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Television Digest

WITH AM FM REPORTS

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GAUGING GROWTH OF THE TV INDUSTRY: TELEVISION DIGEST's quarterly "barometer" of the TV industry -- our 72-page TV Directory No. 8: Television Rates & Factbook -- went into the mails this week to all full-service subscribers. It gauges significant changes since the 64-page edition of last April 1, some worth recapitulating:

As of July 1, exactly 72 stations were operating on commercial schedules (vs. 61 three months ago); 45 CPs outstanding (vs. 59); 338 applications pending (vs. 320). Of the 75 stations whose rate cards are published (3 additional starters being scheduled for July), all but 16 have local AM affiliations, usually common ownership. Rate cards of the 4 networks also list affiliates and prospective affiliates. Noteworthy is fact that station rate cards show trend toward standardized format (NBC and Katz patterns prominent); also that they offer more participation periods designed to attract smaller sponsors.

The 72 operating stations cover 41 market areas containing 21,484,000 families and an estimated 1,858,000 TV sets-in-use. On basis of Census Bureau's average 3.64 per family, that means about half the population of U.S. is now within reach of TV signals. Thus, more than 9 out of 10 families in TV-served areas remain to be equipped with TV sets. Margin really is wider inasmuch as sets-in-use estimate, by NBC as of June 1, includes the many sets in public places.

TV Directory No. 8 lists 106 U.S. and Canadian manufacturers making or planning to make some 500 different models of TV sets -- plus 8 kitmakers, 6 special installation firms, 12 private brands. These are detailed, along with 30 tubemakers, 22 makers of magnifying lenses, 5 transmitter manufacturers. Last April, there were 116 set manufacturers, 7 kitmakers, 8 special installers, 8 private brands. New list omits those who pulled out or never got started, includes many new companies.

Also included in Directory is list of 404 firms syndicating film or live program material to telecasters and advertisers (vs. 376 on April 1); a directory of experimental TV authorizations (including uhf); monthly TV receiver output figures since 1946; pre-freeze allocation table; coaxial-microwave network map, etc.

Note: Extra copies of TV Directory No. 8: Television Rates & Factbook are available to subscribers at \$2.50 each; to non-subscribers, \$5.

WANING DEMAND FOR AM-FM FACILITIES: Whether due to TV or (more likely) to tighter business conditions, mounting broadcasting costs, excessive competition, demand for AM-FM facilities is definitely in a slump. Any consulting radio engineer or attorney will attest to slowdown in AM-FM activity, and so do FCC records. Matter of fact, 12 AM licenses and 19 CPs were turned back to FCC during first 6 months of this year (see AM Addenda 3-A to 3-Z).

Statistics illustrate what's happening. At mid-year, there was net gain of only 52 new AM stations authorized, going from total of 2,131 AMs as of Jan. 1 (1,864 licenses, 267 CPs) to 2,183 as of July 1 (1,965 licenses, 218 CPs). In other words, 1,965 AM broadcasting stations are now in full operation.

That early postwar rush for new AM stations has almost pooped out, is manifest from fact that since Jan. 1 only 92 such applications were filed -- but 78 were dismissed. Improved facilities, however, continue to be sought, though at reduced rate: 99 applications filed, 26 withdrawn. As things stand now (July 1) there are

384 new-station applications pending, 260 for changes in facilities. Six months ago, score was 471 and 252.

In FM, water was really being squeezed out during first 6 months. While 31 new grants were made, 120 CPs and 3 licenses were cancelled. Only 7 new applications came in, while 6 were withdrawn. Nevertheless, number on air increased from 687 to 724. Figures at mid-year are: 361 licenses, 524 CPs and conditional grants (363 on air with STAs), 57 applications (see FM Addenda 2-0 to 2-NN). On Jan. 1, there were 212 licenses, 764 CPs and conditional grants (475 STAs), 85 applications.

FCC TAKES THE BALL ON THEATRE-TV: "Put up or shut up", is purport of FCC's call on Paramount, 20th Century and SMPE July 1 for statements of intent about theater-TV. FCC letter came just after its June 29 action taking away two experimental authorizations from Paramount on grounds frequencies hadn't been used for year. Coincidentally, too, joint New York meeting of TOA-SMPE-MPA heard warnings from TOA's TV chairman Mitchell Wolfson and SMPE's chairman Don Hyndman that movie industry has only 3-5 months in which to justify to FCC its demands for such frequencies.

FCC's letters asked: (1) views on frequency requirements, (2) whether theater TV could not be performed just as well by wire lines, (3) why common carrier couldn't handle signal distribution just as well. This latter idea seems strong in FCC thinking; it specifically alluded to 1945 "Report of Allocations" which suggested common-carrier operation of theater-TV.

Other theater-TV news: DuMont and sponsor Chevrolet will cut Paramount and Comerford theater chain (in Pa.) in on Notre Dame grid games (Vol. 5:23); contracts will be signed shortly approving big-screen showings in New York Paramount Theater and Balaban & Katz's big Chicago Theater, also in one or more Comerford houses. Terms expected to be same as Walcott-Charles prizefight showings (Vol. 5:26), or \$1,250 each...Rumors have either Fabian or Walter Reade chains planning to institute theater-TV in 40-50 houses in New York City area...Of 500 attending SMPE lighting techniques demonstration Tuesday in New York, some 350 were TV and ad executives; demonstration was also seen by Chicago SMPE via DuMont Network, telecast in some cities...SMPE president Earl I. Sponable is in Los Angeles surveying microwave routes for theater-TV experiments with group of Fox West Coast (20th Century) theaters in that area (Vol. 5:22).

PROVIDENCE & CHARLOTTE ARE NEXT: Providence's WJAR-TV starts Sunday, July 10 -- that's now definite, says John J. Boyle, radio manager for The Outlet Co., big dept. store. It will operate 7-10:30 p.m. daily, with test patterns 10-12 a.m. and 1:30-4:30 p.m. NBC-TV programs will be picked off-the-air direct from Boston's WBZ-TV, about 35 air miles away, pending AT&T microwave link promised in September. WJAR-TV thus becomes the 73rd station, Providence the 42nd market area opened to TV.

It's also definite that Charlotte's WBTB will start July 15, test patterns with multiscope having started July 1. These will continue 12 noon-7 p.m.

Three new applications this week: For Asheville, N.C., Channel No. 5, by onetime film actress Mary Pickford, who also recently applied for Durham and Winston-Salem (Vol. 5:17). For Sherman, Tex., No. 6, by 6 Dallas business men represented by Dallas attorney Ross Bohannon, who had also filed for 3 other Texas cities last week (Vol. 5:26); this is new group, however. For Green Bay, Wis., No. 4, by St. Norbert's College (WBAY). [Details on these applications will be in TV Addenda 8-A next week.] Note: There's no TV Addenda this week because TV Directory No. 8, now in mails, brings log of stations, CPs, applications up to date through June 30.

FCC cited San Antonio's KEYL and Phoenix's KTLX for delays in construction, gave them 20 days to decide whether they want hearing or will forfeit CPs. Both are held by same Texas oil group, but KTLX last week reported it was taking in new capital (Vol. 5:26). Minneapolis Star-Tribune (Cowles), holding CP for KTRV, in effect told FCC to take back grant since it can't work out divestment arrangement with Minnesota Tribune Co., owning 14.6% of Star Tribune stock and 50% of Minneapolis' WTCN. FCC had conditioned KTRV grant on end of alleged "interlock", which Cowles interests regard as unfair in view of lack of control -- claiming FCC is thus depriving Twin Cities of TV service they're willing and eager to provide.

Worried lest FCC ignore what they consider allocation practicalities, Haley, McKenna & Wilkinson law firm submitted huge (125 pages) petition Friday. Their principal points: (1) Station should be protected to 2 Mv/m contour over 90% of metropolitan area, 50% of metropolitan receiving locations. (2) 50 kw/500 ft. formula is mythical; smaller cities need less, larger more. They've analyzed all applications, found vast majority asking less than 50 kw/500 ft. (3) Offset carrier should be authorized actually pushing 2 Mv/m contour protection out to about .5 Mv/m. (4) Channels 7 to 13 give less tropospheric trouble than 2-6 and need more power/height for coverage, thus should be allowed more. (5) Power, not height, is the troposphere hell-raiser. Therefore, you can improve primary coverage of stations by allowing higher towers, holding powers same or reducing them. Yet interference to others won't be increased. (6) Directional antennas should be authorized, not to squeeze in new stations, but to increase coverage of existing grants. (7) Don't take half of uhf for same system as present, or you'll kill off chances of improved systems in uhf—not enough spectrum left. And furthermore, there really isn't that kind of demand for uhf.

FCC proposed to move TV remotes, STLs and intercity relays from experimental to regular status this week. Rule would give each station a frequency in each of 3 groups of bands—1990-2110, 6875-7050, 13,025-13,200 mc. Stations would also share 6 frequencies between 12,875 and 13,025 mc with common carriers. Coming perhaps as surprise is assignment exclusively to common carrier of 7050-7125 and 12,700, 12,875 mc bands. Sound channels to accompany above video-only channels range from 890.5 to 910.5 mc. Unattended (remote control) would be permitted, provided operator keeps close tabs on remote station's operation with indicating devices. FCC again reminded stations that inter-city relays are temporary, allowed until common carrier comes along, should be amortized as quickly as possible.

Comr. Webster's reappointment is expected to be cleared for Senate approval after hearing July 6 before Interstate & Foreign Commerce Committee. Reappointment of Webster, whose term ran out June 30, was first held up by unknown questions, since resolved, some Senators (not on committee) wanted to ask. Now, Sen. Tobey (R-N. H.) seems only one left with queries. Guesses are they're about his old sore spots—FM and clear channels. Sen. McFarland (D-Ariz.) is still working on his FCC streamlining bill (Vol. 5:23-25), will need all the breaks to get it through this session.

FCC's interpretation of audio-video rule to insure full use of video (Vol. 5:26) brought complaints from TBA, NAB, several individual stations. FCC answered TBA and NAB with letters giving them until July 20 to file comments, but said nothing about suspending or enforcing interpretation in meantime.

FCC politely shelved TBA's proposal for partial lifting of TV freeze (Vol. 5:25), telling TBA it looks as if there will be channel changes in some cities TBA mentioned and, besides, let's see what new allocation, due shortly, looks like first.

Emerson will have \$25 uhf converter when uhf is in use, president Ben Abrams told distributors in New York this week. But, he added: "It is doubtful that such a change can become effective for at least 2 years." Color, he said, is still 4-5 years off.

NBC affiliates' annual convention has been scheduled for Sept. 7-10 at Greenbrier, White Sulphur Springs, W. Va.

Magnavox was very much in the news this week, or since its stock broke to surprising low of 5 (1949 high, 19%)—but its situation seems to be clarifying, as described to stockholders at June 29 meeting. First of all, it secured extension to Dec. 15 of \$3,550,000 loans. Then, president R. A. O'Connor reported (1) that though in first 3 months of its new fiscal year (March, April, May) it operated in the red (amount unstated), sales that quarter totaled \$4,600,000 vs. about \$4,000,000 for same period last year (profit then, \$125,000); (2) that June sales of \$1,600,000 compare with \$1,000,000 in June, 1948 and this June will be profit month; that he expects rest of 1949 to show profit; that February inventories of about \$8,000,000 have been reduced last 4 months by \$1,250,000; that bulk of these inventories are not in radio-phonographs but in components for radio and TV sets. Mr. O'Connor also asserted belief market for radio-phonos is not "dead"; said Magnavox dealers sold 10,000 such sets in May, double number sold during same month last year.

Zenith Radio's profits dropped for fiscal year ending April 30, amounting to \$2,706,889 (\$5.50 per capital share) vs. \$3,484,515 (\$7.08) for preceding year, according to annual report released July 1. Sales for fiscal year ending April 30 were \$77,146,861 compared with \$79,406,133 for preceding year. Inventories on April 30 totaled \$9,022,877, down \$698,993. They consist mostly of TV materials and have been further reduced since April 30, company stated. Earned surplus account at fiscal year's end was \$10,646,540. *Note:* Annual report devotes page each to "Phonevision" "Theatre Projection Television," promising "merchandising and operations test of Phonevision in the Chicago area" before end of this year and stating Zenith-Rauland have perfected theater-TV equipment that's now ready.

Hoffman Radio Corp., Los Angeles, reporting accelerating TV set sales in West Coast TV areas in which it markets (Los Angeles, San Diego, San Francisco, Seattle), had sales of \$2,582,459 and profit of \$78,421, or 30¢ per share on the 255,051 common shares outstanding, for 5 months ended May 31, 1949. For same 1948 period, sales were \$1,111,355, with loss of \$11,006. June 16 report to stockholders shows H. L. Hoffman, president, owner with wife of 47,167 shares, drew \$42,500 remuneration for 1948; R. J. McNeely, sales mgr., 800 shares, \$14,000; C. E. Underwood, secy-treas., 7,640 shares, \$14,000.

Nickel-in-the-slot TV is subject of experiment by GE and AMI Inc., 127 N. Dearborn, Chicago, juke-box manufacturer (Vol. 5:9). Experiment involves 2 booths in Hoboken (N. J.) luncheonette, with TV sets on wall above each table, 10-in. tube mounted vertically so viewers can see pictures on slanted mirror at eye level. Fee is 5¢ for 3 minutes. Proprietor of eating establishment controls master unit for program. Each "master" set can run up to 20 "slave" units, says GE.

New CBS contract with Madison Square Garden Corp. gives network radio-TV rights to all St. Nicholas Arena fights, all Garden-promoted outdoor championships, out-of-town Garden-promoted fights—but NBC retains rights to fights in Garden Friday nights. CBS recently sold to Garden its stockholdings in Tournament of Champions (Vol. 5:22).

Mounting TV costs, rather than any diminution of AM income, causing CBS to let out about 150 employees next week in move to cut operating expenses by 10%. ABC recently dropped nearly 100 from payroll, NBC about 80.

Chicago Tribune's WGN-TV started transmitting from new antenna atop Tribune Tower Wednesday, after having operated from Chicago News building last 18 months. New location is 180-ft. higher.

Personal notes: Joe McConnell elected executive v.p. of RCA at July 1 board meeting; has been v.p. for finance, having gone to New York from Camden when Frank Folsom became president . . . Frank Folsom sails for Europe on *Queen Mary* July 6, accompanied by Meade Brunet, v.p. of RCA International . . . E. Patrick Toal, ex-GE, joins North American Philips as TV sales mgr. . . . Frederick Coe, ace producer, named NBC-TV mgr. of new program development . . . CBS appoints Hal Hudson mgr. of CBS network TV Dept., Hollywood, Robert Forward replacing him as acting program director of KTTV; Stuart M. Osgood, new director of CBS-TV production; H. Grant Thies, director of film procurement; John J. Derr, asst. director of TV sports . . . Martin Begley, veteran producer, director and writer, named NBC-TV talent procurement supervisor under Charles Prince . . . M. Clay Adams new RKO Pathe commercial and TV dept. mgr., replacing Phillips Brooks Nichols, resigned . . . R. A. Hackbush, long prominent in Canadian radio, elected president-managing director of Stromberg-Carlson Ltd., Toronto . . . William S. Paley, CBS chairman, sailed July 1 to spend 7 weeks in France and Italy. . . Charles M. Odorizzi, ex-Montgomery Ward v.p., joins RCA Victor July 5 as v.p. in charge of service.

Appointment of NAB's Jess Willard as TV director (Vol. 5:18-23) won't be made until after board meeting July 11 at Wentworth-by-the-Sea, N. H. He still hasn't indicated he'll accept. Meanwhile, NAB has been extremely active in TV matters: Willard sent letter to all TV stations warning operators to check music rights before telecasting. BAB is sending out first batch of card file on advertisers who have co-op deals with dealers and distributors (TV items will number more than 150). Sales managers executive committee voted to enlarge TV subcommittee, headed by WOIC's Gene Thomas, new names not yet announced. Legal Dept. fought San Francisco antenna ordinance, got city to eliminate \$2.50 fee.

Some points about retailers' use of TV, made at sales promotion and visual merchandising convention of National Retail Dry Goods Assn. in Chicago this week: TV hasn't produced mass results obtained from newspaper space because of reluctance of retailers to promote low-priced mass-appeal merchandise on their shows, tending rather to prestige advertising, according to M. J. Markowitz, Alexander's Dept. Store, New York. He noted: Newspapers don't get complete attention that TV commands, but can be read and reread, whereas TV message, once missed, is gone forward. Allied Stores' Walter Dennis predicted "syndicate" field in TV will become more important to local advertisers than it has been to radio; Allied's radio-advertising chief added that radio formula ("consistency, quality and repetition") also applies to TV.

Commercial success story from Milwaukee's WTMJ-TV: Single one-minute announcement on 4-4:30 p.m. *What's New in the Kitchen* participating show, June 23, offering a 29¢ plastic whiskbroom free on written request, resulted in 1,239 requests for sponsor Otto L. Kuehn Co., wholesale grocer. Only one TV announcement was carried and no other medium used; return is the more remarkable because June 1 count shows 26,738 TVs in area.

TV rate guarantees for not more than year were recommended by National Assn. of Radio Station Representatives this week to its members "out of consideration for the interests of TV station owners." Understood NARSR didn't like deal General Mills got from ABC for *Lone Ranger* telecasts—guaranteeing rates more than year.

CBS will now sell time for "the expression of opinion on public issues" since it intends to broadcast editorial opinion of own in view of recent retraction of Mayflower decision (Vol. 5:23), president Frank Stanton said July 1.

Network sponsorships and programs: ABC-TV has sold *Hollywood Screen Test* to Best Foods Inc. (Hellman's Mayonnaise, Nucoa Margarine) starting Sept. 3 on WJZ-TV, New York, and to Duffy-Mott Co. (apple juice, jellies) starting Sept. 24 on 6 other stations, Sat. 7:30-8 p.m.; 52-week co-op involves \$200,000 in time and talent . . . B. F. Goodrich's *Celebrity Time* July 3 moved to Sun. 10-10:30 p.m., expands to 13 ABC-TV stations July 17 . . . Ipana expanded its Tue.-Thu. segments of *Lucky Pup* on CBS-TV to 8 stations June 28; Popsicles sponsors Mon., Phillips Soups Tue., Keds resumes Fri. Aug. 12; as of July 7, *Lucky Pup* moves to 6:45-7:15 p.m. . . . *Bigelow Show* with Paul Winchell and Dunninger ends NBC-TV run July 7, goes to CBS-TV in fall; its Thu. 9:30-10 p.m. period on NBC-TV will be taken by Buick's *Olsen & Johnson* at end of summer . . . NBC's *Bell Telephone Hour* has been kine-recorded to determine whether it should be simulcast or put into separate TV production . . . No definite plans yet to telecast Jack Benny, he said when he left New York for Hollywood this week after conferences with CBS and Lucky Strike . . . CBS building up Ed Wynn for TV show, assigning producer Ralph Levy to Hollywood for chore; it will be kine-recorded . . . Talk in trade is that General Foods will spend about half its 1949-50 radio budget on TV . . . Gillette will sponsor July 12 all-star baseball game from Ebetts Field on 14 CBS-TV outlets.

TV station sponsorships: RKO providing its local theaters with trailers on *The Big Steal* for TV placement; also 6 trailers for new promotion of *The Outlaw* to be released in August, thru Foote, Cone & Belding . . . Richfield Oil using film spots on all Pacific Coast stations; also sponsoring *Pantomime Quiz* on KTTV, Los Angeles, and newsreel on KTLA . . . RCA distributor for Oklahoma sponsoring *Telenews-INS* on WKY-TV 5 times weekly . . . Carter Products (Arrid) buys participations in *Six Gun Playhouse* and *Film Theater* on WPIX, New York . . . Reddi-Whip Co. sponsoring *Mrs. Philadelphia Contest* on WPTZ, starting July 7, Thu. 9-9:30 p.m., winner competing in Asbury Park finals . . . Cushman Sons Inc., for bakery products and ice cream, buys 5 one-min. weekly on WABD, New York, following *Small Fry Club* . . . Howard Buick dealers sponsoring *Tele-Word* on Los Angeles' KTTV Fri. 7:45-8 p.m., based on crossword puzzle game.

Comic Fred Allen's dim view of TV is theme of slashing article by Joe McCarthy in July 4 *Life Magazine*. Sample of gag-packed (but serious) criticism: "Aside from the rapid consumption of creative material . . . the thing about TV that makes Allen leery is its current technical shortcomings. The screen on the average set is too small for his taste. He feels that it prevents subtle touches of expression from getting across to the audience. 'The screen isn't the only small thing in TV,' Allen said. 'Smallness seems to be the outstanding characteristic of the whole medium right now. It has small minds, small talents, small budgets. In fact you can take anything connected with TV, and you'll find it so small that you can hide it in a flea's navel and still have enough room beside it for the heart of a network vice president.'"

Correction: Our recapitulation of 1948 advertising expenditures, based on June 17 *Printers' Ink* report, erred in that breakdown of the estimated 1948 total of \$4,830,700,000 was taken from 1947 rather than 1948 column. Here's the correct breakdown, in millions: newspapers, \$1,749.6 or 36.2% (8.1% national, 28.1% local); radio, \$596.9 or 12.4% (7.8% national, 4.6% local); magazines, \$512.7 or 10.6% (5.3% weeklies, 2.8% women's, 1.8% general, 0.7% farm); farm papers, \$20.4 or .4%; direct mail, \$574.5 or 11.9%; business paper, \$230.1 or 4.8%; outdoor, \$132.1 or 2.7%; miscellaneous national, \$578.8 or 12%; miscellaneous local, \$435.6 or 9%.

CUTBACKS SEEN TEMPORARY EXPEDIENT: Cutbacks are the order of the day at most TV set, tube and component factories -- but it's almost impossible as yet to calculate the extent. On the other hand, sales chiefs of some top producers won't concede that the condition is anything but seasonal and temporary, though doubtless aggravated by excessive competition. They're confident current shakedown will result in a stabilized industry (though with fewer set and tube makers) before end of year -- despite currently erratic price structures, illusory bearishness of radio-TV stocks on the exchanges, and talk of recession.

No one we've contacted is yet singing the blues. Nor does any industry leader indicate he thinks output will fail to achieve predicted 2,000,000 this year -- first 5 months having already brought forth some 865,000 units (Vol. 5:26). Actually, Admiral's Ross Siragusa told New York Times last week: "Admiral production is continuing on schedule at the rate of 40,000 units monthly. Naturally, we anticipate a slight decline in July and August but it will not be a sharp one. We foresaw this at the beginning of our year when we set our 1949 goal at 400,000 TV sets. I am confident we are going to achieve it."

You'll be hearing big news soon about new models from leaders like RCA, Philco, DuMont -- some of it timed for major expositions like American Furniture Mart, Chicago, July 5-15; Music Merchants Show (NAMM), Hotel New Yorker, New York, July 25-28; Western Furniture Mart, San Francisco, Aug. 1-6. Later there will be National Television & Electrical Living Show in Chicago Coliseum, Sept. 20-Oct. 9.

SET, PRICE & MERCHANDISING NOTES: Emerson, Bendix and Westinghouse highlighted an otherwise dull summer week in the TV trade -- first 2 announcing new sets, each announcing some price cuts.

Emerson's new line includes 10-in. wood consolette at \$249.95; 10-in. table model with AM-FM and phono-jack, \$269.50; 10-in. console with AM-FM-phono and 45rpm, \$369.50; 16-in. table, \$399.50. Planned are 12½ and 16-in consoles with AM-FM-phono and 45rpm, not priced. Emerson also reduced 7-in. portable from \$179.95 to \$169.95.

Bendix has new 10-in. consolette at \$239.95 with 16 tubes and expanded picture. Its plastic \$199.50 table model (Vol. 5:21) will be known as Shamrock, pilot model having been built for prospective bulk order for millionaire Glenn McCarthy's fabulous 1400-room Shamrock Hotel in Houston. Bendix also has consolette with 12½-in. tube to show, but hasn't priced this yet nor decided on production. Continued are its 10-in. \$259.95 table model, and its console with AM-FM-2 speed phono originally priced at \$625, then cut to \$499.50, now \$399.95.

Westinghouse cut its 10-in. table model from \$269.95 to \$249.95, consolette from \$369.95 to \$299.95; also has reduced 16-in. console from \$599 to \$499.95. Prices of new 10 and 12-in. table units (Vol. 5:23) were also announced as \$259.95 and \$325, respectively...GE's first 16-in. set, consolette ensemble (receiver with matching table), is priced at \$495, due for July shipments...Arvin Division of Noblitt-Sparks, makers of small radios, in trade ads announces entry into TV manufacture with line of 10, 12 and 16-in. models to be introduced at Chicago Furniture Mart, no prices or data yet...Hallicrafter's new line, to be marketed through regular distribution channels, will be shown at Chicago Furniture Mart next week, consists of 10, 12½ and 16-in. wood table models, 12½-in. consolette, 16-in. console, 16-in. in better furniture -- all still unpriced. Deliveries will begin Aug. 31.

Reports Pilot was closing out its 3-in. Candid TV were branded false by v.p. E. L. Hall, who tells us it's still being manufactured. Tiny-picture set is listed at \$99.50, but was being offered at \$59.95 by New York's Davega chain and Macy's, which Mr. Hall found "incomprehensible" in view of dealer's price at \$77.60.

Correction to Trade Report in Vol. 5:26: Federal Television has 3 new 16-in. sets -- table, \$349.50; consolette, \$399.50; console with AM-FM-3 speed phono, \$499.50...Zetka Television Tube Inc.'s entry into large-sized picture competition (Vol. 5:26) is 16-in. flat-faced glass tube that's 1-in. shorter than 15-in. glass and 2-in. shorter than 16-in. metal-coned...Watch for more about that shorter, stubbier, lighter 20-in. tube we reported on last week...Trav-Ler breaks ad campaign in

all TV areas in latter August, thru Jones Frankel Co., Chicago agency...Templetone, New London, Conn., has ceased making TV sets.

Merchandise notes: "Name your price on any famous make Television and we'll try to meet it," captioned ad of Time Square Stores chain in Wednesday's New York Times; ad offered discounts from "20% up to 70%" on 2,072 sets, listed 9 brand names (Admiral, Crosley, Emerson, GE, Motorola, Olympic, Philco, RCA, Trav-Ler), stated that some were floor samples, some in sealed crates, all fully guaranteed...Price guarantees for 30 days from time of new TV set purchase, is new policy announced by Emerson. Company will rebate to dealers any reduction in price ordered during such period; dealer in turn is required to rebate customer...Second Lyratone TV set, made for Brooklyn's Abraham & Straus store by Sightmaster (Vol. 5:22), is 15-in. console for \$339...Macy's New York has 15-in. private label Artone for \$379...Spiegel Inc., Chicago mail order house, has 4 private-brand sets (Aircastle) listed in fall catalog now in mails: 7-in. portable and 7-in. table models, \$124.95; 10-in. table, \$174.95; 12-in. table, \$229.95...Private label Delco, made for General Motors' United Motors Service by Hallicrafters, reported to have new 16-in. console at \$595, with other new models due in August and September...DuMont using "Telecruiser," its \$100,000 TV studio on wheels, to hypo sales. It's parked in front of dealers' stores, where camera chain is set up to televise crowd and store, 2 receivers operating on sidewalk and one on truck so crowd can watch.

* * * *

Increasing number of private-label TVs is indicated in our July 1 TV Directory No. 8, whose section on manufacturers and receivers lists 12 such brands as compared with 7 last April (when Muntz was erroneously listed as private brand). List may not be complete (for new ones are cropping up regularly) but it includes: Montgomery Ward's Airline, Spiegel's Aircastle, Affiliated Retailers' Artone, Vim's Bestone, General Motors' Delco, Firestone's Firestone, Lafayette-Concord's Lafayette, Abraham & Straus' Lyratone, Davega's Raleigh, Sears Roebuck's Silvertone, Sunset Electrical Co's Sunset, Western Auto's Truetone.

VHF-UHF 'COLD FRONT' GETTING WARM: FCC holds firm to target date of July 8 (next Friday) for issuance of its major attack on freeze -- proposed vhf-uhf allocations plus statement on rules and standards. It will propose channels for virtually every city with AM or FM stations.

JTAC has given FCC its approval of Ad Hoc report, saying just about what Ad Hoc itself said: report is limited, but no one could do any better. Then JTAC has set up subcommittees to scrutinize new proposed allocation and rules, to suggest stand JTAC should take at fall hearings. Committeemen are: Siling and Jett on allocation, Smith and Fink on color, Hogan and Bown on Bell Labs' request for 475-500 mc mobile communications system. July 19 is tentative date for their reports, depending on when FCC issues proposal.

Offset carrier will be demonstrated July 6-7 at RCA Princeton Labs, with 100 or more observers on hand. JTAC is particularly interested in subjective reactions to picture improvement. ABC is now showing active interest, particularly since Wilmington's WDEL-TV took to air, between New York's WJZ-TV and Washington's WMAL-TV -- all on Channel 7. The way everyone's figuring it is that any improvement, even if less than claimed by system's proponents, is worth a few new crystals.

New England offset operation has brought kudos from Jerome Respass, La-Pointe Plascomold Corp., Unionville, Conn., whose business was almost killed off by troposphere. He makes long-distance receiving antennas and has complained vigorously to FCC, Congress, RMA, that FCC's existing allocation was a terrible mistake. Now, however, he writes us: "I am pleased to report that the results [of offset] have been very gratifying and that reception from any one of these 3 stations [WBZ-TV, WRGB, WNBT] is now quite satisfactory." Also, "situation between WCBS-TV and WMAR-TV is very much improved." However, he'd like to see New Haven's WNHC-TV and Philadelphia's WFIL-TV offset on Channel 6, same with Newark's WATV and Baltimore's WAAM on No. 13. He's also somewhat troubled by summertime freak 500-600 mi. transmissions (Vol. 5:23), suggests offset even for stations separated that much.

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NBC PICKS PAT WEAVER, TO SPLIT AM-TV: NBC is trending inevitably toward division of its Television and Sound setups into separate and distinct organizations with their own sales, program and technical staffs. That's the logical result to be expected from its current Booz, Allen & Hamilton management survey. And this week's appointment of Sylvester M. (Pat) Weaver Jr. as v.p. for TV is step in that direction. Weaver quits Young & Rubicam Aug. 1, along with his personal assistant Frederic W. Wile Jr. He takes over post that Hollywood v.p. Sidney Strotz held for a time; now TV operations chief Carleton Smith and staff will report to him. Later, his department will become wholly self-sufficient -- possibly even competitive with NBC-AM -- though under common management. That Pat Weaver is eminently qualified for big job, is manifest from his record first as Don Lee program director, which he left in 1935 to produce Fred Allen and other shows for Young & Rubicam; then as radio ad chief for Lucky Strike, 1938-47 except for 4 years of war service; then last few years back at Y&R where he handled such network TV accounts as Arrow, Bigelow, GE, General Foods, Gulf, Lipton, Time-Life; plus spots for Borden, Goodyear, Simmons, Sterling.

FCC's TV INTENTIONS—FACTS & GUESSES: FCC's detailed end-of-freeze proposals will be out Monday. That's definite, since it was approved late Friday. The usual rumors about contents of proposals, some quite reliable, others not, whipped about town even as Commission decided what they were. We'll publish the detailed allocations and data when issued. Meanwhile, for your own speculation, here are some of the more substantial rumors of Commission's intentions -- not verifiable at FCC:

- (1) Power/height maxima: 100 kw/500 ft for vhf, 200 kw/500 ft for uhf.
- (2) Co-channel separation of 220 mi., adjacent channel 110 mi., for both vhf and uhf, meaning that many non-granted but eagerly-sought vhf channels are deleted from present allocation.
- (3) Offset carrier for extending coverage, but not for closer station spacing.
- (4) Addition of 43 uhf channels, numbered from 14 to 56 -- 33 to be allocated now, 10 reserved for community station assignments and for later demand. Vhf and uhf are intermingled.
- (5) "Open door" for 6 mc color ajar same degree as before (Vol. 5:22 et seq).
- (6) New methods for computing service and interference (Vol. 5:26).
- (7) Only 3 existing grants to be shifted to different vhf channels.
- (8) Simple directional antennas permitted (possible 10-to-1 suppression).
- (9) Discussion of issues for forthcoming hearing beginning probably late August.

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If you have any idea color is a minor issue in the whole TV freeze problem, you should read transcript of Wednesday's 3-hour Senate committee hearing on Comr. Webster's reappointment. It's almost all color. Senator Tobey (R-N. H.) lit into Webster with a list of 252 questions apparently directed at: (1) Showing that TV industry, principally RCA, is villain holding back color while exploiting black and white. (2) Getting assurance FCC will do more than talk about color, but will actively labor for it. Hearing isn't over yet; it resumes Wednesday (July 13) but Webster's chances are considered good for confirmation.

Flavor of hearing can be sensed from such questions as: Have you heard talk

that RCA and CBS are dickering to give RCA rights to CBS's color? Webster said he hadn't. What if industry doesn't come forth with information on how to produce color compatible with present receivers; would you subpoena them? Webster couldn't visualize industry failing to produce data at hearing, but said he'd be for subpoena if necessary. Doesn't this compatibility idea favor RCA's patent claims? Not that he knew of, replied Webster. Wasn't FCC ready to fire acting chief engineer John Willoughby a few weeks ago because he's for color and against RCA? Webster said he knew of no intentions to fire Willoughby.

A torrid inquisitor, violent critic of RCA, close friend of FM inventor Maj. Armstrong, Sen. Tobey probed deeply into Webster's concept of obsolescence -- seeking (in vain) to get admission present sets would be obsolete when uhf and/or color is authorized. Scope of questioning included movie and newspaper ownership of TV, even opinions on ranking of prominent radio engineers. Webster volunteered names of Prof. Everitt and Armstrong as tops. How about Jolliffe, Jansky? asked Tobey. Right up there, too, Webster replied.

It was Webster's tough luck to have his reappointment come up at this particular time. Any other commissioner would probably have faced same rugged treatment from Tobey, abetted by Chairman Johnson. In his quiet-spoken but bluntly frank way, Webster handled himself well -- but it was a pretty rough voyage for the veteran engineer and wartime communications chief of Coast Guard.

CAROLINA COVERAGE & OTHER TV NOTES: Charlotte's WBTB is all set for July 15 bow, reports its test patterns since July 1 not only cover 50-mi. radius but are being picked up well in such Carolina cities as Asheville, Winston-Salem, Greensboro, High Point, Raleigh, Spartanburg, Greenville, Columbia -- and even in Augusta, Ga., and Johnson City, Tenn. Well-heeled TV adjunct of 50-kw WBT (owned by powerful Jefferson Standard insurance interests) will program daily 6:30-9 p.m., with patterns and multiscope 12 noon-6:30.

Providence's WJAR-TV definitely debuts July 10, so WBTB will be station No. 74 on the TV roster. [For rates and data of both, see TV Directory No. 8.]

A third application for Durham, N.C., was filed this week -- by WDNC-Durham Herald & Sun, seeking Channel 4. [For details, see TV Addenda 8-A herewith.] Added to list of CP holders cited for delays in construction was KTVU, Portland, Ore., projected by group of Hollywood radio men who got CP April 29, 1948. WJAX-TV, Jacksonville, Fla., cited last May for delay (Vol. 5:19), was set for hearing Sept. 21. And FCC law dept. is objecting to examiner's recommendation to grant extension of Raytheon's WRTB, Waltham, Mass. (Vol. 5:26), which CBS is particularly anxious to see get going in order to secure an exclusive Boston affiliation.

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Notes on upcoming new stations: KRLD-TV, Dallas, building downtown quarters opposite Times-Herald plant, now says it expects to get started Oct. 1...WOW-TV, Omaha, starts test patterns July 11, running 10-12 noon and 2-4 p.m. weekdays; Sept. 1 is T-Day...Kallett Theaters' WKTU, Utica, N.Y., to debut in September, is placing series of full-page ads in local newspapers to tell about forthcoming station, receivers, antennas, etc.; also to urge public to buy sets now, since they can already pick up Syracuse's WHEN. Dealers are cooperating enthusiastically (also doing lots of advertising) and 1,000 sets are already reported in use in the area.

Though proposed decision would deny Crosley's purchase of WHAS Inc. (Vol. 5:26), FCC now proposes to give Louisville Courier-Journal until Feb. 1, 1950 to build WHAS-TV, also cited for delay (Vol. 5:10); Crosley intends to fight decision ...Sept. 11 test date still looks good for Kansas City Star's WDAF-TV, which has issued Rate Card No. 1 effective Nov. 1, though expects to take commercials well before that; base rate is \$250...Columbus' WTVN, also due in September, has issued rate card with \$150 base...ABC's KECA-TV, Hollywood, finally sets Sept. 16 as debut date, coinciding with first UCLA-USC home grid games it has signed...We erred in reporting (Vol. 5:26) that new WDEL-TV, Wilmington, would be affiliated with all 4 TV networks; it's tied up, thus far, only with NBC, DuMont -- and other Philadelphia outlets, claiming coverage, are opposing its effort to sign with ABC and CBS, too.

Offset carrier was guinea-pigged by JTAC at RCA Princeton Labs this week, testing some 100 people for degrees of interference they can detect and tolerate. We went up and came away frankly impressed by offset carrier. JTAC hasn't yet reported its conclusions to FCC, but it was evident they liked evidence they were gathering. For example, we watched offset completely erase venetian blind Washington's WNBW placed on New York's WNBT, same with Baltimore's WMAR-TV and New York's WCBS-TV. New York and Washington are 205 mi. apart, New York and Baltimore 172 mi., and Princeton is 42 mi. from New York. ABC engineers John Preston and Robert Morris seemed really sold on offset as they watched venetian blind ripple through New York ABC station WJZ-TV picture, caused by Wilmington's WDEL-TV and Washington's WMAL-TV. They'll offset them as soon as crystals are available. Only about 15 people had been tested when we left, but evidence leaned in these directions: (1) Improvement of better than 20 db with offset seemed probable. (2) Difference between offsetting stations 10,500 cycles and 7,875 cycles seemed negligible.

Divide NAB into AM-FM-TV divisions, is sentiment of more than half broadcasters queried in survey reported in July 4 *Broadcasting Magazine*, which has been increasingly critical of NAB leadership in recent months. Additional 25% think NAB ought to merge with TBA and FMA, only 14.8% believe no change in structure necessary, 10.6% that NAB should be an AM-only association. Interesting was answer to question on fairness of NAB: 41.3% said NAB gave proportional representation to all segments of broadcasting, exactly same number said No (but 60% of non-members said No). Of those who said No, 31.7% thought TV was overemphasized, 26.8% said networks, 17.8% independents. NAB's structural organization is scheduled to get the treatment at July 11 board meeting at Wentworth-by-the-Sea, N. H., at which time also TV director may be named. NAB executive v.p. Jess Willard, in all but name already acting as TV chief, is on vacation, won't be back until end of July.

Spyros P. Skouras to 20th Century-Fox stockholders, with latest quarterly report: "Television deserves separate discussion . . . regarding its impact on the motion picture. [Television] development can go forward only as a part of the motion picture field and [the] great commercial success of TV will come through the theatre, because *all theatres of the country some day will be equipped with large TV screens.*" [Italics ours, see also Vol. 5:26]

Radio station prices have declined as much as 50% during last 2 years, yet radio isn't a "dead duck" by any means. That's opinion of Albert Zugsmith, executive v.p. of Smith Davis Corp., radio-newspaper brokers, as stated to *Advertising Age*. Main reason for plummeting station prices is that most owners had fixed "fantastic" prices on their properties; also that FCC has authorized more stations in some communities than they can support.

Extent of slump in TV-AM-FM transmitter business is shown in RMA first quarter statistics: only \$1,622,468 in orders received, \$1,490,930 in sales billed—not a cent of it TV. Govt. orders are only bright spot. First quarter orders received amounted to \$37,342,885, sales billed \$32,353,433. Figures for same period last year were \$11,448,007 and \$18,053,969, respectively.

Reason England can sell 9-in. table TVs at \$150, Emerson's president Ben Abrams noted on recent visit, is that they tune in only one channel. Though it started TV many years before U. S., Britain has only about 100,000 sets in use and present 13,000 per month output exceeds demand.

So you want to own a TV station? "TV: The Money Rolls Out" aptly titles article in July *Fortune Magazine* calling TV "the most dynamic single element in the entire American economy" and predicting "within a few years—perhaps 5—it will be one of the first 10 industries of the U. S." To readers of our reports, there's little new in way of statistics and conclusions that *Fortune* presents, but its sprightly treatment of "hard business facts about the huge new industry whose rate of climb is matched only by its dollar losses" makes fascinating reading. Actually, article is sort of handbook for prospective TV enterprisers, emphasizing TV's bigness (at least twice as costly as radio, requiring 2 of everything); its deficits (*New York News'* WPIX with income of nearly \$100,000 a month losing over \$100,000 a month). "Indeed, they [telecasters] are proud of their losses—a state of mind that seems un-American . . . losses are magnificent, epic, reaching out to new frontiers of red ink."

Zenith's management has concluded "that some separate and independent entity should assume the burden of promoting Phonevision and bringing about its acceptance"—and so has proposed to stockholders that at July 26 annual meeting they authorize contract with newly formed Teco Inc. (Television Entertainment Co. Inc.) for that purpose. Authorized capital is \$1,000,000 (10,000 shares at \$10 per share), and Zenith officers have started off by subscribing to \$10,000 worth: Comdr. E. F. McDonald, 590 shares; Irving Herriott, director, 194; Hugh Robertson, executive v.p., 76; Frank A. Miller, director, 100; Ralph Hubbard and Karl E. Hassel, directors, 20 each. Zenith contract gives Teco 7 months to sell rest of stock. Proxy statement also says: "Phonevision has from time to time been explained and demonstrated to various telephone companies, motion picture producers, television broadcasting organizations and others. While many of these organizations have expressed interest, up to the present time it has not been possible to procure their adoption of the system or any agreement to use it or put it into operation."

Consent judgement against Scophony-Baird Ltd., British firm formerly known as Scophony Ltd., was entered in Federal district court in New York this week, ending Dept. of Justice action pending since 1945. Company agrees to dispose of interest in Scophony Corp. of America, allegedly set up to hold TV patents in western hemisphere; also agrees not to allocate markets or restrain competition. Scophony Corp. of America, Paramount Television Productions Inc. and General Precision Equipment Corp. consented to similar decrees last January.

Rorabaugh Report on June network TV advertising shows \$905,547 in billings, down from May's \$1,010,518 and bringing January-June cumulative to \$4,416,605. Biggest June expenditures: Admiral, \$50,710; General Motors, \$48,990; Chesterfield, \$45,810; Ford, \$44,670; DuMont, \$43,380; Camels, \$41,240; RCA, \$34,980; Old Gold, \$34,960; General Foods, \$33,320; Texaco, \$28,200.

Reason for only 25 FM-only sets reported in RMA May production (Vol. 5:26), explains FMA, is fact Zenith inadvertently lumped those sets with its AM-FM. Zenith says June production of its FM-only "Major" passed five figure mark. Company has also made trial run of FM sets for autos; they're powered by converter plugged into cigarette lighter socket.

"TV as an Advertising Medium," Commerce Dept. study covering 41 existing TV markets, is due within 10-14 days. It's compiled by Philip A. Bennett, Office of Domestic Commerce.

Personal Notes: FCC chairman Wayne Coy returns Aug. 19, sailing from Southampton on *Ile de France* Aug. 13 . . . Everard W. Meade now v.p. and director of Young & Rubicam radio dept. taking over from Pat Weaver, new NBC v.p. for TV . . . John Sirica now member of Hogan & Hartson Washington law firm . . . Keith Kiggins back in station consulting, leaving Television Associates Inc., Chicago equipment firm, but retaining stockholdings therein; Capt. Wm. Eddy now running company . . . George R. Sommers, ex-Pacific Coast sales chief for Sylvania, now asst. to C. W. Shaw, gen. sales mgr., Radio Tube Division . . . Warren Wade quits NBC-TV to become program director of WPIX, New York . . . James T. Buckley, Philco president 1939-43, new chairman of board to succeed late John Ballantyne.

TV sponsorship notes: Hoffman Radio Corp. signs with ABC-TV to sponsor all home grid games of UCLA and U of So. Calif. on KECA-TV, Los Angeles, starting Sept. 16 . . . Filming of TV versions of *Lone Ranger* started July 7, daily takes being shown to technicians; General Mills sponsors 52-episode series on ABC-TV starting in fall . . . Shaeffer Pen reported probable sponsor of Felix de Cola's *Enchanted Piano*, now on Los Angeles KTLA, plans being to film it for network . . . Marcus Breier Sons Inc. (Bantamac jackets) includes TV in new ad plans, thru Chernow Co. Inc. . . . Eastern Airlines sponsoring Telenews-INS newsreel on WSB-TV, Atlanta . . . Ballantine Ale to sponsor CBS-TV telecasts of Wed. night boxing from St. Nicholas Arena starting Oct. 5 . . . Forstner Chain Corp. (wristwatch bands, costume jewelry) buys *WNBT Weatherman* Thu. and Fri., 10:30, 26 weeks.

TV program notes: Nostalgia stuff being featured by *WNBT*, New York, in *Yesterday's Newsreels*, 15-min. films of historic events from early 1900s to present, Tue. & Fri. 11:30 p.m.; on *WMAR-TV*, Baltimore, *A Year Ago Tonight*, films of front-page news of same date last year, Fri. 7:15 . . . Case histories of neuroses with experts as judges feature *Theater of the Mind* on NBC-TV, starting July 14, Thu. 9:30 . . . NBC-TV's *Candid Camera* now Thu. 9, CBS-TV's *Ted Steele* now Mon.-Fri. 7:15-7:30 . . . Hunting and fishing news, interviews etc. on CBS-TV as *Your Sports Special*, Mon.-Fri. 7-7:15 . . . *News and Clues* titles new show on *WABD*, New York, with news commentator George F. Putnam, Mon.-Fri. 12:30-1 p.m.; opens with summary of day's news, then Putnam phones viewers to ask questions about news and awards prizes for correct answers.

Interesting trade angles in Newell-Emmett ad agency's latest "Videotown" survey based on town of 40,000 pop. within 35-40 mi. of New York City (see also story on p. 4): Set ownership increased in year from 208 to 1,241. Average price paid was \$384; 40% of sets were financed in 1947, 42% in 1948, 44% in 1949; table models accounted for 64.8%, consoles 18.9%, combinations 16.3%. During first 1949 quarter, 12-in. and larger accounted for almost 50% of sales. Thirty brands were represented, unnamed 2 accounted for 40%.

Metered TV got blessing of first major manufacturer this week when Crosley began selling sets with "Visimeter" device in Cincinnati and announced that New York market would have same thing next week. Similar to last generation's pay-as-you-use gas meters, and once used by some refrigerator makers, device permits hour of TV for 25¢, money being collected periodically by dealer and applied against purchase price of set.

Significant trend in broadcast practices: CBS is tape-recording TV sound of Monday's *It Pays to be Ignorant*, then repeating show aurally on Tuesdays. NBC plans same for *Who Said That?* when it returns in fall.

Life of Philo Farnsworth, titled *The Story of Television*, is recent 266-page book by George Everson, the inventor's discoverer and subsequent business associate. As Everson relates story of Farnsworth, a Mormon boy on a Utah farm with a dream of all-electronic TV, there seems little question about the authenticity of the man's genius. Apparently only real competition he recognized came from RCA's Vladimir Zworykin. Now only 43, Farnsworth is described at book's end (as of 1948) as considerably recovered from long illness stemming from nervous breakdown, working enthusiastically on new tube and optical system for brighter, more compact projection receiver. Publisher is W. W. Norton & Co. Inc., 101 Fifth Ave., New York (\$3.75).

"The American Market—by 1960" will change radically, avers NBC research chief Hugh Beville, Jr., in a thoughtful article thus titled in July 1 *Printers' Ink*. Among reasons: More than 5 of every 10 adults will be high school graduates, which means greater comprehension, wider interests. Each year brings more uniformity in tastes, belief, behavior. More population will be concentrated in metropolitan suburbs and on West Coast. There will be fewer farm workers, more women workers. Wealth will be shared more equally, people will have more leisure, families will be smaller.

Reporting long-distance TV reception has become something of a summer fad (Vol. 5:24). Here's some more: *WNBQ*, Chicago, to Phoenix, 1,450 mi.; *WMCT*, Memphis, to Phoenix, 1,200 mi.; *KSL-TV*, Salt Lake City, to Iowa, Minnesota, Missouri, Illinois; *KNBH*, Los Angeles, to Fair Play, Mo., 1,440 mi., to Frederick, Okla., 1,110 mi., to Ft. Smith, Ark., 1,375 mi. New England has received *WBRC-TV* Birmingham; *WMCT*, Memphis; *WTTG*, Washington; *WAGA-TV*, Atlanta. Johnstown (Pa.), area has picked up *WTMJ*, Miami, and *KLEE-TV*, Houston.

Sorely needed data on receiving antenna installation, design, etc., for servicemen is beginning to come through, latest publications being *Television Antennas* by Donald A. Nelson, published by Howard W. Sams & Co. Inc., 2924 E. Washington St., Indianapolis (\$1.25); *TV-FM Antenna Installation*, by Ira Kamen, of Commercial Radio Sound Corp., and Lewis Winner, of Bryan Davis Publishing Co., book's publisher, 52 Vanderbilt Ave., N. Y. (\$2).

Latest in TV gadget line is "Telespex," pair of spectacles which cuts down glare from TV set, same as ordinary filters, also reduces headlight glare for "safer night-driving." It's advertised by Radio Merchandise Sales Inc., 550 Westchester Ave., New York 55, N. Y., in June issue of *Radio & Television Journal*.

To ease TV set servicemen's job, RCA has new "Pict-O-Guide" handbook with photographs showing how common troubles manifest themselves on screen. Repairman can compare actual troubles with pictures, speed up location of faults. Handbook can be obtained from RCA Tube Dept., Harrison, N. J., or RCA tube distributors.

Read "Come the Revolution: Radox" in July 9 *Billboard* for good sizeup, illustrated, of electronic system of measuring audience, TV as well as AM, developed by Sindlinger & Co., Philadelphia. As we did after seeing it last year (Vol. 4:49), *Billboard* hints this method may make "Hooper and Nielsen old hat."

DuMont's uhf converter to tune 475-900 mc continuously, first described by R. F. Wakeman at Cincinnati IRE meeting (Vol. 5:18), is subject of article by Wakeman in July *Electronics*.

Sylvania Electric has compiled TV tube-complement chart, listing 148 models of 43 manufacturers; it's available from Advertising Dept., Emporium, Pa.

WHAT THE FURNITURE MART REVEALED: More dizzying arrays of new TV models are in prospect for fall market. That's the one big impression we carried away from Chicago Furniture Mart this week, supported by reports from the trade at large and talks with manufacturers. It looks almost like an overhaul of present receivers is in prospect, emphasis for the moment being (1) on unloading inventories while (2) factories gear for new production lines.

Furniture Mart turned out handful of only 9 TV set makers, most candidly admitting they were merely showing "interim models." Only 3 displayed new lines: Arvin (Vol. 5:26), Hallicrafters (Vol. 5:27), Sparton (see page 4). Exhibitors made no bones about disappointment over sparse attendance at steaming Chicago mart.

Yet almost to a man they expressed confidence, held belief that current sales slump is due to summer doldrums (vacations, poorer programs) and such confusing factors as changing prices, picture sizes, uhf, color. All look to fall for sharp upturn in sales. Many new models and lines will begin emerging next month, maybe a few at New York Music Merchants Show July 25-28. Aside from confidence in upsurge in demand, what most impressed us at Chicago show were:

(1) More and more makers showing sets with switches permitting optional rectangular or circular pictures -- Westinghouse and Zenith joining such other previous displayers as Belmont, Garod, Hallicrafters, Stromberg (TV Directory No. 8). Indeed, Zenith sales staff explained away company's retreat from circular-only picture (Vol. 5:26) by stating that truncated circle picture, which practically all now have, can be attributed directly to Zenith's publicity pitch for big, round picture.

(2) Motorola plugging hard on portables for summer viewing, as answer to seasonal sales decline. Among others pushing portables (TV Directory No. 8): Belmont, Crosley, Emerson, Hallicrafters, Meck, Sentinel, Tele-tone -- and private brands Aircastle (Spiegel), Airline (Montgomery Ward).

(3) Manufacturers shooting for smaller price spread between models with different picture sizes, and between tables and consoles. Spread used to be \$100 or more, now seems to be trending nearer \$50.

(4) Dealers invariably demanding higher markups, getting them from lesser known (and factory-to-dealer) brands -- and so contributing to rash of price-cutting. Crosley announced 6% increase in distributor discounts on TV sets, sales manager W. A. Blees recommending they pass it on to dealers.

(5) Furniture makers showing impact of TV by their displays of sectional sofas, swivel chairs, rotatable table tops, etc. TV section of show's market book listed 28 furniture manufacturers. Salutary effect of TV on sales of furniture and household wares was theme of talk by RCA's Joe Elliott before July 6 meeting of National Wholesale Furniture Salesmen's Assn.

TV set makers exhibiting at Chicago Furniture Mart: Arvin, Bendix, Hallicrafters, Philco, RCA, Sparton, Stewart-Warner, Westinghouse, Zenith. Additionally, Crosley and GE displayed at nearby Merchandise Mart.

TRENDS & TOPICS OF THE TV TRADE: If there's one basic trend discernible in the TV trade, it's the increasing number of under-\$250 table models with 12½-in. picture tubes. In addition to Sparton and Starrett, which announced such sets this week, our TV Directory No. 8 lists them for Garod, Hallicrafters, Jackson, Meck, Philharmonic, Regal, Telequip, Vidcraft. Still unverified is report RCA's new line will have 12½-in. models; RCA makes such tubes but hitherto has plumped mainly for 10 and 16-in. And it won't be surprising if Philco's new line competes in this size. Bulb and tubemakers also report demand for 12½-in. is up in an otherwise depressed market.

Philco's distributors' convention, where its new sets will be unveiled, has at last been scheduled: July 25-26 at New York's Waldorf-Astoria. This news coincides with July 7 announcement that dynamic and popular 47-year-old Jimmy Carmine, who started with Philco in 1923 as Pittsburgh district salesman, has been promoted from distribution v.p. to executive v.p. -- top dog after president Balderston.

Open secret in trade is that RCA has cut down length of 16-in. metal-coned tube, which should be reflected in its own and other manufacturers' product by way of smaller cabinets, lower prices, etc. RCA officials won't confirm or deny. Only

other tube-maker known to have stubbier tube is DuMont (Vol.5:26), which will announce new 19-in. receiver within few weeks.

Notes on new sets and prices: Sparton's new line has prices of \$199.95 on 10-in. table model, \$249.95 on 12½-in. table, \$319.95 on 12½-in. console. Price of 16-in. console is cut from \$495 to \$449.95. Brand new is 16-in. console with AM-FM at \$499.95. Deliveries are scheduled for August, production geared for 4,000 sets per month...Muntz selling 400 sets per week in New York area, now planning to move into Philadelphia, Boston, Detroit, according to Retailing.

Starrett enters low price field with 12½-in. table at \$249.95, 16-in. table \$349.95, 16-in. console \$399.95 -- all in addition to regular period furniture line (TV Directory No 8)...Tech-Master Products Co. has \$168.50 price on its 10-in. kit, \$184 on 16-in. kit, both less CR. Also offers 10-in. table "Videola" with FM, \$325; 16-in. console with FM, \$475; and under same name has line of 10, 12, 15-in. chassis at \$275 and 16, 20-in. chassis at \$285...Reeves Soundcraft Corp. (Tele-Video) has new large-screen commercial Videon console with AM-FM at \$3,325.

New TV sets and lines will come soon from Admiral, DuMont, Motorola, Philco, RCA, Stewart-Warner, Zenith...Zenith line, it's said, will be "completely new" and competitively priced...Unverifiable, but bearing ring of truth and emanating from components sources, is report Zenith purchasers are buying many miniature components for lab men working on tinier and tinier TV chassis; best guess is it contemplates small lightweight portable unit, possibly with 8½-in. tube, V or built-in antenna.

As did DuMont a few months ago (Vol. 5:18), Hallicrafters has decided to sell through regular distributors instead of direct to retailers, is now appointing...Philco shuts down for vacations July 15-Aug. 7; Admiral and Zenith, July 18-30...Zenith created little stir with last word on "uhf" and "obsolescence" ad controversy (Vol. 5:11 et seq), releasing July 6 trade ads reading: "Zenith Told You and Your Customers The Truth About Television! The FCC announced on May 26, that it expects to open new ultra high frequency channels this year. Thus -- as Zenith predicted -- when you sell Zenith Television, your customers are protected for the proposed new channels. Yes, Zenith told you -- and America -- the truth about Television."

TV's INROADS—MEBBE YES, MEBBE NO: More TV "impact" surveys and conclusions:

Duane Jones, the ad agency head, had cheerful words for Newspaper Advertising Executives' Assn. meeting in New Orleans last week. He polled several thousand people who had sent in box tops or labels in response to TV offers, found 24% said they read newspapers less since getting TV sets. Six months later, only 16% of same people reported reading less.

Further, said Jones, indications are TV works hand-in-glove with newspapers in ad campaigns, same as radio does -- instead of getting TV's pull plus newspapers' pull, you get both with a bonus because of their interaction. In fact, 66% of his pollees said they read up in newspapers on details of something they'd seen on TV. Full 35% stated they've increased perusal of sports pages. Theater page is read less, however. "And you can understand this," said Jones, "because TV is really in direct competition with the theater."

Jones' survey, plus other recent newspaper vs. TV polls, impelled July 2 Editor & Publisher to take heart editorially, observe "TV is not going to spell the doom" of newspapers. E&P concludes, as does virtually every other observer sensing TV's competition, that a better product is best insurance against inroads.

Only other TV-affected activity Jones touched on was movie-going: 84% of his respondents said they went less since TV. A recent big TV vs. movie survey was conducted May 10-June 26 in Los Angeles by Hal Evry, Woodbury College professor, collaborating with Foote, Cone & Belding. As reported in July 5 Variety, his students interviewed 1,800 sets owners, found 66.2% reporting less movie attendance. Also, novelty of TV doesn't seem important factor: after a year, only 6% reported drop in viewing. Likewise tending to refute novelty theory is Newell-Emmett's second Video-town study of unnamed model town (40,000 pop.) 35-40 mi. from New York. After a year's lapse, interviewers queried all of town's 1,241 set owners, detected "only a slight drop in usage."

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PRINTED COPIES OF THE FCC REPORT: Last Tuesday, we sent you who are subscribers to our full services, printed copies of Supplement No. 64 containing full text of FCC's Proposals Regarding VHF-UHF Rules and Standards with Table of TV Channel Allocations by Cities, as released previous day. Our 16-page Supplement, printed, makes much easier reading and reference (particularly the allocation tables) than FCC's 76-page mimeographed release. It also contains a substantial number of corrections of FCC's hastily-mimeographed July 11 release, which we were able to catch thanks to the kind cooperation of FCC staff itself. If there are further errors, we'll issue an errata sheet. Extra copies of Supplement No. 64 are available to subscribers at \$2 each -- or \$1 per copy in quantities of 10 or more.

I—HOW FCC PROPOSES TO END TV FREEZE: Last week, we came pretty close to major facets of FCC's proposals regarding new TV rules and standards (Vol. 5:28). But, to recapitulate and condense its highly technical report, these would appear to be main points -- plus procedure plans and hearing date:

1. Metropolitan vhf stations to have 100 kw maximum power, 10 kw minimum, and 500 ft. antenna height, spaced 220 mi. co-channel, 110 mi. adjacent. Metropolitan uhf stations to have 200-10 kw limits, 500 ft., spaced 200 mi. co-channel, 100 mi. adjacent. Community stations to come only from upper 10 channels of uhf, have 20-5 kw limits, 500 ft., 140 mi. co-channel, 60 mi. adjacent.

2. Addition of 42 uhf channels, top 10 not allocated to specific cities now (a few exceptions), but to be used as community stations where they can fit in.

3. Allocation philosophy set forth in series of "Priorities," which would, in following order, provide for (a) at least one TV service to all parts of U.S.; (b) at least one TV station in each community; (c & d) double each of foregoing; (e) fit in remaining channels wherever most needed.

4. Establishment of 3 grades of service, defined in decibels, showing field strengths required and interference permitted -- with technical description of how these figures are computed.

5. Offset carrier and directional antennas to be encouraged to increase coverage, but not to fit in new stations.

6. Information invited, at hearing, on "compatible" 6 mc color (Vol. 5:22 et seq) and on polycasting, Stratovision, or any other system.

7. Ordered all those owning patents or holding rights to sublicense patents covering systems or equipment proposed by FCC or to be proposed by others must show the claims of the patents when they file comments with FCC.

8. Full vhf-uhf allocations set forth for U.S., territories and neighboring countries, by cities (see table, Supp. No. 64; see analyses on pages 3, 4).

9. Administrative procedure outlined: (a) Aug. 8 set as date by which all comments on proposal should be filed. (b) Aug. 19 deadline for oppositions to those comments. (c) Aug. 29 date of hearing in Washington on whole proposal. And it asked that no applications for stations be filed until final decision on whole matter.

II--HOW INDUSTRY REACTS TO PROPOSALS: Confused howl arose almost immediately the proposals came out. But reactions still weren't clearly defined by week's end. It was one of the most complex propositions FCC has ever issued, and obviously needs lots of time for study.

Objections, many quite violent, seemed localized among applicants' consulting engineers and legal counsel -- even though major outlines of FCC's thinking have been rather apparent for some time, particularly since Comr. Sterling's Canadian speech (Vol. 5:24). But those who had anticipated the proposal weren't much happier with it than those who had.

Receiver makers may turn critical later, but first reactions leaned towards approval of: (a) A concrete plan to hasten end of freeze. (b) More people to be covered by vhf -- even though by fewer stations. (c) An attempt, even though it can't be fully realized with present techniques of telecasting, to put every man, woman and child within range of a TV signal. RMA's TV committee (Vol. 5:25,26) will meet in about 10 days to decide stand.

No official reaction from Senator Johnson or his committee colleagues was forthcoming. They hadn't had time to get the report digested. For example, Sen. Tobey didn't even know about proposal until we told him Thursday when he concluded questioning Comr. Webster (see insert page) about some of very matters FCC proposal attempts to settle. However, it's assumed Sen. Johnson will like plan since it so obviously aims to achieve many of his desires, viz., establish uhf, invite color, end freeze, minimize vhf interference, inquire into patents.

But it's the criticisms you'll be hearing most about until freeze's end. Most aim at FCC for apparently regarding uhf as a "live" TV service -- something more than a flock of typewritten channel numbers -- whereas, actually, little is really known yet about uhf, and even less equipment is in sight (though this will certainly encourage development). To enumerate their points:

1. Basic FCC philosophy of getting wide-area vhf coverage through greater separation and power and fewer stations relies on a "paper" service (uhf) to relieve the vhf monopolies thereby created. "The haves get even more," they say, "while the have-nots are offered nothing but theories and hopes."

2. FCC has ignored critical technical evidence, both in vhf and uhf. First, man-made noise is likely to ruin much of the weak vhf signals the FCC intends to protect. Second, uhf will probably need far more than 200 kw to cover cities.

3. Chances for a much improved TV system in future (such as wide-band color, high definition) are kaput in uhf, since insufficient space will be left for a nation-wide service. Proposed 6-mc color isn't good enough. And just a few 6-mc uhf channels added to present monochrome system would satisfy economics of TV.

4. Why penalize the lone uhf-er in such cities as Philadelphia and Washington? Faced with several vhf competitors, he'll be like an FM-only station surrounded by AM. Give him some uhf company. Or keep vhf and uhf cities entirely separate. (Though even the most ardent critics say this would be very difficult.)

5. If you're going to use up most of uhf, eliminating its availability for a wide-band-band service anyway, why not go whole hog and allocate even more? Give even New York, Chicago, Los Angeles a flock of them; allocate enough for everybody.

6. You can't cover some metropolitan districts as FCC specifies with any amount of power with merely 500-ft. antenna height.

7. Proposed allocation already violates FCC's own 220-mi. co-channel and 110-mi. adjacent channel objectives. For co-channel examples: Milwaukee-Lansing, 170 mi.; Dallas-Shreveport, 178; Milwaukee-Peoria, 180; Washington-Pittsburgh, 185; Richmond-Winston-Salem, 185; Jacksonville-Charleston, 195 -- and even Ft. Worth-Lawton, Okla., only 142. Adjacent channel examples: Richmond-Norfolk, 78 mi.; San Francisco-Sacramento, 78; Charlotte-Columbia, 82; St. Louis-Springfield, Ill., 84; Chicago-Milwaukee, 90 -- and Marquette-Iron Mountain, Mich., only 57.

8. Use of 1940 U.S. Census is unrealistic. There's legalistic "sleeper" in Appendix A, Sec. III-D-2, which apparently makes allocation so rigid no change can

(Continued on inside back page)

CINCINNATI'S WCPO-TV IS No. 75: Cincinnati's third TV station, Scripps-Howard's WCPO-TV, began tests this week, reports it definitely will make promised July 26 T-Day -- thus becoming 75th outlet. Mortimer Watters is manager, John Patrick Smith sales chief. Already signed (for rate card, see TV Directory No. 8) are Burger Beer, baseball; Rubel Bread, Mohawk Mart, Griffith Distributing Co. (Zenith), Model Laundry, Home Federal Savings & Loan. WCPO-TV affiliates with ABC and DuMont.

Application this week from WTHI, Terre Haute, Ind. asks for Channel 4, but that town gets uhf-only under new allocations. [For application details, see TV Addenda 8-B herewith.] City of Jacksonville's WJAX-TV, cited for lack of diligence (Vol. 5:28), has had hearing date changed to Sept. 19.

Notes on upcoming new stations: WOR-TV, New York, should be ready for tests Aug. 1-15, but schedule before Oct. 1 is doubtful...KRON-TV, San Francisco, tests latter September, joins NBC-TV as of Oct. 1...WLAV-TV, Grand Rapids, plans tests next week, still plans Aug. 15 opening, has asked FCC for 2 intercity relays to link with Chicago...WJIM-TV, Lansing, due in October, planning relay from Detroit, single hop...Greensboro News' WFMY-TV, due on air in August, has appointed exclusively-TV rep firm of Harrington, Righter & Parsons Inc., New York (ex-Petrymen).

NAB CUT DOWN BUT ADDS TV DIVISION: Long-contemplated overhaul of NAB, as ordered by board this week, includes oft-discussed "functional" divisions: (1) Audio Division, serving AM-FM stations, (2) Video Division, serving TV. AM-FM members with TV stations would pay \$10 per month additional dues; TVs without AM-FM licenses or CPs may join at \$1,500 per year. Note: There are relatively few of latter -- only a half dozen TV operating stations without any AM and/or FM connections at all, in fact (see TV Directory No. 8). Otherwise, new structure and changes boil down to:

President and secy-treas. continue, but office of executive v.p. (A. D. Willard) abolished. These departments remain: legal, govt relations, employe-employer relations, research, public relations, engineering. Program dept. abolished (Harold Fair). Offered Video Division, Mr. Willard has declined and resigned. Engineering dept. will concentrate on govt rather than service angles, and Royal Howard's status reduced. No other dept. changes, though there may be staff cuts.

Budget for fiscal 1949 (also calendar year) is reduced to \$701,511 -- from last year's approximate \$790,000. Dues are reduced 12 1/2% after Aug. 1, or pending new dues structure. BAB will be supported as projected, but must aim to be separate and independent corporation. Board meetings will be held 3 times yearly, standing committees cut to maximum of 10. President Justin Miller says he has no one in mind yet for either Audio or Video division chief, though many names are being submitted.

COLOR, COLOR, WHO'S GOT COLOR? Color TV again took up most of Comr. Webster's "trial by Tobey" at this week's Senate committee hearing on his renomination to FCC -- the fiery New Hampshire Senator's questions being aimed at getting FCC to push color, not wait for it. Again, Webster was given a rough time -- yet committee voted favorably on confirmation, 11-0, presumably including Tobey.

Tobey wanted to know why FCC hasn't gone to present black-and-white telecasters and told them it won't cost them much to convert their stations to color, thus removing potential political block to color. Webster said he didn't know the cost, hopes to learn it at coming hearing, estimated whole TV decision would be out by Jan. 1, hoped FCC would be able to authorize color, expected it would take about 2 years thereafter for first color station to get on air. Tobey thought Senate subcommittee might call in Peter Goldmark, William Everitt, Edwin Armstrong, C. B. Jolliffe, et al, for answer on cost of converting stations to color.

CBS president Frank Stanton got peeved over Tobey's implication that CBS and RCA are "dickering" over CBS color patents and that CBS might not volunteer color data at FCC hearing. He firmly denied both charges, adding: "Not only is CBS doing nothing to hinder the development of color TV but CBS has done more than any factor in the industry to foster its development."

Webster was at disadvantage, for questions were mostly on broadcasting,

whereas he's more of a specialist on fixed and mobile services. Surprising, for example, was his unwillingness to admit FCC had erred in its existing TV allocation.

Here's Tobey's philosophy in a nutshell, as he gave it to reporters after hearing: "I want a group of men up there [at the FCC] who listen to the 150,000,000 people in back of them and who don't hearken to the 'voice of the master' -- the dog and the phonograph." He makes no bones about his antipathy toward RCA.

* * * *

Bureau of Standards' "status-of-color" committee (Vol. 5:25) is geared for action, now that Dr. Condon is back. All "nominees" to committee have accepted: Stuart Bailey, William Everitt, Donald Fink -- in addition to Condon as chairman and the Bureau's Newbern Smith as vice chairman. First meeting is set for first week in August; Condon hopes to have report for Sen. Johnson by November. Committee will cover questions of bandwidth, transmitters and receivers, propagation, compatibility with existing system, etc.

With so many people studying color, its status should really be known by year's end. RMA has just invited 10 men to serve on new color TV committee to meet early next month and report to RMA TV Committee (Vol. 5:25,26): F. J. Bingley, WOR-TV; Louis Clement, Crosley; R. B. Dome, GE; E. W. Engstrom, RCA; D. G. Fink, Electronics Magazine and JTAC; T. T. Goldsmith, DuMont; Peter Goldmark, CBS; G. E. Gustafson, Zenith; R. F. Guy, TBA; D. B. Smith, Philco.

Personal notes: CBS president Frank Stanton, who left Ohio State U faculty in 1935 to become CBS research director, will be awarded honorary degree by OSU at summer commencement Sept. 2 . . . Harry M. Bitner Jr., WFBM-TV, Indianapolis, elected to NAB board vacancy succeeding Harry Bannister, WWJ-TV, Detroit, resigned . . . Kenneth L. Yourd, since 1941 on CBS law staff, new director of CBS Hollywood program operations; Martin Leeds, associate director . . . Fred Freeland, new TV director of Ruthrauff & Ryan, Chicago, succeeding Fran Harris, who goes to Hollywood office . . . Larry Walker, asst. mgr. of WBT, Charlotte, named mgr. of its new WBT-TV; Charles Bell, production mgr. . . E. P. H. (Jimmy) James, MBS advertising-research v.p., resigns as of Aug. 1, has not announced plans . . . CBS Radio Sales staff shifts: Richard C. Elpers, of Detroit office, named Los Angeles mgr., replacing Henry R. Flynn, going to New York staff; Edwin Buckalew, Western Div. station relations mgr., heads San Francisco office.

TV sponsorships: International Silver Co.'s *Silver Theater* goes on CBS-TV in fall with Conrad Nagel, probably Mon. 8 p.m. . . Berke Brothers, Distilleries (Old Mr. Bin bottle wines) having spots prepared by Screen Gems Inc., now at 729 Seventh Ave., New York; Screen Gems has absorbed Telespots Inc., producer of BVD spots . . . Santa Fe Railway to sponsor Burton Holmes travel films, thru Leo Burnett Agency . . . Monarch-Saphin Stores (appliances) sponsoring Nick Kenny, song-writing radio editor of *New York Mirror*, presenting different composer each week with best songs, on WJZ-TV, Wed. 7:30-7:45 . . . Camden Trust Co., Camden, N. J., sponsoring *Kieran's Kaleidoscope* on WPTZ, Philadelphia, Sun. 6:45-7 . . . Western Auto Supply sponsoring *Polly Calling*, singer-pianist Polly Clark employing "talking camera"—talks to TV camera, which talks back via offstage voice—on KSD-TV, St. Louis, Thu. 8:30-9 . . . NBC-TV will have Perry Como for Chesterfield in fall, Sun. 10-10:30.

WJR, the Goodwill Station Inc., controlled by George (Dick) Richards but stock traded on exchange, reports sales for 6 mo. ended June 30 were \$1,627,385, profit \$296,593 or 57¢ each on 518,000 shares. This compares with \$1,562,078 sales, \$296,571 profit (57¢) for same period last year.

Noteworthy AM station sales proposed in recent weeks, subject to FCC approval: WCHS, Charleston, W. Va., by John H. Kennedy to Lewis Tierney, Bluefield, W. Va. (Kennedy will retain WSAZ, Huntington, which also has CP for TV); WLIB, New York, by Dorothy S. Thackrey, *New York Post Home News*, for \$150,000, to group headed by consultant Morris Novik (to aim for Jewish and Negro audiences); KOWH, Omaha (with FM), by *Omaha World Herald*, for \$100,000, to local group headed by Robert H. Storz for his son Todd Storz; KGA, Spokane, by Louis H. Wasmer, for \$425,000, to Gonzaga U (veteran radioman Wasmer sold KHQ there in 1946 to local newspapers); WALE, Fall River, Mass., to Basil Brewer newspaper-radio interests (New Bedford); KVOR, Colorado Springs, Colo., for \$100,000, by Aladdin Radio & Television Inc. (owning KLZ, Denver, and seeking TV), to James D. Russell, Danville, Ky.

TV program notes: CBS-TV tells story of TV as "nation's fastest growing industry" in special program *Giant in a Hurry*, Thu. July 21, 9-9:30 . . . CBS-TV *This Is Broadway* variety show with Clifton Fadiman host became simulcast July 15, Fri. 9-10 . . . NBC-TV resumes *Lights Out* melodramas on NBC-TV July 19, Tue. 9-9:30 . . . ABC-TV planning *Kate Smith TV Hour*, *Lil Abner* series with live actors, *Boris Karloff* series in fall . . . DuMont's WABD "block programming" 3 children's shows for consecutive showings, starting next week: Bob Emery's *Small Fry Club*, Mon. thru Fri. 6-6:30, Pat Meikle's *Magic Cottage* 6:30-7, *Capt. Video* 7-7:30 (except Wed.).

FCC Law Dept. takes exception to FCC Examiner Hugh Hutchinson's recommendation that Raytheon's WRTB, Waltham, be given 90-day CP extension (Vol. 5:26)—filed report this week questioning Raytheon intentions to build, noting that it sought financial assistance from 6 different parties before agreeing last October to sell to CBS, urging Commission to deny extension (which would open additional vhf channel to competition in Boston area).

First advertising agency for TV exclusively is newly formed Philbin, Brandon & Sargent Inc., 277 Park Ave., New York. Principals are Edward Philbin Jr., ex-New York Life Insurance Co.; Peter J. Brandon, ex-MBS; C. D. Sargent, ex-Young & Rubicam, J. Walter Thompson.

be made regardless of existing population or future shifts. Some flexibility should be allowed; 1950 Census isn't far off.

9. Some sizeable cities aren't even listed in allocation, e.g., Connecticut's Stamford, pop. 61,000; Norwalk, 40,000; New London, 30,000; Torrington, 27,000. Or Ohio's Ashtabula, pop. 21,000; East Liverpool, 23,000; Findlay, 20,000; Lancaster, 22,000. Or Pennsylvania's Sharon, 26,000; Washington, 26,000. These are only random few -- yet scores of tiny villages down to few hundred population are listed with allocations.

10. Color should have no place in hearing, which should be devoted to ending freeze and making allocations. Since FCC has said color must be compatible with present system (6 mc), facts regarding black-and-white allocations will be just as applicable to color.

Here are a few typical irate comments we've heard: "I'm telling my clients, 'No vhf, no TV for you.'" "We're stuck with Model T television for a long time." "The research boys are in control; no consideration of practical aspects." "I'm taking this up to the Hill." "I'm going to blow my top at the hearing." "These mistakes aren't small -- they're big ones."

First concrete action taken by critics was request for extension for time to file comments -- to move date from Aug. 8 to mid-September or October. They're torn between desire to end freeze quickly and desire to end it right.

* * * *

Commission will probably prove difficult to shake loose from plan. Said one commissioner: "If they try to 'shoe-horn' more vhf stations in, through directionals or anything else, it will be over my dead body. I think TV is so wonderful that everyone should enjoy it. My ideal is to give TV service to every person in this country. True, it's an ideal, but it's something to keep in front of us."

III--WHO GETS THE CHANNELS AND WHERE: Most of you concerned with telecasting should know, by now, how your local areas fare under FCC's proposed new TV allocations -- what they would gain or lose in the way of existing channels, whether they would get both vhf and uhf, or uhf only. Your own analyses of the local impact of the proposed allocations are better than any we might make. But for sake of summary and illustration, here are some vital statistics -- remembering, of course, that all the new allocations are merely proposals, subject to hearing and final FCC action.

(1) Exactly 1,432 communities of the U.S. and Territories (ranging down to village of Palisades, Nev., pop. 75) are allocated channels, either vhf or uhf or both. Also, 99 in Canada (both vhf and uhf), 14 in Mexico (all vhf), 3 provinces in Cuba (6 vhf channels). It's noteworthy that, though FCC says allocations to Canada, Mexico, Cuba are merely "illustrative," they were put down on paper only after radio administrations of those countries approved.

(2) Exactly 207 U.S. communities are allocated 496 vhf channels, while 12 in the Territories get 45 vhf-only. Presently, only the 131 top market areas, with 394 vhf channels, are definitely allocated (see p. 50, TV Directory No. 8) -- though there has also been pending since May, 1948 a previous proposal to extend vhf to many more communities (see p. 43-46, TV Directory No. 7). Latter plan is discarded.

(3) Exactly 1,329 U.S. communities are allocated 1,679 uhf channels.

(4) Intermingling of vhf-uhf is frequent, but not the rule, in major market areas, common in smaller cities. Uhf-only go to few big towns, but many small ones.

(5) Unaffected by proposed allocations are all but one of today's 74 operating stations, namely, Rochester's WHAM-TV which would shift from Channel No. 6 to 5 (agreement already obtained); and 2 of the 43 CP holders, namely, Syracuse's WSYR-TV, put on No. 3 instead of originally allotted No. 5; Cleveland's WXEL, No. 11 instead of No. 9.

For case and example of impact of proposed allocations, we point to...

IV—WHAT HAPPENS IN TOP 50 MARKETS: Considering the first 50 market areas of U.S. by sales rank, here's how they come out in the proposed new allocations (for channels already occupied or granted, refer to TV Directory No. 8):

25 retain same number of vhf channels as presently allocated, though with frequency shifts here and there: New York 7, Chicago 7, Los Angeles 7, San Francisco 6, Washington 4, Baltimore 3, Milwaukee 4, Kansas City 4, Providence 1, Seattle 4, Houston 4, Portland, Ore. 5, Atlanta 4, Denver 5, Dallas 3, New Orleans 5, Louisville 2, Toledo 1, Memphis 5, New Haven 1, Omaha 3, Birmingham 3, Dayton 2, Syracuse 3, San Antonio 5.

10 lose 1 vhf channel each from present allocations, and are left with this number of vhf: Philadelphia 3, Detroit 3, Boston 4, Cleveland 4, Buffalo 3, Cincinnati 3, Columbus 3, Norfolk-Newport News-Portsmouth 3, Richmond 3, San Diego 3.

7 lose the single vhf channel previously allocated them, leaving them with none: Scranton-Wilkes-Barre, Springfield-Holyoke, Akron, Youngstown, Worcester, Allentown-Bethlehem-Easton, Lowell-Haverhill-Lawrence.

4 lose 2 vhf channels each -- Hartford-New Britain, left with none; Pittsburgh, left with 2; Indianapolis, left with 3; Rochester, left with 1. Losing 4 and left with 1 is Albany-Schenectady-Troy.

Gaining 1 vhf channel would be St. Louis, up to 6. Gaining 2 each, the only other gainers among top 50, would be Minneapolis-St. Paul, up to 7, and Miami, 6.

In top 50 market areas, uhf channels would go to following: 1 each to Philadelphia, Washington, Buffalo, Portland, Indianapolis; 2 each to Detroit, Pittsburgh, Cleveland, Baltimore, Cincinnati, Providence, Seattle, Albany-Schenectady-Troy, Atlanta, Scranton-Wilkes-Barre, Springfield-Holyoke, Louisville, Toledo, New Haven, Worcester, Allentown-Bethlehem-Easton, Dayton, Lowell-Haverhill-Lawrence, Norfolk-Newport News-Portsmouth, San Diego; 3 each to Hartford-New Britain, Rochester, Akron, Youngstown, Richmond.

All rest of the top 50 areas, 20 all told, would remain vhf-only cities.

* * * *

Other communities (not among top 50) which previously had vhf channels allotted them but are left with none, so presumably would have to plan for uhf-only, are San Jose, Cal.; Stockton, Cal.; Waterbury, Conn.; Columbus, Ga.; Decatur, Ill.; Rockford, Ill.; Evansville, Ind.; Fort Wayne, Ind.; Terre Haute, Ind.; Waterloo, Ia.; Flint, Mich.; Saginaw-Bay City, Mich.; St. Joseph, Mo.; Atlantic City, N.J.; Asheville, N.C.; Durham, N.C.; Altoona, Pa.; Harrisburg, Pa.; Reading, Pa.; Austin, Tex.; Galveston, Tex.; Waco, Tex.; Madison, Wis. There are no CPs issued for any of these cities, but plenty of applicants for most (see Part III, TV Directory No. 8).

Among smaller cities not previously allocated any vhf but now getting one vhf channel, thanks to their distances from other cities, are: Texarkana, Ark.; Bakersfield, Cal.; Tallahassee, Fla.; Paducah, Ky.; Jefferson City, Mo.; Manchester, N.H.; Wilmington, N.C.; Muskogee, Okla.; Abilene, Tex.; Ogden, Utah; Montpelier, Vt. -- and a flock of even smaller towns. None before, but now getting 2 vhf: Flagstaff, Ariz.; Pocatello, Ida.; Garden City, Kan.; Augusta, Me.; Helena, Mont.; North Platte, Neb.; Reno, Nev.; Medford, Ore.; Sioux Falls, S.D.; Wichita Falls, Tex. -- to mention a few. Among those now getting 3 vhf: Alexandria, La.; Great Falls, Mont.; Las Vegas, Nev.; Santa Fe, N.M.; Fargo, N.D.; Brownsville, Tex. Getting 4 vhf: Tucson, Ariz.; Boise, Ida.; Billings, Mont.; Butte, Mont.; Albuquerque, N.M.

Note: If you want to size up status of others among the 1,432 communities covered in the projected allocations, study the tables -- they are, quite conveniently, alphabetical by states and cities.

* * * *

Into the ashcan, possibly, would go record of hearings already conducted (but decisions held up due to freeze) on Philadelphia, Detroit, Allentown-Bethlehem-Easton, Harrisburg, each with 2 applicants for the one previously remaining vhf channel (none left now). Also Atlantic City, 3 for 1, but none now left. As for others also heard last year, it's still 6 for 3 in San Francisco, now 4 for 2 in San Diego, 3 for 3 in Milwaukee.

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING
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TABLE OF CITIES ON EACH VHF CHANNEL: Lacking in FCC's proposed new allocation tables, which we printed along with proposed rules and standards last week and sent to full-service subscribers as Supplement No. 64, was a breakdown of the allocations by channels -- showing precisely what cities get each of the 12 vhf channels. We were asked to supply that lack, and so have printed Supplement No. 65 (Proposed VHF Allocation by Channels) derived from FCC's state-by-state tabulation for U.S., Canada, Mexico, Cuba. This should be useful for quickly ascertaining co-channel and adjacent channel spacings. And channels already occupied are so indicated. As we did with Supplement No. 64, we're making extra copies of No. 65 available at \$2.

Note: We didn't break down uhf allocations because uhf is still in "paper" stage (no commercial stations yet on air or authorized) and initial demand will inevitably be mainly for vhf. Uhf breakdowns will be supplied later, when needed. Also, FCC says there are a few errors in its vhf tables; when it reports these, probably next week, we'll issue an errata sheet so you can correct Supps. 64 & 65.

WORRIES IN WAKE OF THE TV PROPOSAL: Dilemma facing critics of FCC's big TV proposals (Vol. 5:29) is more evident than ever: How to end freeze quickly but correctly? The objectors, most of them engineers and lawyers desiring to protect their clients, feel they must have more time to study effects of proposal -- and some are already asking for extensions of time to file comments from FCC's Aug. 8 to mid-September. Belief is FCC will allow more time if it gets plenty of requests.

In regard to delay in ending freeze, there's concern lest disgruntled applicants or left-in-the-cold communities haul FCC to court on proposal, tie it up for couple years. Some even see possibility of such a move from certain interests who would just as soon try to stymie TV that way. But FCC lawyers don't seem worried, feel they could lick that trick in short order.

Further troubling consultants and counsel is diversity of their clients' feelings about proposal: "haves" vs. "have nots." For example, here's quote from one nicely-situated TV station operator who said with a chuckle, "This is the best Commission we've ever had."

Although they may want more time, networks and TBA aren't asking for it, since they've continuously urged quick end to freeze and don't want to be charged with delaying it now. Actually, there seemed to be very little disposition on part of networks to attack plan -- and none on part of receiver manufacturers.

Engineers and attorneys may try to present united front to FCC. There's talk of proposing that objectives of allocation should be to provide, as minimum service, Grade A coverage (as defined in FCC proposal) to principal city of metropolitan district and Grade B coverage to 90% of area within metropolitan district.

"Rigidity" of FCC's proposed rules and allocation plan (for full text, see TV Supplement No. 64) isn't as severe as some fear, say people at Commission. After all, they point out, it isn't expected to stand forever. In fact, 1950 Census, available in a few years, will probably bring changes. The applicants' answer to that is: "Yeah, and by then there won't be any worthwhile channels left to change."

FCC is acting fast to lay more groundwork for hearing. This week it asked all operators of experimental TV stations (see TV Directory No. 8, page 65) to file

statements by Aug. 15, telling everything they've done and learned about anything in TV. Then it wrote AT&T and Western Union, asking them to tell, by Aug. 15, exactly what they're doing and planning to do about providing adequate intercity and intracity hookup facilities for existing and prospective stations -- vhf or uhf, mono-chrome or color. FCC also wants to know why full 4.5 mc bandwidth for picture (it's about 2.7 mc now) isn't available on networks and when it will be.

NOT MANY MORE NEW TV STATIONS ON TAP: As things stand now, what with FCC's upcoming "anti-freeze" hearings (see p. 1), it's safe bet that until about end of 1950 the only new TV stations than can go on the air must come from the 40-odd pre-freeze CP holders still on the books (see TV Directory No. 8 and Addenda). Actually, as of July 26 debut of Cincinnati's WCPO-TV as nation's 75th station, the number is just 40 -- for Jacksonville's WPDQ-TV pulled out this week (decided it couldn't afford TV yet) and it seems highly unlikely Minneapolis Star & Tribune's KRTV can get clearance from its involved interlock situation (Vol. 5:27). Then, too, there are a few other CP holders, cited as laggards, who may never make grade.

Good guess is that this year's total will fall short of 100, that all next year won't add more than dozen or so. Even assuming FCC hastens its allocation plans, these factors can't be blinked: (a) Vhf will be first quarry, and most big-city applicants will be forced to competitive hearings while few small-towners will hurry to build even if granted. (b) Uhf is still merely a "paper deal" and those who have plumped hardest for them will probably be slowest to apply and push construction, even when equipment becomes available. (c) Court actions could conceivably delay whole vhf-uhf allocation, to say nothing of individual grants.

This week, FCC received 2 vhf applications -- for Channel No. 9 from new group in Moline, Ill. (set down for No. 4 & 5 in proposed new allocations); and for No. 6 in Oelwein, Iowa, pop. 7,800 (not even listed in new allocations). These, of course, are merely pro forma, for FCC has asked no applications be submitted yet (Vol. 5:29). [For details about these applications, see TV Addenda 8-C herewith.] It's understood, too, that Providence Journal, FM operator, is readying a TV application, though that city's sole vhf channel is already occupied.

FCC approved \$375,000 sale of KRSC-TV, Seattle, with FM, to KING (Vol. 5:20, 23). And set for Sept. 8 hearing in Washington extension of CP of WSEE, St. Petersburg, cited as laggard.

UHF EQUIPMENT STILL ONLY BLUEPRINTS: Tempo of uhf research is bound to be stepped up, now that FCC has proposed specific allocations to cities. It won't get really hot, however, until applicants are willing to put cash on the barrelhead for transmitters. And that's not likely until applicants know that uhf will do job of coverage and vhf is definitely unavailable to them.

Meanwhile, RCA-NBC hope to get their Bridgeport, Conn., uhf "guinea pig" station (Vol. 5:7,8,13,18) going by mid-November, and RCA Camden says it will be able to duplicate its 1 kw (approx.) transmitter at that time for any buyer. In reply to request from potential uhf customer, RCA reported progress on 5-10 kw uhf tube, but said it will be 2-3 years before it's perfected and put into properly-designed transmitter.

RCA-NBC fear test of uhf coverage in Bridgeport won't be as conclusive as desired, since New York's vhf signals can be picked up there, albeit with difficulty. They'd prefer a town with no TV signals within reach, but expense of getting programs to such a place is considered prohibitive.

As for others working on uhf transmitters: DuMont is still putting out only about 60 watts from its New York test station, hopes shortly to increase it to 1 kw; CBS still has its old color transmitter, with no power changes as far as we know; Eitel-McCullough, Machlett and Collins are working away on tubes (Vol. 5:8,15,16), but have reported nothing new lately; GE has 5 kw tube program underway, but offers no prediction as to when it will mature.

Uhf receivers, which offer much smaller problem, can be found in various stages of development in labs of nearly all major set manufacturers (Vol. 5:13,18).

COLOR TV TAKES TO AIR—6 mc, VHF: Two new color TV tests are in the works preparatory to Aug. 29 hearing on FCC's overall TV proposals of July 11 (Vol. 5:29 & Supp. No. 64). First, and presumably prodded by criticisms from Senators, CBS will take to air with experimental 6-mc color transmissions from its vhf station WCBS-TV, New York (Channel 2), for 30 days beginning Monday, July 25, and operating under STA when regular black-and-white programming is off air. Experiments will also cover compatibility of system with present monochrome receivers.

Second, and surprisingly, Baltimore Sunpapers' WMAR-TV, whose chief is ex-Comr. E. K. Jett, will do same sort of experiment Aug. 17-19. Latter's demonstration will have these additional flourishes: Programs will be originated 10 a.m.-2 p.m. daily from Johns Hopkins U, microwaved to station, pumped out on Channel 2, picked up at Washington's National Guard Armory, and rebroadcast by Washington's WMAL-TV.

Purpose of both tests is to gather data for hearing, as CBS said it would. Additionally, WMAR-TV is prepping for mid-winter American Medical Assn convention in Washington Dec. 6-8, and using Smith, Kline & French equipment employed at Atlantic City (Vol. 5:8,22-25); CBS's Peter Goldmark will supervise work of both stations.

There's no new word on color out of RCA, which some time back intended (then dropped plan) to move its experimental color transmitter to Washington for demonstration in FCC's back yard. As yet, it has formulated no plans for demonstrations.

Speculation continues as to CBS's attitude towards color. However, there's no change. Though convinced as much as ever that its color system is "the best TV in the world," CBS is wholly committed to existing black-and-white system. And it shows no sign of relaxing its monochrome expansion plans, certainly isn't telling its affiliates (as it once did) to eschew present system.

Speculation also continues as to what FCC really thinks of 6-mc color and what are chances of getting what FCC specifies in way of compatibility with present TV (Vol. 5:22,24). Comr. Jones' convictions in favor of 6 mc are well known, but here's feeling of at least one other commissioner: "Color has to be 6 mc. Only an expert can tell the difference between it and 8 or 10 mc. A greater bandwidth is just too expensive spectrum-wise and in cost of networking. With a greater bandwidth, many cities would never see network color."

Now that Bureau of Standards has announced its color TV study program (Vol. 5:29), Sen. Johnson has released his letter requesting the study. He told Bureau director Condon he wants to determine if and/or why FCC has held up color, asserted: "It is not necessary that the art be fully developed for minimum standards to be outlined." RMA's color committee meets July 29, overall TV committee Aug. 2.

VALIANT IS THE WORD FOR THIS ONE: This is the most unusual new-station starting plan yet: When Scripps-Howard's WCPO-TV, Cincinnati, goes on schedule next Tuesday (July 26) it will sign on at 12 noon and operate until 11 p.m. every day in week! Not mere test patterns or still pictures, mind you, but with full-blown programs. How come? we asked manager Mortimer Watters, for this hasn't ever been done before and Cincinnati's other 2 stations seldom telecast before 3 p.m. Essence of his reply:

WCPO-TV, like its AM adjunct, will specialize in disc jockey programs, will put jockeys Paul Dixon, Malcolm Richards, Art Jarrett on for at least 4 hours of the 11-hour-per-day schedule. They'll play requests, have pretty girl assistants, visiting artists, guessing games, caricaturists doing "concepts" of those who phone in requests, etc. Rehearsals thus far have indicated show can be made lots of fun; test telecasts July 21 elicited 1,000 responses, some from as far away as Vincennes, Ind. and Huntington, W.Va. Participations or blocks of time will be sold.

"Maybe we're crazy," quoth veteran radioman Watters, "but maybe what TV needs is more fools who plunge where angels fear to tread." Certainly, he continued, TV can't be self-sustaining, let alone profitable, if operated only a few hours a day -- and he intends to turn corner by next year. Rest of schedule? Usual material available, including ABC-DuMont kine-recordings, and, consuming as much time as the disc jockeys, all games of Cincinnati Reds (Burger Beer sponsoring). WCPO-TV will pick up all home games (WLWT 11 of them jointly) but will also carry out-of-town games fully via an animated playing field scoreboard, Waite Hoyt simulcasting.

Count of TV Sets-in-Use by Cities

TV sets-in-use as of July 1 rose to 2,010,000 in 46 areas, up 152,000 from June 1 (Vol. 5:26), 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	66,800
Boston	2	1,175,000	105,000
Buffalo	1	323,000	25,200
Chicago	4	1,438,000	163,000
Cleveland	2	695,000	64,500
Detroit	3	839,000	72,000
Erie	1	112,000	5,100
Lancaster	1	85,000	9,600
Milwaukee	1	327,000	28,400
New Haven	1	557,000	34,300
New York	6	3,597,000	685,000
Philadelphia	3	1,184,000	190,000
Pittsburgh	1	742,000	22,000
Rochester	1	208,000	3,400
Richmond	1	130,000	13,100
Schenectady	1	258,000	27,500
St. Louis	1	474,000	35,000
Toledo	1	241,000	18,000
Washington	4	691,000	51,000
Wilmington	1	183,000	8,500
Total Interconnected	39	13,991,000	1,627,400

Non-Interconnected Cities

Albuquerque	1	22,000	1,000
Atlanta	2	233,000	12,500
Birmingham	2	196,000	3,100
Charlotte	1(a)	171,000	1,000
Cincinnati	2	384,000	27,600
Columbus	1	225,000	7,500
Dayton	2	291,000	8,300
Fort Worth	1	269,000	5,500
Dallas	—(b)	277,000	6,000
Greensboro	1(c)	165,000	100
Houston	1	217,000	6,500
Indianapolis	1	281,000	6,500
Los Angeles	6	1,372,000	150,000
Louisville	1	188,000	8,100
Memphis	1	177,000	6,200
Miami	1	117,000	7,600
Minneapolis-St. Paul	2	333,000	20,300
New Orleans	1	225,000	4,600
Oklahoma City	1	138,000	4,200
Omaha	2(d)	132,000	1,200
Providence	1(e)	1,011,000	11,700
Salt Lake City	2	93,000	5,600
San Diego	1	113,000	4,500
San Francisco	2	825,000	9,500
Seattle	1	307,000	7,500
Syracuse	1	199,000	5,300
Utica	1(f)	127,000	1,200
Others	—	—	49,500
Total Non-Interconnected	39	8,088,000	382,600
Total Interconnected and Non-Interconnected	78	22,079,000	2,010,000

(a) WBTV began operation July 15. (b) Dallas included in coverage of Ft. Worth's WBAP-TV. (c) WFMV-TV due to begin tests in August. (d) WOW-TV and KMTV testing, due to go on schedule Sept. 1. (e) WJAR-TV began operation July 10. (f) WKTV starts in September.

Personal notes: President Truman has appointed Paul A. Porter, ex-FCC chairman, now Washington lawyer, to succeed *Louisville Courier-Journal's* Mark Ethridge as U. S. member of the United Nations Palestine Conciliation Commission, meeting in Lausanne, Switzerland . . . Edwin K. Wheeler, asst. to Harry Bannister as head of WWJ and WWJ-TV, promoted to business mgr. of Detroit News . . . Willis E. Phillips now v.p. and gen. mgr. of Rauland Corp., Zenith tube-making subsidiary . . . NBC producer Edwin Dunham takes 6 mo. leave to manage China's first commercial station, in Macao, owned by Macao Ltd., Hong King . . . George Whitney, ex-partner in Harrington, Whitney & Hurst agency, new Don Lee general sales mgr., Henry Gerstenkorn promoted to national adv. mgr. . . . Albert W. Reibling, NBC-TV business mgr., resigns Aug. 1 to become business mgr. of Kudner's TV dept., taking with him his asst. John P. Marsich.

First NAB appointment since reorganization ordered by board (Vol. 5:29) is Ralph W. Hardy, asst. mgr. of KSL, Salt Lake City, who on Sept. 1 becomes chief of new Audio Division. He's 33, Utah U graduate, onetime Mormon missionary, has been with KSL since 1937, is chairman of NAB's educational standards committee. This week, Royal V. (Doc) Howard tendered his resignation as head of engineering dept., post being taken over by his aide Neal McNaughten, who with Forney Rankin, ex-State Dept., now director of NAB govt relations dept., will represent NAB at NARBA conference in Montreal, Sept. 13. TV Division chief remains to be appointed. Among names advanced are E. P. H. James, ex-MBS v.p.; Philip Merryman, ex-NBC, now consulting engineer; Ralph Austrian, TV consultant; John Koepf, ex-Fort Industry Co. TV director, now public relations director of Cincinnati's Green Line Transit Co.

FCC Comr. Webster back at his desk following Senate confirmation, unanimous, July 20, not much the worse for rough hearing treatment at hands of New Hampshire's evangelical Senator Tobey (Vol. 5:28, 29).

Sidelight on FCC's TV proposal (Vol. 5:29): 500-watt vhf "community" transmitters, built or planned, would be virtually unmarketable. They'd give coverage FCC desires only from a few very high transmitter sites.

TV network sponsorships: CBS-TV starts Sept. 29 *Inside U. S. A. with Chevrolet*, Thu. 9-9:30 p.m., original musical revues to be done by Arthur Schwartz and Howard Deitz . . . Ed Wynn's long-heralded *Perfect Fool* show starts Oct. 6 on CBS-TV, via kine-recordings, Speidel Co., Providence (watch bands) sponsoring . . . Bigelow-Sanford Carpet Co.'s *Bigelow Show* with Paul Winchell and his dummy Jerry Mahoney moves to CBS-TV Oct. 5, Wed. 9-9:30 . . . Westinghouse renews *Studio One* one CBS-TV as of Oct. 3, Mon. 10-11 . . . Ted Mack's *Original Amateur Hour*, Old Gold probably sponsoring, due to move to NBC-TV in October . . . General Foods (Jello) starts Meredith Willson in 4-week series of variety shows on NBC-TV July 31, Sun. 8:30-9, replacing *Author Meets Critics* . . . Lucky Strike reported planning NBC-TV simulcasts of Saturday night *Hit Parade*, Pall Malls TV version of its NBC *Big Story* . . . Lever Bros. takes option on NBC-TV's *The Clock* . . . duPont reported contemplating film version of *Cavalcade of America* . . . General Mills and Wilson Co. (sporting goods) will jointly sponsor Dec. 18 pro football championship on ABC and ABC-TV.

TV station sponsorships: Reported planning spot TV campaigns are Wrigley, thru Arthur Meyerhoff Agency; Peerless Fountain Pen & Pencil Co., thru Chernow Co.; Jelke Margarine, thru Tatham-Laird . . . Using 4 N. Y. stations with marionettes depicting Elsie, Elmer and Beauregard, is Borden Co., thru Young & Rubicam . . . On KTTV, Los Angeles, children's telephone quiz game *Playtime* has these partic. sponsors: Universal Films, Coca Cola, Kaiser-Frazer, Kern Foods, Dr. Ross Dog Food, Longran Aircraft Co., Wilshire Tennis Club . . . Liebmann Beer sponsoring *Miss Rheingold Contest* on 5 N. Y. stations . . . Minkplastic Corp. (pillow, mattress, blanket covers) buys spots in *Your Television Shopper* on WABD, New York . . . Ft. Worth's WBAP-TV starts first daytime live show, *Dream Kitchen Time*, Thu. 4-4:30, Graybar and Hotpoint sponsoring . . . Sponsors on *Klavan's Diner*, Mon. 7 p.m. partic. on WAAM, Baltimore, include Western Maryland Dairy, Hausewald Bread, John Hoos Co. (restaurant supplies), Lord Calvert Coffee and Tea, Meadow Gold Ice Cream, Becker Pretzels.

CBS Affiliates Advisory Board meets in New York's Waldorf-Astoria Aug. 1-2, will discuss TV network plans.

MARTIN CODEL'S

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(For full reports on current trade activities, see Trade Report herewith)

TV MARKET'S OUTLOOK AND MISGIVINGS: You sensed a pervading note of optimism among the TV manufacturers and merchandisers at this week's National Assn of Music Merchants convention and trade show. Summed up, the sentiment is that the current "inventory recession" and "period of liquidation" are about over, that prices are now adjusting to reality, that the industry is approaching stability -- and, best of all, that the fall and winter markets look good.

Indeed, talking with TV folk on the scene, we detected hardly any pessimism. Short of a real depression, which doesn't seem to be in the cards, or a collapse of the TV program structure, hardly likely, they see good business ahead. There's plenty of buying on the part of distributors in anticipation of current lull's end.

Showings of elaborate new lines by the majors and minors alike back up these convictions and hopes -- and even more new lines are due in August and September. One thing has manufacturers and merchandisers quite disturbed, though, and that's the effect on buying public of current FCC proposals for uhf and color and the concomitant publicity. Said one pioneer radio-TV sales chief:

"We know uhf isn't going to be a factor for some years. There won't be any stations doing any sort of job on those frequencies for 2 or 3 years, if then. But sure as shooting, someone is going to promote a set as including all uhf bands. The public won't realize it's something that can't be used for a long time. The same goes for color."

Fact is we'll soon be hearing again about "buying for the future", and indeed Zenith's president Gene McDonald told his stockholders this week that FCC's current plans to open up uhf bear out his original contentions (Vol. 5:10). So it won't be surprising if Zenith again promotes its turret tuner (which Admiral also says it has) and if all sorts of other gadgets and gimmicks and claims for uhf-color are put forth before the rules and standards are finally laid down by Washington.

GEARING FOR FREEZE HEARING SEPT. 26: Objectors to FCC's new TV proposals (Vol. 5:29-30) got extension of time they asked for and are now hustling like beavers, organizing to punch holes in proposal. New dates: comments and counter-proposals to be filed by Aug. 26, opposition to counter-proposals by Sept. 12, hearing Sept. 26.

Executive committees of both FCC Bar Assn and Assn of Federal Communications Consulting Engineers meet Aug. 1 and Aug. 2, respectively. There's strong element in each pushing for united attack on proposal. It's hard to say whether they'll get it, particularly from Bar group which has 430 members, half out-of-town. Renewed effort is underway to challenge legality of allocation under Sec. 307(b) of Communications Act, which says facilities are to be assigned where there's demand. If Bar Assn doesn't get behind argument, individual lawyers or clients undoubtedly will.

ABC came to FCC with suggestion which seems to have met with some favor there: hold hearing on philosophy of overall proposal first, specific channel allocations afterwards. Claim is this would avoid waste of last year when procedure was reversed. In short, if FCC can be convinced overall premises should be changed, there would be an entirely new allocation to argue about.

Particularly irksome to critics is FCC's proposal of 10 kw minimum for vhf

stations. One engineer analyzed first 140 markets, claims 93 need less than 10 kw for Grade A coverage to principal city and Grade B service to metropolitan district, 18 need 20 kw, 5 need 30 kw, 9 need 50 kw, 5 need 50-100 kw, 10 need 100 kw or more.

Note: Errata sheet to its proposals was issued by FCC this week. We are publishing the corrections and amendments as Supplement No. 66 herewith. You can correct your Supplements 64 and 65 therefrom.

TV ROSTER'S No. 76 & 77, ET AL: For all practical purposes, Omaha's WOW-TV is on the air commercially as of Aug. 1 -- so you can put it down as No. 76 in the station roster. Granted an STA by FCC effective Aug. 1, it's planning to sell test patterns commercially during August and also transmit an occasional commercial show. In other words, it's accepting sponsorships now, though formal T-Day is Aug. 29. Area already counts 1,687 sets, manager Joseph Herold estimating at least 3,000 by Sept. 1. Channel 6 tests during July have brought in reception reports from 119 counties, some as far away as 150 miles.

Though several more will go on tests, only other August starter going on full schedule is Leonard Versluis' WLAV-TV, Grand Rapids, Mich., Channel 7, definitely set for Aug. 15, planning daily program schedules starting 6 p.m. It has signed with ABC and DuMont, is seeking NBC and CBS programs too, via own Chicago microwave. Setup is 220-ft tower at Stevensville, Mich., 55 mi. from Chicago, which picks up off the air, then microwaves 36 mi. to Cedar Bluffs, Mich., which relays remaining 36 mi. to Grand Rapids. Station is operating without studios as yet, using local theater for big opening. Base rate is \$180 local, \$200 network.

"Sleeper" among the newcomers is Johnstown (Pa.) Tribune's WJAC-TV, which this week began testing preparatory to Sept. 15 formal opening. Operating on Channel 13 from 2,900-ft elevation, it claims exceptional coverage area, will pick up Pittsburgh's WDTV off the air occasionally, has signed for kine service from all 4 networks. Regular network link depends on AT&T's New York-Chicago microwave, tower for which is only 150 yards from WJAC-TV transmitter. Base rate is \$150. Station will open Pittsburgh sales office Aug. 1.

Other September openings tentatively scheduled include WFMY-TV, Greensboro, N.C.; KMTV, Omaha; WKAL-TV, Utica, N.Y.; KECA-TV, Los Angeles. Tests of Kansas City Star's WDAF-TV are due to start Sept. 11 and Dallas' KBTB Sept. 1. Latter station, being built by oilman Tom Potter, has DuMont transmitter due for delivery momentarily, 337-ft tower and antenna up, new building nearly ready at 3000 Harry Hines Blvd. (mile from downtown Dallas). It aims to beat Dallas Times-Herald's projected Oct. 1 start of KRLD-TV.

RCA STIRRED INTO COLOR ACTIVITY: Novel twist on increasingly warm color TV front is this week's FCC grant to RCA of authority to "investigate" 6 mc color on Channel 10 (192-198 mc) with its Camden experimental station W3XEP for 60 days starting Aug. 1. The novel angle is fact that work will be with sequential system -- the system used by rival CBS. RCA's objective, of course, is to gather authoritative data with which to confront CBS at hearing.

Second RCA development is sudden decision to move its simultaneous color transmitting equipment to Washington for demonstrations during forthcoming hearing. Spokesmen say present plan is to put it on uhf and closed circuit, not vhf. We can't get verification of bandwidth to be used, though we've heard 12 mc mentioned. RCA says it hasn't worked its system on 6 mc recently, but once did, found pictures degraded from wider bandwidth -- but no worse than CBS's system with 6 mc.

Speculation over RCA's strategy is endless, but everyone has been dubious about RCA's "nothing new" statements which have been continuous until this week. Here are a few possible tactics: (1) Show FCC a "glimpse of the future" with wide-band, high-definition picture and say, "Look, this is what public may never see if you limit color to 6 mc now." (2) Try again to show that sequential system, with any bandwidth, is inherently defective. (3) Concede that color must be 6 mc and try to show that simultaneous system is superior to sequential, even with 6 mc.

Although he says nothing publicly, George Sleeper (Color Television Inc., of San Francisco) is believed to be working feverishly on his system (sequential-type)

which some say is most likely to achieve degree of compatibility with present receivers stipulated by FCC. He's now planning to apply for experimental station. Sleeper is one-time assistant to Philo Farnsworth and later, CBS's Peter Goldmark.

CBS has had its 6-mc system on WCBS-TV since July 26, but hasn't been showing it to anyone outside of company. Someone might be picking it up with his own sets. However, FCC has asked for look-see, will get it shortly. Comr. Sterling won't be on hand, since he left July 31 for month's vacation at Maine home. He plans to fly down to look at Aug. 17-19 color demonstrations of WMAR-TV and WMAL-TV (Vol. 5:30). He's having FCC lab adapt receiver to get black-and-white pictures from color transmissions, hopes someone will lend him color set.

Note: Cute sidelight on color TV comes from Noran (Nick) Kersta, ex-TV chief of NBC, now v.p. of Wm. Weintraub agency, who wrote CBS chairman Wm. Paley, requesting option on first commercial color TV program for his client Revlon (cosmetics).

* * * *

Various color committees are now beginning to move. RMA group (Vol. 5:29, 30) met July 29, set up 4 subcommittees for following jobs: (1) Listing pros and cons of all color systems, chairman Electronics Magazine's Donald Fink. (2) Studying time needed to build color converters and sets, chairman Sylvania's Virgil Graham. (3) Adding up receiver costs, chairman Philco's David Smith. (4) Setting up field test requirements, chairman DuMont's T. T. Goldsmith. Last group will also recommend field test requirements for any change in TV standards, including those for monochrome. Committee is inviting non-RMA organizations to submit any data they have. Findings will be passed along to RMA's overall TV Committee (Vol. 5:25,26) which has moved meeting date back to Aug. 16.

Now that Fink is back from Zurich (Vol. 5:26), Bureau of Standards color committee (Vol. 5:25,29,30) will meet Aug. 3, and JTAC, of which he's chairman, will go over FCC's whole TV proposal Aug. 1.

CITATIONS, DEALS AND APPLICATIONS: One more CP went by the boards this week, leaving only 39 on the books -- and 8 of these on the "laggard" list. Surrendering its permit is New Orleans Times-Picayune's WTPS-TV, due to "serious and fundamental uncertainties confronting TV." Added to list of those cited for undue delays was WJIM-TV, Lansing, Mich., given 20 days to decide whether it wants to drop or request hearing. KTLX, Phoenix, previously cited (Vol. 5:27), was extended to Nov. 27.

Hearings have already been held on WRTV, New Orleans (Vol. 4:43, 5:6); WRTB, Waltham, Mass. (Vol. 5:6,7,26); WHAS-TV, Louisville (Vol. 4:40, 5:10,26). Hearings have been set for Sept. 8 on WSEE, St. Petersburg (Vol. 5:26) and Sept. 19 on WJAX, Jacksonville (Vol. 5:29), both in Washington. Hearings have been requested on KTVU, Portland, Ore. (Vol. 5:28) and KEYL, San Antonio (Vol. 5:27), but no dates set.

FCC this week apparently killed Warner Bros. deal to buy Dorothy Schiff (Thackrey) West Coast radio properties, including KLAC-TV, Los Angeles, by refusing to hear case before Aug. 1. Her "loan" deal with movie firm expires that date. She's understood to be seeking new buyer, oilman Edwin Pauley reported negotiating for KLAC-TV. (Note: It's also common knowledge now that San Francisco's KPIX is "on the block" and presumably will soon be sold.)

Two more applications this week: For Knoxville, by Scripps-Howard's WNOX, asking for Channel 6 designated under proposed new allocations (Supp. 64) but not under old ones. For McAllen, Tex., by Max Lutz, produce broker, proposing to take Channel 12 from San Antonio. McAllen (pop. 11,873) gets only one uhf in proposed new allocations. Commission accepted these for filing despite its recommendation against new applications under new allocations pending end of freeze (Vol. 5:29).

* * * *

Washington's WWDC buys WOL from Cowles in \$300,000 deal concluded Friday, subject to FCC approval. Katz-Strouse interests, operating WWDC as independent with 250 watts on 1450 kc, buy physical assets of WOL (5 kw on 1260 kc), will sell WWDC but retain its call letters and FM...FCC general counsel Ben Cottone will personally handle hearing ordered for "sometime in fall" on charges of editorial bias against G. A. (Dick) Richards, including citations of his WJR, WGAR, KMPC (Vol. 5:1 et seq). Also to be probed is his proposed trusteeship plan (Vol. 5:17).

Called "vicious" and "reckless" by Senator Johnson (D-Colo.), chairman of important Committee on Interstate Commerce in charge of radio legislation, plan of Schenley Distillers to go on radio and TV to advertise hard liquors is being pursued. Schenley adman S. D. Hesse says studies of public reactions indicate "public regards advertising of alcoholic beverages by radio in the same light as advertising in newspapers, magazines or any other media." Sen. Johnson sent letter to Treasury Secretary Snyder July 26 urging use of Alcohol Tax Unit's authority to "stop cold this reckless plan to invade the privacy of the home with liquor sales talk." He said any station would be "stupid" to take hard liquor ads. But, with business down, some stations are considering it, ABC is reported favorably inclined, CBS willing to consider a regional test.

First defections from Petry organization, publicly announced, are *Milwaukee Journal's* WTMJ-TV and *Buffalo News'* WBEN-TV, which have appointed Harrington, Righter & Parsons, 270 Park Ave., New York, exclusive TV rep firm recently formed by ex-Petry staffmen. Biggest rep firm for some time has been torn by internal dissension and litigation between partners Edward Petry and Henry Christal.

Something seems to be "cooking" as between CBS and Zenith—possibly latter's sponsorship, for first time, of a TV program. It's all pretty vague, but fact is Zenith's Phonevision will be plugged on Tex McCrary-Jinx Falkenburg *Preview* on CBS-TV, Monday, Aug. 1, 9-9:30 p.m. Zenith stockholders meeting this week, incidentally, approved management's plan to contract with newly formed Teco Inc. to promote and operate Phonevision (Vol. 5:28).

ASCAP has extended until Sept. 1 TV's use of its members' music. Meanwhile, progress is reported in negotiations between ASCAP and broadcasting music industry committee, one member expressing certainty this would be last extension required. Final agreement is expected to embody last ASCAP offer of prevailing AM music license fees plus 10% (Vol. 5:24).

Variety's TV "showmanagement" awards, announced in special 60-page Radio-TV section July 27, go to CBS, Milton Berle, Phillips Lord's *Black Robe* (NBC) and KTLA's Klaus Landsberg (for spot news coverage). AM "showmanager" awards went to CBS's Wm. S. Paley, KLZ's Hugh Terry, WNEW's Ted Cott. On subject of AM vs. TV, articles by network topkicks stress strength of AM interdependence of both media, business for both.

TV programs: NBC-TV working with Dept. of Defense on *Armed Forces Hour*, to start in autumn . . . Kyle McDonnell returns on NBC-TV July 30 in *For Your Pleasure*, Sat. 8:30-9, replacing *Television Screen Magazine* . . . *Couple of Joes* titles WJZ-TV vaudeville and giveaway show with Joe Rosenfeld and Joe Bushkin asking viewers in home to stump them with tunes they can't play, starting Aug. 12, Fri. 10-11 . . . CBS-TV on July 25 started *Classified Column*, Paul deFur demonstrating homemaking products and ideas, Mon.-Fri. 5:15-5:30.

Now's the time to consider package design in terms of TV, say members of the Packaging Panel, new feature series starting in July 22 *Printers' Ink*. "Due to lack of color and definition in television reception most packages considered good for store display and magazine advertising are no longer adequate," is conclusion. Packaging experts recommend redesigning with a motif of "bold visibility in black-and-white."

Republic Pictures quietly preparing to offer films from stock to TV buyers, spliced into 10-min. narrations titled *American True Stories*. Samples have been shown admen.

International conference on world-wide TV standards in Zurich, Switzerland (Vol. 5:26) wound up with unanimous agreement on: (1) Use of 4:3 aspect ratio; British have had 5:4 but are in process of changing to 4:3. (2) Use of interlacing with 2:1 ratio. (3) Making effort to divorce scanning-line frequency from country's power frequency to facilitate interchange of programs. There were 3 camps regarding number of lines and frames: U. S., 525 lines, 30 frames; British-French, 405 and 25; all others, 625 and 25. First and last are highly compatible; receiver built for one can easily be adapted to other. Participants were quite impressed with U. S. reports of offset carrier, since it would allow more stations in crowded Europe. They also liked inter-carrier system of receiver design because of its economy. U. S. representative Donald Fink reports only technical development impressing him was Swiss big-screen projection system employing light valve system completely different from our projections. Disadvantages seem to be tremendous complexity and expense. Another meeting, late this year or early next, may be tour of London, Paris, Eindhoven, New York.

Signs point to joint motion picture industry effort to get theater TV frequencies instead of depending on lines, deemed too expensive. MPA board, meeting in New York this week, heard SMPE's TV chairman Donald Hyndman recommend companies jointly petition FCC for public hearing on theater TV frequencies, while individual companies apply for licenses. MPA is due to take formal action next Tuesday.

Fabian's Brooklyn Fox Theater, where RCA instantaneous theater-TV equipment was successfully used for Walcott-Charles fight in June (Vol. 5:26), is first to order permanent installation. Cost is about \$25,000 for equipment, with 28-in. spherical mirror permitting projector to be slung from balcony, 60 feet from screen. S. H. Fabian, head of 50-theater chain, said he expects "TV in the theater [to] boost box office at a time when shot in the arm is helpful." Paramount's intermediate system now being operated in New York's Paramount and Chicago's Chicago theaters, will also be installed in houses in Los Angeles, San Francisco, Salt Lake City, Minneapolis, Detroit, Boston, Toronto—possibly London, Paris.

TV sponsorships: Separate NBC-TV version of *Martin Kane, Private Detective*, starring Wm. Gargan, is due to start shortly with United States Tobacco Co. sponsoring; radio version on MBS has same sponsor . . . It's now definite that *Admiral Broadway Revue* won't be back on NBC-TV this fall, due to costs, but big set maker is retaining half of ABC-TV *Stop the Music* and shopping for another half-hour network show . . . Definite, too, that Lever Bros. will sponsor NBC-TV's *The Clock* starting Oct. 5, Wed. 8:30-9 . . . Libby Foods reported buying *Three Johns* on NBC-TV for Sept. start, thru J. Walter Thompson . . . Gulistan Carpets planning big newspaper-magazine schedule this fall, with TV and radio added . . . General Baking Co. (Bond Bread) buys spots on WMAL-TV, Washington, renews on WFIL-TV, Philadelphia . . . WFIL-TV also reports signing Cameo Curtains, renewing Evans Eye Lotion for 1-min. film spots . . . Standard Oil of Indiana buys home grid games of U of Minnesota on KSTP-TV . . . Chevrolet Distributors buys home grid games of Ohio State U on WLWC, Columbus.

TV's threat to outdoor advertising is reflected in fact Texaco pulled off billboards entirely when it decided to sponsor Milton Berle. (It's also taking Berle off AM next fall.) Outdoor medium, however, expects this will be good year; it's the smallest of the media, accounting for \$132,-100,000 last year, about 2.7% of total U. S. advertising as estimated by *Printers' Ink* (Vol. 5:27).

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August 6, 1949

'TELEGLAS' AND BLACKER BLACKS: Now that prices are stabilizing, you can expect all sorts of improvements and gadgets in connection with TV receiver production. This week, big Pittsburgh Plate Glass Co., which makes face-plates for metal-coned picture tubes, announced Teleglas -- claiming sharper black and white contrast capable of maintaining 35:1 ratio under varying conditions of room light. It's said to do away with "dazzling brightness", entirely eliminate glare from outside lighting, provide pictures equal to good glossy photographs. As explained by company's development chief, Dr. J. H. Sherts, it's "the first practically colorless glass the company has ever manufactured...was designed especially to provide less than a maximum of transmitted light...acts as a filter to reduce the detrimental effects of room light and to minimize halation." (Maybe also spells end of artificial filters.)

First to order Teleglas is Rauland, supplying Zenith's new "black" tube which it calls "Glare-Ban." It has been tested by others, and at least one other major tube and set maker has accepted it and is plumping for adoption as standard. Indeed, plans are afoot to utilize what this company calls the "grey glass" in all-glass tubes as well, for it's a simple matter of chemical treatment of molten glass, which glass blank makers have previously said they could do as soon as wanted (Vol. 5:20). Last May, U. A. Sanabria's American Television Labs, Chicago tubemaker, also demonstrated what he called "eye saver" tube (Vol. 5:21) which used an agent mixed with phosphor on tube face to achieve improved contrast.

FCC STANDS BY FREEZE-END PROGRAM: This much became apparent this week, as we talked with FCC commissioners and high level staffmen about proposed new TV rules, standards and allocations ordered to Sept. 26 hearing (Vol. 5:29-31 and Supps. 64-66):

They're reasonably satisfied with their handiwork, convinced of legality of their proposals, sold on fundamental philosophy involved.

That's not to say their minds are closed. Some allocations may have to be changed. There will be pressures from Capitol Hill. After all, doesn't the whole big populous state of Massachusetts emerge with only Boston's 4 vhf channels? And does substitution of a uhf for one of Philadelphia's vhf channels (leaving only 3 vhf) adequately take care of that fourth largest metropolis? Everybody acknowledges uhf channels are inferior, won't plug great gaps, indeed won't be ready for several years at earliest.

FCC members point out proposed allocation is just a guide, isn't frozen indefinitely, is flexible enough to permit future shifts from uninterested cities to metropolitan areas where there's demand.

TV industry at large, still digesting the myriad-faceted proposals, hasn't peeped yet, officially. Manufacturers and telecasters are torn between desire to end freeze quickly and urge to get best possible system set up. Most vocal have been Washington radio lawyers and consulting engineers, torn between objective viewpoint and interests of their clients. FCC Bar Assn, meeting Monday, designated Leonard Marks to draw up objections to legality of allocation as whole on premise it conflicts with right of applicant to hearing under Sections 307 and 309 of Communications Act without having to go through rule-making.

FCC Engineers Assn, meeting Tuesday, named A. D. Ring chairman of committee

that may officially put engineers on record for hearing on standards first, then allocations -- the sentiment of many engineers, echoed editorially in Broadcasting Magazine this week.

Condon color committee (Vol. 5:29) met in Washington Wednesday, decided its "royal commission" function was to check all systems, explain to Congress, FCC and public just where color TV stands now and its possibilities for future. Committee won't report before Sept. 26 hearing, but may report before Commission decision.

JTAC on Monday called on RMA committee No. 1 (Vol. 5:31) to furnish information on these color systems: 18 mc and 12 mc simultaneous (both RCA); 12 mc and 6 mc sequential (both CBS); and 2 other sequential systems -- by line and by dot. JTAC feels these cover all alternatives; invites information on any others.

* * * *

Out of morass of freely voiced objections to FCC proposals, here are several particularly worth noting: Some engineers express belief FCC may have to use offset carrier system to meet own requirements. For proposed allocations don't always jibe with proposed standard for signal-to-undesired signal ratio so that, if Commission means to adhere to standards, some stations might have to be separated more widely than proposed. However, offset could accomplish standard requirements. Then, too, "inconsistencies" in allocations to some cities, as against principles enunciated by FCC, are seen as forcing Commission to add extra uhf channels to fill in bad spots.

You'll get a chuckle out of this characterization of the uhf allocation, as told us by one engineer: "It's like a man who buys a set of electric trains for his son, when he isn't married, hasn't even met the girl, and knows he's a eunuch."

UHF RECEIVERS—CLAIMS AND FEARS: First claim of actual uhf converter production comes from Industrial Television Inc., Clifton, N.J. In addition, company announces it's "ready to produce combination vhf-uhf TV receivers...whenever uhf service is inaugurated." It says converter continuously tunes 470-890 mc, but notes performance "could not be expected to equal the vhf-uhf receiver which is an integrated design." Cost of combination set, says ITI, is about one-fourth more than vhf-only.

Announcements such as above are what trouble bigger boys, such as Philco's president Wm. Balderston (Vol. 5:31), who said that uhf and color are still some 3 years off and that talk of uhf and/or color can be a market depressant.

Old Dr. Lee deForest also got into uhf act last week by asserting he's now perfecting a simple, inexpensive converter. FCC last week received report on uhf tuners from millionaire amateur John H. Poole, who had Stanford Research Institute work up tuner designs in connection with his experimental station KM2XAZ, Pasadena (Vol. 5:13,18). Institute estimates mass production of tuner for full uhf band could result in \$30-\$35 unit.

As for major producers, Zenith and Admiral have said their turret tuners can be converted to uhf, Magnavox has left space in cabinet for later addition of tuner, and DuMont's new sets also have space set aside.

Most exhibitors at recent NAMM convention seemed unworried about uhf, were certain big labs will come up with proper device at proper price (\$25). Technically, great promise in uhf is touted for "inter-carrier" system which puts burden of minimizing drift on stations. And drift is expected to be much more serious in uhf than vhf. Inter-carrier is used by Motorola, GE, Pilot and a few others.

HEARINGS & OTHER TV STATION PLANS: Apparently anticipating WSEE will drop its CP for Channel 7 in St. Petersburg, which was cited for delays and ordered to hearing Sept. 8 (Vol. 5:31), St. Petersburg Times has amended its application to ask for No. 7 in lieu of originally-asked-for No. 5 which isn't allocated area under proposed new allocations (Supp. 64). This week, FCC set hearings on 2 other laggards: Sept. 1 for KEYL, San Antonio, Sept. 29 for KTVU, Portland, Ore. (Vol. 5:31), and set Sept. 9 for oral arguments on proposed extension of Raytheon's WRTB, Waltham (Vol. 5:29) and proposed denial of sale of Louisville's WHAS to Crosley (Vol. 5:26).

Only new application this week (the 347th; see TV Addenda 8-E herewith for details) was filed for Lincoln, Neb., by KOLN, affiliated with Omaha's KBON, asking

for Channel 10. Also applied for was experimental authority to test site and propagation of uhf TV in New Brunswick, N.J., 30 mi. from New York. Applicant WCTC proposes to put out 20 kw video peak (pulse) on 660-680 and 700-720 mc, figuring that proposed Channel No. 48 allocated that city should fall in one of those bands.

FCC told 3 who would have to shift channels under proposed new allocations (Vol. 5:29) they could have STAs to operate for at least one year on presently assigned channels, said they probably could use latter until new station on new frequency began operating. Rochester's WHAM-TV is already operating on No. 6 (would go to No. 5); Syracuse's WSYR-TV is due on No. 5 in October (would go to No. 3); Cleveland's WXEL is ready to install on No. 9 (would go to No. 11). WXEL reports it has completed building, is preparing to install GE equipment, plans tests between Oct. 15-Nov. 15, scheduled operation before Christmas.

RCA this month ships transmitters to WTVN, Columbus, and WOAI-TV, San Antonio; in September ships to WCON-TV, Atlanta, and WSAZ-TV, Huntington, W. Va.; in November, to WTAR-TV, Norfolk. During July, transmitters went to WNBF-TV, Binghamton, and KOVB, Tulsa. GE has sold 2000-mc video and audio microwave equipment for new Chicago-to Grand Rapids link being installed by WLAV-TV, Grand Rapids, opening formally Aug. 15 (Vol. 5:31). GE also reports sale of transmitter for Iowa State College's WOI-TV, Ames, which has completed station house and tower, proposes to operate as non-commercial educational -- but starting date remains indefinite pending grant of funds.

SEPARATING AM-TV RATES AND STAFFS: Our survey of combined TV-AM operations (Vol. 5:24,26), plus the TV rate cards of the 59 such operations published in our July 1 TV Directory No. 8: Television Rates & Factbook, elicit some significant responses to the questions: "Are you offering combination rates to TV and radio advertisers? Frequency discounts for joint use of both facilities? Volume discounts?"

We find ABC's 4 TV stations offering frequency-volume discounts for joint use with AM, namely, WJZ-TV, New York; WENR-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco. Only others doing so are KPIX, San Francisco; KLAC-TV, Los Angeles; KFMB-TV, San Diego -- former 2 saying it doesn't help much in signing new business. Still another, Los Angeles' KFI-TV (daytime-only operation) said it started to offer discounts but abandoned the idea.

All others among the 59 indicate entirely separate rate structures. Also indicated in our survey is trend toward separate AM and TV sales staffs, though at present most stations have same salesmen selling both TV and AM time. Los Angeles' KFI and KLAC separated them in June, Don Lee's KHJ (KTSL) also keeping them separate. Baltimore's WBAL-TV says it doesn't yet "but we talk about it almost daily." Chicago's WENR-TV separates but, bucking the apparent tide, says it's presently considering integration.

Others reporting separate sales staffs: WCBS-TV, New York; WCAU-TV and WFIL-TV, Philadelphia; WBEN-TV, Buffalo; WGN-TV, Chicago; WTMJ-TV, Milwaukee; WKRC-TV, Cincinnati; WAVE-TV, Louisville. There are probably a few others, but they didn't answer our questionnaire. Do they sell competitively? we asked. No, was the answer, for the most part -- though "rivalry" is encouraged by their mutual management.

MOVIES UNITE TO SEEK THEATER TV: Eric Johnston's Motion Picture Assn, representing the Big Five film producers, this week joined other industry forces in deciding to petition FCC for theater-TV frequencies. It's not certain MPA will ask for specific frequencies, but 50 mc bandwidths are being considered so that theaters can offer wide-band color as well as high definition monochrome. Prime mover for theater TV and strong MPA member, 20th Century-Fox, in recent report (Vol. 5:22) indicated desire for frequencies in 5,000-10,000 mc band, this week asked FCC not to hold hearings on proposed rules governing TV auxiliary services (STL, remote pickups, etc.) until after determining policy on theater TV. FCC policy is clouded, of course, by fact major producers are embroiled in anti-trust suits.

Fact that MPA board voted go-ahead doesn't mean all Hollywood producers have seen light on TV. Several, Loew's (MGM) in particular, can't see where theater TV

is going to help. But recalcitrants were persuaded to come along on plea of "insurance." Their negative attitude was based on belief TV is just another distractive medium (like bowling and bingo) and movie-makers should stick to movie-making.

Actually, only Paramount and 20th Century are now active in theater TV. SMPE for 2 years has urged industry get together, is working with these 2 producers now on reply to FCC's recent request for elucidation of purposes (Vol. 5:27). Also studying subject has been TOA, but it has no definite plans yet -- though powerful Fabian chain has decided to install RCA setup in its Brooklyn house (Vol. 5:31).

* * * *

MPA members disclaim any part in Phonevision, but Zenith apparently is going forward with long-promised tests -- presumably using British film. This week, Zenith asked FCC permission to try it out experimentally in Chicago, disclosed plan to link 300 sets via leased Bell lines to special exchange. Subscribers will be asked to pay nominal fee, and reactions to pay-as-you-look idea gauged. Zenith will bear full cost, subscribers picked to provide proper cross-section of public.

Public got glimpse of Phonevision Monday in Tex McCrary-Jinx Falkenburg's "Preview" on CBS-TV (Philip Morris). Zenith's John Howland was interviewed, then "scrambled" and "unscrambled" portions of Laurence Olivier's prize film Hamlet shown to demonstrate how Phonevision works. Used in demonstration was a rectangular-screened TV set (looked like an RCA 630TS), rather than circular-screened Zenith.

NAB moved swiftly to appoint a chief of Video Division under recently ordered reorganization (Vol. 5:29), and this week named G. Emerson Markham to the post, effective Sept. 1. He's manager of GE's pioneer TV station WRGB, Schenectady, as well as its 50 kw WGY and FM adjunct WGFM. He's also a v.p. of Television Broadcasters Assn, which itself is planning expansion—to concentrate on TV "circulation" promotion—and which has offered post of paid president to FCC chairman Wayne Coy. Even before Markham's appointment, NAB announced first week's solicitation of TV members (AM members may enroll by paying additional fee of \$10 per month, non-AM \$1,500 per year) had resulted in adding 8 stations, namely: WBAP-TV, Fort Worth; WDEL-TV, Wilmington; WDSU-TV, New Orleans; WFBM-TV, Indianapolis; WGAL-TV, Lancaster; WMCT, Memphis; and CP holders WHBF-TV, Rock Island, and WTAR-TV, Norfolk. Previous 5 TV members now being reclassified are WBKB, Chicago; WCBS-TV, New York; WOIC, Washington; WRGB, Schenectady; WTTV, Bloomington (CP holder).

Telecasting & Broadcasting: With Cincinnati's new WCPO-TV operating on daily noon-11 p.m. schedule (Vol. 5:30), WLW-TV has moved up its daily starting time 2 hours to 1:45 p.m., including test patterns . . . DuMont's WABD, New York, has cut 45 minutes from its daytime schedule, starting now at 10:30 a.m. instead of 10, signing off at 2 instead of 2:15 . . . CBS has leased building at 6361 Sunset Blvd., Hollywood, for added office space; will convert its 900-seat Studio A in Hollywood to TV, ready when *Ed Wynn Show* starts in October; and KTTV has subleased Capitol Record's studios at 5515 Melrose Ave. . . . Alf Landon, oilman and onetime presidential nominee, reported selling his recently-built AM daytimer, KTLN in Denver, for \$45,000 to Leonard Cole, Little Rock; Landon is also applicant for TV, now presumably will drop . . . President Wm. Hedges of Radio Pioneers Club has set up committee to nominate for "Radio Hall of Fame" honoring those contributing to the industry; chairman is ABC's Mark Woods, vice chairman H. V. Kaltenborn, other members Walter Evans, Westinghouse, Wm. Paley, CBS, O. B. Hanson, NBC, and Lowell Thomas.

TV network sponsorships: Gillette will again sponsor October world series, both AM and TV but, unlike last year's pooled telecasts, plan is to carry games on only one network, still undecided; all major league towns are now on coaxial, so all games can be telecast . . . Esso Standard Oil Co. will sponsor *Tonight on Broadway* on CBS-TV starting Oct. 2, Sun. 7-7:30 . . . Philip Morris on Aug. 7 starts *Ruthie on the Telephone*, written by Goodman Ace, on CBS-TV, nightly except Wed., 7:55-8 . . . C. H. Masland & Sons (rugs) Sept. 14 starts *Masland at Home Show* starring baritone Earl Wrightson on CBS-TV, Wed. 7:45-8 . . . ABC-TV carrying Akron Soap Box Derby Sun., Aug. 14, 4:15-5 p.m., in cooperation with Chevrolet . . . Kaiser-Frazer signs with DuMont for 52 one-min. ann. 13 weeks. . . Time of the *Ed Wynn Show* on CBS-TV, to be sponsored by Speidel Corp., has been definitely set for Thu. 9-9:30, starting Oct. 6.

Station accounts: Aiming its commercials at taproom owners and patrons, Trad Television Corp. (Tradivision 3x4-ft TV sets) began sponsoring Chicago Rainbo Arena wrestling Aug. 3, Wed. 9:35 p.m., on WJZ-TV, New York . . . Consolidated Edison buys Telepix newsreel on WPIX, New York, Sun. thru Fri. 7:15 . . . General Time Corp. (Seth Thomas, Westclox) buys spots on WMAR-TV, Baltimore . . . Thor Inc. (ironers) testing TV, offering free home trials via KFI-TV, Los Angeles . . . Grain Belt Beer using spots on WTCN-TV, Minneapolis . . . Boston Store sells household oddments on *Gadget Gazette* on WTMJ-TV, Milwaukee, Thu. 3-3:15 . . . The Fair Store, Chicago, planning Homecoming Fair Sept. 19-Oct. 1 as "largest sales promotion tie-in ever attempted by a dept. store and a national consumer publication"; TV included in elaborate joint project with *Better Homes & Gardens*.

Network TV advertisers slumped to 42 during July, sponsoring 50 shows, compared with 54 sponsors of 68 shows in June, according to *Rorabaugh Reports*. July gross TV time sales of networks were \$721,336 vs. \$936,087 in June, bringing total for first 7 months of 1949 to \$5,195,401. Leading July network TV advertisers: Admiral, \$67,652, Buick \$47,400, Mohawk \$41,160, Camel \$40,152, Old Gold \$37,868, Lucky Strike \$36,200, Crosley \$33,450.

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August 13, 1949

TV's VERY ACTIVE CIRCULATION DEPT.: Some of you telecasters and broadcasters have often asked us why we devote so much attention to the manufacturing-distributing phases of TV. It's a fair question, deserving a frank answer:

First, let us tell you that nearly every major executive on the manufacturing side of TV and radio, and several hundred distributors, are among the subscribers to our services. Some of them have been good enough to call our weekly reports their trade "bible" because of the painstaking and objective job we try to do in reporting basic industry trends and developments.

But, more important, is the plain and simple fact that the manufacturers-distributors constitute your "circulation department." They're building up, as surely as the passage of time itself, your audiences -- just as they did in radio. Every new model, every gimmick, every price drop spells "circulation" for you -- and on circulation depends your rate structure, your lifeblood.

It's true theirs is the profitable side of the business -- right now -- but it's also true they're interested in the same things you are: good programs, more stations, strong networks, sane and sensible regulation by Washington. The fact is, too, that many of them are devoting part of their advertising budgets to TV; and, from where we sit, more of them look like hot prospects for more local and national sponsorships.

Their prosperity can be yours, and yours theirs -- hence their activity and the news they make should be followed assiduously by you, Mr. Telecaster and Mr. Broadcaster, as prudent business men. And they're making lots of news these days, as evidenced in this issue.

DAYTIME AUDIENCE TO AM, NIGHT TO TV? Very likely, sound radio's real struggle with TV will evolve somewhat along these lines:

AM programs dominating daytime audience, TV dominating evening audience.

Naturally, they're admitting no such thing, but RCA-NBC hierarchy's long-range planning is said to be predicated on this thinking -- to make its night TV schedules the strongest in video, its day AM schedules the strongest in radio. Perhaps, even, the legend grew out of CBS's raids on top NBC talent and programs, with resultant losses of latter's night radio ratings.

Idea that TV will eventually dominate the night audience, yet never really steal away radio's daytime listeners, makes a lot of sense. For it's quite apparent that, the Gill report (Vol. 5:23) notwithstanding, TV homes are largely if not entirely lost to night-time radio listenership.

TV's approach to night dominance is literally measurable by TV receiver sales. Admittedly, it still has a long way to go since less than one out of 10 homes in TV areas has a TV set as yet, and TV areas embrace only about half the U.S. populace (Vol. 5:27). But the TV set census is on the rise, evidenced by monthly reports (for latest count, by cities, see Vol. 5:30).

As of now, even granting TV has stolen primary attention in one-twentieth of the homes of the country, AM still dominates broadcasting as a whole. Thus it's quite naturally concluded sound radio has a considerable span of life left -- will

continue to be a major medium even when it has lost much or most of its night audience and derives most of its revenues from daytime sponsors.

All this is in realm of speculation, open to many pro and con arguments -- and set forth here merely to indicate trend of top echelon thinking. One leading network executive told us he thinks next 5 years will be radio's "adjustment" period -- adjustment primarily to encroachment of TV. He foresaw fewer radio networks and fewer stations, hence more listeners per network and per station -- so that survivors, for awhile at least, can continue to maintain present rate structures. AM rates are now too low for what they deliver, he said, and haven't been raised for some years. (In that connection, it's noteworthy that recent BMB report shows that AM homes have risen to 94.2% of all 41,692,900 U.S. families.)

This executive, who can't see 4 TV networks surviving the long haul, makes this cogent point: If, after more than 20 years of service and growth, 2 of the present 4 broadcasting networks find the going hard, can you expect telecasting (really a blue-chip business) to find things easier? More than that, there are too many metropolitan areas with less than 4 TV channels assigned, and network TV must perforce obtain exclusive outlets to justify their economic existence.

* * * *

That the top radio folk are thinking in terms of TV's impact, is plain. That they're no master minds, is also manifest -- as uncertain as the rest of us, just where AM will land. New York News columnist Ben Gross recently cornered CBS's Bill Paley and NBC's Niles Trammell, subjected them to a vigorous catechism, came away with some pertinent (if inconclusive) quotes.

First, both wanted it understood that though they're convinced TV will be the dominant medium, radio has a long and productive life ahead. Both pointed out their AM networks are very nearly sold out for fall-winter, despite unusual summer letdowns. But TV looms big in their planning. Trammell said, "We're again reviewing the idea of a giant Television City to be built nearby, out of town." Paley said he hopes to have virtually all his new stars on TV by fall of 1950 (including the gilded Jack Benny) and remarked, "Every time we come up with a radio show, we'll do so with video in mind."

* * * *

"There will always be room for both," opined RCA president Frank Folsom in recent Variety interview. "The portable radio that one can carry around the house, on the porch, to picnics, into the bathroom while shaving, for the housewife to listen to news and soap operas while she's doing the dishes and the household chores, indicate that sound broadcasting will always be with us.

"Things that will be perfectly natural to look at, like Berle, Benny, Cantor and such stars, will naturally be ideal for TV. But we must strike a balance in our belief that the American public will desert radio 100% for TV. That's just not so, nor likely ever to become so."

WHAT'S DOING ON THE COLOR SCENE: Lots of activity in color TV -- but nobody's saying anything. First open broadcasts of polychrome, for all to see, come next week when CBS's 6-mc sequential system gets workout in Washington (Vol. 5:30-31). Tests of transmissions Aug. 17-19 (10 a.m. to 2 p.m.) between Johns Hopkins Hospital and Washington National Guard Armory are intended to find out whether signal is satisfactory enough for American Medical Assn convention in capital in December. Equipment is owned by Smith, Kline & French pharmaceutical house, bought from CBS; it's same as used in Atlantic City recently (Vol. 5:23).

Signals will be broadcast by Baltimore Sun's WMAR-TV, with direct pickup attempted at D.C. Armory. If that doesn't work, Washington Star's WMAL-TV will try to pick up Baltimore signal, then rebroadcast it to Armory's color receivers.

Though FCC and Capitol Hill brass will be invited to have a look, and though CBS technicians are running the show, CBS disclaims any intention of pushing color. It simply will show what it's got. Actually, WMAR-TV's Jack Jett set test dates, asked by Smith, Kline & French, solely because they were convenient for his station.

Last week, FCC engineers Willoughby, Plummer and Chapin saw CBS color tests

in New York. JTAC saw them Thursday, will watch in Baltimore Aug. 18, in Washington next day. Network has increased Peter Goldmark's staff for September hearing.

Observers who have seen CBS color demonstrations report being "favorably impressed" with pictures, as shown on both direct view and projection sets. But they emphasize they were under laboratory conditions, all closeups, closed circuit. Yet they thought color put back into signal just about what has to be taken out in order to squeeze it into 6 mc. Still to be demonstrated are outdoor pickups, wide-angle shots, long shots under varying conditions of light. Also to be probed are flicker, color drag, brightness. And a commercial converter has yet to be shown.

RCA has 6-mc sequential transmitter testing in Camden (Vol. 5:31) and a 12-mc simultaneous transmitter operating at Princeton. But its information apparently hasn't been collated, nor is its position at FCC hearing yet decided.

Sept. 26 hearing may get report from inventor U. A. Sanabria, whose American Television Laboratories makes CR tubes. He plans test of color system using varying receiver voltages to cause phosphors in picture tubes to glow in different primary colors. From U of Southern California will come Dr. Charles Willard Geer, physics prof, who holds patents on color TV which uses electron gun to activate phosphors in different primary colors. On July 28, FCC wrote CBS, GE, DuMont, Philco, Westinghouse, Color Television Inc., Thomascolor Corp., asking that its staff be permitted to see what they have in color. No invitations, except from CBS, have yet arrived.

Note: Maybe it's merely the hot weather lull, but there's little other current activity relating to FCC freeze hearings of Sept. 26. Very few comments and counter-proposals have been filed as yet (deadlines are Aug. 26 and Sept. 12), none at all by major telecasters or radio manufacturers.

GRAND RAPIDS, OMAHA & OTHER STARTERS: Red Grange's famous No. 77 -- worn when the great Illinois halfback played hob with Fielding Yost's Michigan teams -- goes to Michigan's first TV station outside Detroit: WLAV-TV, Grand Rapids. Channel No. 7 outlet, 77th on the air, formally bows Monday, Aug. 15, when it goes on nightly schedule. It also opens up TV's 45th market area.

Next one definitely set is Omaha's KMTV, owned by KMA, Shenandoah, Iowa, which has been testing since Aug. 3. Manager Owen Saddler tells us its T-Day is Sept. 1, when it will begin operating 7-10 p.m. daily, carrying ABC, CBS, DuMont shows. Meanwhile, Aug. 15-20, it's conducting "open house" promotions in cooperation with set distributors. Also set for formal Sept. 1 T-Day is Omaha's WOW-TV, but it actually began limited commercial operation Aug. 1 (Vol. 5:31); currently, WOW-TV is making heavy pitch for farm audience, which it claims will constitute 30% of homes in its 60-mi. radius.

Only new application for TV this week was for Galveston, Tex., by R. Lee Kempner, banker, seeking Channel 9. It's in present vhf allocation, but not on proposed new one (Supp. 64) in which Galveston is down for 2 uhf. New Brunswick (N.J.) Home News, operating FM station WDHN, applied for experimental TV on 660-680 and 700-720 mc to study what's expected to be Channel 48 assigned there -- same as last week's request from WCTC, same city (Vol. 5:23).

Notes on upcoming new TV stations: GE this week shipped transmitter and studio equipment to WMBR-TV, Jacksonville, now slated for tests Sept. 15 and official opening Oct. 2...Request of WTSP, St. Petersburg, for WSEE's Channel 7 if and when taken away (Vol. 5:32) was returned by FCC as out of order and in conflict with TV allocation hearing...George E. Cameron Jr., oilman, holder of CP for KOTV, Tulsa, took ads in local newspapers Aug. 2 to promise test patterns during October, regular programs in November...WOR-TV due to finish transmission lines Aug. 22, so no test patterns before Sept. 1, and opening still likely with world series; meanwhile, WOR has leased roof of famed New Amsterdam Theater on 42nd St. off Broadway as TV studio and theater...WMBD, Peoria, holding CP for WMBT since July, 1948, reports it's studying TV operations in other towns of same size before deciding whether to place order for equipment...KTLX, Phoenix, granted extension to Nov. 27 after being cited (Vol. 5:27,31), reports DuMont equipment on order, TV addition to Westward Ho Hotel to be completed by Oct. 1; it's now part owned by KPHO interests (Rex Schepp).

AT&T's New York-Chicago microwave TV relay is definitely planned for next summer, got FCC authorization this week for 20 Pittsburgh-to-Chicago hops to cost \$12,000,000. New York-Pittsburgh link was previously granted. Entire hookup will have 4 circuits—2 East, 2 West. Also authorized were: (1) Chicago-Des Moines, 2 westbound circuits, 14 hops, \$4,000,000. (2) Albany-Syracuse, 2 westbound circuits with spurs to Schenectady and Utica, 5 hops, \$1,055,000, due December 1949. (3) Richmond-Norfolk, one southbound, 4 hops, \$635,000, due April 1950. (4) Madison-Milwaukee, one eastbound, 4 hops, \$110,000, starts next Sept. 24 when WTMJ-TV begins picking up U of Wisconsin football.

Schenley Distillers speaks for itself alone in "probe" to determine whether radio and TV will accept liquor advertising (Vol. 5:31). That's made clear in blunt statement Tuesday from Distilled Spirits Institute, representing 70% of distilling industry, denying industry as whole is seeking to "upset a long standing precedent" and go against own code banning radio advertising. The Institute calls time now inopportune from public relations and good will standpoint, agrees with Senator Johnson's points against it. Schenley is not a member of Institute. Note: WCTU has also moved to "defeat a back-door plan of radio networks and stations to break all precedent and broadcast whisky advertising."

"Television As An Advertising Medium" is study by Commerce Dept. industrial economist Philip A. Bennett, issued Aug. 15 (Government Printing Office, 30-p., 60¢). It's valuable mostly for market data pages on all TV cities, plus extensive TV coverage map by U. S. Coast & Geodetic Survey. Author sees TV adding to advertising and sales budgets, not cutting into other media; also sees TV as addition to public's communication services, not replacement for other services because of trend toward more leisure time. He estimates 1949 TV time income of \$28,000,000 (vs. \$10,000,000 last year).

House hasn't set hearing yet on McFarland bill (S-1973), which passed Senate unanimously this week. Bill (Vol. 5:23) tightens FCC procedures, permits issuance of "cease and desist" orders, raises commissioners' salaries from \$10,000 to \$15,000 a year, forbids them resigning before term is up to accept positions in industry. Present thinking is House will take 3-day recesses until October, so hope for meeting soon on subject by Interstate & Foreign Commerce subcommittee is slim.

Much-publicized correspondence between theater owner S. H. Fabian and NBC's Charles Denny on theater-TV programs seems more for purpose of establishing understanding than anything concrete. Fabian asked Denny whether NBC would furnish programs to Brooklyn-Fox Theater, which is having RCA theater-size TV installed (Vol. 5:31). Denny said NBC would, cited some of the problems—clearances for one. Denny also asked Fabian specify types of programs desired and date when needed.

FCC proposes to delete FM minimum power-antenna height ratios provided station places minimum signal intensity over principal city (3,000-5,000 uv/m). Action will permit present FMers on STA to get regular licenses on present powers and antenna heights, as long as home city is covered. Fear was felt many would not build up powers and antenna heights (minimums are 100-w/250 ft) because of costs. Comments on proposed revisions of Sections 3.203 (a) and 3.204 (a) requested by Sept. 16.

Canadian Royal Commission on Culture, headed by Hon. Vincent Massey, ex-ambassador to U. S., starts hearings Sept. 6 in Toronto on TV issue—both CAB and CBC expected to present cases.

Personal notes: RCA chairman David Sarnoff back in New York after attending California's Bohemian Grove encampment with NBC's Sid Strotz; RCA president Frank Folsom is member of San Francisco's famed Bohemian Club . . . Philip Dechert promoted to general counsel of Philco Corp. . . . G. I. (Gil) Berry, ex-ABC, new sales mgr. for newly established Midwest Division of DuMont Network in Chicago . . . James L. Stirton made ABC Central Division sales mgr., succeeding Mr. Berry, continuing also as ABC Chicago gen. mgr. . . . Wm. Kusack, ex-Navy and ex-RCA, new chief engineer of WBKB, Chicago . . . Philco engineering v.p. Leslie J. Woods named toastmaster for Nov. 1 dinner of RMA engineering dept. joint meeting with IRE at Syracuse, Oct. 31-Nov. 2 . . . Robert I. Erlichman, ex-Tele King, new gen. sales mgr. of Videodyne . . . R. B. Hanna Jr. new mgr. of WGY, WRGB, WGFM, Schenectady, succeeding G. Emerson Markham, who becomes NAB video director (Vol. 5:32) . . . D. L. Provost, program director of WNBC, New York, on Sept. 6 joins WBAL & WBAL-TV, Baltimore, as business mgr. . . . Bernard Platt, ex-Broadcasting, joins Sponsor as business mgr.

Network accounts: Chesebrough Mfg. Co. to sponsor first half hour of *Roller Derby* on ABC-TV when it resumes Oct. 13 or 20, Thu. 10 p.m. . . . Pall Mall adding separate TV version of *Big Story* on NBC-TV Sept. 16, Thu. 9:30-10 . . . Libby, McNeill & Libby starts *Auction-Aire* on ABC-TV from Chicago Sept. 30, Fri. 9-9:30 . . . George S. May Co., business engineers, sponsoring Tam O'Shanter Golf Tournament from Tam O'Shanter Country Club, Chicago, on 11 DuMont stations, Sun., Aug. 14, 6-7 p.m. . . . Lucky Strikes reported considering Ken Murray show for which CBS-TV has set aside Sat. 8-9 . . . Standard Oil of Indiana to sponsor Wayne King show on Midwest NBC-TV, starting Sept. 29 Thu. 9:30-10 . . . DuMont Receiver Div. renews *Morey Amsterdam Show* 13 weeks from July 21 on 30 DuMont stations (9 live), Thu. 9-10 . . . National Dairy Products (Sealtest) on Sept. 27 takes *Kukla, Fran & Ollie* on NBC-TV Tue. & Thu. 7-7:30, RCA Victor continuing to sponsor other 3 days.

TV station sponsorships: Gold Medal Candy Corp., Brooklyn, and Arnold & Aborn Inc., New York (coffee & tea), appointed Donahue & Coe, both planning TV . . . United Airlines starting TV spots, thru N. W. Ayer . . . Sears Roebuck, Los Angeles, using TV films to sponsor August sales . . . Ronson reported signing with WOR-TV (starting in Oct.) for simulcasts of *Twenty Questions* . . . WFIL-TV, Philadelphia, signs spots for Weston Biscuit Co. and Schick Razor Inc. . . . Pfeiffer Brewing Co. sponsoring Thu. evening trotting races on WWJ-TV, Detroit . . . Duffy Mott Co. (jams & jellies) buys spots for 39 weeks on *Weatherman*, WNBT, New York, Mon. 10:30-10:35 . . . First Wisconsin National Bank buys 5 U of Wisconsin home grid games, 3 Marquette games, and Socony-Vacuum Oil buys 4 Green Bay Packers games on WTMJ-TV, Milwaukee . . . Procter & Gamble, for Tide detergent, and Inkograph Co. Inc. (writing materials), new 1-min. film sponsors on WABD, New York.

Who will get world series TV (rights held by MBS, which has no TV network) is still uncertain, probably will be determined by sponsor Gillette; probability is MBS will insist that its owner-stations (WOR-TV, which plans debut then; WOIC, Washington; WNAC-TV, Boston; WGN-TV, Chicago) be included in any hookup purchased.

ABC sales totaled \$20,656,956 for first half of 1949, up 7% over \$19,324,553 for same period last year. But this year's first 6 months ended with net loss of \$46,141 vs. net income of \$846,475 for same 1948 period. Loss was attributed to "costs of TV."

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Television Digest

WITH AM FM REPORTS

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August 20, 1949

WIDER INTERCITY TV HOOKUPS IN VIEW: Next few months and all through 1950, AT&T is adding new intercity TV circuits or extending existing ones -- so that by end of 1950 it will have some 15,000 channel miles of circuits available connecting 43 TV cities. Also, survey is going forward on extension of New York-Chicago-Des Moines microwave relay (Vol. 5:10) from Omaha to San Francisco.

It's the number of networks, not number of stations or channels, that counts, AT&T told FCC in answering its inquiry regarding coaxial-microwave expansion plans for TV. It also told of new development that permits 8 mc bandwidth on coaxial (cables now carry only 2.7 mc video signal), stated it could handle color, reminded Commission of round-trip color test in April 1946 and January 1947.

Hope Western Union would set up competitive intercity connections were pretty well dispelled when that company, also replying to FCC queries, said it has no intentions of expanding its present single, reversible 5 mc TV channel between New York-Philadelphia unless telecasters came to it with definite orders. WU indicated it has equipment installed for second New York-Philadelphia circuit, also could adapt its New York-Washington-Pittsburgh telegraphic circuit for TV, and serve such intermediate cities as Wilmington, Baltimore, Harrisburg, Lancaster. But apparently there aren't customers for the additional TV "lines." WU also said it has sites for expansion for its telegraph system South to Atlanta and West to St. Louis, which also could be adapted to TV uses.

Note: For complete schedule of all new and extension circuits promised by AT&T, see item on page 4.

HALF DOZEN OR MORE SEPT. STARTERS: Don't count on all of them making it, but a goodly number of CP holders for new TV stations will get going on tests or commercial schedules during September. Most will open up brand new TV markets. A few are actually testing already. Here's the lineup to end of September; we'll report on each specifically at proper time:

KMTV, Omaha, now testing, goes on schedule Sept. 1. Omaha's WOW-TV also has formal T-day Sept. 1, but is already on commercial (Vol. 5:31).

WJAC-TV, Johnstown, Pa., now testing, goes on schedule about Sept. 15.

KECA-TV, Los Angeles, now testing, goes on schedule Sept. 16.

WFMY-TV, Greensboro, N.C., started tests Aug. 18, goes on schedule Sept. 22.

WDAF-TV, Kansas City, starts tests Sept. 11, schedule not later than Nov. 1.

WMBR-TV, Jacksonville, Fla., tests about Sept. 15, goes on schedule Oct. 2.

Tests may also start next month, but there are no definite dates announced yet, for WKTU, Utica, N.Y.; WTVN and WBNS-TV, Columbus, O.; KBTU and KRLD-TV, Dallas; KRON-TV, San Francisco. Last Sunday, Aug. 14, New York's seventh outlet, WOR-TV, went on brief "equipment test" on Channel 9 from its 760-ft. No. Bergen antenna, carrying merely legend written on a glass slide. Then, on Tuesday night, it carried Dodgers game off WCBS-TV line from Ebbetts Field, got reported 7,000 calls.

WOR-TV plans to carry remaining 8 Schaefer-sponsored Dodgers night games in collaboration with WCBS-TV, which carries only when it can clear time, and Newark's WATV, which doesn't throw reliable signal into all New York area. But it intends

to stay on non-commercial "equipment test" basis pending occupancy of Amsterdam Theater studios Oct. 1. Meanwhile, servicemen are being aided to adjust receivers to Channel 9. Reception reports have been received from Schenectady, 140 mi.; Philadelphia, 90 mi.; Stroudsburg, Pa., 80 mi.; Patchogue, L.I., 54 mi.

COLOR TV COLORS WHOLE FREEZE SCENE: Argument over color TV became more strident this week when CBS's 6 mc color was again displayed, this time in Congress' and the FCC's own backyard. And when Senator Johnson, seeing color TV for first time, exclaims "Magnificent!" you can bet the argument will get strong indeed. Color has become, and will remain, dominant subject in whole TV unfreezing schedule. Psychological effect of inevitable publicity on TV enterprise, particularly set sales, is incalculable and has a lot of industry folk worried.

Even as CBS's system was wowing the Senator (who may reflect what public reaction would be, knowing nothing about the technicalities and costs involved), word drifted around -- unverifiable -- that RCA plans to come up with 6-mc system, will claim it superior to all others, particularly in compatability with present system (Vol. 5:31). But RCA remains strangely and unusually silent.

Speculation was also provoked by Robert Allen's story in Drew Pearson column stating CBS plans to form corporation to exploit color TV, color film, etc. CBS simply says, "No comment." And repeats it has no plans to go into manufacturing. But rumors persisted, CBS may participate in new company with which RKO's Howard Hughes (possibly also Zenith) will be identified.

Observers of this week's Washington-Baltimore tests, comparing 6-mc color with their memories of some 3 years ago, when CBS showed wide-band (12-16 mc) color, thought Dr. Goldmark has done remarkable job of squeezing. Though some critics applaud his ingenuity, they maintain he still hasn't removed basic defects which brought FCC's thumbs down on March 18, 1947. Regardless what the experts say, it's the only 6-mc color FCC had seen when it announced it would "buy" 6-mc color (Vol. 5:22) -- if it's "compatible."

That's the catch -- compatibility. How big this catch is won't be known until Commission hears all at Sept. 26 hearing and renders final decision. FCC's ideas of compatibility are plenty stringent, you'll recall (Vol. 5:22,24). It wants existing sets to receive color or extract black-and-white from color simply through "relatively minor modifications." CBS thinks it may cost about 25% of set's original price (unless they go much lower) to convert it for color and perhaps 10% to get black-and-white out of color. It's having manufacturers make pilot converters, submit estimates. FCC itself won't know what's "minor" until it votes on decision.

Foregoing analysis flows along quite nicely until you speculate more about the political angle. Should Sen. Johnson and his Interstate & Foreign Commerce Committee decide they want color regardless of compatibility, you can start guessing all over again, since FCC has shown itself disposed to jump nervously on hearing voices from Capitol Hill. However, Senators may restrain themselves until they hear from Dr. Condon's committee of experts (Vol. 5:25-32). We look for no FCC decision until committee reports.

Two receivers were shown at Washington Armory pickups: Zenith custom-built job and RCA table model with converter. Conversion of latter is done with 2 units, one inside set to get monochrome from color, other (comprising enclosed disc, motor and enlarging lens) which slides in front of screen to produce color. Signals were picked up either direct from Baltimore's WMAR-TV or from rebroadcast by Washington's WMAL-TV. Former was troubled by weak signal and local interference, latter by losses in WMAL-TV's receiving equipment.

One defect, lack of brightness, has been considerably overcome. Principal technical criticisms center on resolution (ability to show detail) and flicker. System is 405 lines, 144 fields, gives about 190 lines of horizontal resolution, compared with about 350 for present black-and-white. And flicker is still there (a sort of rapid flutter), though CBS engineers claimed weak signal and interference made it appear worse than it really is. Another complaint of critics is that demonstrations don't show subject matter which gives real test of resolution.

In written report to FCC, CBS tells of work with all-electronic receiver which it has operated for about a year. It has single tube with 3 colors of phosphors in bands on face of tube. Single electron gun scans each band sequentially and horizontally. But system needs 3 lenses or mirrors, and CBS thinks expense and electro-mechanical delicacy of system will keep it in laboratory for some time. George Sleeper's system (Vol. 5:23,31) has same kind of tube, but we're told it is scanned vertically; he is said to claim existing receivers can get black-and-white from color transmissions with no modifications at all. He's going to make strong pitch at hearing. No one on various color committees has seen his equipment in operation, but Condon committee may send observer to San Francisco for look-see. CBS president Frank Stanton has seen it, says it doesn't hold a candle to CBS's.

Smith, Kline & French, Philadelphia pharmaceutical firm which owns equipment and conducted show, is quite happy about promotional value of its demonstrations, has more planned -- for Denver, Chicago, New York, Atlanta, St. Louis, Boston, Ft. Worth, San Francisco. Company had first used RCA's black-and-white, went to CBS when RCA said color was 4-5 years away.

FCC & INDUSTRY PREPPING FOR HEARING: FCC showed good common sense this week in splitting Sept. 26 hearing into 2 parts: taking testimony on overall proposal first, listening to requests for changes in specific allocations to cities second. Most critics of FCC's TV plans hoped for such a split but didn't think they'd get it.

Now, what FCC Bar Assn would like is oral argument on legality of FCC's intention to allow changes in allocations only by rule-making (Vol. 5:32). It petitioned Commission for such oral argument, in preparing brief. And Assn of Federal Communications Consulting Engineers voted to comment on proposal, participate in hearing. Its criticisms will be pretty much those we've reported (Vol. 5:29, et seq): allocation shouldn't be part of rules, uhf is a "paper" service, power minima are too high, spacing is too great, directional antennas and offset carrier are virtually ignored, etc. Speaking of directionals, incidentally, RCA has announced new antenna units, consisting of dipole and screen, useful in achieving directivity.

DuMont is first of the bigger outfits to offer alternative to FCC's plan. It would use up all uhf, probably space vhf somewhat closer, intermingle vhf and uhf in fewer cities, even move some vhf stations to uhf eventually. Full details will be given at hearing. Comments from other groups and organizations, like TBA, NAB, RMA, JTAC, all are expected next week.

Note: Extracts of all comments and counter-proposals regarding FCC's proposed rules and standards and allocation will be reported in our weekly TV Addenda (blue sheets), beginning this week in TV Addenda 8-G. Several more changes in uhf allocations, announced by FCC this week, are also reported therein.

* * * *

FCC is getting responses, but not learning a great deal, from the experimental TV station operators from whom it requested information (Vol. 5:30). John H. Poole, KM2XAZ, Long Beach, Cal., is enthusiastic about uhf, low end of band at least, saying it can give satisfactory service to large metropolitan areas. He's satisfied that economical receivers can be built and that adequate transmitter power can be achieved. He tells of an "outphasing" system which "offers promise of economical uhf TV transmitter which can be expanded in power without altering modulator, ultimately giving high power at high efficiency." Gene O'Fallon, KFEL, Denver, after testing 480-500 mc there, recommended that all uhf be made 12 mc channels so that switch to color can be made later, but that color be omitted from consideration now, since it would delay end of freeze.

Rochester's WHAM-TV, which FCC's proposed allocation would leave as lone vhf station in town with 3 uhf to come, moved to calm apprehensions of dealers and public, pointed out in bulletin to dealers that it was permanently on vhf and that uhf is still 4-5 years away for Rochester.

Belmont, (Raytheon subsidiary), reports it has a uhf converter in the laboratory (Vol. 5:32), that it will sell for "no more than \$30." Its new receivers have space reserved for converter, terminals all ready.

This is AT&T's schedule of additional intercity TV circuits, all coaxial unless otherwise indicated, per schedule filed with FCC (see Newsletter story, page 1): New York-Philadelphia, 2 South, 1 North, by Sept. 1949; New York-Chicago, 1 West, 1 East, via radio relay, by summer 1950, to feed also Johnstown, Pittsburgh, Cleveland, Toledo; Philadelphia-Washington, 1 South, Sept. 1949, another South by Sept. 1950; Washington-Richmond, 2 South, by Sept. 1950; Cleveland-Erie, 1 East, by Jan. 1950. Extensions of Bell circuits for remainder of this year and 1950 include: Richmond-Norfolk, 1 East, radio relay, April 1950; Richmond-Charlotte, 2 South, Sept. 1950, feeding also Greensboro; Charlotte-Birmingham, 1 South, Sept. 1950, feeding also Atlanta, Jacksonville; Boston-Providence, 1 South, radio relay, Sept. 1949; New York-Albany, 2 North, 1 South, Dec. 1949; Albany-Syracuse, 2 West, radio relay, Dec. 1949, feeding also Schenectady, Utica; Buffalo-Rochester, 1 East, radio relay, Oct. 1949; Toledo-Dayton, 3 South, 1 North, Oct. 1949; Dayton-Columbus, 3 East, radio relay, Oct. 1949; Dayton-Cincinnati, 3 South, radio relay, Oct. 1949; Dayton-Indianapolis, 2 West, radio relay, Oct. 1950; Indianapolis-Louisville, 1 South, Oct. 1950; St. Louis-Memphis, 1 South, March 1950; Milwaukee-Madison, 1 East, radio relay, Sept. 1949; Chicago-Des Moines, 2 West, radio relay, Oct. 1950, feeding also Davenport, Rock Island; Des Moines-Minneapolis-St. Paul, 2 North, Oct. 1950; Des Moines-Omaha, 1 West, radio relay, Oct. 1950; Omaha-Kansas City, 1 South, Oct. 1950; Los Angeles-San Francisco, 2 North, radio relay, spring 1950.

New major source of films for TV is promised by newly formed Hubbell Television Inc., 118 E. 40th St., New York, whose president and majority stockholder Richard W. Hubbell, TV veteran, returned this week from Europe with 5-year contract with Associated British-Pathe and 10-year contract with Ealing Studios (Sir Michael Balcon), two of England's Big Four producers. Other films will later be made available from France and Italy. Pathe is opening up all past, present and future shorts, also producing 7 series specially for TV; Ealing has 70 features immediately available, plus many shorts. Stations are promised 1,000 films per year. Hubbell firm is capitalized at \$200,000.

Big AM promotion plans, including radio-newspaper-magazine advertising, have been projected for this fall by networks (quite independently of BAB's effort to stimulate sponsorships) and, though it isn't said out loud, are obviously designed to offset possible inroads of TV. NBC's, apparently, is most ambitious and extensive, said to be "aimed at the local level [to] let listeners know where the best programs are [and] will feature local call letters." NBC's next convention, incidentally, is at the Greenbrier, White Sulphur Springs, W. Va., Sept. 7-11.

Network sponsorships: Crosley Radio, after dropping early this month, resumes *Who Said That?* on NBC-TV Oct. 1, Sat. 9-9:30 . . . *Arthur Godfrey's Talent Scouts* resumes on CBS-AM Aug. 29, Mon. 8:30-9, later will be simulcast on CBS-TV, Thomas P. Lipton Inc. sponsoring . . . Philip Morris cancels *Tex & Jinx Preview* on CBS-TV after Aug. 29, retains Mon. 9-9:30 time from Sept. 12 for Allen Funt's *Candid Camera* . . . Buick returns *Olsen & Johnson* on NBC-TV Sept. 22, Thu. 9-10.

"UHF Propagation Characteristics" is title of article by FCC's Edward Allen in August *Electronics Magazine*, in which Commission technical information division chief summarizes work of several investigators to show trends so far determined. But, he warns, "Too few field observations have been accumulated to allow final formulation of a general theory or working formula."

FCC banned giveaways in new rules adopted Thursday, making final regulations proposed last August (Vol. 4:34), garnering newspaper headlines—one streamlined story, "FCC Stops the Music!" Ban becomes effective Oct. 1, specifies in some measure what constitutes a lottery. FCC refused to admit that, anti-lottery section having been deleted from Communications Act and made part of U. S. Criminal Code, it is deprived of right to act. Comrs. Walker, Sterling, Webster voted for ban; Hennock dissented, felt subject was matter for courts to decide. Comrs. Coy, Hyde and Jones didn't participate. NAB's Justin Miller immediately challenged FCC's jurisdiction, called on networks and stations involved to go to court. It looked like all the networks would challenge FCC's authority on "censorship" grounds—ABC announcing immediately it would go to court and meantime would not change any of its current giveaway shows (biggest: *Face The Music, Break The Bank*).

FCC told Senator Johnson it had no legal right to ban liquor advertising on radio, but said it could weigh such commercials against overall program balance as well as under public interest clause of Communications Act when stations come up for license renewal. Statement was in response to request by Colorado Senator that FCC do something (Vol. 5:31). In survey by station reps, published in Aug. 15 *Broadcasting*, stations were divided about 50-50 on acceptance of liquor ads, most insisting on right to review copy stringently.

Personal notes: Herbert L. Pettey, since 1936 director of Loew's WMGM, New York (formerly WHN), resigns Aug. 31 to devote himself to other business interests, including presidency of new Parx Products Inc. (cosmetics); he'll also continue as consultant (on theater TV particularly) to Loew's. Successor will probably be sales mgr. Bert Lebharr . . . Keith Kiggins appointed mgr. of TV sales for Edward Petry & Co., which plans independent and competitive TV staff . . . Harvey J. Cannon promoted to program mgr. of WNBC, New York NBC key, succeeding D. L. Provost, now with WBAL and WBAL-TV . . . Lloyd M. Hershey, ex-Hallicrafters and Hazeltine, new research director of General Instrument Corp. . . . Paul Monroe, ex-Buchanan and Biow, returns to CBS-TV as producer-director . . . Rodney Erickson, former producer of *We The People*, new radio-TV operations supervisor of Young & Rubicam.

TV station sponsorships: Reported preparing TV spot campaigns are Beech-Nut, thru Kenyon & Eckhardt; Lewis P. Howe Co. (Tums, Nature's Remedy), thru Dancer-Fitzgerald-Sample; Trans Caribbean Airways, thru White, Berk & Barnes; Carnation Milk, thru Erwin, Wasey (now using 3 Los Angeles outlets) . . . Duffy-Mott Co. (apple juice) sponsors *Reserved for Garroway* on WNBQ, Chicago, Sept. 19, Mon. thru Fri., 10:30-10:35 . . . TWA Airline using spots on WPIX, New York . . . Kleenex sponsors *Fun for the Money* and Alliance Mfg Co. (Tenna Rotor) using spots on WDTV, Pittsburgh . . . Winston Television sponsoring *Telefinds of 1949*, winners of contests in local movie theaters, on WCBS-TV, New York, starting Sept. 5, Mon. 11-11:30 . . . Fashion Frocks Inc. buys eight 3-min. partic. in *Window Shopping* on WBKB, Chicago . . . Artistic Foundations Inc. takes 13 one-min. films on KTLA, Los Angeles.

McFarland Bill (S-1973) to revise FCC procedures, raise commissioners' salaries, passed by Senate last week (Vol. 5:33), went to House Interstate & Foreign Commerce subcommittee this week. Subcommittee chairman, Michigan Rep. Sadowski, has asked FCC for comments, so it isn't moving through House as fast as proponents hoped.

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August 27, 1949

See Trade Report for Impact of 'Color Talk' on TV Trade

RCA CLAIMS COLOR TV PROBLEM LICKED: Those rumors were right: Yes, indeed, says RCA, we can now reveal a color TV system that's just what FCC ordered -- 6 mc and entirely compatible. What's more, RCA implies, we've got into 6 mc what used to take 12 mc, making this brand new system twice as good as CBS's in the critical matter of definition (ability to show detail). RCA system is entirely electronic.

With its startling announcement on Friday, RCA apparently threw its whole weight into third of 3 alternatives we figured it faced (Vol. 5:31). In effect, it concedes that FCC was certain to yield to pressures from Capitol Hill and authorize 6-mc color, and so therefore RCA feels it must beat everyone at the 6-mc game.

And when the industry's biggest entity makes such sweeping and unequivocal claims, chances are it's pretty sure of itself.

RCA's proposal as filed with FCC is reprinted in full text as a Special Supplement herewith. It should be read by all who have a stake in TV. Briefly, these are the important claims:

1. Any existing TV station can be adapted to transmit color, with no change in FCC standards, so that any existing set can either (a) reproduce scenes in black-and-white as well as if they were actually being transmitted in monochrome, and (b) reproduce color after addition of a converter.

2. This is accomplished by an "interlaced dot" and "time multiplex" technique. As we understand it, just as present TV would need 12 mc to eliminate flicker if lines weren't interlaced, new color system interlaces dots (horizontally) and achieves quality formerly possible only with 12 mc. This "time multiplex" device "samples" each color fast enough, without taking all of it, to give eye impression it's seeing whole thing.

RCA left 3 vital questions unanswered, probably until Sept. 26 FCC hearing when it promises actual demonstrations via NBC's Washington WNBW. Thus, full evaluation must be deferred until then. These are the questions:

- (1) When will transmitting and receiving equipment be made commercially available to telecasters and the public?
- (2) What is cost of converting existing sets?
- (3) What is the nature of color converter or receiver? Three tubes with optical system, as of old, or single tube? Direct view or projection?

Since RCA spokesmen won't elaborate, here's some non-RCA experts' speculation: Conversion costs are probably high, higher than for CBS's system, since RCA's is probably projection, probably requires 3 tubes. (Maybe this is why RCA topkicks have always been so favorable toward projection TV!) Time multiplex device is likely to demand close tolerances, thus stiff expense. System must be field-tested over period of time, which RCA admits it hasn't had time for, before true engineering appraisal can be made. Overall, system may be theoretically capable of doing what's claimed -- but let's see it. "Show me a ball game on it," said one color TV veteran.

Senator Johnson burst into a paean of polychrome joy that overflowed into Aug. 25 Congressional Record, into which he inserted full text of RCA's statement.

"The free enterprise system," quoth he, "has triumphed again...RCA is entitled to the gratitude of people everywhere."

CBS president Frank Stanton issued a calm, forthright statement: "We have consistently favored color as the ultimate service in TV, and as broadcasters it is more important to us to have color TV come quickly by the best possible system than that the CBS system be adopted. The CBS color television has been proved through numerous tests and demonstrations in the past and we will look forward to studying similar tests and demonstrations of the latest RCA system."

Stanton had his hands full of Comr. Jones and Sen. Johnson this week. Jones wrote to ask why CBS hasn't ordered receivers from manufacturers so that field tests might be conducted under average home conditions. Johnson seconded the motion, made Jones' letter public. Stanton replied that he needed to know what FCC considered adequate field tests before ordering expensive equipment: "Under one set of specifications, the program...could be quite simple; under another, gargantuan." Apparently, Stanton had told Jones converters could be made for \$75 in mass production, but would cost far more in small numbers.

Then Stanton and his aides came to Washington Friday, hashed matter over with FCC, after which Jones released new and sharply worded letter saying he was amazed CBS hadn't ordered equipment enough for tests, which he understood would cost about \$12,500. Apparently, CBS had said that would be cost of 25 converters. Unsatisfied, Comr. Jones wondered whether CBS didn't want others to appraise its system.

* * * *

Scripps-Howard columnist Fred Othman was fascinated by last week's demonstration of CBS's system at Washington Armory (Vol. 5:34) and wrote Aug. 20:

"If color television is good enough for doctors to watch blood gush red, then I claim it is suitable for me to gaze into the big brown eyes of Milton Berle ...All I know is that I want a color television set. You hear that, FCC? And the sooner the better." Sen. Johnson inserted Othman's column in Aug. 23 Congressional Record, added: "Amen, Mr. Othman, Amen."

Column indicated how readily non-technical public opinion might be won over to the color TV idea, regardless of complexities -- and maybe the cost.

FREEZE COMMENTS & DuMONT'S SOLUTION: Though color stole TV show from news standpoint this week, it has by no means dwarfed freeze and allocation activity. Intensity of interest in FCC's Sept. 26 hearings on proposed new rules, standards and allocations (Supplements 64-66) is evidenced by fact that, at Aug. 26 deadline for filing comments, exactly 163 documents had been filed -- some long and detailed, others short, most filed at last minute. We've summarized all of them in Supplement No. 67, herewith.

Commanding most prominence was DuMont's proposed new allocation (Vol. 5:34), submitted in full detail. DuMont goes all the way in uhf, asks that all 69 channels be allocated. Principal facets of research director T. T. Goldsmith's exhaustive plan to improve upon FCC's proposed allocations:

1. Adds 48 metropolitan uhf channels to present 12 vhf, allocates them to specific cities. Adds 12 more for community stations to fit in wherever demand arises. Adds 9 more for educational stations.
2. Almost no vhf-uhf intermingling. Among first 326 markets, Baltimore gets 2 uhf in addition to 3 vhf, only case of such intermingling.
3. Most major markets to get at least 4 channels. Among first 100, only about a dozen get less than 4.
4. Too-close vhf spacing eliminated by shifting 14 stations already on air, 12 to uhf and 2 to other vhf channels; and shifting 19 CPs, 14 of them to uhf channels, 5 to other vhf channels.
5. No changes in FCC's proposed minimum spacings or power/height formulas.
6. Systematic uhf spacing to protect against local oscillator and image interference (which FCC allocation admittedly does not).

By curious quirk, DuMont's proposal, as well as any other intending to use

all or most all of uhf, would probably be enhanced if FCC accepts RCA's color proposition. If RCA system is as good as claimed, FCC might feel it is the superior TV system for which it presumably reserved a good chunk of uhf. Toughest nut to crack, and DuMont realizes it, is shifting of stations from vhf to uhf.

* * * *

Comments of important JTAC still hadn't arrived at FCC late Friday night. Among the many other comments, notable were objections to: (1) proposed minimum vhf power (10 kw) which many said they didn't need, (2) vhf-uhf intermingling in such places as Toledo, Norfolk. TBA, like DuMont, came out for utilization of whole uhf band, non-intermingling, minimum of 4 channels to principal markets. Lone advocate of intermingling, among those who filed, was Paramount on premise uhf development can only come in big cities.

Long-mum, FM's Major Armstrong finally gave a clue to what he's doing with his uhf TV station. He's working on high power "in excess of 10 kw," in confidential job for Air Force. He reports Collins has tube capable of over 10 kw in uhf.

NAB joined FCC Bar and Engineers associations in questioning legality and wisdom of incorporating allocations in rules, also suggested FCC work with Bureau of Standards and industry to develop standards as more is learned.

* * * *

San Francisco's Color Television Inc. finally took wraps off its system, described it in full in statement to FCC. As rumored, it claims great compatibility (Vol. 5:23), says existing sets need no conversion to get black-and-white from color transmission. It says, further, that projection color sets need cost no more than present monochrome projections; that conversion of stations might run about \$5,000 per camera; that it's working on direct view set; that only minor change in transmission standards is required. It asks FCC for several months grace in order to bring equipment to Washington for demonstrations. We erred last week in reporting that Frank Stanton had seen system operate. Arthur S. Matthews, president of Color Television, tells us CBS's Adrian Murphy and William Lodge saw it a year ago, when 12½ mc was used, before its present stage of development.

Color Television's system uses single tube, both in camera and in receiver. In camera, 3 colors are projected side-by-side on photoelectric target of image orthicon, and each line is scanned across all 3. In receiver, 3 colored phosphors are side-by-side on tube's face and images from all 3 are combined optically. Biggest question among engineers regards definition. They'd like to compare it with RCA's new system as well as CBS's.

OMAHA MARKET & OTHER NEW STATIONS: Write in Omaha's KMTV as operating TV station No. 78, as of next Thursday, Sept. 1 when it begins 7-10 p.m. daily schedule on Channel 3. It affiliates with ABC, CBS, DuMont for kine-recordings pending Chicago-Des Moines-Omaha microwave relays not due until October, 1950 (Vol. 5:34). It's estimated Omaha area already has 4,000 sets; for all practical purposes, market was opened up early this month with WOW-TV's Channel 6 (NBC) schedules (Vol. 5:31). Formal T-Day promotions are set for Aug. 29 by WOW-TV and Sept. 1 by KMTV, both working in cooperation with distributors and dealers.

Next formal starter may be ABC's KECA-TV, Los Angeles, due to begin scheduled operation Sept. 16 with Hoffman Radio-sponsored UCLA-Oregon State night grid game. We have word, too, from Dallas' KBTW that it will start commercial operation Sept. 17, test patterns starting Sept. 1. On Sept. 22, now-testing WFMY-TV, Greensboro, N.C., goes on commercial schedule. And Edward Lamb's WTVN, Columbus, now fixes test starts for Sept. 15 and regular schedule either Sept. 25 or 29.

Kansas City Star's WDAF-TV still plans first test patterns Sept. 11, has set commercial debut for Oct. 16. Columbus Dispatch's WBNS-TV begins tests in early September, regular programs about Oct. 1. San Francisco Chronicle's KRON-TV now reports latter September engineering tests, but delay in antenna delivery precludes scheduled operation before latter October. Huntington (W.Va.) Advertiser's WSAZ-TV is now being handled by Capt. Bill Eddy and his Television Associates; this station

will open TV's second smallest community (first, Albuquerque), and Capt. Eddy promises tests by Oct. 1, regular operation by Nov. 15.

Among other CP holders, Kalamazoo's WKZO-TV has placed first order for new mid-level Federal TV transmitter, and owner John Fetzer says he hopes to get it on air before year's end. Norfolk's WTAR-TV repeats that it will test by March, 1950 and go on schedule by April 1. Rock Island's WHBF-TV now reports plans for start in late December or early January.

* * * *

This week, in 2 cases involving cited stations, FCC (1) got recommendation of Examiner Johnson that Maison Blanche's WRTV, New Orleans, have its CP revoked for dilatory tactics, on basis of hearing last March (Vol. 5:14), and (2) postponed Sept. 1 hearing on KEYL, San Antonio, cited last July (Vol. 5:27) but seeking reconsideration. Also, Warner Bros. formally withdrew application for FCC approval of its purchase of Dorothy Schiff (Thackrey) properties (Vol. 5:31), leaving her owing \$600,000 to New York Trust Co. on Warner-endorsed loan, plus some \$500,000 to Warners which has been meeting KLAC-TV operating deficits.

TV applicant Louis Baltimore, owner of WBRE, Wilkes-Barre, got experimental STA to pick up and relay to local exhibition hall TV programs from New York and Philadelphia during city's Parade of Progress celebration Sept. 12-24. He did similar stunt last year. And appliance shop owner Alexander Pekarsky, Harrisburg, Pa., filed for CP for 24 watts on 560-580 mc to pick up WMAR-TV, Baltimore. [For details about foregoing experimentals, see TV Addenda 8-H herewith.]

Notwithstanding pro football ban on TV (Vol. 5:24), ABC-TV will carry Sunoco-sponsored Philadelphia Eagles-Chicago Cardinals exhibition night game from Chicago Aug. 29 on 12 stations, excluding Chicago. ABC is also said to have deal cooking with National Football League to televise games on special network groupings to protect home teams. Also on sports front: Fabian Theatres, installing theater-TV (Vol. 5:31), reported dickering for World Series rights . . . Although TV was banned for Charles-Lesnevich prizefight Aug. 10 and Robinson-Belloise bout Aug. 24, gate receipts weren't anything to brag about — yet International Boxing Club gives no indication of relaxing its TV ban.

Both CBS and NBC will fight FCC giveaway ban, too, and will go to court, as ABC first said it would. No such shows have yet been dropped. Ban got lots of editorial attention this week, mostly favorable in principle but dubious of FCC's legal authority. Senator Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee, praised FCC for "courageous" stand.

Network sponsorships: Tri-Mount Clothing on Sept. 16 starts Dr. Frank Polgar, hypnotist, on 39 CBS-TV stations, Fri. 7:45-7:55 . . . Household Finance Corp. in late Sept. starts sponsoring CBS-TV *People's Platform*, Fri. 10-10:30 . . . International Silver's *Silver Theater* starts Sept. 26 or Oct. 3 on CBS-TV, possibly with Ronald Colman, Mon. 8-8:30 . . . Esso's *Tonight on Broadway* due Oct. 2 on CBS-TV, Sun. 7-7:30 . . . Old Gold reported taking *Original Amateur Hour* to NBC-TV in October, Tue. 10-11, continuing radio version on ABC . . . U. S. Tobacco Co. starts Wm. Gargan as *Martin Kane, Private Eye* on NBC-TV, Thu. 10-10:30.

Personal notes: Thomas H. Lane, v.p., handling McCann-Erickson TV-radio, with resignation of Lloyd O. Coulter . . . Peter Herman Adler named director of new NBC-TV Opera Dept., which will telecast one-hour operas in English . . . Halsey Barrett and Martin P. Harrison comprise new Spot Sales Dept. instituted by DuMont.

Network time sales for first half of 1949 totaled \$100,838,725, down only 1.2% from \$102,092,347 for same 1948 period, according to Publishers Information Bureau.

Decca Records joined Columbia's LP camp this week for all its 650 albums, but will continue 78rpm. Its decision to merchandise 3 record players, one a 3-speed portable, is seen as holding door open for 45rpm. LP record makers now total 17, including Capitol and Mercury, while RCA's 45rpm also has Capitol in its corner. Still sticking to 78rpm only is MGM Records. Aug. 23 *Wall Street Journal* reported LP records outselling 45rpm, based on own check in key cities. But, said *Journal*, RCA has war chest of more than million dollars, intends to shoot promotion works on its 7-in. discs (Vol. 5:31). It was fear or loss of face that led RCA to back out of deal with Columbia for both to make all 3 speeds, the newspaper says.

Zenith Radio Corp. estimates net profits at \$170,945 (35¢ per common share) for first 3 months of its fiscal year, ended July 31, compared with \$104,969 (21¢) for same period last year. Shipments, it said, were down about 10% from last year's quarter (when they were \$14,137,861) due mainly to normal summer decline and vacation shutdown. Company said it feels it new Glare-Ban TV receiver (Vol. 5:31-34) "will be even more widely copied than its Giant Circle Screen" and adds that substantial orders have made it necessary to call back many laid off employees.

Stewart-Warner Corp. sales for first 6 months of 1949 were \$27,875,957, down 26.4% from \$37,869,485 for same 1948 period. Profits were \$796,564, equal to 62¢ per common share vs. \$1.54 for first half of 1948.

TV station sponsorships: Ford Dealers to sponsor half-hour film highlights of Big Ten grid games on 16 Midwest stations, run off Thu. or Fri. after each game . . . Sheaffer Pen Co. placing 15-min. INS film *This Week in Sports* on 9 TV stations, starting Sept. 21 . . . Phillips Packing Co. (soups, etc.) planning to use TV and radio in prize contest . . . TideWater Associated Oil buys Stanford home grid games for sponsorship on KGO-TV, San Francisco . . . Telenews-INS reports Stag Beer added to daily newsreel clients, on KSD-TV, St. Louis—total now 17 sponsors on as many stations; also adds Manufacturers & Traders Trust Co. for weekly reel on WBEN-TV, Buffalo—now 10 sponsors on 10 stations.

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September 3, 1949

VHF-UHF PLANS AND RECOMMENDATIONS: Since DuMont is only outfit offering totally new channel allocation plan as alternative to FCC's (Vol. 5:35), and since it has stirred up such strong pros and cons (mostly cons), we're reprinting it herewith as Supp. No. 68 so you can see how it would affect your area. Plan is strong medicine in that it would transplant 12 operating vhf stations to uhf, but Dr. DuMont asserts that it's the only way to prevent a one-network monopoly. He'll meet almost solid wall of industry opposition to that facet of his plan, though he may garner sizeable support for proposal to utilize all uhf rather than FCC's proposed 42 channels.

JTAC, for one, figures we'll need more channels than FCC proposes, doesn't indicate exactly how many, but does say: "It appears [that] the number of TV channels should be at least as great" as number of AM (106) or FM (100).

JTAC came up with new and significant recommendations on desired-to-undesired signal ratios, as result of its subjective tests at Princeton (Vol. 5:28). JTAC says previously-accepted 40 db is much too low; in fact, 52 db is the figure. Since JTAC is quite satisfied with offset carrier (Vol. 5:16 et seq), crediting it with 18 db improvement, it recommends offset as virtually a "must" if FCC wants to get the coverage it expects with its proposed 220-mi. vhf co-channel spacing.

JTAC also recommends grouping of uhf channels to avoid image and oscillator interference. There's little question that this can and will be done.

Note: With Supp. No. 66 (revised), herewith, we bring you up-to-the-minute on all amendments and corrections FCC has made to its original proposal of July 11 (Supps. No. 64 & 65). This includes paragraph added this week to extend patent inquiry to cover patent applications as well as issued patents. Also, we're sending you Supp. No. 67A, embracing all comments which were due Aug. 26, but hadn't arrived at FCC's Docket Section by that time; this brings Supp. 67 up to date.

RCA's COLOR TV—HOW MUCH? WHEN? HOW? Any way you probe and prod RCA about its new color TV system (Vol. 5:35), you get the same answers:

"We've got the color problem licked. Our system will do all we said it would. But we just don't know how much it will cost, when it will be ready or what the ultimate converter or receiver will look like."

How much? When and How? These remain the industry's big questions. That they will demand answers at FCC's Sept. 26 hearing, goes without saying.

RCA partially answers last question by indicating initial receiver to be shown is a 3-tube projection job. Though RCA says "that isn't the only way," it doesn't say when it will have a direct-view set. In fact, RCA men aren't yet prepared to say that direct-view will be best and cheapest method. They argue that even if color converters or sets are expensive initially, present set-owners will still get what they paid for (black-and-white) even if color is transmitted.

RCA comes to FCC Sept. 6 with technical details of system. FCC asked details from RCA and CBS in response to complaint of Color Television Inc. that it "told all" and others should do likewise. FCC also asked CBS, RCA and Color Television to be ready at hearing to present full demonstrations under typical receiving conditions; that's the aftermath of the Johnson-Jones-Stanton letters of last week (Vol. 5:35). RCA promises demonstrations via NBC's Washington WNBW during hearings. We

understand CBS will telecast color, too, via its Washington TV affiliate WOIC during hearing, using score or so receivers now being rushed to completion by several companies, and distributing them around town.

DuMont wants permission to put its direct-view monochrome receiver side-by-side with color receivers and make color proponents prove that their systems can reproduce monochrome programs of all kinds from color, without degradation. Since RCA's receiver is expected to be projection, comparison won't be as exact as it would be if both DuMont and RCA sets were projection or direct view.

Since Color Television makes claims just as sweeping as RCA's, FCC has job of deciding whether to give San Francisco firm the several months it seeks until it can demonstrate, and whether it should hold up whole freeze matter, or just color portion, until such demonstration.

JTAC suggests this procedure for FCC: (1) Decide which 6-mc system, if any, is adequate. (2) Give opponents time to present alternatives. (3) Require 6 months of field tests after finally deciding which system it wants. (4) If no 6-mc system is considered adequate, set aside spectrum space for wide-band color. JTAC's comment (Proceedings of the JTAC, Vol. IV) is now available, will sell for about \$3.

There's some sentiment for repetition of procedure followed by FCC in establishing present system, i.e., give industry deadline to decide for itself what system it wants, make decision only if industry cannot.

One thing stands out in RCA's attitude: It's absolutely certain its system will do what it says it can. Its engineers toss aside critics' guesses that ghosts may raise hob, that camera is likely to be tricky. To emphasize simplicity of its system, RCA points out that "sampler" comprises only 2 racks of gear at transmitter.

What's more, RCA's conviction is spreading to its manufacturing licensees, including the largest, even though they know no more about system's practicality than anyone else. One top engineer told his management he'll take the system, with only minor reservations about camera and receiver; he's satisfied that the big job has been done. Another of the biggest predicts industry will accept system.

So firm is RCA's belief, that it's toying with idea of leaving Washington's WNBW on color indefinitely after FCC demonstrations, making it sort of "permanent showcase." That's faith of a high order, because RCA admits system hasn't been field-tested. Since RCA proposes no changes in standards and says present receivers will produce black-and-white from color transmissions as well as they would from black-and-white transmissions, there's nothing in FCC rules to stop such color telecasts -- and nothing to stop sales of color receivers if anyone can make them.

JOHNSTOWN COVERS PITTSBURGH ON No. 13: Unlisted in our roundup of upcoming new stations last week (Vol. 5:35) was Johnstown (Pa.) Tribune's WJAC-TV, which actually began programming on test basis this mid-week -- and on Friday reported surprising results on Channel 13, not only in its own area but in coverage of Pittsburgh, 50 mi. away. Actually, according to publisher Walter Krebs, WJAC-TV is laying down a first-rate signal over all of Pittsburgh's metropolitan area. WJAC-TV's formal start is Sept. 15, which will make it No. 79 on the TV roster. It will take DuMont Network programs off-the-air from Pittsburgh's WDTV, hopes to arrange to do same with other network shows; also is seeking to persuade AT&T to move up Johnstown link into New York-Chicago microwave relay from summer 1950 to next January. It will operate daily, 7-10 p.m., in combination with AM station under manager A. D. Schrott.

Station No. 80 thus will be ABC's KECA-TV, Los Angeles, starting Sept. 16, and No. 81 will be KBTW, Dallas, starting Sept. 17. Other September starters are as reported last week. This week, FCC received applications for San Diego (Channel 12) and Fresno (Channel 4) from C. A. Gibson interests (FM station KSFH), bringing total pending file to an even 350. John Miller Hicks, engineer of Goldsboro, N.C., applied for experimental TV for 480-500 mc, 100 watts peak. Hearing on WSEE, St. Petersburg, Fla., cited for delay (Vol. 5:26), was postponed to Oct. 12.

Looks now like WSYR-TV, Syracuse, and WNBFB-TV, Binghamton, N.Y., won't make it as early as expected. WSYR-TV now says not before Jan. 1, 1950. WNBFB-TV has pushed starting schedule forward to "around Dec. 1."

MOVIES PUT IN CASE FOR THEATER TV: At long last, movie industry comes forth with first requests for point-to-point radio channels for conveying TV programs into theaters. Replying to FCC request (Vol. 5:27) for specific information on what they've done and what they want done in theater TV, petitions for hearing were filed this week by 20th Century-Fox, Paramount, SMPE, MPA and TOA. Bellwether brief was 20th Century's, manifestly telling basic technical story for all.

The 20th Century brief was elaborate 98-page volume, with extensive exhibits -- technical details largely the handiwork of research chief Earl I. Sponable. It contains specific suggestions for frequencies, bandwidths, rules, etc. -- even includes detailed data on projected 24-theater service in Los Angeles area (Vol.5:22).

Generally, it asks for frequency-modulated, 8-mc video bands, which with sound and "order" circuits add up to 30-mc channels. It proposes 2 channels each for single services in each locality, 6 competitive services per locality. For a national service, it recommends 12 channels. All would be somewhere in 3000-10,000 mc band. Standards and rules would be 525 lines, 60 fields, etc., substantially those already in existence. Single sideband FM video, when developed, would permit use of same channels without change for high definition color or monochrome.

SMPE was only other to specify channels, proposing six 50-mc channels in each area, 60 channels nationally; suggesting some allocations in 5925-7125 mc band now assigned experimentally to such TV auxiliary services as pickup, STL, intercity. All agreed common carriers couldn't provide adequate quality with coaxial lines (too narrow), would be too costly even with radio relay -- hence need for own service.

Philosophy expressed by all adds up to assumptions that theater TV: (a) is naturally complementary to motion picture exhibition, therefore a "must" for movie houses; (b) is beneficial local service, and may be only means whereby large sections of country can get TV for years to come; (c) will present unsponsored programs in auditoriums that "admit of none of the distractions found in home viewing."

Size and importance of movie industry are illustrated by capital investment of \$2.7 billion, 19,000 theaters, 12 million seats, 90 million weekly attendance (\$1.5 billion gross income in 1948), 250,000 employes, \$664,000,000 annual payroll. Also, 750 drive-in theaters, with capacity of 310,200 autos.

Note: S. H. Fabian, whose Brooklyn-Fox house is first to install RCA theater TV equipment (Vol. 5:31-33) will speak on subject to theater equipment convention in Chicago's Hotel Stevens Sept. 28, where RCA will also demonstrate its equipment. SMPE holds special TV session Oct. 14 in Hollywood's Roosevelt Hotel, will also act on changing name to Society of Motion Picture & Television Engineers.

'PROFIT MAKERS' AND CAPITAL OUTLOOK: Those 6 TV stations mentioned in recent Time Magazine as "claiming to be breaking even or making money" can be identified as: WHNC-TV, New Haven, and WDTV, Pittsburgh (Vol. 5:7); KLEE-TV, Houston (Vol. 5:14); KSD-TV, St. Louis, and WICU, Erie (Vol. 5:18); WTMJ-TV, Milwaukee (Vol. 5:24). We doubt whether any can prove, on prudent bookkeeping basis, that it's consistently in black, including depreciation. Last week, we had report that KSTP-TV, St. Paul, has averaged \$25 per month profit for April, May, June, July -- not counting depreciation -- and that it expects to start October in the black, including depreciation and all charges against TV. And from some of the heaviest losers thus far, we get confident reports they also expect to reach break-even point by this year's end.

Biggest obstacle to telecasting's advance into profit column is not lack of advertising users but low card rates due to comparatively low "circulation" -- which is why station managers lay so much stress on TV receiver sales in their areas. As for networks, with combined station circulations that add up to appreciable audience, their greatest problem is "lines" connecting the stations. There simply aren't enough coaxial-microwave circuits yet -- indeed, we're told they could sell many more shows if only they didn't have to share time on the limited coaxial circuits. Hence the great importance of AT&T's intercity expansion plans (Vol. 5:34).

Another invisible obstacle to speedier forward march of telecasting -- quite aside from FCC's freeze that has held things up for exactly a year this month: Capital isn't flowing into TV stations at ready rate anticipated, largely due to

fact that radio's traditional lush profits aren't in sight in TV for some years. Radio's profit rate dropped to low of 18% last year, according to NAB.

Everybody agrees on TV's enormous future, but few want to speculate -- and practically no banks are underwriting new stations, so far as we know. Hence, some of the obvious stalling in construction. It's real reason, too, why many of pending 350 applicants will never go through with TV plans even when FCC settles freeze.

So far, there have been very few transfers of ownership of TV stations. Those in TV, by and large, swear by it despite sometimes enormous losses. A few owners are losing heart, though, and it's no secret their stations can be bought. For example, Los Angeles' KLAC-TV and San Francisco's KPIX, with no takers yet, despite top ranking of those markets. Warner Bros. pulled out of deal for former "in disgust" with FCC "anti-trust" tactics. 20th Century-Fox has soured on idea of going into station ownership. There's even talk that those who so assiduously scrambled for San Francisco's remaining channels at hearings last year don't much care now.

This picture may be evanescent, of course -- could change overnight, as did the TV receiving set market. It's a fact, as big station brokers will attest, that lots of AM stations are "on the block" -- but that field suffers from over-competition whereas TV's blight in most places is under-competition and under-circulation. Fact many AMS may not be able to get TV channels under proposed new allocations (Supp. No. 64), plus fear of TV expense, are often reasons for wanting to sell them.

FCC is wrong in saying giveaways are lotteries and, anyway, it doesn't have legal power to jeopardize licensees who have such shows. So say ABC, CBS and NBC in separate suits filed this week in New York Federal Court. Requesting 3-judge court (so appeal could go directly to Supreme Court), networks ask for injunction immediately pending trial. Unconfirmed report is that Comr. Jones will add his dissent to 3-1 ruling (Vol. 5:34), joining Comr. Hennock. On Capitol Hill, Rep. Wigglesworth (R-Mass.) called ruling censorship.

FCC Chairman Wayne Coy is taking annual leave, resting from his European trip—probably will return to his office in week or two, then plunge into TV situation and conduct Sept. 26 hearings. It doesn't look now like he intends to resign in near future, as often rumored. He called on President Truman this week, reported on Paris telecommunications conference to which he was chief American delegate. To White House reporters, who buttonholed him, he said he has not taken part in FCC decision on giveaways and didn't want to talk about it.

Comr. Frieda Hennock's call on President Truman Thursday was "nothing but routine," she insists, and there's nothing to rumor she may resign to become New York judge. To White House reporters, asking her about TV, she said important thing now is to get stations on the air; whether they're monochrome or polychrome, she added, is secondary.

ASCAP has renewed until Sept. 30 arrangement whereby TV stations can use its music without royalties. Action was taken pending completion of negotiations with industry committee, which is presently working out per-program formula. Blanket formula (Vol. 5:24) is pretty well completed.

Biggest TV audience reaction test to date is planned for NBC's *Garroway at Large* (Sept. 4, 10-10:30 p.m.) by Schwerin Research Corp. In each of 11 cities, 2,000 viewers will get ballots, indicate opinions of portions of show when small cue numbers appear on screen.

NAB signed up 28 new TV members end of first month of drive, which with 3 old ones adds up to 31 members now in that category. Under recent board ruling (Vol. 5:30), TV will have 2 members on board.

Network sponsorships: NBC-TV's new v.p., Pat Weaver, is planning departure from network's policy in *Saturday Night*, new continuous 8-10 p.m. stage-movie-night club show to be sold on participation basis to 12 non-competitive advertisers, starting time not yet set . . . *Voice of Firestone* becomes simulcast on NBC starting Sept. 5, Mon. 8:30-9 . . . Chesebrough Mfg. Co. (Vaseline Hair Tonic) resumes sponsorship of *Greatest Fights of the Century*, films of past boxing spectacles, immediately following Madison Square boxing on NBC-TV, Fri. . . . Oct. 4 is starting date of Old Gold's *Original Amateur Hour* on NBC-TV, Tue. 10-11 . . . Bristol-Myers' *Break the Bank* moves to NBC-TV Oct. 5, Wed. 10-10:30 . . . *Inside U. S. A. With Chevrolet*, with Fredric March as first "star of the week," debuts on CBS-TV Sept. 29, Thu. 8:30-9 . . . Starting date of Household Finance Co.'s *People's Platform* on CBS-TV is Oct. 7, Fri. 10-10:30 . . . CBS-AM takes over *Carnation Contented Hour* from NBC Oct. 10, Sun. 10-10:30 . . . Jack Benny returns to CBS-AM for *Lucky Strike* Sept. 11, but except for guest shots will probably not go on CBS-TV this fall or winter as proposed . . . Sunoco has signed to sponsor 15 pro grid games in 12 non-league cities on ABC-TV, Red Grange at mike.

TV station sponsorships: Reported using or planning to use TV are Shircraft Co. Inc., thru Botsford, Constantine & Gardner; Lewis Candy Co. (Candy Lu), thru Alley & Richards; House Beautiful Curtains Inc., thru Dinion & Dubrowin Inc.; Zippy Products Inc. (liquid starch), thru Martin & Andrews . . . Dorothy Doan on Sept. 5 returns her daily *Vanity Fair* on WCBS-TV, 5 p.m. . . . Among new sponsors on WFIL-TV, Philadelphia, are RCA Victor, daily newsreel; and spots for Nestle's Cocoa, Pepsi-Cola, Renuzit Cleaner, Philip Morris . . . Weston Biscuit Co. and House of Old Molineaux Inc. using 20-sec. films on WNAC-TV, Boston . . . KTTV, Los Angeles, lists these new spot users: Green Spot Inc. (soft drinks), Louis Milani Foods, Awful Fresh McFarlane (candies).

New coaxial cable between New York-Philadelphia, put into service Sept. 1, gives TV networks 3 more circuits (2 South, 1 North), now makes total of 5 southbound, 2 northbound for that link. An additional southbound Philadelphia-Washington circuit was also put into service Sept. 1, making 4 southbound, 1 northbound.

Television Digest

WITH AM FM REPORTS

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September 10, 1949

AT&T MUST INTERCONNECT, SAYS FCC: It was a sort of half-loaf victory telecasters won when FCC labeled as "unjust, unreasonable and unlawful" AT&T's ban on interconnecting with privately-owned intercity facilities (Vol. 4:49, 5:3). Sept. 7 decision, effective Sept. 27 unless objections are filed, prohibits AT&T from refusing to link up with other systems even though it has own facilities available. There are 8 such intercity setups now, all microwave, installed either for economy or because Bell coaxial-microwaves were not available.

FCC thus says these may plug into AT&T circuits. But joker lies in fact FCC granted authority for such links last year only on a temporary basis (Vol. 4:8). Nevertheless, those who went to hearing (DuMont, Philco, TBA) think it's better than nothing -- though it still doesn't provide the unlimited clearance Philco wanted in order to sell equipment for more private intercity microwave setups. GE also is in that field. FCC looks sympathetically on their efforts, but insists the owners must agree to operate on common carrier basis. TVers hope to establish permanent rights in use of TV auxiliary frequencies for intercity networking when and if hearing is held on regularization of those services; comments on FCC proposals are due Oct. 3.

Question whether AT&T must interconnect with other common carriers -- Western Union is only other offering TV links (Vol. 5:34) -- was left open for future decisions in particular cases. Rate aspect of hearing will be continued after interconnection decision becomes final. These are the presently operating private intercity systems: Philco, New York-Philadelphia; DuMont, New York-New Haven; WHAM-TV, Rochester-Buffalo; WBKB, Chicago-South Bend; WLAV-TV, Grand Rapids-Chicago; RCA, Philadelphia-Washington; Crosley, Cincinnati-Dayton-Columbus; GE, New York-Schenectady.

COLOR AND FREEZE CLIMAX APPROACHING: Though RCA tells FCC just how its new color TV system works and described a 3-kinescope receiver, in technical brief submitted this week, we have a persistent hunch that RCA: (1) Will claim that 3-tube converter can be made considerably cheaper than speculated \$300-\$500, and/or (2) Will show a direct view set, likewise cheaper.

Reason everyone is so preoccupied with the nature and cost of receivers is that they'll be a principal point of argument during hearing, inasmuch as probable cost of CBS's converter is rather well-known. CBS president Frank Stanton has mentioned \$75, and this week Tele-tone president S. W. Gross said "under \$100," adding that converter to get black-and-white from CBS's color would run about \$20.

We won't attempt to relay RCA's complex technical description (available from RCA in 19-p. booklet) except to say that results are achieved by combining several fairly well-known band-saving techniques -- multiplex, inter-dot and mixed-highs. TV engineers, by and large, seem to have little doubt RCA can substantiate performance claims. Receiver costs remain the crux. North American Philips' v.p. L. J. Chatten believes that his Protelgram projection unit is well-suited as starting point for 3-tube color set.

RCA showed color system to its VIPs, including chairman David Sarnoff, at

Princeton Thursday, began shipping equipment to Washington shortly afterward in preparation for demonstrations during Sept. 26 hearing.

CBS also filed technical description with FCC, included description of approaches to all-electronic receivers. Crosley joined the manufacturers making sets for CBS's demonstrations, will produce monochrome sets adaptable for color. Others are Air King, Astatic, Birtman Electric Co., Tele-tone.

DuMont made specific its request for thorough-going tests of color systems (Vol. 5:36), asking FCC: (1) That DuMont be permitted to place 12 monochrome sets near color receivers, for comparison during tests. (2) That color proponents, along with DuMont, show a baseball game. (3) That DuMont be allowed to televise, simultaneously in monochrome, whatever material color people do.

FCC's color quest is over, if inventor Leon Rubenstein, 1608 First Ave., New York, substantiates claims filed with Commission in late appearance this week. In statement submitted through Washington attorney George Elpern, he asserts he has developed simple screens, for camera and receiver, which turn images into full color at cost of \$50-\$100 per camera and \$5-\$25 per receiver. Nothing else need be done. The screens, he says, are etched into a myriad of tiny lenses, break pictures into colors. Engineers have trouble following him from there. He says he'll test soon.

* * * *

On the broad TV freeze front, FCC (a) denied FCC Bar Assn's request for pre-hearing oral argument on legality of allocation plan, said argument would be permitted at later date, (b) extended, from Sept. 12 to Sept. 26, date by which hearing participants must file opposition to comments proposing specific channel changes (Supps. No. 67 & 67A). But date remains Sept. 12 for opposition to general comments.

FCC will get good look at offset carrier method of co-channel interference reduction (Vol. 5:16 et seq) when members and staff travel to Princeton Sept. 14 to see Philadelphia's WFIL-TV use it on Channel 6 with WNHC-TV, New Haven.

3 START, 2 DROP, KANSAS CITY READY: Three more stations go on schedule next week, bring total on air to 81. They're WJAC-TV, Johnstown, Pa., Channel 13, starts Thursday, Sept. 15; KECA-TV, Los Angeles, Channel 7, Sept. 16; KBTW, Dallas, Channel 8, Sept. 17. Week after, on Sept. 22, WFMY-TV, Greensboro, N.C., gets going on Channel 2. And date for Columbus' new WTVN is still Sept. 29 if tests starting next week prove this feasible.

This week, 2 CPs were turned in, leaving only 32 CPs outstanding -- the only ones free to build, and at least a half dozen of these cited for delays or otherwise held up. WMBT, Peoria, Ill., quit after holding CP more than year -- said TV was too costly. KRTV, Minneapolis, granted to Cowles publishing interests in March, 1948 had to be withdrawn because FCC insisted on divestment by a minority newspaper stockholder (who also happens to own half of WTCN and WTCN-TV) of its "interlocking ownership" (Vol. 5:27). Stockholder won't sell, and irony is that well-heeled Cowles company really wants to give Twin Cities another station.

No new applications this week. CP holder KEYL, San Antonio, cited for delay (Vol. 5:27) got extension of CP to next Jan. 7 on promise it will get on air by that time. Among other upcoming new stations, WOR-TV, New York, now is set to start commercial operation with first day of World Series, expected to start around Oct. 5; New York's seventh station got FCC authority to start commercially anytime after Oct. 4. WOC-TV, Davenport, Ia., now reports it may get test pattern on air Oct. 1, go commercial within month thereafter. And now-building WXEL, Cleveland, reports it won't go commercial until sometime in December.

* * * *

For all practical purposes, you can also put down Kansas City as an "open TV market" as of next week, for on Sept. 11 the Star's WDAF-TV begins test patterns on Channel 4. Nation's 17th ranking sales market is really getting heavy TV promotion, with big exposition in Municipal Auditorium Sept. 11-13. WDAF-TV goes on program schedule Oct. 16.

Thus only 2 markets among top 25 remain unserved by TV. They're Hartford-

New Britain, ranking 20th (with little prospect of getting station for at least year after freeze ends), and Portland, Ore., ranking 22nd (its sole CP has been set for hearing for undue delays, so early prospect there looms dim).

Among next 25 markets, these are still without TV outlets: Denver, ranking 26th; Scranton-Wilkes-Barre, 30th; Springfield-Holyoke, 32nd; Akron, 35th; Youngstown, 36th; Worcester, 41st; Allentown-Bethlehem-Easton, 43rd; Lowell-Haverhill-Lawrence, 45th; Norfolk-Portsmouth-Newport News, 47th; San Antonio, 50th. Only Norfolk and San Antonio among these have CPs. Norfolk's WTAR-TV is scheduled for spring of 1950, San Antonio's WOAI-TV for sometime in November or December.

RADIO STILL THE BREADWINNER—NBC: Less than half NBC's 166 AM affiliates in U.S. are in TV (29 as operators, 9 holding CPs, 37 as applicants) -- yet hardly a voice was raised against NBC's "two-way" role during its White Sulphur Springs convention this week. Someone did get up, at Thursday's session, to object rather vaguely to "using AM to promote TV," but his voice was small, wasn't echoed.

Perhaps recalling how certain newspaper interests shouted dire calamity when radio went commercial in the late '20s, NBC's affiliates aren't taking to the hustings to kill off this "threat." Like the more far-sighted newspapers, their attitude seems to be the logical: "If you can't lick 'em, join 'em."

A powerful shot of economic optimism led off NBC president Niles Trammell's keynote speech. "There never was any basis for fear that American business was facing collapse," he said. And he added, "We were shaken by the easy prophecies that radio was all washed up -- even before television itself was profitable."

Then he launched into his main theme: Sure, TV is coming along ("taking the country by storm") but AM remains the basic medium. "Radio is universal...Years will pass before TV will have half as much coverage...Radio is economical...Since 1939 NBC network's cost per thousand listeners has decreased 23%...Radio is getting bigger all the time. In the past 3 years over 5,000,000 families have been added to the radio population."

Since AM is still radio's bread-and-butter (and NBC's slice of AM income's \$400,000,000 is close to 25%), it was quite understandable that convention should have applauded Trammell's words.

Regarding NBC reorganization talk (Vol. 5:28), Trammell told affiliates present thinking was to separate AM and TV operations completely, only top management covering both.

NBC-TV affiliates would number 46 (26 interconnected) by year's end, reported Trammell. NBC-TV has 19½ hours sold to 28 advertisers (compared with 8¼ to 18 sponsors year ago), he said, twice as much as CBS-TV and 5 times ABC or DuMont.

Peak TV loss year was 1948 and red ink is now fading, announced executive v.p. Charles Denny. But he didn't predict break-even date. Television v.p. Pat Weaver outlined shows in the works: 3-hour program Saturday night, a Monday through Friday 11-midnight show and a Monday through Friday animated comic strip -- all to be sold on a participating basis.

RESEARCHERS DISSECT THE TV SET OWNER: Here's what that much-studied man -- the TV set owner -- currently looks like under microscopes of following researchers:

1. CBS-Rutgers University: Three Rutgers sociologists took audience apart by educational levels (grammar, high school, college) and by length of set-ownership (either under or over 6 months). John W. Riley, Frank V. Cantwell and Katherine F. Ruttiger, writing in summer edition of Princeton's Public Opinion Quarterly, reported on results of interviews done in July-August, 1948, among 278 TV homes and 278 non-TV, in an eastern town of 35,000.

They found TV's impact sharpest on lowest level, but novelty seemed to wear off faster than with better-educated groups. For example, 80% of under-6-months grammar school group watched evening TV, compared with 53% of over-6-months. For high school graduates, figures were 78% and 74%, respectively; college folk ran 74%

and 67%. Initially hard hit by TV, movies and evening radio made better recovery among grammar school people, after 6 months, than among others. Movie attendance rose from 9% to 19% in grammar group, 24% to 31% in high school group, but showed curious drop from 38% to 24% in college group. In evening listening, trend for grammar group was up from 14% to 24%, for high school group down from 17% to 14%, for college group up from 20% to 25%.

Conclusion of researchers was same as everybody else's, though couched in typically academic razzmatazz, e.g.: "Doctrines suggesting the reestablishment of values have been forced to accompany the carpe diem expedients." They decided TV is affecting our habits, but that we'll have to wait to see just how much.

2. Duane Jones ad agency: TV's effect on radio, not discussed by Jones in his talk to newspaper executives (Vol. 5:28), is described in Aug. 19 Tide. Jones' research director Lawrence Hubbard, in June survey, found 82% of New York TV-owners saying they listen less to evening radio. Percentage was 92% in November, 1948. But daytime radio, of course, suffered less -- only 38% reporting less listening in June study (no comparable figure given for November). As for movies, 71% of June respondents said they attended less; November figure was 81%.

3. Meredith Publishing Co.: Research department made comprehensive roundup of TV, including results of many surveys we've reported. Conclusions: "While TV is bound to impinge on all other forms of advertising, we do believe it will benefit rather than harm them...However, we believe that TV will make much heavier inroads on the time which people in pre-TV days gave to other forms of entertainment than it will on their reading of service type content such as appears in our magazines, Successful Farming and Better Homes & Gardens."

4. Philadelphia Bulletin: Looked for the potential set owner, found 29.7% of families in Philadelphia metropolitan area planning to buy sets this year. Of sets in use, 26.9% of city and 22.9% of suburban sets need repairs or replacements.

5. New York's WOR-TV. Tried to determine which radio shows suffered least and most from TV competition. In "Program Durability Index" based on Pulse reports, it decided that as of June, music, news and sports suffered least. Drama, quiz and audience participations were hardest hit.

TV can continue to use remote broadcast pickup frequencies "on an interim basis" pending development of video and audio equipment to operate in TV pickup bands. FCC officially incorporated provision in revision of broadcast pickup rules this week.

Informal poll on liquor advertising, taken among more than 150 NBC affiliates meeting at White Sulphur Springs this week, showed all opposed. About 20 said they'd take such advertising if it became acceptable to industry, provided they could blue pencil copy.

Tips on TV tube costs: Milwaukee's WTMJ-TV comes up with down-to-the-penny statistics for 18 months of operations. For 6 cameras, it used up 13 orthicons and one iconoscope. Orthicons averaged 537 hours (\$2.12 per hour) with maximum of 1336 and minimum 74 hours, at total cost of \$14,789. Iconoscope ran 550 hours (91¢ per hour), cost \$500. Four transmitter tubes (8D21) averaged 1379 hours (\$1.14 per hour) with maximum of 2350, minimum 551, at total cost of \$6303.

Projected as Broadway's first TV center, new 20-story building costing \$9,000,000 is to be erected in block bounded by Broadway, 7th Ave., 51st and 52nd Sts., announced this week by Herbert J. Freezer, 200 Fifth Ave., who said it's to be built in response to demand for quarters from TV industry. Plans were filed with New York Dept. of Housing & Buildings by John Sloan Associates, architects and engineers. It may be called the Television Bldg., unique architectural design utilizing minimum of glass above first 2 floors.

Paramount's kine recording of its KTLA, Los Angeles, shows are being syndicated to TV stations throughout country for local sponsorship. First to sign is new KBTV, Dallas. Paramount is planning sales to national advertisers also.

Unopposed nominations for officers of National Film Council are Melvin Gold, National Screen Service, president; William S. Roach, attorney, v.p.; Sally Perle, Mesal Organization, secretary; Ed Evans, WPIX, treasurer. Elections, which also include 11 directors, are scheduled for Sept. 29.

Relatively few advertisers have as yet made premium offers on their TV programs but those who have report phenomenal results. These are subject of article "How to Promote Premiums on Television" by Robert F. Degen, of Ted Bates & Co., in July *Advertising Agency and Advertising & Selling*.

National income averages for different size radio stations in small, medium and large-size cities during 1948 are being presented by NAB employe-employer relations director Richard P. Doherty at district meetings during next 2 months as part of sessions on cost-control. Small station (250-watts) in city with population of 50,000 or less made \$91,326; in city of 50,000-250,000, \$155,804; in city above 250,000 \$229,256. Medium stations (500-5,000 watts) averaged \$1,133,054, \$288,440 and \$457,437 respectively. Large stations (10,000-50,000 watts) averaged \$291,830, \$621,583 and \$1,351,270 respectively. Analysis is based on returns from 800 stations.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VCL 5, NO. 38

September 17, 1949

FALL NETWORK COMMERCIALS UP: Current network sponsorships for fall-winter season give you good idea of TV's commercial status in coming year. There are 80 sponsors on all the 4 networks (see listings on back page), with time totaling more than 45 hours a week. This compares with 48 accounts and 28 hours last January (Vol. 5:4), and scant 32 advertisers during August. NBC has 28 sponsors and 19 hours sold; CBS, 31 and 16½; ABC, 15 and 5¼ plus Roller Derby and football for which no time can be gauged; DuMont, 6 and 3½, plus football.

More sponsors, as well as stations, can be expected during next few weeks as additional contracts are signed, time cleared. August Rorabaugh Report on station accounts lists 301 national and regional spot advertisers, 1082 local retail sponsors on 71 stations in 40 markets; with today's 81 stations on in 43 markets, local advertising should also be well up in coming months. What kind of money this adds up to will be subject of forthcoming NAB research dept. report.

FCC SETS STAGE FOR COLOR TV HEARING: Color leads off Sept. 26 TV hearings in Commerce Dept. Auditorium, and according to FCC schedule, is expected to absorb 3 solid weeks by itself. So you can dismiss any idea that whole TV hearing will be a quickie -- good guess is 6-7 weeks.

Rather dramatic build-up seems inherent in Commission's schedule. First off, FCC will take only direct testimony from the 9 color parties, holding cross-examination in rein until after demonstrations -- CBS's Oct. 7 (place not yet chosen), RCA's Oct. 10 (Washington and Wardman Park Hotels).

But the denouement, when CBS's and RCA's color sit side-by-side with DuMont's black-and-white, is deferred until sometime in November. However, since RCA doesn't yet have remote equipment, its telecast of ball game (requested by DuMont) is in doubt. Admission will be by ticket only, obtainable from FCC.

Color parties will appear in this order: JTAC, RMA, RCA, CBS, Color TV Inc., inventors Geer and Rubenstein, Philco, DuMont.

Hearing of other general matters (propagation, uhf, etc.) will follow color cross-examination, with specific city-channel cases after that -- schedules for both to be announced later.

RMA has become the puzzler. At White Sulphur Springs, W.Va., board meeting this week, it chose as special counsel in these TV matters none other than ex-Sen. Burton K. Wheeler, former chairman of Interstate & Foreign Commerce Committee, now counsel for Zenith, which had upset entire RMA with its uhf "obsolescence" ads (Vol. 5:11 et seq). Certainly, RMA can use Wheeler's still considerable influence on Capitol Hill. Whether his appointment means anything more than just that, no one's saying. RMA has told FCC it thinks color TV is still several years off, but that was before RCA announced its new system. When board meeting broke up Friday, there was no new indication of stand RMA will take before FCC.

* * * *

To those manufacturers willing to tackle its color sets, RCA is sending specifications. And for telecasters who want to try out system, RCA will accept studio equipment orders, but says it can't yet quote prices or delivery dates.

RCA reports it will have about 6 receivers of various kinds for demonstration, and Camden plant is working on about 100 more to be distributed around Wash-

ington as they're finished. RCA will also transmit color on uhf, 523-529 mc, from 100-watt transmitter and parabolic antenna with gain of 110.

Again emphasizing his firm convictions about system's compatibility, in letter to Comr. Walker, RCA's Dr. Jolliffe said color transmissions "will not interfere in any way with the present service of WNBW or change the character of the pictures received by the television audience."

CBS's equipment, now in Denver for surgical demonstrations Sept. 20-23, will be flown to Washington to be installed at WOIC, available, says CBS, for any demonstrations of reasonable cost and convenience.

Color Television Inc., with the pressure on, planned to take its system to the air with transmissions over San Francisco's KPIX for 30 days beginning Sept. 16, and KGO-TV, Sept. 19 only. Whether it will get equipment to Washington is undecided.

* * * *

Recapitulation of color issues is worthwhile, now that hearing is almost here. Three broad categories seem involved -- quality, costs, time element -- with "compatibility" pervading and dominating all 3.

1. Quality will involve these elements, possibly others: (a) Resolution, or ability to show detail. (b) Flicker and crawl, or apparent fluttering and movement within picture. (c) Brightness. (d) Picture size and whether projection or direct-view. (f) Registration, or maintenance of colors in proper position. (g) Sensitivity of cameras to light.

2. Costs breakdown to expense of: (a) Converting sets to color. (b) Extracting black-and-white from color telecasts with existing sets. (c) Building new color and color-monochrome sets. (d) Servicing color sets and converters. (e) Converting stations to color. (f) Building new color and color-monochrome stations. (g) Maintenance of station equipment.

3. Time element is concerned with achieving the principal elements under "costs" and satisfying FCC with respect to adequacy of field tests. Undoubtedly, each color protagonist will predict improvement of his system's quality with time.

Regarding compatibility, the vital question covering all issues, you can visualize FCC weighing low cost of one system against high quality of another, or immediacy of one against vague dates of another.

Note: Opposition filed to comments on all general TV matters in the hearing have come from 24 parties by deadline date of Sept. 12, are digested in Supp. No. 67-B, herewith. As expected, virtually all are up in arms against DuMont's proposal to move vhf stations and CPs to uhf.

STATIONS ON TAP FOR LAST QUARTER: Looks like New Year's, 1950, will see just about 95 TV stations on air, not far from our last January's guess of 100 (Vol. 5:1) -- and not too bad in view of freeze, uhf and color turmoil.

Revising our station starting list by adding latest target dates, we find following in prospect:

September -- WFMY-TV, Greensboro, Sept. 22; WTVN, Columbus, Sept. 29.

October -- WBNS-TV, Columbus, Oct. 1; WOR-TV, New York, Oct. 5; WTTV, Bloomington, Oct. 15; WDAF-TV, Kansas City and WMBR-TV, Jacksonville (on test), Oct. 16; KRON-TV, San Francisco, date not specific.

November -- WSAZ-TV, Huntington and KRLD-TV, Dallas, Nov. 15; KOTV, Tulsa (October tests), WOAI-TV, San Antonio, and WOC-TV, Davenport, dates not specific.

December -- WNBW-TV, Binghamton, Dec. 1; WXEL, Cleveland and WKZO, Kalamazoo, dates not specific.

Station notes: KBTW, Dallas, had Vice President Alben Barkley as guest of honor at Sept. 17 opening...WHAS-TV, Louisville, broke ground for tower Sept. 11, plans commercial operation February, 1950...WRTV, New Orleans, will fight to regain grant FCC proposes to take away (Vol. 5:35)...WJZ-TV, New York, will move its antenna up to Empire State Bldg., use site jointly with NBC's WNBW, hopes to shift from Hotel Pierre before year's end...KPIX, San Francisco, is no longer for sale (Vol. 5:31), thoughts of selling dropped.

THEATRE OWNERS SEE AN ALLY IN TV: Theatre Owners of America seem to take TV for granted now, are pretty sold on potentialities of theater-TV. That was sentiment at TOA convention in Los Angeles this week. MPA president Eric Johnston voiced latent feeling of many who see TV as part of motion picture bailiwick when he declared: "TV and motion picture exhibition are natural allies. We intend to see that they become allies." Some exhibitors even hope TV may prove fillip to movie attendance (which has picked up after 10-15% summer dip). Reasoning: People will get habit of looking at TV pictures, extend habit to going to movies. There were no reports of TV hurting theater attendance, though all showed awareness of TV's potential impact. One observer noted more corridor and floor talk on TV than any other subject.

Convention approved TV committee action in asking FCC for theater TV frequencies (Vol. 5:36), formulated plans for TOA members to file individual petitions with FCC. Paramount showed new quick-drying unit for theater-TV system (several seconds, compared with one minute a year ago). TV's \$1 billion investment in 3 years is almost half of 40-year-old movie capital investment, TV counsel Marcus Cohn told assembly. "Real future of theater TV lies in superior programs available only in the theaters...The purchasing power of a network of theaters from box office receipts derived from a telecast is perfectly enormous for buying the exclusive rights to any program," said Fabian Theatres TV director Nathan L. Halpern. New TOA president is Samuel Pinanski, Boston chain owner.

PARTICIPATIONS STRONG IN STATION INCOME: "Revenue from local advertisers is the velvet so many stations need. You get them into spots first, then when you have no more, get them into participations. Before too long they're ready to buy programs."

That sizeup by a veteran broadcaster-telecaster neatly points up some tricks of the trade whereby stations pad out revenues. Nevertheless, squeezing every possible dollar out of each hour by participations, spots, or what have you, even the best of them are finding it rough -- though best informed circles expect well over \$25,000,000 revenue this year as against \$10,000,000 in 1948.

Listen to this summary by WGN-TV's energetic sales manager George Harvey, who's completely sold out from 6:30 to 11 p.m., 7 nights a week, except for 3 hours: "I doubt if there is a station in the country that has any more local and national spot time sold than we have, but unless we can freeze our expenses and increase our rates, it's going to be some time before we can get out of the red."

If there's any further question about costs, consider NBC's, as told affiliates last week at White Sulphur Springs (Vol. 5:37): NBC will lose \$3,000,000 this year on TV operations. NBC maintains 8-10 TV studios, has 600 on TV payroll, more than 100 stagehands engaged in TV productions. Theater rentals cost \$300,000 a year. It has another \$300,000 yearly bill running 2 kinescoping plants (New York and Los Angeles). Image orthicons cost \$5 an hour (WTMJ-TV figures \$2.12, Vol. 5:37).

How to get more revenue? Most stations have sold out spots. Many have pretty full commercial program schedules.

Answer seems to be with participation programs and split sponsorships. NBC's success last year with Howdy Doody, which has 4 sponsors for this season, has carried over to Kukla, Fran & Ollie show, which is now divided between RCA Victor and National Dairy.

When NBC video chief Pat Weaver told affiliates last week he had 3 network participations in mind (Vol. 5:37), he was telling them NBC was going to squeeze for revenue this season. The 30-minute daytime comic strip is to have 6 sponsors; the 3-hour Saturday night jamboree, 12; and daily 11 p.m.-midnight program, 4-10.

Other networks aren't overlooking that bet, either. CBS has 3 sponsors sharing Lucky Pup; 2, Dione Lucas. ABC has 2 for Stop the Music, 2 for Super Circus.

In Milwaukee, WMJ-TV is adding third participating show to 2 already on log. In Atlanta, WSB-TV is adding second to already existing kid show. In Washington, WTTG is projecting third on basis of success of existing two.

And if you think they don't pay off, listen again to George Harvey: "A show called 'Stop, Look and Learn' is a half hour participation program which brings us in much more revenue than a half hour time sale would bring."

NETWORK TV SPONSORSHIPS

As of Sept. 15, 1949

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

CBS Sponsorships

Oldsmobile, *CBS-TV News*, Mon.-Wed.-Fri., 7:30-7:45 p.m., thru D. P. Brothers (11).
Phillip Morris, *Ruthie on the Telephone*, Mon.-Tues.-Thurs.-Sat., 7:55-8 p.m., thru Blow (10 plus 2 kine).
International Silver, *Silver Theater*, Mon., 8-8:30 p.m., thru Young & Rubicam (18 plus 12 kine).
Lipton Tea, *Arthur Godfrey's Talent Scouts*, Mon., 8:30-9 p.m., thru Young & Rubicam (9).
Phillip Morris, *Candid Camera*, Mon., 9-9:30 p.m., thru Blow (13).
General Foods (Sanka), *The Goldbergs*, Mon., 9:30-10 p.m., thru Young & Rubicam (13 plus 4 kine).
Westinghouse, *Studio One*, Mon., 10-11 p.m., thru McCann-Erickson (16 plus 11 kine).
Gulf Oil, *We, The People*, Tues., 9-9:30 p.m., thru Young & Rubicam (6 plus 8 kine).
Electric Auto-Lite, *Suspense*, Tues., 9:30-10 p.m., thru Newell-Emmett (14 plus 2 kine).
Sheaffer Pens, *This Week in Sports*, Tues., 10-10:15 p.m., thru Russell Seeds (5).
Phillips Packing Co., *Lucky Pup*, Wed., 6:30-6:45 p.m., thru Aitkin-Kynett (8 plus 2 kine).
Masland Rugs, *At Home Show*, Wed., 7:45-8 p.m., thru Anderson, Davis & Platte (9 plus 2 kine).
Chesterfield Cigarettes, *Arthur Godfrey*, Wed., 8-9 p.m., thru Newell-Emmett (14 plus 30 kine).
Bigelow Rugs, *Dunninger-Winchell*, Wed., 9-9:30 p.m., thru Young & Rubicam (12 plus 19 kine).
Ballantine Beer, *Boxing*, Wed., 10-11 p.m., thru J. Walter Thompson (14).
Bristol Myers (Ipana), *Lucky Pup*, Thurs., 6:30-6:45 p.m., thru Doherty, Clifford & Shenfield (11).
Scott Towel, *Dione Lucas*, Thurs., 7-7:30 p.m., thru J. Walter Thompson (5).
Wine Board of America, *Dione Lucas*, Thurs., 7-7:30 p.m., thru J. Walter Thompson (5).
Chevrolet, *Inside U. S. A.*, Thurs., 8:30-9 p.m., thru Campbell-Ewald (9 plus 1 kine).
Speidel (watchbands), *Ed Wynn* (on film), Thurs., 9-9:30 p.m., thru Cecil & Presbrey (9 plus 4 kine).
U. S. Rubber, *Lucky Pup*, Fri., 6:30-6:45 p.m., thru Fletcher D. Richards (7 plus 7 kine).
Trimont Clothes, *Dr. Polgar*, Fri., 7:45-8 p.m., thru William H. Weintraub (18 plus 8 kine).
General Foods (Maxwell House), *Mama*, Fri., 8-8:30 p.m., thru Benton & Bowles (11 plus 6 kine).
Camel Cigarettes, *Man Against Crime*, Fri., 8:30-9 p.m., thru William Esty (12).
Ford Motors, *Ford Theater*, Fri., 9-10 p.m., thru Kenyon & Eckhardt (10). Alternate weeks.
Household Finance Co., *Peoples' Platform*, Fri., 10-10:15 p.m., thru LeVally (11).
Esso, *Tonight on Broadway*, Sun., 7-7:30 p.m., thru Marschalk & Pratt (6 plus 1 kine).
Crosley, *This Is Broadway*, Sun., 7:30-8 p.m., thru Benton & Bowles (18 plus 27 kine).
Lincoln-Mercury, *Toast of the Town*, Sun., 8-9 p.m., thru Kenyon & Eckhardt (15 plus 6 kine).
General Electric, *Fred Waring*, Sun., 9-10 p.m., thru Young & Rubicam (12 plus 14 kine).
Barbasol, *Week in Review*, Sun., 10-10:15 p.m., thru Erwin Wasey (5).

DuMont Sponsorships

DuMont, *The O'Neills*, Tues., 9-9:30 p.m., thru Buchanan (11).
DuMont, *Morey Amsterdam Show*, Thurs., 9-9:30 p.m., thru Buchanan (8 plus 21 kine).
Mail Pouch Tobacco Co., *Fishing & Hunting Club of the Air*, Fri., 9-9:30 p.m., thru Walker & Downing (3 plus 3 kine).
Chevrolet, *Notre Dame Football*, Sat., 2 p.m.-conclusion, thru Campbell-Ewald (16-21).
Drug Store Television Productions, Inc. (drug stores), *Cavalcade of Stars*, Sat., 9-10 p.m., thru Stanton B. Fisher (11 plus 7 kine).
Old Gold Cigarettes, *Amateur Hour*, Sun., 7-8 p.m., thru Lennen & Mitchell (20). Moves to NBC-TV Oct. 4.

ABC Sponsorships

Chevrolet Dealers Assn., *Roller Derby*, Mon., 10-p.m.-conclusion, thru Campbell-Ewald (11).
General Mills, *Lone Ranger*, Thurs., 7:30-8 p.m., thru Dancer-Fitzgerald-Sample (approx. 12 to 16 plus 25 to 30 kine).
Admiral Corp., *Stop The Music*, Thurs., 8-8:30 p.m., Kudner (13).
Old Gold Cigarettes, *Stop The Music*, Thurs., 8:30-9 p.m., thru Lennen & Mitchell (14 plus 1 kine).
Time, Inc., *Crusade In Europe*, Thurs., 9-9:25 p.m., thru Young & Rubicam (17 plus 16 kine).
Pal Blade, *Pal Headliner*, Thurs., 9:25-9:30 p.m., thru Al Paul Lefton (12 plus 13 kine).
Chesebrough Mfg. (Vaseline), *Roller Derby*, Thurs., 10-10:30 p.m., thru McCann-Erickson (9 plus 3 kine). Starts Oct. 13.
Libby, McNeill & Libby, *Auctionaire*, Fri., 9-9:30 p.m., thru J. Walter Thompson (5). Starts Scpt. 30.
International Cellucotton Products, *Fun For The Money*, Fri., 9:30-10 p.m., thru Foote, Cone & Belding (8).
Canada Dry Ginger Ale, *Super Circus*, Sun., 5-5:30 p.m., thru J. M. Mathes (10).
Derby Foods, *Super Circus*, Sun., 5:30-6 p.m., thru Needham, Louis & Brorby (10).
Kellogg Co., *The Singing Lady*, Sun., 6-6:30 p.m., thru N. W. Ayer (12).
Bell & Howell, *Action Autographs*, Sun., 6:30-6:45 p.m., thru Henri, Hurst & McDonald (5).
B. F. Goodrich, *Celebrity Time*, Sun., 10-10:30 p.m., BBD&O (14).
Sunoco, *National League Football*, various (15 broadcasts), thru Hewlitt, Ogilvy, Benson & Mather (varies from 3 plus 1 kine to 11 plus 2 kine).

NBC Sponsorships

Mohawk Carpet Co., *Mohawk Showroom*, Mon.-Fri., 7:30-7:45 p.m., thru George Nelson (15).
Camel Cigarettes, *Newsreel*, Mon.-Fri., 7:45-8 p.m., thru Wm. Esty (19).
RCA Victor Co., *Kukla, Fran & Ollie*, Mon.-Wed.-Fri., 7-7:30 p.m., thru J. Walter Thompson (21 plus 27 kine).
Colgate, *Howdy Doody*, Tues. & Thurs., 5:45-6 p.m., thru Ted Bates (21).
National Dairy (Scaltest), *Kukla, Fran & Ollie*, 7-7:30 p.m., Tues. & Thurs., thru N. W. Ayer (21 plus 16 kine).
Mars Candy, *Howdy Doody*, Mon., 5:45-6 p.m., thru Grant Advertising (17).
Chevrolet, *Chevrolet Tele-Theater*, Mon., 8-8:30 p.m., thru Campbell-Ewald (18 plus 1 kine).
Firestone, *Voice of Firestone*, Mon., 8:30-9 p.m., thru Sweeney & James (16 plus 2 kine).
Colgate, *Colgate Theater*, Mon., 9-9:30 p.m., thru Wm. Esty (21).
Milcs Laboratories, *Quiz Kids*, Mon., 10-10:30 p.m., thru Wade (18).
Texas Co., *Texaco Star Theater*, Tues., 8-9 p.m., thru Kudner (25 plus 7 kine).
Procter & Gamble, *Fireside Theater*, Tues., 9-9:30 p.m., thru Compton (20).
Pabst Beer, *Life of Riley*, Tues., 9:30-10 p.m., thru Warwick & Legler (25 plus 10 kine). Starts Oct. 4.
Old Gold Cigarettes, *Original Amateur Hour*, Tues., 10-11 p.m., thru Lennen & Mitchell (24 plus 3 kine). Starts Oct. 4.
International Shoe Co., *Howdy Doody*, Wed., 5:45-6 p.m., thru Henri, Hurst & McDonald (19).
Lever Bros., *The Clock*, Wed., 8:30-9 p.m., thru J. Walter Thompson (18 plus 24 kine). Starts Oct. 5.
Kraft Foods, *Television Theater*, Wed., 9-10 p.m., thru J. Walter Thompson (18 plus 1 kine).
Bristol-Myers, *Break-The-Bank*, Wed., 10-10:30 p.m., thru Doherty, Clifford & Shenfield (13). Starts Oct. 5.
Buick, *Fireball Fun For All*, Thurs., 9-10 p.m., thru Kudner (22 plus 11 kine).
U. S. Tobacco Co., *Martin Kane, Private Eye*, Thurs., 10-10:30 p.m., thru Kudner (18 plus 5 kine).
Unique Art Mfg. Co., *Howdy Doody*, Fri., 5:45-6 p.m., thru Moore & Hamm (18).
Bonafide Mills, *Bonnie Maid Versatile Varieties*, Fri., 9-9:30 p.m., thru Gibraltar (20).
American Cigar & Cigarette Co., *Big Story*, Fri. (alternate weeks), 9:30-10 p.m., thru Sullivan, Stauffer, Colwell & Bayles (22).
Gillette, *Boxing*, Fri., 10-11 p.m., thru Maxon (24).
Chesebrough Manufacturing Co. (Vaseline), *Greatest Fights of the Century*, Fri., following boxing, thru Cayton (16).
Avco Mfg. (Crosley Div.), *Who Said That*, Sat., 9-9:30 p.m., thru Benton & Bowles (17). Starts Oct. 8.
General Foods (Jello), *The Aldrich Family*, Sun., 7:30-8 p.m., thru Young & Rubicam (17). Starts Oct. 2.
Philco Corp., *Television Playhouse*, Sun., 9-10 p.m., Hutchins (16).

Pressure from block of NBC-TV affiliates is apparently achieving some concessions from NBC. At White Sulphur Springs sessions late last week (Vol. 5:37), executive v.p. Charles Denny left these impressions: (1) The present 30 unpaid commercial hours NBC now gets from affiliates would be reduced to 20-24. (2) Affiliates' one-third cut of network advertiser's dollar will remain, rather than be reduced to 30% as rumored. (3) Compulsory sustainers, for which affiliates now pay, to be abolished. Still up in air are request of affiliates for free summer sustainers and continuance of chain-breaks; latter had been rumored on way out. Convention's vote to hold 1950 sessions in Honolulu was just a rib, we're told.

BAB's work on TV rate card standardization (Vol. 5:32) isn't finished, but it leans towards adoption of old NAB AM/FM form physical layout.

Costs of CBS's color converters, as advanced during hearing, will be watched particularly closely by FCC lab men. They built one for "a few bucks" (we've heard both \$1 and \$5), out of such things as colored cellophane. And it worked! It was tried out during CBS transmissions in Baltimore and Washington Aug. 17-19. (Vol. 5:30). Of course, laboratory doesn't advance its model as a commercial item, but as an attempt to find a minimum. We understand they've made others.

"Television in 1952", cover story in Sept. 16 *Tide* magazine, is strong on forecasts of revenue growth, rate cards, program costs, sponsor thinking, but weak on color and uhf, e.g., it finds among "bottlenecks" to color, "the fact that the extremely high-powered transmitting tubes needed for good color transmission, particularly in the uhf, haven't yet been developed."

MARTIN CODEL'S

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WITH AM FM REPORTS

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September 24, 1949

90 STATIONS BY NOV. 1, 108 SET MAKERS: To the printer next week go final proofs and makeup of our next quarterly TV Directory No. 9: Television Rates & Factbook, to be mailed Oct. 1 to all full-service subscribers. Reflecting growth of TV, looks like it will be at least dozen pages more than July 1 edition. A comparative recapitulation of contents discloses significant progress:

- 90 TV stations on air up to Nov. 1 (7 October starters), compared with 75 at end of July. Their rate cards, with personnel, facilities and other data all published. Also, rate cards and station affiliations of the 4 TV networks.
- 30 CPs, 348 applications pending as of Oct. 1 (figures subject to last-minute revisions). All listed, with details.
- 70 manufacturers definitely in production of TV sets, 29 more in partial or indefinite category, 9 kitmakers -- these 108 accounting for 532 different models. In addition, 19 Canadian radio-TV manufacturers, 30 tubemakers, 19 producers of transmitter and associated equipment. Last July 1 Directory showed 77 manufacturers in production, 21 indefinite, 8 kitmakers, making some 500 models -- plus 8 Canadian manufacturers, 29 tubemakers, 5 transmitter makers. Also listed in new Directory are 23 private brands vs. 12 as of July 1.
- 401 program syndicators, offering live or film programs to TV -- 33 of them newly listed.

Additionally, TV Directory No. 9 includes such features as: (1) Radio set count by markets. (2) RMA radio-TV output figures by months since 1946. (3) New directory of associations and unions dealing with TV. (4) List of TV representatives and their stations. (5) Map of intercity TV hookups, present and projected. And a miscellany of other reference features. Subscribers may get extra copies at \$2.50; non-subscribers, \$5.

THE RED-BLUE-GREEN CHIPS ARE DOWN: The big color TV showdown begins Monday, before FCC en banc in Washington's spacious Dept. of Commerce Auditorium. All the color claims and bluffs will finally be called. The lineup now in this order: JTAC, RMA, RCA, CBS, Color TV Inc., Dr. C. W. Geer, Philco, DuMont. Last-minute developments:

1. Philco quietly showed FCC men impressive results of its own intensive work on interdot and multiplex (2 vital parts of RCA's system). Using monochrome, since its color equipment isn't yet ready, Philco showed that injection of interdot can actually double horizontal resolution. And, from a big backlog of experience with multiplexing in communications, Philco is satisfied with that technique. Whether this all means Philco will actually back RCA's system, we don't know.

2. Observers "sneak previewed" RCA's test color transmissions from NBC's Washington WNBW on their regular monochrome sets this week, reported that black-and-white pictures seen showed resolution as good as, if not better than, regular monochrome transmissions, that gradations of gray were actually sharper, but that noise was somewhat worse. RCA experts Ray Kell and George Brown have been in town, off and on, tuning up equipment for the formal showing Oct. 10.

3. DuMont detailed its technical doubts about RCA, CBS and Color TV systems

in report to FCC. It claims that no system has been demonstrated: (a) with remote or teletranscription equipment; (b) to show adequate monochrome extracted from color transmissions; (c) with adequate or inexpensive adapters. Further, says DuMont, neither Color TV Inc. nor RCA has shown practical live cameras or film scanners, and it's likely that registration will prove serious problem with any of the 3 if projection sets are used.

Other developments: CBS will demonstrate at Carlton Hotel, with studio pickups Oct. 6, outdoor Oct. 7...Color TV Inc. tested sync pulse Sept. 21 on San Francisco's KPIX, hasn't tried color yet; it dropped plans to use KGO-TV Sept. 19, and it's still undecided whether equipment will be brought to Washington for comparative demonstrations...Webster-Chicago, which made parts for CBS's color sets, will appear at hearing with adapter...Manufacturer John Meck, Plymouth, Ind., charges "selfish AM interests" are promoting color to delay TV, preserve AM investments.

Veteran inventor Lee DeForest requested, but had not yet received, permission to appear and describe his new color system; from outline filed with FCC, engineers can't puzzle out what he has...Inventor Leon Rubenstein, who claims a simple \$5-\$25 converter (Vol. 5:37), won't appear at hearing, is trying to get manufacturer to develop his system. His attorney reports that while dickering with Sightmaster, latter announced it was developing color system and described what Rubenstein has even though contract was not signed; attorney has asked for retraction, says he was promised it...Fortune Magazine plans exhaustive article on TV freeze and color issue in November issue; Time Magazine working up color article for Sept. 29 edition.

UNITED INDUSTRY FRONT IS RMA AIM: Now intensely "Washington conscious," the billion-dollar TV industry's future at stake in FCC's color-allocation hearings, RMA not only engaged ex-Senator Burton K. Wheeler as legal counsel for the "color issue" (Vol. 5:38) but also has hired the high-power publicity firm of Selvage & Lee as public relations counsel "to acquaint public with the facts."

Basically, purpose is to present united industry front in Washington, dispel notion that present TV receivers will be obsoleted by color or uhf, persuade politicians and public that the industry isn't holding back anything.

Wheeler will not only be on hand at FCC hearings (where RMA president Ray Cosgrove of Crosley and engineering director W. R. G. Baker of GE will be RMA witnesses), but it's also felt his influence will be important on Capitol Hill. Predecessor of Senator Ed Johnson as chairman of radio-ruling Senate committee, close personal friend of the Coloradan, it's possible he can keep that ever-suspicious gadfly apprised of the combined industry's motives -- which are simply to keep TV on sound business and technical basis, to adopt orderly allocation plan, to adapt most feasible color system after all competing claims have been probed, proved.

Despite fact Wheeler is also counsel for Zenith, with which RCA is engaged in bitter patent litigation, RCA did not oppose retention of Wheeler & Wheeler firm (son Edward is experienced and capable radio lawyer) when matter was broached at White Sulphur Springs board meeting. Plan to engage him was sparked by Zenith's Gene McDonald, Motorola's Paul Galvin, Philco's Larry Hardy. Called to Chicago from Montana vacation, he conferred with Galvin, Sylvania's Max Balcom, Philco's David Smith, Wells-Gardner's George Gardner, Zenith's Henry Bonfig.

Last Friday, Feb. 23, he and his son went into all-day procedure-mapping confab in Washington with Cosgrove, Galvin, Smith, Hazeltine's W. A. MacDonald, RMA's Bond Geddes, Selvage & Lee's James Selvage and Cliff Henderson. Neither RCA nor Zenith is sitting in on the RMA "steering" job -- RCA of course running its own legal-technical show at hearing.

Note: It's significant (a) that color-competitor CBS is not member of RMA, hence not party to whatever position it takes; (b) that RCA continues to maintain completely confident we've-got-color-licked attitude; (c) that, though none of RMA's top figures is known to have seen RCA's system, most seem inclined to believe its flat claim of a superior and completely compatible system.

Everything awaits disclosures at FCC hearings starting next Monday.

GRIST FOR COMING VHF-UHF HEARING: Overshadowed by glamour of color, vital and basic problems of vhf-uhf allocations which started the freeze a year ago next week (and gave color a chance to break in) will resume their prominence when color portion of hearing is over -- estimated in about 3 weeks.

To list of comments and criticisms we've reported since FCC issued its proposal to end freeze (Vol. 5:29 et seq), you can add a couple more:

(1) One able engineer seriously questions 2:1 desired-to-undesired adjacent-channel signal ratio currently employed. He doesn't have extensive data to prove it, but believes figure nearer 1:5, meaning situation is actually 10 times better than commonly thought. Thus, adjacent-channel spacing could be much closer.

(2) Some who've worked with offset carrier believe it has great promise -- but for the future. Currently, they say, it would cost too much in equipment to keep stations properly separated. In one case, attempts to use offset have produced more interference. These critics don't believe you can base a nation-wide allocation on offset at this time.

Talk of getting more vhf channels from the government, thus relieving need for uhf, is dismissed at FCC. People there asserted that some of that spectrum is already occupied, and, more important, the few channels we might conceivably get would be a mere drop in the bucket. But there's no gainsaying applicants would love a chance at that drop, prefer it to oceans of uhf.

Timetables estimating end of freeze, including ours in June (Vol. 5:23), have been knocked into a cocked hat. Now, most guesses as to final decision are sometime in the spring. Maybe that's overshooting mark, but everything that's happened so far has prolonged the freeze.

Quite a few stragglers filed more comments and oppositions with FCC this week. As with all previous comments (Supps. 67 to 67-B), we've condensed them (Supp. 67-C, herewith). Many oppose DuMont proposed allocations (Supp. 68), most oppose other channel-juggling proposals.

2 MORE GET GOING, OTHERS READYING: Greensboro (N.C.) News' WFMY-TV formally opened up that new TV market Thursday, Sept. 22, when it went on regular nightly schedule on Channel No. 2 -- claiming to be first TV station in Carolinas carrying live as well as film programs (Charlotte's WBT-TV is still without studios). Next Friday, Sept. 30, Ed Lamb's WTVN, Columbus, O., on Channel 6, goes into regular operation.

Thus, roster of operating stations grows to 83 -- and at least a half dozen more should be on schedule by October's end (Vol. 5:38). [For details about WFMY-TV and WTVN, see TV Addenda 8-L herewith.]

Next outlet due to go on regular schedule is New York's WOR-TV, Oct. 5, operating 7-11 p.m. Tue. thru Sat., 7-11 p.m., base rate \$1200. Same day, programs will start on Columbus Dispatch's now-testing WBNS-TV, giving city its third outlet.

Jacksonville's WMBR-TV, also opening up new market, has been on equipment tests since Sept. 14, is now running daily 11-1 and 2-4 p.m. patterns, featuring Projectall news (Philco sponsoring), but its formal commercial debut is still set for Oct. 16 -- same as now-testing WDAF-TV, Kansas City (Vol. 5:37). "Phenomenal reception" on WMBR-TV's Channel 4 is reported from as far away as Tampa, 211 mi.; Savannah, 143; Orlando, 126; Daytona Beach, 83.

FCC extended CP of WJIM-TV, Lansing, Mich., cited for delay (Vol. 5:31) on plea it has ordered equipment and has building plans under way now. CP holder WJAX-TV, Jacksonville, city-owned, also cited for delay (Vol. 5:19), went to hearing this week before FCC examiner Jack Blume -- told about troubles over appropriations, etc., now cleared up, promised station in 6 months if CP is extended. It will probably get extension. FCC made final denial of purchase of WHAS, Louisville, by Crosley (Vol. 5:26) on grounds of AM overlap; deal would have included CP for TV.

CP for WSEE, St. Petersburg, Fla., will be surrendered; it was cited for Oct. 12 hearing for delay (Vol. 5:26). Robert Guthrie and Earl Puckett, Allied stores executives, former a St. Petersburg merchant, decided against investment.

One of Boston's TV applicants withdrew this week -- Boston Metropolitan

Television Co. (Ira Hirschmann, et al). That leaves 6 applicants for Boston's 2 remaining pre-freeze channels -- but FCC proposes only one now under new allocations (Supp. No. 64). Raytheon's CP for Waltham WRTB is still in question: examiner recommended CP extension, FCC wants to cancel (Vol. 5:32), CBS and Meredith both want to buy. Also dropped was Video Broadcasting Co. application for San Diego; same company, mainly Hollywood radio and showfolk, holds CP for Portland, Ore., up for laggard hearing set for Sept. 29.

ASCAP AND TV—HISTORY REPEATING? Thorny per-program ASCAP license formula has TV operators concerned. All-day meeting of 50-odd station delegates in Washington's Hotel Mayflower Friday agreed blanket formula (Vol. 5:24) was okay, appointed subcommittee of NAB's TV music committee, which is carrying the TV copyright ball, to be headed by Crosley's Dwight Martin to negotiate best per-program terms (see note below for full committee).

It's apparent most TV operators feel per-program deal is best for them, hope to keep ASCAP within reason -- but copyright group seemingly wants better per-program terms in TV than it now has in AM. Subcommittee was also empowered to hire counsel, who probably will be veteran of the copyright wars Sidney Kaye.

ASCAP now has to go to its members for authority to sign 3-5 year blanket contracts with TV stations, retroactive to Jan. 1. Since that will take time, another extension is expected of present arrangement whereby TV doesn't pay for ASCAP music pending contract -- though last extension was called final (Vol. 5:36).

TV operators partial to blanket licenses (mainly networks) won't let those who want per-program rates shift for themselves. There was fear such a move might develop, but music committee chairman Robert P. Myers (NBC) averred both contracts must stand together. That was not only industry decision, he said, but also inherent in law. If ASCAP proved recalcitrant about per-program formula bearing reasonable relationship to blanket, it could be taken to court under anti-trust laws.

TV stations accepting World Series now number 46. Of 53 inter-connected stations offered games, 3 refused, 4 haven't yet replied. Baltimore's WMAR-TV, Milwaukee's WTMJ-TV and Washington's WMAL-TV are the refusees who won't carry the Gillette commercials free. Others accepted under protest. Still to answer are Baltimore's WBAL-TV, Wilmington's WDEL-TV, Lancaster's WGAL-TV, Utica's WKTU. If last accepts, it will rebroadcast signals from WRGB, Schenectady. Series TV coordinator Robert Jamieson (DuMont) says dozens accepted with enthusiasm, and adds wryly: "You can also report, incidentally, that the coordinator now has an ulcer, stitched up so it looks like a baseball." In hot pennant races, if Boston and Brooklyn manage to overtake New York and St. Louis in American and National Leagues, WNAC-TV will do the camera work in Boston, CBS in Brooklyn.

FCC called off its giveaway ban (Vol. 5:36-37) until courts render final decision, after ABC, CBS and NBC got injunction in New York court this week, as did Radio Features in Chicago week ago. There's nothing to stop Dept. of Justice from prosecuting stations and networks, under lottery laws, but it's given no indication it would.

FCC gathered scant prestige in vice chairman Walker's appearance on *Meet the Press* Sept. 23. Newsmen had him on spot on giveaways, pounding away at 3-man decision (1 dissenting, 3 absent commissioners), why Dept. Justice didn't do it instead of FCC, how FCC finds "lottery" in something public doesn't pay for directly, why FCC and/or Dept. Justice waited full 15 years to act—and at time when broadcasting industry can ill-afford loss of some \$10,000,000 revenue. Walker's defense: Majority would have done same, courts will "probably" uphold FCC, many letters of complaint, nothing unusual about such slowness to act.

Look for more TV rep appointments and changes in ensuing weeks, and further separation of TV selling staffs of the station representatives. Edward Petry & Co., still involved in partnership trouble, has Keith Kiggins now heading up separate TV dept. temporarily located at 343 Lexington Ave., New York. Katz Agency now has 12 TV stations, most by far, will add soon-to-start WSAZ-TV, Huntington, W. Va., and WXEL, Cleveland. Only exclusively-TV rep firm of Harrington, Richter & Parsons, composed of ex-Petrymen, now has roster of 4: *Buffalo News'* WBEN-TV, *Milwaukee Journal's* WTMJ-TV, *Greensboro News'* WFMV-TV, Baltimore's WAAM. (For complete lineup of reps and stations, see *TV Directory No. 9*, to be published Oct. 1).

NAB subcommittee to negotiate per-program formula covering TV with ASCAP (see story above) comprises: Dwight Martin, Crosley TV, chairman; Roger Clipp, WFIL-TV, Philadelphia; C. Howard Lane, WJJD, Chicago; Nathan Lord, WAVE-TV, Louisville; Clair R. McCollough, WGAL-TV, Lancaster, and WDEL-TV, Wilmington; G. Richard Shafto, WIS, Columbia, S. C.; Robert D. Swezey, WDSU-TV, New Orleans; Eugene Thomas, WOIC (TV), Washington; C. Robert Thompson, WBEN-TV, Buffalo. Only Shafto is a non-TV operator as yet.

Bill to raise salaries of government agency members, including FCC (S. 498), comes up in Senate Monday. As reported by Committee on Post Office & Civil Service, bill would lift FCC members to \$16,000, with President authorized to increase chairman to \$18,000. House has already passed companion bill (H. R. 1689).

Schenley has decided to drop idea of radio advertising for the present, president John L. Leban announced Sept. 21. But, he said, big liquor firm will keep radio and TV under consideration.