Croydon 15-in. table, down from \$695 to \$550; Sightmirror 20-in. console, down from \$1,150 to \$795 -- both latter with remote control. New Sightmirror 16-in. console with remote is \$550. All sets with remote control have FM. Sightmirror effect (face of set is mirror when not in use) is optional at \$40.

Other news notes from the TV trade: Remington has reduced 12-in. table with FM from \$425 to \$329; same with 15-in., from \$525 to \$399; 12-in. console or console, from \$495 to \$389; same with 15-in., from \$595 to \$479...Sparton has adopted as standard optional equipment magnifier-filter made by Willson Magazine Camera Co., 6022 Media St., Philadelphia; called Magnascreen, enlarger sells for \$19.95 for 10-in., \$22.95 for 12½-in., \$29.95 for 15/16-in...Pilot's E. L. Hall reports it has not discontinued its 3-in. Candid TV, despite drastic price-cutting down to \$49 (Vol. 5:31); dealers still pay \$77.60 for \$99.50 item, he states...Magnavox president Richard A. O'Connor says "nothing to rumor [published in trade paper] that Stewart-Warner and Magnavox have consolidated"...Motorola reports hiring 1,000 additional workers, bringing total to 4,500...Atwater has new 16-in. console with FM, 23 tubes, \$299.95.

**NOT HARMFUL TO SIGHT BUT A BOON:** Charges that TV causes eyestrain have been pretty well shot to pieces by the medical specialists, though subject continues to worry an element of the public and consequently the TV trade. Now, we're told, TV can actually prove helpful in protecting eyes -- particularly when small children and illiterates are concerned. Here's how: Unless eyes are used for detailed work such as reading, many eye defects remain undiscovered until too late to be corrected. Further, people are likely to seek medical correction in order to watch TV with comfort, whereas they'd tend to cut down on reading or never really get into habit of reading rather than go to a doctor for treatment of minor eye defects. For these reasons eye doctors tell us TV has already caused detectable increase in their work.

The beneficial by-products of TV are pointed out by the noted Washington ophthalmologist Dr. Benjamin Rones who laid TV eyestrain bugaboo to rest for us in interview back in January (Vol. 5:2). In article "Does Television Damage the Eyes?" scheduled for fall issue of Sightsaving Review, publication of National Society for the Prevention of Blindness, he concludes: "Paradoxically it may eventuate that the fatigue induced by television may be a sight-conservation boon, for it will cause the individual to seek medical attention earlier and in a number of cases allow serious eye diseases to be discovered at a more favorable time than otherwise."

Journal of American Medical Assn, in questions-and-answers column April 30, also debunks eye damage talk, lists precepts for comfortable viewing: (1) Larger screens preferred. (2) Watch from 10 ft or more if screen is large enough. (3) Sit as nearly directly in front of screen as possible. (4) Bright screen, with well-lighted room, is best.

\* \* \* \*

"Telesquat" and "telecrane" are novel additions to the language by Chicago chiropractor Dr. Martin R. Stone. As reported by AP, Dr. Stone told Chicago convention of National Chiropractic Assn that former ailment comes from watching TV while slumped on end of spine, giving rise to low backache, etc.; latter comes from straining forward, producing neckache, headache, eyestrain.

Personal notes: Sailing for home are FCC chairman Wayne Coy, from Southampton on *Ile de France* Aug. 13; RCA president Frank Folsom, from Cherbourg on *Queen Elizabeth* Aug. 13 . . . Leaving for England shortly is Paramount v.p. Paul Raibourn, on financial mission . . . NAB president Justin Miller left Aug. 5 for month's vacation at his Los Angeles home . . . David Farber, asst. in NAB labor relations dept., quits to join NLRB as economist . . . Robert Schmid, MBS v.p., takes over advertising-promotion, research, planning, with George M. Benson now national sales mgr. and Eastern-Western sales managerships eliminated . . . Lawrence M. Hughes, ex-*Advertising Age*, becomes editor of *Sponsor* Sept. 1, succeeding Joseph Koehler, now planning new *Advertising Daily* . . . Joseph Kelley, ex-RCA Dallas, becomes mgr. of WTSP, St. Petersburg . . . John V. L. Hogan quits *New York Times'* WQXR, which he founded, to devote fulltime to facsimile . . . Ben Rice, Regal sales chief, quits to start own business.

New 5-in. TV pickup tube "more sensitive to light than the human eye," is revealed by RCA's Zworykin in August *American Magazine* under title, "You Can Write It Down." Dr. Zworykin suggests practicality of Transatlantic TV by having airliners carry transceivers (weighing as much as a passenger) which will pick up and re-broadcast TV signals. As to color, inventor of kinescope sees it "several years hence," says it won't obsolete present sets; a simple converter will receive color signals, show them in monochrome, while new color sets will receive black and white as well.

"Here's How Video Has Changed My Life" was subject of survey recently conducted by *Los Angeles Mirror* among some of area's 140,000-odd TV set owners. It found TV fast revolutionizing the American way of life by increasing number of hours spent at home, drawing the family closer together, shifting the entertainment budget from movies, nightclubs, gasoline, etc. to food ("telesnacks") and beverages, and revolving the evening routine at home around TV shows. One interviewee said TV is "an added incentive to get my housework done." Another found "it's no problem at all getting baby sitters."

To the 1,095-p. volume on *Radio & Television Law* written last year by Harry P. Warner, of Segal, Smith & Hennessey, Washington radio law firm (Matthew Bender & Co., Albany, N. Y., \$35), have just been added, in loose-leaf form, new chapters on Television Film Contracts, Property Rights in TV Live and Film Broadcasts, Right of Privacy in TV, Facsimile. Fully annotated and indexed, it's the most definitive volume yet on TV law.

Sylvania announces agreement to acquire "substantial minority equity" in French manufacturing companies J. Visseaux & Cie. and Lampe Zenith (no connection with American Zenith)—"in exchange for our technical know-how." Visseaux does about 25% of France's radio tube volume. Zenith produces lighting only.

Scott Radio Laboratories Inc. reports net sales of \$1,300,090 for fiscal year ending May 31, net operating loss \$305,734. This compares with \$1,071,343 sales, \$418,914 loss, during preceding fiscal year. President H. S. Darr noted that inventories were reduced from \$970,000 to \$425,000, bank loans cut from \$525,000 to \$144,000.

Wall Street Journal says Philco Corp., whose second quarter report is due shortly, is estimated to have earned somewhat more than the \$915,000 (49¢ per common share) reported for first quarter ending March 31. This would compare with \$2,256,000 (\$1.44) for second 1948 quarter.

Raytheon sales for fiscal year ended May 31 were \$56,360,460, net profit \$946,211 (49¢ per common share) vs. \$53,755,568 sales and \$380,477 profit (10¢) for preceding year.

Live-wire TV promoter WBEN-TV and its parent *Buffalo News* in mid-August start series of 7 full-column ads titled "Don't Miss TV This Fall," stressing different attraction each week (such as drama, comedy, sports, etc.). Newspaper is donating space, local merchandisers and distributors cooperating—one of latter providing its dealers with tie-ins such as silk-screen window streamer reproducing ads. WBEN-TV also has made big hit with its *Don't Shut Out a Shut-In* campaign to get contributions of TV sets to shut-ins or institutions. During racing telecasts, voice and video plug idea and mention donors and recipients of preceding week.

Variety reports Milton Berle's new Texaco contract gives him \$10,000 per week for 1949-50 season of 39 weeks, \$11,500 following year, \$13,000 next. Last year, he got \$4,000 a week for both TV and AM. He'll be off AM altogether starting this fall. Noteworthy is fact that with *Texaco Star Theater* off for summer, CBS-TV's *Toast of the Town* (40.9) and *Godfrey and His Friends* (33.6) and NBC-TV's *Kraft Theatre* (33.4) take top ratings in The Pulse New York survey for July; Buick's *Olsen & Johnson* show, in Texaco spot, rates fourth (32.1).

Gross up, net down, is CBS story too. For 26 weeks ending July 2, CBS income from sale of time, talent, lines, records, etc. totaled \$52,885,319 vs. \$48,816,986 for same period last year. Net income for first half of this year was \$1,709,391 (\$1 per share) vs. \$2,288,391 (\$1.33) for same 1948 period.

FMA petitioned FCC this week to increase operating requirements of FM stations from present 6-hour minimum (3 daytime, 3 night) to sliding scale starting at 6 hours first year, 8 second, 12 third, fulltime thereafter. If FM station has AM adjunct, it should operate same number of hours as "big brother." If AM daytime, FM should operate jointly during day, plus 3 hours extra at night. FMA also opposed possible FCC action to require FM stations to wholly duplicate AM affiliate's program—move suggested by FCC chairman Coy (Vol. 5:19,22).

TV rate card standardization is aim of BAB, holding first meeting of standardization group next Wednesday in its New York offices, 270 Park Ave. Group is headed by Gene Thomas, WOIC, Washington, and includes E. Y. Flanigan, WSPD-TV, Toledo; John E. Surrick, WFIL-TV, Philadelphia; James V. McConnell, NBC (for networks); William Weldon, Blair TV Inc. (for reps).

Wireless gadget that enables TV director to prompt performers without interfering with performance, is invention patented by adman John Archer Carter, of Newtown, Pa. It's a tiny transmitter with battery-less receivers that can be carried by actors, each tuned to own wavelength. Model was made by physicist Paul Rosenberg, Larchmont, N. Y.

All TV operating stations were asked by FCC to tell about bandwidth of STLs (studio-transmitter links) where wire lines are used. FCC also wants to know name of common carrier, if lines are leased, and what stations plan to do if bandwidth of leased line is less than the 4.5 mc the video carrier should be.

Amendment of FM engineering standards proposed this week by FCC would establish ratio of desired-to-undesired signal at 10:1 for co-channel operation, 2:1 for 200 kc separation, 1:10 for 400 kc, 1:100 for 600 kc, unrestricted for 800 kc and above. Comments due by Sept. 6.

RMA corrects its June TV output figures (Vol. 5:31) to note that correct total of TV sets with FM should be 30,072 for the month instead of 5,274 as reported.

IRE 1949 Yearbook is out, containing directory of radio engineers with addresses; also listings of engineering products and makers.

**THE 'GRASS ROOTS' REPORTS ARE GOOD:** TV's selling cycle seems to be as changeable as models and prices. Now, once again, after the severe spring and summer letdown, we hear the same confident claims and optimistic predictions that were voiced last winter and early spring. And with better cause, for reports continue to come from the "grass roots" -- the dealers -- that they think this fall and winter will surpass anything the industry has yet seen. Usually a hard-headed realist, often operating close to the belt, always dependent on a proper "sensing" of public demand, your dealer by and large isn't one to go off half-cocked.

Optimism stems largely from enthusiasm over the new and "more realistically" priced lines (Vol. 5:30-32). Also, of course, from fact that there's so much less talk about recession, almost none of depression. Too, there's a pervading confidence that forthcoming TV program schedules, especially with the world series and football on tap, will be so attractive that TV will become a "must" in more homes.

Manufacturers base their forecasts not merely on wishful thinking but on actual orders being received. Even the bulb blowers and tubemakers say business is looking up for the fall, and they're often bellwethers. And you know things are returning to normal when the ever ebullient Jimmy Carmine of Philco bursts forth with his perennially roseate prediction: This time he says outlook is so bright that he foresees Philco turning out 500,000 TV sets next 12 months, plus 1,500,000 radios!

**MOTOROLA ALSO PULLS SOME SURPRISES:** Motorola is out with a built-in aerial, too, and its new line also features 2-knob control -- station selector and volume control -- with everything else automatic. In addition, its convention of some 400 distributors in Chicago this week was shown the first 8½-in. set yet offered, priced at \$149.95, weighing only 30 lb., said to have 50% more picture area than 7-in. Three of Motorola's 11 new TV models are also described as "equipped for uhf," the others all having sockets for uhf converters.

Motorola calls its new aerial the Bilt-In-Tenna, describes it as double loop TV antenna built right into cabinet and "enabling reception in good signal areas without the need of any outside aerial of any kind." It's apparently quite different from Philco's "aluminum plate" inside aerial (Vol. 5:31). It's in entire line, except for 7-in. models.

The 8½-in. set uses new tube by National Union, which thus gets its all-glass tube (heretofore kept under wraps) onto market well ahead of GE's 8½-in. metal-coned job (Vol. 5:11 et seq). It's interchangeable with 7-in. tubes.

Motorola has enjoyed exceptional success selling 7-in. sets, and has 3 of them in new line: plastic table model at \$119.95, same in wood \$129.95, same in portable \$139.95.

New 10-in. sets are table at \$189.95, de luxe table at \$219.95, console at \$229.95, same in better cabinet at \$249.95. New 12½-in. sets are table \$249.95, console \$279.95, console with AM-FM-phono (3 speed) \$399.95. All foregoing are called New Horizon series.

Added is Masterpiece series of stylized units: 12½-in. Raeburn console, \$395; 16-in. Van Dyke console, \$450; 16-in. Gainsborough console with AM-FM-phono (3 speed), \$795. These sets contain full range tuners with space inside chassis so that uhf can be added without altering, removing or adding parts to present tuners.

Note: Philco really started something in being first to divulge built-in antenna (Vol. 5:31), and still more are bound to come forth with equivalent claims. Philco will license others to use its system (patents applied for) but is getting decided advantage of head start, heavy promotion, attractive prices (see story, p. 2). To meet built-in aerial competition, Emerson's new ad campaign has begun plugging "no outdoor antenna necessary in many localities".

**TRENDS IN THE PICTURE TUBE TRADE:** Though holding up fairly well, 10-in. glass blanks are gradually giving way to increased demand for 12½-in.; 7-in. are not moving very fast; 15 and 16-in. are in greater demand. That's nub of report from Corning Glass, biggest of the blank makers. Corning also is showing samples of an 8½-in. tube, prepared for October production to compete with metal-coned 8½-in. promised by GE (Vol. 5:11,16,17,21,23). National Union is already making some 8½-in. at its Hatboro (Pa.) plant.

DuMont's 19-in. short-necked, metal-coned tube, first used in its own new Bradford set (Vol. 5:29), is being made available to tube customers -- first buyer being Stromberg-Carlson and negotiations under way with Hoffman, Los Angeles. But it won't be available in quantity until new Allwood (N.J.) tube plant is ready. Prices are \$69.50 to manufacturers, \$77.25 distributors, \$90.75 dealers, \$110 list.

Prices of DuMont's 12½, 15 and all-glass 16-in. tubes are reduced as of Sept. 8, the 12½ being quoted to manufacturers at \$25, distributors \$27.75, dealers \$34.75, consumers \$43.50. The 15-in. will be priced \$41, \$45.50, \$53.50, \$64.75, respectively. The 16-in.: \$42, \$46.75, \$55, \$66.75, respectively.

From England comes report of new 14-in. tube made by British General Electric Ltd.; previous sizes were 9, 10, 12 and 15-in. In view of tariff and plenitude of production here now (from some 30 tubemaking factories; see TV Directory No. 8), there's no revival of talk about importing tubes.

**THE PRICE RACE & OTHER TRADE NOTES:** Besides Motorola's new line (see story, p. 1), Philco and Sylvania made other big news this week. Even before beginning deliveries, Philco cut prices \$20 to \$70 on 8 of the 14 sets it displayed at recent New York convention (Vol. 5:31), retroactive to July 25. It was move that startled even Philco's distributors, broke just before heavy promotion was to start on new built-in antenna angle. Philco said it was made possible by reason of a successful cost reduction drive, plus lower tube and component prices. These are the new Philco prices (originally announced prices in parentheses):

Model 1104M, 10-in. table, \$229.95 (\$259.95); 1400, 12½-in. table, \$259.95 (\$299.95); 1401, same in blonde, \$274.95 (\$309.95); 1402, same with simulated leather top, \$289.95 (\$319.95); 1430, 12½-in. console, \$329.95 (\$349.95); 1443M, same in mahogany consolette, \$369.95 (\$389.95); 1443L, same in blonde consolette, \$379.95 (\$399.95); 1630, 16-in. console, \$499.95 (\$569.95). All others remain as first announced (Vol. 5:31).

\* \* \* \*

New Sylvania-brand sets (Vol. 5:32) are on the line at Colonial factory in Buffalo, haven't been shown yet but are due for city-by-city meeting displays before new distributor groups, probably early September. Prices under consideration, not yet official: \$229.95 for 10-in. table (\$10 more in blonde), \$259.95 for same in consolette, \$379.95 same in console combination. The 12½-in. prices tentatively posted are: \$279.95 table, \$299.95 consolette, \$449.50 console combination. Only 16-in. will be consolette, probably priced \$399.50. Dealer discounts will run 30-32%, with about 2½% more on 12½-in. combination and 16-in. Deliveries are scheduled to start Sept. 15.

Stromberg-Carlson holds distributor convention in Rochester, Aug. 23-24, will show 3 new models, details unavailable now. Meanwhile, Stromberg reduced prices of 10-in. Manhattan table from \$279.50 to \$249.50 (this set has switch permitting full or truncated circle); 12½-in. Dorset table with AM-FM, from \$479.50 to \$369.95; 12½-in. Weymouth consolette with AM-FM, from \$565 to \$429.50...Capehart-Farnsworth convention is scheduled for Aug. 29-30 in New York's Hotel Pierre, where full new line will be shown, but released to trade piecemeal during subsequent 60 days while current stocks are disposed of; no details yet, but they'll be "highly competitive."

\* \* \* \*

Prices of Hallicrafters new line (Vol. 5:27) to be sold through regular distribution system are: 10-in. table, \$189.95; 12-in. table, \$239.95; same in consolette, \$259.95; 16-in. table, \$319.95; same in console, \$369.95. Formal announcement says all new models have built-in antennas. Sets have 3 controls, plus automatic frequency and gain control. Distributors already appointed (Hallicrafters



used to sell through parts retailers) include Warren-Connolly, New York; All-State, Newark; Williams & Shelton, Charlotte; G. M. Nutter, Cleveland; Thomas Distributing Co., Los Angeles.

Admiral reports it's now producing 13,500 TV sets per week, made possible by "longest straight production line in the TV industry" at its Cortland St. plant in Chicago and by conversion of its Harvard (Ill.) plant from small radios to TV (about 500 per day). Peak capacity is now 60,000 TVs a month. For first 6 months of 1949, Admiral claims it accounted for more than 60% of all TV console-combinations sold.

\* \* \* \*

Magnavox has added 2 new 16-in. console combinations to line -- called American Modern and French Provincial, both \$795. They're same circuit as 12½-in. at \$595...Air King has cut price of 16-in. console from \$499.95 to \$399.95, is giving dealers 35% markup on all its sets...Jackson Industries, Chicago, has current lineup as follows, including sets whose prices have been reduced: 10-in. table, \$179.50; 10-in. console, \$199.50; 12½-in. table, \$209.50; 12½-in. console, \$239.50; 16-in. table, \$269.50; 16-in. console, \$299.50...Price of Westinghouse's 10-in. console with AM-FM-phono (3 speed) is \$399.95; set includes "electronic magnifier," which permits viewer to have full or truncated circle...Video Corp. of America has cut price of 16-in. table from \$389 to \$285.95, has added 3 new 16-in. sets: table at \$269, console at \$309, same with doors \$329. Video Corp. is making Cornell private label for Vim Stores in New York City, no details available.

American Television Inc. (U. A. Sanabria), tube maker, has postponed indefinitely plans to enter TV set manufacture (Vol. 5:29); competitive situation is reason...Scott Radio Laboratories holding off new models because, says president H. S. Darr, of "chaotic price and profit situation." Scott has acquired Bissell-Weisert Co., 540 N. Michigan Ave., Chicago, as own retail outlet.

**MERGER TALK AND TRADE TRENDS:** There's too much smoke not to be some fire surrounding recurrent rumors of mergers and consolidations. For companies hard-pressed to keep up with the TV parade, particularly the huge price-reduction programs of the majors, it's a logical development -- perhaps some liquidations, too. Magnavox denies deal with Stewart-Warner (Vol. 5:32), but at stockholders' meeting Tuesday Scott Radio's president H. S. Darr admitted his firm had been approached with merger proposals, naming Magnavox, Tele King and Stewart-Warner.

Not many have yet quit TV field -- we've reported recently on Jewel and Major (Vol. 5:30) -- but it's hard to see how all or even most of the 100 or more firms making TV sets (see TV Directory No. 8) can possibly survive the competitive race.

\* \* \* \*

Trends in the trade: There's growing sentiment for discarding "sq. in." claims for picture tube surfaces, and to adhere henceforth strictly to diameter designations. Since nearly all are now using expanded pictures, area surfaces in any particular size are just about same regardless of make -- so there's no competitive advantage. Moreover, it's all very confusing to buying public. And something should be done to combat claims based only on enlarger attachments (100 sq. in. for 10-in.!). Move is under way to secure an RMA rule, and Emerson has already instructed its distributors to refer only to tube diameters.

Macy-DuMont issue (Vol. 5:32) is due for court hearing Aug. 15, big New York Macy store meanwhile being allowed to sell DuMont sets but not to make deliveries until court rules on motion to enjoin. Until then, Macy's is taking orders for new DuMont line (Vol. 5:29,30) and promising refund if it can't deliver. DuMont also has disenfranchised an unidentified New Jersey dealer for allegedly supplying Macy's with some of the discontinued sets used by store in last week's cut rate foray.

TV lease and rental business seems to be growing: Bell Television, which specializes in lease installations, has contracted to install 15-in. remote control jobs in 11 Childs restaurants in Manhattan and Brooklyn...In St. Louis, a retailer found rentals at \$10.50 a week "ideal method of selling hesitant type of prospect," according to August Radio & Television Retailing...In a New Rochelle, N.Y. hospital patients rent 7-in. Sentinels mounted on rubber-tired bed-level tables at \$2 per day or \$10 per week from Hosp-Tel Inc.

You can expect more bear stories about TV when RMA announces its July output figures—but, like Aug. 15 *Time Magazine's* "Leaning Tower of Babel" theme, they're meaningless until we see how fall-winter manufacturing, selling and telecasting businesses turn out. RMA output figures for first 2 weeks in July will not go much over 30,000, last 2 weeks may be even lower because of vacation shutdowns. Compared with June's 160,736 (Vol. 5:31), July slump to maybe 50,000 won't bulk large—but remaining months of year will tell the real story.

Soon to apply for uhf experimental, will be E. L. Parsons, owner of KAST, Astoria, Ore., who got lots of publicity in AP dispatch about his pickups of Seattle's KING-TV (formerly KRSC-TV), 125 mi. away, with high gain directional array—feeding via coaxial cable to 25 "subscribing" neighbors. It's really a sort of "satellite" operation, but FCC engineers aren't too sanguine about idea, wonder whether he's charging for service (if he is, must file tariff with Commission); also whether Channel 5 signal is ground wave or tropospheric. Parsons also runs marine radio service for Columbia River fishing boats.

Zenith filed third patent suit against RCA in Federal district court in Wilmington Aug. 8, seeking declaratory judgment of invalidity, non-infringement and unenforceability of rights covering 170 radio-TV patents. As in suit of Feb. 8, 1948 (Vol. 4:7), defendants also named are GE, Western Electric, AT&T, Bell Labs, Westinghouse. First suit was filed Dec. 14, 1946 (Vol. 2:52), naming only RCA, GE and Western Electric.

Allen B. DuMont Laboratories, for 24 weeks to June 19, reports sales of \$18,486,856 compared to \$9,827,192 for same 1948 period, gain of 88%. Net income after taxes and all charges for the 20 weeks was \$1,779,587, or 83¢ per common share after deducting dividend requirements on preferred. This compares with \$807,246 (40¢) in same period last year, gain of 120%.

Philco's second 1949 quarter sales totaled \$50,261,000 and net was \$1,083,000 (59¢ per common share) vs. first 1949 quarter sales of \$53,006,000 and net of \$915,000 (49¢), second 1948 quarter sales of \$65,956,000 and net of \$2,256,000 (\$1.44). For 6 months ending June 30, 1949 net income was \$1,998,000 (\$1.08) compared with \$4,215,000 (\$2.68) for same 1948 period.

Olympic's sales for 6 months ending June 30 were \$3,400,128, compared with \$1,722,053 in same period of 1948. Profits for first half of this year were \$162,959 vs. loss of \$94,895 for same 1948 period.

Probably first FM to buy out an AM, is International Ladies Garment Workers' KFMV, Hollywood, which has U. S. district court approval to buy up bankrupt KWIK, Burbank, for \$40,000. Having already spent \$300,000 on FM outlet, ILGWU regards outlay for 250-w local on 1490 kc as good business.

Total of 13,923,885 radio tubes was sold in June, up 450,000 over May, RMA reported this week. But, six months 1949 figures were down to 81,663,213 from same 1948 period's 100,005,963. Of the June tubes, 9,994,999 went to manufacturers for new sets, 2,695,287 for replacements, others for export and government. Six months breakdown shows 58,168,802 for new sets, 17,448,451 for replacement, rest for export and government.

Sidelight on the "TV economy": Electrical Assn of Philadelphia estimates retail value of the 78,548 TV sets sold first 6 months of 1949 was \$29,736,955 compared with 27,427 sets sold for \$11,743,821 during same 1948 period. Average price paid per set in June was \$319, compared with \$428 same month last year.

Still more giving up the AM ghost: Cancelled at own request are licenses of WKNS, Kinston, N. C., 1 kw D on 1000 kc., and WIKB, Iron Mountain, Mich., 250-w on 1230 kc. This week, 250-w KSET, El Paso, in financial straits, asked FCC to let it sign off for 30 days while seeking funds. All are postwar stations. Since our July 1 recapitulation of "Waning Demand for AM-FM Facilities" (Vol. 5:27), showing that 12 AM licenses and 19 CPs were turned back to FCC during first 6 months of this year, we count 6 more such CPs surrendered: WPKM, Atlanta, 50 kw LS, 10 kw N on 1550 kc.; KRST, Tyler, Tex., 1 kw D on 1530; KALA, Alliance, Neb., 250-w U on 1490; KGIB, Bremerton, Wash., 1 kw D on 1540; KCLF, Salinas, Cal., 500-w D on 1150; WONO, Saratoga Springs, N. Y., 250-w D on 900 (seeks reinstatement). Also, CP holder WIBK, Knoxville, 1 kw D on 800 kc, has been denied license, and CP revoked. Note: Since July 1, however, FCC has licensed 28 new AM stations (total now: 1,991), issued CPs for 20 others (total now: 201). [For details, see AM Addenda 3-AA to 3-FF inclusive].

Reflecting deterioration of TV programs this summer, is finding of Radox National (changed from Sindlinger & Co.), whose automatic audience-measuring system operating in Philadelphia (due to start in New York and Chicago before end of year) reports swing away from trend of last 6-7 months. Whereas trend has been that only time radios are on in nearly all TV homes is before 7 and after 11 p.m., a test Tuesday night, Aug. 9, showed 23% of all TV homes in Philadelphia had tuned on their radios at 8 p.m.; figure was 33% at 7 p.m. Following night, by 9 p.m., 30% of TV homes had tuned in radio. Summer average has shown 63% of all TV sets in use during evening hours, says Radox.

August edition of *House Beautiful* gives over much space to TV—one article on "How to Decorate for Television" pictorializing arrangements whereby TV set can either dominate or be inconspicuous piece of furniture; another on "The Future of Music in Television," by NBC's general musical director Samuel Chotzinoff, making point that "future of serious music, like that of drama, lies inevitably with television."

Deadline on comments regarding regularization of TV relays, STLs, etc. (Vol. 5:27) has been extended by FCC to Oct. 3 from previous Aug. 1 deadline. Requests for postponement from TBA, ABC, NBC, RCA and 20th Century-Fox caused Commission to extend date. FCC also stated proposals for theater TV would not be accepted in proceeding, referring to last week's 20th Century-Fox petition asking for postponement until after theater-TV hearings (Vol. 5:32).

Television Broadcasters Assn will shortly issue pamphlet compiling quotations and facts from highly placed sources, including *Journal of American Medical Assn* and *American Optometric Assn*, to set at rest "nonsense" regarding TV eyestrain (Vol. 5:2,32).

Standard TV facilities contract, covering stations-sponsors-agencies, is being drawn by TBA legalists headed by Edwin A. Falk; they meet again Aug. 17, hope to have form ready shortly thereafter.

Illustrating decline in record business is Capitol Records Inc. report for first 6 months, showing net loss of \$246,717 compared with net profit of \$725,489 for same period last year. Sales were \$5,138,584, compared with \$8,013,659.

Since July 1 count of TV sets by cities (Vol. 5:30), these additional reports of sets-in-use as of Aug. 1 have been received: Washington 55,700, up 4,700 in month; Cleveland 67,481, up 2,994; St. Louis 36,800, up 1,800; Syracuse 7,238, up 1,938; Boston 112,473, up 7,354.

**THE BUILT-IN AERIAL SETS A TREND:** By Thanksgiving, they'll all be making sets with built-in aerials. So they're saying at Philco, which apparently has really sparked the newest trend. Besides Philco's and Motorola's built-in antennas (Vol. 5:31-33), we're now promised one in new Raytheon line (see story below) -- and it won't be surprising if more announce shortly. Bendix, of course, made modest no-aerial claims year ago (about 25% of places); and Muntz made similar claim when it started early this year. But Philco gains distinct advantage of stronger claims and enormous promotional push, and says it's doing very well indeed.

One competitive manufacturer wrote us this week: "I venture to say that if any manufacturer is not at least slightly worried about built-in antennas, he is in for a rude shock. Philco's big ad about built-in antennas was, I believe, smart -- and conservative." Illustrative of efforts to meet this competitive onslaught, is folder being prepared by Hallicrafters which will say that indoor antenna should "give good reception in normal signal areas [but] for outer fringe area or where signal is impaired an outdoor antenna would be recommended." Motorola's publicity also reads: "enabling reception in good signal areas..."

Philco says it has had numerous inquiries from many manufacturers, doesn't intend to "hog" its idea, will make it available to others. Philco will have all its distributors in all TV areas supplied with full new line by end of next week. Installations thus far, it says, have supported its estimate of 80% ratio of homes capable of using built-ins.

We tried out a built-in set this week in home of one of our staff on outskirts of Washington, some 6-8 mi. from 3 of capital's stations, about 10 mi. from fourth. He simply took set out of its carton and plugged it in. As does his own year-old TV receiver with outside aerial, he pulled in all 4 Washington stations but had to orient set itself to eliminate ghosts on one. And there was bad "flutter" every time an airplane passed overhead. Manufacturer's engineers were unconcerned when this was reported, said fast automatic gain control going into forthcoming sets will obviate the flutter.

**RAYTHEON BUILDUP & BUILT-IN AERIAL:** Bearing Raytheon brand name, Belmont Radio subsidiary of Raytheon is about to break new line of 9 TV sets -- all featuring built-in antennas. Belmont brand name is being shelved, but Raytheon-Belmont brand will be on AC-DC receivers made for New York's big DC market. Belmont continues to build private-label sets for Montgomery Ward and Western Auto Supply; these are somewhat different in chassis design but with essentially same circuit, and it can be assumed they will soon be plugging built-ins, too.

Belmont claims it once stood fifth or sixth among radio manufacturers, turning out some 600,000 radios annually for private brands. This marks its first really big effort to build up own parent company's brand identity in TV field, much as Sylvania brand is being introduced by subsidiary Colonial (Vol. 5:33). New TV distribution setup already has 17 outlets, and more are being appointed; it will be separate from Raytheon's other products.

New Raytheon sets have 2 knobs -- one for off-on and sound volume, other station selector and contrast -- and incorporate automatic frequency and gain control. Line consists of: 7-in. AC-DC table, \$129.95; 7-in. portable with circular picture, \$149.95; 10-in. table, \$199.95; 10-in. table, circular screen, \$229.95; 10-in. AC-DC console, circular screen, \$249.95; 12-in. table, \$249.95; 12-in. console, \$279.95; 16-in. table, \$289.95; 16-in. console, \$339.95. The 7-in. AC-DC sets have 17 tubes, one rectifier; 10-in. AC-DC, 21 tubes, one rectifier; other 10 and 12-in., 21 tubes, one rectifier; 16-in., 19 tubes, one rectifier.

Prices are down considerably from old 7 and 10-in. Raytheon-Belmont line (TV Directory No. 8). Chicago factory began pilot run Aug. 12, starts regular runs

Aug. 22, sales campaigns to be undertaken on city by city basis. First trade ads break Sept. 1, consumer advertising to start in October, local advertising (including TV station spots) on cooperative factory-distributor basis.

Raytheon's built-in antenna is a biconical dipole of foil, fixed under top of cabinets and running down sides. Knob to tune to specific channels is located at top rear. Difference between it and Philco's (Vol. 5:30,31) is that it uses loaded section of line while Philco uses a shorted line. Like Philco, claim is made for adequacy in about 80% of receiving locations.

**THE BUSINESS NEWS OF TV STILL GOOD:** Continuing reports of big orders, good business prospects, dominate the TV trade news. Emphasizing expanding output picture are fact RCA is recalling laid-off employes at big Indianapolis receiver plant, Philco is devoting all its new Sandusky (O.) plant to TV set production, Admiral has done likewise with Harvard (Ill.) plant. Motorola adds this to recent news that it's putting 1,000 more workers on Chicago payroll: Purchases for August-September delivery are up 103% over same period last year in dollar volume. Westinghouse says it now has plant facilities for 200,000 sets per year, could double this with extra shift. RCA is about to put its Marion (Ind.) tube plant into full production.

Jockeying of name brands for position means intense competition and big promotion drives, already evident in new price structures and heavy advertising already begun by RCA, Philco and Emerson. Most of the big distributor meetings have been held, though Stromberg-Carlson gathers in Rochester Aug. 23-24 and Capehart-Farnsworth in New York's Hotel Pierre Aug. 29-30. Former will disclose nothing yet, but Capehart-Farnsworth indicates all-out drive to achieve a top place. "Prestige" trade ads it is running, aimed mainly at dealers, point out new IT&T ownership and backing, advertising-merchandising support, good profits -- and invite dealers "if you're tired of quick-change tactics" to inquire about franchises still open.

Capehart-Farnsworth's new line will feature new viewing screen called Polatron, which cuts glare and halation and minimizes eyestrain. That merchandising angle, first promised by Zenith (Vol. 5:31-32), looks like another big fall-winter appeal. Capehart-Farnsworth makes own picture tubes in Fort Wayne plant.

\* \* \* \*

Reports from Pacific Coast are good, too, and stimulus to San Francisco market is seen in forthcoming opening of Chronicle's KRON-TV, giving that city third outlet. Los Angeles gets seventh station Sept. 16, with opening of ABC's KECA-TV. We've reported on numerous "new starters" in TV manufacture there in recent issues, but details are lacking. Old line set makers, Hoffman and Packard-Bell, however, share optimism -- latter reported to be turning out 3,000 TV sets per month now.

Staunch believer in good programs to stimulate TV merchandising, Hoffman has signed to sponsor all USC-UCLA home grid games, is buying programs on all coast stations, this week tried unique public relations stunt. It ran closed circuit telecast for board of Los Angeles Chamber of Commerce as they visited plant. Said H. L. Hoffman: "It was amazing to me to find that a very low percentage of these public leaders had TV sets. Inasmuch as they control the budgets of many companies, we are trying to get at them through an education program."

Hoffman's new line comprises: 10-in. table, \$239.50; 12½-in. table, \$279.50; 12½-in. table with AM-FM, \$329.50; 12-in. console with AM-FM-phono (2 speed), \$459.50; 16-in. console, \$499.50; 16-in. console with AM-FM-phono (3 speed), \$599.50; 19-in. console, \$599.50. First 3 sets in oak are \$10 more. The 19-in. model has new DuMont tube (Vol. 5:29). Prices are all down considerably from previous models, though chassis are essentially same. Mr. Hoffman looks to double 1949 sales over 1948. Expanding its distribution, Hoffman will hold distributor conferences in Los Angeles Aug. 25-27; Houston, Sept. 7; Dallas, Sept. 7-8; San Francisco, Sept. 7; Seattle, Sept. 8; Salt Lake City, date not yet set.

\* \* \* \*

Magnavox has discontinued 10-in. sets because, as v.p. Frank Freimann says, "Recent technological and production developments in receiver and picture tube design so narrow the manufacturing cost gap between 10 and 12½-in. sets that the

continuance of the small picture tube set is no longer justifiable"...Magnavox cut prices of 10-in. Metropolitan from \$279.50 to \$199.50 to clear out dealer stocks; also reduced these 12½-in. prices: Modular table from \$349.50 to \$299.50, Modern Symphony console from \$395 to \$349.50, Greenbrier console from \$445 to \$349.50, Berkeley console from \$450 to \$399.50, Chinese Chippendale from \$435 to \$399.50.

Westinghouse reduced prices second time in recent weeks (Vol. 5:27), now lists 10-in. table down from \$239.95 to \$199.95; same with switch to change from circular to rectangular, down from \$259.95 to \$229.95; 12½-in. table with switch, down from \$325 to \$269.95. Westinghouse will have several new sets out in late September or early October, no details yet...Olympic's new line has expanded 10-in. table at \$199.95 (previous one at same price was 52 sq. in.); 12½ table, \$249.95; 12½-in. consolette, \$289.95; 16-in. console, \$389.95. Olympic also is coming out with 16-in. table in September, no price yet...Fada's new line includes 12½-in console at \$349.95, 16-in. console \$499.95. Fada has also cut 10-in. table from \$325 to \$279.95, 12½-in. table from \$399.95 to \$299.95, 16-in. table from \$499.95 to \$399.95 ...Obviously preparing for new Zenith line (Vol. 5:32) are closeout sales of old line; Lacy's Washington this week offered Zenith 10-in. Mayflower table at \$279.95 (original list, \$389.95) and 12½-in. Warwick console at \$329.95 (was \$479.95).

\* \* \* \*

Possibly still cheaper metal-coned tubes are promised via Allegheny Ludlum Steel's new alloy Telemet, developed especially for fused metal-glass tubes. It's described as easier to form, rustproof. While Allegheny sales v.p. Russell M. Allen said it means "substantially lower prices," he couldn't say how much. One big tubemaker said big question is how much change must be made in spinning equipment to use Telemet; if extensive, price reductions might be long way off...Dumont's 12 and 15-in. tubes feature "bent electron gun," and it's claimed this means improved resolution since electron beam is bent only once and results in undistorted spot. Tubes are of lead-free light-weight glass...Zenith really got jump on rest of industry with tinted tube called Teleglas by Pittsburgh Plate Glass Co. and Glare-Ban by Zenith (Vol. 5:32), and the glass blank makers say they're simply waiting for leading tubemakers to say the word to make tint glass uniform if not standard for all output...American Television's U. A. Sanabria says his new "eye-saver" tube (Vol. 5:21) is now in limited runs for Emerson, Garod, Muntz, Westinghouse.

Built-in antenna is also claimed by Trav-Ler in new 12 and 16-in. consoles, introduced this week at Chicago factory distributor meeting. Sets also have push-button tuning, sell for \$249.95 and \$299.95, respectively...Sylvania's new 16-in. metal-coned tube is now being offered.

\* \* \* \*

Price protection that permits dealers to stock up, also tends to stabilize prices, is being effected by more and more companies, following recent example of Emerson and Westinghouse (Vol. 5:27,30). Admiral has instituted 120-day plan, effective Aug. 1, refunding difference if any reduction occurs between July 1 and Nov. Allen said it means "substantially lower prices," he couldn't say how much. One Garod covers anything new that it brings out this year for 120 days. Motorola has guaranteed prices on new line (Vol. 5:33) to distributors until Dec. 1, as has Starrett, which promises 30 days notice thereafter. Standard Transformer Corp. guarantees prices for 90 days from date of shipment, Aug. 1 to April 30, 1950.

Macy-DuMont imbroglio (Vol. 5:32-33) ended in first round victory for big dept. store when N. Y. State Supreme Court lifted temporary stay order Aug. 18, permitting store to advertise and sell DuMont sets. Only prohibition was against representing itself as authorized DuMont dealer. Decision is due shortly on DuMont motion to restrain store permanently from selling its sets. Meanwhile, Macy has filed counter-suit charging monopoly and violations of Federal and State anti-trust laws...Sears Roebuck and Montgomery Ward offering new credit terms on appliances (including radios and TVs): \$5 down payment on items under \$200, \$10 over \$200, 24 months to pay...Muntz TV, featuring door-to-door selling and trial installations, using skywriting to advertise in Washington market; now selling in Boston.

Television Fund Inc., first open-end investment trust specializing in electronics stocks (Vol. 4:35,51; Vol. 5:4, 8,24) reports additions to portfolio (market value \$2,242,-612 as of July 29) of Aerovox, Capitol Records, duPont, Fansteel, Owens-Illinois, 20th Century-Fox stocks in order to achieve further diversification. Its set manufacturer stocks now include: 4,200 Admiral, 400 Avco, 6,500 DuMont, 4,000 Emerson, 1,000 Hoffman, 2,000 Magnavox, 5,000 Motorola, 1,800 Philco, 8,400 RCA. In equipment category, it lists: 1,000 American Bosch, 700 Bell & Howell, 2,800 GE, 3,100 General Precision, 200 IBM, 6,000 IT&T, 500 Minneapolis-Honeywell, 2,300 Webster-Chicago, 3,300 Westinghouse. Parts: 1,000 Aerovox, 2,000 General Instrument, 1,000 Mallory, 2,000 Muter, 1,000 National Union, 2,000 Oak Mfg., 1,500 Sprague, 3,200 Sylvania. Telecasting: 2,000 ABC, 1,400 CBS, 500 General Tire (Yankee Network). Material and miscellaneous: 2,000 Corning Glass, 2,000 Eastman Kodak, 900 Fansteel, 200 Owens-Illinois, 1,000 Pittsburgh Plate Glass, 500 RKO, 1,200 Burgess Battery, 1,000 Capitol Records, 300 Joslyn Mfg., 1,700 Line Material, 1,000 Loew's, 4,400 Paramount, 1,000 20th Century-Fox.

Researcher James Seiler leaves NBC Washington to set up his own American Research Bureau, provide audience reports initially for Washington, Philadelphia, Baltimore, expand later. Temporary offices are at 920 L St., N.W., Washington. His first release, on set ownership, shows top 10 in Baltimore to be: RCA 28.4%, Philco 17.6, GE 8.2, Admiral 6.7, Emerson 6.7, Tele-tone 5.7, Motorola and Crosley 4.7 each, DuMont 2.6, Stromberg 2.1. In Philadelphia, leaders are: RCA 27.8%, Philco 23.5, Admiral 10.7, GE 7.3, Emerson 6.3, Motorola 5, Westinghouse 2.7, DuMont 1.9, Stromberg 1.7, Magnavox and Tele-tone 1.5.

Looks good for TV set count in 1950 U. S. census. Though advisory committees have recommended against it, new acting director Philip M. Hauser, Chicago U economics professor, is represented to feel it should be included in order to show trend in a growing major industry. Question would be part of housing facilities category, asked of every fifth person. Census count begins April 1, usually finishes in 2-3 weeks in cities, month in rural areas. Local results usually are made available right away, all figures officially due by Dec. 1.

Shift in ratings, with CBS-TV's *Toast of the Town* on top (36), is noted in New York Telepulse's listing of first 10 shows for Aug. 1-7 week After *Toast* come: *Amateur Hour*, WABD, 31.1; *Kraft Theatre*, WNBT, 29.6; *Godfrey & His Friends*, WCBS-TV, 27.8; *Olsen & Johnson*, WNBT, 25.9; *Stop the Music*, WJZ-TV, 25; *St. Louis vs. Yankees*, WABD, 24.2; *Break the Bank*, WJZ-TV, 20.3; *Crusade in Europe*, WJZ-TV, 19.8; *Philco Playhouse*, WNBT, 18.9.

Bendix Aviation Corp., making radio and TV sets at Baltimore plant, blames strike at its biggest division, South Bend plant producing automotive and aircraft equipment, for \$176,269 loss during June quarter, compared with \$2,837,543 profit (\$1.34 per share) for same 1948 period. For 9 months ending June 30, Bendix reports earnings of \$4,967,120 (\$2.35) vs. \$7,019,489 (\$3.31) for corresponding period last year.

To build up its "Acorn" transmitter from 500-w to 5 kw, DuMont has produced its first power amplifier, shipped it to KBTB, Dallas. Unit comprises 2 air-cooled tubes and power supply, is claimed to have "low initial cost and impressive tube life," delivering over 5 kw CW and considerably more power peak video.

DuMont has leased another Broadway theater, the 1,041-seat Mansfield.

Program notes: For the Wool Bureau, McCall Corp. is producing *Patter Magic With Wool*, ten 40-second TV spots about home sewing for local dept. store sponsorships . . . New York Dress Institute preparing 5-min. silent fashion films for local sponsorships, script to be read; produced by Telenews . . . New York City Opera Co. planning series of one-hour TV shows . . . ABC-TV signs 13 week series of Fitz Patrick travel films for its stations in New York, Chicago, Detroit, San Francisco; also signs Encyclopedia Britannica film series *TV Tots Time, Other Lands—Other People, Industries for America* . . . After ABC-TV completes Eisenhower's *Crusade in Europe* Oct. 27, March of Time staff will have new 26-episode series on Pacific war . . . CBS-TV working with producer Dwight Deere Wiman on half hour *The Little Show*, revue fashioned after original stage production . . . NBC-TV's John Cameron Swayze will run *Expert Opinion* this fall, panel of 3 guests debating controversial subjects of national interest . . . *The O'Neills*, patterned after old soap opera, replaces *Talent Jackpot* on DuMont Aug. 30, Tue. 9-9:30 . . . CBS-TV's *Studio One* moves up starting date on 24 stations (8 via kine) to Sept. 12, Mon. 10-11 . . . Revived on TV, *The Goldbergs* return to CBS-AM Sept. 2, Fri. 8-8:30, also sponsored by Sanka; TV version resumes Aug. 29, Mon. 9:30-10 . . . If owner of unlandscaped house pictured on screen of Los Angeles' KTSB phones in within 60 seconds, he's awarded complete landscape plan for it during Fri. 7:45 *Easy Gardening* program.

Schedule of NAB district meetings starting shortly: District No. 7, Terrace Plaza Hotel, Cincinnati, Sept. 8-9; No. 9, Northernair, Three Lakes, Wis., Sept. 15-16; No. 11, Radisson, Minneapolis, Sept. 19-20; No. 10, Savery, Des Moines, Sept. 26-27; No. 12, Allis, Wichita, Sept. 29-30; No. 13, Adolphus, Dallas, Oct. 3-4; No. 6, Peabody, Memphis, Oct. 6-7; No. 5, Roosevelt, Jacksonville, Oct. 13-14; No. 4, Carolina Inn, Pinehurst, N. C., Oct. 17-18; No. 3, Skytop Lodge, Skytop, Pa., Oct. 25-26; No. 2, Berkeley-Carteret, Asbury Park, N. J., Oct. 27-28; No. 1, Somerset, Boston, Oct. 31-Nov. 1.

FCC's much-controverted Blue Book is now a "dead duck," said ex-FCC chairman (now New York attorney) James Lawrence Fly in interview with *Billboard*, Aug. 20. Moves toward "slackening of criteria," he's quoted as saying, have not come about through any breakdown of ethical concepts or conscious desire to lower public service values, but rather "a yielding on a qualitative level in response to economic pressures." In plainer words, business is down—so radio's even considering taking whiskey ads.

Touted by Bureau of Standards as valuable tool for studying TV as well as other radio phenomena, is technique of photographing minute magnetic forces developed by Dr. L. L. Marton. However, observers tell us that Bureau's public relations men went overboard about potentialities of method which employs electron microscope and wire mesh screen, and that applications are quite limited.

Daniel Starch & Staff will give TV commercials its well-known "readership" treatment, reporting first Sept. 20 on August commercials. Interviewers will show stills of TV commercials, phrase questions to determine remembrance and attitudes. First reports covering unnamed cities will be based on sampling of 400.

TV sets-in-use as of Aug. 1, in addition to those reported last week (Vol. 5:33), include following cities: Los Angeles, 168,589, up 15,008 in month; Baltimore, 69,628, up 2,859; Milwaukee, 30,043, up 1,596; Buffalo, 27,130, up 1,092.

Digests of Comments

## Appearances for Hearing on Proposed TV Allocations

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64 as corrected by Supplement No. 66 and TV Addenda 8-G

(Includes All Proposals Filed Through Aug. 26, 1949)

Albany Amateur Radio Assn., Albany, N. Y.—Favors FCC proposal to assign vhf channels to Albany; objects to any more assignments on vhf. (G. M. Snyder, secy.).

Allegheny Broadcasting Corp., Pittsburgh, Pa., licensee of AM station KQV—Requests assignment of Channel 13 to Pittsburgh from Johnstown; assignment of Channel 6 to Johnstown. (George O. Sutton).

American Broadcasting Co., New York, N. Y., licensee of AM stations WJZ, New York; WENR, Chicago; KGO, San Francisco; WXYZ, Detroit; KECA, Los Angeles; operating TV stations in first four cities, holds CP in Los Angeles—Requests no intermingling of vhf and uhf channels in same city. Also requests assignment of Channel 8 to Wilmington in lieu of Channel 7; assignment of Channel 12 to Grand Rapids in lieu of Channel 7; deletion of Channel 7 from Mexicali, Mexico.

American Federation of Teachers, Milwaukee, Wis.—Favors reservation of channels for non-commercial educational TV. (Irving R. Kuenzli, secy-treas.).

Appalachian Broadcasting Corp., Bristol, Va., licensee of AM station WCYB—Requests inclusion of Bristol in the allocation of channels to Bristol, Tenn. (Fly, Fitts & Shuebruk).

Vincent Andrew Artuori, New York, N. Y.—Proposes a method to extend the effective ranges, in certain areas, of any one of the present vhf television channels and also the ranges of any one of the proposed channels by means of a relay electronic amplifier unit; also a second similar method bringing about the extension by means of a non-electronic, non-amplifying device.

Associated Broadcasters Inc., Easton, Pa., licensee of AM station WEST—Requests assignment of additional Channel 51 to Allentown-Bethlehem-Easton area; on assumption entire 500-890 mc band is used. (George O. Sutton).

Assn. of Federal Communications Consulting Engineers, Washington, D. C.—Objects to making allocations part of rules, objects to assumption in proposed standards that vhf and uhf channels are equal, recommends adequate coverage be made basis for minimum power regulation, believes separation factors may be too great, recommends full use of directional antennas, offset carrier, etc., declares protection of stations to natural areas is more logical. (Dow, Lohnes & Albertson).

Association for Education by Radio, Chicago, Ill.—Requests reservation of 10 uhf channels for non-commercial, educational TV, to be assigned immediately adjacent to Channel 55. (Gertrude G. Broderick, secy.).

Association of Land Grant Colleges and Universities—see National Assn. of Educational Broadcasters. (Cohn & Marks).

Baton Rouge Broadcasting Co. Inc., Baton Rouge, La., licensee of AM station WJBO—Requests assignment of Channel 7 to Baton Rouge from New Orleans or assignment of Channel 7 and 13 to Baton Rouge from New Orleans and Mobile respectively. (Hogan & Hartson).

Birmingham News Co., Birmingham, Ala., licensee of AM station WSGN—Requests Channel 10 in lieu of 6; delete Channel 10 from Montgomery; delete Channel 6 from Birmingham; and assign to Montgomery; delete Channel 6 from Calro, Ga. (Fly, Fitts & Shuebruk).

Bremer Broadcasting Corp., Newark, N. J., licensee of TV station WATV, AM station WAAT—Requests change in wording of proposed rules and allocations to include Newark as part of Metropolitan New York area, not as separate city. (Segal, Smith & Hennessey).

Brownsville Television Co., Brownsville, Tex.—Requests Channel 14 be assigned to Brownsville from Harlingen and Channel 16 be assigned to Brownsville from McAllen. (Johnson, Bohannon & Prescott).

California Communications Advisory Board, Sacramento, Cal.—Favors FCC's allocations, particularly use of Channels 4 and 5 in Los Angeles and San Francisco, which permits State's public safety service to operate without interference.

Carolina Broadcasting System Inc., Greenville, N. C., licensee of AM station WGTC—Requests assignment of Channel 7 (or other vhf channel) to Greenville. (Wliner, Bergson).

Central New York Broadcasting Corp., Syracuse, N. Y., licensee of AM station WSYR—Requests immediate issuance of construction permit for Channel 3 in view of previous investment in construction on Channel 5. (Dow, Lohnes, and Albertson).

Chamber of Commerce, Philadelphia, Pa.—Requests Channel 12 be restored to Philadelphia; a fifth vhf channel be assigned; and prompt action be taken upon Philadelphia TV applications upon promulgation of Sec. 3.606. (Conlen, La Brun & Beechwood).

Chanticleer Broadcasting Co., New Brunswick, N. J., licensee of AM station WCTC—Favors FCC proposals to assign Channel 48 to New Brunswick. (John H. Midlen).

Charlottesville Broadcasting Corp., Charlottesville, Va., licensee of AM station WINA—Requests assignment of vhf channel or 2 uhf channels to Charlottesville. (Weich, Mott & Morgan).

Cherry & Webb Broadcasting Co., Providence, R. I., licensee of WPRO—Requests assignment of Channel 13 to Providence in addition to Channels 11, 15 and 17; substitute Channel 3 for Channel 12 for Bangor, Me., assign Channel 12 to Portland, Me. (Dow, Lohnes & Albertson).

Columbia Broadcasting System Inc., New York, N. Y., operates WCBS-TV, New York; owns 49% of KTTV, Los Angeles—General comments on 6-mc sequential TV-color system; objects to intermingling of vhf and uhf channels in same cities.

Commonwealth Broadcasting Corp., Norfolk, Va., licensee of AM station WLOW—Objects to FCC proposals where vhf and uhf channels are intermingled.

Communications Measurements Laboratory Inc., New York, N. Y.—Opposes FCC plans; recommends stopping of all vhf grants, provision in uhf for all existing vhf authorizations, start allocation from middle of uhf bands; other proposals re block assignments to eliminate interference.

Community Broadcasting Co., Toledo, O., licensee of AM station WTOL—Requests assignment of Channel 10 to Toledo; modification of minimum power requirements; use of offset carrier, directional antennas. (Pierson & Bail).

Thomas E. Corbett, Meadowsbrook, Briarcliff Manor, N. Y.—Submits proposal for "metered" TV.

Daily News Television Co., Philadelphia, Pa., affiliated with AM station WIBG—Requests assignment of Channels 8 and 12 to Philadelphia; affecting Wilmington and Binghamton. (Roberts & McInnis).

Davenport Broadcasting Co., Inc., Davenport, Iowa, licensee of AM station KSTT—Requests restoration of Channel 2 to Davenport. (Hugh Norman, president).

Deering Danielson, Charlottesville, Va.—Requests Channel 12 for Charlottesville, and restricted use of that channel in the Norfolk-Portsmouth-Newport News area. (John H. Ferguson).

Allen B. DuMont Laboratories Inc., Passaic, N. J., operator of TV stations WABD, New York; WDTV, Pittsburgh; WTTG, Washington. General comments and proposed new allocation plan. (Roberts & McInnis).

Durham Radio Corp., Durham, N. C., licensee of AM station WDNC—Requests assignment of Channel 5 to Durham from Wilmington; assignment of Channels 7, 10 or 12 to Wilmington. (Dempsey & Kopolovitz).

Eastern Radio Corp., Reading, Pa., licensee of AM station WHUM—Requests Channel 8 or Channel 12 for Reading by utilizing a 500 watt transmitter and directional antenna. (Fly, Fitts & Shuebruk).

Easton Publishing Co., Easton, Pa., licensee of FM station WEEZ—Opposes deletion of vhf Channel 8 from Allentown-Bethlehem-Easton area. (Hanson, Lovett & Dale).

East Texas Television Co., Longview, Tex.—Requests Channel 7 be assigned to Longview from Palestine; that community channel be assigned Palestine. (Johnson, Bohannon & Prescott).

Empire Coll Co. Inc., Cleveland, O.—Consents to proposal to substitute Channel 11 for Channel 9. (Morton H. Wilner).

Evening News Association, Detroit, Mich., licensee of AM station WWJ and TV station WWJ-TV—Requests Channel 4 be deleted from Cleveland and WNBK presently operating on that channel be assigned Channel 8. (Barnes & Neilson).

Evening Star Broadcasting Co. Inc., Washington, D. C., licensee of AM station WMAL and TV station WMAL-TV—see WDEL-TV. (Hogan & Hartson).

Fall River Herald News Publishing Co., Fall River, Mass., licensee of AM station WSAR, Fall River—Requests Channel 13 be assigned Fall River; Channel 8 in lieu of 13 for Portland, Me.; Channel 3 in lieu of 12 for Bangor, Me.; Channel 11 in lieu of 3 for Montpelier, Vt.; Channel 12 in lieu of 9 for Manchester, N. H.; Channel 9 be assigned Lawrence; and Channel 13 in lieu of 8 for Augusta, Me. (Fisher, Wayland, Duvall & Southmayd).

Federal Communications Bar Association, Washington, D. C.—Objects to procedure proposed by the Commission: claims procedure for changing table of allocations violates Communications Act of 1934 since it deprives applicants of statutory right to be heard. (Gulliford Jameson, president).

Fort Industry Co., Toledo, O., licensee of AM station WSPD and TV station WSPD-TV—Objects to co-channel interference of WHIO-TV, Dayton. (Dow, Lohnes & Albertson).

Gable Broadcasting Co., Altoona, Pa., licensee of AM station WFBG—Requests assignment of Channel 10 to Altoona. (George O. Sutton).

Galveston Television Co., Galveston, Tex.—Requests Channel 4 be assigned to Galveston from Beaumont-Port Arthur. (Johnson, Bohannon & Prescott).

Dr. Charles Willard Geer, University of Southern California, Los Angeles, Cal.—Requests permission to appear to describe color TV system which uses serrated screen of various design and cross-section, with phosphors deposited upon these serrated faces in such a way that the gun receiving the blue color signals plays only upon the blue phosphor, etc.

Golden Empire Broadcasting Co. Inc., Redding, Cal., licensee of KVCV—Requests assignment of Channel 8 to Redding, deletion of proposed Channels 18 and 42. (Haley, McKenna & Wilkinson).

Great Plains Broadcasting Co., Perryton, Tex., licensee of AM station KEYE—Favors FCC proposals re Perryton; requests information on what hearing is about and how to protect allocation to Perryton. (Irvin R. Buchanan).

Green Bay Newspaper Co., Green Bay, Wis., licensee of AM station WJPG—Requests assignment of Channel 11 and either 9 or 13 to Green Bay; affecting Marquette, Sault Ste. Marie, Timmons (Ont.), Gladstone, Iron Mt. (Caldwell-Rollo).

Greensboro News Co., Greensboro, N. C., licensee of AM station WFMY; holds CP for WFMY-TV—Expects to request increase in power. Objects to change in frequency proposed by Jefferson Standard Broadcasting Co., Charlotte, N. C. (Dow, Lohnes & Albertson).

Greenville News-Piedmont Co., Greenville, S. C., licensee of AM station WFBC—Requests assignment of Channel 7 to Greenville from Columbia, S. C. (Dow, Lohnes & Albertson).

Haley, McKenna & Wilkinson, Washington, D. C., in behalf of various clients—General comments on proposed FCC standards and allocations.

Hampden-Hampshire Corp., Holyoke, Mass., licensee of AM station WHYN—Requests assignment of Channel 8 to Holyoke. (Bingham, Collins, Porter & Kistler).

Harlingen Television Co., Harlingen, Tex.—Requests Channel 9 be assigned to Harlingen from Brownsville; Channel 14 be assigned to Brownsville from Harlingen. (Johnson, Bohannon & Prescott).

Havens & Martin Inc., Richmond, Va., licensee of AM station WMBG and of TV station WTVR—Intends to appear at hearing to protect Channel 6 assignment to Richmond. (John H. Midien).

Hazleton Broadcasting Co., Hazleton, Pa., licensee of AM station WAZL—Favors proposed assignment of Channel 38 to Hazleton. (George O. Sutton).

Hearst Radio Inc., New York, N. Y., licensee of TV station WBAL-TV, Baltimore—Favors FCC proposals for maximum power. (Dempsey & Koplavitz).

William H. C. Higgins, West Orange, N. J.—Recommends no allocation of community channels be made; also that provision be made for temporary operation at less than minimum powers where it can be shown a good grade of service will result; also requests Channels 14, 16 or 28 be assigned to LaPorte-Michigan City, Ind.

Hildreth & Rogers Co., Lawrence, Mass., licensee of AM station WLAW—Requests assignment of Channel 9 to Lawrence-Lowell-Haverhill area, Channel 8 in lieu of 13 to Portland, Me., 3 in lieu of 12 to Bangor, Me.; 12 in lieu of 9 to Manchester, N. H.; 13 in lieu of 8 to Augusta, Me.; 11 in lieu of 3 to Montpelier, Vt. (Fly, Fitts & Shuebruk).

Home News Publishing Co., New Brunswick, N. J., licensee of FM station WDHN—Requests assignment of Channels 48 and 52 to New Brunswick. (Welch, Mott & Morgan).

Houston Post Co., Houston, Tex., licensee of AM station KPRC—Requests assignment of Channels 2, 7, 9, 11, 13 to Houston by any of 4 plans, which involve Alexandria, Galveston, Beaumont-Port Arthur, Jasper, Palestine, Texarkana, Little Rock, San Antonio, Corpus Christi, Laredo, Monterrey, Saitillo, Brownsville. (Case & Wozencraft).

Frederick L. Hovde, Purdue U., Lafayette, Ind.—Requests reservation of frequencies for educational TV.

Hudson Valley Broadcasting Co., Albany, N. Y., licensee of AM station WROW—Requests retention of Channels 4, 7, 11 for Albany-Troy-Schenectady area instead of Channels 4, 42, 44. (Prince, Clineburg & Nunn).

Independent Merchants Co., Minneapolis-St. Paul, Minn., licensee of AM station WLOL—Requests revision of maximum power to permit station to cover 90% of Grade B service area. (Pierson & Ball).

Indianapolis Broadcasting Inc., Indianapolis, Ind., licensee of AM station WIRE—Requests assignment of Channel 2 to Indianapolis from Hamilton-Middleton area instead of Channel 45; assign Channel 45 to Hamilton-Middleton area in lieu of Channel 2. (Pierson & Ball).

Jamestown Broadcasting Co. Inc., Jamestown, N. D., licensee of AM station KSJB—Requests Channel 11 to Jamestown instead of Channel 25. (Prince, Clineburg & Nunn).

Jefferson Standard Broadcasting Co., Charlotte, N. C., licensee of AM station WET and of TV station WBTW—Requests assignment of Channel 8 to Greensboro in lieu of Channel 2, to protect WBTW's Channel 3; also requests modification of maximum power requirements; requests deletion of Channel 3 from Columbia, S. C.; requests permission to use offset carrier with Channel 3 stations at Richmond, Chattanooga and Savannah. (Caldwell-Rollo).

Johnson County Broadcasting Co. Inc., Olathe, Kans., licensee of AM station KPRS—Objects to FCC minimum power requirements, asserts uhf is not proved engineeringwise or commercially; feels directionals should be provided for.

Johnson-Kennedy Radio Corp., Chicago, Ill., licensee of AM station WIND—Requests revision of maximum power to permit station to cover 90% of Grade B service area. (Pierson & Ball).

KARM, George Harm Station, Fresno, Cal., licensee of AM station KARM—Requests assignment of Channel 3 to Fresno. (Hogan & Hartson).

Keystone Broadcasting Corp., Harrisburg, Pa., licensee of AM station WKBO—Requests assignment of Channels 22, 42, 46 to Harrisburg; on assumption whole uhf band 500-890 mc is used. (George O. Sutton).

KFEQ Inc., St. Joseph, Mo., licensee of KFEQ—Requests assignment of Channel 9 to St. Joseph from Kansas City; assignment of Channel 7 to Kansas City. (Pierson & Ball).

Kingsport Broadcasting Co., Inc., Kingsport, Tenn., licensee of AM station WKPT—Requests assignment of Channel 7 to Kingsport; claims Kingsport is part of tri-city area including Johnson City and Bristol, both of which have been assigned channels. (Fisher, Wayland, Duvall & Southmayd).

KOVO Broadcasting Co., Provo, Utah, licensee of KOVO—Requests assignment of Channels 9 or 13 to Provo instead of Channels 21, 24; assign Channel 10 to Price in lieu of Channels 11 and 13; assign Channel 11 to Ogden in lieu of Channel 12. (Haley, McKenna & Wilkinson).

KTRH Broadcasting Co., Houston, Tex., licensee of AM station KTRH—See Houston Post Co. (Dow, Lohnes & Albertson).

KXRO Inc., Aberdeen, Wash., licensee of AM station KXRO—Requests assignment of Channel 13 to Aberdeen from Tacoma, in lieu of Channel 22. (Haley, McKenna & Wilkinson).

KVOS Inc., Bellingham, Wash., licensee of AM station KVOS—Requests Channel 10. Suggests delete Channel 10 from Vancouver and add Channel 3; delete Channel 2 from Victoria and add 12; delete Channel 12 from Chilliwack, B. C.; delete Channel 11 from Seattle and add Channel 9; delete Channel 9 from Tacoma and add Channel 11; add Channel 2 to Olympia. (Haley, McKenna & Wilkinson).

La Porte County Broadcasting Co., LaPorte, Ind., licensee of AM station WLOI—Endorses recommendations of W. H. C. Higgins, West Orange, N. J. (Hoyt H. Scott).

Lee Radio Inc., Mason City, Iowa, licensee of AM station KGLO—Requests assignment of Channel 10 to Mason City from Algona in lieu or in addition to Channel 39; assign Channel 12 to Algona or keep assignment of Channel 12 to Charles City. (Pierson & Ball).

Lehigh Valley Broadcasting Co., Allentown, Pa., licensee of AM station WSAN—See Easton Publishing Co. (Arthur W. Scharfeld).

Richard Field Lewis Jr., Winchester, Va., licensee of AM station WINC—Requests assignment of Channel 12 to Winchester. (Welch, Mott & Morgan).

Mandan Radio Association Inc., Mandan, N. D., licensee of AM station KGCU—Requests Channels 5, 35 and 37 be assigned to Mandan and Channels 7, 12, 20, 22 and 33 to Bismarck, N. D. (Fisher, Wayland, Duvall & Southmayd).

Massachusetts Broadcasting Corp., Boston, Mass., licensee of AM station WCOP—Requests assignment of additional Channels 9 and 13 to Boston; affecting Manchester, Portsmouth, Portland, Yarmouth (N.S.), Charlottetown (PEI), Ste. Anne de la Pocatiere (Quebec). (Segal, Smith & Hennessey).



- Matheson Radio Co. Inc., Boston, Mass., licensee of AM station WHDH—Requests assignment of Channels 2, 4, 5, 7, 9, 13 to Boston; affecting Manchester, Concord, Montpelier. (Dempsey & Koplovitz).
- McClatchy Broadcasting Co., Sacramento, Cal., licensee of AM station KFBE, Sacramento; KMJ, Fresno; KWG, Stockton; KENR, Bakersfield; KOH, Reno—Requests Channels 2, 6, 10, 12 be assigned to Sacramento; Channels 4, 5, 7, 9, 11, 13 to San Francisco-Oakland; Channels 3, 8, 10, 12 to Fresno; Channel 6 to Bakersfield; Channels 8, 13 to Reno; Channel 3 to Chico. (Dow, Lohnes & Albertson).
- Mercer Broadcasting Co., Trenton, N. J., licensee of FM station WTOA—Requests assignment of vhf channel to Trenton. (Arthur W. Scharfeld).
- Meredith Champlain Television Corp., Albany, N. Y.—Requests assignment of Channels 4, 6, 10, 12 to Albany-Schenectady-Troy area; add Channel 10 to Rochester; delete Channel 10 from Syracuse. (Haley, McKenna & Wilkinson).
- Meredith Publishing Co., Rochester, N. Y.—Requests assignment of Channel 10 to Rochester in addition to proposed allocations; Channels 6, 10, 12 to Albany-Schenectady-Troy; deletion of Channel 10 from Syracuse. (Haley, McKenna & Wilkinson).
- McAllen Television Co., McAllen, Tex.—Requests Channel 4 be assigned to McAllen from Brownsville; assign Channel 26 to Brownsville from McAllen. (Johnson, Bohannon & Prescott).
- Meridian Broadcasting Co., Meridian, Miss., licensee of AM station WTOK—Requests Channel 5 be assigned to Meridian from Mobile; assign Channel 36 to Mobile from Meridian.
- Miami Valley Broadcasting Corp., Dayton, O., licensee of AM station WHIO and TV station WHIO-TV—Objects to proposed allocation of Channel 13 in Dayton and Toledo. (Dow, Lohnes & Albertson).
- Mid-America Broadcasting Corp., Louisville, Ky., licensee of AM station WKLO—Requests assignment of Channels 3, 5, 9 to Louisville from Tell City, Ind. (Haley, McKenna & Wilkinson).
- Midland Television Co., Midland, Tex.—Requests Channel 7 be assigned to Midland; Channel 5 to Odessa, both Texas. (Johnson, Bohannon & Prescott).
- Monumental Radio Co., Baltimore, Md., licensee of AM station WCAO—Favors FCC proposal to assign 2 uhf to Baltimore, although wants more vhf. (Dow, Lohnes & Albertson).
- Morrison Construction Co. Inc., Austin, Tex.—Requests vhf allocations for Austin. (E. G. Morrison).
- Mutual Telephone Co., Honolulu, Hawaii—Requests postponement of uhf allocations in Hawaii for 1 year to enable it to submit data on use of such frequencies for common carrier purposes. (Wheat, May & Shannon).
- National Association of Broadcasters, Washington, D. C. — Questions legality of putting allocations in rules; suggests further study of standards in conjunction with Bureau of Standards.
- National Association of Educational Broadcasters, Washington, D. C.—Requests 10 frequencies in the uhf band be reserved for non-commercial educational broadcasters; that if not possible in uhf TV band, they be reserved immediately adjacent to Channel 55. (Cohn & Marks).
- Newark Broadcasting Corp., Newark, N. J., licensee of AM station WVNJ—Requests minimum of 2 uhf channels for Newark. Submits plan which would show how Channels 29, 33, 37 and 43 could be assigned which would affect Pittsfield, Mass.; Lancaster, Pa.; Williamsport, Pa.; Hartford, Conn.; Wilmington, Del.; Washington, D. C.; Utica, N. Y.; Reading, Pa.; Springfield, Mass.; Frederick, Md.; Ithaca, N. Y.; Hazelton, Pa.; Albany, N. Y.; Harrisburg, Pa.; Worcester, Mass.; Salisbury, Md.; and Philadelphia. (Haley, McKenna & Wilkinson).
- New England Theatres Inc., Boston, Mass.—Requests assignment of additional vhf channels to Boston, if reallocation of New England is decided. (Hogan & Hartson).
- North Jersey Broadcasting Co. Inc., Paterson, N. J., licensee of AM station WPAT—Requests assignment of Channel 35 to Paterson from Middletown, N. Y., and substitution of community channel to Middletown. (Wheeler & Wheeler).
- Tom Olsen, Olympia, Wash., licensee of AM station KGY—Requests Channel 2 and if allocated, deletion of proposed uhf channel. Suggests delete Channel 10 from Vancouver and add Channel 3; delete Channel 2 from Victoria and add Channel 12; delete Channel 12 from Chilliwack, B. C.; delete Channel 11 from Seattle and add Channel 9; delete Channel 9 from Tacoma and add Channel 11. (Haley, McKenna & Wilkinson).
- Alvin E. O'Konski, Merrill, Wis., licensee of AM station WLIN—Requests vhf channel for Merrill to serve rural North Central Wisconsin. (Frank U. Fletcher).
- Pacific Broadcasting Co., San Diego, permittee of FM station KSFH, San Francisco—Requests assignment of Channel 12 to San Diego instead of to Tijuana, Mexico; also Channel 3 to Fresno. (Weich, Mott & Morgan).
- Paramount Television Productions Inc., Los Angeles, Cal., licensee of TV station KTLA—Says economic factors should be taken into account; recommends assignment of uhf channels in major cities to assist in developing such frequencies. (Arnold, Fortas & Porter).
- J. Clinton Parker Jr., Pittsburgh, Pa.—Requests consideration be given now to industrial and public service television services; asks priority band space from 1550-1990 mc and 6575-6875 mc.
- Penn-Allen Broadcasting Co., Allentown, Pa., licensee of FM station WFMZ—Requests Channel 8 be assigned to Allentown-Bethlehem-Easton area if uhf is shown not to be equivalent of present vhf. (Cohn & Marks).
- Pennsylvania Broadcasting Co., Philadelphia, Pa., licensee of AM station WIP—Requests assignment of Channel 12 to Philadelphia, instead of uhf channel proposed; would substitute uhf channel at Binghamton if interference is factor. (Dow, Lohnes & Albertson).
- Philco Corp., Philadelphia, Pa., licensee of TV station WPTZ—Recommends immediate unfreezing of vhf, urges use of offset carrier, that uhf allocation be studied from point of view of receiver design; objects to any change in standards for color TV or in receivers for receiving TV or in reduction of quality of TV service; recommends that grants on uhf be restricted until such time as completely compatible color system is proved. (David B. Smith).
- City of Pittsburgh, Pittsburgh, Pa.—Requests additional vhf channels for Pittsburgh in view of the number of pending applications and unsuitable area for uhf. (David L. Lawrence, Mayor).
- Pittsburgh Radio Supply House Inc., Pittsburgh, Pa., licensee of AM station WJAS—Requests assignment of Channel 11 to Pittsburgh from Cleveland. (Bingham, Collins, Porter & Kistler).
- John H. Poole (Pacific Video Pioneers), Long Beach, Cal.—Requests assignment of Channels 15, 25, 37, 39 or 41 to Long Beach; affecting San Bernardino, Barstow, Colton, Victorville, Escondido. (Haley, McKenna & Wilkinson).
- Radio Corporation of America, New York, N. Y.—Submits general plan for all-electronic, 6-mc, color TV; also intends to press for carrier synchronization and offset carrier.
- Radio-Television of Baltimore Inc., Baltimore, Md., licensee of TV station WAAM—Requests Channel 6 be assigned Johnstown, Pa., instead of Channel 13; Channel 13 to Pittsburgh. (Fischer, Willis & Panzer).
- Radio Manufacturers Assn., Washington, D. C.—Agrees that color TV should be system capable of superimposition on present system with minimum dislocation. Says RMA TV subcommittee on color won't be ready for final report before Sept. 26 hearing. Calls attention to previous recommendations that assignments of vhf and uhf be arranged so there is a minimum of overlap. (Bond Geddes).
- Reading Broadcasting Co. Inc., Reading, Pa., licensee of WRAW—Requests assignment of Channels 34, 36 and 55 to Reading; expand uhf band to take in entire 500-890 mc. (George O. Sutton).
- Saginaw Broadcasting Co., Saginaw, Mich., licensee of AM station WSAM—Requests assignment of Channel 11 to Saginaw-Bay City area. (Bingham, Collins, Porter & Kistler).
- Sangamon Valley Broadcasting Corp., Springfield, Ill.—Requests assignment of Channel 8 to Springfield. (Hogan & Hartson).
- Scranton Broadcasters Inc., Scranton, Pa., licensee of AM station WGBI—Requests entire uhf band be used; requests Channels 47 and 49 be assigned to Scranton-Wilkes-Barre area. (Dow, Lohnes & Albertson).
- Scranton Times, Scranton, Pa., licensee of AM station WGAN—Requests assignment of 4 instead of 2 uhf channels to Scranton-Wilkes-Barre area; recommends extending uhf band to cover 500-890 mc, making Channels 56-65 community channels; allocate Channels 47 and 49 in addition to Channels 31 and 45 to Scranton. (Fisher, Wayland, Duvall & Southmayd).
- Shamrock Broadcasting Co., Houston, Tex., licensee of AM station KXYZ—See Houston Post Co. (Haley, McKenna & Wilkinson).
- South Bend Tribunc, South Bend, Ind., licensee of AM station WSBT—Requests assignment of Channel 11 to South Bend from Chicago. (Hogan & Hartson).
- South Jersey Broadcasting Co., Camden, N. J., licensee of AM station WKDN—Requests more equitable allocation of frequencies for New Jersey and provision made for metropolitan stations in Newark, Jersey City, Paterson and Camden. (Haley, McKenna & Wilkinson).
- South Shore Broadcasting Co., Quincy, Mass., licensee of AM station WJDA—Requests assignment of Channels 50, 51, 52, 53, 54 or 55 as community channel to Quincy. (Miller & Schroeder).
- Southeastern Ohio Broadcasting System Inc., Zanesville, O., licensee of AM station WHIZ—Requests assignment of Channel 12 to Zanesville instead of Channel 15; Channel 11 to Charleston, W. Va. (Dow, Lohnes & Albertson).
- Southwestern Publishing Co., Ft. Smith, Ark., licensee of AM station KFSA—Requests assignment of Channels 9 and/or 13 to Fort Smith, with use of offset carrier to reduce interference. Also requests assignment of Channel 5 to Oklahoma City, reduced power basis to avoid interference. (Haley, McKenna & Wilkinson).
- Stratford Broadcasting Corp., Rochester, N. H., licensee of AM station WWNH—Requests one of two channels assigned to Portsmouth, N. H., be assigned to Rochester.
- Standard Radio & Television Co., San Jose, Cal., licensee of AM station KXRK—Requests assignment of Channel 13 to San Jose. Objects to substitution of uhf-only. (Courtney, Krieger & Jorgensen).
- Stromberg-Carlson Co., Rochester, N. Y., licensee of AM station WHAM and TV station WHAM-TV—Reports that change from Channel 6 to Channel 5 will cost \$10,000 to accomplish, loss of \$10,000-\$20,000 in revenue, interruption of service to public for 2-4 weeks. (Segal, Smith & Hennessey).

Archer S. Taylor, Missoula, Mont.—Requests waiver of minimum power proposal for metropolitan stations for Montana, Wyoming, Nevada and Idaho; or for cities of less than 50,000 population; or that a minimum of 500 watts be permitted, provided Grade A service is rendered city limits.

Technical Appliance Corp., Sherburne, N. Y.—Has testimony on receiving antenna characteristics in uhf bands. (Kendrick H. Lippert, chief engineer).

Television Broadcasters Assn., New York, N. Y.—Requests assignment of at least 4 channels for each major city; objects to intermingling of vhf and uhf channels in same cities; recommends addition of entire 475-890 mc band for TV. (Roberts & McInnis).

Television Broadcasting Co., San Diego, Cal.—Requests assignment of Channels 3, 6, 8, 10 to San Diego, Channel 12 to Tijuana; also that Channels 14 and 16 be assigned to Mexico; also that vhf and uhf assignments to Mexico be specified by number. (L. N. Papernow).

Television California, San Francisco, Cal.—Requests that Channel 10 at Sacramento be limited to maximum of 10 kw, or deleted. (Haley, McKenna & Wilkinson).

Television Research, Washington, D. C.—Recommends own plan to provide more channels in larger cities by cutting down on separation mileage for uhf channels. (Alexander Korn).

Texas Television Co., Houston, Tex., affiliated with AM station KTHT—See Houston Post Co.

Toledo Blade Co., Toledo, O.—Objects to mixture of vhf and uhf channels in Toledo; requests all of one or the other. (Segal, Smith & Hennessey).

Trent Broadcasting Corp., Trenton, N. J., licensee of AM station WTTM—Requests assignment of Channel 8 to Trenton; modification of minimum power requirements; permission to render Grade B service to 90% of metropolitan district. (Pierson & Ball).

Triangle Publications Inc., Philadelphia, Pa., licensee of AM station WFIL and TV station WFIL-TV—Requests WNHC-TV, New Haven, not be changed from a community to a metropolitan station, or, if changed, be required to install and use a directional antenna to protect WFIL-TV; objects to proposal to authorize metropolitan stations to increase power to 100 kw. (Morton H. Wilner).

Troy Broadcasting Co. Inc., Troy, N. Y., licensee of AM station WTRY—Requests assignment of Channel 10 to Albany-Schenectady-Troy area from Syracuse. (Loucks, Zias, Young & Jansky).

220 North Kings Highway Inc., St. Louis, Mo.—Favors FCC's proposed allocations for St. Louis. (Cohn & Marks).

United Detroit Theatres Corp., Detroit, Mich.—Requests assignment of Channels 5 and 11 for Detroit. (Hogan & Hartson).

U. S. Office of Education, Washington, D. C.—Requests assignment of 20% of uhf band for non-commercial, educational stations; assignment of at least one vhf channel in every metropolitan city and major college center for same purpose. (Earl J. McGrath, Commissioner).

Universal Broadcasting Co. Inc., Indianapolis, Ind., licensee of AM station WISH—See Indianapolis Broadcasting Co. (Haley, McKenna & Wilkinson).

Valley Electric Co., San Luis Obispo, Cal., licensee of AM station KVEC—Requests assignment of Channel 3 to San Luis Obispo; also that minimum powers for metropolitan stations be reduced when lower powers give adequate coverage of city. (Caldwell-Rollo).

Wabash Valley Broadcasting Co., Terre Haute, Ind., licensee of AM station WTHI—Requests assignment of Channels 3 or 13 to Terre Haute; Channel 13 to Tell City in lieu of Channel 3; Channel 8 to Springfield, Ill. in lieu of Channel 3. (Haley, McKenna & Wilkinson).

WBEN Inc., Buffalo, N. Y., licensee of AM station WBEN and TV station WBEN-TV—Requests clarification of proposed power-antenna height rules; also asks inclusion in standards of methods and curves included in Vol. 1, Report of Ad Hoc Committee. (Spearman & Roberson).

WCAE Inc., Pittsburgh, Pa., licensee of AM station WCAE—Requests assignment of Channel 6 to Pittsburgh from Johnstown, which should get additional uhf channel; Channel 7 to Pittsburgh from Wheeling, which should get additional uhf channel; Channel 11 to Pittsburgh with directional antenna. (Dempsey & Koplovitz).

WDEL Inc., Wilmington, Del., licensee of AM station WDEL and TV station WDEL-TV—Requests assignment of Channel 8 in lieu of Channel 7 to Wilmington. (George O. Sutton).

WDSU Broadcasting Services, New Orleans, La., licensee of AM station WDSU and TV station WDSU-TV—Requests modification of FCC proposals to require use of directional antennas and offset carrier in regions where tropospheric interference is greater than normal; that Channel 6 in Beaumont-Port Arthur be required to use directional antenna or offset carrier to protect Channel 6 in New Orleans. (Pierson & Ball).

Westinghouse Electric Corp., Pittsburgh, Pa., licensee of AM stations KDKA, Pittsburgh; WBZ, Boston; KYA, Philadelphia; WOWO, Ft. Wayne; KEX, Portland; operates WBZ-TV, Boston—Intends to submit data on Stratovision; requests assignment of Channel 6 to Pittsburgh from Johnstown; Channel 7 to Pittsburgh from Wheeling; Channel 11 to Johnstown; Channel 13 to Pittsburgh from Johnstown; wants offset carrier used to reduce mileage separation between stations; asks relaxation of minimum power requirements, use of directionals.

WGAL Inc., Lancaster, Pa., licensee of AM station WGAL and TV station WGAL-TV—Favors FCC's proposed assignment of Channel 4 to Lancaster. (George O. Sutton).

WHAS Inc., Louisville, Ky., licensee of AM station WHAS—Favors FCC proposed assignment to Louisville. (Miller & Schroeder).

WHBY Inc., Green Bay, Wis., licensee of AM stations WTAQ, Green Bay, and WHBY, Appleton, Wis.—Requests Channels 11 and 13 be assigned to Green Bay, Channel 10 to Marquette, Channel 5 to Gladstone; or Channels 9 and 11 to Green Bay, Channel 10 to Marquette, Channel 5 to Iron Mountain; delete Channel 5 from Marquette. (Hogan & Hartson).

WHEC Inc., Rochester, N. Y., licensee of AM station WHEC—Requests assignment of Channel 10 to Rochester from Syracuse, Channel 6 to Syracuse, with interference reduced through use of directional antenna. (Dow, Lohnes & Albertson).

Williamson Broadcasting Corp., Williamson, W. Va., licensee of AM station WBTH—Requests assignment of Channel 44 to Williamson. (John H. Milden).

Wilmington Tri-State Broadcasting Co. Inc., Wilmington, Del., licensee of AM station WAMS—Requests deletion of Channel 7 from Wilmington, substitution of Channel 39 from Vineland, N. J. (Welch, Mott & Morgan).

Raymond M. Wilmette Inc., Washington, D. C.—Requests further hearings on uhf standards, desires further study of polycasting and on use of FM for TV, general comments on proposals and allocations.

WJHL Inc., Johnson City, Tenn., licensee of AM station WJHL—Requests Channel 8 to be used on power below 100 kw. (Haley, McKenna & Wilkinson).

WPTF Radio Co., Raleigh, N. C., licensee of AM station WPTF—Requests assignment of Channels 5, 28, 30 to Raleigh; Channels 12, 14, 16 to Wilmington, N. C. (Loucks, Zias, Young & Jansky).

WSM Inc., Nashville, Tenn., licensee of AM station WSM—Requests permission to submit data on tests on 70 mc and 600 mc. (Caldwell-Rollo).

WTAG Inc., Worcester, Mass., licensee of AM station WTAG—Requests substitution of Channel 3 for Channel 10 in Augusta; Channel 12 for Channel 11 in Providence; Channel 43 for Channel 9 in Manchester; and Channel 10 for Channel 43 in Worcester. (Hogan & Hartson).

WWSW Inc., Pittsburgh, Pa., licensee of AM station WWSW—Questions efficacy of giving Pittsburgh half vhf and half uhf. (Fischer, Willis & Panzer).

Wyoming Valley Broadcasting Co., Wilkes-Barre, Pa., licensee of AM station WILK—Requests assignment of vhf channel to Wilkes-Barre. (Miller & Schroeder).

Full Text of RCA Color TV Proposal

25 August 1949.

Mr. T. J. Slowie, Secretary  
Federal Communications Commission  
Washington 25, D. C.

Re: Docket Nos. 8736  
8975, 9175 and 8976.

Dear Sir:

In compliance with paragraph 14(a) of the Notice of the Commission in the above proceedings issued July 11, 1949, Radio Corporation of America hereby submits the following comments:

*1. Changes in Transmission Standards  
Looking Toward Color Television.*

RCA has developed a new color television system which does not require any changes in present transmission standards.

This new color system is all electronic, has high definition and operates entirely within a 6 megacycle band.

The system has standards of performance equivalent to the present black-and-white standards both for color and reproduction of the color signals in black-and-white. It accomplishes this in a 6 mc channel without any degradation of picture quality.

Our new system is a completely compatible system. It enables present television sets to receive color programs in monochrome without any modification whatever and without any converter or adapter.

Demonstrations will show that when a television transmitter shifts from black-and-white transmission to color transmission on this system, the viewer of an existing black-and-white receiver will be unaware of the shift. On the other hand, by means of this new system, a viewer of a color set receiving programs in color will, when the station changes from color to black-and-white transmission, see black-and-white pictures without making any changes in his receiver.

Thus, with this new RCA color system, the transmitting station can change at will, either from color to black-and-white or the reverse, without disturbing the viewers of either the existing receivers or color receivers, without requiring adjustments to either type of receiver and therefore without any loss of audience.

Our new color system is also an adaptable system. Color programs can be viewed either on new color receivers or on existing receivers equipped with a color adapter.

This new RCA color system is the fruit of years of research and development. During the last decade RCA has carried on much research and development work looking toward a practical system of color television. During this period our engineers have investigated many systems and studied their advantages and disadvantages. It has been our objective to develop a high definition color system which could be integrated into the existing black-and-white system without obsoleting present transmitters and receivers.

During the hearing in Docket No. 7896 held in 1946-1947, RCA demonstrated a simultaneous color system which the Federal Communications Commission recognized as having considerable merit. This system, however, needed further development, and the Commission has been informed at intervals of our progress.

The simultaneous system which we first demonstrated in 1946 requires a minimum of 12 mc for transmission and, because of problems of frequency allocation, it was necessary that that system be proposed for operation only at ultra high frequencies.

In 1947 and 1948 RCA conducted extensive transmission tests at UHF, among which were the UHF tests in Washington, D. C. during the fall of 1948. Full information on these tests is in the files of the Commission. The results of the UHF propagation tests showed that much more work was needed in the UHF band before reliable public service could be given in that band.

This necessarily involved delay in bringing high definition color television service to the public in the UHF band, not for reasons connected with color, but because of propagation difficulties. At that time we were also concerned because the VHF 6 mc channel did not provide color television without degrading the quality of the picture.

Therefore, even before our Washington UHF tests were finished, we began a concerted attack upon the widely accepted conclusion that high definition color television could not be provided in a 6 mc channel. The objective of this attack was to develop a method of transmitting color in a 6 mc channel without any degradation of the quality of the received picture. At the same time we retained our previous requirement that the system must be completely compatible, that is, present receiving sets would need no modification for reception of color transmissions in monochrome and existing transmitters would continue to be useful.

We are now glad to report the accomplishment of our objectives. We have created a new color television system which has the characteristics described above.

For the studio we utilize the same equipment as we have described in previous hearings for our wide band simultaneous system. This equipment provides three signals, one for each primary color. Following this and preceding the transmitter modulator, the signals are rapidly sampled electronically in time order for each color and then combined. The resulting single channel signal is transmitted in time multiplex fashion requiring a total modulation bandwidth of only 4 mc.

The head-end radio and intermediate frequency circuits of the receiver are the same as for a current black-and-white receiver. The video signal is then fed to an electronic arrangement which is the inverse of the signal sampler at the transmitter. This results in restoring the three-color signal channels of green, red and blue, and these are fed in simultaneous-system fashion to a three-

color picture reproducing system to be viewed as a single picture.

This RCA color system has the following characteristics:

- (1) 6 megacycle channel
- (2) Fully compatible
- (3) 525 lines
- (4) 60 fields per second
- (5) Field interlaced
- (6) Picture dot interlaced
- (7) 15 color pictures per second
- (8) Time multiplex transmission
- (9) All electronic

The same transmitters as are presently used by television stations can be used for the transmission of the RCA color system. The changes required for transmission of the new system are in studio equipment to produce color pictures and the addition of the small amount of electronic equipment required to perform the sampling and time multiplexing.

It is our belief that this new system provides for the first time a sound basis for the bringing of color television service to the public, as well as full scope for the continuing development of color as the art progresses, without involving obsolescence of present-day black-and-white receivers.

During the month of September we will transfer the equipment from our Princeton laboratories to Washing-

ton, D. C., where it will be installed in the NBC station (WNBW) at the Wardman Park Hotel. RCA will submit testimony and demonstrations to the Commission regarding this RCA color television system.

This system is entirely consistent with the "Standards of Good Engineering Practice Concerning Television Broadcasting Stations" and can be broadcast without modification of these standards. Therefore, RCA does not propose any modification of existing transmission standards.

## *2. Field Intensities, Propagation, Station Separation and Service Areas.*

RCA will present evidence at the hearing regarding its experimental work on these subjects. This evidence will include the results of our work on carrier synchronization and offset carrier methods of reducing co-channel interference. Exhibits containing this information will be submitted prior to the hearing. RCA believes that these methods can be effectively used in the public interest for increasing the number of television stations as well as enlarging and improving the service areas of those which the Commission proposes to allocate.

Very truly yours,

RADIO CORPORATION OF AMERICA

/s/ C. B. JOLLIFFE

Executive Vice President in Charge of  
RCA Laboratories Division

**THE TOP 10 (OR MORE) TV PRODUCERS:** We're often asked who are the top TV producers -- the "handful" who account for the frequently-cited "90% or more" of the industry's volume. No one except possibly RCA's licensing division can answer this with any degree of exactitude, and its figures are kept secret even from RCA Victor. But we did a little probing of claims and stockholder reports, made some logical deductions, and come up with an entirely unofficial estimate of who are top 10 among the 100 or more manufacturers of TV receivers, kits, etc. listed in our TV Directory No. 8. Without attempting to guess their relative positions (except that it's an open secret RCA and Admiral have recently vied for No. 1 position), we'd estimate these were the 10 leaders in unit and/or dollar volume: Admiral, Crosley, DuMont, Emerson, GE, Hallicrafters, Motorola, Philco, RCA, Tele-tone. We could be wrong, and it's possible one or another of these belongs up there -- Andrea, Bendix, Capehart-Farnsworth, Garod, Olympic, Magnavox, Stewart-Warner, Stromberg, Westinghouse or Zenith. But, like it or not, the foregoing are our best alphabetical guesses.

**IMPACT OF 'COLOR TALK' ON TV TRADE:** Curious thing about RCA's surprise announcement Friday that it has perfected color TV -- nobody seems very much concerned lest it add sales resistance to the currently flourishing TV set market. At first blush, in view of enormous publicity the report got, you'd think this must inevitably mean more customers saying, "I'll wait for color." But RCA says not at all -- and that's borne out by our own inquiries among key industry figures.

True, it could happen. It's too early for any conclusions. But RCA says its licensees are not at all perturbed, indeed are quite pleased the way the story broke. Its service company is being plied with questions, and plans are being made to key advertising to the color-on-your-present-set theme. But otherwise no such fear seems to exist that there will be the kind of public reaction evoked by the uhf "obsolescence" bugaboo of recent memory.

RCA was meticulous in making clear that its system won't obsolete present receivers and transmitters. AP, UP and the newspapers handled the story with scrupulous accuracy and detail. Idea of color TV caught fancy even of editorial writers. "Exciting" an editorialist in New York Herald Tribune called it. "Gratifying ...we keep our sets," said New York Times. In view of its importance, the technicalities involved, the political coloration of past statements about TV out of Washington, no one could quarrel with such headlines as these:

- New Video in Color Protects All Sets. Receivers Can Get Black and White, Natural Shades with Adapters, RCA Says. -- New York Times.
- RCA Announces Color Video, Says Present Sets Can Receive It. -- New York Herald Tribune.
- RCA Develops Color Television Adapted to Existing Receivers. -- Wall Street Journal.
- RCA Develops Color for Present TV Sets. -- Philadelphia Inquirer.
- Present Sets to Get Television in Color. -- Washington Post.
- Color TV Nearer in Present Sets. -- Detroit Free Press.

RCA is saving answers to such questions as how and when and how much until FCC's Sept. 26 hearing. To its licensees, who include every important set maker save DuMont and Zenith, it simply sent a copy of its statement, and up to Friday night would add no more. Its subsidiary NBC didn't even tell its TV affiliates anything -- and the telecasters, judging from our inquiries, seem to be among most puzzled about technical factors.

That RCA's hand was forced sooner than it hoped, seems apparent; also, that it was under Washington pressures it couldn't resist long, to say nothing of the competitive pressures. That it took industry by surprise, is apparent from fact RMA

TV committee only this week blithely issued reassuring press release on unlikelihood of color soon. Even JTAC and FCC knew little about it beforehand, beyond rumors.

We contacted quite a few industry leaders for comments, asking them particularly whether they were concerned about possible effects on sales. Dr. Allen B. DuMont spoke the thought of many when he said, "We've had this color thing hanging over our head so long that it's all to the good to get it resolved. I want to see what RCA's got first. But any way you look at it, it won't affect present receivers, for it will take 2 or 3 years to get stations going and sets produced."

Admiral's Ross Siragusa pretty much epitomized attitude of other big producers: "I think we sometimes worry too much about headlines. Price is what's selling and going to sell sets -- low prices and good programs. Today's TV sets are so reasonable, and the new programs coming up are so good, that our market can't help but broaden. There may be lots of talk, but we're selling plenty of sets and going to continue selling them."

Yet there may be real point in one dealer's remarks, as quoted in New York Times: "Now that they've started this color thing, they'd better hurry up with it or 1950 is going to be tough."

**STROMBERG BIDS FOR PLACE IN TV SUN:** Conservative, old-line producer Stromberg-Carlson is turning its radio production almost entirely over to TV, expects to turn out some 55,000 to 60,000 sets this year and at least 125,000 in 1950. Its radio line retains only 4 cabinet designs with AM-FM-phono (78 and LP) and only 3 table models. Its 1949-50 TV line includes 8 models, 3 of them brand new. Promotion will stress "target" advertising this fall and winter, mainly in newspapers in TV areas. It's not particularly concerned about "price warfare" and gimmicks like the built-in aerial, which it regards as unproved yet -- having one of own on tap in laboratory that's separately cut for both high and low portions of vhf band.

Foregoing, in essence, tells story of its first national distributor conference in 9 years, held in Rochester Tuesday. New president Robert C. Tait, ex-Mellon banker from Pittsburgh, made his debut with speech in which he forecast the "rolling recession" as short-lived, pointed out that income and savings and purchasing power are still enormous, called the TV industry "virtually depression proof."

As for pricing, Mr. Tait said many companies are pricing their current production too close to cost to be comfortable, opined that "the industry can't continually chase the price dog around," suggested that "the next move may be up." Coming fresh to the industry, he touched a responsive chord when he quoted Lever's Charles Luckman: "Instead of so much selling of the enterprise system, what we need is more enterprise in the selling system." You'll hear more about this man Tait in the industry; he's young, personable, keen-minded, quick to grasp a situation. In manner and appearance, he reminds you of Owen D. Young in the '20s.

Stromberg's new line is first outside DuMont to show latter's new 19-in. metal-coned tube (Vol. 5:29). Line generally is at lower levels than earlier models, stressing styling -- and is one of few to utilize circle framing idea which biggest producers have eschewed.

Three brand new models all are TV-only and omit Stromberg's usual continuous FM tuning: Emperor, 19-in. console with side-door compartment for 45rpm changer, 24 tubes plus 2 rectifiers, scheduled for October delivery and not yet priced; Brentwood, 12½-in. console with phono compartment, \$359.95; Century, 12½-in. table, \$295. Latter 2 have 19 tubes plus 2 rectifiers.

Lowest priced item, only one with 10-in., is Manhattan table model at \$249.95; it can switch to circular picture. Rest of line are combinations: Dorset, 12½-in. table with AM-FM, \$369.95; Weymouth, 12½-in. console \$429.50, or \$449.50 with compartment for 45rpm player; Chinese Classic, 12½-in. console with AM-FM-phono (78 & LP on one turntable, 45rpm in separate compartment), \$795 -- plus \$100 in hand decorated red, jade, ivory or ebony; Somerset, 16-in. console with AM-FM-phono (3 speed), \$895. Latter 4 are known as TS line, contain 42 tubes plus 3 rectifiers, including AM-FM circuits. Not featured in new line, though there are still some holdovers, are the 16-in. Monmouth and Yarmouth combinations (TV Directory No. 8).

**QUOTA SHIPMENTS, PRICES & PROSPECTS:** Orders are running so far ahead of production that Admiral and Emerson say they, too, have placed their TV distributors on quota. "Business is excellent," says Admiral's Ross Siragusa. "I don't see how we can do anything else for the rest of the year," said Emerson's Ben Abrams. Only other big makers on allocation, so far as we're informed, are RCA and GE.

Survey of TV production plans for second half of 1949 by Wall Street Journal's Joseph M. Guilfoyle (Aug. 22) indicated general agreement on 1,500,000 sets, which would make 2,500,000 for year. He reports RCA scheduling 25% increase over first half; Philco will be turning out 15,000 sets per week; Admiral 13,000 per week (our last report was 13,500; Vol. 5:33); Emerson's target 40,000 per month by fall.

Though most manufacturers don't foresee any more price cuts this year or next, Ben Abrams is quoted as saying: "It's entirely conceivable that the popular 10-in....may get down to the \$159 level next year." Guilfoyle cites, as example of lower costs, 15-20% cheaper cabinets, and fact that tube complement of 10-in. set is now nearer 20 than original 32.

\* \* \* \*

There's still some unloading and price-cutting of old models, this week's highlight being GE's \$30 to \$70 reductions on its entire line. Its plastic 10-in. table model was cut from \$239.95 to \$189.95; wood 10-in. table, from \$259.95 to \$229.95; 10-in. console, from \$299.95 to \$269.95; 12½-in. table, from \$329.95 to \$269.95; 12½-in. console, from \$369.95 to \$299.95; 12½-in. console with AM-FM-phono (3 speed), from \$499.95 to \$449.95; 16-in. table with matching table, from \$495 to \$429.95. Not publicized because it was being used for field testing, is built-in antenna in GE's 12½-in. Model 817 (now \$299.95) which has been inside cabinet since April but which GE engineers intend to improve before going all-out for built-ins (Vol. 5:31-34).

In addition to Capehart-Farnsworth's convention in New York's Hotel Pierre Aug. 29-30, Tele-tone has set one in Waldorf-Astoria Sept. 7 when it will show complete new line of 7, 10, 12½ and 16-in., no details yet. And Stewart-Warner distributors meet in Chicago's Hotel Knickerbocker Sept. 9 and New York's Ambassador Sept. 12 to see new line of 6 sets, including its first Protelgram projection. Stewart-Warner's other sets will be 10 and 12½-in., with several possibly having built-ins; no other details.

DuMont has added 15-in. Hastings table model with FM and phono-plug, priced at \$425, to its recently announced new line (Vol. 5:29-30), stating it has new circuit for better fringe reception. Price is same as old 12-in. Chatham...Westinghouse has 3 new sets due, prices not announced: 10 and 12½-in. tables, 12½-in. console with AM-FM-phono (3 speed). In addition, Westinghouse's all-glass 16-in. table model and 12-in. console (Vol. 5:23) are yet to come.

Emerson's Ben Abrams doesn't go along with idea of eliminating 10-in. set, halted last week by Magnavox on grounds that price spread between 10 and 12½-in. is too narrow to keep former in line (Vol. 5:34). Abrams insists cost difference, though minor for manufacturer, represents about 20% for consumer, and notes that surveys show 10-in. represents 75% of sales...Garod's Leonard Ashbach echoed this view, said his 10 and 12½-in. represent spread of \$40...Vidcraft has ceased making its 10-in. at \$199.95 and has cut prices of 12½-in. table from \$249.95 to \$199.95; 16-in. table, from \$299.95 to \$279.95; 16-in. console, from \$350 to \$309.95 -- all with FM...Federal Television has cut basic 16-in. console with FM-phono (3-speed) from \$749 to \$695, also cut top 16-in. console with AM-FM-phono (3-speed) from \$1795 to \$1495.

\* \* \* \*

More price reductions: Muntz has cut 10-in. table from \$199 to \$179.50; 12½-in. table, from \$269 to \$219.50; 12½-in. console, from \$299 to \$249.50. Muntz also has new 10-in. console at \$199.50, 16-in. console \$349.50, 12½-in. console with AM-FM-phono (3 speed) \$399.50...Meck cut price of 7-in. portable from \$159 to \$139; 7-in. table, from \$149 to \$139; 16-in. table from \$299 to \$279; has added new 10-in. table at \$179, 12-in. table at \$219, 12-in. console at \$249, 16-in.

consolette at \$299...Mars has cut prices again (Vol. 5:31) on 12½-in. table from \$395 to \$299; 16-in. table, from \$495 to \$399; also cut 16-in. consolette from \$575 to \$495; has new 16-in. consolette \$399, new 16-in. console with AM-FM-phono \$1295.

Brunswick has 12½-in. table at \$219 and 16-in. table at \$279, as promised (Vol. 5:31); also, 12½-in. console at \$249 -- all sales directly to dealers...Garod has 16-in. console with AM-FM-phono (2 speed), with switch for circular picture, \$695...Televista now has 16-in. table at \$269.95, same in consolette at \$299.95...Emerson's 16-in. table model, now \$399.50, is due to be repriced "down to around \$330," is about to be shipped...Trans-Vue has reduced its commercial 16-in. model from \$695 to \$595, has new 16-in. console at \$349.50...RCA has dropped \$625 combination 10-in. console Model 9TW333...Canadian GE has priced its TV line as follows: 10-in. table, \$399; 10-in. console, \$599.

Move to abolish references to "sq. in." picture size (Vol. 5:33) is gaining momentum: RCA and Motorola have agreed to stick to tube diameters in future ads, along lines urged by Emerson...RMA board at Sept. 15-16 meeting (with Canadian RMA), at White Sulphur Springs, W.Va., will doubtless consider "sq. in." suggestion...Add to last week's list of price guarantors (Vol. 5:34): Andrea, Raytheon, Trav-Ler...National Union reports it's going "all out for black tube"; also that it's getting good orders for new all-glass 8½-in. tube (Vol. 5:33).

**BIG SLUMP IN JULY TV-RADIO OUTPUT:** It's an inauspicious start TV made during July toward confidently predicted 1,500,000 production goal for last half of this year. But it was vacation shutdown month, so can't be taken as indicative of any trend. Month's TV set output, according to RMA monthly report, slumped to 79,531 units, less than half totals for either June or May (Vol. 5:31). Thus, 7-month RMA cumulative is 992,602. Add usual 15% to account for non-reporting Admiral and other non-RMA members, and truer figure for 1949 output to July is about 1,141,000. Add this figure to the 1,157,000 cumulative output to end of 1948 (Vol. 5:8), and postwar TV production aggregates 2,298,000.

Total radios of all kinds, including TVs, slumped to new low of 421,478 during July, down from 672,590 in June and the lowest since 1945 (for monthly comparisons, see p. 66, TV Directory No. 8). Total FM sets went down to 23,843, plus the 17,991 TVs with FM. RMA's July TV breakdown: table models, 49,403; TV-only consoles, 25,888 (518 projections); TV-radio-phono consoles, 4,240 (3 projections). RMA's July FM breakdown: AM-FM table, 17,939 (28 with phono); AM-FM consoles, 5,902 (19 without phono); FM-only, 2.

### Count of TV Sets-in-Use by Cities

TV sets-in-use as of Aug. 1 rose to 2,150,000 in 48 areas, up 140,000 from July 1 (Vol. 5:30), 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	69,600
Boston	2	1,175,000	113,000
Buffalo	1	323,000	26,300
Chicago	4	1,438,000	170,000
Cleveland	2	695,000	67,500
Detroit	3	839,000	76,000
Erle	1	112,000	6,000
Lancaster	1	85,000	9,900
Milwaukee	1	327,000	30,000
New Haven	1	557,000	37,400
New York	6	3,597,000	720,000
Philadelphia	3	1,184,000	205,000
Pittsburgh	1	742,000	23,500
Providence	1	1,011,000	13,500
Rochester	1	208,000	4,300
Richmond	1	130,000	13,700
Schenectady	1	253,000	29,000
St. Louis	1	474,000	36,800
Toledo	1	241,000	18,000
Washington	4	691,000	55,700
Wilmington	1	183,000	8,900
<b>Total Interconnected</b>	<b>40</b>	<b>13,991,000</b>	<b>1,734,100</b>

Non-Interconnected Cities			
City	No. Stations	No. Families	No. Sets
Albuquerque	1	22,000	1,000
Atlanta	2	233,000	15,000
Birmingham	2	196,000	3,500
Charlotte	1	171,000	3,000
Cincinnati	3	384,000	28,100
Columbus	1	225,000	7,700
Dayton	2	291,000	8,800
Fort Worth	1	269,000	6,000
Dallas	(a)	277,000	6,300
Grand Rapids	1(b)	182,000	2,000
Greensboro	1(c)	165,000	900
Houston	1	217,000	7,500
Indianapolis	1	281,000	7,000
Johnstown	1(d)	250,000	2,900
Los Angeles	6(e)	1,372,000	169,000
Louisville	1	188,000	8,700
Memphis	1	177,000	6,300
Miami	1	117,000	8,100
Minneapolis			
St. Paul	2	333,000	23,700
New Orleans	1	225,000	6,000
Oklahoma City	1	138,000	5,000
Omaha	2(f)	132,000	2,500
Salt Lake City	2	93,000	6,000
San Diego	1	113,000	6,300
San Francisco	2	825,000	10,600
Seattle	1	307,000	7,800
Syracuse	1	199,000	7,200
Utica	1(g)	127,000	1,500
Others			47,500
<b>Total Non-Interconnected</b>	<b>41</b>	<b>8,088,000</b>	<b>415,900</b>
<b>Total Interconnected and Non-Interconnected</b>	<b>78</b>	<b>22,079,000</b>	<b>2,150,000</b>

(a) Dallas included in coverage of Fort Worth's WBAP-TV. (b) WLAV-TV began operation Aug. 22. (c) WFMV-TV due to

begin operation Sept. 22. (d) WJAC-TV due to begin operation in Sept. (e) KECA-TV begins operation Sept. 16. (f) WOW-TV began operation Aug. 1 and KMTV due to begin Sept. 1. (g) WKTV due to start sometime in September.



Amendments and Corrections to

FCC PROPOSALS REGARDING VHF-UHF RULES, STANDARDS AND ALLOCATIONS

(Changes to be made in Supplements No. 64 & 65)

From FCC Notices 49-1044 of July 28, 1949, 49-1145 of Aug. 19, 1949 and  
49-1197 of Sept. 1, 1949, plus other errors noted

Changes in Supplement No. 64

Page 2 - Dates in paragraph 14(a) changed from Aug. 8, 1949 to Aug. 26, 1949.

Page 3 - Add to paragraph 14(a): "Any person a party to this hearing who owns or has the right to sublicense inventions relating to television transmitters or receivers for either monochrome or color transmissions which are described and claimed in one or more patent applications now pending in the United States Patent Office shall file with the Commission an abstract of each such pending patent application setting forth the Patent Office filing date and serial number of the application and a brief statement of the purposes of the invention and the devices or operations claimed therein. Also each abstract shall be accompanied by a Power to Inspect the related pending patent application at the United States Patent Office by the Commission's Acting Chief Engineer (John A. Willoughby) or his nominee. These abstracts and Powers to Inspect must be filed on or before the opening date of the hearing or such later date as the Commission may by order provide."

Page 3 - Dates in paragraph 14(b) changed from Aug. 19, 1949 to Sept. 12, 1949.

Page 3 - Dates in paragraph 15(a) changed from Aug. 29, 1949 to Sept. 26, 1949.

Page 5 - In Section III-C-2-b, change figure "5" to "3 and 5".

Page 8 - In Section II-b-(7), change formula to read:

$$r(L) = A + P'_u - P'_d + F_u(50,50) - F_d(50,50) \\ - k(T) \sqrt{R_d^2(1) + R_u^2(1)}$$

Page 11 - Alexandria, La., delete Channel 13.

Page 11 - Shreveport, La., change Channel 12 to Channel 13.

Page 12 - Marquette, Mich., change Channel 10 to Channel 11.

Page 12 - Add Festus, Mo., Channel 42; population 5,000.

Page 12 - Winifred, Mont., change Channel 41 to Channel 31.

Page 14 - Lawton, Okla., delete Channel 10.

Page 14 - Woodward, Okla., change Channel 45 to Channel 44.

Page 15 - Delete Orange, Tex., and delete Channel 18.

Page 15 - Montpelier, Vt., add vhf Channel 3. Delete uhf Channel 38.  
add uhf Channels 20, 22. Change population figure to "8".

Page 15 - Montgomery, W. Va., change Channel 34 to Channel 35.

Page 15 - Change Warsaw, Wis. to Wausau.

Note: Commission also makes following explanatory statement:

"There may be an implication in Appendix B of the above Notice (FCC 49-948) to persons not familiar with the Report of the Ad Hoc Committee that the propagation charts used for 600 mc (Channels 14-55) were based on recommendations of the Ad Hoc Committee. The work of the Ad Hoc Committee related solely to the vhf band. The reference in Appendix B to Figures 2, 6 and 7 of the Committee's Report for 600 mc field intensities represents an assumption made by the Commission because curves for this frequency were not available, and was without reference to the Ad Hoc Committee."

\* \* \* \*

Changes in Supplement No. 65

- Under Channel 10 - Delete Marquette, Mich. and Lawton, Okla.
- Under Channel 11 - Add Marquette, Mich.
- Under Channel 12 - Delete Shreveport, La.
- Under Channel 13 - Delete Alexandria, La. and add Shreveport, La.

- end -

**Prepared for Sept. 26 FCC Hearing**

## DuMont's Suggested VHF-UHF Allocation Plan

Offered as Alternative to U. S. Allocations Proposed by FCC, July 11, 1949

(For Comparisons with FCC's Proposed Allocations, see pages 9-16, Supplement No. 64)

Cities in Capital Letters Are Those Wherein DuMont Plan Would Shift Operating Stations or CPs to Different Channels

### EXPLANATION and SYMBOLS

CHANNEL numbers with daggers (†) represent operating stations. Channel numbers with asterisks (\*) represent CPs. Channel numbers without symbols are ungranted. Occupancy status is as of Sept. 1, 1949. UHF channel-numbering system is extension of FCC's, inasmuch as DuMont Plan covers 48 channels allocated to specific cities as against FCC's 32; also, DuMont proposes 21 additional UHF channels (as against 10 by FCC) for random assignments for community and educational stations.

Channel changes for operating stations or CPs, which would be required by this plan (indicated in list below by capital letters), are given in detail on pages 3-4.

This plan covers first 326 markets in order of population rank. First 178 of these cities are listed as ranked by *Sales Management Survey of Buying Power, 1949*. Remaining cities are ranked by population count within 40-mi. radius of each, according to 1940 U. S. Census. Note: DuMont also plans extension of this list to embrace Canada and as many smaller U. S. cities as channels permit.

Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.
<b>ALABAMA</b>			<b>COLORADO</b>			<b>GEORGIA—(Continued)</b>		
Anniston	288	—	40,43,48,51	—	—	Columbus	114	—
Birmingham	33	4†,7,9,11,13†	—	—	—	Macon	138	—
Dothan	221	—	27,30,32,35	—	—	Rome	212	—
Gadsden	160	—	14,19,22,24	—	—	Savannah	109	3,5,8,12
Mobile	75	3,7,9,12	—	—	—	<b>IDAHO</b>		
Montgomery	120	—	16,33,37,41,45	—	—	Boise	277	4,5,7,9
Tuscaloosa	226	—	15,18,20,23	—	—	Idaho Falls	295	—
<b>ARIZONA</b>			<b>CONNECTICUT</b>			Pocatello	291	3,8,10,12
Douglas	318	—	14,19,22,24	—	—	Twin Falls	294	—
Flagstaff	323	—	15,18,20,23	—	—	<b>ILLINOIS</b>		
Phoenix	57	4,5*,9,12	—	—	—	Aurora	115	—
Tucson	130	2,7,11,13	—	—	—	Centralia-	—	22,24
Yuma	326	2,7,11,13	—	—	—	Mt. Vernon	222	—
<b>ARKANSAS</b>			<b>DELAWARE</b>			Champaign-	—	16,33,37,41,45
Fort Smith	175	—	15,18,20,23	—	—	Urbana	224	—
Hot Springs	267	—	27,30,32,35	—	—	Chicago	2	2,4†,5†,7†,9†,11,13
Little Rock	91	2,6,10,12	—	—	—	Danville	259	—
Texarkana	239	—	14,19,22,24	—	—	Decatur	152	—
<b>CALIFORNIA</b>			<b>DISTRICT OF COLUMBIA</b>			Galesburg	206	—
Bakersfield	272	3,6,8,10,12	—	—	—	Joliet	119	—
Chico-	—	—	—	—	—	Kankakee	188	—
Redding	311	—	27,30,32,35	—	—	Mattoon	234	—
El Centro	300	—	14,19,22,24	—	—	Moline	—	See Davenport, Iowa
Eureka	306	—	14,19,22,24	—	—	PEORIA	80	—
Fresno	60	—	14,19,22,24	—	—	Quincy	244	—
Los Angeles	3	2†,4†,5†,7*,9†,11†,13†	—	—	—	Rockford	118	—
Riverside	113	See San Bernardino	—	—	—	Rock Island	—	See Davenport, Iowa
Sacramento	67	3,6,8,10,12	—	—	—	Springfield	126	—
San Bernardino	62	—	27,30,32,35	—	—	<b>INDIANA</b>		
(Includes Riverside)	—	—	—	—	—	Anderson	143	See Muncie, Ind.
San Diego	30	3,6,8†,10,12	—	—	—	<b>BLOOMING-</b>		
San Francisco-	—	—	—	—	—	TON	201	—
Oakland	8	2,4*,5†,7†,9,11,13	—	—	—	Evansville	95	—
San Jose	63	—	26,28,31,36	—	—	Fort Wayne	102	—
Santa Barbara	279	—	15,18,20,23	—	—	Indianapolis	31	3,6†,8,10
Santa Cruz	256	—	39,44,47,49	—	—	Kokomo	186	—
Stockton	90	—	15,18,20,23	—	—	Lafayette	225	—
<b>FLORIDA</b>			<b>FLORIDA</b>			<b>FLORIDA</b>		
Daytona Beach	290	—	15,18,20,23	—	—	<b>FLORIDA</b>		
Fort Myers	308	—	14,19,22,24	—	—	<b>FLORIDA</b>		
Gainesville-	—	—	—	—	—	<b>FLORIDA</b>		
Ocala	276	—	17,21,25,29	—	—	<b>FLORIDA</b>		
Jacksonville	55	2*,4*,9,11	—	—	—	<b>FLORIDA</b>		
Lakeland-	—	—	—	—	—	<b>FLORIDA</b>		
Plant City	262	—	39,44,47,49	—	—	<b>FLORIDA</b>		
Miami	45	4†,5,7,9	—	—	—	<b>FLORIDA</b>		
Orlando	150	5,8,10,12	—	—	—	<b>FLORIDA</b>		
Pensacola	274	—	34,38,42,46	—	—	<b>FLORIDA</b>		
St. Petersburg-	—	—	—	—	—	<b>FLORIDA</b>		
Tampa	49	3,6,7*,13	—	—	—	<b>FLORIDA</b>		
Tallahassee	266	3,6,7,13	—	—	—	<b>FLORIDA</b>		
West Palm Beach	285	—	27,30,32,35	—	—	<b>FLORIDA</b>		
<b>GEORGIA</b>			<b>GEORGIA</b>			<b>GEORGIA</b>		
Albany	231	—	26,28,31,36	—	—	<b>GEORGIA</b>		
Atlanta	25	2*,5†,8†,10,12	—	—	—	<b>GEORGIA</b>		
Augusta	151	—	14,19,22,24	—	—	<b>GEORGIA</b>		

(Continued on next page)

	Population Rank	VHF Channel No.	UHF Channel No.
<b>INDIANA—(Continued)</b>			
Muncie	157	—	14,19
Richmond	200	—	23
South Bend	94	—	33,37,41,45
Terre Haute	145	—	21,28,31,36
Vincennes	205	—	17
<b>IOWA</b>			
Ames	—	(Educational)	—
Burlington	227	—	54
Cedar Rapids	149	2,4,11,13	—
Council Bluffs	—	See Omaha, Nebraska.	—
DAVENPORT	76	—	33,37,41,58 (Includes Rock Island and Moline, Ill.)
Des Moines	86	5,8,10,12	—
Dubuque	171	—	17,21,25,29
Iowa City	258	—	16,28,45
Mason City	237	—	15,18,20,23
Ottumwa	242	—	19,22,24
Sioux City	144	2,4,7,9	—
Waterloo	153	6,7,9	—
<b>KANSAS</b>			
Hutchinson	265	—	15,18,20,23
Kansas City	—	See Kansas City, Mo.	—
Manhattan-	—	—	—
Junc. City	237	—	27,30,32,35
Topeka	135	—	14,19,22,24
Wichita	84	5,8,11,13	—
<b>KENTUCKY</b>			
Ashland	—	See Huntington, W. Va.	—
Lexington	158	—	16,33,34,45
Louisville	27	2,5†,9*,12	—
Owensboro	214	—	53,56,59,61
Paducah	220	—	39,44,47,49
<b>LOUISIANA</b>			
Alexandria	248	—	27,30,32,35
Baton Rouge	127	—	34,38,42,46
Lafayette	199	—	17,21,25,29
Lake Charles	268	—	14,19,22,24
Monroe	230	3,7,9,13	—
New Orleans	23	4*,6†,11,13	—
Shreveport	104	4,5,8,11	—
<b>MAINE</b>			
Augusta	219	—	26,28,31,36
Bangor	278	—	53,56,59,61
Lewiston-	—	—	—
Auburn	208	—	52,55,57,60
Portland	101	—	39,44,47,49
Waterville	247	—	15,18,20,23
<b>MARYLAND</b>			
Baltimore	12	2†,11†,13†	28,33
Cumberland	202	—	48
Hagerstown	185	—	28,31
<b>MASSACHUSETTS</b>			
Boston	5	2*,4†,5,7†,9,11,13	—
Fall River-	—	—	—
New Bedford	46	—	15,18,20,23
Lawrence-	—	—	—
Lowell-	—	—	—
Haverhill	72	—	17,21,25,29
Pittsfield-	—	—	—
North Adams	123	—	54,58
Springfield-	—	—	—
Holyoke	42	—	27,30,32,35
Worcester	32	—	53,56,59,61
<b>MICHIGAN</b>			
Battle Creek	136	—	54,58
Detroit	6	2†,4†,6,7†,12	—
Escanaba	282	—	40,43,48,51
Flint	65	—	52,55,57,60
GRAND RAPIDS	61	—	36,44,47,49

	Population Rank	VHF Channel No.	UHF Channel No.
<b>MICHIGAN—(Continued)</b>			
Jackson	157	—	48,50
KALAMAZOO	132	—	28,31
LANSING	108	—	15,18,20,23
Muskegon	125	—	14,17,19,25
Port Huron	251	—	39
Saginaw-	—	—	—
Bay City	73	3,8,10	—
Saulte Ste.	—	—	—
Marle	315	2,4,5,7	—
<b>MINNESOTA</b>			
Duluth	66	3,6,7,9,11	—
(includes Superior, Wis.)	—	—	—
Hibbing	273	—	26,28,31,36
International Falls	322	—	17,21,25,29
MINNEAPOLIS-	—	—	—
ST. PAUL	13	2,4†,5†,8,10,12	—
Rochester	233	—	53,56,59,61
St. Cloud	246	—	17,21,25,29
Winona	243	—	22,24
<b>MISSISSIPPI</b>			
Biloxi-	—	—	—
Gulfport	284	—	15,18,20,23
Greenville	218	—	17,21,25,29
Hattiesburg	244	—	40,43,48,51
Jackson	124	2,5,8,10	—
Laurel	250	—	14,19,22,24
Meridian	173	—	27,30,32,35
Vicksburg	229	—	26,28,31,36
<b>MISSOURI</b>			
Columbia	245	—	40,43,48,51
Hannibal	257	—	32,35
Jefferson City	261	—	53,56,59,61
Joplin	213	—	33,37,41,45
Kansas City	17	2,4*,7,9	—
Sedalla	263	—	15,18,20,23
Springfield	154	5,8,11,13	—
St. Joseph	142	—	26,28,31,36
St. Louis	9	2,4,5†,7,9,11,13	—
<b>MONTANA</b>			
Billings	303	3,8,10,12	—
Butte	292	4,5,7,9	—
Great Falls	305	2,6,11,13	—
Helena	309	—	15,18,20,23
Miles City	321	4,5,7,9	—
Missoula	310	3,8,10,12	—
<b>NEBRASKA</b>			
Grand Island-	—	—	—
Hastings	271	—	34,38,42,46
Lincoln	141	—	17,21,25,29
Omaha	50	3†,6†,11,13	—
<b>NEVADA</b>			
Carson City	316	—	17,21,25,29
Las Vegas	325	4,5,7,9	—
Reno	307	4,5,7,9	—
<b>NEW HAMPSHIRE</b>			
Berlin	269	—	14,19,22
Concord	197	—	50
Keene	—	See Brattleboro, Vt.	—
Manchester	105	—	33,35
Portsmouth	253	—	41
<b>NEW JERSEY</b>			
Asbury Park	215	—	38,46
Atlantic City	121	—	30,35
Newark	—	See New York, N. Y.	—
Trenton	79	—	40,43,48,51
<b>NEW MEXICO</b>			
Albuquerque	140	4†,5,7,9	—
Roswell	319	3,8,10,12	—
Santa Fe	302	2,11,13	—

	Population Rank	VHF Channel No.	UHF Channel No.
<b>NEW YORK</b>			
ALBANY-	—	—	—
SCHENEC-	—	—	—
TADY-TROY	36	3,6,8,10,12	—
BINGHAMTON	96	—	17,21,25,29
Buffalo-	—	—	—
Niagara Falls	14	2,4†,8,10	—
Elmira-	—	—	—
Corning	165	—	37,41,45
Ithaca	210	—	33
Jamestown	204	—	53,56,59,61
New York-	—	—	—
Newark, N. J.	1	2†,4†,5†,7†,9†,11†,13†	—
Plattsburg	260	—	53,56,59,61
Poughkeepsie	187	—	26,28,31
Rochester	40	3,6†,11,13	—
SYRACUSE	53	—	30,52,55,60
UTICA-ROME	59	—	36,39,43,50
<b>NORTH CAROLINA</b>			
Asheville	134	—	40,43,48,51
Charlotte	100	3†,5,8,12	—
Durham	155	—	40,43,48,51
Fayetteville	169	—	15,18,20,23
Greensboro-	—	—	—
High Point	99	2*,6,10,13	—
(includes Winston-Salem)	—	—	—
Raleigh	133	—	53,56,59,61
Wilmington	164	—	17,21,25,29
Winston-Salem	117	See Greensboro	—
<b>NORTH DAKOTA</b>			
Bismarck	304	3,8,10,12	—
Dickinson	313	—	17,21,25,29
Fargo	270	4,5,7,9	—
Grand Forks	283	2,6,11,13	—
Minot	299	4,5,7,9	—
Williston	314	—	14,19,22,24
<b>OHIO</b>			
Akron	37	—	14,19,22,24
Canton	58	—	32,35
Cincinnati	16	4†,7†,11†,13	—
CLEVELAND	10	5†,9*,11,13	—
COLUMBUS	39	—	26,28,31,36
DAYTON	48	—	39,44,47,49
Findlay	195	—	17,21
Hamilton-	—	—	—
Middletown	116	—	52,55,57,60
Lima	156	—	56,61
Marion	189	—	53,59
Portsmouth	209	—	50,54,58
Sandusky	198	—	40,51
Springfield	128	—	15,18,20
TOLEDO	47	—	34,38,42,46
Youngstown	34	—	52,55,57,60
(includes Newcastle, Pa.)	—	—	—
Zanesville	179	—	41,51
<b>OKLAHOMA</b>			
Enid	275	—	17,21,25,29
Muskogee	223	—	26,28,31,36
Oklahoma City	52	2,4†,10,12	—
Ponca City	264	—	34,38,42,46
Shawnee	216	—	27,30,32,35
Tulsa	71	3,6*,7,9	—
<b>OREGON</b>			
Eugene	286	4,5,7,9	—
Klamath Falls	312	—	15,18,20,23
Medford	301	3,8,10,12	—
Portland	19	3*,6,8,10,12	—
Salem	159	—	17,21,25,29
<b>PENNSYLVANIA</b>			
Altoona	111	—	34,38,42,46
Easton-	—	—	—
Allentown-	—	—	—
Bethlehem	41	—	53,56,59,61
ERIE	88	—	17,21,25,29
Harrisburg	89	—	52,55,57,60

	Population Rank	VHF Channel No.	UHF Channel No.
<b>PENNSYLVANIA—(Continued)</b>			
JOHNSTOWN	74	—	30,50,54,58
LANCASTER	83	—	16,49
Newcastle	146	See Youngstown, Ohio	
Philadelphia	4	3†,6†,8,10†, 12	—
Pittsburgh	7	3†,6,7,12	—
Reading	69	—	27,32
Scranton-			
Wilkes-Barre	21	—	15,18,20,23
Williamsport	147	—	47
York	93	—	36,44
<b>RHODE ISLAND</b>			
PROVIDENCE	20	—	40,43,48,51
<b>SOUTH CAROLINA</b>			
Charleston	97	2,6,10,13	—
Columbia	122	4,7,9,11	—
Florence	207	—	26,28,31,36
Greenville	107	—	53,56,59,61
Spartanburg	180	—	52,55,57,60
Sumter	196	—	39,44,47,49
<b>SOUTH DAKOTA</b>			
Aberdeen	297	—	15,18,20,23
Mitchell	293	—	27,30,32,35
Pierre	324	2,4,7,9	—
Sioux Falls	170	5,8,10,12	—
Watertown	289	—	14,19,22,24
<b>TENNESSEE</b>			
Chattanooga	77	—	41,46,54,58
Johnson City	193	—	15,18,20,23
Knoxville	82	4,7,11,13	—
Memphis	44	4†,7,9,11	—
NASHVILLE	56	3,6,8,10	—
<b>TEXAS</b>			
Abilene	172	—	17,21,25,29
Amarillo	161	4,5,7,9	—

	Population Rank	VHF Channel No.	UHF Channel No.
<b>TEXAS—(Continued)</b>			
Austin	112	—	26,28,31,36
Beaumont-			
Port Arthur	85	3,7,9,12	—
Brownsville	252	4,5,7,9	—
Corpus Christi	106	3,8,10,12	—
DALLAS	28	3,7,9,13	—
El Paso	103	2,6,11,13	—
Fort Worth	51	5†,11	—
Galveston	139	—	15,18,20,23
Houston	18	2†,6,11,13	—
Laredo	178	2,6,11,13	—
Lubbock	166	2,6,11,13	—
San Angelo	177	3,8,10,12	—
San Antonio	43	4*,5*,7,9	—
Tyler	217	—	17,21,25,29
Waco	129	—	27,30,32,35
Wichita Falls	162	—	15,18,20,23
<b>UTAH</b>			
Logan	281	—	15,18,20,23
Ogden	167	2,11,13	—
Salt Lake City	64	4†,5†,7,9	—
<b>VERMONT</b>			
Brattleboro	181	—	37
(includes Keene, N. H.)			
Burlington	236	—	40,48,51
Rutland	240	—	34,42,46
<b>VIRGINIA</b>			
Charlottesville	238	—	17,21,29,37
Danville	194	—	14,19,22,24
Lynchburg	168	—	52,55,57,60
<b>NORFOLK-PORTSMOUTH-NEWPORT</b>			
NEWS	26	3,8,10,12	—
Richmond	54	—	34,38,42,46
Roanoke	131	4,7,9,11	—
Winchester-			
Martinsburg,			
W. Va.	184	—	39

	Population Rank	VHF Channel No.	UHF Channel No.
<b>WASHINGTON</b>			
Seattle	22	4,5†,7,9	—
Spokane	87	4,5,7,9	—
Takoma	81	2,11,13	—
Walla Walla	298	—	14,19,22,24
Yakima	280	—	15,18,20,23
<b>WEST VIRGINIA</b>			
Bluefield-			
Beckley	182	—	26,28,31,36
Charleston	70	2,5,8,10	—
Clarksburg	183	—	47,49
<b>HUNTINGTON-ASHLAND, KY.</b>			
	92	—	34,38,42,46
Martinsburg	See Winchester, Va.		
Parkersburg	203	—	30,43
Wheeling	78	—	23,27
<b>WISCONSIN</b>			
Appleton	192	—	26,28
Eau Claire	254	—	14,19
Fond du Lac	191	—	52,55
Green Bay	148	—	20,23
Kenosha-			
Racine	98	—	53,56,59,61
La Crosse	176	—	47,49
Madison	110	—	27,30,32,35
Milwaukee	15	3†,6,8,10,12	—
Oshkosh	190	—	15,18
Sheboygan	228	—	57,60
Stevens Point	235	—	31,36
Superior	See Duluth, Minn.		
Wausau	232	—	39,44
<b>WYOMING</b>			
Casper	320	4,5,7,9	—
Cheyenne	296	2,6,11,13	—
Sheridan	317	2,6,11,13	—

## Channel Changes for Operating Stations or CPs Required by DuMont Plan

Daggers (†) indicate operating stations; balance are CPs

Ames, Iowa—WOI-TV, now assigned Channel 4, would change to an educational channel.

Binghamton, N. Y.—WBNF-TV, now assigned Channel 12, would change to Channel 17, 21, 25 or 29.

Bloomington, Ind.—WTTV, now assigned Channel 10, would change to Channel 54 or 58.

Cleveland, O.—†WNBK, now assigned Channel 4, would change to Channel 11 or 13.

Columbus, O.—†WLWC, now assigned Channel 3, WTVN, now assigned Channel 6, and WBNS-TV, now assigned Channel 10, would change to Channel 26, 28, 31 or 36.

Dallas, Tex.—KRLD-TV, now assigned Channel 4, and KBTB, now assigned Channel 8, would change to Channel 3, 7, 9 or 13.

Davenport, Iowa, Rock Island and Moline, Ill.—WHBF-TV, now assigned Channel 4, and WOC-TV, now assigned Channel 5, would change to Channel 33, 37, 41 or 58.

Dayton, O.—†WLWD, now assigned Channel 5, and †WHIO-TV, now assigned Channel 13, would change to Channel 39, 44, 47 or 49.

Erie, Pa.—†WICU, now assigned Channel 12, would change to Channel 16 or 49.

Grand Rapids, Mich.—†WLAV-TV, now assigned Channel 7, would change to Channel 36, 44, 47 or 49.

Huntington, W. Va.—WSAZ-TV, now assigned Channel 5, would change to Channel 34, 38, 42 or 46.

Johnstown, Pa.—WJAC-TV, now assigned Channel 13, would change to Channel 30, 50, 54 or 58.

Kalamazoo, Mich.—WKZO-TV, now assigned Channel 3, would change to Channel 28 or 31.

Lancaster, Pa.—†WGAL-TV, now assigned Channel 4, would change to Channel 16 or 49.

Lansing, Mich.—WJIM-TV, now assigned Channel 6, would change to Channel 15, 18, 20 or 23.

Minneapolis, Minn.—KTRV, now assigned Channel 9, would change to Channel 2, 8, 10 or 12.

Nashville, Tenn.—WSM-TV, now assigned Channel 4, would change to Channel 3, 6, 8 or 10.

New Haven, Conn.—†WNHC-TV, now assigned Channel 6, would change to Channel 52, 55 or 57.

Norfolk, Va.—WTAR-TV, now assigned Channel 4, would change to Channel 3, 8, 10 or 12.

(Continued on next page)

Peoria, Ill.—WMBT, now assigned Channel 6, would change to Channel 39, 44, 47 or 49.

Providence, R. I.—† WJAR-TV, now assigned Channel 11, would change to Channel 40, 43, 48 or 51.

Richmond, Va.—† WTVR, now assigned Channel 6, would change to Channel 34, 38, 42 or 46.

Schenectady, N. Y.—† WRGB, now assigned Channel 4, would change to Channel 3, 6, 8, 10 or 12.

Syracuse, N. Y.—WSYR-TV, now assigned Channel 5, and † WHEN, now assigned Channel 8, would change to Channel 30, 52, 55 or 60.

Toledo, O.—† WSPD-TV, now assigned Channel 13, would change to Channel 34, 38, 42 or 46.

Utica, N. Y.—WKTV, now assigned Channel 13, would change to Channel 36, 39, 43 or 50.

Wilmington, Del.—† WDEL-TV, now assigned Channel 7, would change to Channel 14, 19, 22 or 24.

---

#### NOTES

**COLOR TV ISN'T UPSETTING THE TRADE:** Those you'd expect to be most worried about "color threat" to the TV market, the set manufacturers, seem to be least worried. After first blush of RCA's surprise announcement wore off, the manufacturing tycoons continued to report no visible effect on buying as yet. Nor are their distributors and dealers complaining, they say. Prices are so attractive, now that they've virtually settled down, that even if some customers hesitate because they've been led to think color will come overnight, there's still plenty of market.

Retailing Daily, surveying merchandisers around the country, reported that TV dealers "do not expect their fall buying and merchandising plans to be disturbed" and are "generally of the belief that it will take a long time for color TV receivers to become available even if RCA's system proves workable." Also, that RCA's announcement "knocks out the bugaboo of obsolescence and therefore should make the public more receptive to buying sets now than they have been in some time."

We've interviewed many more key industry figures since last week's reports (Vol. 5:35) on RCA's system and trade reactions. What might be called the "philosophical long view" seems to prevail -- with very few recriminations against RCA and general feeling that it's a good thing to have color issue settled once and for all.

Consensus of leaders we've contacted is that burden is on TV salesmen now to persuade prospects that (a) today's TV sets are excellent buys, and prices not likely to go into same tailspin as last season's models; (b) they're missing fine programs, especially sports, if they don't buy now. Also, to explain that color, when ready, will simply be something to add -- at a price, whether built-in or converter.

Foregoing sums up Motorola president Paul Galvin's view; definitely a non-worrier, he said his company is going at top speed. Emerson's Ben Abrams stressed the extra-cost factor, guessed that color was still 4 years away; that converters would cost \$300-\$500, complete color-monochrome receivers would cost about \$1,000.

Philco's attitude is reflected in bulletin one of its biggest distributors sent to its dealers, reading: "Today's lab [color] models built for experimental tests are hardly next month's consumer production for you to sell. The complete system must yet be (a) demonstrated and accepted by FCC, (b) designed into transmitters and receivers, and into converters and adapters for existing equipment, and (c) placed on the market."

Also noted was fact production of programs in color is highly complex and expensive, like Technicolor in the movies. Hence monochrome will be basic for many years to come. Most stations, like movies, will put on color only occasionally.

"Let's not get an inferiority complex over color," said one top executive. "We're doing a good job in black and white, and people will continue to patronize it as they do the movies. Even the movies are a long way from all-Technicolor."

Fortunately, the word "obsolescence" hasn't been muttered in months. But we have a bit of news for those timid souls who use color talk to justify failure to buy one of today's excellent sets: Harry R. Lubcke, director of TV research for Don Lee, and one of TV's true pioneers, has just begun fulltime work on stereoscopic color TV. "Don't buy a color receiver, folks, tri-dimensional TV is in the works."

**CAPEHART 'POLANTENNA' & 'POLATRON':** Revitalized Capehart-Farnsworth Corp., now owned by giant IT&T, newly manned at top levels, is also making strong bid for share of the TV market. This week its distributors, meeting in New York, were shown 7 new models -- all with antenna called Polantenna, built into top of cabinet with tuning knob in rear, for which Hazeltine-certified claim was made that it will operate in 86% of metropolitan and 50% of fringe area.

Capehart's new Polatron picture tube (Vol. 5:34) was also offered, optional

at \$10 extra. Tube is made in own Ft. Wayne factory, special coating on outer face cutting glare, flicker and halation to provide sharper picture detail. Shown, too, was mock-up of long-talked-about stubbier, rectangular-faced tube (Vol. 5:1,11,16), which company promised to have in production soon -- blanks coming from both Corning and American Structural Products Co. (formerly Kimble Glass).

No less a VIP than IT&T's new president Maj. Gen. Wm. H. Harrison, of war-time Washington supply and construction fame, greeted Capehart distributors with assurances of IT&T's intention of throwing all its resources into its first big venture into the domestic TV market. "We're not merchants," he told them, "but we can provide you with good merchandising tools." Flanking him were Admiral Ellery W. Stone, new Capehart-Farnsworth president, and Capt. David R. Hull, executive v.p., both USN retired. Acting sales manager, on leave from his Pacific Coast post, is Charles R. Ward. Ex-Farnsworth president E. A. Nicholas is Adm. Stone's aide.

Capehart's new line abandons 10-in. in favor of 12½ and 16-in. Beauty of design accents the line. So-called Standard Series, all 12½-in. TV-only with 18 tubes plus 3 rectifiers, consists of: Minuet, table, \$269.50; Rhapsody, same in white oak (bisque), \$279.50; Prelude, console, \$299.50; Serenade, same in bisque, \$309.50. Deluxe series comprises: Overture, 12½-in. console with AM-FM, \$489.50; Sonata, 16-in. console with AM-FM, \$589.50; Concerto, 12½-in. console with AM-FM-phono (3 speed), \$639.50. Latter 2 have 30 tubes plus 2 rectifiers, while Overture has 32 plus 2. Carried over from old line is Symphony, 16-in. console combination recently cut from \$895 to \$795. Shown but not ready until mid-October and as yet unpriced was 16-in. TV-only console.

Capehart brand won't be on any table radios, new radio line consisting entirely of AM-FM-3 speed phonos: 18th Century, \$249.50; French Provincial, \$385; Chippendale, \$365; Futura, \$385.

**NEWS NOTES ABOUT CURRENT TV TRADE:** Between now and Christmas, you're going to see a rash of advertising and promotion of new TV models reminiscent of the late '20s and early '30s when radio sometimes exceeded automotive lineage in the popular prints. Competitive nature of the business is manifest not only in "price warfare" but from fact that there are about 100 manufacturers. Growing importance of TV in the radio economy is evidenced by fact that, during first 6 months of this year, TV represented only 16.3% of units (sets) but 60.1% of dollar volume. Factory value of all radios, including the TVs, ran well over \$350,000,000 for the half year.

Most new fall models have been announced, and detailed in these pages during last few months. But more are yet to come, notably Sylvania, Tele-tone, Stewart-Warner -- and possibly Admiral, DuMont, GE and others. Meanwhile, top companies generally report inventories of old lines pretty well cleared out, new price-cuts coming mainly from smaller companies. Here are latest (figures rounded out):

Arvin has cut prices of 10-in. table from \$250 to \$220; 10-in. console, \$280 to \$260; 12½-in. console, \$330 to \$300; also has new 12½-in. table at \$250 and 16-in. console remains at \$400 both due in Sept...Bowers cut 12-in. console from \$350 to \$295; has raised 16-in. table from \$350 to \$395; raised 16-in. console from \$450 to \$495...DeWald cut 10-in. table from \$280 to \$240; same in better cabinet with doors, \$315 to \$258; 12½-in. console, \$360 to \$340; 16-in. console, \$500 to \$460; also has new 16-in. table at \$340...Denmar cut 16-in. table from \$499 to \$400; 16-in. console with AM-FM-3 speed, \$700 to \$600; has new 16-in. console at \$400, new 16-in. console at \$500...Olympic cut 10-in. table from \$200 to \$180...Starrett 16-in. console with AM-FM is down from \$729 to \$695; has new 12½-in. console with AM-FM-3 speed at \$495...Telindustries 12½-in. table is down from \$300 to \$260; 12½-in. console, \$370 to \$300; has new 16-in. table at \$300, 16-in. console at \$350.

\* \* \* \*

New Sylvania brand debuts with 9 models in New York press showing Sept. 7 and at dealer meetings in Buffalo same day; then Pittsburgh Sept. 8, Baltimore 13th, Boston 15th, Chicago 21st, Jacksonville 22nd, others later. Seven are priced as listed in Vol. 5:33, but there will also be low-priced 10-in. models, and whole line will have "surprising exclusive new technical features". Good guess, based on trade



**Prepared for Sept. 26 FCC Hearing**

## DuMont's Suggested VHF-UHF Allocation Plan

Offered as Alternative to U. S. Allocations Proposed by FCC, July 11, 1949

(For Comparisons with FCC's Proposed Allocations, see pages 9-16, Supplement No. 64)

Cities in Capital Letters Are Those Wherein DuMont Plan Would Shift Operating Stations or CPs to Different Channels

### EXPLANATION and SYMBOLS

**C**HANNEL numbers with daggers (†) represent operating stations. Channel numbers with asterisks (\*) represent CPs. Channel numbers without symbols are ungranted. Occupancy status is as of Sept. 1, 1949. UHF channel-numbering system is extension of FCC's, inasmuch as DuMont Plan covers 48 channels allocated to specific cities as against FCC's 32; also, DuMont proposes 21 additional UHF channels (as against 10 by FCC) for random assignments for community and educational stations.

Channel changes for operating stations or CPs, which would be required by this plan (indicated in list below by capital letters), are given in detail on pages 3-4.

This plan covers first 326 markets in order of population rank. First 178 of these cities are listed as ranked by *Sales Management Survey of Buying Power, 1949*. Remaining cities are ranked by population count within 40-mi. radius of each, according to 1940 U. S. Census. Note: DuMont also plans extension of this list to embrace Canada and as many smaller U. S. cities as channels permit.

Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.
<b>ALABAMA</b>								
Anniston	288	—	40,43,48,51					
Birmingham	33	4†,7,9,11,13†	—					
Dothan	221	—	27,30,32,35					
Gadsden	160	—	14,19,22,24					
Mobile	75	3,7,9,12	—					
Montgomery	120	—	16,33,37,41,45					
Tuscaloosa	226	—	15,18,20,23					
<b>ARIZONA</b>								
Douglas	318	—	14,19,22,24					
Flagstaff	323	—	15,18,20,23					
Phoenix	57	4,5*,9,12	—					
Tucson	130	2,7,11,13	—					
Yuma	326	2,7,11,13	—					
<b>ARKANSAS</b>								
Fort Smlth	175	—	15,18,20,23					
Hot Springs	267	—	27,30,32,35					
Little Rock	91	2,6,10,12	—					
Texarkana	239	—	14,19,22,24					
<b>CALIFORNIA</b>								
Bakersfield	272	3,6,8,10,12	—					
Chlco-								
Redding	311	—	27,30,32,35					
El Centro	300	—	14,19,22,24					
Eureka	306	—	14,19,22,24					
Fresno	60	—	14,19,22,24					
Los Angeles	3	2†,4†,5†,7*, 9†,11†,13†	—					
Riverside	113	See San Bernardino	—					
Sacramento	67	3,6,8,10,12	—					
San Bernardino	62	—	27,30,32,35					
(Includes Riverside)								
San Diego	30	3,6,8†,10,12	—					
San Francisco-								
Oakland	8	2,4*,5†,7†, 9,11,13	—					
San Jose	63	—	26,28,31,36					
Santa Barbara	279	—	15,18,20,23					
Santa Cruz	256	—	39,44,47,49					
Stockton	90	—	15,18,20,23					
<b>COLORADO</b>								
Colo. Springs	174	—	15,18,20,23					
Denver	38	4,5,7,9,12	—					
Pueblo	163	3,8,10,13	—					
<b>CONNECTICUT</b>								
Bridgeport	35	—	44,47,49					
Hartford-								
New Britain	24	—	14,19,22,24					
<b>NEW HAVEN-</b>								
WATERBURY	29	—	52,55,57					
New London	211	—	60					
<b>DELAWARE</b>								
WILMINGTON	68	—	14,19,22,24					
<b>DISTRICT OF COLUMBIA</b>								
Washington	11	4†,5†,7†,9†	—					
<b>FLORIDA</b>								
Daytona Beach	290	—	15,18,20,23					
Fort Myers	308	—	14,19,22,24					
Gainesville-								
Ocala	276	—	17,21,25,29					
Jacksonville	55	2*,4*,9,11	—					
Lakeland-								
Plant City	262	—	39,44,47,49					
Miami	45	4†,5,7,9	—					
Orlando	150	5,8,10,12	—					
Pensacola	274	—	34,38,42,46					
St. Petersburg-								
Tampa	49	3,6,7*,13	—					
Tallahassee	266	3,6,7,13	—					
West Palm								
Beach	285	—	27,30,32,35					
<b>GEORGIA</b>								
Albany	231	—	26,28,31,36					
Atlanta	25	2*,5†,8†, 10,12	—					
Augusta	151	—	14,19,22,24					
<b>GEORGIA—(Continued)</b>								
Columbus	114	—	17,21,25,29					
Macon	138	—	15,18,20,23					
Rome	212	—	27,30,32,35					
Savannah	109	3,5,8,12	—					
<b>IDAHO</b>								
Boise	277	4,5,7,9	—					
Idaho Falls	295	—	14,19,22,24					
Pocatello	291	3,8,10,12	—					
Twin Falls	294	—	17,21,25,29					
<b>ILLINOIS</b>								
Aurora	115	—	22,24					
Centralla-								
Mt. Vernon	222	—	16,33,37,41,45					
Champaign-								
Urbana	224	—	50					
Chicago	2	2,4†,5†,7†, 9†,11,13	—					
Danville	259	—	25					
Decatur	152	—	15,20,23					
Galesburg	206	—	14					
Joliet	119	—	26,34					
Kankakee	188	—	42,46					
Mattoon	234	—	18					
Moline	See Davenport, Iowa							
PEORIA	80	—	39,44,47,49					
Quincy	244	—	27,30					
Rockford	118	—	40,43,48,51					
Rock Island	See Davenport, Iowa							
Springfield	126	—	52,55,57,60					
<b>INDIANA</b>								
Anderson	143	See Muncie, Ind.						
<b>BLOOMING-</b>								
TON	201	—	54,58					
Evansville	95	—	40,43,48,51					
Fort Wayne	102	—	27,30,32,35					
Indianapolis	31	3,6†,8,10	—					
Kokomo	186	—	16					
Lafayette	225	—	29					

(Continued on next page)

	Population Rank	VHF Channel No.	UHF Channel No.
<b>INDIANA—(Continued)</b>			
Muncie	157	—	14,19
Richmond	200	—	23
South Bend	94	—	33,37,41,45
Terre Haute	145	—	21,28,31,36
Vincennes	205	—	17
<b>IOWA</b>			
Ames	—	(Educational)	—
Burlington	227	—	54
Cedar Rapids	149	2,4,11,13	—
Council Bluffs	—	See Omaha, Nebraska.	—
DAVENPORT	76	—	33,37,41,58
(Includes Rock Island and Moline, Ill.)	—	—	—
Des Moines	86	5,8,10,12	—
Dubuque	171	—	17,21,25,29
Iowa City	258	—	16,28,45
Mason City	237	—	15,18,20,23
Ottumwa	242	—	19,22,24
Sioux City	144	2,4,7,9	—
Waterloo	153	6,7,9	—
<b>KANSAS</b>			
Hutchinson	265	—	15,18,20,23
Kansas City	—	See Kansas City, Mo.	—
Manhattan-	—	—	—
Junc. City	237	—	27,30,32,35
Topeka	135	—	14,19,22,24
Wichita	84	5,8,11,13	—
<b>KENTUCKY</b>			
Ashland	—	See Huntington, W. Va.	—
Lexington	158	—	16,33,34,45
Louisville	27	2,5†,9*,12	—
Owensboro	214	—	53,56,59,61
Paducah	220	—	39,44,47,49
<b>LOUISIANA</b>			
Alexandria	248	—	27,30,32,35
Baton Rouge	127	—	34,38,42,46
Lafayette	199	—	17,21,25,29
Lake Charles	268	—	14,19,22,24
Monroe	230	3,7,9,13	—
New Orleans	23	4*,6†,11,13	—
Shreveport	104	4,5,8,11	—
<b>MAINE</b>			
Augusta	219	—	26,28,31,36
Bangor	278	—	53,56,59,61
Lewiston-	—	—	—
Auburn	208	—	52,55,57,60
Portland	101	—	39,44,47,49
Waterville	247	—	15,18,20,23
<b>MARYLAND</b>			
Baltimore	12	2†,11†,13†	28,33
Cumberland	202	—	48
Hagerstown	185	—	28,31
<b>MASSACHUSETTS</b>			
Boston	5	2*,4†,5†,7†,9,11,13	—
Fall River-	—	—	—
New Bedford	46	—	15,18,20,23
Lawrence-	—	—	—
Lowell	—	—	—
Haverhill	72	—	17,21,25,29
Pittsfield-	—	—	—
North Adams	123	—	54,58
Springfield-	—	—	—
Holyoke	42	—	27,30,32,33
Worcester	32	—	53,56,59,61
<b>MICHIGAN</b>			
Battle Creek	136	—	54,58
Detroit	6	2†,4†,6†,7†,12	—
Escanaba	282	—	40,43,48,51
Flint	65	—	52,55,57,60
GRAND RAPIDS	61	—	36,44,47,49

	Population Rank	VHF Channel No.	UHF Channel No.
<b>MICHIGAN—(Continued)</b>			
Jackson	137	—	48,50
KALAMAZOO	132	—	28,31
LANSING	108	—	15,18,20,23
Muskegon	125	—	14,17,19,25
Port Huron	251	—	39
Saginaw-	—	—	—
Bay City	73	3,8,10	—
Sault Ste.	—	—	—
Marie	315	2,4,5,7	—
<b>MINNESOTA</b>			
Duluth	66	3,6,7,9,11	—
(Includes Superior, Wis.)	—	—	—
Hibbing	273	—	26,28,31,36
International Falls	322	—	17,21,25,29
MINNEAPOLIS-	—	—	—
ST. PAUL	13	2,4†,5†,8,10,12	—
Rochester	233	—	53,56,59,61
St. Cloud	246	—	17,21,25,29
Winona	243	—	22,24
<b>MISSISSIPPI</b>			
Biloxi-	—	—	—
Gulfport	284	—	15,18,20,23
Greenville	218	—	17,21,25,29
Hattiesburg	244	—	40,43,48,51
Jackson	124	2,5,8,10	—
Laurel	250	—	14,19,22,24
Meridian	173	—	27,30,32,35
Vicksburg	229	—	26,28,31,36
<b>MISSOURI</b>			
Columbia	245	—	40,43,48,51
Hannibal	257	—	32,35
Jefferson City	261	—	53,56,59,61
Joplin	213	—	33,37,41,45
Kansas City	17	2,4*,7,9	—
Sedalia	263	—	15,18,20,23
Springfield	154	5,8,11,13	—
St. Joseph	142	—	26,28,31,36
St. Louis	9	2,4,5†,7,9,11,13	—
<b>MONTANA</b>			
Billings	303	3,8,10,12	—
Butte	292	4,5,7,9	—
Great Falls	305	2,6,11,13	—
Helena	309	—	15,18,20,23
Miles City	321	4,5,7,9	—
Missoula	310	3,8,10,12	—
<b>NEBRASKA</b>			
Grand Island-	—	—	—
Hastings	271	—	34,38,42,46
Lincoln	141	—	17,21,25,29
Omaha	50	3†,6†,11,13	—
<b>NEVADA</b>			
Carson City	316	—	17,21,25,29
Las Vegas	325	4,5,7,9	—
Reno	307	4,5,7,9	—
<b>NEW HAMPSHIRE</b>			
Berlin	269	—	14,19,22
Concord	197	—	50
Keene	—	See Brattleboro, Vt.	—
Manchester	105	—	33,35
Portsmouth	253	—	41
<b>NEW JERSEY</b>			
Asbury Park	215	—	38,46
Atlantic City	121	—	30,35
Newark	—	See New York, N. Y.	—
Trenton	79	—	40,43,48,51
<b>NEW MEXICO</b>			
Albuquerque	140	4†,5,7,9	—
Roswell	319	3,8,10,12	—
Santa Fe	302	2,11,13	—

	Population Rank	VHF Channel No.	UHF Channel No.
<b>NEW YORK</b>			
ALBANY-	—	—	—
SCHENEC-	—	—	—
TADY-TROY	36	3,6,8,10,12	—
BINGHAMTON	96	—	17,21,25,29
Buffalo-	—	—	—
Niagara Falls	14	2,4†,8,10	—
Elmira-	—	—	—
Corning	165	—	37,41,45
Ithaca	210	—	33
Jamestown	204	—	53,56,59,61
New York-	—	—	—
Newark, N. J.	1	2†,4†,5†,7†,9†,11†,13†	—
Plattsburg	260	—	53,56,59,61
Poughkeepsie	187	—	26,28,31
Rochester	40	3,6†,11,13	—
SYRACUSE	53	—	30,52,55,60
UTICA-ROME	59	—	36,39,43,50
<b>NORTH CAROLINA</b>			
Asheville	134	—	40,43,48,51
Charlotte	100	3†,5,8,12	—
Durham	155	—	40,43,48,51
Fayetteville	169	—	15,18,20,23
Greensboro-	—	—	—
High Point	99	2*,6,10,13	—
(Includes Winston-Salem)	—	—	—
Raleigh	133	—	53,56,59,61
Wilmington	164	—	17,21,25,29
Winston-Salem	117	See Greensboro	—
<b>NORTH DAKOTA</b>			
Bismarck	304	3,8,10,12	—
Dickinson	313	—	17,21,25,29
Fargo	270	4,5,7,9	—
Grand Forks	283	2,6,11,13	—
Minot	299	4,5,7,9	—
Williston	314	—	14,19,22,24
<b>OHIO</b>			
Akron	37	—	14,19,22,24
Canton	58	—	32,35
Cincinnati	16	4†,7†,11†,13	—
CLEVELAND	10	5†,9*,11,13	—
COLUMBUS	39	—	26,28,31,36
DAYTON	48	—	39,44,47,49
Findlay	195	—	17,21
Hamilton-	—	—	—
Middletown	116	—	52,55,57,60
Lima	156	—	56,61
Marion	189	—	53,59
Portsmouth	209	—	50,54,58
Sandusky	198	—	40,51
Springfield	128	—	15,18,20
TOLEDO	47	—	34,38,42,46
Youngstown	34	—	52,55,57,60
(Includes Newcastle, Pa.)	—	—	—
Zanesville	179	—	41,51
<b>OKLAHOMA</b>			
Enid	275	—	17,21,25,29
Muskogee	223	—	26,28,31,36
Oklahoma City	52	2,4†,10,12	—
Ponca City	264	—	34,38,42,46
Shawnee	216	—	27,30,32,35
Tulsa	71	3,6*,7,9	—
<b>OREGON</b>			
Eugene	286	4,5,7,9	—
Klamath Falls	312	—	15,18,20,23
Medford	301	3,8,10,12	—
Portland	19	3*,6,8,10,12	—
Salem	159	—	17,21,25,29
<b>PENNSYLVANIA</b>			
Altoona	111	—	34,38,42,46
Easton-	—	—	—
Allentown-	—	—	—
Bethlehem	41	—	53,56,59,61
ERIE	88	—	17,21,25,29
Harrisburg	89	—	52,55,57,60

Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.			
<b>PENNSYLVANIA—(Continued)</b>			<b>TEXAS—(Continued)</b>			<b>WASHINGTON</b>					
JOHNSTOWN	74	—	30,50,54,58	Austin	112	—	26,28,31,36	Seattle	22	4,5†,7,9	—
LANCASTER	83	—	16,49	Beaumont-	—	—	—	Spokane	87	4,5,7,9	—
Newcastle	146	See Youngstown, Ohio	—	Port Arthur	85	3,7,9,12	—	Takoma	81	2,11,13	—
Philadelphia	4	3†,6†,8,10†,12	—	Brownsville	252	4,5,7,9	—	Walla Walla	298	—	14,19,22,24
Pittsburgh	7	3†,6,7,12	—	Corpus Christi	106	3,8,10,12	—	Yakima	280	—	15,18,20,23
Reading	69	—	27,32	DALLAS	28	3,7,9,13	—	<b>WEST VIRGINIA</b>			
Scranton-	—	—	—	El Paso	103	2,6,11,13	—	Bluefield-	—	—	—
Wilkes-Barre	21	—	15,18,20,23	Fort Worth	51	5†,11	—	Beckley	182	—	26,28,31,36
Williamsport	147	—	47	Galveston	139	—	15,18,20,23	Charleston	70	2,5,8,10	—
York	93	—	36,44	Houston	18	2†,6,11,13	—	Clarksburg	183	—	47,49
<b>RHODE ISLAND</b>			—	Laredo	178	2,6,11,13	—	<b>HUNTINGTON-ASHLAND,</b>			
PROVIDENCE	20	—	40,43,48,51	Lubbock	166	2,6,11,13	—	ASHLAND,	—	—	—
<b>SOUTH CAROLINA</b>			—	San Angelo	177	3,8,10,12	—	KY.	92	—	34,38,42,46
Charleston	97	2,6,10,13	—	San Antonio	43	4*,5*,7,9	—	Martinsburg	—	See Winchester, Va.	—
Columbia	122	4,7,9,11	—	Tyler	217	—	17,21,25,29	Parkersburg	203	—	30,43
Florence	207	—	26,28,31,36	Waco	129	—	27,30,32,35	Wheeling	78	—	23,27
Greenville	107	—	53,56,59,61	<b>UTAH</b>			—	<b>WISCONSIN</b>			
Spartanburg	180	—	52,55,57,60	Logan	281	—	15,18,20,23	Appleton	192	—	26,28
Sumter	196	—	39,44,47,49	Ogden	167	2,11,13	—	Eau Claire	254	—	14,19
<b>SOUTH DAKOTA</b>			—	Salt Lake City	64	4†,5†,7,9	—	Fond du Lac	191	—	52,55
Aberdeen	297	—	15,18,20,23	<b>VERMONT</b>			—	Green Bay	148	—	20,23
Mitchell	293	—	27,30,32,35	Brattleboro	181	—	37	Kenosha-	—	—	—
Pierre	324	2,4,7,9	—	(includes Keene, N. H.)	—	—	—	Racine	98	—	53,56,59,61
Sioux Falls	170	5,8,10,12	—	Burlington	236	—	40,48,51	La Crosse	176	—	47,49
Watertown	289	—	14,19,22,24	Rutland	240	—	34,42,46	Madison	110	—	27,30,32,35
<b>TENNESSEE</b>			—	<b>VIRGINIA</b>			—	Milwaukee	15	3†,6,8,10,12	—
Chattanooga	77	—	41,46,54,58	Charlottesville	238	—	17,21,29,37	Oshkosh	190	—	15,18
Johnson City	193	—	15,18,20,23	Danville	194	—	14,19,22,24	Sheboygan	228	—	57,60
Knoxville	82	4,7,11,13	—	Lynchburg	168	—	52,55,57,60	Stevens Point	235	—	31,38
Memphis	44	4†,7,9,11	—	<b>NORFOLK-</b>			—	Superior	—	See Duluth, Minn.	—
NASHVILLE	56	3,6,8,10	—	<b>PORTSMOUTH-NEWPORT</b>			—	Wausau	232	—	39,44
<b>TEXAS</b>			—	NEWS	26	3,8,10,12	—	<b>WYOMING</b>			
Abilene	172	—	17,21,25,29	Richmond	54	—	34,38,42,46	Casper	320	4,5,7,9	—
Amarillo	161	4,5,7,9	—	Roanoke	131	4,7,9,11	—	Cheyenne	296	2,6,11,13	—
			—	Winchester-	—	—	—	Sheridan	317	2,6,11,13	—
			—	Martinsburg,	—	—	—				
			—	W. Va.	184	—	39				

## Channel Changes for Operating Stations or CPs Required by DuMont Plan

Daggers (†) indicate operating stations; balance are CPs

- Ames, Iowa—WOI-TV, now assigned Channel 4, would change to an educational channel.
- Binghamton, N. Y.—WBNF-TV, now assigned Channel 12, would change to Channel 17, 21, 25 or 29.
- Bloomington, Ind.—WTTV, now assigned Channel 10, would change to Channel 54 or 58.
- Cleveland, O.—†WNBK, now assigned Channel 4, would change to Channel 11 or 13.
- Columbus, O.—†WLWC, now assigned Channel 3, WTVN, now assigned Channel 6, and WBNS-TV, now assigned Channel 10, would change to Channel 26, 28, 31 or 36.
- Dallas, Tex.—KRLD-TV, now assigned Channel 4, and KBTB, now assigned Channel 8, would change to Channel 3, 7, 9 or 13.
- Davenport, Iowa, Rock Island and Moline, Ill.—WHBF-TV, now assigned Channel 4, and WOC-TV, now assigned Channel 5, would change to Channel 33, 37, 41 or 58.
- Dayton, O.—†WLWD, now assigned Channel 5, and †WHIO-TV, now assigned Channel 13, would change to Channel 39, 44, 47 or 49.
- Erie, Pa.—†WICU, now assigned Channel 12, would change to Channel 16 or 49.
- Grand Rapids, Mich.—†WLAV-TV, now assigned Channel 7, would change to Channel 36, 44, 47 or 49.
- Huntington, W. Va.—WSAZ-TV, now assigned Channel 5, would change to Channel 34, 38, 42 or 46.
- Johnstown, Pa.—WJAC-TV, now assigned Channel 13, would change to Channel 30, 50, 54 or 58.
- Kalamazoo, Mich.—WKZO-TV, now assigned Channel 3, would change to Channel 28 or 31.
- Lancaster, Pa.—†WGAL-TV, now assigned Channel 4, would change to Channel 16 or 49.
- Lansing, Mich.—WJIM-TV, now assigned Channel 6, would change to Channel 15, 18, 20 or 23.
- Minneapolis, Minn.—KTRV, now assigned Channel 9, would change to Channel 2, 8, 10 or 12.
- Nashville, Tenn.—WSM-TV, now assigned Channel 4, would change to Channel 3, 6, 8 or 10.
- New Haven, Conn.—†WNHC-TV, now assigned Channel 6, would change to Channel 52, 55 or 57.
- Norfolk, Va.—WTAR-TV, now assigned Channel 4, would change to Channel 3, 8, 10 or 12.

(Continued on next page)

Peoria, Ill.—WMBT, now assigned Channel 6, would change to Channel 39, 44, 47 or 49.

Providence, R. I.—†WJAR-TV, now assigned Channel 11, would change to Channel 40, 43, 48 or 51.

Richmond, Va.—†WTVR, now assigned Channel 6, would change to Channel 34, 38, 42 or 46.

Schenectady, N. Y.—†WRGB, now assigned Channel 4, would change to Channel 3, 6, 8, 10 or 12.

Syracuse, N. Y.—WSYR-TV, now assigned Channel 5, and †WHEN, now assigned Channel 8, would change to Channel 30, 52, 55 or 60.

Toledo, O.—†WSPD-TV, now assigned Channel 13, would change to Channel 34, 38, 42 or 46.

Utica, N. Y.—WKTV, now assigned Channel 13, would change to Channel 36, 39, 43 or 50.

Wilmington, Del.—†WDEL-TV, now assigned Channel 7, would change to Channel 14, 19, 22 or 24.

---

#### NOTES

Additional Digests of Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These appearances complete compilation published as Supplement No. 67

Air King Products Co. Inc., Brooklyn, N. Y. -- Recommends that every uhf transmitter be required to transmit simultaneously both video and sound and a cw carrier; with cw carrier so spaced in frequency from picture and sound carrier that difference will fall into unused vhf channel in particular locality; thus, permitting crystal to be used in present receiver antenna lead-in. By converting uhf channel to unused vhf channel, says there would be no need to have additional tuning or tubes. Plan would also help overcome uhf oscillator difficulties. (Leopold M. Kay, vice president in charge of engineering).

American Council on Education, Washington, D. C. -- Requests reservation of 10 uhf channels immediately adjacent to Channel 55 for non-commercial, educational TV. (George F. Zook, president).

Bell Telephone Laboratories, New York, N. Y. -- Presentation on behalf of assignment of 470-500 mc to common carrier usage.

Broadcasting Corp. of America, Riverside, Cal., licensee of AM station KPRO -- Requests assignment of Channel 6 or 13 to Riverside; also Channel 13 to San Jose. (W. L. Gleeson, president).

Collins Radio Co., Cedar Rapids, Iowa -- Will report on work "in adapting resnatron tube as a linear power amplifier capable of uhf cw power output of 30 kw and having a bandwidth of 6 mc with a power gain of 10 db in the uhf band." (L. Morgan Craft, vice president).

Color Television Inc., San Francisco, Cal. -- Submits details of all-electronic, 6-mc, color TV system. (Wheat, May & Shannon).

Columbia Broadcasting System Inc., New York, N. Y. -- As example of how additional vhf channels can be added to major cities (see Supplement No. 67), shows how Channel 13 can be assigned to Boston, affecting Portland, Bangor, Yarmouth (N. S.), Halifax (N. S.), Sackville (N. B.), Charlottetown (P. E. I.); also how Channel 13 can be assigned to San Francisco, affecting Reno.

Cornell University, Ithaca, N. Y. -- Requests assignment of Channel 8 to Ithaca from Syracuse; recommends change of Station WHEN's frequency from Channel 8 to Channel 10. (Cohn & Marks).

Federal Telephone & Radio Corp., Nutley, N. J. -- Confirms availability of equipment for 10-200 kw on uhf band; has 1 kw transmitter in 470-600 mc band. (Norman Young).

Granite State Broadcasting Co. Inc., Claremont, N. H., licensee of AM station WTSV -- Requests assignment of Channel 31 to Claremont from Concord.

Graylock Broadcasting Co., Pittsfield, Mass., licensee of AM station WBRK -- Requests assignment of Channel 13 to Pittsfield. (Baker & Thompson).

Joint Technical Advisory Committee -- Recommends allocation of more uhf channels, consideration of adoption of offset carrier for overall allocation, grouping of uhf channels to reduce oscillator and image interference; makes comparison of color TV systems and submits procedure to be followed in selecting color system.

Lee Broadcasting Inc., Quincy, Ill. -- Requests assignment of Channel 10 to Quincy from Carthage, Ill. (Pierson & Ball).

Clinton D. McKinnon, M. C., San Diego, Cal. -- Requests assignment of 4 channels to San Diego.

National Assn. of State Universities -- Requests reservation of channels for non-commercial, educational TV. (Cohn & Marks).

National Council of Chief State School Officers, Washington, D. C. -- Request for permission to testify. (Edgar Fuller, secy).

National Education Assn, Washington, D. C. -- Requests assignments of Channels 2, 3, 4, 5 and 6 in major cities plus 8 or 10 uhf channels for non-commercial, educational TV; requests uhf channels be between Channels 13-55 or immediately adjacent thereto; requests 20% of TV channels, both vhf and uhf be reserved for non-commercial, educational TV. (Belmont Farley, director, press and radio relations).

New Britain Broadcasting Co., New Britain, Conn., licensee of AM station WKNB -- Requests assignment of Channel 43 to New Britain or Hartford-New Britain from Worcester; Channel 41 to Worcester from Portsmouth, N. H. (Fisher, Wayland, Duvall & Southmayd).

Presque Isle Broadcasting Co., Erie, Pa., licensee of AM station WERC -- Requests assignment of Channel 3 to Erie; objects to substitution of Channel 45 therefor. (Arthur W. Scharfeld).

San Diego Chamber of Commerce, San Diego, Cal. -- Requests assignment of 4 vhf channels to San Diego. (Stanley Grove, general manager).

Southwestern Publishing Co., Fort Smith, Ark. -- Also requests assignment of Channel 8 to Tulsa from Muskogee. (See Supplement No. 67).

Twentieth Century-Fox of California Inc., San Francisco, Cal. -- Requests assignment of Channel 13 to Sacramento in lieu of Channel 10, Channel 10 to Reno in lieu of Channel 13, Channel 8 to Chico in lieu of Channel 12. (Welch, Mott & Morgan).

University of Minnesota, Minneapolis, Minn. -- Requests reservation of uhf channels for non-commercial, educational TV. (J. L. Morrill, president).

Amendments and Corrections to

FCC PROPOSALS REGARDING VHF-UHF RULES, STANDARDS AND ALLOCATIONS

(Changes to be made in Supplements No. 64 & 65)

From FCC Notices 49-1044 of July 28, 1949, 49-1145 of Aug. 19, 1949 and  
49-1197 of Sept. 1, 1949, plus other errors noted

Changes in Supplement No. 64

Page 2 - Dates in paragraph 14(a) changed from Aug. 8, 1949 to Aug. 26, 1949.

Page 3 - Add to paragraph 14(a): "Any person a party to this hearing who owns or has the right to sublicense inventions relating to television transmitters or receivers for either monochrome or color transmissions which are described and claimed in one or more patent applications now pending in the United States Patent Office shall file with the Commission an abstract of each such pending patent application setting forth the Patent Office filing date and serial number of the application and a brief statement of the purposes of the invention and the devices or operations claimed therein. Also each abstract shall be accompanied by a Power to Inspect the related pending patent application at the United States Patent Office by the Commission's Acting Chief Engineer (John A. Willoughby) or his nominee. These abstracts and Powers to Inspect must be filed on or before the opening date of the hearing or such later date as the Commission may by order provide."

Page 3 - Dates in paragraph 14(b) changed from Aug. 19, 1949 to Sept. 12, 1949.

Page 3 - Dates in paragraph 15(a) changed from Aug. 29, 1949 to Sept. 26, 1949.

Page 5 - In Section III-C-2-b, change figure "5" to "3 and 5".

Page 8 - In Section II-b-(7), change formula to read:

$$r(L) = A + P_u' - P_d' + F_u(50,50) - F_d(50,50) \\ - k(T) \sqrt{R_d^2(1) + R_u^2(1)}$$

Page 11 - Alexandria, La., delete Channel 13.

Page 11 - Shreveport, La., change Channel 12 to Channel 13.

Page 12 - Marquette, Mich., change Channel 10 to Channel 11.

Page 12 - Add Festus, Mo., Channel 42; population 5,000.

Page 12 - Winifred, Mont., change Channel 41 to Channel 31.

Page 14 - Lawton, Okla., delete Channel 10.

Page 14 - Woodward, Okla., change Channel 45 to Channel 44.

Page 15 - Delete Orange, Tex., and delete Channel 18.

Page 15 - Montpelier, Vt., add vhf Channel 3. Delete uhf Channel 38.

add uhf Channels 20, 22. Change population figure to "8".

Page 15 - Montgomery, W. Va., change Channel 34 to Channel 35.

Page 15 - Change Warsaw, Wis. to Wausau.

(over)

Note: Commission also makes following explanatory statement:

"There may be an implication in Appendix B of the above Notice (FCC 49-948) to persons not familiar with the Report of the Ad Hoc Committee that the propagation charts used for 600 mc (Channels 14-55) were based on recommendations of the Ad Hoc Committee. The work of the Ad Hoc Committee related solely to the vhf band. The reference in Appendix B to Figures 2, 6 and 7 of the Committee's Report for 600 mc field intensities represents an assumption made by the Commission because curves for this frequency were not available, and was without reference to the Ad Hoc Committee."

\* \* \* \*

Changes in Supplement No. 65

Under Channel 10 - Delete Marquette, Mich. and Lawton, Okla.

Under Channel 11 - Add Marquette, Mich.

Under Channel 12 - Delete Shreveport, La.

Under Channel 13 - Delete Alexandria, La. and add Shreveport, La.

- end -



ads, is they'll include Sylvania's as yet unannounced new tinted tube for reduced glare, also possibly built-in aerials.

Motorola, which claims to be fifth ranking TV-radio producer, threw elaborate party and exhibition this week in New York's Waldorf-Astoria -- on Tuesday for press, Wednesday for Assn of Security Analysts; showed them its new line of sets (Vol. 5:33); had president Paul Galvin on hand to celebrate his 20th anniversary in radio; exhibited the 5-tube superhet auto radio he first made in 1929 at \$109.50. To its elaborate new line, Motorola added ivory-cabineted 7-in. table model, designed to be watched by housewife at work, and showed it in kitchen setting with frank intent of "trying it out" on editors of household magazines and home pages. It might be marketed at \$10 more than its \$129.95 model.

\* \* \* \*

New Artone private brand prices, as listed in New York Macy's ad Aug. 31: 10-in. table, \$149; 12-in. table, \$199; 12½-in. console, \$259; 16-in. console, \$329 ...Packard-Bell has new 12½-in. console at \$299.95, 16-in. console \$475, 12½-in. console with AM-FM-78rpm and home recorder \$599.50...DuMont isn't supplying Macy's any sets any more, and since new DuMont line is fair-traded it remains to be seen how Macy's will stock them, if at all. Court decision this week denied DuMont request for temporary injunction to prevent Macy's cut-rate sales (Vol. 5:34), said DuMont couldn't complain since old models were reduced for clearance so weren't fair-traded.

RCA's all-out campaign for 45rpm (Vol. 5:31) starts Sept. 20 with ads in 154 newspapers, spots on 30 radio stations, will feature reduction of record player from \$24.95 to \$12.95...GE has closed plant in Clyde, N.Y., employing about 300 at peak on house and auto radios...DuMont dedicates new TV receiver plant in Paterson, N.J., Sept. 26, with televised ceremonies, calls it "world's largest single TV plant."

**THINGS STIRRING IN TUBE FIELD, TOO:** New picture tube development and production goes forward apace. Latest reports:

General Electric has started producing 8½-in. metal-coned electromagnetic type tube (Vol. 5:4), says that by mid-September it will have enough to supply current orders, but isn't disclosing who will use them -- though it's good guess there will be a GE set containing it. GE was obviously caught unaware by National Union, supplying all-glass 8½-in. for Motorola's new \$150 model (Vol. 5:33). GE currently is spending \$1,000,000 on modern new picture tube plant in Syracuse.

DuMont Tube Division apparently has hot number in its 19-in. metal-coned tube, already included in own Bradford model (Vol. 5:29), in Hoffman's new line (Vol. 5:34), and in Stromberg-Carlson's (Vol. 5:35). It's out on sample to many other set makers, though quantity deliveries will take another month. Meanwhile, Hallicrafters has announced it in new \$525 and \$545 Chinese motif consoles; and Remington will offer it in console called Nightwatch, with FM, no price yet. Manufacturer price is \$69.50, distributor \$77.25, dealer \$90.75, list \$110.

Those long-discussed shorter, stubbier tubes (Vol. 5:3) are now reality, will inevitably affect cabinet design, as glass blank makers deliver new 16-in. bulb with 70-degree deflection that's about 16½-in. in overall length (vs. present 20%). It's their competitive answer to RCA's imminent metal-coned job with about same specifications, will be delivered to tube-makers in few weeks.

Also in tube field, Sylvania announces 60-day protection on all radio tube prices "to encourage adequate inventories, thus contributing toward stabilization of radio parts and service industry." Sylvania has new glareless tube coming up, and Capehart-Farnsworth plans to produce rectangular faced tube (see Capehart story)... North American Philips has curtailed manufacturing at Dobbs Ferry plant while installing automatic equipment for mass-producing both Protelgram and new type direct-view tubes; also a new magnetic core material called Ferroxcube, which it claims will make possible smaller and more efficient components and thus cut costs... Resnatron tube of 30 kw in uhf has been achieved experimentally, Collins Radio Co. told FCC, but it gives no estimate of when tube would be ready for transmitters.

Picture tubes larger, most popular retail range \$200-\$300—these are the basic trends in TV trade as discerned by Caldwell-Clements Inc. in preparing spec chart in color detailing 526 new receiver models and published this week as supplement to its trade journals *Radio & Television Retailing* and *Tele-Tech*. This is summary, but bear in mind percentages apply to models—not to industry's total receiver production: (1) Trend to larger pictures indicated by fact 36% of models have 15/16-in. tubes; 30%, 12-in.; 22%, 10-in.; 6%, projection. (2) By retail price ranges, 33% sell for \$200-\$300; 29%, \$300-\$400; 11%, \$400-\$500; 11%, below \$200; 4%, above \$1,000. Average prices according to tube sizes: 7-in., \$170; 10-in., \$255; 12-in., \$325; 15-in., \$495; 16-in., \$435; projection, \$725. (3) Two-thirds of new models are TV-only, 35% provide FM also, 25% AM also. About half have rotary-tap, 20% turret, 22% continuous, 1% push-button tuning.

Personal notes: ABC's executive v.p. Robert Kintner taking over top TV direction, with ex-TV v.p. Charles (Bud) Barry shifted to v.p. in charge of programs, both AM and TV, and J. Donald Wilson given title of national director of network programs under Barry . . . Fred Weber, ex-WDSU, New Orleans, onetime MBS gen. mgr., now managing WFPG, Atlantic City . . . Frederick (Ted) Long new TV-radio director of Geyer, Newell & Ganger, with George Zachary as associate director . . . John T. Wilner, ex-CBS chief of TV transmitter development, new engineering director of WBAL, Baltimore; William C. Bareham promoted to chief engineer . . . C. G. Roberts is GE's new product mgr. at Syracuse for TV-AM-FM equipment . . . Morris G. Staton, new sales mgr. of microwave relay-channeling equipment at RCA, Camden; Edward J. Meehan Jr., who directed RCA's TV Clinics, named broadcast equipment sales rep in Dallas area . . . Frank Mullen, ex-executive v.p. of NBC, recently resigned from presidency of Richards stations, has been retained as consultant to New York News' WPIX.

New IRE president will be either NBC's Raymond F. Guy or Stromberg-Carlson's (Canada) Ralph A. Hackbusch, succeeding Stuart Bailey in January. IRE members are now sending in ballots. Guy was selected by nominating committee, Hackbusch by petition. Other nominations: For v.p., Britain's Sir Robert Watson-Watt. For directors-at-large (choice of 2), Carnegie Institution's Lloyd V. Berkner; Chicago patent attorney A. W. Graf; Hewlett-Packard's W. R. Hewlett; Bell Labs' James W. McRae. For director from North Atlantic region, Yale's Herbert J. Reich; Central Atlantic, Johns Hopkins' Ferdinand Hamberger, Princeton's Walter C. Johnson; Midwest, Jarvis Electronics' Kenneth W. Jarvis, Wright Field's George Rappaport, Crosley's John D. Reid; Pacific, U of Washington's Austin V. Eastman.

New York State Attorney General Nathaniel Goldstein has signed stipulation to withdraw his motion for temporary injunction against International Television Corp., Television Equipment Corp., U. S. Television Mfg. Corp. and Video Corp. of America to halt sales of stock and ask for appointment of receivers (Vol. 5:31).

Emerson Radio reports consolidated net profit of \$2,256,718, or \$2.82 per share on 800,000 shares, for the 39 weeks ended July 30. This is a record high, comparing with \$1,326,291 (\$1.65) for same period last year.

Auto-Lite, which also sponsors *Suspense* on CBS-TV, endears itself to telecasters and viewers alike by advertising interference-free spark plugs in vivid double trucks in Sept. 3 *Saturday Evening Post* and other journals.

Rear Adm. John R. Redman is new chief of naval communications, succeeding Rear Admiral Earl L. Stone, who goes on duty with Joint Chiefs of Staff.

Growing industrial TV fields have provided lots of publicity for CBS, GE, RCA, DuMont (surgery, jet engine tests, intra-store TV, training of scattered groups, etc.). Now, too, Diamond Power Specialty Corp., Detroit, with Capehart-Farnsworth manufacturing, is unobtrusively building up nice business with its "Utiliscope" (Vol. 5:18). This week, Diamond showed its latest application, the "night watchman," at Capehart-Farnsworth meeting in New York, also revealed sheaf of sales and orders. Latest device uses camera sensitive to infra-red, can guard spots apparently in completely darkness. Complete chain sells for around \$3800. Installations have already been made, for monitoring boiler gauges and the like, at Consolidated Edison, New York; Commonwealth Edison, Chicago; American Gas & Electric, Brilliant, O. and Mishawaka, Ind. (6 other units also delivered); Babcock & Wilcox Tube Co., Beaver Falls, Pa.; City of Lansing Water Dept.; Knott Coal Co. Dr. Allen DuMont recently forecast "seeing at a distance" system having tremendous potential for saving lives, money and time: flood watchers, prison-guard "eyes," inter-city sales meetings. RCA's W. W. Watts mentions aids to air navigation, even detection of horse race fouls.

Conversion of vhf sets to uhf would be no trouble at all, if plan offered FCC by Air King's engineering v.p. Leopold M. Kay is feasible. He suggests that uhf stations transmit a cw carrier, along with video and audio, sufficiently removed in frequency that the IF would fall directly in an unused vhf channel. A big catch seems to be that system would waste spectrum.

Elaborating on his uhf Polycasting system (Vol. 5:2), consultant Raymond Wilmotte asserts, in statement to FCC, that one station, using 4 transmitters radiating 2 kw each from 300 ft, could achieve same coverage as one transmitter with 110 kw at 300 ft or 50 kw at 500 ft. And he reports he's working on new concepts which can result in reception of weak FM signal in the presence of a stronger one on same channel.

Tele-Robot, a device for enlarging TV picture, is new product of Sampson Electric Co., Los Angeles, which says unit can be attached to any receiver (picture tube size unimportant), and will throw 19x24-in. picture on wall screen. Screen is mirror when not in use.

Consumer Union's September *Consumer Reports* follows up July article on 10-in. models by discussing 12-in. and larger TV sets, rating as "acceptable" specified models by Admiral, Crosley, DuMont, Emerson, Fisher, RCA, Stromberg-Carlson. Buyers are warned to buy at own risk in view of pending uhf, color, price changes, etc. Note: Most models discussed in both July and September editions have already been superseded by new models.

FM inventor Maj. Edwin Armstrong has dropped suit brought against FCC for ordering off the air his low-band FM station W2XMN, Alpine, N. J. He's reported having completed low-band measurement program, ready to leave band (44-50 mc) to mobile systems.

NAB's *Engineering Handbook* goes to members about Sept. 5, has 675 pages containing FCC rules and regulations, engineering standards, design data and material on TV, FM, AM, audio engineering. Copies to non-NAB members will cost \$17.50.

Observation of a New York cab driver, whose tribe is oft-quoted as the court of final pronouncement on matters philosophical, cultural and economic: "My TV set don't owe me nothin.' For \$2.75 a week, my whole family watches television every night. We used to spend that much on a movie."

SMPE semi-annual convention set for Oct. 10-14 at Hollywood's Roosevelt Hotel, will include papers on TV.

Additional Digests of Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These appearances complete compilation published as Supplement No. 67

Air King Products Co. Inc., Brooklyn, N. Y. -- Recommends that every uhf transmitter be required to transmit simultaneously both video and sound and a cw carrier; with cw carrier so spaced in frequency from picture and sound carrier that difference will fall into unused vhf channel in particular locality; thus, permitting crystal to be used in present receiver antenna lead-in. By converting uhf channel to unused vhf channel, says there would be no need to have additional tuning or tubes. Plan would also help overcome uhf oscillator difficulties. (Leopold M. Kay, vice president in charge of engineering).

American Council on Education, Washington, D. C. -- Requests reservation of 10 uhf channels immediately adjacent to Channel 55 for non-commercial, educational TV. (George F. Zook, president).

Bell Telephone Laboratories, New York, N. Y. -- Presentation on behalf of assignment of 470-500 mc to common carrier usage.

Broadcasting Corp. of America, Riverside, Cal., licensee of AM station KPRO -- Requests assignment of Channel 6 or 13 to Riverside; also Channel 13 to San Jose. (W. L. Gleeson, president).

Collins Radio Co., Cedar Rapids, Iowa -- Will report on work "in adapting resnatron tube as a linear power amplifier capable of uhf cw power output of 30 kw and having a bandwidth of 6 mc with a power gain of 10 db in the uhf band." (L. Morgan Craft, vice president).

Color Television Inc., San Francisco, Cal. -- Submits details of all-electronic, 6-mc, color TV system. (Wheat, May & Shannon).

Columbia Broadcasting System Inc., New York, N. Y. -- As example of how additional vhf channels can be added to major cities (see Supplement No. 67), shows how Channel 13 can be assigned to Boston, affecting Portland, Bangor, Yarmouth (N. S.), Halifax (N. S.), Sackville (N. B.), Charlottetown (P. E. I.); also how Channel 13 can be assigned to San Francisco, affecting Reno.

Cornell University, Ithaca, N. Y. -- Requests assignment of Channel 8 to Ithaca from Syracuse; recommends change of Station WHEN's frequency from Channel 8 to Channel 10. (Cohn & Marks).

Federal Telephone & Radio Corp., Nutley, N. J. -- Confirms availability of equipment for 10-200 kw on uhf band; has 1 kw transmitter in 470-600 mc band. (Norman Young).

Granite State Broadcasting Co. Inc., Claremont, N. H., licensee of AM station WTSV -- Requests assignment of Channel 31 to Claremont from Concord.

Graylock Broadcasting Co., Pittsfield, Mass., licensee of AM station WBRK -- Requests assignment of Channel 13 to Pittsfield. (Baker & Thompson).

(over)

Joint Technical Advisory Committee -- Recommends allocation of more uhf channels, consideration of adoption of offset carrier for overall allocation, grouping of uhf channels to reduce oscillator and image interference; makes comparison of color TV systems and submits procedure to be followed in selecting color system.

Lee Broadcasting Inc., Quincy, Ill. -- Requests assignment of Channel 10 to Quincy from Carthage, Ill. (Pierson & Ball).

Clinton D. McKinnon, M. C., San Diego, Cal. -- Requests assignment of 4 channels to San Diego.

National Assn. of State Universities -- Requests reservation of channels for non-commercial, educational TV. (Cohn & Marks).

National Council of Chief State School Officers, Washington, D. C. -- Request for permission to testify. (Edgar Fuller, secy).

National Education Assn., Washington, D. C. -- Requests assignments of Channels 2, 3, 4, 5 and 6 in major cities plus 8 or 10 uhf channels for non-commercial, educational TV; requests uhf channels be between Channels 13-55 or immediately adjacent thereto; requests 20% of TV channels, both vhf and uhf be reserved for non-commercial, educational TV. (Belmont Farley, director, press and radio relations).

New Britain Broadcasting Co., New Britain, Conn., licensee of AM station WKNB -- Requests assignment of Channel 43 to New Britain or Hartford-New Britain from Worcester; Channel 41 to Worcester from Portsmouth, N. H. (Fisher, Wayland, Duvall & Southmayd).

Presque Isle Broadcasting Co., Erie, Pa., licensee of AM station WERC -- Requests assignment of Channel 3 to Erie; objects to substitution of Channel 45 therefor. (Arthur W. Scharfeld).

San Diego Chamber of Commerce, San Diego, Cal. -- Requests assignment of 4 vhf channels to San Diego. (Stanley Grove, general manager).

Southwestern Publishing Co., Fort Smith, Ark. -- Also requests assignment of Channel 8 to Tulsa from Muskogee. (See Supplement No. 67).

Twentieth Century-Fox of California Inc., San Francisco, Cal. -- Requests assignment of Channel 13 to Sacramento in lieu of Channel 10, Channel 10 to Reno in lieu of Channel 13, Channel 8 to Chico in lieu of Channel 12. (Welch, Mott & Morgan).

University of Minnesota, Minneapolis, Minn. -- Requests reservation of uhf channels for non-commercial, educational TV. (J. L. Morrill, president).

**BULB'S-EYE VIEWS OF TRADE TRENDS:** From the glass blank makers, too, we get word that the TV business is pointing upward -- and they ought to know for the picture tube is the heart of any receiver. Keenly competitive, though, they don't see eye to eye on trends. For example, Stanley McGiveran, president of American Structural Steel Products Co., formerly Kimble division of Owens-Illinois, is quite convinced:

(a) That the 7-in. tube is on the way out, victim of larger sizes. (b) That 12½-in. is gaining ascendancy over 10-in., which has been best seller among tubes. (c) That 16-in. is on way up, and that this size is trending inevitably toward rectangular-shape which gives 70-degree deflection, requires less glass, is somewhat shorter, weighs less. In fact, Capehart has already announced such a tube (Vol. 5:36). McGiveran says that, "By next year everybody will go to it because it doesn't cost any more, gets away from expanded edges, offers 4:3 aspect ratio, makes for better and more compact sets."

A Corning Glass spokesman, on the other hand, tells us 7-in. is still very much in demand, says 10 and 12½-in. demand "jumps around" too much to discern any trend yet, is convinced 10-in. will continue strong because of price attraction of the "under \$200" TV set models. Corning has 16-in. rectangular designs ready, too, can make them in quantity moment there's demand -- but no one has asked for them yet. And Corning is making 8½-in. bulbs (as also is Zenith Optical Co., Huntington, W.Va.) and National Union is already processing them into picture tubes for the Motorola set recently announced (Vol. 5:33).

Both big glass makers are ready to turn out tinted glass for reduction of glare as soon as the industry can agree on it as standard, are hopeful something will be decided by RMA's TV committee meeting in White Sulphur Springs next week (Sept. 15-16) in conjunction with joint meeting of U.S. and Canadian RMA boards.

\* \* \* \*

This week, another 8½-in. tube supplier was announced -- Raytheon, whose new 8BP4 is now available to set makers and distributors. Raytheon claims "larger and clearer picture" than 7-in., looks to considerable market for replacements of 7-in. Some manufacturers have also ordered, but they're not named. Price to manufacturers is set at \$14.80, distributors \$16.65, dealers \$20.85, consumers \$27.75. GE's metal-coned 8½-in. (Vol. 5:4,36) thus gets another competitor even before it emerges. But it's also an interesting fact that Raytheon's own new line of TV sets (Vol. 5:34) does not include an 8½-in. model yet.

**SYLVANIA & TELE-TONE SHOW LINES:** Two who showed their new stuff in New York this week were Sylvania and Tele-tone -- former with long-heralded brand of own out of its subsidiary Colonial factory (Vol. 5:33,36), and Tele-tone featuring one 10-in. model in plastic at \$150 and another with built-in antenna at \$170.

Sylvania steps into toughening competitive market with 9 well-engineered, substantial-looking receivers that performed well in Wednesday demonstrations at its Bayside (L.I.) plant. All have built-in antennas, but all were operated on outside aerials save one -- and it looked good. Production of 25,000 is planned for rest of year, can be hiked 50% if demand warrants.

Company says automatic controls of several kinds eliminate some knobs, give steadier, interference-free pictures. All have expanded pictures, 27 tubes. Novel "Pay-Back" service arrangement gives purchaser book of coupons when paying installation-warranty fee; these are redeemable at end of year if unused for service calls. Sylvania figures average set owner gets 5.2 service calls per year, but 1.56 are unnecessary. Coupon system is designed to cut down "nuisance" calls.

Sylvania line comprises: 10-in. tables, \$199.95 walnut, \$229.95 mahogany,

\$239.95 blonde; 10-in. console \$259.95; 12½-in. table \$259.95; 12½-in. console \$299.95; 16-in. console \$399.95; 10-in. console with AM-FM-3 speed \$379.95; same with 12½-in. \$449.95.

Tele-tone's president S. W. Gross feels he gets 4-month jump on other top producers with his \$149.95 black, plastic 10-in. set. At press showing Wednesday, he said he thought most of industry's lines and prices are set for fall-winter market, although he wondered if Admiral still has something up its sleeve. Note: Admiral is due to spring something new soon again.

You'll recall that Tele-tone popped up with "lowest priced yet" 7-in. at \$149.50 about 18 months ago (Vol. 4:15). Gross thinks his 10-in. will prove more attuned to demand, says its production is running about 300 daily.

Complete Tele-tone line, all TV-only: 10-in. table ebony plastic, \$149.95; 10-in. mahogany plastic, with built-in antenna, \$169.95; 10-in. table, mahogany wood, \$189.95; 12½-in. table, walnut, \$199.95 (mahogany, \$209.95 and \$229.95); 12½-in. console, walnut, \$249.95 (mahogany, \$259.95); 16-in. console, walnut, \$299.95 (mahogany, \$319.95). Ten-inch sets have 18 tubes plus 2 rectifiers; 12½ and 16 have 19 plus 2. The 16-in. has black tube supplied by Rauland and Sarkes Tarzian. We couldn't judge performance of sets since they weren't turned on.

**A FEW NEW SETS & MORE PRICE CUTS:** Another sign of better times in the TV trade: Most TV-radio manufacturing shares holding quite firm, many well up, on the stock exchanges -- and the analysts and brokers once again "recommending."

Most set makers apparently have shot their bolt, so far as this season's new models are concerned -- though it's known a few more will be announced, to say nothing of further improvements and gadgets. It's verified now that RCA will soon have 12½-in. table model in a metal cabinet which will round out its new 12½-in. line (Vol. 5:30,32); price will be under \$250, release date not yet set. Bendix, too, has 12½-in. table at \$250.

Sears Roebuck is due in few weeks with 10-in. plastic table model at \$150 and 16-in. console at \$300. Meanwhile, it lists complete Silvertone line (made for it by Colonial and Air King): 7-in. portable \$130 (down from \$150); 10-in. walnut table \$180, mahogany \$190, walnut console \$220; 12½-in. walnut table \$220, mahogany \$235, walnut console \$250, mahogany console \$270. All save portable have 16 tubes, 3 rectifiers; portable has 18 plus 3. Sears' higher-priced line includes 10-in. table at \$240; 12½-in. table, \$270 and \$300; 12½-in. console, \$330; 10-in. console with AM-FM-3 speed, \$370; same with 12½-in., \$400.

\* \* \* \*

Still more price reductions: Sparton cuts 16-in. console with AM-FM from \$450 to \$400...Fada cuts new 16-in. console (Vol. 5:34) from \$500 to \$450...Sentinel cuts 16-in. table from \$380 to \$350, has new 16-in. console at \$380...Air King cuts 10-in. table from \$200 to \$190; 10-in. console and 12½-in. table, from \$300 to \$240; 12½-in. console, from \$350 to \$270...Ansley cuts 16-in. Gainsborough console (with AM-FM-3 speed) from \$1295 to \$1095; Contemporary projection, from \$695 to \$545; and has new 12½-in. Trafalgar combination, \$695...Altec Lansing cuts 12½-in. table from \$398 to \$355; 12½-in. console, from \$465 to \$396; has new 12½-in. chassis at \$300 and 16-in. chassis at \$367...National Co. cuts metal 7-in. table from \$190 to \$120; 7-in. wood table, from \$200 to \$130; 10-in. table from \$270 to \$230; 12-in. table from \$300 to \$270; has new 12-in. chassis at \$150...Bace cuts 16-in. table from \$525 to \$325; 16-in. console, from \$625 to \$375.

Brooklyn kitmaker, Sovereign Television Co., now is offering complete sets: 10-in. table at \$190; 12½-in. table, \$225; 16-in. table, \$280; 16-in. console, \$300...Pathe line consists of 12½-in. sets only: table at \$270; console, \$350; console with AM-FM-3 speed, \$500...Prices of Canadian Philips sets (TV Directory No. 8) now are: 10-in. table, \$495; 12-in. console, \$595; projection console, \$1250...Motorola has added to line (Vol. 5:33) ivory 7-in. table at \$129.95 for kitchens.

Merchandising notes: No-cash-now (that Regulation W is dead) -- plus coins-

in-meter -- are proving effective lures, accounting for many TV sales. New York's Vim chain has been playing up its Tele-meter plan, and rival Davega counters with theme of "no cash down" and "no daily bother with coin meters."...In Buffalo, Schwegler Bros., one of Kelvinator's first meter sellers 17 years ago, having sold 15,000 that way, is using Metri-Matic (International Register Co., Chicago) with good results, finds TV rate of rejection low compared with refrigeration's 30%.

Lots of interest in TV "all over Ontario," particularly Toronto, reported by our Canadian friends, who say there's considerable listening to Buffalo, Rochester, Cleveland, Detroit stations. Interest in TV was heightened by Philco, Stromberg, Westinghouse, et al, who exhibited at Canadian National Exposition -- and by DuMont's Telecruiser on hand for tie-in with Marconi.

**RMA REPORTS WHERE THE SETS WENT:** Long-awaited TV set shipment figures, by tele-casting areas, were released by RMA auditors this week, giving industry another index to its "circulation" and superseding previous shipment figures (Supps. No. 61 to 61-B). Statistics cover Jan. 1, 1947 to June 30, 1949, include 49 areas (50 mi. radius of main city). Ten of these areas have CPs but no stations yet on air, are shown to have from 22 to 203 sets. Cumulative total of 1,706,372 sets shipped compares with RMA total production of 1,964,950, NBC's estimate of 2,010,000, our own estimate (Vol. 5:31) of 2,210,000 sets produced by entire industry -- all as of June 30. Comparison of estimates for specific cities may be made by consulting NBC's figures (Vol. 5:30). For example, RMA reports 317 sets shipped to Albuquerque, while NBC figured 1000. In employing RMA's latest tabulation, observe these facts: (1) They don't include non-RMA production (about 15% more), pre-war (about 10,000) or 1946 output (6,476). (2) They represent shipments, not production or installations. (3) They're over 2 months old. (4) They don't account for overlap among areas or trans-shipments. RMA list follows:

TV Service Area	First 6 Mo. 1949	Cumulative Since Jan. 1, 1947	TV Service Area	First 6 Mo. 1949	Cumulative Since Jan. 1, 1947	TV Service Area	First 6 Mo. 1949	Cumulative Since Jan. 1, 1947
Albany	9,801	22,580	Huntington	30	30	Philadelphia	75,222	204,461
Albuquerque	71	317	Indianapolis	5,704	6,276	Phoenix	22	22
Atlanta	3,184	8,015	Jacksonville	95	95	Pittsburgh	15,185	21,323
Baltimore	21,158	49,259	Kansas City	4,549	5,098	Portland, Ore.	425	559
Birmingham	2,199	2,222	Los Angeles	60,407	137,332	Richmond	2,879	6,100
Boston	49,286	88,233	Louisville	2,042	5,161	St. Louis	12,944	29,196
Buffalo	12,092	21,196	Memphis	1,970	5,072	St. Petersburg	51	95
Charlotte	1,718	1,949	Miami	2,800	3,643	Salt Lake City	861	1,862
Chicago	77,278	156,694	Milwaukee	10,439	23,378	San Antonio	87	87
Cincinnati	19,196	33,283	Minneapolis	4,711	10,947	San Francisco	7,897	20,194
Cleveland	31,406	52,714	Nashville	58	113	Seattle	2,591	7,160
Dallas	2,016	8,303	Newark	59,978	163,504	Syracuse	2,196	4,599
Davenport	473	921	New Haven	10,733	27,805	Toledo	7,378	13,008
Detroit	36,535	62,871	New Orleans	1,691	5,674	Tulsa	203	203
Erle	690	993	New York City	152,619	425,648	Washington	22,709	53,305
Greensboro	562	562	Oklahoma City	2,810	2,838	Miscellaneous	-----	5,961
Houston	2,106	4,365	Omaha	1,109	1,146	<b>TOTAL</b>	<b>742,166</b>	<b>1,706,372</b>

North American Philips' v.p. L. J. Chatten questions RMA's figures on projection output, says Protelgrams alone exceeded the mere 5551 cumulative of projection sets we tally for first 7 months of 1949 (about half of 1% of total TV output). In fact, he forecasts projections running full 5% of year's TVs, counting on deliveries of some 100,000 Protelgrams alone this year at new low price (Vol. 5:30). To Philips' 9 Protelgram licensees (Vol. 5:12) will soon be added another dozen or more; DeWald and Stewart-Warner are only new ones yet announced. Moreover, he adds, "at least 5 of top 10" TV manufacturers (Vol. 5:35) will be making projections this year, though only RCA and Emerson are now doing so.

United Business Service, reporting "Television Business Picking Up" Sept. 6, offers statistics on "10 representative TV set makers" (inventories, assets, liabilities, earnings, stock prices, dividends) and notes these proportions of TV to goods sold: Admiral 65%, Avco 25, DuMont 100, Emerson 60, Magnavox 45, Motorola 55, Philco 35, RCA 35, Sylvania 35, Zenith 35.

Eitel-McCullough showed 16-in. tube at Pacific Electronic Exhibit in San Francisco, may soon offer it to trade.

Canada's CBC asked Royal Commission to up set fee from \$2.50 per receiver to \$5, Chairman Dunton stating increase was necessary because of rising operating costs. He reported that 70% of CBC's revenue came from receiver tax, that 1950 expenditures were expected to reach \$9,000,000. Canadian Assn. of Broadcasters asked for go ahead now for privately-owned TV stations, urged that CBC not be permitted to go into TV. CAB also wants regulatory body divorced from competing CBC.

RCA has commercialized Dr. George Brown's high-gain receiving antenna, calling it Reversible-Beam (\$59.50). It can be switched in opposite directions, reducing co-channel and adjacent channel interference.

Clarification of New York State Insurance Dept. ruling last month on TV service contracts permits manufacturer and dealer to sell service for specified length of time, make replacement of parts due to normal use-- but prohibits renewal of such contracts. It also permits service organizations not affiliated with manufacturer or dealer to make contract for inspections and adjustments, but prohibits them from offering replacement privileges.

NAB has called meeting of TV operators in Washington's Hotel Mayflower Sept. 23 to hash ASCAP negotiations, particularly "per program" licenses. ASCAP has told industry music committee that last week's extension to Oct. 1 (Vol. 5:36) was last it could make.

Looks like giveaway ban goes into effect Oct. 1, unless networks get temporary stay order from court (Vol. 5:36). FCC this week turned down request to postpone effective Oct. 1 date, insisted whole matter go through legal processes. In addition to 3 networks (ABC, CBS, NBC), Walt Schwimmer of Radio Features Inc. last week filed motion for injunction in Chicago District Court.

SMPE has prepared test film for telecasters to "get the most out of their studio film equipment." Reel is 985-ft, available now in 35mm (\$70), 16mm to come, from Society of Motion Picture Engineers, 342 Madison Ave., New York City.

Talk of coast-to-coast TV being available within months after AT&T gets order for such service, repeated twice recently in trade press, was termed complete error by telephone company this week. AT&T spokesman told us: "Coast-to-coast coaxial facilities have been in use for some time for regular telephone message service [but] the requirements of the TV industry have not been definite enough to justify the provision, thus far, of transcontinental network facilities." He referred to phone company's report to FCC last month which gave timetable to Omaha in 1950, told of survey for radio relay sites westward after that (Vol. 5:34).

### Distribution of TV Receivers Per Thousand Families

Here's a new way to rank TV areas—not merely by total receivers but by number of sets per thousand families—proposed by Walter Damm, of Milwaukee's WTMJ-TV. He takes NBC Research's Aug. 1 table (Vol. 5:35), divides number of sets by number of families, and comes up with this distribution table — ranking the areas by "depth of penetration," as the research boys would say:

Area	Families in 000	No. of Stations	Sets per 1000 Families	Position
New York	3597	6	200	1
Philadelphia	1184	3	173	2
Los Angeles	1372	6	122	3
Chicago	1438	4	118	4
Lancaster	85	1	116	5
Schenectady	258	1	112	6
Richmond	130	1	105	7
Cleveland	695	2	97	8
Boston	1175	2	96	9
Baltimore	732	3	95	10
Milwaukee	327	1	92	11
Detroit	839	3	91	12
Buffalo	323	1	81	13
Washington	691	4	81	13½
St. Louis	474	1	78	14
Toledo	241	1	75	15
Cincinnati	384	2	73	16
Minneapolis-St. Paul	333	2	71	17
Miami	117	1	69	18
New Haven	557	1	67	19
Salt Lake City	93	2	64	20
Atlanta	233	2	64	20½
San Diego	113	1	55	21
Erle	112	1	53	22
Wilmington	183	1	49	23
Louisville	188	1	46	24
Fort Worth-Dallas	269	1	46	24½
Albuquerque	22	1	45	25
Memphis	177	1	36	26
Syracuse	199	1	36	26½
Oklahoma City	138	1	36	26½
Houston	217	1	35	27
Columbus	225	1	34	28
Dayton	291	2	30	29
New Orleans	225	1	27	30
Seattle	307	1	25	31
Indianapolis	281	1	25	31½
Pittsburgh	1011	1	24	32
Rochester	208	1	21	33
Providence	742	1	18	34
Birmingham	196	2	18	34½
San Francisco	825	2	13	35

Improvements on Paramount's theater-TV system (film-storage method vs. RCA's instantaneous apparatus) now permit one-man control, reduce costs. Paramount will demonstrate system at TOA convention in Los Angeles next week (Vol. 5:36).

Daily Variety of Hollywood reports CBS dickering with David O. Selznick and NBC with Samuel Goldwyn to make series of 2-reelers for TV, to be syndicated through networks' film syndication departments.

Series of 7 full-page ads starts Sept. 12 in *Buffalo News* under imprimatur of its WBEN-TV to "drive home to Buffalo-area people what they're missing if they don't have a television set."

Tavern ownership of TV in Los Angeles County runs 97%, according to KTTV survey of 3000 outlets. Principal brands are RCA, 35% and Philco, 25%, followed by GE, Crosley and Richards (local custom builder of projections).

Learning about TV propagation: Salt Lake City's KDYL-TV says it gets reports of good reception from Provo, Utah, 39 mi. away, behind 11,000-ft Mt. Timpanogos, and Tooele, 26 mi., behind Oquirrh range which has one peak of 9500 ft.

Sen. Lester C. Hunt (D-Wyo.) replaced Sen. Estes Kefauver (D-Tenn.) on Interstate & Foreign Commerce Committee when latter moved to Judiciary Committee last week. Sen. Hunt hasn't been particularly active in radio matters.

Station sponsorships: Reported using or planning to use TV spots are Birds Eye Frosted Foods and Taystee Bread, thru Young & Rubicam; College Inn Foods, thru Weiss & Geller . . . Santa Fe Railroad starts Burton Holmes travels on WCBS-TV Oct. 2, Sun. 6:15-6:30 . . . Gold Medal Candy Co. (Bonomo's salt water taffy) starts Sept. 11 *The Magic Clown*, children's show, on NBC's WNBT, Sun. 11:30-11:45 a.m. . . WPIX, New York, reports Regal Electronics Corp. buying *Sports of Call*, 15-min. commentary by Guy LeBow before grid games; also Stetson Hats, spots during football and boxing . . . P. O. C. Beer takes 20 Cleveland Barons hockey games on WEWS.

Network sponsorships: American Tobacco Co. (Lucky Strike) sponsors 24 top eastern college grid games on NBC-TV hookups during 10 weeks starting Sept. 24, covering as many as 4 in one day but feeding to different points (including 5 to non-affiliated WPIX, New York) . . . Chesterfield sponsorship of Columbia U's 5 home games on CBS-TV starts Sept. 24 with Amherst game, Russ Hodges and Marty Glickman at mike . . . *Ed Wynn Show* debuts Sept. 22 on KTTV, Hollywood, Thu. 9-9:30 PST, then starts on various CBS-TV stations via kine-recordings Oct. 6, Thu. 9-9:30 EST . . . Gillette began Madison Square Garden fight sponsorships Sept. 9 on NBC-TV with Gavilan-Castellani bout, continues Fri. 10 p.m. . . Jackie Gleason (not Wm. Bendix, radio's Riley) will star in *Life of Riley* on NBC-TV, starting Oct. 4, Tue. 9:30-10, sponsored by Pabst Beer; show will be filmed in Hollywood, telecast from N. Y. . . Mohawk Carpet's *Mohawk Showroom* with Morton Downey Mon.-Wed.-Fri.. Roberta Quinlan Tue.-Thu., 7:30-7:45, returns to NBC-TV Sept. 12 . . . Admiral Radio to sponsor *Lights Out* on NBC-TV starting Oct. 8, Fri. 8:30-9 . . . Schaeffer Pen reported placing *This Week in Sports* film on CBS-TV starting Sept. 20, Tue. 10-10:15 . . . CBS-TV puts all-Negro *Harlem Jubilee* (sustainer) in Tue. 8-9 spot opposite Milton Berle, starting Sept. 13; Berle resumes for Texaco on NBC-TV Sept. 20 . . . Pall Mall sponsorship of *The Big Story* on NBC-TV starts Sept. 16, Fri. 9:30-10, AM version continuing on NBC Wed. at 10.



**PRIVATE BRANDS FALL MARKET SPURT:** Private label TV sets, particularly among the big department stores, showed remarkably brisk activity this week. Volume isn't huge compared with brand names, of course, but selling power of the massive retail outlets isn't to be sneezed at. Stores like private brands, they say, because it's only way they can control prices, quality. Impetus of excellent fall market could give private brands a good chance at the traditionally brand-conscious public. In addition to those listed in TV Directory No. 8, latest lines are:

✓ Macy-New York has own Hyde Park sets, 12½-in. table at \$190 and 16-in. console at \$280, reportedly made by Tele King. Macy already has higher-priced Artone, made for Affiliated Retailers chain (Vol. 5:36).

The Fair-Chicago has Fairmont label on its 12½-in. table at \$240, 12½-in. console at \$270, said to be made by Wells-Gardner, which is reported also making receivers for Milwaukee and Detroit stores.

Goldblatt-Chicago carries its Vision Master, table line comprising 7-in. at \$80, 10-in. at \$130, 12½-in. at \$160, 16-in. at \$250 and 16-in. console at \$270.

Tele King is among most active private brand makers, says it plans 9,000 sets monthly beginning Oct. 15, 40% private labels. It makes Artone for Affiliate Retailers; Ambassador for Allied Purchasing Corp. (whose members include Jordan Marsh, Boston; Lindner's, Cleveland; O'Neill's, Baltimore); Gramercy for W. T. Grant Stores; Plymouth for Interstate Dept. Stores (Jefferson, Louisville; Hill's, Milwaukee); Cromwell for Mercantile Stores and for Associated Merchandising Corp. (Bloomington, New York; Lazarus, Columbus).

✓ Other private brand manufacturers: Air King, Belmont, Colonial, Hallicrafters, Sentinel, Televista, Video Corp. of America.

**NEW SETS AND MORE PRICE CUTS:** Full new lines are still being unwrapped by a few set-makers and a scattering of sets, presumably to plug gaps in their lines, coming from manufacturers whose lines are pretty well set.

Stewart-Warner showed its first projection (Protelgram), AM-FM-3 speed, \$795, to distributors in Chicago last weekend; set has 30 tubes, 7 rectifiers. Balance of line: 10-in. table \$210, 12½-in. table \$240, 12½-in. console \$290, all 3 having 20 tubes, 3 rectifiers; 12½-in. table with AM-FM at \$280, 12½-in. console with AM-FM-3 speed at \$350, both with 26 tubes, 3 rectifiers. Company plays up increased sensitivity, automatic frequency and gain control.

DuMont revealed 3 more 19-in. (Vol. 5:29): Fairfield at \$495; Westwood at \$545, Mansfield at \$645 -- all are consoles with FM, 24 tubes, 5 rectifiers, latter two with doors.

Emerson has 10-in. plastic table model at \$180. Sightmaster string of new sets: 12½-in. table, \$339; same with FM, \$372; 16-in. table and console, \$445; 16-in. table with FM, \$439; same in console, \$487; 16-in. remote control console with FM, \$350; same with 20-in., \$795...Olympic 16-in. table (Vol. 5:34) is \$300...Cascade Television Co., 179 South St., Newark (A. Young, president), announces 15-in. table, \$395; 16-in. console, \$445; projection, \$1595 and \$1795.

✓ Price cuts: Philco has cut 7-in. table from \$200 to \$140, emphatically denies it plans 10-in. table at \$200; has started TV set production at Sandusky, O. plant, says this brings overall TV capacity to 18,000 a week, that it now has investment of over \$20,000,000 in TV...Emerson projection model was cut from \$600 to \$400...Andrea has cut 12½-in. table from \$390 to \$350; 12½-in. console from \$490 to \$400, 12½-in. console with AM-FM-3 speed from \$585 to \$570, 15½-in. console from \$585 to \$570, 16-in. console with AM-FM-3 speed from \$895 to \$795, 16-in. console with AM-FM-3 speed from \$1400 to \$1195...Philharmonic has cut 10-in. table from \$180 to \$150, 12½-in. table from \$230 to \$190, 16-in. table from \$270 to \$250, 16-in.

console from \$300 to \$280...Pilot 3-in. Candid TV portable originally priced at \$100, then offered at \$60 and \$50 (Vol. 5:27,31) now offered by Macy at \$40.

\* \* \* \*

✓ GE won't yet tell who's buying its 8½-in. tube but did announce list price: \$21.45 to consumers...Sheldon Electric Co. (TV Directory No. 8) now offering all glass 10-in., 12½-in. and 16-in. tubes to trade...Stromberg-Carlson in full page New York Herald Tribune ad Friday talks right out in public about color ("Right now nobody knows when color TV will be practical.") and uhf ("long way off"), advises public that adapters will be available for color and uhf, present sets won't be obsoleted...Late Friday, DuMont re-enfranchised Macy as full and official DuMont dealer; official press release said imbroglio (Vol. 5:32-36) had been due to complete misunderstanding...RMA board decided to appoint committee of TV manufacturer sales managers to thresh out propriety of current TV advertising; committee will also take up question of how to advertise tube sizes which some leaders want restricted to tube diameters (Vol. 5:33,35)...Stewart-Warner has bought Citizens Radio Corp., makers of personal transceivers.

**CANADIAN MARKET SMALL BUT COVETED:** Latest entry into Canadian market is Emerson which this week announced tieup with Canadian Marconi for manufacturing, Canadian Fairbanks-Morse for distribution. Emerson's Ben Abrams says that, with Canada on verge of TV, northern neighbor has potential radio-TV market of \$20,000,000. Emerson has 6 foreign operations, others being Mexico, Argentina, Uruguay, Brazil, Italy, plans to open in India and Israel.

New names in Canadian TV, exhibiting at Canadian National Exhibition, include those listed in TV Directory No. 8 plus Addison Industries Ltd., 9 Hanna Ave., Toronto; Sparton of Canada Ltd., London, Ont.; Brand & Millen Ltd. (Garod), Toronto; Northern Electric Co. Ltd., Box 370, Montreal; Dominion Electrohome Industries Ltd., Kitchener, Ont.; Canadian Marconi Co. Ltd., Place D'Armes, Montreal; Philco Co. of Canada Ltd., 1244 Dufferin St., Toronto. Note: It's estimated there are about 3,000 TV sets in Canadian areas contiguous to U.S. cities with TV. Total market (when whole country is served by TV) won't run much more than 3,000,000 homes.

Dayton is going to be linked to Toledo for TV network service Sept. 25, AT&T announced Friday. It also reported Cincinnati and Columbus would have temporary, single circuit service Oct. 5 in time for World Series, full-time service Oct. 8.

Noting success of WMAR-TV and WMAL-TV in picking each other's shows out of the air without benefit of coaxial or microwave (Vol. 4:26, 5:30), Baltimore's WAAM and Washington's WTTG are now swapping 3 hours daily, mostly sponsored.

Personal notes: Victor Ratner leaves position of CBS v.p. in charge of advertising and sales promotion to become v.p. of Macy's covering same fields plus public relations; Louis Hausman remains director of those CBS departments, while John Cowden becomes gen. mgr. of them . . . Dr. Thomas Coffin joins NBC-TV research, leaving chairmanship of Hofstra College psychology dept. . . . George Simons, formerly with GE, named Crosley national advertising mgr. . . . D. E. Weston moves from TV sales in GE to merchandising mgr. of receiver division . . . R. A. Seidel named RCA v.p. in charge of distribution, comes from W. T. Grant Co.

Network sponsorships: General Mills began *Lone Ranger* on ABC-TV Sept. 15, Thu., 7:30 . . . General Foods (Jello) starts *Aldrich Family* Oct. 2, Sun., 7:30, on NBC-TV . . . Barbasol returns *Week in Review* to CBS-TV Sept. 18, Sun., 10-10:15 . . . GE resumes *Fred Waring Show* on CBS-TV Sept. 25, Sun., dropping it from radio, leaving company without network radio show this fall . . . Procter & Gamble buying 26 more films, made by Pyramid Productions, Hollywood; first 26 are now running on NBC-TV, Tuesdays, as *Fireside Theater*.

World Series telecasts will again be pooled, all interconnected stations carrying games — including Gillette commercials, but won't get any of sponsor's money. If Yanks and Cards take respective pennants, first 2 games beginning Oct. 5 will be fed from New York with DuMont men on cameras; next 3 from St. Louis, KSD-TV originating. Mutual continues exclusive on radio. Brooklyn's Fabian-Fox theater will project games with RCA large-screen equipment, while Chicago Theater (Paramount) and New York's Paramount use intermediate film process. WHEN, Syracuse, plans to pick up Rochester's WHAM-TV off air, rebroadcast Series locally.

Since Aug. 1 count of TV sets by cities (Vol. 5:35), these reports of sets-in-use as of Sept. 1 have been received: Los Angeles 184,000, up 15,000 in month; Boston 124,948, up 12,000; Cleveland 75,500, up 8000; Baltimore 76,059, up 6431; Washington 57,400, up 1700; St. Louis 40,800, up 4000; Milwaukee 32,830, up 2830; Cincinnati 31,000, up 2900; Wilmington 15,400, up 6500; Dayton 13,250, up 4450; Providence 14,250, up 700; Lancaster 10,300, up 400; Syracuse 8439, up 1239; Columbus 9500, up 1800; Erie 8200, up 2200; San Diego 7300, up 1000; Memphis 6800, up 500.

ABC won't accept liquor advertising, executive v.p. Robert E. Kintner said in Fort Worth this week. Kintner said idea not only had roused storm of disapproval (Vol. 5:31, 34, 37), but even liquor industry itself was divided. Regarding radio liquor advertising, Treasury Secy. Snyder answered Sen. Johnson, after 6 weeks wait, with brief statement that he had power only over such things as labeling of liquor in interstate commerce and similar non-radio matters.

Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported in  
Supplements No. 67 & 67-A.

Allegheny Broadcasting Corp., Pittsburgh, Pa., licensee of AM Station KQV -- Opposes proposals of DuMont, Communication Measurements Lab., Westinghouse, National Education Assn., Television Research Co. (George O. Sutton).

Associated Broadcasters Inc., Easton, Pa., licensee of AM Station WEST -- See Allegheny Broadcasting Corp. (George O. Sutton).

Paul F. Braden, Middletown, O., licensee of AM Station WPFB -- Opposes all proposals to delete Channel 12 from Hamilton-Middletown. Specifically objects to proposals of DuMont, Indianapolis Broadcasting Inc. and Universal Broadcasting Co. (Bingham, Collins Porter & Kistler).

Columbia Broadcasting System Inc., New York City -- Comments on color TV proposals of Dr. C. W. Geer, Philco, DuMont, RMA, JTAC. Neither opposes nor supports RCA or Color Television Inc. proposals until such systems are demonstrated. Objects to allocations proposal of Paramount. (Rosenman, Goldmark, Colin & Kaye).

Community Broadcasting Co., Toledo, O., licensee of AM Station WTOL -- Favors DuMont proposal only if no additional vhf channel is made available to Toledo. (Pierson & Ball).

Dispatch Inc., Erie, Pa. -- Opposes DuMont proposal as it affects Erie. (Fly, Fitts & Shuebruk).

Eastern Radio Corp., Reading, Pa., licensee of AM Station WHUM -- Opposes proposals of ABC, Philadelphia Chamber of Commerce, Daily News Television Co., Easton Publishing Co., Penn-Allen Broadcasting Co., Pennsylvania Broadcasting Co., Trent Broadcasting Corp., WDEL Inc., Wyoming Valley Broadcasting Co., Lehigh Valley Broadcasting Co., as they affect Reading. (Fly, Fitts & Shuebruk).

Gable Broadcasting Co., Altoona, Pa., licensee of AM Station WFBG -- See Allegheny Broadcasting Corp. (George O. Sutton).

Havens & Martin Inc., Richmond, Va., licensee of AM Station WMBG and TV Station WTVR -- Opposes DuMont proposal or any other which would delete Channel 6 from Richmond. (John H. Midlen).

Hazleton Broadcasting Co., Hazleton, Pa., licensee of AM Station WAZL -- See Allegheny Broadcasting Corp. (George O. Sutton).

Hildreth & Rogers Co., Lawrence Mass., licensee of AM Station WLAW -- Opposes DuMont proposal as it affects Lawrence-Lowell-Haverhill. (Fly, Fitts & Shuebruk).

Home News Publishing Co., New Brunswick, N.J., licensee of FM Station WDHN -- Opposes proposal of W.H.C. Higgins insofar as it proposes a deletion of the provision for the specific allocation of community channels. (Welch, Mott & Morgan).

Jamestown Broadcasting Co., Jamestown, N.D., licensee of AM Station KSJB -- Opposes DuMont proposal insofar as it relates to North Dakota. (Prince, Clineburg & Nunn).

John J. Keel, Johnstown, Pa., president, AM Station WCRO -- Opposes proposals of DuMont Allegheny Broadcasting Co., Radio Television Inc., WCAE Inc., Westinghouse. Favors Commission's proposed allocation for Johnstown.

Keystone Broadcasting Corp., Harrisburg, Pa., licensee of AM Station WKBO -- See Allegheny Broadcasting Corp. (George O. Sutton).

Picture Waves Inc., Columbus, O., licensee of AM Station WTOD, Toledo; holder of CP for TV Station WTVN -- Opposes DuMont proposal as it affects Columbus. (Fly, Fitts & Shuebruk).

John M. Poole (Pacific Video Pioneers), Long Beach, Cal. -- Opposes any proposals that there be no mixing of vhf and uhf in the same city, specifically those of ABC, CBS, DuMont.

Reading Broadcasting Co., Reading, Pa., licensee of AM Station WRAW -- See Allegheny Broadcasting Corp. (George O. Sutton).

Sarkes Tarzian, Bloomington, Ind., licensee of AM Station WTTS; holder of CP for TV Station WTTV -- Opposes DuMont proposal as it affects Bloomington. (A. L. Stein).

Standard Radio and Television Co., San Jose, Cal., licensee of AM Station KRRX -- Opposes proposals of DuMont, Twentieth Century-Fox, McClatchy Broadcasting Co. (Courtney Krieger & Jorgenson).

WDEL Inc., Wilmington, Del., licensee of AM Station WDEL and TV Station WDEL-TV -- Opposes comments and proposals of Chamber of Commerce Philadelphia; Television Research Co., DuMont, National Education Association, Communication Measurements Lab. Inc., Westinghouse. (George O. Sutton).

WGAL Inc., Lancaster, Pa., licensee of AM Station WGAL and TV Station WGAL-TV -- See WDEL, Inc. (George O. Sutton).

WJIM Inc., Lansing, Mich., licensee of AM Station WJIM; holder of CP for WJIM-TV -- Opposes proposals of DuMont and United Detroit Theatres Corp. insofar as they affect Lansing. (Fly, Fitts & Shuebruk).

WTAR Radio Corp., Norfolk, Va., licensee of AM Station WTAR; holder of CP for WTAR-TV -- Opposes DuMont proposal; suggests Commission's plan be adopted if there is to be a reallocation of vhf channels in Norfolk area. (Hanson, Lovett & Dale).

**BUILT-IN AERIALS, DEMAND & TREND:** Big Admiral, little Industrial Television Inc. both climbed on built-in antenna bandwagon this week, and it's pretty generally agreed all major manufacturers will have to do likewise. It's not enough for those who shrug off built-ins to insist they're "not proved yet." Competitively, they're going to be forced to offer built-ins to public, somewhere in their lines. Important factor is cautioning public not to expect wonders -- certainly not to expect built-ins to work everywhere and to work as well as outside aerials.

Admiral now has "Roto-Scope" directional antenna built into all its sets. But it cautions that it's an "added convenience for metropolitan residents living in areas where a normal TV signal prevails" and leaves to serviceman's judgment whether to add V-antenna atop cabinet or regular outside aerial. ITI put built-in into 2 of its 12½-in. sets -- it's non-directional and said to "eliminate need for expensive outdoor antennas in many cases."

Recapitulating the built-ins thus far, here's the list of those now offering them in all or some of their sets: Admiral, Capehart, ITI, Motorola, Muntz, Philco, Pilot, Raytheon, Sylvania, Tele-tone, Trans-Vue, Trav-Ler.

**TODAY'S TV TRADE AND OUTLOOK GOOD:** "Terrific" is the word for TV business at factory level, reflecting healthy pulsebeats of the retail trade. Now, many more manufacturers are allocating, some even predicting shortages in some lines. It's such a complete reversal from summer's "inventory recession" that the bigger fellows are even conceding better survival chance for the littler producers among the 100-odd makers of TV receivers (for list, see our Oct. 1 TV Directory No. 9). Provided, of course, they can stand the price gaff. Heavy mortality, or many mergers, had been freely predicted for this autumn and winter.

What has happened, aside from new and cheaper models, is that cabinets and tubes are plentiful at lower prices, inventories pretty well cleared out, new stations opening up new markets. Over it all, is loosening of buyer pursestrings (refrigerators, too, are enjoying similar boom), and then of course autumn sports and improved programs are winning new TV customers. Color-uhf talk out of Washington isn't denting the market.

We've talked with many of the top producers (for first 10, see Vol. 5:35) and some smaller ones. The ebullient spirit is manifest everywhere. Admiral reports it never did feel any recession, ran at high rate even during May-June-July, is now turning out "more than 60,000 sets per month." That would probably make it No. 1 producer, unit-wise. Its current trade advertising claims it sold 57% of whole industry's TV combinations during last 6 months, and popular ads will feature claim of "better than one out of 2."

Philco's capacity is reported 18,000 per week, but no claim is made that it has reached that level as yet -- though its business has zoomed since it started the rush to built-in aerials (Vol. 5:30-31). RCA and DuMont have everybody on quota, say they're selling everything they can turn out. RCA's first runs of its new 12½-in. are all gone already, may actually run short, probably will outstrip 10-in.

Others talk of "very, very short supply" of some models, bemoaning fact that they underestimated production schedules set up when things looked so bleak last spring. One even foresees what he styles "black market" in some sets, meaning unauthorized movements of goods from one market to another. All foresee nothing but good business for rest of year, probably longer. A few scattered straws in the wind:

Some radio stocks at new highs on the exchanges...Crosley distributors at Monday meeting in Cincinnati wrote orders for 33% more goods than last fall's record...Tele-tone reports writing \$10,000,000 in orders for its new line (Vol. 5:36)...

DuMont's giant new plant at Paterson, N.J., Admiral's at Harvard, Ill., Philco's at Sandusky, O., Stromberg's at Erie, Pa., all going at high speed...One big setmaker telling how he's unable to fulfill an order for an additional 700 units in Kansas City, whose single station is still merely on test (Vol. 5:37)...RCA's biggest distributor, Bruno-New York, reporting it's not only on allocation for every model in line but has no inventories at all; and Sept. 24 New York Times quoting dealers there as saying, "We just can't get RCA in anything like quantities necessary to keep up with day-to-day sales"...And a big radio-TV set maker telling us that even radio set sales are up -- and in TV territory, too!

**10-in. AT \$170 & OTHER TRADE NOTES:** Drive to push 10-in. models down below \$200 level finds Admiral out this week with 3 new ones: ebony plastic table at \$169.95, same in mahogany plastic \$179.95, same in mahogany plastic console \$199.95. Latter replaces original Wonderset (Vol. 5:19-20), first priced at \$249.95 and then cut to \$229.95. New sets have new circuit called 20-X containing 18 tubes, one rectifier. They're Admiral's first 10-in. tables, though it once ran off about 100 on test but never marketed them. Admiral is no longer making 7-in.

Noteworthy in new line is built-in "Roto-Scope" antenna (now going into all Admiral sets) and turret tuner which spec sheets say is "built for the future when uhf arrives."

Admiral's \$170 set follows Emerson's announcement of one at \$180 (Vol. 5:38), Tele-tone's at \$150 and Sears Roebuck's promise to bring out one at \$150 (Vol. 5:37); also Macy's Artone at \$150 (Vol. 5:36), and GE's \$240 model cut to \$190 (Vol. 5:35). All save Artone are plastic table units.

\* \* \* \*

Crosley will have several new sets early next month, but they're only fill-ins to existing line, may include built-in antenna, possibly "black" tube. Test sets, 12½-in. consoles and 16-in. tables, were shown distributors this week in Cincinnati at "white goods" meeting, with final decision to be made when company executives add up distributor suggestions, plus own desires.

News of price-cutting has all but ceased, and very few new models to report these days. Among smaller producers, U.S. Television has cut prices again -- this time 10-in. table from \$270 to \$240; 12-in. table from \$330 to \$300; 15-in. table from \$470 to \$400; 12-in. console from \$390 to \$350; 12-in. console with FM from \$400 to \$370; 15-in. console with FM from \$540 to \$500; 15-in. console with AM-FM-phono from \$895 to \$800. Has new 15-in. console, \$480...Chicago's Trans-Vue Corp. announces new 12½-in. console at \$289.50; same with 16-in., \$349.50; 19-in. console due in November "below \$400." Trans-Vue's new sets have built-in aeriels, provision for uhf converters which it promises at about \$60 after FCC fixes standards...Mattison of New York has 19-in. console with AM-FM-3 speed at \$795. Since DuMont brought out first 19-in. (Vol. 5:29), list of makers includes also Stromberg, Hoffman, Hallicrafters, Remington.

We erred on DuMont's new 19-in. Mansfield (Vol. 5:38) in saying it has 24 tubes, 5 rectifiers. Mansfield, actually, is Bradford's little brother, in different furniture, no record player, 28 tubes plus 6 rectifiers. It costs \$645 vs. Bradford's \$725. DuMont line now comprises 8 sets, all old ones now out of production...That was typographical error last week, too, when we reported Sightmaster's new 16-in. remote control set at \$350; set lists at \$550...New setmaker is Alamo Television & Radio Co., 458 Soledad St., San Antonio, Tex. (D. Partin, v.p.), reported by RMA (which it just joined) as making TVs and auto radios.

\* \* \* \*

Miscellaneous trade notes: RCA Camden reports upturn in radio set sales, too. On heels of current ad campaign to sell its 45rpm unit at \$12.95, RCA plans intensive promotion on 45rpm records beginning early in October in 79 newspapers in 60 cities; ads will run weekly until end of year...Admiral stopped making \$550 and \$595 combination 12½-in. consoles, continuing only \$399.95 unit...Olympic reported turning out 400 sets per day currently, planning 500 from Nov. 1...Vidcraft is latest of small setmakers to go into "commissioned agent" dealerships: dealers carry samples but send orders to factory which ships direct to purchaser.

## Count of TV Sets-in-Use by Cities

As of September 1, 1949

Counting Cincinnati, Columbus and Dayton as interconnected—which they will be from Sept. 25 (Vol. 5:38)—there are 48 stations in 25 cities (16,084,000 families) now hooked up for network service, with a set count of 1,899,900 as of Sept. 1, according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service areas (.5Mv). Total sets in all 48 TV areas as of Sept. 1 was 2,310,000, up 160,000 from Aug. 1.

### Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	76,100
Boston	2	1,175,000	125,000
Buffalo	1	323,000	28,500
Chicago	4	1,438,000	178,000
Cincinnati	3(a)	384,000	29,100
Cleveland	2	695,000	75,500
Columbus	2(a)(b)	225,000	8,900
Dayton	2(a)	291,000	10,700
Detroit	3	839,000	81,000
Erie	1	112,000	8,300
Grand Rapids	1	182,000	4,500
Lancaster	1	85,000	11,000
Milwaukee	1	327,000	32,800
New Haven	1	557,000	40,100
New York	6(c)	3,597,000	755,000
Philadelphia	3	1,184,000	215,000
Pittsburgh	1	742,000	25,000
Providence	1	1,011,000	14,300
Richmond	1	130,000	14,400
Rochester	1	208,000	6,000
Schenectady	1	253,000	29,100
St. Louis	1	474,000	40,800
Toledo	1	241,000	20,000
Washington	4	691,000	57,400
Wilmington	1	183,000	13,400
<b>Total Interconnected</b>	<b>48</b>	<b>16,084,000</b>	<b>1,899,900</b>

### Non-Interconnected Cities

Albuquerque	1	22,000	1,100
Atlanta	2	233,000	16,000
Birmingham	2	196,000	4,000
Charlotte	1	171,000	4,500
Fort Worth	1(d)	269,000	6,500
Dallas	1(e)	277,000	6,800
Greensboro	1(f)	165,000	1,200
Houston	1	217,000	7,500
Indianapolis	1	281,000	7,600
Johnstown	1(g)	250,000	3,600
Kansas City	—(h)	275,000	3,500
Los Angeles	7(i)	1,372,000	187,000
Louisville	1	188,000	9,200
Memphis	1	177,000	6,600
Miami	1	117,000	9,100
Minneapolis-St. Paul	2	333,000	29,300
New Orleans	1	225,000	7,500
Oklahoma City	1	138,000	6,900
Omaha	2	132,000	4,000
Salt Lake City	2	93,000	6,300
San Diego	1	113,000	7,100
San Francisco	2	825,000	12,000
Seattle	1	307,000	8,600
Syracuse	1	199,000	8,400
Utica	—(j)	127,000	1,700
Others	—	—	44,100
<b>Total Non-Interconnected</b>	<b>35</b>	<b>6,702,000</b>	<b>410,100</b>
<b>Total Interconnected and Non-Interconnected</b>	<b>83</b>	<b>22,786,000</b>	<b>2,310,000</b>

(a) Scheduled for interconnection Sept. 25 1949. (b) WTVN due to begin regular schedules Sept. 30. WBNS-TV due to begin operation about Oct. 15. Will make 3 stations. (c) WOR-TV due to begin schedules Oct. 5. Will make 7 stations. (d) Included in coverage of Dallas station. (e) KBTB began operation Sept. 17; families included in coverage of Fort Worth station. (f) WFMY-TV began operation Sept. 22. (g) WJAC-TV began operation Sept. 15. (h) WDAF-TV now on test, due to begin scheduled operation Oct. 16. (i) KECA-TV began commercial operation Sept. 16. (j) WKTU due to begin operation Oct. 30.

Recommended reading for anyone concerned with basic trends in the TV trade: "Video Industry Shakes Off First Setback," by Fairchild economist A. W. Zelomek in Sept. 20 *Retailing Daily*. It's good sizeup of current TV industry. He predicts further price cuts by year-end, confined primarily to lesser-known brands and some second-line companies. "The top-name producers," he states, "are expected to hold their current price level for the rest of the year. Lower-priced sets, however, will make their appearance early in 1950. These will be mainly in price readjustments of the larger-size screen receivers."

"Madman" Muntz, who parlayed 6 used cars into a \$9,000,000 business in 3 years, is making a determined bid to duplicate the feat in the TV business." So begins 7-col. story in Sept. 19 *Advertising Age*, recounting razzle-dazzle business and personal adventures of Muntz TV's 35-year-old Earl W. Muntz. Items of interest: Principal owners of Muntz TV are Muntz and T. E. Courtney, who heads Northern Illinois Co., DeKalb, Ill., auto finance firm. Worth of Muntz TV reported more than \$500,000, production in excess of 5,000 per month, sales more than \$1,000,000 per month. Ad budget for 1949 is \$1,000,000 for radio, \$400,000 for newspapers. Ad copy line still features "Muntz TV in your home tonite," but has dropped "revolutionary" and "direct-from-factory" themes and uses phrase "Muntz-to-you"; agent is ex-v.p. Mike Shore, whose Chicago agency is called Michael Shore Advertising. Howard Radio Co. plant in Chicago makes Muntz sets for Tele-Vogue, an Illinois corporation, half of whose 250,000 shares of common stock is claimed by Muntz.

Trade personnel: New top officers at Tele King are Harvey Pokrass, president; Edward Berliant, executive v.p.; Calvin E. Bell, secy. Sidney Jurin out as sale mgr. . . F. A. Lyman new asst. national sales mgr. of DuMont receiver sales under Walter Stickel . . . Louis L. Pacent Jr., ex-Radio Speakers Inc., Chicago, former Emerson subsidiary, now mgr. of Emerson industrial engineering dept., New York . . . J. W. Rondel, formerly GE sales chief for table-portable radios, now asst. to gen. sales mgr. A. A. Brandt . . . Standard Transformer's Jerry Kahn is new president and Espey's Walter Jablon new v.p. of "The Representatives" of Radio Parts Manufacturers Inc., whose next convention and show will be in Chicago's Hotel Stevens week of May 22; and Standard Transformer's sales v.p. James M. Blackledge elected chairman of Assn. of Electronic Parts & Equipment Manufacturers, Centralab's A. L. Tuttle vice chairman . . . T. James Reed, ex-Westinghouse, named plant mgr. of Dobbs Ferry factory of North American Philips, M. J. McNicholas purchasing agent . . . Edward O'Toole named asst. gen. mgr. of Vidcraft.

Cathode ray tube shipments by RMA members during second quarter show 12 and 12½-in. still gaining on 10-in., compared with first quarter (Vol. 5:22). Breakdown: under 6-in., 739 units shipped; 6 to 8.9-in. (mostly 7 and 8½-in.), 112,375; 9 to 11.9-in. (10-in.), 337,685; 12 to 13.9-in. (12 and 12½-in.), 234,998; over 14-in., 87,409; projection types, 3,848. Total of 777,054 compares with 686,620 for first quarter. When all other CRs are added, including camera tubes, etc., value is \$24,260,041.

Raytheon reported net loss of \$547,000 in quarter ended Aug. 31, compared with \$275,000 profit same period last year—sales for quarter declining to \$9,000,000 from \$12,000,000. President Charles Francis Adams Jr., reporting to stockholders Sept. 23, attributed loss to cost of moving into new plant and "dead" TV-radio market during summer, said that with backlog of \$40,000,000 in government business as of Aug. 31 he expects profit in quarter ending Nov. 30.

Feb. 15 *Finance Magazine*, featuring Motorola, with president Paul Galvin's picture as cover piece, estimates dollar-volume sales of all Motorola products this year will set new peacetime record: \$70-\$80 million vs. 1948's gross of \$58.1 million—TV expected to account for about half.

Scranton Times (WQAN) has asked FCC permission to pick up New York-Philadelphia telecasts via its experimental KG2XAF during city's Parade of Progress celebration Oct. 3-7. Arrangement would be similar to that authorized for Wilkes-Barre's WBRE (Vol. 5:35).

Personal notes: CBS names v.p. Howard S. Meighan to head up Hollywood operations, succeeding Don Thornburgh, now at WCAU-TV; he's top man to whom Merle S. Jones will report as gen. mgr. of KNX and CBS Pacific Network, A. E. Joscelyn as director of operations, Harry S. Ackerman as v.p. in charge of network programs, Kenneth L. Yourd as business mgr. . . . Richard A. Moore named asst. gen. mgr. and Ernest Felix asst. treas. of ABC Western Division, Hollywood, reporting to v.p. Frank Samuels . . . CBS Washington attorney James Neu transferred to network's New York legal staff this week; no replacement contemplated . . . Roy Langham resigning as executive secy. of Radio Writers Guild as of Jan. 1 . . . Gordon Mills quits as business mgr. of radio-TV division of Kudner agency Jan. 1 . . . Carlos Franco, resigned, succeeded by his aide Frank Coulter Jr. as mgr. of Young & Rubicam radio media dept. . . . Harold B. Rothrock and George B. Bairey dissolve their Washington consulting engineering partnership as of Sept. 30—Rothrock going to Bedford, Ind., where he owns part of WBIW and will open consulting offices in Citizens Bank Bldg.; Bairey continuing under own name at 1767 K St. NW, Washington . . . Leonard H. Hole resigns as mgr. of DuMont network operations; other resignations and changes on tap . . . Seymour C. Andrews resigns as mgr. of new KBTW, Dallas; Mort Dank now acting mgr. . . . Patrick H. Crafton, ex-WEWS, Cleveland, named program director of new KRON-TV, San Francisco, nearing completion.

Station sponsorships: Gimbels-New York to sponsor Ernest Truex and wife Sylvia Fields with family in *The Truex Family*, situation comedy, on WPIX, New York, starting Oct. 13, Thu. 7:30-8 . . . Saks Fifth Avenue takes participations in *Hopalong Cassidy* on WNBTV, Sun., 5:15-6:30 . . . Local Chevrolet Dealers Assn. starts *Pantomime Quiz*, Los Angeles KTTV's guessing game, via kine on New York's WCBS-TV Oct. 4, Tue., 10:30-11 . . . Alliance Mfg. Co. (Tenna-Rotor) returning to TV for another spot campaign, thru Foster & Davies Inc., Cleveland . . . Amertix Division, Cohn-Hall-Marx (fabrics) buys participations on Maxine Barrett's *And Everything Nice* on WABD, New York . . . Chrysler buys *Touchdown*, filmed highlights of top games, on various stations . . . Burgess Battery Co., handicraft division, sponsoring *Hobby Parade*, how-to-do-it show on WBKB, Chicago . . . Silver Streak Trailer Co., El Monte, Cal., sponsoring *For Sportsmen Only* on KFI-TV, Los Angeles . . . Richfield Oil sponsored Sept. 17-18 Pacific Southwest Tennis Championships on KTTV, Los Angeles, which paid \$1,500 for rights . . . New York WPIX new spot sponsors include Risdon Mfg. Co. (Scope cigaret holder), Pequot Mills, Semca Clocks, Amalie Motor Oil . . . Among newly reported local grid sponsors: Rheingold Beer, 5 night home games of Boston College on WPIX, New York; Tidewater Associated Oil, only 2 games released for TV by U of California, on KPIX, San Francisco; Oklahoma Gas & Electric Co. with Ford Dealers Assn., 5 home games of Sooners on WKY-TV, Oklahoma City; General Electric Supply Corp., 6 Georgia Tech home games on WSB-TV, Atlanta . . . O'Cedar Corp., for its new sponge mop, starting on Chicago's WNBQ and WENR-TV with Sarra film spots, preparatory to moving into other TV markets, thru Young & Rubicam.

Checklist for agencies in buying TV, issued recently by American Assn. of Advertising Agencies, emphasizes need for music and kine clearances, also points out necessity of ensuring understanding on cancellation dates, facilities charges in addition to air time, rate protection, property responsibility, etc. Six-page report, *Points for Consideration in Negotiating TV Facilities Contracts*, can be obtained from AAAA, 420 Lexington Ave., New York.

Newell-Emmett has issued 4-page *Television Newsletter* to emphasize that "television will be big time this fall"—listing new network shows, big names, budgets, advertisers, etc. It claims that by year's end there will be 1,000,000 sets in New York area alone. It quotes Ford Motor's J. R. Davis: "Television can be said to be the new atomic force in advertising. More New York area families are viewing TV than are reading *Life Magazine*, or are reading the *Saturday Evening Post* and *Time* combined. By January 1950, it is estimated, TV in this country will blanket an area containing 52% of the population and accounting for 63% of [the] buying power."

"Don't sell radio short," editorializes Sept. 19 *Advertising Age*, which is "inclined to believe that some advertisers who have been successfully using sound broadcasting over the years are exaggerating the impact of TV on radio listening." Radio and TV, it thinks, are 2 different media at present—one extensive (mass), other intensive (relatively small audiences as yet). *Advertising Age* doesn't deprecate TV's selling force, but thinks there's plenty of room for growth of TV without disturbing other media. It notes, too, that TV homes usually have radios and that when the kids are looking at a Western, dad may be listening to radio newscasts.

Gallup Poll rates Bob Hope as nation's "funniest comedian," Milton Berle (now TV only) second, Jack Benny third. And Sindlinger's Radox system of measuring audience, reporting on Berle's Sept. 20 return to Tue. 8-9 p.m. on NBC-TV for Texaco, says he achieved all-time record TV audience in Philadelphia area—showed 83.6% of TV homes in Radox sample had sets turned on and 80% of the homes tuned to Berle throughout the hour.

Government anti-trust suit filed Sept. 22 against *Lorain (O.) Journal* for allegedly monopolizing spread of news and advertising by refusing to take ads from businessmen who also used local radio station (WEOL), is first such action under Sherman anti-trust laws. Justice Dept. filed civil action Thursday in Cleveland District Court. Last year, on same grounds, FCC turned down *Journal* interests' application for AM in Lorain and for AM-FM in Mansfield.

Special TV editions, all loaded with manufacturer-distributor-dealer ads, were published recently by *Kansas City Star*, Sept. 11 when its own WDAF-TV started testing; *Fort Worth Star-Telegram*, Sept. 12, occasion of first anniversary of its WBAP-TV; *Dallas News* and *Dallas Times-Herald*, on opening of KBTW there Sept. 17 and plans for latter's KRLD-TV; *Johnstown Tribune*, Sept. 17; *Chicago Tribune*, Sept. 11, *Greensboro (N.C.) Record*, Sept. 20; *Washington News*, Sept. 20.

Boom market for Wild West attire for kids finds Frederic W. Ziv Co., big transcription and film syndicator, owner of World Broadcasting Co., producer of *Cisco Kid* radio and TV shows, in field as licensor of garment houses. *Cisco Kid* franchises have been issued to Kaynee Co., (boys' blouses) and Cisco Co. (gloves, mufflers).

New "Electra-Zoom" lens for indoor "zoom" shots, being used by Don Lee's KTSL, has aperture of 3.1 with focal length from 3 to 8-in., was developed in collaboration with Columbia Pictures cameraman Joseph B. Walker. Lens operates on different principles from "Zoomar".

First to offer live spots at regular spot rate (\$50) is WTTG, Washington, beginning Oct. 3, Mondays through Friday, from 3 p.m. to sign-off. DuMont station will supply 2 cameras, 2 slide projectors, and announcer on audio-only. Most stations charge extra for live spots.



Additional Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported in  
Supplements No. 67 & 67-A, and are in addition to those  
reported in Supplement No. 67-B.

Bamberger Broadcasting Services Inc., New York City, licensee of AM Station WOR; holder of CP for TV Station WOR-TV -- Opposes proposals of Easton Publishing Co.; Lehigh Valley Broadcasting Co.; Mercer Broadcasting Co.; Penn-Allen Broadcasting Corp.; Trenton Broadcasting Co. (Hogan & Hartson).

Bremer Broadcasting Corp., Newark, N.J., licensee of AM Station WAAT; operates TV Station WATV -- Opposes any proposal which would assign Channel 12 to Philadelphia. (Segal, Smith & Hennessey).

Chamber of Commerce, San Bernardino, Cal. -- Opposes any proposals which would delete uhf Channels 15 or 17 from San Bernardino. (Clarence Gurr, president).

Columbia Broadcasting System, New York City, operates WCBS-TV, New York; owns 49% of KTTV, Los Angeles -- Opposes proposals of Standard Radio & Television; Broadcasting Corp. of America; Twentieth Century-Fox; McClatchy Broadcasting Co. Intends to offer testimony in hearing on various proposals for Boston and New England area.

Congress Square Hotel Co., Portland, Me., licensee of AM Station WCSH -- Opposes DuMont proposal as it affects Portland. (Segal, Smith & Hennessey).

Copper City Broadcasting Corp., Utica, N.Y., licensee of AM Station WKAL; holder of CP for TV Station WKTU -- Opposes DuMont proposal as it affects Utica-Rome; favors Commission's proposed allocation. (Hogan & Hartson).

Harry L. Crosby Jr., Tacoma, Wash. -- Opposes proposal of KXRO Inc.; favors Commission's proposed allocation. (Hogan & Hartson).

Durham Radio Corp., Durham, N.C., licensee of AM Station WDNC -- Opposes proposals of DuMont and WPTF Radio Co. (Dempsey & Koplovitz).

Allen B. DuMont Laboratories Inc., Passaic, N.J. -- Opposes: (1) proposals asking for anything but minor reductions in FCC's proposed 220-mi. vhf co-channel separation, (2) Paramount's proposal to intermix vhf and uhf in major cities, (3) Polycasting and FM video, (4) Color systems of Color Television Inc., CBS, RCA.

Easton Publishing Co., Easton, Pa., licensee of FM Station WEEZ -- Opposes proposal of Trent Broadcasting Corp. (Hanson, Lovett & Dale).

(more)

Greenville News-Piedmont Co., Greenville, S.C., licensee of AM Station WFBC -- Supports proposal of Durham Radio Corp. Opposes proposals of Kingsport Broadcasting Co.; WJHL Inc. (Dow, Lohnes & Albertson).

Harmco Inc., Sacramento, Cal., licensee of AM Station KROY -- Opposes proposal of Television California. (Hogan & Hartson).

Hildreth & Rogers Co., Lawrence, Mass., licensee of AM Station WLAW -- Opposes proposals of Hudson Valley Broadcasting Co.; Massachusetts Broadcasting Corp.; Matheson Radio Co. Inc.; New England Theatres Inc.; WTAG Inc.; CBS. (Fly, Fitts, & Shuebruk).

Indianapolis Broadcasting Inc., Indianapolis, Ind., licensee of AM Station WIRE -- Withdraws proposal without prejudice to proposal and appearance of Universal Broadcasting Inc. (Pierson & Ball).

Johnson-Kennedy Radio Corp., Chicago, Ill., licensee of AM Station WIND -- Opposes proposals of Wabash Valley Broadcasting Corp.; South Bend Tribune; Davenport Broadcasting Co.; Universal Broadcasting Co. (Pierson & Ball).

KARM, The George Harm Station, Fresno, Cal., licensee of AM Station KARM -- Opposes proposals of Valley Electric Co.; DuMont as it affects Fresno. (Hogan & Hartson).

Kingsport Broadcasting Co. Inc., Kingsport, Tenn., licensee of AM Station WKPT -- Opposes proposals of DuMont; Greenville News-Piedmont Co. and WJHL Inc. (Fisher, Wayland, Duvall & Southmayd).

Larus & Brother Co., Richmond, Va., licensee of AM Station WRVA -- Opposes DuMont proposal as it affects Richmond. (Fisher, Wayland, Duvall & Southmayd).

Lehigh Valley Broadcasting Co., Allentown, Pa., licensee of AM Station WSAN -- See Easton Publishing Co. (Arthur W. Scharfeld).

Mandan Radio Association Inc., Mandan, N.D., licensee of AM Station KGCU -- Opposes DuMont proposal. Requests Channel 5 be deleted from Bismarck and assigned Mandan if Commission plan affirmed; Channel 8 be deleted from Bismarck and assigned Mandan if DuMont plan adopted. (Fisher, Wayland & Southmayd).

Massachusetts Broadcasting Corp., Boston, Mass., licensee of AM Station WCOP -- Opposes proposals of Cherry & Webb Broadcasting Co.; WTAG Inc.; Fall River Herald News Publishing Co.; Hildreth & Rogers. (Segal, Smith & Hennessey).

Chester L. Merrow (M.C.), Manchester, N.H. -- Opposes proposals of several Massachusetts broadcasters to delete Channel 9 from Manchester.

St. Louis University, St. Louis, Mo. -- Opposes proposal of Sangamon Valley Television Co. (Fisher, Wayland, Duvall & Southmayd).

Sangamon Valley Television Corp., Springfield, Ill. -- Opposes proposals of Wabash Valley Broadcasting Co.; DuMont, as it affects Springfield. (Hogan & Hartson).

Southeastern Broadcasting System Inc., Zanesville, O., licensee of AM Station WHIZ -- Opposes DuMont proposal to assign Channel 12 to Pittsburgh. (Dow, Lohnes & Albertson).

Topeka Broadcasting Association Inc., Topeka, Kans., licensee of AM Station WIBW -- Opposes DuMont proposal; favors Commission's proposed allocation for Topeka. (Hogan & Hartson).

United Detroit Theatres Corp., Detroit, Mich. -- Opposes proposal of Saginaw Broadcasting Co. (Hogan & Hartson).

WJW Inc., Cleveland, O., licensee of AM Station WJW -- Opposes proposals of Evening News Association; Pittsburgh Radio Supply House Inc. (Pierson & Ball).

Yankee Network Inc., Boston, Mass., licensee of AM Station WNAC; TV Station WNAC-TV-- Opposes proposal of Hudson Valley Broadcasting Co. (Pierson & Ball).

---

Digests of Comments  
(Submitted since Supplement No. 67-A)

National Council of State School Officers, Washington, D.C. -- Requests appropriate portion of TV band be allocated to non-commercial, educational television, suggests 20%. (Edgar Fuller, executive secy.).

Leon Rubenstein, New York City -- Withdraws request to testify. (George S. Elpern).

State Department of Education, Hartford, Conn. -- Requests "considerable portion" of TV capacity for educational purposes. (F. E. Engleman, commissioner of education).

Webster-Chicago Corp., Chicago, Ill. -- Granted permission to testify re color conversion adapter. (C. P. Cushway).

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

10-10-1917

**MORE NEW SETS FROM RCA & ADMIRAL:** October will bring a few more new models, or variations, from some of the big boys -- though by and large merchandise lines are pretty well set for rest of year. RCA will shortly break 10-in. metal table model with switch for enlarging picture (but not circular) and with remote control, priced around \$230. RCA also has upcoming new 12½-in. metal table model at \$250 and 12½-in. console with AM-FM-45 & 78rpm at about \$500.

Admiral will announce new 12½-in. wood table and console models next week for mid-October delivery, prices and details unknown yet. It will be its first 12½-in. table, has same new 20-X circuit, 18 tubes and 1 rectifier, contained in Admiral's new 10-in. plastic jobs selling at \$170 to \$200 (Vol. 5:39).

Admiral's full-page ads Sunday, Oct. 2, in 12 newspapers in as many TV cities -- also in Wall Street Journal and Chicago Journal of Commerce -- add this to previous claim (Vol. 5:39) that it's No. 1 producer of radio-TV combinations:

"Admiral is currently producing approximately 25% of entire industry in dollar volume." RCA license figures, says Admiral, support claim. Admiral's Dick Graver thus flatly claims No. 1 place in TV, stating license figures for all types of TV sets "show Admiral producing more than 23% of the reporting industry's entire output." During first 6 months of this year, he said, reporting TV manufacturers showed 206% sales increase over same period last year; Admiral's gain was 450%, he added, and second half of 1949 will be better than first. On N.Y. Stock Exchange, Admiral gained several points this week.

**TRADE BOOMING DESPITE COLOR TALK:** Talk-talk and headlines out of Washington about color TV -- even the "hope" of a \$49.95 TV set in color! -- apparently isn't fazing the TV trade. Name brands continue in short supply, most of them now on quotas, and the appetite of the public for TV sets has the distributors and dealers literally scrambling for merchandise. It's a curiously happy turn of events from the summer slump, frankly unanticipated by most industry leaders -- and all the more curious in light of the business man's natural fear of loose talk from Washington and the radio trade's experience with last spring's ill-starred uhf "obsolescence" campaign.

One top industry source attributes the enormous resurgence of TV buying to "programs so good that people finally realize TV really is here." Said another producer: "You're scaring the hell out of the public in Washington, but they're still buying our sets faster than we ever dreamed they would after last summer."

Another major set maker expressed concern lest "lots of junk" find quick market, thus discredit TV, if the quality producers continue to be unable to fill orders. You know the TV business really is good when, from one-station Syracuse, ranking only 46th among U.S. markets, you get distributor reports like these, blasting the legend that one-station towns are not so hot:

Admiral: "Our only worry is how to supply the terrific demand." Emerson: "Back-ordered so many sets I'll be out of business until I get some merchandise." Motorola: "If we can only get the sets, we can sell them. It's just like postwar." RCA: "If RCA could produce 4 times as much TV, we'd still be unable to fulfill our dealers' requirements." Tele-tone: "Syracuse set circulation should reach 30,000 by Nov. 15." Zenith: "We can sell anything we can get our hands on. We've never seen such a sudden and spontaneous demand build up on any product over-night."

The story is much the same for the rest of the country's TV towns -- from 7-station New York City to one-station San Diego.

At factory levels, seasonal patterns are clarifying and merchandising plans are now pretty well laid, most new models for autumn-to-Xmas trade on the line,

price-cutting over. As for color, consensus seems to be it will have to be overwhelmingly good -- and very simple and cheap -- for merchandising appeal. Nobody expects to see color TV sets on market for several years, and it's assumed Washington will rule against anything that would obsolete existing receivers.

\* \* \* \*

That "TV set in color at \$49.95" which the headline writers played up this week, is worth elucidation from the actual record. The story came about this way:

RMA president Ray Cosgrove (Crosley), testifying Tuesday before FCC, went into long recital about radio industry progress and hopes from point of view of producer and merchandiser. He saw nothing "fantastic" about number of TV sets being sold, asserted twice as many could be "if a lot of this [Washington] uncertainty were wiped out." He recalled how radio had progressed to simpler and cheaper production and urged with reference to color: "Keep it simple, so that we can get the cost down." Then he said -- and these were his exact words:

"I don't know of anything where you get more value than in a radio set. It is amazing. We want to do the same thing in color TV. As far as RMA is concerned, we don't care how it is done -- just so let's do it so that we can keep it simple and build an industry where we can have more stations, better programs, better advertising, better sponsorship, more talent, use more selection in the placing of programs, and where I hope we can get a \$49.95 TV set. Then we will be in business."

"In color?" Comr. Hennock asked.

"I hope so," said Cosgrove, amid laughter.

**ALL-TIME RECORD TV OUTPUT IN AUGUST:** RMA's August TV output figure is 185,706 -- highest monthly total yet -- confirming expectation that July's slump (Vol. 5:35) would be followed by boom and making virtually certain that year's end will find well over 3,000,000 TVs in use. Uptrend is shown by weekly figures for 5-week August: 1st week, 26,176; 2nd, 35,540, 3rd, 36,294; 4th, 42,832; 5th, 44,864. It will be some weeks before RMA auditors can complete final count on September output -- but there's every indication that 4-week month will surpass August record.

Thus, 8-month RMA cumulative total is 1,178,308. If we add the usual 15% to account for non-member Admiral and others, a truer figure for first 8 months of 1949 would be about 1,355,000. Admiral now tells us, though, that we ought to add 25%, pointing to own "approximately 50,000 production" in July -- which indicates growing need, for industry sake, for RMA to renew efforts to get Admiral figures even if it cannot persuade that company to resume membership.

Add foregoing cumulative to estimated 1,157,000 postwar cumulative output up to end of 1948 (Vol. 5:8), and total to date exceeds 2,512,000. That's conservative, in light of Admiral's claim. There's scant doubt industry will turn out more than 500,000 during the 4 remaining -- and best selling -- months of 1949.

Total of all radios turned out during August (including the TVs) is reported as 808,961 by RMA, back to "normal" from July's record low of 421,778. RMA's July TV breakdown: table models, 109,947 (22,136 with AM and/or FM); TV-only consoles, 56,067; combination consoles, 19,692 (6,940 with phonos, balance with AM and/or FM only). There were 38,790 TV sets with FM. RMA has changed production scorecard, now doesn't list projections separately. FM breakdown for July: Total 64,179, of which 47,381 were table models; 16,797 AM-FM consoles; and only 1 FM-only set reported (last month it was 2).

[For monthly comparisons of all TV-radio production since 1946, see p. 85 of TV Directory No. 9.]

\* \* \* \*

Note: That RMA figures err on side of conservatism, is further indicated in RCA license figures, which cover all industry save Zenith and DuMont (who are included by RMA). Latest RCA report covers only first 7 months of this year, but it shows 1,077,866 TV units sold at factory for \$228,458,600. (TV, representing only 16% of radio industry's unit output, accounted for 59.4% of its dollar volume.) Cumulative RMA count for same 7 months was 992,602 (Vol. 5:35).

**MISCELLANY FROM THE TV TRADE:** Add signs of booming business: Emerson steps up production to 1,100 units daily, president Abrams saying "we could sell 4 times as many as we are making"...Sylvania tube sales chief C. W. Shaw quoted as saying tube suppliers are stretching capacity to meet demands for 12½-in. tubes, predicting they may have to go on allocation before year's end...Tubemaker Zetka reported offering all-glass 19-in. tube at \$90 to manufacturers; associated U.S. Television supposed to be coming out with 19-in. table model at \$595, console \$675, console with FM \$699...John Meck Industries currently advertising built-in antenna in its 10-in. table at \$179...London reports new Scophony-Baird 9-in. table model at \$102.20.

More private label items: Western Auto's new Truetone line comprises 10-in. table at \$179.95; 12½-in. tables, \$229.95 and \$259.95; 10-in. console, \$275.95; 12½-in. console, \$295.50; 16-in. console, \$320 -- 12½ and 16-in. with built-in antennas. Truetone line still lists 7-in. portable at \$149.95, 10-in. console with AM-FM-33 & 78rpm, \$339.95.

Queens Electrical & Appliance Merchants Assn., 102-16 Thirty-ninth Ave., Corona, L.I. (Marino Jeantet, secy) has private-label QUEAMA line under consideration, expects to market these sets soon: 10-in. table, \$140; 12½-in. table with FM, \$200; 16-in. table with FM, \$230; 16-in. console with FM, \$250; 16-in. console with AM-FM-3 speed, \$350. Manufacturers are said to be Electromatic and Vidcraft. QUEAMA runs cooperative TV installation-servicing setup for some 60 of its 120 retail members, has also worked out servicing contract to meet requirements of N.Y. State Insurance Dept. (Vol. 5:37).

Allied Radio Corp., 833 W. Jackson Blvd., Chicago (mail order), in new 1950 catalog lists some new private-label items: Knight, 12½-in. console with built-in antenna, \$225; chassis only, \$185. And Skyrider, 7-in. with push-button tuning, \$119.50; 12½-in. plastic table, \$214.50; 10-in. plastic table, \$174.50; 16-in. table, \$289.50; 16-in. table with remote control, \$395. Chassis for 10-in. is \$159.50; 12½-in., \$189.50; 16-in., \$249.50...Another new mail order TV marketer is Radionic Equipment Corp., 170 Nassau St., New York, cataloging 12½-in. table with 30 tubes at \$247.95 and 16-in. at \$319.95.

Noteworthy facts about DuMont's new 480,000 sq. ft. factory at E. Paterson, N.J., formally dedicated Sept. 26 in presence of 1,600 VIPs, distributors, dealers, etc., ceremonies telecast over network keyed from WOR-TV (DuMont's own WABD tied up with baseball): Located on wartime Wright Aero plant's 58-acre site; purchased from War Assets for \$1,350,000; converted for TV assembly at cost of \$750,000; three conveyer lines (carrying 210 chassis each) extend 1¼-mi.; capable of turning out one TV set every 22 seconds. Plant now houses electronic parts division as well as receiver production. From 4 employees 19 years ago, DuMont payroll now has 2700.

Summer TV losses hit Avco, holding company of Crosley, whose 9 mo. ended Aug. 31 showed sales of \$97,908,767 and profit of \$2,711,540 (35¢ a common share) vs. \$98,957,139 sales and \$5,323,079 net (74¢) same period last year, \$76,305,205 sales and \$4,622,314 net (63¢) same period in 1947. Crosley Division (mfg.) last year accounted for more than 50% of Avco sales (Vol. 5:9). WLW is big money maker (\$1,489,043 in 1948) but 3 TV outlets are still losers.

Magnavox sustained net loss of \$893,057 during 4 months ending in June, contrasted with net income of \$102,000 for similar 1948 period. This, though sales were \$6,312,000, up 23.6% from same 1948 period's \$5,107,000. President Richard A. O'Connor reported more than half loss came from inventory write-downs and cancellation charges, said sales of radio-phonos and TVs were exceptionally heavy.

Toronto reports have DuMont in tieup with Canadian Marconi for TV transmitter sales. Canadian Marconi recently contracted to make Emerson sets (Vol. 5:38).

Trade personnel: F. J. Bingley rejoined Philco's TV research dept. Sept. 15 after year with Bamberger's Washington WOIC and New York WOR-TV as chief TV engineer... Leonard C. Truesdell, ex-Hotpoint Inc., new sales mgr. for Zenith TV and household radios... Dr. Adolph E. Rosenthal, inventor best known for skiatron tube, appointed director of physics for Freed Radio... James W. Safford new Sylvania TV district sales mgr.

Sparks-Withington Co. (Sparton) reported profit of only \$25,709 on total income of \$16,928,468 for fiscal year ending last June 30, earnings being \$.004 per share on 900,674 common shares outstanding. This compared with \$614,938 profit (66¢) on \$17,965,565 gross in preceding year, and \$857,739 profit (93¢) on \$20,451,298 in 1947 fiscal year. Cost of preparing for TV production and recent price-cutting flurry were given as causes for decline by president Harry G. Sparks, who stated "TV has a great future" and conditions are now stabilizing so that better results are in prospect.

Big saving in TV receiver manufacture can be expected before long, through use of transformer with ceramic blocks instead of iron core, Charles E. Torsch, GE's TV tube research director, told National Electronics Conference this week in Chicago. Development is said to permit elimination of several tubes on some sets, shielding and filtering components on others.

New company associated with Scophony is Skiatron Corp., 381 Fourth Ave., New York, set up to exploit patents on long-heralded projection TV system using no CR. Scophony president Arthur Levey also heads Skiatron.

Philadelphia's WCAU-TV began 2-11 p.m. continuous daily schedule this week, now averages 66 hours per week.

Personal notes: CBS's Dr. Peter Goldmark sails for London Oct. 21 to deliver paper on color TV, will be gone 2 weeks; Pye Ltd. has duplicated and demonstrated his system there . . . Added DuMont Network personnel leaving last week, when 20 were cut from payroll, include Humboldt Greig, business development mgr., and Tony Kraber, production supervisor . . . CBS assigns Wendell B. Campbell to gen. mgr. of its WCCO, Minneapolis, and replaces him with Edwin H. Shomo (from WBBM, Chicago, sales managership) as mgr. of KMOX, St. Louis . . . Harlow P. Roberts, v.p. of Goodkind, Joice & Morgan, elected president of Chicago Federated Advertising Club; John V. Sandberg, Pepsodent ad mgr., is v.p.

Ray C. Wakefield, 54, FCC member 1941-47, died Sept. 29 in Washington's Emergency Hospital, apparently a suicide from slashing his wrists Sept. 20. A California Republican, he was reappointed to Commission in June 1947 but his appointment was withdrawn by President Truman without explanation 3 days later. Ohio Congressman Robert F. Jones was later given the GOP vacancy. Mr. Wakefield was in Switzerland for 15 months on a State Dept. mission, and there became a victim of insomnia, according to Mrs. Wakefield who returned with him around Sept. 15. Besides his widow, he is survived by a married daughter and son.

Boston and Scranton as well as Brooklyn may see World Series on theater TV. RCA has sold (for \$25,500, including installation) one of its 3 experimental projection models to American Theater Corp.'s Pilgrim Theater, Boston (president Sam Pinanski is new TOA president). Comerford's West Side Theater in Scranton is trying to get installation for Series, using *Scranton Times'* experimental KG2XAF uhf (Vol. 5:39). Brooklyn's Fabian Fox has first RCA setup (Vol. 5:38).

A "must" for any TV station covering baseball or planning to, is 32-page analysis of techniques in RCA's October *Broadcast News*. Article by J. P. Taylor of Engineering Products Dept. is based on data from 31 stations originating baseball this season. Whole section is devoted to New York's WPIX, which uses Zoomar lens extensively.

DuMont is backing up with bucks its vhf-uhf allocation proposal (Supp. 68), offers to buy back its transmitter equipment from any station that would have to change from present band to uhf. Sept. 29 announcement said it would repurchase any of its equipment at an amount equal to total depreciated value of the transmitter at time it is bought back—repurchase value to be applied as credit toward purchase of DuMont uhf transmitter.

Network sponsorships: Bristol-Myers' *Break the Bank* with Bert Parks moves to NBC-TV Oct. 5, Wed. 10-10:30; AM version on NBC same day 9-9:30 . . . Jello starts *Aldrich Family* on NBC-TV Oct. 2, Sun. 7:30-8 . . . Camel starts *Man Against Crime* mystery series with Ralph Bellamy on CBS-TV Oct. 7, 8:30-9 . . . *Ford Theater* resumes on CBS-TV Oct. 7, Fri. 9-10, but won't go weekly until early Jan. . . . Crosley sponsors *Inside Show Business* (formerly titled *This Is Broadway*) on CBS-TV starting Oct. 2, Sun. 7:30-8 . . . Ballantine sponsoring Wed. 10 p.m. boxing from St. Nicholas Arena on CBS-TV from Oct. 5 . . . Blatz Beer now sponsoring Thu. 10:30 p.m. to conclusion portion of *Roller Derby* on ABC-TV . . . Young Peoples Church of the Air due to start Oct. 9 on 8 ABC-TV stations, plus 3 via kine, Sun. 9:30-10 . . . *The Home-maker's Exchange* is new partic. series starting on CBS-TV Oct. 10, Mon. thru Fri. 4-4:30 . . . Duffy-Mott (foods) sponsoring ABC-TV's cooperative *Hollywood Screen Test* on 6 stations, Sat. 7:30 . . . Gulf Oil's *We the People* simulcast moves over from CBS to NBC and 21 NBC-TV stations Nov. 4, Fri. 8:30-9.

Theater-owner S. H. Fabian, whose Brooklyn Fox will have permanent RCA projection equipment soon (Vol. 5:31-33), warned theater equipment manufacturers in Chicago this week: "Theater TV is ready enough today. Who knows whether it will be available to us if we wait until tomorrow while others develop TV . . . We can't afford to wait for the future in TV, or there will be no future for us." He foresaw theater TV attracting new people to boxoffice, sports and special events as initial TV for theaters, and networks of theaters telecasting big events like World Series. Commenting on color TV, he said it's more feasible for theaters than for broadcasters, endorsed idea that TV manufacturers be urged to speed work on color TV for theaters.

Raise to \$15,000 a year for top government officials (including FCC commissioners), but with no extra pay for chairmen, seems pretty well assured. Senate passed its version of administration bill (S. 498), scaled down previously passed House measure (H. R. 1689) from \$16,000 top with President permitted to give chairmen extra \$2,000. Best information is Senate-House conferees will accept Senate bill. Meanwhile, regular civil service measure to raise government employes pay passed House, also on Sept. 29, making \$15,000 top staff pay—but Senate is expected to cut this to \$12,000.

FCC is sticking to its guns on its no-picture, no-audio ban for TV (Vol. 5:26,27,30). It turned down ABC request to telecast voice-only half hour of Chicago Cardinals-Washington Redskins football game because it didn't have coaxial use at that time. ABC wanted to do same for Oct. 3's Philadelphia Eagles-Detroit Lions game. Network wanted to put slide on screen during dead video.

Oppositions to vhf-uhf allocations proposals continue to pour into FCC. Besides 170-odd appearances filed, as many oppositions have gone into hopper—this week's batch of which we digest in Supp. 67-D herewith.

NBC-TV hikes rates for 22 affiliates Nov. 1, increases ranging from \$25 to \$500. Biggest increases were on own outlets: WNBZ, to \$2000; WNBQ, \$1000; KNBH, \$900; WNBK, \$600; WNBW, \$500. WPTZ, Philadelphia, was boosted from \$625 to \$1000.

ASCAP has extended until Oct. 15 time during which TV stations may use its music without payment. Additional 2 weeks give TV and ASCAP time to come to terms on per program formula (Vol. 5:39). ASCAP asked all TV stations to wire acceptance of extension.

Station sponsorships: New WOR-TV begins with these sponsors, among others: Piel's Beer, Westchester boxing; LaPrimadora and Seidenberg cigars, Kosher Provision Co., Ronson . . . Willard Storage Battery Co. testing TV with *The Willard Weatherman* on WNBK, Cleveland, 6:50 p.m. daily . . . Meister Brau Beer buys Mon. Marigold Gardens boxing on WGN-TV, Chicago . . . National Brewing Co. buys Mon. Dennis James and wrestling from New York Sunnyside Garden Arena on WTTG, Washington . . . Chevrolet Dealers buys 35 Boston Bruins home hockey games on WBZ-TV, Boston . . . Seaman Bros. (Air Wick) takes 10-min. segment of Dorothy Doan's *Vanity Fair* partic. on WCBS-TV, New York . . . Duffy-Mott buys 1-min. film partic. in *The Fitzgeralds* on WJZ-TV, New York, Mon. & Wed. . . . Albert's Products Co. (Portland Punch) using 3 spots weekly on KECA-TV, Los Angeles . . . Reported readying to use TV: Lux Soap, thru J. Walter Thompson; Anchor Radio Co. (TV booster), thru Symonds & MacKenzie; Fleer Gum, thru Lewis & Gilman; Miracle Adhesives, thru Cayton Inc. . . . Bedford Stores Inc. start *City at Midnight* on WNBZ Oct. 25, Tue. 11-midnight; it's dramatic series with live pickups "on location" around New York.



Additional Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc During Current Hearings; Docket 8736)

For text of proposed rules and allocations, see Supplement No. 64 as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported in Supplements No. 67 & 67-A, and are in addition to those reported in Supplements No. 67-B & 67-C (through Sept. 24, 1949).

Allegheny Broadcasting Corp., Pittsburgh, Pa., licensee of AM Station KQV --

Opposes proposal of WCAE Inc.; DuMont as it affects Pittsburgh. (George O. Sutton).

American Broadcasting Co., New York, N. Y., licensee of AM Station WJZ, New York;

WENR, Chicago; KGO, San Francisco; WXYZ, Detroit; KECA, Los Angeles; operates TV Stations in same cities -- Opposes proposals of DuMont to allocate Channel 8 to Bakersfield, No. 8 to Sacramento and No. 7 to Reno; Hudson Valley Broadcasting Co. to allocate Channel 7 to Albany-Schenectady-Troy; Daily News Television Co. to allocate Channel 8 to Philadelphia and alternate proposal to allocate No. 12 to Wilmington.

Associated Broadcasters Inc., Easton, Pa., licensee of AM Station WEST --

Opposes proposal of Home News Publishing Co. (George O. Sutton).

Bloomington Broadcasting Corp., Bloomington, Ill., licensee of AM Station WJBC --

Opposes DuMont proposal for failure to allocate a frequency to Bloomington. (Dow, Lohnes & Albertson).

Louise C. Carlson, New Orleans, La. --

Opposes proposal of Baton Rouge Broadcasting Co. insofar as it proposes to delete Channel 7 from New Orleans. (Welch, Mott & Morgan).

Carolina Broadcasting System Inc., Greenville, N. C., licensee of AM Station WGTC --

Opposes proposal of Durham Radio Corp. (Philip Bergson).

Central Broadcasting Co., Des Moines Ia., licensee of AM Station WHO; holds CP

for TV Station WOC-TV, Davenport; has 25% interest in TV Station KMTV, Omaha -- Opposes DuMont proposal as it affects Davenport. (Dow, Lohnes & Albertson).

Central Broadcasting Co. Inc., Johnstown, Pa., licensee of AM Station WARD --

Opposes proposal of Westinghouse; WCAE Inc.; Allegheny Broadcasting Corp.; Radio-Television of Baltimore Inc.; Triangle Publications Inc.; DuMont as it affects Johnstown metropolitan district. (Fisher, Wayland, Duvall & Southmayd).

Clark Associates Inc., Binghamton, N. Y., licensee of AM Station WNBF; holder of

CP for TV Station WNBF-TV -- Opposes proposals of Eastern Radio Corp.; Meredith Champlain Television Corp; Philadelphia Chamber of Commerce; Pennsylvania Broadcasting Co.; Daily News Television Co.; and DuMont insofar as it proposes to delete Channel 12 from Binghamton. (Bingham, Collins, Porter & Kistler).

Cornell University, Ithaca, N. Y. (WHCU) -- Opposes proposals of Meredith Publishing Co.; Meredith Champlain Television Corp.; WHEC Inc.; Troy Bcstg. Co. Inc.; DuMont as it affects Channel 10 at Syracuse. (Cohn & Marks).

Crosley Broadcasting Corp. -- Opposes DuMont proposal as it affects Columbus and Dayton. (Hogan & Hartson).

Daily News Television Co., Philadelphia (WIBG) -- Opposes proposals of Easton Publishing Co.; Lehigh Valley Bcstg. Co.; Trent Bcstg. Corp.; WDEL Inc.; Easton Radio Corp. (Roberts & McInnis).

J. Deering Danielson, Charlottesville, Va. -- Opposes proposal of Richard Field Lewis, Jr. (John H. Ferguson).

Dispatch Printing Co., Columbus, O. (WBNS & WBNS-TV) -- Opposes proposals of Community Bcstg. Co.; DuMont as it affects Columbus. (Dow, Lohnes & Albertson).

Easton Publishing Co., Easton, Pa. (WEEX) -- Opposes proposals of WDEL Inc.; ABC; DuMont; Evening Star Bcstg. Co. to add Channel 8 to Wilmington. (Hanson, Lovett & Dale).

Elm City Broadcasting Corp., New Haven, Conn. (WNHC & WNHC-TV) -- Opposes proposals of Triangle Publications Inc.; Meredith Champlain Television Corp.; DuMont as it affects New Haven. (Fisher, Wayland, Duvall & Southmayd).

Empire Coil Co. Inc., Cleveland -- Opposes proposals of WCAE Inc; Westinghouse. (Wilner).

Evening News Association, Detroit (WWJ & WWJ-TV) -- Opposes proposals of Mayor David Lawrence, Pittsburgh; Pittsburgh Radio Supply House; Saginaw Bcstg. Co.; United Detroit Theatres Corp.; WCAE Inc.; Westinghouse; DuMont as it affects Cleveland, Bay City-Saginaw and Buffalo. (Barnes & Neilson).

Fall River Herald News Publishing Co., Fall River, Mass. (WSAR) -- Opposes proposals of Cherry & Webb Bcstg. Co.; Hudson Valley Bcstg. Co.; Massachusetts Bcstg. Corp.; Matheson Radio Co. Inc.; New England Theatres; WTAG Inc.; CBS; Graylock Bcstg. Co.; and DuMont, all relating to allocation of Channel 13 at Fall River. (Fisher, Wayland, Duvall & Southmayd).

Fetzer Broadcasting Co., Kalamazoo, Mich. (WKZO & CP for WKZO-TV) -- Opposes proposals of Mid America Bcstg. Corp. to assign Channel 3 from Tell City, Ind. to Louisville, Ky.; Wabash Valley to assign Channel 3 to Terre Haute; DuMont as it affects Kalamazoo. (Haley, McKenna & Wilkinson).

Fort Industry Co., Detroit -- Opposes DuMont proposal as it affects Miami and insofar as it proposes to add Channel 7 to Pittsburgh; opposes proposals of Westinghouse; WCAE Inc. (Dow, Lohnes & Albertson).

Gable Broadcasting Co., Altoona, Pa. (WFBG) -- Opposes proposal of Pittsburgh Radio Supply House Inc. (George O. Sutton).

Golden Empire Broadcasting Co., Chico, Cal. (KHSL) -- Opposes proposals of McClatchy Bcstg. Co.; Twentieth Century-Fox; DuMont as it affects Chico. (Haley, McKenna & Wilkinson).

Grandview Inc., Manchester, N. H. -- Opposes proposals of Hampden-Hampshire Corp.; Fall River News Herald Publishing Co.; Hildreth & Rogers Co.; Massachusetts Bcstg. Co.; Matheson Radio Inc.; WTAG Inc.; CBS; DuMont as it affects Manchester. Supports Cherry & Webb; Meredith Champlain Television Corp; Graylock Bcstg. Co. insofar as they propose to add Channel 9 to Manchester. (Sutherland G. Taylor).

Greensboro News Co., Greensboro, N. C. (WFMY & WFMY-TV) -- Opposes proposal of Jefferson Standard Bcstg. Co. (Dow, Lohnes & Albertson).

Hampden-Hampshire Corp., Holyoke, Mass. (WHYN) -- Opposes proposals of Fall River Herald News Publishing Co.; Hildreth & Rogers. (Bingham, Collins, Porter & Kistler).

Hazleton Broadcasting Co., Hazleton, Pa. (WAZL) -- Opposes proposals of Newark Bcstg. Corp.; Wilmington Tri-State Bcstg. Co. Inc. (George O. Sutton).

(more)

- Hearst Radio Inc., New York, N. Y. (WBAL-TV, Baltimore & WISN applicant for TV in Milwaukee) -- Opposes proposals of Richard Field Lewis Jr. to add Channel 12 to Winchester, Va.; Westinghouse as it relates to Johnstown, Pa.; Pittsburgh Radio Supply House; Philadelphia Chamber of Commerce; Daily News Television Co. Also opposes proposals of Green Bay Newspaper Co. and WHBY Inc. as they relate to Milwaukee. (Dempsey & Koplovitz).
- W. H. C. Higgins, West Orange, N. J. -- Comments on opposition of Home News Pub. Co.
- Hildreth & Rogers, Lawrence, Mass. (WLAW) -- Opposes proposals of Hudson Valley Bestg. Co.; Massachusetts Bestg. Corp.; Matheson Bestg. Corp.; New England Theatres; WTAG Inc.; CBS. (Fly, Fitts & Shuebruk).
- Houston Post Co., Houston, Tex. (KPRC) -- Opposes proposals of East Texas Television Co.; Southwestern Publishing Co.; WDSU Bestg. Services; Galveston Television Co.; Harlingen Television Co.; Morrison Construction Co.; National Education Assn.; Communication Measurements Lab. Inc.; DuMont as it affects Houston. (Haley, McKenna & Wilkinson).
- Iowa State College of Agriculture & Mechanic Arts, Ames, Ia. (WOI & CP for WOI-TV) -- Opposes DuMont proposal as it affects Ames. (Cohn & Marks).
- Jefferson Standard Broadcasting Co., Charlotte, N. C. (WBT & WBTW) -- Opposes proposal of WJHL Inc. (Haley, McKenna & Wilkinson).
- KCMO Broadcasting Co., Kansas City, Mo. (KCMO) -- Opposes proposal of KFDX Inc. (Haley, McKenna & Wilkinson).
- KOVO Broadcasting Co., Provo, Utah. (KOVO) -- Opposes DuMont proposal as it affects Provo. (Haley, McKenna & Wilkinson).
- KRLD Radio Corp., Dallas, Tex. (KRLD & CP for KRLD-TV) -- Opposes DuMont proposal as it affects Dallas. (Hanson, Lovett & Dale).
- KTRH Broadcasting Co., Houston (KTRH) -- See Houston Post. Co.
- KVOS Inc., Bellingham, Wash. (KUOS) -- Opposes DuMont proposal insofar as it fails to specify a vhf channel for Bellingham. (Haley, McKenna & Wilkinson).
- KXRO Inc., Aberdeen, Wash. (KXRO) -- Opposes DuMont proposal's lack of allocation for Aberdeen. (Haley, McKenna & Wilkinson).
- Lehigh Valley Broadcasting Co., Allentown, Pa. (WSAN) -- See Easton Publishing Co.
- Don Lee Broadcasting System, Los Angeles -- Opposes proposals of City of San Diego; McClatchy Bestg. Co.; DuMont as it affects California. (Dempsey & Koplovitz).
- Richard Field Lewis Jr., Winchester, Va. (WINC) -- Opposes proposal of DuMont as it affects Winchester; J. Deering Danielson insofar as he proposes to allocate No. 12 to Charlottesville. (Welch, Mott & Morgan).
- McClatchy Broadcasting Co., Sacramento, Cal. -- Opposes proposals of Twentieth Century-Fox; CBS; DuMont; Golden Empire Bestg. Co.; Television California; Valley Electric Co.; Bestg. Corp. of America; Standard Radio & Television Co.; National Education Assn. (Dow, Lohnes & Albertson).
- Matheson Radio Co. Inc., Boston, Mass. (WHDH) -- Opposes proposals of Fall River Herald News Publishing Co.; WTAG Inc.; Hildreth & Rogers. (Dempsey & Koplovitz).
- May Broadcasting Co., Omaha (KMA, Shenandoah and TV Station KMTV, Omaha) -- Opposes DuMont proposal as it affects Omaha. (Haley, McKenna & Wilkinson).
- Meredith Champlain Television Corp., Albany, N. Y. (WKKW) -- Opposes proposals of WTAG Inc.; Fall River News Publishing Co.; Hildreth & Rogers; Matheson Radio Co. Inc.; Massachusetts Bestg. Corp.; Hudson Valley Bestg. Co.; WHRC Inc. (Haley, McKenna & Wilkinson).
- Meredith Publishing Co., Rochester, N. Y. -- Opposes proposals of Gable Bestg. Co.; DuMont as affects Rochester; any proposals which might affect Channel 10 at Rochester. (Haley, McKenna & Wilkinson).

(over)

- Meredith Syracuse Television Corp., Syracuse, N. Y. -- Opposes proposals of Eastern Radio Corp.; Hampden-Hampshire Corp.; Penn-Allen Bcstg. Co.; Easton Publishing Co.; Lehigh Valley Bcstg. Co.; Cornell University; DuMont as it affects Syracuse; and all proposals that might interfere with Channel 8 in Syracuse. (Haley, McKenna & Wilkinson).
- Miami Valley Broadcasting Co., Dayton, O. (WHIO & WHIO-TV) -- Opposes DuMont proposal insofar as it affects Dayton. (Dow, Lohnes & Albertson).
- Mid-America Broadcasting Co., Louisville, Ky. (WKLO) -- Opposes proposal of Wabash Valley Broadcasting Co. (Haley, McKenna & Wilkinson).
- Midland Broadcasting Co., Kansas City, Mo. (KMBC) -- Opposes proposal of KFEQ Inc. (Loucks, Zias, Young & Jansky).
- National Broadcasting Co., New York, N. Y. -- Opposes proposals of WGAL Inc. insofar as it would limit service to NBC stations WNBW and WNBZ; Evening News Assn. insofar as it proposes to move WNEK from Channel 4 to 8; DuMont insofar as it proposes to delete Channel 4 from Cleveland and substitute Channel 11 or 13.
- Newark Broadcasting Co., Newark, N. J. (WVNJ) -- Opposes proposal of New Britain Broadcasting Co. (Haley, McKenna & Wilkinson).
- New Britain Broadcasting Co., New Britain, Conn. (WKNB) -- Opposes proposals of WTAG Inc.; Stratford Bcstg. Corp. (Fisher, Wayland, Duvall & Southmayd).
- Tom Olsen, Olympia, Wash. (KGY) -- Opposes DuMont proposal to add Channel 2 to Tacoma; any proposal which would interfere with Channel 2 at Olympia. (Haley, McKenna & Wilkinson).
- The Outlet Co., Providence, R. I. (WJAR & WJAR-TV) -- Opposes proposals of Hudson Valley Bcstg. Co.; Fall River News Herald Publishing Co.; WTAG Inc.; Hildreth & Rogers; DuMont as it affects Providence. (Dow, Lohnes & Albertson).
- Peoples Broadcasting Co., Lancaster, Pa. (WLAN) -- Opposes proposal of WGAL Inc. (Tuhy).
- Pittsburgh Radio Supply House, Pittsburgh, Pa. (WJAS) -- Opposes proposals of South-eastern Ohio Bcstg. System; Gable Bcstg. Co. (Bingham, Collins, Porter & Kistler).
- John H. Poole (Pacific Video Pioneers), Long Beach, Cal. -- Opposes DuMont proposal as it affects Long Beach. (Haley, McKenna & Wilkinson).
- Potter Television Broadcasting Co., Dallas (TV Station KBTW) -- Opposes DuMont proposal insofar as it proposes to delete Channel 8 from Dallas and transfer KBTW to Channel 7, 9 or 13. (Welch, Mott & Morgan).
- Presque Isle Broadcasting Co., Erie, Pa. (WERC) -- Opposes DuMont proposal as it affects Erie. (Arthur Scharfeld).
- Radio Cincinnati Inc., Cincinnati, O. (WKRC & WKRC-TV) -- Opposes proposal of South-eastern Ohio Bcstg. System Inc. (George O. Sutton).
- Radio Diablo Inc., San Bruno, Cal. (KSRB-FM) -- Opposes proposals of McClatchy Bcstg. Co.; DuMont. (Loucks, Zias, Young & Jansky).
- Radio Voice of New Hampshire, Manchester, N. H. (WMUR) -- Opposes proposals of Mass. Bcstg. Co.; Matheson Radio Co.; DuMont; Hildreth & Rogers; WTAG Inc. (Cummings, Stanley, Truitt & Cross).
- Radio-Television of Baltimore Inc., Baltimore (TV Station WAAM) -- Opposes proposal of Richard Field Lewis Jr., to add Channel 12 to Winchester, Va.; the several proposals to add Channel 12 to Philadelphia. (Fisher, Willis & Panzer).
- Richmond Radio Corp., Richmond, Va. (WRNL) -- Opposes DuMont proposal as it affects Richmond. (Spearman & Roberson).
- Saginaw Broadcasting Co., Saginaw, Mich. (WSAM) -- Opposes proposals of South Bend Tribune and United Detroit Theatres. (Bingham, Collins, Porter & Kistler).
- Thomas Patrick Inc., St. Louis (KWK) -- Opposes proposals of Sangamon Valley Television Bcstg. Corp. and Wabash Valley Bcstg. Co. (Dempsey & Koplovitz).

(more)

- Scripps Howard Radio Inc., Cleveland, O. (TV Station WEWS) -- Opposes proposals of United Detroit Theatres. (Dempsey & Koplovitz).
- Shamrock Broadcasting Co., Houston, Tex. (KXYZ) -- See Houston Post. Co.
- Southwestern Publishing Co., Ft. Smith, Ark. (KFSA) -- Opposes proposals of Houston Post Co.; Texas Television Co.; KPRH Bcstg. Co.; Shamrock Bcstg. Co. to add Channel 9 to Little Rock; DuMont proposal to add Channels 16 and 18 to Ft. Smith. (Haley, McKenna & Wilkinson).
- Television California, San Francisco (Edwin Pauley) -- Opposes proposal of McClatchy Bcstg. Co. (Haley, McKenna & Wilkinson).
- Texas Television Co., Houston (KTHT) -- See Houston Post Co.
- Travelers Broadcasting Service, Hartford, Conn. (WTIC) -- Opposes proposals of Hampden-Hampshire; Newark Bcstg. Corp. (Kirkland, Fleming, Green, Martin & Ellis).
- Trent Broadcasting Corp., Trenton, N. J. (WTTM) -- Opposes proposals of ABC to assign Channel 8 in lieu of 7 to Wilmington, Del.; Daily News Television Inc. insofar as proposed to add Channel 8 to Philadelphia; Eastern Radio Corp. request to assign Channel 8 to Reading; Easton Publishing Co.; WDEL Inc. proposal to assign Channel 8 to Wilmington; Lehigh Valley Bcstg. Co. proposal to assign Channel 8 to Allentown-Bethlehem-Easton; Penn-Allen Bcstg. Co. (Pierson & Ball).
- Twentieth Century-Fox of California Inc., San Francisco Opposes proposal of McClatchy Broadcasting Co. (Welch, Mott & Morgan)
- Valley Electric Co., San Luis Obispo, Cal. (KVEC) -- Opposes proposals of McClatchy Bcstg. Co.; Pacific Bcstg. Co.; KARM; DuMont proposal to substitute Channels 3, 6, 8, 10 and 12 for 10, 14, 16 at Bakersfield. (Kirkland, Fleming, Green, Martin & Ellis).
- Leonard A. Versluis, Grand Rapids, Mich. (WLAV & WLAV-TV) -- Opposes ABC proposal to delete Channel 7 from Grand Rapids. (Pierson & Ball).
- WCAE Inc., Pittsburgh, Pa. (WCAE) -- Opposes proposals of Radio-Television Co. of Baltimore; Allegheny Bcstg. Co.; Gable Bcstg. Co.; Westinghouse. (Dempsey & Koplovitz).
- WCAU Inc., Philadelphia, Pa. (WCAU & WCAU-TV) -- Opposes proposals of Meredith Champlain Television Corp. as it affects Albany-Schenectady-Troy; Troy Bcstg. Inc.; Gable Bcstg. Co. proposal to add Channel 10 to Altoona. (Pierson & Ball).
- WBEN Inc., Buffalo (WBEN & WBEN-TV) -- Opposes proposals of DuMont and Presque Isle Bcstg. Co. to add Channel 3 to Rochester. Supports proposal of Detroit News Assn. to add Channel 8 to Cleveland. (Spearman & Roberson).
- WDEL Inc., Wilmington, Del. (WDEL & WDEL-TV) -- Opposes proposals of Lehigh Valley Bcstg. Co. and Easton Publishing Co. to delete Channel 8 from Allentown-Bethlehem-Easton; Wilmington Tri-State Bcstg. Co.; Eastern Radio Corp.; Daily News Television Co.; Penn-Allen Bcstg. Co.; Trent Bcstg. Corp. (George O. Sutton).
- WGAL Inc., Lancaster, Pa. (WGAL & WGAL-TV) -- Opposes proposal of Wyoming Valley Bcstg. Co. (George O. Sutton).
- WGAR Broadcasting Co., Cleveland (WGAR) -- Opposes proposals of WCAE Inc.; Evening News Assn.; Pittsburgh Radio & Supply House; DuMont as it affects Cleveland. (Kirkland, Fleming, Green, Martin & Ellis).
- WHB Broadcasting Co. Inc., Kansas City, Mo. (WHB) -- Opposes proposal of KFEG Inc. (Spearman & Roberson).
- WJHL Inc., Johnson City, Tenn. (WJHL) -- Opposes proposals of Kingsport Bcstg. Co.; Jefferson Standard Bcstg. Co.; Greenville News-Piedmont Co.; DuMont as it affects Johnson City. (Haley, McKenna & Wilkinson).
- WPIX Inc., New York, N. Y. (TV Station WPIX) -- Opposes proposals of Wyoming Valley Bcstg. Co.; Hudson Valley Bcstg. Co.; Philadelphia Chamber of Commerce; Daily News Television Co.; DuMont as it affects WPIX (Kirkland, Fleming, Green, Martin & Ellis).
- WSAZ Inc., Huntington, W. Va. (WSAZ & CP for WSAZ-TV) -- Opposes DuMont proposal as it affects Huntington. (Cohn & Marks)

WTAG Inc., Worcester, Mass. (WTAG) -- Opposes proposals of Fall River Herald News Publishing Co.; Massachusetts Bcstg. Co.; Matheson Radio Co. Inc.; Cherry & Webb Bcstg. Co. (Hogan & Hartson).

Westinghouse Electric Corp., Pittsburgh -- Opposes proposals of Allegheny Bcstg. Corp.; Pittsburgh Radio Supply House; Radio - Television of Baltimore Inc.; WCAE Inc.; Gable Bcstg. Co.; DuMont as it affects Cleveland and Pittsburgh.

Wyoming Valley Broadcasting Co., Wilkes Barre, Pa. (WILK) -- Opposes proposals of DuMont; any proposals which conflict with original comments. (Miller & Schroeder).

---

Digests of Comments

(Submitted since Supplement No. 67-A and additions listed in 67-C)

City of Davenport Iowa -- Requests 4 vhf channels be assigned to this quad-city area. (A. R. Kroppach, Mayor).

City of Durham N. C. -- Requests addition of Channel 5 to Durham; additional vhf channel to Raleigh. (Dan K. Edwards, Mayor).

Communication Measurements Laboratory Inc., New York, N. Y. -- Files supplement to original comments urging adoption of CML plan.

Utah State Department of Education -- Requests reservation of 20% of TV capacity for future use of educational broadcasting. (Allen Bateman, superintendent).

WTAG Inc., Worcester, Mass. -- Files supplement to original proposal asking elimination of original request to substitute Channel 3 for 10 at Augusta, Me. (Hogan & Hartson).

Additional Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc During Current Hearings: Docket 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported  
in Supplements No. 67 & 67-A, and are in addition to  
those reported in Supplements No 67-B, 67-C & 67-D  
(through Oct. 7, 1949).

Central New York Broadcasting Corp , Syracuse, N.Y. (WSYR & CP for WSYR-TV)--  
Opposes DuMont proposal as it affects Syracuse. (Dow, Lohnes & Albertson).

Cherry & Webb Broadcasting Co , Providence, R I. (WPRO) -- Opposes DuMont proposal;  
any proposal which may conflict with No. 13 at Providence. (Dow, Lohnes & Albert-  
son)

Fort Industry Co., Toledo, O (WSPD & WSPD-TV) -- Opposes DuMont proposal as it  
affects Toledo. (Dow, Lohnes & Albertson).

Hearst Radio Inc , Baltimore, Md. (WBAL & WBAL-TV) -- Opposes proposal of Wyoming  
Valley Bcstg Co. (Dempsey & Koplovitz).

Home News Publishing Co , New Brunswick, N J. (FM Station WDHN) -- Opposes DuMont  
proposal as it affects New Brunswick. (Welch, Mott & Morgan).

Matheson Radio Co , Inc , Boston, Mass (WHDH)--Opposes proposals of Hampden-Hampshire  
Corp ; Cherry & Webb Bcstg. Co (Dempsey & Koplovitz)

Mercer Broadcasting Co , Trenton, N J. (FM Station WTOA) -- Opposes DuMont proposal  
as it affects Trenton (Arthur W. Scharfeld).

Pennsylvania Broadcasting Co , Philadelphia, Pa (WIP) -- Opposes proposal of Eastern  
Radio Corp. (Dow, Lohnes & Albertson).

Scripps-Howard Radio Inc., Cleveland, O. (TV Station WEWS) -- Opposes DuMont proposal  
to assign No. 6 to Detroit (Dempsey & Koplovitz)

United Broadcasting Corp., Cleveland, O (WHK) -- Opposes proposals of Evening News  
Assn ; Pittsburgh Radio Supply House; DuMont as it affects Cleveland. (Loucks,  
Zias, Young & Jansky)

Universal Broadcasting Co. Inc., Indianapolis, Ind (WISH) -- Opposes proposal of Wabash  
Valley Bcstg. Co. (Haley, McKenna & Wilkinson).

Leonard A. Versluis, Grand Rapids, Mich. (WLAV & WLAV-TV) -- Opposes DuMont pro-  
posal as it affects Grand Rapids (Pierson & Ball)

WCAE Inc , Pittsburgh, Pa. (WCAE) -- Opposes proposal of Southeastern Ohio Bcstg.  
System. (Dempsey & Koplovitz).

(over)

WHEC Inc., Rochester, N.Y. (WHEC) -- Opposes proposals of Cornell University; Gable Bcstg. Co. (Dow, Lohnes & Albertson).

WJAC Inc., Johnstown, Pa. (WJAC & WJAC-TV) -- Opposes proposals of Radio-Television of Baltimore Inc.; Allegheny Bcstg. Co.; Westinghouse; DuMont as it affects Johnstown. (Dow, Lohnes & Albertson).

WPTF Radio Co., Raleigh, N.C. (WPTF) -- Opposes proposals of Durham Radio Corp.; DuMont as if affects Raleigh. (Loucks, Zias, Young & Jansky).

WTAG Inc., Worcester, Mass. (WTAG) -- Opposes proposal of Hildreth & Rogers Co. (Hogan & Hartson).

Wabash Valley Broadcasting Corp., Terre Haute, Ind. (WTHI) -- Opposes proposals of Indianapolis Bcstg. Co.; Universal Bcstg. Co.; Mid-America Bcstg. Corp. (Haley, McKenna & Wilkinson).



**NO STEEL SHORTAGE FOR AWHILE:** Coal and steel strikes haven't hit TV producers yet -- probably won't, if they last no more than 30 days. Fact is TV-radio industry could hold out 60 days or more, inasmuch as type of steel it uses (mainly for chassis, some cabinets) is plentiful in warehouses. Major producer Armco hasn't been struck, and there are other sources of continued supply of sheets. As yet there are only scant evidences of premium-price demands.

Foregoing is essence of best information we can get on impact of strikes thus far. Only manufacturers really worried are small ones who must depend on outside stamping mills, which are now threatened with strikes. Aluminum could be used, of course, but it's not quite as workable or economical. Industry's main fear is same as rest of country's: effect of prolonged strike on nation's economy.

Actually, TV-radio isn't very large user of steel, but several manufacturers (notably RCA) have gone in for steel cabinets and some of biggest (Philco, Admiral, Crosley) are also makers of refrigerators, stoves, etc. They say they can ride out short strike, but already are talking of limiting orders. Refrigerator trade, like TV, has come out of slump into unexpected fall boom.

**NOT A SINGLE DULL TV MARKET:** Even in strike-bound Pittsburgh, where business in general is slow, demand for TV sets continues far ahead of supply. This is the more surprising because Pittsburgh is a one-station town -- though Johnstown's WJAC-TV is reported throwing a substantial signal into its metropolitan area, too (Vol. 5:36). But, then --

"We haven't got a single dull market," one of biggest set makers tells us.

"Not even Albuquerque?" we asked -- for that relatively small, isolated and non-interconnected one-station city has only 1100 sets accredited to it (Vol. 5:39), though station has been on air nearly year.

"Not even Albuquerque," was the reply. "The national picture, even including the one-station and non-interconnected towns, is wonderful."

"Take Buffalo, for example," said another of the Big Ten manufacturers. "They're going through the roof. We can't begin to meet the demand there -- and it's a one-station town, too, with its steel mills shut down."

Quotas are now the rule. Factories are increasing output as fast as they can -- and that goes for many of the little companies, too. Bellwether RCA admits to meeting only 30% of its current demand.

Non-TV areas, rural and small-town, are beginning to complain, particularly to their radio stations, about not having TV service. Their prospects for stations are slim, not only in view of FCC's freeze but high cost of telecasting. As for radio dealers in such areas, Retailing Daily quotes this pertinent plaint:

"Manufacturers have gone nuts on TV and forgotten the small-town dealers who have no market for TV and probably won't have for several years. Individually, we may not sell as many sets in a year as some of the big city stores do in a week, but collectively we are the backbone of their business."

Why this sudden upsurge after last summer's slump? Here's how one leader summed it up: (1) Stabilized price base, and new public confidence that prices won't collapse again. (2) Public unworried by reports about color and obsolescence, thanks to assurances color will simply be "something added." (3) Baseball, football, better programs generally, particularly on networks. (4) New stations and new markets. (5) More cheerful economic outlook generally -- this despite current strikes.

That about tells the story. If further proof were needed that this isn't merely trade ballyhoo, here's some more statistical evidence: RMA's report for first week in September (actually, 4-day week because of Labor Day) shows close to 40,000

sets turned out. That keeps pace with progressive weekly increases shown in August's 5 weeks (Vol. 5:40). And it doesn't include Admiral, now claiming to be doing 25% of industry's dollar volume.

Total figure for all September won't be available for several more weeks, but it's good guess it will run well over 200,000 from RMA membership alone. And current rate of production is up. Last 4 months of 1949 could well add 1,000,000 to the 1,355,000 sets produced first 8 months.

**TUBE TRENDS AND THE RECTANGULAR:** Trend toward 12½ and 16-in. tube is attested by both Corning and Owens-Illinois, who make nearly all the glass blanks used for TV picture tubes. Their business is booming along with TV manufacturers. They say:

Corning: Increased orders are mostly for 12½ and 16-in. bulbs. The 10-in. is holding up, unit-wise, but shows no growth. It is very largely taking over 7-in., which aren't being made in quantity any more. Slight inroads on 7-in. may also be attributed to 8½-in., which Raytheon and National Union are producing and GE has announced -- though only set out with that size yet is Motorola's (Vol. 5:33).

American Structural Steel Products Co., subsidiary of Owens-Illinois (formerly known as Kimble Glass): Demand for 12½-in. "terrific" -- by far biggest seller. Relatively small demand for 10 and 16-in., though 10-in. demand changes from day to day. Making no more 7-in. at all.

ASSPC this week formally announced that rectangular-faced tube we've frequently mentioned (Vol. 5:1,11,16,36,37), said it was in production and orders on hand from several manufacturers -- though it probably won't appear in new receivers until post-Xmas market. Company calls it "an ideal all-glass bulb designed to receive 100% of the transmitted TV picture [and] it will also make possible smaller TV set cabinets without reducing the size of the picture."

Rectangular-faced tube has 16⅝-in. diagonal, frames picture 14¾-in. across with 4:3 width ratio, has 70-degree deflection, is about 18-in. long, weighs about 15½ lb., and "fits into any 12½-in. table set we know of." It's tinted to show "neutral filter face." It hasn't been priced yet, but will cost "somewhere between 12½ and 16-in." President Stanley McGiveran will explain it to company customers at meeting in Philadelphia's Bellevue-Stratford Hotel Oct. 13.

**WHAT'S STIMULATING THE TV TRADE:** At distributor-retailer levels, they're saying it isn't just the World Series that's making current TV so spectacular -- it's a loosening of purses. Reports from all over the country bear this out, including reports of increased radio set sales. This week's news, of course, was dominated by World Series demand, but the consensus is that revived buying has solid base in popular acceptance of TV as a "must" in the home. Also, inside the trade, seasonal patterns are becoming clearer -- when to expect the ups and downs of the business.

As in radio, it appears clear now that last 4 months of year will account for most of TV's business; that summer market will continue relatively light, maybe even lighter than radio because no one has yet devised a battery-operated portable TV; that post-Xmas, as in appliance trade, will bring next inventory clearances and price-cuts, if at all.

This week was frantic one for dealers in interconnected (network hookup) cities. Extra crews were pressed into service for last-minute installations before World Series, including many offices (many of which will be kept there rather than taken home). Home demonstrator firms reported such heavy demand that they virtually quit advertising after series started, though they certainly did plenty beforehand (Muntz used 6 skywriting planes in New York area last weekend).

\* \* \* \*

Very little new in new receivers -- but Admiral announced prices of those new sets we reported last week (Vol. 5:40). Its 10-in. console with AM-3 speed phono will list at \$299.95 walnut, \$319.95 magohany. New 12½-in. table is \$249.95, console \$279.95 in walnut, \$289.95 mahogany, \$299.95 blonde. All sets include Roto-Scope built-in antenna. New sets fill out Admiral's fall line. Noteworthy is absence of FM from new 10-in. combination.

Elsewhere in the trade: Hoffman Radio of Los Angeles, proving efficacy of brand concentration in own area, is reported accounting for 8 to 25% of TV market in the 11 western states, buying some \$200,000 worth of TV time in Los Angeles, San Diego, San Francisco, Seattle, Houston, Fort Worth -- largely football -- and spending as much or more on other media...TV the big tent at Chicago's Television & Electrical Living Show this week, with score of exhibitors; also to be theme of National Radio-TV Exposition in Los Angeles Shrine Auditorium, Oct. 15-23.

Stromberg-Carlson's 19-in. Emperor, with side compartment for 45rpm player (Vol. 5:35), was priced at \$645 this week, \$665 in blonde. It's same price as DuMont's 19-in. Mansfield with FM (Vol. 5:38-39). Other 19-in. sets thus far: Hoffman TV-only, \$599.50 (Vol. 5:34); Hallicrafters with FM, \$525 and \$545 (Vol. 5:36); U.S. Television's \$595, \$675 and \$699 (Vol. 5:40); and of course DuMont's original Bradford console with FM and 45rpm at \$725 (Vol. 5:29), also Fairfield at \$495 and Westwood at \$545 (Vol. 5:38)...Telequip's new line has built-in antenna, 2 knob controls, comprises: 12½-in. tables at \$200 and \$240; 12½-in. console, \$260; 16-in. tables, \$280 and \$300; 16-in. console, \$340. Telequip is maker of test equipment, heretofore has made TV for private label (Sears Roebuck, among others).

Sylvania Television is now taking most output of sister subsidiary Colonial Radio Corp., Buffalo, no longer making private brands except for Sears Roebuck... Arvin promises new 12½-in. table at \$250 in production soon...Trans-Vue showing 2 models with switch for uhf, space in chassis for converter.

\* \* \* \*

Apparent anomalies in a trade where demand exceeds supply: (a) Discounts up to 20% on current models which some dealers still allow, notably in New York area; it's a "habit" in the radio and appliance trade, is the curious explanation. (b) Even deeper price-cutting of superseded models, still noted in some cities. For most part, they're heavily advertised to bring customers into store, in order to sell them latest model. Some of the cuts are fantastic, though on inquiry stock turns out to consist of one or 2 floor models. In Washington this week, for example, Lubar's advertised Tele-tone and Motorola 7-in. table models at \$59, Philco combination at \$229 (original list \$595), Stromberg combination at \$495 (list \$895)... Gimbel's-New York advertised 16-in. Sightmaster consolette at \$280 (list \$449).

---

Even housewives turned on their TV sets as this week's World Series games mounted in interest. For those with sets in offices, work ceased from "play ball" time until games' end. No hard and fast estimate of number of people who watched games can be made, but figuring 2,000,000 sets in 27 interconnected cities, 5 to 10 persons per set, audience outside ball parks must have numbered 10 to 20 million. Large-screen theater showings in New York, Chicago, Boston, Milwaukee, Scranton (at \$1.20 to \$1.80 admissions; 30¢ in Scranton) proved another thing: TV can fill theaters during spectacles like World Series when normally they echo to handful of patrons. All-in-all, TV again proved itself tops for sports—but unpaid-for Gillette commercials will rankle in breasts of 50 TV station managements for long time.

Implications for radio industry are seen in 2 cases involving sparkplug makers currently before Federal Trade Commission. Unfair trade practices are charged against General Motors' AC Spark Plug Co. for selling at one price to "original" manufacturer, at higher price to "replacement" market. Champion Spark Plug Co. is charged with same thing, plus selling identical sparkplug under "private label" name at less than price under Champion brand. Price differential for manufacturers and replacement markets is also imposed by radio tube and component makers, and private label practice is common in radio and TV. FTC officials say they're aware of impact on other industries if complaints are upheld.

RCA faces possible strike, unless current negotiations with United Electrical Workers succeed. Workers voted Oct. 6 to give left-wing CIO union authority to call strike unless RCA accedes to equivalent of \$500 a year average raise in wages, pension plan, other social benefits. RCA had offered 12,000 members 5¢ per hour extra, to be used any way union wants. Affected are plants in Camden, Lancaster, Hollywood, Pulaski, Va. Union reopened 2-year contract (running until June 1950) under wage clause.

Trade personnel: John S. Muller named mgr. of newly formed electronic sales dept., Corning Glass Works, handling sales to TV-radio . . . Chester Wilcox, founder and president of Wilcox-Gay Corp., resigned because of ill health, succeeded by Dr. Emil E. Mayer, onetime president of Telefunken of Germany . . . L. E. Septer, ex-Westinghouse, joining Crosley as TV-radio sales mgr. . . Sydney Jurin, recently with Tele-King, joins Tele-tone in charge of sales to dealers, chains and dept. stores . . . Dr. Martin M. Freundlich, formerly with CBS-TV, now chief of tube lab of Airborne Instruments Laboratory . . . Lee Stone, ex-Magnavox, joins Capehart-Farnsworth as chief engineer.

Since count of TV sets by cities as of Sept. 1 (Vol. 5:39), these reports of sets-in-use as of Oct. 1 have been received: Philadelphia 235,000, up 20,000 in month; Washington 63,200, up 5800; San Diego 10,100, up 2900; Omaha 6014, up 2014; Greensboro 4600, up 3400; St. Louis 49,500, up 8700.

Laughs at the color TV hearing: Last week, FCC chairman Coy told RCA's George Brown to slow down in his technical explanation, be patient with FCC. Answered Dr. Brown with a grin: "I am not a bit impatient, Mr. Coy. I will stay here just as long as you will. I was on the Ad Hoc committee, you know." Tuesday, Comr. Webster asked CBS president Stanton just what criteria should be used in determining picture quality. "You are satisfied," he asked, "if 7 of us . . . just on the basis of our own 7 eyes come up with whether it is good or indifferent?" Then, during CBS's demonstration Thursday, one critic complained that model's face looked pale, lacked proper tones. "John," Dr. Goldmark called to his assistant, "more flesh, please," and more red appeared.

Personal notes: Goddard Lieberman new executive v.p. of Columbia Records Inc., moving over from Masterworks dept. . . . Chris J. Witting named executive asst. to Mortimer W. Loewi, director of DuMont Network . . . Tony Kraber, ex-DuMont, rejoins CBS-TV as executive producer . . . Richard B. Rawls assigned to station relations of ABC-TV . . . Jeff Smith moved from WOR to WOR-TV as production mgr. . . . J. Carlton Adair new Don Lee program director, succeeding Charles Bulotti Jr.; Cecil Barker, from movies, new executive producer for KTSL . . . Kenneth Kiggins succeeds Ronald Oxford, resigned, as program chief of KFI-TV, Los Angeles.

Standardization of film rentals for TV is object of National Television Film Council. Study on standards, either number of sets in area, time charges or combination of both, will be made by committee headed by John H. Mitchell, TV sales manager of United Artists, and including W. W. Black, Official TV; Paul White, International Trans-Video; Connie Lazar, Film Equities; William Holland, Hyperion Films. Melvin L. Gold, National Screen Service advertising and publicity director, has been re-elected president of NTFC, as were other officers nominated last month (Vol. 5:37).

First Starch Report on TV Commercials, based on interviews in New York, Chicago, Philadelphia and Boston, got this affirmative response to question "Have you seen this commercial?": Lucky Strike, 92%, Bulova 88%, Chesterfield 85%, DuMont TV 81%, Admiral 79%, Philco 79%, Camels 69%, Auto-Lite 66%, Gulf Oil 64%, Kaiser 62%. Of commercials seen, most popular were B.V.D. film spots, though not rated among top 10 (all network) in observation. Surveyors reported many set owners tune out sound for commercials they dislike. Greatest gripe is commercial that obscures action on sports telecasts.

TV sponsorships: American Bakeries, Atlanta, sponsoring *Lone Ranger* on 5 ABC-TV Southern stations 104 weeks from Oct. 6, thrice weekly . . . Admiral signs for *Lights Out* on NBC-TV, Mon. 9-9:30 . . . Time Inc. has dropped option on second and third cycles of *Crusade in Europe* on ABC-TV, second run due to start Nov. 3 . . . Local Chevrolet Dealers Assn sponsoring *Famous Jury Trials* on WABD, New York, Wed. 9:30-10 . . . Semca Clock Co. rotating 3 weekly spots each on 5 New York stations . . . Wilpet Engineering & Mfg. Co. (toys) to test *Marvi-Toy Carnival* on WATV, Newark, then maybe extend, thru Huber Hoge & Sons . . . Ideal Novelty & Toy Co. using spots, will expand . . . Padre Vineyard Co. sponsoring Agua Caliente races on KTTV, Los Angeles . . . Among new spot buyers: Minnesota Mining & Mfg. Co. (Scotch Tape), thru BBDO; Nestles Cocoa, thru Cecil & Presbrey; Quaker Oats, thru Sherman & Marquette; Ovaltine, thru Hill Blackett Co.; Santa Fe Railway, thru Leo Burnett Co. . . . Ansonia Shoes starts *Diana Barrymore Show* on WCBS-TV Oct. 17, Mon. 11-11:30.

Asking a serious question about a funny cartoon in a recent issue of the *New Yorker*, we wrote home movie projection manufacturers, wondering whether TV is indeed making inroads on their sales. Cartoon showed doting father displaying film of his youngster and looking daggers at one guest fiddling with TV set. Said F. S. Welsh, manager of Eastman's Cine-Kodak Sales Div.: "We do feel that TV is in competition for the customer's dollar with not only home movie equipment but also with a host of other products . . . but no more so than it is in competition with other home hobbies or interests." Replied C. K. Preston, of Bell & Howell's public relations dept.: "We do not feel that the 2 products compete on a basis of product against product, but rather on a basis of 'which will get first call on the consumer's dollar' . . . the impact of the visual medium of TV should be a great stimulus to home motion pictures . . . we like to consider it a friend rather than a foe!"

Except for Gillette's Friday night boxing on NBC-TV, sports from Madison Square Garden are conspicuously absent on TV schedules this fall. Reason, says *New York Times*, is price asked for rights and conflict with commercial shows. Among price tags: 38 college basketball games, \$150,000; pro basketball, \$60,000; pro hockey, \$60,000; Westminster dog show, \$15,000. Nor are package TV shows cheap, either. *Variety* this week lists costs of some network availabilities (programs only, not time): One-hour *54th Street Revue*, CBS, \$15,000; *Paul Whiteman Teen Club*, ABC, \$8000; *Jack Carter & Co.*, ABC, \$6865; *Bowling Headliners*, ABC, \$2400; *Chuck Wagon*, CBS, \$995. Half hour programs: *54th Street Revue*, \$10,000; *Front Page*, CBS, \$9450; *One Man's Family*, NBC, \$8500; *Dolph Martin Show*, CBS, \$8400; *Broadway Spotlight*, NBC, \$8000; *Actors Studio*, ABC, \$6150.

Western Union's labs report new high-power, high intensity electric light which may have application to TV film projectors. Light source is molten zirconium at 6500-degree temperature. Sharper, clearer images are claimed in movie projection due to smallness of source (.2-in. diameter) as well as more stable light conditions. Source is also said to be usable for flood and spotlights.

To get dealers together for eliminating cut-throat competition, training salesmen and technicians, etc., National Television Dealers Assn is being formed by Edwin A. Dempsey, former Baltimore auto dealer, with offices in Washington Bldg., Washington, D. C. He's now seeking initial memberships in Washington-Baltimore areas. Mr. Dempsey, 53, retired and wealthy, got idea after his investments in local retail TV stores went sour.

RCA has worked out insurance plan for renewal service contracts on TV sets that permits it to replace parts and tubes, yet remain within New York State law (Vol. 5:37). Plan uses insurance policy issued by Massachusetts Bonding & Insurance Co., and is approved by New York Insurance Dept.

Molding plastic cabinets for GE and Tele-tone, Plastics Division of General American Transportation Corp., 135 So. LaSalle St., Chicago, reports its press turning out table model cabinets at rate of 11 per hour, operating three 8-hour shifts per day.

Written for TV technician and serviceman is Bernard Grob's 596-p. textbook *Basic Television* (McGraw-Hill, \$5). Author is RCA Institutes instructor. Book includes list of available films and other training aids in TV, has chapter on color TV.

Copies of new remote pickup rules, covering AM, FM and TV audio, and including amendments effective Oct. 24, are now available from FCC. Write Engineering Dept.

**3 RECTANGULAR TUBE SIZES OFFERED:** Three sizes of rectangular-shaped picture tubes, all 70-degree, were shown to tube and set makers in Philadelphia Thursday by American Structural Products Co. (Owens-Illinois) -- and there were hints that at least one size may go into some receivers before Xmas. Advantages claimed: no waste area, no unnatural enlargements, "neutral filter face" (tinted glass), shorter lengths, lighter weight, smaller cabinets possible. New tube sizes were stated in diagonals, though that's somewhat cumbersome; generally they parallel 12½, 16 and 19-in.

Size that's already in production has 16½-in. diagonal, face 14.74 x 11.5-in. (picture area 138.7 sq. in.), weighs 15¼ lb., costs \$11 plus 50¢ for carton. Price is thus \$1.30 under present 16-in. glass blank and carton. Ready to go into production is another with 13 11/16-in. diagonal, or 12.52 x 9.79-in. (picture area 97.8 sq. in.), which is advanced as competitor of 12½-in. Also readying is 18½ in., or 17 x 13.09-in. (picture area 189.3 sq. in.), which would compete with 19-in. but is seen as usable mainly for public places or extraordinarily large rooms. Latter 2 haven't been priced yet.

"Several of the largest" are among about dozen tubemakers who have ordered first output, says ASPC, but it won't say who they are. Good guess is Sylvania and GE, possibly DuMont, are among them; and American Television's U. A. Sanabria told us he has ordered, one immediate customer being Garod.

**'WE CANNOT POSSIBLY MEET ORDERS':** TV output should exceed 2,500,000 units this year. Through August, we conservatively estimated 1,355,000 on basis of RMA reports (Vol. 5:40). Way trade is now going, with production stepped up wherever possible, last 4 months can hardly fail to top million by considerable amount. That would increase sets-in-use to 3,500,000 or more by Jan. 1, 1950 -- even allowing for inventories between factory and home.

Fairchild Publications estimates 2,600,000 for this year. Now comes Radio & Television Retailing (O. H. Caldwell, editor) with not-so-startling estimate of 5,500,000 TV sets to be sold (for \$1½ billion retail, or average \$270 per set) between Oct. 1, 1949 and end of 1950 -- or something more than 4,000,000 next year. Editor Caldwell also estimates \$60,000,000 worth of antennas and accessories will be sold next 15 months, doesn't venture guess as to sum to be spent on installation & servicing, does predict 1200 sponsors on TV networks and stations.

All are guesses -- but good guesses in light of current boom and its likely continuance through rest of this year at least. As for next year, there's better knowledge of seasonal vagaries, so that market planning should be more prudent than it was for first 6-7 months of this year.

Even radios are selling better. Some makers are kicking themselves for cutting back on these (as they did on TVs) too much after spring-summer recession.

\* \* \* \*

You've been served a plethora of bullish estimates and opinions by the TV producers (and by us) during last few months -- but they're the facts as culled from best sources. This week's items are no less eloquent:

Admiral authorizes 100% stock dividend (2 for 1), says it expects to continue 20¢ quarterly dividend rate, reports \$77,078,151 sales first 9 months of this year vs. \$42,514,509 for same period last year; profit of \$4,631,574 (\$4.63 per common share) vs. \$2,037,786 (\$2.04). Third quarter sales alone ran \$23,967,745 vs. \$15,128,165, earnings \$1,475,884 (\$1.48) vs. \$800,489 (80¢). Admiral continues to be the industry's phenomenon.

Emerson says its earnings for fiscal year ending Oct. 31 will be better than the record \$2,401,748 in 1948, reports TV production passing 1100 sets per day, aim-

ing for 1500; as for radios, Emerson is making 2500-3000 table models per day... Hallicrafters has scheduled 700 TVs per day... Tele-tone's S. W. Gross told FCC color hearing this week his company will have made 100,000 TVs this year. It pulled out of RMA 6 weeks ago, so presumably its figures won't be counted any more, rendering RMA monthly reports even more conservative... Air King's David Cogan tells FCC his company, heavy in private labels, is now producing 10,000 per month, hopes to turn out 250,000 next year. And Tele-tone and Air King are relatively small companies.

One of top 5, Motorola, which doesn't divulge units but likes to deal in comparatives, puts it this way: In September, TV dollar volume was up 424%, unit sales up 403% over same 1948 month. "We cannot possibly meet our orders." Note: Motorola gives no dollar or unit figures for September, but its last report to stockholders (Vol 5:30) showed \$33,815,000 sales for first 6 months of 1949, up 25% from same 1948 period; stated it had expanded by 40% its facilities for TV manufacture, which is now more than half its business.

**NEWS & NOTES ABOUT THE TV TRADE:** Most present TV lines should "stay put" until after Xmas trade -- though inevitably there will be exceptions. Manufacturers, by and large, say they're plenty busy now turning out merchandise for which there's plenteous demand. New designs are always on drawing boards or in labs, but they say nothing startlingly new may be expected next few months at least.

New lines and price reductions are conspicuously meager these days, though Westinghouse, Zenith and Sentinel announced new models this week.

Westinghouse line contains 5 new sets, all with built-in antennas, 2 incorporating switch for enlarging pictures which it calls "Electronic Magnifier." Sets are 10-in. table, \$199.95; 12½-in. table, \$269.95; 16-in. table, \$375; 12½-in. console, \$325 (blonde \$335); 12½-in. console with AM-FM-3 speed, \$450 (blonde \$470). Tubes range from 20 to 26, plus 3 or 4 rectifiers. Only 12½-in. consoles have enlargers. Continued in line are 10-in. console combination, cut from \$645 to \$475; same with 12½-in. period furniture, cut from \$725 to \$550 -- both with built-ins.

Zenith's new line has 12 models, all with built-in antennas and "black" tubes. It starts with 12½-in. table at \$249.95, includes 3 TV-only consoles with 12½-in., 4 with 15/16-in., plus two 12½-in. consoles with AM-FM-3 speed and two 15/16-in. combinations at top price of \$625. Prices of in-between models were unobtainable at press time. Continued is circular picture with switch to rectangular. Sentinel's new sets, all with built-ins, were reported as 10-in. table at \$190; 12½-in. table, \$230; 12½-in. console, \$250. Meck is currently advertising 10-in. table with built-in antenna at \$140.

RCA, DuMont, Emerson and other best-selling leaders still take dim view of built-in antennas, aren't yet offering them. Besides foregoing, only new ones reporting built-ins since our recent list of 12 making them (Vol. 5:39) are Telequip and TrueTone (latter is Western Auto's private label). After New York, Philadelphia, Chicago survey, Retailing Daily Oct. 11 reported that built-in makes good selling point -- but notes that many retailers feel constrained to warn customers that they work only in some locations, that indoor antennas are better, outdoor best. But ads bring them into stores, and of course in some locations they work beautifully.

"Skyrider" private label recently reported (Vol. 5:40) turns out to be Hallicrafters product, sold by parts distributors who formerly handled its TV line and whose business is more suited to less well-known name at slightly lower price... New private brand is "Beverly" advertised by Hecht-Washington at \$200 for 12½-in. table, \$250 for 12½-in. console, \$300 for 16-in. console. Manufacturer's name is unobtainable, but same set under different label is sold by Gimbels-Philadelphia.

DuMont receiver sales moves this week end into E. Paterson plant (gen. mgr. Ernest Marx and staff); New York area sales chief R. H. Guildford takes over 515 Madison Ave. offices... Eitel-McCullough's new Salt Lake City plant (Vol. 5:23) reported readying to produce 16-in. metal-coned tubes for deliveries early next year... Philco reported about to hike radio production 50%; RCA says demand for both table radios and radio-phonos increasing; Zenith says it "never lost faith in radio" and is running at capacity, especially on FMs.

**ADS REFLECT FLOURISHING TV TRADE:** There's no way to calculate total yet, but advertising by TV manufacturers -- particularly in newspapers and magazines -- has reached enormous proportions, probably ranks with top ad classifications, certainly reflects flourishing state of the current market. That's not to forget distributor-dealer advertising at the local level, which also has zoomed and no longer concerns itself mainly with bargain sales and price cuts. Noteworthy is fact that of top 10 makers (Vol. 5:35), only Emerson, Hallicrafters and Tele-tone are currently not using TV networks; among second 10, Westinghouse uses network TV. Most buy local spot time.

National Radio & Television Week promotion by RMA and NAB this year places TV on par with radio. Week is Oct. 30-Nov. 5. All newspaper, radio, dealer copy for TV-served areas speaks of "See and Hear..." In non-TV areas, emphasis is on "A Radio for Every Room -- A Radio for Everyone -- Everywhere."

Stromberg-Carlson page ad series which broke Sept. 25 in 30 TV markets had "lesson in TV" idea back of it. "Are you on the fence about Television?" initial copy asked. "Lots of folks are! But maybe we can help a bit." It went on to answer usual questions about size of picture, tuning, etc., color and uhf. Ad's reassurance to public led FCC Comr. Jones, who apparently sensed an industry "plot" to hold back color, to seek vainly at the FCC color hearings to get RMA president Cosgrove to disclaim it. This was the paragraph to which Jones alluded:

"Right now, nobody knows when color television will be practical. But when it is, the receiver you buy today will not be obsolete. It will receive color pictures and simply translate them into black and white. By attaching an adapter, you'll be able to get full color." Cosgrove said he saw nothing wrong with the copy.

---

Prediction that non-TV radio sales will total 8,000,000 this year, valued at \$320,000,000, was made at Westinghouse distributor meeting in New York Oct. 14. Roger Bolin, asst. to radio-appliance v.p. J. M. McKibben, quoted this breakdown: 6,000,000 table radios retailing for \$180,000,000; 800,000 to 1,000,000 radio-phonos consoles, \$80,000,000; 750,000 portables, \$22,500,000; remainder, auto and farm radios. *Note:* Industry's radio-only output last year ran about 15,000,000 units.

Ruling of excise tax division, Bureau of Internal Revenue, has some TV manufacturers concerned because it would apply 10% radio excise tax to FM portion of TV sets. FM Assn, seeing TV as saviour of FM as more sets incorporate it, says it will move in if any set makers decide to delete FM. RMA's tax committee is also looking into matter. Added cost might run up to \$10 per set. Making TVs with FM are Atwater, Crosley, DuMont, Federal TV, Fisher, Pilot, Remington, Sightmaster, Trad, Trans-Vue, UST, Vidcraft.

Hallicrafters Co. reports sales of \$14,572,008 and profit of \$403,050 (60¢ per share) for fiscal year ending Aug. 31, compared with \$11,233,759 sales and \$318,177 (47¢) profit for preceding year. Not only TV, in which it is major private brand maker, but military and non-military communications contracts account for increase, according to executive v.p. Ray Durst. Govt. contracts on hand now run about \$4,500,000.

Television Fund Inc., specialized investment trust (Vol. 5:4,8,24,34), has declared dividend of 16¢ share payable Oct. 27 to stockholders of record Oct. 17, 11¢ coming from capital gain and 5¢ from income. This is year's third dividend: 10¢ Feb. 15, 7¢ May 16, 6¢ Aug. 15. Interesting sizeup of TV in the economy: Speech before Boston Investment Club Sept. 28 by Paul A. Just, executive v.p. of Television Shares Management Co., reprinted in full in Oct. 13 *Commercial & Financial Chronicle*.

Shielding TV sets from diathermy interference is now completely up to set-makers, FCC finalizing proposed rule (Vol. 5:30) this week.

Latest estimate of TV set operating cost comes from RCA Victor's sales manager Dan Halpin, who told International Assn of Electrical Leagues in Cleveland Thursday average set pulls 270 watts per hour (vs. radio's 65). At 2¢ per kilowatt-hour, this would mean 2/5th of a cent per hour, Halpin said, which could mean \$18,500,000 additional revenue per year for electric utilities. Previous cost figure by Detroit Edison indicated 1.33¢ per hour based on rate of 2.5¢ per kilowatt-hour (Vol. 5:12).

Kansas U Medical Center, Kansas City, Kan., has first permanent TV installation for surgical teaching. It's Remington Rand Vericon closed circuit apparatus, recently demonstrated at American Hospital Assn convention in Cleveland. Medical students watch operations while in their lecture halls. Monochrome is presently being used, but color will be added when practicable.

Uhf propagation tests from KDKA tower have just been concluded in Pittsburgh by Westinghouse's C. E. ("Chili") Nobles. Signal was 508 mc, 165 kw peak pulse power, from about 700 ft above average terrain. It was measured over 3-month period, compared with 92.9 mc FM emission. Westinghouse will present findings during TV hearing.

Third edition of *Reference Data for Radio Engineers* is being distributed by Federal Telephone & Radio Corp. It's not only completely revised, but also contains chapter on FCC regulations on all types of broadcasting with special attention to field intensity requirements. It can be purchased (\$3.75 per copy) from Publication Dept., FTR, 67 Broad St., New York.

Maine's Senator Margaret Chase Smith was pictured on AP Wirephoto this week with caption telling how she and her executive asst. Wm. C. Lewis Jr. built own TV set in 50 hours last summer. Inquiry discloses it was built from \$300 kit, has 12-in. tube with circular picture and inverter enabling it to work off Capitol Hill's DC power. This and the TV in "veep" Barkley's office are believed to be only sets on Capitol Hill.

Long-gossiped separate company to take over CBS's color TV operation (Vol. 5:34) is known inside company as "X Corporation" and incorporation papers are ready moment policy is decided—presumably awaiting FCC decision on color. Plan is to bring "7 or 8 interested parties" into new company, which would take over Dr. Goldmark's lab and staff, license patents, work on film recording and industrial as well as telecast applications. CBS would simply be one stockholder. It wants to get back some of \$3,500,000 president Stanton says has been spent on color development since 1940. CBS thus far has 4 licensees: Westinghouse, Bendix, Federal, WPAT of Paterson, N. J.; latter has no TV permit. Royalty rate is 1% on transmitter-studio apparatus; 25¢ to \$1 per receiver. CBS reports these companies working on its designs, pre-production and production models, or components: Air King, Alliance Mfg., Astatic, Birtman Electric, Crosley, Eastern Air Devices, Eastman Kodak, Monsanto Chemical, Tele-tone, Webster-Chicago. Other makers in past have been Federal, Westinghouse, Zenith, Bendix—and currently Jerrold is making scanning adapters. CBS has also worked with 20th Century-Fox on recording colorcasts on film off kinescope.

Bitterness of color controversy really comes into open away from hearing room. Committee on comparative demonstrations has met twice, with meetings characterized by violent outbursts, still no final agreement on nature of demonstrations. With stakes so high, cross-examination may develop into biggest battle FCC has ever seen. Supreme Court members are said to have declined invitation to RCA's demonstration, apparently keeping clear in event court faced with ultimate decision.

"Surprise" witness for CBS was Dr. D. B. Judd, Bureau of Standards color expert. Brought in by Dr. Goldmark to talk down RCA's 2-color sets, he ended up by admitting that it's up to FCC and "the man in the street" to determine how much color adds to black-and-white. He said CBS's color fidelity is comparable with movies' technicolor. Color-blindness occurs, in greater or lesser degree, in 8% of men, he reported. Incidence is far less among women.

Singing praises of color TV, J. N. DuBarry of Smith, Kline & French (which uses CBS equipment), ventures that in time all 70 U. S. medical schools will have installations. He cited TV's advantages over color film: (1) Economy; film for single technique has run up to \$40,000. (2) Obsolescence; technique shown on film may be quickly outmoded. (3) Immediacy; student can see emergencies dealt with—unrehearsed.

Personal notes: W. B. Potter, director of advertising operations, Eastman Kodak, elected chairman of Assn of National Advertisers; Albert B. Brown, v.p. of Best Foods, vice chairman; Paul B. West reelected president . . . CBS chairman Wm. S. Paley reaches Hollywood Oct. 17 for several weeks visit . . . Royal V. (Doc) Howard has applied for 250-watt AM on 850 kc in Honolulu; he's ex-engineering director of NAB, former chief engineer of KSFQ, San Francisco . . . Harold B. Day new ABC director of radio-TV sales development, Ludwig W. Simmel new mgr. of Cooperative Program Dept. and Frank Atkinson asst. mgr. . . . Charles Hull Wolfe, ex-BBDO, new radio-TV copy director of McCann-Erickson.

Although ASCAP permission to use its music on TV runs out Oct. 15, no one seems much worried. Meetings have been taking place all week to work out exact wording of blanket license contracts. Per-program committee (Vol. 5:39) picks up from there next week for individual station licenses.

ABC's New York WJZ-TV has FCC okay to move antenna from Hotel Pierre to top of Empire State Bldg., sharing 1255-ft site with NBC. Visual power must accordingly be cut to 3.8 kw from present 29.5 kw. Move awaits contract with NBC and building, is expected to cost \$50,000, annual rent around \$100,000. There's talk Newark's WATV wants Empire State site, too, but cost may deter. Another new transmitter just put into operation is Philadelphia's WFIL-TV at Roxborough, 7½-mi. northwest of city's center; visual power is now 27 kw, better coverage offered in fringe areas.

Authority of CAA and aviation industries to deny broadcast antenna sites and heights is being contested on industry-wide basis in pending FCC hearing on request of WOR, New York, to increase height of its AM tower at Carteret, N. J., from 410 ft to 638 ft. Commission agreed to permit NAB, TBA, CAA and Air Transport Assn to enter case as intervenors at Oct. 17 session. Expectation is decision will set policy on how far CAA and aviation interests can go in objecting to radio towers. Also at stake are antenna criteria proposed as FCC rule fixing standards as guide for applicants (Vol. 5:19,22).

Rorabaugh Reports lists 71 commercial TV shows on networks during September: NBC 25, CBS 23, ABC 14, DuMont 9. No dollar figures are reported, but on "unit" basis month's top timebuyers are RCA, Chesterfield, Old Gold, DuMont, Gillette, General Foods, Chesebrough, Colgate-Palmolive-Peet, Philco. Counting as "units" the number of shows times number of stations time length of show (viz., Gulf Oil's 4 shows times 11 stations times 30 minutes), it ranks networks thus: NBC 93,476 units, CBS 33,395, ABC 20,965, DuMont 20,265.

TV medium has reached payoff point for advertisers, cutting costs of distribution and promotion. Five years from now radio will complement TV, their circulations unduplicated but together reaching 95% of American homes in all income groups in all areas. About one-third of top income families in all markets with TV now have sets. Foregoing is essence of talks by NBC's new TV v.p. Pat Weaver before AAAA last week and ANA this week. At ANA session, NBC's research chief Hugh Beville noted that since the war Americans have bought 44,000,000 new radios; that between 1946 and 1949, increase in radio families had exceeded circulation growth of all newspapers; that recent *Fortune* survey revealed 51% of all men, 54% of all women claim radio as favorite leisure activity, 70% of all saying they listened more today than year ago.

Network accounts: A. C. Gilbert Co. returns *Roar of the Rails* to CBS-TV Oct. 24, Mon. 7-7:15 . . . Chesterfield starts Perry Como with guests (first, Milton Berle) in *Supper Club* on NBC-TV, Oct. 16, 8-8:30, continues from Thu. NBC-AM show . . . Air-Wick, Maiden Form Brassiere, Robeson Cutlery on Oct. 17 start sharing CBS-TV *Vanity Fair*, Mon. thru Fri. 4:30-5 on hookup of WCBS-TV, WCAU-TV, WOIC . . . Buick's *Olsen & Johnson* show quits NBC-TV Oct. 27, comics planning to return after Jan. 1 . . . Clipper Craft Clothes terminating *The Amazing Polgar* on CBS-TV after Oct. 21, can't get time-station clearances wanted . . . Texas Co. has signed again to sponsor *Metropolitan Opera* Saturday afternoons on ABC-AM starting Nov. 27, but has no plans yet to telecast any of them . . . Goodyear reported arranging with ABC-TV for Sunday time for variety show with Paul Whiteman.

TV sets-in-use as of Oct. 1, in addition to those reported last week (Vol. 5:41): Cleveland 87,741, up 12,235 in month; Milwaukee 41,147, up 8317; Buffalo 36,764, up 7431; Syracuse 11,500, up 3100.



**SIGNIFICANT SIGNS OF THE TV TIMES:** More manifestations of TV's growing importance in the nation's economy -- its uptrend unimpaired (though it may yet be) even by the current wave of strikes:

1. Department stores, once chary of handling so complex a mechanism, are finding TV sets among fastest-moving items; in TV areas, they're literally crying for more merchandise -- but, then, so are most radio-appliance dealers. Overall dept. store sales are off slightly, but they look to November-December to produce 25% of year's business, according to NRDGA sales promotion chief Howard P. Abrahams. In TV-radio category, NRDGA estimates 39% of sales will come those 2 months.

2. Big mail order houses are pushing TVs more strongly than ever, both in catalogs and stores -- evidently well stocked for Xmas season with own private labels. Sears Roebuck has even shaved Silvertone prices slightly [see story, p. 2].

3. Stock exchanges this week saw TV-radio shares continuing what New York Herald Tribune called "their own private bull market in the face of declining tendencies in all other parts of the list." Most active this week were Admiral, Emerson, Magnavox, RCA, Zenith, all now well up. Notably upward, too, was ABC; it's a network organization not in manufacturing in any way but operates 5 TV stations on which (with network TV) it claims to have spent \$7,500,000 thus far.

**RCA & EMERSON OFFERING BUILT-INS:** RCA and others may take dim view of indoor antennas, but fact is they're one by one capitulating to growing demand and competitive necessity. Neither RCA nor Emerson is "playing them up" -- indeed, they're warning dealers against too enthusiastic claims -- but former now has 10 sets with built-ins, latter 2. We now count more than score of manufacturers offering built-ins since Philco started things last summer (Vol. 5:30-31).

Utilizing Brite-Pix transmission line developed for Navy, RCA puts aerials in legs of \$19.95 matching optional tables that go with its 10 and 12½-in. metal table models. In its 12½-in. consoles, 16-in. table and consoles, 15x20-in. projections, antenna is built into chassis. Service contracts are same as for indoor antennas: \$45 for 10-in., \$50 for 12½-in., \$60 for 16-in. Distributors are being supplied with built-in antenna kits for receivers in stock.

Emerson hasn't given them publicity, but its 10-in. \$200 and 12½-in. \$250 table models have had built-ins since last month. It takes same attitude as RCA -- that customers shouldn't be led to expect too much, that built-ins won't work everywhere and shouldn't be pushed on that basis. Moreover, its 2 sets don't have aerial tuning buttons.

DuMont is still undecided about built-ins, doesn't like them but is being forced to consider them seriously. At moment it has about dozen sets with built-ins on test, largely in company executives' homes. Antenna is electronically directable.

With varying degrees of promotional claims, these are now offering built-ins according to best available records: Admiral, Bendix, Capehart, DeWald, ITI, Emerson, Hallicrafters, Meck, Motorola, Muntz, Philco, Pilot, Raytheon, RCA, Sentinel, Stewart-Warner, Starrett, Sylvania, Telequip, Tele-tone, Trans-Vue, Trav-Ler, True-tone (Western Auto), Westinghouse, Zenith. In its upcoming new line, Crosley will also offer built-ins as will Sears in its new Silvertone line.

Note: RCA letter to distributors claims its antenna as efficient as any other, but warns that performance is limited and "cannot begin to approach the 'made to order' effectiveness of the outdoor antenna." It helps where landlords won't permit outdoor aerials. But it has limitations, letter emphasizes, so shouldn't be overplayed for fear of "lost good will and lost sales".

**MAIL ORDER PRICES & OTHER TV NEWS:** "We can't get enough sets," is still cry of distributors and dealers in almost all TV-served areas -- particularly those handling name brands. Even off-brands are enjoying market that absorbs almost all they can turn out. Except for what little remains of summer stock, price-cutting is now on miniscule scale. As for new lines, GE and Crosley have some new sets on the way. GE is expected out next week with 7 new models beginning with 10-in. at \$199.95.

Sears Roebuck's Silvertone TVs, made for it by Colonial (Sylvania) and others, in special Xmas catalog are priced \$10-\$20 below last lists (TV Directory No. 9): 7-in. portable, now \$119.95; 10-in. table, \$169.95; 12½-in. table, \$209.95; 10-in. console with AM-FM-3 speed, \$349.95; 12½-in. console combination, \$379.95. Installation fees and warranty are: \$23.95 for indoor antenna, 90 days; \$33.95 for indoor antenna, one year; \$54.95, outdoor antenna and 90 days; \$64.95, outdoor antenna and one year.

Montgomery Ward doesn't list Airline sets in catalogs, but has them in retail stores as follows: 7-in. table, \$99.95; 7-in. portable, \$149.95; 10-in. table, \$189.95; 12½-in. table, \$229.95 & \$249.95; 12½-in. console, \$249.95 & \$279.95; 16-in. console, \$349.95; 12½-in. console with AM-FM-3 speed, \$449.95. Sets are made by Wells-Gardner, Sentinel, Belmont.

Spiegel has cut its Aircastle prices for Xmas: 7-in. table, from \$124.95 to \$119.95; 10-in. table, from \$174.95 to \$149.95; 12-in. table, from \$229.95 to \$169.95. It also has new 16-in. table at \$219.95.

\* \* \* \*

Zenith's new line (Vol. 5:42) is named and priced as follows: 12½-in. Claridge table, \$249.95; 12½-in. Saratoga console, \$289.95; 12½-in. Biltmore (blonde), \$309.95; 12½-in. Graemere console, \$329.95; 16-in. Lexington console, \$399.95; 16-in. Warwick console, \$429.95; 16-in. Mayfair & Waldorf consoles, \$449.95; 12½-in. Riviera console with AM-FM-3 speed, \$449.95; 12½-in. Regent console combination in Queen Anne cabinet, \$489.95; 16-in. Classic console combination, \$599.95; 16-in. Sheraton console combination, \$625. All have built-in antennas, "black" tube. Tubes range from 19 to 26, plus 3 rectifiers.

In Los Angeles for dedication of Herbert H. Horn distributor plant this week, Admiral's Ross Siragusa was quoted as saying shortages are getting so acute that "black market" in TV sets may develop by Thanksgiving; also stating he plans survey of Los Angeles area for possible plant there...Reporting increase in percentages rather than units or dollars (as does Motorola; Vol. 5:42), Capehart says September TV dollar volume sales were up 314% over September 1948; Garod reports October production up 100%; Meck says TV sales up 80%, radios 30%; Pilot, up 60%.

Emerson's 16-in. console with AM-FM-45 & 78rpm has been priced at \$599.50... Philmore, mainly a kitmaker, is advertising 16-in. table at \$365, console \$395, both with 25 tubes plus 4 rectifiers...Sears Roebuck expected out soon with 8½-in. table model at \$134.95...John Meck reports Plymouth, Ind. plant now turning out 600-800 TVs daily; he not only makes own line but also for Philharmonic, Brunswick, Spiegel.

\* \* \* \*

Merchandising notes: Olympic master TV set with "slave" duplicator, both 10-in., advertised this week for \$250; they're connected by coaxial...New Beverly private label TV sold by Hecht-Washington (Vol. 5:42) is made by Olympic...GE dealers giving away matching table and indoor V-antenna with \$189.95 plastic 10-in. and \$269.95 wood 12½-in. table models...Muntz TV, heavy buyer of radio spots in TV areas, reported seeking MBS network for 15-min. Sunday night program; Muntz has full-page ad in Oct. 24 Life Magazine to promote Muntz-to-You sales in 12 cities.

**FOREIGNERS CAN'T TOUCH OUR PRODUCT:** Effect of Britain's pound devaluation on TV-radio business may become somewhat detrimental to a few U.S. manufacturers heavily in export trade or having foreign subsidiaries -- but quite slight compared with, say, effect on manufacturers of expensive leather goods, synthetic rubber, fabrics. Effect on TV set market here will be just about nil for the visible future.

Except for Philips of Eindhoven (North American Philips), no foreign radio maker has been much of a factor in American market, though it's interesting to note

that branches of Pye, Cossor, MasterVision have recently been set up in Canada. For the present, from all we can gather from key government and industry men, there will be slight impact on TV since there is so little TV in the world outside U.S. and Britain's tiny TV industry. Devaluation, permitting cheaper imports, was given this week as reason why Philips is closing down plant at Dobbs Ferry, N.Y.

RMA export committee chairman V. S. Mameyeff (Raytheon) says that in such items as ordinary radio parts, chassis, tubes and radar, Britain may make some inroads in our overseas sales, since foreign countries will be able to get pounds far more easily than dollars. About 10-12% of U.S. radio manufacturers' income derives from exports, ranging from about 3% to 20% for individual companies. Radar is unique in that foreign countries have raked up dollars for it, pinching other vital purchases. Raytheon, for example, sells 50% of its radar overseas. Britain is expected to redouble its efforts to crack that field.

Good advice to pass on to TV customers and audience—from Detroit Edison's *Synchroscope*, which says this is how TV can be made as easy on the eyes as reading: (1) Sit at least 6 feet away from set; persuade children, especially, not to crouch nearer. (2) Sit as nearly in front of screen as possible; from sidelines picture looks somewhat distorted. (3) Look away from screen occasionally to rest eyes; it helps them just as it helps you to get up and walk about after sitting in one position a long time. (4) Keep room lights on while watching; they eliminate kind of eyestrain occurring when there's sharp contrast between dark room and bright screen. (5) Don't put lamp near set; let illumination come from overhead or behind audience. (6) If set must be near window, draw drapes when watching in daytime. (7) Adjust controls properly so image is clear and not too contrasty. And, also: Don't try to be your own serviceman; set is delicate and complicated, voltages sometimes up to 10,000, tube may shatter if handled inexpertly. Dr. Theodore H. Conklin, president of New York State Optometric Assn, offers much the same advice, adds that 6 to 10 feet is best viewing distance for 15 to 19-in. pictures; that bigger the picture the better, with the ideal as large as home movie screen.

Photicon TV tube having "depth, perception and range of vision of the human eye," disclosed by RCA's Zworykin at SMPE convention last week, won't be commercially ready until about mid-spring. Tube's sensitivity is so great, it will permit elimination of presently required multipliers, will make TV cameras simpler and smaller. It also makes tube perfect for color pickups, Zworykin said.

September TV advertising linage in newspapers in 9 major cities ran nearly 5 times as great as next leading home furnishings item, bedroom suites. Total of 1,800,425 lines was 256% ahead of September 1948, according to Neustadt Report. Radio sets in same survey ran 183,861 lines, down 64%.

RMA fall conference is Nov. 14-16 in Hotel Roosevelt, New York. Chairman Max Balcom's TV committee meets Nov. 15, and on Nov. 16 president Ray Cosgrove will report to board on Washington color hearings.

Color TV Inc. is short on its hearing exhibits (No. 238 is principal one, describing system), but limited number of requests can be taken care of by counsel Wheat, May & Shannon, Shoreham Bldg., Washington.

Sex appeal is finally making color TV hearing interesting, what with compatibility and fidelity as issues, quips consulting engineer C. M. Jansky. The press corps, weary of abstruse technicalities, has found even bawdier angles, least of which is "propagation."

Strike threat at RCA Victor faded this week when UEW-CIO agreed to 3½¢ an hour raise, company assuming full payments to life and health insurance fund and other benefits. Employees had been contributing average 3-4¢ per hour. Overall raise for 12,000 Camden workers is estimated about 8¢ an hour. New contract is to June 1951. UEW officials have also started negotiations with GE and Westinghouse, where they claim 150,000 and 70,000 members, respectively, asking for same average \$500 increase originally sought from RCA (Vol. 5:41). Meanwhile, RCA is now engaged in negotiating with 500 technicians (Federation of Architects, Engineers, Chemists and Technicians-CIO), with a strike call set for Oct. 24.

Sale of 5 kw GE transmitter to Brazilian newspaper-radio tycoon Dr. Assis Chateaubriand, for installation atop Rio's famed Sugar Loaf Mt., points up new emphasis top American companies are placing on TV export. Not only is domestic transmitter market stymied by freeze, but installations of U. S. equipment can help sell U. S. standards—and there won't be any market for U. S. receivers until and unless standards are set. First meeting on international standards took place last July in Zurich (Vol. 5:31), second is set in U. S. next year. GE sale to Brazil is second in recent months; it sold Radio Italy 5 kw transmitter, 3 cameras, microwave link, for station that began operation Sept. 11 in Turin. Recent reports indicate Cuba and Argentina are interested. Because most foreign countries use 50-cycle current, U. S. transmitters have to be modified to transmit 625 lines instead of 525.

Trade personals: Samuel Insull Jr. resigns as TV-radio v.p. of Stewart-Warner . . . Fred Sterritt resigns as adv. and sales promotion mgr. of Bendix, Baltimore . . . Stewart Roberts new asst. sales mgr. of Magnavox, which also named L. K. Hagaman as adv. and public relations director . . . V. C. Jespersion new sales mgr. of electronics-merchandising division, International GE . . . Frank B. Powers new director of mfg. operations for Federal Telephone & Radio; he's ex-asst. v.p. for production of American Car & Foundry Co.

RMA's second quarter transmitter sales came to \$2,365,668 in orders received, \$1,826,506 in sales billed. This compares with first quarter's \$1,622,468 and \$1,490,930, respectively. As in first quarter, no sales at all are attributed to TV (due to freeze).

General Instrument Corp. reports \$76,591 loss for quarter ended Aug. 31, compared with \$187,840 loss for preceding quarter, says there has been sharp rise in sales of radio-TV components and current operations are on profitable basis.

Next Southwestern IRE Conference has been scheduled for Dec. 9-10 in Baker Hotel, Dallas.

## Count of TV Sets-in-Use by Cities

As of October 1, 1949

Sets-in-use rose to 2,565,000 as of Oct. 1, according to NBC's monthly "census" report estimating families and sets within 40-mi. service areas (.5Mv). October report embraces 6 new areas not previously included, mostly cities in which new first stations are still testing.

Raymond C. Cosgrove, Avco executive v.p. in charge of Crosley Division, has resigned his \$100,000 post (with bonus, about \$212,000 last year)—but he will remain on board and continue with Crosley in consulting capacity. He will also continue representing Crosley in RMA, of which he is president, and will continue handling RMA's color TV case before FCC. Reason for resignation, as best we can ascertain: incompatibility (with Avco president Victor Emanuel). Now 54, he has been with Crosley 10 years. His Avco duties will be assumed by Mr. Emanuel. John W. Craig is v.p. and gen. mgr. of Crosley Division.

Financial district is revising upward its estimates of CBS's earnings this year, reports Oct. 18 *Wall Street Journal*. From initial estimate of \$2, they now figure 1949 profit will top \$2.15 a share (it was \$2.94 in 1948) the drop reflecting cost of TV. Better outlook is largely attributed to upturn in record and LP attachment sales. Also foreseen are reduced losses from TV, especially when TV rates are raised in near future. It's indicated fourth quarter AM time sales will approximate last year's.

Erie vs. Buffalo-Rochester hassle over TV programs should be cleared up by January, when AT&T installs second coaxial circuit from Cleveland to Erie. This will enable Buffalo's WBEN-TV and Rochester's WHAM-TV to take programs they want, without running into veto by Erie's WICU, simply because Erie is first on the line from Cleveland. *Buffalo News* was so exercised over situation (it owns WBEN-TV) that it ran critical feature article last month, threatened to ask FCC for succor.

Stations signed up to take Paramount kine-recordings from its KTLA, Los Angeles (Vol. 5:37) are: KLEE-TV, Houston; KBTW, Dallas; WFIL-TV, Philadelphia; KFMB-TV, San Diego; KING-TV, Seattle; KPIX, San Francisco. Paramount hopes to have 25 or 30 on its syndicate list by end of November.

TV does not hurt sports attendance, reports *Detroit News* sports editor H. G. Salsinger. He cites all-time admission record of 1,821,204 for Detroit Tigers' 1949 home games, even though half were televised. World Series, he notes, drew capacity crowds, even though games were available in New York via TV. Salsinger holds TV creates new customers—also new revenue from sponsors.

Question of color kinescope recordings seems to have been answered by Navy photographers. They shot color film off receivers during CBS's transmissions in Baltimore (Vol. 5:34), showed them at SMPE meeting in Hollywood last week.

Treating TV as a live mail-order catalog, Sterling E. Norcross, 35 Walnut St., Bloomfield, N. J., offers TV stations his "C-Mail" service. He prints up order blanks, looking like wartime V-Mail, with station's address. Station distributes blanks to viewers who can immediately jot down and send in orders for whatever products they see on station's commercials.

Excellent lay explanation of international radio is contained in *Who Gets the Air?* by Forney A. Rankin, NAB government relations director, now being mailed to members. Booklet's 64 pages describe NARBA, International Telecommunications Convention, other treaties, plus discussion of broadcasters' relationship to FCC, State Dept., IRAC, etc.

By attaching TV camera tube to movie camera, London's Pye Ltd. foresees "really spectacular reductions in studio floor time" in film industry. The idea is to enable number of people to see what film will look like without waiting for next day's "rushes." Pye uses "Image Photicon" tube, rather than American-type tubes, claiming theirs responds more nearly like film.

### Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	87,700
Boston	2	1,175,000	146,000
Buffalo	1	323,000	35,900
Chicago	4	1,438,000	195,000
Cincinnati	3	384,000	34,600
Cleveland	2	695,000	87,700
Columbus	3(a)	225,000	13,000
Dayton	2	291,000	14,700
Detroit	3	839,000	90,000
Erie	1	112,000	10,000
Grand Rapids	1	182,000	6,200
Lancaster	1	85,000	13,800
Milwaukee	1	327,000	41,100
New Haven	1	557,000	44,100
New York	7(b)	3,597,000	800,000
Philadelphia	3	1,184,000	228,000
Pittsburgh	1	742,000	32,000
Providence	1	1,011,000	16,500
Richmond	1	130,000	15,500
Rochester	1	208,000	8,500
Schenectady	1	258,000	32,000
St. Louis	1	474,000	49,500
Toledo	1	241,000	22,000
Washington	4	691,000	63,200
Wilmington	1	183,000	15,900
<b>Total Interconnected</b>	<b>50</b>	<b>16,084,000</b>	<b>2,102,900</b>

### Non-Interconnected Cities

Albuquerque	1	22,000	1,200
Atlanta	2	233,000	17,000
Birmingham	2	196,000	5,100
Bloomington	—(c)	104,000	300
Charlotte	1	171,000	6,500
Davenport	—(d)	133,000	1,000
Fort Worth	1(e)	269,000	7,700
Dallas	1(e)	277,000	8,300
Greensboro	1	165,000	4,600
Houston	1	217,000	8,500
Huntington	—(f)	132,000	400
Indianapolis	1	281,000	9,200
Jacksonville	1(g)	94,000	1,500
Johnstown	1	250,000	5,000
Kansas City	1(h)	275,000	7,000
Los Angeles	7	1,372,000	213,000
Louisville	1	183,000	10,600
Memphis	1	177,000	8,100
Miami	1	117,000	9,700
Minneapolis-St. Paul	2	333,000	35,200
New Orleans	1	225,000	8,000
Oklahoma City	1	138,000	9,700
Omaha	2	132,000	6,000
Salt Lake City	2	93,000	6,700
San Antonio	—(i)	130,000	100
San Diego	1	113,000	10,100
San Francisco	2	825,000	14,600
Seattle	1	307,000	10,100
Syracuse	1	199,000	11,500
Tulsa	—(j)	125,000	1,000
Utica	—(k)	127,000	2,500
Others	—	—	21,900
<b>Total Non-Interconnected</b>	<b>37</b>	<b>7,420,000</b>	<b>462,100</b>
<b>Total Interconnected and Non-Interconnected</b>	<b>87</b>	<b>23,504,000</b>	<b>2,565,000</b>

(a) Third station, WBNS-TV, began scheduled operation Oct. 15. (b) Seventh station, WOR-TV, began scheduled operation Oct. 5. (c) WTTV now testing, starting date indefinite. (d) WOC-TV now testing, begins scheduled operation Oct. 31. (e) Fort Worth-Dallas stations' coverage overlap. (f) WSAZ-TV now testing, begins scheduled operation Nov. 15. (g) WMBR-TV began scheduled operation Oct. 16. (h) WDAF-TV began scheduled operation Oct. 16. (i) WOAI-TV, San Antonio, begins operation sometime in November. (j) KOTV now testing, begins scheduled operation in mid-November. (k) WKTU due to test in November.

GE estimates 5,600,000 TV sets in use by end of 1950, thus topping other forecasts (Vol. 5:42). More than that, it anticipates 19,300,000 over next 5 years. Figures are based on new research studies disclosed by G. L. Roark, New York electronic sales chief. *Note:* We told you (Vol. 5:41) that September RMA output figure, due in week or so, will exceed 200,000. First (Labor Day) week ran close to 40,000, second week about 61,000—and curve is upward, so that 200,000 figure should easily be topped.

**SEPTEMBER'S 270,000 TV OUTPUT:** Again, TV output record is broken -- RMA reporting 224,532 sets for 4-week September, up somewhat more than expected from 5-week August's previous record of 185,706 (Vol. 5:40). There's scant doubt figure will be considerably higher for October, but that won't be known for another month.

Because neither Admiral nor Tele-tone, to say nothing of several dozen smaller manufacturers, is reporting to RMA, we are arbitrarily adding 20% to RMA's figure to arrive at truer all-industry total. Everybody agrees it's conservative, probably errs on low side. Thus, we arrive at round figure of 270,000 for the month. Adding this to previous cumulative of 1,355,000, we get 1,625,000 for first 9 months of 1949. Add this to estimated 1,157,000 postwar cumulative until end of 1948 (Vol. 5:8), and total TV sets produced up to Oct. 1 is 2,782,000. You can assume all these in use now, inventories consisting of no more than October's production.

Total of all radios produced during September (including TVs) was 757,000, down from August (see monthly tables, p. 85, TV Directory No. 9). RMA's September TV breakdown: table models, 125,379 (18,969 with AM and/or FM); TV-only consoles, 70,024; combination consoles, 29,129 (13,971 with phonos, balance with AM and/or FM only). September FMs: table models, 41,458; AM-FM consoles, 29,478; FM only, none.

Note: TV sets now account for 62.5% of industry's receiver sales volume, though only 20% of units, according to most authoritative sources.

**THE TV 'TEMPERATURE' STILL WAY UP:** Boom-flushed TV marketeers are talking bigger than ever -- but the last year has proved that this business is mercurial, can rise overnight to the heights (as it did in 1948), plunge overnight to the depths (as it did last spring and summer). Then surge once again to undreamt proportions.

There could be slips, but only clouds on horizon right now seem to be the strikes. Not so much because of shortages of materials they may create -- but because of their impact on the nation's economy, on buying power. In that respect, TV is in same boat as other businesses. Actually, so far, it's amazingly better off.

For even in hardest-hit Pittsburgh, Buffalo and Cleveland, TV sets are moving in surprisingly large quantities. Radios, too.

There are a cautious few manufacturers who are treading warily, recalling the recent sudden dip, repeating the adage "what goes up must come down." Inquiries and current trade reports elicit these reactions:

(a) Strikes are bound to end, general business bound to pick up, TV bound to maintain healthy if not break-neck pace in view of low prices of sets and good programs. Remember, too, that some \$2.8 billion in GI insurance dividends will be payable in mid-January -- average check \$175, VA tells us. Many will doubtless use their checks to buy TVs. It's a good mid-winter market prospect.

(b) Scarcely a discordant note appears in the local trade news roundups being published by the merchandisers' best newspaper, Retailing Daily. Consistently, it reports flourishing markets -- even in one-station and in non-interconnected towns. Consistently, complaint of dealers is that they can't get enough merchandise. Only two complaints we've actually heard: "They're not breaking the doors in any more (as during World Series) in this town, but we're selling all we can get." And Muntz sales manager Don Adams tells us his sales are off 20% in Cleveland.

(c) Industry leaders are of one accord in avowals of confidence -- and it doesn't sound like mere ballyhoo. An RCA topkick, just back from West, where there's no network service and programs aren't as choice as in East and Midwest, actually puts recently laggard San Francisco, Seattle and Salt Lake into the "hot market" category; said merchants there think peak won't be reached until Xmas. And --

Philco's Jimmy Carmine reports production now 12,000-14,000 TVs per week,

should soon reach 18,000, everybody on allocation...Motorola's Paul Galvin reports record-breaking sales (of all products, but TV is big leader) in excess of \$50,000,000 for first 9 months of this year vs. \$57,000,000 for all 1948 (see note, p. 4) and forecasts more than \$75,000,000 for year...Crosley's W. A. Blees tells us he calculates that if TVs were in free supply, market between now and Xmas could absorb 1,000,000 more TVs than present production will permit; adds that Crosley is now selling 16,000-18,000 per month, gearing for 30,000-40,000, aiming for \$100,000,000 per year business in TV alone...Admiral's Ross Siragusa adds to previous salutary news about his production and earnings (Vol. 5:42) by telling San Francisco reporters he plans 25% production increase next year.

And, curious phenomenon, upsurging radio set sales are reported from all quarters. Both table radios and phono combinations. In TV as well as non-TV areas. Industry underestimated this demand too. Big factories as well as little are doing land-office business. Philco actually raised prices on several radios -- \$199.95 console with AM-FM-3 speed to \$229.95; clock sets from \$34.95 to \$37.95 mahogany, \$37.50 to \$39.95 ivory, because price of clock was hiked.

### **TRENDS AND TOPICS OF THE TV TRADE:** Noteworthy changes of pace in the TV trade:

(1) Several manufacturers report console TVs and console combinations actually beginning to outsell table models. Reason is believed to be heightened interest in phono -- all 3 speeds. One major wholesaler explains it thus: Lots of radio-phono owners want new sets, with big speakers, are readily sold same with TV ("only a few more bucks"). In fact, price with TV is little more than they paid for original radio-phono combination.

(2) First outright raise in prices of TV sets, with no pretense of disguising them as "new models", was disclosed this week by Muntz -- now listing 10-in. table at \$189.50, up \$10; 12½-in. table, \$249.50, up \$30; 12½-in. console, \$279.50, up \$30. Sales manager Don Adams stated demand is so great he felt he would be sold out by Xmas, so he thought price rise might slow up demand a bit! Muntz now producing 400 sets per day (in old Howard Radio plant), opening up next in Cincinnati and Minneapolis-St. Paul.

GE's new sets mostly include built-in antenna and "black" tube. They are: plastic 10-in. table, \$199.95; wood 10-in. table, \$239.95 (blonde \$249.95); 10-in. console, \$259.95; 12½-in. table, \$279.95; 12½-in. console, \$299.95; same in better cabinet, \$319.95 (blonde \$329.95); 12½-in. console with AM-FM-3 speed, \$459.95. Notably absent, though presumably coming later, are new 16-in. models, though GE announced own 16GP4 wide-angle, shorter-length 16-in. metal-coned tube (same as RCA's; Vol. 5:43) would be in limited production in December. All sets have 18 tubes plus 3 rectifiers, except 12½-in. combination with 24 and 5. Only one without built-in is 10-in. plastic. All save 10-in. have "black" tube.

Crosley's new sets will be shipped to distributors early in November, all including built-in. Basic 10-in. table will be \$200; others, not yet priced, are 12½-in. table and console, several 16-in. consoles.

Besides GE and Crosley, you can add Air King and Sperton to list of TV makers offering built-ins (Vol. 5:43) -- but it's noteworthy that so many use very small type in ads, reading "includes built-in antenna"...DuMont is one of majors who sees trend to consoles, who also sees 16-in. and 19-in. tubes soon outstripping 12½-in...Though its big success has been with consoles, Magnavox has new 12½-in. table at \$239.50, with built-in, lowest Magnavox price yet; also will have new 16-in. console with AM-FM-3 speed, \$995, due in mid-November...DeWald has cut price of 10-in. table from \$240 to \$200; same with doors, from \$258 to \$210; 16-in. console, from \$460 to \$370; and has new 12½-in. table at \$270.

Bendix has new 12½-in. console at \$279.95, with built-in; long maker of auto radios (about third of Ford's), it's now going after private label TV business, none signed up yet. Bendix brand TV and radios will continue, said sales manager E. C. Bonia...Bace has 19-in. console at \$595, with 26 tubes plus 4 rectifiers; uses Zetka all-glass tube.

North American Philips turning on promotional heat for Protelgram projec-

tions, featured in dozen pages of advertising and articles in Oct. 26 Radio & Television Weekly; Philips lists these present producers of sets with Protelgram: Ansley, Automatic, Brunswick, DeWald, Emerson, Fada, Fisher, Pilot, Scott, Stewart-Warner...Sylvania now turning out 8½-in. tube (8BP4) listing at \$27.75; Philco toying with idea of 8½-in. set...Dim view some take of 7-in. reflected in current liquidations of Philco 7s, no longer being made. One big wholesaler unloaded with soap manufacturer to be given as premiums; sold some to local firm renting them out along with hospital beds and wheelchairs. Philco got rid of stock by sending them as bonus in lieu of price slash on old combinations last summer -- then price landslide came anyhow!

**MORE ABOUT RECTANGULAR TUBES:** Demand for "round tubes" continues so great that there's no rush to rectangular tubes (Vol. 5:42). But if we're to believe both Owens-Illinois and Corning, there's very little doubt that the rectangular will win dominant place in 1950 market. Particularly the 16-in., following current trend of market toward bigger pictures and smaller sets (Vol. 5:43). As a Corning spokesman put it, "Eventually the rectangular must take over; it alone can provide 4:3 aspect ratio, most complete detail, fullest picture, in smallest space."

This, coming from Corning, is the more significant, because Corning isn't yet taking orders for rectangulars -- whereas spokesman for Owens-Illinois' American Structural Products Co. tells us it already is making them and has orders for 100,000 blanks and is "betting every single manufacturer will have some rectangulars in his line after first of the year." Corning says it can produce as soon as there's demand. "It depends on the set people -- what they want," said Corning's spokesman. "It won't be hard to shift over, and of course nobody orders blanks more than 30 days ahead." Like ASPC, Corning has 13 and 18-in. sizes, but expects initial interest mostly in 16-in. It's claimed, too, 16-in. can fit into 12½-in. chassis.

Ever-changing tube picture is also evidenced by these current developments: Corning's tube blanks now being turned out in both tinted and clear glass, and ASPC forecasts "everything will be filter glass by January"...Big tubemakers RCA and Sylvania deeply interested in rectangular-faced tubes, readying for any shift in demand; RCA not overlooking possibility of making them with metal-cones, too...Dr. Allen DuMont reveals at Washington color hearing that his 19-in. metal-coned tubes are now going into "10,000 DuMont sets alone per month, with several more set manufacturers turning to it...Tubemakers asserting 12½-in. still hot, but rate of increase in 16-in. orders greater than for any other size.

Specs of new 16-in. all-glass rectangular bulb, as published by ASPC: 70-degree deflection angle; 18.754 or 20.282-in. over-all length; weight 15¼ lbs.; usable screen area, 138.7 sq. in.; face dimension of outside glass, 14.738-in. wide x 11.5-in. high; dimension of screen, 13.739-in. wide x 10.304-in. high; diagonal, 15.164-in.; price, \$11 plus 50¢ for carton.

---

New York City area, with 800,000 TVs, accounted for 31% of sets-in-use as of Oct. 1, reports NBC Research. Last year at this time it was 46%, but many more markets have opened up. Analysis of monthly increases (comparison of tabulars for Oct. 1 vs. Sept. 1; Vol. 5:43 & 39) reveals New York still showing greatest increase, up 45,000 in month; Los Angeles next, up 26,000; Boston, up 21,000; Chicago, up 17,000; Philadelphia, up 13,000; Cleveland, up 12,200; Baltimore up 11,600; Detroit, up 9,000; St. Louis, up 8,700; Milwaukee, up 8,300; Buffalo, up 7,400; Pittsburgh, up 7,000. Note: On basis of 3,597,000 families in .5Mv area, New York would rate one set to approximately every 4.5 families, but fact is many sets are in bars and public places.

RCA Victor has reached agreement with technical workers, who had voted to strike (Vol. 5:43), with terms said to be comparable with those reached with UEW.

RMA has issued new 97-p. membership list and trade directory for 1949-50.

Reasons why 80% of Washington's 340,000 families haven't got TV sets yet are given in American Research Bureau survey of 1000 sample homes last week: Financial, 44%; not interested, 22.2%; awaiting technical improvements, 11.8%; awaiting program improvements, 5.1%; awaiting color, 4.7%; expect to buy in near future, 4.1%; eyestrain, 3.2%; miscellaneous, 4.9% (including such reasons as no electricity, travel too much, "instrument of Satan," etc.).

Andrea Radio's president Frank A. D. Andrea, real veteran of the business, who started his "wireless" career as an assistant to Marconi, has written booklet on *History and Manufacture of Television Receivers*, available from Andrea dealers or from plant in Long Island City, N. Y.

Dept. of Commerce has issued *Schematic Manual for Surplus Electronic Equipment, Vol. 1*, (\$1), 44-p. booklet covering most common types of surplus gear. Write Office of Technical Services, Dept. of Commerce, Washington 25, D. C.

Whether to get on with regularization of TV auxiliary services, or hold back until after theater TV requests are disposed of, is a big question at FCC. Motion picture people have asked for same 7000-mc frequencies assigned for TV pickup, STL and intercity relaying (Vol. 5:36). TV broadcasters want permanent rights in intercity relay frequencies and elimination of proposal to permit use of microwaves only when wire lines are not available (Vol. 5:41); also want more 7000-mc channels for big cities (New York, Chicago, Los Angeles), don't like proposed remote control and identification rules. Telecasters assert equipment can be operated properly with operator more than 100 feet from transmitter, also feel it's unnecessary to require identification every time transmitter goes on air since remotes involve much lining up of circuits, etc. AT&T opposed any change in FCC policy on temporary use of privately-owned microwaves for intercity relaying. Latest comments were filed by ABC, DuMont, Federal, NBC, Philco, TBA.

Petrillo's contract for employment of musicians in TV films sets scale, invites further discussions on royalty payments (Vol. 5:41). Sentiment is growing TV stations may have to kick in all or part of royalties, with Petrillo reported favoring such a move. He's quoted as saying: "Stations are getting by with murder." Producers can go ahead with live music in TV films at following rates: \$27 per man for 15-min. program (1 hour rehearsal); \$9 per man for each extra 5 min. (20 min. rehearsal); \$4.50 per man for each 15 min. of extra rehearsal; double scale for leaders and musicians who play more than one instrument.

Zenith's president E. F. McDonald, unable to be present for RCA color demonstration for licensees in Washington Oct. 11 (Vol. 5:42), was given private demonstration Oct. 21 as personal guest of RCA president Frank Folsom. Though he's not an RCA licensee and in litigation with it on patents, he came away expressing firm belief in "compatibility" (Vol. 5:43).

Merger of FMA into NAB was one of topics at NAB organization committee meeting last week, when it discussed details with FM executives. Subject is due to be aired by FMA board, meeting soon, as well as at Nov. 15-17 NAB board meeting in Washington. Meanwhile, NAB study by FM director Art Stringer, going to FM members this week, shows Philadelphia super-market chain increasing business average of 94.3% through use of storecasting—with some products jumping sales 260%.

Station accounts: Currently reported TV users or prospective users, mostly spot, include: Schick Injector Razors, thru Biow Co.; Ken-L-Ration Dog Food, thru Ruthrauff & Ryan (using "talking dog" films); Excelsior Quick Frozen Meat Products, thru Tracy, Kent & Co.; Borden Co., thru Young & Rubicam; Doubleday Dollar Book Club, thru Hoge & Sons; Artistic Foundations Inc., thru Hirshon-Garfield; Hamilton Watch Co., thru BBDO; Alexander Smith Carpet Co., thru Anderson, Davis & Platt; United Air Lines, thru N. W. Ayer; Corliss Lamont & Co., thru Cecil & Presbey; Illinois Bell Telephone Co., thru N. W. Ayer (on WBKB, Chicago); Consolidated Edison, New York, 5-min. nightly *WNBT Weatherman*.

Much ado in trade press about fact New York dept. stores are getting more TV-minded—notably Saks-34th St., buying time on WABD's *Your TV Shopper*; Gimbels sponsoring *The Truex Family* on WPIX; Lord & Taylor, Wanamaker's, Stern Bros., Alexanders having used TV in past. With Victor Ratner, ex-CBS promotion v.p., becoming public relations director of Macy's Nov. 1, *Billboard* headlines "Gimbel's In, Can Macy's Be Far Behind?"

RCA gross income rose to \$275,673,666 first 9 months of this year, but net went down to \$14,095,186 (84½¢ per share). This compares with \$256,968,537 gross and \$15,128,783 (92¢) for same 1948 period. Fourth quarter is biggest sales month (particularly TV), so gross income for year should exceed 1948's \$357,617,231 (Vol. 5:9). Third quarter gross income was \$88,415,679 vs. \$80,888,824 last year; net \$3,973,138 (23¢) vs. \$4,278,495 (25¢).

Philco sales for first 9 months of this year dropped to \$150,043,000 from \$194,156,000 in same period last year. Net income dropped to \$2,506,000 (\$1.32 per share) from \$7,218,000 (\$3.95) year ago. Third quarter sales totaled \$46,776,000 vs. \$69,539,000 last year; profit \$508,000 (24¢) vs. \$2,416,000 (\$1.44).

Spurt in demand for TV tubes, sellout of its 1949 TV receiver production, prospect of "record-breaking TV fourth quarter," are noted in Sylvania report for 9 months ended Sept. 30. Net sales were \$73,041,240 vs. \$71,735,038 for same 1948 period. Net income was \$1,911,597 (\$1.17 per share) vs. \$2,724,717 (\$2.32) in 1948. Third quarter sales were \$23,375,692, profit \$356,530 (18¢), compared with \$23,524,962 sales and \$613,415 (46¢) profit in same quarter last year.

Motorola's sales reached record of \$51,795,564 for first 9 months of this year, compared with \$39,848,775 for same 1948 period and slightly over \$50,000,000 for all 1948 (Vol. 5:10). Net profit for period totaled \$2,672,613 (\$3.34 per share) vs. \$2,215,914 (\$2.77) in 1948. Third quarter sales ran \$17,973,196, profit \$764,377 (96¢) vs. \$12,930,235 sales and \$565,874 profit (71¢) for same 1948 quarter. President Paul Galvin predicted more than \$75,000,000 sales, better than \$5 per share profit, for 1949.

Stewart-Warner Corp. sales for first 9 months of 1949 were \$40,445,152, down 27.8% from \$55,993,599 for same period in 1948 and \$56,926,546 in 1947. Profit for period was \$1,296,284 (\$1 per share) vs. \$2,609,725 (\$2.02) for 1948 period and \$1,938,851 (\$1.49) for 1947 period. Company announced promotion of Erling G. Fossum, ex-service mgr. of Alemite and Heater divisions, as gen. mgr. of Stewart-Warner Electric, its TV-radio division.

Hoffman Radio's sales for 9 months ended Sept. 30 were \$5,784,304, compared with \$3,221,970 same period last year. Net profit was \$222,844 vs. \$130,760. Report to stockholders indicates TV is biggest factor now, but says 1950 Govt. sales of special electronic equipment will also be largest in company's history. Los Angeles company concentrates on western TV-radio markets.

Noting how TV manufacturers are using AM stations to plug product, spending to tune of \$250,000 on New York's WNEW alone, *Variety* sees "strange anomaly . . . a situation where radio is playing a major role in helping to build up its TV competitor. [The] build-up has snowballed into a lucrative source of income for the radio stations, and in an era of dwindling AM billings, stations are taking no chances looking a gift horse in the mouth."

Fast development process for color kinescope recordings used in intermediate film system of theater TV can be achieved in 6 months once FCC sets color TV standards, predicts Paramount's Paul Raibourn. He thinks time can be shaved to 40 seconds, says Paramount now has black-and-white process down to 10, with quality superior to 16mm film.

"Living newspaper" is what New York's WOR-TV calls unique 2-5 p.m. daily *Telefax News*. It's actually printed (Fototype heads, Varitype text, Ozalid process) and placed before camera in galley form. Departmentalized, it includes regular stories, comics, pictures, etc., has at least 3 editions daily.



**IS FREEZE SHRINKING TV SET MARKET?** Over the short term, at least, TV manufacturers don't seem particularly worried lest market for receivers be stunted by drying up of CPs -- only 23 still left, 12 of them for new stations in areas not yet TV-served (see TV Directory No. 9 and Addenda to date).

Even though FCC's freeze will probably last far into 1950 (Vol. 5:44), meaning few if any new stations until well into 1951, belief is plenty of exploitation remains to be done in existing TV-served markets. There are 55 of these (including the several with stations still testing) -- and only an estimated 2,565,000 sets-in-use among the 23,504,000 families within their 40-mi. (.5Mv) radii (Vol. 5:43).

This means only 11% of homes in TV-served areas have TVs -- that is, if you count public places as "families". Thus, actually, more than 9 out of 10 homes in TV-served areas remain to be sold first TV sets.

Exploitation of these markets alone will consume plenty of output, say the manufacturers, though sales efforts may have to be intensified next year. Thus, freeze may not be an unmixed evil. Said one top sales manager: "We can develop the slow-moving markets without having to stretch ourselves the way we're doing now and did last year, when new markets were opening on top of each other. Even now, we're allocating all our output. We're not too worried about the freeze, not yet anyhow."

Note: U.S. Census Bureau counted 37,280,000 families in whole U.S. as of April 1948. With 23,504,000 of these in TV areas, that means 63% of all families already within service range. New markets yet to be opened up by pre-freeze CP holders are Phoenix, Ariz.; Bloomington, Ind.; Ames, Iowa; Kalamazoo, Mich.; Lansing, Mich.; Binghamton, N.Y.; Utica, N.Y.; Nashville, Tenn.; San Antonio, Tex.; Norfolk, Va.; Huntington, W.Va.

**BLACK MARKET REARS UGLY HEAD:** Recurring reports give credence to an almost unbelievable fact -- that shortages in some lines have led a few quick-buck retailers to demand payoff premiums for delivery of TV sets. On small scale, it's a condition not unlike automobile business not so long ago.

It's probably not widespread enough to be common practice, and certainly the brand manufacturers and wholesalers wouldn't condone it -- remembering the ill-will so many auto dealers engendered during recent shortage.

But the reports persist, and we have first-hand one ourselves of a New York customer who actually was asked \$50 above list for early delivery of a 16-in. set.

There are complaints, too, of tie-in sales but they stem mostly from distributors balking at being required to buy goods they don't want in order to get TV sets they do want. On the other hand, once-unwanted items like expensive TV and radio consoles, even phono units, are said to be moving well these days.

It's probably unfair to say these conditions betoken a trend, for TV business is being built up by pretty solid merchandisers for most part -- men with good backgrounds in radio and appliances who know (or should know) that the quick buck doesn't make for good customer relations, let alone replacement orders.

Yet fact is that sets are so tight that one of telecasting's VIPs (very important person indeed) couldn't even "get them wholesale" the other day when he asked president of one of biggest factories for early delivery of 2 expensive models he wanted to give as gifts. All the VIPI got was a delivery priority.

Radios are also in shorter supply than ever, even radio-phonos, and from some non-TV areas come reports that retailers are getting sore because they feel manufacturers are neglecting them in favor of TV.

**TREND TO THE 16-in. PICTURE TUBE:** RMA third quarter figures aren't ready yet, but tubemakers will all tell you trend of TV picture tube size has been consistently upward all this year (Vol. 5:43). The 10-in. is still tops, but 12½-in. is rapidly overtaking it. With new shorter-necked tubes, it looks as though 1950 will be 16-in. year -- and that size should sweep the market once prices reach lower levels. Now in mass production, fitting into cabinets no larger than 12½-in. require, there's no reason why 16-in. TVs shouldn't get cheaper eventually.

Biggest tubemaker RCA says its 16-in. production in October and November will account for 30% of its total. Ratio will continue to rise as its new Marion, Ind. plant, now entirely on 16-in. metal-coned tubes, increases its production.

RMA figures show 7-in. rose from 55,263 units first quarter of this year to 112,375 second quarter; 10-in. went down from 378,760 to 337,685; 12½-in. up from 190,046 to 234,998; 15/16-in. up from 54,614 to 87,409; projection tubes, down from 6,921 to 3,848. Thus, for first half of this year, 10-in. ran close to 50% of all, 12½-in. about 30%, 15/16-in. about 10%.

Practically all 30 tubemakers (see p. 83, TV Directory No. 9) have their customers on allocation now. Sylvania says heavy fourth quarter demand is already taxing capacity of all, anticipates this will continue "well into 1950." DuMont reports flourishing tube business, is especially delighted with way 19-in. has caught on -- says 10,000 of these are being made each month. Hytron reports plan to build additional tube factory in Newburyport, Mass.; present plant working night shifts.

Radio tubes are running at high rate, too; not only are radios moving well, but what's often forgotten is that average TV set uses more tubes than radio.

\* \* \* \*

Prices of 16-in. table models already on market: \$250, Philharmonic; \$270, Jackson, Televista, Video Corp.; \$280, Brunswick, Meck, Sovereign, Vidcraft; \$300, Olympic, Raytheon, Regal, Telindustries; \$320, Hallicrafters, Tele King; \$325, Bace; \$330, Emerson, Mattison; \$340, DeWald; \$350, Garod, Sentinel, Starrett; \$360, Federal TV; \$367, Altec-Lansing (chassis); \$375, Westinghouse; \$395, Ansley, Bowers, Multiple, RCA; \$400, Fada, Magnavox, Mars; \$445, Sightmaster; \$545, Bell. Also, these 15-in. table models: \$395, Cascade; \$400, Remington, UST; \$425, DuMont.

The 19-in. thus far come only in consoles, and are as yet made only by DuMont, Hallicrafters, Bace, Hoffman, Stromberg, Remington, UST -- ranging up from DuMont's lowest-priced at \$495. There are also several 20-in. models turned out by DuMont, Multiple, Sightmaster, Bell, ITI.

**GOOD 'GUESSTIMATES' OF TOP TV MAKERS:** Some variants to list of top 10 TV producers, as we recently adduced them (Vol. 5:35), are offered by researchers for Television Shares Management Co., Chicago (Television Fund), who go a bit further than we did and actually rank them for whole of this year by unit and dollar volume. Frankly conceding they're "guesstimates" -- but based on close study of financial statements, RMA figures, executives' forecasts and trade reports -- TSMC's Edgar Greenebaum and Bruce Carlson pick 1949's "first 13" but warn: "These are only semi-educated guesses, for as you realize, in the majority of cases among the manufacturers, Gimbels doesn't tell Macys":

TV Unit Volume for 1949: RCA, 410,000; Admiral, 400,000; Philco, 315,000; Motorola, 250,000; Emerson, 215,000; Zenith, 160,000; Crosley, 160,000; GE, 150,000; Westinghouse, 125,000; Tele-tone, 110,000; Hallicrafters, 85,000; DuMont, 80,000; Magnavox, 70,000. Total, 2,530,000.

TV Dollar Volume for 1949 (factory prices): RCA, \$75,850,000; Admiral, \$68,000,000; Philco, \$56,700,000; Motorola, \$41,250,000; Emerson, \$33,325,000; Zenith, \$30,400,000; Crosley, \$28,800,000; GE, \$27,750,000; Westinghouse, \$23,125,000; DuMont, \$20,000,000; Tele-tone, \$16,400,000; Magnavox, \$15,400,000; Hallicrafters, \$13,175,000. Total, \$450,175,000.

Note that top 9 rank same in units and dollars, but next 4 vary. Note, too, that average price per set varies with different companies, but average list for all makes is approximately \$180. As for 1949 total of 2,530,000 units for these 13 set

makers, it looks quite reasonable in light of whole industry's calculated 1,625,000 for first 9 months (Vol. 5:44) and virtual certainty that last 3 months will account for well over 1,000,000.

Actually, there are about 100 set and kit makers, as listed in our TV Directory No. 9. But there's scant doubt these 13 turn out best-known brands, good probability they do 90% or more of whole industry's business.

**TRENDS & TOPICS OF THE TV TRADE:** Demand continues high, labor market up, so there aren't many who anticipate immediate breaks in TV prices. Not before next year's new models, at least.

Quite the contrary -- you hear peeps, now and then, of price increases. This week, Raytheon upped 16-in. models \$10 each, making table unit \$299.95, consolette \$349.95. Only reason, we're told, was "re-evaluation of manufacturing costs."

Major tubemaker which only recently began marketing TVs under own brand name (Vol. 5:34), Raytheon is also offering "black" tube as optional in 12½-in. consolette for \$10 extra. Its Belmont plant in Chicago, said executive v.p. H. C. Mattes, is now turning out 500 Raytheon TVs per day, expects to reach 750 by month's end.

To quiet trade reports that prices would soon be raised because of higher labor costs, RCA's consumer products v.p. Joe Elliott stated Friday RCA Victor has no plans to increase prices of TV receivers.

\* \* \* \*

Trade news is still dominated by excess of demand over supply and boom pre-Xmas trade, radios as well as TVs. Nearly everybody seems to think condition will run well into next year. In non-TV areas, merchants as well as local folk are prodding local broadcasters to provide that much-talked-about TV service, urging them to install stations; most local merchants have only vague ideas about TV freeze.

Bellwether RCA isn't ignoring radio set market, this week announced radio-phono console (with 45rpm) at \$99.95, about \$100 lower than its lowest, designed for tight-spaced homes or apartments; also 2 new table model AC-DC radios with 8-in. speakers at \$29.95 and \$39.95, both with plug-ins for 45rpm players. RCA officially denied reports it's going into 33rpm; to many rumors about abandoning 45rpm, consumer products v.p. Joe Elliott replied that these changers, reduced from \$24.95 to \$12.95, are now selling at rate of 50,000 per month while 45rpm record sales have increased 260% in last 90 days and are running at annual rate of 20,000,000 units.

\* \* \* \*

You're going to hear lots about RCA's Antenaplex System of simplified multiple antennas for apartment houses, hotels, hospitals, stores, etc. It hasn't been promoted much, partly because of receiver scarcities. But it has already been installed in 26 places, mainly New York area (Shelton Hotel is latest). Among store installations now working are those in Macy's New York and White Plains stores; Liberty Music Shop, New York; Rich's and Davis & Paxson, Atlanta; Dayton's, Minneapolis; Shillito's, Cincinnati.

Specialty distributors are handling Antenaplex contracts, which RCA's Engineering Products Dept. -- its TV transmitter business stymied by freeze -- plans to extend gradually into many more cities. It will be promoted heavily as answer to landlords' objections. System doesn't necessarily require RCA receivers; Shelton bought up quantities of Admiral 7 and 10-in.

\* \* \* \*

Miscellaneous trade news notes: Emerson has new 12½-in. consolette at \$279.50, includes 19 tubes plus 2 rectifiers; has also put out new \$19.95 table radio and \$24.95 personal radio with batteries...DuMont billings reported running some \$5,000,000 every 4 weeks; it works on 13 four-week cycles...Regal has new 16-in. console at \$397.50; with AM-FM, \$447.50...Video Corp. of America shaved 16-in. prices somewhat (around \$10) to list table now at \$270, open console \$300, console with doors \$320...Sonora seeking tax settlement with Uncle Sam, in connection with bankruptcy; president Joe Gerl then hoping to get it back into private radio and TV production...Arvin's 12½-in. table model (Vol. 5:41) is listed at \$260...Motorola out with new 16-in. TV-only console at \$349.95.

Zenith is still beating drums for Phonevision, appears to be going ahead with tests in some 300 Chicago homes, though FCC approval requested last August not yet obtained (Vol. 5:32). Recurrent trade paper reports tell of sets adapted and installed, phone lines readied, "A" feature films obtained, but details are lacking. MPA spokesman denies any of its producers is participating. Sales v.p. H. C. Bonfig, speaking this week before Kansas City Co-op Club, was quoted as saying TV is "an economic monstrosity because its spectacular popularity is coupled with enormous losses on the part of TV broadcasters . . . The biggest worm in TV's apple is programming, and the only solution is to give TV Hollywood motion pictures plus a boxoffice."

Illinois Bell Telephone Co. put serious crimp if not quieted in Zenith's Phonevision plans when it recently informed company it would have nothing to do with pay-as-you-look TV beyond furnishing leased lines for test now planned for early next year. Phone company said it wouldn't participate "either now or, so far as we can see in the future, in the other aspects of the fee-type TV such as billing, collecting or operating the switching of unlocking signals, or handling the orders therefor, by our operating forces." One fundamental of plan (Vol. 3:27) is to have phone company handle keying signal as well as bill customer for special movie telecasts.

DuMont has appointed Canadian Marconi exclusive representative to sell station equipment in Canada (Vol. 5:41). Although preliminary talks have been had with same company to make and sell DuMont receivers, nothing definite has been decided. Emerson recently appointed Canadian Marconi to make its TV sets (Vol. 5:38). DuMont also has sold transmitter and equipment to Mexico City publisher Romulo O'Farrill, who is reported hoping to get signal on air by end of year.

TV habits of 2000 Los Angeles families, according to Woodbury College survey: 91% listen less to radio; 68% report decreased movie attendance; 56% read fewer books, 43% fewer magazines, 15% fewer newspapers. Favored programs are sports, Milton Berle, movies, with football well in lead; 37% would be willing to pay something to watch football on TV, 34% would pay for championship boxing match. Set ownership: RCA 16%, Philco 15%, Admiral 13%, Hoffman 9%, Packard-Bell 7%, GE 6%, others 34%.

Since "census" of TV sets by cities as of Oct. 1 (Vol. 5:43), these reports of sets-in-use as of Nov. 1 have been received from station operators: Los Angeles 240,000, up 27,000 in month; Washington 69,550, up 6350; Kansas City 15,755, up 8755; Syracuse 15,104, up 3604; Memphis 9910, up 1810; Omaha 7748, up 1748; Greensboro 6531, up 1931.

Newly organized National Television Dealers Assn. (Vol. 5:41) announces comedian Bob Hope has accepted honorary president; he's chairman of board of Quality Electric Corp., Los Angeles, DuMont distributor (Vol. 5:23). Group says it now has 300 members, has fixed dues at \$25, plans first convention early next year.

Edward E. Shumaker, 67, former president of old Victor Talking Machine Co. and president of initial RCA-Victor when it was merged in 1930, died Nov. 4 at his home in Merchantville, N. J.

William Vassar, engineering asst. to Emerson Radio's executive v.p. Dorman Israel last 5 years, this week was named Emerson's chief engineer.

IT&T's Radio Corp. of Porto Rico has sold its WKAQ, San Juan, 5 kw on 620 kc, to *El Mundo* for \$325,000.

RCA's vestpocket tube manual, 1950 edition, is now available, includes TV servicing and battery data.

Magnavox directors have called special stockholders meeting Dec. 12 for vote on new preferred stock issue designed to retire outstanding bank loans and strengthen working capital. Stockholders of record Nov. 15 will be entitled to vote. Present capitalization consists of 1,000,000 shares of \$1 par capital stock, of which 659,898 are outstanding. There's unverified report that Music Corp. of America principals (notably Jules Stein) recently bought heavily into Magnavox, whose stock pulled up considerably after big summer dip.

Big boost in sales and net of Corning Glass attributed in good part to TV tube blanks. For year ended Oct. 9, sales were \$70,091,514 vs. \$64,989,541 for preceding year. Net income was \$5,617,900 (\$2.01 per common share after preferred requirements) vs. \$2,795,841 (93¢). For final 16 weeks of fiscal year (when TV sales really became brisk), Corning's net sales were \$19,182,756 vs. \$18,596,862 for same period last year; profit after all charges was \$2,466,335 (55¢) vs. \$975,675 (15¢).

Call for proxies at Admiral stockholders meeting, set for Nov. 9 in corporation's Chicago offices, discloses president Ross D. Siragusa and family hold approximately 40% of its 1,000,000 outstanding shares. Stockholders will vote on proposal to issue 2 shares for one (Vol. 5:42).

Noblitt-Sparks, whose Arvin Division makes TVs and radios, reports net profit of \$1,691,634 (\$2.85 per share) for 9 months ended Oct. 2, compared with \$1,675,793 (\$2.82) for same period last year. Third quarter accounted for \$734,653 (\$1.24) vs. \$605,962 (\$1.02).

TV pickups of United Nations (Vol. 5:44) will be done by Paramount cameras and crew. Movie company says it will feed UN General Assembly sessions to CBS-TV network daily while meetings take place (Ford sponsoring), will also beam pickups to Paramount Theatre in New York where they will be film-recorded, edited, selected highlights projected on large screen for theater audience. During non-broadcast hours, cameras will continue pickups, feeding to receivers in lounges for viewing.

FCC action putting 11 network-owned AM stations on temporary license until March 1 is only an expedient until Commission clears up question (1) whether representation of some affiliates by network spot sales departments is contrary to chain regulations and public interest, as charged by National Assn. of Radio Spot Representatives at hearings last November (Vol. 4:49) and January (Vol. 5:3), and (2) whether ABC and NBC have attempted to pressure affiliates into granting them more than optioned time, subject also of not-yet-decided Don Lee hearing of January 1947.

New baseball rules ease long-standing broadcasters' gripes over broadcast-telecast restrictions, are so liberal that Justice Dept. last week called off anti-trust probe. New rules virtually free each team to make own terms with broadcasters or telecasters without subjecting them to veto by any other teams. NAB is supplying members text of amendments.

Hooper gives TV 19.07% of total broadcast audience in 13 TV cities, 6-10 p.m. during August-September—in other words, approximately one out of 5. By cities, he rates TV share of audience thus: Baltimore 33.4%, New York 31.9, Philadelphia 31.1, Washington 26.2, Los Angeles 25.7, Chicago 24.6, Toledo 23.1, Detroit 19, Boston 18, Milwaukee 16.2, Cleveland 13.3, St. Louis 11.8, Cincinnati 11.3.

State Dept. called in industry and govt. representatives Friday for preliminary meeting to discuss: (1) demonstrations and meetings for benefit of international TV committee (CCIR) due in U. S. in spring; (2) request by Uruguay for assistance in setting up TV system; (3) better acquainting other American countries with TV.

**DEMAND CONTINUES AHEAD OF SUPPLY:** "Some geographical contraction of demand," as in steel and coal-struck areas, but even in those areas demand still running well ahead of supply -- that's the continuing TV market picture. Even yet, the factories can't turn out enough sets, and inventories are virtually non-existent. RCA says it's still producing only about 30% of what its distributors want; most of rest of top 13 TV producers (Vol. 5:45) report in much the same vein.

RMA production figure for first 2 weeks in October is about 141,000, which augurs RMA total of around 300,000 for month and truer all-industry total of more nearly 350,000 -- up some 30% from record September (Vol. 5:44). But that's only good guessing yet, for final figure won't be out for several weeks. Nonetheless, production rate is upward -- and there are conservative industry folk who are even betting on "100,000-set weeks" before end of year. Veteran manufacturer Frank A. D. Andrea even predicts 5,000,000 TV sets will be made and sold in 1950!

Settlements in steel strike, hiatus in coal strike, high incomes, Xmas trade all conduce to continued good TV market, and there's growing belief it will be good right through first quarter of 1950. It's a phenomenal business, right now, that has the hardest-headed producers and distributors gasping in wonderment.

**RMA PARLEYS TO MAP COLOR STRATEGY:** They're such rugged individualists, so keenly competitive, so flushed with success of the TV-radio trade, that you hear all sorts of suggestions from top TV-radio set and parts makers on how to meet the Washington "color threat." Not that it's hurting trade just now, but there's no gainsaying handicap on TV's natural growth (Vol. 5:45). Hence, on eve of RMA's winter conference in New York's Hotel Roosevelt next week (Nov. 14-16), we hear such remarks as:

"Let's take it up with President Truman." And -- "To hell with the politicians, let's tell the public the facts," And -- "Labor has just as big a stake as we have, let's show them what a mess Washington can make of the industry if the freeze continues." Needless to say, there are few kind words for FCC, fewer for Comr. Jones for spearheading color-in-a-hurry.

Counsel of caution and realism is expected to prevail, however, in RMA's parleys next week with ex-Senator Wheeler and son Edward, its lawyers in current hearings. What the organized industry will say next, when president Ray Cosgrove reappears at February hearings, will be planned by TV committee at Tuesday meeting, and at board meeting Wednesday. That the industry is united on compatibility idea, on belief that color is neither ready nor important yet, on conviction that acceptable system can't be hatched overnight simply on say-so of somebody in Washington, is manifest to any observer.

Though no longer with Crosley (Vol. 5:43), Ray Cosgrove will serve out term as RMA president; there's even talk about engaging him as full-time paid president, which might lead to refrigerator producers joining up with RMA -- might even bring Admiral back into the fold. RMA board meets Wednesday. TV committee meets Tuesday, comprising Max Balcom, Sylvania, chairman; Benjamin 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; G. M. Gardner, Wells-Gardner; W. J. Halligan, Halli-crafters; Larry F. Hardy, Philco.

\* \* \* \*

Note: No one is more disgusted with "waste of time in Washington" over color TV than outspoken Dr. Allen DuMont (Vol. 5:45). Quite aside from possible adverse effect on trade, later if not now, he calculates current FCC hearings are costing about \$1,000,000 in out-of-pocket expenses for legal, travel, hotel, time, etc. That's apart from what it's costing Government. Luckily for rank and file of industry, brunt is being borne by CBS, DuMont, Philco, RCA -- and, of course, RMA.

**TRENDS & TOPICS OF THE TV TRADE:** Shortage of TVs in big cities is exemplified by the many big stores showing and advertising obscure brands. They simply can't get enough name-brand sets. New York newspapers particularly are replete with dept., music store and furniture store advertising giving some small manufacturers buildup they never dreamed of. Such cut-price advertising as still prevails -- and Washington is reputed one of the worst towns in that respect -- often turns out to cover traded-in sets. The trend still is to larger pictures (Vol. 5:43) and 7 and 10-in. sets are often being returned in favor of 12½ and 16-in.

Magnitude of TV trade is indicated by prediction New York area by Jan. 1 will have 1,000,000 TVs, made by editors of Radio & Television Retailing. As of Oct. 1, estimate was 800,000 (Vol. 5:43). It's estimated that these, with antennas and installations, mean an outlay of nearly half billion dollars. And Philadelphia Electric Assn reports retail value of TV sales in that area was \$45,526,876 during first 9 months of this year, compared with \$19,414,215 for same 1948 period. It reports 131,123 sets were sold at average \$347.

Planning for winter distributor conventions has already begun. Admiral will hold one in Chicago probably in January. Philco's also will be in that city in January, place undetermined. But Philco's will merely display full TV-radio lines along with refrigerators, freezers, air conditioners, ranges, etc.; mainly, it's to be a "refrigeration convention." National Assn. of Music Merchants, very much concerned now with TV, has set regional meetings Feb. 1-2 in Houston, March 13-14 Cleveland, March 27-28 Washington.

Philco right now is preparing for Nov. 28-Dec. 6 "Philco Television Week," sending out mass mailings of 4-p. tabloids illustrating its lines. During week, dealers can give away \$11.50 Sessions electric clock to anyone buying Philco TV; it's optional, and some dealers say they won't because sets are so scarce anyway.

\* \* \* \*

A few new name models currently making their appearance: Crosley's first 3 sets of new line (Vol. 5:44), now being delivered, are 10-in. plastic table model at \$199.95, 12½-in. table at \$279.95, 16-in. console at \$499.95 -- all with built-in antennas. Crosley is also coming out with new line of vari-colored table radios, all at \$42.95...Stromberg-Carlson's 2 new 12½-in. consoles feature its first built-in -- Silver Anniversary at \$329.95, Salem Chest with doors at \$385. Monoplane antenna is included for lower channels, rotatable antenna for upper...DuMont replacing 12½-in. Sheffield console with Canterbury, same set in new cabinet but with "local-distant" switch for improving weak signals; price is undecided but may be slightly higher than present \$379.50.

New price of Westinghouse 12½-in. console with AM-FM-3 speed (Vol. 5:42) is \$475, up from original list of \$450. Set is just going to market, now has "black" aluminized tube, new AGC circuit. Westinghouse has ceased production of 10-in. console-combination, cut price from \$625 to \$475; also has quit making 12½-in. console-combination, cut from \$725 to \$550.

Emerson has new 16-in. console with doors, due out at \$449.50, replacing present 16-in. open console at same price; Emerson has also priced 12½-in. console with AM-FM-45 & 78rpm at \$449.50, and has cut 10-in. table from \$249.50 to \$229.50.

New to New York market is Hoffman brand, heretofore sold entirely in West and Southwest; Schirmer's is advertising it...Add private labels: Madison, 10-in. table at \$150 offered by Vandervoorts, St. Louis, made by Garod...Sentinel has cut 7-in. table from \$160 to \$140...Brunswick has cut 12½-in. table from \$219 to \$200, 16-in. table from \$280 to \$260...ITI has new 16-in. table at \$350, with built-in antenna, 18 tubes, 3 rectifiers...Freed has new Sheraton cabinet 16-in. console at \$525...Sylvania, which put own-brand TV on market in September (Vol. 5:37), plans to put out 2 radio models under own name; if they click, more will be added.

RCA is about to ship some tubes with new "Filterglass" face plates, expects 100% changeover (at no increase in cost) to be completed shortly after Jan. 1 -- or as soon as existing inventories of materials are depleted and suppliers can increase output...Big cuts in prices of 5TP4 projection tube announced Nov. 4 by RCA, effective Oct. 24: New price to distributor is \$32.75, down from \$50.49; suggested dealer

price \$40.90, down from \$59.40; suggested list \$54.60, down from \$74.25...GE has 2 new receiver tubes (6BN6 and 12BN6) each designed to act as combined limiter and FM discriminator, permitting reduction in number of tubes in FM and TV set circuits.

Capehart-Farnsworth Corp. broke ground Nov. 9 for new \$200,000 plant addition at Fort Wayne, providing 43,000 more sq. ft. of space and enabling "100% increase in output"...Hallicrafters launching promotion via AM, sponsoring "Hollywood Quiz" on Mutual network starting Dec. 10, Sat. 5:45-6 p.m....Columbia Records reported now producing 500,000 LPs per month.

**91 STATIONS NOW IN 52 MARKETS:** Phoenix's KPHO-TV got permission to go on equipment tests this weekend, making 7 stations now testing preparatory to formal debuts (see TV Addenda 9-F herewith). KPHO-TV says it will begin test patterns Nov. 16, may go on regular schedule Dec. 4. Meanwhile, 3 more stations can be added to the log of regularly-operating outlets: KRON-TV, San Francisco, and WSAZ-TV, Huntington, W.Va., both of which dedicate next Tuesday, Nov. 15, and KOTV, Tulsa, which begins regular schedules Nov. 17. All of these have been fully reported on in newsletters of last few weeks, and rate cards and data on KRON-TV and KOTV will be found in TV Directory No. 9. These 3 bring total to 91 operating stations in 52 markets (not including those having stations still testing). Next ones definitely due (others now testing haven't announced formal starting dates yet): WKTU, Utica, and WNBF-TV, Binghamton, N.Y., both Dec. 1; WOAI-TV, San Antonio, Dec. 11; WXEL, Cleveland, Dec. 17.

CIO claims 125,000 of nation's 450,000 electrical workers already have gone over to its week-old International Union of Electrical, Radio & Machine Workers, set up to take over from expelled, left-wing UEW. Although many UEW locals haven't voted yet, reports indicate some locals at following companies have voted to affiliate with IUE: Columbia Records, Delco, GE, Philco, Westinghouse, RCA plant in Pulaski, Va.; newspaper reports told how Pulaski workers "escorted" UEW leaders out of town. IUE this week asked managements of 1378 plants (including many in radio-TV) for recognition in place of UEW, but most companies are neutral or claim, as did GE, that law requires them to continue contracts with UEW unless otherwise directed by NLRB. Ownership of funds and books of disaffiliating locals will be subject of court fights for some time, UEW has already applied for injunctions in some cities.

"Incidental radiation devices," including TV sets, subject of FCC-Industry conference last week, under direction of FCC Technical Information Div., brought 60-odd conferees together to discuss means of reducing interference from such equipment as ignition, switches, motors, generators, fluorescent signs, even electric lights. It's expected progress will be rather slow, with such matters as measurement methods still to be agreed upon. To regulate receivers, some think RMA might set up approval system like that of Underwriters Laboratories. Most of industry and FCC are dubious of having latter type-approve sets.

Stock offering of 275,000 shares at \$1 per share, without underwriter, is announced by Skiatron Corp., 381 Fourth Ave., New York (Arthur Levey, president). Elaborate brochure describes system and the corporation formed to commercialize 58 patents developed by Scophony Corp. Claim is made Skiatron system offers new methods which "eliminate the cathode ray tube in TV reception."

Trade personnel: R. T. Capodanno, ex-Philco, new Emerson director of engineering under chief engineer William Vassar . . . Stanley J. Glaser resigns as Crosley radio-TV mgr. . . Kirk Torney, ex-KGO, new sales mgr. of Hoffman Radio's new San Francisco district office, 1339 Mission St., headed by Walter Epstein . . . David H. Grigsby promoted from sales promotion chief to advertising mgr. of Zenith.

Those Television Fund researchers' "guesstimates" of top TV producers and their unit and dollar volume for 1949 (Vol. 5:45) went way off on Admiral, apparently; spokesman for that company says 400,000 unit figure is "good guess" but \$68,000,000 dollar figure is "way off." Company actually passed that, for TV alone, by Nov. 1—and its first 9-mo. statement (Vol. 5:42) showed gross sales of all products of \$77,098,151. Motorola, too, has taken exception—says "guesstimate" was 20,000 too low in figuring its 1949 set output at 250,000.

First effort by any foreign TV manufacturer of transmitting equipment to break into U. S. market is that of Pye Ltd., Cambridge, England, which already has crew of 4 in this country to demonstrate its line of studio and "Tele-cine" equipment—cameras, control desks, wave-form generators, sound and monitoring apparatus, etc. Five more men are en route, and equipment was to arrive this week end. Head of delegation is B. J. Edwards, who says equipment will compete price-wise despite tariff, giving American buyers benefit of devaluation. He claims Pye cameras are superior to American-made. Demonstrations are tentatively set for Washington Nov. 21-25 (place undecided), New York Dec. 6-10 (Park Sheraton Hotel).

RCA has developed non-synchronous TV receiver for export market. It covers all 12 channels (most foreign makes cover only one), operates on varying power line voltages and frequencies—from 110 to 240 volts and from 40 to 60 cycles—which need not be same for receiver and transmitter. It also operates either on U. S. system of 60 fields, 525 lines, or proposed European system of 50 fields, 625 lines.

"Lensless lens" is latest development by TV-optics expert Dr. Frank Back. Using 4 mirrors, device has 40-in. focal length, yet is only 16-in. long. Invention, called "Video-Reflector," will be used first by CBS-TV for Columbia-Brown game Nov. 19. CBS says its magnification is so great that figure of man a block away is blown up to fill screen.

An automatic switch, changing a set from present 525-lines to CBS's 405-lines, has been under development in FCC labs, it was brought out in hearing this week. Lab chief E. W. Chapin will describe it at Nov. 21-22 comparative demonstrations.

Separation of NBC-TV network operations into own self-contained organization under v.p. Pat Weaver, effected this week, doesn't change top echelon at NBC: Niles Trammell, chairman; Joseph McConnell, president; Charles Denny, executive v.p. Rumors Denny is slated to head up parallel sound radio dept. are discounted, though he is temporarily handling both sound and owned-and-operated stations. Top man for sound awaits choice of "right man" for what McConnell calls "challenging job"; he's not in sight yet, nor has anyone been picked for O&M. Top TV operating executives under Weaver now are: Carleton D. Smith, continuing as operations director; Frederic W. Wile Jr., moved from assistant to Weaver to director of production; George H. Frey, from Eastern radio-TV sales manager to TV sales manager; Norman Blackburn, from national TV program to Hollywood TV operations mgr.

Despite official disclaimer (Vol. 5:44), reports persist CBS is dickering for Los Angeles' KFI-TV, given impetus by Harry Witt's Nov. 15 return to CBS-Hollywood on special TV assignment. Witt has been manager of KTTV, which *Los Angeles Times* owns 51%, CBS 49%. Earle Anthony reported eager to make deal, in view of fact KFI will lose NBC-AM affiliation if network goes through with plan to buy KMPC. In recent report (Vol. 5:44), we referred to KTLA as Dorothy (Thackrey) Schiff station in Los Angeles; we meant KLAC-TV, of course.

Boston's Pilgrim Theatre is carrying remaining Notre Dame games (starting with No. Carolina this week) on its 15x20-ft screen with recently installed RCA projection TV equipment (Vol. 5:43) by arrangement with DuMont Network (which has been carrying Chevrolet-sponsored games since beginning of season). Upcoming games with Iowa and So. California at South Bend will also be carried. Telecasts will be shown in addition to usual double feature, 50¢ and 65¢ matinee prices to prevail. Financial arrangements between theater-owner Sam Pinanski (also TOA president) and DuMont were not divulged.

Broadcasting rights don't cover TV, Maryland Court of Appeals ruled Nov. 10 in reversing Baltimore Circuit Court decision, holding Century Athletic Club could sell TV as well as radio rights under its contract with Baltimore Coliseum. Unanimous verdict said, "We have been referred to no definition, and have found none, of 'broadcast' as meaning to transmit by TV."

E. C. Page Consulting Engineers, Washington, has been awarded sub-contract to install and put into operation four 100-kw GE and two 50-kw RCA transmitters at Tangier for Voice of America, to operate in 6-20 mc band for relaying U. S. programs to Europe and Middle East. Prime contractor is Steers-Groves & Co., New York.

MBS gets new 7-year contract for exclusive radio rights to World Series, Gillette to sponsor; cost of rights reported in excess of \$1,000,000. But Mutual, which has no TV network operating or in prospect, did not get TV rights; with Gillette, was given option to meet any offers.

October Rorabaugh Reports list 1891 advertisers using TV during October, up 23% from September's 1537 and up 282% from October, 1948 total of 495. They're divided as follows: 76 network advertisers, 399 national-regional spot, 1416 local-retail.

Network sponsorships: Phillips Packing Co. will sponsor *Easy Aces* on 15 DuMont stations, starting Dec. 14... Anheuser-Busch Inc. (Budweiser beer) reported dickering for sponsorship on CBS-TV of *Ken Murray's Blackouts* every other Sat.; deal also in wind whereby 15 dept. stores might cooperatively sponsor that show, handled by Lamb & Keen, Philadelphia.

Station sponsorships: Among advertisers reported using or planning to use multiple TV outlets are Amurol Products Co. (ammoniated dentifrices), thru Jones Frankel Co.; Gillespie Varnish Co. (Gillespie paints and Bull Dog paint remover), thru H. W. Fairfax Adv. Agency; Heet Division, Demert & Dougherty (Heet anti-freeze), thru Ruthrauff & Ryan; Westclox, thru BBDO; Ironrite Ironer, thru Brooke, Smith, French & Dorrance; Minnesota Valley Canning Co., thru Leo Burnett; Van Camp Sea Food Co. (Chicken-of-the-Sea tuna), thru Brisacher, Wheeler & Staff; Von Schrader Mfg. Co. (Powder-ene rug cleaner), thru Reincke, Meyer & Finn; Kendall Mfg. Co. (Soapine), thru Bennett, Walther & Menadier; D'Arrigo Bros. (Andy Boy vegetables), thru James Thomas Chirurg Co.; D. L. Clark & Co. (Clark Bars), thru BBDO; U. S. Tobacco Co. (Old Briar, Model, Dill's Best), thru Kudner Agency (spots in addition to its *Martin Kane*, *Private Eye* on NBC-TV).

Telecasting notes: Rate card revisions—upward—and extensions of schedules are order of day among telecasters, but ABC's WJZ-TV, New York, is reversing trend by cancelling all Monday and Tuesday telecasting instead of merely curtailing schedules those days, as first planned (Vol. 5:45). Economy is reason... Crosley's WLWT, Cincinnati, reports average daily schedule during October of 11 hours, 4 minutes—3 hours, 6 minutes per day more than preceding month. Network service accounted for 37.4% of hours; 42.1% of total telecast time commercial... Following example of all-daytime KFI-TV, Los Angeles' KLAC-TV is second station in area to go daytime—in addition to night schedule.

Personal notes: Henry Ladner, with NBC law dept. since 1935, has resigned to open own law offices in Bar Bldg., 36 W. 44th St., New York... Frederick Anderson, ex-Compton v.p., new director of radio-TV plans at McCann-Erickson... Leonard Asch succeeded by Fred Ripley, from WTRY, Troy, as gen. mgr. of Schine Theater chain's WPTR, Albany; Asch stays with WBCA (FM), Schenectady... Willard E. Walbridge now asst. mgr. of *Detroit News'* WWJ & WWJ-TV.

More Nov. 1 counts of TV sets-in-use since NBC Research reports of Oct. 1 (Vol. 5:43), as received from station operators: Boston 177,026, up 31,634 in month; Cleveland 101,358, up 13,617; St. Louis 57,600, up 8100; Milwaukee 50,115, up 8968; Providence 19,750, up 3250; Rochester 11,290, up 2790.

"Depth of penetration" of TV set distribution, i.e., number of receivers in each market per 1,000 families, is calculated by *Milwaukee Journal* (WTMJ-TV) researchers by dividing total sets by number of families within 40-mi. radius. As of Oct. 1, they're ranked thus (for number of stations, estimated sets, total families, see Vol. 5:43; for comparison with Aug. 1 "depth of penetration," see Vol. 5:37):

Market	Sets per 1,000 Families	Market	Sets per 1,000 Families
New York	222	Salt Lake City	72
Philadelphia	192	Oklahoma City	70
Lancaster	162	Syracuse	58
Los Angeles	155	Columbus	58
Chicago	136	Louisville	56
Cleveland	126	Albuquerque	55
Milwaukee	126	Dayton	51
Schenectady	124	Memphis	46
Boston	124	Omaha	45
Baltimore	120	Pittsburgh	43
Richmond	118	Rochester	41
Buffalo	111	Houston	39
Detroit	107	Charlotte	38
Minneapolis-St. Paul	106	New Orleans	36
St. Louis	104	Grand Rapids	34
Washington	91	Seattle	33
Toledo	91	Indianapolis	33
Cincinnati	90	Fort Worth-Dallas	29
San Diego	89	Greensboro	28
Erie	89	Birmingham	26
Wilmington	87	Kansas City	25
Miami	83	Johnstown	20
New Haven	79	San Francisco	18
Atlanta	73	Providence	16



**NO TV CUTBACKS UNTIL APRIL:** As things look now, by and large, there probably will be no TV production cutbacks until next April. Many key industry leaders think first 1950 quarter will continue high. Then, following normal radio cycle, a spring and summer dip -- deeper perhaps than radio's seasonal slump because TV sets usually can't be taken out-of-doors. (Battery portable TV set remains to be invented!)

Production planning now is for next 2 or 3 months mainly, and varies with various companies. They're naturally not tipping off their hands. But it's good guess that by January-February, maybe a few before then, some new "fill-in" models will come along; that price levels won't change much, if demand continues ahead of supply; that new gimmicks, new cabinets, bigger pictures will be featured.

Optimism is manifest on all hands -- same high spirits evident in the flourishing manufacturing industry you find on any winning team.

**1949-50 FORECASTS BY RMA, ET AL:** Out of RMA winter conference this week, this official prediction: 2,500,000 TV sets produced in 1949 plus 10,000,000 radios, entire output having factory value of \$750-\$800 million. From tube committee chairman Max Balcom (Sylvania), this additional forecast: 3,750,000 TV sets to be produced in 1950, based on prospective tube availabilities.

Our own estimate is about 2,750,000 sets this year (see latest production figures, p. 1), but we won't hazard guess on next year. It's no guess, though, to say that 65% of present dollar volume of radio industry derives from TV.

\* \* \* \*

RCA v.p. Joe Elliott (consumer products) estimated 2,300,000 TV set output for 1949, forecast 1950 production of 3,100,000 valued at \$700,000,000 retail (average: \$226 per set), said TV production will eventually hit 5,000,000 units per year. He spoke Nov. 15 before Philadelphia chapter, American Institute of Banking. It took automobile industry 12 years to accumulate first \$1 billion in wholesale sales, he observed -- and TV will achieve that sum next year, its fourth full year!

Oft-overlooked is corollary of TV set sales -- TV servicing -- much more important dollar-wise than its subsidiary and unglamorous status would indicate. Elliott calculates that, for all 1949, servicing will account for \$90,000,000 in installation and service charges; \$22,500,000 in antenna sales; \$20,750,000 in accessory sales.

Bankers were told TV next year will consume 100,000 tons of steel, 47,500,000 lbs. copper, 40,000,000 lbs. aluminum, 83,000,000 lbs. glass, 103,000,000 board-ft. wood. Elliott suggested financiers participate by: (a) Investing in retailing and distributing firms handling TV and financing paper for brand-name sets; more than 25% of all TV set sales are on time. (b) Participating in TV station ownership. (c) Advertising via TV, as 4 Philadelphia area banks and others are already doing. (d) Establishing "TV savings accounts" to help depositors save to buy receivers.

**TUBES PLENTIFUL, SIZE TRENDS UPWARD:** No shortage of picture tubes is in prospect, despite fact all 30 tubemakers (p. 83, TV Directory No. 9) are selling all they can turn out. Their present annual capacity, estimated around 3,500,000, can probably be boosted to 5,000,000 if demanded. Glass blank makers are meeting all demands, as are metal-coned components makers. They have no fears they will falter rest of this year or all through 1950 -- not even if rate of set production and replacement orders continues upward.

Not even, in fact, if still-latent demand for rectangular tubes (Vol. 5:42) suddenly blossoms into full force.

Right now, rectangulars aren't being ordered in quantities because everybody is tooled for rounds, for which demand is sure and steady. As one big manufacturer

said, there's not enough saving in space (and none in price indicated yet) in the 12 and 16-in. rectangular sizes to warrant changing present production lines. The 19-in. rectangular may turn out to be hot number next year, though, because it's a substantial space-saver.

Corning Glass thinks rectangulars will crop out in small way just after first of year, then be featured big to hypo spring trade. If 19-in. round tube being featured currently by DuMont and several others goes over big, then rectangular in that size should also be substantial factor in next year's market.

Meanwhile, nobody's telling the other fellow what he's planning with respect to rectangulars, whose popular and cabinet-design appeal should be great. But keep your eye on new 19-in. sets by DuMont, et al (Vol. 5:41). When you can buy 19-in. console for \$495, same price as RCA's 16-in. table when introduced only last January (now \$395), it's plain that swing toward larger pictures is a continuing trend.

Also, watch what 19-in. spells for projections. Right now, Emerson and RCA alone among Big 13 producers (Vol. 5:45) are still turning out projections. They're selling steadily, though in small quantities; Emerson's with Protelgram at \$399.50, RCA's cheapest at \$795.

Glass blank makers verify that 16-in. continues to show faster rate of increase than any other size, with 12½-in. dominant, 10-in. receding, 7-in. minor.

**TRENDS & TOPICS OF THE TV TRADE:** Little and big set producers alike continuing at capacity until next spring, all offering built-in antennas due to competitive necessity rather than belief in their efficacy, everybody making sets with rectangular and "black" tubes -- that's trend picture we get from sales manager Morton Schwartz, of fast-moving Tele-tone, one of the industry's "big little fellows" (Vol. 5:45).

If demand drops after Xmas, says Schwartz, it will merely drop back to set-makers' capacity. Inventories are nil, so there won't be any post-Xmas dumping. Tele-tone's president S. W. Gross told FCC recently (Vol. 5:42) he expects to turn out 100,000 sets this year. Private-label business runs about 15% of output.

Despite high production pace of TV industry at large, a few smaller set makers apparently have some unused capacity. Nov. 9 Radio & Television Weekly carried ads by Regal and Techmaster's Videola (TV Directory No. 9), stating their availability for private-brand production; another blind ad in same issue announced new firm soliciting private-brand business.

Now wedded to regional distributorship idea, though as yet having only 18 of them in as many TV markets, Hallicrafters will hold convention Dec. 1 in Chicago's Knickerbocker Hotel to discuss 1950 plans; more major market distributors will be appointed as sets become available.

Pilot Radio, seeking place in the TV sun, its plant now 80% devoted to govt. contracts running out this year, is stepping up advertising of its new 12½-in. \$270 table model, begins sponsoring thrice weekly newscasts on WOR (AM) Nov. 21; its wireless-veteran president Isidor Goldberg told Retailing Daily it hopes to achieve 500 TV units per day by spring. Record-making plant will be sold. Pilot's \$100 set with 3-in. screen (Vol. 4:24) proved interesting novelty, but interest flagged.

Demand for radios continues high, and many set makers are veering back to it while seeking not to disturb TV production lines. Emerson is still in full swing on small sets. Dealers in non-TV and fringe areas of West are clamoring so hard for radios that Hoffman, which went all-out for TV, is resuming radio lines. Hoffman TV sets offered by Schirmer-New York (Vol. 5:46) doesn't mean Los Angeles firm is invading that area; Los Angeles Schirmer handles lines, so took some for New York too.

Survey of key TV cities by Retailing Daily, Nov. 17, finds black market negligible -- though some instances are reported, mainly of trans-shippers getting premiums up to 15% from retailers for standard brands...Macy's-New York last week advertised new 12½-in private-brand Hyde Park console at \$229; rest of that line is 12½-in. table at \$190, 16-in. consolette at \$280 (Vol. 5:38)...ITI has new 16-in. console with non-directional built-in antenna at \$390; ITI offers "black" tube optional at \$10 extra in its 12½-in. sets...RCA has named 16-in. line the "Lancaster Series," has sent dealers illustrated booklet.

**Trade personals:** Fred D. Wilson, ex-RCA Victor, recently executive v.p. of Bendix Home Appliances Inc., elected Nov. 15 president of Capehart-Farnsworth Corp., succeeding Ellery W. Stone . . . Sir Ernest Fisk, managing director of EMI, London, due on *Queen Elizabeth* next week; coming here to size up potential market for British radios and TVs . . . Carl J. Hollatz, ex-Belmont v.p., retained by RCA tube dept. as sales consultant . . . Dr. Alexander Ellett, research chief since 1946, elected Zenith v.p.; Karl Hassell elected secretary . . . James D. Shouse, president of Crosley Broadcasting Corp., elected to Avco executive committee in place of Raymond C. Cosgrove, resigned (Vol. 5:43); William M. Werner, gen. mgr. of Avco's New Idea Division, elected v.p. . . . Charles T. Lawson, Kelvinator sales v.p., elected president of National Electrical Manufacturers Assn. . . . Correction: R. T. Capodanno, ex-Philco, is new Emerson director of engineering under executive v.p. Dorman D. Israel, with chief engineer William Vassar reporting to Capodanno; we regret our error.

IRE has elected NBC's Raymond F. Guy as 1950 president, Sir Robert Watson-Watt of London as v.p. New directors-at-large are William R. Hewlett, Hewlett Packard Co., and James W. McRae, Bell Labs. Regional directors elected: Prof. Herbert J. Reich, Yale; Prof. Ferdinand Hamburger Jr., Johns Hopkins; John D. Reid, Crosley Div., Cincinnati; Prof. Austin Eastman, Washington U.

Phono and record business is reported going well, and RCA this week began offering 14-record 45rpm package (\$10 value) free with each \$39.50 player. Rumor won't down—and denials sound rather guarded—that RCA will make 33 $\frac{1}{3}$ rpm records after Jan. 1. Meanwhile, its big 45rpm promotion includes page ads signed by president Frank Folsom stating, "RCA Victor '45' is here . . . and here to stay."

Allen B. DuMont Laboratories, which operates on basis of 13 four-week cycles, reports that first 40 weeks of 1949 to Oct. 9 showed net sales of \$29,507,000 compared with \$17,374,000 for same 1948 period. Unaudited net profit was \$1,676,000 (75¢ a common share) vs. \$1,421,000 (70¢). Dividend payment Dec. 22 will be 50¢ per common share, payable to stockholders of record Dec. 1, compared to 25¢ last December.

Bullish 5-page analysis of TV by investment brokers Bache & Co., 36 Wall St., New York, reports set-makers going great guns now and networks good for the long run. Company favors these stocks: ABC, Admiral, CBS, DuMont, Emerson, Motorola, Philco, RCA, Zenith.

Potential for TV set sales in markets not now TV-served will be surveyed by RMA statistics committee headed by Sylvania's Frank Mansfield, authorized at this week's board meeting. Though running at capacity now, set makers want some kind of gauge of markets that will exist when freeze is lifted and new stations authorized.

Assn of Electronic Parts & Equipment Manufacturers suggests series of meetings in key cities, to permit local manufacturers' representatives and distributors to meet together, as means of relieving manufacturers from exhibiting at many small conferences. AEPSEM would reserve May Parts Show in Chicago as sole big convention.

Flying spot scanner that takes opaques as well as transparencies, has automatic feed feature, will be offered TV set manufacturers and broadcasters in spring by Philco Industrial Div. (James McLean, mgr.). To be priced about \$5000, scanner is said to permit set-makers to test receivers in factory, obviating need for field tests.

**Headline of the Week (from Nov. 15 *Radio Daily*):** Sen. Johnson Clarifies Stand on Color-Tele and 'Freeze'.

How touchy are the color TV protagonists is shown by this little press release battle: Last week, CBS's Peter Goldmark returned from London, reported that BBC planned to experiment with CBS's color system and that BBC's engineers were favorably impressed with it (Vol. 5:46). This week, RCA produced statement from Sir Noel Ashbridge, director of BBC technical services, saying, "The only work in color TV by BBC consists purely of research experiments. Naturally, all existing and proposed systems are under review. The BBC is equally interested in RCA and other promising systems. No arrangements have been entered into with any British or American firm so far." Goldmark's reply to that: "RCA has rushed in after CBS, as it has done in the past in this country, to block the CBS system and keep color TV from the public."

People claiming to have color TV systems are making more and more inquiries at FCC as color hearing publicity spreads. Latest filing petition to participate in hearing is Prismacolor Pictures Inc., 1902 S. Western Ave., Chicago (F. E. Oakhill, president). Company says its system, used for color film, is good for color TV. Engineers who've read description of system tell us it may be okay optically but looks far-fetched electronically.

Banning of football telecasts by some Western colleges impelled RMA to name special committee this week to look into charges TV causes attendance drop, seek to work out some agreement to keep colleges happy. Committee to work with telecasters is headed by H. L. Hoffman, Hoffman Radio; includes Leonard F. Cramer, DuMont; A. A. Brandt, GE; Joseph B. Elliott, RCA. Meanwhile, Saturday's Stanford-U of California game, with seats sold out, was scheduled to be seen by ticketless alumni via TV on Stanford campus.

Increased FM station hours, much along lines of FMA's petition (Vol. 5:32), were proposed by FCC this week. New rules, on which Commission will accept comments until Dec. 19, propose these minimum requirements: (a) For FM-only stations, 6 hours during first year, 8 during second, 12 thereafter. (b) FM station with AM affiliate to operate same number of hours from 6 a.m. to midnight as AM station, in addition to meeting same requirements as those for FM-only stations. FCC is still mulling suggestion of Chairman Coy, who had suggested FM stations duplicate programs, as well as hours, of AM affiliates (Vol. 5:19).

Philadelphia would lose 3 unoccupied FM channels and 3 stations in other cities would have to shift frequencies under proposal issued by FCC this week (Docket 9502, FCC Notice 49-1517). Those would be principal effects of reallocation, covering 21 cities (mostly small), designed to afford greater protection to stations 400 kc and 600 kc apart. Stations which would switch: WAMS-FM & WDEL-FM, Wilmington, Del.; WRFL, Winchester, Va. Comments on proposal may be submitted until Dec. 19.

Telecast of Barkley-Hadley wedding-of-the-year properly thrilled housewives who remembered to tune in NBC-TV at noon Friday. St. Louis' KSD-TV originated program for 29-station network from cameras in front of church and at luncheon in home of bride's friend, Mrs. T. M. Sayman. Camera wasn't permitted in church.

New AT&T long lines v.p. is Henry T. Killingsworth, succeeding Fred R. Kappel, now v.p. in charge of operations and engineering. Charles E. Wampler succeeds Killingsworth as long lines general manager.

Dr. Frank B. Jewett, 70, former chief of Bell Labs and pioneer in electronics and communications, died Nov. 18. He retired in 1944.

Empire State Bldg. may eventually support most New York TV transmitting antennas if legalities and technicalities work out. NBC's WNBT had site to itself until WJZ-TV recently got permission to move there (Vol. 5:38, 42). Now, WABD, WPIX, WATV are interested. WOR-TV and WCBS-TV aren't considered likely to move, now at least, since they have new installations and good sites. WATV may run into snag at FCC, since it's allocated to Newark. Building's operators have engaged Washington firm of Kear & Kennedy as consultants; they're working with station engineers to design antennas, on 200-ft. mast, to accommodate 4 or 5 stations, provide for future uhf additions. Technical problem is a stickler, particularly since stations may get varying powers when FCC adopts new standards. Also, top floors must be strengthened to support weight. Project would be wonderful for public, which often resorts to receiving antenna monstrosities to get all stations.

One of biggest AM station deals in history was announced this week—sale of New York's WNEW (10 kw on 1130 kc) to Bernice Judis and group of Providence business men headed by William S. Cherry Jr., of Cherry & Webb dept. store which owns WPRO, Providence. Sellers are Arde Bulova and Milton Biow, and price is "substantially more than \$2,000,000." Mr. Cherry becomes president, Miss Judis continues as executive v.p.; Ira Herbert, station v.p.; Ted Cott, program v.p. Non-network independent outlet WNEW operates 24 hours per day, grossed some \$3,000,000 last year, is reputed to be one of biggest money makers in radio.

Grants of experimental TV facilities for one-shot exhibitions or theatre-TV demonstrations were put on FCC verboten list this week in Public Notice 42088. Commission referred pointedly to recent Wilkes-Barre and Scranton exhibitions (Vol. 5:35, 39), although not identifying them by name. It also referred to World Series theatre-TV showings (Vol. 5:41). FCC said wavelengths weren't supposed to be used that way, that investors might get wrong idea about theatre-TV if service were permitted before decision on frequency allocations were made. Movie companies with experimental TV grants (Paramount, 20th Century-Fox) can go ahead with large-screen showings, provided it's part of experimentation. Exhibitors with theatre-TV installations (Vol. 5:43) can continue to use common carrier facilities (coaxial or microwave) or pick telecasts off air.

Both direct projection and intermediate (or film-storage) theatre-TV equipment are subjects of new 16-p. booklet titled *Theatre Television* issued by RCA. It answers theatre owners' questions about space requirements, operating costs, servicing, etc. Intermediate system, first time revealed by RCA, is much same as Paramount's. Skiatron Corp. (Vol. 5:46) reports it "plans shortly to offer Supersonic Theatre-Vision Projectors" on rental basis. This week, 2 more petitions for theatre-TV frequencies (Vol. 5:46) were filed—by MPTO of Oklahoma and Washington chain operator Sidney Lust.

Variety estimates (Nov. 16) 4 AM networks will wind up 1949 with combined loss of \$5,000,000 in gross time sales under 1948. All were down in September. These are *Variety's* unofficial estimates for first 9 months: CBS \$46,304,700, up 2.3% over 1948; NBC \$47,221,703, down 8.1%; ABC \$31,874,710, down 0.8%; MBS \$13,710,341, down 17.1%.

Movie house charging 2 admission prices—one for picture, other for TV in lounge—is reported in Nov. 3 American Television Society newsletter. It's Mountain Theatre, Toronto, Canada, which picks up WBEN-TV, Buffalo.

Personal notes: Robert E. Dunville elected president of Crosley Broadcasting Corp., succeeding James D. Shouse, now chairman and member of Avco executive management committee . . . Robert L. Coe, mgr. of New York News' WPIX, elected director of TBA, taking place of G. Emerson Markham, now chief of NAB's TV division . . . A. D. (Jess) Willard, ex-NAB executive v.p., new president and gen. mgr. of WGAC, Augusta, Ga. (ABC) . . . Lin Mason new program director of WLWT, Cincinnati, under John T. Murphy, Crosley TV director . . . Joe Conn new director of operations of KTTV, Los Angeles . . . William E. Schneider new business mgr. of radio-TV dept. of Benton & Bowles . . . Francis C. McCall named director of news and special events of NBC-TV.

Network accounts: Texaco, which is again sponsoring broadcasts of Saturday matinees of *Metropolitan Opera* on ABC this season, will sponsor telecast of opening night Nov. 21 on 6 ABC-TV stations, using 8 cameras for all-evening affair starting at 8 . . . Gillette will sponsor *Rose Bowl* broadcast from Pasadena Jan. 2 on CBS, also local telecast on KTTV, filmed highlights to be carried by CBS-TV affiliates following day . . . Hotpoint Inc. sponsors *Hotpoint Holiday*, Thanksgiving Day, 4-5 p.m. on CBS-TV, one-time special featuring Guy Lombardo and orchestra, comedian Sam Levenson, singer Carol Bruce, et al . . . When *Cavalcade of Stars* enters second 26-week cycle on DuMont Network (13 cities live, 5 via kine), its cooperative sponsors will number 17 drugstore chains . . . Old Gold discontinuing first 15-min. of Sun. night *Stop the Music* on ABC-AM, retaining second 15-min.; it's continuing Thu. night half-hour on ABC-TV, however . . . Speidel Corp. reported planning to sponsor *Ed Wynn Show* on CBS-TV on alternate Thursdays after Jan. 1.

Broadcast on MBS, simulcast on NBC-TV—that's plan for Ronson's *Twenty Questions*, starting Nov. 26, Sat. 8-8:30 p.m. In New York, WOR-TV will carry show as well as WNBT. It's first time such split has occurred, forced by Ronson's determination to go on TV and MBS's inability to provide TV hookup.

NAB's first TV rate-card study was being mailed to members this week. Analysis by BAB's Charles Batson indicates these major differences from radio rate-card practice: (a) extra charges for studio programs; (b) tendency to charge more percentage-wise for shorter periods in relation to basic hourly rate (25% of base for 5 minutes vs. radio's more common 20%); (c) shorter guarantee periods (reflecting rapid increase in set circulation). Meanwhile, TBA's commercial operation committee has drawn up sample TV rate-card, will distribute it to members before end of year after approval by board.

Demand that canned music or film recordings be banned from radio and TV, proposed by worker representatives at recent International Labor Office conference in Geneva, got nowhere—and conference wound up with innocuous declaration that further study be given performers' rights. NAB's Richard P. Doherty was president of employers' group at conference.

Ad Hoc committee on vhf propagation (Vol. 5:16-24) met Friday, after several months hiatus, is about agreed on tremendously complex matter of weighing effects of multiple interfering TV signals. Some members feel report, expected out soon, won't mean much because it deals with too many unknowns.

"Father of Television" is title bestowed on Dr. Allen DuMont in *Look Magazine's* "Look Applauds" section, Dec. 6 issue going on newsstands Nov. 22.

New 16mm camera designed for TV weighs 5 lbs., is offered at \$400 by Pathe Cine, 521 Fifth Ave., New York.

**BIGGER SCREENS MEAN TRADE-INS:** Not much thought has been given to it yet, what with today's flush market, but trade-ins will soon become big merchandising factor. As more people turn to larger-screen sets, small-picture receivers will be traded in -- though it's to be expected, as Radio & Television Retailing suggests, some people will keep them as second sets for another room in the house. (Very convenient for Junior, who wants to see western while his parents prefer a political discussion.)

TV trade-ins can make satisfactory profits on both new sets and old ones taken in and put in shape for resale, says the authoritative Caldwell-Clements trade journal. Its November issue, incidentally, carries 32-city survey which reveals dealer emphasis on pocket-book selling rather than quality of picture, etc., as it was year ago. Budget terms, meters, banks, "free indoor" antennas, home demonstrations and trials were found widespread. Frowned on was practice of advertising "nationally famous" sets at ridiculously low prices, when sets are usually off-brands; and using term "RCA-licensed chassis" or "DuMont tube."

**BUYERS UNDETERRED BY COLOR REPORTS:** It's much too early to say whether this week's resurgent flow of publicity about color TV out of Washington has affected or will affect TV set sales. At moment, no manufacturers or distributors seem to be complaining that customers in any substantial numbers are shying away because they think color is imminent. Biggest headache is to supply booming Xmas demand.

Press reports of this week's comparative tests apparently didn't strike any sensitive chords. "Public participation" in color field tests, requested in schedule FCC released Tuesday, caught eye of editors and so was well publicized in newspapers. In general, story was handled in clear, straight-forward manner.

[Newspaper reporters covering FCC's protracted color hearings take far calmer and more objective view of proceeding than do participants; most of them, to our knowledge, if they haven't already got them, are planning to buy black-and-white receivers -- obviously undisturbed by any threat of obsolescence.]

All reports we saw made clear that tests would be temporary, sets not sold. What stories didn't mention was fact only CBS will have any sets to loan out -- and then very few -- in the visible future. Neither RCA nor CTI has yet even supplied one to FCC for testing, nor are they likely to have any to spare for a long time.

In coverage of comparative demonstrations, UP reported observers' reactions: "RCA...was clearer and steadier than in the October demonstration." "CBS system... had considerable color fidelity but the picture flickered occasionally." "DuMont's black-and-white was sharper than black-and-white picked up from RCA color." "Commissioners agreed color telecasting had improved."

Retailing Daily was struck by FCC labs invention which switches monochrome set from standard 525 lines to CBS's 405 lines (see story, p. 2), conjectured it "conceivably could be the answer to the color TV question and...compatibility of color systems."

Time Magazine's first full-scale roundup on color is in Nov. 28 issue, with good diagram of CBS and RCA systems. Except for few not vital discrepancies, it's a good exposition. It concludes, quite aptly:

"Televiewers can have color quickly: the CBS system. But to get such color programs (when & if they are telecast), the owners of existing sets will have to spend something like \$100 each for attachments. The pictures will be good, but probably not so good as those supplied by some radical system not yet invented. The public, which ultimately controls FCC, can eat its color-cake now, thus commit itself to eating it from now on. Or it can wait for a better, as well as a less expensive, cake that may be ready 5 or 10 years from now."

**FCC 'CONSUMER PRODUCTS DIVISION':** A small gadget brought most caustic exchange of week's color demonstrations. Invented by FCC's lab chief Edward Chapin and assistant Willmar Roberts, it's a switch that changes receiver automatically from 525 lines to 405 lines, depending on whether standard black-and-white or CBS color is transmitted. Of course, set must also be adapted to handle both standards.

What switch does is relieve viewer of burden of manually switching set when he tunes from present monochrome station to CBS color station, or when a station switches from monochrome to CBS color.

RCA counsel Glen McDaniel objected as Chapin prepared to demonstrate. He contended FCC is "out of order" when its staff develops something which "seems to be an improvement" in CBS's system.

Chairman Coy's dander rose: "I resent the suggestion very much that the FCC is influenced in its determination by the work [of its staff] when it comes to making a decision on the record in these proceedings." He added that patents, to be assigned to Government, had been applied for.

"You will recall," Coy told McDaniel, "that we have asked RCA for its equipment...I suspect that some of our people have capabilities of effecting some improvement in that system and that we may, when and if we get hold of that equipment, file a patent on an improvement...for the benefit of the Government."

Other industry people complained, outside hearing room. "We show FCC people our secret developments," said one, "but how do we know whether they won't take something and patent it?" Another charged: "Chapin's prejudice in favor of CBS is emphasized by this thing."

Device comprises single tube, plus relays and associated circuits. Difference in line frequencies of the 2 systems actuates it. Incorporated in Bendix push-button set, it worked well as WOIC switched from 405 lines to 525.

List price of parts is about \$8, said Chapin. He didn't estimate cost of installation. Built into sets at factory, cost would be very small, he claimed.

Inexpensive color converter, built from odds and ends by FCC labs (Vol. 5: 38), wasn't shown. CBS opponents have been asking to see it. Whether it will be demonstrated eventually isn't known.

**TRENDS AND TOPICS OF THE TV TRADE:** Rather quiet are the TV tycoons these days -- even their advertising conspicuously lacking in seasonal quantity and "big noise" quality, thanks to a market that's still absorbing all they can make.

"We're busy as hell," one of biggest remarked, "trying to get out all the sets we possibly can before Christmas." Also, he might have added, preparing year-end reports, planning 1950 production and sales.

So there's not much time for such publicity folderol as predictions, claims, market theories, etc. This week's only new prediction comes from spokesman for telecasters, TBA president Jack Poppele, who calculated TV set ownership should exceed 7,500,000 by end of 1950 -- reasonable guess in light of fact this year will end with very nearly 4,000,000 cumulative postwar output (Vol. 5:47).

Poppele, engineering v.p. of Macy stations (New York's WOR and WOR-TV, Washington's WOIC), has perhaps paid closer attention to manufacturing phase of TV than most telecast executives; he was an early (and quite substantial) investor in DuMont -- bought low, long before its 10-for-1 stock splitup.

\* \* \* \*

Chicago Furniture Mart Jan. 9 will doubtless bring forth some new models. In January, too, Philco and Admiral hold their Chicago conventions (Vol. 5:46). And a few set makers will bring new models out in latter December -- but no one is making any noise about them yet. Most manufacturers we've contacted look to see set market hold up nicely through March, as we reported last week (Vol. 5:47), but there are a few who expect high pace of final 1949 quarter to hold all the way through May. Everyone looks for a poor summer.

There's some apprehension, though, lest next year's market will eventually feel effect of the freeze on new-station construction -- for some 40% of U.S. popu-

lation will continue through 1950 (maybe 1951) to remain out of reach of any TV service. Dealers in unserved areas would like nothing better than new stations, but the broadcasters are in no hurry -- indeed, most are quite happy about freeze.

From the trade come only sporadic hints of what's ahead: "Something new and big" in the way of plastic cabinets is presaged from Admiral in January. With giant new press, Molded Products Co., Chicago (Dom Siragusa, president) is reported capable of turning out 4 every 10 minutes...Problem of getting cabinets to West Coast may defer Admiral president Ross Siragusa's idea of setting up branch TV-radio factory there; he's still very sold on market's potential (especially after freeze is lifted) and has factory committee studying project.

Philco's Lansdale tube plant had to accept both "white" and "black" 12½-in. glass bulbs from Corning and American Structural Products in order to maintain volume. So Philco is now putting these indiscriminately into all models, at no extra cost. It's first company to sell "black" tube that way; other early users like Zenith, Raytheon, Capehart, Westinghouse, Tele-tone, ITI, GE either charge extra for it or offer special sets with that type tube.

\* \* \* \*

In current production streamlining, Magnavox is cutting present line of 25 radio-TV models using 12 chassis down to 13 models, 7 chassis...Regal has raised price of 12-in. consolette from \$270 to \$300, has added new 16-in. consolette at \$350, has resumed old 10-in. table at \$300 (down from \$350) and 12-in. table at \$325 (down from \$390), both of latter with 26 tubes, 3 rectifiers...Sentinel has raised 12½-in. table \$10 to \$340, also upped console \$20 to \$270. Models were introduced 6 weeks ago (Vol. 5:42)...Capehart-Farnsworth has new 16-in. console at \$399.50, with built-in antenna, 19 tubes, 4 rectifiers...MP Concert Installations, Fairfield, Conn., has 12½-in. table at \$278 installed, plans 16-in. Feb. 1.

New set maker: Manufacturers Television Co., 99 Featherbed Lane, Bronx, N.Y. (Bob & Sid Meyers), announcing 16-in. table with AM-FM, built-in antenna, "black" tube, at \$395; same with 19-in. tube, \$439; also 9x12-ft projection console, \$1495 ...Mars Television has moved to new plant at 122-33 Colonial Ave., Corona, Queens, N.Y., will be producing at capacity by Dec. 1, says sales v.p. Jack Somber...Aerovox Corp., parts maker, which did \$5,500,000 volume in 9 months ending Sept. 30, has bought out Electrical Resistance Corp., Franklinville, N.Y. (ceramic capacitors).

Reports of tie-in sales by distributors (Vol. 5:45) were officially denied by Bruno-New York (RCA) this week. In letter to all dealers, Bruno unequivocally denied dealers must order 45rpm record players to get TV sets. Letter states Bruno can't keep up with orders for either players or TV sets...Hoffman Radio has taken over Los Angeles and San Francisco distributorships previously owned by president H. L. Hoffman personally, paying him original cost of \$5333.

Where the TV sets went: Third quarter RMA city-by-city shipment figures again provide an authoritative, if dated, census. RMA members, representing 80% of all TV production (RMA's estimate), delivered 503,352 sets, bringing Oct. 1 cumulative total to 2,209,724 since Jan. 1, 1947. (For shipments first half of 1949, see Vol. 5:37.) This Oct. 1 figure may be compared with NBC's Nov. 1

set-in-use estimate of 3,025,000 (see tabulation this issue) and our own Nov. 1 total production estimate of 3,147,000 (Vol. 5:47). Again, in using RMA figures, note: they're about 2 months old; they're shipments, not production or installation; they don't account for overlap among areas or trans-shipments; they don't include Admiral and a few lesser producers not RMA members. RMA breakdown:

TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947	TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947	TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947
Albany	5,305	27,885	Jacksonville	1,140	1,235	St. Louis	11,206	40,402
Albuquerque	119	436	Kansas City	8,425	13,523	St. Petersburg	16	111
Atlanta	3,586	11,601	Los Angeles	52,962	190,294	Salt Lake City	797	2,659
Baltimore	13,674	62,923	Louisville	1,685	6,846	San Antonio	293	380
Birmingham	1,319	3,541	Memphis	769	5,841	San Francisco	4,785	24,979
Boston	30,695	118,923	Miami	857	4,500	Seattle	1,553	8,713
Buffalo	7,431	28,627	Milwaukee	6,907	30,285	Syracuse	2,724	7,323
Charlotte	3,396	5,545	Minneapolis	8,585	19,532	Toledo	6,325	19,333
Chicago	52,906	209,600	Nashville	141	254	Tulsa	122	325
Cincinnati	16,729	50,012	Newark	33,842	197,346	Washington	14,820	68,125
Cleveland	13,070	65,784	New Haven	5,434	33,239	Unallocated	8,529	14,490
Dallas	3,741	12,044	New Orleans	852	6,526			
Davenport	2,542	3,463	New York City	80,055	505,703			
Detroit	23,766	86,637	Oklahoma City	1,467	4,305			
Erie	1,091	2,084	Omaha	5,138	6,284			
Greensboro	713	1,275	Philadelphia	48,842	253,303			
Houston	1,722	6,087	Phoenix	158	180			
Huntington	418	443	Pittsburgh	8,119	29,442			
Indianapolis	3,016	9,292	Portland	148	707			
			Richmond	1,417	7,517			
						<b>TOTAL</b>	<b>*503,352</b>	<b>2,209,724</b>

\* Shipments as reported in weekly production reports by members aggregated 517,809 sets for July 1 to Sept. 30, 1949; quarterly reports submitted by members for third quarter of 1949 allocated 494,823 sets to specific broadcast areas, or 95.56%.

Third quarter cathode ray tube shipments by RMA members substantiate trend to larger tube sizes (Vol. 5:44), the 12-in. sizes running considerably ahead of 10-in., as during second quarter (Vol. 5:39). Third quarter breakdown: under 6-in., 251 units shipped; 6-8.9-in. (mostly 7-in.), 37,949, about 6% of total; 9-11.9-in. (mostly 10-in.), 198,792 or 31% of total; 12-13.9-in. (mostly 12½-in.), 279,413, or 43%; 14-in. and over (mostly 16-in.), 130,437, or 20%; projection types, 1981 or .31%; all others, including oscillographs, camera pickup tubes, etc., 14,901. Total of 648,823 CR receiver tubes (plus 14,901 other types) compares with 777,054 second quarter, 686,620 first quarter. Factory value of all third quarter CR shipments was \$18,020,897.

Magnavox turned in profit for first quarter of its new fiscal year starting July 1, reporting net earnings of \$48,684 on net sales of \$4,324,898. For 4 months ended June 30, net loss was \$893,000. For previous fiscal year ended Feb. 28, profit was \$1,300,000, or \$2.01 per common share. Proxy statement for stockholders meeting Dec. 12 in Fort Wayne asks approval of new issue of 100,000 shares of Class A cumulative convertible stock at \$15 par, designed to strengthen company's financial position by replacing bank loans with longer term capital. Thanks largely to TV demand, company is back on profit basis; inventories went down to \$6,200,000 as of June 30 from \$8,100,000 on Feb. 28.

Set up to promote Phonevision, Zenith's proposed system of "subscription TV," Teco Co., Chicago (Television Entertainment Co. Inc.) has filed SEC registration statement covering 100,000 shares of \$10 par common stock to be offered at \$10 a share to Zenith stockholders of record as of last July 15 at rate of one-fifth share for each share of Zenith held. Prospectus describes how Zenith device would permit set owners to get first-run movies by calling phone company. Proceeds of stock sale are to be used for working capital. Several Zenith officials have already subscribed to some of stock (Vol. 5:28).

Pye Ltd. doesn't intend to sell TV receivers in U. S. market, said director B. J. Edwards, here with crew to demonstrate transmitter equipment. It manufactures and sells TVs in Canada, but higher costs there and tariff render it impossible to compete here. Mr. Edwards says there are about 1,000,000 TVs in London area, of which Pye sold about third. It's now making some 1500 per week, he said, lowest-priced being 9-in. (one-channel) for about \$100. He also reported Britain's second transmitter in Birmingham starts in about 3 weeks; London's Alexandra station now puts out about 70 kw ERP.

Dividends declared: Philco, regular quarterly 50¢ dividend on common, payable Dec. 12 to stockholders of record Dec. 3; also regular quarterly preferred dividend of 93¼¢, payable Jan. 1 . . . Sylvania, 35¢ on common, payable Dec. 20 to Dec. 10 stockholders; also regular quarterly \$1 on \$4 cumulative preferred, payable Jan. 3 . . . Hazeltine, 50¢ on common, payable Dec. 15 to Dec. 1 stockholders . . . Hoffman, "initial regular quarterly dividend" of 25¢, payable Jan. 10 to Dec. 16 stockholders.

Emerson reports sales for fiscal year ended Oct. 31 were \$40,500,000, compared with \$30,900,000 preceding fiscal year. Stock dividend of 10% has been declared.

After reporting \$22,884 net profit for first 9 months of this year (Vol. 5:44), Hoffman Radio advised shareholders Nov. 23 that unaudited statement of profits for first 10 months shows \$491,703 before taxes.

B. Ray Cummings, 58, engineering v.p. of Farnsworth company before its absorption by IT&T in May, died in Baltimore Nov. 23.

Trade personals: Edward C. Bonia resigns as gen. sales mgr. of Bendix receiver division, succeeded by R. W. Fordyce; Mr. Bonia plans new firm to market TVs, radios, appliances . . . Admiral elects 4 new v.p.'s: Cy S. Rossate, production; Kenneth D. Turner, engineering; Frank J. Kazda, purchasing; Richard F. Dooley, real estate . . . Robert M. Jones promoted by Admiral to engineering director, Electronics Division, Evans T. Morton to engineering director, Major Appliance Division . . . Ralston H. Coffin leaves McCann-Erickson Dec. 1 to become RCA Victor advertising director . . . Frank M. Folsom, RCA president, prominent as a Catholic layman, awarded bronze plaque Nov. 20 for services to humanitarian causes at dinner sponsored by National Jewish Hospital of Denver . . . Lewis M. Clement, Crosley engineering-research director, named chairman of executive committee, RMA Receiver Section, succeeding Dorman Israel, Emerson . . . Herbert DuVal, ex-GE, recently with WPTR, Albany, joins Airborne Instruments Laboratory as technical asst. to H. R. Skifter, president . . . B. O. Sullivan resigns as sales mgr. of WPIX, New York, for reasons of health; Scott Donahue made acting sales mgr. . . . Walter Scott new NBC Eastern sales mgr.

For good technical roundup of color TV, read December *Electronics*, which has "New Directions in Color Television" by editor Donald Fink, and "Dot Systems of Color Television" by Philco's Wilson Boothroyd. In his summary, Fink says: "It is possible that the good points of [all] the systems might be combined with advantage. Dot-interlace might conceivably be used in a field-sequential system . . . with consequent improved resolution while retaining simple terminal apparatus." Boothroyd goes into theory and mathematics involved.

Opera lovers bravos resounded all over 6 cities which saw Texaco-sponsored ABC-TV telecast of Metropolitan Opera's first night Nov. 21. Most observers agreed camera work was outstanding, giving viewers closeups even box patrons couldn't possibly have seen. ABC had 6 cameras on *Der Rosenkavalier*, plus one in lounge and one at Sherry's bar. Latter 2 covered colorful opening night activities. Only adverse comment was on length of show, almost 4½ hours, and the switching back and forth of cameras on performers.

Color kits and parts will be offered to public by Arco Electronics, parts distributor, 135 Liberty St., New York, company has informed FCC. Handling distribution for Electro Motive Mfg. Co., Willimantic, Conn., Arco has urged Commission that hams and radio fans are good audience to try color on. Representative of Arco admits there's currently a problem in getting color tubes and dichroic mirrors for RCA system.

British color TV is 10 years away at least, said B. J. Edwards, technical director of Pye Ltd., in Washington Monday. He considers it next step in TV, doesn't believe much to be gained in raising present monochrome standards from 405 lines. His company has built and is testing CBS-type color equipment (Vol. 5:46, 47).

A DeForest TV manufacturing firm is still in planning phase, Dr. Lee DeForest told us while in Washington this week to testify in color hearing. Undisclosed Chicago backers contemplate luxury-type, direct-view receivers to be produced in an unidentified New England plant.

Midwinter RMA board and committee meetings will take place in Chicago's Stevens Hotel Feb. 15-17. RMA board will be guests of Canadian RMA board April 20-21 at Chantecler Hotel, Ste. Adele, Quebec.

Projected sale to NBC of KMPC, Los Angeles (Vol. 5:43), apparently has been called off—meaning KFI will continue as NBC key there.



**TRADE FIGURES FAVOR THE OPTIMIST:** International Resistance's Harry Ehle ought to win his bet (case of Scotch) from Sprague Electric's R. C. Sprague -- that before year ends, TV industry will enjoy 4 successive weeks of "100,000 or more" set production. He gets one leg up first week in November, for which RMA figures show close to 83,000. Adding 20% to account for non-RMA, a factor now generally accepted as conservative, they can put that week down for round 100,000. There's little reason to believe production figures will slip for remaining November weeks, though December may suffer somewhat from holiday slowdowns.

RMA average during October ran well above 75,000 per week (Vol. 5:47). We should have RMA reports on rest of November within next few weeks. Meanwhile, we're sticking to our forecast of about 2,750,000 cumulative for all 1949 (Vol. 5:47).

Dominance of TV in radio and parts industry, incidentally, is epitomized in some statistics coming to hand from most authoritative source. First 9 months of this year, TV sales accounted for 61.2% of industry's dollar volume, but only 17.6% of unit sales. During September alone, TV dollar volume was 68.4%, units 23.9%.

**DANDER UP, COY WRITES HOT LETTER:** "This is a letter to the editor," begins an angry missive from FCC chairman Wayne Coy, who signs it "Yours with his dander up." We think it best to let the letter tell its own story, not only to the principals involved (whose dander was up, too) but to our readers at large:

"I have just read your article in the current issue of Television Digest in the Trade Report section of Nov. 26, 1949 [Vol. 5:48] under the heading FCC 'Consumer Products Division.' I have no complaint about the report of what transpired with respect to the 'product' [switch that automatically changes 525 lines to 405 lines] developed in the FCC laboratory by Messrs. Chapin and Roberts. As a matter of fact, it is quite an accurate report of what happened in the meeting.

"I do object vigorously to the anonymous industry spokesman who said 'We show FCC people our secret developments but how do we know whether they won't take something and patent it?' Everyone in the meeting had adequate opportunity to express himself on this subject on the record. I bitterly resent anyone saying what you quote him as saying and his hiding behind the anonymity of your report. If he is worthy of a position in the radio industry, he has guts enough to stand on his feet and look me in the eye and make such a charge. He knows damn well that none of the Commission employees ever stole an idea from anyone or attempted to steal an idea from anyone and patent it. He likewise knows that the Commission would not tolerate it if it were attempted.

"It is a shameful performance on the part of your industry representative whom you quote anonymously. If I knew his identity I would tell him so. Please tell him so for me through your publication."

**GATHERING OF THE CLANS IN CHICAGO:** Annual Mecca for furniture and appliance folk, International Home Furnishings Market in Chicago's big Merchandise Mart Jan. 9-20, will signal appearance of some new TV models -- how many, it's too early to say. List of TV-radio displays hasn't been released yet.

Next month, too, Chicago will be convention scene for 2 major TV-radio and appliance makers -- Admiral and Philco. Former hasn't announced dates yet, but Philco has set Jan. 4-6 in Palmer House for its midwinter convention, featuring mainly white goods -- but also a few new TV models "to sweeten up our line." Last 2 days will be devoted to business meetings. Exultant letter to distributors from executive v.p. Jimmy Carmine hints at "wonderful story...hard to keep secret," and promises Philco folk "wonderful 1950 year."

Meanwhile, only dribblets of news about new lines and new prices come to hand

-- in addition to the items on p. 3. It's hard to say they betoken any trend yet:

DuMont has new 15-in. console with AM-FM-3 speed in period cabinet at \$645 (\$670 blonde). Called Wellington, it's DuMont's first with 3-speed, hits market Dec. 5 week. It replaces \$945 Colony, which had only 33 1/3 & 78rpm. It's fore-runner of other new models early next year.

Hallicrafters showed its new 1950 TV line to 70 distributor representatives in Chicago Thursday, pledged them to secrecy until exhibited at Furniture Mart.

Westinghouse has new 12½-in. console at \$300 (\$315 blonde), replaces same set announced in October at \$325 and \$335. It also has new line of 10 and 12½-in. tables and 12½-in. console combination, prices to be announced. All have built-in antennas; all save 10 and 16-in. tables have switch for enlarging picture...Crosley's new line (Vol. 5:46) now also includes 16-in. open-face console at \$399.95... Garod has new line at lower prices: 10-in. table, down \$20 to \$200; 12½-in. table, down \$10 to \$240; 16-in. table, down \$50 to \$300; 16-in. console, down \$40 to \$350; new 19-in. console at \$495.

Muntz has cut prices, after boosting them only month ago (Vol. 5:44), now lists: 10-in. table, originally \$180, then \$190, now \$170; 12½-in. table, originally \$220, then \$250, now \$200; 12½-in. consolette, originally \$280, now \$230; 16-in. consolette, originally \$350, now \$300. Muntz has deleted 10-in. \$200 consolette, 12½-in. \$400 combination. All Muntz sets now have "black" tubes.

All RCA receivers now have built-ins, except 3 in metal cabinets; table models in metal cabinets have antennas built into legs of matching tables...Wells-Gardner is making 2 basic chassis for its private label customers: 12½-in. with 18 tubes plus 3 rectifiers, and 16-in. with 20 and 4 -- both with built-ins...Stewart-Warner has raised price of 12½-in. table by \$10, to \$250.

**PICTURE TUBES—SIZE, SHAPE, DEMAND:** Very little doubt now that 12½-in. market will be 1950's "area for maximum competition and price cutting, if any" -- to borrow phrase out of letter from a leading set manufacturer. He adds, agreeing with other reports of recent weeks (Vol. 5:43-47):

"It is our opinion that the year 1950 will see the trend continue to large tubes...I understand the cost of the short 16-in. metal tube will be considerably less than the present long 16-in. metal tube, and this will have a depressing effect on the price of 12½ and 16-in. sets in our opinion. Anyone who has used a 16-in. set, and particularly a 19-in. set, will be very hard to satisfy with anything less than these sizes."

[Note: Later this month, RCA will announce new list price of \$60 for short 16-in. metal tube with filter glass face (Vol. 5:43). This compares with \$74.50 now in effect for long 16-in. Presumably, prices to manufacturers and distributors will be cut, too. No other changes in CR tube prices are presently contemplated at RCA.]

Problem of 19-in., our correspondent adds, is that tubes are still hard to get, but his company is making and selling every 19-in. set for which it can get tubes. DuMont, chief supplier of that size tube, has more than half its own receiver production now on 19-in. Sylvania and GE are due out with 19-in. tubes soon, probably in quantity first quarter of next year. When 19-in. really becomes competitive, it will doubtless affect 16-in. -- though price differential is still considerable.

As for rectangular tubes (Vol. 5:36-47), Hytron's president Bruce A. Coffin tells us 16-in. size "is being enthusiastically received" by set manufacturers. "It makes more economical large-screen TV sets available for the average home," he writes. Hytron already has "large orders" for its 16RP4 and is stepping up production. It also is pushing development of 13 11/16-in. diagonal (97.8 sq. in.) and 18½-in. diagonal (189.3 sq. in.) rectangular sizes (Vol. 5:42) -- and Mr. Coffin makes this flat prediction:

"Approximately 50% of next year's TV set production will be built around rectangular picture tubes."

**TRENDS AND TOPICS OF THE TV TRADE:** More new models than they're willing yet to divulge will be rolling off TV production lines, come January and February. They're carefully guarded secrets, and for good reasons: (a) Fear of disturbing Xmas trade. (b) Unwillingness to tip off competitors.

Fact is, advance planning for competitive advantages through 1950 is under way among all the major set producers. Jockeying for position may be as intense post-Xmas as if market weren't wide open; this is time the big fellows, and a few little ones, want to establish or re-establish brand-name prestige for inevitable day when it's a buyer's market again.

Salient factor we're inclined to overlook, in flurry of reports from big firms, is succinctly put by Retailing Daily's Chicago correspondent Nov. 29:

"There is a wide disparity between the almost effortless ease with which most of the extensively advertised and established brands can be sold, and the considerable sales effort needed to move some of the relatively unknown makes."

He reported that some stores have discontinued taking orders for popular brands for delivery more than week or 2 in advance. Or if unable to supply popular makes, salesmen try to switch customer to more obscure brand.

\* \* \* \*

That there are plenty "relatively unknowns" is manifest from our Directory of TV Manufacturers & Receivers, now undergoing revision. Last compilation of Oct. 1 listed more than 100 set manufacturers. Next one, due Jan. 1, 1950, will show more -- not less. In compiling it currently, we already find these previously un-reported changes:

Ansley has new 16-in. console with AM-FM-3 speed, called Georgian, at \$945; has upped price of 12x16-in. Contemporary projection console from \$545 to \$585; has cut 12x16-in. Normandy projection console, from \$795 to \$745...Sentinel has discontinued portable 7-in. (Model 400-TV), has also temporarily stopped making 10-in.

Wilcox-Gay has new line consisting of 16-in. consolette with FM, \$380; 16-in. console with AM-FM-3 speed, \$500; 19-in. consolette with FM, \$545...Federal Television has cheaper new 16-in. sets, all with 17 tubes, 2 rectifiers, built-in antennas: table at \$280, consolettes \$300 and \$350...Cascade has new 19-in. table with remote control, \$795...Trans-Vue's new 16-in. console with doors is \$390, without doors \$370...Abraham & Straus-Brooklyn offering private-label Lyratone (Air King) 16-in. console with FM at \$399.

Nielsen has cut 10-in. table \$40 to \$229, also 12½-in. table \$25 to \$269, latter with "black" tube, all with built-in...Telindustries (Kaye-Halbert brand) has reduced 12½-in. table \$10 to \$250, raised 16-in. table \$20 to \$320 and 16-in. console \$32 to \$380; also has new 16-in. console in period cabinet at \$470. All have built-in aerials and "black" tubes.

Newly reporting manufacturers: Peerless Television & Radio Co., 6508 Euclid Ave., Cleveland (H. P. Genthner and L. B. Mead, co-owners), making 12½-in. consolette at \$300; 16-in. commercial unit with remote control, \$750 (\$1000 with 2 viewing units). Peerless also says it's making private label sets, doesn't identify them...Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles (S. Solat, president), line of 16-in.: table at \$250, consolette \$300, console with FM and 3-speed \$350...Also, Stolle Engineering Co., 3970 S. Grand Ave., Los Angeles (Vol. 5:24) is out with 12½ and 16-in. consolettes at \$260 to \$380.

\* \* \* \*

Canadian GE has reduced 10-in. table, now in plastic, from \$400 to \$370; 10-in. table in wood, from \$439 to \$400; 10-in. console, from \$545 to \$475 -- all with "black" tube...RCA Victor Ltd., Canada, has cut 10-in. table (wood) from \$495 to \$399...Addison Industries Ltd., Toronto, reports it hopes to start limited deliveries in February of 10-in. table with 23 tubes at about \$350...Baird Television, England, has 9-in. table unit at \$103, portable at \$162; 12-in. consolette with built-in antenna at \$212 plus \$30 extra for radio; 12-in. "for long distance viewing" at \$250. British TVs are single-channel.

Militancy of new CIO-sponsored International Union of Electrical, Radio & Machine Workers (Vol. 5:46) may have adverse effect on radio industry, particularly on TV prices. At founding convention in Philadelphia this week, new IUE, officially blessed by President Truman, went all out for fourth round of wage increases—asked 9¢ to 25¢ wage hikes, \$100 a month employer-financed pension fund, social insurance. IUE claims 221,325 workers (60% of UE membership). Election of officers was postponed until next year due to rivalry for presidency between CIO secy-treas. James B. Carey, who is president of IUE administrative committee, and GE local president Fred Kelley of Lynn, Mass. Meanwhile, GE broke off negotiations Thursday with left-wing UE, said it would have to wait decision by NLRB on whether UE or IUE represented workers.

Bankrupt Majestic's plant and 74-acre site in Elgin, Ill. drew bid of \$1,250,000 from attorney Joseph Schwartz, of Chicago, acting for unnamed principal (maybe new DeForest backers; Vol. 5:48) at Nov. 29 auction. He also bid \$180,000 for firm's personal property, trademarks, patents, designs, goodwill, etc. Part of contents relating to TV-radio equipment drew bid of \$70,000 from Leonard H. Ashbach, president of Garod. Federal district court must approve.

Dividend reports: Bendix Aviation declared year-end extra of \$1.50 and regular quarterly of 25¢, payable Dec. 29 to stock of record Dec. 10, making total for year \$3.50 vs. \$3 last year . . . Noblitt-Sparks declared extra of 50¢ in addition to quarterly of 50¢, payable Dec. 28 to stock of record Dec. 12 . . . Corning Glass voted extra of 50¢ (first extra ever) and regular quarterly of 12½¢, payable Dec. 28 to stock of record Dec. 14 . . . Stromberg-Carlson took no action on common dividend, due to "transition from radio to TV." . . . RCA declared 50¢ a common share (same as last year), payable Jan. 23.

Zenith's request for FCC permission to run experiment on Phonevision (Vol. 5:32) was on FCC agenda this week, but failed to be taken up due to press of other work. Law and engineering departments have lots of questions on subject, including basic policy whether subscription radio is "broadcasting" within meaning of Communications Act.

Hytron's chairman Lloyd H. Coffin is reported predicting \$14-\$15,000,000 sales this year, compared with \$4,159,714 in 1948 before consolidation with Air King. Backlog of orders is about \$15,000,000. First half of this year, Hytron earned \$247,977 (43¢ per share) vs. \$63,853 in all 1948.

To speed deliveries for Xmas trade, RCA is shipping 12½-in. tubes direct from Lancaster plant to distributors, sending sets direct from Camden without CR tubes. Distributor is supposed to insert tube, align set before sending to dealer. Some are even reported forwarding tube and set in separate packages to dealers.

TV ranks tops in nation's Xmas buying, says Dec. 2 *Wall Street Journal*. Not only do retailers think over-all holiday sales will be pretty close to those of last Xmas—but: "They say, to a man, that TV sets are at the top of the best seller list."

It's news when former FM boosters like KMBC, Kansas City, and KSD, St. Louis, hand in their FM grants. They point up fact that 188 grants were given up this year. Six were actual licenses, and many of the CPs had been on air. New applications number only about half dozen for year.

Personal notes: New mgr. of GE receiver division is Willard H. Sahloff, ex-merchandising mgr. of Montgomery-Ward, recently president of National Enameling & Stamping Co.; it's reported I. J. Karr will become mgr. of engineering . . . Warren L. Hasemeier resigns as sales v.p. of Wilcox-Gay . . . John B. Allen, ex-TV v.p. of Grant Adv. Agency, named to newly created post of TV manager for Lever Brothers . . . Paul Ellison, ex-Sylvania, onetime chairman of ANA, new sales v.p. of Archer Productions, commercial film and TV producers.

"The General's Biggest Battle," is Dec. 5 *Newsweek's* cover story on RCA chairman David Sarnoff. It tells how the industry's dominant figure has been challenged on 3 fronts (records, programs, TV) by "organizations with spirit, flexibility and dash"—such as CBS. Story says an RCA spokesman admitted last week that company was "seriously considering" making 33⅓ rpm LP records in addition to its own 45rpm. Article includes biography of Sarnoff, history of RCA. To many kudos Sarnoff has received, will be added United Nations' citation for "advocacy of concepts of Freedom to Listen and Freedom to Look" Dec. 10. Presentation and subsequent round-table discussion on "Freedom of Information" will be telecast on NBC-TV, 5:15-5:45.

Glowing biography of RCA president Frank Folsom by Dickson Hartwell, in November *Nation's Business*, describes what makes the man the salesman he is. Big factors are energy (6 a.m. riser) and friendliness ("His sense of social discrimination is nonexistent"). But his ex-boss, chairman Sewell Avery of Montgomery Ward, puts it this way: "He plays by ear. Frank Folsom couldn't possibly gather enough facts to support his inspired decisions. He has the instinct to be right." Hartwell considers Folsom the epitome of a fourth stage in U. S. management—the merchandiser—succeeding men of capital, inventors, mass-production specialists.

CBS color, closed-circuit, may be shown at Washington's 2-year Sesquicentennial Exposition starting July 4, 1950. CBS gave go-ahead to Washington's Television Research Inc., rental outfit, to set up equipment if space is granted by Exposition management. Owner Alexander Korn says he will be backed by his brother, who runs large Chicago servicing organization; that equipment would be made by Tele-tone; that he plans to program mainly with film, selling commercials.

Effectiveness of United Nations telecasts, Ford-sponsored on CBS-TV (Vol. 5:44), will be studied by Columbia U. journalism students, financed by gift of \$1000 and 19-in. DuMont from Paramount. Prizes will be awarded 5 students with best critiques at end of current UN session. Judges: Benjamin Cohen, of UN dept. of public information; Prof. Roscoe Ellard, Columbia; Paul Ralibourn, Paramount. Incidentally, UN technicians are manning Paramount cameras at sessions (Vol. 5:45).

Multi-antennas for 3 large New York City housing projects have been incorporated in construction plans, will be installed on same basis as heating, plumbing, ventilating. Units go into Schwab House on Riverside Drive, 40 Park Ave., 715 Park Ave. They're RCA Antenaplex system (Vol. 5:45), consisting of single rooftop array, with outlets in all apartments, permitting plug-in TV operation.

Capchert-Farnsworth has purchased entire MBS (AM) network for Xmas Day sponsorship of *A Christmas Carol*, with Lionel Barrymore as Scrooge.

Proposed New Rules

CLARIFYING BAN ON SEPARATE OPERATION OF AURAL & VIDEO TRANSMITTERS

Public Notice FCC 49-1621, Docket No. 9518, Proposed by FCC Dec. 8, 1949

Comments Required Prior to Jan. 9, 1950

Sec. 3.661 -- Time of Operation

\* \* \* \*

(b)(1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

- (i) For actual tests of station equipment and for actual experimentation in accordance with Section 3.662; and
- (ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmissions shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided that nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

- (i) To accompany aural announcements of the station's program schedule for a total period not to exceed 15 minutes in any broadcast day; and
- (ii) To accompany aural news broadcasts or news commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.

---

Examples

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b)(2).

(over)

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b)(2).

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) The broadcast of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.

(6) The broadcast of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.

**NEW TOP-BRAND LINES DUE AFTER XMAS:** Admiral, Motorola and RCA, among others large and small, will have new TV lines for post-Xmas introduction. That's definite -- though details, particularly prices, are still withheld.

Admiral's distributor convention has been set for Jan. 5-7 at Chicago's Drake Hotel, thus overlapping Philco's Jan. 4-6 in the Palmer House. Both will feature brand new lines of appliances, but whereas Philco has said its new TVs will be a few "fill-ins" (Vol. 5:49) Admiral promises complete new line of TVs.

Motorola's new line will first be shown at Chicago Furniture Mart, opening Jan. 9, where quite a few others will also display their wares. Like the rest, Motorola isn't divulging any details.

RCA Victor's new line will be sampled to distributors next week, goes to dealers at end of month for January selling. Line is completely new, though circuits are essentially same. Stressed is new cabinet styling, more period consoles. "Slightly lower prices" are indicated -- about 5-10% below present lists.

Two of new TV console-combinations will incorporate 3-speed phono -- 45rpm player plus turntable for both 78 and 33 1/3rpm. All RCA Victor's 1950 radio-phonos will also contain this 3-speed phono, RCA's first concession to LP. There's still no formal indication RCA will turn out LP records, too; all its officials will say now is that their 45rpm players and records are "going like wildfire."

Complete new line is departure from RCA's usual practice of bringing out new models singly, or few at time. It's said to herald "more competitive approach."

**NOT SO MANY MAKING 7 & 10-IN. SETS:** Fewer 10-in. and very few 7-in. models will be offered in 1950 TV lines -- that much seems clear, even before many new lines and prices are divulged. They're simply giving way to bigger sizes, notably 12½-in. and to increasing extent to 16 and 19-in. Fact is, some of biggest producers soon won't even have 10-in. sets to offer.

Diminution of 7-in. was noticeable from start of this year. Today, only handful of manufacturers are still offering that size: Emerson, Motorola, National, Raytheon, Automatic, Olympic (for its Hotelevision), plus some kitmakers and vendors of private brands like Aircastle, Airline, Silvertone, Skyrider, Truetone, Vision-Master (see TV Directory No. 9). Philco has few left, and Admiral recently produced batch of 5,000 for particular markets, probably its last.

Since Oct. 1, these have quit making 10-in., so far as we can learn to date: Fada, Olympic, Packard-Bell, Sentinel, Stewart-Warner, Traveler, UST, Wells-Gardner, Wilcox-Gay. Even before Oct. 1, these were not offering 10-in.: Andrea, Ansley, Atwater, Bace, Bell, Brunswick, Capehart, Cascade, DuMont, Federal TV, Fisher, Freed, ITI, Magnavox, Mars, Mattison, Multiple, Pathe, Pilot, Remington, Sightmaster, Starrett, Televista, Telindustries, Trans-Vue, Vidcraft, Video Corp., Zenith.

**TRENDS & TOPICS OF THE TV TRADE:** Garod will revive Majestic brand name, Chicago court having approved its \$70,000 purchase of that item among other assets of bankrupt Elgin, Ill. firm (Vol. 5:49). Garod is also first to announce definitely it will be out in January with rectangular-tubed receivers, 16-in. size that fits into 12-in. cabinet. It will display during Chicago Furniture Mart in own showrooms at 743 No. LaSalle.

It's apparent nearly all tubemakers will have some rectangulars to offer, but set makers will feel their way slowly into that field. Only ones besides Garod we've heard say definitely they'll have sets with them are Starrett, Hoffman and U. A. Sanabria's new set-making division of his tube-making American Television Inc.

Sanabria's concern has already organized its Retail Division, 5050 N. Broadway, Chicago, for selling sets house-to-house under "American" label made for it by

Wells-Gardner. Line consists of 10-in. table at \$149; 12½-in. table, \$169; 12½-in. console, \$209; 12½-in. console, \$249. Retail Division also now sells brand-name 16-in., but expects to have own 16-in. rectangular receiver next month, made by tuner-maker Lytle & Co., 4721 N. Kedzie, Chicago.

Sanabria issues coupon book for servicing, like Sylvania's (Vol. 5:37), credits unused portion of book toward price of new set. Sometime in February or March, he expects to open sales office in Washington. His private-label American sets do not contain his "eye saver" picture tubes (Vol. 5:21).

\* \* \* \*

In compiling Directory of TV Manufacturers & Receivers for Jan. 1 edition of our quarterly TV Factbooks, we discern quite a few more price changes, new models, etc., in addition to those reported last week (Vol. 5:49). For example:

Stewart-Warner's 12½-in. table (Vol. 5:42) has been raised \$10 to \$250... Bace has commercial 16-in. with control unit at \$590; same in 19-in., \$795; extra 16-in. viewing units, \$395 each; 19-in., \$600 each... ITI has cut price of 16-in. console with remote control from \$595 to \$500... Mars has reduced 16-in. console-combination from \$1295 to \$1095, has new 19-in. console at \$495... Starrett's 20-in. King Arthur commercial model is now \$795, or \$100 less... UST has cut 19-in. table from \$595 to \$500, 19-in. console with FM from \$675 to \$600... Multiple has cut price of 16-in. table from \$395 to \$369, 16-in. console from \$445 to \$395; has new 16-in. console at \$495, new 16-in. console-combination at \$795.

Raytheon has new 16-in. console with built-in antenna, "black" tube, \$290... Sparton's new line of 10 and 12½-in. tables, 12½ and 16-in. consoles, some with line-cord antenna, will be released at Furniture Mart, not yet priced... Video Corp. of America has new 16-in. console combination at \$450, new 19-in. console \$445; it's first to announce all sets have what it calls "color adaptor plug."

Packard-Bell has new line, prices down from previous list: 12½-in. table \$220, down \$80; 12½-in. console \$250, down \$50; 12½-in. console with doors and "black" tube \$300, down \$50; 16-in. console with "black" tube \$360, down \$115 -- all with built-ins... Conrac Inc., Glendora, Cal., which manufactures for Altec Lansing, has 12½-in. console at \$324, 16-in. console at \$449... Bell Television's new line is priced \$115 to \$600 per unit less than previously, ranging from 16-in. table now \$430 (was \$545) to 19-in. remote control commercial at \$1095 (was \$1695 for 20-in.).

Wilcox-Gay has new line: 16-in. console with FM at \$380; 16-in. console with AM-FM-3 speed and built-in antenna at \$500; 19-in. console with FM at \$545; 19-in. console-combination, unpriced... Garod has ceased production of Tele-Zoom line (sets with switch for enlarging pictures) but intends to resume; inadvertently we listed Garod's old prices last week in announcing reductions on 2 models -- correct prices are 10-in. table \$180, 12½-in. table \$230... Private-brand Lyratone with FM at \$399, sold by Abraham & Straus-Brooklyn, is made by Sightmaster not Air King as erroneously reported last week.

Certified Radio Labs, kitmaker, has new 8½-in. kit at \$60 less tubes, \$90 with tubes; also has 10, 12½, 16-in. kits at \$85 less tubes. Company sells completed sets under name of Sovereign Television Co., 5508 New Utrecht Ave., Brooklyn (TV Directory No. 9)... Electro-Technical Industries has 7-in. kit for \$50, 10-in. at \$70, 16-in. for \$90 -- all without tubes.

Mercury Record Corp., 839 S. Wabash, Chicago, is reported preparing to go into TV set manufacture after Jan. 1, possibly first offering 16 and 19-in. models thru its 40 phono-record distributors.

\* \* \* \*

TV-radio-phono topped all other dept. store sales gains in October, up 43%, according to Federal Reserve Bank of New York's monthly survey. Trend continued through November, merchants reported. First 9 mo. of current fiscal retail year (Feb. thru Oct.) showed this category in first place in sales gains, up 9% from comparable 1948 period... Revised Consumer Price Index, issued monthly by Bureau of Labor Statistics, which tells cost-of-living trends, may include TV if survey to start next year shows TV purchases significant in family budget. Present CPI still uses outmoded items like silk hose instead of nylon, ice boxes instead of refrigerators in list of items that make up its statistics.



**Trade and financial notes:** Philco's 50¢ quarterly dividend payable Dec. 12 to holders of record Dec. 3 (making year's total \$2 per share) is accompanied by 9-mo. sales and earnings report (Vol. 5:44) and statement by president Wm. Balderston noting "sales and earnings in the fourth quarter are running at a most satisfactory rate, and operating results in this 3-mo. period should be in excess of the total earnings for the first 9 mo. of the year" . . . Admiral declares dividend of 20¢ per share on new common, payable Dec. 31 to stock of record Dec. 16; this is equal to 40¢ on old shares, split 2-for-1 Dec. 7 . . . Webster-Chicago president R. F. Blash and Mrs. Blash agree to public sale of undisclosed amount of their common stock holdings thru Eberstadt & Co. and Shillinglaw, Bolger & Co., Chicago; SEC registration will be filed shortly . . . Raytheon enlarging power tube plant in Waltham, so it will have 145,000 sq. ft. when completed in April 1950 . . . Admiral engages Steve Hannagan & Associates for publicity and public relations; Neil Regan assigned from Las Vegas office to account . . . Westinghouse reports it's meeting only 70% of pre-holiday TV demand, Sunbury (Pa.) plant now at capacity. TV credited partly with improved showing first 9 mo. of this year: though sales were down to \$710,360,596 from \$712,984,144, net was \$48,964,408 (\$3.64 per share) vs. \$37,296,345 (\$2.74) same period last year.

First annual report of Television Fund Inc. (Vol. 5:4, 8, 24, 34, 42), dated Oct. 31 and released this week, discloses net assets of \$2,780,796 and capital shares of 297,980 vs. \$274,983 and 30,158 shares as of Oct. 31, 1948. Portfolios of \$2,412,875 in common stocks as of annual report's date (cost, \$2,327,648), listed as follows: Admiral 4000 shares, Aerovox 1000, American Bosch 4000, ABC 2000, American Phenolic 1000, Bell & Howell 700, Burgess Battery 1200, Capitol Record 3000, CBS 4000, Consolidated Engineering 1000, Corning Glass 1000, Cutler-Hammer 4000, Walt Disney 2600, DuMont 7000, Eastman 3000, Emerson 5500, Fairchild Camera 1000, Fansteel 2000, GE 3500, General Instrument 2000, General Precision 3500, Hoffman 3000, IBM 500, IT&T 8000, Joslyn Mfg. 300, Loew's 4300, Magnavox 2000, P. R. Mallory 1000, Minneapolis-Honeywell 2400, Motorola 4000, Muter 2000, National Union 1000, Oak Mfg. 2000, Owens-Illinois 1000, Paramount 5000, Philco 3000, Pittsburgh Plate Glass 1000, RCA 10,500, Sperry 1000, Sprague Electric 1500, Sylvania 3200, 20th Century-Fox 3500, Webster-Chicago 2300, Westinghouse 5000, Zenith 1000.

Hoffman Radio's earnings for 1949 will run about \$950,000, according to president H. L. Hoffman. Our report on first 9 mo. earnings (Vol. 5:48) was typographical error. Mr. Hoffman now reports net earnings from radio corporation were \$383,742 for first 10 mo., which when combined with sales corporation was increased to \$692,592.

Non-radio firm was successful bidder on main Majestic plant in Elgin, Ill. (Vol. 5:49), divulged Dec. 7 when Chicago bankruptcy court approved Chicago Rawhide Mfg. Co. as purchaser of 70-acre plant for \$1,250,000. Garod's \$70,000 bid for trade marks, patents, cabinet molds, etc. was also accepted.

First NLRB hearing, to determine whether election should be held to find out if new CIO-sponsored IUE or old UE represents electrical workers, is scheduled Dec. 19 at Dayton (O.) for General Motors employees. More than 26,000 GM workers are involved. Decisions would have bearing on possibility of elections throughout industry. IUE wants elections, UE doesn't.

Columbia Records Inc. putting on big drive for LP, spotting one-hour *Columbia LP Parade* on 9 CBS-AM stations Sunday, Dec. 11 & 18, 4:30-5:30.

**Trade personals:** Ray Cosgrove, ex-Avco, says there's "absolutely nothing" to published stories he's dickering to join Montgomery Ward . . . Commodore John D. Small, former executive officer of War Production Board, then Administrator of Civil Production Administration, recently president of Maxon Food Systems, joins Emerson as executive aide to president Ben Abrams . . . David T. Schultz, v.p.-treas. of Raytheon since its formation in 1928, elected to Raytheon board . . . Sidney A. Joffe, ex-Philharmonic Radio Corp., new merchandising v.p. of Pathe Television, largely owned by Air King . . . Jeff Wilson promoted to gen. sales mgr. of Columbia Records Inc., Ken McAllister named adv.-promotion director.

Remington Rand's industrial TV equipment (Vericon) doesn't get much publicity, but company claims it gets biggest chunk of business. It reports installations at 14 Army Ordnance plants, at North American Aviation Co., Aerojet Corp., Los Alamos (atomic energy), among others. It copped off U of Kansas for first medical school setup (Vol. 5:42). Costs vary greatly, each installation being tailor-made, but \$15,000 is typical, including 6x8-ft. projection unit. System was used at this week's American Medical Assn clinic in Washington, with receiver at Armory picking up signals (4-mc video) microwaved from Gallinger Hospital operating room. Quality seemed good for projection that large. Company representative William Norvell says they'll undoubtedly go to color sooner or later, probably CBS system. He says they'd like to get big-screen color and "have a few ideas along that line." AMA itself sponsored demonstrations, paying costs.

An indication of uhf coverage in rough terrain is given by Westinghouse study of 508-mc, 200-kw pulsed transmission from parabolic antenna 640 ft. above average terrain on tower of KDKA-FM, Pittsburgh. Report to FCC, based on 288 fixed point measurements in southeast direction, shows that Class A coverage is obtained out to 6½ miles, Class B out to 12½—compared with FCC's calculations of 12 and 17 miles, respectively, in its proposed standards (Supp. 64). Yet, calculated on 360 miles of mobile measurements, Class A service runs out to 9½ miles, Class B to 11¾. Report notes that 400 kw would push Class B service to 28 miles. Westinghouse engineers are reluctant to generalize, but they feel coverage appears better than expected in that terrain.

An industry-wide research organization to compile figures on TV production, sets in use, consumer preferences, etc. was projected at New York meeting this week of manufacturer representatives with NAB, BMB, RMA, Dept. of Commerce. GE's L. K. Alexander was chosen chairman; Philco's Wm. Rinkenbach, head of committee on manufacturers' production; Sylvania's Frank Mansfield (also RMA research chairman), head of committee on distribution count. Set makers represented at meeting were Admiral, Crosley, DuMont, GE, Motorola, Philco, RCA, Stromberg-Carlson, Sylvania, Zenith.

Zenith reports profit for 6 mo. ended Oct. 31 totaled \$1,066,526 (\$2.17 a share) after goodwill writeoff of \$502,752 vs. \$984,536 (\$2) for same 1948 period. Quarter ended Oct. 31 netted \$895,581 (\$1.82) vs. \$879,566 (\$1.79) for same 1948 period. November shipments were reported highest in company's peacetime history.

"Antidote for Dial-Hopping" titles article in Dec. 10 *Saturday Review of Literature*, telling story of Ira Hirschmann's WABF, New York FM outlet devoted to good music "estimated to have close to 200,000 listeners . . . tuned in an average of 3.8 hours a day." Writer George Kent says sponsors tone down commercials, are "actually fighting to buy time," and station is profitable. Article is due to be excerpted later in *Readers Digest*.

Color-now crusader Comr. Robert Jones obviously isn't relenting a bit in his conviction there's an industry "plot" afoot. In strongest language yet, he literally boils over in letter to Paramount v.p. Paul Raibourn—full exchange released Friday by FCC press room. In Nov. 15 letter, Raibourn had written Jones that he didn't want it understood that he, as member of old National Television Systems Committee, was uncooperative in not appearing now and offering testimony on color. Raibourn said he'd be glad to offer his opinion, though he had no new engineering data. Jones cut loose in Dec. 9 reply, said he'd welcome Raibourn's testimony and "tangible evidence" of his encouragement of color. "In view of your interest," wrote Jones, "I hope you will not join [those] who seem to be shining a shillelah to club the head of anyone who dares to have a different view than the vested interests whether such vested interests are speaking through such flexible if not nebulous pseudo-entities, as JTAC, RMA, the former NTSC and any other pseudonym of the Radio Manufacturers who are here today and gone tomorrow as swiftly and seemingly as purposefully as the proverbial pea on the carnival shell game. Rather I hope to see someone like you . . . divorce himself from his balance sheet astigmatism . . . to give the American public a break when the hearings resume."

Color demonstrations and hearing dates were changed by FCC this week, as expected (Vol. 5:49) CTI demonstration will go on Feb. 20; CBS, CTI, RCA comparative Feb. 23-24; direct testimony resumes Feb. 27. Meanwhile, plans for new National Television Systems Committee (Vol. 5:47-49) are to be laid before FCC chairman Coy Dec. 12 by Dr. W. R. G. Baker and RMA counsel Edward Wheeler. Field-testing of color sets in homes is still in planning stage, with meeting of receiver distribution committee (FCC's Ed Allen, chairman) scheduled in CBS's New York headquarters Dec. 12. Allen has circulated memo suggesting 36 locations for sets in Washington—primarily commissioners and staff. RCA is working up number of sets at Camden, and there's talk of "limited number" available after Jan. 1. Allen also suggests each person with receiver get reactions of 10 viewers.

New color TV system, "entirely different" from any yet presented to FCC, has been invented by 2 Rensselaer Polytechnic Institute scientists, says Dec. 9 UP dispatch from Troy, N. Y. Dr. Victor A. Babits and H. Frank Hicks Jr., according to story, say their system uses single tube at camera and at receiver and that "color control was achieved with either an electric or magnetic field." Prof. Wynan J. Williams, head of RPI electrical engineering dept. is quoted saying system is still in laboratory stage, is all-electronic, "could be used for black and white pictures in present home sets." Story doesn't say whether inventors will ask to participate in FCC color hearing.

CBS color system got another showing this week—Smith, Kline & French's demonstration—at American Medical Assn Clinic in Washington's Armory. Surgical operations microwaved from Baltimore's Johns Hopkins Medical School showed system at its best. CBS's Dr. Peter Goldmark was in charge, said things were "routine." When picture was switched to 405-line monochrome, he asserted it was better picture than RCA's 525-line monochrome-from-color. He still insists RCA faces almost impossible job of ironing kinks out of its system.

Settlement of strike of TV set designers (Vol. 5:48) doesn't change basic pay scale, does revise hours and working conditions expected to result in more "take home" pay. Artists struck Nov. 22 against 4 network flagships and WPIX, New York. Contract with United Scenic Artists' Union (AFL) was renewed to October 1950.

Personal notes: Frank E. Mullen, ex-NBC executive v.p., recently head of Richards stations, now chairman of board of Jerry Fairbanks Inc., Hollywood film producer specializing in TV; will manage company's business affairs, continuing to reside in Hollywood . . . Russ Johnston quits as NBC-TV film chief to become Fairbanks v.p. . . . Lewis Allen Weiss, chairman of Don Lee, awarded honor medal for activity and speeches on the American Way of Life, by Freedoms Foundation, Valley Forge, Pa. . . . AP dispatch from Columbus Dec. 1 reports Edward Lamb (WTOD, Toledo, and TV stations WICU, Erie and WTVN, Columbus) "seriously considering being a candidate" for U. S. Senate as Ohio Democrat, opposing Sen. Taft . . . Frank Stanton, CBS president, initiated Dec. 9 into Alpha Delta Sigma, honorary marketing fraternity . . . J. Donald Wilson, ABC national network program director, resigns; Paul Mowrey shifted to director of TV program sales, Richard Rawls to TV station relations . . . Edward F. Evans, ex-ABC research chief, now research director of J. D. Tarcher & Co. . . John Keck, NBC-Chicago recording director, new radio-TV chief of Henri, Hurst & McDonald, succeeding William E. Jones, resigned . . . Jay J. Heiten, from WHYN, Holyoke, Mass., new news-special events chief of WNBW & WNBTV, New York, succeeding Fred Heywood, now with Baltimore's WBAL & WBAL-TV . . . George Maher, now Chicago representative, on Jan. 1 succeeds Clarence Westover, resigned, as executive secy of National Assn of Broadcast Engineers & Technicians . . . Sam Cooke Digges, from Radio Sales-TV in New York, new TV mgr. for Chicago office of CBS Radio Sales.

Network accounts: Drug Store Television Productions, already sponsoring *Cavalcade of Stars* on DuMont Sat. 9-10, adds *Cavalcade of Bands* on same network starting Jan. 17, Tue. 9-10; 11 stations will be interconnected for local drugstore tie-ins, 7 others get show 2 weeks later on teletranscriptions. Time regarded especially favorable since it follows Milton Berle on NBC-TV . . . Brunswick-Balke-Callender Co. and Pabst Beer sponsored 30 and 15-min. respectively of Dec. 8-9 bowling championships out of Chicago on 18 DuMont outlets . . . Hamilton Watch Co. set for special New Year's Eve show on NBC-TV, 11:45-12:05, featuring Paul Winchell and Jerry Mahoney . . . Premiere of *Easy Aces* on DuMont, sponsored by Phillips Packing Co. (but in New York on WABD by Hudson), delayed to Dec. 14, Wed. 7:45-8 . . . Mohawk Carpet Co. alters *Mohawk Showroom to Robert Quinlan & Guests*, schedule after Dec. 12 to be Mon., Wed. & Fri. 7:30-7:45; Morton Downey leaving show . . . Crosley reported dropping Sat. night *Who Said That?* on NBC-TV.

Station accounts: Perk Food Co., Chicago, making series of film spots to promote "Dogs for the Blind" offer in cooperation with Master Eye Foundation . . . Ladies Home Journal to place 5-min. films dramatizing story in January issue, thru BBDO . . . Revlon Products to use TV in new product campaign, thru Wm. H. Weintraub agency . . . Atlantic Refining Co. buys radio-TV coverage of 77 college basketball games, thru N. W. Ayer . . . Participations in WJZ-TV's *Holiday Hints* "demonstrator" show now include Fanny Farmer Candy Shops, thru J. Walter Thompson; Clark & Gibby Inc. (reclining chairs), thru Neeham & Grohmann; Marchal Jewelers (bracelet charms), thru Wm. Warren Agency . . . Other advertisers currently using or reported planning to use TV: Personal Products Corp., Milltown, N. J. (cleansing tissues), subsidiary of Johnson & Johnson, thru N. W. Ayer . . . Ganeles-Lenger Wine Corp. (kosher wines), for Passover holidays, thru Parkin-Wilbur Inc. . . . Noma Electric Co. (Xmas lights and decorations), thru Albert Frank-Guenther Law . . . General Controls, Los Angeles (home thermostats), thru Hixson & Jorgensen.

**RECTANGULARS & THE 16-in. PRICE CUT:** There's a "cagey" note in most replies we received to inquiries directed to 20 key TV manufacturers, asking whether they intend to bring out receivers with the new rectangular picture tubes (Vol. 5:36-49). Most are non-committal, say either that they're "watching" this new development or that it "depends upon availabilities." It's evident that the few who replied in affirmative haven't been promised quantity deliveries.

Definitely stating they will have rectangular-tubed sets in January were only Air King and Hallicrafters. Stating that rectangulars are in their "plans for the year" were Andrea, DuMont, Magnavox, Motorola, Olympic. Add Garod, Starrett, Hoffman and American Television Inc., as reported last week (Vol. 5:50), and you have full list of those who will admit they're on the rectangular bandwagon. Vague are the rest, including most of the top 13 producers (Vol. 5:45) -- except RCA, which flatly says it has no present plans for rectangulars.

In fact, RCA plans 1950 production of 1,000,000 metal-coned 16-in. circular tubes for its tube customers as well as its own receivers (RCA table model with this size will shortly be announced at \$300). All 16-in. after Jan. 1 will be the new shorter-length tubes, except for a few replacements. All RCA picture tubes henceforth will have filter-glass. Effective Dec. 1, RCA cut price of 16-in. as follows: to manufacturers, from \$41 to \$33; to distributors, from \$44.70 to \$36; to dealers, from \$55.88 to \$45 (suggested); list, from \$74.50 to \$60.

No price cuts in 10 or 12½-in. sizes are presently contemplated; 10-in. continue at \$18.95, \$20.85, \$26, \$34.70, respectively; 12½-in. at \$23.50, \$25.85, \$32.50, \$43, respectively.

\* \* \* \*

RMA cathode tube shipment figures for October (now reported monthly instead of quarterly) show 12½-in. still in ascendancy, accounting for nearly half of total. Another index to swift pace of TV industry, total for October alone was 431,048 -- vs. 648,823 for whole third quarter, 777,054 second, 686,620 first. Factory value of all October CRs, including export, camera tubes, etc., was \$12,038,183. October breakdown: 7 & 8½-in., 14,797 or 3%; 10-in., 133,004 or 31%; 12 & 12½-in., 209,450 or 49%; 15, 16 & 19-in. (mostly 16), 73,716 or 17%; projections, 80.

**TRENDS & TOPICS OF THE TV TRADE:** Riding high tide of TV demand, small TV manufacturers are enjoying flourishing trade, too. Expected mortality hasn't taken place, though some have shown signs of financial weakness. Actually, aside from Majestic and Templetone, year ends with no TV manufacturer of any consequence going out of business. In fact, list of set makers has grown somewhat. (We'll have complete new Directory of TV Manufacturers & Receivers for you soon.)

Private labels are still very much in evidence in public prints, though it's said the mail order houses and dept. stores aren't getting them in same profusion from the "bigger" little manufacturers, who now prefer to exploit own brands. New lines of private labels are beginning to appear:

New line of Artones made for Affiliated Retailers (Macy's, et al) includes one 12½-in. table at \$200, 16-in. table \$290, 16-in. console \$270, 16-in. console with doors \$349, 16-in. console with AM-FM-3 speed \$495, 19-in. console \$400... Western Auto's Truetone line eliminates 7-in., retains 10-in., reduces 12½-in. console from \$295 to \$278, 16-in. console from \$320 to \$340... Hecht-Washington this week advertised Beverly 16-in. table (made by Olympic) at \$270.

More notes on hitherto unannounced new models, price changes, etc., in addition to those recently reported (Vol. 5:49-50):

Midwest Radio & Television Co., Cincinnati mail order house, out with new line of chassis and sets. Chassis begin with 12½-in. "adapter" with no speaker for plug-in to existing radio, \$219, include complete 16-in. with AM-FM at \$309. Sets begin with 12½-in. "adapter" console at \$252, go up to 16-in. console with AM-FM-3 speed \$439...Mercury Television, Los Angeles, has 12½-in. table at \$300, consoles \$330 & \$370; 16-in. console \$350, console \$400...Mattison raises price of 16-in. table to \$360, up \$30; console \$400, up \$30; has new console with 3-speed phono \$429, console \$489, with AM-FM-3 speed \$595...Sightmaster has new 16-in. console with FM, \$400...Televista has new 16-in. console \$269, with doors \$299...Pilot's new 12½-in. console is \$300.

Magnavox announces new "fill-in" models next week; unconfirmed reports say its new 16-in. table is \$300, new 16-in. console \$340...Raytheon now producing 600 TVs per day in Belmont plant, Chicago, still confined to about 10 markets...Olympic reports 500 sets per day, has new line coming up (sans 10-in.)...Packard-Bell, Los Angeles, moving into new plant after Xmas, tells Retailing Daily it expects to produce TVs at rate of 75,000-100,000 a year; president Herbert Bell makes statement cost of cabinets running 25% cost of set.

Merchandising notes: Capehart TV promoted on thrice weekly "At Home with Lionel Barrymore" transcribed 15-min. on New York's WMGM...Dynamic Stores, New York, sells Admiral demonstrations ("tonight without a penny's cost or obligation") via WMCA...Starrett dealers providing sets for public or organization meetings through new public service division set up for purpose (Starrett, incidentally, announces it's going into air-conditioning next month).

\* \* \* \*

Dr. Allen B. DuMont appeared Monday before Senator O'Mahoney's investment subcommittee of Joint Committee on the Economic Report, summoned to tell about financial problems of new company in new industry. This, in sum, is what he said:

DuMont sales this year will run estimated \$45,000,000, profit estimated at \$3,000,000, up from \$26,934,239 sales and \$2,356,161 profit in 1948 -- and from \$11,112,363 sales and \$563,677 profit in 1947, first year it really began making substantial profit. Sales now running at rate of \$70,000,000 per year, may reach \$80,000,000 in 1950.

Company founded 19 years ago (1931) with \$500 from DuMont and same from "a friend"; during first 7 years was financed out of loans and mortgages plus \$15,000 from patent royalties. Went into equity financing in 1938, selling \$8,082 worth of stock and deriving \$56,000 from sale of Class B stock to Paramount (500,000 shares). Now outstanding are 1,500,000 shares of Class A held by 13,000 stockholders -- with Dr. DuMont and about dozen others holding 5000 or more shares each.

Company does not plan to go to banks or public for financing further expansion, will do so out of profits. Though seeking to avoid politics, Dr. DuMont did make 2 points in answer to questions: (1) If Treasury would allow faster rate of depreciation, many would find it easier to finance selves; (2) It's difficult if not impossible for new company starting now to accumulate capital because of high taxes.

**SEASON OF THE MARTS NEARLY ON US:** Several dozen TV-radio manufacturers will exhibit wares during Chicago Furniture Mart, Jan. 9-20, most of them in Furniture Mart Bldg. itself, some in Merchandise Mart, a few in private showrooms or hotels. Those going to Chicago, according to best available information thus far: Admiral, Air King, Arvin, Bendix, Crosley, Garod, GE, Hallicrafters, Magnavox, Motorola, Olympic, Philco, RCA, Sentinel, Sparton, Sylvania, Tele-tone, Westinghouse.

Three of biggest producers hold own conventions in city preliminary to Mart: Philco, Jan. 4-6, Palmer House; Admiral, Jan. 5-7, Drake Hotel; Motorola, Jan. 10, Stevens Hotel. Bendix meets in Chicago's Hotel St. Clair, Jan. 6. On Jan. 15-17, National Appliance & Radio Dealers Assn (NARDA) holds convention, featuring TV-radio panels. Next big gathering of the radio clan, thereafter, will be Western Winter Market in San Francisco's Merchandise Mart, Feb. 6-10.

Trade personals: Philco this week gave key TV-radio executives titles more appropriate to their functioning—upped v.p. Larry F. Hardy to president of newly formed Radio & Television Division, put v.p. Joseph Gillies in charge of division operations, promoted sales mgr. Fred Ogilby to v.p. in charge of sales. Henry Paiste is in charge of all quality control . . . J. L. J. O'Connor resigns as Bendix TV-radio sales mgr. to join Fuller & Smith & Ross, ad agency handling Westinghouse account . . . Walter C. Lederer appointed advertising-sales promotion mgr. of Bendix TV-radio, succeeding Fred T. Sterritt, resigned . . . Wesley L. Wilson, ex-North American Philips, appointed sales mgr., CR tube div., Arcturus Electronics.

Trade and financial notes: Motorola raised regular quarterly dividend from 25¢ to 37½¢, adding also special year-end dividend of 37½¢, bringing total for year to \$1.50, payable to stock of record Dec. 30 . . . Olympic's executive v.p. Percy Schoenen says November sales were about \$2,000,000, year's will be between \$9,000,000 and \$10,000,000 . . . Hoffman Radio moving into Kansas-Missouri-Oklahoma territory, appoints Jenkins Music Co., Kansas City, as distributor; Hoffman dealer meetings set for Jan. 4-11 in Los Angeles . . . Avco subsidiary Carrollton Furniture Mfg. Co., Carrollton, Ky., assigned to Crosley Div., to devote entire production to TV-radio cabinets.

Magnavox sales in October were \$2,700,000, November \$3,100,000 and December will probably equal November. Sales for quarter ended Sept. 30 were \$4,300,000. So president Richard O'Connor told Dec. 12 stockholders meeting which approved proposal to issue 100,000 shares of new cumulative convertible Class A stock (Vol. 5:48). Mr. O'Connor forecast satisfactory sales first quarter of 1950 also, due largely to TV.

Hallcrafters Co. reports sales of \$5,560,206 for 3 months ended Nov. 30, first quarter of its fiscal year, and net profit of \$229,766. For comparable 1948 period sales were \$4,756,000 and profit \$340,000. For fiscal year ended last Aug. 31 (Vol. 5:42) sales were \$14,572,008, profit \$403,050 (60¢ per share). President Halligan told stockholders meeting Dec. 13 that sales for current fiscal year will exceed \$20,000,000.

Cornell-Dubilier's sales are now about 35% in radio-TV fields, mainly capacitors, vibrators, TV antennas, says *Wall Street Journal*. Sales for fiscal year ended Sept. 30, 1949 are estimated at \$13,600,000, compared with \$11,879,543 for preceding year. Earnings are expected to be close to the \$446,731 (84¢ per share) shown for 1948.

Cooperation of non-RMA member Admiral was noteworthy facet of meeting of manufacturers in Chicago Dec. 13 to plan series of educational "Town Meetings" for TV dealers. Others represented on committee: DuMont, Emerson, GE, Motorola, Philco, RCA, Stromberg-Carlson, Zenith. Motorola's A. T. Alexander is chairman.

Architects should recommend master TV antenna systems built in from the start for multiple dwellings, TBA president Jack Poppele told American Institute of Architects at Dec. 13 luncheon in New York. He pointed out that post-construction installations are more expensive, less satisfactory. Public buildings, such as schools, auditoriums, factories, etc., should also be planned with eye to TV, he said.

FCC's most unusual licensees: Comrs. Sterling and Webster. To get first-hand experience with mobile services, they've installed radiophone equipment in their cars, using Federal gear on 158.49 mc, tying in to Washington's American Radio Telephone Service. They filed applications just like any Joe Doaks.

Inevitably, question of color TV comes up whenever industry picture is assayed. Dr. Allen DuMont, testifying Dec. 12 before investment subcommittee of Joint Committee on the Economic Report, chaired by Sen. O'Mahoney (D-Wyo.), was asked about it and reiterated view it's long way off. Blunt-spoken as usual, he drew laughs when he remarked "other people have been experimenting with just how bad a picture they can get away with." He explained he wants color added only after it can achieve as high quality picture as today's black-and-white. If color must go to wide-band, he said, then it should go to microwaves.

"A common misunderstanding" concerning JTAC, chairman Donald Fink writes us, was reflected in our story (Vol. 5:49) classifying it as an industry group in same sense as RTPB and NTSC. "The fact is," he says, "that JTAC is not an industry committee in the sense implied but is a completely independent body whose acts are not controlled in any way by its sponsors, the IRE and the RMA." In substantiation, he points to recent resolution of IRE board: "The present independent action of JTAC and the freedom of its reports from censorship by any individual or group is reaffirmed."

TV does lessen college football attendance, sports-writers and broadcasters agree in AP poll. But strong minority opinion holds TV will make new spectators out of non-going public. This week, Pacific Coast Conference ducked TV question entirely, left it for June meeting at Victoria, B.C. Next month, National Collegiate Athletic Assn has subject on top of agenda, along with last week's recommendation from Eastern College Athletic Conference that TV ban be imposed (Vol. 5:50). Public service aspect of telecasting football games was subject of long editorial in Dec. 8 *Fort Worth Star-Telegram*. Seems Dallas school officials vetoed telecast of Fort Worth-Dallas high school playoff, and newspapers got more than 500 telephone calls from disappointed public.

RCA president Frank Folsom, in letter to the editor of *Newsweek*, Dec. 19 issue, says Dec. 5 story on chairman David Sarnoff (Vol. 5:49) contained "number of errors . . . very inaccurate observations of personalities . . . [was] based on inadequate information." On records, he asserts "By no means will we abandon the '45'. Definitely it is here to stay." On color, he claims "it is generally agreed that the RCA system can, within a relatively short time, be brought to a high state of practical usefulness. Its potentialities . . . are unlimited."

Dispatches from London report Britain's second TV station, near Birmingham, starts operating this week, expected to provide service to potential 6,000,000 families in Midlands; that British manufacturers achieved record of 35,000 TV set output in November, exceeding October by 8000; that London County Council has ordered TV set owners to move aeriels indoors because of "unsightliness."

Uruguay's request for U. S. help in TV planning (Vol. 5:45) resulted in departure of FCC's TV engineer Hart Cowperthwait for Montevideo via Rio Dec. 15. But trip turns out to be simply vacation for him, entirely unofficial, since govt. funds didn't come through as expected. He decided to go anyway, paying own way.

More sets-in-use as of Dec. 1, reported since NBC Research "census" for Nov. 1 (Vol. 5:48): Los Angeles 302,635, up 51,635 in month; Boston 213,424, up 36,424; Detroit 137,765, up 8765; Baltimore 112,517, up 12,517; Dayton 26,800, up 8200; Providence 23,700, up 6600.

New engineering chief of AT&T Long Lines is Frank A. Cowan, succeeding Horace H. Nance, retiring Dec. 31.

Apparently agreeing with Phonevision pitch, New York public relations counselor Millard (Tex) Faught has brought forth 110-page document (preceded by press release) concluding, among other things: "Only a small portion of TV's total potentialities will be realized if . . . advertising must alone shoulder the heavy costs involved." "Boxoffice TV," he suggests, would increase movies' income \$1,000,000 daily, bring "\$25,000,000 gates" to World Series, Rose Bowl, Derby, etc. He figures 4-network, 1200-station TV system would cost \$1,740,352,500 to run yearly, and that average network hour would cost \$38,125. TV would have to create \$80 billion new business to support those costs, he estimated. He believes TV won't take much away from other media in long run. Faught has been counselor for FMA and Maj. Armstrong.

Proposed FCC rule clarifying use of TV aural and video transmitters (Vol. 5:50) is published in full text herewith as Supplement No. 69. It should be kept with other reference material until Commission makes final decision. Telecasters have until Jan. 9 to make comments and objections.

Big movie companies may get chance to argue what FCC should do about their TV status, in light of anti-trust actions; hearing maybe in January. Earlier this year, FCC raised question whether movie producers were qualified for TV grants because of 1948 Supreme Court decision (Vol. 4:29); FCC even put 3 movie-owned stations on temporary license (Vol. 5:5). Paramount filed extensive argument against "denial by delay" (Vol. 5:12); 20th Century-Fox asked for declaratory ruling (Vol. 5:11).

Twentieth Century-Fox intends to go ahead with plans for equipping 24 Los Angeles theatres with large-screen TV if and when theatre-TV frequencies are assigned. Report it had dropped idea, published in *Film Daily* this week end quoting Charles Skouras, is erroneous, company officials said. Meanwhile, 3 more theatre groups filed petitions for theatre-TV frequencies—United Detroit Theatres Corp. (Paramount subsidiary and TV applicant), owning 21 houses; Martin Theatre group, with 101 houses in Alabama, Florida, Georgia; Independent Theatre Owners of Arkansas, 264 theatres.

Network accounts: Congoleum-Nairn Inc. (linoleum) on Feb. 5 or 12 starts sponsoring *David Garraway* on NBC-TV Sun. 10-10:30 . . . *Lucky Strike* to sponsor Robert Montgomery on NBC-TV, one-hour show not yet set but due to run every other week . . . *Ovaltine* takes 2 segments of *Howdy Doody* on NBC-TV starting Jan. 3, Tue. & Thu. 5:30-5:45 . . . DuMont's first sponsor on new daytime schedule (Vol. 5:48) that began Dec. 12 is *Sterling Products*, offering *Okay Mother* with Dennis James, 1-1:30.

Farm and labor groups expanding into AM via station purchases are: Ohio Farm Bureau, powerful cooperative and an effective lobbying group, buying Washington's WWDC (1450 kc, 250w) for \$125,000, and International Ladies' Garment Workers Union, competing for purchase of New York's WINS with Generoso Pope, publisher of *Il Progresso Italo Americano* and owner of WHOM, Jersey City. ILGWU offers to match Pope's \$512,000 bid. Farm Bureau has at its head Murray Lincoln, mentioned as possible Democratic candidate to oppose Sen. Taft, up for reelection; it owns WRFD, Worthington, O., near Columbus. ILGWU owns FM-only stations in New York, Chattanooga and Los Angeles, seeks purchase of AM station KWIK, Burbank, Cal.

ABC executive v.p. Robert Kintner sold another 2100 shares of ABC stock in October, making 22,400 in all that he has disposed of in year, according to SEC records. Previous sales: Dec. 1948, 17,000 shares; Jan. 1400; Sept. 1900. He still holds 10,600.

Personal notes: Absorbing entire Chicago staff of old C. J. LaRoche & Co. is new Chicago agency, Price, Robinson & Frank Inc., headed by John F. Price, in Board of Trade Bldg.; William R. Stuhler is radio chief . . . Among advertising executives of Lever Brothers now moved from Cambridge to New York (80 Varick St.) are George T. Duram, media director, and John R. Allen, TV mgr. . . . Tom Maloney, partner in Newell-Emmett Co., which dissolves as of Dec. 31 and becomes Cunningham & Walsh Inc., joins Cecil & Presbrey on Jan. 3 . . . Kendall Foster now TV v.p. of Wm. Esty Co. . . . Harold Fair, ex-NAB program dept. director, joins WHAS, Louisville, as program director succeeding late Peter Disney . . . R. Morris Pierce, engineering v.p. of Richards stations, headquartering at WGAR, Cleveland, resigns to become president of new WDOK there, 5 kw fulltime on 1260 kc.; he's succeeded at WGAR by Robert Fox . . . John Derr, asst. to Red Barber, named CBS associate director of sports . . . Tom Gleba new program director of WLWC, Columbus, Walter Jacobs production mgr. . . . Roy Montfort, chief engineer of *Los Angeles Times*-CBS KTTV, nominated for 1950 presidency of Television Academy of Arts & Sciences, succeeding Harry R. Lubcke . . . Lewis H. Avery, Avery-Knodel Inc., new president of National Assn of Radio Station Representatives; Richard Buckley, John Blair & Co., v.p.; James LeBaron, Ra-Tel, secy; Joseph Timlin, Branham, treas. . . . Ernest Byfield Jr., ex-MGM and NBC-TV, new TV director of Weiss & Geller Inc.

Telecasting notes: *Philadelphia Inquirer's* WFIL-TV moved Mon.-Fri. schedule forward this week to 12 noon, now runs average of 65 hours per week . . . DuMont's WTTG, Washington, this week began signing on at 1 p.m.; ABC's WXYZ-TV, Detroit, now starts at 2:30 p.m. . . . WCAU-TV, of *Philadelphia Bulletin*, out with elaborate brochure titled *Daytime Television is Here*, designed to prove chapter and verse that "women do stop, watch, listen and respond to daytime programs" . . . San Francisco's KPIX reports plans for 3-hour afternoon daily disc jockey show to bring in small advertisers . . . CBS has acquired TV exclusives on Opera Television Theatre (Lawrence Tibbett & Henry Souvaine), will put on *Carmen* with Gladys Swarthout as first show Jan. 1, 5-6:15 . . . TV has 36.1% of Baltimore's 6-10:30 p.m. total radio-TV audience, according to Hooper's Sept.-Oct. figures; this is 2.7% above previous month, 12.8% above TV's average in 37 cities covered by Hooper . . . Screen Extras Guild moving in to organize San Francisco area . . . TV advertising of *Lucky Strikes* assigned to BBDO, with N. W. Ayer continuing other media.

Station accounts: Ford Dealers Assn sponsoring 2 hour-long telecasts of *Scrooge*, literal translation on film of Dickens classic, on WJZ-TV Dec. 24, 9-10, with repeat Dec. 25, 4-5 . . . Abraham & Straus, big Brooklyn dept. store, sponsoring *Christmas Party* on WNET Dec. 25, 3-5 . . . WOR-TV signs Brooklyn Dodgers for Schaefer Beer sponsorship next 3 seasons . . . Among other advertisers now using or reported planning to use TV shortly are: Fred Fear & Co. (extracts, dyes, etc.), thru Peter Hilton Inc.; National Carbon Co. (Prestone anti-freeze, Ever-Ready flashlights & batteries), thru Wm. Esty Co.; Peter Paul Inc. (Mounds candy), thru Brisacher, Wheeler & Staff; Zippy Products (starch), thru Martins & Andrews; Pompeian Olive Oil Corp. (soap), thru Joseph Katz Co.; Pequot Mills, thru Jackson & Co.; I. Sagner's & Son (Stallion suits), thru I. A. Goldman, Baltimore.

Los Angeles theatre owners are warned, in letter from CBS Pacific v.p. Howard S. Meighan, that Gillette-sponsored telecast of Rose Bowl game is under exclusive contract (KTTV) and may not be shown in theatres.

Proposed New Rules

CLARIFYING BAN ON SEPARATE OPERATION OF AURAL & VIDEO TRANSMITTERS

Public Notice FCC 49-1621, Docket No. 9518, Proposed by FCC Dec. 8, 1949

Comments Required Prior to Jan. 9, 1950

Sec. 3.661 -- Time of Operation

\* \* \* \* \*

(b)(1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

- (i) For actual tests of station equipment and for actual experimentation in accordance with Section 3.662; and
- (ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmissions shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided that nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

- (i) To accompany aural announcements of the station's program schedule for a total period not to exceed 15 minutes in any broadcast day; and
- (ii) To accompany aural news broadcasts or news commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.

Examples

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b)(2).

(over)

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b)(2).

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) The broadcast of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.

(6) The broadcast of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.



**PHILCO 12½-in. LINE STARTS AT \$200:** First official word from the majors -- Philco's 12½-in. line beginning at \$199.95 -- indicate lower prices for 1950 receivers than anybody really anticipated. In fact, spread between brand-name and off-brand prices looks like it's getting so narrow that many of very small set makers may find the competitive going rough indeed. Their big pitch lately has been to sell 12½-in. at \$200 and 16-in. at \$300 and under.

Philco's first offerings are all 12½-in. models, 8 in the line, 7 of them new, all now moving to sales rooms. The 7 have built-in antennas, so-called black or white tubes optional, chassis with 19 tubes, 2 rectifiers.

No 7, 10, 16 or 19-in. models are announced, but too much significance should not be read into absence of larger sizes; they're presumed to be planned for inclusion soon. Philco has had unusual success with 12½-in., claims it sold more of them this year than any other manufacturers. The new line comprises:

Table models 1403 in walnut, \$199.95; 1404, mahogany, \$229.95; 1406, tooled leather, \$249.95. Models 1404C (\$259.95) and 1406C (\$279.95) have matching bases to make them consoles, and Model 1432 is Regency console at \$299.95. Console combination with AM-FM-3 speed is Model 1484, Sheraton, \$479.95. And held over in new line is \$369.95 TV-only console Model 1443, which has 21 tubes, 4 rectifiers, and is more sensitive for fringe reception.

New Philco prices compare with old \$259.95 for 12½-in. wood table, \$329.95 for same as console, \$399.95 as console combination.

RCA's new line and prices, including probable 10-in. table at \$190, 12½-in. table at \$230, 16-in. table at \$300 (Vol. 5:51), are due to be divulged next week -- also new GE, Stromberg-Carlson, Hallicrafters sets. Motorola says nothing until Furniture Mart, Admiral keeps mum until its Chicago convention Jan. 5-7.

Magnavox's new line embraces 16-in. table cut to \$300, new 12½-in. console \$300, 12½-in. combination \$470, 16-in. console \$340, 16-in. combination \$745. These are in addition to other recently reported models (Vol. 5:44,48). And \$290 Raytheon console we mentioned few weeks ago (Vol. 5:50) is 12½-in., not 16-in., as erroneously published. Raytheon present line continues thru January, same prices; only model change due soon is 12½-in. table at around \$200.

**FACTORY VALUE OF YEAR'S TVs & RADIOS:** Nobody has yet undertaken to survey TV-radio industry, so far as we know, for plant investment, payroll, etc. It's possible, though, to arrive at reasonably good estimate of factory dollar volume on basis of available data. On page 1, we project 1949 retail trade to figure of \$1,513,000,000. Here's what this probably means at factory:

Average factory value of \$200 per unit of 2,750,000 TVs produced this year will account for \$550,000,000. Average factory value of \$27 per unit on 10,000,000 radios adds another \$270,000,000. Total of \$820,000,000 compares with RMA's estimated \$750,000,000 record factory value of 1948 TV-radio output, comparing with previous high of \$700,000,000 in 1947 -- higher than anything ever achieved pre-war.

To the \$820,000,000 should be added substantial slice of the more than \$200,000,000 being spent by the public on service, replacements, accessories, etc. -- but it's impossible to say how much. It's good guess that over-all factory value of home TV-radio equipment turned out this year will run very close to \$900,000,000. It would be even more if you added value of the 47 TV transmitters that went into operation this year, costing average of at least \$200,000 -- and of course the several hundred new and replacement AM-FM transmitters, which cost anywhere from a few thousand to several hundred thousand dollars each.

Caution: Retail average of \$320 per TV set, \$43 per radio (p. 1), factory value of \$200 and \$27, respectively, are RMA estimates. They're subject to fluctua-

tion, so shouldn't be used in any calculations of 1950 sales -- particularly in view of continuing downward trend of prices (Vol. 5:51).

Note: We'll have new Directory of TV Manufacturers & Receivers ready for you in few weeks, listing all firms making TV sets and cataloging their products.

**TRENDS & TOPICS OF THE TV TRADE:** There's nothing yet in the trade picture to negative the consistently bullish reports we've been publishing on current TV-radio business and 1950 outlook -- especially outlook for next quarter (Vol. 5:51). Even Retailing Daily's Dec. 22 Chicago report of 5-20% decline in retail TV sales volume from recent highs, doesn't betoken any real clouding of the horizon, for all stores agreed business is still far ahead of expectations. Reasons for decline were attributed variously to (1) early Xmas buying, (2) shoppers shying away from TV because of publicity about brand scarcity, (3) news of new and cheaper models after Jan. 1.

Fact remains that factory and distributor inventories of brand-name sets, which account for perhaps 90% of industry's volume, are practically non-existent -- and that industry leaders continue to view the scene with great satisfaction. Nobody expects anything like the "recession" that followed last winter's boom.

More forecasts: Westinghouse president G. A. Price predicts 3,500,000 TV sets will be sold next year, calling TV trade "most spectacular performance among consumer goods." A comparatively slow starter in TV, Westinghouse probably will rank among dozen top producers before next year is out. Mr. Price says company is increasing electrical appliance production 15% during first 1950 quarter, presumably lumps in TV. GE's Dr. W. R. G. Baker says 80% of his company's 1950 receiver business will be TV, forecasts 3,500,000 sets (half of them table models); adds that TV programs will be available to 65% of American people by end of 1950.

Emerson plans to double TV output next year, which president Ben Abrams thinks will be "greatest year in the history of the electronics industry." He calculates industry output of between 3½ & 4 million TVs. Motorola's Walter Stellner reports current trade "100-600% ahead of last year," says Xmas sales would have been far greater had TV manufacturers been able to meet demand. Motorola's Quincy, Ill. plant capacity (radios only) will be doubled in order to free Chicago plant for more TV production. Radio output will be hiked from 2800 to 3800 per day.

\* \* \* \*

Radio & Television Weekly says 12,000 TV sets are now being installed daily. Sylvania's president Don Mitchell forecasts 3,750,000 TVs will be sold in 1950 -- plus some 5,000,000 picture tubes (vs. 3,500,000 picture tubes this year). Replacements will be important factor, he says. Altogether, he expects 200,000,000 receiving tubes of all kinds to be sold next year vs. about 190,000,000 this year.

"Older models turned in for newer models," as in auto industry; total sales of more than 3,000,000 TVs; price-reduction pressures on the parts industry and its mechanization -- all conduce to favorable 1950, in opinion of components maker Victor Mucher, Clarostat. Meanwhile, he notes:

"TV sets are operating night after night, piling up hundreds of hours of wear and tear, to the gratification of tube and component manufacturers as well as local servicemen. Close to 2,000,000 TV sets are well over 2 years old. That means occasional replacement of other tubes...resistors and capacitors are apt to let go, while controls get noisy or flickery. All of which is sweet music to servicemen, parts jobbers and of course parts manufacturers."

\* \* \* \*

Add Chicago conventions: DuMont distributors from 17 Midwest cities to meet in Drake Hotel Jan. 11. This week DuMont regional men held 3-day sales parleys in E. Paterson. New DuMont line not due before February...Two more minor companies reported out of TV business: Videodyne Inc., Stamford, Conn. (B. Rodkin); International Television Corp., New York (John B. Milliken)...Eureka Television & Tube Co., Hawthorne, N.J., one of smaller tube makers, reports production now entirely concentrated on all-glass 16-in., that 19-in. all-glass is set for February deliveries.

TV boomtown Cleveland, where 17,775 sets were sold in November (total now in use, 119,000), may or may not be representative -- but in our book it was signifi-

cant that we could count 21 different brands advertised in Plain Dealer's ad-packed 24-p. special TV section Dec. 18. Occasion was inaugural of city's third outlet, WXEL. The brands: Admiral, Arvin, Capehart, Crosley, DuMont, Garod, GE, Hallicrafters, Magnavox, Meck, Motorola, Muntz, Philco, RCA, Silvertone (Sears), Stewart-Warner, Stromberg-Carlson, Tele King, Trav-Ler, Westinghouse, Zenith.

\* \* \* \*

Dept. of Justice is looking into alleged tie-in sales by radio-TV manufacturers, seems particularly interested in complaints that dealers had to take new-speed record players and records in order to get TV set deliveries. Anti-trust office in Philadelphia, which calls action an "inquiry", has subpoenaed RCA and "half-dozen others of largest TV set makers," as well as many distributors. It wants data on sales practices in time for Feb. 14 grand jury. If indicted, companies must stand trial; penalty is \$5000 fine for corporations, year in jail for individuals.

Last few months, or ever since TV market got hot and sets scarce, unconfirmed reports have been bruited that RCA distributors were forcing tie-ins with 45rpm players (Vol. 5:45,48). RCA and distributors have denied this, and this week RCA in formal statement after Justice Dept. subpoena declared: "We know of no tie-in sales. The fastest-selling records in America are RCA Victor's 45's...."

Trade and financial notes: Emerson dividend of 30¢ per share on 879,805 common outstanding is payable Jan. 16 to stock of record Jan. 5; it's in addition to Dec. 23 stock dividend of 10% . . . Packard-Bell pays 25¢ dividend Jan. 25 to stock of record Jan. 16 . . . Admiral buys 64,000 sq. ft. General Mills plant at Bloomington, Ill. for TV-radio expansion; it once was owned by Colonial Radio (Sylvania) . . . Belmont Radio (Raytheon) advertising in trade press that certain important markets are still open for Raytheon distributor franchises; now distributes in 10 markets, will announce 6 more soon . . . Sylvania leases 3 floors (47,500 sq. ft.) of space in new Mutual Life Bldg., nearing completion at Broadway & 55th, for New York executive offices.

This is what Magnavox tells public about color TV in its widely publicized cartoon-animated booklet titled *More Fun for Your Money*: "The cost of a color TV receiver (when it is practical) will probably be 3 times as much as that of a black-and-white receiver. The best guess of today is that satisfactory color TV reception is in the distant future . . . at least 5 years! Meanwhile, black-and-white TV is here to stay . . . your present Magnavox will not be obsolete."

ARRL has released film on TV interferences for showing to "hams" and TV servicemen, demonstrating various types of interference to TV pictures and corrective measures. Motion picture is part of ARRL effort to educate members and servicemen so "hams" won't be blamed for all TV interference. For details, write Geo. Crammer, technical director, American Radio Relay League, W. Hartford, Conn.

Bureau of Standard's Central Radio Propagation Laboratory is being moved to 210-acre site near U of Colorado, Boulder, where new \$4,500,000 installation will be constructed beginning in 1951. Lab will have 200-300 technicians, mostly transferred from Washington. Dr. Newbern Smith is director, Dr. Kenneth Norton, chief of frequency utilization research branch.

Never-ending controversy over viewing distances is given more impetus by Dr. Theodore Conklin, president of New York State Optometric Assn. He says 6-10 ft. from 15 to 19-in. pictures is most comfortable and practical. After hearing engineers firmly recommend 4, 5, 6, 8 or 10 times picture height, we'd like to see study of actual viewing habits.

Trade personals: E. F. Peterson named sales mgr. of GE tube divisions under J. M. Lang; K. C. DeWalt new mgr. of CR tube division, Syracuse; L. B. Davis, mgr. of receiving tube division, Owensboro, Ky . . . Clarence G. Felix promoted to asst. to John W. Craig, Avco v.p. in charge of Crosley Division . . . Commodore John D. Small, new aide to Emerson president Benjamin Abrams, elected v.p. . . Charles H. Andress, from Washington, named sales supervisor for Admiral-New York.

Vhf-uhf allocations problems, obscured by color, were brought to light again by consulting engineer Stuart Bailey, president of IRE, in Dec. 13 speech before Kansas City section of IRE. He questioned feasibility of FCC's proposed "priority" system of coverage, concluded that first priority—"to provide at least one television service to all parts of the United States"—would never be realized. "Here," he said, "for the first time in TV history, do we have a proposal to give square miles priority over people in the assignment of channels." He also warned that station coverage estimated in FCC's proposal is based on skimpy data, even though it was best available. Color was treated circumspectly, naturally, since Bailey is member of Condon committee advising Sen. Johnson.

From December *Cosmopolitan Magazine*, dept. titled "What You Don't Know *Can* Hurt You:" "Because TV is admittedly in its evolutionary stage, even the latest sets are likely to become relatively outdated. Impartial observers therefore advise the customer to purchase the best TV receiver he can afford, but to hold off buying one of those attractive TV-radio-phonograph combinations for the present. In other words, buy the TV unit alone, so that you won't have to take a loss on the more stable units when you trade in your set."

A TV set between front bucket seats of 1950 British Vanguard automobile was demonstrated in London recently. In U. S., many State legislatures have prohibited TVs in autos where driver can see it.

Second volume of RCA's "Pict-O-Guide" is off presses, offered through distributors for servicemen. Like first volume (Vol. 5:28), book contains photographs of video troubles, with correction advice.

Annual Parts Distributor Show is set for May 23-25 in Stevens Hotel, Chicago. And National Electronics Distributors Assn has tentatively set Aug. 23-31 as time of 1950 show in Cleveland's Convention Hall.

Personal notes: Proctor & Gamble shifts William M. Ittman to gen. mgr. of Cuban subsidiary, names Paul Huth mgr. of media, Richard Peck in charge of TV-radio, Ralph O. Glendinning other media . . . Ralph B. Austrian has gone to Hollywood for several month survey for N. Peter Rathvon, ex-RKO . . . Sheldon B. Hickox Jr. is chief of separate new NBC-TV station relations dept., with Tom Knode, E. B. Lyford, Stephen Flynn, Robert Guthrie as aides; Easton Woolley continues as AM station relations director . . . Wm. Sloat resigns from WPIX, New York, to become chief engineer of now-building KEYL, San Antonio . . . Wm. B. Faber heads TV dept. of Headley-Reed, moving Jan. 3 to 420 Lexington Ave., N.Y. . . . Canadian Broadcasting Corp. assigns Fergus Mutrie, Toronto, and Aurele Seguin, Montreal, to fulltime duty on TV development . . . Gordon W. Olive new CBC director-general for engineering, Alphonse Ouimet succeeding him as chief engineer.

TV was mainly blamed for failing marks of 169 children, out of enrollment of 562, by principal Charles Sheehan of Public School 5, Clifton, N. J.—his warnings and recommendations getting big play in New York newspapers. “Intellectually or any other way I have nothing against TV,” he said. “I love it myself. So does my 12-year-old son. But comes 9 o’clock, off he goes. Studies and a good night’s sleep come first.” He reported that majority of parents and teachers agreed with him. “Television profile”—dilated eyes, sleepy expression—was epidemic among children, 50% of whom had sets, he said. A principal for 30 years, Sheehan recalled similar effect of radio in early days but “parents didn’t have so many outside activities then and could keep a better eye on their children. Besides, there were pretty dull programs on late at night in those days.”

“Advertising rates generally won’t rise further, except in television,” according to *Wall Street Journal*, which sees no trend in higher rates effective next summer announced by *Better Homes & Gardens* and *Outdoor Life*. “Talk along Ad Row is that newspapers generally will hold the rate line in the year ahead . . . Outdoor charges, virtually unchanged, are already set for 1950. But ad agency men expect fast-rising TV time charges will continue to climb. Big question: When will radio broadcasters begin to bring down rates to compensate for audiences lost to the video medium?”

TV helps foster attendance at football games, Los Angeles Chamber of Commerce reports in survey it took of 805 ticket-holders at Nov. 19 UCLA-USC game. Of those interviewed 60% said they came because TV made them “want to see more games.” And 22% said they had TV sets, a higher proportion than ratio of TV set owners in all Los Angeles at that time. Random telephone check of 1296 Los Angeles families showed only 10% of those going to fewer games blaming TV.

Chapters on color TV as well as uhf is included in new 392-p. *Practical Television Servicing and Trouble Shooting Manual*, published by Educational Book Publishing Div., Coyne Electrical & Radio-Television School, 500 S. Paulina St., Chicago (\$4.25).

Newspaper retail lineage has benefited considerably from TV advertising, as noted by Media Records Inc. During first 10 months of this year, 22,500,000 lines were placed in newspapers in 34 key TV markets by dealers plus some 5,000,000 by manufacturers.

Comr. Robert Jones’ first speech since Nov. 27, 1948 (Vol. 4:48), when he first publicly announced his “color-now” views, comes Jan. 17 when he speaks on “Channels In The Sky” before American Marketing Assn in New York’s Hotel Commodore.

It stands to reason movies will eventually try to move in on TV operation (“When the Time Comes, We’ll Buy”; Vol. 4:48)—but we can get no verification of current and recurrent trade paper reports that MBS is due to be taken over by Loew’s (MGM), or that ABC negotiations with 20th Century-Fox have resumed. On the contrary, reports are denied; they stem obviously from those networks’ business declines. MBS-Loew’s report got some credence when MBS president Frank White in memo to employes this week stated there have been discussions with MGM regarding “joint program production.” Aim of movie folk is said to be TV; ABC owns 5 TV stations, MBS owns none but some of its chief stockholders have stations (*Chicago Tribune*, Don Lee, Yankee, WOR) which they aren’t likely to dispose of.

Regarding Mexican color TV work, Guillermo Gonzalez Camarena, chief engineer of XEW, Mexico City, writes us this description of his work: 625-line, 50 frames, 25 pictures, interlaced, “sequency” system. “The Chromoscopic Adapter can be used in conjunction with almost any standard receiver in the market; but better results have been obtained with projection types, which furnish a 75 sq. in. screen with good color quality, good brilliancy, and no noticeable flicker.” He says he demonstrated equipment at 2 government fairs “with very pleasing results.” System stems from his patents, he says, which are No. 2296019 (U.S.) and 40235 (Mexico). Our first impression was that he uses CBS-type system, but it isn’t clear from his letter. His address: Laboratorios Gon Cam, Havre 74, Mexico, D. F.

That Canada turn over TV set taxes to private telecasters and to CBC, to help defray program costs, was suggested in Montreal recently by Ralph Hackbusch, president of Stromberg-Carlson Ltd. and v.p. of Canadian RMA. Assuming stations in Montreal and Toronto by 1951, he figures that 100,000 sets could be sold for \$50,000,000 by end of that year and that sales and excise taxes would amount to \$5,000,000. CBS went to Parliament for \$4,500,000 to set up own Toronto and Montreal stations, and there are presently pending 4 private applications for Toronto, 2 for Montreal, one each for Hamilton, Ont. and New Westminster, B. C.

Most effective telecast commercials are those integrated or woven into program pattern, according to Daniel Starch studies showing 80% more people who have seen integrated TV commercial would buy product than would non-viewers. Other types of commercials and percentage of viewers who say they would buy: dramatic, 72%; cartoon and stop motion, 63%; demonstration, 25%; service (time and weather), 14%. Service programs and integrated commercials were high in “best liked” category.

Belief “satellite” or secondary TV stations feeding from major stations in big cities could make TV profitable for small cities, was voiced by FCC chairman Coy in response to query by Rep. Burr P. Harrison (D-Va.) on when TV would be available to smaller towns in his state. Coy’s answer was much same as he proposed in NAB speech last April (Vol. 5:16).

Movie mogul Barney Balaban doesn’t fear TV in December any more than he did in May (Vol. 5:21). In report to Paramount stockholders last week, he ventures that TV can be used to advertise movies, develop new stars, restating in virtually same words what he said before.

FCC has reaffirmed decision AT&T must interconnect with privately-owned intercity TV relays (Vol. 5:37); set for further hearing (no date yet) question whether AT&T must also interconnect with Western Union’s TV relay (Vol. 5:34).

# TELEVISION DATA CHART

## DECEMBER 1, 1949

ESTIMATED TV SET OWNERSHIP				TV OWNERSHIP IN CITIES WITHOUT OPERATING STATION			
CITY	NBC STATION	NO. OF STATIONS	NO. OF TV SETS INSTALLED	CITY	OPERATION DATE FIRST STATION	NO. OF TV SETS INSTALLED	
New York	WNBT	7	950,000	Norfolk	April, 1950	1,000	
Baltimore	WBAL-TV	3	113,000	Phoenix	December, 1949	3,000	
Boston	WBZ-TV	2	213,000	San Antonio	December, 1949	1,200	
Buffalo	WBEN-TV	1	53,200	All Others		5,400	
Chicago	WNBQ	4	312,000				
Cincinnati	WLWT	3	50,000				
Cleveland	WNBK	2	119,000				
Columbus	WLWC	3	25,300				
Dayton	WLWD	2	22,300				
Detroit	WWJ-TV	3	138,000				
Erie	WICU	1	14,500				
Grand Rapids	WLAV-TV	1	9,000				
Lancaster	WGAL-TV	1	19,000				
Milwaukee	WTMJ-TV	1	60,600				
New Haven	WNHC-TV	1	58,400				
Philadelphia	WPTZ	3	315,000				
Pittsburgh	WDTV	1	55,000				
Providence	WJAR-TV	1	23,700				
Richmond	WTVR	1	18,600				
Rochester	WHAM-TV	1	15,900				
Schenectady	WRBG	1	44,200				
St. Louis	KSD-TV	1	67,700				
Toledo	WSPD-TV	1	27,000				
Utica	WKTV	1*	4,500				
Washington	WNBW	4	78,700				
Wilmington	WDEL-TV	1	19,400				
<b>NBC INTERCONNECTED NETWORK (26)</b>				<b>STATION STATUS</b>			
Albuquerque	KOB-TV	1	1,500	LICENSED	STA's	CP's	PENDING
Atlanta	WSB-TV	2	20,000	26	71 (b)	14	353
Birmingham	WNBK-TV	1*	2,300	19	48	13	149
Birmingham	WBRC-TV	2	7,900	19	38	6	103
Charlotte	WBT-TV	1	9,300	Totals			464
Davenport	WOC-TV	1	5,000	Markets			
Ft. Worth	WBAP-TV	1	12,100	Added Markets			
#Dallas	WFMY-TV	1	14,100				
Greensboro	WLEE-TV	1	7,300				
Houston	WSAZ-TV	1*	10,000				
Huntington	WFMB-TV	1	2,700				
Indianapolis	WMBR-TV	1	14,000				
Jacksonville	WJAC-TV	1	4,200				
Johnstown	WDAF-TV	1	9,700				
Kansas City	KNBH	1	20,400				
Los Angeles	WAVE-TV	7	303,000				
Louisville	WMCT	1	16,600				
Memphis	WTMJ	1	12,200				
Miami	KSTP-TV	1	12,900				
Minn - St. Paul	WDSU-TV	2	50,200				
New Orleans	WKY-TV	1	10,300				
Oklahoma City	WOW-TV	1	14,300				
Omaha	KDYL-TV	2	10,300				
Salt Lake City	KFMB	2	7,800				
San Diego	KRON-TV	1	15,200				
San Francisco	KING-TV	3*	24,100				
Seattle	KOTV	1	15,800				
Tulsa		1*	6,100				
<b>TOTAL NBC STATIONS OPERATING (53)</b>				<b>TOTAL TV SETS</b>			
				<b>3,497,000</b>			
<b>Cities Without NBC Station</b>							
Bloomington		1*	1,000				
Syracuse		1	19,100				
<b>TOTAL OPERATING STATIONS (94) in 56 MARKETS</b>				<b>3,486,400</b>			

**STATION STATUS NOTES**

STA - Operating under Special Temporary Authority.  
 CP - Construction Permit.  
 (a) - 173 actual FCC channel allocations applied for.  
 (b) - WXEL, Cleveland; KRLD-TV, Dallas; KPHO-TV, Phoenix not operating as of December 1.

**SET INSTALLATION NOTES**

\* - New station added during November.  
 # - Included in coverage of Ft. Worth station.

**Warning:** Set counts in some cities are made only on a quarterly basis, with interpolated estimates for the intervening months. Consequently, some of the increases shown this month are subject to later revision when the next quarterly counts are made.

**THE RCA 1950 LINE BEGINS AT \$170:** RCA's 1950 line has 10-in. model at \$170, plus six 12½-in. starting at \$230, seven 16-in. starting at \$300, one projection held over at \$795. Industry's biggest entity thus also takes leadership in startling "price breaks" that apparently will feature New Year market. Its retention and reduction of 10-in., its biggest seller during 1949 at \$200, is predicated on belief that low-price field needs further broadening and some families are ready for second sets.

The 10-in. at \$169.95 is down from \$189.95 price tag tentatively fixed several weeks ago (Vol. 5:51). Here's the full line:

10-in.: Model T100, metal table, \$169.95.

12½-in. (blonde wood in parentheses): Model T120, metal table with matching table, \$229.95; TC124 & TC125, consolettes, \$279.95 (\$299.95); TC127, consolette with doors, \$299.95 (\$319.95); TA128, console with AM-FM-3 speed, \$439.50 (\$459.50); TA129, period console with AM-FM-3 speed, switch for enlarging picture, \$495 (\$525).

16-in.: Model T164, wood table with drop panel for controls, \$299.95 (\$319.95); TC165, consolette, \$349.50 (\$369.50); TC166, consolette in traditional cabinet, \$369.50 (\$389.50); TC167, consolette with doors, \$399.50 (\$419.50); TC168, period consolette, \$435; TA169, console with AM-FM-3 speed, \$650 (\$675); S1000, console with AM-FM-SW-3 speed, \$795.

Projection: Model 9PC41 (300 sq. in.), \$795.

All 10 and 12½-in. sets have 21 tubes, one rectifier; 16-in., 22 and 2. Featured are short-necked 16-in. metal-coned tube (Vol. 5:43); filter-glass or "black" tubes; 3-speed phonos but with 2 turntables, one for 78 & 33 1/3rpm, other separately for 45rpm; all save metal table models with built-in antennas, metals having built-ins concealed in legs of matching tables.

Service contract remains in effect, optional, but an alternative is offered for first time. It provides complete installation, year's parts and tube warranty, 90-day unlimited service on 10-in. sets for \$22.95 for built-ins, \$39.95 for outdoor antennas; \$24.95 & \$44.95 on 12½-in.; \$29.95 & \$49.95 on 16-in. Service calls after 90 days offered at flat \$5.75 per call.

**PRICE TRENDS & OTHER TRADE NOTES:** Looks like the mass producers, taken by surprise by Philco's new 12½-in. at \$200 (Vol. 5:52) will vie to see who can offer lowest prices in each category of models and tube sizes. This week, RCA broke price of its 10-in. table model down to \$170 and 16-in. to \$300 (see above). Hallicrafters came out with 12-in. (sic) plastic table model at \$200 and announced line of 16-in. with rectangular tubes starting at \$280. GE's new line omits 16-in., starts with 10-in. plastic table at \$180 and 12½-in. wood table at \$240, has first 19-in. not yet priced. And Stromberg-Carlson announced it's dropping 10 & 16-in. to concentrate on 12½ & 19-in. consoles.

Those are the early ones to report. Next week, Admiral, Motorola, Emerson, Tele-tone, possibly others, are due out with new lines and new prices. Philco may even have more to tell its distributors at Palmer House convention, Chicago, Jan. 4-6. Admiral's fire is being held for its convention in Chicago's Drake Hotel, Jan. 5-7; Motorola's in Chicago's Stevens Hotel, Jan. 10. Tele-tone shows its new line at New York's Park Sheraton, Jan. 3. Emerson salesmen meet in New York Jan. 6-7.

Last few weeks had everybody hard at work on cost estimates to meet competitive pace set by Philco and RCA. Even RCA's new 10-in. was originally down for \$190 (Vol. 5:51), then repriced to \$170 when Philco made known its 12½-in. walnut table at \$200. GE had its plastic table 10-in. at \$200, then cut it by \$20.

Admiral published ad telling trade to "hold everything" until it saw new line Jan. 5: "22 brand new models, more revolutionary in design, more sensational in value than those that rocked the industry just a year ago." Ad went on: "Urge you

to make no major commitments other than current requirements until you have seen and compared Admiral's brilliant new line on display Jan. 9, Chicago Furniture Show." Only hint out of Admiral comes from distributor reports that its salesmen are talking about new plastic 12½-in. table model.

Several manufacturers tell us they're already sold out for first quarter 1950, and DuMont's Ernest Marx issued statement that its receivers will continue on allocation indefinitely "even though our January, 1950 production will be double that of January, 1949." DuMont's regional distributor meeting at Chicago's Drake Hotel Jan. 11 has expanded into national distributor meeting, devoted mainly to sales training; DuMont has no new line or prices in immediate prospect despite earlier indication of new models in February.

\* \* \* \*

Hallicrafters new line has 7 new sets, retains one. It comprises: Model 716, plastic table 12-in., \$199.95; 730, console 12½-in., \$259.95; 740, console with doors, 12½-in., \$289.95; 745, table 16-in., \$279.95 (previous price was \$319.95); 750, console 16-in., \$339.95; 760, console with doors, 16-in., \$369.95; 770, console with AM-FM-3 speed, 16-in., \$439.95; 605 held over, 19-in. console with FM, \$545. Features of line: 12 & 12½-in. sets have 17 tubes, 2 rectifiers; 16-in. have 18 and 2; 19-in., 23 and 2; all have built-in antennas; all 16-in. are rectangular-tubed, due for delivery in mid-January.

GE has new line of 5 sets, to be shown first at Chicago Furniture Mart. They're priced as follows: Model 10T6, plastic table 10-in., \$179.95, down \$10 from old Model 805; 12T3, wood table 12½-in., \$239.95, down \$40; 12C107, consolette 12½-in., \$289.95, down \$30; 12C109, consolette with doors, 12½-in., \$319.95; 19C101, consolette with doors, 19-in., not yet priced. All except 10-in. have built-in antennas. All save 19-in. have 18 tubes, 3 rectifiers, black tubes; 19-in. has 19 and 3, won't be ready for delivery until late February.

Emerson adds 5 new sets to line in mid-January. Table models with 10-in. tube will be same as current plastic \$180 Model 614 but with picture enlarger switch. There will be table and 2 consolettes with 12½-in., not yet priced. Table 16-in. is expected to be priced around \$290. Meeting of company salesmen Jan. 6-7 is not convention.

Stromberg-Carlson's new line: Hampton, 12½-in. console \$339.95 (Monterey in blonde, \$349.50); Salem, 12½-in. period, \$389.50; New Yorker, 19-in. console, \$539.50 (blonde \$549.50); Emperor, 19-in. period with compartment for 45rpm, \$645; Chinese Classic 19-in. with AM-FM-3 speed, \$965. All have built-in antenna, all 12½-in. have switch for enlarging picture to full circle.

Bendix officials indicate announcement soon about manufacture for private-label, presumably for Associated Merchandising Corp., buyer for 32 dept. stores, including Abraham & Straus, Brooklyn; Bloomingdale, New York; Emporium, San Francisco; Filene's, Boston; Strawbridge & Clothier, Philadelphia; Boston, Milwaukee. Also for Interstate Stores Buying Corp., 30 stores in smaller cities. Bendix will show own TV line at Chicago Mart, holds sales meeting in Hotel St. Clair there Jan. 6.

\* \* \* \*

Sears Roebuck's 1950 catalog won't be out till March, but its retail stores will offer 1950 Silvertone line comprising: 12½-in. table, \$220; 16-in. table with rectangular tube, \$260; 12½-in. console with AM-FM-3 speed, \$470. Retained in line is 10-in. plastic table at \$160. By mid-February, Sears expects to have 14 models. Meanwhile, mid-winter flyer quotes these prices on old lines: plastic 10-in. table, \$155; 12½-in. walnut consolette, \$200; latter in mahogany, \$220. Making sets for Sears: Air King, Colonial, Hallicrafters, Tele-tone, Meck, among others.

Ansley has decided to sell via distributors henceforth, quitting direct-to-dealer method...Macy's-New York on Dec. 29 advertised it had 300 "specially priced" 16-in. private-brand Hyde Park sets at \$219...Vim-New York chain Dec. 29 advertised Electromatic 12½-in. table at \$130...Buffalo's Bestway Stores offered 10-in. Admiral plastic table for \$119.95 (list was \$169.95), promising to refund full price within year on purchase of any 16-in.

Templetone resumed TV production last week, after hiatus of 6 months, offering 16-in. Temple console at \$269.95 direct to dealers as first of new line; prom-

ises in February to include 12½-in. table and console, 19-in. console...Sylvania isn't showing new line at Chicago Mart, though trade ads speak of "new 1950 TV sets." Models will be same as those now on market (TV Directory No. 9) but new ones will be added from time to time...Atwater reports 12½-in. table model at \$220, 16-in. console \$350, 19-in. console \$450...International Television Corp. (John B. Milliken) asks us to correct our report it was out of business; our information came from usually reliable sources, and we regret the error.

**THEY'RE ORDERING RECTANGULARS:** Mass-produced conical tubes, both glass and metal, are still the best sellers by all odds -- but talk about rectangulars won't down (Vol. 5:36-51). And the two glass blank suppliers, Corning and American Structural Products (formerly Kimble), though their present round-tube business is flourishing, make no bones about their enthusiasm for rectangulars. Corning says 75% of its tubemaking customers have ordered them already, ASPC says it has orders from all save 2 of its customers (one obviously being RCA).

Corning thinks rectangulars will "start rolling" in big way by early spring, or when current sales flurry subsides and set makers need new gimmicks. ASPC spokesman says that in January rectangulars will account for third of its productive capacity; by end of first quarter, 75%; and by September "80-90% of all the bulbs we make will be rectangular." At moment, both are concentrating on 16-in. size, but 14 and 19-in. are due to be offered soon. Current price of 16-in. rectangular blank is \$11.50 vs. round at \$12.80.

Right now, both say hottest items are 12½ and 16-in. round blanks, Corning adding that demand for 19-in. is accelerating too. Corning says 10-in. are "holding on," 7-in. are "cold" and 8½-in. very few. ASPC makes no 7, 8½ or 19-in. All present tube blanks are made with filter-glass. To list of manufacturers promising rectangulars in 1950 lines (Vol. 5:51), you can add Tele King which took double-spread ad in Dec. 27 Retailing Daily to announce itself as "First with...rectangular 16-in. 'black' tube." Tubemaker Tel-0-Tube Corp. advertised in Dec. 21 Radio & Television Weekly that it's turning out 16 and 19-in. rectangulars now at rate of 1800 per day.

\* \* \* \*

Significant new technique for coating inside of tubes was announced by Corning this week. Up to now, all tubes have had carbon conductive coating (aquadag) painted on by hand. New process permits glass-makers to ship blanks already coated, saving tube-makers laborious job; further, coating is fused to glass, doesn't come off in reclamation. All bulbs will get new treatment as fast as facilities are available. Corning believes technique will hasten acceptance of rectangular tubes, which are much harder to paint. Company also announced plans for new research plant, to be devoted primarily to TV tubes, and new engineering building.

**HOW TRADE LEADERS EVALUATE 1950:** More New Year forecasts from industry leaders:

RCA president Frank Folsom sees 1950 production and sale of 3,500,000-to-4,000,000 TVs, 8,000,000-10,000,000 radios; factory capacity increased nearly 50%. He counts only 2,500,000 TVs produced and sold this year, although RCA License Bureau's own 10-month figure plus RMA's November projection indicate figure will easily top 2,750,000 (Vol. 5:52).

RMA president Ray Cosgrove, ex-Avco (Crosley) forecasts same number of TVs as does Folsom, sees today's TV areas "far from saturated." He observes: "Unlike radio, TV is not [yet] in the replacement business. Almost every TV receiver today goes into a home that hasn't had TV before. And there are plenty of homes not yet equipped with their first set -- about 88% of them -- in TV reception areas."

Allen B. DuMont foresees 8,000,000 sets by end of 1950, with public investment of \$5 billion. If FCC freeze is lifted, he would guess 100 new stations on air in 1950 and 10,000,000 sets. He sees 1950 as beginning of demand for second set in home, good prospects for industrial TV. DuMont factory chief Ricardo Muniz told American Assn for the Advancement of Science Dec. 30 that TV manufacturing payroll for 1949 was well over \$300,000,000, compared with \$190,000,000 last year.

Avco's John M. Craig, Crosley chief, predicts 3,200,000 TVs sold next year at retail cost of \$720,000,000 (average \$225), and Westinghouse's F. M. (Tod) Sloan said Sunbury plant will increase 1950 TV production by 75% over 1949.



Zenith is asking FCC to reconsider its action 2 weeks ago setting whole question of Phonevision for hearing Jan. 16 (Vol. 5:50), and seeks permit for Chicago tests to be held first. In petition this week, Zenith stated it was prepared to spend \$400,000 on transmitting equipment, called attention to FCC's pre-war authorization for Muzak "pig-squeal" radio service to test experimentally (it never did because of war), detailed contract it had drawn up for 300 homes to be used in demonstration. Understood several commissioners may change mind about need for hearing before experiments—which, with Coy and Sterling who dissented originally, would give Comdr. McDonald chance to try Phonevision out.

RCA will file results of color co-channel ratio study with FCC next week. RCA won't divulge its conclusions, but scarcely anyone expects ratios to differ much from those of black-and-white. Apparently, all 3 systems (CBS, CTI, RCA) were tested in laboratory setup. If difference in ratios between color and black-and-white is negligible, it would make it easier for Commission to begin vhf-uhf allocations hearing any time it wants to, regardless whether color decision has been made. If it decides at end of color hearing that systems need more development, it could go ahead with black-and-white, knowing color (if 6 mc is adequate) could be authorized later without disrupting station spacing.

Color Television Inc. filed progress report with FCC Friday, related that lack of adequate receiver tubes has hampered work. There have been no radio transmissions since Oct. 22; resumption is planned (via San Francisco's KPIX) Jan. 3. Equipment has been made portable, put in 18 "moderate-sized" cases. Seven receivers are in process of completion. Tri-color tubes it had at time of hearing are no longer useful. Of tubes received from DuMont, first useable one came Dec. 12; 2 more arrived Dec. 21. Rauland said it can't make any more, though it made earlier ones. RCA supplied phosphors "with reasonable promptness." Six sets will be used in Washington tests. Two Philco engineers worked month on gamma control, color transmitter amplifier, preliminary receiver design. CTI also reports it has increased staff from 8 to 20.

Color programming for next month (Vol. 5:52) must be costing CBS pretty penny. It released schedule including such talent as Faye Emerson, Earl Wrightson, Meg Mundy; such programs as Golden Gloves from Washington's Turner's Arena, famous paintings and ballet dancer from National Art Gallery, play from Catholic U theatre. Just about all public observation will be in Washington; New York and Philadelphia transmissions are for technical tests. There will be 4 sets in Washington's Statler; groups will be invited there for shows. Another location, yet unnamed, will have 15-20 sets; it will be "semi-public," invitations being extended to large groups.

Not that it held up Paramount reorganization Jan. 1 into 2 companies (Vol. 5:52), but FCC this week refused to okay station transfers (including WBKB, Chicago) to new United Paramount Theatres Inc. without considering qualifications of new licensee. Paramount wanted action taken immediately, subject to later revision. FCC's action has Paramount attorneys in stew.

More recent British pictures have been signed up for TV. This week, Standard Television Corp. bought exclusive TV rights to 75 J. Arthur Rank productions, all made since 1944, about 50 of which have never been shown in U.S. Among titles are such recent films as *Tawny Pipit*, *Nicholas Nickleby* and *Waterloo Road*. Firm's president is Irvin Shapiro, general manager Robert H. Wormhoudt—both associated with Film Equities Corp., 10 E. 49th St., New York City.

Financial and trade notes: DuMont this week got 15-year \$750,000 loan on new Clifton (N.J.) plant from Mutual Benefit Life Insurance Co., Newark . . . Hoffman Radio reports \$10,352,000 combined factory and sales corporation sales for first 11 months of 1949, estimates earnings after taxes at \$1,061,000 (\$4.16 per share) . . . Admiral's John Huarisa notes his company had gross sales of \$110,000,000 in 1949 and "is currently the largest dollar volume TV manufacturer in the country [making] one set every 10 seconds," now employs more than 500 people.

Trade personals: David Davis, TV-radio buyer for Macy's, new GE TV-radio merchandising coordinator, reporting to marketing mgr. Ernest Vogel . . . James N. Ryan, ex-Eagle Electric Co., now Tele-tone asst. gen. sales mgr. . . . Edward A. Malling new sales mgr. for component parts at GE Receiver Division . . . Melvin B. Schwartz, ex-Sperry and Federal, new sales mgr. of Television Equipment Corp. . . . H. James Tait named Eastern states regional sales mgr. for DuMont receiver division.

SMPE definitely changes name as of Jan. 1 to Society of Motion Picture & Television Engineers, president Earl Sponable announces after overwhelming majority of membership (nearly 90%) voted favorably. Now SMPTE will undertake drive to enroll TV engineers as members.

RCA has sold 5 kw TV transmitters to Brazilian publisher-broadcaster Dr. Assis Chateaubriand and to Cuban broadcaster Goar Mestre. Both will operate on American, 60-cycle standards. Brazilian station will be at San Paulo, is due to begin operation June, 1950. Cuban station will be adjunct of CMQ, Havana, is expected to get on air commercially this fall.

NBC hikes rates of its 5 TV stations as of Jan. 1—New York's WNBT now having highest local rate in country, up from \$1500 to \$2000. Other hikes: WNBW, Washington, up from \$200 to \$375; WNBK, Cleveland, up from \$200 to \$400; WNBQ, Chicago, up from \$500 to \$750; KNBH, Los Angeles, up from \$500 to \$750. Announcement rates go up too: \$400, \$75, \$90, \$125, \$125 for each station, respectively.

Station accounts: WOR-TV, New York, claims largest single order ever given one station when local Chevrolet Dealers Assn. bought all available spots plus 60 *Telefax News*, 15-min., Dec. 26-Jan. 11, in connection with new 1950 model; on WJZ and WJZ-TV combined, same sponsor bought total of about 300 spots, and took spots also on 4 other N. Y. stations . . . RCA Victor planning big use of all media, including TV, to promote new TV line (see Trade Report) . . . Tele King to sponsor panel of showfolk, with Hal Tunis as m.c., on WATV, Newark, starting Jan. 9, Mon. 8-8:30 . . . Rose Bowl via KTTV, Los Angeles, got that station, beside Gillette for game itself, sponsorships of concomitant events by Standard Federal Savings & Loan, L. A. Federal Saving & Loan, GE Supply, Hoffman Radio . . . Philadelphia's *Mummers Parade* on WFIL-TV Jan. 2 sponsored by Petrol Corp. (Cities Service gas & oil) . . . Goebel Beer with Harry Heilman again signed to sponsor Detroit Tigers home games on WWJ-TV . . . Among advertisers currently using or reported planning to use TV are Consolidated Royal Chemical Corp. (Krank's shaving cream), thru Ruthrauff & Ryan; Venice Maid Co. (foods), thru Schoenfeld, Huber & Green; Standard Varnish Works, thru Lucerna Co.; Cribben & Sexton Co. (Universal gas ranges), thru Christiansen Adv. Agency, Chicago . . . Cities Service Co., film spots thru Ellington & Co. (in lieu of TV portion of NBC simulcasts of *Band of America*, concluding Jan. 9).

NBC-TV v.p. Pat Weaver starts his Sat. 8-10:30 p.m. cooperative project Feb. 4, sequential program with 3 participants per half hour, stations retaining 30-second station breaks. It's designed to attract smaller advertisers.

**Editor's Note:** One of FM's staunchest protagonists here analyzes the FM situation so pointedly, that we sought and secured permission to reprint it in full. Read also 'FM--Problem Child of FCC & Industry' in our Vol. 5:52.

From The New York Times, Dec. 25, 1950

## THE RIDDLE OF FM

### WMCA Move Highlights Problems of Medium

By JACK GOULD

**L**AST week's announcement by WMCA that it was suspending operation of its frequency modulation affiliate, WMCA-FM, has focused attention on the growing economic crisis confronting FM radio. The reason for the suspension was simply that the station was unable to attract a large enough audience and was suffering a monthly loss of \$4,000.

The plight of WMCA-FM is by no means unique. Since the first of the year more than 200 authorizations for FM stations have been voluntarily returned to the Federal Communications Commission by concerns which did not regard the future of the medium as bright.

What has happened to FM? Why should a medium which is far and away the best form of radio transmission be confronted with such problems? What has become of the high hopes that FM would give radio a "second chance" to provide more enlightened programming and bring in a new generation of broadcasters?

There is no pat answer to the questions. FM has been the victim of a chain of circumstances which at least temporarily represent a disheartening chapter in broadcasting history. These circumstances include economic, engineering and artistic factors.

#### TV Boom

The most obvious hindrance to FM's expansion has been the spectacular on-rush of television. Offering sight in addition to sound, TV has been a greater wonder than FM and has caught the fancy of the mass public to a much greater degree than could an invention which was merely a refinement of something with which everyone already was familiar. FM for its own good came with too

little too late.

But why FM was "too late" goes to the heart of the controversy surrounding the medium even today. Actually, Major Edwin H. Armstrong first announced his invention of modern FM as far back as 1935. Although his development of the regenerative and superheterodyne circuits obviously entitled him to the highest professional respect, many engineers, both in government and industry, belittled the major's latest invention. This was the start of a continuous series of delays for FM.

Chiefly FM represented not merely technical progress of the highest order but it also threatened the status quo in radio. What the public generally learned was that FM reproduced sound and speech with lifelike fidelity and virtually eliminated the problem of static. What was less publicized was the fact that in the unending competition for basic radio patents Major Armstrong would be on top. Since other characteristics of FM are to make possible more stations than is feasible with AM, and to equalize the power of stations, FM also challenged the position of existing sound broadcasters.

#### Change of Band

Finally, in 1940, FM was assigned forty channels in what is now known colloquially as the "low band" of the higher frequencies. The industry's subsequent expansion was halted by the war, but the post-war outlook was certainly promising. Then, in 1944, came the bombshell.

Although the overwhelming engineering opinion favored retention of the low-band channels for FM, the Federal Communications Commission, largely on the testimony of one Government engineer, moved the system to a new "high band" on the theory that there would be less interference between stations. Subsequently errors in the testimony were allegedly acknowledged and Major Armstrong has charged that there actually was alteration of the official records. To this day the matter never has been fully explained by the FCC and remains a mystery.

The effects on FM as a whole

were not uncertain. The transition from one band to another took well over a year and FM practically had to start over again. Some sets put on the market at this time contained only a synthetic FM circuit which was not satisfactory. The need in some locations for special aerials and the more critical tuning required for FM also put the new system at a disadvantage. Whether the higher fidelity of FM is appreciated by the average ear still is widely debated, too.

The chief headache, however, was economic and centered on the question of how to program the FM station. The networks favored the duplication of their shows on both AM and FM on the grounds that they did not relish the idea of competing with themselves. In addition, they advanced the persuasive and practical argument that the sale of FM sets would never achieve mass distribution until the big shows were available.

#### No Charge

The corollary to this policy was that the networks did not feel they could charge extra for the FM distribution of a program heard on AM. If a listener heard the show on FM, he was lost to AM, and vice versa. For the advertiser this meant that he could buy a commercial on AM and get it carried free of additional charge on FM. Yet the independent station has been forced to compete with this network Santa Claus.

Since FM is not a source of revenue in itself, the networks, on the whole, have shown only the required minimum of enthusiasm for FM and have turned their attention to television. So long as FM is largely an uncompensated service, its growth inevitably must be stunted.

What is the future of FM? If the present picture is dark, it is far from hopeless. There are FM stations which are managing to get by and, in the larger cities where it is possible, many are making a notable contribution to finer programming with their specialized coverage. In this city WABF and WFDR are offering

programs which are in welcome contrast to the output of standard radio, and WQXR-FM, of course, carries its AM affiliate's music.

Here in the metropolitan area, too, there are four educational outlets, each of which has commendable features. They are Fordham University's WFUV, Seton Hall's WSOU, the Newark Board of Education's WBGO and the New York City Board of Education's WNYE. They are well worth a listen.

#### Local Needs

Plainly, FM's future now lies in doing what neither television nor most of standard radio can do—cater to local needs and tastes and supply the programs which cannot be found elsewhere. In some communities this may not be economically feasible, heart-breaking as that news may be to many new operators, particularly ex-GI's, who have invested heavily in the medium. In other cases it has been shown that with ingenuity and alertness an exciting and valuable job in broadcasting can be performed.

FM must shake off its present lethargy and take a positive attitude. All too often even its strongest advocates have engaged in harmful quarrels among themselves or condoned extravagant claims and predictions, such as suggestions that advertisers are storming their doors or plans are afoot for a coast-to-coast FM network which would play only classical music. Careless talk of that type can only be harmful and misleading, because it does not square with the obvious facts of the moment.

FM would be better advised to tell its story honestly to the public and stress what it does have to offer, which in many communities is a great deal. Too much of its promotion has been couched in technical terms rather than in terms of its end product—programming. FM's greatest problem still is the fact that not enough listeners are aware of its existence. Once the public knows what it is missing, FM may find itself pleasantly surprised by the volume of public support which it receives. Such support is long overdue.

CUBA

As Reported by Cuban Ministry of Communications and the Federal Communications Commission

(1) Establishment of new station or increase of power for existing station permitted under NARBA Interim Agreement of Feb. 25, 1946.

NOTE: Changes are frequently occurring in Cuba, but not always promptly reported. This log coincides with NARBA notifications to date.

City	Call Letters	Licenses Address	Frequency (Kc)	Power (Watts)
ARTEMISA.....	CMAR	Juan de Dios Carreno Céspedes s/n entre Peralejo y Masso	1170	250-U (DA-N)
BAYAMO.....	CMAD-(CP) CMKX	Manuel Dominguez Residencial Sierra Oscar Vidal Benitez Martí 13, e/a Capote	680 1390	250-U 250-U
CAIRBARIEN.....	CMHD	Union Radio, S. A. Maria Escobar 17	1560	250-U (1) 5,000-U
CAMAGUEY.....	CMJA	Rafael Valdes Jimenez Maceo 1	1060	250-U
	CMJC	Cadena Camagueyana de Radio S. A., Independencia 308	1270	1,000-U
	CMJE	Organizacion Insular de Radio Maceo 7	1230	250-U
	CMJF	Gertrudis de la Cruz Perez Republica 97	1340	250-U
	CMJK	Jones Castrillon y Compania Finlay 4	1150	500-U
	CMJL	Circuito CMO, S. A. Radio Centro, L y 23, Habana	920	5,000-U (1) 10,000-U (DA)
	CMJN	Radio Habana Cuba Cadena Azul S. A., P. de Marti 53, Habana	960	1,000-U
	CMJW	Andres Moran Cisneros Ave de los Martires 148	1440	250-U
	.....	(1) .....	890	1,000-U (DA)
CAMAJUANI.....	CMHF-(CP)	Jose Fernandez Aleman Camajuani	1040	100-D
CARDENAS.....	CMGE	Genaro Sabater Céspedes 180	1470	250-U
CIEGO de AVILA.....	CMJH	Luis Marauri H. del Castillo 37	1370	250-U
	CMJM	Radio Habana Cuba, Cadena Azul, S. A., P. de Marti 53	1300	500-U
	CMJO	Bonifacio Ildelfonso Cuba 99	1470	250-U
CIENFUEGOS.....	CMHJ	Romualdo Ugalde Santa Cruz y San Luis	1350	250-U
	CMHU	Rafael H. Pena y Arruebo Prado 190	1450	250-U
CRUCES.....	CMHK	Virgilio Villanueva Heredia 61	1210	250-D

CUBA—(Continued)

City	Call Letters	Licenses Address	Frequency (Kc)	Power (Watts)
ENCRUCIJADA.....	CMHE-(CP)	Virgilio E. Diaz Quintanilla Carlos Loguicira s/n	1090	250-LS 100-N
FLORIDA.....	CMJI	Dr. Osvaldo Andres, Moran Artega, C. Central entre San Diego Eguquizu y Presidente Gomez	1400	250-U
GUANTANAMO.....	CMKH	Luis Coronado Estrada Calixto Garcia 24 Esq. a Donato Marmol	1130	250-U
	CMKS	Candido Savon Suarez Luz Caballero y D. Marmol	900	250-U
	CMKA-(CP)	.....	1250	250-U
HAVANA.....	CMBC	Domingo Fernandez Cruz San Jose 104	740	10,000-U (DA-1)
	CMBD	Luis Perez Garcia Calle 17 No. 3 Vedado	1460	250 S-(CMCQ)
	CMBF	Compania Radio Universal, S. A. Radio Centro, 21 y L, Vedado	950	5,000-LS 1,000-N (1) 10,000-U (DA)
	CMBG	Dr. Paul Chibas Rivas Ave de los Presidentes 575 esq. a 25 Vedado	690	15,000-U (DA)
	CMBH	.....	1560	5,000-U
	CMBL	Radio Cadena Suaritos, S. A. 25, 1113 Vedado	860	15,000-U (DA-1)
	CMBQ	Amleto Battisti, P. de Marti 255	1150	5,000-LS 1,000-N
	CMBS	Enrique Artalejo Calle F 103	1090	250-LS 100-N
	CMBX	Alberto Alvarez Ferrera San Miguel 570	1390	250-U
	CMBY	Pages y Compania Ave Menocal 159	1120	250-D
	CMBZ	Manuel y Guillermo Salas San Rafael 108	830	5,000-LS 1,000-N (DA)
	CMCB	Radio Reloj, S. A. Radio Centro, L y 23, Vedado	1320	250-U
	CMCD	La Voz del Aire S. A. Hotel Palace	1260	5,000-U
	CMCF	J. Ulloa y Compania Pasco de Marti 107	910	5,000-U (1) 10,000-U (DA)
	CMCH	Radio Cadena Habana S. A. Edificio Cooperativa de Omnibus Aliados, San Jose y Belascoain	790	5,000-LS 1,000-N (1) 10,000-U (DA)
	CMCJ	.....	1580 S-(CMCR)	250
	CMCK	Cia. Radiodifusora COCO y CMCK, S. A. Manrique 166	980	5,000-U
	CMCM	Compania Transradio Columbia S. A., Velazquez 10 Luyano	1360	250-U
	CMCO	Dr. Delfin Gonzalez Espinosa P. de Marti 111	1230	250-U
	CMCQ	Andres Martinez Vista Alegre 269 Vibora	1460 S-(CMBD)	250

**CUBA—(Continued)**

City	Call Letters	Licensee Address	Frequency (Kc)	Power (Watts)
<b>HAVANA—(Continued)</b>				
	CMCR	.....	1580 S-(CMCJ)	250
	CMCU	Jorge Garcia Serra P. de Marti 260	1190	5,000-U
	CMCW	Jone Vilarino Malecon 303	1290	250-U
	CMCX	Circuito Occidental de Radio, S. A. Aguilar 154	1060	10,000-U (DA)
	CMCY	Radio Habana Cuba Cadena Azul, S. A., P. de Marti 53	590	25,000-U (DA-I)
	CMK	Fausto Montiel Manzana de Gomez 508	1420	250-U
	CMOX	Compania Electronica S.A. Calle 10 No. 423	1490	250-U
	CMQ	Circuito CMQ, S.A. Radio Centro, 23 y L, Vedado	640	25,000-U (DA-I)
	CMW	Adolfo Gil y Miguel Troncoso Paseo de Marti 53	550	2,500-U
	CMZ	Ministerio de Educacion (Servicio Oficial) Consejo Corporativo Colombia	1010	10,000-U (DA)
<b>HOLGUIN</b> .....	CMKF	Manuel J. de Gongora Fresca e/Rastro	1050	250-U
	CMKJ	Circuito CMQ, S. A. Radio Centro, L y 23, Habana	730	5,000-U ( <sup>1</sup> ) 10,000-U (DA)
	CMKO	Manuel Angulo Farran General Tomas Salazar 21 y Maceo	1220	240-U
	CMKV	Radio Habana Cuba Cadena Azul S. A., P. de Marti 53, Habana	600	1,000-U ( <sup>1</sup> ) 10,000-U (DA)
	CMKD	Otto Vinas Gimeno E. Palma 658, Sgo. de Cuba	970	1,000-U
<b>JOVELLANOS</b> .....	CMGN	Radio Habana Cuba, Cadena Azul, S. A., P. de Marti 53, Habana	960	500-U
<b>LA MAYA</b> .....	CMKT-(CP)	.....	1520	250-U
<b>MANZANILLO</b> .....	CMKM	Union Radio, S. A. Maso 14	560	250-U
	CMKE	Organizacion Insular de Radio S. A., Maso esq. a Loma	1320	250-U
<b>MATANZAS</b> .....	CMGF	Juan Valdes Castillo Merced 37	1240	250-U
	CMGW	Ramon A de Zayas Milanes 45	1440	1,000-U
<b>NUEVITAS</b> .....	CMJQ	Juan Filgueiras Cabaleiro Calixto Garcia 21	1580	250-U
<b>ORIENTE</b> .....		( <sup>1</sup> ) .....	670	1,000-U (DA)
		( <sup>1</sup> ) .....	850	2,000-U (DA)
<b>PALMA SORIANO</b> .....	CMKZ	Maria Dominguez Doussou Marti esq. a 21	1430	250-U

**CUBA—(Continued)**

City	Call Letters	Licensee Address	Frequency (Kc)	Power (Watts)
<b>PINAR DEL RIO</b> .....	CMAB	Simon Ferro Martinez Maceo esq. a Rosario	1450	250-U
	CMAN	Radio Habana Cuba Cadena Azul S. A. P. de Marti 53	1300	1,000-U
	CMAQ	Circuito CMQ, S. A. Radio Centro, L y 23, Vedado, Habana	920	1,000-U
	CMAW	Pedro Redondo Fernandez Pinar del Rio	810	250-U
<b>PLACETAS</b> .....	CMHP	Candido de la A. Guevara Primera del Norte entre 2da y 3ra del Oeste Placetas	1250	250-U
<b>PUEBLO SAN LUIS</b> ....	CMKQ	Angela Viciado, Quintero General Garcia s/n entre Cepedes y Carbo	1460	500-U
<b>PUERTO PADRE</b> .....	CMKY	Pedro Zaeca Cheda Ave. de la Libertad s/n, entre Baire y Marti Carrillo 31	1350	100-U
<b>SAGUA LA GRANDE</b> ..	CMHA	Justiano Valdes Aguado Carrillo 31	1280	250-U
<b>SAN CRISTOBAL</b> .....	CMAC	Guillermo Garcia Ovies Capital Reyes 25	1030	250-D
<b>SANCTI SPIRITUS</b> ...	CMHB	Union Radio, S. A. Parque Serafin Sanchez 2	1410	250-U
	CMHT	Juan M. Santana M. Gomez 149	990	250-U
<b>SANTA CLARA</b> .....	CMHI	Radio Habana Cuba Cadena Azul S. A. P. de Marti 53	570	10,000-U (DA-I)
	CMHO	Sociedad Anonima "Organi- cion Insular de Radio" Edif. La Metropolitana, Habana	1310	1,000-U
	CMHQ	Circuito CMQ, S. A. Corr. Central	630	15,000-U (DA-I) ( <sup>1</sup> ) 25,000-U (DA-I)
	CMHW	Radio Habana Cuba Cadena Azul S. A., Parque esq. a Rolando Pardo	800	1,000-LS 250-N
	CMHX	Salvador S. Alimanza y Lopez Cuba entre Parque y E. Machado	1480	250-U
	New-(CP)	.....	680	1,000-LS 500-N
<b>SANTIAGO DE CUBA</b> ..	CMKC	Radio Oriente, S. A. Aguilera 511	1290	1,000-U
	CMKN	Radio Habana Cuba Cadena Azul S. A. P. de Marti 53, Habana	930	1,000-U
	CMKR	Jaime Nadal B. Maso Alta 69	1090	250-U
	CMKU	Circuito CMQ, S. A. Radio Centro, L y 23, Habana	850	1,000-U CP-2,000-U
	CMKW	Cadena Oriental de Radio, S. A. Estrada Palma 658	1000	1,000-U
	CMKL-(CP)	.....	800	250-U
<b>VICTORIA DE LAS TUNAS</b>	CMKG	Ramon Espinosa Perez Angel Guarda y Adolfo Villamar	1490	250-U