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TV FACTBOOK AN INDUSTRY BAROMETER: This week, all subscribers to the full services of TELEVISION DIGEST & FM REPORTS are being sent our TV Directory No. 7: Television Rates & Factbook. It's the second quarterly edition this year, and its 64 pages encompass some significant changes since Jan. 1 edition -- changes which, in effect, gauge the growth of the industry. For example:

There are at present (as of April 4) exactly 61 commercial stations in operation, 59 CPs outstanding, 320 applications pending (but frozen by FCC). This compares with 51, 73 and 310, respectively, just 3 months ago. Also, 33 experimental stations are authorized, nearly all for uhf, as against 27 last Jan. 1. Included in Factbook are detailed rate cards and data of all commercially operating stations and the networks. Most represent considerable changes since last edition; viz., New York's 3 network keys, now quoting basic night rate of \$1,500 vs. previous \$1,000.

The directory lists 116 manufacturers reported making TV receivers, or preparing to produce them -- plus 7 kitmakers, 8 private brands, 8 firms engaged in special installations. Last edition listed 91 in all, 265 models. New list includes detailed information from 81 firms, with specifications, prices, etc. on 346 sets. Also included in April 1 Factbook is a Directory of TV Program Sources, listing 376 firms syndicating films and programs to stations (vs. 328 in preceding edition).

Note: Extra copies of TV Directory No. 7 are available to subscribers at \$2.50 each; to non-subscribers, \$5.

'WEDDING' OF MOVIE-TV TECHNICIANS: Even more than their employers, the movie technicians realize the intimate affinity of TV and motion pictures -- attested by election this week of CBS engineering v.p. Bill Lodge to board of Society of Motion Picture Engineers, whose 4-day convention in New York's Hotel Statler begins April 4, highlighted by TV papers and demonstrations. Quite significantly, in announcing selection of first TV engineer for his board, SMPE president Earl Sponable (20th Century-Fox) referred to "the equivalence of motion pictures and television," and "the advancement of motion pictures in television as a scientific and art form."

While SMPE has long been plumping for more movie industry activity in TV and succeeding apparently in interesting only a few of the tycoons (even Johnston office has never done anything about TV), there are signs of intensifying interest in TV for theater use. When 20th Century last week invited Hollywood brass to N.Y. demonstration of latest in big screen TV, among those attending besides TV-enthusiast Spyros Skouras were J. Arthur Rank, Maj. Albert Warner, Frank Folsom. Remarkable progress since last showing was evident: (1) Live pickups from adjoining room via 8 mc coaxial were excellent -- as good as regular movie definition. (2) Film transmissions were fair to good. (3) Off-the-air beamed via microwave from WNBT had about 50% definition and brightness of regular movie film projection.

Note: It's obvious film interests can't ignore TV too long, not merely as threat to box office but as potential adjunct to their business. "If you can't lick 'em, join 'em," was what newspapers found out when they first scorned, then tried to buck radio not so many years ago. Most movie technicians, notably sound technicians, are products of same electronics schools and labs that built and man the

radio-TV industries -- so movies have ample technical brains. Big developers like RCA have freely thrown open their resources to movies, e.g., large-screen projection, microwave relays, etc. Since producers are being forced by Govt. to divest selves of theater holdings, problem may largely devolve on theater owners. Hence live-wire Theater Owners of America is probing problem more closely than others; it meets jointly April 8 with SMPE's TV committee on theater-TV frequencies (Vol. 5:13).

UHF, OBSOLESCENCE, COLOR, ET CETERA: Whatever else he may have accomplished with his recent uhf whoop-de-do, Zenith's Comdr. Gene McDonald obviously feels he's done everyone a service -- Govt., industry, public--by spurring competitive uhf activity (Vol. 5:13). If you ignore damage done, you'll have to grant him and Senator Johnson some credit for intensifying attention upon uhf, albeit confusedly.

FCC has had indifferent luck with its mild urgings of last 4 years, has itself been slow to push hard for uhf development. Indeed, even yet, FCC hasn't hastened to grant the one application for a "guinea pig" experimental uhf satellite station, in Bridgeport, which RCA-NBC has offered to install and test by year's end (Vol. 5:13). More uhf experimentation is in prospect, with applications this week from Steinman stations in Harrisburg, Easton, Reading. Sparked by consultant Jim McNary, who's also working on uhf in Scranton and Pawtucket (Vol. 5:7), they plan to use 511-519 mc, 50 kw pulsed radar transmissions.

From where we sit, regardless of Zenith's adjurations, it doesn't look like any substantial uhf transmissions will be available short of 2 years, maybe longer. Meanwhile, if you want to juggle the word "obsolescence," you'll have a steady flow of material to play with, including reasons other than the possible change for which Zenith prematurely announced it alone was prepared. For example, there's FM for TV picture transmission (Vol. 5:3,5,11) and color.

FCC engineers at Laurel (Md.) experimental station have improved their FM video receiver, tested longer-delayed ghosts (displaced 1-1½-in.), say FM definitely outperforms AM. Industry still isn't enthusiastic about idea, but FCC engineers are pursuing it doggedly with their limited money, personnel and facilities, intent on exhausting possibilities. Couple of interesting questions: Can present sets be converted to receive uhf using FM? Will system handle color? FCC men say "probably" to first. They also say it should carry color, probably easier with sequential system; simultaneous would require a lot of transmitters to produce single signal.

The color question has been shoved into background during recent uhf controversy, with almost everyone, except Sen. Johnson, rather studiously avoiding it. Apparently everyone, including Zenith, would now just as lief avoid passing their own uncertainties about FCC's future actions on to the public. The Senator's stated objectives are that he wants unlimited competition in monochrome, color, or what have you, with public deciding what it wants. Dr. DuMont brought subject up at March 30 American Marketing Assn luncheon, but only to say we may have to go to microwaves, wait 10-20 years, since monochrome would probably take all uhf for adequate competition. He still believes uhf should go to smaller towns.

Meanwhile, RCA Victor's J. G. Wilson presented company's uhf and anti-Zenith stand in 9-page statement to company's dealers this week. His main points: (1) When FCC tells industry what uhf TV standards will be, RCA will produce properly designed new receivers, plus "suitable converter" to extend usefulness of present sets. (2) Converters will probably cost less than adaptation of present sets, such as those with turret tuners which are asserted to be easily adapted for uhf. (3) Converter will probably do better job, receive whole uhf band rather than part. (4) People are paying extra now for sets claimed to be easily adapted to uhf, with no assurance they will do complete job when uhf comes. (5) People should be told that all existing sets will probably need new antennas and transmission lines for uhf, meaning more expense. Wilson promised, "RCA can and will provide its customers with conversion service as efficient and as economical as can be obtained."

Recommended reading: Remarkably able reporting job and intelligent appraisal of problems of uhf, high definition, color -- in laymen's language -- by Joseph M. Guilfoyle in April 1 Wall Street Journal.

Plans for a Telecasting Center, just 12 minutes away from New York City on new superhighway being opened in June, are being drawn up tentatively for DuMont. Conversations have been held with NBC and CBS, too, about utilizing 53-acre tract which DuMont owns at Clifton, N. J., just across Hudson. ABC has own Television Center on W. 66th St., which it bought this week in lieu of previous 21-year lease; it's said to represent investment of more than \$2,500,000.

Fabulous Milton Berle has scheduled an amazing TV marathon for Damon Runyon Memorial Cancer Fund: Starting Saturday noon, April 9, he'll be on entire NBC-TV network continuously until "wee hours" of Sunday morning, poking his nose into every NBC show, meanwhile receiving phone calls from contributors. New York donors will be able to watch him on their sets while they talk to him. He'll have flock of celebrities as guests, conduct an auction, present full floor shows of Latin Quarter, Copacabana, Riviera—and whatever else he can think of.

Canadian Broadcasting Corp.'s "interim plan" for introducing TV in Dominion calls for \$4,000,000 loan now being sought from Parliament to set up stations and studios of own in Toronto and Montreal. It also allows one private station per city in those and other cities. It remains now to be seen what private organizations can and will give "adequate assurance of financial means and of service"—the requirement laid down.

First 19 days of daytime-only operation of KFI-TV (Vol. 5:9) revealed, according to telephone coincidental survey made March 18 by Facts Consolidated; 7% of Southern California's estimated 110,000 TV homes are looking in during average quarter hour; 64.4% watch sometime, with average of 2.3 viewers per set; 45.1% watch 3 days a week or more; 26.1% watch 5 days or more.

Top 10 TV shows in New York during March, as rated by the Pulse Inc.: *Texaco Star Theatre*, WNBT, 75.3; *Godfrey's Talent Scouts*, WCBS-TV, 56; *The Goldbergs*, WCBS-TV, 54; *Broadway Revue*, WABD-WNBT, 52.7; *Godfrey & His Friends*, WCBS-TV, 48.7; *Toast of the Town*, WCBS-TV, 45.3; *Kraft TV Theatre*, WNBT, 42; *Phil Silvers Show*, WNBT, 37.3; *Amateur Hour*, WABD, 36.7; *Lamb's Gambol*, WNBT, 32. In Philadelphia, *Texaco* also leads (71) but in Chicago *Godfrey and His Friends* is in first place (65), *Texaco* second (55).

Building a TV but still putting its chips on AM, New York's WOR plans to spend \$250,000 if FCC will permit it to increase tower height from 385 to 638 ft. (unapproved by CAA), change from quarter to half-wave, thus greatly increase ERP and range. Consolidated hearing of 710 kc occupants has been ordered.

NAB's featured speakers at April 6-13 convention in Chicago's Hotel Stevens will be FCC Chairman Wayne Coy at April 11 luncheon, Attorney General Tom Clark at April 12 luncheon. RMA's name speaker at its May 16-19 convention, also in Chicago's Stevens Hotel, will be Senator Capehart (R-Ind.), onetime radio manufacturer.

NAB's session on TV April 13 at Chicago convention will have Fort Industry's George Storer presiding, with panel including Kudner Agency's Myron P. Kirk, CBS's Henry Grossman, Fort Industry's Elaine Phillips, E. Y. Flanigan, WSPD-TV; Stanley Hubbard, KSTP-TV.

Change in our *Directory of Consulting Engineers* (Supp. No. 12-C): Jay E. Tapp and Raymond B. Torian, T & T Radio Measurements Co., have moved to 1228 E. Compton Blvd., Compton, Cal.: phone Nevada 63-170.

TBA has elected Frank M. (Scoop) Russell, NBC Washington v.p., as director, succeeding Noran Kersta.

Figuring the American family's leisure time for entertainment at 30 hours per week, Paramount v.p. Paul Raibourn forecasts 15 hours spent viewing TV, opines this may mean greater impact on auto sales and apparel business than on movies, newspapers and magazines. Worse hit will be night-time network radio and chief impact on movies, he told Investment Bankers Assn. in Chicago March 23, will be to drive "B" pictures out of local movie houses. Here's how the average family now spends some of its leisure time and money, as this engineer-financial movie executive tells it: 7-8 hours per week listening to radio, cost \$42 per year; 1½ hours at movies, cost \$35; 1½ hours newspaper reading, cost \$40; 45 minutes magazine reading, cost \$20; 3-6 hours auto useage, cost \$400.

Admiral Corp's proxy statement for April 14 stockholders' meeting in Chicago proposes to increase capital stock from 1,000,000 to 1,200,000 shares, though there are no definite plans for use of these shares—rapid expansion being given as reason for having them handy to be used in exchange for assets or stock of other companies, to be sold, or to be voted as stock dividend, as board sees fit. Statement also discloses 1948 remuneration of officers as follows: Ross D. Siragusa, president, \$82,665; Juan B. Huarisa, executive v.p., \$55,332; Lee H. D. Baker, v.p., \$20,000; Richard A. Graver, v.p., \$20,000; Lynn C. Park, treas., \$16,666. These added sums were listed as 1948 bonuses and profit-sharing: Mr. Huarisa, \$19,173; Mr. Baker, \$12,782; Mr. Graver, \$12,782; Mr. Park, \$10,651.

"Let 'em see it on TV before putting it in the can," may be the best way to describe Paramount's new "closed circuit, pre-filming" service which got first commercial workout last week for unnamed TV sponsor, may cut TV film production costs to one-tenth regular "shooting" methods in judgment of Paramount TV commercial director George T. Shupert. System permits agency and sponsor to see commercial or show on TV monitor, make changes, etc., have closed circuit telecast film-recorded, viewed in matter of seconds, using Paramount's 35mm off-tube recording method. Shupert emphasized movie company supplies only its facilities (including new TV studio in Paramount Bldg., New York City); is not staging productions. Service is now available at KTLA, Los Angeles, soon will be at WBKB, Chicago.

One home movie projector manufacturer evincing concern over TV's impact on sales is Victor Animatograph Corp., Davenport, Ia. (division of Curtiss-Wright) whose ad in April *National Geographic* is captioned "Select Your own Sound Movies—What You Want—When You Want Them." Copy continues, "When you're in the mood for a sparkling comedy or a beautiful travel film, you don't want to watch a wrestling match. Victor 16mm projectors offer the ultimate in home entertainment and education . . . no eyestrain, no picture fading, no distortion and no interruptions for commercial announcements . . ."

Personal notes: Everybody seems agreed, though nothing official about it yet, that Edgar Kobak will shortly leave MBS presidency; board meets in Chicago April 8 to pick successor . . . Dr. Leon Levy stays on as manager, Isaac D. Levy as v.p. and general counsel of WCAU Inc. until successors are named, though resignations were effective April 1; WCAU board also elected 3 to v.p. rank: Alex Rosenman, sales; John Leitch, engineering; Joseph Connolly, programs . . . Louis Stumer, ex-DuMont, named CBS-TV program coordinator.

Hazeltine Corp.'s 1948 sales totaled \$2,376,795 and net income \$700,728 vs. 1947 sales of \$3,572,701 and profit of \$1,412,265.

Mightily irked by CBS's joyful claims of top-rated shows, lowest cost-per-thousand, greatest wattage, etc. (Vol. 5:10), NBC's Niles Trammell countered March 15 with 5-page letter to agencies, advertisers, etc., picking claims apart. Sample CBS assertions and Trammell comments: CBS—"billings for the first quarter of 1949 are running 8% ahead of a year ago." Trammell—"This is more in the nature of a recovery . . . CBS first quarter billings have now caught up to their level of 1945." CBS—"lowest cost-per-thousand families for the third consecutive year." Trammell—"CBS will undoubtedly find that the adoption of Jack Benny, Amos 'n' Andy, Bing Crosby et al., will rule them out of any low cost claims based on 1949 results." CBS—"has authorized nighttime power of 1,555,000 watts, leading all other networks." Trammell—"NBC lays no claim for its 1,517,000 watts, as such. Only when power is considered in relation to frequency and ground conductivity is there a proper basis for comparing signal strength. And only when these factors are related to population is there a measure of power where it counts."

ABC's TV v.p. Charles C. Barry, in April *Atlantic Monthly*, takes more realistic attitude toward TV's future than did carping pundit Gilbert Seldes in March issue (Vol. 5:10), titles his article "Tyrants of Television—an Inside View." Barry dilates on the "countless petty tyrannies" which confront the [TV] broadcaster at every turn: mechanical obstinacy of equipment, delicate idiosyncracies of camera tube, always cramped studios, long, grinding hours of rehearsal, astronomic man hours of engineers, directors, cameramen, floor managers, stagehands, light crews, prop men, performers. Yet, he concludes, "I think they can be counted on to evolve a picture . . . that is as broad, as dramatic and as challenging as America itself."

CBS 1948 top executive salaries disclosed in notice of annual stockholders' meeting April 20: Wm. S. Paley, chairman, \$71,730; Frank Stanton, president, \$70,096; Joseph H. Ream, executive v.p., \$44,999; Edward Wallerstein, chairman, Columbia Records, \$53,333; Frank K. White, president, Columbia Records, \$44,481. Bonuses and profit-shares included: Mr. Stanton, \$39,702; Mr. Ream, \$13,687; Mr. Wallerstein, \$9,972; Mr. White, \$8,177.

Novel airborne TV antenna to pick stray signals out of the air has been developed by Ralph Carr Powell, Gloucester, Mass. He uses helium-filled "Kytoon," made by Dewey & Almy Chemical Co., Cambridge, widely employed for air-sea rescue work during war. Kytoon lifts antenna 100-200 ft., holds 40 cu. ft. of gas, costs about 50¢ a day to keep filled, must be replaced after month's use at cost of \$6. Carr realizes he may run into co-channel interference but says adjustment in height helps.

Stanley Rubin, Grant-Realm's producer of Lucky Strike's *Your Show Time* films (NBC, Friday nights), thinks he's found the answer to film costs for TV. He leases completed pictures to American Tobacco Co. for TV showings, retains all other rights, hopes to garner profits from other-than-TV showings (production costs equal American Tobacco fee). If tobacco company should drop option, firm would recapture TV rights also. Rubin's story, which tells his thinking on TV film making, is in March 19 issue of *Billboard Magazine*.

New FCC attorneys: TV, Herbert Schulkind, from New York firm of Phillips, Nizer, Benjamin & Krim; AM, Earl Stanley, just out of George Washington U; Common Carrier, Willis Ryza, recent graduate of Northwestern U.

"Televised Sports Today" heads daily box on p. 1 of sports section of *New York Herald Tribune*, listing names, lineups and numbers of all contestants in each day's local televised sports—a circulation natural.

TV network sponsorships: Canada Dry Inc. used ABC-TV closed circuit March 30, 4:30-5 p.m., for 8-city personnel meeting to see and hear promotion-sales plan for *Super Circus*, which it's sponsoring on 8 ABC stations Sun. 5-5:30 p.m., starting April 3; second half-hour remains to be sold . . . Old Gold signed by ABC-TV to sponsor second half-hour of *Stop the Music*, Thu. 8-9 p.m., starting May 5 . . . International Cellucotton (Kleenex) sometime in June starts weekly 30-min. show on ABC-TV from Chicago, program to be decided . . . Ford Dealers of America April 18 start *Through the Crystal Ball* with Jimmy Savo on CBS-TV, Mon. 9-9:30 p.m. . . . *Philco Television Playhouse* leaves NBC-TV after April 10 show, may be replaced Sun. 9-10 p.m. by *NBC Playhouse* . . . Chesebrough Mfg. Co. (Vaseline) sponsoring *Greatest Fights of the Century*, 5-min. film highlights of big bouts, preceding Fri. night boxing on NBC-TV . . . Colgate-Palmolive-Peet (Colgate toothpaste) takes *Howdy Doody*, Tue. & Thu. 6-6:15 p.m., on NBC-TV, starting April 4.

TV station sponsorships: *Billboard*, which usually is on top of commercial side of TV, reports American Banking Assn., N. Y. State Banking Assn., Federal Reserve Bank running co-surveys contemplating possible \$1,500,000 cooperative campaign with 20-min. institutional films to be placed on TV stations . . . Union Oil Co. using Los Angeles KTSL 8-8:30 p.m., April 12, for "annual report to stockholders" . . . Sun-Nap-Pak (tissues) April 7 taking sponsorships of *Jack Eigen* show on WABD, New York, Thu. 7:45-8 p.m. . . . D. P. Harris Hardware Mfg. Corp. buys 5-min. film *Thrills on Wheels*, trick bicycling and roller skating, on New York WNBT, Mon. and Thu. 6:55 p.m.; also on WNBT, Lehn & Fink (Lysol) takes 1-min. ann. on *Easy Does It* Tue. and Thu. . . . Jacob Ruppert Brewery takes 5-min. Ziv sports films narrated by Bill Slater on WPIX, New York, preceding 77 Giant home games sponsored by Chesterfield; also on WPIX, R & H Brewing Co. sponsoring Mon. Eastern Parkway Arena boxing . . . Gunther Beer first participating sponsor on daily *Sports Room*, Mon. thru Sat. 4-6 p.m., on WAAM, Baltimore.

TV is already as big a business as atomic fission, will surpass it in 1949, reports March *Fortune Magazine*, which also finds small, "but nevertheless striking sign" in reduced radio listening among half those interviewed who own both radio and TV sets (3% of total).

"The Television Tube Story," 12-page RCA booklet tells how company has spent \$12,000,000 for expansion of tube-making facilities, produced 60% of industry's output in 1946, 65% in 1947, about 50% in 1948, expects to produce about 40% this year.

NBC report on Washington's 1,300,000 population: 97.6% have radios, 86% telephones, 8.5% TVs. TV homes include 110,500 people, 7 out of 10 of whom viewed TV 2 hours, 42 minutes day of survey. Even among those who didn't have TV at home, 7% saw TV for 1½ hours day of survey.

Results of premium advertising on TV has been nothing short of sensational, box-top experts attending National Premium Buyers Exposition in Chicago last week reported. Total premium business boom is expected to reach to \$1 billion volume this year.

NAB's proposed recording and reproducing standards, up for adoption at April 9 session of Chicago convention, are available in booklet form from Engineering Dept., NAB, 1771 N St., N.W., Washington, D. C.

Drop in moviegoing of 25% was found by Los Angeles' Picfair Theater (Nicholson) in survey of 100 TV homes.

KCBS is new call of San Francisco's KQW, now fully owned by CBS.

CINCINNATI'S WKRC-TV & OTHER STARTERS: Cincinnati's second TV station, WKRC-TV, goes on commercial schedule April 4 (Vol. 5:12), will operate daily except Tuesdays and Saturdays 5:30 to about 10 p.m. on Channel No. 11. Taft family's associated Times-Star is publishing special edition that day, and Cincinnati Gas & Electric Co., to boost interest and set sales, has proclaimed "Television Month." New station is expected to give usual competitive stimulus to local set sales, reported at 2,300 during March with only WLWT on air. City's third outlet, Scripps-Howard's WCPO-TV, reports it definitely expects to make June 14 opening date.

With Crosley's WLWC, Columbus, which got STA for March 30 start, but also fixed April 4 for formal debut (Vol. 5:13), there are now 61 stations in commercial operation. WLWC, incidently, reports total business booked through November now \$64,250 -- with no studios yet.

Next starter probably will be WKY-TV, Oklahoma City, aiming to get test pattern on air by April 15 from 966-ft. tower which is believed to be tallest radio, let alone TV, tower in the world. Formal opening date has been set for May 15; with possibility of delay until June...Latest dope on WOR-TV, New York, is June 1 start...Steinmans' WGAL-TV, Lancaster, Pa., has indicated to set distributors it's aiming for scheduled operation by June 1...Rochester's WHTM, aiming for June 1 start, may get break by being linked up with Buffalo's WBEN-TV (and hence with networks) via AT&T microwave relay tower at Attica, N.Y., which may be completed by Oct. 1; in interim, Stromberg engineers are contemplating pickups of Buffalo (67 mi.) via own relay at Attica, and sponsors are already being approached for dual stations.

TV Addenda 7-A won't be published until next week, inasmuch as we're issuing TV Directory No. 7 this week. Anyhow, there's only one new application to report -- for Oak Hill, W. Va. (pop. 3,213), 15 mi. north of Beckley, from Robert R. Thomas, operating daytime AM station WOAY there, asking for Channel No. 6 (assigned to Beckley, pre-freeze), proposing to spend \$77,277 on construction, \$25,000 on operation.

* * * *

Latest "laggard" hearing involved extension of CP of WRTV, New Orleans (Vol. 5:6), lasting only 2 hours Monday, it brought forth statement from Maison Blanche dept. store president Morton Schwartz that he would have gone ahead if equipment could have been secured soon after January 1947 grant; but that situation has changed, company isn't sure now, fears "obsolescence." CP is now up for decision, along with the ones awaited on WRTB, Waltham (Vol. 5:6,7) and WHAS-TV, Louisville (Vol. 5:9). Hearing dates remain to be set on recently cited WTVN, Columbus (Vol. 5:7); WMBR-TV, Jacksonville (Vol. 5:11); WSAZ-TV, Huntington, W. Va. (Vol. 5:13).

THE THINKING AND PLANNING OF CBS: CBS's annual report to stockholders is the official tip-off to the master-minding that has impelled it to do what it's done in recent months -- particularly its thinking and planning for TV -- hence is worth close scrutiny. "Undisputed leadership" theme is stressed and much-publicized claims to program, talent and facilities preeminence repeated. But, most significantly, the report accepts TV as a basic factor in radio's economy, doesn't minimize its impact:

"The past year brought into sharp focus the single greatest technological change in our history: the development of television...1948 saw the definite beginning of a transition period in which the audience-patterns and advertising-patterns of radio, as we have known them in past decades, are almost certain to change."

"We do not believe they will change precipitously or in disorganized fashion...the rise of a strong new medium does not tend to displace any of the others. No mass medium, once developed, has ever disappeared. The contrary has happened. Despite the increase in number of mass media in our time -- from books and newspapers and magazines to motion pictures, phonograph records and radio -- each of them has grown enormously as the nation itself has grown."

Radio in 38,000,000 homes (95% of all) is at highest level of acceptance in its history, says the report. "Nevertheless, we know that important changes in the patterns of radio are on the horizon. TV must now be accommodated into the American family's way of life, and American industry's way of selling goods. Exactly what this may mean to radio -- and when -- no one can predict. But of this we can be

sure: the stronger your company's position is, relative to the rest of the broadcasting industry, the better prepared it will be to cope with any change ahead.

"As the media strategies of the nation's advertisers shift and accommodate to the rise of TV, it is important that they regard and accept CBS as the acknowledged leader among networks. Only this can insure our being 'first choice' of the major advertisers who continue in radio, as well as those who come into TV -- assuring for CBS optimum schedules of sponsorship in both media through the coming years."

Not a word about color TV, which CBS has shelved in favor of electronic monochrome -- but some imposing chapters are included on CBS-TV accomplishments up to end of 1948. And, to this expanded TV activity, and reduced earnings of Columbia Records Inc., are attributed drop in net income from \$5,920,104 (\$3.45 per share) in 1947 to \$5,041,682 (\$2.94 per share) in 1948. Gross dropped from \$101,045,647 in 1947 (53 weeks) to \$98,377,258 in 1948 (52 weeks).

Note: Less detailed, in form of one-sheet folder, ABC's 1948 annual report shows gross income of \$37,110,726 compared with \$35,955,004 in 1947; net \$468,676 (28¢ a share) in 1948 vs. \$1,520,756 (90¢) in 1947. "Decrease in earnings in 1948," Chairman Edward J. Noble states, "was due to the impact of television which in the post-war era has moved so rapidly that current costs of operations run well ahead of income. Increased appropriations for TV advertising, as millions of new receivers are installed, as advertisers seek preferred time positions and program structures are extended and improved, should close the gap between income and outgo. The date of that accomplishment cannot be forecast but one may hope it will come next year."

KLEE-TV's NOT-SO-STARTLING PROFIT: That much-publicized "profit operation" of Houston's KLEE-TV turns out to be not quite so imposing as reports had it. Nevertheless, it's the first station claiming any appreciable profit in such short time (it started Jan. 1, 1949). On inquiry, we learn from manager Sid Balkin that January receipts ran slightly above \$20,000, over-all expenditures \$13,700 -- staff entirely separate from AM. But the reported "\$5,000 profit" does not include depreciation, says Balkin; actually, he indicates prudent bookkeeping would probably show about \$1,000 net after all charges, including depreciation. Boomtown Houston's only TV (base rate: \$200) got off to excellent start with Southern Select Beer paying more than \$100,000 for baseball-boxing (station paying \$20,000 for baseball rights), big Joske's store paying some \$40,000 for daily INS Telenews. Total billings to date: about \$300,000.

Note: Nobody takes profit claims of telecasters very seriously, for there are as yet just about as many ways of keeping books as there are stations. Usual advice of TV station operators to others proposing to take the plunge: Figure on half million dollars invested in plant and deficit operation first year, have at least that much more available in case of need.

FM AND ITS SALES PROSPECTS PROBED: Though it's obviously the proverbial better mousetrap, though it's being built into most larger radio and TV models and an increasing number of table models, though its coverage and clarity are vastly superior -- FM is still going begging for commercial support. That was the tenor of talk at FMA Sales Clinic in New York Friday (125 attendees), highlighted by...

(1) MBS president Edgar Kobak emphasized that FM is a better, but not different, medium; that engineering phase is over and it's time for business men to take over, treating FM as part of broadcasting.

(2) Everett Dillard showed beyond a doubt that FM signals are there, waiting for receivers: 721 stations making excellent signals available to 100,000,000.

(3) J. Walter Thompson's chief timebuyer Linnea Nelson reiterated the agencies' lament about FMers: They rave about superior signals, but don't present facts about who's actually receiving them.

(4) Maj. Armstrong again put his finger on a principal FM sore spot: Lack of good, inexpensive receivers. Other speakers saw many manufacturers turning to FM set production to offset drastic drop in non-TV receiver sales.

(5) Transit Radio's William Ensign projected transit FM's growth: Operation in 25-30 cities by fall, 40-50 by winter, truly national by end of 1950.

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SUMMER OR FALL BEFORE 'FREEZE' ENDS: No one save Chairman Coy really thought FCC could end vhf freeze and get going on new allocations and grants by oft-promised June 1 date (Vol. 5:5,13). Now, even he has his doubts -- and a better guess would be well into summer or early fall.

Nor is there any disposition to hurry uhf along and get it started same time vhf freeze ends. There are still many in industry and FCC dubious about effectiveness (and political wisdom) of thawing vhf without doing anything about uhf, but instructions still are to get former out of the way first.

Looks now like oft-delayed Ad Hoc Committee report won't be in before April 18. Then it must be worked on by FCC staff for standards' revisions, new allocations; and then proposed by Commission -- with possible hearings, oral arguments and all the usual attendant delays, before being finally promulgated.

It's now definite, too, that Chairman Coy will head U.S. delegation to May 19 International Telecommunications Conference in Paris -- he sails on Queen Elizabeth May 13 with big staff. With Coy gone, it will devolve on Comr. Sterling to supervise TV thaw; he's due back from Mexico City International High Frequency Conference next week and must reacquaint himself with all the factors before taking hold.

It all adds up to summer or fall before wheels of vhf TV actually begin to roll again. Meanwhile, one manufacturer says he has \$2,000,000 worth of TV transmitters in inventory, ready to deliver immediately. RCA is proceeding with factory construction of "guinea pig" uhf transmitter for Bridgeport (Vol. 5:8,13), though FCC still hasn't approved application for this first proposed satellite operation.

WILL TV CUT INTO RADIO BROADCASTING? Time was when announcements like these would cause the broadcasting industry to swell with pride: Radio 1948 time sales, \$398,-560,000 (NAB year-end estimate). Daily newspaper 1948 national advertising, \$389,-261,000 (ANPA report April 4). General magazine 1948 total display advertising, \$425,709,354 (Printers Ink April 1).

In not much more than 25 years, radio achieves a volume exceeding the national business of 908 daily newspapers circulating some 50,000,000 copies in 664 cities! And pushes the gross of all the long-established magazines, including the slick and expensive media that circulate into the tens of millions!

But today the broadcasting industry is not quite so cocky, is somewhat puzzled, uncertain, inclined to take stock of itself. The basic reason:

What's this radio-born upstart TV going to do to the broadcasting business?

NAB's annual foregathering of the clan offers good opportunity to ponder and debate questions which we merely pose here -- leaving the answers to time and the industry's better minds and best informed opinion:

What will be the impact of TV on the business of broadcasting as a whole, already overcrowded with stations (1,924 AM, 702 FM), already suffering an access of competition in many areas, already feeling audience and some dollar inroads?

Can broadcasters play both ends against the middle, continue to make AM pay the TV piper while working toward the day TV can stand on its own fiscal legs let alone turn a profit -- indeed, even nursing the hope they can eat their AM cake and

have it too? Facts: 50 of the 61 operating TV stations are AM-associated, supported by AM money; 49 of the 59 pending CPs for TV; 205 of the 320 pending TV applicants.

Will sponsors continue to pay present AM time rates as TV audiences grow and TV time rates soar? If it's true that most TV homes are lost to AM, how can AM maintain present rate structures in an area like New York, for example, after 1,000,000 out of its 3,500,000 homes are TV-equipped (probably by this year's end)?

Can the national networks, pillars of AM, accounting for fully one-third its total dollar volume, maintain their extensive and expensive structures if profitable (and relatively inexpensive) AM shrinks and still unprofitable (and very expensive) TV expands? Net earnings of CBS and ABC are already down considerably (Vol. 5:14), and it's an open secret that reduced billings are partly behind the exodus of Ed Kobak from MBS.

And if TV does cut into radio's "circulation," if sponsorships decline due to unwillingness to foot AM's time-talent bills and higher cost-per-listener, can the networks and major stations maintain balance sheets, let alone reserves, which could be thrown askew by the loss of only a few big accounts?

Can AM's big-name talent, some of it stratospheric in cost, boosted still higher by recent inter-network raids, continue to pay off for radio? On its own part, can this talent expect to go into TV and stay on AM, too? Working without scripts, their repertoires limited, will their faces and figures outwear their welcome on the TV screens? Can Berle, for example, and Godfrey last?

Must the TV star cycle (and rate card) shift to 13-times-a-year?

As stated, we merely pose the questions -- without essaying to answer them ...though the unfolding of the answers during the next few years will be our main task as observers of basic trends and developments in the radio arts and industries.

STATUS OF KGO-TV & OTHER NEWCOMERS: ABC's KGO-TV, San Francisco's second outlet, testing since Feb. 21, is now definitely slated for May 5 commercial inaugural, which should stimulate lagging TV set sales in that area. It will be No. 62 on the station roster, unless one of the other previously scheduled April-May starters (Vol. 5:9) pushes ahead -- extremely unlikely. KGO-TV starts with Philco distributor Thompson & Holmes Ltd. signed for 29 Oakland Oaks home baseball games (KPIX carrying San Francisco Seals) and will operate Tuesday thru Saturday. It occupies famed Sutro Mansion, Twin Peaks landmark, which houses both studios and Channel 7 transmitter, 600 ft. tower rising 1,362 ft. above the bay. ABC still hasn't decided on opening date for its KECA-TV, Los Angeles, now also testing.

New application filed this week by Scranton (Pa.) Times (WQAN) asks for Channel 11, makes it 4 for 3 in Scranton-Wilkes-Barre area. One application was dropped this week when St. Louis Globe-Democrat bought into KWK, also announced surrender of its FM station KWGD. KWK has TV application pending, also FM operating. Details of deal won't be made public until FCC application is filed, but it's understood newspaper has bought 15% or 20% interest in Convey properties for \$125,000-\$150,000, has agreed to buy more stock if KWK is granted TV and needs more funds. That leaves 5 seeking St. Louis' 4 remaining pre-freeze channels.

Scrutiny of CP laggards continues at FCC -- latest to be cited being E. F. Peffer's KGDM, Stockton, Cal., holding CP since Jan. 9, 1947; it must go to hearing to show cause for delays, fourth such citation pending (Vol. 5:14).

WGAL-TV, Lancaster, Pa., is now running daily test patterns 10-12 noon and 2-5 p.m., promises commercial start "no later than June 1"...Rochester's WHTM should get tests going by May 15, is now fairly certain to have network connection for June 11 inaugural (Vol. 5:14)...Latest from Omaha's WOW-TV is Sept. 1 target...WOR-TV, New York, start on June 1 is reasonably sure now with signing of Schaefer Beer to sponsor 13 Dodger games (also carried on WATV).

Chicago's WENR-TV (ABC) has acquired additional 4,000 ft. of studio space in Civic Opera Bldg., now has 3 studios, accounts for \$300,000 in station business. This is aside from ABC-TV's Midwest network bookings of \$400,000, according to v.p. John Norton Jr. "It is my opinion," he adds, "that ABC-TV in Chicago will go well past the million mark before the end of 1949."

Frank K. White, ex-CBS treasurer, latterly president of Columbia Records Inc., is MBS's new president, succeeding Edgar Kobak who is going into business consulting practice with Mutual as first client. White takes over May 1, gets salary of \$85,000 plus bonus (his 1948 CBS income, \$53,000; Kobak's from MBS, \$100,000). He is given full autonomy over selection of new personnel. WOR's Ted Streibert becomes MBS board chairman, succeeding Don Lee's Lewis Allen Weiss; Yankee's Bill O'Neill is new vice chairman. At Columbia Records, Chairman Edward Wallerstein reassumes presidency.

Article by Merlin H. Aylesworth, ex-NBC president in forthcoming April 26 *Look Magazine* is captioned, "Radio Is Doomed . . . But Its Stars Will Be Tops in Television." This is "Deke" Aylesworth's prediction: ". . . that within 3 years the broadcasting of sound, or ear radio, over giant networks will be wiped out. Powerful network TV will take its place, completely overshadowing the few weather reports and recorded programs left to the single, independent ear radio stations. And stars who are now big in ear radio will be the best in television."

Personal Notes: Edward W. Butler, ex-gen. mgr. of Sylvania electronics division, on April 25 becomes director of Federal's radio division, duties including supervision of Farnsworth if IT&T deal goes through . . . James J. Sutherland, Sylvania controller, promoted to gen. mgr. of electronics division . . . Walter E. Benoit resumes Westinghouse Radio Stations v.p. duties, in Philadelphia, after period as treasurer of Industria Electra de Mexico in Mexico City . . . Tony Kraber promoted from program mgr. of WABD to mgr. of program presentations for DuMont Network . . . Wayne Osborne, ex-major league ball player, named sports director of WLWD, Dayton.

Steady increase in TV's advertisers and dollar volume is shown in latest *Rorabaugh Reports*, showing 1,027 advertisers using TV at end of March. January TV billings were \$1,351,576, February \$1,803,345, March \$2,085,744. Of total \$5,240,665 spent during first 1949 quarter, \$1,732,594 is attributed to network, \$2,077,511 to selective (national and regional spot), \$1,430,560 to local and regional accounts.

RCA-NBC raids CBS: Herbert Bayard Swope, noted Pulitzer Prize winning newsman and onetime editor of old *New York World*, has resigned from CBS board and executive committee (on which he has served since 1932) to become "advisor and consultant" to RCA-NBC.

Voluminous package containing FCC's reply to Senator Johnson's request for its data on patent monopoly and anti-trust studies (Vol. 5:11) went to Capitol Hill this week, much of it marked confidential. Neither FCC nor Senate Interstate Committee intends to make information public for present.

Added note to continuing rumors that Wayne Coy will soon leave FCC chairmanship (unlikely until he finishes TV job and certainly not before Paris mission is over—that is, unless the President drafts him for another post): Drew Pearson's column April 9 says George L. Killion, president of American President Steamship Lines, has been offered FCC chairmanship.

Reeves Soundcraft Corp., New York, (H. E. Reeves), has acquired control of Tele-Video Corp., Upper Darby, Pa., and Bace Television Corp., Hackensack, N. J., both TV set makers (*TV Directory No. 7*); Reeves has also acquired Airdesign Inc., electronics, and Light Metals Corp., aluminum stampings.

Healthy state of NAB's finances, and all-embracing character of its present membership, are reflected in treasurer's report for fiscal year April 1, 1948-Feb. 28, 1949. Income for that period amounted to \$761,331, almost all from dues. Expenses were \$654,491, leaving balance of \$106,839. Out of 1,903 licensed AM stations, report shows 1,181 (62%) are NAB members—including 783 network affiliates (71% of all affiliates) and 444 non-affiliates (43% of all). NAB also embraces 600 FMs, or 63% of all; 122 TV license and CP holders. Total membership of 1,904 also includes 73 associates.

Index to upsurging TV market: 1948 sales of cathode ray receiving tubes totaled 1,265,472 units valued at \$31,985,461 vs. 274,008 valued at \$7,756,203 in 1947, according to RMA. Of these, 1,179,444 units were TV receiver-type picture tubes valued at \$29,804,018 sold to set makers, plus 84,230 tubes worth \$2,140,682 sold to users and distributors—remainder being Govt. and export sales. Fourth quarter CR tube sales indicated rising rate of output, totaling 475,728 units valued at \$12,816,631 vs. 99,911 worth \$2,773,318 during same 1947 quarter. Total electron tube sales (all types) aggregated 4,820,435 units valued at \$60,513,248 in 1948 vs. 3,259,626 valued at \$31,379,861 in 1947.

TV on the labor front: AFM rates for TV have been set at 90% of standard broadcasting fees, increase of 15%. Contract runs until March 31, 1950, applies to networks and their owned and operated stations, figures out to \$16.20 for half-hour, \$20.70 for hour on network show \$12 and \$18.40 for local originations. Not included are rates for use of musicians on film or package shows. On performers' front, idea of "one-big-union" (Vol. 4:44) has been dropped due to inter-union opposition. Now aplaning is Television Authority comprising representatives of all performer unions, with power to settle jurisdictional disputes in TV. AFRA, leader in TV union fight, still hopes to persuade other unions to make Television Authority full-fledged union after year's operation.

Somewhat belated but interesting nevertheless, inasmuch as total volume and possibly profit are on upgrade thanks to TV, are figures SEC released this week showing combined sales of 25 leading radio manufacturers were \$1,144,473,000 in 1947 as against \$839,079,000 in 1946. Profits in 1947 were \$49,090,000 vs. \$20,738,000 the preceding year. Companies included (no breakdowns given): Admiral, Aircraft Radio, Collins, DuMont, Emerson, Farnsworth, Hallicrafters, Hoffman, Hytron, International Detrola, Lear, Magnavox, Majestic, Motorola, Philco, RCA, Raytheon, Reeves-Ely, Sentinel, Sonotone, Sparks-Withington, Stromberg-Carlson, Sylvania, Wells-Gardner, Zenith.

Radio lineage, mainly from manufacturers but partially from broadcasters, amounted to \$14,401,000 out of the \$389,261,000 worth of national advertising space purchased in 908 daily newspapers representing 88.3% of the total weekday circulation in U. S., according to an American Newspaper Publishers Assn. survey released this week. Radio thus was No. 10 among national advertisers, being led by grocers, automotive, alcoholic beverages, toilet requisites, housing supplies, transportation, medical, tobacco, publications.

Life Magazine watched Jack Benny's recent TV debut on Los Angeles' KTTV, and proclaimed him "a hit," saying his violin gag as leader of "Spike Benny and His Sons of the Golden West" stopped the show. Whether CBS's biggest talent investment will go on TV regularly, will come East for TV, or can be syndicated via kine-films, are still unanswered questions.

TV sponsorships: Time Inc. has bought Gen Eisenhower's *Crusade in Europe*, 26-part film, to start April 21 or May 5 on all ABC-TV outlets, Thu., 9-9:30 p.m.; it will be placed on non-ABC affiliates also, so that every TV city is covered . . . Admiral rumored buying *Stop the Music* on ABC-TV for 8 p.m. half hour preceding Eisenhower film, second half hour being sold already to Old Gold . . . Westinghouse reported buying CBS-TV's *Studio One*, and RCA taking on NBC-TV 8-9 p.m. period Wed. opposite Godfrey—but neither verified . . . Pabst definitely will sponsor Eddie Cantor in *School for Show Business* on NBC-TV starting in October, twice monthly . . . Gillette will sponsor *Kentucky Derby* on WAVE-TV May 7, but CBS-TV will syndicate films for release within 24 hours . . . Bell and Howell (movie equipment) on April 24 starts *Action Autograph* on 4 ABC-TV stations from Chicago, Sun., 10-10:15 p.m. . . . General Mills has contracted to pay \$10,000 apiece for 52 half-hour TV films of *Lone Ranger* to be produced by Jack Chertok's Apex Pictures, placed on 20 or more ABC-TV stations starting mid-Sept. . . . Goodall Co. spotting 13 five-min. films *How to Improve Your Golf* on 19 stations . . . Meister Brau Beer has bought half of home games of Chicago Cubs and White Sox on WGN-TV, which has non-exclusive contract with Cubs, exclusive with White Sox . . . Pall Mall and United Air Lines buying spots on Paramount's WBKB and KTLA; Celanese Corp. of America also buys spots on KTLA . . . Taylor-Reed Co. (Cocoa Marsh syrup) April 10 starts *Puppet Varieties* on WNBT, New York, Sun., 11:45-11:50 a.m.

Leading advertisers in 1948, listed separately for 4 basic media, are tabulated with 1,351 companies' expenditures in April 1 *Printers Ink*, based on Publishers Information Bureau figures. By industries, biggest expenditures on networks were \$47,208,282 for food and home products, \$32,145,225 toiletries, \$22,566,488 drugs and remedies, \$20,767,870 soaps and cleansers, \$20,323,300 smoking materials. Total display is placed at \$425,709,354 in general magazines, \$198,995,742 network radio, \$46,709,683 magazine sections, \$28,684,523 farm magazines.

No gainsaying fact FM will receive added boost from inclusion of band in TV sets. FMA survey shows that of 246 sets (37 manufacturers), 112 have FM and 19 of them have FM-only. Our own listing of 346 sets in *TV Directory No. 7* shows 143 sets with FM facilities. Only drawback to this showing is that volume production is heavier in table models than in larger sets, and most of these don't include FM—only 16 out of 116 table models in *TV Directory No. 7* are listed with FM.

"Television Muscles Into Everything" is illustrative title of article in April *Kiplinger Magazine*, which quotes recent surveys on effect of TV on radio listening, movie-going, reading—also notes what affected industries are doing to combat TV competition. Same issue has short piece headed "Is FM a Flop?" and finding principal trouble "too many voices and not enough ears."

"Community type" TV equipment, including its new 500-watt transmitter, super-turnstile antenna, control units, cameras, etc., will be featured at next TV Technical Training Course to be conducted by RCA at Camden, May 9-13. This is seventh in series of TV clinics thus far attended by 400 engineers.

"A new and greater concentration of the mass media of communications" is feared by ex-FCC economics chief Dallas Smythe, writing in *Current Economic Comment* of U. of Illinois. Now an economics professor there, Smythe notes that until now ownership interests in broadcasting, movies and newspapers have been substantially distinct—but each of these is becoming heavily involved in TV.

National Better Business Bureau is pretty well convinced TV set buyers don't have to fear obsolescence. In statement issued April 5, Kenneth B. Wilson, operating manager, declared "the public can be assured that aside from the possible additional use of the uhf band at some future date, telecasting on the channels currently used will continue indefinitely . . . There is no indication of obsolescence of vhf television in the foreseeable future." He bolstered his conclusion by quoting replies from FCC chairman Coy, saying much what he did in Baltimore 2 weeks ago (Vol. 5:13); also from ABC's Mark Woods, CBS's Frank Stanton, DuMont's Allen B. DuMont, NBC's Gustav Margraf—all saying they would continue network TV on vhf, irrespective of addition of uhf.

Paul Whiteman drew \$21,333 as ABC v.p., plus \$145,650 as director of his orchestra and for performances, during 1948, according to salary list published in connection with call for stockholders meeting April 12. Other executive salaries: Mark Woods, president, \$75,000; Robert E. Kintner, executive v.p., \$49,999; C. Nicholas Priaulx, v.p.-treas., \$26,249. Officers-director stockholdings as of March 1: Edward J. Noble, chairman, 901,667 shares, or 53.38% of 1,689,017 outstanding; Earl E. Anderson, v.p., 15,000; Mr. Kintner, 14,600; Mr. Woods, 6,500; Franklin S. Wood, attorney, 6,000; Mr. Priaulx, 1,000; Owen D. Young, director, 10,000.

National Union Radio Corp's 1948 operations resulted in net loss of \$40,600 after including as income \$225,000 from RCA under patent license agreement; this compared with 1947 loss of \$43,113. President Kenneth Meinken stated TV picture tube business should give company better year in 1949, notably its Skiatron. Company's sales were \$5,497,391 in 1948. National Union owns 17.2% of Tung-Sol, and all of National Union's preferred stock (250,000 shares) is owned by C. Russell Feldman, chairman.

Raytheon has become party to TV industry-AT&T dispute on rates and interconnection ban (Vol. 5:10); has filed petition opposing phone company prohibition on interconnecting with other than Bell system facilities, taking much same position as Philco. Raytheon also manufactures relay equipment it hopes to sell to individual telecasters. FCC decision is expected soon.

FM radiated powers of 2,000 kw are possible with 100 kw transmitter and Pylon antenna, reports RCA's O. O. Fiet in February *Broadcast News*. Issue is devoted largely to super-power FM, including descriptions of Milwaukee's WTMJ-FM (349 kw) and Birmingham's WBRC-FM (546 kw). Former is reported serving well out to 105 mi.; latter's 225 mi. signals adequate for rebroadcast.

Paris reports insist French TV is "world's best" because it uses 819 lines (vs. U. S. 525, British 405); nationalized system is being expanded into Lyon and Lille, new stations there to be connected via microwave to new building new Eiffel Tower transmitter.

Only thing certain about NBC executive shakeup, subject of much conjecture in trade press, is that AM and TV operations will be separated under different heads; otherwise, nothing decided at RCA-NBC top level.

Add courageous enterprisers: Consulting Engineer Fred O. Grimwood, of St. Louis, announcing new AM network, called Century Network, to be keyed from his own 250-w WTOM, Bloomington, Ind.

April 1 TV set census by Washington committee shows increase from March 1 of 3,350 to 40,750 total. Milwaukee's WTMJ-TV reports increase of 2,574 to 21,589. St. Louis' KSD-TV reports increase of 3,000 to 25,500.

Columbus' WELD plans multiplexed facsimile operation by July 1.

WHAT THE ENGINEERS SAW AND SAID: About 350 broadcast engineers boned up on latest technicalities, particularly of TV, at NAB's engineering conference this week -- digesting material for their bosses, due in for next week's management sessions. Technical papers, exhibits and corridor talk were heavily TV, running about 50% all the way through, and few thought this disproportionate despite fact that TV operators and grantees were minority.

There was little startlingly new to report in TV, but a great deal in way of refinements and "how to do it." As one engineer put it, "I'm glad to see these transmitters are less frightening. You don't have to be an MIT prof to operate one." To the old-line TV transmitter producers -- DuMont, GE, RCA -- relative newcomer Raytheon has added its wares and Federal (Vol. 5:8) exhibited its brand-new line.

Consoles, kinescope recordings, projection systems, mobile and portable equipment, relays, transmission lines, lighting -- all have a lot of bugs eliminated. But TBA president Jack Poeppel has project that seems to make sense: He's pushing for greater interchangeability of different manufacturers' equipment. He maintains that with much TV gear "you're stuck with one manufacturer regardless what improvement another makes."

Vhf freeze and uhf, of course, were on everybody's mind. But FCC representatives still could offer no dates or allocation certainties.

As for uhf, 5 kw tubes in middle of 475-890 mc band should be available by year's end, said Machlett's Dr. Howard Doolittle. "You'll get them," he said, "about whenever you're ready to pay for them." He believes "cluster" of small tubes probably most economical way of getting such power right now. Machlett announced it has tube for TV or FM good for 50 kw up to 110 mc.

DuMont's Dr. T. T. Goldsmith reported his W10XKT in New York will soon be upped from 40 watts to about 5 kw (ERP) on 614 mc, ventured opinion 500 kw would cover almost any metropolitan area. Meanwhile, he said, 50 kw will do the job for most cities. He also predicted uhf transmitters will cost \$25,000 to \$50,000 more than vhf initially, but will run about same price as vhf for comparable power once demand stimulates sizeable production.

There was little to report technically on FM -- engineering-wise, it's a going concern. But some engineers feel a little sad about it, like the parents of a brilliant child dogged by poor health. Radio Invention Inc.'s Jack Hogan maintained multiplex facsimile (Vol. 4:39) will give FM shot in the arm through ads in recorders in public places. Stewart-Warner's recorder looks like just the thing for the job, if the economics of fax are licked.

'FIGHT TELEVISION WITH TELEVISION!' Pattern of long-talked-about motion picture moves into TV seemed to take shape this week, with these apparent goals: (1) Privately operated TV facilities for exclusively large-screen theater showings. (2) Pickups of telecasts for theater showings. (3) TV station ownership.

That was indicated in speech by Paramount's TV commercial operations director George Shupert at Colorado theater owners meeting this week in Denver.

It was fundamental at meeting of Theater Owners of America with Society of Motion Picture Engineers in New York Friday.

It was compulsion behind SMPE's change of name to Society of Motion Picture & Television Engineers at this week's New York convention, week after it elected CBS's Bill Lodge to board (Vol. 5:14).

It was stimulated by RCA's new \$25,000 theater TV unit, the cynosure of theater management-packed demonstration at SMPE convention.

Because they're first specific remarks by a moviemanager on where his company is going in TV, Shupert's words are worth quoting. After referring to "job" TV can do to stimulate movie attendance -- noting that only 15,000,000 of the country's 148,000,000 populace sees average A picture -- Shupert gets down to cases:

"An old proverb tells us to fight fire with fire. At Paramount we have a modern version. It reads: Fight Television with Television! And our strategy is not limited to the use of TV as an advertising medium for our pictures. [It] in-

cludes turning TV to the theatre's advantage through telecasting of stage shows and audience participation shows...full-screen TV presentations of important events as they happen as regular entertainment features. And we hope to include linking of theatres in a vast network to offer specially arranged, exclusive non-telecast events such as championship bouts, first nights of Broadway shows, all-star variety bills, perhaps a World Series, Kentucky Derby or Bowl football game."

Thus far, Paramount is only major movie producer to indicate publicly where it's going -- although Paramount TV chief Paul Raibourn hinted as much last year at first New York Paramount Theatre big-screen showing (Vol. 4:16) and it's no secret 20th Century and Warner Bros. are working along same lines.

Theatre Owners of America joint meeting with SMPE (Vol. 5:14) explored welding of both groups' technical and economic efforts in establishing TV for theaters. Meeting was run by TOA's Walter Reade Jr. and SMPE's Don Hyndman, discussed FCC policies, regulations on exclusive theater-TV frequencies, station ownership, decided to meet again soon on specifics. TOA even became sustaining member of SMPE -- another indication of its heightened interest in TV.

Demonstration of RCA's new and more compact large-screen instantaneous projection TV equipment (50 lb. vs. earlier model's 500 lb.) was main event of SMPE meeting. It was much the same as 20th Century's week before, with similar results (Vol. 5:14). Most observers judged closed-circuit picture of sufficient quality to be acceptable to theater audiences -- it actually was, as we saw it on 11x15 ft. screen, "equivalent of 35mm motion picture film picture." Off-air pickups left much to be desired, but imminent improvements are expected to make picture satisfactory for theater showing. RCA's Barton Kreuzer, theater equipment manager, said pilot run of commercial models would begin end of year.

SMPE conferees also heard: (1) Zenith's John R. Howland discuss his company's plans for commercial Phonevision test in unnamed western city later this year, promise to equip 300 receivers for "pay-as-you-see" TV; he said Zenith expects no problem getting FCC and AT&T cooperation. (2) TV consultant Ralph Austrian estimate 10% movie attendance drop in next 5 years, equal to \$126,360,000 cut in admissions. Austrian also quoted recent Hofstra College survey showing that TV set owners of less than year's ownership go to movies 36% less often; those who had set more than year, 23% less.

INROADS ON RADIO'S EVENING AUDIENCE: Pregnant with meaning for broadcasters, proving oft-heard assertion that most TV homes are lost to AM listening, is first comparative study on what kind of radio programs stand up against TV -- and how well. It was done by Mutual's New York flagship WOR, which took Pulse Inc. New York area ratings for January 1949 for radio as a whole and compared them with Pulse's radio ratings for TV homes. Findings:

From 8-10:30 p.m., radio listening is down 75.6% in TV homes. By categories, WOR found sports suffered least, down 60%; classical and semi-classical music, down 65%; news commentators, down 68.7%; quiz and audience participations, down 73.4%; situation comedy, down 74.7%. The foregoing stood up best against TV; other categories such as drama, variety comedy, human interest, mystery were hit even harder. Mystery, for example, fell 80% -- in other words, lost 4 out of 5 listeners to TV!

Between 6-8 p.m., radio's showing is somewhat better. Listening in TV homes is down 66.7% -- big-name comedy shows (Jack Benny, Alice Faye-Phil Harris, et al) suffering "mere" 62% decline.

Survey is first in semi-annual series by WOR research director Robert Hoffman, who cautions that it's too early to take the figures too literally yet but states: "Ultimately, if AM radio is to exist in the evening, sound broadcasting will be faced with the problem of programming for those people who are not interested in watching TV." And with New York presently having more than 500,000 TV homes (14½% of its wired homes), TV consultant Ralph Austrian forecast at SMPE meeting in New York this week that 90-100% "saturation" will be reached in 5 years. Then, said he, national TV networks will supersede radio hookups, leaving sound broadcasting as local and regional operations.

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
OF THE
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PROPHECIES OF A CHANGING ORDER? Along with this Newsletter, we send you what we regard as the most significant sizeup of current economics of AM and impact of TV yet forthcoming from any major public official. FCC Chairman Wayne Coy's estimates of the metamorphosis occurring in radio at this moment evoked no happy thoughts in the minds of most of his listeners. Some were quite angry afterward, some even sneeringly recalled the urgent advice and dire forebodings regarding FM, coming from previous chairmen. But you could hear a pin drop while Mr. Coy spoke.

Even the statistics, newly divulged from FCC files, didn't bore this audience of broadcasters. The articulate Mr. Coy wrote this speech, as he says, "from the heart" -- felt he had to let the chips fall where they may. The opinions and conclusions are his own, of course, but remember that he himself was a practical broadcaster and certainly is in a position to know whereof he speaks. We urge you to read the salient portions of the speech in Special Report herewith -- whether you're a telecaster, prospective telecaster, manufacturer, distributor, engineer, lawyer, adman or in any other way identified with TV.

BROADCASTERS AT THE TV CROSSROAD: A house divided, a family no longer facing common foes, hence inclined to vent its fears and hates on one another -- that's the spectacle of the broadcasting industry today. Very little doubt about it: The cleavages in the NAB clan are widening. Only time will tell whether the divergent elements can be kept under one parental roof.

One reason is the uncertain income picture, aggravated by excessive competition, higher costs and softening markets. Another is the (to some) unwelcome Stranger in the House -- Television.

There you have the main impressions carried away from NAB's Chicago management convention this week. NAB itself is obviously now dominated by the numerically superior independents and small market stations, many of them postwar licensees. Despite the efforts of president Justin Miller (reelected for another 5 years) to keep NAB one big family, many of the big fellows and the old-timers are straying from the fold -- some openly dissatisfied. Their absence was very noticeable.

Facing a serious dip in business, the broadcasting industry may well be on verge of what Judge Miller himself simply styled "the normal bankruptcy curve." This, in an industry hitherto singularly free of bankruptcies, is hard to take. To help them get new business, a group of members demanded, and got, a substantial appropriation, \$220,000, some 29% of NAB's income, for the promotion of new business. Variety put it quite aptly in a characteristic headline, "Bucks for Business: NAB Credo." Voted to begin June 1, possibly in New York, was a Broadcast Advertising Bureau, to replace NAB's Advertising Dept., "to produce sales promotion material for national advertisers, agencies, networks, spot advertisers and retail advertisers."

The one thing clear is that, with most of the broadcast family, TV is the unwanted child, the feared and hated prodigy, whom they would make a scapegoat if he weren't so live and lusty. This will be denied, of course, and lip service rendered to TV -- but it's the simple fact, as we see it. Yet it's also clear that the broadcaster and his spokesman still claim control over the child, for when FCC Chairman

Coy finished his provocative NAB address Judge Miller ended the taut session thus:

"So long as the profits of AM are needed to finance TV, so long will TV not supersede AM." You can read all kinds of meaning into that remark.

* * * *

In appraising the broadcasters' attitudes toward TV, the old established operators as well as the newcomers, you could discern 3 casts of mind at Chicago:

(1) The lads who muttered, "Love that freeze" -- frankly saying they wish TV had never happened, praying something will happen to halt what they regard as an ominous threat. The slower TV goes, the longer the freeze, the better they like it. Indeed, they'd do something to discourage TV, if they could. But like the calamity-shouting newspapers of 20 years ago, they're faced with an irresistible force.

(2) Those who say they'll get into TV "when the time comes": "So TV is everything they say it is," said one very successful operator. "But why should I risk my money pioneering? I'll wait, and let the other fellow be the hero. Maybe there will be a channel for me, maybe not. Maybe he'll go broke and I'll buy. Somehow, I'll get in when the time comes -- but not now, when I'd lose my shirt."

(3) Those actually in TV already or seriously planning for it -- the "true believers" -- deeply impressed by the new medium's potential and outspokenly enthusiastic about it. Curiously enough, they want company, are welcoming competition. First of all, the limitation of channels insures against excessive competition. Secondly, it's an axiom that TV sets don't move into homes very fast until competition and network service enters. Without "circulation", TV is an advertising non-entity. Here's a business that, now at least, actually begs for competition.

TV TALK AT THE NAB CONVENTION: Notes and comment from the NAB convention, with particular emphasis on its TV aspects:

FCC Chairman Coy's exhortation to smaller broadcasters that they, too, should get into TV was somewhat along lines of ex-Chairman Denny's 1947 Atlantic City speech setting forth the satellite station idea (Vol. 3:38)...NAB president Miller told press conference he thinks whole radio-TV picture will "shake down" in about 10 years, indicating "union of TBA with NAB is still in the cards"...NAB is casting about for TV director who would sit with top echelon (Vol. 5:8); being eyed for job, it's reported, are Nick Kersta, Phil Merryman, Jack Hartley, Gene Thomas, Jack Poppele, Jimmy James -- though most of these are known to be unavailable.

"Deac" Aylesworth's 3-year prediction for demise of AM in Look Magazine (Vol. 5:15) was much talked about but not taken very seriously for simple reason that, as chairman Coy noted, TV can't muster enough national "circulation" (receivers) in that time...Yet Biow's Terry Cline, who timebuys for Bulova, told TV session that advertisers now see diminishing returns from 7-11 p.m. radio: "If a home has a TV set, we are marking it off, almost entirely, for night radio listenership," said he. He called TV "the greatest advertising medium we've ever known" and urged "all you who can do it to go into TV"...Danger to AM from TV is not so much that radio's budget will be cut for TV but that radio will lose to all media, said AAAA's Fred Gamble, who reported ad agencies are already asking questions about TV impact on radio listening -- heralding adjustments in rates, program costs, etc. But he didn't think TV would be radio's equal for at least 5 years.

George Storer, operator of 3 TV stations and 7 AMs, said he's spending no sleepless nights fearing TV's effect on radio; but he saw no way to make money out of TV yet...Stanley Hubbard, KSTP-TV, St. Paul, said his AM hasn't lost a dime's worth of business to TV" and urged from panel: "Get into TV or someone else will come in." But he also cautioned new enterprisers to be prepared to spend \$1,000,000 to get TV going in any major market...Ed Flanigan, WSPD-TV, Toledo, said: "TV has what it takes and it's going to take what we have if we're not careful. It has everything the others have got, but all of it -- pictures, sound, demonstration of product, etc." Business salvation for TV, Flanigan added, lies not in networks but in local business...Don Stewart, WDTV, Pittsburgh, reported profit operation, thanks to his crossroads position on East-West coaxial, 10 hours of local sold, low-cost operation without studio and with staff of only 13.

FCC TAKES AWAY CP, WARNERS DROP: FCC cracked down hard on 2 TV grantees this week:

(1) Took away CP from WJHP-TV, Jacksonville (Perry newspapers) when it asked for extension and said it would surrender CP if it didn't get more time. (2) Denied extension of WTPS-TV, New Orleans (Times-Picayune) and gave it 20 days to ask for hearing or have CP deleted. Both indicated economics of TV required more study, new financial approach, but FCC made clear it wasn't concerned with their indecision.

That leaves only 58 CPs on the books (see TV Directory No. 7, Addenda 7-A and 7-B). And Warner Bros. withdrew application for Chicago, cutting total to 319, leaving CBS, WIND (News), WJJD (Sun-Times) and Zenith as applicants for city's 3 available channels. Jacksonville action opens up one channel there, with WMBR-TV also on carpet (Vol. 5:11). If WTPS-TV chooses to drop, New Orleans will have only 2 for 4. (All pre-freeze allocations, of course, are subject to reallocation.)

Richmond's WTVR was denied change of classification to rural on grounds it couldn't be rural with metropolitan facilities (12 kw, 430-ft. antenna). And showing that freeze is deep even in wide open spaces, FCC relegated to pending file request of now-building WKY-TV, Oklahoma City, for power boost. In Canada, CBC again stymied applications of 4 private broadcasters seeking TV -- CFRB and CKEY, Toronto; Al Leary, and Famous Players Canadian (Paramount) -- and Chairman Dunton asserted Canada doesn't want to be dominated by TV from U.S.; so it looks like delay until (and if) CBC gets \$4,000,000 it seeks to build own Toronto and Montreal TVs first.

NEWS NOTES OF TV AND RELATED TRADES: Wall Street Journal says Philco first quarter

is below same 1948 period when sales ran \$58,661,000, earnings \$1,598,747. Actual figures should be out soon, but decline isn't surprising in view of downtrend in radio sales (Vol. 5:11), heavy price cutting to clear radio inventories (Vol. 5:11) and week's shutdown in February to build up TV tube stockpile (Vol. 5:7).

TV began in January to account for more than half of radio manufacturers' income, said RMA president Max Balcom (Sylvania) at Chicago technicians Town Meeting April 13. But he cautioned servicemen against assuming non-TV radio is a gone goose. Actually, he noted, TV won't kill off radio any more than radio liquidated the phonograph business. In fact, radio output this year will outnumber TVs 4 or 5 to one.

GE's 8½-in. metal-coned picture tube (Vol. 5:4) isn't in production yet, won't be ready to ship until last quarter of this year -- that's latest word from Electronics Dept...Still more picture tube price cuts: National Union's 12½-in. to manufacturers now \$38.50, to distributors \$48, dealers \$60, consumers \$75. DuMont's 12½-in. now \$38.35, \$40.25, \$47.50, \$57.60, respectively; Sylvania's now \$38.65, \$42.40, \$53.50, \$66.50, respectively. DuMont's new 12-in. prices: \$36.50, \$38.50, \$45.25, \$54.75. Zetka's 12½-in. to manufacturers is \$38.50. Reductions thus range from \$4.75 to \$8.50 per item.

Zenith has indeed quit using word "obsolescence" in its advertising (Vol. 5: 11-15), but it had its fellow Chicago manufacturers and distributors in dither again this week when it began new series of 2-col. x 3-in. white-on-black ads reading: "Zenith Television Gives You Built-In Insurance for the Future...No 'Converter' Needed for the Proposed New Frequencies" (Tribune, April 11). And, "Zenith Television Is 'Future-Proof' Against Proposed Wavelength Changes on the Present Standards" (Sun-Times, April 12)...To counter Zenith campaign, Motorola is sending some 5,000 store displays blowing up FCC Chairman Coy's assurances that present vhf bands won't be abandoned and sets won't be obsoleted by uhf (Vol. 5:13); also has printed 100,000 circulars for dealers to hand out or mail to TV prospects.

Juke-box trade is reported shot, suffering inroads of the visual appeal. Now even the 16mm film folk are eyeing taverns as outlets for projectors and rental films. Cynosure of trade is Apollo sound projector at \$129.50 (made by Apollo Div., Excel Movie Products Inc., Chicago); also pitching for tavern field are the several combination jukebox-TV assemblers listed in our TV Directory No. 7...Stromberg-Carlson has cut 12½-in. Rochester table model \$20 to \$435, having month ago cut Lanchester console and Manchester consolette, also 12½-in. (Vol. 5:10)...Crosley's 10-in. consolette with FM has been priced at \$329.50...International Television has new Protelgram club unit at \$590; for another \$140 each, purchaser can add bar wings.

Lots of stockholder opposition developing to proposed sale of Farnsworth to IT&T (Vol. 5:7,8,13) and April 14 stockholders meeting has been deferred to April 19 . . . Admiral stockholders at April 14 meeting approved plan to sell 200,000 additional stock (Vol. 5:14), elected Francis Uriell, partner in Chicago law firm of Pope & Ballard, to board . . . Avco tells April 14 stockholders meeting that quarter ended Feb. 28 resulted in net income of \$1,078,787 (14¢ per share), that Crosley TV output is 55% ahead of same quarter last year, and that Crosley hopes to attain 20,000 TVs per month production by June; Avco also elected Dr. Robert L. Johnson, president of Temple U, Philadelphia, to board.

Sightmaster's Michael Kaplan engaging in caustic exchanges with Zenith's Gene McDonald in outpouring of press releases growing out of Zenith's statements reported in March 28 *Broadcasting*. They're in litigation over Zenith's alleged "slander of merchandise" (Vol. 5:13), which Kaplan says he will definitely press for trial. Meanwhile Kaplan-sparked new Television Manufacturers Assn., comprising smaller set makers, meets April 18 at Toots Shor's, New York, to adopt constitution and bylaws, prepare for election of officers, plan New York showroom where all TV sets can be exhibited. Paid secretary probably will be publicity man A. E. Kessler.

First quarter sales of Hoffman Radio Corp., Los Angeles, were \$1,198,000 vs. \$533,000 for same period in 1948—up 124%. Earnings figures for period aren't available yet. Hoffman annual report for 1948 discloses total 1948 sales at \$4,480,894, compared to \$3,451,943 in 1947, net profit \$208,036 or 81¢ per share on the 255,051 shares outstanding. TV production started in third quarter, hiked sales in fourth quarter to company's highest and president H. L. Hoffman says "there is every indication that this volume will be maintained in 1949."

Milton Berle's 16-hour Cancer Fund marathon on NBC-TV (Vol. 5:14) paid off to tune of \$1,100,000 in pledges—a happy wedding of humanitarianism and TV promotion. It cost NBC a reported \$80,000 in coaxial time and operating expenses of 12 stations carrying show. Baltimore's WBAL-TV claims highest percentage response (\$57,351 pledged), and its affiliated *Baltimore News-Post* on April 11 printed 6 pages of contributors' names.

Horserace fans will be glad to know TV may be answer to age-old problem of keeping "sport of kings" clean. RCA is furnishing Jamaica (N. Y.) race track with battery of TV cameras around course, all cable-fed into judges' stand to enable stewards to see closeup of all action on track during race. In addition, races will be kine-recorded; during present experiments, pickups will be microwaved to WNBT for off-tube filming and processing.

A true "televisionary" was nipped by New York attorney general's office when it was discovered that a Norman N. Rankow had talked 35 people out of \$35,000 towards building of a \$75,000,000 "World Television Studios" project in Queens and a 72-story "Video City" supposed to go up near Times Square.

Crosley's Telesports Inc. (Vol. 5:9) and Cincinnati's Seraph Club, which stages amateur boxing, have entered contract calling for Telesports to guarantee certain operating expenses which if not met by admissions will be met by Telesports. Any profits, however, remain with club.

Whole square block bounded by 67th and 68th Sts., Broadway and Columbus Aves., Manhattan, has been purchased by WOR for future construction for offices and studios of its WOR-TV. Currently, WOR-TV is building 2 studios in ABC's big TV center on nearby 66th St.

Personal notes: Alger B. Chapman, New York lawyer, elected to ABC board, all 8 other directors reelected . . . James M. Connors now CBS-TV business manager, promoted from personal relations dept. . . . Chet Thomas, KXOK-FM, St. Louis, elected president of Transit Radio Inc., Hulbert Taft moving to board chairman; Richard C. Crisler is executive v.p., Frank Pellegrin sales v.p. . . . Miss Lynn Cleary new DuMont Network continuity mgr. . . . Ward L. Quaal named director of Clear Channel Broadcasting Service . . . Robert W. Cox, from Budget Bureau, now FCC budget officer, vice David O. Cooper, assigned to Kansas City engineering . . . John H. Midlen has left George O. Sutton and opened own Washington radio law office in Munsey Bldg. . . . Federal's new gen. sales mgr. is Raymond S. Perry, ex-president of Eicor Corp. Chicago, graduate of MIT . . . Howard W. Vesey has retired to become a gentleman farmer and his Washington law firm has changed name to Prince, Clineburg & Nunn, Bowen Bldg. . . . Charles Batson, editor of NAB reports on TV, named asst. director of BAB under Maurice Mitchell.

TV network sponsorships: It's definite now that Admiral sponsors Thu. 8-8:30 segment of *Stop the Music* on ABC-TV other half being taken by Old Gold, starting May 5 . . . Derby Foods Inc. (Peter Pan Peanut Butter) using 10 ABC-TV stations for *Super Circus* Sun. 5:30-6 p.m., starting May 1, 5-5:30 being taken by Canada Dry . . . DuMont Dealers using DuMont Network plus tele-films (18 stations) for *Ted Steele Show* Tue., 9-9:30 p. m., starting April 19, and for *Morey Amsterdam Show* (formerly on CBS-TV) Thu. 9-9:30 p.m., starting April 21 . . . Bonafide Mills assumes sponsorship April 29 of *Benny Rubin Show* on NBC-TV, Fri. 9-9:30 p.m.

TV station sponsorships: Opening of baseball season has TV outlets in all big league cities telecasting home games, beer sponsorships dominating; in some minor league cities, too, viz., Miller Beer taking half of Milwaukee Brewers games on WTMJ-TV, Wooden Shoe Brewing Co. all Dayton Indians games on WLWD . . . Even New York's Easter Parade cued interesting sponsorships—9 textile and dress firms clients of Cal Reimers Adv. Agency cooperatively sponsoring Fifth Avenue pickups on WPIX (others carrying event sustaining) . . . Lord & Taylor dept. store on April 27 starts *Fashions on Parade* on WJZ-TV, New York, Wed. 9-9:30 p.m. . . . Hanscom Baking Corp. on April 19 starts *Hanscom Showcase*, clay sculpturing, on WNBT, New York, Tue. 6:45-7 p.m.; WNBT also carrying Gold Medal Candy Co.'s new series *More Magic*, tricks for children, Sun. 11:30-11:45 a.m.

INS's "Projectall" got serious attention from TV operators at NAB convention. Opaque projection unit, at \$1,600, is being made by Tressel Studio, 6322 S. Kedvale Ave., Chicago, features multitude of uses—operator can use it for time signals with clock, card signs (singly or on reel), test pattern, can use miniatures of actual objects to obtain 3-dimensional effect. Machine can be leased for \$100 per month (\$150 installation charge).

Lowest priced TV radiator yet is Andrew Corp's. "Multi-TV" antenna for \$2,550 for low band, \$2,750 for high band (most TV antennas cost \$12,00-\$14,000). Antenna has "cat's whiskers" radiating elements mounted on one side of steel H beam, with radiation pattern triangular in shape. Since elements are on side, antenna actually could be mounted on tower, thus eliminate need for its own supporting structure.

Los Angeles' KTLA maintained 29-hour vigil during attempted rescue of little Kathy Fiscus in San Marino. It was on air continuously, microwaving signals directly to Mt. Wilson transmitter, got over 3,000 phone calls.

ADMIRAL'S PLACE IN THE BUSINESS SUN: Some astonishing facts are unfolding about the phenomenal rise of Admiral and its 42-year-old, rags-to-riches president Ross Siragusa -- and Fortune Magazine for June, out in about a month, will disclose many more of them for the first time. It's a fabulous story of keen enterprise and brilliant direction, currently adorned by a balance sheet that would seem to bear out Siragusa's predicted volume of \$100,000,000 this year.

Admiral's sales are currently running at about \$9,000,000 per month rate. During first quarter of this year, its official statement shows sales \$23,513,097, up 96% over \$12,004,168 for same period in 1948. Net was \$1,536,217 (\$1.54 per share), up 190% over same 1947 period's \$530,410 (53¢). This is usually a slowdown period in radio (there's little precedent yet for TV), so 1949 first quarter still isn't quite up to \$24,249,757 sales and \$1,745,039 earnings for last 1948 quarter.

But Siragusa is confident he'll achieve 1949 target of more than 400,000 TV sets, says Admiral is already making more than 50% of all console TVs (its \$399.50 matching combination leading all others), is confident his 3-speed player is simple answer to otherwise confused phonograph market (Vol. 5:13). He's a bearcat for producing for mass pocketbook, believes in heavy advertising which he supervises himself. He's so sold on TV advertising that he has even decided to put Hopalong Cassidy westerns in Friday NBC-TV 8-9 time segment devoted to Admiral Broadway Revue in order to hang onto franchise while show rests for summer; also has taken ABC-TV's Stop the Music, Thursdays 8-8:30, for 52 weeks starting May 5.

Fortune article, among other things, will relate tale of Siragusa's "turret tuner" squabble with Zenith's E. F. McDonald Jr., bitter rival, Fortune having conducted own tests of relative merits of Zenith's much-publicized unit and the unpublicized one Admiral also has in its sets (but doesn't regard as ready for uhf exploitation as yet). And claim may be made that Admiral, for certain periods at least, has achieved No. 1 position in TV dollar volume. TV is dominant item, appliances (refrigerators, stoves) running about \$25,000,000 and all console radio production having been discontinued.

STATUS REPORT ON AD HOC'S WORK: Plodding toward TV freeze's end, FCC-Industry Ad Hoc Committee cleaned up most of its work Thursday. It has two more facets to polish, should complete total job at next Thursday's meeting. Report then goes to public and to JTAC for scrutiny by IRE's Wave Propagation Committee under Cornell U's Dr. Burrows. After that, it's in hands of FCC. And it's still our guess that it will be late summer or fall before FCC resumes action on applications (Vol. 5:15).

A big reason for continuous deferring of Ad Hoc's final report is fact that adequate vhf measurements are so scarce that Committee snatches up new data as it comes along, incorporates it in deliberations. So far, Committee has agreed pretty well on terrain effect figures and ground-wave coverage. In latter, for example, it has families of curves showing what percentages of receiving locations can be expected to get adequate service for various percentages of time. When report is complete, FCC staff will prepare sample allocations for various qualities of service and protection.

Still to be agreed on are: (a) nature of curves connecting ground-wave and far-out troposphere curves; (b) effect of transmitter height on tropo signals.

Once Commission has all Ad Hoc's findings, it faces job of deciding just what constitutes service area of stations. On top of that, it must determine just what use to make of directionals, synchronization and related palliatives. One observer ventures FCC won't try to include latter techniques in an over-all allocation plan, but will allow them upon proper showing by applicant. Committee's findings on troposphere indicate that if FCC wants to protect stations to 500 uv/m, it will have to separate co-channel stations less than the 350-odd miles Paul deMars' early curves would dictate and somewhat more than the 200-odd miles FCC's curves of last fall would indicate. Of course, that's without synchronization, etc.

In its hunt for interference-reducers, RCA is currently experimenting with separating co-channel stations by half of line frequency (about 8 kc). It has no conclusions yet, may have some in a few weeks. If system works well, it would have

some advantages over synchronization in that no intermediate station or phone line would be needed.

In uhf, there are merely peeps out of the laboratories. Collins, which has been working on resnatrons for transmitters, may have something to announce soon.

FM TRENDS TO SPECIAL SERVICES: Trend of FM seems more and more in direction of special services -- transitcasting, storecasting, facsimile, voice de-emphasis, etc. -- to enable FM broadcasters to keep heads above water until day FM becomes more accepted mode of aural broadcasting. That, essentially, was significance of NAB session on FM, which saw loyal band of 200 or so FMers in there pitching. Outspoken was FMA president William Ware, KFMX, Council Bluffs, who admitted "we've had the bejzus beaten out of us" trying to compete with established AM broadcasters. So, he urged, FMers must concentrate on revenue-producing special services.

Four FM stations reported profitable 1948 operation, Chairman Coy said in his speech. Of 700 on air last year, 586 reported no separate time sales since they were affiliated with AM and obviously duplicating. Revenue for 72 stations on air during full 1948 year totaled \$1,000,000, expenses \$3,400,000.

Radio Inventions Inc.'s multiplex facsimile operation elicited unusual attention, as did Stewart-Warner's attractive new recorder. Facsimile's prime promoter John V. L. Hogan (WQXR-FM) itemized cost of FX at \$20,000 for equipment, \$1,000 per week operation. Charging \$10 per page for display advertising, Hogan figured that a 4-page edition, 5 times per day should bring in \$1,200 a week. Hogan also suggested that TV operators could multiplex FX with FM sound without deterioration of video or sound signal, hopes to demonstrate TV-FX soon.

Hollywood producer Hal Roach and others are moving fast in TV field first broken by Jerry Fairbanks. Roach previewed some of his proposed syndicate offerings to select group of TV managers at Chicago NAB convention, who acclaimed comedies as first-rate; he said he can turn out 27-min. films in 48 hours at cost of \$28,000 each. Jerry Fairbanks announced release to 35 stations, via NBC, of 26 musicals made at low cost in Mexico City. Procter & Gamble made deal with General Television Enterprises (Gordon Levoy) for series of 13 adventure stories, each 26½-min. film to cost \$8,000 to \$12,00. Stanley Rubin, of Grant-Realm, which produced Lucky Strike *Your Show Time* series, is in East with new samples.

Reports persist Warner Bros. is calling off Thackrey deal, also dropping out of large-screen TV experimentation. Rumors can't be verified, but here's status of Warners' TV at moment: (1) It's withdrawing application for Chicago; see story on page 3. (2) Contract with Mrs. Thackrey for purchase of KLAC-TV and other radio properties expires May 1, but extension until Aug. 1 is indicated. (3) Final argument in Govt. anti-trust suit against remaining movie defendants (Warner is one, hence FCC delay in TV deal) is set for April 21 in U. S. court in New York, final judgment expected to follow generally the divestiture proceedings already consented to by RKO and Paramount (Vol. 5:7).

Independent AM stations seem to have kept up their share of audience in TV homes. Pulse Inc.'s Sydney Roslow, at independents' NAB meeting, showed that independent stations maintained a fairly level audience among TV-owning listeners—from 3.1 in April 1948 to high of 5.0 in January 1949, down to 4.4 for March 1949. Roslow thought that since TV sets are owned mostly by upper income families, there are additional radio sets in use by members of family not desiring to view TV.

April 1 TV set census by Baltimore committee shows increase from March 1 of 6,117 to 51,476 total. Boston committee reports increase of 15,000 to 68,373, estimates additional Providence total as 7,830.

Raise from \$10,000 to \$12,000 for FCC commissioners is specified in H. R. 4177, reported out this week by House Appropriations Committee. Bill would give FCC \$6,525,000 for fiscal year ending June 30, 1950—\$108,000 less than FCC estimated it needs. In Report 425 accompanying bill, Committee says Legal and Administrative Divisions are overstaffed, requests FCC report on cleanup of application backlog by Jan. 1. Committee wants some of FCC's field men brought into Washington to do job.

Senate passed resolution to investigate communications this week (Vol. 5:7). Subcommittee named to conduct study: McFarland (D-Ariz.), chairman; Johnson (D-Colo.); Kefauver (D-Tenn.); Tobey (R-N. H.); Capehart (R-Ind.). There's no indication when or if public hearings will be held. Sen. Johnson hasn't had much time to study FCC's response to his request for patent and monopoly information (Vol. 5:15), being up to his ears in airline hearings.

Slice one or more TV channels out of FM, Carl J. Meyers, engineering director of Chicago's WGN, WGNB and WGN-TV, told meeting of Mutual affiliates in Chicago April 10. He said FM has more space than it will use. Uhf, he said, is still "not entirely a sugar coated pill," since standards and transmitters are yet to be developed and receiving antennas will cause plenty of headaches. Color, he added, is still 5-7 years off and must be electronic: "I didn't think the Columbia system of mechanical color television should ever be allowed to escape from the laboratory. Fortunately, it wasn't."

Appearing as guest on Arthur Godfrey's Chesterfield show on CBS-TV April 13, M. H. Aylesworth talked about his *Look* article (Vol. 5:15), again forecast TV's dominance in 3 years, listened to Godfrey say some unkind things about NBC as operated since Aylesworth left helm.

WBKB, Chicago, has signed exclusive affiliation with CBS-TV and *Chicago Tribune's* WGN-TV now has DuMont solely. NBC owns WNBQ, ABC owns WENR-TV.

Zenith has been conferring with Illinois Bell officials on Phonevision test promised later this year (Vol. 5:15).

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PICTURE TUBE OUTLOOK BRIGHTENS: "Plenty of tubes now," is word from main suppliers -- so, now, that bottleneck to TV set production appears to be broken. And glass-blowers Corning and Kimble (Owens-Illinois) say they can deliver far more bulbs than are being ordered. They even added another fillip to the lower-price trend by reducing their blank prices to tube-makers as follows, effective May 1: 10-in., from \$7 to \$6.30; 12-in., from \$12.35 to \$10.75; 16-in., from \$20 to \$15.80. Prices of 7-in. blanks (\$2.25) and 20-in. (\$75) remain unchanged.

Cut of 25% in 16-in. (80¢ is for packaging) is glass makers' reply to RCA's metal-coned foray. Eventually, say both president W. C. Decker of Corning and gen. mgr. Stanley McGiveran of Kimble, they have no doubts "glass will lick metal tubes in price competition." McGiveran even went further and predicted 16-in. glass bulbs priced at \$8 in quantity some day. Curiously, though, neither seems particularly impressed by enthusiastic claims made for 16-in. receivers. Both told us, separately, the 12½-in. is today's fastest growing unit.

Joining other tube-makers who announced price cuts (Vol. 5:16), GE reduced price to manufacturers of its 12-in. "aluminized" tube to \$41.25, added new 12-in. non-aluminized to line at \$38.65...No comment from RCA yet about new tube prices, most changes having been made in 12, 12½, 15-in. whereas RCA makes mainly 7, 10, 16-in...Reported to be in TV tube production now is Tung-Sol Lamp Works, Newark; no details available, but company should be added to list on p. 59 of our TV Directory No. 7...Kimble has ready, though not on delivery yet, rectangular-faced bulb (Vol. 5:1,11) framing 11½x14¼-in. image; 60-degree deflection angle, like that in its 16-in. bulb, makes tube about 1½-in. shorter than RCA's metal-coned...That shorter and stubbier tube we mentioned in early January (Vol. 5:3) is likely to appear first as 20-in. job...Full-scale tube production starts at GE's Syracuse plant Aug. 1, first with 8½-in. tubes (Vol. 5:4), then 10, 12½, 16-in. GE's Buffalo tube operation continues at capacity, Syracuse expansion adding 174,000 sq. ft. factory space.

* * * * *

Despite enthusiasm for projections in many quarters, fact still remains projection sets aren't cutting much ice in over-all production picture. Only 2,513 were produced in March, or 1.38% of all units that month; 1,275 in February (1.07%); 723 in January (.59%). In 1948, RMA shows 19,521 projections (2.25%); in 1947, 12,527 (7%); 1946, 61 (.94%).

MARCH TV RECORD, 485,000 IN QUARTER: March production of 182,361 TV sets was highest ever, comparing with February's 118,938 (Vol. 5:12) and January's 121,238 (Vol. 5:8) -- and well ahead of previous record of 161,179 in December, 1948. It covered 5 weeks of RMA figures, brought first quarter to 422,537. Judging from accelerating rate of weekly production, it points to minimum of predicted 2,000,000 this year.

Actually, in view of commanding position taken by non-RMA Admiral as TV producer (Vol. 5:16), and to account for kit-makers and lesser TV manufacturers who also are not RMA members, you can add at least 15% to RMA's first quarter total. This would indicate true production more nearly 485,000 thus far this year. (We use 15% arbitrarily, for we're told by Admiral our old 10% accretion was much too low.)

RMA's total postwar TVs thus add up to 1,474,416, which you can assume is an

irreducible minimum of sets now in homes and public places (for this is an RMA-only figure and it is as of March 31). March breakdown: table models, 112,537; TV-only consoles, 53,328 (2,400 projection); TV-radio consoles, 16,496 (113 projection).

Total radios produced in March, including the TVs, ran 861,147 vs. 716,538 in February, 830,871 in January, 14,132,625 in all 1948. FM receivers nose-dived to 71,216 in March vs. 98,969 in February, 147,733 in January. March FM breakdown: AM-FM table models, 27,806 (87 with phono); AM-FM consoles, 39,542 (42 without phono); FM-only and converters, 3,868.

NEWS ABOUT UPCOMING NEW STATIONS: Unusual STA request from WAFM-TV, Birmingham, Ala. (WAPI) asks for permission to operate with 500-watt transmitter as long as necessary until enough sets, network service, competition are available -- at which time it would build to authorized 26 kw on Channel 13. CP holder makes point that it could well serve Birmingham with low power, indeed has actually placed contingent RCA order for smaller unit which could be put on air within 30 days. But aside from freeze, FCC has shied away from this type of operation since its experience with interim grants to FMs which went on with lower powers, never went up.

Oklahoma City's WKY-TV began tests Thursday, by Friday got reception reports up to 220 mi. away in Texas and Arkansas which, says manager P. A. Sugg, "justify our confidence in our 968-ft. antenna." WKY-TV is still aiming for May 15 start... New Orleans Times-Picayune board decides next week what to do about FCC's denial of CP extension for WTPS-TV (Vol. 5:16)...James Gleeson, whose Channel 1 CP for Riverside, Cal. was deleted (Vol. 5:13), now tells FCC he'll apply for Channel 6 there.

WFBM-TV, Indianapolis, now plans May 30 debut with telecast of Indianapolis Speedway Classic...WTCN-TV, Minneapolis, having run sporadic tests last 3 months, reports it expects to start commercially in July...WSYR-TV, Syracuse, aiming for Sept. 1, has broken ground for transmitter building, ordered GE transmitter...Omaha is assured TV by early fall, with KMA-TV racing to equal or beat WOW-TV's projected time -- one or other should make it by Sept. 1...Tacoma TV application of KTBI in association with now defunct Tacoma Times (Scripps) won't be dropped because Times is out of business, says KTBI's Tubby Quilliam.

WHY MARY PICKFORD SEEKS TVs: Mary Pickford (Mrs. Buddy Rogers) has filed for TV stations in Durham and Winston-Salem, N.C., asking for Channels 4 and 6 respectively. Applications are first for either city, each assigned 2 channels pre-freeze. It's purely a business venture, says her counsel Ike Lambert, ex-RCA general counsel, and grows out of her conviction TV is natural ally of movies. Secondary markets were selected because Miss Pickford's advisors, studying field, saw little prospect of getting into bigger cities. Applications state her net worth as \$2,500,000, indicate she'd spend more than \$200,000 to build and \$50,000 per year to operate each station (see TV Addenda 7-C herewith). Currently, Miss Pickford is reported selling her interest in United Artists to Nasser theater chain principals. Except for Bob Hope's bid for Louisville's WHAS-TV, later withdrawn (Vol. 5:8), she's second big Hollywood name to apply. Bing Crosby is still applicant for his hometown Spokane and also for Tacoma and Yakima, Wash.

MORE NETWORK CIRCUITS WESTWARD: Opening of 2 more coaxial circuits between New York and Chicago May 1 eases cramped operation of networks, enables them to sell more full networks for live shows and not rely so much on split networks, kine-recordings, other compromises. With total of 3 westbound, one eastbound, networks now have all circuits they wanted -- except NBC, which missed out on expansion of 2 commercials (Gulf Road Show, Thu. 9 p.m. and Gillette boxing, Mon. 10 p.m.), also 2 non-commercial periods (Mon.-Fri. 7:30 p.m., and Sun. 7 p.m.). New allocation of East-Midwest circuits runs to Aug. 1, was accomplished quite amicably by comparison with January splitup (Vol. 5:1). Some trading had to be done -- for example, NBC gave up New York-Washington circuit time to get better East-Midwest allocations (it has own radio relay between New York and Washington, so really won't lose out).

Ad Hoc Committee finally agreed Friday on all phases of its long-pondered vhf TV propagation report (Vol. 5:16). But group has scheduled still another meeting, week after next, to give final stamp of approval to manner of presentation, wording, etc. It will then go to JTAC for comment. After that, it's in laps of FCC. Just how much will be done during absence of Chairman Coy and Vice Chairman Walker is anyone's guess, though it's fortunate Commission's two engineer-members Sterling and Webster will be on hand. Designed to assist in ending freeze, RCA's new experiment looking towards reduction of co-channel interference, that of separating stations by half of line frequency (Vol. 5:16), has been tried out with New York's WNBT and Washington's WNBW, but no results given yet.

These are feverish days at FCC, what with Chairman Coy leaving May 13 on *Queen Elizabeth* for International Telephone & Telegraph Conference in Paris; speaking May 5 at Ohio State U radio education conference; spend-all this week (with asst. gen. counsel Harry Plotkin) in Puerto Rico on problem involving Navy and 4 AM stations. No regular FCC meeting is scheduled for next week, when Comr. Sterling is expected back full time. Accompanying Chairman Coy and Comr. Walker to Paris conference, due to run May 19-July 15, are attorneys Cottone, Cohen, Werner; engineers Woodward, Russ, Clinkscales; accountants Norfleet, Stromberg, Lambert, Havens.

Three trustees to take over active control from G. A. (Dick) Richards, who would retire—that's proposal laid this week before FCC to settle his long-pending news-slanting case (Vol. 5:1, et seq.). They would be Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, ex-gen. mgr. of Cadillac and a director of General Motors; Henry J. Klinger, General Motors v.p. and gen. mgr. of Pontiac. Thus, if FCC approves, neither management nor Richards as majority stockholder would vote his controlling interests in WJR, Detroit, 62.39%; WGAR, Cleveland, 71.64%; KMPC, Los Angeles, 64.8%.

CBS first quarter gross income of \$27,018,288 was up slightly from \$26,252,456 for same period in 1948, but net dropped about 45%—to \$855,764 (50¢ per share) from \$1,553,686 (90¢) year ago. "The company," chairman Wm. S. Paley told April 20 annual meeting, "won't make as much money in 1949 as it did in 1948" (Vol. 5:14). Profit shrinkage was attributed to increased TV costs and "adverse earnings picture of Columbia Records Inc." TV losses may start to shrink next year, Paley said, but he indicated TV loss period might run 5 years.

Radox system of radio-TV audience measurements, being tested in Philadelphia by Albert E. Sindlinger & Co. (Vol. 4:49), is being financed by group of Chicago businessmen including Henry P. Isham, president of Clearing Industrial District of Chicago; Ralph A. Bard, ex-Under-Secretary of the Navy; John I. Shaw, Shaw-Isham & Co.; R. Douglas Stewart, director of First National Bank. National expansion (in competition with Hooper, Pulse, etc.) is planned.

Drop in sales billed for AM and FM transmitting equipment, from \$18,711,299 in 1947 to \$14,175,381 in 1948, is reported by RMA. TV sales figures for only 3 quarters of 1948 are available (\$5,256,465 billed), but it's apparent that 1948 TV total will more than compensate for AM-FM decline.

April 1 TV set figure for Los Angeles increased 10,612 to 112,612, according to Southern California Radio & Electrical Appliance Assn. New York's set total increased 35,000 to 535,000, says NBC research, which next week will itemize 1,447,000 sets by cities as of April 1.

Motorola reports \$15,212,622 sales volume for 13 weeks ended April 2, compared to \$12,437,347 for equivalent period last year—increase of 22% reflecting largely TV sales which now "account for the greater bulk of our sales." Profit figures aren't ready yet, but are expected to exceed 90¢ per share of last year's period. Proxy statement for May 2 meeting of stockholders discloses following salaries of highest paid officers and directors: Paul V. Galvin, president, \$60,000; and vice-presidents Daniel E. Noble, \$40,000; Elmer H. Wavering, \$36,200; Walter H. Stellner, \$35,600; George R. MacDonald, \$35,300; Frank J. O'Brien, \$35,000; Robert W. Galvin, \$25,000. Paul Galvin is listed as owner of 47,972 shares (and trustee for 99,006 shares in estate of Lillian A. Galvin, deceased) and his son Robert Galvin, owner of 61,144 shares of the 800,000 common outstanding.

IT&T drove hard bargain but wasn't unscrupulous in its deal to acquire Farnsworth (Vol. 5:7, 8, 13), subject to stockholders' approval at meeting now rescheduled for April 27. So said N. Y. Supreme Court Justice Bernard Botein April 19 in dismissing 2 stockholders' suits to prevent deal, both alleging conspiracy. Said court: "The truth of the matter is that Farnsworth entered the conference room stripped of its most potent trading asset, a competing alternative to selling out to IT&T . . . Business men are not sentimentalists and deals are made under such circumstances daily in the business world . . . it was not an unscrupulous bargain." Nor was there any hint of personal profit to Farnsworth officers and directors, the court added.

The giants report: GE consolidated net sales for first quarter of 1949 totaled \$411,615,528, or 12% ahead of \$365,957,990 billed same period last year; earnings were \$26,702,978 (93¢ per share) vs. \$25,389,149 (88¢) last year. Westinghouse first quarter sales were \$226,658,722, compared with \$236,071,263 in first 1948 quarter; net income was \$10,866,921 (79¢ per share) vs. \$13,135,789 (97¢) year ago. IT&T consolidated net income for 1948 was \$2,197,877 vs. \$1,371,697 in 1947 (manufacturing sales in 1948, \$184,790,961 vs. \$142,631,754 in 1947; telephone-radio revenues \$24,683,824 in 1948 vs. \$24,200,461 in 1947). IT&T's domestic manufacturing subsidiary, Federal, reported \$33,892,286 in 1948 sales but net loss of \$3,801,238.

Sylvania's sales for quarter ended March 31 were \$27,108,895, compared with \$24,547,529 for same 1948 period. Earnings, however, were \$1,176,815, or 88¢ per share on 1,228,772 shares outstanding, vs. \$1,162,737 (\$1.06) on 1,006,550 shares outstanding March 31, 1948.

Though Admiral stockholders have approved plan to increase authorized stock from 1,000,000 to 1,200,000 shares, Admiral has no intention of selling any part of these additional shares, says statement from company correcting our report last week (Vol. 5:16).

Hallicrafters reports sales for 7 mo. ended March 31 were \$10,314,966 compared with \$6,437,198 for same period previous year, largely due to TV. Net was \$409,927 (61¢ per share) vs. \$231,921 (34¢) for same 1947-48 period.

Olympic Radio & Television Inc. reports \$79,270 profit for first 3 mo. of 1949, compared with net loss of \$30,990 for same 1948 quarter and losses of \$46,771 for all 1948 and \$137,499 for 1947.

Raytheon's sales for 9 mo. ended Feb. 28, 1949 were \$42,431,471 compared with \$38,280,016 for same period year before; net profit was \$1,099,714 vs. \$190,740.

NBC's Niles Trammell represents TV, CBS's Bill Gittinger AM-FM at April 27 session on competitive media of American Newspaper Publishers Assn. in New York.

Edward R. Murrow, veteran CBS newscaster, elected to board this week to replace Frank White, who becomes MBS president May 1 . . . Frank Stanton, CBS president, off for European vacation immediately after CBS board meeting April 20 . . . Joseph L. Merkle, ex-NBC station relations, new station relations chief of DuMont Network . . . John Pratt, manager of WGAR, Cleveland, staying there after declining offer to manage *Philadelphia Bulletin's* WCAU, WCAU-TV. . . . Orville Sather promoted to asst. mgr. of CBS-TV technical operations . . . Charles Lee Kelly, ex-WTTG, new program director of WMAL and WMAL-TV, Washington, replacing Fred Shawn, back with NBC. . . . S. M. Fassler appointed manager of advertising and sales promotion for the GE Receiver Division.

Splendid roundup on Hollywood small producers' approach to TV as market for films is authored by Joseph W. Taylor in April 20 *Wall Street Journal*. Main point is that producers, spending \$8,000 to \$15,000 per TV short (peanuts by comparison with Hollywood's minimum \$750,000 on average 90-min. feature), can't yet recoup from TV so are retaining re-run rights (theaters, 16mm, foreign, TV repeats). Helpful, they told writer, has been attitude of talent, unions, writers, et al., who accept low pay, double in brass, etc., during these inceptive days. Note: Those Hal Roach films for TV we mentioned last week (Vol. 5:16) are costing only \$12,000 per 27-min. episode, not the erroneous figure published.

Techniques of good TV commercials are analyzed in April 15 *Printers' Ink* by Clark Agnew, art director of Lennen & Mitchell's TV dept. His complaint: "Today, most TV commercials consist of a radio commercial *with pictures added* or a picture sequence *with sound effects*." Other excerpts: "As a potential creator of consumer resentment, TV has it all over radio . . . Here's hoping the rage for film commercials will die out. Live presentation is infinitely superior." And he's particularly irate about commercials with long, repetitious audio spiels.

A Television Film Clearance Bureau is goal of National Television Film Council, 300 W. 23rd St., New York (Melvin L. Gold, president), and United Artists attorney Wm. L. Roach has been named chairman of special committee. Independent Television Producers Assn. met in New York April 21, heard Mel Boyd, president of similar organization in Hollywood, urge national code to establish rates for live shows, films, kine-recordings, etc., for directors, producers, et al.

American Television Society committee has nominated following new officers, election set for May 26: David Hale Halpern, Owen & Chappell, president; Donald D. Hyndman, Eastman, v.p.; Reynold R. Kraft, NBC, secy; Douglas Day, Buchanan, treas. Directors: Charles Durban, U. S. Rubber; Ralph Austrian; Warren Caro, Theatre Guild; Emerson Yorke; Charles Alicoate, *Film Daily*; Jerry Danzig, CBS; Maurice Strieby, AT&T; E. P. H. James, MBS.

Television Assn. of Philadelphia has nominated following officers, election next month: Al Bernsohn, RCA, president; Hal Lamb, Geare-Marston Agency, v.p.; James Taber, Foley Advertising Agency, secy; Billie Ferren, TV time-buyer, treas. Directors: Ken Stowman, WFIL-TV, chairman; Ned Rogers, Gray & Rogers; Col. Edward A. Davies, Dick Strome Television Productions; Martin Katz, WCAU-TV; James D. McLean, Philco; R. J. Bowley, WPTZ; M. H. Orondenker, *Billboard*.

Avco's Crosley Division accounted for \$7,834,943 sales in March, 56% ahead of the \$5,005,509 for March, 1948; gen. mgr. John W. Craig reports TV-radio sales for December-thru-March running 42% ahead of same period year ago.

TV station sponsorships: Ironite Ironer Co. (automatic ironers) starts 5-min. *Petticoat Parade* films May 2 on 9 stations, more later . . . New York Central starts 6 spots weekly, featuring vacation guide, on New York's WCBS-TV, WJZ-TV, WABD, WPIX . . . American Stores, Newark, sponsoring floor shows from Goldman Hotel, Pleasantdale, N. J., Sun. 10-11 p.m. on WATV, Newark . . . Gimbel's Philadelphia, sponsored 30-min. daily *Sleep Through the Ages* on WCAU-TV April 18-22 . . . Kelvinator and Pall Mall co-sponsoring 36 British feature films on WPIX . . . Mutual Life Insurance Co. takes 2-min. films on Los Angeles' KTLA, KTSL, KTTV . . . Sealy Mattress Co. began 15-min. *Fun With Flowers* April 19 on KNBH, Los Angeles . . . National Co. (radios) sponsored Boston A. A. Marathon April 19 on WNAC-TV . . . O. P. Skaggs System (food stores) sponsored TV-AM-FM simulcast of high school musical *Trial by Fury* on KDYL, Salt Lake City . . . Zausner Food Products (cheeses) using 20-sec. and 1-min. spots on WABD . . . More baseball sold to local Philco distributors include Chicago Cubs on WBKB (shared with Pabst), Dallas and Fort Worth Texas League games on WBAP-TV, Atlanta games on WSB-TV . . . Dutchland Dairy Stores and Ennis Motors alternating *Dugout Doings* before 65 Milwaukee Brewers games on WTMJ-TV.

TV network sponsorships: Buick starts *Olsen & Johnson* on NBC-TV June 28, Tue. 8-9 p.m., time now occupied by Milton Berle's *Texaco Star Theater* which vacations after June 14; when Berle returns, Buick show may move to Thu. 8-9 . . . Mohawk Carpet Mills on May 2 starts Morton Downey and Roberta Quinlan, appearing alternate days in *Mohawk Showroom* on NBC-TV East Coast, Mon. thru Fri. 7:30-7:45 p.m. . . . Pal Razor Blade Co. May 5 starts *Story of the Week*, 5-min. Fox Movie-tone film covering highlight news, on 24 ABC-TV stations, Thu. 9:25-9:30 p.m. . . . ABC-TV's cooperative wrestling Thu. 9:35 to closing, is now sponsored by American Shops Inc. on WJZ-TV, New York; Buckeye Garment Rental Co. on WEWS, Cleveland; Courtesy Motors on WENR-TV, Chicago.

Eager to show-case its "last word" receivers in offices and homes of broadcasters, RCA Consumer Custom Products Division (Harriett Higginson) exhibited and offered these special discount prices at NAB convention: *Breakfront* model, with projection TV, 40% off list, price including excise tax \$2,471.70; *Regency*, with projection TV, 40% off, net price \$1,985.97; *Contemporary*, non-TV, 41% off, net price \$1,372.14; *Modern*, non-TV, 38%, net price \$1,437.48; *Secretary*, non-TV, 38% off, net price \$1,568.16. Berkshire components are also available to broadcasters for own built-in jobs. Miss Higginson reported several orders placed during convention.

WNEW's Bernice Judis, who master minds that big New York independent's \$3,000,000 business, is subject of sketch in April 18 *Time Magazine*, which notes: Television? Trudie Judis sees no immediate threat. "Right now, all TV performers' eyes look crossed," she explains with a that's-that air. But eventually, "specialization will be needed. And the networks will have to get their ideas from somewhere. It will be up to the independents to supply them." As for networks: Trudie regards [them] as slow-witted pachyderms. "They can't create—they can only buy," she says.

Longest TV microwave remote yet is claim of Washington's WMAL-TV for 55-mi. jump from 2,400 ft. Signal Mt., near Winchester, Va., to be used for April 29 Apple Blossom Festival.

Among biggest post-war Signal Corps contracts awarded was recent one to Federal, for \$11,783,087 worth of vehicular FM equipment (AN/GRC-3 through 8 series).

LOWER PRICES AND MASS MARKETS: To the hottest items in the current TV trade reported in these pages recently (Vol. 5:15) you can add GE's plastic-cabineted 10-in. number at \$239.95 (Model 805). Heavily advertised, it's moving fast -- and it underlines what appears to be an accelerating drive down into the mass market, meaning lower prices. Such a trend is natural, of course, and it's been going on moderately for some time. But only recently has it become a persistent note in trade talk.

Though the big producers say they're selling their sets as fast as they can turn them out, the signs nevertheless point to a buyers' market in TV. The authoritative Retailing Daily, rounding up Wall Street analyses April 19, says exhaustion of middle and upper income market isn't far distant, adds that if the industry wants to maintain its present rate of expansion and utilize its facilities most profitably, it must widen its consumer base.

Analysts assert, as did Sylvania's researcher Frank Mansfield (Vol. 5:14), that "producers will be compelled to adopt more and more aggressive merchandising policies as the competition for this mass market is intensified." Conclusions aduced: "Prognosis is...greater and greater sales volume, with prices descending as each new stratum of the consumer market is attacked...A lower profit per unit, however, will have the same financial effects as in other industries. It means only that the most efficient producers will be able to remain [as] going gets tougher."

Retailing publishes chart of estimated 1949 set output of 11 companies, adding up to 2,670,000 units as against earlier RMA estimate of 2,000,000. Companies' own figures are given. DuMont, Zenith, Hallicrafters and Bendix aren't included, nor are scores of smaller manufacturers (see our TV Directory No. 7). If estimates of every company were available, newspaper says, total would undoubtedly exceed 3,000,000. These are the figures:

RCA Victor, 495,000; Philco, 400,000; Admiral, 400,000; Motorola, 250,000; Emerson, 200,000; GE, 200,000; Westinghouse, 200,000; Crosley, 175,000; Magnavox, 150,000; Teletone, 150,000; Olympic, 50,000. These figures may not be far out of line, for fact is tube situation has eased considerably (see story p. 1).

FAIR GAME FOR FORENSIC PITCHES: Lumbering Ed Johnson of Colorado got up on the Senate floor Wednesday and, playing to a small house, cut loose with a long and severe lambasting of FCC and the big guns in the radio industry. His words got lots of headlines because he's chairman of the all-important Senate Interstate Commerce Committee in charge of radio. But they shouldn't cause TV enterprisers any lost sleep, nor should they deter TV set sales, as did his "obsolescence" outbursts (Vol. 5:9-14).

For the baseball-loving Senator (he's president of Western League) delivered a lot of wild pitches, bean-balls and a few strikes with obvious intent of forcing (a) clear channel decision limiting broadcasting stations to 50 kw and permitting channel duplication, and (b) immediate adoption of uhf and color TV. Latter plainly isn't something that can be forced by either Senatorial or FCC fiat for they're problems of technician, laboratory and industry -- beyond the ken of legislation.

Sen. Johnson has stated these objectives before, but from his speech and an interview with him afterwards, we've winnowed these major points:

1. "Staff and industry run Commission." He believes that commissioners, despite individual competence and integrity, are poorly organized, waste too much time making speeches and attending international conferences, leave to staff members too much policy-making. He wants a "thorough-going" staff shakeup. And he alleges the broadcasting industry, which it must regulate, in fact controls Commission.

2. No legislation intended. He believes simple Congressional pressure, such as he's exerting, single-handed, will bring about FCC action. His investigating subcommittee (Vol. 5:16) hasn't scheduled any hearings yet -- probably won't, if FCC makes the "right" clear channel and uhf decisions.

3. Emphasis on color TV. He looks on color TV as salvation of small town operator, advancing this novel idea: "Color television will help the little fellow because he could sell local advertising which he cannot sell with black and white." That's tipoff to his misinformation, for fact is that black-and-white isn't cheap

enough yet for most big as well as small town broadcasters, and it's consensus that color equipment (when developed) is bound to be even more expensive. Intra-FCC memoranda from technical staff, he said, indicate color will work.

4. Vhf and uhf. Unfreeze vhf and allocate uhf simultaneously, he demands, to "give everyone an equal start [and] get rid of this feverish, uneconomic haste to get into TV to secure a scarce channel." He doesn't think more uhf information is needed for an allocation now. "Open it up. Let the scientists develop it. The standards for AM broadcasting have changed through the years, haven't they?"

As for Ad Hoc Committee, he regards its activity as mere patchwork: "Perhaps committee...hesitates to write a report which will make it clear that the present TV allocation scheme just will not work...Such a finding would buttress with engineering documentation the frequently repeated charge that the original allocation was and is a monopoly device. Also such a finding would make obvious the need for a quick shift into color and the uhf, so that a non-monopolistic and truly nationwide TV service might become available."

And so on, for more than an hour. Time and again, he knocked down FCC, its staff, industry's big boys -- picked them up and gently dusted them off with mildly favorable comments -- then clipped them again. "I hated to make such a rough speech," he said later, "but it's the only way to do the job."

Worth noting are the things he didn't say: He didn't repeat his TV receiver "obsolescence" theme, didn't even use the word, though he claimed industry's monopolists (viz., RCA) want to skim cream from vhf before coming out with something new, such as color. He didn't mention Stratovision, said he didn't because it seems to have died down, except for relaying purposes -- and he's all for that use. FM doesn't trouble him much; he feels it will come along gradually, blames poor sets.

On House side, there's no disposition to probe into radio matters. Both Chairman Crosser (D-O.) of Interstate Commerce Committee and Chairman Sadowski (D-Mich.) of subcommittee feel nothing is to be gained by rehashing last year's FM hearing. And, for present, they're content to see what comes of Sen. Johnson's clear channel and TV activity. However, Rep. Ramsay (D-W.Va.) has introduced a clear channel bill (H. R. 4004) along same lines as Sen. Johnson's, and Rep. Walter (D-Pa.) excoriated FCC, NAB, BMB and "big interests in AM" for throttling FM.

MERCHANDISING & OTHER TRADE NOTES: Heavy merchandising is order of day in TV, to say nothing of radio: Davega chain in New York offers free installation and 10-day trial of RCA table model sets...Lacy's in Washington has corps of door-to-door TV set salesmen offering free demonstrations in prospect's home; Lacy's, also, advertises \$349.95 Garod AM-FM-phono console (non-TV) at \$99.95...In Denver, GE dealer offers trade-in allowance of \$255.55 toward a TV set to any purchaser of radio-phono console if TV should come to Denver within 12 months (altogether unlikely, inasmuch as no CPs for stations have been issued there and competitive hearing after end of freeze means long delay before grants and construction)...And GE slashes its radios \$30 to \$90 per set, following trend started by Philco (Vol. 5:11).

Other news notes of the TV trade: Federal Television Corp., 137 Duane St., New York (no connection with IT&T subsidiary) showed line this week featuring 3-knob tuning, all sets with FM. Table models include 12½-in. at \$425, same with expanded picture \$459, same in Chinese cabinet \$595, 15-in. at \$525. Four console combinations have 12½ or 15-in. tubes, include 3-speed changers, range from \$499 to \$830. Top of line is 15-in. breakfront with bar, AM-FM, 3-speed changer, \$1,795...Brunswick's Canton and Consort models have been cut \$100 to \$695, Tibet cut \$100 to \$1,195, Cathay remaining \$895 (see TV Directory No. 7)...New Mattison Television & Radio Corp., 30 Rockefeller Plaza, New York, has 15-in. table model, 30 tubes, \$489; 12½-in. commercial model with sealed-on lens, \$550; president is Richard Mattison, ex-Televista and Minerva...Sylvania is still considering putting out TV set under own brand name (Vol. 5:7,9) by end of this year, president Don Mitchell told stockholders meeting April 20...Boston's big Jordan Marsh dept. store (member of Allied Stores group) advertised 16-in. private brand console at \$389.50, apparently same as Hallicrafters' \$395 unit. Hallicrafters also makes 16-in. Artone (Vol. 5:13,14).

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TBA-NAB TO GO SEPARATE TV WAYS: Television Broadcasters Assn., small but cohesive alliance of telecasters and major TV manufacturers, decided Friday to go it alone -- its board solidly opposed to joining up with NAB, stating they're unimpressed with any NAB offers to date. Coincidentally, NAB president Justin Miller was circularizing his board this week to ask their opinion of plan to detail executive v.p. Jess Willard to head up a TV Dept. within NAB. And NAB's newly formed Broadcast Advertising Bureau (Vol. 5:16) was setting in motion plans to service TV industry with data on rate cards, contracts, case histories, etc.

So the lines are clearly drawn between the 2 trade associations -- TBA to be expanded, its budget increased, a paid president engaged to front for telecasters and TV manufacturers jointly. It's an open secret the job will be offered to FCC Chairman Wayne Coy, presumably to consider after he gets back from his European mission in July.

TBA's ace is fact that, though telecasters are generally losing lots of money, several dozen TV manufacturers (the TV "circulation department") are doing well indeed, are eager to help build up telecasting -- just as radio manufacturers were in the early days when they largely carried NAB. A trade association devoted to TV alone, uninhibited by AM, will obviously have more appeal to them than one in which TV, like FM, is merely a "department". Though NAB claims some 300 of its members are in TV (as licensees, CP holders or applicants), its dominance by AM members, particularly the independents now in the saddle (Vol. 5:16) and none too happy about TV's encroachments, leaves little doubt "one big tent" idea is still far away.

Too, the ill-concealed disaffection of the well-heeled networks (and some big broadcasters) toward NAB lately undoubtedly impelled them to get behind TBA's expansion project. All the networks, several dozen telecasters and about a dozen manufacturers presently comprise TBA, plus a few ad agencies, reps, schools, etc.

SAN FRANCISCO'S NEW TV & OTHERS: TV station No. 62 takes air next Thursday, May 5 -- ABC's KGO-TV, San Francisco, going on regular schedule after testing for several months. It's city's second outlet, will be managed by KGO manager Gayle V. Grubb. No date set yet for inaugural of ABC's KECA-TV, Los Angeles, also testing, and it looks now like only one more new station in May: WFBM-TV, Indianapolis, due May 30. Thereafter, the still definitely-promised June starters are WGAL-TV, Lancaster, Pa., now testing 5 hours daily preparatory to June 1 start on 7-day, 5-10:30 p.m. schedule (with coaxial service from all 4 networks); WKY-TV, Oklahoma City, whose inaugural is now officially set for June 6; WHTM, Rochester, June 11; WCPO-TV, Cincinnati, June 14 -- plus a few probables (Vol. 5:9).

Applications for 3 more in Texas were filed this week: Texas Telenet System seeks Channel No. 10 in Fort Worth, making it 2 for 3 there (Television Enterprises, with some of same principals, having withdrawn); and No. 3 in Waco, making it 2 for 4. Texas Telenet is already applicant for Austin, Corpus Christi and San Antonio, includes among stockholders Gov. Beauford Jester (Vol. 4:36). Third application is for No. 5 in Longview, filed by A. James Henry, appliance dealer, who asks that pre-freeze channel be moved from Tyler, 35 mi. away. [For full details about applications, see TV Addenda 7-D herewith.]

Notes on projected new stations: Dallas' KBTV (Tom Potter) got tower under way this week, reports lawyer Ross Bohannon, and contract for new building is being let; DuMont, he said, has assured test pattern by June 15...WDEL-TV, Wilmington, Del., has tower up, antenna mounted, building ready, RCA transmitter due for May 6 delivery, should be on test shortly thereafter...Atlanta Constitution's WCON-TV filed for CP modification to ask FCC to okay 1,000-ft. guyed tower, which with antenna would rise 1,113 above ground -- highest proposed since KRNT's plans for 1,530 ft. near Des Moines, now abandoned. Super-height is designed for rural coverage; antenna system alone would cost \$157,380.

Second to seek authority for 500-watt transmitter, pending network, more sets, competition (Vol. 5:17), is WMBR-TV, Jacksonville; it asks FCC to reconsider February action citing it for lack of diligence (Vol. 5:11)...Lewis M. Tarnapol, New England Television Co., Fall River, Mass., applicant for TVs there and in Boston, Kansas City, St. Louis, Buffalo, Worcester, Springfield, Mass. (TV Directory No. 7), wires in response to inquiry that his company "will pursue its present applications and will file others if necessary until it has at least one metropolitan station."

MOVIES & TV, STRAWS IN THE WIND: Motion Picture Assn. (Eric Johnston), representing biggest motion picture producers and some 95% of the industry's volume, at last is facing up to fact that TV is a burgeoning competitor, has set up big-name committee to study, evaluate, report on TV medium. Plan is for new TV Dept., headed by Johnston aide Edward Cheyfitz, to maintain continuing study of TV's progress, recommend ways and means of using it to benefit movie business. Committee's chairman is Jack Cohn, Columbia, and members are: Earl Sponable, 20th Century-Fox; Paul Raibourn, Paramount; John Whitaker, RKO; Ted Black, Republic; Louis Blumberg, Universal; Leopold Friedman, Loew's (MGM); Sam Schneider, Warner Bros.; Edward Morey, Allied Artists (Monogram).

MPA move comes 2 years after Society of Motion Picture (and Television) Engineers first recommended such an industry committee (Vol. 3:17) and 6 months after Theatre Owners of America got hot about TV (Vol. 4:41). Movie majors frankly admit potential impact on boxoffice, though say it isn't very evident yet, and see 4 basic TV outlets for their own capacities: (1) Making film for TV -- small potatoes now but promising mighty market someday. (2) Showing old and new or specially made features on TV, perhaps sponsored -- impracticable now because TV can't pay enough and exhibitors have warned of reprisals. In this connection Phonevision is being watched, but no MPA member has yet offered to go along with it, even for Zenith's promised experiments. (3) Using TV to promote boxoffice -- buying time for trailers, etc., which may create new movie fans. (4) Theater TV -- piping own material into theaters, even competing against telecasters for exclusive rights to special events, such as sports, showing these perhaps at hiked admission rates.

Noteworthy is fact none besides Paramount and 20th Century (and Warner in Los Angeles) seems particularly anxious to get into TV swim by acquiring stations.

In any event, the big producers, hard hit by curtailed foreign markets and divestment of profitable theater properties, aren't sitting back complacently any more, are now placing little stock in the smug observation by one of their old-time leaders: "When the time comes, we'll buy." Indeed, current straws in the wind already have a lot of people thinking hard.

* * * *

If asked, NBC will produce TV programs for any theater or group of theaters for exclusive TV showings (via radio or wire lines from central source into theater). So NBC executive v.p. Charles Denny has told TOA executive director Gael Sullivan. It's still an "iffy" question, for theater people have yet to specify what they intend to do, but NBC sees no competition between telecasting and special services, feels it has facilities and know-how, says there's no reason why it should not "earn an honest dollar" servicing theaters as well as telecasters. But, Denny warns, NBC would continue to forbid use of its telecasts by theater owners and others charging admission unless special arrangements are made. Last year, it got court

(Continued on Inside Back Page)

It still looks like fall—September's a good guess—before TV freeze ends (Vol. 5:15). Commissioners, including Chairman Coy, say there's no intention of holding up action while Coy and Walker are gone for May 19-July 15 Paris conference. Actually, mechanics of FCC procedure—apparently an unavoidable sort of legalistic square dance—render question rather academic, since they almost certainly eliminate possibility of major final decisions on freeze or uhf before the two return. Since everything awaits Ad Hoc Committee's report (Vol. 5:16), industry's eager beavers keep wondering what can be keeping it so long. One important reason, sometimes overlooked, is fact FCC technical information chief Ed Allen leaned over backwards in picking committeemen with strongly varying ideas. But once report is out, opposition to it should be just about nil, and speed should be limited only by FCC procedure. That assumes no entanglement with uhf problems—still a big "if."

ABC gross network billings reached new high of \$12,133,005 during first quarter of 1949, compared with previous peak of \$11,857,464 same period in 1948. First quarter was marked by signing of \$570,402 in new network business, plus \$784,685 on ABC-TV. Profit figure wasn't made public, but slight increase in gross parallels that of CBS (Vol. 5:17) whose first quarter gross (including depressed recording business) was \$27,018,288 vs. \$26,252,456 for same 1948 period. Note: CBS continued talent raids this week, taking Groucho Marx show away from ABC, Wed., 9-9:30 p.m., effective Sept. 28, Elgin-American continuing as sponsor (billing about \$500,000).

Group of TV applicants in cities where 20th Century-Fox has applied (Boston, San Francisco, Seattle, Kansas City) has asked FCC to dismiss motion picture company's request for declaratory ruling on anti-trust question (Vol. 5:11) on ground each case should be considered separately. They suggest motion picture companies be required to limit their TV activities to production and distribution of program material (films), leaving business of operating stations to independent ownership in line with Supreme Court ruling on theater holdings.

Flurry over CBS's color TV work started April 25 when *Radio Daily* reported network was about to revive color broadcasts, using new transmitter, improved cameras and receivers. CBS whipped out a quick denial, said it had no such plans, figured misunderstanding must have grown out of fact it had changed frequency of experimental station W2XCS from 480-496 mc to 560-580 mc. Said one spokesman: "We don't intend to start any color agitation."

Small Town Television: "Erie, Pa. likes its lively, brand-new low-cost station," says May 2 *Life*, carrying 7-page pictorial story of WICU—latest in series of features about TV that make it apparent *Life* is fascinated with TV. Same issue also carries double-spread advertising *Time-Life* sponsorship of *Crusade in Europe* "in more cities than any program in television history." May 2 *Time* also carried same ad.

Dropping of FM grants, 17 this week [see FM Addenda 2-EE herewith] and 81 since Jan. 1, while undeniably serious, isn't quite as bad as it appears. Quite a few have been cancelled recently by FCC for "failure to prosecute." This amounts to a long-delayed "file cleaning" at FCC. Eight of the 81 had been on the air. Only 4 new applications have been filed thus far this year. Week also saw 6 AM grants relinquished [see AM Addenda 3-Q herewith].

Lost in IRE's vast non-broadcast membership, broadcasting engineers within IRE have formed own sub-group, henceforth joins NAB's annual Engineering Conferences.

Unique "battle of TV merchandisers" shaping up in Greenwich, Conn., according to April 22 *Printers Ink*. Seems George Dibert, J. Walter Thompson Co., v.p. on RCA accounts, has opened Telecenter Inc. in plush New York suburb where he has home. It's an investment, also enables him to try out own merchandising ideas. He stocks RCA sets exclusively, has 25-seat TV theater for patrons, keeps late hours. Competing with Telecenter Inc. is Greenwich Home Appliance Co., which sells all TV makes as well as appliances, and is owned by H. W. Newell, executive v.p. of Geyer, Newell & Ganger ad agency. Newell has filed suit against Dibert, alleging Telecenter Inc. is too similar to his store's slogan, "Television Center of Greenwich."

Radio makers did right well in sales during fourth quarter of 1948, SEC report shows. Net sales of 12 major manufacturers listed were \$318,703,000, compared with \$247,300,000 for third quarter of 1948 and \$278,370,000 for fourth quarter of 1947. Only Zenith, Farnsworth and Sparks-Withington showed drop in sales. Rank during 1948 fourth quarter: RCA, \$100,535,000; Philco, \$81,758,000; Sylvania, \$27,500,000; Admiral, \$24,250,000; Zenith, \$19,193,000; Motorola, \$18,730,000; Raytheon, \$16,329,000; Emerson, \$9,725,000; Magnavox, \$9,395,000; Sparks-Withington, \$5,434,000; Farnsworth, \$3,630,000; Sentinel, \$2,224,000.

Hotelevision Inc., equipping hotel rooms with TV receivers fed from master control, is offering 480,000 shares of class A stock at \$1 (25¢ par) to finance expansion. This is amendment of offering last November (Vol. 4:46) of 160,000 shares at \$3 (\$1 par). Company, tied up with Olympic, has completed or begun installations in New York's Roosevelt, New Yorker, Essex House, New Weston, Roosevelt Hospital, Delmonico and Sutton, Brooklyn's Granada, Chicago's Sherman, Cleveland's Hotel Cleveland. Handling offering is Cantor, Fitzgerald & Co., New York.

Sir Ernest Fisk, president of Britain's big Electric & Musical Industries Ltd., England, takes exception to our report (Vol. 5:9) that new DuMont plant at Paterson, N. J., with its 500,000 sq. ft., is believed to be largest single radio factory in world. He writes us that the EMI factory at Hayes, Middlesex, occupies 1,900,000 sq. ft.—300,000 devoted to gramophone records, 1,600,000 to radio. We should have qualified the DuMont item by stating it claims it's probably the biggest single television factory.

WJZ-TV, New York, raises base rate to \$1,500 per hour June 1, thus joins other 3 TV network flagships on time charges. New York's WPIX remains at \$800; Newark's WATV, \$450. Only other rate card change since our April 1 *TV Directory No. 7: Television Rates & Factbook* is WBAP-TV, Fort Worth, which on May 1 goes to \$200.

When you're asked by students and others for "material" about TV, refer them to Sunday April 24 special 22-page section of *New York Times*—best editorial job we've yet seen for historical perspective and excellently balanced treatment of industrial, technical, program aspects of TV.

Fourth chapter in NAB's TV study, edited by Charles Batson, went to members this week. Entitled *Building*, it's one of the few compilations that show relationship between scope of operations and space requirements, suggests methods of planning for future expansion.

Texaco has moved entire radio account to Kudner Agency Inc., which has been handling its *Texaco Star Theatre* (Milton Berle).

Chicago's Electric Assn. has set Sept. 30-Oct. 9 as time and Chicago Coliseum as place of second annual National Television & Electrical Living Show.

Personal notes: Changes at CBS include I. S. Becker, director of program operations, taking over handling of TV talent deals, talent unions, AM-TV package programs; Henry Grossman, now director of plant and construction; Wm. H. Fineshriber Jr., now director of operations; Gerald P. Maulsby, now mgr. of broadcasts . . . Willard Walbridge promoted to sales mgr. of WWJ and WWJ-TV, Detroit, succeeding Harry Betteridge resigning to become partner in ad agency of Denman & Betteridge.; Don DeGroot new WWJ, WWJ-TV program mgr. and Stanley Swales night mgr. . . . John Vrba, ex-Abbott Kimball Co., new promotion mgr. of KTTV, Los Angeles . . . Independent Television Producers Assn. elects Martin A. Gosch, president; Henry White, v.p.; Nathan Rudich, secy; Irvin Sulds, treas. . . . Charles C. Bevis Jr. named director of NBC's 5 owned-and-managed TV stations, moving to New York from station manager of its WNBK, Cleveland.

United Nations General Assembly sessions from May 2 will be covered by CBS-TV daily from 10:30 a.m. to noon and 3 to 5:30 p.m. (when not carrying baseball). NBC-TV is also installing permanent pickup facilities to switch in on debate of special interest. UN itself is making kine-recordings of major speeches and will ship films throughout the world.

Unusual medical use of closed circuit TV—for training student psychiatrists — was among suggested uses of "Utiliscope" system described by Madison Cawein and J. A. Good, of Diamond Power Specialty Corp., 37 W. 43rd St., New York, at April 26 RMA-IRE Philadelphia meeting. Idea is that students can observe examination of patients without disturbing latter with their presence. Equipment is made for either 200-line or 300-line resolution, was developed by Farnsworth and Diamond.

Culling Shakespeare with TV in mind, Irving Genn found some remarkably apropos quotes for special TV section of April 24 *New York Times*. For example: "A station like the herald Mercury, New-lighted on a heaven-kissing hill"—*Hamlet*. "The image of it gives me content already; and I trust it will grow to a most prosperous perfection"—*Measure for Measure*. "Shall we see this wrestling, cousin?"—*As You Like It*.

To correct TV reception ills of various sorts, Crystal Devices Co., 50 Mill Rd. Freeport, N. Y., makes "Telantune" (\$15) to eliminate mismatches, "Teletrap" (\$8.50) to strain out FM or amateur signals, "Tenastub" (50¢) to remove standing wave ghosts. Company is headed by Norman L. Chalfin, formerly of *Radio & Television News*.

Details of terms aren't available, but RCA and Philadelphia Radio Servicemen's Assn. settled anti-trust complaint brought by servicemen last year (Vol. 4: 34) out of court. Servicemen had charged RCA TV service policies were in restraint of trade.

Still cagey about results, RCA has tried reducing co-channel interference between Detroit's WWJ-TV and Cleveland's WNBK, using new frequency separation technique (Vol. 5:16,17). We've heard it works as well as synchronization, if not better.

Consistent reception in 220-mi. distant Reno, Nev. of San Francisco's KGO-TV Channel 7 test pattern is reported by ABC. If reception is indeed consistent, it's indeed "virtually unprecedented," as press release claims.

Importance of government orders to radio manufacturers is shown in RMA's 1948 sales figures: Govt. orders for transmitting equipment amounted to \$181,885,651; sales billed, \$113,083,721.

Exactly 10 years ago this day, April 30, 1939, NBC's experimental TV station W2XBS (now WNBT) began official operation with telecast of President Roosevelt's speech at opening of New York World's Fair.

Network TV sponsorships: ABC-TV pitching for Thursday night dominance, with this lineup starting May 5: 7:30 p.m., *Blind Date*, with Arlene Francis, sustaining; 8:00, *Stop the Music*, Old Gold and Admiral sponsoring half hour each; 9:00, *Crusade in Europe*, film based on Eisenhower memoirs, Time-Life sponsoring; 9:25, *Pal Headliners*, film highlights of week, Pal Razor Co. sponsoring; 9:30, *Actor's Studio*, sustaining . . . Joe Lowe Corp. (Pop-sicles) on May 2 sponsors *Lucky Pup* on 28 CBS-TV stations, Mon., mainly via kine-recordings; Phillips Packing Co. on May 11 takes Wed. *Lucky Pup*, so that now it's sponsored across board—Ipana Tue. and Thu. and U. S. Rubber Fri.—though on varying numbers of stations . . . CBS-TV's prize-winning *Studio One* will be sponsored by Westinghouse starting May 11, Wed., 10-11 p.m. . . . General Foods dropping Sun. night *Lambs Gambol* and *Author Meets Critic* after July 3 . . . Toni Co. has signed on CBS-TV for comedy serial *That Wonderful Man*, Thu. 9-9:30 p.m., starting June 2 . . . William Morris Agency preparing Ed Wynn for return via TV, but no sponsor or network yet arranged.

TV station sponsorships: National Brewing Co. believed largest single-market TV buyer, taking 8½ hours weekly on WMAR-TV, Baltimore, including daily afternoon *Sports Parade*, weekly wrestling, weekly amateur show from downtown theater . . . Leisy Brewing Co. sponsoring half of home games of Cleveland Indians on WEWS; TV rights sold for \$75,000 . . . Jacob Hornung Brewing Co. sponsoring Garden City race meet on WFIL-TV, Philadelphia, half hour daily . . . Gunther Beer sharing with Atlantic Refining simulcasts of Baltimore Orioles on WMAR-TV and WITH . . . WNBT, New York sells two 5-min. films weekly to Jacob Ruppert Co., spots on *Easy Does It* to American Cigarette & Cigar Co., station breaks to Cameo Curtains Inc. and Pabst . . . Ohio Oil Co. sponsoring INS-Telenews on WHIO-TV, Dayton . . . Motor Parts Co. (Zenith TVs) takes film spots on WCAU-TV, Philadelphia, whose new accounts also include Simmons Mattresses, Ranger Joe Cereal, Reed & Barton silversmiths, Warner Bros. trailers for film *The Set-Up* . . . Among 31 new accounts on WTTG, Washington: Chesterfield, all home games of Senators; Valley Forge, National and Gunther beers, Garfinckel's dept. store, Safeway Stores . . . Ford Dealers of So. Calif. take 5 weekly 7:30-7:40 p.m. local-regional newsreels on KNBH, Los Angeles . . . Vernor Ginger Ale signs Hal Newhouser, Tigers pitcher, for weekly baseball highlights on WJBK-TV, Detroit . . . D. P. Harris Hardware & Mfg. Co (Rollfast bicycles and roller skates) placing films titled *Rollfast Thrillers on Wheels* in most TV markets . . . Westinghouse's KYW (AM) takes sign-off ann. on Philco's WPTZ, Philadelphia, featuring pictures of radio personalities, urging listening in morning and late at night.

Giving his barber a TV set for his shop, one Samuel Bernstein, Brooklyn, will be repaid with haircuts, shampoos and massages for about 8 years. Said barber Abe Chayet, as reported by *New York Herald Tribune* in front page story April 14: "I didn't even want the set. I couldn't afford it. But Mr. Bernstein, just a regular customer, insisted. Just like that. He said it would give me good will. He's a nice guy who just wanted to do a nice thing. Now the place is packed and business is good."

First TV citations in annual George Foster Peabody Radio Awards, announced April 21, went to ABC-TV's *Actors Studio* for "outstanding contribution to the art of television" and to NBC-TV's *Howdy Doody* as "outstanding children's program."

Fame and fortune await inventors and producers of (1) TV set with effectual built-in aerial, and (2) battery-operated TV portable. Soon or late, we're bound to get them.

injunction against such use of its Louis-Wolcott telecast (Vol. 4:26).

NBC's parent RCA has been plugging theater-TV last few years, showed latest in big-screen projectors at SMPE convention in early April (Vol. 5:15), aroused considerable interest when it offered new and simpler theater unit for about \$25,000 each. Film Daily reports from Hollywood this week that Charles Skouras' National Theaters Corp., big theater chain, will set up 5 or 10 of them in Los Angeles area in next year to study costs, audience reactions, etc.

* * * *

Comeback of vaudeville, attributed to TV, has New York's famed Palace Theater reopening two-a-day May 19, with 8 acts drawn from TV, radio and night clubs as well as old timers, change of programs Thursdays; these, added to feature film, may signal hand-in-glove cooperation of theaters and new media to advantage of both, a la newspapers-and-radio...William Morris Agency, retained by Hal Roach to syndicate his 30, 20, 10-min. films produced specially for TV (Vol. 5:17), is getting ready to quote package rates to TV stations...Control of acts suitable for TV bookings, keenly competitive as between William Morris Agency and Music Corp. of America, reported to be reason why MCA's chairman Jules Stein is moving headquarters to New York while president Lew Wasserman prepares to spend 6 months per year in New York...Fact that New York is TV network (and therefore talent) center, that trans-continental circuits are 3 years or more away, obviously has Hollywood worried, for Los Angeles and Hollywood chambers of commerce have joined with Academy of Television Arts and Sciences to put over idea that Hollywood is the "Television Capital of the World"...Rudy Vallee signs radio-TV rights to Chicago Tribune's Dick Tracy comic strip to be produced by his Vallee Video, is reported dickering with NBC for 15-min. weekly film and 30-min. weekly AM show...Joint TV committee of TOA-SMPTE meets again May 4-5 in New York to explore related activities in TV (Vol. 5:15).

NOVELTY WEARS OFF BUT IMPACT STAYS: Recommending you observe customary caution in weighing surveys, we offer some highlights from recent study by Northwestern U marketing students under Dr. George R. Terry. "Novelty" factor is explored in this second TV survey by Dr. Terry. Half of the 883 Chicago and suburban families interviewed had their sets more than 6 months, half less. Survey was made before East-Midwest coaxial hookup. These findings stand out:

(1) There is an initial enormous novelty aspect, and it does fade considerably with time. But here's what is remarkable: It fades without diminishing in any degree its powerful impact on other major mass entertainment media, particularly radio and movies. For example, in families owning sets less than 6 months, children preferred TV 47 to 1 over radio, teen-agers 14 to 1, adults 9 to 1. In "6 months or longer" families, respective figures dropped to 14 to 1, 6 to 1, 5 to 1. Yet both groups termed TV "more enjoyable" by a ratio of 8 to 1 -- this in spite of fact that both groups gave radio a slight edge (1.1 to 1) in "better programs."

(2) Radio is hardest hit of all media in new (under 6 months) TV families -- 81% listening less, 17% same, 2% more. It's even harder hit in older TV families -- 83% listening less, 16% same, 1% more.

(3) Movies are next in line of fire, TV's impact remaining constant for both groups -- 70% go less often, 29% same, 1% more. Unfortunately, survey doesn't attempt to show just how much less radio listening and movie-going is done by those who do less.

(4) Listening to phonograph suffers to extent that 44% of newer TV families and 46% of older families say they listen less.

(5) Other types of recreation -- reading, sports attendance, dining out, etc. -- are definitely affected, but tend to recover slightly in older TV group.

(6) TV commercials were enjoyed by 46%; 32% didn't like them. Principal reasons for dislike: (a) too long, 31%; (b) too much repetition, 12%; (c) too many, 8%; (d) badly timed, 5%; (e) silly, 5%.

Note: Copy of survey may be obtained on request by sending stamped, self-addressed envelope to Dr. Terry, School of Commerce, Northwestern U, Chicago.

ENGINEERS TRADE UHF RECEIVER NOTES: The week developed some new wrinkles in uhf receivers and converters, nothing new in transmitters. Reflecting quickened pace of uhf experimentation (Vol. 5:13), Cincinnati IRE meeting April 23 was devoted almost entirely to uhf. DuMont's R. F. Wakeman described company's much-talked-about continuous uhf tuner (Vol. 4:38 et seq). Nucleus of unit is two concentric slotted metal cylinders, one turning within the other. It tunes whole 475-890 mc band. Engineers thought it a good effort, but expect it to be somewhat troubled by drift and radiation. RCA's Robert Romero went into theory of uhf reception, discussed various means of achieving it, told of a promising "pencil triode" tube now being made for military. Crosley's John D. Reid had a suggestion which sounded eminently worthwhile: Let receiver manufacturers adopt a standard intermediate frequency for uhf receivers now, then uhf stations can be so allocated that uhf receivers won't interfere with each other -- as they have, more or less, in vhf. Chances are JTAC will adopt the idea, recommend it to industry. Some of the above uhf papers are scheduled for publication soon in Electronics Magazine.

That uhf converter of Stanford Research Institute (Vol. 5:13) turns out to be one made for John H. Poole, wealthy oilman, miner, realtor and ex-ham, whose Pacific Video Pioneers has CP for experimental W6XOR in Pasadena. It comes in 3 types: fixed-tuned at 530 mc, tunable over 475-675 mc, tunable over 475-890 mc (last in bread-board stage only). Characteristics, described by Institute's chairman of electrical engineering T. H. Morrin, sound pretty good, we're told.

* * * *

First full-scale uhf satellite experiment -- NBC's proposal for Bridgeport, Conn. (Vol. 5:7-8) -- is due for FCC consideration and probable approval next week. NBC's answers to FCC's apprehensive questions (Vol. 5:13) made it clear that station would rebroadcast full schedule of WNBT, New York (including commercials), but that advertisers wouldn't be charged for additional coverage. NBC also said uhf receivers or converters will be distributed, but not sold, to observers. Of course, there's nothing to stop other manufacturers, such as Zenith, from selling or showing off their uhf wares in Bridgeport if they want to.

'OPERATION BLACK' IN ST. LOUIS: Here's a report from the keenest optimist we've yet encountered among major TV station operators, George M. Burbach, directing the St. Louis Post-Dispatch's KSD and KSD-TV:

During April 19-26 week, KSD-TV turned a profit of exactly \$864.18 on a gross of \$6,483. It operates an average of 45 hours per week, usually 3-10 p.m. daily, carries Cardinals daytime home games sponsored by Dodge Dealers and Griesedieck Brewery (at \$530 per game), is about to add Browns daytime home games with spot sponsorships. It gets the cream of all the networks and substantial amount of kine-recordings. Its base rate is \$300 per hour (see TV Rates & Factbook No. 7). It's St. Louis' only TV outlet as yet.

This profit week is not the only one KSD-TV has enjoyed, says Mr. Burbach, but it's the biggest -- and the rate of sales is upward. The \$864.18 profit was left after charging off \$1,500 for depreciation and amortization, allocating proper share of overlapping AM-TV employes, pro rating rent, heat, light, etc. In fact, it's the tightest bookkeeping of any business operation this veteran newspaper-radio executive (he quit advertising managership of Post-Dispatch to devote all time to radio) says he has ever kept.

On the air 2 years as of last Feb. 7, KSD-TV had then registered cumulative loss of \$250,000 -- about \$130,000 of it last year. This year's operation should be "slightly out of the red." Next year should be fairly profitable. And far from detracting from AM revenues, KSD-TV hasn't affected KSD's business at all; indeed, KSD's gross is now at all-time high.

There you have another possible straw in the wind -- to match the profitable operations previously claimed for KLEE-TV, Houston (Vol. 5:14), WHNC-TV, New Haven, and WDTV, Pittsburgh (Vol. 5:7). And there's word, with no figures yet to back it up, that KSTP-TV, St. Paul, and WICU, Erie, Pa., are both slightly in the black -- latter after only 2 full months of operation!

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OF THE
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May 7, 1949

TV'S NEWEST MARKET IS SAN DIEGO: No. 63 station in the TV parade, opening up TV's 35th market area (actual sales rank: 49), turns out to be a sleeper -- KFMB-TV, San Diego, which turned on test juice April 30, now plans to start commercial schedules May 16. It hasn't blown its horn much, but owner-manager Jack Gross now advises us date is definite, that Channel 8 test signals have been very gratifying, that schedule will comprise 24 hours a week, starting at 6 p.m. Tuesdays thru Sundays, and that 50% of his time has already been sold. In fact, he said he thinks he can make KFMB-TV break even from the start. Its base rate is \$250 per hour for live programs, \$200 for films. It will take off-the-air shows from CBS's KTTV, NBC's KNBH, Paramount's KTLA and (when it starts) ABC's KECA-TV, Los Angeles, for its Mt. Soledad transmitter site in La Jolla is 150 ft. above line-of-sight from Mt. Wilson, 130 mi. away. Signals from Mt. Wilson are easily received on stock receivers by using tall masts and boosters, Gross says. GE equipment is used throughout.

Note: Next "suprise" new station starter may be KSL-TV, Salt Lake City, which has asked FCC for an STA effective May 15. By then, it expects to start testing (GE transmitter, DuMont studio equipment) but wants to carry Eisenhower film series during tests. Commercial debut is planned for June 1 or thereabouts.

SIRAGUSA HINTS ADMIRAL'S SECRET: You may get an inkling of what Admiral's dynamic Ross Siragusa has up his sleeve -- that still-very-secret new TV model -- out of a paragraph from his May 2 speech before the National Electrical Wholesalers Assn.:

"Later this month," he said, after describing how in one swoop Admiral was able in 1946 to cut price of its table model radio-phono 30% by shifting from wood to plastic, "we are going to announce another development in the use of plastic that I think will be equally startling. It will have compound curves that can't even be used in wood except at prohibitive cost. The saving on the cabinet will run upwards of 60% over wood...saving to the consumer is multiplied because the cost base on which the distributor-dealer mark-up is calculated is reduced."

A few distributors saw Admiral's hush-hush new model this week in New York, but were pledged to secrecy -- and the price, too, is a secret. Formal news release is set for May 12, and first of ad campaign will break next Sunday, May 15, in New York Times and Philadelphia Inquirer. New item, added to his phenomenal \$399.95 TV-AM-FM-phono (3-speed) combination, is Siragusa's latest earnest of belief that:

"TV is the biggest opportunity that has come along for electrical distributors and dealers since the birth of radio. In 1949 it will provide a \$1 billion volume at the distributor level...We are going to spend \$8,000,000 for advertising and promotion to create demand in 1949." Note: \$8,000,000 ad budget covers Admiral's radios, refrigerators, ranges, as well as TV.

TV WON'T OVERSHADOW AM—MILLER: No matter how far TBA goes as the TV industry's trade association (Vol. 5:18), NAB president Justin Miller is determined to set up TV department, name TV director -- in fact, already has his sales, research, legal and engineering departments working up TV services. This activity is based, he feels, on fact TV rightfully belongs in NAB ("it's broadcasting," he says). Moreover, he says NAB has some 300-400 members already in TV (as operators, grantees,

applicants) and many more who, though not in TV now, want to be kept advised.

Here's how Judge Miller looks at TV -- taking the extremely long-range view: "In 10 years, television will be a full grown and mature operation," he told us, "but audio will be occupying as large a position if not better than today." Does he think AM will continue to do today's annual \$400,000,000-plus time sales volume? Yes, perhaps even more. He does not expect TV to overshadow sound broadcasting. He thinks TV's present impact is largely its novelty, refuses to guess relative positions of TV and radio 10 years hence, says there must be more time before anyone can properly evaluate TV.

Sound broadcasting is on verge of its first experience with a tight market, Judge Miller feels, and the impact of TV isn't going to help matters. Yet he's just as ever convinced that "so long as the profits of AM are needed to finance TV, so long will TV not supersede AM" -- his remark, following FCC chairman Wayne Coy's speech, at NAB convention in mid-April (Vol. 5:16). He'd still like to see TV under NAB's "one big tent." Failing that, he'd like to come to some working agreement (TBA as promotion organization, NAB as service group). Proposed appointment of executive v.p. Jess Willard as NAB's TV dept. chief is still being mulled by Miller and board.

* * * *

FCC chairman Wayne Coy simply listened Friday, while in New York to be feted by Sons of Indiana as "Hoosier of the Year," to proposal from TBA delegation that he consider taking paid presidency of association this fall. He isn't in any position now to accept, is known to be anxious to see vhf-uhf freeze allocation problems through, may be available latter part of year. Meanwhile, plan is to raise expanded TBA budget largely from set makers, Dr. Allen DuMont heading up this effort.

NAB-TBA situation boils down to simple fact that TV as industry needs own spokesman and promotion which AM (and NAB) cannot be expected to provide. Come what may later, the manufacturers, networks and TBA board don't want NAB as TV's spokesman now. That Coy and Judge Miller measure TV by different calendars, let alone different attitudes, is manifested again from Coy's remarks Thursday before Ohio State Institute for Education by Radio -- much along lines, TV-wise, of his recent NAB convention speech (Vol. 5:16):

"Five years from now, when AM broadcasting feels the heavy impact of TV," said Coy, "the financial returns will undoubtedly be considerably less...My own belief is that 5 years from tonight TV will be the dominant medium of broadcasting... sound broadcasting will be attracting less of the listeners' attention, especially during the evening hours, will be attracting less of the advertisers' dollars, will be secondary to TV."

UHF TESTS & ANTI-FREEZE PROSPECTS: FCC finally granted NBC its uhf satellite station in Bridgeport, Conn. (Vol. 5:7,8,13,18), carefully hedging grant for fear network might try to get 6th commercial TV station and/or freeze uhf standards. This is the "guinea pig" station, feeding off New York's WNBT and, though experimental, it should provide first uhf signal for regular public reception. It is expected to go far toward proving efficacy of those channels. NBC-RCA expect to get it going (15-20 kw ERP on 529-535 mc) before end of year.

Conditions laid down by FCC: (1) NBC must advise FCC "immediately" should RCA decide to sell uhf sets in Bridgeport (though there's nothing to prevent Zenith or anyone else from selling). (2) Requested call letters WNBT-1 are denied, and experimental call must be used. (3) It must announce experimental status hourly.

Meanwhile, vhf freeze and uhf prospects seem to be getting cloudier, rather than clarifying. Ad Hoc Committee met again Friday, but we've quit guessing when they'll say "we're done." Among commissioners there's substantial, perhaps growing, sentiment toward ending freeze and establishing uhf at same time. And there are still plenty of tough decisions to make on color, Stratovision, FM for picture transmission, synchronization, etc.

Just how FCC can give full consideration to these angles, plus more bound to come up, and end freeze at an "early" date, has a lot of people shaking their heads. Comr. Webster and Sterling, both engineers, are to spearhead TV activity under act-

(Continued on Inside Back Cover)

Negotiations with ASCAP over royalties for music used on TV broke off Friday over terms which NBC's Robert P. Myers, chairman of NAB music committee, termed "cumbersome, impractical and impossible"—particularly in light of TV's present heavy deficit operation and limited rights in proffered copyright licenses. At moment, it looks like no ASCAP music on TV after June 1 unless by individual negotiations. ASCAP offered general licensing rate of 2¾% of station gross income, minus various discounts, which its president Fred Ahlert said is much below what broadcasters pay. Main point of dispute, however, was telecasters' objection to limited rights, which they contend meant every time a TV station wanted to do a "production" with ASCAP music it would have to negotiate separately with every copyright owner.

Everybody's still pitching in, and very little time was lost on air after 80 IBEW engineers on Tuesday struck Yankee Network's 6 AM stations and WNAC-TV, Boston, in protest against personnel and wage cuts. Skeleton staffs, including executives, are maintaining all schedules except remotes and TV mobile. New parleys with union are set for May 11.

Long-awaited decision on mobile and special services was issued by FCC this week. About only TV angle is permission granted TV stations to use frequencies in 25-30 mc band for remote audio pickups, same way AM and FM do. Decision and new rules were printed in May 6 *Federal Register*. Copies may be obtained for 20¢ from Supt. of Documents, Government Printing Office, Washington 25, D. C. Reprints will be available later from same source.

Lots of publicity about Warner Bros. being browned off TV, and inquiry seems to boil it down to this: Big movie concern is having periodical "economy wave," so ordered stoppage of theater TV experiments. Warners intend to fight Govt. move to separate it from theaters, hence don't see point in pursuing Chicago application, which as predicted (Vol. 5:16) was withdrawn this week. But deal to buy Thackrey radio-TV properties (including KLAC-TV, Los Angeles) is still on, year-old contract extended to Aug. 1, and FCC was notified to that effect this week in letter asking for prompt action.

TOA-SMPTE conferees got down to brass tacks so quickly Thursday, New York meeting went so smoothly, one observer of theater-TV scene thought mid-July might see official requests for frequencies, even applications for several cities at FCC. It was continuation of joint session last month (Vol. 5:13), appointed subcommittee to draw up suggested standards for theater-TV, also chart of capital and operating costs—in a word, blueprint of theater-TV. Producers' MPA, meanwhile, got set for first meeting of TV committee (Vol. 5:18) in week or so.

Capitol Records Inc., Hollywood, one of biggest popular record makers, is going into TV film field, exploiting such properties as *Bozo the Clown* (already used on KTTV), *Sparky* and others that lend themselves to video adaptation. Elmo Williams, ex-RKO, has been engaged to set up TV division.

RCA unequivocally denies it intends to "lease" theater-TV equipment (Vol. 5:15), as reported Thursday in *New York Times* and in this week's *Variety*. Price remains about \$25,000 for power unit, projector and associated gear; does not include antenna, lead-in, etc.

Thirty-page section of Sunday, May 1 *Baltimore Sun* is devoted entirely to TV, cued to city's current count of 51,000 sets. *Buffalo News* will also publish special TV edition May 14, first anniversary of its WBEN-TV.

Antenna height limitations, suggested this week by Govt. interdepartmental committee (FCC, CAA, military, etc.) under FCC Comr. Webster, were being examined by industry engineers who fear proposals may be too stringent, particularly for TV and FM. Govt. proponents say idea is not to become more stringent, but to incorporate specific limitations in FCC standards, allow applicants to determine themselves whether their towers would require "special aeronautical study." Their contention is that system would eliminate much of present waiting for CAA approval. Industry men say they want to study plan, resent fact they haven't been in on its formulation. Next Govt.-industry meeting is set tentatively for May 24.

RCA gross income from all sources for quarter ended March 31 was \$92,327,827 vs. \$88,053,297 for same 1948 period and \$76,560,096 for same 1947 period. Net profit for first 1949 quarter was \$5,932,083 (37¢ per common share) vs. \$5,714,498 (36¢) for same 1948 period and \$4,680,065 (28¢) for same 1947 period. Reporting to stockholders May 4, Chairman Sarnoff stated that during last 10 years RCA has paid more than \$65,000,000, or 53% of net profits, in dividends to stockholders—\$31,820,000 on preferred, \$33,254,000 on common. During same period, he said, net worth of RCA was increased by \$60,000,000, now exceeds \$127,000,000. Though subsidiary breakdowns are not available until annual report (for 1948 annual report, see Vol. 5:9), Gen. Sarnoff said no unit of company lost money last year but 1949 will be "more difficult."

DuMont's sales totaled \$11,092,000 for period Jan. 3 to March 27 vs. \$4,549,000 for same period last year — indicating it's quite probable, what with increasing set and tube sales, company will achieve \$50,000,000 business this year. Net for period was \$1,481,000, or 70¢ per share on 2,047,592 common shares outstanding, vs. \$553,000 (27¢ on 2,031,040 shares) for same 1948 period.

More signs of the times: RMA may change name to Radio & Television Manufacturers Assn., if certain board members get their way. Proposal is due to be advanced at RMA annual convention at Chicago's Hotel Stevens, May 16-19. Big Radio Parts Show holds exhibition same place, May 17-22.

United States Television Mfg. Corp. reports net sales of \$1,937,606 in 1948 vs. \$1,906,874 in 1947. Net profit was \$27,035 (4¢ per share on 341,175 shares of common stock) vs. 1947 loss of \$132,686.

Noblitt-Sparks (Arvin radios) reports \$502,067 earnings for quarter ended April 3 (85¢ per share) vs. \$602,015 (\$1.01) for corresponding 1948 period.

Sightmaster Corp. has split stock 6-for-1, is now offering (through Burnside & Co.) 425,940 shares at 50¢ a share, making total of 1,794,000 issued and outstanding—proceeds to be used for working capital, etc.

WGN-TV's new transmitter-antenna with 34-ft. mast atop Chicago Tribune Tower, rising 610 ft. above street level, should be ready for tests by May 15, regular service by June 1. Present studios in Daily News Bldg. won't be abandoned until new studio building adjacent Tribune Tower is completed.

Sen. Johnson's rip-snorting speech flaying FCC and industry "monopolists" (Vol. 5:17) is getting plenty of distribution: He reprinted it and sent it to all stations, also recorded excerpts "at request of some broadcasters"; NAB and FMA also reprinted it for their members.

ABC-TV has issued new rate card effective May 15, to cover 35 station affiliates, for which base Class A night rate would be \$10,420.

Personal notes: Officers of newly formed TV Manufacturers Assn. are Michael L. Kaplan, president of Sightmaster Corp., ex-Penn State All-America grid star, president; Robert G. Kramer, Remington Radio, v.p.; Abel E. Kessler, acting secy-treas. . . . Frank R. Norton promoted to chief engineer of Bendix Radio-TV, Baltimore . . . Ralph L. Burgin Jr. promoted to program mgr. of NBC's WNBW, Washington, succeeding Charles Kelly, now with WMAL-TV . . . Robert A. Hanson promoted from news-special events chief of KSFO and KPIX, San Francisco, to program director, succeeding Keith Kerby, resigned to go into sales and talent fields . . . Al Flanagan, ex-Don Lee, named program coordinator of new KGMB-TV, San Diego . . . Max Gordon, noted Broadway producer, joins DuMont Network May 9 as program consultant.

Court test of Pennsylvania State Motion Picture Censor Board's regulation requiring pre-censorship of TV film (Vol. 5:6,7,13) starts in Federal district court in Philadelphia May 9—with ABC's Joe McDonald, CBS's Bill Lodge, FCC's Max Goldman among witnesses. TV operators have engaged Earl Harrison, ex-dean of U of Pennsylvania Law School, to handle finish-fight case, flanked by Washington counsel Theo. Pierson, Morton Wilner, Thad Brown, Henry Weaver, Wm. Thompson. Their main contention: TV is interstate; regulatory authority belongs to Congress, as delegated to FCC.

ABC's executive v.p. Bob Kintner, in Hollywood just before May 5 opening of ABC's San Francisco KGO-TV (Vol. 5:18), tells press conference: That network's KECA-TV, Los Angeles, should get going by Aug. 1; that it will be fifth of ABC's TV properties, representing total TV plant investment of \$6,500,000; that within year Hollywood will be "world center of TV," due to wealth of talent and studios, New York taking second place; that ABC will soon close deal with Fox Movietone Newsreel for TV rights.

Three new booklets you should have for reference: CBS's exceptionally well done 58-page promotion piece *Television Today*, covering TV's growth, status and impact; TBA's first quarterly report, 40-page *Status of the Television Industry*, with reprints of statistics, surveys, success stories; U. S. Office of Education's 30-page *Radio and Television Bibliography*, an obvious "must" for students and schools. Addresses: George L. Moskovics, manager of TV sales development, CBS, 485 Madison Ave., New York; TBA, 500 Fifth Ave., New York. Office of Education's bibliography is available at 15¢ from Supt. of Documents, Govt. Printing Office, Washington, D. C.

FCC chairman Wayne Coy's remarks extolling FM at Ohio State's Radio Education Conference May 5 sat well with FMers. But there's no unanimous concurrence with his proposal to run FM adjuncts same hours and with complete duplication of AM—also made at NBC affiliates' meeting last March. FMA members, recently polled, were divided 50-50 on idea. FMA counsel Leonard Marks, also speaking at Ohio conference, bluntly asked Coy to set FCC hearing on petition filed 1½ years ago on very question (Vol. 3:44). Marks also kicked at "delays" at FCC encountered by FM applicants.

Necrology: Clinton B. DeSoto, 37, technical editor of the Proceedings of the IRE, ex-editor of QST, died suddenly at his home in New York . . . K. G. (Pug) Marquardt, 36, chief engineer of WIBW, Topeka, and Gene Shipley, 49, farm service director of the station, were killed when WIBW's Beachcraft plane crashed April 26.

Transit FM plans of *Baltimore Sunpapers'* WMAR-FM finally jelled after long negotiations with transit company. Sixty FM-equipped busses will begin 4-month test period about July 15.

TV station sponsorships: Lever Bros. starting to use TV this week with *Aunt Jenny* film spots in New York market . . . Deltox Rug Co. and Bromo-Seltzer new spot users on WABD, New York; latter also on WMAR-TV, Baltimore . . . Sheffield Farms Co. pulling *Guess Who?* off AM, starts it May 15 on WNBTV, New York, Sun. 6-6:30 p.m.; also on WNBTV, Macmillan Petroleum Corp. sponsoring *Roving Camera*, Fri. 6:50-7 p.m. . . . Chevrolet Dealers May 6-July 1 sponsoring *Roller Derby* on WJZ-TV, New York, Fri. 10:15 p.m. . . . Vim Radio & Sporting Goods Stores, chain, sponsoring Benny Rubin's *Benny's Place* on WPIX, New York, Mon. 8-8:30 p.m. . . . New spot users on WNBQ, Chicago, are air conditioner manufacturer Murphy & Miller Inc., and *McCall Magazine* . . . Citizens National Trust & Savings Bank sponsoring filmed concerts by *Vienna Philharmonic* on KTTV, Los Angeles, Mon. 7:45-8 p.m. . . . Monsanto Chemical Co. April 26 bought 30 min. on KSD-TV, St. Louis, to demonstrate chemicals and plastics, featuring "plant tour" brought via TV to American Wood Preservers Assn. convention in city . . . Baseball has Burger Beer (Waite Hoyt, play-by-play), Rubel Baking Co., Frito Co., Home Federal Savings & Loan, Griffith Distributing, local Ford dealers, as sponsors on WLWT, Cincinnati; Burger Beer (Joe Hill, play-by-play), Seyfert Potato Chips, Fred Schmidt Packing Co., Modern Finance Co., on WLWC, Columbus; Wooden Shoe Brewing Co. (Wayne Osborne, play-by-play), Dayton Bread Co., Frito Co., Old Gold, on WLWD, Dayton.

Interesting proposal to end freeze, establish uhf, came from attorney James McKenna (Haley, McKenna & Wilkinson) acting for Helm Coal Co., applicant for TV in York, Pa. In letter to FCC this week, he contends: (1) Vhf freeze stems in large part from fact that only 30-odd medium-sized cities have one or no channel. (2) Allocation of about 6 uhf channels, on same standards as vhf, would relieve virtually all the strain. (3) Balance of uhf band could be properly explored, for 3-5 years, then allocated for a really improved TV service, such as color. (4) Any hurried allocation of whole uhf band would waste it just to satisfy a demand far more apparent than real. (5) In cities with several vhf channels, uhf would suffer the way FM does unless it offers something clearly superior, such as color.

Except that they agree on Milton Berle's *Texaco Star Theatre* for top place, Hooper and Pulse are somewhat apart in April average ratings of weekly TV shows in New York. Hooper scores *Godfrey's Talent Scouts* No. 2, *Toast of the Town* 3, *Ford Theatre* 4, *Broadway Revue* 5, *Who Said That?* 6, *Philco Playhouse 7*, *Suspense* 8, *Godfrey & His Friends* 9, *Fireside Theatre* 10. Pulse scores them: *Williams-Gavilan* fight 2, *Godfrey's Talent Scouts* 3, *Broadway Revue* 4, *The Goldbergs* 5, *Godfrey & His Friends* 6, *Kraft Theatre* 7, *Toast of the Town* 8, *Philco Playhouse* 9, *Chesterfield Supper Club* 10.

Note on radio's important place in the journalistic sun: AP annual meeting in New York recently brought out that AP now has 940 radio station members; that in 10 states and the District of Columbia AP has more radio than newspaper members; that 15 of 18 publisher members of AP board are in radio, 4 of them also operating TVs and most of others applicants for TV. The 4 with TVs: Benjamin McKelway, *Washington Star*, WMAL-TV; Robert McLean, *Philadelphia Bulletin*, WCAU-TV; E. H. Butler, *Buffalo News*, WBEN-TV; Norman Chandler, *Los Angeles Times*, KTTV.

DuMont Network has signed with newly formed H-R-H Television Features Corp. (Gus Haenschen, president; Paul Rosen, production director; Dolores Hayward, talent director) for series of 50-min. grand operas, to be produced in English, in costume, date of first not yet set.

ing Chairman Hyde while Coy and Walker are abroad. Comr. Webster's reappointment to new 7-year term from June 30 was sent to Senate this week, is virtually certain to be confirmed -- and he and Sterling team well. Chairman Coy and FCC entourage sail for Paris telephone-telegraph conference next Friday on the Queen Elizabeth -- General Counsel Cottone following main group in early June.

Coy still thinks vhf freeze can be ended in September. He may return in mid-June for short checkup. But he and Walker may go to London international communications conference following Paris sessions, due to end about July 15. London affair is expected to run 2-3 weeks.

NEW TV STATIONS, PLANS & PROSPECTS: FCC this week lifted "citations" against CP holders WMBR-TV, Jacksonville, Fla. (Vol. 5:11) and WTVN, Columbus, O. (Vol. 5:7), gave each until fall to get on air with full powers. At same time it gave 3 more alleged "laggards" 20 days to say whether they want hearing on extension requests or will turn in CPs: WJAX-TV and WPDQ-TV, Jacksonville, and WEEK-TV, Peoria, Ill. And New Orleans Times-Picayune's WTPS-TV, cited last month (Vol.5:16), asked for hearing in protest against being cited as dilatory.

Commission indicated it has been satisfied WMBR-TV and WTVN mean business -- both promising to proceed with construction, latter announcing acquisition of 3 floors of Columbus' LeVeque Lincoln Tower for station, whose mast will rise 633 ft. above street. WTVN is promised soon after Labor Day, and it looks now like WMBR-TV will be Jacksonville's first TV outlet.

Three applications were filed this week, but one by WSAT, asking Channel 4, be assigned from Durham to Salisbury, N.C., was returned as inadequate. Other 2 were: For Saginaw, Mich., by John Lord Booth (owning AMS in Detroit and Flint, holding AM-CP for Saginaw, TV applicant for Flint), asking for Channel 8. He proposes spending \$60,730 on construction, \$58,000 on annual operation. His personal net worth is given as \$1,046,821. For Boone, Iowa (pop. 12,273), by Boone Broadcasting Co., owned by publishers of daily News-Republican, asking for Channel 7 allocated pre-freeze to Fort Dodge, 35 mi. away. Applicant asks TV grant contingent on AM grant. [For details about these applications, see TV Addenda 7-E herewith.]

Notes on upcoming new TV stations: Three due to plug into coaxial June 1 for network service are WICU, Erie, Pa., now operating; WGAL-TV, Lancaster, Pa., due to start June 1; WDEL-TV, Wilmington, Del., possibly June 1...FCC turned down proposed interim 500-watt powers sought for WAFM-TV, Birmingham (Vol. 5:17) and WMBR-TV, Jacksonville (Vol. 5:18) on grounds it would reduce coverage...KDTV, Tulsa (Oilman Geo. E. Cameron Jr. and manager Mrs. M. H. Alvarez), after long CAA tribulations, has finally arranged to locate 46-ft. tower atop 396-ft. National Bank of Tulsa Bldg....San Francisco Chronicle's KRON-TV now estimates it will start around Aug. 1 ...WFMY-TV, Greensboro, N.C. (Greensboro News), now aiming for July tests after modifying 490 ft. FM tower for TV, buying DuMont transmitter; it's changing from originally assigned call letters WTLE...WKTV, Utica, N.Y. (Kallett theaters) now plans test patterns Sept. 1, formal debut Sept. 15.

RCA TAKES STOCK FOR STOCKHOLDERS: Biggest entity in radio, deriving much of its \$357,000,000-plus (1948) revenues from broadcasting and from TV manufacture, patent licensor of nearly all other TV set makers, RCA continues to be keystone of the giant TV industry it launched right after V-J Day. Hence when its topkicks speak, it's news -- evidenced by big play the newspapers, particularly the financial journals, gave annual stockholders' meeting in Radio City Tuesday. Aside from impressive financial report for first 1949 quarter (see Sight & Sound), these were highlight statements at relatively serene meeting attended by some 600:

On business conditions: Chairman Sarnoff saw TV as one "safeguard against a serious economic recession." He added: "In the return to more normal business conditions, where the law of supply and demand is again in operation, and to a buyer's market in which competition is keener, it is clear that 1949 will be a more difficult year than 1948...While I do not foresee any major economic depression in the United States, I believe we should expect some adjustment in business conditions."

On "quick obsolescence" of TV receivers: "No one need hesitate to buy a

present-day type of TV receiver, for there is no indication that receivers of 1949 design will be obsolete in the near future...TV is too powerful a force for the public good to be stopped by misleading propaganda. No one can retard its advance -- any more than the carriage maker could stop the automobile, the cable the wireless, or the silent picture the talkies. TV...is here to stay, because the people like TV and want it."

As for color TV: It's more than 3 years away, said Gen. Sarnoff, in reply to question. "Some day it will be here, and we're all for it." And the phonograph business, president Frank Folsom reported, is getting a shot in the arm from RCA's new 45rpm, which has had "splendid" acceptance. RCA has no quarrel with Columbia, said Folsom, about the record business -- is aiming for the 80% of the public who want single records as against those who want classicals or albums.

On so-called "talent raids": Obviously referring to CBS's recent forays, which have taken top-star shows away from NBC and other networks, Gen. Sarnoff observed: "We could have matched the millions involved in such skyrocket bidding had we been indifferent to the interests of our stockholders, artists and clients. We believe time will show there is no profit to the network, the sponsor or the artist in the purchase of over-priced talent packages. Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these talent raids already are dwindling."

Who should own stations? Gen. Sarnoff noted that from time to time voices have been raised against ownership of broadcasting stations and manufacturing plants by the same organization. TV furnishes practical proof of value of this ownership, he said. "For instance, if NBC had not gone on the air with TV stations and programs before manufacturing of TV sets got under way on a mass production basis, TV might never have been started."

LESS GUESSING ON TV PRODUCTION: Actual TV production in 1948 comes into sharper focus when you look at total produced by all RCA patent licensees -- 944,024. This compares with RMA figure of 866,832 (Vol. 5:5). About all that's lacking from RCA figure is production of DuMont and Zenith, who are in litigation with RCA, pay no royalties meantime, so don't report. We figure their production, largely DuMont's since Zenith didn't get started until late in year, brings the total to just about 1,000,000 (Vol. 5:1). RMA's figures suffer from some substantial blank spaces; RCA fills in most of them, particularly since it includes Admiral. Thus, our arbitrary addition of 10% to RMA's monthly figures has proven quite conservative. It's now evident, in view of Admiral's bigger place in TV sun, that we're well justified in increasing RMA accretions by 15% (Vol. 5:17).

Set production of all kinds by RCA licensees totaled 16,833,709 units in 1948, valued at \$711,725,715 at manufacturer's level (vs. RMA-reported 14,132,625 units). TVs accounted for \$220,523,927. For numbers of units by types and dollar values at factory, see table below:

Type	Units	Dollars	Television	
<i>Electric</i>			*Converters	3,632 935,436
Table (under \$12.50 billing price)	2,847,482	\$27,174,693	Radio Table Models	578,763 109,608,204
Table (over \$12.50 billing price)			Radio Consoles	
AM	3,954,132	72,916,210	Direct Viewing	196,233 44,561,145
AM-FM	420,324	15,125,342	Projection	12,085 6,838,333
FM (including converters).....	84,827	2,131,190	Radio Phonos	
Consoles			Direct Viewing	144,159 55,067,704
AM	81,982	5,174,943	Projection	3,874 2,599,734
AM-FM	43,544	3,919,029	<i>Phonographs</i>	
Table-Radio-Phonos			Phono only	350,940 5,981,942
AM	629,676	28,593,125	With radio attachment	6,623 211,480
AM-FM	14,269	968,340	<i>Without Cabinets</i>	
Console-Radio-Phonos			AM	54,533 1,616,797
AM	631,618	59,469,316	AM-FM	29,928 1,655,054
AM-FM	805,092	115,031,095	Television	5,278 913,371
<i>Battery</i>				
Portable AC-DC	2,559,274	45,600,190		
Table	261,457	6,642,357		
Consoles	263	11,387		
<i>Auto</i>	3,113,721	98,979,298		

* TV sets which use amplifier-loud speaker of existing sound system.

Television Digest

and FM Reports

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TV DOLLARS DOMINATE RADIO TRADE: Though TV thus far serves only 34 market areas, containing less than half the nation's population (TV Directory No. 7), it accounts for 55% of radio set manufacturing industry's dollar volume. This, though TVs represent only 15% of radio units turned out. These ratios are based on best available industry statistics for January-February: Of \$103,198,570 factory volume, TV accounted for \$57,058,437. Of 1,726,615 radios of all kinds produced, TVs numbered 260,707. During 1948, the nearly 1,000,000 TV sets produced represented a dollar volume at factory of more than \$220,000,000, according to RCA license report (Vol. 5:19); some 16,000,000 non-TV sets were produced, valued at around \$500,000,000.

Note: Actually, 1949 will be only third full year of TV production (1946 output: only 6,476 sets), and it's estimated this year's retail trade, counting installations, tube replacements, tables and concomitant gadgets, may run \$1 billion (Vol. 4:47). For progress report also on telecasting revenues, see note on p. 4.

CALENDAR OF NEW TV STATIONS: At best, we don't foresee more than 100 TV stations on the air by year's end -- probably nearer 90. Even if freeze is ended in September, as now forecast, there isn't chance that any unfrozen applicants can get grants and build in time to start operating before sometime next year -- what with competitive hearings, normal construction delays, purposeful delays, etc. So TV's present roster of 62 operating stations (No. 63, San Diego's KFMB-TV, starts Monday, May 16) will be augmented this year only from among the present 57 CP holders.

Most of these have informed us they intend to begin operating, or at least testing, before end of 1949. But experience has shown that construction plans are usually too fluid for many to give definite starting dates; and quite a few are in trouble with FCC, so that their CPs are stymied.

Here's the best dope we can give on starting times of upcoming new stations, based on latest available information. But we caution you, again, that there's many a slip between stated target date and actual accomplishment:

May: KFMB-TV, San Diego, now testing, definitely begins scheduled operation May 16; WFBM-TV, Indianapolis, plans commercial start May 30.

June: KSL-TV, Salt Lake City, begins tests May 15, has set commercial debut for June 1; WGAL-TV, Lancaster, Pa., now testing, commercial start June 1; WKY-TV, Oklahoma City, now testing, commercial June 6; WHAM-TV, Rochester, start scheduled June 11; WCPO-TV, Cincinnati, start scheduled June 14; WDEL-TV, Wilmington, Del., tests before end of May, starts commercial June 15; WBT-TV, Charlotte, tests about June 15, starts commercial July 15; WOR-TV, New York, tests due in June.

July-August-September starters: WTCN-TV, Minneapolis, has tested, now promises commercial start sometime in July; WBRC-TV, Birmingham, July tests, August or September commercial; WAFM-TV, Birmingham, July tests; WFMY-TV, Greensboro, N.C., July tests; KRON-TV, San Francisco, Aug. 1 target; KECA-TV, Los Angeles, now testing, latest stated starting date Aug. 1; WOC-TV, Davenport, Ia., Aug. 1 target; WLAV-TV, Grand Rapids, Mich., Aug. 15 target; WBNS-TV, Columbus, O., July or August; WKTU, Utica, N.Y., Sept. 1 tests; WTVN, Columbus, O., "by Labor Day"; WOW-TV, Omaha, around Sept. 1; KMTV, Omaha (changed from KMA-TV), by Sept. 1. And promised before end of summer: KBTU, Dallas; KEYL, San Antonio; KTLX, Phoenix.

Fall or winter, 1949: WSYR-TV, Syracuse, Oct. 1 target; WSEE, St. Peters-

burg, Fla., early fall; WMBR-TV, Jacksonville, before end of year; WJIM-TV, Lansing, Mich., October; WOI-TV, Iowa City, latter part of year; WHBF-TV, Rock Island, Oct. 1 objective but may be delayed until early 1950; WNBF-TV, Binghamton, N.Y., late fall; WOAI-TV, San Antonio, early fall; WCON-TV, Atlanta, fall or winter; WDAF-TV, Kansas City, by end of year.

Early 1950: WTAR, Norfolk, Va.; WKZO, Kalamazoo, Mich.

Plans indefinite, no dates indicated: KRLD-TV, Dallas; WSM-TV, Nashville; WMBT, Peoria; WJAC-TV, Johnstown, Pa.; KOTV, Tulsa, Okla.; KTVU, Portland, Ore.; KTRV, Minneapolis; WXEL, Cleveland; WTTV, Bloomington, Ind.; WJAR-TV, Providence. Note: Several of these are in process of construction (Providence's WJAR-TV actually built) but starts are being held up for various reasons.

Status indeterminate, for various reasons: WHAS-TV, Louisville, hearing decision awaited on proposed transfer of ownership to Crosley (Vol. 5:10); WRTB, Waltham, Mass., hearing decision awaited on proposed CP extension and sale to CBS (Vol. 5:6,7); WRTV, New Orleans, hearing decision awaited on proposed denial of CP extension (Vol. 5:6); WTPS-TV, New Orleans, cited for hearing on construction delays (Vol. 5:16,19); WSAZ-TV, Huntington, W.Va., cited for hearing on delays (Vol. 5:13); KGDM-TV, Stockton, Calif., cited for hearing on delays (Vol. 5:15); WPDQ-TV and WJAX-TV, Jacksonville, and WEEK-TV, Peoria, Ill., cited for delays (Vol. 5:19).

Note: For company names, channel assignments, etc. of foregoing CP holders (also for pending applications) see TV Directory No. 7 and weekly Addenda to date.

LICKING TV INTERFERENCE AND FREEZE: Hot, and getting hotter, is the "offset carrier" system of co-channel interference reduction (Vol. 5:16-18). RCA and NBC refuse to hail their system publicly, but it has already superseded their own synchronization system in many people's minds. For example, though a lot of money has been spent preparing to test synchronization in Boston-Schenectady-New York triangle, plan has been shelved. Crystals are being ground to try offset method there, probably within 10 days. Beauty of system is simplicity and economy -- all you need is proper transmitter crystal. Further, it doesn't suffer, as synchronization occasionally does, from dependence on vagaries of tropospheric signals to trigger it into operation. Simply stated, what offset does is to make bars of "venetian blind" same size as lines in TV picture, rendering them invisible.

Glance at Ad Hoc's final report on vhf TV propagation shows it will be mathematical Greek to the layman -- but will be best available tool with which an allocation can be fashioned, freeze ended. Among other things, it leans towards defining service and protection areas in new way: Protection of certain percentages of receiving locations certain percentages of time -- rather than a specific millivolt contour, as has been done in the past. Report was expected back Friday with members' stamp of approval, but only a few had come back to FCC's Ed Allen, so he called for committee meeting Monday. After report is approved, it will be made public and comments from industry invited.

SEATTLE'S KRSC-TV BEING SOLD: First operating TV station to sell out rather than continue taking financial beating is Seattle's KRSC-TV, which with KRSC-FM is being sold for \$375,000 to operators of 50-kw AM station KING there (backer: wealthy Mrs. Dorothy Bullitt, widow of once noted Northwest lumberman and diplomat). Palmer K. Leberman, of New York, who owns KRSC stations and publishes Family Circle Magazine, will file transfer application shortly, indicating selling price is just about what he has invested in the TV-FM outlets. On air since Nov. 25, 1948 KRSC-TV is said to be losing about \$1,000 a month. Leberman will retain his AM property. Seattle has 3 remaining pre-freeze channels, 6 pending applicants (one being KING).

Two new TV applications this week: Charles S. Cornell, Hollywood realtor and musician (net worth \$523,248) filed for Channel 2 in Nashville, making it 4 for 3 there. And in wake of Mary Pickford's application for Durham, N.C. (Vol. 5:17), said to have "tobacco money" associated with it, owner Harold Thoms of Durham's WHHT filed for Channel 7 there, making 2 for 2. Thoms also is TV applicant for his AMS in Charlotte and Greensboro. [For details about applications, see TV Addenda 7-F.]

Notes on upcoming new stations: KSL-TV, Salt Lake City, is definitely set

for June 1 commercial start, giving Mormon capital its second outlet; with base rate of \$150, it will operate 7-9 p.m. Sunday thru Friday, using films mainly and kine-recordings from CBS, ABC, DuMont...WKY-TV, Oklahoma City, reports continuing excellent test results, is all set for June 6 start...WDEL-TV, Wilmington, Dela., begins tests next week, is now slated for June 15 start...WBT-TV, Charlotte, begins tests June 15 from Spencer Mt. transmitter, starts July 15...Local zoning is holding up construction of KTVU, Portland, Ore., so its plans are now indefinite.

ADMIRAL'S \$249.50 PLASTIC CONSOLE: Biggest news of the TV trade week, of course, was Admiral's new plastic console at \$249.50 -- with newly designed chassis containing improved turret tuner, automatic gain control, 20 tubes, 3 rectifiers, 10-in. CR tube and Admiral's first expanded picture (61 sq. in.). New chassis will be used henceforth for entire Admiral line, except 7-in.

While this is lowest price yet for a name-brand console TV, heralding the keenest kind of price competition, the long-hinted "sensation" (Vol. 5:14,19) turns out to be a 35 lb. Bakelite phenolic cabinet that's the largest single piece of plastic ever molded commercially. Finished in mahogany, standing 32-in. high, 16 $\frac{1}{4}$ -in. wide, 18-in. deep, it is indeed an attractive job -- and should enjoy a ready market. It was designed by Dom Siragusa, brother of Admiral's president and head of Molded Products Corp., Chicago, which produces it.

Cabinets are now being turned out at rate of 225 per day (one every 6 minutes) from giant 2,000-ton press said to represent an investment of about \$250,000. Another molding press will be ready in June to step up production. Press and TV cabinet are currently creating even more stir in the plastics industry than in radio.

Admiral also uses plastic cabinet for table models, as do GE, Philco, Halli-crafters, but this is said to be by far the most ambitious use yet of that product.

New York, Newark, Philadelphia are first to get shipments -- next week. Thereafter, company will stagger quotas until all TV markets get share within 3-4 weeks. Currently, set is being shown to enthusiastic distributors and dealers, intrigued particularly by prospect of merchandising a console that can be bought under Regulation W for \$25 down and \$10 per month.

Note: Admiral's top executives now predict they will produce 500,000 TV sets this year, which would be 25% of entire industry output if most authoritative forecasts hold up. First week in May, we're told, Admiral turned out 10,000 TVs (all models) which is best ever claimed by any one company. Other models in Admiral line aren't being dropped, though it's expected \$249.50 unit will be major item.

SIC SEMPER SOOTHSAYER: "One of the fastest growing industries in the nation," writes New York Herald Tribune's acid radio columnist John Crosby May 10, "is that of television soothsayer. A TV soothsayer will tell you how long it'll be before TV slays radio (2 years, 5 years, never), how much TV programs will ultimately cost (the same as radio, 5 times as much), what type of programs will be most popular (name your own and you're as close as anyone). At least 3 detailed research brochures, well bound, handsomely printed, suitably graphed, arrived on this desk last week, each predicting all these things and many more.

"These bold attempts to peer into the future of an infant industry reminded me forcibly of a similar bit of crystal-gazing concerning another infant industry made many years ago. It was an article written by J. George Frederick in Editor & Publisher June 13, 1925 [which heralded it] as the most 'lucid and concise presentation of that subject yet made', arrived at by logic and 'accurate knowledge.'

"In this accurate, concise, lucid and knowledgeable article, Mr. Frederick predicted that radio was doomed as an advertising medium. Broadcast advertising, declared Mr. Frederick, reached a miscellaneous rather than a specific audience. It was done at times when the public was unprepared and perhaps unwilling to consider advertising. It told its story feebly and ineffectively. It definitely antagonized the public and belittled advertising as a principle. It couldn't possibly endure.

"I have filed the 3 handsome brochures, with their well printed, lucid predictions, next to Mr. Frederick's article, which itself resides next to the Gallup poll on the last election."

Rorabaugh Report on TV Advertising for April shows 1,225 sponsors used medium that month— 57 on networks, 291 selective (national and regional spot), 877 local-retail. They spent \$2,623,478 for time during April, bringing cumulative total for first 4 months of 1949 to \$7,904,239— \$2,878,448 on network, \$3,036,576 selective, \$1,989,215 local-retail. Of the network 4-month income from time sales, Rorabaugh shows \$1,860,058 went to NBC-TV, \$571,078 to CBS-TV, \$331,032 to DuMont, \$116,280 to ABC-TV.

ASCAP turned to networks and individual TV stations this week after industry committee broke off negotiations last week (Vol. 5:19), and asked them to negotiate directly for licenses and fees. ABC's Mark Woods, CBS's Joseph Ream, DuMont's Mortimer Loewi, NBC's Charles Denny are to meet with ASCAP officials next week, and are expected to take same position as NAB committee, namely, that TV is a deficit operation and proffered license rate is too high; that rights offered are too limited; that license must cover all music usages on TV. Meanwhile, TV networks and stations are preparing to use non-ASCAP music (present temporary arrangements run out May 31), and looking to BMI, public domain and individual contracts with songwriters and publishers.

FCC was supposed to talk about chief engineer Thursday, but never got around to it. It looks now as if it won't until return from Paris mid-July of Chairman Coy and Comr. Walker. A new candidate is Remington Rand electronics research director James J. Lamb, ex-QST technical editor, receiver expert, noted for early uhf and troposphere propagation studies. Still under consideration is Ralph L. Clark, ex-consulting engineer, now with Defense Secy's office (Vol. 5:8,11).

No strings were attached to new Broadcast Advertising Bureau as far as TV is concerned, when NAB policy committee met this week, approved \$220,000 budget, move to New York City, expanded personnel, etc. Committee consists of Robert Enoch, KTOK, Oklahoma City; Howard Lane, WJJD, Chicago; G. Richard Shafto, WIS, Columbia, S. C.; Frank U. Fletcher, WARL, Arlington, Va.; John J. Gillin Jr., WOW, Omaha. Gillin has CP for WOW-TV, Lane and Shafto are TV applicants.

The 57 TV stations operating as of last February employed 3,456 persons fulltime, 1,000 part time; had average payrolls of 46 persons at \$4,310 per week (except network New York keys, with average 290 persons, \$29,500). Average staff comprises 50% technical, 22% program, 16% administrative, 8% film, 4% sales personnel. Data was compiled by NAB's labor relations director Richard P. Doherty.

Reorganization of NBC into separate radio and TV staffs (Vol. 5:15) may soon crystallize, for this week end RCA-NBC executives were to meet at Absecon (N. J.) Country Club to talk things over. NBC executive v.p. Charles Denny, in response to inquiry, would say only that reorganization is being studied but "no conclusions reached yet."

CBS Radio Sales is separating its TV and AM sales activity in New York as "natural outgrowth of our thinking when we established separate managerial responsibility for TV sales in both our New York and Chicago offices."

By curious coincidence, Milton Berle features covers of both *Time* and *Newsweek* May 16, each making much of fact up to 5,000,000 people watch his *Texaco Star Theater* Tuesday nights, and reporting that he gets \$6,500 per week for his TV and radio shows.

Look Magazine shortly will publish reply to Deac Aylesworth's article "Radio Is Doomed" (Vol. 5:15,16), written by ex-FCC chairman James Lawrence Fly.

Personal notes: Frank Stanton, CBS president, due back from European vacation June 12, disclosed as having signed new 10-year contract at \$100,000 per year plus bonuses, with quit-clause effective between 1953 and 1958 that would pay him \$100,000 in flat sum . . . In executive realignment at Don Lee, Lewis Allen Weiss becomes chairman of board, Willet H. Brown new president. Other new officers are Don Tatum, v.p. and gen. counsel; Ward Ingram, sales v.p.; Pat Campbell, station relations v.p.; Wm. Pabst, v.p. and gen. mgr. of KFRC, San Francisco; C. J. Marshall, asst. secy-treas. under A. M. Quinn . . . Kingsley F. Horton now asst. gen. sales mgr. of CBS-TV, new post under David Sutton, and George J. Arkedis named Western TV sales mgr. out of Chicago . . . Joseph A. Jenkins new manager of NBC's WNBK, Cleveland, succeeding Charles C. Bevis Jr., now chief of NBC's O&M-TVs . . . Raymond F. Guy, NBC, new chairman of engineering committee of TBA . . . Roger W. Underhill new acting mgr. of WICU, Erie, Pa., succeeding Layman Cameron; John Rossiter, from WIKK, Erie, new sales mgr. . . Willis C. Beecher now member of firm of Kear & Kennedy, Washington consulting engineers . . . George A. Boden, sales v.p. of National Union Radio Corp. (tubes), has resigned to become Admiral distributor in Minneapolis.

Notes on TV sponsorships: Northcool suits sponsored 15-min. films of Pimlico races from May 6 thru this week on 6 ABC-TV stations; 7 ABC-TVs will carry Camel sponsorship of Chicago Golden Gloves May 18, and same number Gillette's Jersey Stakes Race from Camden May 28 . . . Toni Wave has postponed until later in season *That Wonderful Man*, first set to start on CBS-TV June 2 . . . WJZ-TV, New York, starts *Market Melodies* daytime show May 24, Tue. thru Fri. 2-4 p.m. and Sat. 10-noon, with Brooklyn Union Gas Co. (Serval), Hills Bros. (Dromedary dates), Taylor-Reed Corp. (Q-T cake frosting mix), Wm. Wise Co. (cookbooks) as participating sponsors; on June 7 WJZ-TV starts *Television Telephone Game* Tue.-Fri. 4-4:15 p.m. and 4:45-5 p.m., Sat. 12-12:15 p.m. and 12:45-1 p.m., with General Foods (Grape Nuts) and Swift (peanut butter) sponsoring . . . Among name stars being primed for TV this fall are Jack Benny (probably on KTTV, Los Angeles), Eddie Cantor (for Pabst), Ed Wynn, Abe Burrows and *Easy Aces* . . . Sanka's *The Goldbergs* has been such hit as revived on TV that same sponsor will also put it on CBS-AM as replacement for *Jack Carson* show, Fri. 8-8:30 p.m. . . . Textron not renewing *The Hartmans* on NBC-TV after May 22 show.

TOA has sent list of 433 films used on TV to theater owners, so they "may correctly assay the damage that may be accruing to their investments by such unfair practices and that they may take such action as is legally permissible to protect their business." Note was made that, though major U. S. producers had distributed films originally, rights had reverted to independent producers, thus big studios shouldn't be held responsible in all cases for release of films to TV.

Madison Square Garden negotiations to buy out Tournament of Champions, 25% owned by CBS (Vol. 4:49), have 50-50 chance of success. If agreement is reached, CBS would share Madison Square boxing with NBC, which now has exclusive telecast rights. CBS, itself, has 5% interest in Madison Square Garden. Garden took over 20th Century Sporting Club on retirement of Mike Jacobs.

That Warner Bros. may reconsider withdrawal of its Chicago TV application, was intimated Friday when its counsel asked FCC not to act on petition to withdraw (Vol. 5:19).

WSAZ-TV, Huntington, W. Va., cited for delaying construction (Vol. 5:13), has been ordered to hearing June 27.

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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THE CHANGING INDUSTRY PICTURE: How the makers and sellers -- manufacturers and distributors -- size up the metamorphosis currently taking place in the radio field, as stated by retiring RMA president Max Balcom at this week's Chicago convention:

"Even with an assured and tremendous increase in TV in the near future, radio will continue to provide a service for home entertainment indefinitely, especially so in the areas which cannot be reached by TV in the near future...FM has been of course outpaced in public acceptance by TV, but the future of FM, enhanced by public acquaintance with TV in which it is now largely used, offers large possibilities..."

And, statistically, you quickly perceive, from what the industry leaders said, why the set and parts makers have their hearts -- and pocketbooks -- in the flourishing TV business: Public has already invested \$500,000,000 in TVs. More than 50% of industry's dollar volume is now coming from TV. Components business flourishes, for TV set uses average of 23 tubes and kinescope (vs. 6 tubes in average radio), may use 115 resistors (vs. 15), up to 5 transformers (vs. 2), over 100 condensers (vs. 5-25). And --

Some 6,000,000 TV receivers will be in use by 1951 (current average factory price: about \$225). This year's production of TVs will add 2,000,000 or more to the 1,000,000 counted at beginning of year. Radio set production will go down to about 10,000,000 this year (average price: about \$30) from 1948's 16,500,000 and 1947's peak 20,000,000. RMA production figures will henceforth show TVs with AM-FM radios; quarterly distribution figures will be revised to cover 49 principal TV markets.

NOTES ON TV MARKET & MARKETEERS: Main pitch of the billion-dollar TV trade now seems to be for the "poor man's market" -- and receiver prices are scaling downward accordingly. In a market already dubiously distinguished by widespread retail price cutting, it looks like an even merrier scramble ahead for business among the lower-income families in the still-too-few TV areas of the country.

What with the TV station freeze, the inevitable delays in new station construction after freeze is thawed by FCC (September, maybe), toughening sales competition, importance of brand names -- it's hard to figure how all the 100-odd TV set makers (see TV Directory No. 7 and Vol. 5:14-21) can sweat out this crucial year and next. But to hear them talk and to read their ads, they're all doing nicely in today's high dollar volume market.

This week was especially notable for new models, new prices. With Admiral's \$249.50 plastic console (Vol. 5:20) setting the lower-price pace, with RCA's \$269.50 table model out Friday, with Hallicrafters and Garod offering \$200 sets, it can be said that the 10-in. market has really "broken." Here's the trade roundup of a week unusually replete with significant announcements:

* * * *

Enigma of the field is Philco, one of whose distributors confides he's tearing his hair for TV merchandise. It's apparent that Admiral, now producing 10,000 TV units per week (Vol. 5:20), has taken Philco's commanding merchandising position away, for the moment at least -- may even be surpassing RCA's reputed No. 1 unit and dollar position. Inquiry develops that Philco now is shipping mainly its slow-to-

get-going table Model 702 with 7-in. expanded picture, \$199.95; plastic cabinet unit (701-E) \$189.95.

It's definite that Philco's annual distributor convention, delayed by strike (Vol. 5:19,20) and other troubles, will be held in late June or early July, but place and date haven't yet been set. V.P. Jimmy Carmine says Philco by then will have lower-priced TVs in all picture sizes. Meanwhile, Philco is still taking orders for June-July deliveries of its Model 1450 consolette (12-in., \$439.50), 1175 console combination (10-in., \$599.50), and 1475 console combination (12-in., \$699.50).

There's all manner of talk, rumor only so far as we can check, of Philco plastic units -- perhaps a 10-in. table at around \$200. Fact that Bakelite Corp. cut prices 5% this week on 2 walnut mottled materials used in TV-radio cabinets is expected to stimulate TV industry's use of plastics, especially larger size moldings.

* * * *

Hallicrafters' new line includes 10-in. plastic table model, \$199.50; same with dual focus, \$279.50; 12½-in. table, \$249.50; 12½-in. consolette, \$299.50; 15-in. console, \$399.50; console with Protelgram projecting 3x4-ft. picture, \$695 -- third to use new Philips development (others being Fisher, Ansley). Continued are 7-in. portables at \$139.50 and \$149.50. Hallicrafters' chassis line includes 10-in. at \$179.50, 12-in. \$199.50, 15-in. \$259.50. All its sets have 19 tubes, 3 rectifiers, except the \$249.50 table with 12½-in. tube, which has 16 tubes, 2 rectifiers. Hallicrafters also remains in private-brand field, manufacturing for Western Auto (Truetime), Hudson-Ross chain in Chicago (Sherwood) and Skogmo chain in Kansas City, in addition to those listed in TV Directory No. 7.

Garod's new line includes 10-in. table model at \$199.95, known as Headline; same in consolette \$229.95; 12½-in. table Madison, \$239.95, same in consolette \$269.95; 16-in. table \$349.95; same in consolette \$389.95. All new sets have slide-rule illuminated dials. Deliveries due end of May. Garod Tele-Zoom line (TV Directory No. 7) has been cut from \$385 down to \$289.95 for 10-in. AM-FM table model, and \$545 down to \$510 for 15-in. consolette. Garod also makes private brands -- for AMC, Affiliated Retailers, Montgomery-Ward. It claims 200 units a day production.

RCA's new table Model 9T240 at \$269.50 is its lowest-priced 10-in. yet, probably will replace its \$325 Bystander. It also has 21 tubes, 2 rectifiers, comes in walnut and mahogany, or in oak \$15 more. Matching consolette tables are also available at \$15.50. New set has automatic gain control, and "power on" circuit to show whether set is left on after sending station has signed off.

* * * *

Crosley announces 3 new models: 10-in. table (52 sq. in. picture) with FM called Good Time at \$269.50 (previous TV 9-403M was \$299.95); 12½-in. table with FM called Popularity at \$349.95 (previous TV 9-407M was \$425); 12½-in. console with AM-FM-3-speed phono called Family Theater at \$579.95...Shipments of Emerson's first portable, 7-in. AC-DC in simulated leather case, began this week; it lists for \$179.95. Emerson is also shipping its Model 620 console, 12½-in., list \$399.50.

Stromberg-Carlson announces new 12½-in. table model with AM-FM, called Dorset and listing for \$479.50. Trade reports also indicate Stromberg coming out soon with 10-in. table and 12½ and 16-in. AM-FM-LP consoles, but no details yet... Freed Radio cut prices of all its 16-in. consoles: Sheraton, from \$625 to \$545; Chinese Chippendale with AM-FM, from \$795 to \$645; Regency, from \$845 to \$675; Chippendale \$1,295 to \$995...From Los Angeles, Packard-Bell reports it will announce new TV models next week.

Stewart-Warner will be out June 6 with 10-in. table at \$259.95, and 12½-in. table not yet priced. It has reduced present 10-in. table from \$369.95 to \$269.95, including matching table; 10-in. console with picture reflected from mirror inside top lid from \$399.95 to \$289.95...Air King (Hytron) at Chicago Parts Show this week showed 10-in. table at \$239.95, 12½-in. table \$299.95, 10-in. console \$299.95, 12½-in. console \$349.95. It also has 10-in. console with more tubes at \$329.95, same with fused magnifying lens at \$389.95.

Another new TV set manufacturer is Denmark Television Co., 86-39 Lefferts Blvd., Richmond Hill, N.Y., advertising Marden line of 15-in. table at \$499, console

No Ad Hoc report yet on vhf TV propagation, impatiently-awaited long step towards ending freeze. Here's the problem: There's an overall report, which uses material from 7 voluminous annexes written by various members of committee. Apparently all members are ready to underwrite overall report, but a few have some qualifications about the annexes. Question is whether to wait for unanimity before issuing whole works, or issue overall report first and then annexes as they're agreed upon, or to issue everything now and include a sort of minority report from those with reservations about annexes. FCC commissioners are trying to speed action.

Extension until June 15 of right to use ASCAP music augers well for favorable outcome of current negotiations between TV executives and musicians (Vol. 5:20). Deduction is ASCAP wouldn't have extended present arrangement (whereby TV stations don't pay for use of ASCAP music) beyond June 1 deadline if settlement didn't look bright. Extension permits continued use of ASCAP music in kine-recordings, usually telecast one or 2 weeks after live originations.

Appointment of NAB's Jess Willard to head association's new TV dept. (Vol. 5:18) is due to be announced within next 2 weeks. This was implied in NAB President Justin Miller's introduction of Willard at New York Radio Executive Club meeting Thursday. Willard spoke on NAB's TV services, made clear he didn't consider radio dead — emphasized TV was different ad medium from sound radio, thought it would cut into printed media more than into radio.

Recent callers on President Truman say he's quite aware of enormous importance TV industry is assuming in national economy, has been told its retail volume alone may attain \$1 billion this year. In his convention letter to RMA president Max Balcom this week, he included this paragraph: "Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance." Note: There are several TVs in Blair House, temporary home of the Trumans, who are known to be ardent fans.

More accretions to TV set circulation as of May 1: Baltimore, up 6,159 during April to 57,635 May 1, according to stations' committee. Los Angeles, up 13,000 to 126,249, according to So. Calif. Radio & Electrical Appliance Assn. San Francisco, up 800 to 5,800, according to No. Calif. Electrical Bureau. Note: Philadelphia's 138,670 sets at end of March had retail value of \$49,105,258, Electric Assn. estimates, average retail set price being \$402 vs. 1948's average of \$457.

The Hallierafters Co. reports sales for 8 months of its fiscal year to April 30 amounted to \$11,922,965 with net profit of \$479,972. This compares with \$7,488,917 sales and \$289,807 profit for same period preceding year. Expansion, largely due to TV, is indicated also by April sales of \$1,697,999 and net profit of \$70,145 vs. \$1,051,719 and \$57,886 in April, 1948.

Networks are getting more TV "lebensraum," NBC beginning construction of new studio in Chicago's Merchandise Mart while announcing plans to expand program origination there to relieve New York, and ABC acquiring 5-year lease on New York's Elysee Theater, 202 W. 58th St., to be used for radio and TV.

Revised ABC profit and loss report for first 3 mo. of 1949 shows gross sales of \$10,218,410 and estimated loss of \$64,000, compared with \$9,631,348 sales and \$502,000 profit in same period last year. Slump in net, despite 6% increase in gross, is attributed to TV expansion.

Rebutting Deac Aylesworth's "Radio Is Doomed" thesis (Vol. 5:15,16), former FCC Chairman James Lawrence Fly's letter to the editor in June 7 *Look* says radio will stick around because: (1) Number of TV sets and cities is limited, growing slowly. (2) Costs of TV station building and operating are staggering. (3) TV is subject to frequency allocation problems causing delay and confusion. (4) TV is too demanding, too absorbing, permits no shaving, dressing, cooking, reading, etc. But he gives TV its due: "Make no mistake, TV is here to stay. And it will grow into one of the dominant forces of our economy and of our social, political and cultural patterns . . . I have a TV receiver and I love it. If you can use one, I strongly recommend that you buy it. But do not throw away your radio."

TV "self education" program of Motion Picture Assn. TV committee (Vol. 5:18) advanced another lesson with lecture on Phonevision by Zenith's John Howland in New York May 17. Committee's reaction was described by one member as "skeptical," with these principal questions raised: (1) Will AT&T cooperate? (2) Will there be governmental setting of rates, in effect control of box office? (3) Is device technically foolproof against unscrambling? (4) How would movie revenues behave during transition to Phonevision? Next committee session is in June, probably on theater TV. Educational program is likely to continue until fall, then course of action, if any, determined.

Paramount president Barney Balaban doesn't hold with those in the movie industry who fear TV. He writes, in annual report to stockholders last week: "There is a great deal of speculation about television as a threat to our future prosperity. Television may turn out to be our companion rather than our antagonist. Just as radio developed our greatest personalities such as Bing Crosby and Bob Hope, I believe that television will be an unparalleled medium for the development of talent for motion pictures. It will also be an unprecedented advertising facility for the showing of short sections of movies in homes to stimulate the interest of those who are not now patrons of the movies."

Rate increase by WCAU-TV, Philadelphia, to \$450 basic hour (from \$300) May 1 includes \$75 "feature announcement" spot — a commercial scheduled in special feature films, or at beginning or end of sustainers. On May 15, WFIL-TV went up to \$550 (from \$400), with separate Class A and B time for live, film and spot announcements. DuMont's WTTG, Washington puts out new rate card June 1, but only change is for 5-min., from \$60 to \$75, and for spots, from \$35 to \$50. WTTG is now operating from Arlington, Va. transmitter site with 587 ft antenna, 17.5 kw visual power.

Quite a few defections from NAB membership in recent months (though NAB says new members easily offset them)—but first to quit with an open squawk against NAB's advent into TV and FM fields is manager Ed Obrist of Philadelphia's 5 kw independent WPEN, who says "AM broadcasters are the backbone [of NAB] and there are too many problems in our own field without bringing FM and TV into the picture . . . NAB is becoming 3-ring circus with too many attractions under main tent."

Collins Radio Co., Cedar Rapids, Ia., reported sales of \$4,444,663 in 6 months to Jan. 31, 1949, with profit of \$246,543. This compares with \$2,987,108 sales and net loss of \$573,964 during same period of year earlier.

TV-radio rights to Dallas' Cotton Bowl football games for 3 years have been acquired by NBC. MBS, Gillette sponsoring, has had game for years.

RMA and Trade Show Notes

Avco's Raymond C. Cosgrove returns for fourth term as RMA president, succeeding Sylvania's Max Balcom. It was deemed desirable to have set maker as president this term, in view of changing radio-TV trade. Newly elected directors are: J. B. Elliott, RCA; W. J. Halligan, Hallicrafters; Richard A. O'Connor, Magnavox — all representing sets; R. L. Triplett, parts; A. Liberman, Talk-A-Phone Co., amplifier-sound equipment. Other officers were reelected.

"The man who wasn't there" was very much the most-talked-about figure during RMA convention. He's Admiral's youthful president Ross Siragusa, hailed even by his competitors as the "wonder boy" of the current trade. He was waited upon by RMA officers and asked to rejoin, but hasn't consented yet. In Chicago first part of week, he left Wednesday for Cat Cay to participate in big tuna fishing tournament; also to do some bone-fishing in Bimini. He's due back in about 2 weeks.

Onetime phono manufacturer himself, Senator Capehart (R-Ind.) warned of dangers to "free enterprise" at RMA convention luncheon May 19, but went somewhat off-base when he implied FCC's current TV freeze is politically motivated. He charged freeze is keeping 10,000 men out of jobs, since new stations mean new markets for TVs. Privately, he said he thought Sen. Johnson was "cooling down"; that there won't be any Congressional investigation or more fuss about color TV, uhf, etc. He's member of Johnson's committee.

Only depression cry heard at Radio Parts Show came from speaker makers, who are selling fewer units, and who claim cheap TVs are ignoring good speakers—especially needed for FM. Said Jensen's Tom White: "Our market has been abnormally depressed, but the outlook is better now. TV requires premium speakers." He expects higher-priced TVs to offset loss of radio volume.

RMA credit committee chairman W. W. Paul (Radio Condenser Co.) reported failures of 4 radio set manufacturers, 3 component producers and one wire recorder maker during 10 months ending March 31, but noted: "The failure of each . . . resulted fundamentally from internal weaknesses, and should not be attributed to conditions existing throughout the industry."

"At least several years" before uhf TV is ready for "wide commercial or public applications," was opinion of RMA President Max Balcom in annual report. "Neither transmitter tubes nor receivers are much beyond the laboratory and experimental stage," he said. General talk about uhf receivers at RMA convention seemed to boil down to: When service and demand are there, receivers will come forth at prices public will pay.

Fully 40% of Radio Part Show exhibits in Chicago's Hotel Stevens dealt with TV components or accessories, for by agreement no sets were shown on exposition floor. Among 250 exhibits (visited by 7,000 registrants) were kits, antennas (from simple dipoles to stacked arrays), boosters, voltage regulators, filters, cabinets, tables with rotatable tops, indoor antennas (including plug-in attachments so antenna is not in sight during non-viewing hours), home towers (miniatures of regular transmitting structures) for mounting receiving antennas, even servicemen's rear-view mirrors for adjusting sets. Sets were shown in private suites in Stevens, Blackstone, Congress Hotels by Hallicrafters, Garod, Jewel, Regal, Tele-tone, Automatic, Televista, Air King, Starrett, National, Television Assembly. Most set makers are waiting for Music Merchants convention (NAMM) in Hotel New Yorker week of July 25 to display their lines.

Not much concern in trade now about Zenith's advertising, which no longer carries "obsolescence" theme, though some of it includes "built for the future" angle mentioning turret tuner and Phonevision. Zenith TV line is being promoted heavily, but full-page newspaper ads and attractive color page in May 21 *Saturday Evening Post* are models of decorous claims. Adverse impact of March campaign (Vol. 5:10 et seq) has worn off, rival set makers and distributors say—though many are still pretty sore. Retiring RMA president Max Balcom publicly thanked FCC chairman Wayne Coy for clarifying uhf-obsolescence issue (Vol. 5:13). And RMA publicity committee (Vol. 5:14) reported it didn't think counter campaign necessary now that public is well informed.

Personal notes: Walter W. Jablon, Espey Mfg. Co., elected president of Radio Old Timers Club, as announced at Radio Parts Show in Chicago May 16; Peter L. Jensen, Jensen Industries, v.p.; Howard W. Sams, secy; Herbert W. Clough, Belden Mfg., treas. . . Hazeltine elects as new officers Arthur V. Loughren, research v.p.; Orville M. Dunning, engineering v.p.; James F. Willenbecher, manufacturing v.p. . . Emil J. Maginot new sales mgr. of National Union Radio, succeeding Geo. Boden (Vol. 5:20) . . . Charles G. Roberts, asst. sales mgr. for transmitter division, promoted by GE to TV equipment products mgr. . . Dr. Albert F. Murray, Washington consulting TV engineer, named to board of Sindlinger & Co., Philadelphia, developers of Radox audience measurement system . . . John F. Royal, NBC v.p., flew to London May 15 on TV program mission . . . John J. Karol, CBS sales mgr., elected president of Radio Executives Club of New York, will be installed at season's final luncheon meeting in Hotel Roosevelt next Thursday . . . Leslie J. Wood and Courtney Pitt, Philco v.p.'s, elected to board at May 20 meeting.

TV network sponsorships: International Cellucotton Products Co. (Kleenex) will sponsor *Fun for the Money*, James L. Saphier's audience participation show patterned after baseball, keyed from Chicago to 7 ABC-TV outlets, Fri. 9:30-10 p.m., starting June 17 . . . Buick's *Olsen & Johnson* show definitely starts on NBC-TV June 28, Tue. 8-9 p.m., while Milton Berle's *Texaco Star Theater* vacations; later will move to another spot . . . Cluett Peabody's *Arrow Collar Show* on NBC-TV is discontinuing soon, sponsor seeking new TV show . . . Philip Morris will sponsor Ruth Gilbert in *Ruthie on the Telephone* on CBS-TV, daily except Wed. 7:55-8 p.m., starting sometime in August; it's being written by Goodman Ace, whose *Mr. Ace & Jane* show on CBS is discontinuing.

TV station sponsorships: As did Sheffield Farms recently (Vol. 5:19), Seattle's Bon Marche dept. store, unit of Allied Stores, has dropped radio, including Sunday musical and some spots, in favor of sponsorship of baseball on KRSC-TV to promote Westinghouse appliance line . . . Carnation Co. (Carnation Milk and Friskies Dog Food) preparing film spots thru Erwin, Wasey; may even try simulcasts (with kine-recordings) of its NBC *Carnation Contented Hour* . . . Lucky Strike dropping *Your Show Time* films after 26 weeks ending July 15, no new show yet decided on . . . Topps Gum, for its new Flip-o-Vision bubble gum, placing TV spots thru Cecil & Presbrey . . . Telemail Corp. of New York (mail order kits for making dresses, drapes, covers, etc.) sponsoring *Make It Yourself* with Mary Young on WCAU-TV, Philadelphia, Tue. 1-1:30 p.m. . . Savoia Wines sponsoring *Kingdom of Savoia* 13 weeks on WAAM, Baltimore, Wed. 7:45-8 p.m. . . Regal Beer May 11 started sponsoring simulcasts of San Francisco Seals home games on KPIX-KSFO . . . Bekins Van & Storage Co. sponsoring *At Home With the Harmon's*, Tom and Elyse (Knox) Harmon and friends playing parlor games, on KFI-TV, Los Angeles, Sunday afternoons; also on KFI-TV are Blatz Beer, Rit, S.O.S.

at \$599, console with AM-FM-phono \$699...Jewel Radio Corp., 10-40 45th Ave., Long Island City, N.Y., heretofore making small radios, says it will be ready in 45 days with direct-to-dealer deliveries of 5 consoles, 3 table units, all 12½-in., no prices yet...National Co. has added 12-in. table to its line, to be priced "under \$300," shipments promised in August; also has cut 7-in. metal table model from \$189.50 to \$179.50, 10-in. table from \$299.50 to \$269.50. National has added magnifying lens to 7-in. wooden cabinet set at \$199.50. Its TVs have 2 speakers for "binaural" sound. It also has 16-in. in works.

Television Assembly Co., kitmaker, says it will soon have 12-tube, 12½-in. table model at \$179.50, promises satisfactory reception 10-15 mi. from any TV transmitter...Televista Corp. of America, now in new hands (Herman Weissburger, ex-Minerva) and at new address (12-01 44th Ave., Long Island City, N.Y.) has 15-in. table model to be priced between \$325-\$350, same in consolette unpriced; promised soon is 16-in. table, 24 tubes, at "under \$300." Produces 45 sets per day, selling direct to retailers...Wilcox-Gay line consists of 10-in. consolette at \$359 and 12-in. at \$435 (these supersede line listed in TV Directory No. 7)...Regal Electronics has 15-in. consolette at \$495...Bace Television's new line comprises 16-in. table at \$525, same in consolette \$625...John Meck advertises 7-in. tables at \$149.90 and \$179, portable at \$169; also has 10-in. table at \$279 (Vol. 5:15)...Starrett's new line in June will include 16-in. table at "less than current competitive prices."

NEXT TV MARKET IS INDIANAPOLIS: Indianapolis' new WFBM-TV was all geared for first Channel 6 tests this weekend, preparing to be TV's 64th station in 36th market area. On Memorial Day, May 30, it goes on daily except Saturday 6-10 p.m. schedule, starts with some \$60,000 worth of business on books. All spots are sold, also some programs and kines; baseball is signed but not yet sold. Famed Indianapolis Speedway Races will begin TV operation, but Perfect Circle Co., sponsoring on MBS, has not bought TV. Indianapolis, which ranks 24th in retail sales, already has 2,500 TVs installed, reports manager Harry M. Bitner Jr. Station's base rate is \$250, will be fed by CBS, ABC, DuMont, is due for coaxial connection (or else microwave from Dayton, 101 mi.) by May 1, 1950.

PLENTY TUBEMAKERS, PLENTY TUBES: In short supply up to only a month or so ago, TV picture tubes (possibly circuit tubes, too) look like they're in for a flurry of over-production reminiscent of early radio tube days. One glass blank maker with orders far beyond estimated capacity of receiver manufacture, confesses he's puzzled where the final product is going. Predicted set production this year is about 2,000,000, and it's superficially estimated that CR tubes are now being turned out at rate of 4,000,000 this year. Even though this third TV year may signal big replacement market (normally estimated at about 10% of regular production), it's hard to see where the tubes can go.

We've already reported on breaks in tube prices (Vol. 5:15 et seq), and names of new companies to add to list of 17 tubemakers published in our TV Directory No. 7 (Vol. 5:17,19). This week, after attending Radio Parts Show and RMA convention, we can report these additional tubemakers:

Raytheon Mfg. Co., Waltham, Mass., back in CR production and turning out line of 3, 7, 10, 12½-in. glass and 16-in. metal tubes...Eitel-McCullough Inc., San Bruno, Cal., reporting it's definitely going into manufacture of kinescopes, now building equipment for newly leased factory in Salt Lake City...National Video Corp., 3019 W. 47th St., Chicago, claiming current production of 400-500 per day of 10, 12½, 16-in. glass tubes and gearing for 1,000 per day by end of June. It's headed by Asher Cole with E. D. Carter on engineering (both ex-American Television Inc.) and reputed to be backed by Jewel Radio capital (Ferraro).

Remington Rand reports it hopes to make Image Orthicons before end of summer. Its new 12½-in. TV picture tube, incidentally, is priced \$34.95 to manufacturers instead of the price we erroneously published last week.

Ulysses A. Sanabria's American Television Inc., at Chicago Parts Show, demonstrated his new so-called "Eye Saver" tubes, advertising them at same time in full pages in Chicago newspapers and trade press. Using phosphor agent that limits fluo-

rescence to area struck by electron beams, his tube face shows blacks blacker and cuts halations. He said several manufacturers have contracted for them (mentioning Hallicrafters and Garod), quoted prices of \$19.95 for 10-in., \$24.95 for 12½-in., \$38.10 for 15-in., \$39.10 for 16-in.

Among other tubemakers at Radio Parts Show: Rauland (Zenith) demonstrated 10 and 12½-in. glass aluminized, 16-in. metal, also 12½-in. metal that will be ready in July...National Union, reporting it's working on skiatron principle for theater TV, says it will soon reach 60,000 per month output of 7, 10, 12½-in. at Hatboro, N.J...Tung-Sol said its 7, 12, 12½ are running at 10,000 per month...GE showed its new 8½-in. metal-coned tube (Vol. 5:4,16), and indicated it will be used in new set that will sell at price of 7-in. yet have twice picture size.

* * * *

Note: Though it became obvious month or more ago that tube supply was getting plentiful (Vol. 5:17), underwriter Willis E. Burnside & Co., offering 280,000 shares of 10¢ par common stock in Zetka Television Tubes Inc. at \$1 per share, in promotion literature received this week advertises "there is a serious shortage of television tubes."

SURVEYING TV—1948, 1949, 195?: A TV survey with an unusually fresh air of impartiality -- a good outline of what has actually happened, not soothsaying -- has been done on last year's TV advertisers by Sidney N. Wagner, BMI's director of statistical analysis, for his master's degree. In January, he queried 1,058 advertisers, got 184 useful returns. He found that the average TV advertiser used medium 5 months, and that \$3,732,000 was spent (for time, studio, talent) by the 167 who revealed how much spent. Some noteworthy highlights:

1. Of money spent, 67.5% was in addition to regular budget, 6.4% substitute, 25.8% both.
2. Of those cutting down on other media in favor of TV, 54.8% reduced radio, 35.7% cut newspaper, 9.5% cut magazine.
3. 20.6% said they had never advertised on radio; they accounted for \$991,000 of the \$3,732,000 spent on TV by the group. However, 62% of the \$991,000 came from 6 companies with a "commercial interest in the TV industry" [obviously, mostly TV set manufacturers]. If anything, this means you should listen happily but cautiously to talk of big TV money coming from advertisers who've never used radio.
4. Regarding TV plans for 1949, 63.9% said they'd continue, 14.8% said they wouldn't, 21.3% hadn't decided. Those planning to continue accounted for 78.7% of 1948 TV money. Reasons given by the 14.8% discontinuing: "too expensive in relation to results," 47.6%; "audience too limited," 19.1%; "not suitable for purpose," 9.5%; "poor technique, poor scheduling," 9.5%; "others," 14.3%.
5. Principal reasons for using TV: prestige, 28.9%; experience, 27.1%; sales, 17.5%; "demonstrative ability," 11.4%.

* * * *

Attempt to assay TV's impact on other media, yet eliminate novelty factor, is survey of 378 older (1-9 years) set owners in Philadelphia area. Conducted by Dr. William B. Michael, Princeton psychologist, and Jerry N. Jordan, Princeton senior, and detailed in May Television Magazine, survey compares these TV families with 388 radio families. They found:

(1) TV group listens to radio 43% less than radio group. (2) TV group attends movies 13% less. (3) TV group attends 14% more sporting events. Yet, paradoxically, in answer to another question, 40.1% of TV owners claimed they attended fewer sports since getting sets. (4) TV group does more magazine-reading than radio group (3.13 vs. 2.46 hours weekly); newspaper reading is about same. (5) Of TV group, 68% though TV commercials more interesting than radio's, and 40% of TV group said they bought products because of TV commercials.

Underlying weakness of survey is fact that 250 of the 378 TV homes have incomes over \$5,000, compared with 110 of the 388 radio homes. The researchers point out that higher income groups are known to listen to radio and attend movies less, while they read more magazines and seek more out-of-the-home entertainment.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

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FREEZE DEEPER—UHF NEARER—COLOR AGAIN: You may as well gear yourself for it: Expansion of TV, already slowed down by FCC's freeze, will continue to be limited for another year or more. It's simply a matter of stations and markets, and there won't be enough (and big enough) new ones to maintain a highballing pace -- not even in unlikely event all of today's 50-odd CPs get going in that time. That conclusion is unavoidable after FCC's May 26 release of an "unfreezing plan" that evoked mixed reactions ranging from pleasure to anger -- pleasure that FCC has at last given the industry some definite targets, anger that its vague implications about color will further confuse the receiver market and retard sales. Here's nub of what FCC said:

1. Vhf and uhf are inextricably entwined, hence must be allocated simultaneously. Present 12 vhf channels will be retained.
2. Only lower half of the 475-890 mc uhf band will be opened up, remainder saved for experimentation. Opened half will be used for 6 mc systems -- black-and-white certainly, color possibly.
3. FCC is "in the market" for 6 mc color -- but only if existing TV sets can easily be adapted to receive it.
4. Vhf freeze can't be lifted until "late fall."

* * * *

Though Commission says "late fall" and spells out steps needed before final decision can be rendered, beginning with its submission of proposed new vhf-uhf allocations "within approximately 6 weeks," the fact remains (to quote one commissioner) that it will be "a miracle" if new grants can be forthcoming before early next year. Indeed, considering need for competitive hearings in most larger cities, it will probably be end of 1950 before even a few of these can begin telecasting.

Thus, the existing log of stations can be augmented in immediate future only from the 50-odd CPs outstanding (promising 33 new markets, mostly small; Vol. 5:20). We still think not more than 90 or 95 stations will be operating by the end of 1949 (Vol. 5:20), and we take dim view of outlook for uhf applications. Vhf are still TV's tried and proven channels; there won't be any rush for uhf until vhf supply is exhausted -- and some who talk most about uhf will probably be among last to apply.

* * * *

Forthcoming vhf allocation will specify co-channel spacing of about 215 mi., adjacent channel 100 mi., for FCC apparently has been persuaded there's nothing like separation for reducing interference.

Offset carrier and like palliatives (Vol. 5:16-20) may be regarded as "first aid" to existing too-tight situations (like Cleveland-Detroit) because there is no intention of disturbing existing grantees. Uhf will be allocated to vhf cities where needed, and will be given plenty of spacing -- and we mean plenty -- possibly enough to allow doubling up later if tropospheric interference permits. There will be 30-35 uhf channels, number depending upon whether FCC gives Bell Labs the 470-500 mc band it wants for broad-band common carrier mobile.

Commission simplified its current job by relegating to upper portion of uhf, and the future, such complex matters as Stratovision, polycasting, FM for picture, wide-band monochrome and color systems. Likewise, it simplified uhf equipment job,

since production of receivers and attainment of transmitter power is considerably easier for lower half of 475-890 mc than for whole band.

* * * *

That tinge of "color" in FCC statement, though couched as gently as possible, may cause more trouble than lengthening of freeze. Much depends on whether anyone of stature in industry takes up cry and keeps blasting it at buying public, which would be far more disastrous now than when CBS carried the fight in 1946-47.

Will CBS do it, since it has a 6 mc color system which has whetted some appetites, notably that of Comr. Jones? Will RCA-NBC recede from oft-stated view that color isn't ready, won't be for some years? Neither obviously can afford to jeopardize its black-and-white investment. CBS has repeatedly said it isn't pushing color any more. After FCC's Thursday statement, both CBS and RCA were non-committal, said they must study it more, had no plan of action one way or other.

"Opening the door" to 6 mc color, which is simply in nature of an invitation to industry to come and tell all at hearing, is an obvious compromise of pressures. It's a bow to Sen. Johnson and Comr. Jones, who apparently feel they can force system out of laboratory by mere "wave of fiat." Johnson, incidentally, has asked Bureau of Standards to look into color. FCC's better-schooled technical minds, while allowing the color statement to appear, apparently insisted on making clear that color is wanted only if present sets can be adapted to receive it "with relatively minor modifications" -- a palpable attempt to keep public calm, mollify set makers.

CBS has shown FCC 6 mc sequential color system, off-the-line, both mechanical and electronic. But it won't say how existing sets can be adapted to it, though it is reported Dr. Peter Goldmark has accomplished such conversion with an inexpensive device. If 6 mc color can fulfill FCC's requirements, existing vhf transmitters would handle it without modification -- but cameras, lighting, links, etc. would all have to be changed.

And Webster-Chicago's executive v.p. Charles Cushway is reported in May 27 Chicago Journal of Commerce as saying his company "has helped develop an adapter that can be made at a popular price to convert regular black-and-white TV sets to receive colorcasts." Company made components for color sets to be used in closed circuit color telecasts during AMA June 6-10 Atlantic City convention (see note in Sight & Sound). But same story says "Even Zenith...doesn't believe colorcasts are ready for commercial use yet."

* * * *

Madame Comr. Hennock alone dissented from the statement, said she thought it "premature" in that it raises questions, such as those about color, without answering them -- thus confuses public.

Sen. Johnson liked FCC's action very much, and said acting chairman Rosel Hyde (Coy and Walker are in Paris) should be commended. Most industry leaders hadn't had time to study the statement or were not clear about its import from published reports. Dr. Allen DuMont, who has plumped for monochrome in entire uhf band, saying color is 10-20 years away (Vol. 5:14), declared: "The Commission's attitude with regard to color is the only possible intelligent approach. This color proposal eliminates the fear of obsolescence."

Philco's Jimmy Carmine shot notice to all his distributors and division chiefs explaining FCC's release, emphasized report doesn't mean present sets will be outmoded, and saying: "We believe that, because of the many technical problems which still must be solved, the actual commercial introduction of uhf black-and-white or color TV is a considerable time away. When either of these new services does become commercial, the owners of present TV sets will be protected by FCC standards against obsolescence."

Westinghouse said it may jump into uhf transmitter business when time is ripe. TBA is distressed over deepened freeze, may go to Commission with proposal to thaw freeze in those areas where spacing is no problem. Unfortunately, not many are in a hurry to get into TV in the wider open spaces. Moreover, FCC thought of it before, wasn't convinced.

Many and varied and sometimes confusing were published news stories based on FCC's statement on freeze-uhf-color (see analysis on p. 1-2) — some seeing color emerging forthwith. Even the merchandisers' trade journal *Retailing Daily* carried streamlined caption: "FCC To Open UHF-TV Bands; Plans For Color Telecasts" and went on to headline that "Apprehension Grips Trade on FCC Move." *Chicago Journal of Commerce* headlined: "FCC Puts Color in TV Picture; Offers Licenses If Satisfactory" and lead sentence reads, "The FCC has finally cleared the way for color television." Even *Radio Daily* streamlined: "UHF and Color TV Forecast by FCC." Most newspaper reporters, unschooled in the technical and political nuances, naturally played up the color angle — to the discomfiture of the trade — though newspapers like *New York Times*, *Herald Tribune*, *Wall Street Journal*, *Washington Post* played the complex subject "safe" by sticking close to letter of FCC's release.

Adding to publicity flurry about color TV are ads and stories about demonstrations of off-the-line system at American Medical Assn. convention week of June 6 in Atlantic City. CBS has sold and loaned equipment (Vol. 5:8) to big Philadelphia pharmaceutical house, Smith, Kline & French Laboratories; receivers were acquired from Zenith and Webster-Chicago. Rumors abounded at weekend that CBS would demonstrate simple converter enabling ordinary receiver to "take" color TV, but network spokesman denied Peter Goldmark development would be shown. Special spreads on medical usage of color TV are scheduled for June 6 week in *Life*, *Newsweek*, *Business Week*, others. Zenith's Comdr. McDonald in letter to Laboratories cautioned them to make clear demonstrations do not give public erroneous impression color TV is ready for broadcast use.

Zenith's Phonevision was subject of Chicago visit Wednesday by 20th Century-Fox's Spyros Skouras and other Fox officials who also conferred with Comdr. McDonald. Next day Zenith sales v.p. H. C. Bonfig told Chicago Television Council that Phonevision test would be made with 400-500 set owners in Chicago later this year, in cooperation with 8 major movie producers. MPA sources indicate most of "big 8" producers don't intend to furnish films for Phonevision, aren't yet sold.

Columbia Pictures has set up TV film production unit, headed by Ralph Cohn and Jules Bricken, to produce films for TV programs and for commercial spots. Cohn and Bricken formerly ran Telespots Inc., commercial TV film producer. TV unit is a department of Columbia Screen Gems, a subsidiary releasing 16mm prints of Columbia pictures. Address is 729 Seventh Ave., New York.

Use of ASCAP music on TV seems nearer this week, as network negotiators, who last week had secured extension of present arrangements to June 15 (Vol. 5:21), turned over tentative agreement to NAB music committee for approval. NAB committee meets Tuesday to look over latest plan.

Another striking medical use of TV at June 6-10 AMA convention will be the interpretation of questionable shadows in X-Ray films by varying contrast-range. System was developed by Illinois U medics, will be sponsored by Squibb, use RCA equipment at Atlantic City meetings.

"Kukla, Fran and Ollie" get 3 pages in May 23 *Life Magazine*, which calls RCA's NBC-TV show, "a children's puppet show whose audience is about 60% adult . . . its charm lies in the complete credibility with which the show's creator [Burr Tillstrom] has endowed his hand-manipulated characters."

General Instrument Corp., parts maker, in annual report for year ended Feb. 28, 1949, notes reduction in sales and earnings due largely to "transition from radio to television" and promises new TV tuner that will be tooled and ready for production next July. Sales for year were \$14,024,316 vs. \$16,445,791 for same 1948 period. Net income was \$302,535 (62¢ per share) vs. \$983,015 (\$2.02) the preceding year. Proxy statement for June 24 stockholders meeting at Elizabeth, N. J. plant shows salary of president-treasurer Richard E. Laux, \$48,000; former president Abraham Blumenkrantz (resigned Aug. 2), \$37,500; director and v.p. of subsidiary F. W. Sickles Co., Monte Cohen, \$24,799 plus \$10,000 bonus.

Magnavox sales for fiscal year ended Feb. 28, 1949 were \$24,402,206, net profit on 659,898 shares of capital stock amounting to \$1,323,598 (\$2.01 a share). This compares with sales of \$27,434,019 and profit of \$2,016,976 (\$3.36 a share on 600,000 shares) in 1948, and sales of \$24,013,812 and profit of \$2,150,998 (\$4.30) in 1947.

Majestic Radio & Television Corp., Elgin, Ill., was ordered liquidated by Federal District Court in Chicago May 27, following trustees' recommendation against further reorganization attempts. Assets will be sold. Main reasons for liquidation were given as inability to launch TV program, decline in radio sales, price-cutting.

In addition to complaint against Federal Television Corp. on use of name (Vol. 5:19), IT&T's Federal Telephone & Radio Corp., now more deeply involved in TV by reason of parent company's acquisition of Farnsworth (Vol. 5:19), has also asked restraining order in same U. S. District Court in New York against Federal Video Corp. (Vol. 5:18).

Philco has named v.p. Leslie J. Woods as director of research and engineering, assisted by v.p. David B. Smith; he's an ex-British Army officer, formerly managed company's Industrial Division which is now managed by James McLean . . . Dr. Irving Wolff, tube research chief of RCA Labs, gets Navy's Distinguished Public Service Award for work on electronics and radar . . . Herb Young, onetime sales mgr. of old Grigsby-Grunow Co. (Majestic) named sales mgr. of Nielsen Television Corp. . . . GE has appointed 3 new Tube Division executives: G. W. DeSousa, mgr. of sales administration; R. V. Bontecou, asst. to division mgr.; L. E. Record, developing-testing supervisor.

We hear, but can't verify: That veteran radioman Louis G. Pacent's firm has developed something radically different in the way of projection TV . . . That one A. A. Crawford, of Beverly Hills, Cal., has been showing diagrams of a portable projection model about the size of a big Zenith portable radio, which he claims can frame a 19-in. picture from one of RCA's wartime 1-in. CRs . . . That a Washington consulting firm claims to have worked out plans for a portable TV, battery-operated!

Madison Square Garden bought out Tournament of Champions, sports promotion outfit in which CBS had 25% interest, deal being closed Friday. Presumably CBS now gets rights to telecast Garden bouts, heretofore held exclusively by NBC (Vol. 5:20).

Inquiry discloses columnist Leonard Lyons was his usual wrong self in reporting (*Washington Post*, May 26) that playwrights Lindsay and Crouse and songsters Rodgers and Hammerstein were parties to deal involving purchase of an unnamed TV station.

Good promotional windfall for TV: Ads being placed by Consolidated Edison System, captioned "For 5¢ you get enough electricity to see 19 half-hour television shows."

Personal notes: Don Thornburgh succeeds Dr. Leon Levy as president of *Philadelphia Bulletin's* WCAU Inc. Aug. 1; his successor as CBS Hollywood v.p. won't be named until after president Frank Stanton's return from Europe June 20 . . . Hollywood moviemanager Charles L. Glett joins Don Lee June 7 as v.p. in charge of TV; he's former Selznick production v.p. and presently managing director of Motion Picture Center . . . Frank Samuels, gen. mgr. of ABC Western Division, elected v.p.; Robert Laws named division sales mgr. . . . Harry S. Ackerman, CBS program v.p. in Hollywood, takes on program directorship of CBS-TV shows originating on West Coast . . . Edgar G. Sisson Jr. quits as v.p. and radio director of Pedlar & Ryan to become radio-TV director of N. W. Ayer . . . David Hale Halpern, v.p. of Owen & Chappell agency, elected president of American Television Society; Donald E. Hyndman, Eastman, v.p.; Reynold R. Kraft, NBC, secy.

Gossip about who'll be FCC's chief engineer continues (Vol. 5:5,8,11,20), with these names mentioned to date, some of them sheer rumor: John F. Byrne, research director of Airborne Instruments Labs, Mineola, N. Y.; Royal V. (Doc) Howard, NAB director of engineering; James J. Lamb, Remington Rand electronics research director; Ralph L. Clark, office of Defense Secy; Donald G. Fink, *Electronics* editor. These are in addition to virtually all FCC's top staff engineers. And there's talk that number of consulting engineers would like job, particularly since business is tight lately. There's no indication whether choice will be made while Comrs. Coy and Walker are overseas; Walker is known to want common carrier duties of job to play part in choice.

Govt.-industry antenna height conference this week (Vol. 5:19) came out generally favorable to radio. Applicants for lower towers will be able to tell whether their antennas are automatically approved, merely by looking at FCC rules—if Govt. departments, as seems likely, approve conference recommendations. However, most TV and FM towers will still have to get individual study, and question of how to speed up approval procedure is the tough nut yet to be cracked. Conference also agreed to ease minds of owners of existing towers who feared their structures might be chopped off or altered by new airports and regulations.

More signs of the times, as reported in May 25 *Variety*: "The era of top-budgeted radio shows, regardless of name value, is vanishing . . . cancellation tickets from sponsors this season sharply reflect the thinking of radio's heavy bankrollers. Clients are no longer willing to plunk down \$20,000, or even \$15,000 a week for a star-name program . . . will talk terms only if there's a \$5,000-\$7,500 price tag . . . The necessity of siphoning off radio coin for television (despite the limited and restricted-to-key-cities TV audiences), plus the amazing Hooper payoff this season of low-priced packages, are the two principal factors . . ." *Variety* lists among 1949-50 availabilities such name stars as Fred Allen, Burns & Allen, Eddie Cantor, Joan Davis, Ed Gardner, Al Jolson, Ozzie & Harriet, Frank Sinatra, Meredith Willson.

Cecil D. Mastin, WNBC-FM, Binghamton, N. Y., is new chairman of NAB's FM executive committee, which also includes Matthew H. Bonebrake, KOCY-FM, Oklahoma City; Edward A. Wheeler, WEAW, Evanston, Ill.; Milton L. Greenebaum, WSAM-FM, Saginaw, Mich.; Victor C. Diehm, WAZL-FM, Hazleton, Pa.; William E. Ware, KFMX, Council Bluffs, Ia. (also president of FMA); James M. LeGate, WIOD-FM, Miami. Committee meets in Washington June 7.

Chicago's WBKB, celebrating 8th birthday, will premiere TV show from stage of Paramount's big Chicago Theater, also begin using new RCA 5-bay super-turnstile.

TV network sponsorships: DuMont June 4 starts Saturday 9-10 p.m. *Cavalcade of Stars* with Jack Carter as m.c. and new acts from DuMont's Adelphi Playhouse in New York, sponsored by drugstore chains in 10 cities, handled thru Stanton B. Fisher Agency . . . General Foods May 29 replaces *Lamb's Gambol* on NBC-TV Sun. 8-8:30 with *Leave It To the Girls* . . . *Admiral Broadway Revue* quits for summer June 3, replaced by *Hopalong Cassidy* films until it returns on NBC-TV in fall; Admiral reported considering sponsoring Notre Dame games on TV, though RCA reported to have acquired rights to 5 games next season . . . Pabst's agency Warwick & Legler reports it isn't renewing radio-TV contract with Eddie Cantor, who balked at adding weekly TV show, and instead will sponsor Wm. Bendix in *Life of Riley* Tue. nights on NBC-TV, time not yet decided . . . Ford dropping CBS Friday *Ford Theater* July 1, instead will expand monthly *Ford TV Theater* to semi-monthly in fall, possibly weekly after Jan. 1 . . . Summer replacement for Lipton's *Arthur Godfrey's Talent Scouts* on CBS and CBS-TV Mon. 8:30-9 p.m. will be Tom Howard's *It Pays to Be Ignorant*, starting June 6.

TV station sponsorships: *McCall's Magazine* using TV and radio spots (thru Federal Adv. Agency) to promote Mrs. Eleanor Roosevelt's memoirs starting in June issue . . . Ice Cream Novelties Inc. (Donald Duck, Pluto, Dumbo bars, etc.) plans national campaign including TV (thru Monroe Greenthal agency) . . . Michigan Bell Telephone Co. starts TV spots in Detroit area June 15 to promote long-distance (thru N. W. Ayer) . . . McCormick & Co. (spices) on WAAM, Baltimore features veteran each week who saw action in places shown on *Crusade in Europe* films, calls show *I Saw It Happen* . . . Snow Crop Marketers (frozen foods) added to particip. in *Market Melodies* daytime programs on WJZ-TV, New York . . . Motorola Dealers of No. Calif. sponsoring 11 remotes of Army, Navy, Air Force boxing shows on KGO-TV, San Francisco . . . Hoffman Radio's *Hoffman Hayride* now also on new KFMB-TV, San Diego . . . Chevrolet Dealers Assn. has expanded *Roller Derby* on WJZ-TV to Schenectady's WRGB . . . Meltoway Reducing Plan Inc. sponsoring *Hollywood in New York*, movie reviews and interviews with Lois Wilson, on WPIX . . . Hudson Motor Car Co. sponsoring INS-Telenews plus local news nightly on WJBK-TV, Detroit . . . Nineteen Hundred Corp., St. Joseph, Mich. (Whirlpool washers, ironers, dryers) thru Beaumont & Hohman, Chicago, includes local TV with radio and key-city newspapers in big autumn ad plans.

Many FM operators are upset by FCC Chairman Coy's suggestion that Commission require AM-FM operators to duplicate hours and programs on both stations (Vol. 5:19). Poll by FMA shows they're almost unanimously against either type of forced duplication, claiming it would be too expensive or spoil their program structures. Actually, Coy's proposal is given little chance of full FCC approval. Then there's FMA's petition filed in October, 1947, during Petrillo duplication ban, which asked FCC to remove networks' restraints on duplication. FMA board is divided on whether it should pursue or withdraw petition, some members wanting status quo undisturbed, others wanting FCC to make networks permit FM stations to duplicate whatever they please.

Ad-loaded 16-p. TV sections were carried by *Indianapolis Star* May 15, *Indianapolis Times* May 22, as prelude to May 30 opening of new WFBM-TV.

Second daytime TV study of Los Angeles' KFI-TV (Vol. 5:9,14,17) shows average of 2.42 viewers per set, 2.5 hours per day, 4.4 days per week.

Canadian Assn. of Broadcasters has TV on agenda of its June 13-16 convention at St. Andrews-by-the-Sea, N. B.

FOX SETS PLANS FOR THEATER-TV: It's now definite that 20th Century-Fox will set up theater-TV in 22 of Charles Skouras' Fox theaters in Los Angeles area. Most significant, however, is fact that radio channels rather than off-the-line frequencies will be used to feed direct, simultaneous projections on the screen. Big film company is preparing request to FCC for commercial assignment of two 8 mc bands between 5,000-10,000 mc, meanwhile has submitted 34-p. progress report to FCC indicating quality of theater-TV may "approach that of 35mm professional motion picture film."

Decision to stick, pioneer theater TV (despite Warner Brothers economy-motivated decision to pull out; Vol. 5:19) follows year-long experiments in New York and Philadelphia (Vol. 4:26; 5:14,15) resulting in staff recommendations to try it out on large-scale commercial basis. Plan is to spend more than \$1,000,000 to set up central transmitting station, also housing program (and kine-recording) studios, and use relay channel to feed theaters. Another band would be used for remote pickups.

Earl I. Sponable, Fox technical chief and pioneer of talkies, heads project. He and staff feel wire circuits are too costly, also not yet capable of high enough fidelity for theater-TV. Plan looks to 4-hour show, including feature film. Company is negotiating now with RCA for its new lightweight theater equipment (Vol. 5:15), costing around \$25,000 an installation. Experiments have proved efficacy of passive reflectors (metal plates) to "bend" signals around obstructions -- also unavailability of commercial tubes in 12,000-13,500 mc range presently allotted by FCC for TV pickup, STL and relay. Fox folk also think: "It is possible that color TV, because of the comparatively few units involved, the unavailability of trained operators, and the magnitude of investment, could be made available to the public in the theater long before it could be proven feasible for home reception."

3 MORE ON AIR MAKES 66 AND 3 APPLY: Add these 3 new TV stations to your log of operating outlets: WFBM-TV, Indianapolis, which begins regular-schedule operation May 30; KSL-TV, Salt Lake City, starting June 1; WGAL-TV, Lancaster, Pa., starting June 1. They bring total on air to 66, or 5 more than listed in TV Directory No. 7 of April 1 -- other 2 being San Francisco's KGO-TV and San Diego's KFMB-TV. We've reported details on all of these previously (Vol. 17-21); also on Oklahoma City's WKY-TV, due to start June 6, and Rochester's WHAM-TV, June 11.

This week, Senator Kerr's WEEK-TV, Peoria, Ill., gave up CP after being cited by FCC for failure to construct (Vol. 5:19), leaving 52 CPs outstanding. Jacksonville's WPDQ-TV and WJAX-TV, also cited (Vol. 5:19), have asked for hearings to justify delays but no dates yet set.

There were 3 new applications this week, and the Warner Bros. Chicago application (Vol. 5:16) was officially dismissed Friday, leaving 4 for remaining 3 pre-freeze Chicago channels. On file now are 330 applications. New applications are: For Winston-Salem, N.C., acting Army Secretary Gordon Gray's WSJS-Journal, seeking Channel No. 6, making it 2 for 2 pre-freeze channels. For Salisbury, N.C., WSAT asking No. 4 from Durham. For Reno, Nev., J. E. Riley and H. H. Luce, local mining and real estate men, seeking No. 7 -- first application from Reno allocated 4 channels pre-freeze. [For details about applicants, see TV Addenda 7-H herewith.]

* * * *

Notes on upcoming new stations: New York's WOR-TV won't get test pattern going before Aug. 1-15. Though transmitter building is completed, transmitter and speech input installed, tower is only up to 577-ft. level, has 280 ft. to go which will require until July 1; then 2,400 ft. of coaxial will require at least another month...Another "sleeper" market apparently is Birmingham, Ala., whose WAFM-TV (WAPI) plans equipment tests next week, president Thad Holt promising "commercial operation with experimental programs July 1"...WJAR-TV, Providence, begins test patterns sometime in June, after several false starts with transmitter; no formal starting date set yet, despite erroneous published reports saying June 5, but good guess is before end of summer...WDEL-TV, Wilmington, Dela., due to turn on test juice next week, still aiming for June 15 start, will get network service from Philadelphia via microwave...Mid-August is latest indicated time for Tulsa's WOTV to get going, on tests at least; some receivers are being sold in area in anticipation,

already getting test patterns from Oklahoma City's WKY-TV, 98 mi. away...WHBF-TV, Rock Island, Ill., reports it has ordered DuMont equipment, aims for Oct. 1 tests... Construction of studio-transmitter plant of WXEL, Cleveland, is proceeding but uncertainty whether it goes on assigned Channel 9 or on No. 11 (if former goes to Canada) precludes fixing starting date; supervising installation is Tom Friedman, of Cleveland Institute of Radio Electronics, and appointed program director is Russell Speirs, now professor of drama at Colgate.

ADMIRAL, ZENITH & TURRET TUNER: Fortune's editors obviously relished their research and writeup job on Admiral Corp. and its 42-year-old president Ross Siragusa, featured in June issue under caption "In Television Admiral's Hot." They term it "a rousing story of old-fashioned, calorific enterprise at work," relate how the lad from the other side of the tracks is making the whole industry sit up and take notice. They particularly gloat over Siragusa's private feud over turret tuners with Zenith's Gene McDonald ("Admiral and Commander"). In fact, having tested Admiral's turret tuner on uhf (in New York area) Fortune tossed fact at Comdr. McDonald that someone else also had the gadget for which Zenith made such sweeping and industry-disturbing claims (Vol. 5:11 et seq). "In an early issue," Fortune promises to "look into the technical problems of telecasting in both the vhf and uhf."

"Is Admiral's spectacular showing just a flash in the pan?" the article asks, rhetorically. Well, Admiral's TV sales in 1948 were \$25,200,000, it relates, nearly 40% of its total sales. In 1949 they may reach \$88,000,000, or 70% (remainder, refrigerators and ranges). It has orders for 104,000 TV receivers on books for second quarter 1949. Profits for 1948 were \$3,800,000, and for first quarter of this year \$1,500,000. Annual revolving credit of \$4,000,000 in New York and Chicago banks has never been used to any extent. There are no bonds, no preferred stock, no long-term debt -- simply 1,000,000 shares of common now selling on big board around 19. Siragusa and family own some 40%, which enables him to make quick decisions, move fast, without worrying too much about a board of directors.

Note: Though Admiral objected strongly to Zenith's turret tuner claims, said it does not regard time propitious to plug turret for uhf (Vol. 5:16), full-page Admiral dealer ad in May 22 Washington Post (cast from mat supplied by company) included this significant notation: "Built for the Future. Specially designed, built-in Turret Tuner...originated and first used by Admiral...can be adjusted for reception on proposed new uhf channels on present standards."

Count of TV Sets-in-Use by Cities

TV sets in use increased 215,000 during April to national total of 1,662,000 as of May 1, according to NBC Research. Its monthly "census" report estimating sets installed and no. of families within 40-mi. service area (.5 Mv) is detailed below:

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	600,000
Baltimore	4	732,000	57,700
Boston	2	1,175,000	81,400
Philadelphia	3	1,184,000	165,000
Richmond	1	130,000	10,200
Schenectady	1	258,000	23,000
Washington	4	691,000	44,500
New Haven	1	557,000	28,200
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	21,500
Chicago	4	1,438,000	145,000
Cleveland	2	695,000	52,400
Detroit	3	839,000	55,000
Milwaukee	1	327,000	24,500
Pittsburgh	1	742,000	13,800
St. Louis	1	474,000	28,900
Toledo	1	241,000	11,000
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	800
Atlanta	2	233,000	9,000

Area	No. Stations	No. Families	No. Sets
Cincinnati	2(a)	384,000	23,000
Columbus	1	225,000	5,800
Dayton	2	291,000	6,100
Erie	1	112,000	3,200
Fort Worth-	1	269,000	4,300
Dallas	—(b)	277,000	4,900
Houston	1	217,000	4,500
Los Angeles	6	1,372,000	126,000
Louisville	1	188,000	6,600
Memphis	1	177,000	5,100
Miami	1	117,000	4,700
Minneapolis-St. Paul.	1	333,000	14,800
New Orleans	1	225,000	4,400
Salt Lake City	1(c)	93,000	4,400
San Francisco	1(d)	825,000	7,200
Seattle	1	307,000	6,200
Syracuse	1	199,000	2,500

Stations Not Yet Operating

Indianapolis	(e)	281,000	1,300
Lancaster	(f)	85,000	1,500
Oklahoma City	(g)	138,000	2,600
Providence	—	1,011,000	7,500
Rochester	(h)	208,000	1,500
San Diego	(i)	113,000	800
Wilmington	(j)	183,000	3,500
Others	—	—	37,700

TOTAL 1,662,000

(a) WCPO-TV due to start June 14, will make 3 stations. (b) Included in coverage of Fort Worth station (WBAP-TV). (c) KSL-TV due to start June 1, will make 2 stations. (d) KGO-TV started May 5, makes 2 stations. (e) WFBM-TV due to start May 30. (f) WGAL-TV due to start June 1. (g) WKY-TV due to start June 6. (h) WHAM-TV due to start June 11. (i) KFMB-TV started May 16. (j) WDEL-TV due to start June 15.

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OF THE
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June 4, 1949

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(Continued on inside back cover)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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June 11, 1949

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ASCAP license at present AM rates plus 10%, with license covering special uses as well, is offer being circulated among TV operators this week by NAB music committee. Music license costs AM stations 2¼% of net time sales, networks, 2¾%. Offer includes (1) license running from 3 to 5 years retroactive to Jan. 1, (2) for networks, allowance to deduct cost of interconnecting stations—up to 25% of net time sales first 2 years, 20% third and fourth year, 15% fifth year, (3) co-ops counted as network programs. Licenses, however, would cover only non-dramatic rights. NAB music committee wants opinions from telecasters so it can make terms concrete. ASCAP board has to go to members for approval before terms can become effective. Meanwhile, it granted extension to July 1 for use of ASCAP music on TV without fees.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

RCA gets into hospital TV act, but with black-and-white, when it televises surgical operations during June 13-15 Canadian Medical Assn. convention in Saskatoon, Sask. Pictures will be microwaved 1¼ mi. from hospital to hotel, viewed on 12 receivers and 6x8 ft. screen. Tieup is with E. R. Squibb & Sons pharmaceutical house.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

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June 18, 1949

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
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WITH AM FM REPORTS

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June 25, 1949

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

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

8 Canadian factories making or planning to make TV sets.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

(Continued on Inside Back Page)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

WGN-TV, Chicago, 40% of non-network sponsors either new to radio or very small and spasmodic users of radio; WENR-TV, Chicago, 50%; WTMJ-TV, Milwaukee, 55-65%; KSD-TV, St. Louis, 40% not recent buyers of radio time; KSTP-TV, St. Paul, 23%; WMCT, Memphis, 20%; WAVE-TV, Louisville, 3 out of 13 local accounts; WTVJ, Miami, none using radio at time they signed TV contracts; WDSU-TV, New Orleans, 10% "but we expect an increase in that percentage"; WBAP-TV, Fort Worth, 75% "new to WBAP though not all new to radio"; KLEE-TV, Houston, 5%; KPIX, San Francisco, 73% of

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

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

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

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

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

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

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

Count of TV Sets-in-Use by Cities

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

Interconnected Cities			
Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	63,100
Boston	2	1,175,000	95,700
Buffalo	1	323,000	23,700
Chicago	4	1,438,000	155,000
Cleveland	2	695,000	59,100
Detroit	3	839,000	60,000
Erie	1	112,000	4,200
Lancaster	1	85,000	8,500
Milwaukee	1	327,000	26,700
New Haven	1	557,000	32,200
New York	6	3,597,000	650,000
Philadelphia	3	1,184,000	177,500
Pittsburgh	1	742,000	20,000
Rochester	1(a)	208,000	2,100
Richmond	1	130,000	11,500
Schenectady	1	258,000	25,000
St. Louis	1	474,000	32,100
Toledo	1	241,000	15,000
Washington	4	691,000	48,000
Wilmington	1(b)	183,000	4,000
Total			
Interconnected	39	13,991,000	1,513,400

Non-Interconnected Cities

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

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