

Index to Television Digest, 1949 (Volume 5)

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Supplements Published During 1949

For Full-Service Subscribers

Directories

Quarterly TV Directories of Jan. 1, April 1, July 1, Oct. 1; with weekly Addenda reporting current FCC decisions, applications, etc.

AM Directory No. 3 of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Note: Consolidated with FM Directory as of Jan. 1, 1950.

Numbered Supplements

- No. 56A: Personnel List of the FCC (Feb. 16).
- No. 12C: Consulting Engineers Specializing in Radio (March 15)
- No. 61B: TV Receiving Set Shipments by Areas, 1947-48 (March 5)
- No. 63: FCC Views on Present and Future Status of Television (Feb. 26). Note: Question-and-answer replies to Senator Johnson.
- No. 64: FCC's Proposed VHF-UHF Rules and Standards (July 11).
- No. 65: Present and Proposed VHF Allocations by Channels (July 23).
- No. 66: Amendments and Corrections to FCC Proposed VHF-UHF Rules, Standards and Allocations (July 30 & Sept. 1).
- No. 67, 67A, 67B, 67C, 67D, 67E: Appearances Filed for Hearing on Proposed TV Allocations (Aug. 27, Sept. 3, Sept. 17, Sept. 24, Oct. 1, Oct. 8).
- No. 68: DuMont's Suggested VHF-UHF Allocation Plan (Sept. 1).
- No. 69: Proposed New Rules Clarifying Plan on Separate Operation of Aural and Video Transmitters (Dec. 14).

Special Supplements

Reprints of Zenith "Obsolescence" Ads (March 12).
 Decibel conversion table (Sept. 24).
 Trends in Broadcasting and Impact of Television (Text of FCC Chairman Coy's Address before NAB, Chicago (April 16)).
 Full Text of ICA Color Proposal (Aug. 27).
 "The Riddle of FM"—Reprint from 'New York Times' (Dec. 31)

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NEXT NEW STATIONS & NEW MARKETS: No TV Addenda this week, because New Year's Day debuts of Los Angeles' KTTV and Houston's KLEE-TV (making it 51 stations in regular scheduled operation as 1949 begins) are the only new items worth recording -- and these are treated fully, rate cards and all, in TV Directory No. 6 now in the mails. Next week, we begin new series of weekly TV Addenda (blue sheets) to enable our full-service subscribers to keep this directory up-to-the-minute with current FCC decisions, changes, applications, etc.

Just because the directory shows 73 CPs for new stations still outstanding, don't assume all these will get going in 1949. There's many a slip: intentional or unintentional delays, forfeitures for cause, voluntary dropouts. There's even a CP still on books for Channel No. 1 (Riverside, Cal.), though that channel is no longer available to TV and no other is in sight for that area (unless it be uhf later).

We're conducting new survey, hope to be able soon to publish new calendar of proposed starting dates of such CP holders as have plans. For present, only reasonably certain new starters in January are: WDTV, Pittsburgh, Jan. 11; WOIC, Washington, Jan. 16; KNBH, Los Angeles, Jan. 16; ABC's KECA-TV, Los Angeles, and KGO-TV, San Francisco, dates not set. Probable February-March starters: WICU, Erie, Pa.; WLWC, Columbus; WLWD and WHIO-TV, Dayton; WAGA-TV, Atlanta; WJAR-TV, Providence; WCPO-TV, Cincinnati; WKY-TV, Oklahoma City; WGAL-TV, Lancaster, Pa. All last group, save Atlanta and Cincinnati, mean opening up of new TV markets.

STATUS AND STATURE OF TV—1949: Facts and forecasts for 1949 -- the statistics adduced largely from data contained in Jan. 1 edition of our quarterly TV Directory No. 6: Television Rates & Factbook, now in the mails to subscribers:

(a) As of Jan. 1, 1949, exactly 51 commercial TV stations operating on more or less regular schedules in 29 metropolitan areas embracing 17,565,000 families within 40-mi. radius. During January, 5 new stations due to start (2 more in Los Angeles, one each in Washington, San Francisco, Pittsburgh). Only new market among them is Pittsburgh, which will bring total markets to 30.

(b) Of 73 CPs outstanding on Jan. 1, none subject to FCC's freeze, construction is under way or definitive plans set for only a few dozen -- and it's a good guess not many more than 50 will start during 1949. Only Hartford (ranking 20th) among nation's top 25 market areas is without a TV station or CP grant thus far. Among top 50, only Denver, 26th; Scranton-Wilkes-Barre, 30th; Springfield-Holyoke, 32nd; Akron, 35th; Youngstown, 36th; Worcester, 41st; Allentown-Bethlehem-Easton, 43rd; Lowell-Haverhill-Lawrence, 45th.

(c) Exactly 310 applications for new TV stations pending -- most frozen so stiff they can't even go to usual competitive hearings. Even if FCC thaws freeze by spring, don't expect many of these to get CPs before summer or fall, if then, due to hearing delays. And seldom does any grantee get on air in less than year after grant, often 2 years or more.

(d) FCC policy respecting uhf channels to make way for more stations will be resolved during 1949 -- but only preliminary steps will be taken by industry to get going on them. A few stations may take the air, but number of uhf transmitters and receivers in 1949 will continue negligible. Simple fact is that occupants of the 12

available vhf channels are in favored positions; these are to TV what clear channels and better placed regionals are to AM. The uhf come-latelys, except in uhf-only cities, will face much the same commercial handicaps that local and daytime AMs and nearly all FMs do.

(e) Some 90 manufacturers engaged in turning out more than 250 models of TV receivers (Vol. 4:52), though handful of big-name companies dominate market by far. As in early days of radio, some marginal companies will fold or be absorbed. At end of 1948, total sets produced, postwar, is well over 1,000,000. RMA cumulative figure to Dec. 1 was 890,700 (Vol. 4:51) -- and this excludes production of one of the Big 4 set makers and scores of little ones. It's fair guess that at least a million TV sets are already in use in homes and public places; best predictions are 2,000,000 more in 1949 (Vol. 4:52).

(f) Film and production companies syndicating program material to TV stations total 319, not counting governmental and industrial film sources -- all listed with names and addresses and types of service offered in Part VII of TV Directory No. 6. Catalogs of firms providing them may be consulted in our offices.

We might cite many more facts and figures, rehashing what we've covered in previous Newsletters -- but suffice to leave off now, assuring you that succeeding issues will faithfully report and evaluate 1949's developments and trends, week by week. To our friends and subscribers, whose patronage and welcome suggestions have enabled us to continue this service into its fifth successful year...our best for a Happy and Prosperous New Year.

PRICES OF 'POOR MAN'S MAGIC CARPET': Said the Wall Street Journal, in a Dec. 29 review of TV manufacturing and selling by Joseph M. Guilfoyle: "Television receiver prices will start moving earthward in 1949." Seen as bringing about a "recession of TV prices" and forcing 10-in. models "below \$300 by midyear" are these factors:

1. RCA's new 16-in. models starting at \$475 (Vol. 4:52), and its combination 10-in. TV-radio table model due in June at around \$400. These are regarded as serious competitors of its 10-in., at \$325 to \$395, to say nothing of rival models.

2. Unit costs lowered by production techniques learned during last year of swiftly-expanded production. "As efficiency improves the savings will be passed on to the buyer."

3. Increased competition impelling the set makers to pare profit margins in order to reduce prices to the consumer.

Unnamed manufacturers are quoted as basis for the article, which refers to TV as the "poor man's magic carpet." Curious about Mr. Guilfoyle's sources, we inquired among some of the big boys of the business, who denied responsibility -- but who did admit there may be small cuts here and there in the mass lines (maybe \$25 or \$30) but foresaw no really big reductions. "How can we do it," one of biggest said, "when a TV set takes 4 times the materials and labor that a radio set does, when the labor market certainly isn't going down, and when components are becoming more expensive and harder to get? Unless, of course, we cheapen our product."

No one went along on idea 16-in. will as seriously affect the 10 and 12-in. market as some think (Vol. 4:52), especially since so few 16-in. metal-coned tubes will be available. Bruno-New York's Irving Sarnoff, biggest RCA distributor, issued denial 16-in. will force down price of RCA's 10-in., notably its \$325 table model. Only other major maker of that size is DuMont, with its 15-in. units (table model Stratford, \$695) -- and it has indicated no present intention of mass-producing or pricing down its deluxe lines, which it markets as the "Cadillacs" of TV.

On the other hand, Admiral's Ross Siragusa is quoted in Jan. 3 Time Magazine as saying current high prices can't hold: "The honeymoon is over..." Admiral announced it would put out 10-in. console with radio-phono at \$399, will follow up with cheaper models down the line. Time article, incidentally, contains interesting personality sidelights on the 42-year-old Siragusa, whose claim of third place in TV volume (after RCA and Philco) now seems to be pretty well substantiated.

New Year assurances from Dr. Allen B. DuMont, one of the real pioneers of TV: "One thing is certain. No obsolescence of present TV receivers is yet in sight. Existing operation standards have been set for years to come. Refinements in transmitting equipment and operation during the past year have proved that current receivers are capable of still greater pictorial quality." As for picture tubes: "Direct-viewing reception continues as the popular choice because of its brighter, more detailed and all-around more pleasing images. The 12, 15 and 20-in. picture tubes will be the popular sizes of 1949, with production advances and economies permitting the larger-tube sets to come within reach of the average household budget . . . While practical progress has been scored in the metal-type tube during recent months, I believe the glass-type will still constitute the bulk of the picture tubes used during the next year at least. . . ."

Note of caution from GE's Dr. W. R. G. Baker, electronics v.p., in year-end statement: "Despite the impact of TV, both AM and FM radio will continue to offer their great services to the public and will not be supplanted by TV . . . the phonograph and record will continue to play a big part in American entertainment and education. They will be sold in substantial volume and represent big business by any standard, except in comparison with TV. Industry research indicates a market for over 7,000,000 radio receivers of all types. This business will flow to manufacturers, distributors and dealers who are not completely dazzled by the glamour of TV and who realize that the radio and the phonograph supply a service that is not replaced by TV."

Year-end estimate of TV by *Time Magazine*, Jan. 3: "In one year, TV's formless, planless growth has caused seismic-like cracks in the foundations of . . . radio, movies, sports and book publishing. Everything about U. S. television is big—including its losses. Not one TV station is yet in the black. NBC operates its television network at an estimated loss of \$13,000 a day. But with all its imponderables, U. S. television continues to snowball ahead at the rate of 1,000 sets installed every 24 hours." Correct—except *Time* writer forgot to say 1,000 sets per day in New York City area alone.

Executive director Bill Bailey leaves FMA job with his staff this week, amid charges and counter-charges of "breach of faith," etc. He plans to open broadcast management consultant practice in Washington Feb. 1, specializing in FM, TV, FX. His proposed successor, a newspaperman, awaits approval of FMA board; new man's job will be primarily publicity, selling FM to public, advertisers, manufacturers, agencies—rather than to broadcasters. Latter was considered first phase of FMA's job.

Board named by NAB president Justin Miller to consider possible reorganization of NAB structure along "functional" lines (Vol. 4:46), taking into account TV, FM, FX, etc.: Clair McCollough, WGAL, Lancaster, Pa., chairman; Paul Morency, WTIC, Hartford; John Meagher, KYSM, Mankato, Minn.; Henry Slavick, WMC, Memphis; Everett Dillard, KOZY, Kansas City.

Despite FCC's Paramount-DuMont decision (Vol. 4:51), 100% Paramount-owned Gulf Theaters, applicant for Tampa, 50%-owned Tri-States, applicant for Des Moines, say they have no intention of dismissing—or permitting FCC to exclude them—not without hearings, anyhow.

Frank Folsom moves into RCA president's office in New York Jan. 3, Joe Wilson assuming RCA Victor reins at Camden. Chairman Sarnoff leaves shortly for several months in Europe.

Our new AM Directory No. 3, revised to Jan. 1, 1949, will be in the mails to you next week. It's again a loose-leaf edition, with opposite pages in blank for making additions, changes, etc., during the year. This week's FCC actions, reported herewith in "AM Addenda For Week Ending Dec. 31," will be included in new Directory which supersedes all previous AM Directories and addenda. AM Directory Addenda 3-A, dated Jan. 8, will begin new weekly reports of current FCC decisions, applications, etc.

Income-expense estimates of broadcasting industry for 1948, as issued Dec. 30 by NAB Research: Gross time sales \$398,600,000, up 6.5% from 1947—national networks accounting for \$133,461,000, up 4.5%; regional networks \$7,714,000, up 10%; national spot \$100,739,000, up 10%; local retail \$156,646,000, up 6%. Industry's operating expenses, due to wage increases and costs of FM and TV, will more than offset nearly \$25,000,000 revenue increase. Station expenses alone, for instance, increased from \$212,200,000 in 1947 to \$233,200,000 in 1948.

President Truman said TV played important role in recent campaign in areas it covered, indicated awareness of its still-limited status when he added he was sorry it didn't cover more of the country. He made remark at press conference Thursday when questioned by a radio reporter. His first rejoinder, amidst laughter, was to ask the reporter whether he was looking for a "plug." Note: There are several TV sets in the White House, and the Truman family are known to be fans.

CBS-TV announces 9 more "primary affiliates" — WBNT, Columbus, due to start next June; KSL-TV, Salt Lake City, due sometime next spring; KFDM-TV, Fresno, Cal., no building plans announced yet; WHIO-TV, Dayton, due Feb. or March; WICU, Erie, Pa., due Feb. 1; and the now-operating WAVE-TV, Louisville; KSD-TV, St. Louis; KOB-TV, Albuquerque; WHEN, Syracuse—making 28 in all. (NBC claims 25, ABC 19). Most are non-exclusive, non-interconnected. President Frank Stanton, in year-end statement, says: "Our present plans call for a Transcontinental TV Network to serve more than 80 cities within the next 3 years."

Sizeup of evolution of NBC into "third dynasty," as seen by *Variety*: First, the Deac Aylesworth regime. Then the Chicago "dynasty" topped by Niles Trammell, Frank Mullen, Sid Strotz, Harry Kopf, Chick Showerman, et al. Now the "Washington dynasty" with "ex-FCC chairman Charles R. Denny as the pivotal operator, although Trammell . . . continues as Boss Man." Also included in Washington group are Carleton Smith, TV chief, and David Adams, Denny aide.

Add little ironies of TV: CBS-TV Sales issues first notices to advertisers of changes in basic night rates of Milwaukee's WTMJ-TV and St. Louis' KSD-TV (both from \$250 to \$300), effective Jan. 1 when it figures 13,300 TV sets in Milwaukee, 18,000 in St. Louis. Both are also NBC-TV outlets (take from ABC, too), and AMs of both are exclusive NBC.

"Television is a going business as 1949 begins," is theme adopted for CBS's next TV Clinic in New York City Jan. 21-23, to which it has invited top executives of its affiliated stations. Says TV v. p. Jack Van Volkenburg, "TV is living up to forecasts that it is destined to become the greatest form of mass communication ever devised."

FCC is asking public for reports on WNBTV-WNBW synchronization (Vol. 4:46-52). But some engineers are a little dubious about value of such reports, since even an engineer can't always be sure about what's causing what interference.

Still the best "census of TV" available is NBC Research's monthly count, for it jibes well with known RMA production and shipment figures plus reasonable projections to embrace non-RMA. Here's the Dec. 1 count, showing TV 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	370,000
Baltimore	3	732,000	30,000
Boston	2	1,175,000	32,900
Philadelphia	3	1,184,000	95,000
Richmond	1	130,000	4,600
Schenectady	1	258,000	11,800
Washington	3	691,000	24,500
New Haven	1	557,000	11,000
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	8,000
Chicago	4	1,438,000	48,000
Cleveland	2	695,000	18,500
Detroit	3	839,000	22,000
Milwaukee	1	327,000	11,300
St. Louis	1	474,000	14,000
Toledo	1	241,000	4,500
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	200
Atlanta	1	233,000	4,200
Cincinnati	1	384,000	10,000
Fort Worth	1	269,000	2,000
Dallas (a)	-	277,000	2,500
Los Angeles	4(b)	1,372,000	60,700
Louisville	1	188,000	2,300
Memphis	1	177,000	1,100
Minneapolis-St. Paul	1	333,000	8,300
New Orleans	1(c)	225,000	1,500
Salt Lake City	1	93,000	1,200
San Francisco	1(d)	825,000	1,500
Seattle	1	307,000	1,500
Syracuse	1(e)	199,000	100
<i>Stations Not Yet Operating</i>			
Dayton	1	291,000	1,100
Erie	1	112,000	200
Houston	1(f)	217,000	200
Indianapolis	-	281,000	200
Pittsburgh	1(g)	742,000	2,500
Providence	-	1,011,000	3,500
San Diego	-	113,000	200
Others	-	-	52,900
TOTAL	-	-	864,000

(a) Included in coverage of Ft. Worth station. (b) One more station Jan. 1, 1949, two others shortly thereafter. (c) Started Dec. 18. (d) Started Dec. 25. (e) Started Dec. 1. (f) Starts Jan. 1. (g) Starts Jan. 11.

Sales and sales promotion activities of telecasters: Los Angeles' KFI-TV will devote nightly *Shop, Look & Listen* program for month, starting Jan. 12, to 22 advertisers paying special rate of \$25 per participation. It's an experiment to test TV pulling power: each sponsor agrees to allow KFI-TV to control presentation of products, advertise only products producing measurable response, make results available to KFI-TV . . . Yankee's WNAC is conducting 10-week AM series in cooperation with local Electric Institute, Sun., 1:30-1:45 p.m., featuring leading TV distributors and dealers, discussing TV in general . . . Andrea Radio sponsoring *Camera Headlines*, newsphoto feature, on New York's WABD . . . WCAU-TV and WCAU still doing big job selling movie exhibitors on radio-TV promotion; for RKO's "Joan of Arc" 27 AM and 3 TV spots were used, Dec. 18-24. WCAU-TV also announces total of 450 more TV spots sold in mid-Dec. to such sponsors as Emerson Radio, Dr. Locke Shoes, Celomat lenses, Yankee Maid products, American Stores, Allied Florists Assn. . . Pittsburgh's WDTV, opening Jan. 11, has sold Telenews-INS newsreel daily to Kaufman dept. stores, weekly to Duquesne Brewery.

Engineering commissioner George Sterling is back from Mexico City until Jan. 7 or 8, but FCC still awaits report of Ad Hoc committee, probably late in January (Vol. 4:49,50), before considering action on vhf freeze, uhf.

Reshuffling of some network TV sponsor schedules will be occasioned by new coaxial time-sharing plan (see story this issue), but meanwhile NBC-East on Jan. 3 begins *The Colgate Theater*, Mon., 9-9:30 p.m.; Chevrolet Detroit office same day takes over sponsorship from Local Chevrolet Dealers Assn. of *Chevrolet Tele-Theater*, Mon., 8-8:30 p.m.; Philco sponsors New Year's Eve telecast, 11:45 p.m. to 12:15 a.m., on ABC-East, including Times Square celebrations, Broadway stars, etc.; Hamilton Watch's *New Year's Eve Party* on NBC-East is to run 11:30 p.m. to 12:05 a.m. Admiral's *Welcome Aboard* moves to full NBC network sometime soon, full hour in lieu of present Sun., 7:30-8 p.m., with Sid Caesar as m.c.

December Hooperatings of TV shows in New York area keep Milton Berle's *Texaco Star Theater* (WNBT) far and away in top place, 78.9, but Arthur Godfrey's Talent Scouts (WCBS-TV) fulfills hit promise (Vol. 4:51) by taking second place, 55.2. Then come *Toast of the Town*, WCBS-TV, 50.6; *We, the People*, WCBS-TV, 47.8; *Amateur Hour*, WABD, 33.9; *Chevrolet Tele-Theater*, WNBT, 28.1; *Kraft Television Theater*, WNBT, 28; *Bigelow Show*, WNBT, 27.5; *Break the Bank*, WJZ-TV, 24.6; *Small Fry*, WABD, 24.3. The Pulse Inc., for same period, rates top 3 same, puts others in this order: *Amateur Hour*, *Small Fry*, *We the People*, *Kraft Theater*, basketball, *Winner Take All*, *Howdy Doody*.

Sad word for Jack Benny is due soon from Internal Revenue Bureau, say current reports. Story is that Bureau considers he sold personal services rather than real property, thus must pay 77% personal income tax on \$4,000,000 he received for moving to CBS from NBC, rather than capital gains 25%. Apparently, Amos 'n Andy are safe, their \$2,000,000 sale to CBS ruled transfer of a show, not personal services. Other NBC big timers reported considering such deals as Benny's may be affected by Bureau ruling.

Add predictions: Pioneer set maker Frank Andrea, adding up claims of various manufacturers, concludes 1949 production will run 2,250,000 to 3,500,000 sets, 1950 will see 5,000,000. His own company turned out 5,000 this year, is scheduled for 25,000 next.

Philadelphia bars featuring TV are in for rough time, since City Council went State one better—putting 5% gross receipts tax into effect Jan. 1 (Vol. 4:47). State tax is \$120-a-year; city tax is expected to average \$500 for each of some 2,000 bars. City's Retail Liquor Dealers Assn. is still fighting, preparing amendment to amusement tax ordinance for submission to Council's finance committee.

Comr. E. M. Webster opens hearings on Richards' stations (KMPC, WJR, WGAR) in Los Angeles Feb. 21; it's fact-finding probe into alleged slanting of news on KMPC. Ex-Senator Burton Wheeler and Louis G. Caldwell head Richards-Mullen legalists.

Personnel notes: Frank Headley elected president of National Assn of Radio Station Representatives, succeeding Paul Raymer; Adam Young Jr., v.p. . . . Harry R. Lubcke, Don Lee technical TV chief, chosen head of Academy of Television Arts & Sciences, vice Charles R. Brown . . . Roy C. Witmer, ex-NBC sales v.p., inactive lately due to illness, has resigned . . . Harry Plotkin now permanent, no longer acting, asst. general counsel of FCC in charge of Broadcast Division; Max Goldman named to like job in Litigation and Administration Division; Bernard Strassburg, chief of rate branch, Common Carrier Division . . . Edward P. Roden, from Chicago's WBKB, now program manager of WHEN, Syracuse . . . MBS shifts Robert Schmid, station relations v.p., to newly created post of program sales v.p.; Earl Johnson, engineering chief, to station relations director.

RECTANGULAR TUBE & 16-in. MARKET: That rectangular-shaped TV picture tube whispered about in the trade turns out to be a development of Kimble Glass (Owens-Illinois) as well as of Pittsburgh Plate Glass (Vol. 4:50). But Kimble hasn't decided definitely yet whether to emphasize round or rectangular bulbs in its new line of 16-in. glass bulbs soon to be offered in competition with RCA's metal-coned job. Actually, 16-in. glass tube can be used in same sets as metal-coned, which will be in short supply anyhow, so a ready market for Kimble product is foreseen. Kimble says its 16-in. is quite different from 15-in. which Corning makes for DuMont.

Meanwhile, though they're saying nothing yet, Sylvania, GE, Rauland and Philco (Lansdale) are all preparing for 16-in. metal-coned tube production of their own -- but first awaiting popular reaction to first models of sets containing them to be introduced by RCA next month (Vol. 4:50). On its part, RCA is converting recently purchased Farnsworth sub-factory at Marion, Ind. entirely to production of metal-coned tubes; its planners foresee 16-in. making chief inroads on 12-in.

DECEMBER OUTPUT UP 50,000 OR MORE: Looks like December TV production will leap 50,000 or more over November's 122,304 (Vol. 4:51) -- thanks to spiraling production schedules and a 5-week month. RMA auditors haven't released figures yet, but first week alone is reliably estimated at 36,000 to 38,000. Indications are pretty clear that final-month figure will hover around 175,000, despite holidays. If it does, it means cumulative RMA total very close to 900,000 for whole of 1948 -- better than anyone estimated. And that doesn't count non-RMA, kits, etc., which we've usually estimated at 10% more. Add 1946 and 1947 RMA total (185,047), and it's clear TV enters New Year with record of having produced well over 1,000,000 units postwar.

STILL SHAPELESS NETWORK STRUCTURES: Despite their frequent publicity releases about newly signed "non-interconnected" or "full primary" or "secondary" or whatnot kinds of station affiliations, the TV networks really will be bunched into One Big Network structure as things stand Jan. 11 when present East-Midwest segments are hooked up. For as yet there's only one coaxial to link them. They must share that link under a system of allocations decided upon this week (see below).

The fact is that few TV stations not network-owned are affiliating with any network exclusively. Thus, sponsors and agencies face necessity of lining up custom-built hookups for particular periods, according to coaxial availabilities. No wonder the pressure's on to syndicate off-kinescope film recordings, a la radio transcriptions! NBC currently offers 4 such shows sponsored, 8 sustaining; CBS, one sponsored, 12 sustaining; DuMont, one sponsored, 6-8 sustaining.

Except for NBC's reasonably well integrated 7-station Eastern hookup (with 2 stations NBC-owned, several taking programs from rival networks), there's really no such thing yet as competitive TV networks in the sense that they exist in AM -- claims of their station relations departments to the contrary notwithstanding. If proof is needed, look at their rate cards, which are nothing more than the sums of rates of such locally available stations as will clear time -- usually quite willingly to the first comer with good programs, particularly if they're commercials.

Perhaps it's just as well that most stations will "affiliate" with anyone who can supply good programs, especially commercial. For in TV today the show's the thing wherewith to build "circulation." Indeed, the healthiest thing about today's telecasting is the keen competition for more and better programs, and the eager efforts of the rival networks' sales forces.

Note: It's altogether possible that entirely new lineups of TV networks, not necessarily paralleling AM affiliates, will eventually develop. Especially in light of fact that so few cities stand to get as many as 3 or 4 stations in the near future. This fluid and still-indeterminate network TV structure is probably one of real reasons why 20th Century-Fox, with its enormous financial and production resources, is still so eager to get its foot into the TV door early -- via purchase of ABC (Vol. 4:48,49) or otherwise.

* * * *

Reluctantly, but bowing graciously, executives of ABC, CBS, DuMont, NBC and WPIX accepted AT&T's "Solomon decision" of Dec. 29 whereby they'll divide use of

single coaxial circuit linking East-Midwest segmentary hookups after Jan. 11 (see map, TV Directory No. 6). "Remarkably good job," one of them called decision, though no one got all time wanted or needed. Indeed, though weekday strip commitments can be made to advertisers (except after 8 p.m.), during first half of 1949 they'll all have to sweat out a Sunday schedule that leaves much to be desired. This is how they'll divide Sundays: 3-5 p.m., NBC; 5-5:30, WPIX; 5:30-6, NBC; 6:30-7, ABC; 7-7:30, CBS; 7:30-8, ABC and DuMont alternate weeks; 8-9, ABC and DuMont alternate weeks; 9-10, CBS and NBC alternate; 10-11, rotated in half-hour blocks among those stations off cable 8-10 p.m.

Weekday schedules vary each day, though it's even-Steven for 4 networks 8-10 p.m., and NBC holds its Tuesday night Texaco Star Theater time (8-9). WPIX gets one of choice 8-9 p.m. periods per week, plans hooking up with sister Chicago Tribune station WGN-TV and others. Balm offered all of them was Long Line Dept.'s assurance it will push hard for additional channels before end of June (Vol. 4:51).

SKOURAS SEES ONE BIG INDUSTRY: From Spyros Skouras, president of 20th Century-Fox, Radio Executives Club of New York Thursday heard: That TV will change entire pattern of the entertainment world, eventually fusing with radio and the movies (which heretofore have gotten along very well together, aided one another) into One Big Entertainment Industry. That he believes in a free system of home TV, but if Government permits system of toll collections for entertainment in the home, the whole concept of such an industry may change. He didn't say he was for or against such a "gadget" system (like Zenith's Phonevision) of collecting fees for programs -- but the inference was pretty clear that he didn't look forward to it. For he foresaw 50-60,-000,000 persons who now seldom go to the movies having their interest in movies whetted by TV promotion, and attending theaters interconnected for receiving special events programs via TV on big (and more satisfactory) screens. And he assured exhibitors their grosses would be several times what they are today. Though he called TV "the ultimate development in the amusement world," he ridiculed the idea that TV will mean the eventual destruction of movies and radio. Hubbell Robinson, chairman of panel, forecast "new money coming into TV," challenged dominance of broadcasters in the field, said an "ownership and management revolution" was coming in TV.

GAROD GIMMICK & OTHER TRADE NOTES: Garod's new "Tele-Zoom" TV receiver looks like an ingenious bit of "technical insurance" -- has round screen, just like Zenith's, but viewer has choice of either circular or rectangular picture by flipping switch at end of cord. Thus Garod really covers both flanks, to weather any struggle over picture shapes (Vol. 4:51). Models are 10, 12, 15-in., priced same as before (see TV Directory No. 6); deliveries begin Jan. 15. Other news of the TV trade:

"Exciting new developments in TV" are promised by Philco to its distributors, who hold next sales conventions in Palm Beach, Fla., Jan. 5-9, in Santa Barbara, Cal., Jan. 13-14; public won't see new models before Jan. 19...Emerson, which now says its 1949 TV production will be 200,000 units, holds its big distributors' showings in New York's Waldorf-Astoria Jan. 5, in Chicago's Stevens Hotel Jan. 7...GE's Dr. W. R. G. Baker says Electronics Park plant at Syracuse is now producing at rate of 200,000 TV sets a year, forecasts total industry TV sales of 1,600,000 to 2,000,000 sets in 1949, retail volume exceeding \$650,000,000, market for other radios running an additional \$450,000,000.

Avco v.p. Ray Cosgrove, in year-end statement, says Crosley has expanded facilities for TV production to 10,000 per month...Magnavox also is following Capehart and Howard idea (Vol. 4:49,52), putting out 2 new radio-phono models with space for TV installation at option of customer...Stromberg-Carlson, one of few quoting installation as part of price of TV set, henceforth will price and advertise the set, excise and installation separately, as do most others...Starrett has changed its address to 601 W. 26th St., New York City, which is also address of Tele-King...DuMont is building \$500,000 addition to its Air Cruisers plant, Clifton, N.J., making nearly 100,000 more sq. ft. available for tube-making facilities...Stewart-Warner has separated its radio-TV operations into an autonomous division, to be called Stewart-Warner Electric, headed by v.p. Samuel Insull Jr.

MARTIN CODEL'S

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January 8, 1949

STATUS OF AM-FM-TV AS OF JAN. 1: Your 1949 AM Directory is now in the mails, and Addenda 3-A herewith begins new series of weekly addenda reporting current FCC decisions, applications, etc. and designed to keep your directory file up-to-the-minute. New AM Directory, like last year's, is in loose-leaf format, with opposite pages blank for notations, runs 106 pages in listing all North American stations by States, cities, frequencies, call letters. It also lists all applications, by States and frequencies, pending as of Jan. 1, 1949.

The Jan. 1, 1949 AM Directory No. 3 discloses 2,131 U.S. stations -- 1,864 licensed (operating), 267 CPs (authorized for construction). This is 170 more than end-of-1947's 1,961, which compared with 1,579 at end of 1946 (Vol. 4:1). Applications pending Jan. 1 totaled 723, of which 471 are for new stations. Also listed: Canada's 144 AMS, Mexico's 268 (29 in Mexico City alone), Cuba's 95 (30 in Havana), and all other North American AM stations party to NARBA: In Newfoundland, Bahamas, Bermuda, Haiti, Dominican Republic.

Note: FM count at start of 1949 was 212 licensed, 764 CPs and CGs, 85 applications pending -- and 687 of these are now on the air, most of them still under STAs. All these FMs are included in FM Directory No. 2, dated Oct. 1, and subsequent weekly addenda. TV count at start of 1949 was 51 on the air, 73 CPs, 310 applications pending -- all detailed in our Jan. 1, 1949 TV Directory No. 6.

THE NEW COAXIAL & HOW TV HOOKS UP: When AT&T opens East-Midwest coaxial link next Tuesday night, Jan. 11, it will pay \$6,000 or more as first sponsor on all of the 32 stations in 14 TV cities being linked into one big hookup for the "golden spike" occasion. It's also furnishing the coaxial free for "showcase" segments allotted to each of the 4 networks (WPIX dropped out Thursday). Big show starts at 9:30, continues to 11:15. AT&T takes first 15-20 minutes (at full card rates), starting with roll call of the cities. Then FCC chairman Wayne Coy, AT&T's president LeRoy Wilson and presidents of the 4 networks speak; the Mayor of New York greets the Mayor of Chicago, and AT&T runs off film titled "Story of Network Television." Thereafter each network gets 15 minutes, CBS leading off with Arthur Godfrey feature, DuMont next with Ted Steele revue, NBC with Milton Berle, ABC with playwright Marc Connelly in New York introducing mystery play originating in Chicago.

Despite their keen competitiveness, amounting sometimes to bitter combativeness, the networks are joining this One Big Network, perforce. Until next summer, there's only this "single track" link available between their East-Midwest segments. Meanwhile, public gets benefit of excellence of combined showmanship, each putting best foot forward, and trade gets another chance to show people why they should buy TV sets. Similarly, as they did during last summer's political conventions, the networks must pool for Jan. 20 Truman inauguration; 34 stations in 15 metropolitan areas embracing some 40,000,000 people are set to be linked for that event.

* * * *

How the networks must submerge their precious identities, in light of scarcity of networking facilities, is manifested in fact that Admiral's new "Friday Night Frolic", revue with Sid Caesar, starting Jan. 28, will be carried simultaneously

on both NBC and DuMont networks, Fridays, 8-9 p.m. -- total of 24 stations in 16 cities. It will also be film-transcribed for showing on 16 stations in 14 non-interconnected cities. It was an NBC-sold show, but DuMont held needed coaxial time allotment, so joint sponsorship was arranged.

Lots more juggling of times, due to coaxial allocations (Vol. 5:1), is inevitable -- only slightly alleviated by fact that New York News WPIX gave up its coaxial times this week because of high costs involved. It had planned to link with Chicago Tribune's WGN-TV (which has tied up with CBS-TV), said it was withdrawing only until more circuits become available. This augurs new intramural rivalry if and when Mutual ever gets into TV swim, for WGN is one of pillars of MBS; WOR, New York, with a TV now building, is also a major MBS stockholder; and WOR's Washington WOIC, like WGN-TV, has also linked with CBS-TV.

* * * *

Foregoing facts warrant repetition of significant statement we published last week: "It's altogether possible that entirely new lineups of TV networks, not necessarily paralleling AM affiliates, will eventually develop. Especially in light of fact that so few cities stand to get as many as 3 or 4 stations in the near future." In that connection, there's also significance in this trend in TV observed by management consultant Richard W. Hubbell:

"New money is coming into TV. New blood is entering the field, bringing with it new perspective and fresh approaches. The dominance of standard radio broadcasting in TV is being challenged. Some of the most impressive new TV projects have been organized by men who have made their millions in the oil business, in the cattle business, in the hotel business, in motion picture distribution, in show business, in publishing, and in diversified manufacturing enterprises. We predict that the influx of new money, typified by these people, will bring about an ownership and management revolution in broadcasting in the next 18 months to 2 years."

Note: Of the 51 TV stations now on the air, 10 are not in AM broadcasting; of the 73 CPs, 12; of the 311 pending applicants, 112.

A COMMON SENSE LOOK AT TV STOCKS: Investment counseling isn't our dish. Rather, we purport to do no more than report, digest, interpret current trends and developments in the TV arts and industry. But once in awhile, almost as a surcease from financial statements and investment house reports, someone comes along with some plain horse sense about the market -- obvious stuff, to be sure, but so obvious that the average citizen hasn't bothered. Such a statement, by one of the keenest analysts we know, an ex-govt. official of high rank, was written recently to a prospective investor in TV stocks, currently the cynosure of the stock exchanges. He didn't intend it for publication, so we'll withhold his identity:

"In a burgeoning industry such as television, a reshuffling of competitive position from time to time appears inevitable. As the industry expands, some companies which now look like favorable investment media may lose ground; while others, with less to commend them at present, may forge ahead. Where the situation is so dynamic and the rate of scientific progress so rapid, the choice of an issue for investment presents a complex problem. In many instances the talk of evaluating earnings potentialities is further complicated by the combination of TV with other electronic and non-electronic lines. Some of these lines may strengthen, others may dilute, the results achieved in TV. Hence, a comprehensive study of companies in the TV field would involve a survey of various allied fields -- radio, phonographs, wire recorders, refrigerators, home freezers, hearing aids, molded plastic products, telephone equipment, fluorescent lamps, etc. Perhaps the most important element in this type of picture is the quality of management. The need for sound and efficient planning -- short-term and long-term -- is paramount..."

In a word, don't merely be lured by the fabulous promises of TV. Study well your companies, their lines, their structures, their managements and their position in the field before investing.

Gear shift for phonographs? Fat's in the fire for keeps now, with RCA due to break details of its 45 rpm record player next week—and CBS, this week end, putting out its 7-in. LP record. Three-cornered record player race (standard 78, CBS's 33 $\frac{1}{3}$, RCA's 45 rpm) adds up to one obvious conclusion: Manufacturers can't very well combine all speeds in one changer. There's already talk about dual speed player for 78 and 33 $\frac{1}{3}$, with separate unit for 45. Big question is why RCA chose speed different from CBS's heavily plugged and fairly well-established 12-in. 33 $\frac{1}{3}$? RCA claims 45 rpm better all around technically, says that's that—and offers to prove it when it discloses technical details next week. Meanwhile, Columbia Record Inc. president Frank K. White lists as present users of CBS's LP: Admiral, Crosley, Farnsworth, GE, Majestic, Magnavox, Philco, Stewart-Warner, Stromberg, V-M Corp., Webster-Chicago, Westinghouse, Wilcox-Gay, Zenith.

Stratovision is technically ripe for commercialization, Westinghouse announced this week. Experiments will continue, but company is satisfied that major thesis is proved—system's practicality. What Westinghouse really wants and needs now is demand from public and encouragement from FCC to justify continued heavy development costs and tied-up manpower. The rural coverage Westinghouse claims it can achieve has been, and will be, powerful argument before FCC during uhf proceedings. Stratocasts on Channel No. 6 originated from camera and slides right in plane Thursday as it flew over Baltimore, Washington, northern Virginia. Reports of Washington reception weren't too favorable, but FCC monitoring station at Laurel, Md., in open country, received good picture.

FCC clamped down on FM stations it deems half-hearted, denying requests of 3 that they be allowed to operate with fewer than minimum 6 hours daily: KWK-FM, St. Louis; WENY-FM, Elmira, N. Y.; WDHL-FM, Olean, N. Y. It called particular attention to those which have profitable AM operations and duplicate all the way, seeing no financial hardship there. Stations having a rough fiscal time will get more sympathetic FCC ear.

Philco did \$270,000,000 business in 1948, up \$44,000,000 from previous high in 1947 and thrice greater than best prewar year. As 1949 began, company's net worth rose to \$51,000,000, as compared to \$15,800,000 in 1940. In TV alone, Philco this year expects to turn out 600,000 units, do \$100,000,000 business. These were highlights of president Wm. Balderston's talk to 1,200 eastern distributors at Palm Beach convention this week.

TV transmitting apparatus sales had become very nice business before freeze hit Sept. 30; RMA reports 1948 third quarter sales of \$5,256,465, compared with \$4,959,922 for all first half. Third quarter AM and FM equipment sold for \$2,694,845. But government remains biggest customer—spending \$21,936,129, or 64% of RMA sales. Total sales for 9 months was \$111,228,411.

First changes in top RCA assignments resulting from elevation of Frank Folsom to RCA presidency include election of Rear Admiral Walter A. Buck, U.S.N. (retired) as RCA Victor operating v.p. under executive v.p. Joe Wilson; Joseph H. McConnell moved from v.p. and general attorney at Camden to RCA v.p. in charge of finance in New York; Charles R. Denny, NBC executive v.p., named to NBC board.

TV synchronization tieup of Detroit's WWJ-TV and Cleveland's WNBK (Vol. 4:46-52) is expected next week. When hookup is operating and WWJ-TV is on full power with new antenna (hoped for in week or so), synchronizing will be tested to its limit since cities are only 90 mi. apart and system's proponents recommend 150-mi. co-channel spacing be minimum.

Here's a good deal for someone planning new AM, FM or TV construction: *Detroit News'* WWJ recently bought three 400-ft. Blaw-Knox SGN towers for new antenna array, then abandoned projected \$300,000 directional AM project in order to concentrate on WWJ-TV for which it already has entirely suitable site and tower. Since buying the 3 towers, which are still in packing cases, their list has gone up 10%. Chance for a good bargain here; write WWJ manager Harry Bannister.

Transcripts of Dick Hubbell's TV seminar, "Straight Facts from Top Brass," conducted before Radio Executives Club of New York last week, are available, in limited quantity—and well worth reading. Talks include those by *Baltimore Sun's* E. K. Jett, NBC's Carleton Smith, 20th Century-Fox's Spyros Skouras. Write Richard W. Hubbell, 118 East 40th St., New York 16, N. Y. Note: In our Vol. 5:1 digest of the meeting, we inadvertently referred to "Hubbell Robinson" as moderator of the seminar; that well-known radio gent was in Las Vegas getting married at that particular time, so our apologies are due both Dick Hubbell and CBS's Hub Robinson.

DuMont is seeking to line up network outlets on East Coast as well as in Midwest for its daytime programs—East-Midwest link being readily available during daylight hours. Plans are to feed daytime affiliates at periods from 10 a.m. to 1:30 p.m. on cooperative basis. DuMont feels many stations are spending considerable sums merely putting daytime test patterns on, and this plan can result in income for such stations.

Warner Brothers, reasonably confident now of getting KLAC-TV, Los Angeles (Vol. 4:52), through president Harry M. Warner tells trade press this week it will enter TV film production field, stressing educational, novelty and vaudeville subjects. Details of new syndicate setup not disclosed yet—but it's significant Warners follows lead of 20th Century-Fox, which has no TV stations of own yet, in accepting TV stations as film customers; that Paramount, with 2 stations, doesn't yet release to TV.

Lay public heard about "polycasting" (Vol. 4:49) for first time Tuesday when sponsor consulting engineer Raymond A. Wilmotte told New York Society of Security Analysts it might prove the answer to national, competitive TV service. System is method of covering metropolitan market with number of low-powered uhf stations (using FM to overcome co-channel and adjacent channel interference) instead of single big, high-powered outlet.

Katz Agency appointed rep for new WHIO-TV, Dayton (see story this issue); its AM rep continues Hollingbery. In our recent recapitulation of TV station reps, we inadvertently omitted Adam Young Jr. Co. for KLAC-TV, Los Angeles.

Democratic members of reorganized Senate Interstate & Foreign Commerce Committee, in charge of radio legislation: Johnson, Colo., chairman; McFarland, Ariz.; Magnuson, Wash.; Myers, Pa.; McMahon, Conn.; and new members O'Connor, Md.; Johnson, Tex.; Kefauver, Tenn.

All FM low-band (44-50 mc) emissions ceased Dec. 31, per FCC order, except those of Maj. Armstrong's Alpine (N. J.) station. He appealed to U. S. Court of Appeals at last minute, got stay order permitting continued operation until appeal is considered during February session.

Trans-Lux theaters' switch from newsreels to feature pictures in Washington and Philadelphia is attributed to fear of TV, ventures *Variety*. Along that line, you may recall our "Every Home a Newsreel Theater" (Vol. 3:44).

Biggest foregathering of the technical radio clan, annual convention of IRE, has been set for March 7-10 in New York's Hotel Commodore and Grand Central Palace.

TV sponsorship notes: Chesterfield buys *Arthur Godfrey & His Friends* on 10 CBS-TV stations (5 in Midwest), starting Jan. 12, Wed., 8-9 p.m.; this is in addition to his simulcast on CBS-TV for Lipton's, Mon., 8:30-9 p.m. . . . NBC-East joins NBC-Midwest Jan. 12 for RCA's *Kukla, Fran & Ollie Show*, Mon. thru Fri., 7-7:30 p.m., EST, originating at WBKB, Chicago . . . Bruno-New York, RCA distributor, budgets \$1,000,000 for local advertising in 1949, including radio-TV, placed thru Arnold Cohan Corp., but with RCA's agency, J. Walter Thompson Co., retained as consultant; Edward Stahl, Cohan account executive . . . Ranger Joe Cereals takes one-min. spots on WPTZ, Philadelphia, preceding NBC's *Howdy Doodly* show Fri. . . Among interesting new accounts on WTMJ-TV, Milwaukee: Trubilt Trailers Co., Milwaukee Co. (investments), John P. Hanser Soap Co., Wisconsin Telephone Co., United Coal & Dock Co., Stark Candy Co. (Snirkle bars), York-Wagner (ice cubes) . . . WCBS-TV, New York, on Jan. 13 carries *Winner Take All* under Local Chevrolet Dealers Assn Inc. sponsorship, Thu., 8:30-9 p.m.

NBC plans for Swift show (Thu., 8:30-9 p.m., with Lanny Ross as m.c.) now include kinescope recording of live New York origination, then feeding program to Midwest network out of Chicago's WNBQ same day and time following week. On Jan. 13, whole show will originate live from Chicago, and, eastbound coaxial cable being easily available, will be fed live to entire 14-station East-Midwest network. NBC plans to originate Swift show in Chicago as often as possible; in fact, is thinking about moving several programs to Chicago to overcome paucity of westbound coaxial time.

"The Goldbergs," which ran 17 years on AM, returns after 2 years via CBS-TV, not yet sponsored—Thu., 8-8:30 p.m. Author Gertrude Berg is again cast as Mollie. Also on sustaining buildup, Cincinnati's WLWT carried first TV appearance of Andre Kostelanetz with symphony orchestra Jan. 5, repeats April 17; WLWT also covering other Cincinnati Symphony concerts.

First Canadian hotel TV installations go into Cardy chain: Toronto's King Edward, Niagara Falls' General Brock, Hamilton's Royal Connaught, Windsor's Prince Edward hotels. All are border cities now receiving U. S. signals. First sets (Canadian GE's model C-810) go into hotels' public rooms, later this year into private rooms. Canadian GE model C-810 (see TV Directory No. 6, Part 8) is being manufactured in limited quantities for estimated 1,200,000 Canadians in range of U. S. stations.

American public doesn't think so highly of radio as it once did. That's one of major conclusions of U of Chicago's National Opinion Research Center 1947 survey of radio listening just published in *Radio Listening in America* (Prentice-Hall, \$2.50). Book is by Columbia U's Paul F. Lazarsfeld and Patricia L. Kendall. It shows 14% of people surveyed think radio is doing "excellent" job, whereas 28% felt that way in 1945. Great part of book is discussion of radio's critics, who they are and what their complaint is, plus recommendations for operators in meeting specific criticisms.

"New Advances in Printed Circuits," is an excellent 73-page reference book just issued. Some of it is out of date, since it comprises proceedings of symposium under aegis of Aeronautical Board and Bureau of Standards, Oct. 15, 1947. Write Government Printing Office, Washington 25, D. C. Price: 40 cents.

If you want to read what a savvy, business reporter (but not a radio industry expert) has to say about Chicago Furniture Mart and TV sets displayed there, by all means read T. A. Wise's story in Jan. 6 *Wall Street Journal*.

Personnel notes from the trade: RCA's Brig. Gen. David Sarnoff sails Jan. 8 on *Queen Mary* for month or more in Europe . . . J. F. Walsh promoted to sales manager of Westinghouse Home Radio Division, succeeding E. G. Herrmann, resigned . . . Palmer M. Craig named director of engineering, electronics dept., Philco, with Sterling C. Spielman named chief engineer for TV receivers, Luke E. Closson chief engineer for home radios . . . Terry P. Cunningham promoted to director of advertising and sales promotion by Sylvania . . . K. H. Lippitt leaves staff of Washington consultant George Davis to become chief engineer of Technical Appliance Corp., Sherburne, N. Y., specializing in "Taco" TV-FM antennas . . . C. J. Burnside, with Westinghouse radio-electronics 24 years, quits to start consultant service in Baltimore, Westinghouse his first client . . . Robert J. Erlichman succeeds Ben Rice as sales manager of Tele-King.

Personnel notes about telecasters: Charles C. (Bud) Barry won't take over ABC Pacific Coast v.p., after all, becomes v.p. in charge of TV, succeeded as program v.p. by J. Donald Wilson; Ernest Lee Jahncke Jr. named v.p. for radio-TV stations . . . William Burke (Skeets) Miller named NBC night TV manager . . . A. J. (Tony) LaFrano promoted to director of operations for all Don Lee AM, FM and TV . . . Robert Jamieson upped to DuMont Network traffic manager . . . Roy Passman becomes operations manager, Jack Rayel daytime program manager of WABD, New York . . . J. R. Duncan quits as chief engineer of WLWT, Cincinnati, hasn't disclosed plans . . . Charles Spence named sales and promotion manager of KTTV, Los Angeles.

Personable Ed Sellers, ex-AP radio editor in Washington, is new FMA executive director, taking place of Bill Bailey who left last week after intramural squabble (Vol. 5:1). Tex Faught, whose New York public relations outfit works for FM inventor Maj. Armstrong, will act as consultant to FMA. First plans call for New York FM sales clinic in spring. Repercussions of Bailey's departure were dropouts of several members and resignation of treasurer Tom McNulty, WMCP, Baltimore.

Late sports flashes: In Baltimore, telecasting of Colts' grid and Bullets' basketball games ceased Jan. 6 by edict of R. C. (Jake) Embry, president of both clubs, himself a veteran broadcast executive (WBAL, WITH). He says ban will be lifted if attendance drop is proved no fault of TV. In Minneapolis, Millers' baseball club sees no adverse effect on attendance, has agreed again to telecasts next season on KSTP-TV (except Sundays and holidays). But St. Paul Saints remain adamant in refusing to telecast, though it has signed again with WMIN for broadcasts. Officials of National Collegiate Athletic Assn. in San Francisco this week heard that 80% of football fans surveyed said they preferred to watch games via TV.

Latest technical book on FM is 409-page *Frequency Modulation* by Nathan Marchand, now consultant to NYU Cardiological Dept., formerly senior engineer for Federal Telecommunications Labs. Publisher is Murray Hill Books, Inc., 232 Madison Ave., N. Y. (\$5).

Tighter allocation of radio spectrum, through closer control of frequencies, is one promise of Bureau of Standards new atomic clock based on vibration rate of atoms in ammonium molecule. Accuracy of clock is 1 in 20 million, with potentiality of 1 in 1 billion or more.

REL's new 920-960 mc FM relay equipment employs 5-watt transmitter and Serrasoid modulator, sells for \$3,950, f.o.b. factory; deliveries begin in February.

FM-only table model by Zenith is reported due soon; company is said to have passed 1,000-per-day FM production in November.

TV INTO PITTSBURGH, DAYTON, MIAMI: Only TV outlet in nation's 8th market, located at strategic way-point on new coaxial, DuMont's Pittsburgh WDTV begins regular operation Tuesday (Jan. 11) with rosiest commercial prospects of any new station we know. It's able to feed off all the networks, operates in one of radio's best sponsor towns, taps what trade calls one of "hottest" TV set markets in America (Vol. 4:50). It may hit the black first year of operation. If it does, it will be first to do that -- though we're informed Houston's KLEE-TV started Jan. 1 with \$200,000 worth of business already on its books; New Haven's WNHC-TV recently told us (Vol. 4:52) it would be out of red by mid-January; and St. Paul's KSTP-TV expects to be operating in black, including depreciation, before end of this month. Indeed, KSTP's Stanley Hubbard writes: "In my opinion, TV earnings will be 10 times greater than we ever hoped to have in connection with AM operation."

Pittsburgh's WDTV is No. 52 station in the land. Next come NBC's Los Angeles KNBH and Bamberger's Washington WOIC, both set for Jan. 16. Latter began testing this week, will join big East-Midwest coaxial inaugural show Jan. 11. It becomes CBS-TV outlet. (For rates and data of WDTV and WOIC, see TV Directory No. 6.)

Also ready to test is Dayton's WHIO-TV, which beat its own anticipated starting time, got STA for Jan. 15, has sold local spots on daily test patterns, also sold sponsorship (to RCA) of 4 Golden Gloves shows. But WHIO-TV won't formally go on regular schedule until Feb. 23. Gov. Cox station thus beats gun on Crosley's WLWD, also readying for tests. Resources of Cox radio and newspapers (he has just bought and merged Journal and Herald, already owns News) are being thrown by radio director Leonard Reinsch into TV "circulation" buildup, already well started with some 1,100 sets installed for reception of Cincinnati's WLWT.

There's good prospect, too, that Miami's WTVJ will get going by month's end, for Comr. Walker's hearing report proposes to rescind revocation order and grant application for transfer to Wolfson-Meyer (Wometco) theater interests (Vol. 4:44). FCC is expected to make this final after usual 20 days. Station is all ready to go.

This week brought first new application in many weeks -- filed for Channel 8 in Springfield, Ill. by Springfield-Decatur business group including WTAX-WSOY interests (see TV Addenda 6-A herewith). And FCC laid ghost of hopes it might wink at CP holders who would "coast along" on their CPs without construction progress until freeze ends. In letter to WSAZ, Huntington, W. Va., which asked opinion (Vol. 4:46), it said public interest "requires that TV permittees comply diligently with terms of their CP or surrender them...Commission will not accept as an excuse for failure to diligently proceed with construction the fact that the permittee may feel uncertainty due to pending proceedings affecting TV."

REASSURANCES FOR WORRY WARTS: You, too, have probably heard folks say that TV sets in the home are "dangerous" for various reasons. To get the facts, we consulted authorities about the most common apprehensions, and here's what they say:

1. Eyestrain: Dr. Benjamin Rones, distinguished Washington ophthalmologist, associate of the late great Dr. William H. Wilmer, says only thing you can get from watching TV, if you watch long enough, is a pair of tired eyes.

TV cannot produce eye defects or diseases, says Dr. Rones.

How soon will eyes tire? Dr. Rones believes the following factors, truisms regarding vision in general, are no less applicable to watching TV: the better a person's vision, the steadier the picture, the clearer the image, the smaller the difference between picture and room brightness -- the less likelihood of fatigue. He points out, too, that fatigue is a highly subjective thing. One man's mild discomfort may be another man's pain.

Other interesting angles: One notices fatigue much more quickly when watching something uninteresting. People who don't use their eyes for close work may have vision defects but be unaware of them; these defects may manifest themselves by causing fatigue during sustained viewing. This agrees with report by Dr. Thaddeus R. Murrroughs, chairman of American Optometric Assn's research committee: "The asthenopia [eye fatigue] does not seem to be caused by any refractive condition, or to any fault in the manufacturing of the television set, but it seems to be an in-

herent defect in certain individuals who also experience discomfort in viewing even motion pictures."

In a word, TV isn't at all dangerous to the eyes. Principal question, then, is how long one can watch without fatigue. Recent survey by Advertest Research, New Brunswick, N.J., found 57% of viewers saying they felt eyestrain -- but 40% of them admitted they were troubled only after more than 3 hours of continuous viewing.

2. X-Rays: We consulted Bell Labs' Ralph Bown, GE's C. G. Fick, RCA's E. W. Engstrom and K. A. Chittick. Summary of their testimony: (1) Direct view tubes, which use 10-12,000 volts, give off no X-rays. (2) Projection tubes in home sets, with 25-30,000 volts, give off some soft X-rays immediately in front of the tube face. But fact is that projection tube isn't viewed directly, is enclosed in metal "optical barrel" which prevents rays from getting out of receiver. (3) Large-screen projection tubes, employing around 100,000 volts, can give off dangerous amounts of X-rays, but can be effectively shielded with lead plates, etc.

3. Tube breakage: This is a rare occurrence outside tube factories. We've never heard of any injury in the home from implosions of high vacuum picture tubes -- and tube makers, set makers and servicemen say the same thing.

UHF GAINS ANOTHER ENTHUSIAST: Another TV engineering authority has been converted to uhf. He says that, propagation-wise, a 1-kw transmitter can provide many cities with a satisfactory TV service. At the moment, we are not at liberty to identify him, but we can vouch for his impartiality and high qualifications.

On assignment from a major TV manufacturer, he checked RCA's 504-510 mc (3.75 ERP) emissions in Washington (Vol. 4:37, et seq). In all, 54 locations were tested and good picture was obtained as far out as 21.6 mi., farthest point tried. One series of measurements showed that 17 out of 19 points on a rough circle 6-8 mi. from transmitter had very good picture, absolutely free of ghosts; other 2 points were no good. Receiver was a standard 10-in. set equipped with experimental converter, fed from 3 types of antennas on 30-ft. pole. At his home, he tried both low-loss and ordinary 75-ft. transmission lines, reports that observers could detect no difference in picture quality, though signal was lower with ordinary lines.

He pooh-poohs idea that megawatts of power are needed to give a useful service. It's true, he agrees, that even 1-kw uhf transmitters aren't available. He maintains, however, that commercialization and cash on the barrelhead will stimulate their development in a hurry, once FCC lays down its policy.

Dr. Allen DuMont looks for emergence of uhf in 1949 -- says so in year-end statement last week. He realizes that engineering of uhf is no easy job, but says: "...whatever technical developments may be required are more than justified by the increased 'elbow room' to be gained in the very crowded ether." For example, he suggests it may sometimes be necessary to put RF head of receiver right at antenna to minimize line losses. His draft of vhf and uhf recommendations is now being circulated among members of RMA "cooperation" committee (Vol. 4:52), then goes to FCC.

THE GLASS BULB MAKERS BUSY, TOO: No great fear of competition from metallic picture tubes is apparent in Owens-Illinois announcement this week that its Kimble Division next month will reopen Columbus plant, formerly used for making glass building blocks, in order to expand output of 10, 12½ and 16-in. all-glass bulbs. Virtually duplicating present Toledo facilities, new plant begins operation April 1, goes into full-scale production May 1, will have capacity said to be up to 6,000,000 units per year. Also in glass blank field, Corning cut prices of 10-in. bulbs from \$7.50 to \$7; 12-in., from \$12.50 to \$11.50; 12½-in., from \$14 to \$12.60. Corning's 7-in. remain at \$2.25, 15-in. at \$25, all latter going to DuMont. These cuts don't quite make up for last October's increases, which the processors absorbed, so not much change in ultimate set costs is anticipated. Actually, high prices of tubes (RCA's metal 16-in. sells to other set makers at \$49.50, whereas DuMont's glass 15-in. costs them around \$70) are attributable mainly to complex and expensive tube-making processes -- and there's no indication yet the tube makers are ready to reduce prices. Incidentally, RCA has begun quota deliveries from Lancaster of metal-coned 16-in., distributor price set at \$54, suggested dealer price \$63.50.

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SNAFU OVER INDIANAPOLIS' WUTV: Indicative of "get tough" attitude toward laggard holders of CPs for TV, also manifested in letter to WSAZ, Huntington, W. Va. (Vol. 5:2), FCC this week denied equipment test extension request filed by Indianapolis' big Wm. H. Block Co. dept. store, holding CP since November, 1946. Company recently was cited for delaying its WUTV (Vol. 4:50), yet asked for permission to continue 20-month composite equipment tests pending answer to citation. At same time, FCC was informed it hadn't meant to ask for commercial STA as of Jan. 31 (Vol. 4:50), merely was thinking about it. Internal policy dissension, it's understood, is behind failure to proceed, but officials told us Friday they hope to hold onto CP, though expect to go to hearing. However, it now looks like "curtains" for this CP unless and until they satisfy FCC they mean business. It also looks like Indianapolis TV market won't open up until WFBM-TV gets going; it's aiming for March tests.

DAYTIME TV IN THE NETWORK JIGSAW: Even before coaxial hookup of East-Midwest TV segments was a day old, another noteworthy stride was being taken by TV -- daytime network programming. It's a step somewhat obscured by current scramble of the rival networks for commercial vantage and their quest for big-name sponsor shows to fill their respective night time allocations on the cable. But, having proved profitable on such stations as New York's WABD and Philadelphia's WCAU-TV, daytime programs appear to be "headed network" -- to compete with soap serials, etc. for popular attention just as certainly as TV competes with radio during evening hours. Whither the trend will lead, whether daytime audiences will be big enough, respond faithfully enough to pay off for sponsors, your guess is as good as anybody else's. Here are the salient facts:

DuMont, which started daytime vogue on its WABD last November (Vol. 4:39-49), began morning after Jan. 11 "golden spike" ceremonies to pipe 4½ hours per day from WABD to its own stations in Washington (WTTG) and Pittsburgh (WDTV) and 5 other affiliates: WNHC-TV, New Haven; WAAM, Baltimore; WEWS, Cleveland; WJBK-TV, Detroit; WGN-TV, Chicago. Programs are offered for local cooperative sponsorship. It's a 10-day trial, which DuMont thinks will click because WABD's daytime schedule, starting at 7 a.m., is already paying off. If it does click, other stations, whether or not "affiliated", will be offered the shows.

DuMont's Mon.-Fri. daytime schedule includes: 10-10:30 a.m., Johnny Olson Rumpus Room; 10:30-11 a.m., Welcome Neighbor, with Johnny Woods; 11-12 noon, Stan Shaw, disc jockey; 12-12:15 p.m., Amanda, singer; 12:15-12:30 p.m., Sidewalks of New York, remote interviews; 12:30-12:45 p.m., Camera Headlines, news; 12:45-1 p.m., Ruth Winchell, songs; 1-1:30 p.m., Okay Mother, with Dennis James. After an hour's break, schedule picks up with: 2:30-3 p.m., Inside Photoplay, Hollywood news with Wendy Barrie; 3-3:15 p.m., Needle Shop, sewing-knitting; 3:15-3:30, Vincent Lopez.

CBS started some daytime programming same day, offering its New York WCBS-TV sustaining shows: 1-1:30 p.m., Mon.-Thu., Warren Hull's Musical Show; 1:30-2 p.m., Mon., Tue., Thu., Fri., Vanity Fair, women's fashions, etc.; 1:30-2 p.m., Wed., Dione Lucas Cooking School. WCBS-TV's only commercial daytime thus far is This Is The Missus, sponsored by Bab-0, 1-1:30 p.m., Thu.

NBC has no present plans for daytime network shows, though its New York key

WNBT on Feb. 1 starts its telecast day at 3 p.m., soon plans to start at noon; in fact, has children's simulcast set to start Jan. 30, Sundays, 10:30-11:30 a.m. (see Sight & Sound note). Early in February the network initiates new educational program, Stop, Look & Learn, Mon.-Fri., 5-5:30 p.m., thus pushing its TV day half hour earlier than now (Howdy Doody runs 5:30-6, Mon.-Fri.). ABC also has no plans for daytime network feeds, but its New York WJZ-TV next month starts 11 a.m.-1 p.m., Mon.-Sat., housewives' show titled Market Melodies, 12 participating sponsors, which will have tieups with supermarkets on specials, will even place TV sets in big grocery stores for point-of-sale advertising.

* * * *

All 4 networks have scheduled originations out of Chicago, but ABC has more than all rest -- 7½ hours per week, or 12 of its 34 network shows. NBC has only its RCA-sponsored Kukla, Fran & Ollie, Mon-Fri., 7-7:30 p.m. EST. But NBC may have more coming up, what with top TV brass (executive v.p. Charles Denny, TV operations chief Carleton Smith, TV program manager Norman Blackburn) going to Chicago last Tuesday for possible 10-day stay with avowed purpose of lining up Midwest originations. CBS and DuMont say they'll have Chicago shows, but none set yet. There's trade talk about networks moving some New York shows to Chicago to take advantage of easier eastbound cable availabilities, but we know of no such plans yet.

All in all, it's a jigsaw puzzle of time availabilities and actual and potential sponsorships that network TV today presents -- with "hookups" rather than "networks" best describing the setups and with programs and commercials held out as bait to lure the stations into this or that hookup. Tuesday's "golden spike" affair, nevertheless, was of historic importance as milestone in meteoric progress of TV. Reception ranged from excellent to reasonably good all along the line. Critics and viewers weren't all kind to the "showcase" efforts of the networks, gave accolade mainly to Milton Berle-Harry Richman stint for NBC and snatches of Arthur Godfrey for CBS; glaring was imperfection of off-kinescope films of talks by DuMont's Dr. DuMont and ABC's Mark Woods, by comparison with live appearances of NBC's Trammell, CBS's Stanton. AT&T film on how TV networking is done was informative, bears repetition on stations for those who missed it.

Added note on TV programming: Critical raves went this week for superb job by star Jose Ferrer and cast in Philco TV Playhouse's presentation of "Cyrano" last Sunday night. It was TV at its dramatic best. Next great TV-covered event will be Thursday's (Jan. 20) inauguration of President Truman. It's estimated that pooled coverage of whole day's ceremonies (over 34 stations in 15 cities combined into one big network) will bring events within reach of one-fourth of nation's populace.

AT&T EASES INTERCONNECTION BAN: Not only remotes, but possibly "spurs" from contiguous areas into main-line AT&T coaxials and microwaves, may be encouraged as result of AT&T decision permitting interconnections with private intercity TV links under certain conditions. Already 3 such private "lines" exist, all via microwave: Philco's New York-Philadelphia, GE's New York-Schenectady, NBC's New York-Washington -- with others contemplating own links if Bell System can't or won't supply them.

AT&T filed amendments to existing TV tariffs Friday, revealing retreat from its absolute non-interconnection ban, subject of extensive FCC hearings (Vol. 4:49). Policy change is predicated on 2 conditions: (1) that telecaster use own circuits no longer than 3 months at a time, or (2) where AT&T doesn't plan to put in TV facilities within 12 months, it guarantees 3 years' use of privately-owned facilities -- even longer if by end of that time AT&T hasn't decided to put in its own circuits. Phone company also enlarged "video exchange" areas to encompass 25-mi. radius, thus permitting operators to use own pickup facilities instead of AT&T circuits where remote is beyond regular telephone exchange distance.

Tariff was also amended to provide time allocations on coaxial-microwave facilities on quarterly basis, in lieu of present 30 days. Proposed findings on AT&T's interconnection ban rule are due at FCC Jan. 31 from AT&T, DuMont, Philco, TBA, parties to recent hearing. Subject then comes up for Commission decision.

Sentiment of phonograph manufacturers and record makers was pretty well epitomized by an unnamed record maker, quoted in Jan. 12 *Wall Street Journal* after Monday's showing of RCA's 45 rpm record and player (Vol. 5:2): "We're going to see the biggest battle the record business has seen in many a year. For our part, we'll go on making conventional-type records while the two giants knock each other's brains out. When it becomes evident which way the decision is going, we'll be prepared to act accordingly." Meanwhile, on Friday, Columbia in $\frac{3}{4}$ -page *New York Times*' ad, offered LP player plus 2 LP 12-in. records for \$19.95 (the player alone had been selling for \$29.95; records are \$4.85 each). Earlier in the week Mercury Records, known for high-fidelity classical pressings, announced it would begin producing Columbia LP 7, 10 and 12-in. records—first to do so. Columbia's Edward Wallerstein, hitting at RCA, disclosed that 1,500,000 LP records and 500,000 players had been sold since their introduction last June (Vol. 4:25). RCA announced its 45 rpm records and players will be on market in April.

Western Electric would be divorced from AT&T, formed into 3 competing equipment companies, if Dept. of Justice's anti-trust suit filed in Newark Federal court Friday sticks. Govt. proposes one company comprise Chicago, St. Paul, Lincoln, Nebr., plants; another Kearney, Brooklyn, Staten Island, Baltimore, Buffalo plants; third, New York electronics and Philadelphia specialty shops. AT&T indicates it will fight case on grounds own equipment supply house saves phone users money. It's significant that WE recently got out of tube manufacturing (sold to Machlett) and is pulling out of broadcast equipment (may sell to Collins).

FCC panel plan is definitely in the works, will see commissioners divided into Broadcasting, Common Carrier and Special Services committees. Comr. Hyde will be chairman of Broadcast panel, with Comrs. Sterling and Henneck. Comrs. Walker, Webster and Jones will constitute Common Carrier and Special Services panels, with Walker chairman of former and Webster of latter. Chairman Coy will act as administrator. Plan is stymied on question of how much authority panels should have with respect to hearing oral arguments, exceptions, etc., and when cases should come before full Commission. Whether staff should be realigned is also being debated.

Ending vhf freeze needn't await acquisition of full uhf information—that's general agreement of JTAC planning session Thursday. As Chairman Phil Siling sees it, timing depends mainly on report of Ad Hoc Committee (Vol. 4:49,50), still hoped for around end of month. Tentative date for next JTAC meeting is Feb. 3. Meanwhile, on uhf front, Philco applied for 3 kw, 500 mc experimental station in Philadelphia.

Report on RCA's 500 mc TV experiment in Washington (Vol. 4:37, et seq.), by George H. Brown in December *RCA Review*, concludes: "... not too extravagant amounts of power at 500 mc will furnish a reasonable coverage over a limited area, without providing the large area coverage of the low channels." Same issue has description of developmental 1 kw broad-band 500-900 mc transmitter. And for honest-to-goodness engineering longhairs, "Electro-Optical Characteristics of Television Systems" by Otto H. Schade of Tube Dept.

AM superpower still bothers Sen. Johnson (D-Colo.), now chairman of Senate Interstate and Foreign Commerce Committee, who again introduced bill to limit AMs to 50 kw, permit duplication on clears. It's just about same as his bill, never acted on, of last session.

Farnsworth was in headlines of financial news this week when, after filing registration statement with SEC that its losses for 6 mo. ended Oct. 31, 1948 were \$3,100,000, New York Stock Exchange suspended trading for an hour Thursday to study this revision from previously reported \$724,719 loss. Also disclosed were plans to make public offering of 270,000 shares of \$1 par common stock through First Guardian Securities Corp., terms not yet announced, money to be used to pay past debts (including \$750,000 loan from RFC), and to reestablish company's credit position. SEC statement disclosed losses of approximately \$90,000 in fiscal year ended April 30, 1946; \$2,700,000 in 1947 fiscal year; \$4,700,000 in 12 mo. ended April 3, 1948; \$3,100,000 in 6 mo. ended Oct. 31, 1948. Gross sales for 6 mo. ended Oct. 31, 1948 were given as \$6,147,298. Partly blamed for its troubles was "trade resistance from unsatisfactory performance of first TV model the corporation introduced," but it was stated that improved models are now being accepted favorably and plans are under way to enter lower priced field.

New York Stock Exchange reported Jan. 12 that 3 top ABC executives sold substantial stockholdings in network during December: Mark Woods, president, sold 30,500 shares of common, still holds 6,500; Robert Kintner, executive v.p., sold 17,300, now holds 16,000; N. Nicholas Priaux, v.p. and treas., sold 4,000, now holds 1,000. Sales were said to be connected in no way with recent negotiations for purchase of ABC by 20th Century-Fox (Vol. 4:48,49), though revelation of talks did have effect of pushing stock to new records in last 2 months.

Despite costly TV's drain on their exchequers, the big networks didn't do too badly in 1948, judging from grosses available and calculated. ABC announced \$44,301,754 gross for 1948 vs. \$43,548,057 for 1947. MBS announced \$22,769,464 in 1948 vs. \$22,372,210 in 1947. CBS figure isn't available but *Broadcasting* estimates it at \$61,550,000 for 1948 vs. \$59,250,964 actual for 1947. NBC doesn't give out figure, but same publication estimates \$69,270,000 for 1948 vs. \$65,756,517 actual for 1947. These are gross before agency, frequency discounts. NAB estimates their net sales, before agency discounts, ran \$133,461,000, up 4.5% from 1947; total industry ran \$398,600,000, up 6.5%.

Spot rep hearing before FCC (Vol. 4:49), closed this week and it's more apparent than ever that reps fear networks want to edge them out of lush TV business to come. Reps got Comr. Walker, presiding, to order networks to file affiliation contracts on grounds they would show "control." Only NBC and CBS contracts thus far filed, and they're only forms. All TV stations and their representatives are listed in Vol. 4:52.

Talk of FMA "rump" movement, coincidental with resignation of Bill Bailey as executive director of FMA, has simmered down. Sparkplug of movement, Graeme Zimmer, manager of FM-only WCSL, Columbus, Ind., called for Jan. 17 meeting in Chicago, then cancelled. He now feels disagreements with actions of FMA board should be thrashed out in orderly manner at next FMA national convention in fall.

FCC got knicked mere \$84,000 in President Truman's budget message (from last fiscal year's \$6,718,000 to new fiscal year's \$6,634,000). But silver lining seems to be Senate Bill S. 498 raising commissioners' salaries from present \$10,000 to \$17,500. Bill would also empower President to raise chairman's salary to \$20,000. Sentiment on Capitol Hill seems to favor move to pay high government officials higher salaries.

Raytheon reports net profit of \$680,048, equal to 39¢ per share, for 6 months ended Nov. 30, compared with loss of \$67,154 for same period last year.

New TV network sponsorships: On 14 NBC-TV stations, Mason Coconut Candy Bars, *Howdy Doody*, Wed., 5:45-6 p.m.; Chesterfield, *Chesterfield Supper Club* (Perry Como), Fri., 11-11:15 p.m. On 24 NBC-TV (including East network), Lucky Strike, *Your Show Time* (films of short stories), Fri., 9:30-10 p.m., starts Jan. 21. On 10 ABC-TV (plus 2 kine) Paris Gardens, *Identify*, sports quiz, Mon., 9-9:15 p.m., starts Feb. 14. On 10 ABC-TV (plus 10 kine), Toy Guidance Council, *Hurray for Play*, Sun., 6-6:30 p.m., starts March 6. On 4 ABC-TV, Edelbrew Brewery, *Bowling Headlines*, Sun., 10:30-10:45 p.m., starts Feb. 13. On DuMont Network, DuMont Laboratories Inc. (TV sets), *Gus Edwards School Days* with Peter Donald, Tues., 9-9:30 p.m., starts Jan. 18; same sponsor, *Your Magic Window*, Thu., 9-9:30 p.m., starts Jan. 20.

TV station sponsorship notes: Philco buys new series of *Philco Telesports Digests*, 20-min. films on WCBS-TV, New York, and other stations . . . Alka-Seltzer starts new *Quiz Kids* show Jan. 25 on WNBQ, Chicago, Tue., 8-8:30 p.m. . . . Horn & Hardart restaurants start simulcasts of *Children's Hour* on WNBT-WNBC, New York, Sun., Jan. 30, 10:30-11:30 a.m. . . . Whelan Drug Stores starts comedy series *Hotel Broadway* on WABD, New York, Thu., 8:30-9 p.m. . . . Cameo Curtains Inc., after trial on Philadelphia's WFIL-TV, reported planning local TV spots, thru William Lawrence Sloan Agency, New York . . . Dept. stores continuing as big local TV sponsors: On Pittsburgh's WDTV, Kaufmann's; Houston's KLEE-TV, Joske's; Baltimore's WAAM, Hochschild, Kohn. First 2 are newsreels, latter is *Quiz Teen Time* simulcast with WFBR Sun., 6:30 p.m. . . . Ziplock Co. (watch straps) reports it will use TV stations, thru Moss Associates, New York; Ely Landau, TV director.

Chicago had 57,335 TV sets as of Dec. 1, which is 9,335 more than NBC Research's estimate (TV Directory No. 6). So says Chicago Electric Assn., which conducted survey to arrive at this census, intends to report totals monthly hereafter, as certified by local accounting firm to which local manufacturers, distributors and dealers will report. In Los Angeles, Southern California Electrical Appliance Assn. reports 79,640 sets as of Dec. 31, increase of 18,940 over NBC's Dec. 1 estimate. In San Francisco, Northern California Electrical Bureau estimates 3,500 TVs for bay area as of Jan. 1. And Buffalo's Niagara Electric Corp. puts city's figure same date at 9,952.

Two-reel short on Zenith's Phonevision was being shot this week at Audio Productions, Inc., New York, supervised by Zenith's public relations chief Ted Leitzell; indicates new drive to promote Comdr. McDonald's proposed pay-as-you-see system of telecasting first-run films. Anti-Phonevision NBC Friday night, on full TV network, televised recent (1946) first-run picture *Scandal in Paris*, starring George Sanders, Signe Arno, Carol Landis, Akim Tamiroff, first such picture released to TV by United Artists.

CBS will disclose TV plans for Jack Benny and Amos 'n Andy at its Jan. 21-23 TV Clinic, reports *Variety*, which then headlines Hollywood dispatch: "Benny Willing To Tackle Video, If It Can Afford Him." *Variety* also reports from Hollywood that Eddie Cantor is preparing to move to New York if his AM sponsor Pabst wants him to double in TV.

Network time billings of top agencies for 1948 are reported as follows: Dancer-Fitzgerald-Sample, \$20,985,510; J. Walter Thompson, \$10,399,023; Foote, Cone & Belding, \$9,474,328; BBDO, \$9,245,141; Young & Rubicam, \$8,814,207; Benton & Bowles, \$8,750,818; Compton, \$7,774,349; Wade, \$6,242,239; McCann-Erickson, \$5,279,824; Newell-Emmett, \$5,185,747; Duane Jones, \$5,075,384.

Hyphenated FM or TV call letters to identify affiliates of AM stations can be used only where FM or TV station is in same city as AM, FCC ordered this week. If licensee wants to identify his various facilities for different cities, he must change basic call letters. Five affected stations which must change (there may be more) include one TV (KMA, Shenandoah, Iowa, KMA-TV, Omaha); 4 FMs (WJLD, Bessemer, Ala., WJLD-FM, Birmingham; WEST, Easton, Pa., WEST-FM, Bethlehem; WHWL, Nanticoke, Pa., WHWL-FM, Scranton; KCSB, San Bernardino, Cal., KCSB-FM, Colton. Licensees must effect changes by July 1.

CBS's Washington setup will change little when *Washington Post* takes over control of WTOP (55%) upon consummation of sale of its WINX to William Banks, owner of Philadelphia's part-time WHAT. Washington v.p. Earl Gammons and staff will carry on as usual. WINX manager Jack Hayes becomes manager of WTOP; otherwise, station staffs remain unchanged for present. Banks gets AM-only for \$130,000 while WINX-FM becomes WTOP-FM—and CBS's conditional FM grant goes back to FCC. Post bought WINX (1340 kc, 250-w) for \$500,000 in 1944.

Transit FM will begin in Washington about Feb. 1, with initial installation of 20 Stromberg-Carlson receivers (\$175 installed). WWDC-FM and Capital Transit Co. expect eventually that 200 buses and streetcars will be equipped. WWDC-FM manager Ben Strouse says that no attempt to sell time has yet been made, but that he has few worries on that score. This week, also, installation of GE receivers was begun in the 58 buses of WM&A Motor Lines, to be served by WBUZ(FM), covering suburban Washington. Majority stockholder of both station and bus line is L. L. Altman.

Long-winded Scophony case (Vol. 1:17) is over, but engineers question whether it means much to TV anyway. Under terms of anti-trust consent judgment entered in New York this week, Paramount and General Precision Equipment Corp. must divest themselves of interest in Scophony Corp. of America, which in turn must license its patents to any applicant "at a reasonable royalty." Patents cover TV reception methods involving liquid-filled, crystal-vibrated tube, through which arc light is beamed, and the skiatron tube which was used during war to project radar pictures on wall. Says one engineer: "When I saw the system demonstrated in 1945, definition was about 200 lines and color was a dirty brown. If it hasn't improved since then, it will be no competition to present cathode ray tube system."

FM for video portion of TV signal, as well as aural, is being tried at FCC's Laurel, Md. laboratories. It's one approach to interference problems, having possibility of reducing co-channel and adjacent channel interference ratios. But lab chief E. W. Chapin makes it clear that system (tried on low band, 6 mc, closed circuit) is experiment, not proposal, aimed at solutions to interference. FM is also suggested for polycasting (Vol. 4:40, 5:2) system of many small uhf stations to cover an area.

Paramount's video transcription system will be operating at Los Angeles' KTLA within next week or so, will be used to film-record KTLA programs or those of other Los Angeles stations for advertisers on order. Before month is up, same system will be operating at Chicago's WBKB, where it will also be used for large-screen theater projection in Balaban & Katz's Chicago Theater.

General Motors will use TV for one-shot industrial movie filmed at GM's New York trade show next week. Will be carried on 10 CBS-TV stations Jan. 24, 9-9:30 p.m., plus dozen or more via kine recordings.

RCA holds sixth TV training course at Camden Jan. 17-21, has 75 station engineers enrolled.

TWO MORE TAKE AIR TO MAKE IT 54: This week end, Los Angeles gets its 6th TV station (equalled only by New York's 6), Washington gets its 4th (exceeded only by New York and Los Angeles, equalling Chicago) -- and the nation's total goes up to 54. Formal dedications of NBC's KNBH on Channel 4 in movie capital and Bamberger's WOIC on Channel 9 in nation's capital are both set for Jan. 16. They remain on regular schedules thenceforth, both reporting nice initial lineups of commercials.

NBC's Hollywood TV chief Hal Bock advises us accent will be on "well-produced, well-rehearsed studio programs [which] we hope will develop into the tops for TV...a tough assignment in a town where everyone regards himself as a production genius second to none." Looking to day Hollywood will be big TV production center, NBC says it has invested \$1,200,000 in KNBH plant and facilities, has TV payroll of 68, is starting with regular 3-hour daily schedule Sundays thru Thursdays.

From WOIC's manager Eugene Thomas, recent WOR sales chief and ex-president of New York Advertising Club, we hear station opens with excellent prospects: good signal assured by tests from 300-ft tower surmounting 410-ft elevation, highest in area; starts as full outlet of CBS-TV; nightly schedule to average at outset 4 hours from 6:30 p.m., except for silent Saturdays; starting commercials include 28 sponsors, 8 being network accounts. WOIC hasn't any downtown studios, but plant has already run nearly \$900,000. It has no AM affiliate, starts with payroll of 31.

ABC's Los Angeles KECA-TV and San Francisco KGO-TV appear to have struck construction snags, so it looks now like they won't get going until well into February, possibly March. KECA-TV transmitter is nearly ready for tests, but it's necessary to reconstruct most of old Vitagraph Studio properties recently purchased from Warner Bros. -- due to termites! And KGO-TV is reconstructing ballroom in old Sutro Mansion, site of both studios and transmitter. Since it's planned to concentrate on live programs, ABC won't begin commercial operation until studios are ready.

Aiming to start soon as its FCC troubles are over is Miami's WTVJ (see Vol. 5:2 and story this issue) -- with possibility of making it by end of month. Only other new stations and new markets reported in immediate offing: WHIO-TV, Dayton, about to test, formal debut set for Feb. 23. And WICU, Erie, Pa., so situated between Cleveland-Buffalo that it can tap the coaxial, aiming for Feb. 15 test patterns, March 15 linkup into coaxial.

THE LAGGARDS AND THE HOPEFULS: Of the 70 still-pending CPs for TV stations, none halted by FCC's freeze, it's apparent that a score or more have no construction plans whatsoever, though some have held CPs for several years. Some are stalling, making no bones about their intentions of sweating out more lucrative prospects for TV. All of which augurs, as in the case of Indianapolis' WUTV (see story, p. 1), more citations for undue delays -- certainly some bitterly competitive new applications for granted but unused facilities the moment the freeze ends. Based on our survey to date, we're inclined to lower our sights on TV construction for this year; indeed, to predict total operating stations at end of 1949 will be nearer 90 than 100.

Though road to commercial operation seemed cleared last week by Comr. Walker's report favoring lifting of revocation order and transfer of control (Vol. 5:2), Miami's WTVJ still has some hurdles to leap -- complications regarded serious enough to come to attention of full Commission, possibly next week. WTVJ apparently built 16.5 kw station on site other than that designated in CP, which called for 1.57 kw. It had asked for CP modification for higher power. But that runs counter to freeze policy. Otherwise, WTVJ is all set to turn on juice moment STA is issued.

Meredith Engineering Co., subsidiary of Meredith Publishing Co., has also bid for Raytheon's WRTB, Waltham, Mass., in opposition to CBS's offer of \$242,122 (Vol. 4:44). Big publishing house (Better Homes & Gardens, Successful Farming) explains that TV freeze makes acquisition of stations in desirable markets impossible except via purchase. Meanwhile, Raytheon said it will request permission to move station to Medford, into CBS's WEEI-FM plant, reports it can get CBS affiliation, asks extension of completion date. Further, it says it now has 5 kw transmitter testing, and (with CBS) asks for prompt action on request for commercial STA (Vol. 4:50). On Friday, FCC denied petition by Boston Metropolitan Television Co. that

CBS be made to withdraw its Boston TV application (Vol. 4:47) because CBS had 2 applications for the same city (one for purchase of WRTB; other for new TV).

Wm. Gleeson's KARO, Riverside, Cal., holder of anomolous CP for non-existent Channel 1, this week asked for STA on Channel 6, which FCC has proposed assigning to Santa Barbara (part 6, TV Directory No. 6). Although still in talk stage, looks like Gifford Phillips' application for Denver may be taken over by Wolfberg theater interests, joined by Mayor Quigg Newton and other local businessmen.

COMING, A SHORT AND STUBBY TUBE? Besides the 16-in. all-glass, the metal-coned and the rectangular-faced tubes reported on in these pages (Vol. 4:52, et seq), you're going to hear about a new and shorter tube of 16-in. or thereabouts that can be fitted into smaller cabinets. It's said to be much stubbier than RCA's metal-coned tube, which is 22 $\frac{3}{8}$ in. from face to socket, or even than 22-in. long, 60-degree angle, 16-in. glass bulb that Kimble has designed. The manufacturer, who must remain nameless, will tell no details. If such a tube really is feasible, it might conceivably wreak substantial changes in receiver design, make for more compact and cheaper cabinets.

Note: Weight also is regarded as factor in tubes, RCA's glass 10-in. (17 $\frac{1}{2}$ -in. long) weighing 10 lb., its metal-coned 16-in. 10 $\frac{1}{2}$ lb., whereas 15-in. glass weighs 28 lb. and new 16-in. glass bulbs are supposed to weigh 18-22 lbs. Nevertheless, the glass blank makers, also DuMont, insist they will eventually beat metal-coned tubes, price-wise.

Other stirrings in the TV picture tube field: While impact on market of 16-in. sets in \$500 range remains to be seen, their imminent emergence apparently has already discouraged some making of projection models; several of the biggest manufacturers won't touch projections, despite vast improvements that have been made in them, despite fact that their high prices offer better profit margins...Rauland, now owned by Zenith, was early experimenter with rectangular-faced tube (Vol. 5:1), but nobody expects Zenith to do much about it anytime soon in view of its preoccupation with its "porthole" models...National Union Radio Corp. is expanding TV tube manufacture, should soon be substantial producer...It won't be surprising to see Corning make 16-in. glass blanks in addition to the 15-in. it produces exclusively for DuMont; AP dispatch Friday said Corning has laid off about 250 employes at Charleroi, Pa. plant "because of slack demand for 12 $\frac{1}{2}$ -in bulbs."

NEWS & VIEWS FROM THE TV TRADE: Nothing static about this business of TV manufacture. Yet to the plethora of trade news items we rounded up in our Special Report last week (Vol. 5:2), there's not much new to add this week -- at least, not enough to mark any definitive trends. Only thing new on the price front worth recording this week is Hallicrafters' avowed reason for reducing 7-in. table models to new lows (Model T-54 from \$189.50 to \$139.50; Model 505 from \$199.50 to \$144.50):

Hallicrafters wants to "revitalize" 7-in. market, said president Wm. Halligan, because "sales of 7-in. sets had been slowing down since mid-December...and some dealers were starting to offer them in under-the-counter deals." He predicted all TV prices will come down from 1948 levels. Competitors, noting frequent buyer requests to turn in 7-in. for larger sizes ("little screens educate folks up to bigger and better TV"), are inclined to think Hallicrafters is unloading in preparation for new models. These, it's announced, will include larger tubes and incorporate dual focus device permitting viewer to enlarge pictures to full circular tube face at will -- like Garod's Tele-Zoom (Vol. 5:1). Other trade news of the week:

Hallicrafters reports that on Jan. 6 it turned out its 50,000th TV set... Also a big 7-in. producer, Motorola turned out 100,000 TVs during 1948, is now running 2 shifts on TV, preparing additional productive facilities...In recent recapitulation of predicted 1949 production of the majors (Vol. 4:52), we had DuMont down for 50,000 sets; figure probably will be nearer 150,000 -- and DuMont, making own tubes, isn't subject to vagaries of that market...Belmont-Raytheon is introducing master control TV system for public places that permits up to 10 viewing units to be fed from single master tuner; system is being introduced by Trans-Vue Corp., Chicago, will be demonstrated in Chicago's Hotel Morrison, Jan. 17-19.

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UPSURGING TV SPONSORSHIPS: Look over our compilation of current network sponsorships on Sight & Sound page, if you want proof of TV's commercial upsurge. Altogether, 48 accounts are buying more than 28 hours per week: On NBC 17 hours, 50 min.; CBS, 5¼ hours, plus varying sports and Ford Theater one hour monthly; DuMont, 3 hours; ABC, 2¼ hours. Plus quite a few film (kine) recordings of these shows placed on non-interconnected stations. Network TV sales departments are beehives these days, so foregoing scores will change daily henceforth -- they're only the beginning.

Size and calibre of the sponsors, a few new to radio, are eloquent testimony to a bandwagon trend, if not to an inevitable impact on radio sponsorships (NBC's Carleton Smith says 60% of its TV advertisers are not using AM). Latest Rorabaugh Report on station accounts puts 680 advertisers on 41 stations in 23 markets in early December; today there are 54 stations in 31 markets, so Rorabaugh figure obviously is on low side. Year ago, number of TV advertisers was negligible on networks (then almost entirely NBC) or on stations (then only 16 operating). It's estimated that 1948 saw somewhere near \$10 million spent on TV sponsor time and talent, that 1949 total will run at least \$25,000,000. Not much against broadcasting's estimated 1948 gross time sales of nearly \$400,000,000 (Vol. 5:1,3) -- but note rate of climb!

COY SEES 'UNFREEZING' APRIL-MAY: From FCC chairman Wayne Coy, delegates to CBS's TV Clinic in New York Friday heard this answer to inevitable query, When will the freeze end? It's particularly significant in that Coy still sticks, despite skepticism in many quarters, to at least outer limit of his 6-9 month "unfreezing" prediction, made when all TV processing was halted last September (Vol. 4:40). It's significant also because, though FCC hasn't yet taken up uhf at all (Vol. 4:51), Coy virtually promises adoption of uhf before year's end. Said he:

"We hope to unfreeze the processing of TV applications by April or early May. We also hope that before the year is out we will be able to provide for utilization of the uhf. This makes it likely that many pending applications for frequencies in the vhf will have to be shifted to uhf, and offers the hope that many applicants can start construction this year, especially in cities where no provisions have been made in the present band." He added that manufacturers can build sets for both vhf-uhf bands, so that we can receive as good reception as today, or better.

Theme of Friday's opening sessions of CBS's second annual TV Clinic for affiliates (attendance about 200, not all CP holders or even applicants yet) was president Frank Stanton's earnest exhortation that broadcasters get busy in TV. In effect, he urged: if you've got facilities, use them quickly. Don't wait -- keep ahead of competitors. Don't worry about freeze. The public wants today's TV, is buying sets as fast as they're made, and what the public wants it gets. Fasten your seat belts for rough weather during transition from AM to TV. But have plenty of faith. And, echoing phrase oft used in these pages, Stanton asserted: "Nothing short of war or a major economic crisis can halt the phenomenal rate of growth experienced by the TV industry in recent months."

As if to bear out CBS's intensely serious purposes in TV, it announced 15-year loan of \$5,000,000 at 3½% from Prudential Insurance Co. to build up cash reserves for TV expansion and operation. Stanton said CBS's purpose in building up

strong AM program structure is to maintain a preeminent place in AM so it can continue to provide money for building up TV. "Get going" tocsin was also sounded by Mr. Coy, who in addition threw out similar advice about FM. Said he to CP holders, "You've got your facilities, now use them."

CRACKING WHIP ON THE LAGGARDS: You can look for more TV grantees who have done little since getting their CPs to be put on FCC griddle. Only thing that has saved most of them thus far is overextended FCC staff. But those in charge say they know who haven't done much on construction, await only completion date extension requests before acting. Laggards without good reasons can expect to be cited, as were Maison Blanche's WRTV, New Orleans (Vol. 4:43) and Wm. Block Co.'s WUTV, Indianapolis (Vol. 4:50,5:3).

If there's any doubt FCC is getting tough, point was hammered home by this week's denial of Raytheon's extension of CP for WRTB, Waltham, also denied requested commercial STA. Hearing date was set for Feb. 2 in Washington (Examiner Hugh Hutchison). So no action appears to be in sight on CBS (Vol. 4:44) and Meredith (Vol.5:3) applications for purchase of WRTB until Commission decides whether Raytheon can have anything to sell, though CBS is making pitch on urgency of getting its network service into Boston area.

Commission may withdraw CP, throw channel into Boston pot in which 7 seek 2 presently frozen channels (see TV Directory No. 6). Paramount, one of applicants, wanted WRTB extension hearing made part of Boston comparative hearing, but FCC said no, though Comr. Jones voted Raytheon ought to compete with other Boston applicants.

Note: If we seem to be laboring our reports on laggards, bear in mind this isn't a mere crusade on our part; if those now on carpet, others to be cited, had heeded warnings, they would not be in their present predicaments -- with all the headaches, legal costs and risks of losing their franchises involved.

GE's 8½-in METAL-CONED TUBE: General Electric announces 8½-in. picture tube, metal-coned, capable of 39 sq. in. area (vs. 7-in. tube's normal 26 and 10-in. tube's normal 52 sq. in.) -- GE's bid for place in low-price market. First of size ever designed, cost of new tube, said tube division chief J. M. Lang, "will probably be no more than the present cost of 7-in. tube." Thus it's reasonable to assume receivers containing them won't cost more than present 7-in. lines (all under \$200). When sets will be out, when GE's Buffalo plant will make tube available to other set makers, company won't say yet. Nor are engineering details divulged, beyond fact it employs magnetic focusing and deflection. Meanwhile, GE is continuing full-scale production of 10, 12 and 16-in. tubes for own and customers' use, won't build any more projection receivers until it's satisfied improvements are in sight. Within 30 days, too, GE's new 10-in. table model priced "under \$300" (Vol. 5:2) will be released.

TV COVERS ITS FIRST INAUGURATION: TV's biggest and most elaborate "showcase" to date was Thursday's inauguration in Washington -- the swearing-in ceremony, President Truman's address, big parade, elaborate ball and Wednesday night's all-star gala adding up to top news and entertainment handled on magnificent scale by industry pool. Associated Press, reporting good reception generally in TV areas, estimated 10,000,000 saw this first presidential inauguration ever televised -- probably conservative since this means average of about 10 persons per set in use. By and large, popular and press verdict on TV coverage was favorable, only real criticism being too many cameras "flitted" to and fro too much during parade and some announcers engaged in too much small talk where camera pickups alone might have done better.

We saw actual swearing-in from radio-press-box on Capitol Hill, then hurried home to watch rest of event, with family and friends, on brand new 16-in. RCA, one of first in Washington. Pictures were of superb quality. No doubt about it -- and this is verdict of cross section of ages from 8 to 60: The larger direct-view image is The Thing. Like bigger cars, with more horsepower and more comforts, bigger pictures give superior satisfaction. On other hand, for smaller rooms, smaller groupings, there's also no doubt that the lesscostly 12, 10 and even 7-in. provide real satisfaction. They should, like smaller and cheaper cars, always command an important place in the TV scheme.

Maybe there's smoke where there's fire, but we can only go by what the principals say—and 20th Century-Fox's Spyros Skouras flatly labels as "false" the recurring reports that his ABC purchase deal is on again (Vol. 4:48, 49). Latest report, in *Advertising Age*, had film firm not only buying network but signing up president Mark Woods for 5 years at \$75,000 a year, executive v.p. Robert Kintner for same term at \$50,000. ABC topside also denies reports, says trade reporter evidently was confused by recent contracts with its managerial officers filed with SEC. Recent stock sales by ABC executives (Vol. 5:3), 25% budget cut for 1949 ABC network operations, added fuel to persistent rumor mill.

Rumored, too, also apparently without foundation, is sale of Paley interests in CBS to movie or other interests. But CBS's intentness on structural buildup, especially of TV, was manifested more than ever this week by (a) tenor of its TV Clinic for affiliates, (b) signing of Bing Crosby (away from ABC) as latest of stars to latch onto what *Variety* calls "Paley's Comet." Bing contracted for TV as well as AM, as did Jack Benny and Amos 'n Andy, though they're all still to be proved as TV personalities.

Further shakedown at Camden following Frank Folsom's departure to become RCA president sets up top-level RCA Victor triumverate under executive v.p. J. G. Wilson comprising: J. B. Elliott, v.p. in charge of Consumer Products Dept. (radios, records, etc.); L. W. Teegarden, v.p. in charge of Technical Products Dept. (transmitters, tubes, etc.); Walter A. Buck, operations v.p. (accounting, finances, etc.). More changes, mostly titular, are in prospect.

TV set output during December's first 2 weeks ran somewhat over 75,000, reliable industry sources indicate, so that our prediction of an RMA figure of 175,000 for 5-week month (Vol. 5:1) looks like it will stand easily. RMA final-month and 1948 calendar-year figures are due in week or so.

TV is booming in St. Louis, where dealers report they're currently 1,000 behind in orders. Against NBC's estimate of 14,000 sets in area as of Dec. 1 (Vol. 5:2), Union Electric Co. of Missouri puts figure as of Jan. 1 at 15,500 in homes, 2,000 in public places. In Washington, Television Circulation Committee puts Jan. 1 count at 30,500. [For other Jan. 1 figures, see Vol. 5:3.]

Rep. Lemke (R-N. D.) dropped two bills into Congressional hopper this week, both bearing on Maj. Armstrong's low-band FM fight: HR 856, to amend Communications Act to ease appeals to courts from such FCC actions as removal of FM from low band; HJ Res. 65, to assign 47-50 mc to FM for 5 years.

Lancaster's WGAL-TV, due on air in few months, will probably be synchro-linked (Vol. 4:46-5:2) with NBC's Washington WNBW, also on Channel 4, since it is only about 90 mi. away; it's about 130 mi. from New York's WNBW. Hookup of Cleveland's WNBK and Detroit's WWJ-TV is due in about a week.

Tropospheric tests with 507 mc, 375 kw peak radar pulses from NBC's Wardman Park Hotel site in Washington will begin shortly after grant of application filed by RCA this week. Emissions will be omnidirectional, from same antenna used for recent uhf tests (Vol. 4:37 et seq).

Reported in Hollywood Daily Variety: Los Angeles' KLAC being bought for \$450,000 by Ralph Atlas, principal owner of WIND, Chicago (as soon as Thackrey-Warner deal is finalized); MGM ready to sell its FM station KMGM for whatever it'll bring, write it off as a bad investment.

First 3-speed record player was demonstrated Tuesday in Chicago by Scott Radio Laboratories. Although sentiment at first was that it couldn't be done practically (Vol. 5:2,3), Scott expects to reach full production next month, offer unit to Scott set owners as replacement for existing turntables. Player has 2 pickup arms, one for conventional 78 rpm, other for Columbia's 33½ or RCA's 45 rpm. For latter, brass collar is placed over spindle to accommodate 1½-in. center holes. All LP records (both Columbia's and RCA's) must be played manually on Scott turntable; conventional records can be stacked.

"We are probably now closer to the profit side of the ledger than any station in the country," says director John Balaban of Chicago's WBKB. And he attributes it largely to station's new "Multiscope" device for showing weather reports, time, AP news tape, using only a projectionist—no studio, cameras or engineers. WBKB has sold 21 daytime hours each, weekly, to Philco and Kaiser-Frazer, is dickering for sale of 2 more hours daily to a third sponsor. DuMont and Philadelphia's WCAU-TV have done much the same sort of programming, selling spots during daytime. Balaban calls it "answer to a television operator's prayer [that] can put any station close to the break-even point."

Not yet grantees or applicants for TV, but their attendance indicating probability of applications, were these technicians among the 60 attending RCA's TV technical training seminar in Camden this week: J. W. Keller Jr., WKOK, Sunbury, Pa.; J. T. Hetland, WDAY, Fargo, N. D.; E. L. Markman, WSTC, Stamford, Conn.; D. G. Sinclair, KFVD, Fort Dodge, Ia.; G. W. Fordham, KFKU, Lawrence, Kan. CBC had contingent of 4, and Canada also registered W. J. Carter, CKLN, Windsor; C. Eastwood, CFRB, Toronto; Chester Beachill, CFRA, Ottawa; G. E. McCurdy, McCurdy Radio Inc., Toronto; George Cuthbert & J. L. Bateman, Famous Players Canadian Corp.

Sidelights on biggest TV event yet—Jan. 20 presidential inauguration: Public places and schools with TV sets, to say nothing of private homes, overflowed with viewers. New York's Paramount Theater, using large-screen TV, showed it to audience of about 3,600. Networks sent film recordings, edited, to their non-interconnected affiliates, who got it on air faster than newsreels could get to theaters—and with much more footage. AP and NBC claimed record in moving wirephoto to AP newspapers only 10-minutes after oath-taking, shooting picture off kinescope in Radio City.

Handy statistical analysis of 8 leading TV manufacturers, in tabular form and with usual brokerage house commentaries, is contained in Jan. 13 *Fortnightly Market and Business Survey* published by E. F. Hutton & Co., 61 Broadway, New York. Companies covered: Admiral, Avco, Emerson, Magnavox, Motorola, Philco, RCA, Zenith. Special analysis of Zenith, with emphasis on its TV prospects, is being distributed by Eastman, Dillon & Co., 15 Broad St., New York.

Zenith got turned down on request to continue operation of WEFM, Chicago, on 45.1 mc in old FM band. FCC said, in effect: "We've authorized no one, not even Maj. Armstrong, to continue low-band operation. Armstrong got his continuance (Vol. 5:2) from the courts, not us." Pre-sumption is that Zenith can seek similar authorization from court.

Television Fund Inc., first investment trust specializing in radio-TV-electronics stocks (Vol. 4:35,51) declared 10¢ dividend Jan. 13, payable Feb. 15 to holders of record Feb. 5. Net assets of the Fund, which started Sept. 8, now amount to \$1,010,384, president Tripp stated.

NETWORK TV SPONSORSHIPS

As of Jan. 21, 1948

All times EST. Figure in parentheses is number of stations taking show live (kinescope recordings also indicated).

NBC Sponsorships

RCA Victor Co., *Kukla, Fran & Ollie*, Mon.-Fri., 7-7:30 p.m., thru J. Walter Thompson (11). Originates in Chicago.

Camel Cigarettes, *Newsreel*, Mon.-Fri., 7:50-8 p.m., thru Wm. Esty (14).

Chevrolet, *Chevrolet on Broadway*, Mon., 8:30-9 p.m., thru Campbell-Ewald (7 plus 11 kine).

Colgate, *Colgate Theater*, Mon., 9-9:30 p.m., thru Wm Esty (7 plus 9 kine).

Firestone, *Americana*, Mon., 9:30-10 p.m., thru Sweeney & James (7 plus 7 kine).

Gillette, *boxing*, Mon., 10-11 p.m., thru Maxon (7).

Texas Co., *Texaco Star Theater*, Tue., 8-9 p.m., thru Kudner (14 plus 8 kine).

Proctor & Gamble, *I'd Like to See*, Tue., 9-9:30 p.m., thru J. Walter Thompson (7).

Motorola, *Believe It or Not*, Tue., 9:30-10 p.m., thru Gourfain-Cobb (7 plus 7 kine). Starts Feb. 15.

Mason Candy Bars, *Howdy Doody*, Wed., 5:45-6 p.m., thru Moore & Hamm (14).

Bates Fabrics, *Girl About Town*, Wed., 8-8:20 p.m., thru Sawyer (7 plus 7 kine).

Vick Chemical, *Picture This*, Wed., 8:20-8:30 p.m., thru Morse International (7).

Kraft Foods, *Television Theater*, Wed., 9-10 p.m., thru J. Walter Thompson (14).

Oldsmobile, *NBC Newsreel*, Wed., 10-10:15 p.m., P. B. Brother (8).

Cluett, Peabody & Co., *Arrow Show*, Thu., 8-8:30 p.m., thru Young & Rubicam (7 plus 7 kine).

Swift, *Lanny Ross Show*, Thu., 8:30-9 p.m., thru McCann- Erickson (7 plus 7 kine).

Gulf Oil, *Bob Smith Road Show*, Thu., 9-9:30 p.m., thru Young & Rubicam (7 plus 6 kine).

Bigelow-Sanford Carpet Co., *Bigelow Show*, Thu., 9:30-10 p.m., thru Young & Rubicam (14 plus 5 kine).

Unique Art Mfg. Co., *Howdy Doody*, Fri., 5:45-6 p.m., thru Moore & Hamm (6).

Admiral Radio, *Broadway Revue*, Fri., 8-9 p.m., thru Kudner (14 plus 7 kine not including DuMont). Starts Jan. 28.

Bonafide Mills, *Stop Me If You've Heard This One*, Fri., 9-9:30 p.m., thru S. L. Leon (7 plus 7 kine). Starts Jan. 28.

Lucky Strike Cigarettes, *Your Show Time*, Fri., 9:30-10 p.m., thru N. W. Ayer (7 plus 14 kine).

Gillette, *boxing*, Fri., 10-11 p.m., thru Maxon (14).

Chesterfield Cigarettes, *Supper Club*, Fri., 11-11:15 p.m., thru Newell-Emmett (11).

General Foods (Jello), *Author Meets Critics*, Sun., 8-8:30 p.m., thru Young & Rubicam (7 plus 7 kine).

General Foods (Maxwell House Coffee), *Meet the Press*, Sun., 8:30-9 p.m., thru Benton & Bowles (7 plus 7 kine).

Philco Corp., *Television Playhouse*, Sun., 9-10 p.m., thru Hutchins Adv. (14 plus 12 kine). Goes on alternate Sundays starting Jan. 23.

Disney Hats, *Review of the Week*, Sun., 10-10:30 p.m., thru Grey Adv. (11 plus 9 kine).

CBS Sponsorships

Lipton, *Arthur Godfrey Talent Scouts*, Mon., 8:30-9 p.m., thru Young & Rubicam (4).

Gulf Oil, *We the People*, Tues., 9-9:30 p.m., thru Young & Rubicam (4).

Chesterfield Cigarettes, *Godfrey & Friends*, Wed., 8-9 p.m., thru Lennen & Mitchell (9 plus 12 kine).

Ballantyne Beer, *Tournament of Champions* (boxing), Wed., 10-11 p.m. thru J. Walter Thompson (9).

Edgeworth Tobacco, *Sportsman's Quiz*, Fri., 7:10-7:15 p.m., thru Warwick & Legler (5).

General Electric, *Riddle Me This*, Sun., 8:30-9 p.m., BBD&O (5).

Emerson Radio, *Toast of the Town*, Sun., 9-10 p.m., thru Blaine-Thompson (7 plus 2 kine). Goes on alternate Sundays, began Jan. 16.

Barbasol, *Week in Review*, Sun. 10-10:15 p.m., Erwin Wasey (5).

Camel Cigarettes, *Madison Square* basketball, varying times, thru Wm. Esty (3).

Camel Cigarettes, *Golden Gloves* boxing, varying times, thru Wm. Esty. Originates in Chicago Feb. 25.

Ford, *Ford Theater*, Sun., 7:30-8:30 p.m., thru Kenyon & Eckhardt (4 plus 5 kine). Is presented once a month, usually second or third Sunday.

CBS also has sold *Dione Lucas Cooking Program* (now Thu., 7-7:25 p.m.) to French's Mustard and Scott Towels, thru J. Walter Thompson, to be fed live to 5 stations. Time not determined.

ABC Sponsorships

A. Stein & Co. (Paris garters), *Identify* (sports quiz), Mon., 9-9:15 p.m., thru Louis A. Smith & Co. (10 plus 2 kine). Starts Feb. 14.

Lionel Corp. (toy trains), *Tales of the Red Caboose*, Fri., 7:30-7:45 p.m., thru Reiss Adv. (4).

Bristol-Myers, *Break the Bank*, Fri., 9-9:30 p.m., thru Doherty, Clifford & Shenfield (11).

Toy Guidance Council (children's toys), *Hurray for Play*, Sun., 6-6:30 p.m. thru Reiss Adv. (10 plus 10 kine). Starts March 6.

Kellogg Co., *Singing Lady*, Sun., 6:30-7 p.m., thru N. W. Ayer (11). Starts Feb. 13.

Edelbrew Brewery, *Bowling Headlines*, Sun., 10:30-10:45 p.m. thru Gordon-Mottern (4). Starts Feb. 13.

DuMont Sponsorships

Allen B. DuMont Laboratories Inc., *Gus Edwards' School Days*, Tue., 9-9:30 p.m., thru Buchanan (16 plus 5 kine).

Allen B. DuMont Laboratories Inc., *Your Magic Window*, Thu., 9-9:30 p.m., thru Buchanan (16 plus 5 kine).

Admiral Radio, *Broadway Revue*, Fri., 8-9 p.m., thru Kudner (10 plus 7 kine not including NBC). Starts Jan. 28.

Old Gold Cigarettes, *Amateur Hour*, Sun., 7-8 p.m., thru Lennen & Mitchell (17 plus 2 kine).

Personnel notes: Dr. A. V. Astin, formerly asst. chief, named chief of Electronics Division, Bureau of Standards, succeeding late Harry Diamond . . . Bob Swezey, ex-Mutual v.p. and gen. mgr., becomes executive v.p. of WDSU and WDSU-TV, New Orleans, succeeding Fred Weber, also an ex-Mutual v.p., who sold his station interests recently to Edgar B. Stern family . . . Donald A. Norman promoted to asst. mgr. of WNBC-WNBT, New York, under Tom McFadden; John C. Warren named sales mgr.; Harvey Gannon, service-traffic mgr. . . Vincent A. Francis appointed ABC San Francisco sales mgr., including KGO and KGO-TV . . . RCA broadcast-TV sales names these new field representatives: Russell C. C. Dubois Jr., Cleveland; John W. Hillegas, Atlanta; Walter Varnum, Dallas; John P. Riley Jr., Seattle . . . R. W. Wassenburg promoted from sales to operations mgr. of KPIX, San Francisco . . . Helen M. Korday promoted from NBC employment manager to new post of TV personnel supervisor.

Nothing wrong with simulcasts of such "think" shows as *Town Meeting of the Air* (ABC), *American Forum* (MBS-WOIC), or such features as *We the People*, *Arthur Godfrey Talent Scouts* (CBS-TV) and *Chesterfield Supper Club* (NBC-TV)—yet they're relatively few thus far in TV, despite NBC's predicted "gradual fusion" (Vol. 4:7, 13). Washington's WOIC on Feb. 21 starts simulcasting Fulton Lewis' nightly MBS broadcasts, 7-7:15 EST. Latest ace AM commentator turning to TV is CBS's Quincy Howe, who will telecast nightly 7:30-7:45, starting Jan. 22.

Sponsor notes: Bigtime radio advertiser Proctor & Gamble, instead of leaning on its advertising dept., has set up subsidiary called Proctor & Gamble Productions Inc., \$1,000,000 Ohio corporation, to handle all radio-TV programs and movies . . . Goodall Fabrics is offering its retailers series of films and programs for local TV placements during spring-summer seasons; stores get program material free but they must pay for TV time . . . Kidder, Peabody & Co. (brokers) buys *Kieran's Kaleidoscope* films from International Tele-Film Productions for placement on Boston's WNAC-TV, Mondays, 7:30 p.m.; other sponsorships also being arranged . . . Goebel Beer signs Harry Heilmann to simulcast 1949 Detroit Tiger home games via WJZ-TV . . . Kelvinator sponsoring 20-game USC-UCLA basketball games on KLAC-TV in \$15,000 package deal.

For TV's Hall of Ignominy, we nominate: Edgar Bergen, for an incredibly bad performance at an otherwise top-hole Inaugural Gala program Wednesday, which brought the greatest array of talent ever to come before TV cameras. And Henry Wallace lieutenant, ex-New Deal trust-buster O. John Rogge, for ineffably bad manners and bad taste, touching on indecency, during appearance on *Author Meets Critics* last Sunday—the sort of sex stuff that doesn't belong on radio or TV, could get it into trouble, puts burden on monitor to do some quick cutting. For bad manners, offensive TV personality, left-winger Rogge is matched, in our book, by right-wing columnist George Sokolsky, heard also on *Author Meets Critics*.

TV's IMPACT ON RADIO & THE MOVIES: Let the oracles, the pundits and the wishful thinkers say what they will, these simple facts stand out as TV races through its fourth postwar year with every prospect of adding at least 2,000,000 more homes to the 1,000,000-plus already enjoying its service:

(a) Every TV viewer is one less listener to the present aural radio system (Vol. 4:7,12,36) -- with all that that portends for the \$400,000,000 business of broadcasting, to say nothing about the obvious changes already being wrought in radio set manufacturing and marketing.

(b) TV families go to movies less often (Vol. 4:24). TV's still relatively restricted service areas and the paucity of homes with TV sets have kept this from being felt as yet at the boxoffice -- but you don't need surveys, eloquent as they are, to point out the plain fact. Ask any TV family.

Only time will truly tell whither all this is leading, but right now it's causing the more farsighted among the broadcasters and motion picture folk plenty of concern. Like Mark Twain's weather, everybody's talking about it -- but it isn't quite true that nobody's doing anything about it.

On the broadcasters' part, all but 12 of the 54 presently operating TV stations are identified with broadcast station or network ownership (TV Directory No. 6); all but 13 of the 70 pending CPs; all but 112 of the 311 pending applications. In other words, though relatively few of the 2,131 AM stations authorized as of Jan. 1 (see our 1949 AM Directory) are in TV as yet, AM enterprisers are still the dominant factors in the field. And many more will take the plunge, once vhf freeze and uhf policy are resolved by FCC.

Among the theatrical fraternity, a mere handful of top movie moguls seem to be particularly concerned -- with only slight murmurs from the stage world (whose denizens are welcoming the new opportunities TV offers in drama and variety) or from the sports world (getting its share out of selling TV along with radio rights). Among lesser movie interests, chief activity is centered on how to produce and sell film subjects, old and new, to the still-infant TV industry, with its 4 little networks, its 54 stations, its prospective 90-100 by year's end -- nearly all operating deeply in red and affording a very narrow and not very lucrative syndication field. More than 300 firms, mostly small film owners and producers, already offer their wares to TV (see Part 7, TV Directory No. 6).

Among top movie producers, Paramount and Warner Bros. alone are in the telecasting swim (but only ankle-deep) by way of their scant holdings of stations and their large-screen theater TV experiments. Twentieth Century-Fox, seeking permissible limit of 5 stations and once proposing to buy up ABC (Vol. 4:48,49), is still on outside looking in, though also assiduously working on large-screen theater TV. As for organized producers, their MPA (Eric Johnston) has been less active in TV research and advice than the broadcasters' NAB, which at least has made a valiant stab at fact-finding with its Batson "reports on the visual broadcasting art."

Among the exhibitors, a handful are station grantees or applicants. Theatre Owners of America (Gael Sullivan) holds board meeting in Washington Jan. 26-27 to discuss theater TV, possible station ownerships. And then there's the peeping but persistent voice-in-the-wilderness of the Society of Motion Picture Engineers, whose TV Committee in current report once again warns producers, distributors and exhibitors to "get into TV before it's too late," plumps hard for theater TV, points out that in another year they won't be able to get into the spectrum.

LAWYERS TALK DOWN MULTIPLE RULE: Maybe they're thinking wishfully -- certainly there's nothing official yet to back them up, save logic of situation and tenor of questions from commissioners and FCC counsel at en banc hearing -- but some lawyers think FCC's intention to tighten its multiple ownership rule may have been a little shaken during Monday's oral arguments. Proposed rule would limit ownership by any one entity to 7 AM, 6 FM, 5 TV stations (Vol. 4:34). FM and TV limitations are already in effect. New rule also fixes graduated scale for less-than-control.

Idea is that high stakes involved in TV, especially foreseeable need of "selling" capital on going into smaller markets with uhf, may well encourage some

applicants to fight rule through courts and get decision on FCC's authority to fix arbitrary ownership limits. Not so many months ago, when FCC was begging for then reluctant vhf applicants, there was disposition among certain commissioners, now resigned, to lift 5-limit on TV. Even now, it's felt lawyers' arguments have sowed doubts in minds of several commissioners that rule can be sustained in courts.

Strongest objections came from multi-owners ABC, CBS, Paramount, Fort Industry. Principal arguments: (1) Communications Act gives FCC no authority to fix specific numbers; it's up to Congress or perhaps anti-trust division of Dept. of Justice. (2) Figures come out of the hat. Why 6 FMs, when more FMs can be built than AMs? How can figure be set for TV when we don't know how many of what kinds of stations will be quarried out of uhf? (3) Rule isn't likely to encourage expansion of new broadcasting services, e.g., it may take many uhf TV stations to render service comparable with that of vhf -- through satellites, polycasting, etc. (4) Setting date of Jan. 1, 1953 "to permit orderly disposition of interests" puts some applicants "under the gun." For example, if Paramount becomes divorced from its theater-owning subsidiaries, Paramount and theaters could all apply for maximum; but meanwhile all of its applications are being denied. Likewise, Chicago's WIND, an early applicant, said it had been in good position for TV grant without hearing, but FCC held up action pending Leslie Atlass' decision on dropping either minority ownership in WIND or his job with CBS -- so now it faces competitive hearing vs. CBS, Zenith, Chicago Sun-Times.

CBS made point of fact most of its profit came from ownership of AM stations, that it needs all of them to support costs of TV pioneering. Next step is filing of final briefs, by Jan. 31, then FCC decision.

NEWS NOTES ABOUT THE TV TRADE: Emerson has taken over manufacture of 3 Brunswick TV sets, for which it had been supplying chassis, has reduced their prices and will market them under its own name. They're all 10-in. models: Kensington console combination, cut from \$795 to \$599; Gascony consolette, from \$495 to \$399; Nanking consolette, from \$575 to \$449.50. Unconfirmed reports have it that Brunswick intends to concentrate on fine cabinets for other radio-TV manufacturers, though will continue 15-in. TVs in period furniture.

Other news notes of the TV trade: Observe how many of the big-name set producers are TV network sponsors (see listings in Sight & Sound. Notably absent: Crosley, Magnavox, Zenith...Philco's new set line, as unveiled in New York Jan. 19, was as we reported in Special Report (Vol. 5:2), except Model 1480 at \$850 is same as 12-in. console combination Model 1280, but is \$25 cheaper; 16-in. Philco model will be put on market next month...Hallicrafters has new 10-in. TV chassis, for custom or ham installations, priced at \$169.95 (less CR tube); \$8.50 more for 12-in. bracket; 10-in. tube retails around \$35, 12-in., \$75...DeWald announces 16-in. consolette with 27 tubes plus 3 rectifiers to sell for \$495, deliveries in next few weeks; DeWald's 10-in., at \$299.50, contains 22 tubes as against 29 in its \$375 model...Sonora filed voluntarily plan of reorganization in Chicago Federal district court Jan. 20 under Chapter XI of Bankruptcy Act, said creditor claims are approximately \$250,000 while company's net worth exceeds \$300,000 -- so will pay claims in full if plan is approved. President Gerl said 70% of 1949 production will be TV.

Corning Glass Works is now sampling tubemakers with 16-in. blank, weighing about 20 lb., produced by new semi-mechanized method, which it claims will be better and cheaper than metal-coned...Solotone Corp., 2281 W. Pico, Los Angeles, is another coin machine maker out with jukebox TV, shown at Chicago Coin Machine Show last week. It gives choice of all local TV programs, 4 radio programs or 10 records -- 6 minutes for 5 cents. TV units are placed about room, but audio is piped to individual seats or booths, so that all can see but only those who pay can hear...Industrial Television Inc., Clifton, N.J., is now producing multiple antenna systems for apartment houses, hotels, dealers, etc., licensed by Amy, Aceves & King...U.S. Television is reported cutting price of 12-in. consolette from \$524.95 to \$449.50; 15-in. combo console, from \$1,095 to \$895 (first cut was from \$1,495); UST says its \$625 consolette, which uses 15-in. glass or 16-in. metal tubes interchangeably, will reach market next week.

MARTIN CODEL'S

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

Television Digest

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January 29, 1949

ON BUSTING TV'S UNBORN TRUSTS: FCC's little coterie of bleeding hearts have come forth with a new trust-busting alarm: "Keep the motion picture industry out of TV! On ground that U.S. Supreme Court anti-trust decision last May against producer ownership of theaters (Vol. 4:29) also raises question of producers' and exhibitors' qualifications for station ownership, they persuaded FCC this week to put on temporary license Paramount's WBKB, Chicago, and KTLA, Los Angeles, and DuMont's WABD, New York (because of Paramount's minority stockholdings in DuMont).

Innocent announcement merely says "pending examination of the qualifications of the licensees in the light of the decision of the Supreme Court in U.S. vs. Paramount Pictures Inc." Their point is that Communications Act (Sec. 311) gives FCC power to grant to or withhold radio licenses from anyone found guilty under anti-trust laws. It's explained this week's action was taken only because these particular licenses happened to come up for renewal at this time. Implication, though, is that all movie licensees and applicants may be involved. Indeed, one staffman was heard to remark, while the proposed ABC-Fox deal was in the news recently (Vol. 4: 48,49), that "it will never get by us."

So an FCC legal coterie, already under Congressional scrutiny, ever crying about staff shortages and overwork, ostensibly committed to FCC's policy of encouraging venture capital into TV, now hints if it does not threaten a "crusade" obviously as futile as its phoney but irritating anti-newspaper-ownership campaign of some years ago. Oddly enough, on same day this "examination" was ordered, FCC authorized wealthy Wometco chain movie interests to take over and operate Miami's WTVJ (see story, p. 3). And no one, save perhaps the zealots, believes that either the Truman Administration, or the FCC as now constituted, has any idea of discouraging free and natural flow of capital and know-how into the budding field of telecasting.

Note: If FCC legalists felt legally bound to "investigate" possible effect on radio of Supreme Court ruling in theater cases, it might just as well have been done quietly and without the open threat of a Damocles sword over licensees. Prone to be overlooked, too, is fact that 5-station limit rule, if it sticks, precludes remotest possibility of anybody's monopoly in TV.

COMPETITION—WITH NO HOLDS BARRED: Ever since color TV fracas was resolved by FCC early in 1947 (Supp. 49), little love has been lost between CBS and the RCA-NBC family. Today, with RCA-NBC well in the lead in TV, feelings are more intense than ever. Small wonder, what with CBS's raids on NBC's talent and RCA's foray into the LP record field with 45 rpm non-interchangeable with Columbia Records' 33 1/3 rpm.

It's a war of Titans, CBS drawing blood recently by winning away Jack Benny, Amos 'n' Andy, Red Skelton, Edgar Bergen -- and supposed to be setting its sights now for Bob Hope and Fibber McGee & Molly. To say nothing of taking Bing Crosby away from ABC. And, of course, getting several months' jump on RCA with its LP.

What next? Newly upped (from 5 to 50 kw) KFRE, Fresno, Cal. moves to CBS network Feb. 20 as its 24th maximum-power AM station -- weaned away from ABC. This may or may not augur further efforts on CBS's part to build up its AM (and TV) facilities at expense of its rivals. Meanwhile, at NBC, the accent is on TV -- and in this field CBS has long way to go to catch up. Young, smart, aggressive CBS top-

kicks aren't letting grass grow, though -- albeit for quite some time it looked as though they were in bad back seat position.

Now, listening to CBS executives at last week's TV Clinic for affiliates, in their intense enthusiasm and intensive plans for TV, they sounded for all the world like NBC's Frank Mullen of a year or so ago, even like RCA's David Sarnoff today -- only more so. They even gave out that CBS will go into daytime TV early this spring, starting telecasts at 8 a.m. -- a field in which DuMont has led way (Vol. 5:3). At meetings with broadcasters and advertisers and agencies through the week, CBS repeated the refrain: "TV is a highly practical advertising medium now." And to its broadcast affiliates: "Get going in TV -- quickly."

You can expect CBS's new big-name stars and other shows to go in for more and more simulcasting, a la Arthur Godfrey, We the People, etc. NBC made big splash year ago about simulcasts (Vol. 4:7), but fact remains its rivals are showing way in field of look-and/or-listen, on which eventual broadcast structure may largely rest.

ABC hasn't copped off as many TV program hits, or commercials, as its rivals -- but it's contentedly rubbing its hands over its foresight (which CBS didn't have) in getting TV outlets of its own in top 5 markets. But rumor won't down that it's "on the block," the trade journal Variety insisting "Ed Noble is anxious to sell." DuMont, of course, goes its own quiet and relatively modest way, confident the whole radio structure must come to TV, strongly entrenched on the profitable manufacturing side, owning 3 well-placed stations, turning deaf ear to all purchase offers.

Mutual is in anomolous position -- not yet in TV per se, but with 2 of its major stockholding interests having TV stations in New York (WPIX and the to-be-built WOR-TV), latter also having CBS-affiliated station in Washington (WOIC). In Chicago, another stockholder owns WGN-TV, in Boston still another owns WNAC-TV -- but these are also CBS-TV and DuMont affiliates. And Cleveland stockholder WHK is presently frozen out of TV because it moved too slow; while Don Lee's KTSL is too far away to cut any ice yet in the network picture. MBS talks about this "nucleus" -- but simple fact is that, with 4 other networks getting such a head start, MBS looks like a very poor fifth starter, if indeed there ever is room for a fifth.

Mergers of interests, if not property, may take place in ensuing years -- quite probable. Meanwhile, first-starter, first firm-believer NBC is still on top, with just about twice as many commercials as all others combined (Vol. 5:4) and with RCA pioneering, brand reputation, know-how and pocketbook staunchly back of it. But pace at which CBS is going to build up talent-program structure for TV as well as AM, ease with which it raised \$5,000,000 Prudential loan for expansion (Vol. 5:4), its history of live-wire activity, all betoken continued intense competition. And with no holds barred, apparently -- even the possibility CBS may yet have its brand name on TV sets of its own manufacture.

TV's 'AWESOME APPETITE' FOR FILMS: Mostly small fry by Hollywood standards, but convinced their product is vital to TV station operation, some 200 film producers and distributors met in New York's Hotel Biltmore Monday under auspices of Televiser Magazine, complained irritably that the TV industry seems to regard them as step-children, yet stood ready to feed TV's awesome appetite for program material. Only dozen or so station folk were registered, attendees being largely from New York. Chief points discussed: (1) Film suppliers are still sweating out contract legalities, via their National Television Film Council. (2) Educating stations about sheer mechanics of smooth film handling and distribution is important task at hand. (3) New, fresh productions cost too much to be amortized by mere 50-odd station in 30-odd markets at prices they will now pay. (4) Local stations must continue to look to films for easier programming, greater returns, since they haven't live-program resources of national networks, from which they'd get meager payments anyhow. (5) Film folk will continue to supply stations with film they can afford -- good and bad. Note: Further attesting TV's voracious appetite for film, CBS's Wm. Paley is quoted from Hollywood as estimating that TV in few years will provide market for 5,000 hours of film annually, whereas Hollywood's current total yearly output of features, westerns and shorts runs something less than 650 hours.

It's still mystery why FCC is doing nothing about filling post of chief engineer, vacant ever since George Sterling was elevated to commissionership year ago—especially now that chairman Wayne Coy is firmly in saddle with Truman Administration. There's no plan to promote from ranks, so Commission might at least "put finger" on some outstandingly qualified engineer—perhaps Don Fink, editor of *Electronics*; Lloyd Berkner, now with Carnegie Institute; Ralph Clark, ex-Ring & Clark, now with Research & Development Board, or any one of a dozen among the consulting engineering fraternity we could name who might be persuaded to take the job.

"No comment" from CBS on trade reports that part of its Bing Crosby deal includes purchase of 25% of Crosby Enterprises Inc., holding company for crooner's theatrical and other business activities. But it was insisted that, even if story is true, fact Crosby is personally an applicant for TV stations in Spokane, Tacoma, Yakima (TV Directory No. 6) would have no bearing on CBS's own pending TV applications (Boston, Chicago, San Francisco) under 5-limit rule. Considering dead seriousness of CBS's competition, plus FCC propensity for scrutinizing interlocking associations, CBS legalists could be wrong.

Duplicated clear channels, 50 kw power limit, are recommended in 16-p. interim report of Senate Interstate Commerce Committee subcommitteesmen Tobey (R-N.H.) and McFarland (D-Ariz.) published this week. Friday night, Senator Johnson (D-Colo.), chairman, promised independent broadcasters in Chicago he'd fight clear channels and "superpower." Subcommittee report also recommended FCC reorganization along functional lines but pointed out weaknesses of panel system (Vol. 5:3); intimated TV allocations retarded FM and that FCC relies too much on industry sources for technical information; upheld FCC's right to look into program structure.

As prelude to network daytime TV, which DuMont started and is continuing via coaxial, CBS's New York WCBS-TV will sign on at 8 a.m., starting in April, v.p. Jack Van Volkenberg told admen Monday; this means 90-100 hours per week of programming, he said. NBC's New York WNBT on Feb. 1 starts signing on at 2:30 p.m. (Vol. 5:3). ABC hasn't yet made any plans for daytime TV other than its New York WJZ-TV housewives' show, *Market Melodies*, Mon.-Wed., 11 a.m.-1 p.m.

Theatre Owners of America got deadly serious about exclusive theater TV, its board wrestling with question of how to get frequencies and where during weekend meeting in Washington. TOA committee on TV (Mitchell Wolfson, WTVJ, Miami, chairman) decided to recommend to board that TOA seek frequencies for movie-TV, also urged theater owners individually to apply for TV stations if they can. Board's decision may find TOA picking up SMPE plan (Vol. 4:44) for exclusive theater-TV channels in uhf bands.

Reported as step toward city-operated TV station (presumably uhf, since all New York's 7 vhf are assigned), was Mayor O'Dwyer's appointment Friday of ex-newsman Clifford Evans at \$7,000 salary as "supervisor of TV" for the city's radio system which now comprises WNYC and WNYC-FM. Unit was given budget of \$17,822, will have 6 employes, including \$5,000 cameraman.

Brochure urging advertisers into TV, listing 12 specific reasons, is available from ABC sales dept. Arguments in 20-p. booklet: "Get experience now, while circulation and talent rates are low . . . Line up valuable time franchises while they are still available . . . TV, combining sight, sound, and action, produces a greater selling impact than any other advertising medium today."

It's much too early to gauge effect of "Larger Pictures, Lower Prices" (Vol. 5:2) on TV set market, for RCA's 16-in. table model is still in limited production, hasn't been distributed in quantity yet: DuMont's 15 and 20-in. models are still class items, beyond ordinary family's purse; and other set makers aren't out with lower-priced units yet. So trade reports of "jitters" in the market seem premature, though *Retailing* does tell of one New York retailer being offered 1,000 TV sets (brand and sizes not stated) at 15-18% off list price by manufacturer; of classified ads offering 23% off list on sets with smaller tubes; of stores going heavily into sales of "closeouts," "demonstrators" and "floor models." *Retailing* also reports from Philadelphia that customers are beginning to return sets purchased as recently as Xmas—"suddenly finding fault . . . as soon as new larger models are announced." In New York, samplings of 16-in. sets went to dealers Friday, consumer deliveries to start in week or two. One appliance chain store executive was quoted in *Times* as saying he was ordering "normal quota" of smaller screen sets (1) because price spread between them and 16-in. is still too great to eliminate huge market among consumers who don't want to spend more than \$350, and (2) because 16-in. picture is too large for any but spacious living rooms.

Report on Admiral, digested from Jan. 26 *Wall Street Journal*: Shipped first TV set just year ago, now equipped to turn out 400,000 this year, production at present 1,200 per day and expected to hit 1,500 before end of March (about 200 per day being 7-in. units). Gross sales last year said to have exceeded \$66,000,000, may reach \$100,000,000 this year, about 55% being TV, 35% "white goods" (refrigerators, appliances, etc.), only 10% radios. Earnings understood to top \$4 per share in 1948. Stock last year climbed from low of 7 to 22½, closing year at 19.

Says report on Zenith by Eastman, Dillon & Co.: "Its television division [is] expected to be an earnings factor in the third quarter ended Jan. 31, 1949 of the company's fiscal year, and from then on should be of increasing importance." Management won't divulge current output, but report estimates it will gradually increase to 1,000 per day. Approximately 5,000 workers now employed; estimated 50-75% will be working on TV set production by second quarter of this year.

Sylvania's president Don Mitchell, in revealing Jan. 28 that Sylvania may issue additional common stock to finance its TV expansion, stated that at end of 1948 company was producing picture tubes at rate of 500,000, expected further increase this year. Earnings will reach new high for 1948, he added. As of Sept. 30, 1948 it has 1,206,550 shares of common outstanding.

Emerson's Ben Abrams, following Jan. 26 board meeting at which he was presented company's 10,000,000th radio, said earnings in fiscal year ended last October were highest in company's history, attributed partly to TV; though only 25% of 1948 dollar volume was TV, sales now run about 50%.

Promising "simplified and improved TV camera at a considerably lower cost than those heretofore available," Television Equipment Corp., 238 William St., New York, is offering 300,000 shares of common at \$1 through Henry P. Rosenfeld Co. New corporation (Vol. 4:48) is headed by John B. Milliken, president, ex-UST; Leonard Mautner, v.p., ex-DuMont; Wm. Brown, secy., ex-RCA Labs.

Technical discussion of TV synchronization in February *Electronics* reflects Editor Donald Fink's excitement over system. In same issue, he frowns at circular TV pictures, says they waste some 40% of transmitted information, thus, spectrum.

TV will woo away from newspapers and radio considerable national advertising, New York State Publishers Assn. Committee predicted at convention in Syracuse recently. Statement is at variance with opinion of *New York Times* publisher Arthur Hays Sulzberger, who sees newspapers primarily as purveyors of information, TV as entertainment, thus not particularly competitive (Vol. 4:39). Committee also felt, however, that TV will stimulate newspaper circulation. Committee's chairman was Ernest L. Owen, of Newhouse-owned *Syracuse Post-Standard* which holds CP for WSYR-TV. Nation's newspapers, like radio, hit all-time high in ad volume in 1948.

Network sponsorship notes: CBS-TV has signed Philip Morris as sponsor of *Tex & Jinx McCrary*, husband-and-wife show, starting Jan. 31, Mon. 8-8:30 p.m.; also Scott Paper Co. is taking 8:15-8:30 p.m. segment of Dione Lucas' *To the Queen's Taste*, cooking school, Thu., starting Feb. 3, with 8-8:15 about to be sold . . . Jack Benny may first appear on TV in March via special Wed. night show on KTTV, Hollywood, presumably to be seen via film in East; CBS also readying Edgar Bergen for TV debut soon, possibly for Coca Cola, also Robert Q. Lewis comedy show . . . NBC-TV *Camel Newsreel*, 5 weekly, 7:50-8 p.m., expires Feb. 11, and *Camel* probably will take 7:45-8 p.m. for NBC newsreel, live subjects.

TV sponsors and merchandisers: Ralston Purina's *Tom Mix* program on MBS has had 500,000 plastic toy replicas of RCA's table model 8TS30 manufactured, is offering them as boxtop premium; peephole in tiny "set" enables kids to see cartoons on miniature film . . . Sightmaster Corp. is buying *Symphony Hall* Mon. 8-9 p.m. on WQXR, New York to promote its TV sets . . . Bowery Savings Bank new sponsor on WNBT, New York . . . Reiser Co. (Venida hair nets, Jiffy pins) buying participations in Maxine Barratt's *And Everything Nice* on WABD, New York . . . WLWT, Cincinnati, will alternate Cincinnati Reds games with WCPO-TV, due on air in May or June, Burger Brewing Co. sponsoring, Waite Hoyt handling . . . Hochchild Kohn & Co., dept. store, with *Good Housekeeping* fashion dept., bought 3-3:30 p.m. Jan. 26 on WBAL-TV to telecast live mannikins modeling dresses displayed in March issue of magazine . . . Local talent show from stage of Salt Lake City's Uptown Theater is new feature on KDYL-TV, Thu., 8:30-9 p.m., sponsored by Packard-Bell radios.

More TV viewer surveys (Vol. 4:52): Duane Jones ad agency, studying 1,580 responses from TV owners, finds 74.1% saying they bought drug or grocery product as result of seeing it advertised on TV; 91.1% said they'd have TV set repaired first if both it and radio were out of order; 92.4% owning sets 6 mo. or more listen less to radio; 80.9% go to movies less; 58.9% read books less; 48.5% read magazines less; 23.9% read newspaper less. And survey of 796 set-owning families by Farleigh Dickinson Junior College, Rutherford, N. J., found average person watches 3½ hours daily, listens to radio 77% less, attends sports events 44% less; also, that reading, homework and conversation suffer.

Despite not-very-kind things being said about off-kinescope film recordings (see Special Report; Vol. 5:4), all the networks are placing great store by them making substantial numbers of them available on both sponsorship and sustaining basis. Dumont's WABD demonstrated their flexibility by repeating teletranscription of Jan. 20 inauguration swearing-in on *Small Fry Club* at 6:22-6:28 that same evening; then carrying 30 minutes at 8 p.m.

In our list of Network TV Sponsorships as of Jan. 21, 1949, published last week (Vol. 5:4), we inadvertently dated it 1948; CBS Chesterfield program should have been noted as placed thru Newell-Emmett; NBC Oldsmobile show is placed thru D. P. Brother.

Status report on transit FM by Transit Radio Inc.'s national sales manager Frank Pellegrin. Now operating, or shortly to be: WCTS, Cincinnati; KCBC-FM, Des Moines; KPRC-FM, Houston; WLPH-FM, Huntington, W. Va.; KCFM, Kansas City; KXOK-FM, St. Louis; KTNT, Tacoma; WWDC-FM, Washington; WIZZ, Wilkes-Barre; WGTR, Worcester; WMAR-FM, Baltimore. Near closing deals: Akron, Allentown, Birmingham, Dallas, Indianapolis, Nashville, New York City, Norfolk, Pittsburgh, Richmond, Rochester, Seattle. Listed as Transit Radio's stockholders: WCTS, KPRC, WWDC, WMAR, plus WJW, Cleveland; WGBF, Evansville; Yankee Network. Pellegrin also estimated "bonus" home receivers in 6 areas: Baltimore, 67,820; Cincinnati, 35,000; Houston, 25,500; St. Louis, 50,000; Washington, 70,000; Worcester, 7,550. First national account will be unnamed national magazine.

Trade personnel notes: RCA Victor top-echelon changes (Vol. 5:4) mean engineering products v.p. W. W. (Wally) Watts now reports to L. W. Teegarden, v.p. in charge of Technical Products; Richard T. Orth becomes gen. mgr. of Tube Dept., taking Teegarden's former office and also reporting to him; Henry G. Baker is gen. mgr. of Home Instrument Dept., reporting to J. P. Elliott, now v.p. in charge of all consumer products (including phono records) . . . Walter Varnum, assigned to RCA field sales in Dallas, transferred to Kansas City, replacing David Bain, moved to Camden . . . Louis Silver, Garod v.p., upped to executive v.p. and gen. mgr.; Maurice Raphael now v.p. . . . Edgar H. Felix moved by DuMont equipment sales from Washington to northern district supervisor, his territory comprising New England, Great Lakes, Pacific Coast states . . . Ben Rice, ex-sales chief of Tele-King, Teletone, GE radio, takes same job with Regal Electronics Corp . . .

From report on "Progress of TV" prepared for *Detroit News* ownership and management by WWJ and WWJ-TV manager Harry Bannister: "During the past year, both NBC and CBS have made it crystal clear to all their affiliates that neither network wants an affiliate without TV. The top men in both networks, as well as in ABC, will state privately that it is only a question of a few years before they'll be out of radio entirely, or else will be concentrating on TV while maintaining a supplementary radio network to serve the communities which geographically are out of TV's range."

Ralph B. Austrian, pioneer TV executive, has opened TV consultant service "to act as liaison between the video field generally and the fields of entertainment, advertising and business." Offices are in RKO Bldg., New York City. Clients include ad agency and manufacturing interests. Until recently he was TV v.p. for Foote, Cone & Belding; before that president of RKO Television Corp., and formerly with old RCA Mfg. Co.

Pioneers of broadcasting field, who acquired 500-watt WCAU in 1924, built it to present 50 kw plus TV, sold it to *Philadelphia Record* which in turn sold to *Bulletin*, the brothers Leon and Ike Levy are retiring April 1 as president and v.p., respectively, of WCAU, though will continue on board. They're setting up offices then at 123 So. Broad St., Philadelphia, to conduct their manifold enterprises, which includes large stockholdings in CBS.

TV patents of German inventor Manfred von Ardenne have been declared available on royalty-free basis by Office of Alien Property. Von Ardenne was early worker in cathode ray TV. Copies of the 6 patents, covering projection systems, can be obtained from Commissioner of Patents, Washington 25, D. C., 25¢ each.

Newest among the multifarious firms leaping into the movie-TV business is General Television Enterprises Inc., headed by Hollywood film attorney Gordon W. Levoy, 6331 Hollywood Blvd., formed to "guide, finance, package and market TV programs."

TV IN MIAMI & OTHER STATION NEWS: Miami finally gets its TV outlet -- 55th station, opening up nation's 31st market area -- for the FCC on Jan. 27 issued STA for commercial operation of WTVJ, after upholding Comr. Walker's proposed approval of transfer of control to Wolfson-Meyer (Wometco) chain theater interests (Vol. 5:2). Florida's first TV station was to begin testing Saturday, Jan. 29, hoped to go into commercial operation next week. Its 5 kw GE transmitter and 3-bay antenna, set for 16.5 kw visual operation, must be cut down to 2.2 kw under FCC edict. In making grant, FCC rejected applicant WKAT's petition WTVJ be made part of Miami's competitive hearing in which 5 applicants seek city's remaining 3 frozen channels.

One new application this week -- from WTOL, Toledo, seeking Channel No. 3, third to seek city's proposed single new channel. That makes 311 applications now in frozen pending file. Other TV station notes: Hearing ordered Feb. 28 in Washington on proposed \$1,925,000 sale of Louisville Courier-Journal's WHAS and other radio properties, including CP for TV (Vol. 4:40); Crosley, Bob Hope, Fort Industry Co. are rival applicants under Avco procedure (Vol. 4:50,51)... "Latter March or month of April" is time now promised for debut of WTCN-TV, Minneapolis... Dallas attorney Ross Bohannon reports construction of Dallas' KBTB begins next week, promises that "Mr. Potter will be first on the air in Dallas"; he also reports KEYL, San Antonio, and KTLX, Phoenix, start construction week after next -- all using DuMont equipment... WBNT, Columbus, O., broke ground for new transmitter building Jan. 3, has started putting up tower, but says it's too early to predict starting date.

* * * *

Apropos AMS who would like to let well enough alone, delay the day of TV as long as possible, here's a pertinent quote from a broadcaster in fair-sized city with plenty of pre-freeze channel assignments but not a single applicant as yet: "What's the TV score in our city? No one here wants to go into TV and go broke, and no one wants to stay out of TV and eventually go broke because they failed to keep pace with progress. So we all hang suspended in an indecisive void... I imagine, however, some trigger-happy broadcaster will eventually let fly with an application and then the stampede will be on." Or, we might add, some non-broadcaster.

NEW SET MAKERS & OTHER NEWS OF TV: Noteworthy in current TV trade is fact that, despite dire predictions of heavy mortality among smaller companies, despite fact that Big Six of TV (Philco, RCA, Admiral, Motorola, GE, DuMont) now turn out perhaps 90% of industry's total, more and more new companies are springing up to add to 100-plus listed in our TV Directory No. 6 of Jan. 1, 1949. Some are merely in paper stages, may never get further; others are actually in production, though mystery remains where they're getting enough picture tubes to do much business.

First mail-order TV maker and seller to come to our attention is Midwest Radio & Television Corp., 909 Broadway, Cincinnati. RCA-licensed, it offers on 30-day trial basis 6 items, all with 12-in. picture tube: 2 TV-only chassis (at \$313 and \$349); 2 TV-only consolettes (\$365 and \$399); console with AM-FM-LP, \$575; table chassis with AM-FM, \$445. Cheaper TV-only chassis and consolette have no sound systems, must be attached to radio audio... New company promising to deliver private-brand (Rex) TV sets by April 1: Rex Transamerican Television Corp., 356 So. Spring St., Los Angeles, formed by Rex de Santos. Sets and parts will be produced in Van Nuys, Cal.; no other details released, except press-agent's statement that "new firm will also apply for channels at Seattle and San Diego."

Other new companies reported in TV production: Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, D. Houseman, president. An RCA licensee, company says it's producing 7-in. table unit, \$179.50; 7-in. console with FM, \$219.50. And Modernage Electric Inc., 79 Clinton Ave., Newark, N.J., is reported assembling 10-in. RCA chassis 8TS30 (now discontinued), selling 16-in. table model at \$495, consolette \$575, tubes supplied by Tel-0-Tube; company also reported producing 12-in. units at \$395 and \$465, but specializing in custom-built home jobs.

Digest of other trade news of the week: Announcing mechanization of 15 and 16-in. all-glass bulbs production, Corning also put 24% price cut into effect Feb. 1 -- obviously to fulfill promise it can undersell metal-coned -- and stated: "As far

as glass is concerned, the bottleneck in the supply of television tubes has been broken"...In face of GE's new 8½-in. tube (Vol. 5:4), promised at price of 7-in. but offering 50% more surface area, Sylvania this week increased 7-in. by \$1.85 up to \$18.25...DuMont's new super-duper 20-in. console, due out in next few weeks, is Chinese Chippendale, AM-FM-phono console with tube inserted lengthwise so that depth of cabinet is not extreme. Entire top cabinet swivels, so face of tube can be pointed toward viewers when in use. Price will be "about \$1,795 or less"...Freed Radio advertised this week that it "will shortly start production of big-picture TV receivers" and will allocate share of output to hotels, clubs, etc.; it invited established dealers and distributors in institutional field to write...RCA Victor Ltd., Montreal, has released its first TV table model, called Onlooker, correctly aligned for reception in markets contiguous to U.S. TV areas; held sales meetings in Windsor Jan. 23, Niagara Falls Jan. 27. Set lists for \$545, though it looks exactly like Camden model of same name that sells for \$349.50...Ex-Toronto broadcaster Al Leary is president of newly formed Mastervision Corp., Ltd., with factory in Scarborough, Ont., scheduled to produce TV sets...Class radio marketer Scott Radio reported now producing 10-in. direct-view console, shortly going into 12-in.

TV AND RADIO OUTPUT AT END OF YEAR: RMA's December TV output figure, 161,179, while nearly 40,000 ahead of November's (Vol. 4:51), fell considerably short of predicted 175,000 -- and year ended with 866,832 total. This compares with 178,571 in 1947 and 6,476 in 1946. RMA's total postwar thus is 1,051,879. To this we'd add 10% to account for non-RMA (biggest: Admiral), kits (25,000-30,000) and prewar (around 10,000) -- so it's safe to assume more than 1,157,000 TV sets produced up to Jan. 1. (Where 1,000,000 of those sets went, incidentally, is indicated in NBC's Jan. 1 city census published on p. 2 of Special Report herewith.)

December TV production broke down as follows: table models, 91,069; TV-only consoles, 45,077 (3,008 projection); TV-radio consoles, 25,033 (406 projection). Breakdown for 1948: table, 576,677; TV-only consoles, 158,845 (18,383 projection); TV-radio consoles, 131,310 (1,138 projection).

December production of all radios was 1,237,820, bringing 1948 total to 14,132,625 vs. 17,695,677 in 1947 and 13,326,985 in 1946. Adding non-RMA, 1948 radio production is estimated at more than 16,000,000. FM hit all-time high of 200,326 in December: 104,796 AM-FM table models; 89,111 AM-FM consoles (1,875 without phono); 6,419 FM-only and converters. For all 1948, FM totaled 1,590,046: AM-FM table, 570,800 (7,722 with phono); AM-FM consoles, 918,303 (45,638 without phono); FM-only and converters, 100,943. Postwar FM production totals 2,946,635.

TV's IMPACT ON RADIO & MOVIES—II: Admitting that TV affects radio listening and moviegoing (Vol. 5:4), does that mean curtains for those media?

CBS sales v.p. Bill Gittinger, speaking at network's TV clinic for ad agency men Monday, cautioned that radio may be "blitzed" temporarily, but it will take TV long time to "cut radio down to size." Don't sell radio short, said he, citing CBS billings in 1948 up 5% from 1947; for first quarter of 1949, up 8%.

At American Marketing Assn. meeting Tuesday, the always articulate Ted Cott, sales chief of New York's 24-hour WNEW, observed: There will always be need for radio stations, particularly specializing stations, though perhaps there won't be as many of them as now. TV won't be 24-hour service. And don't forget, radio is supporting TV -- "and nobody has cut the umbilical cord yet."

TV's effect on radio listenership, as observed by Paramount's Paul Raibourn, Hooperating's C. E. Hooper, Radox measuring service's A. E. Sindlinger, also before American Marketing Assn.: When TV is being shown, they agreed, radio listening in some homes virtually disappears -- even when top shows are being broadcast.

As for TV's effect on movies, Raibourn reported average "A" picture is seen by less than 20,000,000 persons, so he foresaw TV as "selling medium" that could increase this attendance. And big film financier Bernard Giannini, Bank of America, told Variety that movie boxoffices this year will continue at present levels, said he believes TV won't hurt movies, may actually "make people more movie conscious."

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

10. Jan - 1949

Television Digest

and FM Reports

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February 5, 1949

MORE OIL MONEY TAPPED FOR TV: Texas-Louisiana oil money is back of more applications for new TV stations, to be filed shortly despite freeze. Walter W. Lechner, Dallas oilman and politico, will apply for Dallas -- making it 5 seeking one remaining channel (under original allocations). He will also apply for Houston, making it 5 for 3. Shreveport oilman-contractor Ben Beckham, applicant there (Vol. 4:21), is preparing to file for Nashville, making it 4 for 3; Knoxville, first for 4; Chattanooga, first for 4. They're latest among moneyed Southwest interests new to radio, usually oil millionaires, casting eyes on TV. Some already hold CPs: for Dallas' KBTB, San Antonio's KEYL, Phoenix's KTLX. Others are applicants, among them: Glenn McCarthy, for Houston (now owns KXYZ there); Alf Landon, for Denver; Homer Snowden, for Denver, Oklahoma City, Shreveport; E. C. Lawson, Wichita Falls, Tulsa; Thomas Payne, for Brownsville; Texas Gov. Beauford Jester with James Nash, Herman Heep, David Roche, for San Antonio, Austin, Corpus Christi; estate of late W. Harry Johnson (son-in-law Wm. Ramsey carrying on), for Shreveport, Little Rock, Oklahoma City, Memphis, Jackson, Miss. (For further details, see TV Directory No. 6.)

10-in. PRICES TRENDING DOWNWARD: Spokesmen for RCA and Philco, biggest of the TV set makers, agree informally that 10-in. table models are headed downward in price -- perhaps to level of around \$300 -- though neither company has any present plans to reduce theirs. They insist they could do so only at sacrifice in quality. On the other hand, Olympic came out this week with new "Cruizair" model at \$229.95, Bowers went into Pittsburgh-Reading market with \$275 unit. And in recent weeks, there have been such quotations on 10-in. table models as (all described in our TV Directory No. 6 unless otherwise indicated): Tele-King, \$189.95, though not yet on market (Vol. 5:2); Major, \$265; Emerson, \$269.50 (Vol. 5:2); Telequip, \$269.75; DeWald, \$275 (Vol. 5:4); Sparton, \$285 (Vol. 5:2); Hallicrafters, \$289.95; Belmont, \$299.50; Farnsworth, \$299.50; Motorola, \$299.95. Private brands also are mostly under \$300. ✱

UPCOMING NEW & SECOND TV STATIONS: New TV markets opening up during next few months are Dayton, Columbus, Miami, Erie, Providence, Oklahoma City, Lancaster, Pa. -- with Dayton's WHIO-TV, for all practical purposes, already on the air carrying films, boxing and some commercial accounts while testing preparatory to formal T-Day Feb. 23. You can look also, during next few months, for hyped markets in Atlanta, Dayton, Cincinnati and possibly Minneapolis-St. Paul. All are now one-station towns getting second stations, and it's an axiom in the trade that competition and more program choice soon translate into greater demand for receivers.

WHIO-TV's Leonard Reinsch reports its Channel 13 test signals very gratifying, with reception in Hamilton, Springfield, Greenville, Sydney, and so far only one interference report (with WSPD-TV, at Lima, 75 mi. away). Crosley's WLWD in Dayton and WLWC, Columbus, are due to test by March 1, linking via microwave with WLWT, Cincinnati -- and in October Dayton will tap the coaxial to pipe network service to this 3-station hookup. Meanwhile, WLWT on March 15 goes into daytime programming, will run 10 a.m. to 6 p.m. and 7:30 to conclusion daily except Sundays when schedule will start at noon.

New markets as well as second-station markets are naturally being eyed closely by the set distributors, with promotional campaigns already planned for

these cities and dealer meetings being held with manufacturers. In second-station category, Atlanta's WAGA-TV (George B. Storer Jr., manager) now reports technical vicissitudes about overcome, Channel 5 transmitter and studio completed, March 1 commercial start. On air since last September, Atlanta Journal's WSB-TV, on Channel 8, is enjoying good receptivity -- one Southern correspondent (in no way connected with the Cox interests) reporting to us:

"Small towns 53, 78 and 135 mi. out are picking up useable signals [from WSB-TV]...and the enthusiasm of men at these points for TV portends good news for the pioneers in the rural markets."

Miami's embroiled WTVJ wires "guesstimate pattern date Feb. 21, commercial April 1." It must go to lower power than initial installation (Vol. 5:5), and GE engineers are hard at task.

* * * *

Dropping its CP for TV, as it recently did for FM, Utica (N.Y.) Observer-Dispatch (Gannett) stated as reason: "Too much uncertainty surrounding immediate future of television." Also, that Utica-Rome area, ranking 68th among U.S. markets, will get service from projected WKAL-TV (Kallett movie chain). Whether other Gannett applications -- for Rochester, Hartford, Elmira -- will pull out, no one could say. Big newspaper chain's withdrawal recalls action of Portland Oregonian last Feb. in turning in CP (Vol. 4:5) -- but that newspaper reapplied in April (Vol. 4:17).

NEW TUBEMAKERS & RADICAL NEW TUNER: Three new makers of TV picture tubes, to add to list on p. 53, TV Directory No. 6: Farnsworth -- president E. A. Nicholas says Fort Wayne plant is now producing 10, 12½ and 16-in. (mostly 12½ at moment) for its own supply. American Television Laboratories Inc., 433 E. Erie St., Chicago (U.S. Sanabria), now in limited 10-in. production, supplying mainly Westinghouse and said to have some sort of tieup with Tung-Sol. Taylor Tubes Inc., 2312 W. Wabansia, Chicago (J. H. Worrell), not yet an important factor. Other news notes of the TV trade:

H. L. Hoffman, president of Hoffman Radio, Los Angeles, big factor in Pacific Coast markets, has "revolutionary new tuner" (neither turret nor switch type), which he revealed while in East recently; no details divulged, but he claims it's superior in sensitivity and signal-noise ratio, can be produced at low cost, will simplify uhf receivers...Sears Roebuck's Silvertone TV (Vol. 4:49-51) is moving into other Sears stores than Chicago, made first appearance in Washington Feb. 3; it's 10-in. console with AM, push-button tuning, 28 tubes, 4 rectifiers, sells at \$395... Farnsworth now in industrial TV on assembly-line basis, reports it has made about 100 installations, mostly for Govt...Farnsworth's new reduced prices on Capehart TV line: 10-in. table, \$299.50; 10-in. console, \$369.50; 10-in. console, \$495; 10-in. console with AM-FM-LP, \$865 (12-in., \$895); 10-in. console with AM-FM-LP, \$1,165 (12-in., \$1,195); 10-in. breakfront with AM-FM-LP, \$1,065 (12-in., \$1,095). For previous prices, etc., see Part 8, TV Directory No. 6.

Another new TV set manufacturer: Pioneer Television Co., 3219 Woodland Ave., Philadelphia (Wesley F. Holden), announcing projection club model, 7 sq. ft. image, at \$1,395; 15-in. direct view, \$795; 20-in., \$1,395; later 10-in. with built-in magnifier, \$425...Source of some if not all of Muntz TV Inc. receivers, featuring 10-in. at \$299.50, disclosed as Howard Radio; flamboyant Los Angeles used car dealer turned TV retailer (Vol. 4:48) promises one-knob control, built-in aerial...Remington offering its Rembrandt table model, 12-in. with FM, at \$395, or \$100 below list, as "get acquainted offer"; its 12-in. console (Model 1606) is priced at \$495.

Westinghouse's first 16-in. will be fine-furniture piece, with AM-FM-LP (3-speed) priced tentatively at \$675, due on market in about 60 days...Scott has incorporated 12x16-in. projection (Protelgram) into its famed radio-phono 800BT, and has priced it at \$1,975...Olympic reports 12-in. table model at \$369.95, same in console \$399.95...Bowers Radio & Television Co., Reading, Pa., in addition to new 10-in. at \$275, announces 16-in. console at \$495; 10-in. console with AM-FM-phono, \$525; 10-in. breakfronts with AM-FM-phono, \$1,250 and \$1,500 -- all models also available with 12-in...Ansley's new 15 and 16-in. line includes TV-only console at \$595; 3 consoles with AM-FM-LP, at \$945 and \$995, depending on furniture.

Pennsylvania telecasters and prospective telecasters are girding for all-out legal fight against State Motion Picture Censor Board's regulation requiring all movies for TV must undergo same pre-exhibition censorial scrutiny as theater films, fear precedent for other States. Philadelphia's 3 stations, Pittsburgh's one have huddled with counsel, who advised FCC alone has jurisdiction under interstate commerce and communications acts. Counsel may seek declaratory judgment to halt regulation. Counsel are Theodore Pierson, WCAU-TV; Morton Wilner, WFIL-TV; Henry Weaver, WPTZ; Thad Brown, WDTV; John Midlen, Steinman stations.

JTAC's report on troposphere and vhf allocations, titled *Proceedings of the JTAC, Vol. II, Allocation Standards for VHF Television and FM Broadcasting*, presented at Nov. 30 hearing (Vol. 4:49), is now available in bound form at \$3 per copy. A few copies of Vol. I, *Utilization of UHF for Television*, are still available at \$7.50. Write L. G. Cumming, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

CBS cut dividend rate from usual quarterly 50¢ to 35¢ per share payable March 4 to holders of record Feb. 18, statement after Feb. 2 board meeting explaining reduction was "to conserve cash reserves for capital requirements in the development of TV network and TV station operations." For 52 weeks ended Jan. 1, CBS reports net income of \$5,041,700 (\$2.94 a share) after taxes and all charges, which compares with \$5,920,100 (\$3.45) for the 53 weeks ended Jan. 3, 1948.

TV industry charged AT&T with monopoly in proposed findings submitted this week to FCC on interconnection ban case (Vol. 4:49), said ban would preclude TV's development of microwave facilities for intercity networking, essential for video's growth, charged AT&T's proposed expansion is inadequate for present and future needs. Briefs filed by TBA, DuMont, Philco ask Commission to force AT&T to accept interconnection with private lines or other common carriers (Western Union also party to case). AT&T reiterated ban is proper, prevents "costly" duplication and inefficient use of frequencies. Commission is expected to issue initial decision in 30 days.

Shattered shibboleth of the networks: Last holdout NBC announced Feb. 3 that it, too, will permit use of transcription or tape recordings. And an observation by ABC's Mark Woods, reported by AP from San Francisco Feb. 3: "We expect them [stars who moved to CBS] to help CBS become the most popular network for a year or so, but we are negotiating for outstanding stars, too."

ABC sunk reported \$400,000 into 26-episode filmization of Gen. Eisenhower's best-selling *Crusade in Europe*, telecasts first of the 2-reelers in March, no sponsor yet announced. ABC gets exclusive TV rights for 21 months. Deal was announced with joint fanfare by ABC, 20th Century-Fox (holding film rights), March of Time (making series), Doubleday & Co. (publisher).

Mexico's XEWA, on 540 kc in San Luis Potosi, has begun operating with about 5 kw, in spite of understanding that it would hold off pending "clarification." Original notification to NARBA specified 150 kw. Meanwhile 31 U. S. daytimers on Mexican clear channels (Daytime Petitioners Assn., Howard B. Hayes, WPIK, Alexandria, Va., president) asked FCC to let them go fulltime.

More network traffic on AT&T's New York-Chicago microwave relay (due next year) than now carried by New York-Boston system is expected from use of new triode tube. As described by Bell Labs scientists at New York IRE meeting Feb. 2, tube allows passage of 3 times bandwidth permitted by New York-Boston microwave.

Showdown fight on LP records and changers (Vol. 5:5) was manifest anew this week as Columbia went all-out on national ad campaign, starting in New York this week, to sell its 33 $\frac{1}{3}$ rpm player and records—with phono manufacturers, retailers, consumers caught in middle. RCA remains adamant about sticking to 45 rpm, claiming its LP record is "last word" in music reproduction. In fact, it won't put 33 $\frac{1}{3}$ changer in its consoles, one executive calling 3-speed motors "Rube Goldberg stuff" — though Philco, Westinghouse, Farnsworth, Scott and others intend to incorporate such device (Webster, V-M also manufacturing). RCA combinations will have separate 78 rpm and 45 rpm turntables.

Emerson Radio's net sales for fiscal year ended Oct. 31, 1948 were \$30,926,842, net income after taxes and all charges reaching record high of \$2,401,769, or \$3 per share on 800,000 capital shares outstanding. Sales were under 1947's fiscal \$32,658,122 but net income was somewhat better than 1947's \$2,263,024 (\$2.82 per share). Now in full TV production (predicted at 200,000 this year), Emerson reports January volume of orders greater than any previous peacetime January. Profusely illustrated Emerson report to stockholders shows consolidated balance sheet as of last Oct. 31 listing current assets at \$11,667,518, current liabilities at \$4,223,967, compared with \$10,746,183 and \$5,008,596, respectively, a year earlier.

Looking to \$100 million business in 1949, Admiral's ad manager Seymour Mintz said in Chicago this week that advertising and promotional campaign this year will run \$8,000,000 (compared with \$5,000,000 last year)—\$6,000,000 for cooperative newspaper advertising, \$1,250,000 to newspapers, \$750,000 to TV. Sunday, Feb. 6, full page ads are scheduled for 36 newspapers in TV markets.

Value of TV to manufacturers was pointed out by RMA president Max Balcom (Sylvania), speaking Wednesday at RMA Town Meeting of Radio Technicians in Atlanta, to illustrate TV's importance to servicemen: Though TV accounted for only 10.4% of November's set production, it brought in 45.9% of dollar volume. For all of 1948, it's estimated figures were about 6% and 33%, respectively.

Apropos nothing at all, unless it betokens "talk-down-TV" policy on part of FMA, that association's new president Wm. E. Ware, in an FMA press release Feb. 3, asserts: "We don't happen to believe that anything as modern as FM radio or as reliable as the human ear is going to become obsolete, even if people's eyes become distended while watching for the promises of television." (Italics ours.) Gratuitous fling was part of notice of "FM Time Sales Clinic" set for New York April 1.

As excited as a youngster, manager Ben Strouse, of Washington's WWDC-FM, reports 26% of available time sold on his transit FM operation though it hasn't even started. Of course, he says, beginning rates are pretty nominal since initially only 20 vehicles will be equipped. "I've been trying to crack department stores for 7 years," he said, "finally gave it up as a bad job. Now they're coming to me, trying to sell me on the wonders of transit FM." Big advertiser General Mills has set aside \$35,000 for testing transistcasting in various cities.

New York Times stated Feb. 5 that Eddie Cantor and Ed Gardner (Duffy's Tavern) are latest comedians "reportedly in the throes of negotiations with CBS." Also, that there's chance Milton Berle "may move his video show to CBS next fall."

Radar transmissions for troposphere tests on 507 mc have been begun by RCA from Wardman Park Hotel site in Washington (Vol. 5:4), 9 a.m.-1 a.m. daily.

Personnel notes: Paul Mowrey goes to West Coast to set up staff and operation of KECA-TV and KGO-TV for ABC, when he returns from South American vacation cruise about March 1; whether he will remain there hasn't been decided . . . John H. Mills promoted by NBC-TV to asst. director, TV field program activities . . . Louis Hausman named director of CBS advertising and sales promotion under v.p. Victor Ratner . . . TBA appoints newsman Dan Regan to expanded staff, plans monthly program exchange service and Washington reports . . . James D. McLean, ex-WPTZ, appointed manager of Philco Industrial Division, handling development and sale of electronics equipment to Govt., also commercial products, including TV station equipment . . . Bert Taylor takes over management of DuMont Transmitter Division, with Bob Kessler as asst. mgr., W. H. Mulligan engineering mgr., C. E. Greenwood manufacturing mgr. . . Leslie Arries Jr., now at WTTG, Washington, named operations mgr. of WDTV, Pittsburgh; he's Northwestern U engineering graduate, son of DuMont's sports chief.

Network sponsorship notes: Textron Inc. sponsors *The Hartmans* on NBC-East Coast Sun., 7:30-8 p.m., starting Feb. 27, taking former Admiral spot; new *Admiral Broadway Revue*, Fri., 8-9, won third place in New York Hooperatings (54.5) after its first show Jan. 28 . . . Electric Auto-Lite Co. sponsors TV version of CBS mystery series *Suspense* on 10 CBS-TV stations, Tue., 9:30-10 p.m., starting March 1 . . . *Camel News Caravan*, in new format, Mon.-Fri., 7:45-8 p.m., starts Feb. 16 on combined NBC East-Midwest (14 stations), with John Cameron Swayze as commentator plus film . . . Milton Berle off *Texaco Star Theater* for at least month, due to virus infection.

Station sponsorship notes: First sponsor on Dayton's WHIO-TV, when it turned on test juice Jan. 30, was Gem City Building & Loan Assn., which prompted its ad agency Kircher, Helton & Collett Inc. to place ebullient ad in *Dayton News* reporting it already has "23 different TV commercials in various stages of production . . . for clients who sense the opportunities of this exciting new medium" . . . Philadelphia's Yellow Cab Co., owned by Leon and Ike Levy, sponsoring *Court Is In Session* on WCAU-TV, Fri., 9-10 p.m., originating from City Hall court rooms . . . National Shawmut Bank, Boston, has signed with WNAC-TV for 624 more *Shawmut Weather Forecasts*, 5 min. twice nightly, and *Shawmut Nightly Newsletter*, 10-min., 5 weekly . . . Standard Oil of Kentucky buys Telenews-INS Newsreel on WAVE-TV, Louisville.

Young & Rubicam, ranking fourth in network time billings last year (Vol. 5:3), whose Dr. Peter Langhoff has been one of earliest, most alert surveyors of TV scene, took full page ads in major New York newspapers Feb. 2 (including *Wall Street Journal*, *Variety*) to point out that it produces 5 of 10 top-rating TV shows, used striking photo of TV camera and cameraman as illustration.

NAB Reorganization Committee (Vol. 4:46,5:1) didn't arrive at any conclusions regarding functional revision of NAB structure, but did consider at length place of TV in any new setup. Committee met Friday, may meet again before NAB board meeting Feb. 14 at New Orleans' Hotel Roosevelt.

Televising of Congress on regular schedule, proposed by Rep. Lane (D-Mass.), recalls repeated bills and proposals over last 25 years for broadcasting Congress—all of which died natural deaths. Ex-Secretary Ickes once even got behind proposal for govt. radio network but it also died aborting.

TV topics for RMA-IRE technical meeting in Philadelphia's Benjamin Franklin Hotel April 25-27 include recording techniques, industrial TV, new visual modulator. IRE president Stuart Bailey is speaker at April 26 dinner.

"You can take away my meg and my mike; from here on it's me for television—and I'm going to produce television films—and do it the new way, conforming with both the techniques and budgets of video." Thus TV film producer Rudy Vallee (Vallee-Video), speaking before American Television Society Tuesday. We haven't seen any of his recently finished products, but United Artists' John Mitchell reported to Television Film Conference in New York last week (Vol. 5:5) that "Vallee is coming along fast, in the right direction."

Special 38-p. TV section of Jan. 31 *Advertising Age* does very creditable job of rounding up such reference material as TV stations on air (though it says 58 as of Jan. 15, whereas actually there were 54; lists 66 CPs, as against actual 70). Section also carries list of current commercials on most TV stations; list of TV "producing units and wares"; list of ad agency radio executives "currently concentrating on TV." Telecasters, agencies and sponsors should find this data particularly valuable.

Commenting on that new French TV pickup tube, the "Eriscope" (Vol. 4:43), ABC's Western Division director of TV programming Richard J. Goggin says *Christian Science Monitor* story wasn't quite right. In Paris last year, he talked about tube with Andre Ory, chief of TV for Radio Diffusion Francaise, reports that it weighs nearer 1 lb. than 6, is 10-12-in. long, can be adjusted to scan 405, 819 or 1031 lines.

Directory of mobile radio systems featured in January issue of Milton Sleeper's *FM-TV Magazine* (formerly *FM & Television*) is useful to engineers and manufacturers who need to keep track of all stations. Listings include company names, addresses, frequencies, call letters and no. of units operated by taxis, public utilities, limited common carriers, special services.

New book for TV servicemen: *Practical Television Servicing*, by J. R. Johnson (ex-managing editor of *Radio Maintenance*) and J. H. Newitt (ex-project engineer of Federal Telecommunications Laboratories). Authors base 334-p. volume on their experiences operating service shop. Publisher: Murray Hill Books, 232 Madison Ave., New York (\$4).

Directory of colleges offering radio-TV courses will be available shortly from U. S. Office of Education. TV engineering is offered by 28 schools, TV programming by 33—out of 410 reporting radio and TV courses. Copies are obtainable from Mrs. Gertrude G. Broderick, Office of Education, Federal Security Agency, Washington 25, D. C.

That TV can't hurt eyes is substantiated by AP interview with Dr. Franklin M. Foote, executive director of National Society for the Prevention of Blindness, who points out, as did Washington's Dr. Benjamin Rones (Vol. 5:2), that people with eye defects may be troubled by sustained viewing, but that they'd be troubled by reading or anything else which demands hard work from eyes.

Army has set up TV library at Signal Corps Photographic Center, Long Island City, to "meet demand by TV stations for official motion pictures." Films are obtainable from PROs in the 6 Army area headquarters: Governors Island, N. Y.; Fort Meade, Md.; Fort McPherson, Ga.; San Antonio, Tex.; Chicago; San Francisco.

Two worthwhile brochures available from CBS are *You and Television*, a radio interview with president Frank Stanton, and *The Unique Baby*, research director Oscar Katz's excellent disquisition on TV research (Vol. 4:44).

To serve TV stations along with churches, schools, industrial firms, etc. with 16mm film, Esquire Inc. (Esquire, Coronet, Apparel Arts magazines) has purchased 62% interest in Ideal Pictures Corp.

STORM SIGNALS FROM CAPITOL HILL: With big Ed Johnson (D-Colo.) firmly in saddle as chairman of Senate Interstate Commerce Committee, there's likelihood of Congressional heat over TV as well as clear channel AM (Vol. 5:5). Though confessedly short on technical radio knowledge, Sen. Johnson is long on "public interest" as he sees it -- and on rights of the smaller timers. Energetic committee assistant Ed Cooper keeps him filled in on details. Also, Montana broadcaster Ed Craney, leader of anti-clear channel forces, was in evidence on Capitol Hill this week. Here's essence of Sen. Johnson's thinking, as distilled from interview Thursday:

Relationship of AM and TV: Broadcasters should have preference over newcomers in securing TV channels to allow gradual transition into TV -- a legitimate and logical growth. FCC Chairman Coy is wrong in belief that joint AM-TV operators will find positions economically untenable, drop one or other (Vol. 4:43). Small operators should be allowed to telecast only as many hours as they deem advisable. Uhf: Big boys are trying to fob it off on little fellows, must be forced to develop it -- take away their vhf channels if necessary.

Multiple ownership of TV stations: Why should anyone have more than one? But perhaps that isn't practical. At all events, number of stations owned should be subject to change whenever warranted. Station ownership by movies: No particular objection -- but neither movies nor anyone else should have monopoly. On color TV: It should not be ruled out -- and public should be told its sets may become obsolete. Stratovision: Not as a telecasting service. It's more monopolistic even than AM clear channels. As a relay only -- fine.

Since committeemen Tobey (R-N.H.) and McFarland (D-Ariz.) go along with Johnson on many policies, particularly "monopoly," there's nucleus of powerful pressure on FCC and industry. Johnson says he'll recommend legislation only as last resort. Incidentally, you can assume Tobey will resume his implacable pursuit of RCA and his championing of friend Maj. Armstrong. On House side, no outward signs yet of any ferment over TV or radio, except for Rep. Lemke's low-band FM bills (Vol. 5:4).

PLANNING BEYOND VHF FREEZE BREAKUP: JTAC, for one, sees no way of avoiding extensive mixture of vhf and uhf. In fact, at Thursday's meeting, it was working on estimates of how much uhf spectrum is needed to supply first 140 markets with 2, 3, 4 or 5 channels. It expects to forward findings to FCC Chairman Coy about Feb. 14. JTAC's thinking is obviously at variance with original informal proposal of RMA committee, sparked by Dr. DuMont, which felt intermingling should be the exception rather than rule (Vol. 4:52). However, DuMont's plan seems to be having rough going, is still being mulled over. Whether two groups can get together, it's hard to say.

Ad Hoc Committee on vhf propagation still hasn't come up with report for FCC, may take another couple weeks even though Coy wanted it this week. But committee members say there isn't any strong disagreement holding them up, state they're pretty well agreed on how to use available facts, though meager on some facets.

Note: Look for significant uhf move by major manufacturer, proposing practical field tests of low cost transmitting-receiving equipment in an important but channel-tight area. We'll have more on this soon.

THE TV CHANCES OF THEATER OWNERS: For somewhat different reasons from those handicapping producer-ownership of TV stations, motion picture theater owners now know they too have one strike against them when they apply for TV and must compete with other applicants for grants. Whereas anti-trust legalities face the producers (Vol. 5:5), local theater owners face fact FCC seeks "diversification of interests" -- for example, has usually been sympathetic, other things being equal, to non-broadcaster, non-newspaper applicants. This familiar point was made by Chairman Coy Jan. 31 at Theatre Owners of America board meeting in Washington. At same time, though, Mr. Coy disavowed any FCC prohibition against granting TVs to movie exhibitors.

Though TOA board adopted its TV committee report urging local theatermen to get into TV, also instructed committee to go ahead with plans for securing exclusive theater-TV frequencies (Vol. 5:5), it took rather anomalous position on use of films by TV. It called on producers and distributors not to rent recent film features to

TV stations. TOA spokesmen explained, quite frankly, that theater showings of films are more profitable, said stations can gain by promotion of films. All of which recalls argument in anti-newspaper cases, namely, that rival media in hands of same interests won't be adequately competitive. Nevertheless, from mere handful a dozen years ago, radio station ownership by newspapers has risen to about one out of 4.

Note: Of the 54 presently operating TV stations, only ones identified with movie ownership are KTLA, Los Angeles, and WBKB, Chicago (Paramount); KLAC, Los Angeles, under sale option to Warner Bros. Of the 69 CP holders, only 2 are identified with movie interests, both exhibitors: WTVJ, Miami (Wometco chain); WKAL-TV, Rome, N.Y. (Kallett). Of the 311 applicants, 9 producers, 5 exhibitors (Vol. 4:41).

TV TRENDS, FACTORY & MARKETPLACE: RMA's estimated output of TV receivers during first week in January runs somewhat under 30,000, which would indicate slackened production pace as 1949 started. But full month's figure won't be available for several weeks, and slow start may be attributable to seasonal softening of market. From the factories, story is largely one of "reconversion" for new models, continued limited supply of picture tubes, little change yet in the virtually static tin supply for solder, capacitors, resistors, tubes, chassis, etc. (Vol. 4:52).

Philco's quantity output of 7-in. sets marks return to field it forsook last autumn, which Hallicrafters, Motorola, Admiral have proved has real price appeal to lower income families. Deliveries of Philco's Model 702 at \$189.50 are promised in about 2 weeks. Glass maker Kimble, too, attests that 7-in. bulb orders have mushroomed lately, despite announcement of GE's new 8½-in. (Vol. 5:4) which neither GE nor any other manufacturer has yet put into any commercial set.

Significant is Sylvania's estimate that 86% of this year's TV sets will be 10 and 12-in. -- this despite RCA's metal-coned 16-in., now moving to dealers. Its impact on market can only be conjectured this early. Philco, also planning a 16-in., is meeting larger picture appeal with console-consolette models having 10-in. expanded to 60 sq. in. and 12-in. to 90 sq. in. (Vol. 5:2), insists latter picture is as large as any average home wants. RCA continues to eschew 12-in., has no 7-in. plans either, though it's big maker of 7-in. tubes for other manufacturers.

RCA and Philco still place great store by projections, though demand certainly doesn't reflect great popular appeal. As for continued price-cutting, despite fair trade law and franchise crackdowns, it's still rampant throughout the trade -- in bigger TV cities the rule rather than exception. It's blamed on "habits" of radio business, zeal of dealers for quick cash turnover. As one industry leader put it: "They used to pick up a \$10 bill and run; now it's a \$100 bill."

HEARINGS ON THE 'LAGGARD' CASES: Story of CP holder in search of an angel, somewhat akin to experience of promoter of Miami's WTVJ (Vol. 4:44), was unfolded before FCC Examiner Hugh Hutchison at 3-day hearing this week (resuming Feb. 9) on Raytheon's alleged lack of diligence in getting Waltham TV (WRTB) on the air. Grant was made May 16, 1946. Raytheon president Charles Francis Adams recounted site problems in 1946, then company's 1947-48 financial woes leading to search for partner with radio know-how. After agreement with publisher Basil Brewer (WNBH, New Bedford) fell through (Vol. 4:42), Raytheon scoured financial circles, finally agreed to sell to CBS (Vol. 4:44). Now, its business much better, company says it would go ahead on own if CBS sale is denied, claims it could get going in 2 months, says it has spent \$474,944 all told on whole TV project, though admitted open market value of equipment now would be \$254,401.

Case is complicated by rival Meredith bid under Avco procedure (Vol. 5:3), also by fact 7 now-frozen Boston applicants want channel thrown back into post-freeze competitive pot. FCC has also set hearing dates in other so-called "laggard" cases: March 21, WUTV, Indianapolis (Vol. 5:3,4); March 28, WRTV, New Orleans (Vol. 4:43,5:3) -- both in Washington. Still set for Feb. 28 is hearing on proposed sale to Crosley of WHAS, Louisville (Vol. 5:5), with Fort Industry and Bob Hope competing. WHAS-Crosley have petitioned to abolish Avco procedure, but this week's denial of Washington Post-CBS petition for waiver of Avco rule in sale of WINX, Washington (Vol. 5:3) may be indicative of FCC attitude.

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February 12, 1949

INTERCITY TV FOR PACIFIC COAST: Transcontinental TV hookups may be 3 years or more away (Vol. 4:24) -- but that doesn't mean Pacific Coast intercity links will wait. This week, Pacific Tel. & Tel. asked FCC to approve \$2,500,000 Los Angeles-San Francisco microwave relay project (average station cost: \$240,000-\$290,000) and said it should be operating within year or so, or early in 1950. Not unlike AT&T's current New York-Chicago microwave relay project, also due to get going in 1950 (Vol. 4:45), except that it traverses rougher terrain, West Coast Bell company proposes 9 hops for initial dual circuit. Relay channel would be 20 mc wide in 3700-4200 mc common carrier band, each link putting out 1 to 2-watt directional beam. Longest hop would be 65 mi., unusual for microwave links. Proposed pickup locations and mileage, starting from Los Angeles: Oat Mt., 28 mi.; Cottonwood Peak, 38; Grapevine Peak, 8; Temblor Range, 57.2; Pyramid Hills, 37.5; Joaquin Ridge, 40.4; Panoche Mt., 35.5; Mt. Oso, 65.1; Mt. Diablo, 39.8; San Francisco, 28.8.

BRIDGEPORT AS 'GUINEA PIG' FOR UHF: Wraps are off that "significant uhf move" we could only hint about (Vol. 5:6) -- and it really is significant. NBC filed for experimental station in Bridgeport, Conn. (15-20 kw ERP, 529-535 mc), to operate as fulltime satellite of its New York WNBT, about 50 mi. away. It's the first uhf station intended to provide a permanent signal for public reception, rather than for solely developmental purposes. Aim is to be on air before end of year.

Joint NBC-RCA effort is logical development of idea projected by NBC's executive v.p. Charles Denny at 1947 NAB convention (Vol. 3:38). Then FCC chairman, he suggested "clusters" of satellites feeding off central stations.

Bridgeport will thus be proving ground for uhf transmitters and receivers. It was picked (rather than Trenton, as first planned) because it's beyond 500 uv/m contours of vhf stations. Transmitter was designed with eye to line production of commercial unit to sell under \$100,000. Power of 800-1,000 watts is achieved with cluster of 100-watt tubes, differing from Washington single-tube experiments (Vol. 4:37 et seq). Antenna is "stovepipe" with gain about 20. Estimated construction cost is \$220,000 (\$175,000 for transmitter, \$45,000 for antenna), first year's operating cost \$36,000. NBC wants to call it "Station WNBT-1."

Receivers will be new, not converters, will be sold to public, should be priced in vhf set ranges, may even include vhf channels inasmuch as Bridgeport gets some vhf service (plan is to pick up WNBT Empire State transmissions direct, use relay only if this doesn't prove up). Bridgeport should also prove out Zenith present and DuMont prospective uhf sets, or anyone else's. Zenith's presumably should be easily adapted, its much-controverted turret tuner (Vol. 4:47) proved or disproved under such actual field tests. DuMont says it will have limited production of 475-900 mc continuous-tuning converters in few weeks, is ready to make vhf-uhf composite receivers commercially whenever demand warrants.

Question of 5-station limit rises immediately, since NBC already has 5 vhf. NBC-RCA say they have no present intention of asking for waiver to make test station NBC's 6th commercial outlet, will cross that bridge when they come to it. Philco, also hot on satellite idea, offers microwave relays some stations would need -- a major reason for its fight against AT&T interconnection ban (Vol. 4:49). Philco has

tried to get uhf transmitter from both DuMont and RCA. Former took order but called it off later. RCA wanted \$250,000, including sharing of development costs, and Philco couldn't see that.

RCA says it will see how Bridgeport transmitter works, then take orders. But it's certain that, regardless how much FCC pushes uhf, we will be well into 1950 or later before uhf actually is factor in TV coverage.

Note: Two other applicants for uhf experimentals filing this week were Scranton Times' WQAN and WCFI, Pawtucket, R.I., both using consultant Jim McNary to conduct propagation studies with pulse transmission, 5 kw on 515 mc.

FARNSWORTH DEAL PUTS IT&T INTO TV: IT&T's projected purchase pulls Farnsworth off financial shoals, assures Capehart TV line needed pump-priming, may even mean that Federal (IT&T equipment subsidiary) will go into TV transmitter field to replace diminishing AM-FM transmitter business. Domestically, IT&T has never cut much ice in radio receiver field, but some of its many foreign subsidiaries make and sell radios -- and its French operations have included TV developments. It's too early to say, but it's even possible IT&T may try to develop foreign markets for American TV equipment, a field now all but neglected by U.S. marketers who at present can hardly get enough tubes and supplies for expanding home consumption. And with its vast foreign operations, IT&T might even create new sources for TV picture tubes.

IT&T gets top brand names Farnsworth and Capehart, and a good distribution organization. Deal calls for the exchange of one share of IT&T for each 12 of the 1,680,568 Farnsworth shares outstanding. IT&T advances \$1,000,000 to meet current obligations. Latest balance sheet shows Farnsworth assets about \$7,600,000. For 6 months ended last Oct. 31, Farnsworth lost \$3,100,000 (Vol. 5:3). Feb. 9, day of deal, which requires approval of Farnsworth stockholders, IT&T closed at 9¼, which would make exchange price 77¢ per share of Farnsworth. Farnsworth closed in New York at 2%, went as low as 1½ in San Francisco and Los Angeles (1948-49 high, 11%).

PICTURE TUBES REMAIN BOTTLENECK: Words may vary but tune's the same: Picture tubes are still TV's bottleneck. This despite fact that more are being produced from more factories than ever before. Nevertheless, RMA president Max Balcom (Sylvania) tells us there's no tube reason why predicted 2,000,000 sets can't be made this year. Sylvania, second biggest producer, fell 10% short of its CR tube target in January, said Mr. Balcom, which partly accounted for shortage at big-customer Philco (see story this issue). But just the same January was biggest month in Sylvania history.

GE's plant in Buffalo is now producing at rate of 30,000-35,000 picture tubes per month. That company is starting tube production in Syracuse also, may thus account for as many as 700,000 this year. Sylvania's new plant in Ottawa, O. will be going full blast by June or July, its Seneca Falls, N.Y. plant sometime in fall -- all on 7, 10 and 12½-in. Sylvania has no present plans for 16-in. RCA's new Marion, Ind. plant, now being remodeled for exclusive 16-in. metal-coned tube production, should make its output felt by September -- with glass bulb makers prepared to go into 16-in. on big scale and compete price-wise if demand warrants.

Enormous importance attached to tube development is manifest in Philco's acquisition this week of tube research facilities of Roger M. Wise Inc., Rockville Center, N.Y.; Mr. Wise, ex-chief engineer of Sylvania and old Cunningham, moves over to Philco's Lansdale plant with his top staff. From Corning Glass Works Feb. 11 came announcement of full-scale production of new lead-free glass especially developed for Corning's TV picture tubes, which henceforth will contain no lead whatsoever, thus be much lighter in weight, cost less to make; 16-in. bulb, for example, which now weighs 21 lb., will weigh only 18 lb.

Some things to watch for in TV picture tube developments: 2-for-1 projection of 10 and 12-in. tubes, possibly via Schmidt lens, to double image sizes yet achieve same light -- this may be reason why GE is concentrating so largely on 10-in., why RCA shows no signs of cutting down on 10-in. despite popularity of 12 and expected popularity of its 16... Shorter, stubbier tube, making for less cabinet space (Vol. 5:3)... Rectangular-shaped tube (Vol. 5:1)... GE's 8½-in. metal-coned tube (Vol. 5:4).

MEANING OF THE PHILCO SHUTDOWN: Shutdown of Philco's huge radio plant Feb. 7 week evoked all sorts of talk and rumor -- but careful checks (including visit to Philadelphia plant itself) substantiate in essential details what company told both public and its own labor corps: That tube supply had run short, particularly the 10 and 12-in. on which it is basing its new "expanded picture" appeal; that it wanted to build back to normal 10-day tube supply; that it wasn't efficient to run radio lines even temporarily without TV line.

Fact is also that big tube supplier Sylvania didn't produce up to target in January, though it was biggest month in its history; that GE tube plant in Buffalo also was slowed down due to delayed delivery of certain equipment; that Philco's own Lansdale tube plant isn't yet producing fast enough; that, like all others, Philco is simply a quota tube customer of RCA's. In a word, as in industry as whole, tube supply is far behind demand (see story, p. 2).

So there's no reading anything cataclysmic into Philco's one-week shutdown. Plant reopens at normal Feb. 14. From industry point of view, closing even for one week of one of industry's 2 biggest set producers means RMA's monthly production curve is due for temporary but quite deep dip. From Philco viewpoint, hiatus also gave it time to adjust circuits for its next big merchandising foray -- into fringe markets of TV cities, that is, suburbs and contiguous rural areas which get enough signal strength for good reception yet need more sensitive receivers than cities.

Philco also postponed big promotion of its new TV lines (Vol. 5:2) until next week, partly due to delivery delays, also probably because its big ad campaign would have broken last Sunday at same time as Admiral's full-page splurges on its new \$399.95 combination (Vol. 5:2). Also RCA's full pages on its vaunted 16-in.

ASPECTS OF THE 'RECORD WAR': It's open warfare, all right, between Columbia Records with its 33 1/3rpm long-playing record and player and RCA Victor with its 45rpm record and player. Caught between them, reluctant allies now of both, are big radio-phonograph manufacturers. Being wooed as allies are other record makers. Standing by are the consumers -- and ultimate arbiters -- who provide the purchasing power sinews of war. Your guess is as good as anyone's how it will all come out, but this maneuvering highlighted the week:

To Columbia's claim that most leading manufacturers except RCA Victor are already producing LP players, that some 600,000 units have been sold along with 2,000,000 LP records (\$8,000,000 worth of latter), RCA retorts: "Madame X", as it's called inside company, has also been accepted by all big manufacturers except GE -- even including reported Zenith order for 1,000 per day placed with an RCA-licensee.

To Columbia's claim its method is more economical, RCA reveals it will sell its 7-in. non-breakable vinyl plastic discs (7 different colors representing 7 different types of music) at 10¢ or more under price of regular 78rpm records, which it will continue to produce with same selections.

Against Columbia's present \$19.95 for player unit, RCA will offer compact turntable with automatic record-changer attachable to radio-phonograph speaker priced at \$24.95, or as separate unit at \$39.95. Its radio licensees can install any make unit they desire, for RCA gets its cut out of royalties on set's total price, and looks to cheaper records to bring long-lagging record business back to former enormously profitable proportions.

RCA dispatched task forces this week end to New York, Chicago, Cleveland, Dallas, Atlanta, Los Angeles, including some of company's biggest bigwigs, to tell key distributors what it's all about. Consumer debut, ad campaign break March 31.

"Damn nuisance", some manufacturers call the imbroglio -- and you get every which-way opinion on relative merits, quality, efficiency, etc. Mercury Records, specialist in classics, went along with Columbia. Capitol Records, reputedly No. 2 record maker after RCA Victor, adopted RCA's 45rpm this week, president Glenn Wallichs stating opinion it's "superior because of its advantages in sound reproduction, unbreakability, space and weight." Decca said it was "watching developments."

Columbia's chairman Edward Wallerstein promised finish fight, rested on "natural length" and "ultimate quality" of LPs, called it "a war which Columbia Rec-

ords has not initiated and in which it cannot be defeated." "Orneriness" was charged to RCA for going to 45rpm, using 1½-in.-wide spindle that can't take other records, but is said to be best for simplified record changing. This led one big manufacturer to devise a "button" or "collar" to fit RCA records' hole. This is centered with a smaller hole fitting conventional spindles. In any event, 3-speed turntables, playing arms and changes are being developed -- indeed, are already promised by such makers as Scott, V-M, Webster-Chicago, Sontone, Arthur Ansley Mfg. Co.

VIEWS & NEWS FROM THE TRADE MARTS: Some noteworthy opinions by H. C. Bonfig, Zenith's sales v.p., as expressed last week before San Francisco's Western Winter Market: "They can't do all 3 things at once [watch TV, play records, hear radio], and in most families there will be sharp differences of opinion...[so] I believe our largest TV market will be for straight TV sets, both table model and consoles...before long many families will [want] 2 or more TV receivers." And, whooping it up for Comdr. McDonald's pet Phonevision, about which not much noise lately: "Phonevision will supplement free TV just as the phonograph record supplements free radio...will make TV stations possible in small cities that could not possibly support them by advertising revenues alone." Other notes from the TV trade:

GE's "under \$300" set (Vol. 5:2) may reach market in March, is 10-in. table model using Dome circuit (Vol. 4:6), in plastic cabinet, to be priced at either \$249.50 or \$239.50. Pilot line now running. Set will not supersede basic Model 810 (\$325) but will be offered as cheaper unit suitable for areas with strong signals... Zenith TV console is cynosure of visitors to President Truman's executive offices; it's gift from company...Colonial, owned by Sylvania, presently producing Sears Roebuck's Silvertone TVs, also units for Magnavox and others, is preparing to come out with TV line under own brand name...Entirely new line of DuMont sets is in the making, with promise of some "real surprises."

RCA Victor's Joe Wilson reports "tremendous enthusiasm" for new 16-in. models, says Camden and Indianapolis factories are moving these and all other TV sets so fast that they're still on no-inventory basis...Emerson dealers "for limited time" offering combination of Model 606 (10-in. consolette, \$349.50) plus radio-phono console Model 605 (\$159.95) at special price of \$399.95 -- thus meeting Admiral's new TV-radio-phono combination (Vol. 5:2). Separately, the 2 Emerson units sell at old prices...Tele-tone's new line, just announced, includes 10-in. table model at \$219.95, featuring round screen like Zenith's, expanded to 62 sq. in. This is lowest 10-in. price quoted yet, except for still-unproduced Tele-King's \$189.50 (Vol. 5:2,6). Tele-Tone also has 7-in. portable with built-in antenna, weighing 26 lb., \$149.95; 12-in. consolette, \$349.95; AC-DC 7-in., cut from \$199.95 to \$179.95. Production of 150,000 planned in 1949...Sentinel reported delivering new 10-in. consolette at \$299.50, down \$60 from previous price.

Relative newcomer Major Television Corp., in addition to announcing 10-in. table model at \$249.50 (down from original \$265 price), and 12-in. at \$389.95, said it controls Warren L. Kessler Inc., Bethpage, L.I., hand-blown glass blank maker reportedly turning out 12½-in. bulbs for electronic fabrication by others, unnamed. Since glass blanks aren't in short supply anymore, this got more publicity than claimed output of 1,500 weekly merited. Glass Factory Directory lists Warren L. Kessler Inc. thus: "Six pot furnaces, 3 day tanks, handmade artware, lighting fixture parts specialties"...Olympic's 10-in. Bestone table model, made for New York Vim chain, was offered for \$189.95 in Washington this week by big dealer George's; in cheaper cabinet, it has same chassis as \$299.95 round-screen (Vol. 5:2) originally put on market at \$329.50...Andrea is now using expanded picture in 12-in. line (85 sq. in.); table model with AM-FM remains \$499, console with AM-FM-LP now \$745. Andrea's 15-in. console with AM-FM-LP cut \$200 to \$1,095...Montgomery Ward's 7-in. Airline portable at \$197.50 is now included in catalog, also being displayed at Ward catalog offices in TV cities...Prices of Stromberg-Carlson's new 16-in. consoles (Vol. 5:2) announced this week as follows: Yarmouth, with AM-FM, \$775; Monmouth, with AM-FM-LP, \$940...Scott's 10-in. direct view (Vol. 5:5) disclosed as consolette, 30 tubes plus 3 rectifiers, \$345...Majestic's 7TV852, AM-FM-phono console with 7-in. screen, first listed at \$395, went on sale in Washington this week at \$269.50.

To all full-service subscribers, we send herewith our 1949 *Personnel Directory of the Federal Communications Commission* (Supp. No. 56-A), which we urge be placed in your binder for ready reference. It is revised to present, shows new FCC bureau alignments, identifies all top echelon personnel with whom you're likely to come in contact. Extra copies are available to subscribers at \$2 each, or \$1 each in quantities of 10 or more. *Note:* New directories of consulting engineers and radio attorneys are now in preparation, will be published soon.

Finish fight against Pennsylvania State Motion Picture Censor Board's regulation requiring pre-censorship of TV film (Vol. 5:6) is presaged with filing for declaratory judgment in Federal district court this week. Networks have promised to support legal moves of 5 Pennsylvania stations carrying the case, who have engaged former State Attorney General Wm. A. Schnader as counsel to work with Washington lawyers' committee.

Raytheon's negotiations with MGM to take over its CP for WRTB, Waltham, Mass., came to light this week when minutes of Raytheon board meetings were placed in record of "laggard hearing" (Vol. 5:6). They disclosed MGM willing last fall to put \$600,000 into station, then getting cold feet. Examiner Hutchison's proposed hearing decision is due soon for final FCC action, is awaited eagerly in some quarters as possible precedent for FCC actions in other laggard cases.

Avco Mfg. Corp., whose Crosley radio manufacturing and broadcasting operations reputedly run 50% or more of its volume, will show net sales of about \$140,000,000 for 1948, earnings somewhere between \$7,500,000 and \$8,000,000 (about \$1.10 per common share). This will compare with \$105,704,000 sales in 1947, profit of \$6,960,000 (96¢ per share). Plans are to spend \$6,000,000 in product advertising, \$2,000,000 on cooperative advertising this year. Foregoing is essence of talk Feb. 11 by executive v.p. Ray Cosgrove before Assn. of Customers' Brokers.

We've been asked whether Kiplinger really "knew something" in making categorical statements in Jan. 31 *Kiplinger Letter* that present TV sets will be out of date in 18 months or so, won't be able to pick up many TV stations that are going on the air. Inquiry discloses he didn't—your trade information about new sets, uhf, etc., is vastly better than his. Just journalistic license, that's all, though Kiplinger is usually much more careful than the Broadway columnists who bat consistently low average for accuracy when reporting on TV.

The baseball-TV picture from one-who-ought-to-know, Czar "Happy" Chandler: "I don't think we'll ever see the day when an honest-to-goodness baseball fan will stay away from the parks and watch the games on television . . . TV is in its infancy and we cannot tell yet what it will do—whether it will increase or decrease attendance." He added World Series contracts were being placed on year-to-year basis to see what happens before making long-term agreements.

That RCA produced 50% of the 900,000 picture tubes turned out in 1948, will account for 40% of 1949 production (no figure stated), is noted in 12-p. RCA booklet titled *The Television Tube Story* issued this week as "report on the efforts of RCA to meet increasing demands for TV picture tubes." Noteworthy is point that new tube-manufacturing requires 12-18 months to get started.

RMA figures on 1948 radio exports show drop to \$81,848,126 from 1947's \$113,722,297. Biggest slice was in receivers: from 1,520,818 units worth \$53,537,043, to 710,490 units worth \$28,132,276. Transmitting equipment showed greatest increase: from \$20,423,632 to \$27,129,779.

GE has dispatched Engineer R. S. Yeandle to South America for 6-week tour to urge U. S. TV standards be adopted, first stop being Rio de Janeiro where GE has order for transmitter from Cesar Ladeira's Radio Televisao do Brazil. It's first TV firm order for export of TV transmitter. RCA apparently hasn't made big pitch for foreign TV market yet, except for brochure just published in which Meade Brunet, chief of RCA International Division, describes TV as "the new teacher" and emphasizes educational possibilities. This week, Export-Import Bank refused request of RMA for loans to Latin American countries with unfavorable trade balances for purpose of building TV stations to American standards—RMA fearing British and French inroads. Emerson's export v.p. Joseph Kattan, just back from Latin American tour, reported much interest in TV, said recent Cuban contract for U. S. transmitter [DuMont] had to be halted because of financial difficulties.

Another little irony in the relations of TV and the movies (Vol. 5:5,6): *Hollywood Variety* reports Bob Hope and Paramount tiffing over TV, comedian rarin' to go on, insisting it won't hurt his boxoffice, Paramount saying no. "Fact that [Barney] Balaban seems determined to keep Hope off video is perplexing the trade," says *Hollywood Variety*, "in view of Paramount's insistence on establishing a big time franchise in the medium on stations and facilities." Hope, interpreting his contract as permitting TV, decided, after Hollywood parley with Niles Trammell, to remain with NBC.

Intentions of keeping FCC in line were firmly evidenced in resolution (S. Res. 63) introduced this week by Senators McFarland (D-Ariz.) and Tobey (R-N. H.). Referred to Rules Committee, it would provide \$15,000 for communications investigation along same lines as last year's which culminated in subcommittee report (Vol. 5:5). Latter report, by the way, has been adopted by whole Senate Interstate & Foreign Commerce Committee. In House, Rep. Sheppard (D-Cal.) introduced H. R. 2410, same as last session's H. R. 6373, to prohibit station ownership by networks or radio manufacturers and limit local airing of network programs to alternate hours.

FCC this week approved Washington Post's immediate 55% acquisition of WTOP (CBS retaining 45%), also CBS's full ownership of KQW, San Francisco. Original approvals were conditioned on Post getting rid of WINX by Feb. 20, but newspaper promised that by Aug. 2 it would either sell its AM local (to bidder Wm. Banks, of Philadelphia; Vol. 5:3) or else surrender license.

JTAC's uhf report to FCC Chairman Coy (Vol. 5:6) is held up while attempt is made to iron out differences with RMA committee (Vol. 4:52). Former contemplates both vhf and uhf in most cities; latter wants to avoid mixture as much as possible. Ad Hoc Committee's vhf propagation report is "coming along", may go to FCC "next week."

RMA tin conservation committee of 10, headed by RCA's Joseph Elliott, was named this week. Job is to stretch 1949 tin allocation, little if any greater than 1948's, to cover about twice last year's demand. Tin is still a major "if" in TV set production predictions (Vol. 4:52).

Canada's Prime Minister St. Laurent promises Royal Commission shortly will investigate, recommend what should be done about TV there—but it's obvious no real moves toward establishing telecasting services will be taken until our FCC decides on vhf standards, uhf policy.

Federal has a new lead-in (K-111)—300 ohm, shielded, balanced—to minimize noise picked up between antenna and receiver, at \$70 per 1,000 ft. to manufacturers.

Station sponsorship notes: Probably TV's biggest dept. store contract yet is hour-long, 5-days-a-week remote, titled *Gimbels Television Breakfast Carnival*, Gimbels Brothers sponsor, starting Feb. 28, 10-11 a.m., on WFIL-TV, Philadelphia. It will originate from sales floors, include direct selling demonstrations, feature carnival acts and breakfast club idea. Ad manager David Arons says purpose is "to attract and excite so many viewers they'll flock to the store to participate," looks forward to measuring effectiveness via audience rating and store traffic . . . Atlantic Refining Co. signs again to sponsor telecasts of Philadelphia Athletics and Phillies games, rotating on WCAU-TV, WFIL-TV, WPTZ . . . Sinclair Refining Co. buys wrestling on WMAL-TV, Washington, to sell oil burners, fuel oil, burner service . . . Camels sponsoring Golden Gloves local, national and finals on WGN-TV, Chicago . . . WNBT, New York, signs new ann. contracts with BB Pen Co., Handmacher-Vogel Inc., Charles A. Eaton Co.

New TV network sponsorships: Oldsmobile signs Tue. and Thu. segments of *CBS Television News* with Douglas Edwards, 7:30-7:45 p.m. on 8 CBS-TV stations, starting Feb. 24 . . . Household Finance Corp. sponsoring *Backstage With Barry*, Barry Wood variety show, Tue., 10-10:15 p.m., on CBS-TV starting March 1 . . . General Foods (for Sanka) takes sponsorship of *The Goldbergs*, Mon., probably 9-9:30 p.m., on CBS-TV starting March 28 . . . TV version of ABC's *Stop the Music* reported readying for partial Old Gold sponsorship mid-April.

Add defections of stars from NBC to CBS: *Adventures of Ozzie & Harriet* shifts April 3 to CBS for Sun. half hour at 6:30 just preceding Jack Benny. Edgar Bergen definitely signed for CBS Sun., 8-8:30 p.m., Coca Cola sponsoring, starting Sept. 25 or Oct. 2. Frank Sinatra leaving NBC's *Your Hit Parade*, says Hollywood UP dispatch, says he hopes to join CBS for program more convertible to TV. And sparkplug of CBS's forays on NBC's talent, Chairman Wm. Paley, leaves this weekend for vacation in British West Indies.

New York World-Telegram's *Lines & Linage* columnist Charles M. Seivert says admen soon will be arguing for new monthly "cycle" contracts on TV, instead of radio's traditional 13 weeks. In a word, same time segments, same hookups, but once monthly, a la *Ford Television Theater* on CBS. Otherwise, video, due to talent cost now, higher time rates later when it achieves real "circulation," can "outprice itself."

Another movies-for-TV firm, this one described as "largest independent TV film producing organization in the East," was announced this week — Video Varieties Corp., taking over facilities of West Coast Sound Studios Inc., 510 W. 57th St., New York. It gives assets of around \$1,000,000, says it will produce "several hundred film programs made especially for TV," is headed by Geo. Goman, will release through United Artists TV Dept.

WBKB-United Press deal on "Multiscope" makes latter leasing agent for the machine which projects weather, time signals, news tape without use of expensive equipment or personnel (Vol. 5:4). Acme Telectronix, telephoto equipment maker, will manufacture device.

Supremely logical TV program, yet first of its kind we know of, was a telecast, by Detroit's WJBK-TV, of round table to educate public on tuning and reception problems. Station reports great response from set owners who watched and heard discussion by service managers of major distributors.

FM sets in 22% of Columbus (O.) homes and 46.5% of remaining families want FM in next set, reports WELD.

FCC Chairman Coy will address second day luncheon of NBC affiliates' meeting Feb. 28-March 1 in Chicago.

Personnel notes: Lawrence Phillips quits as director of DuMont Network, returns to management consultant field with offices at 8 W. 40th St., New York. Comdr. Mortimer W. Loewi, executive asst. to Dr. DuMont and a financial founder of company, has assumed directorship of network operations, Tom Gallery moving from public relations to director of sales, Humboldt Greig shifting to assistant to Comdr. Loewi . . . Charles P. Baxter named asst. gen. mgr. of RCA Victor Home Instrument Dept. under Henry G. Baker . . . Henry P. Kalmus, inventor of Cobra tone arm, leaves Zenith research to join Bureau of Standards, Ordnance Research Lab. . . . G. Edward Hamilton, ex-DuMont, named by ABC engineering v.p. Frank Marx as engineer in charge of WJZ-TV, New York . . . Ace CBS-TV cameraman Byron Paul promoted to a program directorship as of Feb. 20—though a technician, he also has had amateur theatrical experience.

FMA charged into interconnection ban fray (Vol. 4:49) this week by complaining to FCC that AT&T refused to tie in several Midwest FM stations during last December's Inland Press Assn. meeting which FM group wanted to air. FMA alleges Northwestern Bell refused to furnish lines because some of the 9 stations involved were planning to pick up signals off air from neighboring FM stations and that Northwestern Bell insisted it furnish all interconnecting facilities or none. Wire line tariff, like those for TV, carries ban on interconnecting with other intercity facilities.

Here's a cute one—and not from a press agent, either: Chief Engineer Lou Littlejohn of Philadelphia's WFIL-TV, came home one evening and found safety glass of his TV set badly cracked, with a neat hole through it. He looked closer, found a spent BB shot between glass and kinescope, hunted up his 10-year-old son. "Daddy," was the story, "I was watching a wild west movie and holding my BB gun and the bad man was beating the good man and the gun went off."

TV's military potential was again dramatically emphasized Feb. 6 when Air Force and NBC telecast from planes flying to New York from Chicago and Washington. Pickups from planes over Cleveland, Washington, New York were relayed to ground and to NBC network. Images were fair to excellent. Feat was termed "of far-reaching significance" by Air Force Chief of Staff Vandenberg.

RCA's 30-tube "TV dynamic demonstrator," a cutaway operating schematic of basic Model 630TS mounted on 5½x3½-ft panel, will be used for its service clinics throughout country, first at Buffalo Feb. 14. Demonstrator visualizes complex TV set circuits, is so arranged that troubles can be introduced and proper corrective measures explained.

Really man-sized TV remote operation is scheduled for Feb. 14, 21-23, when Lowell, Mass., Golden Gloves tournaments will be microwaved about 25 mi. to Boston's WBZ-TV via 5 portable relays. Hot TV applicant *Lowell Sun* sponsors boxing events. WBZ-TV and New England Telephone Co. will handle technical setup.

Probably first to install TV in yacht, Dr. Allen B. DuMont, who has operated one on his various vessels since 1941, tells about installation, reception, etc., particularly during cruise from Annapolis to Portland last summer, in article in February *Yachting*.

Jim Farley, ex-Postmaster General, Coca Cola executive since he quit politics, told Cincinnati interviewer Feb. 8 that he thinks housing and TV will take up much of slack in business lull, said TV industry "will come along by leaps and bounds."

Illinois U's Dr. W. L. Everitt will be main speaker (at April 7 luncheon) during NAB Engineering Conference in Chicago's Stevens Hotel April 6-9.

ONE CP TURNED IN, ANOTHER CITED: Frankly stating "financial risk would be such as to jeopardize our existing broadcasting service," Syracuse's WAGE turned in its CP for TV this week -- thus leaving Meredith's WHEN on air there, Newhouse Newspapers' WSYR-TV with grant, one open channel in 46th market. It's ABC outlet, second from New York State to surrender CP, other being Gannett Newspapers' WVTL, Utica (Vol. 5:6). WAGE also gave as reason costs higher than first estimated, prospective losses too great. Gannett had said "too much uncertainty surrounding immediate future of TV" -- but Gannett's Paul Miller tells us company has no present intention of dropping its now-frozen Rochester, Hartford, Elmira applications.

That leaves 68 CPs outstanding. This week, FCC ordered another CP holder, Edward Lamb, to hearing on first request for extension of completion date of his WTVN, Columbus. It found he hadn't ordered any equipment or done any building. But Mr. Lamb, whose WICU, Erie, Pa., is readying for March debut, said Columbus delay is due to changed site which, if approved, will enable immediate start and completion by fall. He's Toledo AM station owner (WTOD), Erie publisher (Dispatch-Herald), CIO lawyer formerly high in New Deal councils who plumped for Dewey during campaign.

One more new TV application this week, making it 312 in all -- from W. Va. broadcaster Joe L. Smith Jr. for Channel 2 in Charleston (now 3 for 3). He applied last winter (Vol 4:47) but application was returned for engineering data. Rumor that Bob Hope may drop bid for Louisville WHAS (Vol. 4:51) can't be substantiated, but comedian's real intent should be made known before Feb. 28 hearing.

POTPOURRI FROM THE TELECASTING SCENE: Some of the things being talked about -- or making headlines -- among broadcasters and telecasters currently:

1. Variety's report that "NBC will load all its ammunition into the TV canons in an attempt to overcome...CBS talent raids" -- putting top TV attractions opposite big-name CBS shows such as Jack Benny. Would be long-haul way of recapturing audience, conditioned on faster growth of "TV set population" than now seems possible. Moreover, NBC can't ignore fact it has AM rates and sponsors to protect. As aptly stated in headline over Radio & Television Retailing article by RCA president Frank Folsom: "Television Is the Toast of the Industry, but Radio Is Still the Bread and Butter."

2. Scramble for TV station sales representations is getting so eager that some reps are even seeking to sign applicants not yet granted, or likely to be. Except for handful, AM reps (who generally inherit TV chore if their AMs also are in TV) seem to be floundering. Few create new business, fewer offer any specialized services to sponsors or agencies. End result may be realignment of reps, outcropping of new firms. One new firm made its appearance this week, though it announced no stations yet and it's hard to see where they're going to come from for a long time. Three ex-Petry salesmen set up Harrington, Righter & Parsons, 270 Park Ave., New York. Officers: John H. Harrington Jr., president; Volney Righter, v.p. and treas.; James O. Parsons, v.p. and secy.

3. Hooper radio rating service is dropped by New York independent broadcasters WNEW, WQXR and WOV, aggrieved because it allegedly places too much emphasis on TV in relation to TV's still relatively small audience (nearly 500,000 sets in area) and because it's thus allegedly discriminating against independent AMs. They demand separate radio and TV surveys. C. E. Hooper holds random sampling must be done simultaneously, says "TV should be treated not as a specialty but as a major broadcasting medium." Squawk is reminiscent of days when newspapers threatened to quit AP and UP if they sold to radio. Said one of independents, as quoted in New York Herald Tribune: "We're not only being hanged by the service, but we're expected to pay for the rope."

4. Purchases or leases of theaters for TV look like next big ventures of the telecasters -- they're better than studios for handling props, cameras; needed, as in radio, for live audiences to pep performers, promote sponsors. This week, DuMont leased Adelphi Theater on Manhattan's West 54th St. from Shuberts; will add more shows to the 4 already being produced there, is even talking of abandoning Wanamaker Studios. Not long ago, NBC-TV took lease until July 1 on International

Theater, on Columbus Circle, with option for 3-year renewal; that's where Milton Berle's Texaco Star Theater is staged. Some telecasters think conventional studios are only suitable for "talk" shows in TV.

5. DuMont reports its Pittsburgh WDTV is operating in the black, even calculating depreciation -- just one month after going on air (Vol. 5:2). No details, but WDTV has only skeleton staff, no studios, feeds off coaxial from all networks. Some 80% of its time is sold, more commercials due to start March 1. Besides DuMont daytime shows, WDTV carries 27 hours of evening programs Sun.-Fri., only 1½ hours unsponsored. Also without studios, feeding from DuMont, CBS and NBC, New Haven's WNHC-TV reports it earned small profit in December, expects to stay "in the black."

6. On Washington scene, new rumors FCC chairman Wayne Coy will resign, given currency by Drew Pearson's broadcast Feb. 6 that he will quit in 60 days because he can't afford to keep job. Coy scoffed at that one, also at rumors that he has been offered CBS vice presidency, United Nations executive job, and is in line for Cabinet post because of President Truman's esteem for his ability.

CONSENT DECREE, MOVIE MONEY & TV: It's open question whether consent decree imminent in Paramount anti-trust case will make things any easier, for awhile at least, for movie capital seeking to flow into TV station ownership. For it's no secret that FCC's trust-busting staff coterie is more intent on keeping movies out of TV than getting stations built (Vol. 5:5). Pattern of what to expect in the consent decree, including disposition of Paramount's TV properties, emerged fairly clear this week:

Decree will permit (1) producing-distributing corporation that owns no theaters, and (2) new theater-owning corporation to takeover all Paramount houses except those in cities where Govt. charges monopoly, which must be sold outright. Paramount owns about 1,500 theaters, may have to sell 900. There must be no common ownership, officers or directors. Stockholders will receive stock in both companies, but must get rid of one or other. Three years is period mentioned for both theater and stock divestments.

Producing company will retain KTLA, Los Angeles, and application for San Francisco. Theater company gets WBKB, Chicago, also keeps applications for Boston, Detroit. Fate of applications of Gulf Theaters for Tampa, Tri-States for Des Moines, depends on what happens to them in Paramount splitup. Producing company also gets Paramount's 29% holdings in DuMont, recently found by FCC to represent "control" (Vol. 4:51). There's no present plan to sell this DuMont stock, though Paramount v.p. Paul Raibourn once said film company might sell for \$10,000,000 (not much more than today's market value). DuMont itself would welcome Paramount getting out, has often offered to buy.

Thus, under 5-limit rule, Paramount producing company's one station, DuMont's 3, mean one or other company could seek one more station. DuMont has own applications pending for Cleveland and Cincinnati. Theater company, of course, could apply for 4 altogether, and all "freed" theaters could also apply on their own if they chose. That FCC lawyers mean business in "investigating" Supreme Court decision's "effect" on theater ownerships in radio, was manifested anew this week when FCC deferred action on power increase of WPTR, Albany (from 10 to 50 kw on 1540 kc). It's a new AM owned by Schine theater chain, so same reason (time-to-look-into-it) was given as for temporary licenses to 3 Paramount-DuMont stations (Vol. 5:5).

Other defendants in the anti-trust cases identified with broadcasting-TV: Warner Bros., owner of KFVB and purchaser of KLAC-TV, Los Angeles, applicant for Chicago; 20th-Century-Fox, applicant for Boston, San Francisco, Seattle, St. Louis, Kansas City; Loew's, owner of WMGM, New York, and KMGM-FM, Los Angeles. Once Paramount consent decree is entered, other defendants are expected to follow example. So far as radio holdings are concerned, "taint" of parents' anti-trust violations then presumably will be purged and theater folk deemed "fit" to hold FCC licenses. But there's many a legal delay, harassment and obfuscation FCC's lawyers can employ, as they did in newspaper ownership cases, to make things hard for movie money in TV, if not discourage it altogether -- their real purpose.

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2 MORE COAXIAL CHANNELS TO WEST: AT&T will make 2 more westbound coaxial circuits available May 1, so that East-Midwest TV hookups can be provided for all network commercials presently on tap or in prospect. Spurred by FCC chairman Wayne Coy, Bell System pushed promised schedule (Vol. 4:51), will make total of 3 westbound channels available for linking Philadelphia-Pittsburgh-Cleveland-Toledo-Chicago, plus the present one eastbound. Two of westbound channels will be on 24-hour schedule, third only after 6 p.m., single eastbound also after 6 p.m. Weekends, however, latter will be opened on one-week notice for Midwest sports, etc.

Phone company also reported that from May 1 one of the 2 northbound New York-Boston microwave links will be opened for southbound traffic, provided 2-weeks notice is given -- necessary because repeater equipment must be reversed manually. First reversed circuit will be ready even before that in order to pipe out President Truman and Winston Churchill appearances before MIT convocation in Boston March 31 and April 1. Networks this week decided to continue present time allocations until May 1, extending 3-month agreement otherwise expiring April 11.

NEW ENGINEERING TOPKICK FOR FCC: Looks very much like Ralph L. Clark will be FCC's next chief engineer, key post vacant ever since George Sterling was elevated to commissioner about year ago. Chairman Coy's long quest for executive who can break engineering log-jams, particularly in TV, appears to be ended -- for the capable Mr. Clark has indicated he will accept if he can get release from his present post heading one of top divisions of Research & Development Board, Office of Secretary of Defense. An ex-consulting engineer himself, he's decidedly persona grata with his former colleagues and with the communications industries generally. He's 41, native of East Jordan, Mich., 1930 engineering graduate of Michigan State, veteran of old Dept. of Commerce field service (Detroit and Washington), ex-FCC broadcast engineer under Andy Ring 1936-41, partner in firm of Ring & Clark 1941-42, civilian radio expert for Navy just after war broke out, joining up in June 1942 as lieut. s.g. and retiring in July 1946 as full commander. By training and temperament, he looks like happy choice for the job, which pays \$10,305 (whereas commissioners get \$10,000).

BEGINNING OF TV THAW IN SIGHT: Next week, FCC can roll up its sleeves and really go to work on its long-fermenting TV problems. It will have 3 new tools: Ad Hoc, JTAC and RMA reports. Last went to Commission Friday, other 2 are expected early in week. Here's what FCC will have to work with:

Ad Hoc Committee report: Mainly coverage and interference facts about vhf. No allocations recommendations. FCC Chairman Coy hopes report will be "clean" enough to serve as basis for new vhf allocations, to be proposed in short order. Also that no more engineering conferences should be needed -- and that freeze can be ended for sure by early May at latest.

JTAC recommendations: (1) Unfreeze vhf, using synchronization which is proving good. (2) Allocate uhf, mixed with vhf -- can't be avoided. (3) Save some uhf for color; might be possible to hew enough monochrome out for competitive service yet leave enough spectrum to provide about same number of wide-band color channels as we now have vhf channels (12).

RMA recommendations: (1) Since propagation facts are in hand and synchroni-

zation available, vhf should be unfrozen immediately. (2) Entire uhf should be allocated to monochrome under same standards as vhf; this should be done soon as possible to provide sufficient TV channels (generally, 4 per city), yet with minimum overlap of vhf and uhf signals. RMA emphasizes its committee was unanimous despite previous disagreements, even Zenith assenting (Vol. 4:41,52; 5:6,7). Actually, these recommendations differ little from RMA's original informal proposals, except that uhf isn't declared intended primarily for smaller cities.

Thus, RMA committee and JTAC still have 2 substantial differences: vhf-uhf overlap and color. RMA intends its minimum of 4 channels for "cities capable of supporting" TV; therein may lie its hopes vhf-uhf overlap may be minimized. But JTAC doesn't attempt that criterion, finds plenty of overlap almost any way it draws allocation plans. Differing opinion on color might be attributed, in part at least, to fact one group is composed primarily of businessmen, other of engineers.

JTAC's report includes allocation plans showing how to provide either 2, 3, 4, or 5 channels (vhf, uhf or both) in first 140 markets, using Northeast for illustration. Assuming both vhf and uhf synchronized, spaced 150 mi. co-channel and 75 mi. adjacent, it takes 18 uhf channels (added to 12 vhf) to provide 2 per city, 27 for 3, 40 for 4, 52 for 5. Assuming vhf synchronized, but uhf not (and separated 210 mi. co-channel, 105 adjacent), it takes 23 uhf for 2 per city, 35 for 3, 54 for 4, 65 for 5.

In uhf field, by the way, NBC-RCA says it does not intend to sell uhf receivers in Bridgeport (Vol. 5:7). This is in answer to fears, in some quarters, that company is trying to jump uhf gun to commit FCC to certain uhf standards beforehand and to cop off 6th TV station. NBC says \$250,000 Bridgeport project is purely experimental, is next stage beyond its tremendously expensive recent Washington uhf experiments, will provide information to help FCC determine whether and how to authorize satellites. In Princeton, RCA proposed 846-854 mc polarization and propagation tests with the 400-watt TV transmitter used in Washington.

ROUNDED, BLOWN-UP & 16-in. IMAGES: Rounded and blown-up pictures seem to be trend in new TV models, though it's somewhat too early to gauge public reaction. Round-picture cycle was started by Zenith last November (Vol. 4:47) -- and Zenith's current trade advertising boasts: "Imitation is the sincerest form of flattery." Records show, however, that some smaller companies (e.g., Televista) had same thing before. This week, Hallicrafters began producing 10-in. table model with dual focus (Vol. 5:3), priced at \$269.50. Set gives 56 sq. in. picture (vs. normal 52), which can be blown up to full-circle 64-in. with switch similar to Garod Tele-Zoom (Vol. 5:1). Then there are Tele-Tone's rounded picture at \$219.95 (Vol. 5:7), Olympic's at \$329.50 (Vol. 5:2). And expanded pictures are featured in new lines of Philco (Vol. 5:2), Andrea (Vol. 5:7), Video Corp. of America (new 12½-in. blown up to 90 sq.in.).

If there's any other basic trend discernible in TV trade, it's toward bigger direct-view -- though here, again, number of sets being produced, number of manufacturers making them, are still too few for any flat statements. But indicating how competitive the 15 and 16-in. tube field is by way of becoming, DuMont this week cut price to manufacturers of its 15-in. all-glass tubes from \$77.19 to \$59.50, distributors price now being \$62.50, dealers \$73.75, consumers \$89.50. This is still about \$10 above RCA's 16-in. metal-coned tube prices of \$49.50, \$54, \$63.50 and \$79.50, respectively -- but it points to lower-priced receivers eventually. DuMont says Corning's price cut on bulbs (Vol. 5:5), plus own mechanization that has cut labor costs some 400%, made tube reductions possible -- joins with glass makers in saying they'll compete price-wise with metal.

Meanwhile, though RCA reports overwhelmingly good reaction to its 16-in. models, their appearance on market impelled Retailing Daily to survey New York area dealers this week, which found: (1) Most customers think 16-in. set prices, starting at \$495, too high, turn to lower-priced models with smaller screens. (2) A few customers say 16-in. too large for their living rooms. (3) Minority say they want it, but few are buying. One dealer is quoted as saying, "Everyone wants a Cadillac, but most people have to be satisfied with Fords."

Combined AM-TV Hooperatings, described by Hooper at American Television Society luncheon Wednesday, show TV's *Texaco Star Theater* topped by only one AM show (CBS's *Mystery Theater*) in New York when it's on air; *Howdy-Doody* leads all kid shows, AM or TV, in New York during its showing. New York independent AMs who dropped Hooper service (Vol. 5:7) say they could grin and bear those reports if they were true. But they say surveys just aren't accurate since (1) Hooper determines listening by phone calls; (2) virtually all TV sets are in telephone-equipped homes; (3) very large percentage of New York homes have radios but no phones; (4) questions are weighted, e.g., "Were you looking at television or listening to the radio just now?" which gives non-TV owner sense of inferiority.

"Nothing to it," is CBS president Frank Stanton's retort privately and in memo to staff, to *Variety* yarn this week that he's quitting to become executive of big non-radio firm (Kaiser-Frazer, it's whispered). Story even speculated on Paul Kesten, Leon Levy or NBC's Niles Trammell (*sic*) as possible successor. Same unqualified denial went for columnist Leonard Lyon's report he will become college president. Stanton said he has no plans for respite from work until after mid-April meeting of CBS stockholders, when he junkets to Europe to visit CBS foreign offices.

Presaging hot local contests for TV channels, AM station WAMS, Wilmington, Dela., this week charged misrepresentation on part of city's sole CP holder, the Steinman's WDEL-TV, asked FCC to take its community channel No. 7 away on grounds nothing has been done about construction since CP was granted Aug. 28, 1947. It claims WDEL-TV got extension (expiring next Feb. 23), after change in antenna site, on representations that work had begun, submits photos and quotes neighboring residents to say it isn't so. At same time, WAMS filed for Channel 7 for itself, promised to spend \$141,000 on construction, \$180,000 a year on operation. It's owned by DuPont accountant Frank S. Carrow, manager George Sutherland, et al. WDEL-TV hasn't replied yet, but has reported it will be on test in April.

TV set "circulation" as of Feb. 1, as reported from several cities: Baltimore, 40,677, estimated by stations committee; Boston, 45,120, joint station report; Buffalo, 12,335, by Buffalo Niagara Electric Corp.; Cleveland, 24,710, by Western Reserve U; Fort Worth-Dallas, 6,992, by WBAP-TV; Los Angeles, 89,337, by So. California Radio & Electrical Appliance Assn.; Milwaukee, 16,236, by WTMJ-TV; St. Louis, 20,000, by Union Electric Co.; San Francisco, 3,850, by KPIX; Washington, 34,200, by stations committee.

Some observations by MBS's Ed Kobak during Feb. 17 conference with newsmen, as culled from Feb. 18 *New York Herald-Tribune* report: That he thinks TV networks should be operated separately from radio networks by companies owning both. That he notes "falling off" of good taste in radio and TV (some TV shows "make me sick"); but, he hastened to add, TV's derelictions will soon be corrected, mainly comedians who don't realize material for theater or night club may not be acceptable in home. And that broadcasters aren't living up to NAB code of good taste and commercial time limits.

Resnatron tube for uhf TV is urged by Collins' tube expert W. W. Salisbury, whose paper for March 7-10 IRE convention concludes Resnatron is only means available at present for obtaining sufficient CW power for adequate uhf coverage. Incidentally, there's one paper scheduled that really has us fascinated: "Programming of a Chess Game on a Computer."

Along with its first dividend (10¢ per share to holders of record Feb. 5, 1949), Television Fund Inc., first open end investment trust specializing in stocks of TV, radio and electronics companies (Vol. 4:35), made known its securities holdings as of Jan. 27, 1949—considerably expanded from its previously disclosed Nov. 19 holdings (Vol. 4:51). Total portfolio is \$1,218,405, which includes \$200,000 in U. S. bonds plus these common stocks: Admiral, 1,500 shares; ABC, 2,000; Avco, 500; Bell & Howell, 200; Blaw-Knox, 200; CBS "A", 1,000; Corning Glass, 1,100; DuMont, 2,500; Eastman Kodak, 600; Emerson, 3,000; GE, 500; General Instrument, 1,000; General Tire & Rubber (Yankee Network), 500; Hoffman Radio, 1,000; IT&T, 2,500; Line Material, 1,000; Loew's, 300; Magnavox, 1,500; P. R. Mallory, 600; Motorola, 1,500; Muter, 2,000; National Union, 1,000; Oak Mfg., 1,000; Paramount, 2,200; Philco, 1,000; Pittsburgh Plate Glass, 500; Polaroid, 200; RCA, 3,800; RKO, 500; Sylvania, 1,500; Webster-Chicago, 1,500; Westinghouse, 1,200; Zenith, 500.

Besides verifying in essential details the financial and trade position of Admiral as reported recently in these columns (Vol. 5:5), except that he hiked estimate of its 1949 TV volume to 60% of anticipated \$100,000,000 sales, Admiral's youthful president Ross Siragusa told New York Society of Security Analysts Feb. 16: Admiral is now in 3rd place in electronics industry, and is world's largest automatic radio-phonograph maker. But, he added: "I'm not going to kid you about our console radio-phonograph business. That business has almost completely disappeared. We dug our own grave for this type of set when we announced our new \$399.95 all-in-one console" (Vol. 5:2).

Packard-Bell Co., Los Angeles, attributes to increased TV production and sales its improved financial position as of Dec. 31, end of first fiscal quarter. During that period, sales were \$1,720,770, net profits \$105,856 or 44¢ per share on 241,000 shares of common outstanding. For full year ended Sept. 30, sales ran \$4,400,119, profit only \$50,510. Bank loans have been reduced from nearly \$900,000 at start of 1948 fiscal year to less than \$100,000 at start of current fiscal year, and report states balance will be retired before end of February. As of Dec. 31, current assets were \$1,255,928, current liabilities \$489,658.

IT&T-Farnsworth deal (Vol. 5:7), calling for one IT&T share for 12 Farnsworth, was formally signed Feb. 17, subject to ratification by Farnsworth stockholders at meeting in Fort Wayne April 14. However, action was begun in New York Supreme Court Feb. 18 by Harry Hecht, owning 400 Farnsworth, purchased at 7¼, to halt the deal. He bought Farnsworth, he said, because of "confidence in the future of the television industry," now charges company's finances had been misrepresented.

ABC's executive v.p. Robert Kintner, according to N. Y. Stock Exchange report, has sold 1,400 more shares of his ABC stock, leaving him with 14,600; and stations v.p. Murray Grabhorn sold 500 shares out of 750. In January, president Mark Woods sold 30,500 shares; Kintner, 17,300; v.p. Nicholas Priaux, 4,000 (Vol. 5:3).

Fiscal sidelight on improving phonograph record business: Decca reports sales for first 1949 quarter will top \$6,000,000, which would compare with \$7,800,000 in first quarter of 1948 when boom was still on (depression following Petrillo ban really began in April). For all 1948, Decca estimates profits at around \$1.10 a common share compared with \$2.08 preceding year.

Los Angeles hearing on Dick Richards' stations (KMPC, WJR, WGAR), growing out of alleged slanting of news, was postponed from Feb. 21 to March 16, Comr. Webster to sit (Vol. 5:1).

FMA compares AM and FM set production in 1948 and finds FM doing nicely, analyzed as follows: (1) 1948 FM production (1,590,046) was 35% greater than 1947's, while AM (11,675,747) was 28.5% less. (2) Only 5,222,600 AMs were "full-time" home sets, balance being portable, auto or export. (3) Potential FM audience grew 6,000,000 in 1948, figuring only one FM set per home and 3.8 people per home. Everett Dillard will elaborate on analysis at FMA time sales clinic in New York's Hotel Commodore April 1. Other speakers to date: Zenith's Ted Leitzell, set sales; Herbert Georges, WFMI, Portsmouth, N. H., time sales.

Same note of bitterness toward TV—and radio, too—that its late editor Marlin Pew sounded back in early '30s ("This monster must be crushed") is manifested in satirical column headed "Newspaper Salesmen Please Cup Your Ears" by Jerry Walker in Feb. 12 *Editor & Publisher*. Also played up, headed "No Thanks," is *Utica Observer-Dispatch's* surrender of CP for TV (Vol. 5:6) and FMA president Wm. Ware's recent rather snide quote about "the promises of TV" (Vol. 5:6). Maybe history is repeating itself, for *Editor & Publisher* then gave its newspaper-publisher readers bum steer about radio (advised them to fight it, not join it) and put itself in doghouse with many newspaper and nearly all non-newspaper broadcasters.

RCA released prices of new 45rpm records this week: Red Seal classics 95¢, populars 65¢, plus tax, which compare with Columbia 7-in. 33½rpm at 90¢ and 60¢. RCA changer attachments are \$24.95, and with audio \$39.95 (Vol. 5:7). All 45rpm numbers will also be pressed on 78rpm discs. New RCA radio-phonos consoles will begin with \$199.50 model including only 45rpm player; \$269.50 model with both 45 and 78rpm in separate compartments; new 10-in. TV console with AM-FM and separate 45 and 78rpm drawers, \$595. H. G. Baker, RCA gen. mgr. for Home Instruments, said Crosley would be out with sets including 45rpm at same time as RCA (March 31). And late report from LP "war front" (Vol. 5:7): Philco dealers offering up to \$25.65 worth of Columbia 33½rpm LP records with purchases of radio-phonos priced \$129.95 and up.

Converter enabling conventional 78rpm record players (estimated 15,000,000 in use) to operate at dual speeds, play also Columbia's 33½rpm LP records, is due on market in week or so at \$14.95. It's called "Micro-Verter," was developed by CBS's Peter Goldmark, has been licensed to Micro-Verter Inc., 53 Park Ave., New York. In form of turntable, it fits over conventional player, contains switch allowing 2 speeds without need for extra unit outside console. Sonotone Corp., 59 E. Madison, Chicago, hearing aid manufacturer, is also reported readying a similar converter for less than \$10.

Network sponsorship notes: Some big sales by CBS-TV almost ready to announce, including Bing Crosby sponsorship (probably on film) . . . Maxwell House Feb. 27 starts sponsoring *The Lambs Gambol*, variety acts drawn from famed Lambs Club repertoire, on NBC-East, Sun., 8:30-9 p.m., replacing *Meet the Press* . . . Unique Art Mfg. Co. Feb. 25 extends Wed. 5:45-6 p.m. sponsorship of *Howdy Doody* over 7 more NBC-TV stations, now 12 in all . . . General Electric soon to sponsor one-hour show with Fred Waring Group. . . . Bates Fabric's *Girls About Town*, with Kyle McDonnell, moves Feb. 27 to 10:10-10:30 p.m. on expanded NBC-TV network . . . CBS-TV moves *The Goldbergs* March 7 into Mon., 9-9:30 p.m. spot, to be sponsored starting March 28 by Sanka, Philip Morris' new *Preview* show with Tex McCrary-Jinx Falkenburg taking over *Goldbergs'* present 8-8:30 o'clock spot.

Full-size plane in studio is novel feature of 13-week "flight training" program by Syracuse's WHEN.

TV station sponsorships: "If you're thinking of going into TV, get your spots now. The good spots will soon be gone." Adviser isn't TV time salesman—but John J. Barry, v.p. of Boston's National Shawmut Bank, who told Financial Advertisers Assn. in New York this week that using TV has brought in accounts "of a kind that come in only through use of lots of effort and shoe leather" . . . WCBS-TV, New York, signs Schaefer Beer to sponsor all home games of Brooklyn Dodgers, General Foods sponsoring on AM station WMGM . . . Ipana sponsoring Tue., Thu. segment of *Lucky Pup* on WCBS-TV, otherwise piped sustaining to network . . . J. B. Williams (shave products) sponsoring *Acted Out*, charades, on WNBT, New York, Sun., 6:30-7 p.m. . . . Donel Foundation Garment Co., with Garfinckel dept. store, buy 5 spots weekly on *Television Journal* on WNBW, Washington . . . Gulf Brewing Co. (Grand Prize Beer) buys wrestling, Williamson-Dickie Mfg. Co. (Top Hand Work Clothes) Golden Gloves finals on WBAP-TV, Ft. Worth . . . Fortnight Magazine sponsoring *California Cavalcade*, featuring news highlights of state, on KTTV, Los Angeles, Sun., 7:45-8 p.m. . . . Eversharp Inc., Chicago, preparing film spots for Schick razors, to be placed thru Biow . . . Seven Santini Brothers (moving and storage) takes 13 open-end *Better Living* films (household decoration) from Telespots Inc., placed on WPIX, New York . . . Joske's dept. store sponsoring twice weekly locally filmed *Joske Newsreel* on KLEE-TV, Houston.

Personnel notes: John Shepard III resigns as chairman of Yankee Network, which he founded, is now virtually in retirement from radio activities . . . Tom Knode, NBC press dept. chief, holder of medals for heroism in Pacific fighting, promoted to administrative asst. to Carleton D. Smith, director of NBC-TV network operation. Joe Dine now heads press . . . Dick Hubbell, TV consultant, flies to London and Paris March 1 on client business, including TV film matters . . . James S. Pollak, film mgr. of WPIX, New York, named program manager and Ardien B. Rodner, ex-Television Adv. Productions, Chicago, named program coordinator . . . John S. Hayes became gen. mgr. of WTOP, Washington, now 55% owned by *Washington Post*, 45% by CBS, when station was formally transferred Feb. 16; Earl H. Gammons, CBS Washington v.p., continues with separate network staff . . . Arthur Hull Hayes takes over at KQW, San Francisco, as CBS v.p., and Harry S. Ackerman becomes CBS program v.p. in Los Angeles . . . Wm. W. Boyne elected v.p. of Zenith distributing subsidiary in New York . . . O. K. Lindley named asst. sales mgr. for GE communications products; Grady L. Roark named New York district manager for GE Electronics, vice Howard J. Mandernach, deceased . . . L. S. Thees named gen. sales mgr. of RCA Tubes Dept.

Spate of Shakespearean drama on TV starts with *Philco Television Playhouse's* repeat performance of "Twelfth Night" on NBC-TV Feb. 20. Sunday, March 6, 7:30-8 p.m., CBS-TV presents "Julius Caesar" in modern dress, first of its every-other-week *Studio One* sustaining series. Then, on NBC-TV, Sunday, April 3, 3:30-5 p.m., Socony-Vacuum Oil Co. sponsors "Julius Caesar" as staged by the Masquers of Amherst College in Elizabethan playhouse of Washington's Folger Memorial Library, bequeathed by late president of Standard Oil Co. Also on the classical side, ABC's president Mark Woods told New York Town Hall audience this week ABC-TV hopes to present Metropolitan Opera every Saturday next season.

DuMont's cutback to 9 a.m. (from 7 a.m.) for daytime sign-on of WABD, New York, is explained as due solely to labor problems that cropped up with earlier starting hour—overtime pay, extra shifts, etc. None of the programs was sponsored. Daytime program schedule was reshuffled to place earlier shows in later segments.

DAYTON'S WHIO-TV IS 55th STATION: You can record Dayton's WHIO-TV as the 55th station operating on regular schedule, for that latest adjunct of Gov. Cox's newspaper-radio properties makes formal debut next Wednesday, Feb. 23. It will operate 7 days weekly, 4:30-5:30 p.m. and 7 p.m. to 10 or 11 o'clock sign-off. WHIO-TV opens up 31st TV market area, gets particularly good start because good reception from Cincinnati's WLWT plus recent dealer promotions have already brought more than 4,000 receivers into area. Actually, WHIO-TV has operated on sporadic commercial schedule since Jan. 31, and manager Bob Moody reports February revenues will run \$10,000 -- nearly half realized from Golden Gloves sponsorships by RCA and 20 cooperating dealers. Moody says growing lineup of local and national accounts assures minimum of \$10,000 revenues per month for immediate future. Besides local accounts, programs are carried for Philco, Ohio Oil, Mester-Sale, full hour kine-recordings for Chesterfield (Arthur Godfrey) and Admiral (Broadway Revue), spots for DeSoto, Bulova, Ronson. Also sold locally is disc jockey background for daily test patterns, 10 a.m. to 12:30 p.m., 2-4:30 p.m., 6-7 p.m.

Note: Miami's WTVJ is reported by GE engineers to be in final stages of installation and adjustment (5 kw transmitter reduced to 500-watt input; Vol. 5:5) -- should get tests going by Feb. 21 and plans to start regular schedules about March 15. Atlanta's WAGA-TV, still aiming for March 1 tests, ran into hard luck when 5-bay turnstile was damaged in hoisting as winch slipped; work now is reported going well.

INDIANAPOLIS CP HOLDER WOULD SELL: Called on carpet for alleged dilatoriness in pursuing CP for TV held since Oct. 10, 1946 (Vol. 4:50; 5:3), Indianapolis' big Wm. H. Block Co. dept. store informed FCC this week that it proposes to assign its WUTV franchise and assets to Eugene Pulliam's WIRE (Indianapolis Star) for out-of-pocket costs of \$37,758.37. It also dropped CP for FM.

WIRE is one of 4 applicants for Indianapolis' presently frozen 3 channels, others being WISH, WIBC, Crosley, while WFBM-TV is already building. FCC denied petition to postpone WUTV hearing, set for March 21 in Washington -- indicating hearing along lines of recent session involving Raytheon's WRTB, Waltham, Mass., and proposed sale to CBS (Vol. 5:6).

Two more applications this week, making 314 now pending. Besides one filed by WAMS, Wilmington, Del. (see Sight & Sound note), there was one by WCVS, Springfield, Ill., which is half-owned by Copley Press' Illinois State Journal and Register. It seeks Channel No. 10, is third for city's 2 assigned channels. [For details about applicants, see TV Addenda 6-G herewith].

Comedian Bob Hope withdrew competing bid for Louisville's WHAS, WHAS-TV, etc., leaving Crosley and Storer to fight it out at Feb. 28 hearing (Vol. 5:7).

ANTENNAS & OTHER TV TRADE NOTES: Indoor TV antennas, usually unsightly but cheap, workable in areas of great signal strength, are gaining in popularity, largely due to apartment house restrictions on outdoor aerials. Radion Mfg. Co., 1137 Milwaukee Ave., Chicago, reports it has sold more than 100,000 of its V-shaped units (\$6.95), formerly made available only to manufacturers but now being offered through retailers... Admiral is breaking this weekend with 7-in. "package" for \$189.95, including its \$169.95 set, \$14.95 enlarger, \$6.95 Radion antenna... Motorola is currently making big ad pitch for indoor and portable trade with its 7-in. VT73 in carrying case (\$199.95), V-aerial attached (Vol. 5:2) -- "install it yourself, no landlord's permission required"... Landlord-tenant problem over aerials won't really be solved, as New York attorney A. W. Fribourg recently wrote N.Y. Sun, until set makers develop built-in aerials. New York State Legislature has bills pending to permit aerials anywhere but, even if passed, not much hope is held out courts will uphold tenants.

Private brand Artone, 10-in. table model made for Affiliated Retailers Inc. (Vol. 4:48), was offered this week by Macy's New York at \$256, indoor antenna and magnifier lens included; or set alone \$229 (originally \$239), lens \$24.94, antenna \$5.98... Macy's and Chicago's Radio-Vision chain also advertised Templetone's 7-in. table model with built-in magnifier at \$149.50; it was originally \$199.50... GE dealers offering table that used to sell for \$11.95 free with its basic Model 810 (10-in. at \$325), thus meeting consolette appeal... Cossor (Canada) Ltd. reported to have

ready for Canadian market (Vol. 5:5) new 10-in. console at \$645...Lowest 7-in. price we've seen quoted since Hallicrafters offered its T54 for \$139.50 (Vol. 5:3) is \$129 for Tele-tone, advertised in Washington this week.

New activity in 12-in. field: Emerson out with 12-in. console at \$529.50, including FM-AM and automatic record changer for 78rpm only...DeWald's 12-in. console reaches market in about week, priced \$399.95...Garod has cut 12-in. console with AM-FM-LP to \$850 and \$895, or \$45 down from old price; same set with 15-in. to \$995 and \$1,040, down \$155...Wilcox-Gay Corp., Charlotte, Mich., specialist in record players (Recordio), also maker of radios, is testing 10 and 12-in. TV sets, may be out with them soon...Speedway Products Inc., 502 W. 45th St., New York (Alfred Bloom, president) has tele-jukebox with 12 or 15-in. tube at \$2,500; coin-operated machine gives 3 minutes of TV or one record for nickel.

IMPACT OF TV ON AM BOTHERS NAB: Mainly preoccupied with BMB problems, NAB board meeting in New Orleans this week also was occasion for some soul-searching about TV. On and off record, directors expressed deep concern about possible impact of TV on AM, particularly on future revenues. What bothers broadcasters is possible shrinkage, even chaos, for their industry if advertisers really pursue what's barely been hinted so far: cutting of radio budgets in favor of TV. Expressed, too, was worry lest infant TV suffer "if the breast that feeds it dries up" before it's able to stand on own feet. And fear was evident that bankers, movies, manufacturing interests may move in on TV and wrest dominance from broadcasters.

NAB president Justin Miller was authorized to engage "TV expert" to service the 300-odd members of NAB who are identified with TV grants, CPs, applications, prospective applications, etc. Expert would work at top policy level, possibly alongside executive v.p. Jess Willard. And board instructed its organization committee, formed to study revamping of association along functional lines (Vol. 4:47; Vol. 5:1,6), to report back with plan at April 6-11 convention in Chicago.

Note: Of NAB's board of 25, two operate TVs, 4 hold CPs, 8 are applicants.

TV PRODUCTION DOWN IN JANUARY: TV began predicted 2,000,000-set year rather un- auspiciously, RMA counting only 121,238 units produced in January -- considerably under December's record 161,179 (Vol. 5:5). It's first time monthly production curve has turned downward since last July. Mitigating factors indicate only temporary drop: (a) January was 4-week month vs. December's 5-week. (b) It's normally slow radio month, evidenced by fact total radio production went down to 830,871 from December's 1,237,820. (c) Picture tubes haven't yet caught up to demand, and many factories began converting last month to new models. February may be slow month, too, due to Philco's one-week shutdown (Vol. 5:7).

January TV production broke down as follows: table models, 76,561; TV-only consoles, 30,408 (487 projection); TV-radio consoles, 14,269 (236 projection). FM fell to 147,733 from December's all-time high of 200,326. January FM breakdown: AM-FM table models, 76,677 (97 with phono); AM-FM consoles, 59,301 (250 without phono); FM-only and converters, 11,755.

CLOSED-CIRCUIT COLOR FOR MEDICOS: Now all-out for present system of TV, CBS once again categorically and emphatically asserts its stand on color TV is same as last October when FCC viewed its 6 mc mechanical color system in New York and President Stanton stated unequivocally: "There's absolutely no intention on our part to revive the color issue, nor have we anything up our sleeves" (Vol. 4:43). Latest unease over color followed announcement CBS would furnish its system to bring to June convention of American Medical Assn. polychrome pictures of surgical operations and diagnostic procedures from Atlantic City Hospital via closed circuit to Convention Hall. "It's not a CBS promotion," said Stanton. "We've simply sold or provided laboratory equipment, for pay and at a profit, to Smith, Kline & French Laboratories -- and there's no significance in it at all." Big Philadelphia pharmaceutical firm sees color TV as valuable tool for medical teaching, plans to employ system at various other medical meetings. It's expected 1,200 doctors will view demonstrations on 20 Zenith-built receivers, for which Webster-Chicago is making color components.

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Television Digest

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February 26, 1949

HAVE YOU STOPPED BEATING YOUR WIFE? Gusts from Capitol Hill this week whipped up those storm signals we warned about several weeks ago (Vol. 5:6). Senator Ed Johnson dumped a parcel of loaded TV questions on the FCC, and the Commission came back with a 17-page reply that represents its composite thinking. Though Commission doesn't say "this is what we're going to do," exhaustive replies outline its approach to TV's extremely complex problems so well that we've reprinted full text of questions and answers as Supplement No. 63 herewith and urge you to read it closely.

Like a surgeon being badgered in midst of a delicate operation, FCC is asked by Sen. Johnson about color, about preventing monopolies in manufacturing and telecasting, about vhf's effect on development of uhf, whether present channels deny entry into TV of "present-day smaller operators of AM", what's being done about "potentially monopolistic features" of Stratovision. Immediate impact of catechism, as reported in daily press, may chill receiver sales to some degree. For example, Sen. Johnson notes purchaser isn't being advised that "in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk."

Ironically, if receiver demand does shrink because of public trepidation or prolonged freeze, the 50 or more smaller manufacturers (whose side anti-monopolistic Sen. Johnson presumably is on) would be snowed under by big boys. FCC Chairman Coy maintained fairly united front, only Jones and Hennock going beyond colleagues on some points. Comr. Jones commits self for color now, goes further than rest in pointing out advantages of Stratovision. Unlike colleagues, Comr. Hennock thinks legislation feasible requiring FCC and Federal Trade Commission to keep public informed on probable future usefulness of receivers.

NEW AM AND FM GRANTS SLOUGHING OFF: If first 2 months of 1949 are any criterion -- and they probably are -- year will prove comparatively sluggish in new AM and FM station grants, applications, etc. So far this year, including this week (AM Addenda 3-H herewith), the FCC has granted 17 CPs for new stations, cancelled 7 CPs, received applications for 35, dismissed 25 applications. How near bottom of barrel applicants are scraping is indicated by grants, usually low power or daytime, to such towns as Georgetown, Del. (pop. 1,820); Prestonsburg, Ky. (pop. 2,328); Clayton, N.M. (pop. 3,188). And applications from: Greer, S.C., with one CP already (pop. 2,940); Colfax, Wash. (pop. 2,853); Stephenville, Tex. (pop. 4,768).

Picture is subject to change, of course, depending largely on what progress FCC makes in whittling down pending backlog of 458 applications for new stations, 263 for changes in facilities. Currently, it's dubious whether 1948's increase of 170 in licensed and authorized stations -- bringing total outstanding to 2,131 as of Dec. 31, 1948 -- will be repeated. Certainly, 1947's increase of 382 won't be duplicated. Maybe it's TV, maybe it's uneconomic, maybe even the engineers can't find any more room in the AM spectrum.

FM summary so far this year: CPs granted, 23; CPs cancelled, 26; STAs authorized, 17; applications filed, 3. Year 1948 was FM's heyday from station increase standpoint, 311 going on air -- year ending with 687 on air, 289 with grants but not on air, 85 applications pending. But now cancellations are just about offsetting new grants; applications have all but ceased coming in. Non-commercial FM is experiencing mild increase in applications, mostly for 10-watters.

FACETS OF THE DuMONT PRICE STORY: DuMont is now mass producing, is quoting lower prices (by \$20 to \$150) on most of its line, but continues to specialize in middle and higher-bracket product. Witness the reductions, effective March 1: Chatham, from \$445 to \$425; Stratford, from \$695 to \$595; Savoy and Winthrop, from \$795 to \$695; Westbury, from \$795 to \$745; Colony, from \$1,095 to \$945. The \$525 Meadowbrook, \$995 Club 20 remain same. Discontinued are Sutton, Whitehall, Westminster models. [For details about models, tube sizes, see our TV Directory No. 6, p. 49.]

Only new model now on line is de luxe Manchu (Vol. 5:5), 20-in. picture tube facing sidewise in swivel cabinet, one side jade green, other side mahogany, that can be turned according to decor of room. It has AM-FM and 2-speed phono, is priced at \$1,995. New prices on above line were to go into effect March 17 but leak led to March 1 date. This is first break in DuMont prices, points up several significant new angles on the DuMont story:

New 500,000 sq. ft. plant in Paterson, N.J., formerly occupied by Wright Aero, is now in production -- believed to be largest single radio factory in world. Mass production enables DuMont to move into markets heretofore getting only small consignments of its sets, because it has so largely concentrated on ripe New York-New Jersey area. Sales appeal will continue to be "class" and workmanship more than price, on theory people will pay for quality in TV as for autos. And president Allen DuMont says he thinks his company is now No. 3 producer, predicts it will continue to be, if you consider dollar volume of TV only -- thus disputing claim of Admiral's Ross Siragusa (Vol. 5:8). He bolsters this by pointing out that DuMont, practically alone among set producers today, has an assured supply of tubes -- makes them it-self, without any prior obligations to anyone else.

IMPROVED CIRCUITS & BIGGER PICTURES: Apace with downward trend in 7, 10 and 12-in. units, as reported recently in these columns, improved circuits and still more "expanded" pictures seem to be main trend discernible in current news from the factories. Then, of course, there are the DuMont price cuts (see story above) which may hasten reductions in higher-bracket units -- especially among smaller companies making 15, 16 and 20-in. UST made headlines several weeks ago with such reductions (Vol. 5:4), and Sightmaster reports its new glass-tubed 15-in. model will compete price-wise with RCA's 16-in. metal-coned units.

GE's new 10-in. Model 835 (\$325) and 12-in. 830 (\$399.95), both table, are due on market in few weeks, include automatic gain control that enhances picture sharpness and is said to reduce interference; sets contain 18 tubes, 3 rectifiers, same as old Models 810 and 814...Westinghouse has improved version of its basic 10-in. table model under full-scale production at Sunbury, incorporating automatic frequency control and automatic gain control for increased sensitivity in weak signal areas; price remains \$325.

Expanded pictures continue to be featured. Westinghouse is testing 10-in. table with circular picture, 68 sq. in. (vs. normal 52); switch permits rectangular picture if desired...Scott's 10-in. consolette (Vol. 5:7) at \$345 features 62 sq. in...Belmont, Raytheon subsidiary, reports 10-in. table and console models with 70 sq. in., table selling for \$299.95, console with 45rpm player for \$399.95... Belmont also has 7-in. portable with blown-up picture to 32 sq. in. (vs. normal 23) at \$189.45...Templetone coming out with still-unpriced 7-in. table model with built-in lens and dual-picture size control, like Garod and Hallicrafters (Vol. 5:8); picture blows up to 75 sq. in...New York Vim and Sears chain this week offered \$219 Automatic Radio Mfg. Co. 7-in. consolette for \$199 with magnifier that brings picture up to 48 sq. in., Vim throwing in free indoor antenna...Nielsen Radio Corp. discloses it's producing for brand name of "Mad Man" Muntz, Los Angeles (Vol. 5:6).

Sparton line, due on market in 45 days, reflects lowering 10-in. prices -- table, now priced \$269.95; console with AM-FM-LP (plus adapter for 45rpm), \$399.95, \$419.95 and \$439.95, according to furniture, all with 28 tubes...Vidcraft reported planning 10-in. table at \$179, which would be lowest yet, is now distributing direct-to-dealer line of 10-in. table at \$209.30; 12-in. table, \$276; 15-in. consolette, \$377.40; Vidcraft also reported planning to sell to private brands...Freed showed 16-in. models this week, really its advent into TV field. Line of consoles

Attributable in large part to TV boom ("pace of expansion so rapid that at opening of 1949 TV was 2 years ahead of most optimistic forecasts"), Radio Corp. of America's 1948 gross income from all sources zoomed to \$357,617,231, net profit after all deductions to \$24,022,047 (equal to \$1.50 per share). This compares with 1947 gross of \$314,023,572, profit of \$18,769,557 (\$1.12 per share). Annual report shows NBC accounted for \$70,949,218 or 19.8% of company's 1948 gross, compared with \$65,690,001 or 20.9% in 1947. Operations of RCA, RCA Victor, RCA Labs, RCA International and domestic subsidiaries other than NBC, RCA Communications and Radiomarine accounted for \$270,572,705, up 16% from 1947's \$233,308,803. Interesting sidelights in report: RCA personnel at end of 1948 totaled 41,791; stockholders, 206,193; common dividend increased from 30¢ to 50¢ per share last Dec. 3; earned surplus, \$79,499,479, up \$13,940,725 from surplus at end of 1947.

For arrant, irresponsible nonsense, excelling even the gossip columnists for sheer phoniness and inaccuracy, read this mish-mash from the department headed "Flora-bel Muir Reporting-" in Feb. 7 *Los Angeles Mirror*: "Behind the scenes in radio and television a gigantic battle is raging between Radio Corporation of America and General Electric . . . GE got the jump on RCA when it took over (*sic*) the Corning Glass Co., which blows the glass for television tubes. DuMont was in on this deal but RCA couldn't buy a Corning tube for love or money . . . RCA, finding itself shut out, huddled with its technical men and reports have it that any day now it will be on the market with 16-inch tubes and in COLOR! This news is like a storm warning of a hurricane . . ." and so on, ad ridiculum, into issues of Feb. 9, 10 and 16, too.

Philco, in answer to reports it intends to incorporate RCA's 45rpm player in sets, "deplores the lack of standardization in the phonograph industry . . . will continue to market its phonograph instruments equipped with long-playing mechanisms, and at the present time has no plans to produce 45rpm record players." But, rumors won't down. Columbia won another LP adherent when high fidelity record maker Concert Hall Society Inc. announced it was issuing 33½rpm discs. Admiral's Ross Siragusa also announced company would include 45rpm in future combinations.

TV stock at 1¢ and 25¢ par! Currently advertised is Trad Television Corp., Asbury Park, N. J., making 3x4-ft. projection unit for public places under trade-name Tradivision; issue is 3,000,000 shares of 1¢ par stock, of which 1,200,000 go to Victor and George Trad and John Sinkey, officers, being sold through Tellier & Co., New York, at 25¢ per share. And Major Television Corp., New York set maker, offering 299,600 shares of 25¢ par stock at \$1 per share through Mencher & Co.

International Detrola, now largely in steel (about 47%), has changed name to Newport Steel Corp., reports net profit of \$1,000,858 (84¢ per share) on sales of \$20,496,904 for 3 mo. ended Jan. 31, first quarter of its fiscal year, which compares with \$236,624 profit on \$18,312,613 sales same period last year. Sales for fiscal year ended Oct. 31, 1948 were \$69,314,489, profit \$1,710,083 (\$1.40 per share).

Some details of RCA's 16-in. metal-cone tube, described at New York IRE meeting Feb. 23 by H. P. Steier of Lancaster plant: length, 22½-in.; weight, 11 lbs. (same as 10-in. all-glass); face thickness, 3/16-in. Tube's ruggedness was demonstrated by plunging it alternately into boiling water and liquid air without breakage.

Notes from the TV stations: WCBS-TV New York, instituting basic night hour rate of \$1,250 as of April 1 (up from \$1,000), which compares with its WCBS Class A \$1,350 rate . . . KFI-TV, Los Angeles, is first station to operate daytime-only, starting March 1 will telecast 7 days weekly, 12 noon-6 p.m., emphasizing news, audience participations, homemaking, music; new rate card sets \$150 daytime hour base . . . WTMJ-TV, Milwaukee, on Feb. 28 adds 10 hours weekly to schedule, making it about 45 hours per week, starting telecast day 2:30 Mon.-Fri., 3:30 Sat.-Sun. . . WMAR-TV, Baltimore, on March 1 hikes base night rate from \$250 to \$300 . . . WCBS-TV, New York, now installing new 16-element sleeve dipole antenna system atop Chrysler Bldg., will take 3 mo. for full job, start testing bottom level of 4 units about March 5 . . . WTTG, Washington, aiming to get new, higher power Arlington (Va.) transmitting plant in operation by April 1.

TV station sponsorships: New spot users on WNBQ, Chicago, are Cushman Rug Co., Belltone Hearing Aid Co. . . . WGN-TV starts *Women's Magazine of the Air* Feb. 28, Mon., Wed., Fri., 4-4:30 p.m., Hyland Electric Supply Co. sponsoring . . . Maison Blanche dept. store and 7-Up dividing wrestling and boxing on WDSU-TV, New Orleans, which also has D. H. Holmes dept. store sponsoring Korda films and local *Date With Pat Tobin* . . . New national spot accounts on WCAU-TV, Philadelphia, include General Time Instrument Corp. (Westclox), Lewis Hotel Training Schools, Peter Paul Candy, Atlantic Refining, Saturday Evening Post . . . Baltimore's Hecht dept. store and Bendix combine for store's TV Exposition Feb. 28 week, with WAAM carrying daily quiz *Let's Pop the Question* at 2:15 and 6:45 p.m. as well as closed-circuit demonstrations . . . United Airlines to use TV spots in April, thru N. W. Ayer.

Network sponsorship notes: CBS-TV signs Toni Co. for 9-9:30 p.m., Thu., starting mid-May, format of show undecided; also adds second sponsor, Wine Advisory Board, to *Dione Lucas Cooking Program*, jointly with Scott Paper Co., Thu., 8-8:30 p.m. . . . Camel Cigarettes on Feb. 28 starts *Camel Sports Caravan*, boxing from Philadelphia Arena, on 7 DuMont stations, Mon., 10 p.m. . . . American Oil Co., sponsored Army boxing championships on 11 NBC-TV stations Feb. 26 . . . RCA Victor expands NBC-TV *Kukla, Fran & Ollie* to 13 more stations via kine-films.

TV program notes: Milton Berle back on *Texaco Star Theatre* March 1 . . . WCBS-TV "showcasing" *Manhattan Showcase*, new talent show starting Feb. 28, Mon., Wed., Fri., 7:15-7:30 p.m. . . . Chicago Ford dealers considering sponsoring kine-films in evening of same day's baseball games on local outlet, thru J. Walter Thompson . . . Charles MacArthur, playwright, editor of *Theater Arts*, preparing hour show for World Video, with critic discussing week's theater happenings and some enactments from current plays . . . WNBT, New York, to carry *Mystery Chef*, Tue., Thu., 3-3:15 p.m., starting March 1; also *Sucker Money Casino*, audience show exposing tricks of gamblers, Wed., 6:30-7 p.m., starting March 2 . . . NBC-TV signs with American Educational Theater Assn for series titled *NBC Television University Theater* to start in spring: plays staged by theaters and drama schools of more than 100 universities.

Appeals from actions of FCC and Secretary of Agriculture would be affected by H. R. 2915, introduced this week by Rep. Sam Hobbs (D-Ala.). He says its purpose is "to give a man a run for his money in the lower courts, also to ease burden of Supreme Court."

Personnel notes: Clifford J. Durr, ex-FCC commissioner, now Washington attorney, elected president of National Lawyers Guild . . . Frederick R. Kappell, ex-operations v.p. of Northwestern Bell, elected v.p. in charge of AT&T Long Lines . . . Paul deMars, Washington consulting engineer, off for Iran for 6-mo. communications study, part of over-all survey by Boston consulting engineers Jackson & Moreland . . . Ernest Marx, DuMont sales chief, off for West Coast Feb. 25 to look over distributing-merchandising field; will be at Town House, Los Angeles, for about 10 days, then at San Francisco's Fairmount Hotel . . . Kendrick H. Lippitt, ex-consulting engineer with George C. Davis, now chief engineer of Technical Appliance Corp. (Taco antennas) . . . Allan B. Mills named gen. sales mgr. of RCA Home Instrument Dept., H. M. Rundle taking his place as merchandise mgr. . . . Wm. E. Neill, ex-WFIL-TV, named sales engineer for TV-microwave engineering dept., Raytheon . . . Stanley M. Abrams named TV division sales mgr. of Emerson Radio, Harold E. Karlsruher, sales mgr. for home radios . . . Donald J. Mercer, new director of NBC Radio Recording Division, succeeding Robert Friedheim, who becomes sales mgr. of World Broadcasting System (Ziv) . . . Richard Steele, ex-WBKB, now production facilities supervisor of WNBQ, Chicago . . . Edwin R. Peterson, ex-ABC, named MBS Central Division manager in Detroit.

Much more than mere dropping of Avco procedure on sale of stations is involved in FCC proposals to revise methods of handling applications, as made public this week (Docket 9061, Mimeo 31593). Proposals include 3-week advertising of applications for new stations or for changes in facilities transfers renewals; also 90-day cut-off of competing applications after date of first ad. Commission asks for comment will decide after April 14 whether oral arguments should be heard.

Another telecaster moves into sports promotion with Crosley announcing formation of Telesports Inc., capitalized at \$100,000 to "assure availability of [sports] events for TV." CBS recently bought 25% of Tournament of Champions Inc. for same purpose (Vol. 4:49); WFIL-TV owns Philadelphia Arena; Chicago's WBKB puts on own boxing from Michigan City Arena.

RCA's new life-size projection TV system, throwing pictures up to 6x8 ft., now comes so projector can be hung from ceiling. Set sells for \$2,500, is substantially same as reported last summer (Vol. 4:32). Also in big-picture projection field, new Electronic Controls Inc., 69 Glenwood Place, East Orange, N. J., announces "packaged unit" that permits use of any TV set to throw pictures up to 6x8 ft. Company also produces remote control device permitting set operation from distance, is owned by Tele-Video Corp., Philadelphia (Vol. 4:44).

TV facets of RMA's "Spring Conference" March 15-17 in Chicago's Hotel Stevens: servicing, by committee under A. T. Alexander (Motorola); receiving antenna problems, by group under A. D. Plamondon (Indiana Steel Products); set statistics, by Set Division Executive Committee under George M. Gardner (Wells-Gardner).

Magnetic recording of pictures on tape was one of many ideas explored by big magnetic tape maker Minnesota Mining & Mfg. Co., St. Paul. Company figured that it was theoretically possible, but forgot it in a hurry when costs "just to investigate possibilities . . . ran into several millions."

Reminiscent of old DX cards is "Television Pioneer Club" card mailed by San Francisco's KPIX to people sending in reception reports.

Zoomar and Balowstar lens inventor Dr. Frank Back will work with ABC as optics consultant.

Variety for Feb. 23 publishes "Scorecard on NBC Casualties," estimates 11 name-program defections to CBS are losing NBC \$6,965,000 in annual billings. It also speculates on possible defections next of affiliates with superior facilities, notes: ". . . while TV might be big-time in New York, Chicago and a few key markets, for the majority of the broadcasters radio is still the big noise and will be for the next few years . . . the rank and file NBC affiliate operator—Seattle, Duluth, Dallas, etc.—won't go along with the concept that topflight radio programming can be fought by video . . ." Burden of placating stations falls on NBC president Niles Trammell, at affiliates meeting in Chicago's Stevens Hotel, Feb. 28 and March 1. He's quoted in off-the-cuff comment to effect that even with 6,000,000 TV sets at end of 1950, "you can't minimize radio and its 70,000,000 receivers and 38,000,000 homes as the more potent of the two media." Perhaps 5 or 10 years hence, "but NBC at this stage of the game doesn't intend to sell radio short."

Advertising Age of Feb. 21 lists 44 ad agencies whose over-all 1948 billings ran \$10,000,000 or more, mostly estimated, top 20 being (000,000 omitted): J. Walter Thompson, 115; Young & Rubicam, 75; BBDO, 72.1; N. W. Ayer, 67; McCann-Erickson, 54; Foote, Cone & Belding, 52.6; Dancer-Fitzgerald-Sample, 37; Grant Adv., 37; Ruthrauff & Ryan, 36; Benton & Bowles, 34; Wm. Esty, 30; Biow, 28; Newell-Emmett, 26.4; Kenyon & Eckhardt, 26; D'Arcy, 24; Erwin, Wasey, 23; Compton, 22; Maxon, 21.6; Fuller & Smith & Ross, 20; Kudner, 20. All 44 billed \$1.1 billion.

Dollars and cents figures on TV production costs make 6-page "Television Today & Tomorrow" feature in Feb. 25 *Tide Magazine* informative reading. Story reveals Milton Berle getting \$7,000 a week for *Texaco Star Theater*, which itself costs \$14-15,000 although originally budgeted at \$10,000. Facts and figures on what advertisers are paying for rights to sports events, film costs, etc., are authoritatively detailed.

Seeking "practical, realistic" data about TV for benefit of investors, *Barron's Weekly* is currently surveying telecasting executives with 12-point questionnaire asking about Stratovision, polycasting, synchronization, phone-vision, costs of operation, color, sets, etc.

Observation on "record war" by the *New Yorker* (Feb. 19): "With the prospect of three kinds of records, and with paper-tape and wire recorders already being sold for home use, it seemed to us as if the industry might have gone and invented itself to a standstill. . . ."

New 216-p. TV set servicing manual, *Photofact Television Course*, has been issued by radio manual publisher Howard W. Sams Co., 2924 E. Washington St., Indianapolis. Book is based on lectures by A. C. W. Saunders, edited by B. V. K. French, sells for \$3.

"Getting back to radio after perhaps too profound an immersion in television is an experience not much different from seeing the Museum of Modern Art's old silent films." —John Crosby, *New York Herald-Tribune*, Feb. 24.

Petition for 10-watt religious FM stations was filed this week by Southern Baptist Convention and Baptist General Convention of Texas (Vol. 4:50). Request is for rule-making to amend non-commercial educational FM rules to allow grants to churches. First group says it represents 6,750,000 Baptists. Second reports 180 Texas churches indicate they're "definitely interested" in FM.

New York's 6-station Rural FM Radio Network and Cornell U are working on "merger" of some sort, not sale of network, to stiffen network's financial backbone, pare down costs. Cornell operates WHCU and WHCU-FM, aims at same farm audience to some extent.

comprises TV-only 32-tube Sheraton, \$625; 40-tube Chinese Chippendale, \$795; same in Regency, \$845; 43-tube DeLuxe Chippendale with AM-FM-phono, \$1,295.

Philco's new installation policy puts it squarely up to customer: If he can get by with indoor aerial, installation cost will be about \$10. If outdoor antenna, etc. are needed, cost will run \$30 or more. One service call is free, but year's replacement-of-parts warranty is included in price of set...Apparently, we were bit premature in reporting Colonial will soon be out with own brand-name models (Vol. 5:8); that's the talk at parent Sylvania, but no top level decision yet...Philips Industries Ltd., Montreal, has started producing 12x16-in. Protelgram projection console with AM, to sell for \$1,100...AMI Inc., 127 No. Dearborn, Chicago, is experimenting with jukebox-TV combination but says it hasn't decided yet whether to place it on market...Philco Distributors Inc., resuming pre-war junkets for dealers, has chartered liner Queen of Bermuda for Havana cruise from New York May 27.

PROGRESS REPORTS ON VHF-UHF: Efforts to straighten out technical kinks continued this week, with (1) Ad Hoc Committee straining to wrap up its vhf propagation report for FCC's perusal, hoping session next Friday will tie the knot, and (2) Synchroming of Detroit's WWJ-TV and Cleveland's WNBK accomplished. This should prove acid test of interference-reducing system when WWJ-TV goes to full power and troposphere kicks up, neither of which has yet happened. Incidentally, we erred last week in reporting (Vol. 5:8) that RMA committee recommended entire uhf be used for monochrome; it committed itself neither on color nor on amount of spectrum to be devoted to monochrome. JTAC report (Vol. 5:8), now before FCC, suggests it may be necessary to go above 890 mc for color, recommends space between 900 mc and 6000 mc be set aside for it. It also suggests propagation study be started, perhaps coordinated by Central Radio Propagation Laboratory and using military money.

Note: Despite squall warnings from Capitol Hill (see p. 1), effort to thaw freeze by end of April or early May isn't being relaxed by mainspring Chairman Coy. Indeed, 2½ days of work on draft of reply to Sen. Johnson (only Comrs. Walker and Sterling absent) represented first real Commission meetings on TV, may conduce to crystallizing thoughts into action. Biggest intra-mural obstacle seems to be thinking of some that vhf allocations cannot be separated from uhf.

THEY STILL APPLY, DESPITE FREEZE: Applications for low-band (vhf) TV continue to be filed, one by one, with many more known to be ready for FCC's hopper the moment policies are clarified. Indeed, it's good guess that even after FCC unfreezes vhf, there will be no wholesale speedup of grants and construction for awhile because competitive hearings will be required in most major markets, in many secondary areas too. This week brought in 3 new applications, making total now pending 317:

(1) Westinghouse's WOWO, Fort Wayne, Ind., seeking Channel 2 -- making it 3 for 4 pre-freeze channels. Westinghouse operates WBZ-TV, Boston, is applicant for Pittsburgh (where it also proposes Stratovision) and Portland, Ore. Only other city where it has AM is Philadelphia, but it hasn't applied there.

(2) New Brunswick (N.J.) Home News, operating WDHN-FM, applicant for AM, seeking Channel 8 with directional antenna to protect co-channel and adjacent channel stations (in New York, Philadelphia, Wilmington, Atlantic City, Allentown, Harrisburg). Application includes petition for rulemaking since FCC never assigned any channel to New Brunswick, which is only 31 mi. from New York.

(3) WINC, Winchester, Va., seeking Channel 12 for 31.5 kw "rural" station to operate from its present FM site atop 2,355-ft. Signal Mountain. Also submits petition for rulemaking since FCC has proposed assigning No. 12 as community channel to Fredericksburg, Va., and CBS has proposed moving No. 12 into Washington (Vol. 4:27). [For details about all foregoing applications, see TV Addenda 6-H herewith.]

Reason George Storer withdrew bid for WHAS, Louisville, was stated as desire to concentrate on his Detroit WJBK-TV, Toledo WSPD-TV, Atlanta WAGA-TV and to prosecute his applications for Miami and Wheeling. Hearing on extension of WHAS-TV completion date is Feb. 28 in Washington; hearing on Crosley purchase of WHAS (plus FM and CP for TV) is March 2. FCC wants to probe possible overlap with WLW. Comedian Bob Hope withdrew his competing application last week (Vol. 5:8).

Paramount signed consent decree with Dept. of Justice Friday (Feb. 25), very much along line previously reported (Vol. 5:7): Paramount will form 2 new companies, one production, one theater, former acquiring Los Angeles KTLA and 29% holdings in DuMont, latter Chicago WBKB; will divest itself of interest in about 800 of its 1,450 theaters, mainly jointly owned with local operators; must separate control and management of 2 companies within year. Stockholders get shares in picture company, certificates of interest in theater company; splitup will be tax-free, subject to stockholder approval. Proposed judgment goes before Federal district court in New York March 3. It follows line of last November's RKO decree. Negotiations are still under way with other defendants in recent Supreme Court anti-trust decision: Loew's, Warner Bros., 20th Century-Fox.

Rumors about FCC Chairman Coy's intentions persist—but they're still merely unverifiable rumors—so frequent that he now simply shrugs them off. Best dope seems to be he'll stick it out till fall at least, maybe longer if pay raise bill passes Congress. Last reported proffered job was Byron Price's old one with Eric Johnston's MPA in Hollywood. Rumor that Comr. Webster doesn't want reappointment when term expires June 30 are answered by that communications veteran thus: "I am not seeking reappointment. I will accept reappointment if offered." And acting chief engineer John Wiloughby says he isn't quitting (though 31 years of Govt. service entitles him to retirement) even if Ralph Clark gets top job, as expected (Vol. 5:8).

Notes on upcoming new TV stations: Very good results reported on tests of WAGA-TV, Atlanta, now preening for March 8 regular schedule . . . Miami's WTVJ also on air with test patterns and tone, now definitely set for March 21 commercial start and building up to opening with "on the hour" spots on Wometco's WMIE, with 5-min. dealer-sponsored newscasts, trailers on all Wometco theaters screens urging folks to visit dealers and see new sets . . . WICU, Erie, Pa., begins test patterns March 1, definitely goes on schedule March 15 meanwhile is conducting "See Yourself on TV" exhibits in downtown dept. stores, running big promotion in *Erie Dispatch*; it won't get on coaxial for awhile yet, due to lack of terminal facilities, despite fact cable runs right thru Erie . . . KGO-TV, San Francisco, now offering Channel 7 test patterns 1-5 p.m., Mon. thru Fri. . . Good progress reported on construction of new WKRC-TV and WCPO-TV, Cincinnati.

WDEL indignantly repudiates charges by WAMS, Wilmington, Del., that it misrepresented to FCC state of its CP for TV (Vol. 5:8), enumerates in reply petition what it has done since CP was granted Dec. 23, 1947: all equipment ordered, \$100,000 spent on preliminary engineering and construction (grading, boring, road clearance), NBC affiliation contract effective May 1. Steinman station asks FCC to dismiss or deny WAMS petition (it also applied for TV channel) and grant WDEL-TV second extension of completion date.

GE will showcase its WOR-TV transmitter (Channel 9) during IRE convention, taking delegates by bus to North Bergen, N. J. installation daily at 2 p.m., March 7-9. Building is completed, installation about complete. Tower will rise 805 ft. above Hudson Palisades, 973 ft. above average terrain. It's only 2 mi. airline from Times Square, and GE calls it "best placed TV station in U. S." Looks now like May tests, though WOR isn't promising anything definite yet.

CBS president Frank Stanton will be speaker at IRE convention's annual banquet, March 9. His topic: "Television and People." New York convention runs Mar. 7-11.

NBC Research counts 1,180,000 TV sets in use as of Feb. 1, according to its monthly 'census' report estimating sets installed and number of families within 40-mi. service area (.5 Mv). The detailed listing:

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	450,000
Baltimore	3	732,000	40,600
Boston	2	1,175,000	45,100
Philadelphia	3	1,184,000	119,000
Richmond	1	130,000	6,900
Schenectady	1	258,000	16,000
Washington	4	691,000	34,200
New Haven	1	557,000	19,000
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	12,300
Chicago	4	1,438,000	75,000
Cleveland	2	695,000	24,700
Detroit	3	839,000	39,500
Milwaukee	1	327,000	16,200
Pittsburgh	1	742,000	5,400
St. Louis	1	474,000	20,000
Toledo	1	241,000	7,500
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	500
Atlanta	1	233,000	5,500
Cincinnati	1	384,000	14,500
Dayton	1	291,000	2,000
Fort Worth	1	269,000	3,000
Dallas (a)	-	277,000	4,000
Houston	1	217,000	2,800
Los Angeles	6	1,372,000	89,300
Louisville	1	188,000	3,900
Memphis	1	177,000	2,800
Minneapolis-St. Paul	1	333,000	9,500
New Orleans	1	225,000	3,800
Salt Lake City	1	93,000	2,500
San Francisco	1	825,000	3,800
Seattle	1	307,000	2,800
Syracuse	1	199,000	2,000
<i>Stations Not Yet Operating</i>			
Erie	1(b)	112,000	400
Indianapolis	-	281,000	700
Miami	1(c)	117,000	1,100
Providence	-	1,011,000	5,200
Others	-	-	88,500
TOTAL	-	-	1,180,000

(a) Included in coverage of Ft. Worth station. (b) Now testing, starts regular operation March 15. (c) Now testing, starts regular operation March 21.

Joint survey of 3,500 Washington homes by WMAL-TV, WNBW and WTTG Feb. 8-15 shows this distribution of set-ownership, by head of family occupation: managers, officials and professionals, 68% (they comprise about 25% of population); clerical workers, 17%; laborers and craftsmen, 8%; retired or unemployed, 7%. Length of set-ownership averages about 5½ months. Number of sets installed, based on projection of survey, is 35,850, agrees very well with Feb. 1 figure of 34,200 based on Electrical Assn. reports of sales. Types of sets owned: 10-in., 63%; 12-in., 20%; 7-in., 10%; 5-in. (kits?), 3%; balance, "other."

Speedup of AT&T's new coaxial-microwave links is in offing, indicated by last week's announcement of additional East-Midwest circuits May 1 (Vol. 5:8) and by this week's application for single-channel, 2-hop, 10 mc microwave relay from Boston to Providence on 4090 and 4130 mc. Latter project would cost \$140,000, be completed within 8 months, or before end of this year.

Dick Richards has asked FCC to permit him to appear in person "to admit the wrongfulness of certain acts and to give the Commission satisfactory assurances against a recurrence," thus holds Comr. Webster's March 16 Los Angeles hearing will be unnecessary. "He now realizes," says petition, "that some groups have abused his fears of communism to their own ends." He's charged with ordering news on his Los Angeles KMPC slanted.

TV enabled President Truman to be in 2 places at once Thursday night. He dined with Jackson Day diners at Hotel Mayflower, then delivered address before Statler Hotel Democrats after dinner. RCA installed three 6x8-ft. projection receivers in Mayflower dining room plus half dozen regular sets in other rooms.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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March 5, 1949

UHF TO BE ADDED, NOT VHF TAKEN AWAY: Whatever the public prints may report, whatever any public or private individual may opine personally, this can be stated unequivocally to those of you worried about loose talk from Washington:

There's no plan afoot to take away any of TV's present 12 channels.

In as straightforward language as any ex-broadcaster-newspaperman could possibly employ, FCC Chairman Wayne Coy told NBC affiliates in Chicago Tuesday: "I see no reason to expect, unless there is a major catastrophe, that Channel 4 or any other vhf channel is not going to be available for a hell of a long time...Don't get alarmed. There's no present proposal to change them, in spite of all you hear."

Reference was plainly to misapprehensions growing out of FCC's question-answer letter to Senator Johnson last week (Supplement No. 63), and the confusing news reports resulting therefrom. Even the usually careful AP scared lots of prospective TV set buyers, got many manufacturing-telecasting folks in a dither, with Washington dispatch by an obviously uninformed reporter stating: "The government's radio officials would like to put TV signals into higher frequency bands -- too high for present sets...in the uhf band. It is now limited to 12 vhf bands which the Commission termed inadequate. The move, it said, would make present sets obsolete..."

FCC of course is planning to add uhf to provide more channels for service to more areas, requiring added circuits to receive such new stations when they're built -- a year or more hence. But this is really what it said about the present 12 channels, with no dissents on this wording: "Television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely...No proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels...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 uhf channels are added."

This statement of policy and opinion, its text somewhat elided [for full text, see Supp. 63], represents the official position of FCC. It bore no dissents, though additional opinions were stated by Comr. Jones (on color) and Comr. Hennock (on FCC and/or Trade Commission warning buying public about possible obsolescence).

MORE LIGHT ON FCC'S APPROACH TO TV: "Encouraging" is what Senator Johnson called FCC's answers to his hot TV questions of last week (Vol. 5:9, Supp. 63). But were they satisfactory? He preferred, he told us, to use the word "encouraging." He gave no indication of what's next on his Interstate & Foreign Commerce Committee's agenda. But he says TV problems are "very important, will get more study."

FCC Chairman Coy's TV quiz program went on the road this week, played in Chicago, this time before a friendlier audience -- NBC affiliates' meeting (see story, p. 3). Answering TV questions from the hip, he loosened up a little on details:

1. Freeze's end? FCC believes it almost certain by July 1, possibly during May or early June. Ad Hoc report should be available "maybe not later than March 11." Hopes in synchronization remain high, experiments continue (Vol. 5:1-9). Note: Mr. Coy may be too optimistic. After this Friday's Ad Hoc session, it looks as if

another engineering conference may be needed, regardless when Ad Hoc committee completes current project. Such a conference might have to apply to a tentative allocation plan latest data on synchronization, desired-to-undesired signal ratios, etc.

2. Uhf monochrome or color? "If we are to have a nation-wide system of television within the immediate future, [stations] must be on the present standards and in the uhf. I think it likewise makes sense there be space reserved in the uhf for continued experimentation in...color television, high definition black-and-white and stratovision."

3. Mix uhf and vhf? If you assume minimum of 4 stations needed in each of first 140 markets, as some do, you have to mix them in about 120.

4. When will first commercial uhf station go on air? "My own opinion, 1950."

Stratovision provides an interesting sidelight. FCC was by no means bearish about it in answer to Sen. Johnson last week. And this week, Mr. Coy said he thinks experimental space should be provided for it in uhf. But Westinghouse president Gwilym Price was quoted this week as saying project has been put on "dry ice." Whatever he meant, Westinghouse engineers say expensive flights have been halted but paper work goes on nevertheless, while company awaits assurance from FCC (and Congress) that it isn't working and spending in vain. It won't be surprising if somebody else (maybe the military) will decide to risk money and work on flights while Westinghouse is voluntarily grounded.

Though Mr. Coy's answers are an attempt to give an eager industry some of his thinking, it must be remembered he doesn't say they're Commission decisions or thinking. Some of his colleagues feel that they can't yet foresee their decisions on some major questions. For example, there's still some thinking that vhf and uhf might better be allocated simultaneously, which could delay freeze's end. But no one can tell whether that idea will fade or grow.

AT&T SPEEDS UP INTERCITY LINKS: TV operators can look for AT&T to meet their intercity connection requirements on expedited time basis henceforth. Coaxial-microwave construction spurt announced this week promises: (1) Addition of 13 cities to 14 now on East-Midwest hookups by end of 1949. (2) Addition of 3 more New York-Philadelphia circuits, making 7 in all, and of one more Philadelphia-Washington circuit, making 5, also by end of 1949. (3) Completion of New York-Chicago-Des Moines 2-way radio relays, with coaxial extension from Des Moines to Minneapolis, by end of 1950. Extensions to Des Moines (taking in Davenport-Moline-Rock Island) and Minneapolis were disclosed for first time.

All this is in addition to May 1 installation of 2 more circuits between Philadelphia-Chicago, making total of 3 (Vol. 5:8), and of contemplated early 1950 completion of Los Angeles-San Francisco, 9-hop, single circuit radio relay (Vol. 5:7). Here's starting schedule for additional cities this year:

Summer 1949: Boston-Providence microwave, single circuit, one hop (Vol. 5:9); Philadelphia-Wilmington microwave, single circuit, direct.

Fall 1949: Erie, Pa., receiving only, on Cleveland-Buffalo coaxial; Lancaster, Pa., receiving only, on Philadelphia-Pittsburgh coaxial; Buffalo-Rochester microwave, single circuit, one hop; Toledo-Dayton coaxial, 2 into Dayton, one out; Dayton-Columbus microwave, 2 into Columbus, one out, 2-hop; Dayton-Cincinnati microwave, 2 into Cincinnati, one out, 2-hop.

End of 1949: New York-Albany coaxial, 2 northbound; Albany-Syracuse microwave, 2 westbound via Schenectady and Utica-Rome.

New York-Des Moines relay will have 46 intermediate stations, the 33 on route to Chicago already well under way, Des Moines extension blueprinted and its 13 sites already optioned. Microwave relays will use new Bell Labs triode tube permitting immediate use of 3 circuits (Vol. 5:6).

Note: In Chicago this week, NBC-TV operations chief Carleton Smith told affiliates "if all goes well we could have our coast-to-coast network in 1953." He also forecast, for early 1950, links into Harrisburg, Norfolk, Memphis, Indianapolis, Fort Wayne; in September, 1950, Johnstown, Reading, York; October, Louisville.

To meet big demand, we've run off extra copies of our 6-page Supplement No. 63, text of *FCC Views on Present and Future Status of Television*, as set forth in letter to Sen. Johnson, (Vol. 5:9), and these are available to subscribers at \$2 each, or at \$1 each in quantities of 10 or more.

Hoover Commission on government reorganization thinks FCC ought to establish immediate short-range policy to deal with heavy backlog of work, recommends functional division of FCC (broadcast, telephone and telegraph, other services), continuance of FCC as independent agency and of 7 commissioners, isn't sold on panel idea (afraid commissioners might become too parochial in viewpoint). Study finds commissioners overburdened with routine work, spending too much time on broadcasting, establishing policies and then making decisions at variance with those policies, diffusion of responsibility in staff work.

Daily meetings are the order for ASCAP-TV Music Committee negotiating TV rights to ASCAP music. Present temporary arrangement was extended last week to April 1 while complex details are thrashed out. NBC's Robert P. Myers heads NAB committee, including Harold Burke, WBAL-TV; Robert L. Coe, WPIX; William Fay, WHAM-TV; Clair R. McCollough, WGAL-TV; Donn Tatum, Don Lee, Julius Brauner, CBS; Mortimer Loewi, DuMont; Joseph A. McDonald, ABC; Theodore Streibert, WOR (ex officio).

Because FCC feared AT&T's TV tariff modifications, relaxing absolute ban on interconnection with other systems and widening exchange areas (Vol. 5:3), would muddy hearing record on subject (Vol. 4:49, Vol. 5:6), it suspended putting them into effect until June 1. They were supposed to become effective March 1. FCC hopes to hand down ruling on AT&T's interconnection ban shortly.

Walter Reade chain's New Majestic Theatre, Perth Amboy, N. J., is using life-size (6x8-ft.) RCA projection TV (Vol. 5:9) in 25x40-ft. lounging room on mezzanine floor, filled to 100 capacity since Feb. 16 opening. It's believed to be first such movie theater installation in country.

Latest uhf TV experimental application filed this week by Detroit's Radio Electronic School, for 500-520 mc, 100 watts visual, 50 watts aural; it plans to spend \$47,000 on construction, \$10,000 operating. Among 4 partners, L. E. Howard is electronics engineer, ex-WJLB, Detroit.

Hearing on Dick Richards stations (on charges of slanting news) goes on as scheduled but on March 23 instead of March 16 as originally set. Richards had asked that hearing be waived in petition for personal appearance before FCC (Vol. 5:9).

ABC gross for 1948 was \$54,047,043, net after taxes \$468,676 (28c per share), compared to 1947 gross of \$52,922,884, net \$1,520,756 (90c)—drop in earnings due to TV costs.

Motorola credits TV for rise in net sales to \$57,370,725 for fiscal year ending Nov. 30, compared with \$46,679,149 for 1947. Net income went to \$3,312,851 (\$4.14 per share) from \$2,510,411 (\$3.14).

TV shows like Admiral's *Broadway Revue* "with acts like the Champions, Sid Caesar, Imogene Coca and Mary McCarty, equals the best that Broadway has to offer," says March 7 *Life Magazine*, devoting 4 pages to program.

Paramount consent decree (Vol. 5:7,9) was approved March 3 by Federal district court in New York, must now be voted on by stockholders meeting April 12.

CBS's always potent promotional guns turned loose this week, immediately in wake of NBC affiliates meeting in Chicago, with Frank Stanton letter to advertisers extolling its position in program ratings, radio facilities, TV. Also striking full-page ad in March 2 *New York Times* and March 4 *Wall Street Journal* showing CBS-TV camera with only this text: "CBS is setting the pace with 4 of the 5 largest-audience programs in Television today—3 of them CBS package programs. At CBS programming is the important thing in Television." Stanton's letter claims 3 of top 5 TV shows, referring doubtless to February Hooperatings of *Arthur Godfrey's Talent Scouts*, second, 56.1; *Toast of Town*, fourth, 48; *Godfrey's Chesterfield Show*, fifth, 46.6. Now watch for NBC counterclaims about TV: *Texaco Star Theater*, first, 76.6; *Admiral Broadway Revue* (with DuMont), third, 50.6. The Pulse Inc. TV report for February gives 2, 3, 4 positions to the CBS shows in New York, puts Admiral fifth; it rates these as top 10 for combined New York-Chicago-Philadelphia areas: *Texaco*, NBC, 66.5; *Godfrey* (Chesterfield), CBS, 50.1; *Toast of Town*, CBS, 43.2; *Admiral*, NBC-DuMont, 42.7; *Kraft TV Theater*, NBC, 36.8; *Phil Silvers Show*, NBC, 36.8; *Amateur Hour*, DuMont, 34.1; NBC Friday boxing, 32.7; *Lanny Ross Show*, NBC, 31.1; *Break the Bank*, ABC, 30.1.

Upward trend in TV station rates is pointed up by these key station changes announced this week: WCBS-TV and WNBT, New York, base night hour rate \$1,500 effective April 1, present advertisers protected on old \$1,000 rates to Oct. 1 (WCBS-TV last week had planned \$1,250 rate; Vol. 5:9); WABD, New York, base rate \$1,250, effective March 1, prior advertisers protected at old \$1,000 rate to Sept. 1. And 10-week-old DuMont WDTV, Pittsburgh, on April 1 ups base rate from \$250 to \$300. Since publishing our Jan. 1, 1949 *TV Directory No. 6: Television Rates & Factbook*, we estimate 3 out of 4 stations have upped rates. We'll have all their cards in *TV Directory No. 7*, out about April 1.

TV network sponsorships: Lincoln-Mercury Div., Ford Motor Co., takes over sponsorship of *Toast of the Town* with Ed Sullivan on CBS-TV, March 27, 8-9 p.m., Emerson dropping after March 13 show (Emerson president Ben Abrams promising to return with another TV show soon) . . . General Electric signs *Fred Waring & His Pennsylvanians* on CBS-TV starting mid-April, taking over Sun. 9-10 p.m. spot . . . *Riddle Me This* on CBS-TV Sun. 8-8:30 for GE will change title to *Celebrity Time* and go on ABC-TV, 8:30-9 p.m., with Goodrich Tire sponsoring . . . *Ford Television Theater* on CBS-TV one Sunday per month moves April 11 to Mon., 7:30-8:30 p.m. spot, plans next fall to go twice weekly.

DuMont WABD hikes Sunday but cuts weekday daytime schedules effective March 6. Sunday sign-on is now 5:45 p.m. instead of 6:30, sign-off 8:30 instead of 8. Monday thru Friday new opening time will be 10 a.m. instead of 9 (recently moved up from 7); it will also go off air 2:15-6 p.m. except when Yankees baseball games are carried. No change in Saturday schedule.

Claimed as largest parabolic antenna in the world is 16-ft. unit of Los Angeles' KTSL, called "The Mountain Shooter." Described in March *Radio & Television News* by Don Lee's TV chief Harry Lubcke, antenna was used to offset 200-ft. hills in line-of-sight from Pasadena. It weighs more than a ton, operates on special 100-ft. track.

Society of Motion Picture Engineers holds next semi-annual convention in New York's Hotel Statler (formerly Hotel Pennsylvania), April 4-8, will feature latest on theater TV.

Personal notes: Dr. C. B. Jolliffe, RCA Labs chief, sails March 17 on *Queen Mary* for month's tour of European electronics plants . . . RCA-NBC chairman David Sarnoff back from Europe March 4 . . . George E. Stoll, gen. mgr. of products division, and Lawrence A. Hyland, in charge of aviation radio research, elected v.p.'s of Bendix . . . Trevor Adams, ex-radio chief for N. Y. Yankees, joins old colleague Tom Gallery at DuMont Network as asst. sales director . . . Hugh Feltis quits BMB to return to home town Seattle as KING manager; his aide Cortland Langley and NAB's Dr. Kenneth Baker jointly take over his duties . . . New CBS-TV appointments include Jackson Green, director of production facilities; Eileen Lange, story editor; Arthur Duram, sales promotion mgr. . . Reported Julius Seebach may return to WOR as program v.p. . . . Bernard Barth promoted to program director of WLWT, Cincinnati; George Henderson, ex-Ohio Fuel Gas Co., named sales mgr. of WLWC, Columbus . . . Philips Carlin quits as MBS program v.p.

Necrology: One of earliest executives of NBC, Glen W. Payne, 54, died Feb. 24 when struck by train while crossing Hudson & Manhattan R. R. tracks near Jersey City, taking short cut . . . Ben A. McDonald, 55, sales mgr. of Westinghouse stations, died in Philadelphia apartment March 2 of heart attack, home less than 12 hours from Florida vacation . . . Dr. James Rowland Angell, 79, NBC educational advisor, president-emeritus of Yale, died in Hamden, Conn., March 4 . . . A. Atwater Kent, 75, whose Philadelphia radio factory turned out 6,000 sets a day in '20s and '30s, died at his home in Bel-Air, Cal., March 4. When he retired in 1936 with reputed fortune of \$70,000,000, he refused to permit use of his name-brand; since then, he has lived in So. Calif., his showplace home the scene of some of its most notable parties.

Dull, devious, high hat, replete with errors of fact, Gilbert Seldes' article in March *Atlantic Monthly* descants on "Television: The Golden Hope," gives TV accolade for "the incredible ingenuity of its mechanism, great skill in the production techniques"—but "stale, unrewarding, contrived and imitative banality for the total result." He's noted writer, was once CBS-TV program chief. April *Atlantic Monthly* will publish "Television: The Inside View" by ABC v.p. Charles C. Barry.

New York's WQXR-FM, on Channel 242, reports complaints of interference in some areas from Class A Station WPOE, Elizabeth, N. J., on Channel 244. FCC has sent engineer to check whether amount of interference is more than the "hole" in Class B coverage normally expected from that type of Class A assignment in congested areas. WQXR-FM fears getting "bracketed" when WGET-FM, Elizabeth, begins operating on Channel 240.

Flurry of schoolroom TV projects in Philadelphia-Camden area: Philco installing sets in 20 schools, telecasting 3 special programs weekly from its WPTZ March 2 to May 27. RCA equipping 31 schools to receive 4 programs weekly from WCAU-TV starting March 7. WFIL-TV broadcasting 2 programs each Friday beginning mid-April.

TV takes up big chunk of April 6-9 NAB Engineering Conference in Chicago's Hotel Stevens. Experts will cover: sites, coverage, mobile units, cameras, relays, antennas, film, lighting, receiving antennas, personnel training, uhf. Also scheduled: FCC-industry roundtable, tour of WENR-TV, WNBQ, and Hallicrafters plant.

Simple caution to anyone lured by stock offerings in non-registered and non-established companies: Besides taking usual investor's precautions (Vol. 5:2), we suggest you get Dun & Bradstreet reports on credit ratings of chief officers.

TV station sponsorships: Magna Engineering Corp. San Francisco (Shopsmith power tool), sponsors *Walt's Home Workshop* on WNBQ, Chicago, starting March 7, Mon., 7-7:30 p.m. . . . Hoover Co. (vacuum cleaner) takes *At Our House* on WENR-TV, Chicago, starting March 11, Fri., 8:30-8:45 p.m.; on same station Delta Mfg. Co., Detroit (workshop equipment) on March 13 starts *Tinker O'Toole & His Hobby* . . . General Foods, Emerson Drug and Barney's Clothes take all 1-min. spots preceding and following N.Y. Yankees home games on WABD, New York . . . Local Paramount chain sponsoring *Telekids*, weekly quiz shows from stages of various theaters on WPTZ, Philadelphia, Tue., 7:30-8 p.m. . . . Columbia Pictures buying trailers locally as it releases Humphrey Bogart film "Knock at Any Door" . . . Michigan Mutual Liability Insurance Co. sponsoring semi-weekly films of Detroit Tigers spring training on WXYZ-TV . . . Pabst Beer buys half of Los Angeles home baseball games, to be carried on KLAC-TV . . . Handmacher-Vogel (Weather-vane suits) buying film spots on 25 stations . . . Roothmoor Inc. (clothing mfr.) tests film on WGN-TV, Chicago plans to expand into other TV markets . . . WBKB, Chicago signs *Woodland Summer Camp* for 20-min. film—good one-shot idea, for all camps now signing prospects and usually have own film . . . Sears Roebuck and Boston Store (dept. stores) buy spots on WTMJ, Milwaukee . . . Boston & Maine R. R. and Phillips-Jones Co. (Van Heusen shirts, etc.) renew sponsorships of Bump Hadley's sports show on WBZ-TV, Boston.

There's a little bit of ham: Among top business executives who form "Billion Dollar Glee Club" making its TV debut on Tex McCrary-Jinx Falkenburg CBS *Preview* Mon., March 7 (8:30 p.m.), are James Farley, Coca Cola Corp.; George Skouras, theatremen; Jack Strauss, Macy's-WOR, etc.; Bernard Gimbel, dept. store tycoon; C. E. Hooper, surveyman; Hubbell Robinson, CBS v.p.; Carl Whitmore, president, N. Y. Telephone Co.; Sigurd S. Larmon, president, Young & Rubicam; Toots Shor, restaurateur—and other bigwigs too numerous to list here. And they got their picture in the paper, too: 5-col. cut in March 2 *Herald Tribune*, taken during rehearsal at "21" Club.

Zenith's Gene McDonald is taken sharply to task in editorial in Feb. 28 *Broadcasting* bearing barbed title "Old McD. Has a Chisel." That pioneer rugged individualist of the radio industry is scolded for deprecating broadcast commercials in ads in Chicago newspapers promoting his ad-less FM station WEFM, and suggestion is made he follow example of other big radio manufacturers and use radio advertising to promote Zenith products. Fact is, Zenith isn't endearing itself to broadcast-telecast fraternity by its attacks on commercial radio, despite Comdr. McDonald's explanation this particular promotion was confined to Chicago only where he thinks AM commercials are getting out of hand.

TV program notes: Whether Jack Benny has what it takes for TV may be disclosed when he MC's dedication of Los Angeles Times-CBS station KTTV, March 8, 8-9 p.m., with Lum & Abner, Bob Crosby, and others . . . Admiral planning another TV show this fall (thru Kudner), elated over No. 3 Hooperating of its *Broadway Revue*, which will continue . . . Summer layoffs planned by many TV shows to give stars rest, including Texaco.

Landlord has right to remove unauthorized TV antenna from apartment house roof, Bronx municipal court jury has held—but Bronx Supreme Court found tenant could place TV antenna in window if he took out \$10-20,000 liability insurance. In New York Legislature, bill has been introduced giving tenant right to put up antenna "as ordinary incident to tenancy."

ATLANTA'S SECOND, OTHERS READYING: No. 56 on the TV station parade is George Storer's WAGA-TV, Atlanta's second outlet, which goes on regular schedule next Tuesday, March 8, reports splendid signal on Channel 5 since tests started Feb. 26. It will operate 7 days weekly, 7-9 p.m., plus afternoon patterns and other periods added as programs are built and time sold. Base night hour rate is \$200. Manager George Storer Jr. says he's starting with weekly billings in excess of \$1,500, excellent prospects, lists among first sponsorships kine-recordings of Godfrey's Chesterfield Show, Gulf's We the People, spots for U.S. Rubber, De Soto, Philco, and others.

Several more turned on test juice this week. Next on schedule is WICU, Erie, STA issued for March 15 commercial start on Channel 12, base hour rate \$150. Owner Edward Lamb's Erie Dispatch Feb. 27 carried 35-p. special TV edition jam-packed with dealer-distributor advertising. Except for Albuquerque, it's smallest city yet with station. Still aiming for March 21 debut is now-testing WTVJ, Miami. And Crosley's WLWC, Columbus, Channel 3, and WLWD, Dayton, Channel 5, began equipment tests March 2, now aim for schedule starts Sunday, March 27, former with \$175 and latter with \$200 base rates. WLWD has acquired for studios big (302x165 ft.) roller skating rink, one end to be adapted for sports arena; expects to have it ready by July 1. Columbus Dispatch's WBNS-TV reports new building will be ready for equipment by June 15, now anticipates Sept. 1 debut...WOR-TV, New York, now reports it will take the air between mid-May and early June.

THE TENOR & TEMPER OF NBC'S RALLY: Fact of the matter is that not even giant RCA has brought forth a prophet, or son of a prophet, who can really answer the question: What's going to be the impact of TV on AM business? Obviously, subsidiary NBC, which accounted for \$71,000,000 of parent's 1948 gross of \$357,000,000 (Vol. 5:9) can't simply let this revenue slip away. Nor can it let down its affiliates, for whom AM must still pay the bill, in favor of the glowing allure of TV.

Hence president Niles Trammell and his executive entourage faced a tough situation when they met with NBC's affiliates in Chicago this week. But all rallied to NBC with a unanimous resolution of support after the popular Mr. Trammell, in a speech surcharged with emotion, assured them "we're not going to sell out AM broadcasting". They were told NBC intends to meet CBS's onslaught on its name stars with new program ideas and talent, heavy promotion, "more for money" to advertisers, relaxation of old shibboleths such as bans on recordings, giveaways, etc. (Al Jolson is already tape-recording his show). Some commercial oldtimers expressed belief advertisers won't and can't continue to pay the kind of money the big stars are getting in CBS's bid-up of talent.

It was a sort of pep meeting, a rally of allies, that apparently served its purpose. Still well-heeled, with more network time sold than any of its competitors, NBC's generals may admit privately they've lost some battles to CBS -- but they are confident their staying power is such that they cannot lose the competitive war. If any of its AMs are going to desert NBC, there are no signs of it yet -- and in the secondary markets there would be plenty more choices anyhow, thanks to FCC's postwar policy of licensing them by the hundreds.

Yet, overshadowing everything was the spectre of TV, to which the RCA-NBC family are so ardently wedded. One day's session was devoted to TV. Sales v.p. Harry Kopf reported that 43% of current NBC-TV advertisers did not use anybody's AM network time in 1948; that 61% did not use NBC-AM in 1948; that 31% are using NBC-AM; that "up to the present time none of these clients has cut its radio expenditures because of entering into TV". Also, that NBC-TV has a 4-to-1 lead over nearest competitor in number of network TV station hours sold, and by end of 1949 will have practically all evening TV time sold.

Census of the 170 NBC-AM affiliates discloses that 73 are in for TV (22 operating, 17 CP holders, 34 applicants). Most of remainder are secondary market stations, many hopeful they can defer the day, some thinking they can buck the TV tide, most probably wishing TV had never happened. They must have derived small comfort from hearing FCC chairman Wayne Coy reiterate his abounding faith in TV, call it "the greatest means of communications that has been devised." The plain-spoken Mr.

Coy said pretty much what he told N.Y. Radio Executives Club last fall (Vol. 4:43).

"I don't see," he asserted, "how an operator can be operating an AM at 8 oclock on Tuesday night and likewise operate a program on TV at 8 oclock on Tuesday night, both trying to get the attention of people in the homes. You can't listen to a radio program and watch and listen to a TV program. Advertisers, I have the feeling, are going to find it a bit difficult to give the attention they have in the past to AM radio when there is a saturation of, say, 50% of the homes with TV receivers." Mr. Coy forecast: "My guess is that [eventually] different people will be operating the sound broadcasting system, whether AM or FM, in competition with TV, rather than one operator. That's my own opinion, and I could be wrong."

WHERE'S THE TV MONEY COMING FROM? You can hardly dub Crosley's James D. Shouse a mere "televisionary". So when that veteran commercial broadcaster ventures some plain talk and hard figures about TV, such as he put into record of current Avco-WHAS hearing (which continues into next week), his radio colleagues might well sit up and take notice. No mere dreamer, here's how Jimmy Shouse sees the future:

"In the next few years, broadcasting will be going through a phase of uncertainty about its future. That transition is even now being felt, and it's nothing to what it will be in another year. The uncertainty is due mainly to TV...

"Most of the money in TV advertising today represents additions to advertising budgets [see also NBC story, p. 3]. But next year and thereafter that money will come from existing media -- from radio, newspaper and magazine budgets. Therefore, local radio stations will feel TV's impact next year considerably more than they have already. It will be felt even by stations in cities that won't have TV [because there will be less radio money to go around]. In the difficult period ahead, clear channel stations will continue to serve audiences, may even increase in importance."

On TV operations: "Breaking even in TV is not difficult. The problem is to dare to think of breaking even. In my view, that would be unwise. My feeling is that we must continue our heavy losses in order to build TV so that our set circulation gets up. I don't mind losing money, as long as the loss period doesn't drag on and on. I want to get through the bad years fast." He went on to show how Crosley's WLWT, Cincinnati, cost \$430,000 to operate during 1948 (11 mo.), not including amortization or depreciation, half for salaries. Sales ran \$99,000, so loss was \$331,000. WLWT is budgeted to lose \$200,000 this year, and Crosley's new WLWC, Columbus, to lose \$175,000; WLWD, Dayton, \$150,000.

Crosley seeks to purchase Louisville Courier-Journal's 50 kw WHAS (with CP for TV) for \$1,975,000, reason for hearing. If sale is approved, said Shouse, Crosley will spend \$500,000 to build WHAS-TV, will get it on air in 6 mo., expects to lose \$125,000 to \$150,000 first year. If disapproved, Courier-Journal will build WHAS-TV, which hasn't yet started building due to delay in erection of newspaper's new \$10,000,000 plant. Crosley plan is to keep WHAS and WLW on separate networks (hence no overlap), but Shouse sees no reason why their TVs should go on separate networks. Also seeking CP for Indianapolis TV, Crosley plan is to have own 5-station hookup, is spending \$80,000 to link Cincinnati-Dayton-Columbus. WLW-WHAS overlap is key to FCC approval, and testimony showed there would be more than 2,000,000 people within their mutual 0.5 uv/m areas.

That Crosley Broadcasting Corp. can afford its costly TV ventures, was manifest from 1948 earnings: \$1,162,431 before taxes. (WHAS earnings last year: \$268,000.) In fact, WLW alone had income of \$4,660,809 and profit of \$1,489,043 in 1948; income of \$4,442,410, profit \$1,261,975 in 1947 -- probably the biggest single earner in AM. Noteworthy is important place radio holds in Avco, whose annual report for fiscal year ending Nov. 30, 1948, just released, shows all Avco sales totaled \$140,515,462, net income \$7,913,736 (\$1.11 per common share) vs. 1947 sales of \$105,704,556, net of \$6,960,658 (96¢). Though Avco report doesn't break figures down by divisions, it does say that more than 50% of Avco's sales are represented by Crosley Radio Division (mfg.); and foregoing WLW figures reveal importance of subsidiary Crosley Broadcasting Corp. to Avco's profit ledger.

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(Reports on "The Zenith Story" in Special Section herewith)

TV vs. RADIO, 1949 DOLLAR STORY: No one except possibly RCA's license royalty collector and RMA's auditing firm really knows the relative standing of the top TV-radio producers -- and they aren't telling. Indeed, their figures would be off, even if they could tell, for RCA doesn't collect royalties from Zenith or DuMont (in litigation) and RMA membership doesn't include big Admiral and many lesser producers.

On the other hand, it's admitted by all hands -- and RMA figures make this plain (Vol. 5:8) -- that TV dollar volume is up, radio sliding downward both in dollar and unit volume. Best informed estimate is that 1949 will see 2,000,000 TVs produced at retail value of about \$700,000,000 (average: \$350 per unit), which means retail trade of close to \$1 billion if you count aeriels, tube replacements, servicing, etc. (Vol. 4:47). Best guess is that this year's non-TV radios won't exceed 11,000,000 units valued at \$375,000,000 vs. 1948's 16,500,000 units valued at \$525,000,000 and 1947's 20,000,000 units valued at \$650,000,000.

We don't know where its figures come from (suspect guesswork in some instances), but United Business Service, Boston, in its March 7 letter, comes up with these statistics on "10 representative TV set makers" estimated to do 1949 total of \$525,000,000 (note GE and Westinghouse not included, presumably because TV is still minor in their over-all operations):

Philco and RCA tied for top position, each with \$110,000,000 worth of TV business, said to be 38% of total sales volume of each; Admiral, \$50,000,000 (59%); DuMont, \$50,000,000 (91%); Avco, \$45,000,000 (30%); Motorola, \$40,000,000 (53%); Sylvania (presumably radio subsidiary Colonial), \$35,000,000 (33%); Magnavox, \$30,000,000 (75%); Zenith, \$30,000,000 (33%); Emerson, \$25,000,000 (56%). We know some of these estimates are far-fetched, don't jibe with known company figures for 1948 or expectations for 1949; but we cite them merely to show what one big investment service thinks of the relative positions of leading companies in the field.

UHF CHALLENGES THE ENGINEERS: Uhf TV has really knitted brows of the nation's radio engineers. That was readily apparent at huge IRE convention in New York this week, approx. 15,000 attending. We got the impression that vhf was considered pretty well in hand, that a fairly happy solution to freeze is in prospect. But uhf is the problem child. As DuMont's T. T. Goldsmith pointed out, vhf and microwaves benefitted greatly from wartime work, while uhf got secondary attention.

High power, of course, is the uhf bugaboo. Currently, most promise lies in tube "cluster" idea (Vol. 5:7) and the resnatron (Vol. 5:8). Eimac and RCA showed how to use apparently unlimited number of small tubes to get considerable power, but they differ in opinions about that way of achieving power. Former finds technique quite attractive, better in many ways than one or two big tubes, in fact. Latter considers it something of a jerry-built expedient while big tubes are being developed. The resnatron, capable eventually of perhaps 25 kw, was described by Collins' W. W. Salisbury.

But even optimistic uhf proponent Goldsmith estimates it would take 1-1½ years, after FCC commercial "go" signal, to build uhf transmitters suitable for TV, but only 6 months to make receivers. Philco's Joseph Fisher takes a gloomier view.

On basis of Washington 504-510 mc field tests, he feels much more power is necessary (125 kw or better) and that it will take 3 years or more to get it.

JTAC, troubled by talk of FM for TV picture (Vol. 5:3,5), took time out from sessions to work up history of system -- pointing to its inadequacy -- for submission to FCC. Group estimates it would take some \$250,000 and 6 months to test system to prove something for which it believes there is already sufficient proof.

Relaxed tension over vhf, troposphere, freeze, etc. can be credited in great part to synchronization, which looms more and more as an electronic feat of unusual brilliance and timeliness. We're told that in some respects it works even better outside the laboratory than in. Some engineers have been wondering how well it will work with stations at corners of a triangle. But RCA developer Ray Kell says: "I see no problem there." Test will come in synchro-linking Boston's WBZ-TV, Schenectady's WRGB, New York's WNBT in about 6 weeks. RCA's O. M. Woodward described unidirectional receiving antenna, also useful in reducing co-channel interference.

Note: While in New York for IRE convention this week, we dropped in on store of big Davega chain, which sells many brands including Zenith, asked salesman about Zenith ad. "Nothing to it," he said. "It won't receive anything the others can't. None of these sets will be obsolete. Zenith is just trying to sell sets."

ERIE'S WICU IS 57th TV OUTLET: Add WICU, Erie, Pa., to your log of TV stations, 57th to go on the air. It begins regular schedule next Tuesday, March 15, thenceforth will operate 20 or more hours per week -- 6 p.m. to sign-off daily except silent Mondays. It starts with some \$4,500 in commercials on the books for first 30 days (base night rate: \$150), accounts including kine recordings of Philco Playhouse, Toast of the Town, Arthur Godfrey for Chesterfield, DuMont's Window on the World -- plus Telenews sponsored by Koehler's beer and various national and local spots. Despite earlier statement by AT&T (Vol. 5:10), Erie and WICU will tap into Buffalo-Cleveland coaxial June 1 or earlier and station will feed off all 4 networks (had contracts with all save ABC by end of this week). Big promotions in Erie Dispatch, also owned by Edward Lamb interests, plus open houses, intensive dealer activity, have already brought 1,500 receivers into Erie area, and 3,000 installations are anticipated within next 30 days. Good break for WICU was dispatch of Life Magazine crew to do picture story of TV opening in typical medium-sized American city (Erie now claims to be Pennsylvania's No. 3 market).

To list of CP holders cited for hearing for lack of diligence in TV construction (Vol. 5:9), FCC added Jacksonville's WMBR-TV this week. It has held CP since May, 1948; city's other 3 CP holders got grants in August, 1948. One new application was filed this week, bringing total in pending freeze file to 318: For Beaumont, Tex. -- Sabine Television Corp., seeking Channel 3, second in for area's 4 channels. [For details of application, see TV Addenda 6-J herewith.]

IT'S THE IMPACT NOT THE COST: Does TV advertising cost too much? Here's one top adman who's convinced its impact overshadows all questions of added expense. Rhetorically replying to sponsor-agency squawks against rates and program costs, Foote, Cone & Belding's Chicago v.p. J. Hugh E. Davis used some vivid language at Chicago Television Conference this week: TV's a "precocious, headache-making, money-sucking, hydra-headed infant," said he, but it's going to be advertising's "prize-winning baby." He compared 3 TV kid shows with Nielsen rating of 81 to 4 radio juveniles with 26, asked whether any advertiser wouldn't put out twice his current radio expense for that kind of audience. He also rhetorically asked how major advertisers could overlook estimated July New York TV set total of 605,000 (as many as there are families within city limits of Philadelphia), and by implication warned broadcasters to prepare for rate adjustments since TV cuts into radio listening. Along same line, CBS's Jack Van Volkenburg said new \$1,500 base rate of WCBS-TV means cost to advertisers of \$2.72 per thousand TV sets (vs. \$4 in January), noted that retailers were largest single category among today's 1,000 TV advertisers. Another noteworthy fact pointed out by Mr. Davis: Some TV advertisers are actually redesigning their product packages to make them more telegenic.

'RADIO MARKET HAS GONE TO HELL': Dominating all industry trade talk this week was "the Zenith story" -- see Special Report herewith -- but there were also other significant developments. Most important, perhaps, is Philco's "price-cutting to end all price-cutting." Sixteen table and console models in its radio line (none in TV) are reduced \$2.45 to \$60, effective next week, the costlier ones including FM and phono. Best information is that, in areas of high-pressure cut-rate selling and markedly in TV areas, the "radio market has gone to hell." Hence Philco's decision to take loss of millions of dollars in order to move some \$15,000,000 in distributor-dealer inventories. Liberal terms are extended to distributors, plenty of leeway on price variations, trade-ins, etc.; indeed, one model (904) listed at \$54.95 is cut to \$29.95, cost to distributor only \$8.75. Push-button 901 listed at \$44.95 can be sold at \$14.95; No. 1607, cut from \$229.95 to \$169.95; 1603 and 1605, down \$50 each to \$139.95 and \$149.95; 1405, down from \$129.95 to \$89.95. Most other cuts range from \$2.45 to \$10 -- table models. A dozen or more other radio models stay same price, though some are being retired from line. No new models are scheduled before May or June.

Note: Philco unloading of radios recalls remark by Admiral's Ross Siragusa in recent speech before N.Y. Security Analysts (Vol. 5:8): "I'm not going to kid you about our console radio-phonograph business. That business has almost completely disappeared." And there's also current report from small but solid old-line radio producer Stromberg-Carlson, that 75-80% of its receiver production facilities are now devoted to TV. [See also story on TV vs. Radio, p. 1.]

TV-AM-FM TABLE MODEL AT \$375: An RCA 10-in. table model with AM-FM at \$375 hits market in week or two, embracing same 29 tubes, 2 rectifiers as basic \$325 TV-only model. It has 3-band switch, with AM and FM manually tuned, TV using current RCA station selector; price is same as RCA's famed original 630TS. Console version will be \$425. Shortly, too, RCA's \$495 TV-only 16-in. table model will be offered as consolette at \$550 (modern), \$595 (period). These are only new models RCA says are due in near future; no intimation yet of any cut in prices of 10-in. TV-only units (Vol. 5:10). Note: Only other 10-in. table with AM-FM we know of is Garod's at \$385; Crosley has one with FM added at \$299.95 (Vol. 5:10), and there are various 12-in. with FM. Other news of the TV trade:

Further in connection with Emerson's plans (Vol. 5:10), it's reported to have a small TV portable in the works for market in about 2 months; its 16-in. console combination (\$599.95) is due out next week, projection (Vol. 5:2) week or so later. Emerson also disclosed it produced 43,000 TVs in fiscal 1948 (ending last Oct. 31), expects to produce 150,000 to 200,000 current year...Packard-Bell reports additions to line: 10-in. table at \$279.50, consolette \$299.50; 12-in. console with AM-FM-LP and recorder, \$639.50; 16-in. console with AM-FM-LP, \$1,295 -- all with "expanded" pictures...Starrett has reduced 12-in. consolette from \$795 to \$695; 15/16-in. (tube sizes interchangeable) consoles with AM-FM-LP, from \$1,575 to \$1,095; same in breakfront, from \$1,770 to \$1,275; has new 15/16-in. console at \$695, with AM-FM-LP \$849...International Television Corp. now reports 12-in. table at \$399.95, down \$75; 12x16-in. projection consolette, \$795; 27x36-in. projection console with AM-FM, \$1,995.

Kimble Glass showed face plate of rectangular tube (Vol. 5:1) at IRE convention, plans fall production. Tube weighs 15½ lb. (in minimum-lead glass), will give about same size picture as 16-in. round (20 lb.), but uses less glass, will cost less. Company insists glass can beat metal tubes price-wise in long run, particularly since metal needs insulation...GE showed its 8½ and 16-in. metal tubes at IRE but doesn't expect to produce them until "later in year"...Westinghouse has abandoned idea of going into picture tube production, for time being at least.

Two more new set makers announced in Los Angeles: Telindustries Inc., 4921 Exposition Bldg. (H. L. Greenberg) reports 10-in. table at \$354.50; 12½-in. consolette, \$434.50, both "expanded" pictures. Hollywood Electronics, 7460 Melrose Ave. (Harry L. Shaffer), says it will have 16-in. custom-built remote control sets out in 6 months...Disclosed as suppliers for new private-brand Firestone TV (Vol. 5:10) are Tele-tone and Sentinel.

Zenith reports net profit of \$2,025,781, equal to \$4.11 per share, for first 9 mo. of fiscal year ending Jan. 31; for same period last year net was \$2,116,324 or \$4.30 per share. Third quarter accounted for \$1,041,246, or \$2.11 per share. Zenith did not give out sales figures but says third quarter, first for TV shipments, were "highest in the company's peacetime history." Report adds: "Because of increasing TV sales, it is anticipated that despite some decline in radio receiver sales and the possibility of a decline in auto radio sales . . . future monthly volume will continue at a higher rate than last year." Disclosed was \$4,000,000 loan from First National Bank of Chicago to finance expansion and recent purchase of Rauland Corp. (Vol. 4:50).

Sylvania reported 1948 sales of \$99,347,751 and a record net income of \$3,823,382 (\$2.84 a share on 1,206,550 capital shares) vs. 1947 sales of \$95,715,638 and profit of \$2,507,075 (\$2.10 per share on 1,006,550 shares) in statement this week. Coincidentally, Sylvania filed registration statement with SEC for 250,000 shares of no-par common to be offered shortly at price to be set later. Statement says company last year set program for expansion of TV picture tube production, using \$2,000,000 of treasury funds, then raising \$4,000,000 through sale of stock. Tripled production program now envisages total investment of \$11,000,000, hence new stock issue.

Stockholders' protective committee has been formed to probe "full facts and financial circumstances" of proposed sale of Farnsworth to IT&T (Vol. 5:7); it's headed by Robert W. Kenny, 475 Fifth Ave., New York, ex-Attorney General of California and a "substantial stockholder of Farnsworth." Also pending is court action by stockholder Harry Hecht to halt deal (Vol. 5:8). Stockholders meeting to ratify 12-shares-of-Farnsworth-for-1-IT&T deal is set for April 14.

Motorola 1948 report says last year's TV production exceeded 100,000 units, with dollar volume of about \$15,000,000 (out of \$58,000,000 sales); estimates that at least half 1949 volume will be TV "qualified in part due to shortage of picture tubes . . . to be overcome by early summer."

Philco preliminary report indicates 1948 sales of about \$275,000,000, highest in history, 21% above 1947's \$226,508,000.

Emerson Radio reports net profit of \$808,845 (\$1.01 per share) for 13 weeks ended Jan. 29, compared with \$763,190 (95¢) for same period last year.

Disagreement on Cincinnati-Louisville overlap measurement between WLW engineers and FCC counsel caused 30-day adjournment of WLW-WHAS purchase hearing (Vol. 5:10). Hearing will resume April 4.

"Rent a TV" for \$1 per day (7-in.), \$1.50 per day (10-in.), indoor antenna installed, minimum rental period 15 days. This offer by Boston's Summerfield dept. store reportedly drew more than enough to place the 250 units made available for this merchandising scheme. If set is kept 90 days, customer can apply daily payments toward purchase price of the rented set or any other set desired.

Personal notes: G. Richard Swift now mgr. of WCBS, New York, succeeding Arthur Hull Hayes, now San Francisco v.p.; Jules Dundes named sales chief of CBS's KQW, San Francisco . . . Elmer Davis, ABC, elected president of Radio Correspondents Assn., Washington; Bill McAndrew, NBC, v.p.; Pete Tully, Yankee Network, secy; Bill Shadel, CBS, treas. . . Rear Adm. Thomas P. Wynkoop Jr., USN (ret.), new president of Radiomarine Corp. of America . . . Fred Gigax quits as executive v.p. of Scott Radio, president H. S. Darr taking over duties.

IRE sidelights: Engineers got in a few laughs between the sines and cosines. After description of new sweep circuit by Bell Labs' B. M. Oliver, session chairman Don Fink suggested it might "enable us to see a chorus girl in her true proportions" on TV. Quipped bright young Dr. Oliver, "I wonder about that. Some of those distorted proportions are very interesting" . . . Bendix announced new remote control device for automatic positioning of microwave antennas to receive remote pickups . . . Altec Lansing smartly promoted its thumb-nail-sized microphone by providing it for all session speakers; it worked beautifully . . . GE has optics expert making intensive study of optimum TV viewing distances . . . Washington consultant Frank McIntosh exhibited his new patented audio amplifier; offered it for sale.

Our 1949 Directory of Consulting Radio Engineers is about completed, will shortly be mailed to all full subscribers. Among new firms listed: Gautney, Ray & Price, Warner Bldg., Washington, taking over practice of late John Barron (former associates Geo. Gautney, Homer Ray, John Price). Also Walter F. Kean, ex-mgr. of Andrew Corp. broadcast consulting division, now in private practice at 114 Northgate Rd., Riverside, Ill.

Network program notes: CBS-TV has signed Buick for Wed. night hour variety show, time not yet set . . . Admiral has optioned *Broadway Revue* on NBC-TV thru Jan. 20, 1950, but show vacations 13 weeks from June 10 . . . Delta Div., Rockwell Mfg. Co. (Homecraft tools) sponsoring *That's O'Toole* on 6 ABC-TV stations, Sun. 4:45-5 p.m., starting March 13 . . . ABC-TV starts *Ray Knight Revue*, sustaining, 8 p.m., March 15 . . . ABC postpones "until April" TV release of *Crusade in Europe* film series based on Eisenhower book (Vol. 5:8).

RCA has \$11.95 indoor antenna, end-loaded dipole, made so it can be positioned on any piece of furniture in room, rotated for best results. It has base of birchwood for decorative effect, comes with 20 feet of 300-ohm lead-in wire. An indoor antenna at \$9.95 is also put out by Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago (John H. Cashman, president) extends automatically to desired length for specific channels, collapses into 4½-in. pipe when not in use.

CBS-TV is sending out brochures detailing its 82 film features and short subjects, first-run rights being offered its affiliates thru Film Syndication Dept. headed by H. Grant Thies . . . New York's WPIX, which syndicates 24 Korda films, has acquired TV rights to 36 more British feature films, has also acquired 3 American films to make 39-week syndicated series.

Twentieth Century-Fox wants FCC to tell it where it stands on Commission's anti-trust position, so this week asked for declaratory ruling. Movie company cites \$5,000,000 committed for TV, "hundreds of thousands of dollars" being spent on TV research, future of TV personnel, as reasons for wanting prompt decision.

Choice of FCC chief engineer, probably Ralph Clark (Vol. 5:8), apparently awaits full Commission attendance, may be delayed until return of Comr. Sterling from Mexico City conference, now expected about April 1.

Next speech on FCC Chairman Coy's agenda: Before Baltimore Ad Club Wed., March 23. Maybe he'll talk about uhf, TV receiver advertising, etc.

Wm. B. Murray, 59, who as head of radio-TV dept. of William Morris Agency Inc., New York, represented some of biggest name stars, died Thursday after brief illness. He once headed Judson Radio Corp.

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March 19, 1949

SET-MAKING STILL SLOW IN FEBRUARY: February TV production did nothing to enhance industry's chances of hitting 2,000,000 mark this year. In fact, RMA output of 118,938 was lowest since October. Tube shortage takes most of blame, causing Feb. 6 week's shutdown of major manufacturer Philco (Vol. 5:7). Radio set production of all kinds took a nasty drop -- to 716,538 from January's 830,871, December's 1,237,820; it was worst month since last July.

February TV breakdown: table models, 82,198; TV-only consoles, 23,693 (1,055 projection); TV-radio consoles, 13,047 (220 projection). FM was unusually hard hit, dropping to 98,969 from January's 147,733, December's record 200,326. February FM breakdown: AM-FM table models, 37,771 (416 with phono); AM-FM consoles, 49,235 (170 without phono); FM-only and converters, 11,963. Worth noting is fact that last FM category actually increased from January's 11,755.

Tin shortage shouldn't become deterrent to expanded set production this year, says RMA, if tin committee (Vol. 5:7) recommendations made in Chicago this week are followed: Use no more than 50% tin in solder; use aluminum foil instead of tin foil wherever possible. RMA also decided to: (1) Report quarterly TV set shipments as going to major cities when sets are sent to towns within 50 mi. of cities; this will be improvement, but brings up question of major cities closer together than 50 mi. (2) Report number of TV sets with FM. (3) Take over job (from National Electrical Manufacturers Assn.) of reporting cathode tube production.

'ANTI-TRUST' vs. COMMON SENSE: Motion picture industry in person of Paramount, its dander up at being suspect as unfit to operate TV, r'ared back and let fly Thursday at FCC's anti-trust thinking -- as exemplified in recent actions placing on temporary license Paramount's KTLA, Los Angeles, WBKB, Chicago, and DuMont's WABD, New York (Vol. 5:5-8). Not mentioned but similarly involved are the holdup of Warner Brothers proposed purchase of KLAC-TV, Los Angeles (Vol. 5:8) plus temporary licenses issued for similar reasons to 3 Westinghouse FM stations (Vol. 5:11).

And guess who threw the book? None other than the New Deal's onetime arch trust-buster Thurman Arnold and ex-FCC chairman Paul Porter. Taken along with last week's 20th Century-Fox petition for declaratory ruling (Vol. 5:11), it looks as if FCC is going to have to make up its mind fairly soon -- perhaps hold hearings. That is, unless it's too intimidated by Senator Johnson's current trust-busting proclivities (Vol. 5:10,11) to render judgment without further ado.

These are the main points of Paramount's "Memorandum in Support of Applications to Renew Licenses of Subsidiaries": (a) Consent decree in movie cases (Vol. 5:7,9,10) involved no admission of guilt -- was civil action, not criminal, and purpose of anti-trust laws is economic and remedial, not punitive. (b) FCC may not revoke or fail to renew license of qualified applicant because of alleged monopolistic practices in non-communications fields. (c) Even if FCC had authority, it should not penalize movie industry which has "a unique and distinct contribution to make in advancing the [TV] art."

Document's 41 pages list RCA-NBC, CBS, GE, Westinghouse, Yankee (thru owner General Tire), plus 500-odd newspaper-broadcasters involved in celebrated AP case of

1942 as being immediately involved. Listed are 114 companies once found violating anti-trust laws, 29 top ranking companies whose cases are still pending. "Unsuccessful litigants in anti-trust proceedings," memo states, "constitute a blue ribbon list of American industry...[such] proposed action lacks support of law, policy and common sense..." If FCC really means to disqualify applicants involved in anti-trust actions "a sweeping reorganization of the broadcast and TV structure of the U.S. would result."

Also in movie-TV field, Theatre Owners of America made public an exchange of letters between TOA's Gael Sullivan and FCC's Wayne Coy on Commission's attitude toward theater owners as TV licensees. Coy repeated substantially what he told TOA board recently (Vol. 5:6) -- that FCC has no policy prohibiting grants to theater owners per se, but is considering question as part of its anti-trust study. He also said Commission has not yet had occasion to consider "diversification of media of communications" in relation to theater owners -- the policy which often applies against newspaper ownership in contested cases. Note: On March 21 another movie-owned TV station takes the air -- WTVJ, Miami, controlled by Wometco chain.

DAYTON'S 2nd, MIAMI'S WTVJ MAKE 59: Crosley's WLWD, Dayton, jumped its own gun, got on the air commercially Tuesday -- nearly 2 weeks ahead of schedule (Vol. 5:10) and only 3 weeks after rival WHIO-TV (Vol. 5:8). So you can chalk up that new 2-station Ohio market as an extremely live one. And next Monday, March 21, Miami's WTVJ promises definitely to begin regular-schedule operation, somewhat belatedly for that resort's lush winter season. New Dayton and Miami stations bring score for nation to 59 operating, all of whose rate cards and data (plus those of other March and April starters) will be published in our TV Directory No. 7 off press April 1.

WLWD is being programmed from flagship WLWT, Cincinnati, 45 mi. away, and operates on Channel 5 on 7-day schedule 3:30 until 8-10 p.m. daily. Its base rate is \$200. It starts with imposing list of kine-recording, spot and local commercials, biggest account being Wooden Shoe Brewing Co. taking all 70 home games of Dayton Indians baseball club starting April 27. Crosley's WLWC, Columbus, third segment in tri-city microwave chain, is still scheduled for March 27 debut (Vol. 5:10); Dayton is taking WLWT directly off air, Columbus awaits relay setup at Mechanicsburg, O. Dayton is budgeted to lose \$150,000 this year, Columbus \$175,000.

Miami's WTVJ starts with lots of pomp and panoply, says management, will have unusually big schedule of sports. Test patterns on Channel 4 since mid-February have been received as far away as Palm Beach, 80 mi. Base rate is \$250. Trade estimates some 2,000 sets in area already. Station is controlled by Wometco theater interests (24 movie houses), managed by Robert Venn, with studios at 17 N.W. Third St., transmitter atop Everglades Hotel.

Really up-and-coming among new stations is Cincinnati's WKRC-TV, owned by Ohio's famed Taft family, affiliated with Times-Star, now definitely set to go commercial April 4. Testing on Channel 11 since March 1, it reports Dayton well within its 500 uv/m contour. It will operate 5:30-10:30 p.m. daily except Tue. and Sat., base rate \$350. Manager Hulbert Taft reports \$175,000 worth of business already on books, including Hudepohl Brewing Co. contract to sponsor all Cincinnati Stadium events -- first to be aquacade April 4. WKRC-TV expects \$225,000 loss first year.

TEXAN FILES FOR 2, ONE CP DROPPED: Dallas oilman Walter W. Lechner (Vol. 5:6) filed this week for Channel No. 11 in Dallas (now 5 for 1) and No. 4 in Houston (now 5 for 3), as Denver TV application of Aladdin Co. was being withdrawn because FCC approved theatermen Huffman-Ricketson purchase (Vol. 4:44) of Denver's KLZ (TV application retained) and KVOR, Colorado Springs. Thus, pending file now shows 319 applications.

Indianapolis' Wm. H. Block Co. gave up its CP Friday, forestalling March 21 hearing on extension and proposed sale of WUTV assets to WIRE (Vol. 5:8). It was third CP deletion in last 6 weeks (others were WAGE, Syracuse; WVTL, Utica), leaves 4 applicants for Indianapolis' 4 pre-freeze channels. CPs in pending file now total 62.

Notes from upcoming new TV stations, all holding CPs: Looks now like June 1 before ABC's KECA-TV, Los Angeles (Austin Co. now rebuilding studios) will make

formal bow; it's testing, and so is its sister station KGO-TV, San Francisco... Stromberg-Carlson's WHTM, Rochester, now building, has June 11 target date, hopes to test month or so earlier...WCPO-TV, Cincinnati, aiming for May 1 debut...WKY-TV, Oklahoma City, ought to make it by May 15 (dealers already preparing) but weather has made tough job of stringing TV cable up 915-ft tower already extended 50 ft for FM; transmitter is installed, Little Theater studios completed...KFMB-TV, San Diego, reports "we're building like mad," promises test patterns as of April 20, schedule May 15...WOW-TV, Omaha, broke ground March 1 for U-shaped TV building, 165 ft long, 75 ft deep, 2 stories high, expects to have it ready for transmitter in 5-6 mo... Johnstown's WJAC-TV, still indefinite about starting date, is assembling transmitter, has named Alvin Schrott TV manager, John Foster continuing as AM-FM manager.

ATTRITION AMONG THE AM STATIONS: Dropping of CPs, mostly FM but some AM, has been taken for granted for some time. And a few small new AMs have quit after operating awhile. But when KABR, Aberdeen, S.D., gave up its license this week after operating 14 years, unable to find buyer during several months' hunt, it's news. What's more, this MBS outlet in town of 17,000 was a regional, 5 kw on 1420 kc. Owner H. C. Jewett, who also operates profitable drugstore, reports radio losses for several years -- \$14,000 last year -- said he saw no future what with competition from new KSDN, operated by city's sole newspaper (Ridders' News) and uncertainty caused by such developments as TV. Not as striking as KABR case, but further emphasizing trend, were surrenders this week also of licenses of KRKN, Ft. Smith, Ark., 250-watt in city with 4 stations (pop. 36,500), and of WNCA, Asheville, N.C., also 250 watts in city with 5 stations (pop. 51,310). During 1948, 4 AM licenses, 49 AM CPs were turned in; 132 FM grants, 5 of them on the air, were dropped. So far this year, 5 AM licenses, 5 CPs were dropped; 30 FM grants, one of them on air, were turned in.

MORE ABOUT WHERE SETS ARE GOING: If you study RMA's receiving set shipments by cities for 1947-48, as detailed in our Supplement No. 61-B sent you March 5, several eloquent facts stand out:

(a) Some 360,000 of the 2 years' cumulative 964,206 sets counted by RMA went into the 6-station New York-New Jersey area -- and this doesn't include sales of big 1948 producer (non-RMA) Admiral, kits, etc. No wonder the trade regards New York as sweetest TV market in the land, generally allocates some 40% of current production to that area where upwards of 1,000 sets per day are reported being sold.

(b) One-station towns -- and they're still preponderant, due to the freeze -- don't do as well as 2-station towns (Boston, Cleveland, Dayton); 3-station towns are even better (Philadelphia, Detroit, Baltimore); 4-station towns excellent (Chicago, Washington). There are no 5 station areas; only other with 6 is Los Angeles.

The canny telecaster is watching TV set figures with an eagle eye, knowing his rates are dependent upon "circulation" growth. It's a fact, as will be shown in the April 1 revision of our quarterly TV Rates & Factbook, that about 75% of the operating stations have announced or will announce increased rates since Jan. 1. As for set increases, NBC Research's monthly tabulations (see Vol. 5:5 and 5:9 for Jan. 1 and Feb. 1 figures) show the steady climb. On Feb. 28, Southern California Appliance Dealers Assn claimed 101,952 in Los Angeles area (one for each 15 families), said they're selling at 300 per day. Philadelphia Electric Assn claims 82,606 sold in 1948 alone (retail value \$34,059,392), area's total to date exceeding 125,000.

Then there are current reports like these from other cities: Cleveland, claiming it's TV's "boomingest" town for size and number of stations, reporting 5,700 sets sold during February ("could have sold 500 more if we could get them"), March 1 total 30,600. Washington, one of steadiest sales towns, claiming March 1 total of 37,400, up 3,200 in one month. Chicago, whose Electrical Assn claims Feb. 1 total of 100,447 (vs. NBC Research's 75,000). Also as of March 1: Cincinnati 17,079, up 2,061 in month. Baltimore 45,359, up 4,682 since Feb. 1. Boston 53,645, of which 49,239 are in homes (this is exclusive of Providence's estimated 6,165). St. Louis 22,500, according to Union Electric Co., 19,400 in homes. Buffalo 15,469, according to Niagara Electric Corp., 13,787 in homes, up 3,134 in month.

Changes in consulting engineers among the 95 top personnel and firms listed in our 1949 *Directory of Consulting Radio Engineers* (Supp. No. 12-C herewith) include Clyde H. Bond, formerly with late John Barron, now on own in Los Angeles suburb of Orange, Cal., also West Coast affiliate of Gautney, Ray & Price, who took over Barron Washington practice; Dawkins Espey, Santa Monica, Cal.; Philip Merryman, now Ardsley, N. Y.; Walter F. Kean, now Riverside, Ill. Also listed are all engineering executives of ABC, CBS, DuMont, MBS, NBC, and 10 non-engineering radio-TV consultants.

Valuable compilation of data on TV, especially its suggested rate card format, is Katz's *TV Facts for Advertisers*, 35-p. spiral-bound booklet which also includes information on networking, programming, commercials, research activities, set distribution, case histories on commercials. Katz was one of first radio station reps to go full tilt into TV, compiled data book for its stations, but will make copies available to bona fide inquirers while supply lasts (The Katz Agency Inc., 500 Fifth Ave., New York City).

FCC has removed conditional status of CP for WTCN-TV, Minneapolis, held since October, 1946, which may or may not speed its debut, again delayed beyond last-promised April date (Vol. 5:6). Case involved interlocking stockholdings as between *St. Paul Dispatch* and *Pioneer Press* (Ridder) and *Minneapolis Tribune* and *Star-Journal* (Cowles), latter holding CP for KTRV granted in March, 1948. Minnesota Tribune Co. holds 50% stock in WTCN, 14.6% in KTRV. Condition was left on KTRV grant, and it was given until July 1 to comply.

FCC this week okayed extension of CP of WDEL-TV, Wilmington, rejecting rival WAMS' petition charging misrepresentation on construction progress (Vol. 5:8-9). This gives Steinman station until Aug. 23 to get on air, as promised, though it's not likely to make March tests, April commercial last reported to us (Vol. 5:6). WDEL-TV was warned, though, that further extension requests would take promise into account. Comr. Jones dissented, wanted hearing.

Looks like AM-FM-TV departments will be set up in NAB, judging from consensus at Thursday's meeting of NAB reorganization committee (Vol. 5:10). Committee, chaired by Clair McCullough, WGAL-TV, Lancaster, Pa., got ideas down in writing for presentation to board meeting in Chicago April 11-13. It's understood "functional" approach is dominant.

Sale of Los Angeles' KLAC to Ralph Atlass (WIND, Chicago; WLOL, Minneapolis) and Charles Lindheimer, Chicago, contingent on Warner purchase of Thackrey stations, was made final this week. Price for 5 kw outlet on 570 kc is \$405,000 plus net quick assets over \$20,000. Deal requires FCC approval, must follow Avco procedure.

Pleading illness, Dick Richards, up for March 23 hearing in Los Angeles on charges of news-slanting (Vol. 5:1, 8,9,10), told FCC he'll file application to divest himself of control of his stations (presumably to syndicate headed by Frank Mullen). FCC granted continuance of hearing, said it would decide what to do next when it gets application.

"NBC vs. CBS battle for billings has been strictly a nip and tuck affair over last 10 years," reports March 16 *Variety*, which publishes year-by-year table showing NBC's gross revenue for decade was \$545,399,590 vs. CBS's \$537,539,105—latter actually taking lead 1941 thru 1944.

To produce films for TV exclusively, president Sam Broidy of Monogram and Allied Artists has set up Interstate Television Corp., 4376 Sunset Blvd., Hollywood, Walter Mirisch, gen. mgr.

Personal notes: Wallace S. Jordan succeeds late William B. Murray (Vol. 5:11) as head of TV-radio at Wm. Morris Agency . . . Frank Samuels named gen. mgr. of ABC Western Division, with John I. Edwards program director, Leonard Reed production mgr. . . Charles L. Townsend, NBC Chicago TV operations supervisor, promoted to TV technical film director in New York, Paul Moore succeeding him . . . Julius F. Seebach definitely back at WOR as program v.p., will also head WOR-TV programming . . . DuMont's program director James Caddigan shifts Lawrence Menkin to mgr. of program planning, Les Tomalin and Miss Duncan MacDonald to co-supervisors of daytime programs, Jack Rayal to asst. to program mgr. . . Don Ball now program director of WCBS, New York, continues also as mgr. of Editing Div. . . Vincent dePaul Goubeau named RCA Victor v.p. in charge of Materials Dept. . . Roy Boscow new sales mgr. of Magnavox . . . C. M. Sherwood, from Elliott Lewis Corp., Philadelphia, new sales mgr. of Andrea . . . RCA Tube Dept. names new executives: W. L. Rothenberger, asst. sales mgr.; Wm. H. Painter, merchandising mgr.; H. F. Bersche, mgr. of renewal sales; M. J. Carroll, mgr. of equipment sales.

Network TV sponsorships: Whelan Drug Stores sponsoring *Front Row Center*, variety, on DuMont, Fri., 9-9:30 p.m., started March 18; also sponsoring *Revue of Stars*, Thu., 8:30-9 . . . Procter & Gamble sponsors *The Fireside Theater*, variety, on NBC-TV, Tue., 9-9:30 p.m., starting April 5 . . . Crosley Corp. sponsors *Who Said That?* with Bob Trout on NBC-TV, Sat., 9:30-10 p.m., starting April 9 . . . U. S. Rubber Co. (Keds) takes Fri. segment of daily CBS-TV *Lucky Pup*, 6:30-6:45 p.m., sponsored Tue. and Thu. by Ipana . . . Olsen & Johnson revealed as stars of new CBS-TV Buick show in May, probably taking over Wed. 8-9 p.m. spot, Arthur Godfrey moving to Thu. . . Fred Allen has signed exclusive contract with NBC, reserving right to decide whether he will do radio, TV, or both.

TV station sponsorships: U. S. Rubber Co. (Royal tires) and Pall Mall Cigarettes planning spot campaigns . . . WNBTV, New York, signs Hoffmann Beverage Co., Stevens Toy Co., DeSoto, for spots . . . Rival Mfg. Co. (Steamomatic Iron) takes *Needle Shop* 13 Thursdays, 1:30-1:45 p.m., starting March 17, on WABD, New York, which also has Odell Co. and Croton Watch Co. co-sponsoring boxing from Westchester County Center, White Plains, 9:30-11 p.m. Wed. in March, Tue. thereafter . . . Hills Brothers Co. (Dromedary products) is first sponsor on WJZ-TV's *Market Melodies*, participating, starting April 1, Tue.-Fri. 2-4 p.m., Sat. 10-noon . . . WJZ-TV also signs L'Orle Parfums Inc. and M. Sermon & Co. for *Mail-O-Vision*, new participating, Wed. 7:30-7:45 p.m. . . WNBQ, Chicago, goes on 7-day weekly schedule March 19, signs Florsheim Shoes for spots before Mon. wrestling . . . On WENR-TV, Chicago, Berghoff Brewing Corp. sponsoring amateur boxing from Rainbo Arena for 39 weeks, starting March 22, Tue., 10 p.m.

The story of TV, especially as an advertising and sales medium, is theme of *Television Today*, 35-min. documentary film produced on 16 and 35mm by CBS Promotion for release to business organizations, ad agencies, schools, etc.; also presumably to TV itself. Promotion v.p. Victor Ratner was producer, Ben Graus of IMPS director; all filming was done in CBS Grand Central studios.

Toscanini has consented to simulcast (over NBC-TV network) first 2 acts of *Aida* which he will direct with NBC Symphony and soloists Sat., March 26, 6:30-8 p.m. No decision yet whether TV will also carry Acts III and IV following Saturday.

"83 TV Results" is neat booklet issued by *Sponsor Magazine*. It's a compilation of specific TV success stories magazine has run.

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March 26, 1949

FCC'S HIGH HOPES FOR FREEZE END: FCC Chairman Coy still looks for TV freeze to end by May or end of June at the very latest. This in spite of possibility he and Comr. Walker may go to Paris for International Telephone and Telegraph Conference due to start May 19 and last perhaps 2 months. Situation would be helped, of course, if engineering Comr. Sterling is back from Mexico City for good after April 10, as he hopes. He's in town for about 10 days just now, says he hasn't had time even to think about TV. Coy considers TV problems in good engineering staff hands, though position of chief engineer is still open (Vol. 5:5,8,11).

Meanwhile, it's really expected Ad Hoc report will be circulated among committee members early next week, approved and sent to FCC within a week thereafter. It will be long-awaited major step towards ending freeze. Next step is still to be decided: It may be further engineering conference, or issuance of proposed standards and allocations, or something else. Synchronization continues to get close FCC attention, TV engineer Hart Cowperthwait travelling to Midwest this week to observe WWJ-TV and WNBK. Engineers for both stations, though they admit they don't have exhaustive reports, are happy over results. By time FCC gets around to evaluating system, fairly conclusive data should be on hand.

ENJOY TV NOW, DON'T WAIT—COY: "I think this question of obsolescence of TV receivers is something of a tempest in a teapot. I do not think anyone buying a television set today has had a fraud perpetrated upon them. I can assure them that wherever a TV signal is available from a vhf transmitter, their set will render them fine service for many years -- and can be converted to render fine service for them if ultra-high frequencies are utilized for the present system."

The words are FCC Chairman Wayne Coy's, widely publicized since he uttered them Wednesday before the Baltimore Ad Club. If the Zenith imbroglio and Senator Johnson's letters (Vol. 5:10-12) still have you at a loss for lucid explanation to pass on to trade and buying public, Coy's statement should help dispel that. It came in reply to endless demands upon the FCC for a clarifying statement.

That the public prints were willing to make amends for harm already done the TV trade by undue publicity of the last few weeks, was manifest from the big play Coy's remarks got via such news media as AP and UP (which put full reports on their wires), N.Y. World Telegram (streamer headline), Baltimore Sun (3 full columns with display box), Wall Street Journal and Chicago Journal of Commerce (front page stories), Retailing, Radio Daily -- to mention only those that came readily to hand.

Because they come from the figurative feedbox, because he minced no words, because of the intense interest we saw manifested in the audience at Baltimore, we think Coy's words bear careful study:

"American TV today is performing a valuable service," he said. "The system as now set up is potentially capable of serving many millions of Americans and most metropolitan areas. And in most areas technical transmission is satisfactory."

What's planned, he continued, is "more and better TV coverage" and "FCC and the industry are now working together to determine what can be done to bring about

those improvements." Among other things, they're investigating the possibility of making available more channels in the uhf band 475-890 mc. But note:

"There is no proposal to eliminate or discard the use of the present 12 TV channels. The Commission would not be taking the time to revise the standards for the presently available service if it had in mind eliminating, in the near future, the use of these channels...It seems a bit absurd for me to be making such a statement when it is so obvious, but I have had so many inquiries about this subject that I think I should answer in my most unbureaucratic language.

"To repeat, no one is proposing to eliminate the present 12 TV channels... This service will not be eliminated. Obviously, therefore, present TV sets available on the market will get service from these channels continuously.

"If the Commission should adopt another system of TV (such as color or high definition black and white) for use in the uhf band, the present TV sets will probably not be able to get service from those frequencies [and] if the present system of TV is adopted as standard for uhf, the problem of obsolescence will be a relatively minor one and, in my opinion, a small price to pay for the development of a nation-wide competitive system of TV."

In a word, then, all the fuss and bother is about TV roadways (channels) still to be surveyed and constructed and TV vehicles (transmitters and receivers) whose specifications have not yet been laid down by the Federal authority. All the to-do concerns new and additional channels needed to spread TV's service more widely. Coy cited Baltimore as a good example of the basic problem -- and his remarks bear repeating because they're so explicit and to the point:

"Three vhf TV channels have been assigned to this city and construction permits issued. If the uhf are authorized by the Commission, there is no doubt in my mind but that some of those frequencies will be utilized for TV in this city. When such uhf stations are authorized, there will be a degree of obsolescence in Baltimore for all of those receivers not equipped to receive TV from the uhf. The degree of obsolescence will be determined by each individual owner by his desire to get TV service from such uhf station or stations as may be established here. If he wants service from the new stations badly enough, he can make his present receiver render him services by the addition of [a] converter. Or, he can buy a set that has been engineered to receive a television signal from either the vhf or uhf frequencies.

"If I lived in Baltimore, I would have no hesitancy today in buying a TV receiver. I would not wait until the FCC had decided what they were going to do about the uhf because that may be some time off and, more than that, the time to develop transmitters and new receivers after such a decision is made means that considerable time will have elapsed before I could get any service from a uhf station.

"I would buy a TV receiver today because of the many worthwhile programs now available...I like the variety shows, the dramatic shows, Meet the Press, Author Meets Critic, the wrestling matches, the prizefights, and most of all, I am an inveterate baseball fan...I would want to enjoy them now.

"I would not want to wait until some bureaucratic agency decided whether there was sufficient propagation data available to write new standards. Nor would I want to wait on some equally bureaucratic industrial establishments to produce television sets at some indefinite date in the future. Until such time as the Commission makes a decision, the radio manufacturing industry cannot know, with any degree of certainty, what kind of receivers to make for the future. But we at the Commission cannot rush scientific development nor [conform it] to a time schedule."

UHF FEVER IN THE LABORATORIES: An engineering authority who ought to know tells us this about uhf in Zenith sets:

"Each uhf strip is equivalent of converter for each channel. It comprises silicon crystals (probably 2) plus associated small circuits. I can't believe strips can be added for less than \$10-15 each. There's nothing striking in this. It has been done before and we've duplicated it. We've tested Zenith set with our own uhf strips. It's one of at least 10 ways of receiving uhf. We're not satisfied it's

(Continued on Inside Back Cover)

TV IN COLUMBUS, 2 CPs GET THE EYE: Latest to go on test is WLWC, Columbus -- now asking for STA to begin scheduled operation Mon., April 4. It will operate 3:45 p.m. to 8-10 p.m. daily, same as its sister Crosley-owned stations WLWT, Cincinnati, and WLWD, Dayton, with which it's linked via microwave. Without studios as yet, WLWC had \$33,000 in local business signed (base rate \$200) and is carrying national for time being without charge via films and feeds from Cincinnati. Manager is James Leonard, production chief Richard L. Rider.

FCC ordered another alleged "laggard" to hearing on eve of March 28 hearing on CP extension request of Maison Blanche's WRTV, New Orleans, also charged with stalling. Even after being told last January it wouldn't wink at CP holders doing nothing while freeze is on (Vol. 5:2), FCC apparently found need to cite WSAZ, Huntington, W. Va., for lack of diligence. It has held CP since July 1948, is owned by same (John Kennedy) interests applying for Charleston, W. Va.

Only holder of CP for a non-existent channel, Wm. Gleeson's KARO, Riverside, Cal., was finally told this week CP extension is denied because Channel No. 1 was deleted year ago (Vol. 4:19). CP was held 27 months.

Notes on upcoming new TV stations: WKRC-TV, Cincinnati, nearly set for April 4 commercial debut...WGAL-TV, Lancaster, Pa., started test patterns March 18, but no definite commercial date set yet...WSYR-TV, Syracuse, has set target date for Sept. 12...WLAV-TV, Grand Rapids, now aiming for July 15 test patterns, commercial start Aug. 15...Cleveland's WXEL has about completed transmitter building, but installation awaits reallocation decision whether it must go to Channel No. 11 instead of originally assigned No. 9...ABC-TV Television Center, 7 W. 66th St., New York, will house WOR-TV studios when that station starts this summer.

Note: Our new TV Directory No. 7: Television Rates & Factbook should be ready for mailing with your Newsletter next Saturday. It will bring your log of stations on the air, CPs outstanding, applications pending up to date.

TV network sponsorships: A. S. Beck Shoe Co. on March 31 starts *Candlelight Revue* variety, on NBC-TV, Thu., 10-10:20 p.m. . . . Summer vacation signoffs of major TV shows include *Texaco Star Theater* (NBC) from June 14: *Admiral's Broadway Revue* (NBC), from June 10; *The Goldbergs* (CBS), from June 27, meanwhile on April 11 shifts to Mon., 9:30-10 p.m.; *Chesterfield's Arthur Godfrey and His Friends* (CBS), from June 15 . . . *Ford Theater* on CBS-TV starting April 11 shifts to Mon., 9-10 p.m., once 10-10:20 p.m. . . . Summer vacation signoffs of major TV monthly . . . Quaker Oats, for Ken-L-Ration, sponsors International Kennel Club's big dog show in Chicago on 12 NBC-TV stations, Sun., March 27, 10:30 p.m.

Station sponsorship notes: General Mills reported to be readying *The Lone Ranger* for TV serial release on films . . . "Natural" for TV was auctioneer sale of antiques in Beverly Hills this week, KTLA selling 9:30-11 p.m. time . . . ABC-TV has sold co-op sponsorship of *Tomorrow's Champions*, amateur boxing, to Miller Beer, WJZ-TV; New York; *Courtesy Motors* (Hudson), WENR-TV, Chicago; *Miles Auto Stores*, WEWS, Cleveland; A. Sagner & Son (Northcoöl suits), WAAM, Baltimore; *Fort Pitt Brewing Co.*, WDTV, Pittsburgh . . . WENR-TV signs Morris B. Sachs clothing chain for simulcasts of *Amateur Hour*, Sun., 12:30-1:30 p.m. . . . WNBQ, Chicago signs *Edward Hines Lumber Co. for Walt's Workshop*, 26 weeks starting April 4, Mon., 7-7:30 p.m. . . Charles A. Eton Co. (shoes) and *Benrus Watch* buy 7 p.m. station breaks on WNBT.

Add to new firms in our 1949 *Directory of Consulting Engineers Specializing in Radio* (Supp. No. 12-C) the following: W. M. Witty, Broadcast Facilities Consultant, 6923 Snider Plaza, Dallas 5, Tex.; phones L-7118 and J8-2402. Also, *Forbes & Wagner Inc.*, consultants and manufacturers, 339 Central Ave., Silver Creek, N. Y.; phone 514.

New York Sun TV edition is due March 28, and *New York Times* publishing Radio-TV section April 24.

NBC Research counts 1,315,000 TV sets in use as of March 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	500,000
Baltimore	3	732,000	44,700
Boston	2	1,175,000	53,600
Philadelphia	3	1,184,000	130,000
Richmond	1	130,000	7,700
Schenectady	1	258,000	17,900
Washington	4	691,000	37,400
New Haven	1	557,000	20,700
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	15,500
Chicago	4	1,438,000	100,000
Cleveland	2	695,000	30,400
Detroit	3	839,000	43,500
Milwaukee	1	327,000	19,000
Pittsburgh	1	742,000	9,500
St. Louis	1	474,000	22,500
Toledo	1	241,000	8,500
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	600
Atlanta	2	233,000	5,900
Cincinnati	1(a)	384,000	17,100
Dayton	2	291,000	4,600
Erie	1	112,000	500
Fort Worth	1	269,000	3,100
Dallas (b)	-	277,000	4,100
Houston	1	217,000	3,000
Los Angeles	6	1,372,000	102,000
Louisville	1	188,000	5,700
Memphis	1	177,000	3,400
Miami	1	117,000	1,700
Minneapolis-St. Paul	1	333,000	12,300
New Orleans	1	225,000	4,000
Salt Lake City	1	93,000	3,300
San Francisco	1	825,000	4,600
Seattle	1	307,000	5,000
Syracuse	1	199,000	2,300
<i>Stations Not Yet Operating</i>			
Indianapolis	-	281,000	800
Providence	-	1,011,000	5,500
Wilmington	-	728,000	3,300
Others	-	-	61,300
TOTAL			1,315,000

(a) Second station (WKRC-TV) due to start April 4. (b) Included in coverage of Fort Worth station (WBAP-TV).

NBC kine-recording has reached rate of 14 hours per week, 700 hours per year—almost 50% more than Hollywood's 550 hours for 1948 feature film output. That's estimate of NBC-TV director Carleton Smith, who made analogy at demonstration of new off-film recording equipment Tuesday. NBC's kine-recording operations has jumped 100% since first of year, he said. Network puts out 28 commercial and sustaining shows weekly, totaling 30 hours, ships 223 prints a week to affiliates, has staff of 32 men in department. Los Angeles KNBH, for example, uses 7¼ hours of kine-recordings out of present 19 hours of weekly programming. New \$250,000 equipment has 4 cameras, permitting double or single system recording (sound and video separately or simultaneously). Note: CBS reports its kine-films now total 143 prints, (8½ hours), go to 23 stations, require 6-man staff.

Offered to TV stations (1) as their film counterpart to a sound effects library, and (2) as means of sending out daytime movie test patterns that can carry commercial messages and be made to pay, is the new "Continuous Film Reel" developed by Capt. Bill Eddy and previewed in Washington this week. It's in a metal case out of which 3 to 125 ft. of reel can be played and repeated without rewinding; case is attachable to station's movie projector; films are good for short commercials, insert program shots, titles with moving background. At WHEN, Syracuse, it's being used as demonstration film to sell TV sets, repeated continuously and sponsored daytime by local dealers eager to have animated test pattern on air. Keith Kiggins, v.p. of Television Associates Inc., 225 No. Michigan Ave., Chicago, will send you further data.

Prospect of pay raises to \$16,000 for FCC members are looking up, both Senate Post Office & Civil Service Committee (S. 498, Report No. 130) and House subcommittee having reported favorably. Legislation would allow President to increase chairman's pay to \$18,000 if he has extra duties. Pay raise may be attraction to persuade Chairman Coy to stay on.

Personal notes: Dr. Ray H. Manson retires as president of Stromberg-Carlson, becoming board chairman, and on April 4 Robert C. Tait, a v.p. of Mellon Bank of Pittsburgh, assumes presidency; all other Stromberg officers reelected . . . W. P. Hilliard moves to Detroit executive staff of Bendix president Malcolm P. Ferguson, ad chief W. A. Mara becoming gen. mgr. of new Radio-TV-Broadcast Division in Baltimore, sales continuing under Edward C. Bonia, engineering under W. L. Webb . . . J. D. Percy leaves J. Arthur Rank to join London's Scophony-Baird Ltd. as director of TV development, A. J. Gale now TV production manager . . . Paul Ware is now head of DuMont electronics parts division . . . Joe G. Csida quits as editor of *Billboard* to join RCA Victor as asst. to public relations v.p. John K. West . . . Ellis L. Redden, ex-Avco, named advertising director of Motorola.

Telecast personnel notes: Leonard Hole promoted to director of DuMont Network operations; Wade Thompson quits DuMont April 15 as advertising and sales promotion mgr., succeeded by Arthur C. Schofield, formerly with RCA Victor, WFIL and KYW . . . Richard J. Redmond now director of CBS general TV operations in New York, newly created post; Allen Parr now CBS-TV program mgr. . . . Harold P. See has left Baltimore's WBAL-TV to become director of San Francisco Chronicle's KRON-TV, due on air this summer . . . P. A. Sugg elected v.p. and director of WKY, Oklahoma City, now building WKY-TV; James Meyerson has quit *Oklahoman* . . . Having dissolved Hollywood rep firm bearing his name, Homer Griffith has joined sales executive staff of KDYL, KDYL-TV, Salt Lake City.

Farnsworth's president E. A. Nicholas has written company's 18,000 stockholders that if they don't approve sale of company to IT&T (Vol. 5:7, 8) "they face probability of reduction in the value of their stock to a nominal amount," and possibility company can't continue in business. Sale deal pends stockholders' meeting in Ft. Wayne April 14, proposes exchange of one share IT&T for 12 Farnsworth. Hearing on suit by stockholder Harry Hecht (Vol. 5:8) is scheduled in New York Supreme Court March 31, his counsel Barney Rosenstein making this statement quoted from *New York Times* March 24: "The IT&T offer comes to about \$1,200,000, or about 70 cents a share. Even after consideration of the value of patents of Farnsworth, and after write-offs, the stock is worth many times the 70 cents."

Note on Magnavox from March 22 *Wall Street Journal*: "Magnavox Co., the market break in which was a highlight of stock market trading last mid-week [Vol. 5:12] floated additional loans early this month . . . at present, borrowings are said to be a little above \$3,000,000 . . . Richard A. O'Connor, president, said that dealer inventories of Magnavox TV sets are equivalent to less than 10 days' supply at the present rate of sales. Dealer stocks of Magnavox radio-phonographs are only 50% of what they were last June. Although radio sales generally are down sharply, Magnavox radio-phonograph sales currently are almost as good as the firm's volume of TV sets. They are equivalent to 75% of TV sales . . ." From another source, it's indicated Magnavox lost big source of picture tubes when Zenith purchased supplier Rauland, and March 22 board meeting it deferred usual quarterly dividend.

DuMont more than doubled volume in 1948, gross sales rising to \$26,859,049 from \$11,109,172 in 1947. Profit was \$2,701,767, equal to \$1.29 per share on 2,043,652 shares outstanding, compared with \$563,677 (27c) on 2,031,040 in calendar 1947. Dr. DuMont's statement March 24 also revealed that sales for first 10 weeks of 1949 were \$9,023,000 vs. \$3,595,000 for same period last year.

Bearing out advance estimates (Vol. 5:12), Admiral Corp's annual report for calendar 1948 shows net sales of \$66,764,266, up 39% over 1947's \$47,898,938 and 85% ahead of 1946's \$36,169,850. Net earnings after taxes and all charges were \$3,782,825 in 1948 (\$3.78 per share of common stock) vs. \$2,248,186 in 1947 (\$2.25). Net worth is put at \$10,814,886 at end of 1948 vs. \$7,795,460 in 1947. TV will account for 60% of 1949 sales, it's stated.

H. L. Federman, analyst for Ira Haupt & Co., investments, told N. Y. Institute of Finance he estimates 2,300,000 TVs will be produced this year, not counting output of Zenith, DuMont and many smaller producers. He likened Zenith's Phonevision merchandising angle to 1939 campaign of selling radios with plug marked "Plug television in here." He recalled statement by Zenith's Comdr. McDonald quoted in July, 24, 1947 *Chicago Journal of Commerce*, that Phonevision wouldn't be launched until uhf was opened and a contract signed with AT&T—though Zenith now says Phonevision will work on all channels.

Motorola's 1948 sales rose to \$58,080,236 from \$46,679,148 in 1947, largely due to TV. Earnings in 1948 were \$3,332,739—(\$4.17 per share) vs. \$2,510,410 (\$3.14) in 1947.

CBS net income for 1948 was \$5,041,682 (\$2.94 a share) vs. \$5,920,104 in 1947 (\$3.45); though standard radio income was increased last year, this was offset by expanded TV costs and reduced earnings of Columbia Records Inc.

Answer filed by State Attorney General March 24 in Pennsylvania TV film censorship case (Vol. 5:6,7) concedes no points, indicates issue will go to trial.

better or cheaper than several others. Zenith has 'over-engineered' its set, with uhf in mind, charging consumer about \$60 more than competitive sets. Most of these latter sets can be adapted, either by replacing tuner or by adding converter, as well as and perhaps better and more cheaply than Zenith's.

"Zenith's system should be able to receive entire 475-890 mc band. The clue lies in word 'reception.' It depends on noise, signal strength, number of channels in city, frequency separation of those channels, receiver radiation, drift, etc. I think Zenith idea should work out in one-channel town. Beyond that, much depends on FCC's allocation. And, of course, Zenith set could work only on 6 mc monochrome."

Meanwhile, Zenith's activity has certainly helped build a uhf fire under nation's radio laboratories. Virtually all major manufacturers are working on tuners and converters, are assuring their dealers they'll be right there when uhf opens up. Take Magnavox: "We have a uhf tuning unit (not a converter in any sense of the word) especially designed to properly tune the complete range of proposed frequencies... and in every television chassis made by Magnavox, space has been provided to install this uhf tuner...It is a pre-planned part of the original circuit -- not a converter -- not a hurriedly assembled makeshift. Because of our pre-planning this conversion will be a relatively simple matter and at no great cost."

Independent groups are in the race, too. Stanford Research Institute is working on converter for an unnamed West Coast set manufacturer. Even Denver's Decimeter Inc., which makes uhf devices, writes: "We have a hunch that our little outfit, right here in colorful Colorado, will produce a converter in plenty of time to keep present sets in the running." Some solid information may come out of April 23 Cincinnati IRE meeting, when DuMont's Robert Wakeman and RCA's Robert Romero read papers on uhf receiving circuits.

At transmission end of uhf chicken-or-the-egg cycle, reasons became apparent for FCC's holdup of grant to NBC for Bridgeport uhf satellite to its WNBT (Vol. 5:7,8). Commission asked NBC some questions -- all stemming from fear NBC is trying to freeze uhf standards to its own liking: (1) What experimental data is to be gathered? (2) Will Bridgeport uhf audience be used to enhance WNBT sales? (3) Will it carry WNBT commercials? (4) What kind of promotion will be used in Bridgeport? (5) Why does NBC want waiver of rules requiring visual and aural identification? (6) Will RCA sell receivers; if not, how will reception be gauged?

ASPECTS OF MOVIE-TV HASSLES: Prompt nudge came this week from San Francisco TV applicant Ed Pauley, following Chairman Coy's statement to Theater Owners of America that FCC hasn't yet decided whether, in competitive cases, theater ownership of TV runs afoul of "diversification of media of communications" policy (Vol. 5:12). Seems FCC in 1946 turned down an Orangeburg (S.C.) AM applicant because he controlled 2 out of 3 local movie houses, and Pauley doesn't want Coy to forget it -- particularly since that's the argument he's using to bolster his Television California application as against those of Paramount and 20th Century-Fox.

From Capitol Hill this week, Senator Johnson was quoted by Film Daily as saying he thinks broadcasters should be given first crack at TV as against movie owners or producers. But, he added, he thinks the problem is academic since immi-nence of uhf channels will give every city enough to go 'round. His only fear, he said, is "monopoly" due to present vhf scarcity (Vol. 5:6). And, on question of anti-trust implications in movie TV applications, Boston's WCOP (Cowles) and 20th Century are having a hassle: WCOP doesn't think Commission ought to act on 20th Century's petition for declaratory ruling (Vol. 5:11) -- asks that whole question be threshed out at Boston hearing.

Pow-wow of theater owners and movie technicians is scheduled for next week to work out brass tacks plan on how to get and use theater-TV frequencies. There's talk of setting up new corporation for that purpose. TOA leaders Gael Sullivan, Walter Read Jr., Robert Coyne will meet with SMPE's TV committee headed by Don Hyndman (Eastman Kodak). SMPE convention April 4-8 in New York's Hotel Statler calls for 2 days of TV topics, with Dr. Allen DuMont first day luncheon speaker. Latest in large-screen TV will be demonstrated Monday for 20th Century executives in N.Y.

THE RADIO-TV TRADE SLOWS DOWN: Dominant note in the news of the radio-TV trade this week was one of depressed buying conditions -- attributed variously to (a) declining purchasing power, manifest not only in electronics but in other appliance lines; (b) normal seasonal decline, which may soon be somewhat offset by interest in baseball broadcasts and telecasts; (c) the Zenith-Johnson folderol over TV, now showing signs of abating. Several more major brand-name producers have slashed their radio set prices: Westinghouse, Farnsworth, Hallicrafters, Bendix. Latter is discontinuing 18 models, cut one of them down 55%.

In the TV trade, there was an unconfirmable report RCA too would soon be out with an "under \$300" table model TV. Meanwhile, RCA was introducing its 10-in. \$375 TV-AM-FM table model (Vol. 5:11), console version of same \$425...Philco's mid-April offering will be new 7-in. line -- a "family" of 3 units utilizing same "expanded picture" principle (27½ sq. in. vs. normal 23) employed in its 10 and 12-in. models; data isn't out yet, but one was previously announced at \$189.50 (Vol. 5:2) and another will probably be a portable. Philco plans no push on 16-in. until its June convention, date and place still undecided.

Philco is one of the TV top-dogs (along with RCA and Admiral) who say they haven't yet felt any adverse market reactions to Zenith publicity. Yet this week Philco conceded cutback in its oft-predicted 1949 production of 600,000 TVs to "somewhere between 400,000 and 500,000." This is ascribed to (1) continued tube shortages, and (2) slowdowns caused while new deflection coils for "spread pictures" are being manufactured. Philco says it has less than 10 days stock in field.

Zenith showed new TV-only console with 15-in. circle screen, listing at \$545 at its Chicago distributors convention this week; also a 15-in. TV-FM-AM phono (2-speed) console at \$795. Zenith also showed FM-only "Ace" table model to sell for \$39.95, FM-AM "Tip Top" table model at \$49.95. Comdr. McDonald said Zenith has no inventory of old radio models, will continue policy of introducing new models throughout year, will guarantee factory list prices on TVs and radios.

Macy's New York this week advertised Artone 16-in. TV console at \$494, including installation; set is made by Hallicrafters for Affiliated Retailers Inc., cooperative buyer for big dept. store group (Vol. 4:48)...Garod has new 15-in. console with 154 sq. in. circular picture plus AM-FM, \$525 and \$545; also a 12-in. console (95 sq. in. circular) with AM-FM-LP, \$795; latter with 15-in. at \$1,095... Los Angeles reports have Hoffman Radio out with new 10-in. at \$299.50, 12-in. at \$385, 16-in. at \$595, stands on casters extra.

Empire Coil Co., New Rochelle, N.Y., major supplier of TV transformers and coils, has taken over bankrupt Airadio Inc., Stamford, Conn., will utilize its plant to expand production and produce other (non-radio) lines... Admiral's annual report reveals its Canadian subsidiary will begin TV set production from new Malton, Ont. plant in mid-April; Canadian Admiral Corp. Ltd. 1948 sales were \$1,832,944 (profit \$52,000) vs. \$1,907,764 in 1947 (profit \$57,000).

* * * *

Big push is on to promote and sell RCA's new 45rpm player and records (Vol. 5:7) -- and at same time still more multiple-speed changers are emerging. Admiral this week showed what it claimed was first single tone-arm 3-speed changer. Unit goes into all its radio-phonos save those below \$69.95. General Instrument's new 3-speed changer likewise has single tone-arm. Lincoln Engineering Co., St. Louis, at Macy's New York this week showed changer playing up to 15 hours with one loading of LP records; it also has 45rpm attachment, costs \$250. Carbonneau Industries, Grand Rapids, has new converter enabling 78 rpm to play LP.

RCA broke first ads on 45rpm players Thursday, plunges full tilt into national merchandising campaign March 31. RCA Victor's Joe Wilson said 2,500,000-3,000,000 will be sold this year, listed these manufacturers incorporating it into their radio-phonos: Admiral, Crosley, Emerson, Fada, Freed, Farnsworth, Motorola, Stewart-Warner, Stromberg-Carlson. Intensity of record "war" seen in Columbia price reductions on its whole line of 78rpm records April 1.