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Television Digest

WITH AM FM REPORTS

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April 1, 1950

HOUSTON POST WOULD BUY KLEE-TV: Boomtown Houston's big newspaper, Houston Post, will acquire W. Albert Lee's KLEE-TV for \$740,000 (all cash except \$150,000 owing on equipment), if FCC authorizes deal made this week. On basis of precedent when Dallas News bought KBTU (Vol. 6:4,11) without any hitch, authority is expected to be granted publishers Mr. & Mrs. W. P. Hobby -- he former Governor of Texas, she war-time head of WAC. Millionaire hotelman Lee retains his AM station KLEE. He gives health and pressure of other interests as reasons for selling. Channel 2 TV outlet went on air Jan. 1, 1949, has 15.1 kw power at 502 ft., top equipment including GE transmitter, claims to be in profit column (Vol. 5:14,36). Houston Post is one of 5 pre-freeze applicants for 3 remaining channels, now operates NBC outlet KPRC(AM).

No. 103 station on TV roster, Norfolk's WTAR-TV (Vol. 6:10), was to take air this week end (April 2) amidst great fanfare. In Atlanta, radio-TV tangle occasioned by merger of newspapers (Vol. 6:12) now boils down to this: (1) Journal asks FCC to assign licenses of WSB (AM-FM-TV) to Atlanta Newspapers Inc. (2) Constitution asks assignment of its WCON-TV and WCON-FM to same company. (3) If approved, WCON, WSB-TV, WSB-FM will be dropped -- WSB-TV because WCON-TV (still building) has superior tower on Channel 2 than lower one on Channel 8 used by WSB-TV. (4) WCON-AM will be deleted, its equipment sold to WAGA which asks that WCON's 550 kc be vacated (WAGA is on 590). Atlanta Newspapers Inc., with \$16,500,000 assets, will have 400,000 shares of common stock all owned by Cox (Journal) interests, 180,000 shares of preferred owned by Howell (Constitution) family.

Yankee's WNAC-TV, Boston, has applied to shift from Channel 4 to 2 immediately on temporary basis to duck oscillator interference from Providence's Channel 11 (Vol. 6:12)...Guy Gannett's WGAN, Portland, Me. (Press-Herald and Evening Express) has reapplied for Channel 8; it withdrew application December 1948 (see TV Addenda 10-L herewith).

NO HELP WANTED--AND NO SUBSIDY: Govt. subsidy, tax on receivers, phonevision-type service, popular subscription -- does TV need any of these? NAB stirred up some talk with its survey of telecasters, asking about economics of TV -- i.e., whether it can stand on own feet without some non-advertising support. Indeed, some of 88 respondents seemed to resent fact question was even asked.

Purpose was to get strong backing for NAB's traditional attitude -- to support view that TV, like radio, neither wants nor needs support from outside, particularly from government. Survey was also prompted by recent talk on subject -- Phonevision, Faught report, whispers of need for govt. help in paying huge coaxial costs.

"No Help Wanted!" sign was almost universal. "Nothing doing," said 83 -- only 5 thinking some assistance, temporary or permanent, might be needed. Two of these favored straight govt. subsidy, 2 thought pay-as-you-look might be permanent fixture. One said: "Some subsidy for coaxial or relay circuit to West Coast might be advisable temporarily."

But vast majority reacted strongly: "Of course TV can stand on its own feet." "To subsidize TV would, in a short time, kill the very essence of the industry." "Never a subsidy of any kind -- independence or nothing." "We've got enough government without putting it into the TV business." And so on.

NAB also asked where TV money will come from, whether it will be "new money"

in addition to that spent in other media. Answers ranged all over the lot; there was really no consensus. For example: "Mostly new money." "From radio largely." "From all other media." "70% new money, 30% from other media." "From magazines and audio radio." "From nighttime radio principally." "From sales and sales promotion budgets other than advertising."

'TELECASTING ROUNDING PROFIT CORNER': You can hardly accuse Wall Street Journal of drum-beating for TV, though it has often shown more alertness to that industry's economic aspects than many a trade journal. So when its leading article March 29 carries this headline, TV-conscious enterprisers must sit up and take notice: "Television Broadcasters Begin to Earn Money as Client List Grows. Video Ad Users Exceed 2000, Quadrupling in 18 Months. Time Rates Double, Triple. More Know-How Cuts Costs."

That pretty well digests story, which reporter Joseph Guilfoyle starts by noting that "galloping TV has already earned millions for receiver producers but telecasting is only now rounding the profit corner." He bolsters his thesis with interviews and reports: DuMont's Pittsburgh, WDTV, called "champ" money maker at \$6000-\$8000 per week; George Burbach, St. Louis Post-Dispatch's KSD-TV, saying "prospective advertisers are standing in line...income in typical week this month exceeded all expenses by more than \$6500"; DuMont's WABD, New York, in the black locally (though not as network key); WTVN, Columbus, in black from opening day in October; Westinghouse's WBZ-TV, Boston, edged into black few months ago and still there; Philadelphia's WCAU-TV director Don Thornburgh saying "we're getting very close to black figures."

These are only handful among the score or more reported in these pages over last year or so. Guilfoyle might have added proud claims of Philadelphia Inquirer's WFIL-TV; Milwaukee Journal's WTMJ-TV; NBC's WNBT, New York; Balaban & Katz's WBKB, Chicago; KSTP-TV, St. Paul; WJBK-TV, Detroit; WSPD-TV, Toledo; KLEE-TV, Houston; WHNC-TV, New Haven; WICU, Erie; WAAM, Baltimore, and many another stating it was moving closer, slowly but surely (Vol. 5:7,14,36,42,47,48,50; Vol. 6:4,6).

There are many more that can't be divulged, for simple reason that as soon as profits are reported, however low and no matter what past losses must be made up, along come the program suppliers, staff and unions -- all asking for more money. Only a few of the profit-reporting stations are earning kind of money to which radio has become accustomed. Most telecasters as yet barely make ends meet, leaning on AM profits and tax deductions.

Yet fact is managements of virtually all the 103 now-operating stations will tell you they see good profits in sight. And they don't regard future of sponsored TV, a la radio, with foreboding -- Phonevision and Faught report notwithstanding (Vol. 6:6). Indeed, most seem to be truer believers in TV's destiny than they were in radio when it was of equivalent age -- when, 20-25 years or more ago, many of them came into the parvenu radio fresh from newspaper, appliance and whatnot businesses.

All of which prompts renewal of forecast of last winter (Vol. 5:50), namely, that 1950 will see good one-third of TV stations in the black, more or less, including depreciation; one-third in operating black, not including depreciation; one-third still losing money, but on steadily diminishing scale.

WHAT THEY SAY ABOUT MOVIES & TV: Producer Samuel Goldwyn says movie-makers must join forces with TV to stay in business. Writing in March 26 New York Times Magazine, he repeats much of what he stated in same periodical just year ago (Vol. 5:8): That TV should benefit from Hollywood talent and entertainment know-how. That "public will demand -- is already demanding -- a far higher standard of [TV] programming than now prevails. That "only Hollywood is geared to supply that visual entertainment demand." And, he added, TV won't supplant movie theatre any more than radio news supplanted newspapers.

Goldwyn's warning to Hollywood: Producers must turn out better pictures. "B" pictures will disappear from theatres, appear free on TV.

Significant is what banker friend told Goldwyn -- that most of his small loans (\$300 and under) seem to be for TV, and that borrowers state they will repay

TRI-COLOR TUBE HAS WHAT IT TAKES: RCA shot the works with its tri-color tube demonstrations this week, got full reaction it was looking for -- not only from more FCC members and several score newsmen, but from some 50 patent licensees who came to see for themselves.

So impressed was just about everybody by remarkable performance, that it looks now as if RCA deliberately restrained its pre-demonstration enthusiasm to gain full impact. "Now we're getting somewhere," was essence of comment, especially among manufacturers. Previously solidly sold on compatibility and fairly well sold on RCA's system, many seemed ready to go all the way with RCA now that they've seen normal-looking, compact receivers (no "grand pianos") giving decent pictures.

Adoption of either CBS or CTI, by themselves, can now be ruled out unequivocally. Their only chances, particularly those of CBS, lie in multiple standards permitting virtually any 6-mc system. And such standards are most repugnant to CBS (Vol. 6:12), which has stated they might stymie color as much as anything could.

Desperate last-ditch stand on multiple standards can be expected from Comr. Jones. He's likely to seize on tube as device enhancing his idea of a "universal" color receiver (Vol. 6:12). But it does little to ease dilemma which would face telecasters confronted with choice of standards. Incidentally, we learn that Hazeltine made that combination RCA-CTI receiver Jones said he saw (Vol. 6:12).

* * * *

Demonstrations were signal for unleashing full-scale campaign by RCA. Chairman David Sarnoff seized opportunity, at Wednesday press showing, to make all-out bid for immediate FCC authorization of RCA system (or at least basic standards requiring compatibility and no degradation from today's black and white). And he made his first frontal attack on CBS, whose system he completely dismissed.

[Sarnoff statement to newsmen, though off cuff, sums up his whole concept of color issues so well that transcription is printed herewith as Special Report.]

RCA uncorked its publicity guns, as well. Wednesday, CBS whipped out statement by president Frank Stanton to effect that CBS welcomed tube, could use it more simply than anyone else, but that public doesn't have to wait for tube to enjoy color now with CBS system.

RCA countered immediately with release quoting Sarnoff saying tube wouldn't eliminate CBS deficiencies of incompatibility, low resolution, breakup and flicker. RCA also issued 32-page booklet "Answers to Questions About Color Television," in lay language, comparing its system with others, reprinting NBC president McConnell's testimony (Vol. 6:12) and telling how "step by step, CBS is adopting essential elements" of RCA system.

* * * *

Principles of tube seem very simple, understandable even to laymen, as explained by RCA's Dr. E. W. Engstrom. The trick lay in translating principles into product, and RCA isn't revealing it yet -- "because we're still experimenting with different ways of doing it."

Tiny circular dots of red, blue, green phosphors are deposited on flat-faced tube, one at each tip of tiny triangles (117,000 triangles, 351,000 dots). About 1/2-in. back from face, there's metal plate with 117,000 holes. Angle at which beam goes through holes determines which color phosphor is activated.

In 3-gun tube (guns in single neck), guns are fixed in position so beam of each can strike only one color of phosphor dots.

In one-gun tube, beam is spun electronically 3,600,000 times per second, is fed red, blue or green signal when it's in position to hit properly colored dots.

Since really good red phosphor is yet to be found, a filter in front of tube

cuts out yellow component, gives proper hue. It's called "minus yellow" filter, looks like the ordinary clear safety glass on black-and-white sets.

Three-gun tube gave best performance yet seen with RCA system. One-gun tube was troubled with either reddish or greenish tinge, but Engstrom blamed uncertainties of hand-production, said there's no inherent limitation in tube, warned against underrating it even though 3-gun outshines it at moment.

No black-and-white was shown on tri-color tubes this week, though FCC people saw some last week, reported it good.

Though resolution is 250-300 lines horizontally, said Engstrom, goal is to put about twice present number of dots on tube to achieve full potential. Number of observers thought picture rather "soft," attributed to limited number of dots and their relatively large size. RCA engineers claim that they're improving pictures daily, that they showed better results this week than they did last week.

At this stage of development, RCA pictures show more detail than CBS's. But CBS probably shows its lesser detail more crisply.

Tubes give about 9x12-in. picture, and Engstrom said it's easier to make them larger. Three-gun is about 8-in. longer than standard 16-in. kinescope, one-gun about 12-in. longer. Both are aluminized.

Both sets were standard RCA 16-in. table models, adapted for color. One-gun currently requires addition of 10 tubes (37 total); 3-gun has 19 extra (46 total), gives brighter, sharper picture.

Remarkably good black-and-white picture on standard 12½-in. RCA table model brought almost as much comment as color, emphasizing compatibility factor. RCA engineers said there's no reason why it should be better than ordinary monochrome, for receiver wasn't "hopped up" in any way. They thought meticulous camera work and transmission might account for it.

Asked about single tri-color camera tube possibilities, Engstrom said he saw no reason why it shouldn't come along as well as receiver tube, but that latter naturally had priority.

New angle worth noting in RCA's pitch this week, both in Sarnoff's statement and Engstrom's remarks, is talk of "convertibility" of monochrome sets to color with new tube. Lately, CBS has been putting great emphasis on its convertibility as against RCA's compatibility. Actually, consensus is there's likely to be little conversion with any system in light of experience with FM, short wave converters, etc.

* * * *

Some 50 RCA manufacturing licensees saw demonstration Thursday. FCC's Coy, Hennock and Hyde had seen it Wednesday night; only Walker hasn't seen it.

Set-makers, keenly aware of the lag between laboratory and dealer's shelf, seemed to have qualms only that public might expect color sets any day now. They were quick to notice one newspaper report misquoting Sarnoff to effect color would be in homes "in a matter of months rather than years." For his guesses on timetable, read text of his speech in Special Report herewith carefully. "I hesitate to say one year, 2 years or 3 years," sums up his guarded promises.

Licensees were assured same assistance in color as they received in 1947 when RCA threw open its know-how on its first post-war set -- the well-known 630-TS. This assistance, said license v.p. Ewen Anderson, would include: sample kinescopes and sets, engineering description and service, bill of materials, drawings, information and test equipment, RCA-made components if desired.

* * * *

Hearing resumes Monday, continues on these dates: April 4-6, 10-11, 17-20, 25-26. Official showing of tube is April 6.

RCA's Dr. George Brown is due to continue Monday, testifying that new data RCA has gathered still indicates color requires no different allocation from black-and-white, thus pointing to quick start on freeze hearing.

CTI's request for another official demonstration, in San Francisco (Vol. 6:12), was answered by FCC this week. At least one commissioner, plus staff members, would make trip first week in May, Commission said, if CTI gave written assurance that "it has effected a significant improvement in the performance..."

their loans "by cutting down on the number of times we go to the movies."

Economic potential of theatre-TV as analyzed by TOA consultant Nathan Halpern March 28 before Oklahoma TOA: 2000 theatres with 1200 seats each at average admission of 75¢ equals \$1,800,000, of which \$500,000 would be available to cover cost of a single exclusive theatre-TV production.

PHONEVISION HELD TO EXPERIMENTAL SIZE: As if getting first-run pictures for Phonevision weren't enough of a problem (Vol. 6:12), to say nothing of general lack of enthusiasm on part of telecasters and manufacturers, Zenith got another setback this week when FCC denied application to increase power, move location of its experimental TV station. It had order in for GE 5-kw transmitter, proposing to change KS2XBS from present 1 kw at 70-ft to 18 kw at 560-ft; and to move it from factory in West Chicago to 1 No. LaSalle St. (Vol. 6:7) -- part of much-publicized \$400,000 test.

FCC held present facilities were sufficient for 300-family test due to start Sept. 1, seemed to fear Zenith might get foot-in-door for Channel 2 if permitted to expand to what it implied was "full commercial facility." There are 4 pre-freeze applications (including Zenith's) for Chicago's remaining 3 vhf channels.

Concerning age of Phonevision test films, Wall Street Journal of March 27 quotes Comdr. McDonald: "Most of them [films] will be at least one year old. We don't want only the best pictures. They'll be a cross section of selections. We want to see if the public will pay for 'bum' pictures as well as for the best." He still hasn't indicated where he will get the 90 films for 90-day test authorized under rigid experimental restrictions (Vol. 6:6). But he has said he has them. In New York, Zenith sales v.p. H. C. Bonfig echoed McDonald's stand that movie industry must adopt Phonevision to counteract declining boxoffice; he also said McDonald in Hollywood had been offered films dating from 1937 to some as yet unreleased.

Personal Notes: Ted Cott, WNEW program mgr., named gen. mgr. of NBC's New York stations WNBT, WNBC, WNBC-FM, will also serve as consultant on programming for other NBC-owned stations; he succeeds Thomas B. McFadden, who goes to Hollywood April 6 to manage NBC's KNBH . . . Thomas McCray, NBC radio program director, due to be transferred to Hollywood to head AM programming . . . J. R. Myers, TV controller, named asst. to Carleton D. Smith, director of NBC-TV operations . . . Donald W. Thornburgh elected to board of WCAU Inc. (*Philadelphia Bulletin*), Charles Vanda named v.p. in charge of TV, Robert N. Pryor v.p. in charge of promotion . . . Henry Morganthau III quits WNEW, New York, to join CBS-TV production staff . . . Murray Bolen, from Hollywood, to head Benton & Bowles TV live programs; Herbert Leder heads TV film dept.; Tom McDermott continues as radio director . . . Harlan Thompson named a CBS-TV production supervisor in Hollywood.

Network Accounts: Sanson Hosiery Mills (Picturesque stockings) will sponsor NBC-TV coverage of New York's Fifth Ave. Easter Parade from 12 noon, April 9 . . . Peter Paul Inc. (candies) has assumed sponsorship of *Magic Cottage* on 5 DuMont stations, Wed. 6:45-7 . . . B. F. Goodrich's *Celebrity Time* moves from ABC-TV to CBS-TV April 2, Sun. 10-10:30 . . . Ronson's *Twenty Questions* moved March 31 to 12 ABC-TV stations, in addition to WOR-TV, Fri. 8-8:30 . . . Toni show on CBS-TV will be called *Toni Twin Time*, starts April 5, alternate Wed. 9-9:30, other weeks being taken by Jules Montener Inc. (Stopette deodorant) for *What's My Line?* . . . Eddie Cantor, quitting his AM *Take It or Leave It* show for Eversharp as of June 4, has signed for fall NBC-TV show, format undecided.

Variety reports CBS February billings \$5,597,240, up 5.3% from same 1949 month; NBC \$5,210,600, down 1.4%; ABC \$3,169,100, down 17.8%; MBS \$1,407,200, down 16.5%.

Station Accounts: "Bulova has quietly started dropping [AM] stations around the country and isn't replacing them," reports *Sponsor Magazine*, which adds: "It looks as if Bulova is out to duplicate their early astute move into radio by buying up choice spots on TV for time signals while competitors are still waiting for more sets to produce 'better buys'" . . . On New York's WJZ-TV, *The Arnold Constable Show*, onetime March 29, 4:30-5, was put on as test of 100% "demonstrator" telecasts by dept. stores, not requiring "acts" to hold audience; seen by ABC as "pilot model" for other dept. stores . . . Another WJZ-TV one-shot is *Ranger Ranch Roundup* April 2, 12-12:30, sponsored by Wilane Trading Co. to see how it sells "Gene Autry Wrist Watch" . . . Tommy Harmon for Emerson Dealers handling Los Angeles Angels games on KFI-TV . . . Aldens Inc., big Chicago mail order house, sponsoring *Square Dance Time* on WENR-TV, Sat. 8-8:30 . . . Rival brewers, Gluek and Minneapolis Brewing, sponsoring alternate Minneapolis Millers games on KSTP-TV this season; Hamm Brewing has signed for St. Paul Saints on WTCN-TV . . . NBC's New York key WNBT reported to have 11 participants already for its local *Spot the Sponsor* show starting within next few weeks: Snowcrop Orange Juice, Savarin Coffee, Dell-Rich Margarine, Old Dutch Cleanser, Swift's Peanut Butter, Derby Foods, Pepsi-Cola, Post Crisps, Ward Bread, SOS Pads, 7-Minute Mix . . . Among spot advertisers currently using or planning TV: Hygrade Foods Products Corp., thru Doyle Dane Bernbach Inc.; Associated Products, Chicago (deodorant pads), thru Weiss & Geller; Duffy Mott Co., thru Young & Rubicam; American Chicle Co., thru Badger, Browning & Hersey; Campana Sales Corp. (Solitaire Cake Make-Up); Crosley Div., Avco, thru Benton & Bowles; Murine Co. (eye wash), thru BBDO; Cannon Mills (towels), furnishing local retailers 1-min. films for local TV, N. W. Ayer.

NBC affiliates convention next October will again be at Greenbrier, White Sulphur Springs, W. Va.

We're omitting publication of April 1 edition of our *TV Factbook* for reasons that: (1) there have been so very few additions of stations since our Directory No. 10 was published last Jan. 10; (2) only 2 new station applications have been filed, only six withdrawn; (3) Directory of TV Manufacturers & Receiving Sets remains unchanged, except for some new models and prices, which have been reported in our weekly Trade Reports. Since these are the basic features of the *Factbook*, we're waiting until July 1 to revise and bring them up-to-date; by that time just about all remaining stations authorized pre-freeze will be on air and most new TV models for this year will probably have been reported. Meanwhile, station list in *TV Directory No. 10: Television Rates & Factbook* can be brought up to date by merely noting these additions: WSYR-TV, Syracuse, N. Y.; KEYL, San Antonio, Tex.; WOI-TV, Ames, Iowa; WHAS-TV, Louisville, Ky.; WTAR-TV, Norfolk, Va. And you can add applications for new stations in Danville, Va. (Addenda 10-K) and Portland, Me. (Addenda 10-L).

TV session at NAB convention April 19 will have as principal speakers Robert C. Tait, Stromberg-Carlson president; Eugene Thomas, WOIC, Washington; Burr Tillstrom, creator of *Kukla, Fran & Ollie*, with a panel on programming and another on business. On programming panel: Robert D. Swezey, WDSU-TV, New Orleans; Ernest Walling, NBC-TV producer; Jack Mabley, *Chicago Daily News* radio-TV critic. On business panel: William B. Ryan, KFI-TV, Los Angeles; Marion Harper, Jr., McCann-Erickson; Jim Moran, Courtesy Motor Sales, Chicago. TV star Dave Garroway will preside. Following luncheon, Crosley's Dwight Martin will lead discussion on ASCAP licenses.

FCC chairman Wayne Coy faces "Meet the Press" (broadcast on MBS, not telecast) panel at Radio Pioneers banquet in New York's Ritz Carlton night of April 4--and presumably some more ideas on color, freeze, "bad taste," etc. may be forthcoming. Lawrence Spivak heads panel of network commentators, including H. V. Kaltenborn. NBC v.p. William Hedges, president of club, will preside at installation of successor, Frank Mullen.

Another of FM's older pioneers drops out (Vol. 5:49, 50, 52) when *Milwaukee Journal's* WTMJ-FM, Milwaukee (322 kw), and WSAU-FM, Wausau (46 kw), cease operations April 2. Former started February, 1940. Manager Walter Damm wrote FCC: "Much to our regret, FM has not lived up to the bright promise of 10 years ago. The radio listeners in Wisconsin have not seen fit to invest in a sufficient number of FM receivers to make continued operation . . . worthwhile."

NBC will accept half-hour or full-hour buys of its 2½-hour *Saturday Night Revue*, first retreat from original policy to sell only spots (Vol. 6:8). Among questions to be decided, probably next week, are what to do about summer, format of show next fall, commercial practices next fall, etc. Already definite policy is refusal to accept single spot sponsor for half-hour segment, until other 2 are also ready to sign up.

"Bisignal" is name given FM system allowing two signals on same channel (Vol. 6:2) by developer Raymond Wilmotte, Washington consultant, who this week petitioned FCC to permit FM stations to transmit second signal on same channel. He contends that if second signal is about one-tenth strength of first, no interference is experienced with either. Thus, FM spectrum could be virtually doubled. Chances are FCC will request more specific test data.

Vernon B. Bagnall succeeds Harry H. Carter, retiring May 1, as gen. commercial mgr. of AT&T Long Lines Dept.

Teletasting Notes: WCBS-TV, New York, buys package of 23 feature films from Masterpiece Productions, 45 W. 45th St., N.Y.; CBS has also lined up series of 15-min. *Hollywood on the Line* scripts for local announcers with answers on films by movie stars . . . Don Lee acquires 300 more westerns, now has 364 in all, runs 7 hours of them weekly . . . Crosley's own studio wrestling matches (Vol. 6:7) now have 20 other stations buying them via kine for local sponsors; Crosley sponsor is Graybar (for Raytheon TVs) . . . Paramount reports 25 stations signed for syndicated kines from its KTLA, Los Angeles . . . Baltimore TV stations, having claimed top Dec.-Jan. Hooper (46.1%) for radio-TV combined (Vol. 6:9), now also claim it for Jan.-Feb., with 50.2%—or 3.9% ahead of second city, Philadelphia, on Hooper's 41-city list . . . With 50 sponsors, Washington's WTTG is turning them away from Mon.-Fri. 2-5 p.m. *TV Disc Jockey* show, is extending it to 1:30-5; spots cost \$7.50 . . . WOR-TV, New York, won lots of publicity in announcing it intends following Motion Picture Code right after FCC chairman Coy's Oklahoma speech on "livery stable" humor (Vol. 6:11); TBA several years ago urged not only movie but NAB code, is expected to do so again shortly . . . San Francisco Academy of TV Arts & Sciences awarded "Emmies" to KPIX for outstanding achievement, best film commercial, outstanding local personality, best local film; to KGO-TV, best cultural show, best sports coverage; to KRON-TV for best live children's show, best film commercial; to *Hoffman Hayride* for best live show, best film commercial.

Maybe it sounded like big American talk to CCIR international radio conference delegates now visiting United States, but GE's Dr. W. R. G. Baker was stating some reasonable conclusions based on his extensive research facilities when he told them in New York March 27: (a) that 1200 companies, including suppliers, are associated with TV-radio manufacture, employing 110,000 workers with payroll of about \$230,000,000; (b) that 1950 retail sales of TVs will run \$1,215,000,000, sales of radios \$360,000,000; (c) that by Jan. 1, 1951 public will have 8,100,000 sets, by Jan. 1, 1955 will have 28,200,000; (d) that by end of 1950, some 200,000 families will have 2 sets, and by end of 1954 this will rise to 3,600,000 families; (e) that by end of 1954 TV areas will include 33,000,000 out of 41,500,000 families, 74.5% owning TV sets.

CBS color is "it," as far as April *Consumer Reports* is concerned. Magazine terms it good, ready and cheap. RCA's is called "economically unfeasible and physically unwieldy," while CTI's is "admittedly not yet ready . . . does not appear to be in the running." Like so many other recent color "analyses," this one shows fallacy of trying to master-mind the unfamiliar, and of drawing sudden conclusions in the middle of fast-moving developments. In spite of opinion about color, magazine says that it isn't necessarily unwise to buy black-and-white set now, that buyer takes some risk of obsolescence anyway, that "most of the anticipated changes would not impair the usefulness of your present set."

Congressional plea to lift freeze was made March 28 by Rep. Kelley (D-Pa.) on floor of House. Pittsburgh Congressman implied there was no need to continue freeze since it was generally agreed color could be gotten into 6-mc band. This is one of first public "Hill" statements on getting freeze lifted. FCC has had lots of Congressional letters, but virtually all were requests for information to answer constituents.

Relationship of TV picture to sound will be subject of oral argument before FCC May 12 when objectors to proposed FCC rules (Vol. 6:2) have their day in court. Comments required by May 1.

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April 8, 1950

LATEST CHECK ON BRIDGEPORT UHF: First interim report on Bridgeport uhf experimental station KC2XAK (Vol. 6:3,5,10), filed with FCC this week by NBC, may be summed up as "encouraging". This is the RCA-NBC "pilot" station that FCC, prospective telecasters, receiver manufacturers are all eyeing, preliminary to commercialization of uhf.

Of 45 receiving locations rated, 38% are called excellent, 22% good, 20% fair, 11% poor, 9% unusable. All sets were within 23 miles. Superior receiver lead-in line, when installed, is expected to bring up inferior ratings.

Distance is vitally important -- "excellent" and "good" ratings fall off fast as distance from transmitter increases.

Reception at RCA Bldg. in New York, 860 ft. above sea level, shows 10% variation in signal during high winds. This is attributed to slight movement of transmitting antenna, causing main 2-degree vertical lobe to vary.

Transmitter performance has been excellent, report says. Out of 1000 hours of operation, only one was lost because of defective tube. Frequency stability was better than .001%.

Unsatisfactory out-of-the-air pickups from New York's WNBT (Channel 4), 55 mi. away, led to permanent use of 2000-mc radio relay, resulting in final quality at good uhf receiver locations equivalent to good vhf.

For copy of report, write Raymond F. Guy, NBC manager of radio and allocations engineering.

DOLLAR TRENDS IN RADIO AND TV: Just in case you overlooked Publishers' Information Bureau's latest monthly figures on network AM and TV revenues, let's recapitulate:

In February, the 4 national radio (AM) networks did combined gross radio billings of \$15,373,547, down 4.6% from \$16,118,658 for Feb. 1949 -- CBS alone showing increase (5.3%) while NBC was down 1.4%, MBS down 16.4%, ABC down 17.6%. In Jan.-Feb. combined, they did \$32,458,587, or 4% less than the \$33,822,744 they aggregated for same 1949 months.

In February, the TV networks (not including non-reporting DuMont) are shown with \$1,730,259 gross billings, up 299% from the \$578,965 (including DuMont) for same month last year. In Jan.-Feb. combined, they did \$3,620,898, up 361% from the \$1,002,250 for same 1949 months.

Now the significance of these figures lies not in their relative size but in the trend they may betoken:

The radio networks have nearly always led way, are usually bellwethers of broadcasting as whole, though national spot and local have tended to outstrip them in percentage gains in recent years. Seeming trend to shrinking network revenues, possibly not yet affecting better-positioned stations, is accented by current talk about lower radio rates (see p. 2) -- little or no talk about higher radio rates.

TV network billings, on the other hand, while still comparatively small in total, are going up fast percentagewise -- spot and local unquestionably sharing trend, though dollars and percentages aren't yet available. Certainly, the TV net-

works this year will do far better than PIB's 1949 approximate \$12,300,000 (Vol. 6:9); and TV as whole much better than the \$25,000,000 roughly granted it in 1949 (Broadcasting 1950 Yearbook).

If there were more TV stations and wider networks, as there inevitably will be after the freeze, there's scant question where the TV grosses will go.

* * * *

All of this is not to disparage radio -- all-embracing, penetrating and powerful as an advertising medium -- indeed, the "providing parent" of youthful TV. But the signs seem clear:

Talk all they will about new business supporting TV, about radio holding its own, even continuing its consistent upward climb, conclusion seems inescapable that AM broadcasting as whole is near its peak, may have reached it already -- and that its recessional may actually have begun. This despite such big deals as NBC's sale to General Mills this week of package of 65 half-hour night periods on full AM network, taking up May 1 to Sept. 7 periods other sponsored shows vacate for summer -- all in addition to that sponsor's current commitments.

Today, even the larger, better-placed, better-connected, better-managed radio stations in TV areas boast when their monthly sales volume "holds its own" or turns out "slightly better" than comparable preceding months.

It will be surprising indeed if, at end of this year, over-all AM revenues will exceed those of 1949, which were \$435,279,000, according to NAB, or up 4.5% from FCC's official 1948 total of \$416,720,279 (Vol. 5:53).

THE RADIO RATE CAULDRON SEETHES: Talk about adjusting radio rates to compensate for TV's inroads on audience occupies almost any gathering of the broadcast advertising fraternity these days. Problem was brought into sharp focus 2 weeks ago when Philadelphia's WFIL cut nighttime rates by \$30 an hour but raised daytime rates -- frankly on account of TV (Vol. 6:12). When Assn of National Advertisers convened last week, subject of radio rates was foremost topic; it's certain to be again at management convention of NAB in Chicago, April 17-19. Evidence thus far seems to add up to these conclusions:

(1) Pressures on radio are bound to get heavier as more and more data is gathered to reveal extent of TV's inroads on radio listening -- especially in big markets at night.

(2) Broadcasters aren't going to yield to pressures to cut their rates without a struggle -- not for awhile, anyhow.

Radio attitude is indicated in current NBC promotion. Full-page newspaper ads in New York this week ring changes on theme that radio is "bigger, busier and more economical than ever." Pegged on new U.S. Census, NBC compares 28,500,000 radio families in 1940 to 40,700,000 in 1950 -- total of 86,000,000 radios, if you count multiples, portables, etc. In its trade press ads, NBC carries slogan, "Daytime is Big Time."

* * * *

At ANA meeting, NBC chairman Niles Trammell emphatically denied there would be any reductions in NBC's nighttime rates, suggested day rates might be raised. He said NBC is now delivering radio homes at average cost of 32.6¢ per 1000 vs. 42.9¢ in 1940. (That approach is taken by Des Moines' powerful WHO, which in cover ad of April 3 Broadcasting Magazine notes: 13,393 radio sets for \$1 in 1944, same number for 48¢ in 1949.)

Pollster A. C. Nielsen told ANA radio homes have increased 6% in last 3 years -- from 37,600,000 in 1947 to 40,800,000 in 1950. He said TV must have 11,-400,000 homes to cancel out this gain.

April 3 Broadcasting rounded up station reps' reactions to WFIL move, found many agreeing radio rates will need adjusting. But George Bolling echoed strongly held belief, "Radio has been underselling itself on a cost-per-thousand basis." And

COLOR, COAXIAL & OVER-ALL SIZEUP: RCA uncorked another fast pitch this week when it put its color system through 2.7-mc coaxial -- something previously considered impossible. Revelation came at Thursday's official demonstration of the tri-color tube it unveiled week earlier (Vol. 6:13). Signal was sent through simulated 2.7-mc condition, since Washington-New York coaxial was otherwise tied up at time.

Principal effect noticed was reduction of resolution, which also happens to black-and-white when squeezed into 2.7 mc. Technique can stand considerable sharpening up, however.

Way it's done is this: Picture is sampled at 2.4-mc rate, rather than 3.6 mc, sent through cable, separated into 3 colors at other end, then resampled at 3.6 mc and transmitted. Actual coaxial transmission was tried earlier in week, worked satisfactorily according to RCA.

CBS officials said nothing during demonstration, but v.p. Adrian Murphy, reached later, said: "RCA's compatibility angle becomes exceedingly doubtful with such transmission. I watched the black-and-white; it was very poor. I think they'd have sponsor trouble trying to sell it."

As for tri-color tube, which he saw Thursday for first time, Murphy said: "It's in an early stage, of course, and leaves much to be desired." He seemed to consider it a fair start, however. Neither tube nor coaxial development has changed his attitude on whole color issue -- namely, that CBS system should be chosen immediately.

RCA people were naturally gleeful, felt that with their tube and coaxial transmission they had licked all objections to their system, had finally given clear demonstration of its potential.

Pictures on tri-color tube looked as good as before (Vol. 6:13) but, as RCA admits, need more phosphor dots to show full resolution. Also, brightness is unquestionably low -- 7 ft-lamberts on 3-gun, 4 ft-lamberts on 1-gun, while room light level was only ½ ft-lambert. RCA's E. W. Engstrom pointed out that filter glass cuts out 40% of light, that when adequate red phosphor is found filter can be eliminated. He also said more voltage will increase brightness. Black-and-white runs about 30-50 ft-lamberts.

Straight black-and-white signals showed up only fair on tubes, suffered in comparison with ordinary receiver. Engstrom said receivers' samplers can be turned off automatically, improving picture. Presumably, more dots and higher voltages will also help.

RCA is setting up pilot production line for tubes, says it will have number of them built in 2-3 months. Samples would then be available to CBS, CTI, others.

Many industry big-wigs were on hand for showing. Most were greatly impressed. But Dr. DuMont said he feels tube has a long ways to go, deplored resolution and brightness levels. "It's a beginning," he said. As for his own work on tri-color tubes, he said he has "very promising" developments but "we're not going to bring them out half-baked."

Condon Committee members Everitt, Bailey and Fink were there. Dr. Condon saw tube night before; Dr. Newbern Smith has yet to see it.

* * * *

Some of finest testimony yet heard came from Electronics Magazine editor Donald Fink, also chairman of JTAC, speaking solely for himself under subpoena issued at his request.

To sum up his opinions: Indicate basic standards now. Then let government,

industry and professional groups work, for another 6 months or so, towards exact standards. There are very strong arguments for including compatibility and dot-interlacing in those standards. But there must be virtually unanimous agreement on such things as sampling rate, amount of mixed-highs, etc. Compatibility is vital, unless performance of an incompatible system clearly outweighs serious dislocation such system would undoubtedly bring to whole TV service. Don't set standards so low, even if acceptable to public now, that there's no room for improvement. He pointed to "good luck" in setting black-and-white field rate at 60 so that we get bright pictures today, even though dim pictures seemed satisfactory 10 years ago.

Brightness is serious question in CBS system, Fink thought. It was apparent he considered brightness level of CBS with mechanical disc too low. He admitted brightness might improve in tri-color tube, because of slower decay phosphors.

Incidentally, he thought dot-interlacing so valuable in gaining resolution that it should be authorized for today's black-and-white.

Chairman Coy prodded him with basic policy questions of all kinds:

How about moving all of TV to uhf, amortizing vhf over specified period of years? Fink believed that use of uhf alone would result in service to fewer people, unless something like Stratovision did the job, and that jolt of such an announcement by FCC might dry up flow of capital into TV right now -- even if switchover were number of years off.

Would manufacturers help make CBS system compatible by building Chapin-Roberts switch (Vol. 6:11) into sets from now on? Fink guessed some might, particularly if FCC said final decision were to come in 6 months or so.

Worries about establishment of uhf were obviously on Coy's mind as he wondered aloud whether adaptation and conversion of sets to color might not be likened to problems of vhf-to-uhf adaptation when uhf transmissions start. Fink agreed uhf telecaster will have job building audience.

Fink was surprised at reaction to his testimony. CBS's Dr. Peter Goldmark thought his evaluations quite fair, except for minor discrepancies. FCC's lab chief Edward Chapin, Comr. Jones' alter ego on engineering staff, felt same way.

Since Fink is member of Condon Committee, it wouldn't be surprising to find some of his ideas in report to Senator Johnson, expected in month or so.

* * * *

Hearing continues only Monday and Tuesday (April 10-11), resumes April 17 thereafter. Next on stand is Philco's David Smith, then RMA's Raymond Cosgrove, for cross-examination. Jones' questions of non-CBS witnesses and RCA's cross-examination of CBS witnesses are likely to occupy most of hearing from now on.

Hearing moves to CBS New York headquarters April 26, for look at CBS dot-interlace. Then, one commissioner and several staff members are expected to go to San Francisco first week in May. Latter depends on whether CTI says it has improvements to show, and that's probable.

Thus, hearing is sure to extend into May. How far probably depends on Comr. Jones. He started in on RCA patents Tuesday, apparently wants to know precisely what RCA got when it acquired rights to each of its 8-9,000 patents. After parrying Jones, RCA counsel Joseph Heffernan said question would be considered. Jones seemed particularly interested in Farnsworth patents.

Jones sneered at industry and trade press, while questioning Engstrom, saying they followed "party line" in expressing enthusiasm over tri-color tube:

"The RMA and everybody else is stalling around with color. You show your tube on the 24th of March to the Commission and its staff, and then suddenly there is not enough interest among RMA to make much of an appearance here in these hearings; everybody is for color. Even the trade press changes its tune...The next day the trade press is for color."

Sarcastic throughout, Jones' colloquies occupy major portion of transcript, which is especially commended to your attention. Official stenographer is Electreporter Inc., 1760 Pennsylvania Ave. NW, Washington, D. C.

other Philadelphia broadcasters said WFIL rate change degrades half-hour show to "station-break category."

* * * *

Notwithstanding increased radios, TV inroads continue to be reported. Nielsen showed that evening radio listening before TV ownership was 1 hour 39 minutes; after TV, 27 minutes. Wm. Esty Co.'s Samuel Northcross, at American Marketing Assn meeting this week, told of Audience Research Inc. (Gallup) survey in New York, Philadelphia, Los Angeles, asking what families were doing night of survey: In non-TV homes, 62% were listening to radio; in TV homes, only 28% had radios on.

Not only listeners but advertising dollars are apparently being weaned away from radio and other media by TV. General Foods' Howard Chapin told ANA of survey showing 28 out of 39 TV advertisers had taken 50-100% of their TV money away from radio-newspaper-magazine budgets -- all tapped about evenly. Only 6 of the 39 used new money for TV.

Said Procter & Gamble's A. N. Halverstadt: "You can't disregard the effect of TV in big markets like New York, Chicago, Los Angeles. By 1952, we will see 50-60-65% of the homes in such markets equipped with TV. A nighttime radio advertiser in these markets can't feel any confidence that he's covering radio homes effectively...Something's got to give in radio rates."

Borden's Henry Schachte reasoned along same line: TV won't eliminate other media; it will stiffen competition to such an extent that "weak sisters" among all media will be weeded out.

How high can TV rates go? ANA panel on TV agreed TV cost-per-1000 homes has come down from \$5.85 in 1948 to \$1.51 in 1949 on interconnected network. Variety this week says networks are contemplating 25-40% TV rate hikes this fall, justified by increased set ownership. It reports NBC contemplating raising its New York WNBT from present \$2000 to \$2800 for Class A time. As offset, Variety tells how production costs have declined, noted that CBS has shaved 25% in year through re-use of sets, streamlining methods, etc., saving some \$750,000 for 18 sponsors.

* * * *

For those who think daytime radio is safe, consider latest Baltimore Hooper ratings. Whereas in Oct.-Nov. 1949 TV had 13.9% of combined radio-TV afternoon audience, in Jan.-Feb. this year it had 22.1%.

LANSING ABOUT READY, KALAMAZOO TOO: Michigan's 2 new TV stations, opening up new markets and also overlapping into TV areas already created by Detroit and Grand Rapids outlets, are both now testing and should be on regular schedules in matter of weeks. Lansing's WJIM-TV on Channel 6, in fact, is aiming for April 20 debut, has set \$200 base rate, expects to tie up with all networks, hopes to get basic NBC-TV off air from Detroit's WWJ-TV via own relay now being completed at Milford by RCA.

Kalamazoo's WKZO-TV began testing April 5 on Channel 3, has set \$300 rate, will also operate own relay for network service from Detroit, expects to test at least 30 days before fixing formal starting date. Both new stations' 40-50-mi. areas will embrace large centers of population in which TV sales are already reported booming; transmitter of WKZO-TV, in fact, is only 32 air mi. from Grand Rapids, so in effect will give that city competitive service. WJIM-TV is 42 mi. from Flint, about 50 from Saginaw, with terrain favorable for good reception in those cities.

Federal transmitter is used in Kalamazoo. Federal has also sold one to WSM-TV, Nashville, whose president Jack DeWitt reports tower construction begun, along with microwave relay system of 5 unattended intermediate stations so that network programs can be brought in from Louisville at time Indianapolis-Louisville coaxial is completed in October.

New Orleans Times-Picayune has asked FCC to reinstate CP for WTPS-TV, asking for Channel 10 instead of No. 7 previously assigned. It held CP from January 1948 until last August when, after being cited for lack of diligence, it dropped (Vol. 5:31). Late last year, executive of newspaper indicating plans to reapply, said WDSU-TV had "set the town on fire" (Vol. 5:50).

Forecasts of TV Homes by Areas: NBC Research rushes in where other statisticians, let alone the angels, fear to tread—and comes up with city-by-city forecasts of TV sets-in-use that are worth passing on to you. Indeed, NBC's monthly "TV census reports" (which we publish regularly) are the only ones available from any source, and have come to be accepted by market research folk as reasonable (actually, quite conservative) estimates.

NBC Research estimates 4,000,000 TV sets will be produced this year, meaning a cumulative total of about 8,100,000 as of Jan. 1, 1951, of which it's assumed 500,000 will be in distribution "pipelines" or go into 2-set or replacement homes. Thus, 7,600,000 TV homes are forecast at start of 1951: 11,500,000, Jan. 1, 1952; 16,000,000, Jan. 1, 1953; 20,000,000 Jan. 1, 1954; 24,000,000, Jan. 1, 1955.

Area-by-area forecasts (embracing 40-mi. radius of each city) are ventured only on quarterly basis, estimating April 1 and July 1 only—in comparison with last Jan. 1. Here are NBC's figures:

Area	Forecasts for		
	Estimate for Jan. 1, 1950	April 1, 1950	July 1, 1950
Albuquerque	2,000	2,600	3,800
Ames	—	4,800	7,100
Atlanta	22,300	33,000	40,500
Baltimore	124,000	148,000	164,000
Binghamton	4,000	10,900	13,300
Birmingham	10,400	14,700	21,000
Bloomington	2,000	5,200	6,400
Boston	248,000	315,000	360,000
Buffalo	62,200	77,000	88,000
Charlotte	10,200	13,500	17,500
Chicago	337,000	455,000	520,000
Cincinnati	67,000	96,000	111,000
Cleveland	137,000	184,000	215,000
Columbus	33,900	49,000	60,000
Dallas	18,900	27,500	34,500
Davenport	6,300	10,500	13,900
Dayton	31,300	43,000	51,000
Detroit	145,000	205,000	245,000
Erie	15,000	18,500	22,000
Fort Worth	15,400	21,000	25,000
Grand Rapids	9,500	19,000	22,000
Greensboro	8,200	10,700	13,400
Houston	13,000	21,000	27,500
Huntington	4,200	7,000	9,100
Indianapolis	18,000	27,500	36,000
Jacksonville	6,000	10,000	12,700
Johnstown	11,500	16,500	21,000
Kalamazoo	—	7,700	9,900
Kansas City	25,100	31,500	36,500
Lancaster	25,200	33,000	36,000
Lansing	—	7,200	9,900
Los Angeles	335,000	425,000	480,000
Louisville	20,600	28,500	34,500
Memphis	14,100	26,000	31,000
Miami	15,400	20,500	24,500
Milwaukee	72,200	92,000	104,000
Minneapolis-St. Paul	61,900	80,000	92,000
Nashville	—	3,800	6,700
New Haven	66,500	75,000	82,000
New Orleans	14,300	21,500	27,000
New York	1,015,000	1,215,000	1,375,000
Norfolk	1,200	7,000	11,700
Oklahoma City	16,000	21,000	26,000
Omaha	12,400	18,500	23,000
Philadelphia	350,000	420,000	465,000
Phoenix	3,000	5,400	6,400
Pittsburgh	64,000	91,000	112,000
Providence	27,000	37,500	44,500
Richmond	20,900	26,500	30,500
Rochester	21,200	30,000	37,000
Salt Lake City	9,800	13,300	16,500
San Antonio	2,500	11,200	14,100
San Diego	20,100	27,500	33,500
San Francisco	33,800	54,000	73,000
Schenectady	52,000	66,000	75,000
Seattle	19,700	29,500	38,500
St. Louis	77,800	103,000	119,000
Syracuse	24,600	34,000	39,500
Toledo	33,000	41,000	47,500
Tulsa	10,500	18,000	20,500
Utica	5,600	9,500	11,600
Washington	91,000	119,000	138,000
Wilmington	24,100	29,500	32,500
TOTAL	3,950,000	5,125,000	5,925,000

More than 80 oppositions to most recent allocation comments were filed Friday with FCC, are digested herewith as Supplement No. 67-G. Bulk of them were against various details of DuMont and WBTM, Danville, Va. plans (Supplement No. 67-F). Subscribers with Supplement 67 series (Nos. 67-67G) now have digests of all comments and oppositions to FCC's vhf-uhf allocation plan.

Roy C. Witmer, 63, who retired as NBC sales v.p. in 1948, died at his home in Westport, Conn., April 1.

Network Accounts: Network one-shots Easter Day were Frigidaire's *Star-Spangled Revue* on NBC-TV with Bob Hope, Bea Lillie, Dinah Shore and other stars, 5:30-7; United Fruit's *The Last Half-Century* on CBS-TV, with Dorothy Doan, Kyle MacDonnell, John Daly, et al, covering Fifth Avenue parade, 11:45 a.m.-1:45; Gotham Hosiery's coverage of Easter parade on 6 ABC-TV stations, with Ted Malone, noon-1 p.m. . . Emerson Radio assumes sponsorship of *The Clock* on NBC-TV, starting April 21, alternate Fri. 9:30-10 . . . Columbia Records to sponsor last half-hour of *The Show Goes On*, with Robert Q. Lewis, on 9 CBS-TV stations, April 20-June 18, Thu. 8:30-9, resuming Sept. 24 . . . Arnold Bakeries Inc. to sponsor *Faye Emerson Show* on NBC-TV, starting April 22, Sat. 10:30-10:45, moving it over from CBS-TV . . . Ammi-Dent Toothpaste reported buying Robert Q. Lewis on CBS-TV from April 14, Fri. 7:45-8 . . . NBC-TV's 2½-hour *Saturday Night Revue* goes off for summer May 20, resumes with same format at same time Sept. 9; policy now is to accept advertisers for spots, half-hour or full-hour segments.

Station Accounts: NBC's New York key WNBT begins 9:30-12:30 morning telecasting May 8, has *Kathi Norris Show* sold to Saks-34th St. 11-11:30, and to these participations 11:30-12: Zonite Co. (Larvex), California Fruit Growers Exchange, Spin Cleanser; WNBT has also sold *Gobo's Circus* to James O. Welch Co. (candy), Tue. 6-6:30 . . . Atlantic Refining and Ballantyne sponsoring all home games of Philadelphia Athletics—weekdays on WFIL-TV, Saturdays on WPTZ, Sundays on WCAU-TV . . . WJZ-TV, New York, starts *Mr. Magic* April 12, Wed. thru Sat. 5-5:15, with these partic. sponsors signed: Atlass Canning Co. (Rex & Laddie Boy Dog Food); H. Fox & Co. (flavor syrups); Atlantic Candy Co. (Lollypops); Philadelphia Chewing Gum Co.—all thru Vinlaw Inc. . . Lee Hat Co. and Wallach Stores buy 5-min. *Herald Tribune News* which closes daily telecasts on WABD, New York, 35 times, Mar. 27-Apr. 30 . . . RCA's *Pinky Lee Show* on KNBH, Los Angeles, to be syndicated to NBC-TV outlets via kines . . . Among other sponsors currently reported using or planning to use TV are: Nash Motors, thru Geyer, Newell & Ganger; Revere Copper & Brass, thru St. Georges & Keyes; Colonial Candy Corp. (Double Date Bar), thru Brisacher, Wheeler & Staff; Sunoco Gas, thru Hewitt, Ogilvy, Benson & Mather; Broadway Fashions Inc., thru Huber Hoge & Sons; Susquehanna Mills (rugs), thru MacManus, John & Adams; Thorobred Co. Inc. (dog foods), thru Kammann-Mahan Inc., Cincinnati; Oak Products Corp. (Girard's French Dressing), thru Lockwood-Shackelford Co., San Francisco; Guitare Lipstick Inc. (non-smear lipstick), thru Raymond Keane Inc., Los Angeles; Lionel Train Co., thru Buchanan & Co.; Hazel Bishop Inc. (lipstick), thru Raymond Spector Co.

Personal Notes: Clarence L. Doty named mgr., Earl Salmon sales mgr. of WJZ & WJZ-TV . . . A. B. Schillin resigns as v.p. of WATV, Newark (also WAAT-AM) to head own company, Scent-Flo Co., Newark (electronic deodorizers) . . . Leonard Blair, ABC radio-TV director, new ABC Central Division program mgr., Chicago, succeeding Harold Stokes, resigned . . . Edward R. Evans, ex-CBS & WPIX film director, joins RKO-Pathé as TV specialist . . . Russ David, ex-GE who left to become engineering v.p. of WPTR, Albany, now WPTR gen. mgr., succeeding Fred A. Ripley, resigned . . . Phillip B. Laeser, chief TV engineer of WTMJ-TV, Milwaukee, now mgr. of radio-TV engineering, with Wm. Hebal reporting to him as AM chief engineer, Edwin Cordes as TV chief . . . Maj. Gen. Frank E. Stoner, wartime chief of Army Communications Service, recently UN director of telecommunications, has joined consulting engineers Weldon & Carr to head up Seattle office.

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April 15, 1950

TV EXCISE TAX UNLIKELY—UNLESS: No news seems to be good news -- out of House Ways & Means Committee, so far as proposed 10% TV excise tax is concerned (Vol. 6:6-9). Present signs seem to point to no such tax, though you can't tell what will happen if the Administration should put the heat on. Committee resumes deliberations on whole tax bill April 18, thus far has only formalized policy that there will be no cuts in excises unless there are corresponding hikes in revenues, to be sought mainly by "closing loopholes." When committee resumes, formula on cuts must be decided, specifics of increased revenues determined; then staff gets down to cases. So far, TV hasn't even been mentioned in committee deliberations. As one committee staff executive puts it: General sentiment is to cut excise taxes. No one is behind move to put tax on TV. Majority of expressed sentiment is against such tax. Burden for putting tax on TV falls on those favoring such a move, and no member of the committee has yet so declared himself.

AT&T SPEEDS UP INTERCITY TV CIRCUITS: Revealed this week at AT&T-Western Union hearing on interconnection (Vol. 6:10) were speeded-up plans of Bell System to extend intercity TV network connections by adding 10,000 miles of coaxial, 13,000 miles of microwave relays in 1951.

Here's tentative 1951 schedule, as reported to FCC by AT&T Long Lines executive Frank A. Cowan:

New links via radio relay -- Omaha-San Francisco (although completion may not be until early 1952); New York-Binghamton-Syracuse.

New links via coaxial -- Memphis-Birmingham-Atlanta; Jacksonville-Miami.

Extra radio relay circuits -- New York-Chicago; Toledo-Detroit; Chicago-Des Moines; Des Moines-Omaha.

Extra coaxial circuits -- Charlotte-Jacksonville; Toledo-Dayton.

Map of Bell System's intercity TV channels, published in Section II this issue, is the first chart showing number of AT&T interconnection channels TV now has and will have by end of this year. Significant also is disclosure that 2 Philadelphia-Chicago coaxial channels will be withdrawn from TV service when all 1950 additions are in. Schematic does not, of course, show privately owned relays in service or projected -- such as New York-Philadelphia; New York-Washington; New York-New Haven; Grand Rapids-Chicago; Lansing & Kalamazoo-Detroit; Nashville-Louisville; Binghamton-Syracuse; Bloomington-Cincinnati. Chart was part of speech by AT&T Long Lines engineer C. E. Schooley at NAB engineering sessions in Chicago this week, in which he, like Mr. Cowan, detailed plans for extensions of TV hookups.

TV NETWORKS LOSE, STATIONS PROFIT: Cold, harsh fact about the economics of telecasting is that the networks together lost \$12,000,000 or more on their combined TV network-station operations last year. Only specific figure actually divulged is DuMont's \$2,564,491 telecasting deficit for 1949 (see Financial & Trade Report; Vol. 6:14). But it's common knowledge that NBC dropped between \$4,000,000 and \$5,000,000. And it's reasonable guess, considering their last few annual reports, that ABC and CBS together went at least another \$5,000,000 into the red on TV in 1949.

Nevertheless, considering TV stations only, it's still true that most of them are moving along nicely, quite a few already in the black (Vol. 6:13). The

networks themselves will attest to that. Sponsorships are coming along so well, operating know-how improving so considerably, that the networks expect to have all their own stations on profit basis this year.

Several network executives even see TV station profits soon comparable with AM -- and that's really a bright prospect when you consider that, through the years, the usually quite profitable AM networks have derived half or more of their net earnings from their owned-and-operated stations.

NBC and ABC each owns 5 TV stations, DuMont 3, CBS one plus minority interest in another. They keep books quite differently, but NBC has its New York WNBT in the black now, its Washington WNBW breaking even, its Chicago WNBQ and Cleveland WNBK "moving up fast". NBC's Los Angeles KNBH is big loser, but point is emphasized that all 5 NBC-owned TV stations as a whole aren't losing.

ABC doesn't break down its New York WJZ-TV operations from network as whole, but concedes it could be considered an earner standing by itself -- as CBS's WCBS-TV and DuMont's WABD would be on same basis. ABC chairman Ed Noble, besides denying flatly that any negotiations are under way for sale of ABC, during April 11 stockholders meeting reported:

(a) That ABC operated in black first quarter of this year, as against about \$54,000 loss same period last year, \$519,085 loss for all 1949 (Vol. 6:12), the losses attributed almost entirely to TV costs; (b) that its TV stations as whole, while still losing, should reach break-even point late this year or early next; (c) that its New York WJZ-TV and Chicago WENR-TV will continue at loss until November at earliest, but Los Angeles KECA-TV should be making money in few months, Detroit WXYZ-TV and San Francisco KGO-TV shortly thereafter; (e) that TV's upgrade is indicated by fact that gross for first 3 months this year was about \$750,000 vs. about \$50,000 for same period last year.

Possibly second only to NBC's WNBT as top earner is DuMont's WDTV, Pittsburgh (Vol. 5:36,42,47), but DuMont's third station, Washington's WTTG, is still a loser. Besides its New York WCBS-TV, reputed to be an earner, CBS's only other TV station holding as yet is 49% in Los Angeles Times' KTTV, a deficit operation.

By end of year, no network-owned TV station should be losing -- though operation of networks, with their huge program and interconnection costs, aren't likely that soon even to break even. Almost in same words, NBC's president Joseph McConnell and ABC's Robert Kintner say "there's no question about the earning potentials of all our TV stations." It's fair to assume that's the word they will pass along to their AM affiliates, urging them into the TV swim once freeze is lifted.

RATE ISSUE BECOMING CAUSE CELEBRE: Still bubbling away is AM-TV rate issue (Vol. 6:12-14), with broadcasters seemingly inclined to counter-attack.

Latest radio station to revise rate card -- but upward -- is CBS-owned, 50-kw WCCO, Minneapolis. Carefully stating it was adjusting rates to "reflect more realistic appraisal of [radio's] circulation gains," WCCO did this:

Extended Class A time to cover 6-10:15 p.m., or 45 minutes more, holding rate at \$600; set Class B for 10:15-10:30 p.m. at old \$400 rate; raised Class C (8 a.m. to 6 p.m.) from \$300 to \$360; raised Class D (7-8 a.m. & 10:30-11 p.m.) from \$240 to \$300; raised Class E (6:30-7 a.m.) from \$180 to \$240.

No mention was made of TV, though Twin Cities have 2 stations, were accredited some 75,000 TV receivers as of March 1.

That makes 3 to revise AM rates in recent weeks -- if you count WLW bonus discount for summer advertisers along with WFIL's revisions.

Heartening to broadcasters were assurances from Procter & Gamble v.p. Howard J. Morgens, before Radio Executives Club, that his firm doesn't regard radio as dead, isn't even considering giving up radio spending. But he did add: "We look forward to lower time costs in areas of relatively high TV development." He also looked forward to "higher TV time costs in those areas."

Morgens expressed belief TV as ad medium had "bumpy, uneven road before it," looked for increasing competition between TV programs, foresaw lower ratings, time and talent costs "spiraling upward." He said his company intends to use TV "on a

COLOR TV HEARING—FACTS AND FANCIES: It's open season for conclusion-jumping in connection with color hearing -- to be expected, perhaps, as end of hearing approaches. Speculation is fed, too, by propaganda campaigns on part of principals and partisans that even has had the financial community a-buzz with rumors.

Trigger-happy industry folk, who should know better, are reading all sorts of deep implications into questions FCC feels it's duty-bound to ask as it explores every possible solution.

No decision has been made, formally or informally. That can be stated flatly and unequivocally after checks with most commissioners, key staffmen.

* * * *

Meanwhile, next step in freeze picture as a whole was indicated by FCC this week when it set hearing on Bell Labs' request for 30 mc (470-500 mc) out of the uhf band for broad-band common carrier service. Hearing starts week after end of color hearing -- whenever that is. Hope is to clean up 470-500 mc hearing in 1-2 weeks.

But FCC doesn't say where we go from there. Presumably, it won't get into meat of freeze hearing (vhf-uhf propagation and allocations) until it's firmly convinced that color stations can be allocated same as black-and-white, or that it knows how to allocate color stations if they need different treatment.

Color hearing schedule has been extended into May. It now stands April 17-20, 25-26, May 1-5.

* * * *

Industry's nervousness is aggravated by stories in trade press, in which Commission questions are interpreted as evidence of decisions already made. Manufacturers, RCA particularly, get the shakes whenever anyone even guesses that CBS might win. And those fears grow wings as "inside dope" is whispered around.

Commission has never even met to discuss merits of each color system -- and won't until record is completed. Some members may have decided how they'll vote, but you can take their own word for it that the majority have not.

As one member put it: "There's nothing that has happened yet, to my mind, that enables anyone to 'put the finger' on what the Commission will finally do."

To quote another: "If anybody around the Commission has any notion how this case is being decided, I don't know about it. How anyone can draw conclusions on what he saw first, what he saw next, then what he may yet see, is beyond me. It would be downright dishonest to do so. I have no idea how I'll vote until every angle has been explored and the record has been completed. We have every right to ask all sorts of questions, and they can answer without binding themselves."

Answers are typical, run in same vein from 5 commissioners we could contact.

* * * *

Variety's Jack Levy wrote: "Evidence that the FCC will decide affirmatively for color TV this summer, with the CBS system getting the greenlight, is snowballing ... Industry witnesses are being subjected to long and grueling cross-examination to smash stubborn insistence on the compatible system of RCA, which the agency is not disposed to buy because of various problems...as to its readiness, its performance and cost."

He also deduced, from Donald Fink's testimony (Vol. 6:14), that Condon Committee "is leaning to the CBS system" and that "by inference" Fink seemed to reflect committee thinking despite Fink's repeated assertion he spoke only for himself.

What is happening is this: FCC counsel Harry Plotkin, now that most evidence about systems' performance is in and cross-examination is on, has undertaken job of wrapping up every possible decision into neat package. To each package, he is seeking to pin label titled: "This is what you must do, or try to do, to make this deci-

sion work." And Commission feels only way such label can be written is by consulting precedent and asking manufacturers and telecasters "iffy" questions.

This week's merry-go-round revolved about Plotkin's series of questions put to manufacturers: What will you do if CBS system is adopted? If telecasting the CBS system is optional with stations? If FCC compels 100% CBS-type telecasts?

Plotkin used strong language in seeking answers from Philco's David Smith, RMA's Raymond Cosgrove, RCA's Elmer Engstrom. When he asked whether they'd be "frustrating" FCC decision by failure to make CBS-type sets, CBS opponents started worrying and CBS adherents took heart.

Plotkin couldn't get real commitments out of Smith, Cosgrove or Engstrom. Cosgrove said RMA members make their own plans, so Plotkin let him go after only brief questioning. Neither Smith nor Engstrom would be pinned down to flat statements of their companies' intentions to make CBS-type black-and-white or color sets, although Engstrom thought RCA might make some for private brand at first.

Purpose of questions is to get manufacturers' intentions on record, regardless what those intentions are. FCC hasn't asked for any other witness from Philco, apparently feels Smith is adequate spokesman.

But Commission asked for chairman David Sarnoff or president Frank Folsom from RCA, has been promised appearance of former. Comr. Jones also wants to ask Sarnoff about patents.

All manufacturers involved in hearing can expect those "What would you do if --?" questions. And FCC may request, or subpoena, spokesmen for other major companies not yet participating in hearing. It's been suggested, while they're at it, that they also consult key telecasters -- rather than rely merely on CBS, NBC and DuMont witnesses.

Question of FCC's authority in receiver manufacture seems bound to get probed as far as it can in such a hearing. And problem of oscillator radiation (Vol. 6:14) will keep coming to fore in that connection, because question of how to control it while keeping Commission's hands off is a tough one.

* * * *

Matter of oscillator radiation is prominent in another facet of color hearing. According to testimony of FCC lab chief Edward Chapin, RCA system is twice as vulnerable to such interference as black-and-white, because 3.6-mc sampling frequency is tender spot.

Chapin's conclusion: "The double susceptibility of the RCA color signal to interference...indicates that the allocation plan might therefore be substantially different, depending on the color system involved."

RCA's Dr. Brown maintained that such vulnerability is more apparent than real, because interference has to be within .1 mc of 3.6 mc before it's bad. Further, he says, CBS runs into same trouble when it uses dot-interlace.

As for ordinary co-channel interference, Chapin testified that CBS and RCA behave about same as black-and-white -- thus backing up findings of CBS and RCA.

He was rough on CTI: "The CTI pictures as received [in monochrome] are so degraded that it is not possible to attempt to determine interference ratios...there is serious doubt whether the system is either compatible or adaptable."

RCA and CTI were straining at leash to take Chapin's testimony apart, are waiting for his cross-examination.

* * * *

FCC executive session is set for Monday to discuss procedure from here on out. Patents, manufacturers' appearances, cross-examination procedure will be covered. Cross-examination continues Monday, with RCA's Engstrom starting week off. Then come CBS president Frank Stanton and rest of CBS witnesses. DuMont people are due April 25. CBS New York demonstration (dot-interlace) is April 26. Next day, FCC will visit Hazeltine Labs to see what Comr. Jones saw -- combination receiving arrangement for RCA and CTI signals (possibly CBS, too). Also to be shown is RCA system with varying amounts of mixed-highs. Gen. Sarnoff is expected to testify first week in May. San Francisco trip for CTI showing in May is still up in air.

New TV application for Augusta, Ga. reached FCC this week from WJBF (J. B. Fuqua, president, 72.5% stockholder). It seeks Channel 6, with 1.8 kw visual power, 459 ft. antenna height, proposes to spend \$103,000 on construction, \$70,000 on operation. Augusta is on route of coaxial, between Charlotte-Jacksonville. Filing application for experimental TV was radio-serviceman Arthur Crissey, Main St. & Station Rd., Sparta, N. J. He wants to experiment with 480-486 mc transmissions, 40 watts output, in hilly terrain of Poconos, says he has \$5000 worth of equipment, expects to spend \$1500 on test station.

Rumor that magnetic video tape recording is about to be announced by Minnesota Mining & Mfg. Co., circulated at NAB Engineering Conference in Chicago this week, brought laugh from R. L. Westbee, mgr. of MMM Sound Recording Tape Div. "We've been doing basic research on it for a long time," he told us, "but we have no idea whether we'll have anything to report in 2 months or 2 years. Theoretically, it's possible. But it's completely impractical with present techniques."

Kick against alleged 3-year rate protection, said to be sought by Procter & Gamble for its forthcoming ABC-TV *Beulah* show, was registered this week by National Assn of Radio Station Representatives. In a letter to Procter & Gamble v.p. Howard J. Morgens, NARSR asks how Morgens can justify request for lower AM rates (see p. 2) while seeking to freeze TV rates. It's understood General Mills has 3-year rate protection for its *Lone Ranger* series, also on ABC-TV.

Another FM pioneer giving up this week was Scripps-Howard's WEWS-FM—third major FM station to drop in last few weeks, others being *Milwaukee Journal's* WTMJ-FM, Winston-Salem's WMIT (Vol. 6:14). This week, however FCC granted 16 CPs for FM, mostly Class A community outlets (see AM-FM Addenda O).

NBC's West Coast chain of command as worked out by executive v.p. Charles Denny, reaffirms position of Western Division v.p. Sidney Strotz. Reporting to Strotz are Norman Blackburn, TV network director; Tom McCray, AM network director; Tom McFadden, KNBH manager. Rumors Strotz was being bypassed are denied.

Screen Directors Guild moved into Los Angeles' KTLA and KTTV this week when directors at both voted to join Hollywood screen union—KTLA personnel resigning from Radio-TV Directors Guild. SDG has claimed jurisdiction over TV directors on grounds they're involved in making screen fare (Vol. 6:12).

WTMJ-TV says it isn't telecasting Milwaukee Brewers this year because of squawks from viewers about "too much baseball" in summer. Brewers have been telecast since 1948, when club charged nothing; in 1949 fee was \$10,000. *Milwaukee Journal* station tried to buy single games, said ball club wanted too much, abandoned idea. Survey of viewers found majority against full season ball-casts on grounds they interfered with regular network shows.

More April 1 sets-in-use figures since NBC Research "census" of March 1 (Vol. 6:12): Los Angeles 496,453, up 47,716 in month; Cleveland 200,269, up 23,795; St. Louis 111,500, up 13,000; Kansas City 32,347, up 3447; Miami 22,000, up 2800; Johnstown 18,800, up 2300; Boston 339,234, up 33,441; Milwaukee 101,016, up 11,597; Providence 49,140, up 11,141.

Annual joint U. S.-Canadian RMA conference is set for April 20-21 at Chantecler Hotel, Ste. Adele, Quebec.

FCC should not set uniform policy for dealing with Federal law violators, said 17 broadcast and movie companies in filing briefs prior to April 24 oral argument on proposal (Vol. 6:4, 5). Consensus was that FCC should treat applicants on case-by-case basis. Dept. of Justice, however, argued applicants who have shown "flagrant and persistent" disregard of monopoly laws should be prohibited from going into broadcast fields. Also filing were CBS, NAB, DuMont, Loew's Inc. (MGM), Paramount Pictures, 20th Century-Fox, United Paramount Theatres, Warner Bros., Westinghouse, Yankee Network. Also, stations KGLO, Mason City, Ia.; KOB, Albuquerque; WKY, Oklahoma City; WPTR, Albany; WTAD, Quincy, Ill.; and, in own behalf, ex-FCC chairman James Lawrence Fly.

Composition of Los Angeles TV set-owners, as determined by *Los Angeles Times'* survey of 3600 homes: [1] 48.9% of sets are in lower middle (class C) homes, 21.8% in upper middle (class B), 14.7% in above average (class A), 9.1% in below average (class D), 5.5% in wealthy (class AA); [2] 75.4% of all own homes; [3] occupation-wise, 23.2% are proprietors and managers, 22.4% craftsmen, 15.2% clerical-sales, rest scattered; [4] number of people in household is 3 in 27.8%, 4 in 26.7%, 2 in 19.4%, 5 in 14.6%, balance minor percentages; [5] 67.9% of homes have children under 17.

TV is favorite entertainment of 60% of 2182 elementary school pupils (Grades 2-8) studied in Perth Amboy, N. J. schools, according to Supt. W. C. McGinnis. This, despite fact that percentage of children with TV at home is nowhere near 60%. Books were next with 18%, movies 12%, radio 6%, comics 4%. Mr. McGinnis noted that many small children were worn out physically from sitting up late at night to watch. In New York City, United Parents Assns. reported results of first 605 returns on questionnaire mailed to 100,000 parents. From one-third to one-sixth of total complained of adverse effects on recreational and eating habits, emotional well-being, of children from 5 to 13. Youngsters 5-6 years old watch average of 4 hours daily; age 7 watches 2½, age 8 watches 3½, age 9 watches 2½-3, age 10-13 watches 3. Recognizing children's fascination with TV, NBC-TV announces that beginning April 23 it will telecast *Watch the World*, Sun. 3:30-4 p.m., series of current events, arts and sciences, etc. New York City school Supt. Dr. Wm. Jansen called it first step toward TV "gradually taking its rightful place in education."

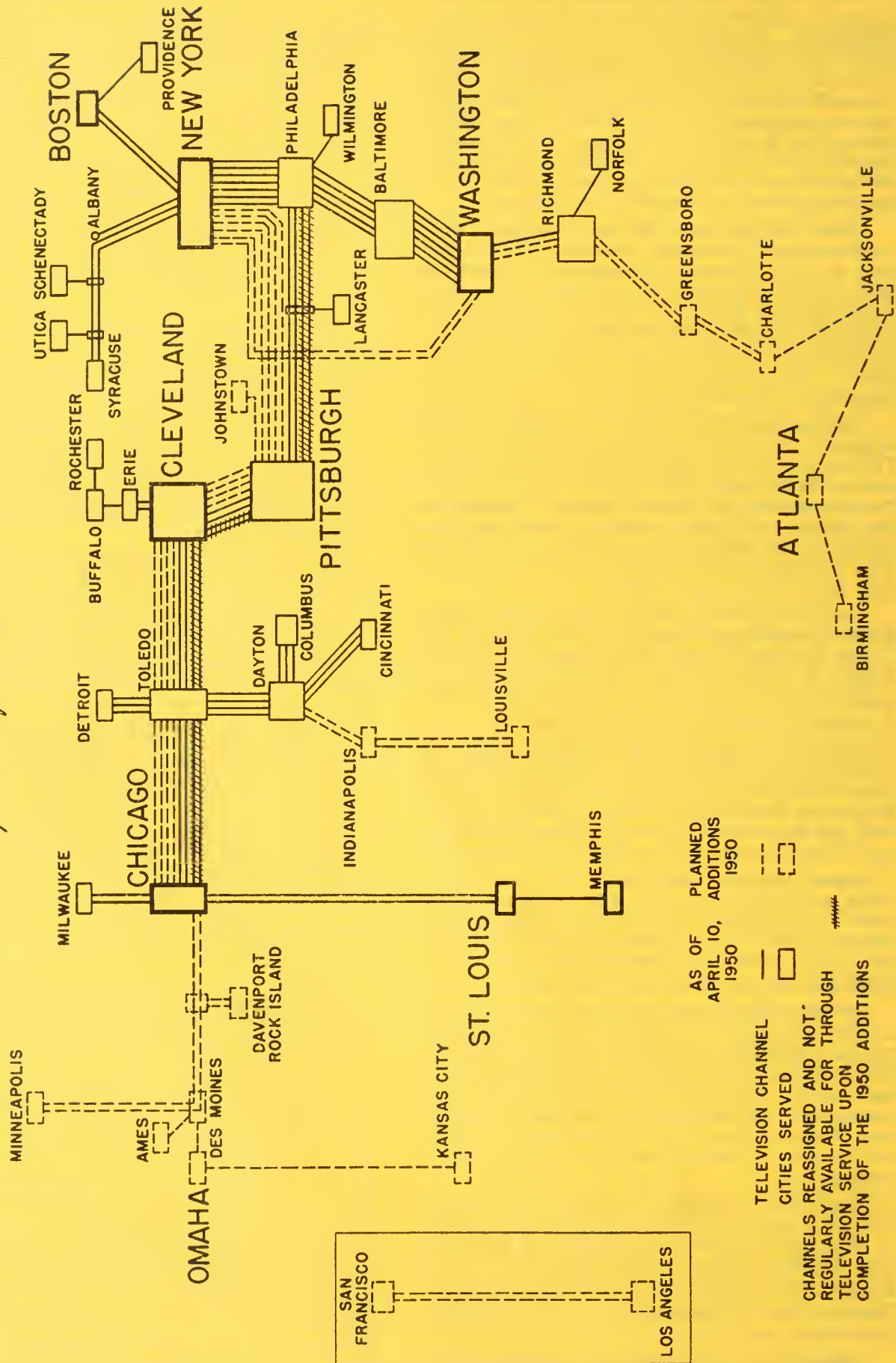
TV added only about 5000 to normal working force of 125,000 in radio-electronics industry, Bureau of Labor Statistics reported April 5. Huge TV production was accomplished almost entirely by transfers of workers from radio.

Gimmick by Pilot: "Full length, lockable doors" in 16-in. console, guaranteed to enable parents to keep children from watching TV when they shouldn't.

Our 1950 *Directory of Consulting Engineers Specializing in Radio & TV* is sent herewith to all full-service subscribers as Supplement No. 12-D, replacing last year's 12-C. It contains names, addresses and staffs of 87 broadcasting-telecasting consultants, plus 17 in miscellaneous category, as well as executive engineering staffs of all 5 networks. Names, addresses, telephone numbers have all been checked with principals. Extra copies are available to subscribers at \$2 each; in quantities of 10 or more, \$1 each.

BELL SYSTEM INTERCITY TELEVISION CHANNELS

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Television Digest with AM-FM reports



broad scale for one reason only, and that is a straight, businesslike and advertising reason" -- to sell merchandise as efficiently per dollar spent as other media. Procter & Gamble currently sponsors Fireside Theatre on NBC-TV, signed this week for 30-minute weekly Beulah program on film on ABC-TV for this fall.

Broadcast Advertising Bureau came out swinging in April 11 newsletter. Recognizing move to force radio rates down, BAB calls on broadcasters to arm themselves with figures on increased coverage, audience, set ownership, sets-in-use. Also, to show advertisers how low radio rates are compared with audience delivered. BAB even urges stations to hike rates -- says BMB figures justify move and stations can still make rate increases stick if action taken soon. It also suggests stations pare all but "vital few" discounts.

In rough words, BAB tells broadcasters to keep radio from being "sold short by rumor-mongers, ill-informed outsiders, foolishly-frightened broadcasters, short-sighted time buyers, etc."

Attempting to spread oil on troubled radio waters, Broadcasting Magazine in April 10 editorial calls for clear thinking and planning in both radio and TV. It doesn't think AM rate card "adjustments" will snowball, does admit day may arrive when sound radio may have single-rate rate card -- same rate for day and night. And, referring to what it calls "bargain-basement" rates, it chides TV operators for rate cutting -- summer discounts, package deals, etc., and reminds readers of early radio days when rate cards were honored more in breach.

Continuing full-page ads in big newspapers (Vol. 6:14), NBC this week published No. 2 of series showing how radio has grown, quoting figures to prove radio is "bigger, busier, more economical." Variety reports this week that "Clip Clipp" is slogan in AM circles these days, referring of course to Philadelphia (WFIL & WFIL-TV) broadcaster who started the whole thing.

* * * *

Meanwhile, TV continues to make hay. NBC-TV chief S. L. Weaver told Pittsburgh Ad Club April 11 that TV has more circulation in major markets already than the major magazines, said it's really available to 3 out of 5 U.S. families (24,-000,000 out of 40,000,000), noted "bonus" audience of 20,000,000 viewers who don't have own TV sets but watch at friends' homes or public places. (Note: American Research Bureau Jan. 15-Feb. 5 survey in Washington found 38,000 non-TV owners viewing TV an average of 3.4 hours per person per week vs. 101,000 set owners in area who viewed average of 18.8 hours per person per week.)

And TV business continues upward, as reported by networks and stations alike (see our weekly listings of Station and Network Accounts). Cincinnati's WLWT, for example, reports March business up 37% over February, 160% over same month last year; counts 35 network advertisers, 16 local, 50 participants, 47 spot.

BASEBALL TELECASTING ON TAP: Populous markets centering on big league baseball cities, many minor league cities as well, look to heightened interest in telecasting during new season. All big league teams, save Chicago White Sox and Pittsburgh Pirates, are having their home games telecast; White Sox may yet be, for reports from Chicago are that deal is still cooking, but Pirates are opposed to TV. Though package deals for rights, talent and time don't often yield much revenue to stations, baseball means solid "circulation" for them and set sales for distributors during time when interest in TV is normally expected to wane. These are the teams, sponsors and stations now lined up for big league baseball telecasts, daytime and/or night: New York Yankees, Ballantine, WABD; New York Giants, Chesterfield, WPIX; Brooklyn Dodgers, Schaefer Beer, WOR-TV, with off-air pickups by WNHC, New Haven; Chicago Cubs, Atlas Beer & Chrysler Dealers, WBKB; Boston Red Sox, Narragansett Beer, WBZ-TV; Boston Braves, Chevrolet Dealers, WNAC-TV; Philadelphia Athletics & Phillies, Atlantic Refining & Ballantine alternating, WPTZ Saturdays, WFIL-TV weekdays, WCAU-TV Sundays; Detroit Tigers, Goebel Beer, WWJ-TV; Cleveland Indians, Standard Brewing, WXEL; Cincinnati Reds, Burger Brewing, WCPO-TV with Dayton's WHIO-TV & Columbus' WTVN; Washington Senators, Chesterfield, WTTG; St. Louis Browns & Cardinals, parts of schedules on KSD-TV, sponsors undetermined.

Network Accounts: Anchor Hocking Glass Corp., to promote its no-deposit, non-returnable beer bottles, buys full-hour variety show 5 nights a week, Mon. thru Fri. 11-midnight (except Tue. 11:15-midnight) on NBC (14 stations in East signed to date) to run 52 weeks from May 16; placed thru Wm. H. Weintraub . . . Frigidaire, pleased with NBC-TV Easter show featuring Bob Hope (49.4 Hooper), has signed him for similar 90-min. programs on Memorial, Labor, Thanksgiving and Christmas days . . . General Foods (Post cereals) has bought new *Hopalong Cassidy* film series starting April 16, Sun. 6-7 for 52 weeks on 11 NBC-TV stations (not all interconnected); contract does not include New York WNBT, where Gordon Baking Co. already sponsors *Hopalong* . . . NBC-TV about fills up *Saturday Night Revue* with sale of 8:30-9 segment to Speidel Corp. (watchbands), starting May 6; 9-9:30 to Magnavox, from April 15; 10-10:30 to Snow Crop (frozen orange juice) from April 22—with United Fruit, Swift, RCA Victor continuing 9:30-10 spots; though show goes off for summer May 20 (Vol. 6:14), Speidel is taking 8-9 *Jack Carter Show* from Chicago for added 3 weeks from May 27 . . . Procter & Gamble announces it will carry 30-min. weekly version of its CBS *Beulah* show on ABC-TV next fall, Ethel Waters starring . . . Sanka's *The Goldbergs* quits radio July 1, won't return after summer; General Foods is holding radio time open, however, for another show. On CBS-TV, *The Goldbergs* will have more stations hooked up next season . . . Admiral renews *Stop the Music* for 13 weeks from May 4 on 27 ABC-TV stations, Thu. 8-8:30; *Old Gold* renews for 52 weeks, 8:30-9 . . . Admiral extends *Lights Out* on NBC-TV, Mon. 9-9:30, for 8 weeks from May 8 with options . . . ABC-TV as of May 3 sets up 8 programs as "Spot Sustainers" for local spot sales by affiliates, who pay network 5% of their onetime local or national evening hour rate per announcement; shows are *Art Ford on Broadway*, *On Trial*, *Author Meets the Critics*, *My True Story*, *The Little Revue*, *In the Morgan Manner*, *Doctor Fix-Um*, *Majority Rules* . . . Arnold Bakeries' *Faye Emerson Show*, which moves from CBS-TV to NBC-TV as of April 22, Sat. 10:30-10:45, will return to CBS-TV on June 25, Sun. 9-9:15 . . . CBS-TV *Popsicle Parade of Stars*, starting May 15 for 10 weeks, Tue. 7:45-8, will feature name stars as guests each week, these being scheduled in succession: Milton Berle, Dick Haymes, Arthur Godfrey, Tony Martin, Fanny Brice, Borrah Minnevit, Martha Raye, Paul Winchell, Jerry Mahoney, Margaret Whiting, Groucho Marx . . . British Automobile & Motorcycle Show in New York's Grand Central Palace has taken half-hour onetime show on CBS-TV, April 20, Thu. 10:30-11.

Personal Notes: James G. Riddell named president of WXYZ Inc., operating ABC's WXYZ & WXYZ-TV, Detroit . . . WPIX, New York, promotes Peter Molnar to director, Wm. B. MacRae (ex-ABC) to sales service mgr., adds 3 new directors: Ted Estabrook, ex-WFIL-TV & WAAM, Everett T. Gammon, Robert McCahon . . . E. C. Bradley named v.p. of Biow Co., working on Procter & Gamble account . . . George F. Perkins, ex-ABC, joins Schwab & Beatty, as head of radio-TV dept. . . . Alex Rosenman, sales v.p. of WCAU & WCAU-TV, resigns as of May 1 . . . Edward S. Friendly Jr., son of former publisher of *New York Sun*, recently radio director of Al Paul Lefton Co., joins ABC-TV sales staff . . . Ed Sullivan, the columnist-m.c., and Marlo Lewis, executive v.p. of Blaine-Thompson, appointed staff producers of CBS-TV; Sullivan continues newspaper column and *Toast of Town* jobs (which may continue through summer, sustaining), Lewis quits agency post—they're to work as team.

Station Accounts: Trend of big retailers to TV seen in Macy's new *It's Smart to Be Thrifty* show on own WOR-TV, Wed. & Fri. 12:30-1; report that Gimbel's will follow on another N. Y. station; fact that Saks-34th St., has bought part of *Kathi Norris* daytime show on WNBT (Vol. 6:14); Hecht Co.'s current use of all stations in Washington for its all-commercial *Shop by Television*; Eddie's Super Markets, food chain, sponsoring *Prosperity Parade*, audience quiz, on WBAL-TV, Baltimore, starting April 26, Wed. 10:30-11 p.m. . . . Pepperell Mfg. Co. buys spot on Thu. segment of new *Zeke Manners* show on WJZ-TV, Wed. thru Sat. 3-5 . . . Hoffman Radio buys wrestling on KECA-TV & KTLA, Los Angeles, calls it "good sales insurance for second and third quarter sales" . . . Regal Beer sponsoring San Francisco Seals baseball on KPIX . . . Among other sponsors reported using or planning to use TV: Bauer & Black, thru Leo Burnett Agency; A. S. Harrison Co. (Preen polishing wax), thru J. M. Mathes Inc.; Parfums Corday, thru Peck Adv. Agency; Woodbourne Garden Center Inc., thru Flint Adv. Associates; Daystrom Corp. (furniture), thru N. W. Ayer; Acrobat Shoe Co., thru Ruthrauff and Ryan, Chicago; Fleming-Hall Tobacco Co. (Sano & Encore cigarettes), thru Raymond Spector Co.; McGraw Electric Co. (Toaster Products Div.), thru Erwin, Wasey; F. W. Fitch Co. (shampoo), thru Campbell-Mithun (now on KTSL, Los Angeles); Wynn Oil Co., thru J. T. Crossley Co., Los Angeles; L. Sonneborn Sons Inc. (Amlie Pennsylvania motor oils), thru Hicks & Greist (now on WCBS-TV); American Cyanamid Co., thru Roy S. Durstine (on KTSL); Weatherguard Corp., thru Fein & Schwerin, Philadelphia (on WMAR-TV, Baltimore); Karseal Corp., thru Mogge-Privett Inc., Los Angeles (on KTTV); Flexit Bands, thru E. L. Frenkenstein, N. Y. (KTTV); Wine Growers Guild, thru Honig-Cooper Co., San Francisco (KTTV); Home Container Corp., thru Guild, Bascom & Bonfigli, San Francisco (KTTV).

Telecasting Notes: Definitely in works is CBS purchase of old Warner Bros. lot on Hollywood's Sunset Blvd., lending credence to unconfirmable reports CBS is about to buy KFI-TV there, which of course would mean relinquishing its 49% interest in *Los Angeles Times'* KTTV . . . Warner Bros. selling KFWB, Hollywood AM outlet, to manager Harry Maizlish for reported \$350,000 . . . Not only are Denver retailers seeking 150,000 signatures on petition to Sen. Johnson urging lifting of freeze (Vol. 6:14), but Pittsburgh City Council and County Commissioners have passed resolution urging same, also that city's vhf channels be assigned immediately . . . Chicago City Council last week passed resolution asking FCC to assign city's remaining 3 pre-freeze vhf channels . . . DuMont gets TV rights to next season's 5 Notre Dame home grid games, sponsored last fall by Chevrolet Dealers; report that Paramount is in on contract denied, but DuMont says any theatre-TV operator will be allowed to pick up telecasts for theatre showing if proper arrangements are made . . . Johnstown's WJAC-TV will link into New York-Chicago microwave relay system June 30, when NBC-TV service will be provided . . . Miami's WTVJ claims first telecast ever from blimp, April 12, station's first anniversary . . . New York's WNBT May 2 begins morning schedule with *Josephine McCarthy Show*, Mon. thru Fri. 9:45-10, not 9:30 as previously reported . . . Millard C. (Tex) Faught definitely announced as retained by Zenith as consultant on Phonevision . . . Chicago's WGN-TV now starting program day at 10 a.m., WNBQ planning to start 1:30 p.m.

FCC Chairman Coy is principal speaker of June 5-8 RMA convention at Chicago's Hotel Stevens. Talk is set for June 8 banquet.

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April 22, 1950

GEN. LUCIUS D. CLAY MAY HEAD RMA: Quiet moves at top industry levels to secure man of outstanding stature to head up Radio Manufacturers Assn came to head Thursday at board meeting in Quebec, where it was decided to offer presidency to Gen. Lucius D. Clay. The retired former deputy to Gen. Eisenhower, who won great reputation as military commander of occupied Germany 1947-49, will be waited upon next week and offered \$50,000 job, free hand to reorganize, authority somewhat akin to Eric Johnston's in the Motion Picture Assn and ex-Senator 'Happy' Chandler's in baseball.

"We're a billion dollar industry now," was comment of leaders, "and it's time we had strong leadership in Washington, in the trade and before the country." Prime movers in reorganization committee headed by Standard Transformer's Jerome Kahn (Vol. 6:8) were Fred Lack, Western Electric; Ben Abrams, Emerson; W. A. MacDonald, Hazeltine.

It's believed Gen. Clay will accept, taking over after June 5-8 RMA convention in Chicago. Headquarters will continue in Washington; memberships will continue to embrace manufacturers of all kinds of electronic equipment -- though RMA is now dominantly TV-radio. It's regarded as virtually certain that large companies who have left RMA fold will now return, notably Admiral, Tele-tone, Meck. Well-heeled association is understood to have \$250,000 surplus fund. Executive v.p. Bond Geddes, nearly 70, retires Aug. 1 after 23 years, was voted retirement pay and retained as special advisor.

Gen. Clay is 53, comes of an old Georgia family. His brother Ryburn Clay is a prominent Atlanta banker. Their father was U.S. Senator from Georgia. He was graduated in 1918 from West Point, his military career largely devoted to engineering assignments. At war's outbreak, he was asst. chief of staff for Material, Service of Supply, then appointed director of war programs, then Eisenhower deputy.

'THE CHILD IS FATHER OF THE MAN': No crystal ball is needed to perceive the "revolution" that's occurring in the broadcasting industry -- reflected in dullish proceedings but spirited corridor talk at this week's NAB management convention in Chicago. Like it or not, admit them or reject them, the facts and trends are plain as pictures on your kinescope. They were pointedly analyzed in statistics quoted by FCC chairman Wayne Coy (see excerpts from his speech in Special Report herewith) and neatly summed up when he noted:

"These figures show that TV is still largely supported by its parent, AM. But they also show that television is beginning to grow up -- to look hopefully for the day when it will be independent of the old man. In fact, it is already starting to show off, starting to smoke, to stay out late and even...to use naughty words."

There you have the epitome of the broadcaster's problem: the child is becoming father of the man -- and some of the men don't like it. As one broadcaster was overheard to remark first day of convention, "I'm resigning from NAB because there's too damned much talk about TV." Reminded NAB had scheduled only one TV session, on final day, he replied: "I don't care. All you hear around this place is TV, TV, TV. I don't give a hoot in hell for it; we won't have it up our way for 15 years."

But there seemed to be even more -- eager-faced young men, in large part -- anxious to learn about TV, admitting it was the hope of the future, asking for facts and figures, plying the "ins" with questions about their operations. Indeed, for

sheer smug satisfaction, you cannot beat the TV operators -- more and more of whom are reporting profit or near-profit status.

[Our own list of break-even or profit-making telecasters has swelled considerably, though very few will permit their identities to be revealed -- for obvious reasons. We can report, though, that Detroit's WWJ-TV, one of heaviest of TV's pioneer investors, came within ace of breaking even in March, and that Mrs. Maria Helen Alvarez proudly states that her Tulsa KOTV hit black ink last month.]

When Coy suggested that some of those present really hoped freeze would never end, there was a substantial ripple of applause -- only applause during whole speech. But it's also a fact that more and more broadcasters, especially old-line operators not quite as fearful of TV as many post-war parvenus, are making ready to file for TV the moment the freeze lifts.

Fact is, small stations paying very small dues cut a lot of ice numerically in NAB, which may be one of reasons why ABC, CBS & NBC and many big stations didn't have their top executives on hand -- very noticeably. It's doubtful networks will quit NAB, as threatened, but they haven't been too happy with it lately. Many big broadcasters have quit, though, at least one of them stating frankly that he did so because NAB had the temerity to set up a TV Dept.

Yet the most heavily attended session of whole convention was TV -- audience largely blue chip. Noteworthy, also, was fact that equipment exhibits were dominantly TV. Rather apathetic convention drew 2180 registrants: of these, 895 were registered for Management, 343 for Engineering, 242 for Unaffiliated Stations conferences, 498 exhibitors, 202 extras such as wives, trade press, attorneys, etc.

WINNING ATTENTION IF NOT FRIENDS: Zenith's E. F. McDonald has written major film producers asking for rights to rent films on same basis as any other exhibitor. Movie practice is to charge on basis of seating capacity, percentage of box, etc. -- meaning McDonald wants to rent films to serve proposed 300 Phonevision test families during experiments now set for Oct. 1 start. At 5 per TV set, that would be equal to 1500-seat theatre. Reaction to latest maneuver was (a) that it may mean no films have been signed yet, certainly no first-runs; (b) that McDonald is laying ground-work for lawsuit if they turn him down.

Influential Motion Picture Herald April 15 satirizes Comdr. McDonald and his pay-as-you-look plan, particularly the publicity surrounding it, and notes: (1) phone company statement it has no intention of furnishing the service claimed (Vol. 5:45,50); (2) denial by FCC of higher power for test station (Vol. 6:13); (3) retreat from original position that only first-run films would be shown (Vol. 6:12). Trade paper asserts: "Exhibitors, gloomily convinced that Phonevision, in the foreseeable future, will be TV's death blow to the motion picture theatre, can relax."

Whatever may come of Phonevision, these facts are presently clear: (a) Zenith, and incidentally new Teco Inc. formed to promote Phonevision (Vol. 6:15), are getting millions of dollars worth of publicity out of it -- to envy of some of Zenith's manufacturing competitors; (b) FCC has authorized an experiment only, must then decide on basic policy respecting this and other forms of "subscription radio"; (c) Zenith must yet "sell" idea to major movie folk, let alone telecasters, now generally opposed -- the latter particularly none too friendly because Zenith has never been much of a radio advertiser, and unlike other top set makers doesn't use TV at all; (d) most TV stations are now moving toward profitable operation along traditional radio lines, hence remain to be convinced they need subscription services to make money; (e) no major manufacturer has yet announced taking out proffered Zenith license (Vol. 6:8) to equip his receivers for Phonevision.

This week, Dr. Millard S. Faught, now on Zenith retainer, spoke before Chicago Commonwealth Club, repeating his much-publicized thesis that high telecasting costs require Phonevision or similar method (Vol. 6:6) -- stressing, this time, angle that educational institutions can derive "tuition" fees of \$1 or more for badly needed revenues. Speech got big play in Chicago dailies, though reporters are traditionally barred from club's sessions. At NAB convention, meeting just up the street, Stromberg-Carlson president Robert C. Tait suggested TV as an added educational tool but said he had "violent objections" to some of Faught's conclusions.

Telecasting Notes: New WJIM-TV, Lansing, Mich., debuts May 1—104th station on regular schedule. It affiliates with ABC, CBS, NBC, getting programs via own microwave relay from Detroit at Milford, Mich. . . . KBTW, Dallas, becomes WFAA-TV May 25, having been purchased by *Dallas News* (Vol. 6:10) . . . 220 North Kingshighway Inc. (Koplar family), owning St. Louis' Chase, Park Plaza and other hotels, has applied for Channel 7, making 5 applications now pending for new outlets in St. Louis (see TV Addenda 10-N herewith) . . . Possible forerunner of "raids" on higher power NBC-AM affiliates seen in talk that WLW may give up NBC affiliation in favor of CBS; Crosley's Jimmy Shouse denies it, though WLW already takes some MBS programs, likes idea of "tapping" any network it pleases . . . CBS acquires exclusive TV rights to 26 weeks of Saturday night sports events in Madison Square Garden, starting Oct. 7, paid reported \$115,000 for rodeo, basketball, track, horse show, hockey events now being offered for sponsorship . . . Mon. thru Fri. rating of 27.1 (by American Research Bureau) for 2-3 p.m. *Hollywood Playhouse* (feature films) cited by Philadelphia's WPTZ as proof of daytime TV audience; sets in use averaged 31.2, with 2.5 viewers per set. Audience breakdown was 50.7% women, 32.5% children, 16.7% men . . . KFAC, Los Angeles, has withdrawn application for Channel 13 (now occupied by KLAC-TV, Los Angeles).

Station Accounts: Gimbels-New York joins movement of dept stores into TV, signs to sponsor first half of *Ann Pringle & Carl Carusa Show*, shopping guide, on WNBT, Mon. thru Fri. 12-1, starting May 2 . . . WNBT also signs Claridge Foods, Great Atlantic & Pacific Tea Co., Irby Wax as added participants in *Kathi Norris Show*, starting May 2, 10-11 a.m.; and adds A&P, Hood Rubber, Tender Leaf Tea, for other spots . . . Conmar Zippers placing *Cafe Continental* on WNBT, other stations, thru Weintraub . . . WJZ-TV reports Goldfarb Seed Stores, Garfield, Williamson Inc. (Wonderlawn grass seed), Plantspur Fertilizer, Jackson & Perkins Co. (rose bushes) as partic. on *The Home Gardener-Phil Alampi*, Fri. 8-8:30 . . . Among other advertisers reported using or planning to use TV (station reporting indicated): Renuzit Home Products Co., thru McKee & Albright (KTLA); TWA Airlines, thru BBDO (KTLA); Eureka Williams Corp. (Oil-o-Matic), newsreels, thru Casler, Hempstead & Hanford (WPIX); Home Test Products Co. and Radio Offers Co., thru Huber Hoge & Sons (WPIX); American Limoges, thru Scheck Adv. (WPIX); Red Cross Shoes, thru Moss Associates; Executive Books & The Children's Record Guild, thru H. B. Humphrey, Boston; Thor Washers, thru Earle Ludgin Agency; General Controls (automatic temperature controls, etc.), thru Hixson & Jorgensen, Los Angeles; Diamond T Motor Car Co. (trucks), thru Roche, Williams & Cleary; Adjut-o-Belt Co. (girdles), thru A.H.P. Adv. Agency, Newark; Miller Mfg. Co. (Kardek car-top carriers), thru Hendrick Adv. Agency, Detroit.

Network Accounts: Peters Shoe Co., St. Louis (Weather-Bird shoes) April 23 becomes alternate sponsor of last half-hour of *Super-Circus* on ABC-TV, Sun. 5:30-6; M & M Ltd. (candy) begins as other alternate April 30, Canada Dry continuing to sponsor first half . . . CBS again acquires exclusive rights to broadcast Kentucky Derby, on AM, Sat. May 6, 5:15-5:45, Gillette sponsoring; will offer it thereafter on film on interconnected TV stations, May 7, 10:30-10:45, on non-interconnected May 9 . . . CBS-TV has acquired syndication rights to 52 *Strange Adventure* films, produced specially for 15 & 30-min. TV programs, previously on some stations as *Fireside Theatre*.

Mutual Broadcasting System's widely publicized press release April 17 says its stockholders' TV stations (WOR-TV, WGN-TV, WNAC-TV, WOIC, KTSL) are available "for its network advertisers who desire to telecast their programs"—which states the obvious but implies MBS is forming own TV network. Prospects of another TV network, it's plain, lie only in merger with one of others; there simply aren't enough stations and interconnections now or in immediate sight, and no hookup with West Coast (KTSL) is in prospect until 1952. Syndication or exchanges of kine-recordings among MBS's 5 TV-operating stations would hardly constitute network comparable to ABC, CBS, DuMont, NBC. As for rumored sale of MBS (presumably merger, too), though its volume is admittedly down, president Frank White took pains after Chicago board meeting to announce "no offers for the purchase of Mutual network are either being entertained or sought."

Big Ten ban on live football telecasts cast gloom over TV fraternity this week, but enhanced value of DuMont-signed Notre Dame games (Vol. 6:15) as well as those of Eastern and other colleges that permit TV. DuMont sold the 5 Irish home games to Chevrolet, signed nearly all affiliates to carry them. Big Ten permits films to be shown on TV 24 hours later, but loses estimated \$500,000 in TV rights. Ban is for 1950 only, based on assumption TV hurts attendance, particularly of lesser games when a major game is being telecast same time.

TV is not dominant factor affecting movie earnings, United Paramount Theatres' president Leonard Goldenson told stockholders in first quarter report this week. He said, "No doubt TV is a factor in the situation, but it is impossible to isolate and measure its effect apart from other factors. The company has made comparisons of its first quarter earnings in TV areas with those in non-TV areas and found that the declines are about the same." Goldenson told of "striking increase" in attendance after tests with TV trailers in Chicago, Detroit, New Haven.

March had 15.6% more TV advertisers than February, according to *Rorabaugh Reports*. Total increase was from 2398 to 2842, with this breakdown: network, up from 70 to 80; national and regional spot, 438 to 527; local, 1890 to 2235.

Personal Notes: Glenn D. Gillett, veteran Washington consulting engineer, left April 16 for Vienna to serve 3-4 months as advisor to commanding general, U. S. Forces in Austria, in connection with improved broadcast facilities there . . . New ABC director of radio stations is James H. Connolly, new director of TV stations is Otto Brandt, under reorganization effected by Ernest Lee Jahncke Jr., stations v.p. . . . Charles J. Cresswell, ex-RCA Victor and Bigelow-Sanford Carpet Co., appointed controller of NBC-TV Dept. . . . Hal Bock, off TV assignment, now director of public relations, NBC western div. . . . Herbert Stewart, ex-WTVN, Columbus, new gen. mgr. of WICU, Erie, Pa. . . . John McClay, ex-program mgr., WCAU-TV, joins WPIX, New York, as operations director May 15; Anthony Azzato promoted to director of film programs, WPIX . . . Robert Thompson promoted to gen. mgr. of WBEN Inc., supervising both WBEN and WBEN-TV, Buffalo; sales chief Frank W. Kelly is new WBEN-TV mgr.

Frank R. McNinch, 1937-39 chairman of FCC, died in Washington April 20 at age of 76.

Daniel F. Tuthill, 53, onetime NBC sales mgr., died April 14 of coronary thrombosis in Norwalk, Conn.

NAB Convention Notes

NAB's new general manager, taking over administrative post formerly occupied by A. D. (Jess) Willard Jr. (now president of WGAC, Augusta, and a newly elected NAB director), is personable William B. Ryan Jr. He leaves general managership of KFI & KFI-TV, Los Angeles, under 3-year contract at \$25,000 a year. Before joining Earle Anthony station, Ryan was NBC San Francisco sales manager, then general manager of ABC's KGO.

NAB membership dropped to 1652 as of March 1, or 179 less than same time last year. Roster still includes 37 TV, 36 FM, 74 associate members (manufacturers, transcription firms, etc.). NAB's 1949 income was \$763,960 vs. expenses of \$860,839; in 1948, income was \$817,237, expenses \$723,327. Balance sheet shows net worth of \$502,211.

Member of NAB Board for TV stations, manager Eugene Thomas, WOIC, Washington, plumped hard for NAB efforts in TV, reported what it has done in labor management, research reports, BAB aids, standard rate cards and contracts. TV Dept. plans TV clinics at district meetings, is devoting itself now to helping negotiate ASCAP per-program license; preventing sports bans; work on program standards; sampling industry opinion on national problems. Ironically, WOIC is owned by same (Macy's) interests as New York's WOR-TV, whose engineering v.p. Jack Poppele is president and prime mover in rival Television Broadcasters Assn.

Fracas over AM rates expected to pop at NAB convention didn't materialize, although subject was among topics uppermost in corridor and hotel room talk. Rumored gang-up on Roger Clipp, whose recent rate change for Philadelphia's WFIL sparked industry buzz (Vol. 6:12), never took place. How seriously rumor was taken was indicated by fact WFIL owner Walter Annenberg wired NAB's Justin Miller that he took full responsibility for cut in AM rates, that Clipp was just carrying out orders.

First glimmerings of extent of AM-TV competition in NAB came at convention when membership asked board to split BAB into separate AM and TV divisions—despite fact move would obviously add to operating costs. Meanwhile, BAB is moving more and more heavily into TV with these services: dealer co-op data cards, retail data folders, rate card standardization recommendations, rate practices study, retail service bulletins. Coming up are production pointers for effective TV commercials and a desk-top presentation on TV's value as ad medium, similar to one used successfully on radio's ad value.

TV music committee wants all information it can get on TV programming for this year and next. It wants data to forecast music usage so it can get down to brass tacks with ASCAP, said Crosley's Dwight Martin, committee chairman, at TV luncheon April 19 at NAB convention. He presented significant problems in negotiations for per-program licenses, expected May 1 interim deadline to be extended. Issues involve: spots, participation programs, film rights, multiple licensing, payment of fees on graduated scale, incidental music, term of contract, etc.

Sort of patriarch of the broadcast business, ex-MBS president Edgar Kobak, now a business consultant and owner of local WTWA, Thomson, Ga., voiced what many believe to be sentiment of smaller NAB station members when he told Unaffiliated Stations meeting that: (a) NAB ought to re-examine its services; (b) ought to move to New York, real center of broadcasting and TV, keeping branch in Washington; (c) ought to settle controversial industry matters at annual meetings; deal with national problems like standards of practice, research, policies,

business, etc.; (d) ought to try out federated organization—individual AM, FM, TV divisions, with top echelon services common to all. Otherwise, he said, he reluctantly foresees 2 separate associations—AM-FM and TV.

Attracting attention of telecasters was Federal Telecommunication Labs' exhibit of new IT&T unit for microwaving both video and audio; trick lies in modulating 5-mc subcarrier without "cross-talk." Equipment can be added to existing radio relays . . . RCA showed portable film projector permitting use of film commercials at remote points, \$1500; also 6-ft. microwave dish with remote control, \$4850 . . . Raytheon has lightweight plastic microwave dish for remote pickup use; 4-ft. dish is \$770, 8-ft. is \$1450 . . . GE has montage and wipe amplifiers for \$900 each; pointer for \$500 . . . DuMont showed new high-speed film projector which can be used with field camera or for process scenes, \$2985 . . . INS revised its Projectall so it can be remotely controlled, has unit for transparencies, portholes for 2 film projectors, \$2300.

TV has added to overall radio-TV audience, as well as cut into AM listening, in view of McCann-Erickson president Marion Harper Jr., addressing TV session. Value of TV as advertising medium was confirmed by fact sales of products of Harper's 23 TV clients have gone up 19% to 37% in TV markets through use of TV, as compared with sales in non-TV markets. Although TV didn't pay off first year, even though it increased sales—due to high costs—Harper said he was confident it would begin to make money for advertisers second year.

Big-time Chicago TV user Jim Moran, Courtesy Motors, expressed anxiety over mounting production costs, also felt competition of network shows was going to have effect on his 3 local programs. Moran, who spent \$350,000 on TV in 1949, said he "wouldn't give 10¢ for radio" now that TV is here, pointed to value of live TV remotes to dealer showrooms for auto demonstrations.

Code for TV is in works, accelerated by FCC chairman Coy's recent remarks about "livery stable" humor (Vol. 6:11), given impetus by resolution of National Council of Catholic Men calling for standards. Propriety, good taste and vulgarity were discussed at NAB convention this week by Robert C. Tait, Stromberg-Carlson president; Edgar Kobak, ex-MBS president; Eugene S. Thomas, WOIC, Washington. Latter revealed NAB was doing preliminary work on code. Great expectations from speech by MPA's Joseph I. Breen, movie code administrator, before American Television Society in New York April 20 were dashed when he ducked entirely recommendations for TV, spoke on history of movie code. However, he met with telecasters in closed session next day, reportedly got down to brass tacks.

Radio-TV jointly are ranked 10th among users of national newspaper advertising in 1949, accounting for \$12,756,000 worth of space in 1260 daily and 430 Sunday newspapers, according to report April 21 by Bureau of Advertising, American Newspaper Publishers Assn. Figure was 11.4% below 1948—but it doesn't include dealer co-operative and local advertising. ANPA reported national advertisers spent record \$445,015,000 for newspaper space last year, putting that category ahead of magazines \$440,795,042) first time since 1942. Radio and TV were ranked third with \$357,000,000 vs. \$389,261,000 in 1948.

Thirteen religious films for TV, designed for children and costing some \$100,000, are being made by Protestant Radio Commission, 297 Fourth Ave., New York City. Everett C. Parker, director. Films illustrate parables by use of puppets, will be distributed to local churches by fall. It will be up to churches to place films with stations. If first series is successful, 52 will be made.

LATE-ROUND PUNCHES IN COLOR HEARING: This was big cross-examination week in color hearing -- RCA needling CBS -- but it's doubtful whether complexion of whole affair has changed much. Next week is demonstration week, except for cross-examination of DuMont witnesses Tuesday.

Real fireworks are expected week after -- May 1, when RMA's engineering chief, GE's W. R. G. Baker, gets on stand. Then, again, May 3, when RCA chairman David Sarnoff appears.

RCA worked hard (through chief counsel John Cahill) in attempt to get these principal points across:

(1) That CBS has been less than enthusiastic about TV in general, has actually attempted to hamper it, even delayed until 1947 its own applications for more stations. RCA brought up CBS's daily announcements over its New York WCBS-TV, from 1941 to 1945 and in early 1947, tending to discourage purchases of sets -- reading, in part, CBS "does not want you to consider these broadcasts as inducements to purchase television sets at this time. Because of a number of conditions which are not within our control, we cannot foresee how long this television broadcasting schedule will continue." CBS countered that FCC's 1941 decision, the war and 1947 color hearing justified announcements. Comr. Hennock said she was "disturbed" about them.

(2) That CBS has shifted policy regarding importance of high definition and large screen size. RCA asserted CBS used to give those factors great weight when it was pushing 16-mc, uhf color, but doesn't any more. CBS explained that addition of color and improvement of black-and-white art make the difference.

(3) That CBS receivers and converters will cost considerably more than has been indicated. Estimates of CBS and its manufacturing witnesses (Tele-tone, Air King, Webster-Chicago, Birtman Electric), said RCA, ignored such things as automatic phasing, switching and motor starting, "crispensing" circuits, dot-interlacing. CBS's answer was that its system is adequate without those, that they aren't essential, that they aren't unreasonably expensive.

(4) That conversion of existing sets to CBS color is extremely dubious with many sets, particularly consoles. CBS witnesses plain disagreed.

(5) That programming with CBS color, switching back and forth from standard black-and-white, is impractical because of receivers' delay in following switches. CBS contended that proper programming can take care of problem and that there would be no trouble when CBS standards were telecast fulltime.

* * * *

CBS president Frank Stanton got headlines when he testified CBS was considering organizing \$50,000,000 corporation (Vol. 5:34,42,43) to make and/or distribute CBS receivers if rest of industry wouldn't. He said CBS probably wouldn't put money into it, but would license it, possibly let it use "Columbia" brand name. Some Wall Street people are already interested, he claimed.

CBS said its license fees would run 25¢ for sets retailing less than \$100, 50¢ for \$100-\$180, 75¢ for \$180-\$250, \$1 for sets over \$250. RCA's fees, CBS estimated, ran about 1½% of retail price, Hazeltine's about ½%.

As for FCC compelling manufacturers to build CBS sets, assuming it could, Stanton thought set makers should have only 30 days to get moving before Government steps in. Actually, he added, manufacturers are likely to change tune in event of decision favoring CBS system.

Stations in new TV areas, non-interconnected, should be required to start out fulltime with CBS color, he recommended. Conversion of existing stations to color, CBS estimated, would run \$3622 for single studio camera, \$6212 for dual.

Unimpressed by RCA's improvements, CBS's Dr. Peter Goldmark repeated his assertions of last fall -- that RCA system isn't much good, never will be. Upon questioning by FCC counsel Plotkin, he insisted RCA system is too complex, too unstable, too costly, too liable to interference -- gives only "tolerable" pictures at best.

Asked about dot-interlacing with his system, Goldmark claimed it would work out better than it does with RCA's. For one, he said, inter-dot flicker would appear only in areas of fine detail; for another, dot-interlacing makes system no more subject to interference than before. But he admitted that technique is still experi-

mental, that it won't be shown over air, that final method of achieving it hasn't been decided.

Bureau of Standards' color expert, Dr. D. B. Judd, had interesting testimony when he compared color fidelity of all 3 systems, including CTI. At their best, he said, they're about equal. That was his personal observation, he added. He's made scientific tests for Condon Committee, he reported, but can't reveal results until permission is granted.

* * * *

Hearing seems to be accelerating towards completion. But testimony and demonstrations to come have potential of extending hearing -- at least that's been history of 7-months-old proceedings to date.

DuMont witnesses go on stand April 25; CBS New York demonstrations of its dot-interlacing are April 26, at 2:30. Next day, Hazeltine holds private showing for FCC only (Vol. 6:15); press will be invited in week or two. Hazeltine has been doing a lot of work, may come up with some surprises.

'FM BOAT HAS SAILED'—STANTON: Reasons for FM's rough going, one of broadcasting's most argued topics, were laid before FCC this week in first such summary by major network spokesman. CBS president Frank Stanton was obviously well-prepared when Comr. Jones, during color hearing, imputed neglect of duty towards FM on CBS's part.

Jones was seeking to show parallel between FM-AM and color-monochrome situations. He wanted to know why CBS didn't use 15-kc network lines for FM, instead of 5-kc, and why CBS didn't affiliate FM-only stations to cover "white areas" of poor radio coverage.

Public neither appreciates nor will pay for FM's high fidelity of kind 15-kc lines would bring, Stanton testified. He told of experiments, with laymen and musicians, backing that up. He also related how CBS tested FM circulation by deliberately interrupting its top-rated shows -- Jack Benny and Lux Theatre -- during transmissions over its own FM stations. Outside of New York, he reported, stations received average of 3 or 4 complaints. Spending some \$250,000 yearly to operate those stations for that audience was "very depressing," he said.

Plight of FM, Stanton attributed to: (1) Inadequate broadcaster and manufacturer promotion. (2) FCC's original ban on duplication of AM shows. (3) Petrillo's similar ban. (4) Shift of low to high band. (5) Listener difficulty in tuning sets.

And most important, he said, "the manufacturer and the broadcaster and the consumer alike have turned toward the shining light of television...FM has just been overrun by the enthusiasm for TV."

FM's real advantages, he thought, are its immunity to static and its consistent day-and-night coverage. And he knew of no FM-only station that could reach any substantial audience not now reached by AM-FM affiliates of CBS.

If a network were compelled to affiliate FM stations in areas where it doesn't now have AM-FM outlets, would that stimulate FM set sales? asked FCC counsel Harry Plotkin.

"Not today...the FM boat has sailed," answered Stanton.

* * * *

In Chicago, however, NAB's FM members were bailing like mad. In session during convention, some 300 enthusiastic members heard speakers insist FM is no "gone goose," that it can pay off now with specialized services for transit vehicles, stores, restaurants, factories, etc. Consensus was that with such techniques FM could keep afloat, indeed make headway while home audience is built up.

[Whether specialized techniques can be considered broadcasting is subject of current FCC study. Indication of Commission's thinking may be forthcoming shortly.]

TV manufacturers were a particular target. Members were riled because set makers don't put FM into all TV receivers. They could do it for only \$2 extra, said Morris Novik, representing stations of International Ladies Garment Workers Union. Session climaxed with adoption of request that NAB ask FCC to find out why manufacturers have left out FM. NAB members later passed resolution asking TV set makers to install FM tuners in sets, dropped reference to FCC.

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RMA MUST RENEW QUEST FOR LEADER: There's no hiding disappointment of industry leaders -- rugged individualists though many are, chary though some were of a military man -- over Gen. Lucius Clay's turndown of offer of presidency of RMA (Vol. 6:16). Though RMA committee had good reason to believe he was available, he chose instead to accept offer to become chairman of Continental Can Co.

Committee must now start all over again, combing list of potential candidates for \$50,000 job which must be filled by time of RMA's June 5-8 Chicago convention. Present managing director Bond Geddes retires shortly thereafter. It's a tortuous process, too, for committee can only recommend to board, board must agree, membership must approve.

Burden on committee now is to find man of stature willing to take the job. Many members would like a business man of independent means and mind, who could hold industry's numerous prima donnas in line on basic issues -- a man like MPA's Eric Johnston. Or, if a military figure of great ability and high standing in Washington is still desired, perhaps someone like Gen. Omar Bradley, now chief of joint staffs, whose term expires soon; or Gen. Walter Bedell Smith, wartime chief of staff to Gen. Eisenhower, ex-Ambassador to Russia, now commanding general of First Army, Governor's Island, N.Y.; or Brig. Gen. Frank L. Howley, retired, Philadelphia adman who earned big reputation as U.S. military commander in Berlin.

TV ENTERPRISERS FEW BUT FERVENT: The story seems to be getting across gradually -- (1) that radio's future rests largely in TV, and (2) that there's profit to be had in TV (Vol. 6:13,15,16). In any case, you'll find the most enthusiastic TV proponents among broadcasters also operating telecasting stations: of the 104 operating TV stations now listed, 90 are owned by AM broadcasting interests. Their attitude toward TV, their reactions to way it has intrigued audiences, is much same as that of enterprisers who ventured into radio in its inceptive days in the '20s.

Even operators of TV stations still heavy losers, such as non-interconnected but bigtime-operated WDSU-TV, New Orleans, which celebrated opening of splendid new French Quarter plant this week, are completely "sold". This station, of course, has Rosenwald wealth behind it; but its general manager Robert Swezey, ex-MBS v.p., will tell any of his broadcaster colleagues that it's being operated on sound business basis, expects to hit break-even point at least by year's end. He will tell them, too, that they're foolish if they persist in looking down their noses at TV.

No. 104 station starts operating on regular schedule next week (May 1) -- WJIM-TV, Lansing, Mich., Channel 6, with network service via microwave relay from Detroit, 85 mi. Still-testing WKZO-TV, Kalamazoo, hasn't yet decided on formal starting date. WHBF-TV, Rock Island, Ill., should be ready for tests soon. Only other CPs outstanding are WJAX-TV, Jacksonville; WSM-TV, Nashville; WCON-TV, Atlanta -- latter probably to be dropped (Vol. 6:12-13). Due to freeze, there won't be any other new outlets rest of this year.

SKOURAS GOES ALL OUT FOR THEATRE TV: Not much question about serious intentions of 20th Century-Fox's Spyros Skouras in field of theatre TV. At Chicago convention of Society of Motion Picture & Television Engineers this week, he disclosed negotiations now under way with AT&T for microwave and lines to hook up 20 Los Angeles area

theatres in closed-circuit tests to cost "millions". Project will get under way even before FCC grants theatre-TV frequencies -- and date for hearing on that matter has yet to be set.

Time of Los Angeles tests depends on June or July demonstrations in New York of improved theatre-TV equipment, developed by Fox with RCA and reported capable of bringing definition up to 35mm film resolution. If test succeeds, Skouras envisions 4 or 5 "networks" in various areas -- New York, Chicago, Denver, Atlanta, for example -- serving 500-1000 theatres each. "This," said he, "will usher in an era of unprecedented prosperity for the entertainment industry." And he predicted a "golden era" for movies, attendance tripling.

To doubters who think public won't pay for theatre TV when they can get entertainment free at home via TV, Skouras retorted: "Audiences will pay for big league stuff, even though they can see sandlot performances free." He also said: "No advertising will be able to compete with this..."

PAY-AS-YOU-LOOK PUBLICITY POT BOILS: Looks more and more like Zenith doesn't yet have any top-ranking domestic feature films for its Phonevision tests, is really looking to an anti-trust suit to bring major producers to terms (Vol. 6:16). For this week's pay-as-you-look publicity battle was highlighted by statement by 20th Century-Fox's Spyros Skouras before SMPTE Chicago convention -- that he wasn't releasing any of his pictures for Phonevision. That makes 4 majors who, by Zenith president McDonald's admission to reporters, have flatly said "No" -- 2 others being RKO and Paramount. He said he couldn't recall fourth except to say it wasn't Warners, MGM or Universal. Two, he said, have asked more time to consider.

Said Skouras: "We will protect the theatres because our first allegiance is to the thousands of theatre men who built up this industry; because we believe the public will be served best through theatre TV."

In his audience was Comdr. McDonald, who riposted quickly. Through his Phonevision spokesman John R. Howland, he proclaimed that producers can't legally refuse to rent Zenith films (Vol. 6:16). Personally, to reporters, he chided Skouras for playing up theatre-TV, playing down Phonevision, said both were same -- only latter goes into home, is cheaper, will have bigger audiences.

This week, Senator Tobey (R-N.H.) sent FCC letter demanding it ask movie people whether they will rent movies to Zenith on same basis as to theatres. If they refuse, Tobey stated, it should be construed as "monopolistic" attempt to suppress Phonevision. Tobey has gone to bat for Zenith before, notably in 1948 Senate hearings on FM (Vol. 4:17-20).

BIG 'IFs' IN MOVIES' CASE FOR TV: If you can assume FCC commissioners' questions at oral arguments on anti-trust violations indicate their thinking, movie industry can look for tough sledding when it comes seeking TV stations or theatre-TV channels. On other hand, questions could be considered purely exploratory and answers by top legal brains may have satisfied FCC. So nothing may be done to hold previous anti-trust or other Federal violations against them.

That about sums up effect of day-long arguments April 24 on question whether FCC should adopt uniform policy toward applicants adjudged as having violated Federal laws (Vol. 6:4,5,15). At stake are movie industry's plans for TV; also, the still "temporary" licenses held by Paramount, DuMont, et al.

Arguments on behalf of 16 broadcasters and movie firms added up to: (1) FCC doesn't have power to set up broad rule covering Federal law violators, except where communications monopoly is involved. (2) FCC should treat each applicant on case-by-case merits. (3) Anti-trust laws are remedial, not punitive, so violators can't be considered "tainted". (4) Violations of Federal laws vary in seriousness -- some (such as patent judgments) are largely technical, others stem from changing climates of economic philosophy (what's legal one year might be declared illegal next).

Most questions were asked by lawyer-Comrs. Hennock, Hyde, Jones. They pursued these lines: (1) Should certain types and number of violations be ruled disqualifying? (2) Should FCC set up special procedure for applicant with anti-trust

or other Federal violation on record? (3) Should such violations be considered, ipso facto, blemish on character of applicant? (4) Since movie producers and distributors acted monopolistically toward exhibitors, might they not also tend same way toward TV stations or networks? (5) Might not huge resources of movies make them too formidable to be allowed to get into TV?

Comr. Hennock even brought up embarrassing question whether producers were permitting TV stations to use feature films.

HAZELTINE, CBS SHOW COLOR ADVANCES: Improvements in RCA color system, apparently of considerable significance, were shown to FCC and staff Thursday by Hazeltine, RCA's biggest competitor in patent development and licensing field.

It's too early to tell what impact developments may have on color hearing, because FCC isn't saying anything yet (showing was informal, not part of hearing) and techniques are still in developmental stage. Here's what commissioners and key staff members saw at Hazeltine's Long Island lab:

(1) Method of reducing prominence of dot structure.

(2) Method of minimizing effects of interference at, or near, 3.6-mc sampling frequency.

Techniques, if practical, would tend to offset criticisms raised on those two points during hearing. FCC hasn't yet asked Hazeltine to testify or demonstrate for the record. But it's expected to, if it considers developments significant.

Hazeltine hasn't disclosed techniques to anyone except FCC, but it presumably will show them to its licensees, Condon Committee, NTSC, press, etc.

FCC saw new dot-reducing system compared with straight 12-mc simultaneous color system. It's understood difference between them was scarcely apparent to some observers, except at very close viewing range. Receivers used dichroic mirrors.

Costs of incorporating improvements into RCA-type receivers weren't estimated, but it's believed they aren't great. Just how improvements are achieved, we don't know.

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CBS showed its own improvement, dot-interlacing, Wednesday. Demonstration was part of FCC hearing record, drew all commissioners save Webster to New York showing. Off-the-line images looked good. CBS's Adrian Murphy and Peter Goldmark again contended, as they have before during hearing, that increased horizontal resolution (almost doubled) doesn't mean much.

To back up their point, they showed closeups of Patty Painter and scarves under 3 conditions: straight 4-mc color, 4-mc with dot-interlacing, 9.6-mc video bandwidth. Observers were asked to guess which was being used, without being told. Most couldn't see much difference; at 10-12 ft. from picture, we guessed only one out of the 3. But consensus was CBS showed no scenes demanding high resolution (such as distant and fine detail shots) -- so many are still unconvinced.

CBS also showed projection set, with no mechanical disc -- in answer to criticisms that system isn't all-electronic. Three separate images appear on tube's face, are combined optically and projected on screen. Within limit of projections, black-and-white or color, pictures were excellent. CBS's principal point here was that use of phosphors to get color, instead of filter-disc, allowed brighter pictures without flicker. There seemed to be little question that long-decay phosphors can help lick CBS's brightness-flicker problem. No fast motion was shown, so charges by CBS opponents that pictures would smear couldn't be checked.

Unveiled for first time were extremely compact color camera and control-monitoring equipment designed by CBS for industrial or broadcasting use. Camera weighs only 29 lbs., occupies $\frac{1}{2}$ cu. ft., compared with black-and-white's 100 lbs., 6 cu. ft. No prices were given.

* * * *

Color still isn't here by any means, as far as Dr. Allen DuMont is concerned. During all-day cross-examination Tuesday, he found faults in all 3 systems

as demonstrated to date. All need much more development and testing, he said.

He wouldn't take any system now, but would pick RCA's if a choice had to be made. Compatibility, he admitted, had some influence on his choice. But he couldn't think of the RCA system without tri-color tube -- and he believed it might be a "considerable number" of years before an acceptable RCA-type set could be built.

CBS system suffers principally from incompatibility, small screen, low brightness, DuMont said. Further, he'd like to see more testing in fringe areas, with non-synchronous power supplies, etc. In fact, he thought it would cost more to make a decent receiver for CBS system than for RCA's or CTI's. He figured he could build CBS set to sell for \$1125, in 10,000-unit lots; price could be cut to \$500-\$600 if production were some 200,000 a year.

Over all, DuMont recommended that FCC set standards high enough to allow improvement in years to come. Framework of monochrome standards, he said, permitted vast improvement in pictures.

Those "What would you do if--" questions (Vol. 6:15) were tossed at DuMont by FCC counsel Plotkin. If CBS system were adopted for color and black-and-white and telecasters were required to shift to it immediately, DuMont said industry would be disrupted for 3-4 years. "You would have a lot of people going broke and getting out of the business," said he.

If CBS system were adopted, but black-and-white continued for, say, 3 years, DuMont said he'd continue making black-and-white, begin making combination 405-525 line black-and-white "as soon as convenient," then make color when satisfactory tri-color tubes were available. Disc-type sets are just too small, he said; he noted he was dropping 12½-in. (CBS's maximum with disc) later this year (see Trade Report).

If manufacturers had to put 405-line adapters into sets now, so that compatibility won't be a great problem when FCC comes to decision at some future date, what would DuMont do?

"I don't think we could do it if we wanted to," he said. "If you just take last year's operations, and if we had to spend the additional money to put the adapter in, we would have ended up the year without any profit...What I am saying is if we do it, it might force us out of business."

* * * *

Next week should be big. GE's Dr. W. R. G. Baker goes on Monday, RCA's Gen. David Sarnoff Wednesday. All 5 days are scheduled for hearing in Washington's Dept. of Commerce auditorium. There are still a lot of odds and ends of testimony to take up, and there's no guessing how long they'll take.

Then there's trip to San Francisco, to which FCC is presumably committed. CTI came forth with "written assurance" that it has effected great improvement in its system -- incorporating horizontal shift. This, says CTI, eliminates "jitter," answers any question as to system's compatibility. FCC has promised to send one commissioner, plus staff members. Who's going and when haven't been decided. CTI suggested May 15.

Telecasting Notes: CBS chairman William Paley in Hollywood, en route to Hawaii for vacation—again arousing speculation about purchase of own TV outlet in Los Angeles; *Variety* quotes "high CBS spokesman" as saying it will be either KFI-TV or KTSL . . . Though it's reported operating in black now (Vol. 5:47), WBKB, Chicago, lost \$620,000 in 1949, about \$100,000 more than in 1948, according to Balaban & Katz report; film firm, however, showed over-all profit of \$2,805,250 last year (\$10.68) vs. \$3,455,017 (\$13.15) in 1948 . . . Kentucky Derby officials refused live telecasts of May 6 classic, but it will be carried on CBS-AM, then 15-min. film on CBS-TV next night at 10:30—Gillette sponsoring . . . Cleveland Indians games (on WXEL) being piped to Buffalo, Rochester, Erie, with local Philco distributors sharing cable costs . . . General Mills asking stations now carrying *Lone Ranger* to re-run pictures at half-rate during summer; original series was

placed under 3-year rate freeze . . . Big new sponsor name for TV is Corning Glass Works (Pyrex), signing as partic. in WLWT's *Magic Tele-Kitchen*, Mon. thru Fri. 1-2, piped also to Dayton's WLWD & Columbus' WLWC; 22-week test is avowedly to "determine extent of the company's future activity in TV media" . . . Bing Crosby, Groucho Marx, Eddie Cantor reported readying for TV shots, Bob Hope for second Frigidaire show on NBC-TV Mothers Day, May 14 . . . NBC-TV signs Tex & Jinx McCrary to exclusive 5-year radio-TV contract; they begin Mon. thru Fri. 6:30-6:55 series titled *Closeup* on WNBT Aug. 15 . . . Laraine Day (Mrs. Leo Durocher) reported planning TV show, interviewing husband and other celebrities before and after Giants home games . . . Sindlinger & Co., Philadelphia radio-TV measurement firm (Radox), announces it has discontinued doing business . . . Paramount Television Productions Inc. acquires interest in Richard Hodgson's Chromatic Television Laboratories Inc.

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May 6, 1950

(For Report on Sarnoff Color Testimony This Week, See Section II)

FREEZE HEARING BY FOURTH OF JULY? Beginning of freeze-allocation hearing seems well within sight, now that FCC has virtually set date for end of color hearing. It's believed Commission has accepted industry's evidence that color stations will require no different allocation from black-and-white. Hearing on uhf and allocations should begin by early July, or 21 months after freeze began. Here's the prospect:

- (1) Additional color testimony and cross-examination, with CBS and RCA witnesses, is scheduled for as much of next week as necessary. Actually, all 5 days are set aside, if needed, obvious effort being made to speed up conclusion.
- (2) Hearing moves to San Francisco May 17 for CTI demonstration of improvements. Comrs. Coy and Hyde, staffmen Allen, Chapin, Plotkin are scheduled to attend showing in St. Francis Hotel, leave by train May 12.
- (3) Cross-examination of CTI in Washington May 25, and next day, if needed.
- (4) Beginning of hearing June 5 on Bell Labs request for 470-500 mc portion of uhf band for common carrier use. Hopes are this will take only couple weeks, with decision very shortly thereafter.
- (5) Start of general allocations hearing late June or early July, undoubtedly well before color decision.

TV TAX BEATEN, BUT END IS NOT YET: Keep your fingers crossed -- that's best advice of competent Congressional observers following Tuesday's 14-11 vote of House Ways & Means Committee against imposing 10% excise on TV sets. Rep. Jere Cooper (D-Tenn.), acting for Administration, offered motion to tax TV but, thanks largely to excellent case put up by Labor and the industry (Vol. 6:8), it was defeated. Cooper is ranking Democrat on committee after Chairman Doughton. Since committee has cut more than \$1 billion in excises, without compensating taxes, TV can't be considered off shoals yet. Proposed compromise that both radio and TV be taxed 5% (radio 10% tax having been retained) was refused by Administration forces.

Some committeemen say they're certain vote won't be reversed. Committee is now working on over-all revenue-raising program, is expected to have bill out by end of month. After bill is reported out, it must pass House, goes to Senate Finance Committee (Georgia's Senator George, chairman), then to Senate. Invariably, it winds up in Senate-House conference to iron out differences, then goes to President.

TV CLAIMS TO MAJOR MEDIA STATUS: Many broadcasters say current activity in AM rate field due to TV inroads (Vol. 6:12-15) is so much baseless talk -- some even call it a "conspiracy" on part of TV zealots. You heard such reactions at recent Chicago NAB convention (Vol. 6:16), and radio spokesmen lash out with counter-data every time anybody makes a case for TV. Be that as it may, this week brought forth even more potent ammunition for the TV salesman:

- (1) NBC released survey by Hofstra College showing tremendous impact of TV advertising, containing figures bolstering TV's claim to major media proportions.
- (2) Crosley's WLW, in current presentation to advertisers and agencies, frankly states that it foresees TV dominant in its market by 1954 -- rests hopes of own AM future on wider, more penetrating, cheaper 50-kw coverage.
- (3) Latest Hooper ratings showing TV taking over much of broadcast audience

got streamer p. 1 headline treatment in Variety -- provoked so much reaction that CBS research chief Oscar Katz sent its network salesmen memo stating "Hooper's new ratings tend to show that TV gets more of the audience than is actually the case..."

* * * *

NBC-Hofstra findings were first submitted in presentation for Lever Bros. Released to press May 4, they cover 810 TV homes, 809 non-TV surveyed by the Long Island college researchers in January & May 1949. Questions covered purchases previous month of 8 consumer items: gasoline, dentifrices, cigarettes, cheese, coffee, soap, tea, razor blades. Fifteen TV-advertised brands, 13 non-TV-advertised brands were covered. Essence of results:

(1) Sales of TV-advertised brands were 30.1% higher among TV set owners than among non-owners. Sales of 13 competing brands, not on TV, had average loss of 19.1% among TV set owners.

(2) Effectiveness of exposure to TV sales message was indicated by fact only 23.5% of non-owners and non-viewers bought TV-advertised brands, compared with 40% of those owning TVs who recalled commercials and liked messages. That's a sales gain of 70.2%, says NBC.

(3) Bonus market's significance is shown by finding that two-thirds of non-TV set owners saw TV within study month. Their purchases of TV-advertised products were 12.8% higher than those of non-owners, non-viewers.

(4) Increased purchases by TV owners and extra viewers added up to 193 extra customers per thousand TV homes for TV advertisers. NBC also notes that TV advertisers average \$19.27 in extra sales for every \$1 they spend on video.

(5) Novelty factor in TV ownership is practically nil -- 32.9% of 1-9 month owners and 33.9% of 16-month-or-longer owners bought TV-advertised products.

(6) Citing Boston as example -- it had 25% TV ownership saturation at time of study -- NBC says national advertiser could get message across on NBC-TV for \$3.33 per thousand, compared with Life's \$3.43, This Week's \$3.59, Boston Post's \$3.95. (In Los Angeles, Paramount's KTLA issued brochure claiming its cost is \$1.83 per thousand vs. top AM network station's \$2.09.)

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Crosley presentation to advertisers and agencies, frankly forecasting TV's dominance by 1954, predicts 1,099,000 TV sets in the WLW-AM area by then; calculates if same program is offered on radio and TV then, audience would be 303,000 TV, 210,000 AM. Thesis is smaller stations will suffer first and most from TV's inroads -- 37% audience decline and fewer advertising dollars (Vol. 5:42). Big stations like WLW, it holds, will weather transition.

WLW pitch is considered so ominous for radio, got so much attention, that president Robert Dunville was impelled to issue special statement: "It does not mean WLW has declared war on local operations within our service area...it is our belief that business will decline on these stations as a result of TV, without aggression on the part of larger stations, including WLW."

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Variety's banner over story May 3 read: "Baltimore TV 1st to Pass Radio." Radio-TV editor George Rosen quotes latest Hooper 42-city breakdown of share of total audience as between radio and TV: Baltimore, 50.7% TV as against 18% same time last year; New York, 49.6% vs. 15%; Boston, 38% vs. 10%; Chicago and Los Angeles, 40% vs. 10% -- to cite a few. Not noted in Variety story was Hooperating of 11 TV shows among top 15 sponsored network night programs (see Note, p. 4).

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Whether due to TV or not, AM stations are squirming under rate squeezes by Chevrolet and Chesterfield. Former is asking 600 stations to take 3-min. "entertainment" commercial at rate between 1-min. spot and 5-min. program -- and stations are crying "foul". Latter is asking that its year's contracts in principal markets for 5-6 spots weekly be revised to every-other-week basis but rates kept same -- and stations claim that's rate cutting. Lone Ranger summer deal by General Mills (Vol. 6:17) and Procter & Gamble 3-year Beulah rate freeze (Vol. 6:15) are still pending.

There was balm for broadcasters in adman Milton Biow's statement before New

SARNOFF'S ALL-OUT PITCH FOR RCA COLOR: FCC finally hit bedrock in color probe this week -- and now the end of 8-month-old hearing is in sight (see p. 1).

After 16 hours in witness chair Thursday and Friday, 10 of them one day, RCA chairman Sarnoff had convinced majority of his audience -- perhaps even Comr. Jones -- that RCA had thrown its giant resources into hastening advent of color TV. "RCA is 100% for color TV," Gen. Sarnoff asserted.

If standards are adopted, and commercialization of color TV is authorized soon, he promised RCA would be producing color sets at rate of 200 per week by June, 1951, 1000 per week by end of that year, substantial increases thereafter.

[For salient excerpts of Sarnoff statement, see Special Report herewith.]

* * * *

Gen. Sarnoff's extraordinary performance (he testified until 11 p.m. Thursday, so as to make board meeting Friday) lent force to this prediction (Vol. 6:13): That neither CBS nor CTI system, alone, appears to have much chance of being authorized. It may have increased possibility RCA system, alone, may be adopted -- though probably only after specified period of all-industry experimentation. Multiple standards, of course, may be Commission's easy way out, politically -- temporarily -- but no one, not even CBS or CTI, seems very enthusiastic about that.

It was manifest that the chief opposition to RCA lay in fear of building up its already strong patent structure by favorable decision.

Hearing's 2 highlight days drew blue chip audience: RCA's own top brass, including president Folsom and a dozen New York-Camden executives; CBS president Stanton, v.p. Joe Ream, et al; former top govt. figures like Ex-Sen. Burton K. Wheeler, now RMA counsel; Clark Clifford, ex-asst. to President Truman, now RCA counsel; Judge Samuel Rosenman, ex-aide to President Roosevelt, now CBS counsel -- to name just a few notables in record turnout.

Atmosphere from outset was surcharged -- everybody expecting fireworks that did flare occasionally. There were sharp passages particularly between Gen. Sarnoff and Judge Rosenman, even to recriminations about such irrelevant aspect of intense and bitter RCA-CBS competition as the 33 1/3-45rpm battle.

* * * *

Two basic FCC policy questions stood out clearly, for first time, during lengthy Sarnoff cross-examination:

(1) Should motives of rival systems' advocates, real or alleged, and their past records in TV have any bearing on choice of systems?

(2) Should RCA's strong patent position rule out its system or make multiple standards mandatory?

Clear answer to first was given by FCC Chairman Coy, who brushed aside major CBS pitch -- that RCA rushed in with color system simply to block CBS's. Coy said, calmly: "I suppose it's natural in a hearing of this kind that there's going to be a lot of competitive feeling, and a bit of acrimony. The Commission is very little concerned about 'Who struck John' and this and that."

Then he reminded proponents that FCC invited color in notice of May 5, 1948 starting uhf hearing; that no one came forth with it; that it wasn't until hearing notice of May 26, 1949, inviting 6-mc color, that anyone offered it.

As for patent question, Coy had no specific comment. But it was obvious from tedious and intricate cross-examination on that subject that courts, not FCC, would decide whether RCA's patent position is good or bad. It's also apparent that major-

ity of FCC, despite apparent predilections of some of its members, considers its job is to pick color system on basis of performance, not patents.

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What gave force to Gen. Sarnoff's testimony was his faith in RCA system, his willingness to back that faith with hard cash, his surprise commitments on color receiver and tube production, his analysis of what would happen if CBS field-sequential system were adopted, yet his commitment of RCA to make field-sequential sets if that's what FCC decides upon and public wants them.

He divulged RCA plans to spend "millions" on new plant to manufacture tri-color tubes [at Harrison, N.J.]. Mass production of tubes and receivers would be under way by June, 1951; tubes would be sold to other manufacturers who presumably would start set production as speedily as they could. NBC telecasting stations would be equipped for color and all others urged to do same.

Given proper standards, assured of compatibility with existing receivers, he maintained color could start and grow -- financed by a flourishing black-and-white manufacturing and telecasting industry.

In contrast, he warned, adoption of CBS's incompatible system would result in recession in set sales that would "cause the bankruptcy of many of the smaller TV set manufacturers of today." He also testified it would jeopardize telecasters, who would cut themselves off from their audiences whenever they put CBS-type signal on the air.

"The CBS system would never survive," said he, "no matter what decision the FCC makes." Nevertheless, he added, RCA would build whatever the public demands.

When Coy asked what he thought about FCC compelling manufacturers to put 405/525-line adapters into sets now, he asserted it was improper to require that. Coy asked whether FCC should ask Federal Trade Commission to require set makers put labels on receivers to indicate whether they had adapters. That was all right with Sarnoff, but he added:

"I'm against compulsion. If you believe you have power of compulsion, sit on it awhile -- see how things work out." "Right" system needs no compulsion.

Sarnoff's direct, hard-headed business approach was apparently to Commission's liking -- much more so than non-committal responses of some other witnesses. His quick mind, his great prestige, his record as one of radio-TV's great pioneers and builders, certainly added to the force of his testimony.

* * * *

Sarnoff was caught up a few times, generally on technical details. One question which arose several times dealt with his recommendation that color systems meet 3 basic requirements -- 6 mc, compatibility, quality as good as black-and-white. Yet he opposed multiple standards that would authorize several systems. But, he was asked, what if CTI improved and met those requirements? Wouldn't that mean adoption of both RCA and CTI -- meaning multiple standards? From his answers, it seemed he had written CTI off, had concluded it won't develop sufficient quality.

Then, he was asked embarrassing questions about those totally impractical 3-tube dichroic-mirror receivers RCA showed at first demonstrations (Vol. 5:42). He said RCA didn't claim those sets to be ultimate. On other hand, he wouldn't concede CBS system would improve even if it used tri-color tube, discarded disc.

Testing RCA's "we're ready now" assertions, FCC interrogators asked if he'd feel "more comfortable" if RCA had a few more months to work up exact numerical standards for system. He replied his engineers were ready now.

But it's obvious FCC is skeptical about that, inasmuch as RCA engineers had never recommended exact standards. But next day, Friday, RCA's Dr. George Brown came up with set of figures. Actually, FCC would probably hash those figures over, get others' opinions, before accepting them. As for getting NTSC to agree on them, Sarnoff thought it was too late for such procedure, said FCC could do the job.

Sarnoff dismissed number of other questions as details he was satisfied would be cleared up. For example, how did he know tri-color tube could be improved

in resolution and brightness? He countered that he wouldn't be risking millions if he had any doubts.

CBS pounced on those statements. "When you sweep aside all of this technical discussion in the record," asked counsel Rosenman, "and the experience of the witnesses, and the engineering testimony, the technical evidence, it becomes rather simple for you to say, does it not, that the RCA system is much better than the CBS system?" Sarnoff reiterated that questions of detail were minor.

* * * *

Cross-examination on patents was extremely complex, sought to show that RCA, through patent rights, controls what is produced, stifles invention and progress. It's hard to say what testimony produced, Sarnoff saying he wasn't familiar with details, his counsel constantly interposing objections that disclosures might jeopardize RCA's current litigation (with DuMont & Zenith). Sarnoff deferred most questions to RCA's Dr. Engstrom and patent v.p. Conway Coe, due to testify next week.

DuMont counsel William Roberts harried Sarnoff at great length, mainly on patent policies, pursuing every possible avenue as far as Commission would let him. It's apparent DuMont loves RCA even less than it does CBS.

As hearing moved into late hours Thursday night, observers were treated to strange spectacle of Sarnoff and Jones tossing flowery compliments at each other. Sarnoff said he was amazed that a "lawyer could learn so much" and Jones confessed "you disarm me." Sarnoff admitted that Jones, FCC in general and CBS have done much to stimulate color development.

* * * *

RMA engineering chief, GE's Dr. W. R. G. Baker, was on stand both Monday and Tuesday, made a rough witness.

His main contentions: No system is ready yet; color must be compatible; RCA is probably on right track; tri-color tube is key to whole problem.

His recommendations: FCC should make major policy decisions, such as stipulating compatibility, then turn job of writing exact standards over to NTSC or comparable technical group. This group would need some 10 months to come up with best system, perhaps a composite one. Sets could be on market 5-6 months thereafter. Multiple standards shouldn't be adopted.

Coy questioned Baker sharply on uhf as it related to compatibility. When uhf comes along, won't it be incompatible with present sets? Baker's answer was that uhf would be an added service, that it wouldn't take away any service now obtainable on vhf.

Focusing his attention on tri-color tube, Baker said he knew of 4 different approaches being worked on. He gave RCA credit for "elegant piece of work" in its tube. GE is working hard but has nothing to demonstrate yet. Another tube, apparently well along, has been developed by Prof. Ernest O. Lawrence, noted nuclear physicist of California Tech, he said. Apparently, Lawrence has actually demonstrated something. Jones knew about tube, said it has one phosphor on face, other 2 deposited on honeycombed screen. It's said to give more brightness than RCA's.

Machlett Laboratories is another company working on tube, Baker disclosed. It's building one for Chromatic Television Labs, into which Paramount recently bought (Vol. 6:17).

Baker urged FCC to get into freeze-allocation hearing just as soon as it's satisfied that color presents no extra allocation problems. Actually, Commission is gearing for just that.

* * * *

Specific standards for RCA color system, proposed during this week's FCC hearing for first time, include following, in addition to present black-and-white figures: 3.58-mc sampling; 15% duty factor for sampling; 9-cycle burst, at 3.583 mc, to occur 2½ microseconds after trailing edge of horizontal sync pulse; amplitude of burst to be ½ to ¾ of standard sync pulse; mixed highs to be used, with cross-over point about 2 mc, but with wide tolerance (.2 mc to 2.25 mc); color primaries as currently used by RCA.

Oscillator radiation problem on TV (6:14, 17) is being cleaned up gradually in new receivers, said RCA's Dr. George Brown during color hearing. He said RCA's KRK-5 tuner, used since September 1948, produces 14 to 141 uv/m at 100 ft on Channels 2-6, 110-160 uv/m for Channels 7-13 (FCC has suggested 15 uv/m as reasonable objective). RCA sets next fall, Brown added, will cut Channel 2-6 radiation in half, but 7-13 will remain about same. On uhf, problem is tougher, he said. Sets and converters used in Bridgeport tests (Vol. 6:5) run 56-204 uv/m. Over all, however, he was optimistic about feasibility of future improvement.

Hazeltine's demonstration of RCA color system with negligible dot structure (Vol. 6:17) is nothing new, testified RCA's Dr. George Brown this week. He said that earliest exhibits of RCA described "by-passed highs" principle by which job is accomplished. Reason RCA hasn't been using it up to now, he added, is because it somewhat complicates receiver. He insisted dots are not inherent in system. As for Hazeltine's work in reducing effects of interference on system, he claimed RCA has methods of doing it, too, but that problem isn't any greater than it is in CBS system with horizontal interlace and that it isn't much more serious, if any, than it is in black-and-white.

Condon Committee on TV is aiming for May 15 as date for color report to Senator Johnson. But difficulty in getting members together often enough makes it unlikely job can be done by then. It's understood group will recommend no specific system, will stick to listing advantages and disadvantages of each.

Surgical TV will be brought to 1500-2000 New York Medical Society physicians convening May 10-12 at Hotel Statler. RCA equipment will be set up at Kings County Hospital, Brooklyn, closed-circuited to 18 TV receivers in demonstration sponsored by E. R. Squibb & Sons.

Latest technical TV publications: (1) *Television Servicing*, by Solomon Heller (instructor, American Radio Institute) and Irving Shulman (chief engineer, Federal Television Corp.). Book is 434 pages, sells for \$5.50, published by McGraw-Hill, 330 W. 42nd St., New York. (2) *Television Components Handbook*, 160-page volume written by A. C. Matthews, Philco TV cost engineer, available from Accessory Division, Philco Corp., Philadelphia, \$2.50.

TBA board has set up special committee to look into TV code, also drew up 10-point platform of objectives, at April 27 meeting in New York. CBS's Lawrence Lowman heads code committee. Board reiterated TBA position on freeze and uhf (lift it now where possible, don't mix vhf-uhf channels in same cities, allocate at least 4 channels to each city). New committee chairmen are: Membership, Frank Russell, NBC, and George Storer, Fort Industry; engineering, Frank Marx, ABC; commercial operations & legal, Joseph McDonald, ABC; finance, Dr. Allen B. DuMont; program, Lawrence Lowman, CBS; public relations, Paul Raibourn, Paramount; affiliates, Ernest B. Loveman, Philco; educational, Dr. Edward Cole, Yale.

TV program fare had new critic this week, but an earlier one admitted improvement. Rev. Thomas A. Dunn, radio director of Archdiocese of New York, told Catholic Broadcasters Assn in Washington TV shows "are getting away with such things as the movies won't allow," are sapping morals of children. Southern California Assn for Better Radio & TV, which castigated Los Angeles TV programs last November (Vol. 5:50), reported second survey made week of March 20, showed improvement—murders declined from previous 91 to 18, holdups from 7 to 2. But, president Mrs. Clara S. Logan said, there's still "abundance" of crime.

"Muscling In Is Out of Date" titles caustic statement released this week by Abram F. Myers, chairman, Allied States Assn of Motion Picture Exhibitors, big group of independents. Strongly opposing Zenith Phonevision, he makes point that manufacturer has right to select his customers—in reply to Zenith contention that film makers must rent their product to anyone who asks (Vol. 6:17). Myers also questions whether it's good business for film industry "to cheapen its products and dissipate its good will [by] offering its films for exhibition through a new and untried medium." Meanwhile, Zenith took page ads in Chicago newspapers asking for volunteers for its Phonevision tests, said 300-family sample would be chosen by Chicago U's National Opinion Research Center. And movie folks' opinion of Zenith's president E. F. McDonald, who rivals their best publicists, may be gleaned from these quotes in letter from executive of one of top exhibiting firms: "He's a shrewd cookie and is going to cause us a lot of headaches." As to threats of lawsuits, this man said: "Distributors, having recently taken lickings in the courts, are apt to be gun shy and will settle the matter on some compromise basis. But this is one time they should have guts."

No more simulcasting, says *Variety's* usually well-informed George Rosen. Doubling up techniques aren't working out, he states, and AM & TV must "travel different ways." He predicts *We the People* and *Firestone Hour* won't simulcast next season. "Virtually everyone . . . is reconciled to fact that they're playing around with two different techniques; that shows geared for radio invariably make poor TV fare unless properly adapted to the video medium. And vice versa."

Variety estimates gross network time sales in March as follows: CBS \$6,113,800, up 4.7% from March 1949; NBC \$5,839,850, same; ABC \$3,479,400, down 18%; MBS \$1,414,600, down 20.6%. For first quarter, *Variety* estimates: CBS \$17,854,900, up 4.8%; NBC \$16,789,800, down 1.3%; ABC \$10,186,500, down 16.2%; MBS \$4,493,950, down 15.7%. First quarter TV is estimated thus: NBC \$3,190,000, up 193% from same 1949 period; CBS \$1,810,000, up 324%; ABC \$780,000, up 1429%; DuMont, no figures. Comparison of *Variety* estimates with those of PIB (Vol. 6:17) shows them remarkably close.

Minimum fees for TV performers would be \$115 an hour, \$85 half-hour, plus \$6 an hour for rehearsals, if TV networks and advertising agencies accept proposals made May 4 by TV Authority (subsidiary of AFL's AAAA union). Another meeting is scheduled May 12. TVA also asked for ban on showing of films more than once in same area without extra payment at same rate as original, set minimum \$200-\$500 fee for special acts, depending on number of people involved, plus additional 2% for each station on network. Meanwhile, TVA officials asked NLRB to hold national election to determine whether it or West Coast Screen Actors Guild represents TV performers. Latter last week asked NLRB to hold election in southern California area only (Vol. 6:17).

An aid to both telecasters and religious groups is *The Production of Religious Television Programs*, 20-page booklet issued by National Council of Catholic Men, 1312 Massachusetts Ave., Washington, D. C. Though aimed primarily at Catholic groups, booklet's data on telecasting should prove useful to other faiths, civic groups. For example, it advises: get music clearance; avoid inexperienced dramatic groups; use children sparingly; realize costs of programs; check dimensions of slides, etc.

CBS affiliates advisory board meets May 9-11 in New York's Ritz-Carlton, some sessions to be attended by president Stanton and other officers.

York Fashion Group this week -- that TV won't replace radio as major medium for long time to come; that audience per dollar was about same in radio and TV, e.g., Bob Hope currently is delivering 283 listeners, Jack Carter 249 TV viewers per dollar. Radio need not worry, said Biow, so long as there are 80,000,000 radios and only 5,000,000 TVs.

CBS western sales manager Wendell Campbell also made good seasonal point before Chicago Radio Management Club in citing bigness and penetration of network radio and assuring that experienced advertisers "for next few years" will continue using network radio as basic medium. Only radio, said he, can reach people out-of-doors -- in cars, at picnics, at beach, etc. Along this line, promotion-minded WWDC, Washington, plans unsponsored spots to push portable radios, keyed to theme: "No one can make love to a girl in a canoe and watch TV at the same time."

POWER COST LOW, TUBE LIFE LONG: It costs 1½¢ worth of electricity daily or \$5.40 yearly, on the average, to operate a TV set. That's nub of conclusions reached in 10-city survey by Edison Electric Institute, association of power companies.

Following are facts reported, during Institute's Chicago sales convention recently, by TV Committee chairman Frank Pesveyc, of Newark's Public Service Electric & Gas Co.:

- (1) Average set draws 250 watts, is used 3½ hours daily.
- (2) Set actually uses 22-24 kilowatt-hours monthly, but reduced lighting and curtailment of other activities bring net gain (over normal home power usage) to 15 kwh. Average cost per kwh is 3¢ for country as a whole.
- (3) Increased revenue to power companies, figured on 5,000,000 sets in use, is coming in at rate of \$27,000,000 yearly. In another year, it will be up to \$60,000,000 rate. Although that's a nice piece of change, it's still peanuts compared with total revenue of U.S. power companies -- about \$4,250,000,000 in 1949.
- (4) Size of tube -- and whether it's black, clear or aluminized -- has negligible effect on basic figures.

Principal job of power companies now, said Pesveyc, is to educate set-owners into better viewing habits, meaning more room lights during viewing. "Normal" lighting is considered optimum, he said. Part of educational program will be issuance shortly of booklet to promote better habits.

Increased daytime programming, Pesveyc noted, will also increase load--even more directly than nighttime programming, since lights aren't on to be turned down.

* * * *

Another cost factor in owning a set -- life of picture tube--is much harder to pin down. Curiously, there are still no definitive statistics to go on, after some 3½ years of post-war experience.

Manufacturers find it too time-consuming and expensive to run large-scale life-expectancy tests. Besides, tube performance has exceeded expectancy; so need for such tests hasn't been considered urgent.

Originally, 1000 hours was thought good rule-of-thumb. But manufacturers now guarantee tubes, to their customers, for one year. So, if you take Edison Institute's 3½-hours-per-day figure, you get well in excess of 1000 hours guaranteed.

Actually, 2000 hours may be more realistic figure today, experts tell us, particularly since manufacturing techniques have improved considerably. E. Y. Bentley, engineering mgr. of DuMont's big new Allwood tube plant (Vol. 6:12), tells how he took one tube home after it had been on testing rack 3500 hours and has used it 1½ years since.

Will picture tubes hold up, eventually, as do ordinary receiving tubes which frequently outlast rest of set? It's questionable, in opinion of R. T. Orth, general mgr. of RCA Victor Tube Dept., because of fact kinescopes have higher current drain per unit of cathode area and because they have fluorescent coatings not present in ordinary tubes.

Important fact to remember, over all, is that eye is far less tolerant of even slightly degraded picture than ear is of considerably degraded sound.

Telecasting Notes: NBC's own convention will be Oct. 18-21 at Greenbrier, White Sulphur Springs . . . NBC Station Advisory Committee henceforth to be split into TV & AM groups, 8 each, 6 new members for TV to be elected at White Sulphur convention . . . NBC's WNBT, New York, added 3½ hours to daytime schedule with 9:30 a.m. program days starting this week; DuMont's WABD, first to go all out for daytime, this week pushed starting time up to 9:30 from 10:45 . . . Hollywood newscaster Sam Hayes reports his Hayes-Parnell Productions Inc. (*TV Directory No. 10*) has bought up TV rights to some 3600 reels of movies, including Christie comedies, westerns, serials, sports . . . Columbia U has authorized TV program under title of *Pulitzer Prize Playhouse*, to be handled by Wm. Morris Agency . . . Bob Hope's "new find," Don (Creech) Hornsby, Hollywood comedian, has been signed to 5-year TV-radio contract by NBC . . . Philco has filed FCC application for experimental TV station in Philadelphia, 518-522 mc, 50 watts peak output; proposes to spend \$3000 . . . ABC-TV, dark Mondays and Tuesdays since early this year, will go back to 7-day schedule in mid-September . . . If and when Phonevision comes to Los Angeles, says release from KTTV, that *Los Angeles Times*-CBS station will get first rights, promised by Zenith's E. F. McDonald during recent Hollywood visit, when he appeared on station to explain system . . . Entire Truman cabinet (excepting Secretary of State Acheson) will meet in Chicago Civic Opera House May 14, will be telecast on CBS-TV via WBKB, Sun. 3-4.

Network Accounts: Procter & Gamble takes 8-8:30 segment of NBC-TV *Saturday Night Revue* for 4 weeks from May 6, Speidel sponsoring 8:30-9 and taking over full hour June 3 & 10, after which show goes off for summer vacation; New York segment goes off for summer after May 20 (Vol. 6:15) . . . Wander Co. (Ovaltine) joins Mars Inc. in sponsoring *Howdy Doody Show* on 14 more cities via kine-recordings; they also sponsor it on network, as do Colgate and International Shoe Co.

Station Accounts: Paramount TV's *Time for Beany* syndicated film show being sponsored 26 weeks from June 6 by H. P. Hood & Sons Inc. (dairy chain) on Boston's WNAC-TV; Providence's WJAR-TV; New Haven's WNHC-TV—making 19 stations now carrying it, nearly all sponsored locally . . . B. Altman & Co., latest of big-time dept. stores signing for TV, using partic. in *Market Melodies* on WJZ-TV, New York . . . General Foods (Sugar Crisp) buys 80-min. film partic. in DuMont Network's *Captain Video* on WABD, New York . . . Krueger Brewing Co. extending TV use in its territories, thru Geyer, Newell & Ganger . . . Dictaphone Corp., sponsoring *Manhattan Spotlight* on WABD last 13 weeks, reported considering promotion of its Time-Masters via TV in other areas, thru Young & Rubicam . . . Among other sponsors reported using or planning to use TV: State of Maine, thru Alley & Richards, Boston (after test on WJZ-TV); Jackson Industries Inc. (TVs, radios, phonos), thru Lawrence Adv., Chicago; Mrs. Schlorer's Inc. (relishes, mayonnaise), thru Cox & Tanz, Philadelphia; Jayvee Brand Inc. (baby goods), thru Nelson, Carvel & Powell, Portland, Ore.; Q-Ball Corp. of Pennsylvania (game), thru Philip Klein Adv., Philadelphia (WFIL-TV); Petri Wine Co., thru Young & Rubicam.

May 1 sets-in-use, reported by stations since NBC Research city-by-city "census" of April 1 (Vol. 6:16): Washington, 128,100, up 9850 from April 1; Memphis, 34,706, up 5706; Omaha, 22,705, up 2344; Fort Worth, 23,610, up 1310; Dallas, 23,890, up 1990; Utica, 13,200, up 1700; Greensboro, 11,475, up 1075.

Personal Notes: John S. deRussy leaves managership of NBC national spot sales to become general sales director of WCAU & WCAU-TV, Philadelphia; Robert M. McGredy, ex-BAB, now sales mgr. . . . Alex Rosenman, ex-WCAU sales chief, now executive v.p. of Official Films Inc., TV syndicate backed by Leon & Isaac Levy . . . Dr. Allen B. DuMont speaker May 4 on "Progress in Television" at U of Missouri Journalism Week . . . Berne W. Wilkins, ex-WNEW & WMCA, now local sales mgr. of KDYL & KDYL-TV, Salt Lake City . . . Richard M. Dunn, ex-N. W. Ayer, new mgr. of radio-TV dept., Stockton, West, Burkhart Inc., Cincinnati . . . Miss Jessie R. (Sally) Blaine named chief, FCC docket branch, succeeding Charles Worthy, retired . . . Ben Miller, ex-NAB, recently with Paint & Varnish Assn, joins *Television Digest* as associate editor . . . Maurice J. Condon resigns as radio-TV director of Roy S. Durstine Inc. to become gen. mgr. of WEOL, Elyria, O. . . . John S. Allen, ex-WMIE, joins Miami's WTVJ as business manager.

Four TV shows named for 1950 Peabody Awards May 4: Ed Wynn, CBS, entertainment; *Crusade in Europe*, ABC, education; *UN In Action*, CBS, news; *Kukla, Fran & Ollie*, NBC, children. AM honors: WWJ, Detroit, regional public service; KXLJ, Helena, Mont., local public service; Eric Severeid, CBS, Erwin Canham, ABC, and WMAZ, Macon, news; Jack Benny, CBS, entertainment; *Greatest Story Ever Told*, ABC, unclassified citation; WQXR, New York, music; *Author Meets The Critics*, ABC, education; *UN Project*, NBC, international understanding; WTIC, Hartford, children.

More fuel for TV vs. AM conversational fire is provided by April Hooperatings for New York, showing 11 of first 15 shows are TV compared with 9 of 15 in March. Low 25.9 rating in TV homes is higher than top 21.6 rating in radio only homes. April ranking: Milton Berle (TV), Godfrey's Talent Scouts (TV), The Goldbergs (TV), Toast of the Town (TV), Lights Out (TV), Godfrey and Friends (TV), Studio One (TV), Jack Benny (AM), Radio Theatre (AM), Godfrey's Talent Scouts (AM), Suspense (TV), Cavalcade of Sports (TV), Saturday Night Revue (TV), Bing Crosby (AM), Philco Playhouse (TV).

Omaha-Denver TV interconnection moved closer to reality this week when AT&T asked FCC to authorize 19 links in the 500-odd miles between 2 cities on 3730-4010 mc. Cost would be \$6,200,000, completion 8 months after FCC grant. Chicago-Omaha microwave is scheduled to be completed next October. Meanwhile 3-day AT&T-Western Union hearing on TV interconnections (Vol. 6:10, 15) this week saw network officials testify they'd take any common carrier that would give them best deal. Hearing was postponed indefinitely due to death of FCC examiner Johnson.

Salary hikes to \$11,200 were approved for FCC staff hierarchy last week: Ben Cottone, general counsel; William Norfleet, chief accountant; Curtis Plummer, chief engineer; Harold Cohen, chief, Common Carrier Bureau. Upper limit of grade is \$12,000, after 18 months.

Much ado in trade press about FCC chairman Wayne Coy quitting when term expires June 30, 1951—14 months hence—about which he's made no secret for long time. Nothing to story he's quitting earlier to take RMA post rejected by Gen. Lucius Clay (Vol. 6:17); it hasn't even been offered.

FCC chief examiner J. Fred Johnson, 57, died of heart attack in Washington May 3; he was in midst of hearing charges of bias against G. A. Richards' stations, set to be resumed in Los Angeles June 5 with James D. Cunningham as examiner.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
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May 13, 1950

PITCHING INTO SET-RADIATION PROBLEM: Seriousness of oscillator radiation (Vol. 6:14, 17,18) now seems well-appreciated throughout industry -- right up to top management. Problem, you'll recall, is one wherein TV receivers (and other devices) act as miniature transmitters, raising hob with neighbors' pictures and various other radio communications services.

Work of various committees is beginning to bear gratifying fruit. For example, RMA's R15 Committee on Radio Interference (K. A. Chittick, RCA, chairman) has come up with 14 manufacturers' recommendations of methods for reducing radiation. But even a glance at report shows complexity of problem; it's difficult even to determine how to measure the various radiation components.

FCC is holding club over industry, threatening direct or indirect regulation of receiver manufacturers to enforce minimum standards. Throughout color hearing, scarcely a manufacturing witness escaped Chairman Coy's sharp queries on subject. No one minimized problem. FCC counsel once asked RCA's Dr. George Brown if he didn't agree that problem was "frightening." Replied Brown: "We needn't be frightened by these things...We just need to face up to them."

"Wait and see" is still policy at Commission. Whether FCC has, or can get, authority to enforce requirements has never been tested. But there's fairly strong disposition to try, if industry doesn't come across voluntarily.

THEY STILL LIKE TO GO TO THE GAME: TV not only doesn't hurt sports attendance -- it actually helps. Backed by most comprehensive research on subject to date, covering 2 years, 21-year-old Princeton graduate student Jerry Jordan, son of N. W. Ayer executive v.p. Clarence L. Jordan, makes that categorical statement. In speech prepared for delivery May 15 at Milwaukee meeting of National Assn of Newspaper Promotion Managers, he presents these facts and figures on college football:

(1) Among men owning sets 3 months or less, last fall, 24% attended at least one game. Among 4-11 month owners, figure was 41%. For 1-2 year owners, number was up to 45% or "normal". And 2-year-or-more group actually hit 54%.

(2) Small colleges aren't harmed at all, even if located within range of big game telecasts. Last year, 58% of such schools increased attendance, while only 44% of small colleges in non-TV areas made gains. No harm to high schools was found.

Baseball showed similar pattern: Fifteen of the 16 major league teams were televised. The 7 clubs that improved their performance showed average attendance increase of more than 7%. The 9 clubs with poorer performance, including non-televised Pittsburgh, had average attendance decrease of 15%.

In Philadelphia 1949 baseball attendance, Jordan found that TV owners of less than one year saw 3.7 games, non-TV fans saw 4.4, while figure reached 5.9 among over-1-year TV owners.

TV just isn't a major factor in attendance, asserts Jordan. Fifteen other factors really count -- enumerated in 21-p. summary of his study released by Ayer, titled "The Long Range Effect of TV and Other Factors on Attendance at Sports Events." Principal factors are high incomes and shorter working hours, team management, performance and publicity.

"Competing for audience isn't necessary," Jordan concludes. "It's one of

the main causes of the differences that exist today. TV can and should work to promote attendance at the sports events which it covers." TV increases the home audience without decreasing sports attendance, he said, simply by getting more people interested in sports.

Survey was based on 1203 personal interviews in Philadelphia area. Conclusions were then matched with attendance figures of 460 major and minor baseball clubs, 192 colleges, 32 high schools, 100 arenas, racetracks, etc. in 572 cities in every state; 124,000,000 paid admissions were involved.

Only weak point in survey that suggests itself is fact that "older" set owners, particularly those of 2 or more years, have higher incomes, thus bringing in another factor which Jordan has already classified as quite important.

RADIO HITS BACK AT CLAIMS FOR TV: Radio's counter-attack against TV's inroads on audience this week took form of (1) charges that Hooper is "selling radio short," and (2) spate of ads bolstering thesis that radio is better than ever.

Yet AM operators aren't closing eyes to TV's impact. This week, another big station revised rate card -- Detroit's 50-kw WJR hiking daytime but retaining night rates. Like others (Vol. 6:12,14,15,18), it also revised time classifications.

Vigorous attack on Hooper's share-of-audience ratings (Vol. 6:18), by WOR sales v.p. R. C. Maddux, claims Hooper covers only telephone homes, so figures are TV-inflated. He pointed to Pulse figures giving TV only 34.4% of New York radio-TV audience (vs. Hooper's 49.6%). He also quoted WOR survey crediting TV with only 17.5% of 5-8 p.m. audience vs. Hooper's 34.6%.

Radio survey should be radio, not radio-TV, asserts Herbert Kreuger, commercial manager, WTAG, Worcester, in May 8 Broadcasting. He wants Hooper to drop "all others" column. Worcester is in fringe TV reception area (has no local TV station), yet clients are smirking, "Wow, TV is sure cutting into your audience, isn't it?" BAB thought well enough of article to recommend it in its May 5 house organ "Pitch".

Station ads in trade journals are slanting more and more toward laying the TV bogey, boosting own stock. Boston's WHDH captions ad in Standard Rate & Data "TV stole what PM audience from what AM?" -- goes on to claim own night audience up, admit other AMs may have lost to TV, even quote Hooper's "all others" rating. Washington's WTOP, owned 51% by Post, 49% by CBS, headlines newspaper and Broadcasting ads (in color) thus: "More people listen to WTOP than any other radio or TV station in Washington."

FCC Comr. Jones sees TV cutting into big AM stations' audiences, thinks smaller stations can thank lucky stars they're small. He foresees little locals staying in business -- contrary to prognostication of big WLW (Vol. 6:18). Speaking to N. J. Broadcasters Assn May 5, he said FCC figures reveal TV tapping new money to greater degree than it has raided other media.

In Washington, 5 peripheral local and daytime stations banded together to sell themselves jointly as package -- a new departure that may reflect their increasing difficulty in getting local business.

Novel sidelight on Hofstra College study of TV's commercial impact (Vol. 6:18) was caught by Billboard. May 13 issue headlines "Hofstraws in the Wind" and notes that excellent TV results will probably benefit all other TV networks and stations more than NBC, which underwrote the study. Reason: NBC-TV is about sold out.

* * * *

C. E. Hooper was quick to reply to critics, speaking before New York U business school Friday. Criticisms, said he, are coming from sales folk in radio, not research. "We do not aim to displease [radio] but the record of audience behavior at this time in TV cities cannot please everyone," he said. "However, we are not hired to please, we are expected to report.

"If the criticism is more severe now, it is because the impact of TV and the rapidity of change in audience behavior in TV cities caught the industry flat-footed, unprepared. This has caused confusion. Confusion has not been diminished by the spawning of literally scores of survey services, the contents of which appear to be designed more to please than inform."

Telecasting Notes: Next week may bring determination whether and to whom Don Lee properties will be sold by R. D. Merrill, who inherited \$9,000,000 Tommy Lee estate. Among reported bidders are Music Corp. of America, representing unnamed principals; Ed Pauley, the oilman; and CBS's Wm. Paley, seeking only TV outlet KTSL . . . NBC-TV carrying full pages (starting with *New York Times* May 11) claiming to be "America's No. 1 Television Network in every way"—programs, ratings, stations per program, choice of advertisers . . . Following New York stations' pattern, NBC's Hollywood KNBH goes to morning time in Sept., with 9 a.m. to 1 p.m. schedules now being prepared . . . KTTV, Hollywood, on May 15 adds 6 hours, 15-min. to its weekly schedule, begins daily operations 4:30 p.m. Mon. thru Fri., with 5-6 o'clock programed entirely for children . . . Hearst newspapers going in for TV news in bigger way, with radio editors writing columns; in Los Angeles, *Times* now runs full page Sundays, regular column weekdays (Walter Ames, TV-radio editor) . . . Clark Griffith thinks TV hurts baseball, so he doesn't intend renewing Chesterfield contract next year for Washington Senators. "I wouldn't be surprised if the major leagues vote to eliminate it next year," he said . . . *New Orleans Times-Picayune* request for reinstatement of CP for Channel 10, in lieu of grant for Channel 7 that was dropped (Vol. 5:31), returned by FCC as "out of order" . . . WSAZ-TV, Huntington, W. Va., has asked FCC for authority to erect microwave relay to bring in network programs from Cincinnati, 120 mi. away; relay would be at So. Portsmouth, Ky., 80 mi. from Cincinnati, 40 mi. from Huntington . . . CBS asked FCC to exempt it from paying AT&T for experimental use of coaxial during Jan.-Feb. color demonstrations, but Commission said law didn't permit . . . Kalamazoo's WKZO-TV, now testing, was granted microwave relays from Detroit this week, but FCC took occasion to remind telecasters that privately-owned relays should be amortized quickly (Vol. 4:8, Vol. 5:37).

Personal Notes: Charles C. (Bud) Barry becomes NBC-AM program v.p. June 5, taking over national program duties of Thomas C. McCray, shifted to Hollywood; Barry's ABC program vice presidency is left vacant, with Leonard Reeg handling radio and Alexander Stronach TV for time being . . . George W. Bailey reelected president of American Radio Relay League . . . Thomas Freebairn Smith named operations mgr., WCAU-TV, Philadelphia . . . Harold J. Bock now director of artists relations, NBC Hollywood . . . Dick Doan, ex-Martin Stone Associates, appointed program director, WCBS-TV . . . B. Walter Huffington, ex-mgr. of WSAP, Portsmouth, Va., named field secretary of NAB devoting full time to seeking and contacting membership . . . Donald E. Hyndman, ex-chairman and still member of TV committee of SMPTE, named sales mgr. Eastman Kodak professional motion picture film dept., Rochester . . . Richard H. Close promoted to mgr. of NBC national spot sales.

More May 1 sets-in-use figures reported since NBC Research "census" April 1 (Vol. 6:16): St. Louis 128,000, up 23,000 in month; Milwaukee 125,800, up 24,800; Kansas City 34,267, up 2767; Des Moines 10,366, up 2266; Boston 367,631, up 28,631; Providence 56,511, up 7511; Norfolk 15,374, up 7474; Davenport 10,428, up 1328.

TV newspaper lineage in March was 1,903,405 lines, up 122% over same month in 1949, according to Neustadt report of newspaper advertising.

Station Accounts: Big, old-line Davidson Chemical Corp. (fertilizers & other chemicals) sponsoring *Johns Hopkins Science Review*, featuring staff and faculty of university, on WAAM, Baltimore, Fri. 9:30-10 . . . A. Hollander & Sons (fur processing) sponsoring Wendy Barrie on WNBT, New York, Thu. 10:45-11 . . . Participating sponsors, including Pabst Beer and Hoffman beverages, will be sold on *Today's Racing*, films of same day's Belmont Park races on WPIX, New York, Mon. thru Sat. 7:30-8 . . . Among sponsors reported using or planning to use TV: Parker Pen Co., thru J. Walter Thompson; Banner Specialty Co. (vending machines), thru Weightman Inc., Philadelphia; Midland Mfg. Co. (toys), thru Denman & Betteridge, Detroit; Illinois Meat Co., thru Arthur Meyerhoff; Chicago; Pennzoil Co., thru Mayers Co., Los Angeles; C. A. Swanson & Sons (canned & frozen chicken), thru Tatham-Laird Inc., Chicago; Ward Products Corp. (TV antennas), thru Burton Browne Adv., Chicago; Skilsaw Inc. (*Home Shop Show*, on KTTV, Los Angeles); Bonnee Frozen Foods Co., thru Oakleigh R. French & Associates, St. Louis; Borg-Erickson Corp. (bathroom scales), thru Wallace-Ferry-Hanly, Chicago; Minerva Waxed Paper Co., thru H. Grider Adv., Cleveland; Sho-Form Brassiere Co., thru Larry Pendleton & Associates, Los Angeles; Curtis Publishing Co. (*Holiday Magazine*), thru BBDO (WABD).

Network Accounts: Manhattan Soap Co. starts June 3 to sponsor *One Man's Family* on NBC-TV, Sat. 7:30-8 . . . Skippy Peanut Butter Co. June 7 assumes Wed. sponsorship of *Captain Video* on DuMont Network, 7-7:30 . . . Frigidaire's next 90-min. *Star-Spangled Revue* with Bob Hope on NBC-TV, first booked for Mother's Day, moved to Sat. May 27, 9-10:30 . . . Gillette sponsoring Preakness on CBS & CBS-TV from Baltimore Sat. May 25, 5-5:30 . . . American Safety Razor Co. in September to start to sponsoring half of CBS-TV *The Show Must Go On*, featuring Robert Q. Lewis . . . Block Drug Co. (Ammident Toothpaste) signed by CBS-TV for September start, show undecided; half hour will follow Auto-Lite's Tue. 9:30-10 *Suspense* . . . Tidewater Oil Co. May 17 starts *Broadway to Hollywood Edition of Headline Clues* on DuMont, Wed. 10-10:30.

Grocery chains in 10 cities will be presented plan of newly formed Grocers Television Co. for one-hour daily daytime network show, to be sponsored jointly with products and carried with local tie-in announcements. Plan is counterpart of drug chains' *Cavalcade of Stars* and *Cavalcade of Bands* now carried on DuMont. It's project of Philip Klein Agency, Philadelphia, and will be shown at New York's Gotham Hotel May 24-26 to foodmen from New York, Boston, Philadelphia, Washington, Chicago, St. Louis, Pittsburgh, Milwaukee, Cincinnati, Detroit—cities that would comprise initial hookup.

TV stations' network and local hours are analyzed in NBC breakdown of its owned stations and of affiliates, submitted by RCA as exhibit in color hearings. Of its own 5 stations: WNBT programs 32 hours 43 minutes network and 10 hours 13 min. local; WNBQ, 34:39 & 13:32; WNBW, 34:12 & 22:47; WNBK, 32:9 & 8:43; KNBH, 11:00 & 22:57. Interconnected stations (all unidentified) in 3-station markets program from 62:30 network and 15:30 local to 33:45 and 49:15; in single-station markets, range is from 41:30 network and 3:35 local to 15:15 network and 35:15 local. In non-interconnected markets, division, as expected, is heavier in local programs. Report is Exhibit 360 in Docket 8736.

Zenith's Comdr. E. F. McDonald, on personal Phonevision "selling" tour, called on FCC chairman Coy, Comr. Webster in Washington May 9, cut short visits due to illness. Next week, he meets with board of TOA in New York, following up visit with TOA's Gael Sullivan. In Kansas City this week, Kansas-Missouri exhibitors were told by Allied States' president Trueman Rembusch (reflecting bitter opposition to pay-as-you-look-TV plan): "Obviously this film [Zenith's industrial film on subject] was produced in order to take the motion picture producers up on the mount and show them the false pleasures and profits they would garner through giving their film to phoney [sic] vision." During week, North Central Allied convention in Minneapolis tabled most drastic anti-TV move yet put forth by theatremen—calling on IATSE union to help ban release of all feature films to TV, feature being any film over 4 reels. In Washington, FCC Chairman Coy replied to Senator Tobey's recent letter (Vol. 6:17), said he thought failure of movie firms to supply Zenith with film would be good subject to take up if and when Hollywood producers apply for TV stations.

Provocative thinking about TV and movies is expressed by radio-theatre-movie producer John Houseman in "Battle Over TV," in May *Harper's Magazine*. Article envisages "early marriage" between broadcasters and moviemen, sees forthcoming alliance between "sponsor-selected" TV programs for free and "freely-selected" shows for pay (latter could be Phonevision, he says). Houseman sees TV winning over movies, because public goes for technological improvements even though at beginning its inferior to original (cites talkies vs. silent pictures in early '30s). As to radio, Houseman says, "Radio was never more than a transitional step toward TV . . ."

Effect of TV on school children isn't as dark as painted, judging from 2 new surveys. In Washington, associate supt. Carl F. Hansen sampled 500 elementary school children, found 56% have TV in own homes, more than half watch TV "to some extent" every night. Sampling 546 teachers, 49% said TV is harmful to children, 44% said it isn't, 7% had no opinion—yet 58% answered "yes" when asked if TV is contributing to "educational achievement." Among 54 parents, all but 9 thought TV beneficial to their children, stimulating interest in news, science, travel, etc. In Chicago, asst. principal Philip Lewis, South Shore High School, studied grades of 500 students having TV at home, reported: "Excellent and superior students can view 15 hours or more per week without harmful results. Good or lower-grade students can't."

Excellent preview of allocations hearing, in May 6 *Business Week*, is recommended reading for industry and laymen alike—now that FCC is about to get into problem. Article shows unusual care in preparation, good appreciation of reasons for freeze, problems of vhf-uhf intermingling, processes involved in ending freeze and resuming normal station construction. It has considerable analysis of FCC's proposed allocation and DuMont's counter-proposal. To refresh yourself, you may want our reprints of both plans—Supplements 64 & 65 for FCC's, Supplement 68 for DuMont's.

Warning Canadian sports promoters to "keep clear of TV," ex-heavyweight boxing champ Jack Dempsey April 25 told Montreal sportsmen that "many money-grabbing stadium owners [in the U. S.] are selling out their shows to TV and the sport is gradually being taken away from the original promoters."

Trend to more beer drinking at home, less in public places, was attributed to TV by R. J. Cheatwood, president of National Beer Wholesalers Assn, speaking before New York convention this week.

FCC chairman Wayne Coy, after CTI color demonstration in San Francisco May 17, goes to Portland to speak before City Club May 19, then speaks to Denver Rocky Mountain Radio Council May 22. Subject is "TV and the Freeze"—and he's expected to tell those cities why they missed out on TV service, when they can reasonably expect it.

Proposed FCC rule defining how far telecasters can go in operating audio transmitters without related video (Vol. 5:2-3) will be argued June 2—postponed from May 12. Following have filed briefs, most making point that music is necessary with test patterns to demonstrate and install sets: ABC, NBC, NAB, TBA, KPIX, KSL-TV, KTLA, KTTV, WBTW, WKRC-TV, Fort Industry, RCA Service Co., Television Installation & Service Assn.

Another source of TV interference, of sort brought to light only by experience, is reported by Cleveland's WEWS. New receivers with high gain, using 25.75 IF, in weak signal areas, has third harmonic (77.25 mc) troubling Channel 5 reception. So far, trouble has been noted on new RCA, Admiral and DuMont sets. It's understood there are various methods of reducing effect. One veteran receiver engineer's comment: "A big reason for such trouble stems from fact that people watch pictures produced by very weak signals, far weaker than we thought they would. We used to think in terms of a 500 uv/m minimum, because that's what FCC would protect, but we find folks looking regularly at signals as low as 50-80 uv/m."

Newspaper sales decline of 17% due to TV was privately estimated by circulation managers attending recent Western Conference of Circulators in San Francisco. Charles Thieriot, manager of *San Francisco Chronicle's* KRON-TV told circulation managers that newspaper sales, especially in evening field, would decline because of TV's impact. He based forecast on survey of 500 local set owners, plus reports from Washington, Los Angeles, Baltimore, St. Louis. "Newspapers are losing advertising to TV," Thieriot said. "That will reduce the number of pages and tend to reduce the percentage of business as a whole." Of recent evaluations of TV's effect on newspapers, these were most pessimistic so far. But that 17% decline didn't seem right to Matthew G. Sullivan, circulation director of Gannett Newspapers. His poll of circulation managers, as reported in April 22 *Editor & Publisher*, showed estimates ranging from "no effect" in such cities as Tulsa and Rochester to "down 12% from year ago" in Los Angeles.

TV freeze here has served Canadian Broadcasting Corp., which not only operates radio stations and networks commercially but regulates the private stations with which it competes, as good excuse for delaying advent of TV in Dominion. Nevertheless, Canadian RMA members reported at recent Quebec meeting, about 50,000 TV sets will be sold in Canada this year—in areas like Toronto, Hamilton, Windsor, Vancouver, capable of getting signals from U. S. stations. CBC is reported to have ordered TV transmitter equipment from British Marconi for early 1951 delivery, but stations it plans in Montreal and Toronto aren't expected on air before end of next year. Meanwhile, no private telecasting licenses are being granted.

TV sets with earphones—reminiscent of old "hornless" radio days—have been put on market recently. Hearing aid as well as TV manufacturer, Zenith equipped 1500 of its sets with multiple headphones for hard-of-hearing. For the harried non-viewer—who wants to read, write or converse without cacaphony of TV audio—Skinner & Pelton Inc., 100 N. LaSalle St., Chicago, is advertising "Silavox," attachment permitting earphones to be used with TV.

END OF COLOR SQUABBLE IN SIGHT: It's hard to believe, almost too good to be true -- but FCC's color hearing is just about wrapped up. Don't hold your breath, though, for an immediate decision. Few expect it before late July or early August. But the few remaining steps are clearly spelled out.

CTI demonstration in San Francisco next Wednesday, May 17, which we'll attend, will be viewed by FCC Chairman Coy, Comr. Hyde, staffmen Allen, Plotkin, Roberts. Then CTI witnesses come to Washington for cross-examination May 25-26.

Then, each of the 3 color proponents must file, within 20 days, "proposed findings and conclusions" (meaning their opinions of what record shows) regarding their own systems. They may do same with opponents' systems if they desire. Other hearing participants may also file analyses of systems, if they like; but few are expected to. Thereafter, all participants have 10 days to reply to those briefs.

That takes it to June 25 or 26. Commission is on its own from there on.

* * * *

This week's windup involved principally cross-examination of RCA v.p. Conway Coe about patents and Dr. Goldmark's claims of CBS's advantages over RCA.

Coe was attacked by FCC counsel Wm. Bauer, DuMont's Wm. Roberts and Comr. Jones, attempting to show that RCA keeps people confused about its patents so they'll take full licenses; that it suppresses patents; that it wants to tie TV standards tightly to its patents; that it discourages competitive research, etc.

How much they succeeded in impressing Commission, is impossible to determine. At one point in the wrangling, commissioners recessed for brief meeting and Chairman Coy then announced:

"The Commission is concerned about the general patent picture with respect to standards established by the Commission in the television field or to be established in the color television field. We are likewise concerned as to whether or not there has been any restraint upon development of a color system or upon improvements in any television system, and particularly whether or not the dominant position, or as General Sarnoff put it, the position of leadership in the patent field held by RCA has in any way [restricted] development of a new art."

He made it clear, however, that FCC wasn't going into interminable pursuit of all charges and denials.

* * * *

Dr. Goldmark's parting shots were concluded with: "I think that the possibility of the RCA system ever becoming a practical broadcast service for home use is extremely doubtful."

RCA has grave problems of registration, CBS system's inventor said, will probably have them forever. Cameras are particularly tricky, he added; and construction of single-tube camera would be "fantastically" difficult job.

He questioned whether RCA color fidelity would ever be any good.

Resolution of RCA pictures is degraded in color or black-and-white, he testified. He thought that black-and-white pictures from color transmissions are always fuzzy, that higher resolution can't be appreciated even if it's there.

RCA system is critical with regard to oscillator radiation, ghosts, other interference, he maintained.

RCA's receivers would always be more costly than CBS's, he claimed. Station operating costs would be excessive. He asserted that cost of maintaining camera tubes would run \$30,000 annually for single camera.

All this, he said, contrasts with CBS system which is good, cheap, simple -- and ready now.

RCA counsel kissed off Dr. Goldmark's arguments with categorical denial, saying RCA's engineers had already completely refuted them.

* * * *

RCA, meanwhile, claims new developments almost daily. Dr. Engstrom said they had already operated 3-gun tri-color tube with 50% more brightness, 1-gun with 100%. During week, FCC staffmen were shown RCA color transmissions with reduced dot structure (Vol. 6:17,18). It's understood that handful of components, involving

"high Q" coil, does trick. And RCA is now taking its system to the public; ads in Washington papers are heralding demonstrations on 2 receivers being shown at May 12-21 Home Show in Washington's National Guard Armory.

First showings weren't so hot, Friday night. They were way below previous demonstrations. There was considerable color contamination and misregistry. We heard several people remark that they didn't compare at all with CBS pictures they saw in Walker Bldg. (Vol. 6:2 et seq).

* * * *

Industry has come to realize that FCC is bound to come up with some sort of pro-color decision. For example, Philco president Wm. Balderston issued statement to effect that Philco has made important contributions in color and uhf fields, strengthening its patent position. Further: "When the Commission establishes color television standards, Philco will be in a position to put color receivers on the market at least as rapidly as any other manufacturer...Philco believes that a successful compatible system is definitely attainable and is devoting its research and engineering work to achieve it."

Watch the rumors fly now, with daily reports of "inside dope" that FCC has made up its mind to do this or that. We suggest you take all of them with grain of salt, for a time, at least. One hot summer day the rumors will be right, but you may as well relax for a little while -- if you can.

NEXT, HOW TO PUT UHF TO WORK? Uhf is again FCC's prime objective, now that the color alley has been thoroughly explored. Full expansion of vhf, of course, is regarded as an immediate and substantial job. But Commission feels vhf is a going concern in great demand, doesn't need impetus uhf does. And uhf, says FCC, is essential to real nation-wide service. Most of industry has accepted that, for the 12 available vhf channels just aren't enough. If all uhf (470-890 mc) were made available to TV, it would provide 70 more channels.

Here's pattern you can expect during forthcoming allocations hearings:

Telecasters and applicants will naturally make every effort to capture coveted vhf channels -- "the bird in the hand." FCC will do all it can to encourage uhf pioneering. Applicants will accept uhf only when it's all that is left.

Telecasters' and applicants' shyness of uhf is understandable, since that kind of pioneering means the bluest of blue chips. Nevertheless, there are some noteworthy venturers into the field already. Besides such manufacturer-telecasters as RCA, Westinghouse, Philco and DuMont, there are John Poole of Long Beach, Edwin Pauley of San Francisco, the Steinman (Pennsylvania) stations, Scranton's WQAN, Pawtucket's WCFI (for full list of Experimental Stations, see TV Directory No. 10).

Enthusiasm is growing gradually, particularly among those AM broadcasters who aren't able to get vhf. Fairly favorable results attained by RCA-NBC at Bridgeport (Vol. 6:5,14) are raising uhf hopes. New Haven's WELI is already sold on uhf (Vol. 6:6). Now Hartford's WTIC is getting excited, after it's engineers reported continuous reception from 55-mile-distant Bridgeport.

Manufacturers' attitude seems to be this: Transmitter makers want to be ready to sell whatever stations need. Receiver makers are looking forward to new markets created by uhf; also, they're ever alert for any device enabling them to make a sales pitch based on something "extra".

Virtually all major manufacturers are doing something in uhf. A few cover the whole front -- propagation, transmitters, receivers. Others, such as Collins and Eitel-McCullough, are concentrating on transmitter tubes. And there has been a constant parade of set makers to Bridgeport, trying out new tuners and converters.

In a unique category is wealthy young John Poole. He commissioned Stanford Research Institute to tackle both receiving and transmitting ends of uhf. Last year, Institute came up with receivers it considered pretty good (Vol. 5:13,18,32). Now, it has built 530-mc transmitter, producing 150 watts but "capable of being amplified to powers in the tens of kilowatts using relatively simple radio frequency amplifiers." Men from big research outfits, who've achieved mere 1 kw so far, say: "We'd love to see those 'tens of kilowatts' on the air."

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May 20, 1950

WHAT'S BEING DONE ABOUT THE FREEZE: Because most trade and political interests think FCC need merely nod its head -- and, presto, the TV freeze can be lifted -- we reprint as Special Report herewith salient excerpts from nearly identical texts of FCC Chairman Coy's Portland and Denver speeches on "TV and the Freeze." This is "must" reading for prospective telecasters, and particularly for local trade interests in non-TV areas, for it relates in easily understandable language exactly why freeze was imposed, spells out in simple terms channel allocation problems, explains what color issue is all about.

The TV freeze was forced by technical considerations solely -- that much is clear to anyone studying the facts. It was designed to halt helter-skelter growth, lay groundwork for a technically sound and orderly system of channeling to ensure adequate service over the years to the greatest number of people. It was, unhappily and unexpectedly, prolonged by color issues, whose overtones were admittedly political -- but it's hoped these will be resolved reasonably soon.

Indeed, Chairman Coy predicts "once the freeze is lifted, TV will move ahead with Seven League boots toward its goal as America's dominant form of broadcasting."

Pressures were getting so great that Coy felt he had to reply, and it was particularly apropos that he should tell the story in Portland, where 2 granted CPs were dropped last year by principals who got cold feet, and in Denver, where local interests applied too late but are now crying loudly for TV -- home, too, of Senator Johnson, whose color campaign unquestionably contributed to delay in lifting freeze. This much Coy and colleagues make clear:

(1) FCC is now pressing (may not even vacation this summer) to solve color, uhf and allocation problems by end of year, then be able to authorize more stations.

(2) FCC is thinking (see text) in terms of potential 645 vhf stations, 1600 uhf metropolitan (high power) stations -- 2245 stations in 1400 cities -- plus another 1000 or so uhf community (lower power) stations. That many probably will never be built, but opportunity to cover country adequately, eventually, is implied.

THE LAWRENCE & DuMONT COLOR TUBES: More tri-color direct-view tubes, perhaps the real "Holy Grail" of quest for color TV, will be found (or reported found) from now on. Some details about 2 more were learned this week -- the Lawrence and DuMont tubes. Strong claims are made for their potentialities, some seemingly justified. Soon, they'll be demonstrated, compared with RCA's, as yet the only one actually brought into open (Vol. 6:13-19).

Lawrence tube is engendering a lot of quiet excitement among those who know about it (Vol. 6:18). Prestige of the inventor -- Dr. Ernest O. Lawrence, famed U of California nuclear physicist, Nobel Prize winner -- and character of his backers has dispelled much customary skepticism. But full-fledged tube has yet to be shown.

In San Francisco this week, we discussed tube with officials of Chromatic Television Laboratories Inc., formed to develop it (Vol. 6:17-18), and were told:

(1) Claims: simple construction, consequent reasonable cost; resolution enough to handle any proposed color system; brightness as high as standard black-and-white; no registration problems or critical tolerances.

(2) Status of development: demonstrations of illustrative apparatus and

principles have fully satisfied Dr. Lawrence and his associates; description powerfully impressed FCC delegation which saw him in San Francisco this week; Machlett Laboratories, Springdale, Conn. is making first 3 or 4 tubes, 16-in., with delivery expected in June or July.

Details of actual workings of Lawrence tube aren't disclosed, even though group feels it has adequate patent protection. This much we've been told: green phosphor covers face of tube; red and blue are deposited on numerous small plates immediately behind face; single gun used.

Principle is said to be astonishingly simple. One of Dr. Lawrence's associates says: "It's the kind of novel approach to be expected from someone looking at problem with totally different eyes from those of a radio engineer." Dr. Lawrence has been a TV hobbyist ever since his student days at Yale.

Here's setup of CTI: Dr. Lawrence is largest stockholder and a director; Richard Hodgson, assistant to Paramount's Paul Raibourn, is president and director; Raibourn is also director; H. R. Gaither Jr., member of San Francisco law firm Coolley, Crowley & Gaither, director. Other people involved, we're told, "will open up your eyes when you hear who they are." Paramount owns substantial interest, non-controlling, will be patent assignee -- no connection with its DuMont stockholdings.

* * * *

DuMont made its bid for tri-color tube attention at New York press conference Thursday, hot on heels of May 16 patent grant (No. 2,508,267) to employ Henry Kasperowicz who filed it Oct. 26, 1945. Nothing is ready for demonstrations yet, but research chief Dr. T. T. Goldsmith said he expected to have tube in about month.

Patent covers both receiving and camera tubes. Looking at patent, some people hazard guess that claims concerning receiving tube are aimed at beating RCA to punch on its own tube. Patent specifies putting red, blue and green phosphor dots on face, apparently with arrangement similar to RCA's.

Camera tube may prove even more important -- sounds interesting, at any rate. Patent mentions use of color filter mosaic placed over photo-sensitive surface, thus breaking up light properly. Demonstration is expected in "several" months.

Goldsmith claims DuMont is well on way to licking one problem of the RCA receiving tube -- too few dots. He said DuMont knows how to get 60 phosphor "triads" per lineal inch, about twice what RCA has shown. DuMont researchers are also working on tubes larger than 14-in. (in 16-in. envelope) currently used by RCA.

WHAT CTI SHOWED IN SAN FRANCISCO: Color Television Inc., at San Francisco demonstration Wednesday, asked FCC for delay in color proceedings -- but it is evident Commission is getting impatient, feels it has leaned over backwards to give CTI every possible break, wants next week's cross-examination and rebuttal in Washington (May 25-26) to wind things up.

Chairman Coy made it clear FCC isn't disposed to let color hold up allocations hearing much longer. It's apparent that if CTI does get more time, it won't be very much -- and that target date then set will be final.

Whether CTI improved its chances with hometown demonstration (viewed by Comrs. Coy & Hyde, staffers Allen, Plotkin, Roberts, plus about 100 West Coast notables) is hard to say. Predictions that neither CTI nor CBS will get exclusive FCC nod (Vol. 6:13,18) still have good support. In wide-open multiple-standards decision, CTI might get in.

* * * *

We sat right in front row during San Francisco demonstration, 7 times picture height from receivers. These are our frank observations:

(1) CTI showed its brightest, sharpest pictures yet, on borrowed RCA 3-kinescope dichroic-mirror set. But, ironically --

(2) Faults of system, continuously predicted by virtually everyone outside CTI, were clearly apparent for first time.

CTI's best quality, color fidelity, was better than ever on 3-tube set. More brightness and improved registration did the trick.

But very coarse line structure and distracting "jitter" (or line crawl) were

definitely there. These factors were particularly bad on standard black-and-white set. This, in spite of new double "Interlaced Shift" which helped a little.

* * * *

RCA was chief object of attack by CTI president Arthur Matthews in testimony after demonstration, though CBS also got very rough treatment in his 14-page statement (copies available on request). His 4 principal points, as elucidated by commissioners and staff in cross-examination:

- (1) RCA system should be turned down, even assuming it were best (which he didn't), because RCA is too powerful.
- (2) CBS's incompatibility, alone, is enough to rule it out.
- (3) CTI needs a little more time, principally to try its system out with one or other of the various tri-color tubes.
- (4) Multiple standards won't work, would be tantamount to granting RCA exclusively. RCA would overwhelm all other systems by sheer economic weight.

RCA never pushed color, Matthews charged. It's a "Johnny-come-lately" in 6-mc color, he said, and its system is "still embryonic." The system is "altogether too complicated for the average serviceman to handle," he said, "or for the average viewer to adjust successfully, and certainly for TV's largest audience, the children, to operate." And tri-color tube, he thought, is still an experimental device.

Matthews was scornful of RCA's "more than a hundred engineers who had been struggling day and night to make the dot-sequential system presentable." CTI, he said, had developed system with only 3 engineers and 4 technicians and has been spending "100-cent dollars" on its effort.

RCA technicians "practically had to rebuild" WNBW's standard transmitter (in Washington) before it would handle RCA color, he charged, challenging RCA to transmit over "neutral unaltered" station.

As for CBS, Matthews said: "The successful public absorption of a non-compatible color system would be almost an impossibility...The hour [is] too late."

It would take 2-3 years to adapt or convert existing sets to CBS system, he estimated. In interim, he ventured, only CBS and NBC "could withstand the impact of such a situation, and the little broadcaster as well as the little manufacturer would, we believe, be forced to the wall."

"More dangerous than this, however, would be the effect on the millions of set owners [who] could be expected to be heard from in no uncertain terms.

"Doubtless CBS would indignantly refuse even to consider taking on the financial responsibility of paying all, or any part of the cost to all present set owners of adapting or converting their sets. Yet this vast cost is fundamental to the CBS proposal." Those factors cooked the CBS goose, he figured.

Multiple standards, Matthews continued, are a "delusion and a snare." No one would be able to compete with RCA system, he asserted, as long as RCA maintained its powerful patent position, manufactured sets, operated NBC.

On other hand, CTI wouldn't manufacture sets, would be glad to join open patent pool, he said. In fact, if composite color system is possible, he's for it.

* * * *

CBS counsel Richard Salant dismissed Matthews' statement as pure "argument," saying there was nothing in it to cross-examine. However, Salant did try to get him to agree that cheap conversion of existing sets to color is important. Matthews thought it is, but that tri-color tube offers only practical means for doing it.

"A lot of rhetoric," is what RCA counsel Joseph Heffernan termed Matthews' testimony. But he did try to break down a few remarks. For example, he asked Matthews his basis for saying RCA practically had to rebuild WNBW transmitter and where Matthews got idea that RCA asked for standardization of its simultaneous system in 1946. Matthews said he got information from his engineers and counsel. Heffernan asked permission to cross-examine them in Washington next week.

* * * *

For demonstration, signals came from CTI laboratories at 30 Sterling St., fed to KPIX via microwave, transmitted on Channel 5, received in St. Francis Hotel

on 2 projection receivers, plus the RCA 3-tube set, plus one 12½-in. RCA black-and-white receiver.

RCA 3-tube receiver didn't work first half of show and, for a while, demonstration looked very much like Washington showings (Vol. 6:8,11). CTI took blame for set's failure, finally got it operating. RCA had sent receiver and 2 engineers, at FCC's request, for purpose of getting brighter, well-registered picture.

Ambient room lighting was .1 ft-lambert. CTI technician measured highlight brightness of 4 & 1.8 ft-lamberts, respectively, on projection sets, 7 on RCA set, 20 on black-and-white.

Resolution was estimated by FCC's Edward Allen and Wilmar Roberts, taking 2 sets of measurements: on 3-tube RCA set, 225-250 lines horizontal, 260-275 vertical; on projections, 175-250 lines horizontal, 160-250 vertical. Black-and-white was 150-275 horizontal, 300 vertical. Reason for large differences stemmed from fact system wasn't working too well during first group of readings. Allen and Roberts generally didn't differ much. CTI's Donald Lippincott claimed that capabilities of image orthicon, not system, limited resolution.

Singing cowboys, Indians, models, grocery products were shown first -- and color fidelity usually was quite good. Technical tests included rotating paddles, keyboard pattern, introduction of oscillator interference.

On keyboard pattern, of type used at Laurel comparative demonstration (Vol. 6:8,9), jitter was really bad in the smaller keys. Paddles gave no trouble -- no breakup. At signal-to-interference ratio of 10-to-1, picture behaved about same as black-and-white under same condition. At 5-to-1, near or on carrier, color information was lost and colors varied widely.

* * * *

What really worried Chairman Coy is fact CTI hasn't yet presented any figures on co-channel and adjacent-channel operation of system. He made it clear FCC can't consider freeze and allocations until it knows. He insisted data be presented by time hearing resumes in Washington. CTI people went right to work on project.

Coy also asked Matthews his insistent uhf question (Vol. 6:14): What do you think of moving all TV to uhf eventually, allowing time to amortize vhf first? Coy wondered if 6-year period would be adequate, noting that Internal Revenue has that schedule for transmitter amortization. Matthews replied he hadn't thought about it. It's possible that FCC would like to accomplish vhf-to-uhf move, if it can be done, but it isn't getting much encouragement from telecasters. They're waiting for uhf to prove out, receivers to become available.

* * * *

Hearing next week will be in Room 6121, New Post Office Bldg. Everyone hopes May 25-26 will wrap it up, except for briefs due within 30 days thereafter.

RCA demonstration at Home Show in Washington's Armory continued no better than fair this week. Blame was placed on faulty phone company microwave link and interference from other TV displays and electrical equipment. Although RCA officials felt they had pretty well solved problems by week's end, pictures still weren't up to previous showings to press and FCC.

KALAMAZOO STARTING, MORE APPLYING: June 1 is formal debut date for Michigan's newest TV outlet, the nation's 105th -- WKZO-TV, Kalamazoo, Channel 3. It widens populous TV areas already partially served by Lansing's WJIM-TV, which started May 1, and Grand Rapids' WLAV-TV, operating since last August. NBC Research already accredits Kalamazoo area with 9600 TV homes, after some 2 months of testing (Vol. 6:14). WKZO-TV itself claims some 11,000 in Kalamazoo-Battle Creek region, 45,000 within 40-mi. radius, 55,000 within 50 mi. Its own microwave relays from Detroit and Toledo (it will be basic CBS-TV) won't be ready until later in June, with stations at Albion & Manchester, Mich.

Though TV applications filed now mean no priority post-freeze, they're dribbling in -- 2 this week, from Lancaster, Pa., WLAN seeking Channel 9; from Sioux Falls, S.D., KELO seeking Channel 11. [For details, see TV Addenda 10-S herewith.] That makes 349 applications now in FCC files.

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May 27, 1950

ROCK ISLAND'S WHBF-TV READING: Next after Kalamazoo's WKZO-TV, which starts June 1 (Vol. 6:20), comes Rock Island Argus' WHBF-TV, Channel 4 -- giving Quad Cities area (Davenport-Rock Island-Moline-E. Moline) their second outlet. Davenport's WOC-TV has been operating since last October, and area's May 1 receiver count shows 10,300 (Vol. 6:20). WHBF-TV starts testing next week, now looks to July 1 formal debut.

Houston's KLEE-TV becomes KPRC-TV as of July 3, FCC this week approving \$740,000 sale to Houston Post (Vol. 6:13). Jack Harris, new manager, plans big promotions July 2-5 in collaboration with area distributors. Special edition of rich, powerful ex-Gov. Hobby newspaper will also commemorate 25th anniversary of its KPRC. Harris will build new TV staff from nucleus of old KLEE-TV personnel.

Note: WHBF-TV will become 106th TV outlet. Now on FCC books are 4 CPs, 349 applications -- new one having been filed this week by Columbus (Ga.) Ledger & Inquirer (WGBA) for Channel 3; last week's by WLAN, Lancaster, Pa., for Channel 9, was returned by FCC because no such channel has been assigned yet. [For details, see TV Addenda 10-T herewith.]

THE TELECASTING VOLUME MUSHROOMS: If 4 TV networks, 13 network-owned TV stations and 84 other TV stations achieved gross revenues of \$33,800,000 in 1949, as officially reported by FCC (Vol. 6:16), what can we expect will be telecasting's dollar volume in 1950?

Our guess is \$75,000,000 or more.

It's only a guess, frankly, and it can't be substantiated until end of year when usual industry trade sources come out with their calculations, subject to FCC's official accounting the following spring. But it's a guess based on what might be called "feel" arising out of increasing network and station sponsorships, longer program days, higher time rates.

Consider these factors, if you think a \$75,000,000 guesstimate for 1950 is out of line as against last year's \$33,800,000 -- the latter figure coming from FCC Public Notice 49197:

(1) Number of TV stations rose gradually from 49 to 97 during 1949, now is 105, may be 108 by year's end -- and most are still operating only part of day.

(2) Network service reached only 16 areas at start of 1949, now reaches 33 areas, is gradually expanding to others.

(3) Rorabaugh Reports listed 727 TV advertisers (network, national spot, local) on 46 reporting stations in January 1949 -- rising each month until total was 2842 on 97 reporting stations at end of March 1950.

(4) Networks and stations are raising rates, almost without exception, apace with growth of TV sets-in-use, which totaled 1,000,000 in January 1949, now runs very close to 6,000,000, may hit 10,000,000 by year's end.

You get hint of enormous percentage increases in TV business in PIB network TV figures for Jan.-thru-April (Vol. 6:20), albeit they're incomplete (DuMont not reporting) and give no data on mounting national spot and local revenues. Our conjecture is also strengthened by confidentially reported current billings at rate of \$1,000,000 or more by each of a half dozen stations.

If 4-year-old commercial TV can report such mushrooming growth despite

freeze, let your own fancy decide its post-freeze potential. And with admitted inroads of TV, there are many who question whether radio broadcasting (pushing age 30) will this year, or ever again, achieve its record \$426,000,000 volume of 1949.

Note: FCC Public Notice 49197 breaks down 1949 TV revenue figures as follows: \$19,200,000 for 4 networks and 13 owned-and-operated stations vs. \$4,800,000 for 4 networks and their 10 stations in 1948; \$14,600,000 for 84 stations vs. \$3,900,000 for 40 stations in 1948. Total of \$33,800,000 is cut to \$24,300,000 after Federal taxes. Same report's \$426,000,000 for AM-FM is up 4.4% from 1948, covers 4 national and 3 regional networks (\$97,000,000), 2054 combined AM-FM station operations (\$327,400,000), 114 separate FM stations (\$1,600,000).

CURSE OF (TV) BIGNESS—COMR. JONES: Looks like FCC Comr. Bob Jones is out to make himself the Galahad of the little broadcaster, Giant killer of the big interests -- most particularly the "multiple-interest broadcasters" (AM-TV, network, manufacturing folk) whom he suspects of seeking to put death spell on sound radio. Citing Aesop's fable, referring to "foxes slinking along the trail," he told Ohio Assn of Broadcasters at Columbus May 24:

"You sound broadcasters are not confronted with a competitor who is primarily interested to see this [AM] medium live, but one who may be interested in seeing it live just long enough to make the transition to the new [TV] medium." Between clear channels and TV, he saw "pincers movement against [those] who rely upon sound broadcasting exclusively for their livelihood."

Comr. Jones makes no secret about his antipathy toward bigness, manifested in his voting record; he's also FCC's most ardent protagonist of color now for TV. But what makes his approach particularly attention-getting is apparent contrast with that of FCC Chairman Coy, who sees march of TV as irresistible. Coy told NAB convention (Vol. 6:16), then reiterated statement in Portland and Denver speeches (Special Report; Vol. 6:20), that TV will become dominant broadcasting medium -- and has consistently urged broadcasters to go into it.

What's most ironical about Jones' attitude of mistrust of TV enterprisers' motives is that his native Ohio has quite a few "multiple-interest" broadcasters-telecasters, who would scarcely want to kill off the golden AM goose that's still supporting TV. Also, curiously enough, "trust buster" Jones is an Ohio (Taft) Republican, "conservative" Coy a New Dealer and onetime aide to President Roosevelt!

Note: If you want full text of his Columbus speech, write to Comr. Jones.

WESTERNERS HEPPED UP ABOUT UHF: Two West Coast groups -- Stanford Research Institute and Television California -- are so optimistic about uhf that one begins to figure they've either found the secret of uhf or are oversimplifying its problems.

'Achievement of real uhf transmitter power, up to 50 kw or so, isn't particularly baffling as far as SRI men are concerned. They feel they've pointed way with new "phase-to-amplitude" modulation method (similar to French "Chirix" system) used in 530-mc 150-watt transmitter they built for John Poole (Vol. 6:19). This, in spite of fact no one has yet put more than 1 kw or so on air.

Visiting their Stanford, Cal. labs last week, we asked obvious question:

"If it's so easy to get that kind of power, why haven't you done it?"

Answer was, first, that Poole felt he had financed all the research warranted until FCC adopts final standards; second, proper amplifying tubes aren't available. But they were quick to add that they're convinced right tubes can be made without extraordinary effort, because amplifiers for their system have no requirements of amplitude linearity. Resnatrons seem to offer best possibilities, with klystrons and traveling-wave tubes second choices.

We tried to pin them down to cost and time estimates. One year and \$100,000 would provide "good research risk" of achieving that kind of power, they said. And they'd welcome such an assignment. They feel basic job has already been done in "heart" of system, the phase modulator, for which they built special tube. What's more, no more difficulty is seen in achieving high power at 1000 mc than at 500 mc.

Leader of project has been W. E. Evans (ex-Bell Labs) who, with Stanford U's

COLOR WRAPPED UP—BUT WHAT'S NEXT? It's hard to believe, but color hearing is over -- 8 months to the day after it started Sept. 26, 1949. In spite of that, color-freeze-allocations timetable from here on out is more confused than ever.

Color decision will come first, then FCC will take up matter of allocations, Chairman Coy said in his speeches last week (Special Report, Vol. 6:20). Nature of that decision won't be known until it is made -- whether partial, total or what. Until recently, it was thought FCC could go into allocations hearing after deciding, rather quickly, 2 factors about color: (1) Whether 6-mc is adequate. (2) Whether color requires different allocation from monochrome.

Feeling of several commissioners now is that job of deciding those 2 factors probably involves picking or rejecting color systems -- and that will take plenty of time. Since FCC has never met to discuss color decision, it's now likely it will start color deliberations, "play it by ear," make up timetable as it goes along.

* * * *

Another complicating factor is FCC's disappointment in limited interference data (station-to-station and signal-to-noise) supplied by color proponents. At closing session Friday, Coy delivered scathing remarks on subject, emphasized point by issuing public notice (No. 50740) containing verbatim excerpts.

He was provoked by flimsy CTI data but also made no secret of feeling that RCA, CBS, RMA, JTAC etc. had not submitted exhaustive data either. He castigated industry in general, calling attention to factors bringing on freeze in first place:

"It is merely a repetition of the situation where the industry appears to be perfectly willing to have the Commission allocate on the basis of inadequate interference data in the hope that things will work out well. However, when things do not work well, strong pleas are made to the Commission -- particularly by that portion of the industry which at that time happens to be favored by existing authorizations -- to relieve the situation by not licensing any further stations that would aggravate the interference problem.

"I hope that our experience in this proceeding will teach all of us the importance not only to the Commission but to the industry and to the public of securing and offering adequate data on interference so that sound decisions can be made on an allocation basis under which the industry can build with reliance on the fact that unforeseen interference conditions will not severely limit the service areas which had been anticipated and thus deprive many rural listeners of service. People who live in rural areas are important people!"

Continuing, angrily, Coy declared:

"All of you are aware that there is great fuss and feathers about the question of lifting the freeze, and all of you are aware and cannot help but be aware of the fact that the interference conditions with respect to color TV transmissions are an imperative must for the Commission in considering the lifting of the freeze. And yet we have had to continuously prod this industry to get the information. First they startle us with the assumptions that they have made, and I give you my word their assumptions are not borne out by the evidence that is in this record. They are not identical. And yet they would have us go ahead and take risk and make an allocation on the basis of inadequate information."

Where and when FCC will get data it wants isn't known. Nor is it known how far it can get in its color deliberations without them.

Further beclouding any schedule, is matter of FCC vacations. Number of members are visibly exhausted by hearing. Some of them wonder whether they can do justice to subject without some rest first.

Then there's question of fairness to CBS and chances of implementing a decision in its favor if FCC makes such decision. Every black-and-white set built makes it tougher for CBS's incompatible system. There are over 6,000,000 now, and there may very well be 8-9,000,000 by time of decision.

All of which adds up to delay and more delay in ending freeze. Some within Commission now think it reasonable to hope for color decision and beginning of allocations hearing by Sept. 1, end of freeze by Jan. 1. Others consider that a pipe dream. One staff member who has been pessimistic (therefore accurate) from the start can't see freeze's end before May 1, 1951.

As freeze drags on, pressures on FCC are likely to become enormous. Just this week, Chicago City Council finally got impatient, filed formal petition demanding grant of city's remaining 3 channels. Previously, it had twice passed resolutions, forwarding them to Commission. Many other cities are being heard from, too.

Only dates to go on now are June 5 and July 10. Former date is beginning of hearing on Bell Labs 470-500 mc petition (Vol. 6:18) which doesn't really affect freeze schedule. Latter date is new deadline (moved from June 26) for filing of briefs and counter-briefs by color participants. FCC staff is already preparing background and digesting record.

* * * *

CTI's principal contention, during May 25-26 windup, was that its defects, if any, are due wholly to present apparatus limitations. Chief witness Donald Lippincott, CTI's patent counsel, freely admitted pictures weren't perfect, renewed request FCC hold off decision until it sees all 3 systems operating with same type of receivers -- namely, with tri-color tube.

He also asserted that perfect compatibility is probably an impossibility. He said he'd seen no demonstration, including RCA's, showing it. However, he thought degree of compatibility shown so far is adequate for public, will improve.

As a leading radio patent authority (he was Signal Corps' top expert during war), Col. Lippincott was questioned closely.

He was "appalled" by concentration of power in RCA's setup, he said, but thought it had been of great benefit to public and industry because of low single royalty and RCA's industry service laboratory. However, he avored a pool into which single royalty would be paid -- something like British setup, which he helped establish. He'd like to see royalties distributed more widely.

He thought little of automotive industry's patent pool, which gets no royalties. "The reason we're using auto engines not much different from those of 1910," he said, "is because there has been no incentive."

* * * *

More and more outfits are getting into color act. Don Lee notified FCC it has filed patents relating to 2 tri-color tubes, claiming them good for any system. Only details given: "Perforated plates are not employed. Rather, the electron stream is curved in a single plane."

Chromatic Television Labs and Paramount petitioned FCC, through attorney Paul Porter, for permission to testify on Lawrence tube (Vol. 6:20). They said they expect Machlett to have tubes done by June 15, then want to demonstrate them. They also want Commission to adopt standards broad enough to permit its use. Fear, apparently, is that standards might be so stringent as to favor only one kind of tube.

Chances are Lawrence tube will get its innings, through reopening of record or some other legalism -- since everyone wants any tube that will work. Regarding ease of construction claimed for tube, some engineers familiar with it say they like its principles but fear it may be tougher to make than RCA's.

Dr. Oswald G. Villard, used same principles in designing 50-kw AM transmitter for KFBK, Sacramento. This unit, says KFBK technical director Norman Webster, takes no more room than usual 10-kw transmitter, has operated 11,000 hours with virtually no trouble. Cost was about third that of commercial 50-kw unit.

SRI men are also casual about uhf tuners and converters. They've built continuously tunable units covering 475-890 mc, say there's nothing tricky about them.

Thomas H. Morrin, ex-Raytheon, heads electrical engineering dept. Paul G. Bohlke, ex-Sylvania, heads tube lab, supervised construction of uhf tube; he's also project leader on Geer tube research (Vol. 6:10), with Evans working on Geer's circuits. Group is young, full of zip -- scarcely any of them as old as 40. SRI was founded, postwar, by western businessmen. Although it works closely with Stanford U, there's no direct connection.

* * * *

Larry Reed, chief engineer for Ed Pauley's Television California, seems sold on uhf. After operating KM2XCW (600-mc, 1-kw ERP) for exactly a year now, he's satisfied that proper power can do adequate job in San Francisco. With transmitter atop St. Francis Hotel, he figures 1 kw can provide solid service to 80% of people within 10 miles. "If you can't get a good direct signal," he says, "you can almost always pick up a good reflection."

Currently, Reed is making tropospheric tests, picking up signals at KGO-AM site 28 miles away, line-of-sight, mostly over water. Signals vary daily between 50-250 uv/m, surprisingly large deviation for that distance.

Reed is using new system, multiplexing FM sound into video, so that only one transmitter is necessary. Unfortunately, system is "incompatible" with present standards -- to borrow word from color hearing. He and his men built virtually everything themselves, report only one hour of breakdown for entire year.

Uhf is getting well-publicized, what with speeches, articles, RMA and IRE committee meetings, etc. NBC's Raymond Guy and Westinghouse's Ralph Harmon have been particularly active. In general, they're more cautious than the West Coast experimenters. If you've missed their stuff, you may catch up by reading their FCC progress reports on Bridgeport and Pittsburgh work, respectively, in virtually all the technical publications during last few months; latest are in May edition of Milton Sleeper's TV-FM Radio Communication. Guy will have another progress report in June or July; he'll have limited number of copies for those seriously involved with uhf. Harmon's full report may be obtained by writing directly to him, 1625 K St. NW, Washington, D. C.

TECO INC. & THE PHONEVISION OUTLOOK: By own statement, Phonevision promoters this week cast doubt whether pay-as-you-look TV tests will come off in October as projected (Vol. 6:16). Despite much fanfare and repeated assurances, it's virtually admitted now that no first-run films are as yet available for 3-month, 300-family test authorized by FCC in Chicago. Hollywood boycott, especially by members of Motion Picture Assn (Eric Johnston), is alleged.

Statement May 25 was occasioned by spectacular rise in stock of Teco Inc. to \$38 bid, \$41 asked in little more than month. Teco was formed under Zenith's aegis to promote Phonevision (Vol. 6:15-16), Zenith stockholders being permitted to buy one share at \$10 par for every 5 Zenith shares held. Stock began to tumble immediately after news release, went down to around 16 at week's end. Zenith president E. F. McDonald was quoted as saying:

"Even if Phonevision is approved by the FCC [tests were authorized strictly on temporary experimental basis] and we get over all the many hurdles that still face us, it would be at least 2 or 3 years before Teco could be expected to have any revenue. In the interim, it is obvious that it must operate at a loss."

Press statement is first from Zenith publicity mill that reflects any doubt about project. It notes that offer has been made to film folk to rent films at same rate as theatre, Comdr. McDonald stating:

"Obviously, if enough acceptable films are not made available for the test,

it will be impossible to demonstrate to the FCC that the operation of Phonevision on a commercial basis will be in the public interest and that the people want it and are willing to pay a fee to see high class TV programs in their homes.

"Failure of the test because of refusal of films would unquestionably make it much more difficult to obtain the approval of the FCC to the adoption and use of Phonevision as a permanent commercial TV service.

"I might add that if the major motion picture producers continue to refuse to rent their films for the test and are not restrained by the courts, they would in all probability attempt to refuse to rent their films for use on the Phonevision system if it were approved and established on a commercial basis [by] the FCC."

Fact of Teco stock issue, extravagance of publicity claims for Phonevision while it is still merely an authorized but untried experiment, reluctance of most telecasters and manufacturers to go along with idea, are known to have caused considerable concern in FCC quarters. FCC Comr. Webster, who dissented (Vol. 6:7) from original experimental grant (FCC Public Notice 50-191), has been following matter particularly closely, still makes no secret of his misgivings.

Note: MPA's Eric Johnston might be expected to lend McDonald attentive ear, for his private business interests in Northwest include Zenith distributorships. Besides major film producers, Phonevision's chief opponents are theatre owners, big and little, frankly bucking it as potential boxoffice competitor.

Telecasting Notes: Less than year ago KLAC-TV, Los Angeles, was put on block by Mrs. Dorothy (Thackrey) Schiff, then withdrawn when there were no takers; now, station not only claims some sort of record for average 92¼ hours weekly on air, but manager Don Fedderson reports it operated in the black in March and April (doesn't say how much), looks like it will stay there, this year will gross close to \$1,500,000 . . . Iowa State College's WOI-TV, Ames (Des Moines area's only outlet) carried first live programs last week via DuMont Telecruiser, picking up baseball, parade, plays and other events incident to college's traditional Veishea Open House Celebration; station has no TV camera chain yet, carries films and kines only, is due to go on microwave in October . . . Ziv Television Programs Inc., owning rights to *Cisco Kid* films, has made deal with NBC-TV to produce new series specially for TV—and in color . . . Proctor & Gamble has cancelled Ralph Edwards' *Truth or Consequences* on NBC (AM), has offered to sponsor same show in film version on TV . . . NBC-TV verifies still-unresolved plans for "big" Wed. 8-9 show next fall (opposite Arthur Godfrey on CBS-TV), is discussing idea of "rotating" stars like Bob Hope, Fred Allen, Eddie Cantor, Martin & Lewis . . . Buffalo's WBEN-TV has filed for power increase to 100 kw visual, 50 kw aural (presently 16.2 & 10.2 kw), asks authority to change transmitter location to 7 mi. south of E. Aurora, N. Y., raise antenna to 1196 ft. above average terrain; it seeks to be classified as rural.

Network Accounts: NBC-TV *Saturday Night Revue*, which signed off for summer May 20, returns Sept. 9 all sold out. Half-hour sponsors: Campbell Soup, 8-8:30; Snow Crop Food, 9-9:30; Crosley, 10-10:30. One-minute sponsors (8:30-9): Whitman's Chocolates, Johnson's Wax, Wildroot; (9:30-10) Scotch Tape, S. O. S. Cleanser, Benrus Watches . . . Finals of *Roller Derby* to be co-sponsored on ABC-TV by Dodge (Chrysler) Sat. June 3, 10 p.m. and Sun. June 4, 3:30; Dodge and Blatz Beer will co-sponsor it Thu. June 8, 10 p.m. . . . George S. May Co., Chicago business engineers, to sponsor Tam O'Shanter golf tourney on ABC-TV Aug. 13, Sun. 5:30-6:30 (CDT) . . . American Safety Razor Co. signed by CBS-TV to sponsor first half hour of *The Show Goes On* with Robert Q. Lewis, starting Sept. 28, Thur. 8-9; second half again to be sponsored by

Columbia Records Inc.; show's summer hiatus starts June 22 . . . P. Lorillard & Co. (Embassy Cigarettes) July 11 starts *The Web*, mystery series, on CBS-TV, Tue. 9:30-10 . . . Magnavox in October will sponsor new dramatic series on CBS-TV, Fri. 9-10, alternating with *Ford TV Theatre*

Station Accounts: DuPont, for its Duco paint products, is sponsoring *Today in Europe*, 5-min. news review on WFIL-TV, Philadelphia. Among other sponsors reported using or planning TV [all agencies N. Y. unless otherwise stated]: Havatampa Cigar Co., thru Henry Quednau Adv., Tampa; Robertson Factories Inc. (Vogue Curtains) thru Badger, Browning & Hersey; Plaza Studios (blouses & scarfs), thru Yates, Wertheim & Babcock; Motorola (TVs & radios), thru Ruthrauff & Ryan; Swift & Co. (Table-Ready meat), thru J. Walter Thompson, Chicago; Carlson & Sullivan (steel tape rules), thru Steller-Millar-Lester Inc., Los Angeles; Newsweek Magazine (new picture news-digest), thru Lennen & Mitchell.

Personal Notes: G. Richard Swift, manager of CBS key WCBS, New York, appointed to additional post of gen. mgr. of WCBS-TV, soon expected to expand into morning operation; Clarence Worden named asst. to Mr. Swift; George R. Dunham Jr. sales mgr.; Richard Doan, program mgr. . . . Robert Matthews named supervisor of CBS-TV Hollywood facilities under George McCaughna, director of building operations . . . Colin M. Selph new sales v.p. of KPIX, San Francisco, Lou Simon continuing as commercial mgr. . . . Harry W. Witt, ex-KTTV, Los Angeles, July 1 becomes mgr. of new Los Angeles office of Calkins & Holden, Carlock, McClinton & Smith . . . David Kaigler Jr., ex-WCAU-TV, May 31 joins Adrian Bauer Adv., Philadelphia, as TV director . . . I. E. (Chick) Showerman, NBC Central Division v.p., elected president of Chicago Television Council succeeding George Harvey, WGN-TV . . . Robert J. Brewster, ex-WOR & WOR-TV, joins McCann-Erickson, Chicago, as executive asst. for TV-radio to Homer Havermale . . . Robert F. Levine, ex-Cinema-Television Studios, new radio-TV director, Hirschon-Garfield Inc.; same agency names media director Judah Katz as supervisor of radio-TV timebuying . . . Wm. M. Roden named NBC-TV personnel supervisor, replacing Neil Knox, now network TV salesman.

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LOOKS LIKE \$2 BILLION RETAIL YEAR: On basis of information at hand, it's pretty good guess that TV receivers alone will account for \$1 billion factory value this year, and that concomitant business will swell TV and related trades beyond \$2 billion. Let's have a look -- repeating, in some details, our earlier report (Vol. 6:9) that "1950 Could Be \$2 Billion Year":

Then, most optimistic guess was 5,000,000 TVs to be sold this year. Now, it looks like 6,000,000 really will be achieved -- actual figure for first 4 months of 1950 being well over 2,000,000 (Vol. 6:21).

Generally accepted retail average is \$250 per set, so figure would be \$1.5 billion for actual receiver sales. To this, 10% would be conservative addition to account for servicing, antennas, parts, etc. Total thus rises to \$1,650,000,000.

Assuming radio-phono sales will run about same as last year (average \$37.50 retail on 10,000,000 units), we can add another \$375,000,000 -- so that TV-radio-phono retail trade should aggregate \$2,025,000,000.

That's the home receiver trade alone. It doesn't take into account government, military, amateur, export and other electronic equipment that come out of the same factories. Nor does it include the probable \$75,000,000 or more TV time sales of the networks and stations this year (Vol. 6:21), to say nothing of the more than \$425,000,000 AM-FM broadcasting volume (1949).

* * * *

From most authentic industry sources, we now have best available factory figures for first quarter of this year:

1,448,755 TVs were sold for \$249,209,162 factory price. Average per set at factory was \$166 in January, \$176 February, \$175 March -- vs. \$190 for 1949 as whole.

2,572,666 radios were sold for \$63,237,662 at factory.

157,818 phonographs and players were sold for \$2,713,806 at factory.

[Note: These figures fail to include output of several major producers, so can be accepted as quite conservative -- certainly an irreducible minimum.]

On basis of these figures of continuing good second quarter, of expected huge fourth quarter, estimate of 6,000,000 TVs for year at \$1.5 billion retail doesn't seem out of line -- even accepting inevitable third quarter seasonal slump.

HIATUS IN SUMMER SHOWS CUTS DEEP: Bad news for summer viewers -- and for the TV trade -- is fact that most top network shows will vacation for 8 to 13 weeks this summer. This is in the radio tradition, affording performers time to rest while giving production folk chance to try out new ideas, personalities, formats. But it's doubtful whether these can maintain heightening popular interest of last 9 months or so -- to tune of purchases rising beyond 500,000 receivers per month.

Fall-winter look more promising than ever, with most big-time commercial shows returning and many more signed or about to be. Even this summer TV won't hit qualitative or quantitative doldrums it suffered last summer (Vol. 5:25), for reasons that (a) telecasters have more know-how and will strive harder to hold audiences with new or continuing shows, and (b) sets-in-use now total well over 6,000,000 (Vol. 6:21) whereas there were only about 2,000,000 at end of June last year.

Checking with networks, which really set TV's program pace, we find rela-

tively few top commercial shows (full or half hours) staying on without pause:

On CBS, continuing through summer, are Alan Young Show (Esso), Candid Camera (Philip Morris), Twin Time (Toni), What's My Line? (Stoppette), Ilka Chase (Ayer). Off for vacation periods go such headliners as both Godfrey shows, Fred Waring, The Goldbergs, Studio One, Ed Wynn, Suspense, Ford Theatre, Ken Murray. Uncertain as yet are Toast of Town, People's Platform.

On NBC, continuing are Amateur Hour (Old Gold), Kraft TV Theatre, Break the Bank (Bristol-Myers), We The People (Gulf), Big Story (U.S. Tobacco), The Clock (Emerson). Off go such shows as Philco Playhouse (may get replacement), Perry Como, Garroway, Kukla, Fran & Ollie, Milton Berle, Fireside Theatre, Kay Kyser, Private Eye, Gillette Cavalcade (replaced by sport films), Lights Out, Saturday Night Revue.

On ABC, continuing are Stop the Music (Admiral & Old Gold), Paul Whiteman's Teen Club (as sustaining), Singing Lady (Kellogg), Lone Ranger (General Mills). Off go Goodyear Review, Super-Circus, Holiday Hotel, 20 Questions, Auction-aire.

New summer sponsorships of half or full hours are relatively few thus far: On DuMont, Tidewater's Headline Clues, Wed. 10-10:30; Consolidated Cigar's The Plainclothesman, Wed. 9:30-10. On CBS, Embassy Cigarettes' The Web, Tue. 9:30-10; Wrigley's Gene Autry (films), Sun. 7-7:30. On NBC, Armstrong Cork's Circle Theatre, Tue. 9:30-10; Manhattan Soap's One Man's Family, Sat. 7:30-8; Anchor-Hocking's variety show, Mon. thru Fri. 11-midnight.

FCC ROLLS UP SLEEVES ON COLOR-FREEZE: Powerful drive to dispose of color issue, go immediately into unfreezing, is in full force at FCC. Commissioners now seem inclined to regard Labor Day as desirable and attainable target date for starting general allocations hearing. Best guess as to color procedure from here on is this:

Upon receipt of parties' briefs (deadline; July 10), Commission could plunge directly into continuous sessions, hammer out basic color policy within few weeks if not days. All commissioners would be on deck for sessions, foregoing vacations until afterward.

But it's hard to see how actual writing and documentation of decision, which will be done at top staff levels, can be done in less than 4-6 weeks. That would mean formal decision by early September, and there's no disposition on anyone's part now to delay allocations hearings thereafter.

Still confusing color timetable, to some degree, is import of Chairman Coy's biting remarks at end of hearing last week (Vol. 6:21), in which he took industry to task for lack of diligence in gathering color interference data. But it's believed now that, though Commission would like exact figures, it feels reasonably safe in going ahead with what it has.

Data available on co-channel and adjacent-channel interference actually shows color isn't greatly different from monochrome. FCC is extremely reluctant to start, virtually from scratch, on entirely new allocation plan unless color is obviously much more critical -- which it apparently isn't.

* * * *

Progress of actual freeze hearing, when it comes, is probably up to industry itself, in large part. So far, there's no serious challenge to Ad Hoc Committee's basic vhf findings -- though it's conceded some modifications for various parts of country may be indicated. Uhf propagation considerations could prove delaying factor, because more data has been gathered since FCC issued its proposed allocation. Some of it departs from Commission's expectations, but taken as a whole, it presents no striking disparity.

JTAC's adjacent-channel report (Vol. 6:7), submitted to FCC this week, indicates FCC was quite safe in that aspect of its proposed allocation. Based on study of cross-section of receivers representing 2-3,000,000 sets, report shows lower adjacent-channel interference about same as FCC and Ad Hoc Committee calculated, but that upper channel situation is far better than provided for. Curiously, price of set seems to have no bearing on adjacent-channel characteristics.

When hearing gets down to arguments over individual cities, it's anyone's guess as to how long that will take. There are 471 appearances on tap (Supplements

Station Accounts: 42 Products Ltd. (King's Men toiletries) has purchased 2 one-minute color film spots on WNBW, Washington, during daily 3-4 p.m. color test period, thru McNeill & McCleery, Hollywood; film is seen in monochrome on all but few experimental receivers in city—but purchase gives sponsor probable claim to first color film commercial . . . Goebel's Beer sponsoring Wed. 9:30-10 p.m. harness racing from Northville Downs for 9 weeks on WWJ-TV, Detroit; Falstaff Beer sponsoring telecasts of Ak-Sar-Ben races on WOW-TV, Omaha . . . *What Am I Bid?* titles studio auction show with Hal Tunis on WOR-TV, New York, starting June 8, Thu. 7:30-8, sponsored by Universal Food Markets . . . Among sponsors reported using or planning TV [all agencies N. Y. unless otherwise stated]: Hollywood Candy Co., thru Ruthrauff & Ryan; Cudahy Packing Co. (Old Dutch Cleanser), thru Grant Adv., Chicago; Carlay Co. (Ayds reducer), thru H. W. Kastor & Sons, Chicago; Chicago Western Corp. (Pinafore Chicken) and Flavour Candy Co., thru Phil Gordon Agency, Chicago; La-Z-Boy Chair Co., thru Marvin Hahn Adv., Detroit; Taylor-Reed Corp. (Cocoa Marsh syrup), thru Tracy, Kent & Co.; Schlitz Brewing Co., thru Young & Rubicam; Santa Clara Packing Co. (Glorietta tomato aspic), thru Glasser-Gailey, Los Angeles.

Network Accounts: Wm. Wrigley Jr. Co. July 23 starts *Gene Autry* films on CBS-TV, Sun. 7-7:30 . . . Kellogg Co. (breakfast foods) buys Tue. & Thu. segments of *Howdy Doody* on NBC-TV, 5:30-5:45, starting June 6 . . . Stokely-Van Camp (canned foods) takes 7:30-7:45 time for its Tue. & Thu. NBC-TV musical-variety show starting June 27 (Vol. 6:20) . . . Walter H. Johnson Co. (Powerhouse candy bars) June 6 increases sponsorships of *Capt. Video* on DuMont Network to Tue. & Thu. 7-7:30, adds 4 more stations for total of 11 . . . NBC-TV 2½-hour *Saturday Night Revue* will originate entirely from New York, instead of sharing Chicago origination, when it returns Sept. 9 (Vol. 6:21).

NBC raises TV network rates July 1, points out receiver circulation has increased 113.2% since Nov. 1, 1949 when rates were last changed, but that cost-per-thousand viewers has decreased 36.4%. Estimating 6,400,000 sets by July 1 (8,600,000 by Jan. 1, 1951), NBC jumps flagship WNBT, New York, from \$2000 to \$2200, other owned & operated stations as follows: WNBW, Washington, from \$500 to \$575; WNBK, Cleveland, from \$600 to \$775; WNBQ, Chicago, from \$1000 to \$1200; KNBH, Los Angeles, remains at \$900. Some affiliate increases: WTMJ-TV, Milwaukee, from \$350 to \$600; WLWT, Cincinnati, from \$350 to \$550; KSD-TV, St. Louis, from \$425 to \$650; WBAP-TV, Fort Worth, from \$250 to \$375.

April's 3340 TV advertisers were 17.5% more than March's, 172.6% more than April 1949, says *Rorabaugh Report*. In new section, *Rorabaugh* lists WBEN-TV, Buffalo, as top station in total number of accounts, 171; WGN-TV, Chicago, in spot accounts, 57; WNHC-TV, New Haven, in network accounts, 68; KFI-TV, Los Angeles, in local accounts, 87.

Hearing on Bell Labs' request for 470-500 mc, for common carrier use, gets under way June 5; en banc FCC has set aside 2 solid weeks for it, but hopes are one week will suffice. Principal opposition from number of TV people (notably DuMont) is that they need whole 470-890 mc band for proper uhf allocation.

Electricity for average TV set in New York area costs about \$6 a year, Consolidated Edison informs stockholders. This is in line with average of \$5.40 estimated in 10-city survey by Edison Electric Institute (Vol. 6:18).

ABC's resignation from NAB—on heels of CBS's withdrawal (Vol. 6:20)—makes another deep dent in NAB's revenues, which were \$764,000 in 1949, were estimated about same this year. Exact figures aren't available, but it's estimated ABC and CBS with their stations accounted for about 8%, meaning loss of \$60,000-\$65,000. NAB budget for 1950-51 was set at \$798,000 by board. ABC president Robert Kintner, in network letter of resignation, questioned value of continued membership for network and its 5 AM and 5 TV stations. Meanwhile NAB president Justin Miller has written to board members asking them to start thinking of establishing BAB as autonomous organization. Although move couldn't be effected for year or more, it would result in \$200,000 saving to NAB—the sum allocated for Maurice Mitchell operation. It's no secret, however, that many members feel BAB is most valuable service they receive from NAB, might resign NAB membership in order to continue getting BAB services.

TBA has launched all-out membership drive, headed by George B. Storer (Fort Industry) and F. M. Russell (NBC), seeking to get every TV station to join up; has issued 10-point platform, promising among other things to work for end of freeze, lower coaxial costs, fair ASCAP and musicians rates, end of servicing abuses. TBA now embraces about one-third of telecasting stations and includes all 4 TV networks (CBS & ABC have pulled out of NAB). President is Jack Poppele, WOR-TV & WOIC, and directors besides Messrs. Storer and Russell are Dr. Allen B. DuMont; Lawrence W. Lowman, CBS; Joseph McDonald, ABC; Richard Borel, WBNS-TV; Ernest Loveman, WPTZ; Paul Raibourn, Paramount.

Separate use of TV sound without integrated picture seems certain to be prohibited, if FCC sentiment at oral argument June 2 on proposed rule revision (Vol. 6:2, 13) is any indication. Telecasters' main argument was that music is needed with test pattern or still picture during non-program, daytime hours for set demonstration and installation (Vol. 6:19); also for mood music, bridge between programs, news ticker, etc. FCC chairman Coy asked if telecasters would accept liberalization of test pattern-music prohibition if rule specified such use must be non-commercial. Telecasters' attorneys ducked direct answer. Only concurrence with FCC proposals was by NAB—which also argued other side for its TV members!

TV films with music may become an aboveboard reality shortly after American Federation of Musicians convention in Houston June 5-11. Industry committee (headed by NBC's Ernest de la Ossa and film producer Hal Roach Jr.) will submit offer to Petrillo after convention. Petrillo had suggested scale for musicians in TV films last fall, starting at \$27 for 15-minute program with 1 hour rehearsal (Vol. 5:41,44). Meanwhile, AFM has made individual deals with such TV film producers as Gene Autry, Jerry Fairbanks (for Easter telecast of *The Triumphant Hour*), newly formed Snader Telescriptions Corp., Los Angeles (Louis Snader, president). Deals involve payment of regular motion picture scales (\$39.90 for 3 hours of work) and, except for Fairbanks' production, also include 5% royalty payments.

Considerable uhf tropospheric data should be forthcoming from study of NBC-RCA's Bridgeport station signals (Vol. 6:14), if number of industry plans are consummated. GE, Philco, RCA, Westinghouse, U of Connecticut are all reported with programs under way. Edward Allen, FCC's technical information chief, says he'd be delighted to hear from more prepared to do same. Contact him or Raymond Guy, NBC New York.

TV means much more to low income families (\$40 per week or less) than it does to high income families (\$100 per week or more). That's evident from Chicago survey made for John Meek Industries. To question, has TV ownership had beneficial effect on family life, 57.4% of low income and 50% of high income families answered yes—naming among other things benefits to children, keeping family together, good entertainment, savings on entertainment. Here's how they answered query on why they bought TV sets: keeps adults home, 50% of low income and 26.8% of high income; keeps children home, 47.6% & 30.8%; more wholesome leisure time, 68.5% & 46.4%; keeps children occupied and gives mothers more time, 50% & 38.5%. To question whether less time is spent in taverns and cocktail lounges, 24.1% of low income and 12.5% of high income answered yes. Harmful effects of TV ownership are mainly mealtime difficulties, homework problems, etc.—mentioned by only 2% of low income, by 6-12% of high income families. There's no correlation between picture size and income level. Survey showed following relations: 7-8½-in., low income 3.8%, high income 3.5%; 10-in., 27.7% & 38.1%; 12½-in., 46.3% & 36.8%; 16-in., 18.5% & 24.5%; 19-in., None & 5.3%. Owners of TV-radio-phono combinations: low income 11.1%, high income 8.8%; TV-only consoles, 50% & 54.4%; more than one TV, None & 2%.

Habits of one-year TV set owners, as shown in third Woodbury College survey—500 students having interviewed 3000 set owners in Los Angeles, San Diego, San Bernardino: In Los Angeles, 19% said they watched TV more than year ago, 28% said less, 50% same; 2% said they went to movies more, 34% said less, 39% same. Other results, without regard to length of ownership: (1) 67% said they spent more time at home. (2) 65% said TV isn't creating child problems. (3) 68% wouldn't pay to see large-screen theatre TV. (4) 59% would pay \$1 to see first-run movies at home—a fillip to Phonevision. Full report is available from Dr. Hal Evry, Woodbury College, 1027 Wilshire Blvd., Los Angeles.

Nation's dept. stores are going to get complete briefing on use of TV as sales medium at Sept. 28-29 TV clinic of National Retail Dry Goods Assn. in New York's Hotel Statler. Walt Dennis, Allied Stores Corp. radio-TV director, is program chairman. Indicative of dept. store interest in TV was attendance at this week's radio-TV session of NDRGA Los Angeles convention, described as "best attended" of meeting. Some idea of dept. store thinking about TV was revealed last week by J. S. Stolzoff, radio-TV v.p. of Cramer-Krasselt Co., Milwaukee agency, who told Milwaukee newspaper executives February survey of 33 TV-using dept. stores showed: (1) Average store spent 7.3% of total advertising-promotion-selling budget on TV (\$43,000 a year). (2) New money was used by 63.5% of stores for TV; of remaining third, 9% took funds from newspaper budget, 18% from radio budget. (3) As TV grows, 70% intend to supplement appropriations for TV.

First all out move to make TV trailers for exhibitor showings over local stations had been made by 20th Century-Fox for *The Big Lift*. Company had National Screen Service Corp., trailer specialist, make up \$35 package of three 20-sec. and one 60-sec. trailers, using clips from film—but without music. Success of 20th Century-Fox project may put NSS into TV trailer-making for keeps; up to now it hasn't evinced much interest.

June 1 sets-in-use, reported since NBC Research "census" of May 1 (Vol. 6:20): Los Angeles 565,000, up 71,000 in month; Washington 136,600, up 8600; Memphis 38,528, up 3828; Charlotte 15,500, up 900; Huntington 12,500, up 4000; Dallas 31,074, up 2174; Fort Worth 25,396, up 1796; Utica 15,000, up 1800.

Greatest promotion yet for RCA Victor records and players was Toscanini tour, which wound up May 28 when 11-car special train carrying the maestro, NBC orchestra and entourage pulled into New York City after giving 21 performances in 20 cities. The maestro played to sellout audiences in every city, his records selling commensurately, with huge newspaper-radio promotion everywhere—that phase being directed with superb effect by RCA v.p. John K. West. It's tentatively estimated tour cost RCA about \$350,000, not including Toscanini's fee, which is part of his 10-year recording contract. RCA regains some \$287,000 from boxoffice of about \$410,000.

Most elaborate vhf-uhf propagation study to date is scheduled by Bureau of Standards. Plan is to transmit in easterly direction from 2 points on Colorado's Cheyenne Mountain, 9200 and 7500 ft. above mean sea level, on 88.5, 19.5, 200, 212, 412, 1000 and 1600 mc. Directional antennas will radiate some 50 kw from 3-5 kw transmitters. Transmitter stability will be extremely great—5-6 cycle variations at 1000 mc. Narrow bandwidths will be employed—500 cycles for recording channel—giving results obtainable otherwise only with much greater powers. Both fixed and mobile measurements will be made, going from 70 miles to 400 or more; primary interest is in tropospheric signals. Hope is to start measurements in August, continue for at least 2 years. Bureau will move most of its radio work, now centered in Washington, to new \$4,475,000 center at Boulder, Colo., by summer 1952.

RCA Victor was awarded development contract to determine how to install 5 TV, 3 FM antennas (plus 2 emergency TV units) on Empire State Bldg. (Vol. 6:12). Camden engineers, with Wayne Masters of Ohio State U as chief consultant, will seek best solutions for handling WABD, WCBS-TV & FM, WJZ-TV & FM, WNBC-FM, WNBT, WPIX plus other possible vhf & uhf additions.

First court test on transit FM brought defeat to "anti" forces. Dismissing 3 suits against Washington's WWDC-FM, Federal District Court Judge Edward A. Tamm said "basically there is no legal right of the petitioners that has been invaded, threatened or violated." CIO also got into fight this week, petitioning FCC for hearing, asserting: "If transit radio's sordid exploitation of a captive audience for commercial gain is permitted, it is but a step to forced listening to political propaganda."

TV stations practically swept field in *Variety's* Showmanagement awards, disclosed May 24; WCPO-TV, Cincinnati, and WWJ & WWJ-TV, Detroit for outstanding management; WBAL-TV, Baltimore, education by TV; WMAR-TV, Baltimore, responsibility to community; WCAU-TV, Philadelphia, and WHDH, Boston, outstanding promotion. Showmanager citations: John J. Gillin Jr., WOW & WOW-TV, Omaha, and Clair R. McCollough, WGAL & WGAL-TV, Lancaster (latter reported "comfortably in the black") and other Steinman stations. Special citations: *Saturday Night Revue*, NBC-TV; *Ford TV Theatre*, CBS-TV; Groucho Marx, CBS. Other awards: WMGM, New York, new program development; KIST, Santa Barbara, and WDET, Detroit, postwar station showmanship; CHUM, Toronto, news coverage.

Licensing of TV servicemen, proposed in bill introduced in N. Y. City Council and heard by its General Welfare Committee May 17, is being watched carefully by industry as possible precursor of trend. Bill would require: (1) \$500 license, (2) \$5000-\$10,000 contractor's liability insurance, (3) minimum test equipment and personnel. Among those favoring enactment were Associated Television Service Companies of N. Y. and Authorized Manufacturers Service Co. Opposing were Associated Radio & Television Servicemen of N. Y. and Bruno-New York. Hearings followed *Radio Daily* expose (Vol. 6:19).

67-67G), and engineers and lawyers have had a long, long time to prepare cases.

Commission is sticking to its freeze policy, even in face of political pressures. This week it denied Chicago City Council's petition (Vol. 6:21) to grant 3 remaining channels, saying, in effect: "Chicago isn't an island to itself. If we unfreeze you now, we virtually decide allocations hearing before it starts. Furthermore, what are you crying about? You have 4 stations; only New York and Los Angeles have more. If your prospective telecasters hadn't sat on their hands, they'd have received their grants before the freeze."

* * * *

Commission will probably have Condon Committee's color report to ponder soon, if Dr. Condon's hopes materialize. Now that he can get all of committee together (Donald Fink is back from Europe), he thinks report may be wrapped up in 3-4 weeks -- barring any serious dissension.

Petition to get Lawrence tri-color tube into record (Vol. 6:20-21) was denied, but not roughly. Commission noted that tube is admittedly in early stage of development, said it didn't want to delay proceedings at this late date. However, it indicated it would welcome chance to see tube when it's ready. Though FCC didn't say so, if tube proves all it's cracked up to be, record is quite likely to be re-opened for evidence on it. Petitioners (Chromatic Television Labs and Paramount) were granted request to file proposed findings and conclusions in hearing, same as participants. But Commission made it clear they'd have to cover virtually entire hearing in their briefs -- a staggering job.

Color in the home is still no snap-of-the-finger proposition, in spite of all of the huffing and puffing, as far as much of industry is concerned. Emerson president Ben Abrams, whose record of calling the turns is highly respected, told stockholders this week: "I am still of the opinion that color TV will not become a commercial reality for at least 2 or 3 years. In the event a system should be decided upon by the FCC, it is possible that a few color receivers may be built next year for use in those very few areas where color broadcasting may be expected initially. The first production of color receivers will probably be 2 or 3 times as high in price as black-and-white, and other than arousing some curiosity, it is not expected that color receivers will be in great demand because of the high price."

WHAT DO THE TELECASTERS THINK? Forgotten man in FCC color proceedings is rank-and-file telecaster. That doesn't mean CBS, DuMont, GE, NBC or Philco, who between them own 11½ stations (out of nation's 105). They're either proponents or manufacturers, or both -- thus their attitudes aren't necessarily representative.

What's surprising is that FCC never asked for opinions of telecasters out in field, and that none has volunteered anything to Commission. Even ABC, with 5 stations, hasn't uttered a peep. As for NAB and TBA, it's understandable they would shy from a "family squabble," even though it involves basic principles.

What made this silence so remarkable, however, is fact that telecasters, their pocketbooks and their hard-won audiences are tremendously concerned. Maybe it's fear of FCC, or fear of appearing "unprogressive," or simple confidence FCC will "do right" by them -- or just plain lack of leadership. No independent telecaster has spoken up publicly, yet privately many are seething.

They expressed their concern with considerable vehemence in answer to our February questionnaire (Vol. 6:7). Of 37 replies from 98 then-operating stations, all except CBS and 2 others were opposed to incompatible system. And only CBS was willing to telecast it.

Since then, we've received 12 more responses, making total of 49 -- exactly half of the 98. The score, as it stands now:

(1) Only CBS and 2 others feel any color is ready now.

(2) Only CBS and one other are willing to telecast incompatible system now. Three more appeared willing to telecast it "when it's ready."

(3) All the rest are interested in compatible systems, to some degree, but all except one made it clear they'd move very cautiously at first. The exception said he had ordered RCA equipment, effective if and when its system is adopted.

STATIONS HUNT 'RIGHT' NEWS FORMAT: News presentation on TV stations is still pretty lame item -- from both viewer-interest and commercial standpoints. For the last year, Ralph Renick, news editor of Miami's WTVJ, has been trying to find out why. Working under Kaltenborn Fellowship since graduation from U of Miami last year, he comes up this week with report based on replies from 71 stations out of the 98 operating as of last Jan. 1. Findings include:

High costs -- complaint of most stations answering financial questions, only 16 saying they're showing profit on news, 7 breaking even, 21 losing. One of best network formats is NBC-TV's Camel News Caravan, but it costs \$9000 weekly.

Delay -- tough problem, particularly for non-interconnected stations and those developing their own newsreels.

On-the-spot remotes are best and cost most, was consensus, yet WTVJ reports selling most of its news remotes, claiming they often outsell sports. One-third of stations did no remotes. Considered most unsatisfactory is straight narrator-and-camera combination -- "too AM in character" -- yet 48 use it, though only 18 have even one fulltime newsmen. Between the two extremes, in desirability, were narrators, interviews, films and slides, moving tapes, and various combinations thereof.

Very much in demand is "top-notch personality adjusted to the visual medium who can give news in a pleasant ad lib style." Comment of Wm. Ray, WNBQ, Chicago: "Talent is the first requisite [but] I mean a rare kind of talent which 90% of TV stations do not possess." Soren Munkhof, WOW-TV, Omaha, is all for strong personality, too, but warns against dependence on one man.

Auto dealers are leading sponsors, followed by appliance dealers, banks, beer. But unlike radio, majority of TV news programs are still sustaining.

Renick rounds out summary with analysis of effectiveness, cost and commercial value of each type of news show on WTVJ. Copies of 19-p. study may be obtained from him at station, or from Sydney W. Head, chairman of radio-TV dept., U of Miami.

Telecasting Notes: Sure to stir up more ire, more charges and countercharges about accuracy of results (Vol. 6:19), are Hooper's March-April share-of-audience figures which give TV more night viewers than radio has listeners in 4 major markets. Besides Baltimore's 53.4% of combined radio-TV audience, Hooper shows: Philadelphia, 51.7%; New York, 51.3%; Washington, 51.2%. Crawling up are Chicago, 46%; Los Angeles, 43% . . . *New Orleans Times-Picayune* has filed for Channel 4 (see TV Addenda 10-U herewith); newspaper held CP for Channel 7 from January 1948 to last August when it dropped grant after being cited for delay (Vol. 5:31), then unsuccessfully sought reinstatement of CP (Vol. 6:14) . . . WSAZ-TV, Huntington, W. Va. is planning for network interconnection via own microwave to Cincinnati (Vol. 6:19) by Sept. 1 . . . John A. Kennedy, who owns 48% of WSAZ and WSAZ-TV and last year sold his WCHS, Charleston, W. Va., folded his *San Diego Daily Journal* May 27 after it had been published 6 years and 2 months; he sold all rights to *San Diego Union-Tribune* . . . Atlanta's transportation strike led big Rich's dept. store to buy 3-hour daily straight merchandising shows on WSB-TV, orders being taken by phone; some calls asked for specific products on camera so viewer could decide whether to buy . . . *New Bedford Standard-Times* (WNBH & WFMR) is building elaborate new local radio center, including space for TV, to be completed by Oct. 15 . . . Joint underwriting of TV film production is back of meeting of newspaper-owned TV stations called for June 12 in Los Angeles by KTTV (*Los Angeles Times*-CBS), which recently acquired Nassour Studios (Vol. 6:20); publisher Norman Chandler has stated 15 half-hour shorts can be made for \$4500 each—prohibitive for one station, but within reason if spread among the 38 newspaper-owned outlets . . . NBC "raid" on CBS this week resulted in Groucho Marx signing exclusive 8-year TV-radio contract.

FCC Comr. George Sterling's confirmation by Senate is as reasonably certain as such things can be, though he may have to undergo grilling (on color, FM, etc.) by Senate Committee on Interstate Commerce which has set June 14 hearing. A Maine Republican, engineering career man, he has strongest possible backing—not only Chairman Coy but both his Maine Senators, Owen Brewster (on committee) and Margaret Chase Smith. An intra-FCC move to oppose him, on grounds 2 top jobs to Maine men are too many (other is chief engineer Curtis Plummer), died aborting. Sterling reappointment is for 7 years from June 30.

Personal Notes: Edward L. Norton, investment banker and chairman of board of WAPI & WAFM-TV, Birmingham and WMBR & WMBR-TV, Jacksonville, appointed by President Truman to 14-year term on Federal Reserve Board . . . RCA Labs' Dr. Elmer Engstrom and Dr. George Brown sail on *Brittanic* June 29 with their families to tour Europe until September . . . Wm. Brooks Smith, Lipton adv. director, appointed chairman of ANA radio-TV steering committee, succeeding Proctor & Gamble's A. N. Halverstadt . . . John Halpern, ex-Erwin, Wasey, joins Pedlar & Ryan as asst. radio-TV director . . . W. Donald Roberts, ex-CBS western sales mgr., July 1 joins Sullivan, Stauffer, Colwell & Bayles as v.p. . . . Lindsay McHarrie, ex-Young & Rubicam, joins Calkins & Holden, Carlock, McClinton & Smith as AM-TV production mgr. . . . Sterling W. Fisher resigns as NBC public affairs-education mgr. to take charge of Japanese edition of *Readers Digest* . . . Donald Norman promoted to sales mgr., KNBH, Los Angeles.

Back from international TV standards conference in Europe (Vol. 6:11) are Donald Fink (*Electronics*), David Smith (Philco), James Veatch (RCA), Kenneth Norton (Bureau of Standards). Each arrived at different time last few weeks; Fink was last, docking May 30.

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NO THAW ON FREEZE UNTIL NEXT SPRING? "End of year for end of freeze" has been common prediction, growing out of FCC Chairman Coy's frequently expressed "hopes" -- but around FCC they're beginning to talk of much later dates. You now hear estimates as late as May 1, 1951, based on "realistic" considerations. At least, that was estimate offered committee of National Appliance & Radio Dealers Assn., who called at FCC this week, met with Comr. Hyde, staffmen Plotkin and McCoy. Thinking was:

Even assuming color decision by Labor Day, and no delay in plunging into uhf-allocation hearings (Vol. 6:22), it's fairly certain those basic problems will take until end of year -- or later. Then, thought is to allow some 60 days for filing new applications and amending old ones. Then there should be non-competitive grants, but merely beginning of hearings on competitive applications (which will be most numerous since first choices obviously will be vhf channels in major markets).

Thus, only a few new stations can get on air by end of 1951, assuming transmitter, tower and other contractors can deliver promptly. Chairman Coy, you'll notice, made no predictions in RMA speech (see Special Report herewith).

NARDA delegation also called on Sen. Johnson, got brushoff when asking him to exert influence to hasten end of freeze. He gave them 2 hours, but intimated their motives were mainly to move excess of TV sets from floor. He also noted that color may make sets obsolete, remarking that people in frozen areas (like his own Denver) have thus actually been exempt from obsolescence. NARDA is carrying on active anti-freeze campaign, urging Congressmen, editors, etc. to help correct situation whereby "40% of the public has no TV whatsoever and another 40% can enjoy programs from only an extremely limited number of stations" (see Trade Note).

RCA, HAZELTINE, DuMONT & PATENT PEACE: There's more than meets the eye, and much that affects the purse, in this week's news about TV-radio patents. Most sensational, of course, was RCA's reduction of royalty rates on TV receivers from 2¼ to 1¼%, on AM-FM receivers and electric phonos from 2¼ to 1¼%, on receiving and cathode ray tubes from 2½ to 1¼%, and on other apparatus.

Just about every manufacturer thus gets reduction in basic costs, which probably will be reflected in lower selling prices. The savings should run into millions of dollars. New rates are effective from June 1.

RCA's action was hailed by the industry, particularly when news seeped out at RMA's Thursday convention sessions in Chicago. But it was only one facet of week's big patent developments. Seriatim, here's what happened:

(1) U.S. Supreme Court Monday (June 5) upheld Hazeltine's standard radioreceiver license agreement (approximately 1% royalties) in suit of Automatic Radio Mfg. Co., Boston, which had taken out 10-year license in 1942, then in 1946 refused to pay royalties, claiming misuse of patents and contesting validity.

Significant in 6-2 opinion written by Justice Minton (Douglas and Black dissenting, Jackson not participating) was finding that it's not misuse to require licensee to pay royalties based on sales even though none of licensed patents are used. Court held such "royalty provision...creates no restraint of competition beyond the legitimate grant of the patent. The right to a patent includes the right to market the use of the patent at a reasonable return."

What licensee really pays for, court said, is "privilege to use any patent

or future development of Hazeltine in consideration of the payment of royalties." It went on: "The mere accumulation of patents, no matter how many, is not in and of itself illegal...Sound business judgment could indicate that such payment represents the most convenient method of fixing the business value of the privileges granted by the licensing agreement...there is in this royalty agreement no inherent extension of the monopoly of the patent."

This was balm to big RCA, though it wasn't party to case, as well as to smaller Hazeltine patent pool. Lawyers were also struck by finding that unless there's price-fixing by the licensor, a licensee under patent license agreement may not repudiate his patent license and challenge the validity of the licensed patents.

[Text of Supreme Court's decision available to subscribers on request.]

(2) Settlement of RCA-DuMont patent litigation, pending since 1948, was announced June 6. It developed after happenstance train meeting of Gen. Sarnoff and Dr. DuMont few weeks ago. Under its terms, DuMont takes out standard RCA license, grants RCA non-exclusive license, drops its infringement suits against RCA, which drops its suits against DuMont, et al, in Los Angeles Federal court (Vol. 4:7).

This settlement by two of TV's great pioneers was welcomed in all quarters. They've been inclined to be standoffish and carping in recent years; now, they have nothing but kindest words for one another.

RCA's new royalty rates, it's believed, had much to do with settlement, details of which weren't divulged.

It leaves RCA now facing only Zenith as major contestant of its patent pool (Vol. 2:52, 4:7, 5:33). Series of patent suits and counter-suits in Delaware court started in 1946, Zenith's also naming GE, Western Electric, AT&T, Bell Labs, Westinghouse as defendants. Trial is supposed to start next November.

(3) More about new RCA royalty rates, made public Friday:

Besides aforementioned cuts, rates are reduced on transmitting and power tubes from 3% & 2% to 1½%; on transmitters and other commercial apparatus, from 3% & 2½% to 2%. RCA notes that its original royalty, 7½% on radios, was reduced to 5% in 1932, then to 2½% in 1940 -- latter rate being applied to TV. RCA has also promised no increase in royalties on color TV apparatus, particularly tri-color tube, when ready. All licenses run to 1954.

Biggest payer of royalties, Philco has long been pressing for reductions and claims credit for at least hastening them. Philco's executive v.p. James H. Carmine said: "We're highly gratified, and rest of industry should be too. This seems to be a reasonable settlement. It brings costs more in line. It will be reflected in better values to the public."

Other industry sources indicated elation, too. Intra-industry, it's estimated RCA collected between \$20,000,000 & \$25,000,000 in royalties last year. This seems reasonable when you consider that its TV-radio-phono licensees alone in 1949 reported grand total of \$836,632,743 in factory sales -- of which \$546,666,941 was represented by TV. This year, with TV running better than twice unit volume (though at lower prices), it seems likely RCA will collect nearly as much if not as much as last year. Actual royalty income is not shown in RCA financial statements, nor are income and costs of its big Princeton Labs which, in addition to research, handles patents, royalties and licensee services.

TV EXCISE TAX VOTED DOWN AGAIN: New effort to revive proposed 10% excise tax on TV sets (Vol. 6:15-18) has been defeated in House Ways & Means Committee by 14-10 vote -- 4 Democrats joining 10 Republicans to reaffirm previous 14-11 vote. Move was again sparked by Rep. Jere Cooper (D-Tenn.), acting for the Administration. It now appears reasonably certain Treasury Secretary Snyder's proposal is dead -- this session of Congress at least. Indeed, whole tax bill, with its cuts of more than \$1 billion in all kinds of excises, may be doomed in view of (1) Administration's insistence that reduced revenues should be made up by other revenues, and committee's indisposition to act on proposed new corporate or other taxes, and (2) short

time left to Senator George's Finance Committee to consider House bill "unless it gets to us by July 1." Congressional leaders are aiming for adjournment by end of July. Moreover, President Truman has indicated he will veto bill if it merely cuts taxes, doesn't provide new revenues. On Senate side, it's not expected anyone will push for TV tax -- but there's always possibility. Because of their size and complexity, tax bills usually go to the floor under "closed rule" barring amendments; under an open rule, fear is House members would increase excise cuts still further.

TV INROADS AS SHOWN BY LOCAL HOOPERS: Now comes C. E. Hooper, of Hooperatings fame, with more findings certain to stir up seething AM-TV controversy anew (Vol. 6:12-15, 18-19) -- notably, his conclusion that national popularity ratings are meaningless, that local popularity's the thing, that even such AM network mainstays as Jack Benny and Lux Theatre don't measure up as well in TV as in non-TV localities.

For example, Jack Benny's national network rating for Oct.-Feb. 1947-48 was 26.3, for same 1949-50 months 25.2 -- no appreciable difference. But in cities where TV had 25% or more of total audience in 1949-50, Benny slipped: In Baltimore, he fell from 23.7 to 16.0, and in other TV cities like Cincinnati, Detroit, Atlanta, Columbus he fell in same fashion. Yet in a non-TV city like Portland, Ore., he rose from 31 to 42.5, and in non-TV Denver, Knoxville, Springfield, Mass., Shreveport, his ratings went up similarly. Same is true, Hooper reports, of Lux Theatre.

Hooper made results public this week in announcing own firm's expansion to 100 markets with new city-by-city rating service. Last week, he reported TV had greater share of combined AM-TV night audience in 4 major markets in March-April: Baltimore, 53.4%; Philadelphia, 51.7%; New York, 51.3%; Washington, 51.2%. Note-worthy also was way Chicago (46%) and Los Angeles (43%) are creeping up.

Hooper's critics (Vol. 6:19) cite other researchers as proof radio is at least holding its own. Pulse Inc., in comparative tables for 5 major cities in March-April, shows radio scarcely suffering, though TV is undoubtedly up. In New York, for example, radio's combined independent and network sets-in-use per night quarter hour was 29.6%, compared with last year's 29.8%. This, in spite of TV's rise from 4.7% to 15.3% in same period. Independents kept radio figure up, rising from 8.9% to 11% while network listening dropped from 20.9% to 18.6%.

* * * *

Wall Street Journal aptly sizes up inevitably competitive situation in these words by Joseph Guilfoyle: "The TV brat has gotten big enough to swipe program sponsors from radio, but not big enough to survive without radio's financial help."

Fact is, there's movement apparently under way from night radio to daytime radio and night TV, emphasized this week by Lever Bros. dropping Bob Hope (NBC-AM), buying 2 CBS-TV half hours per week for fall, taking Arthur Godfrey across-the-board on CBS-AM mornings. Procter & Gamble cancelled 10-year-old Truth & Consequences (NBC-AM), offered to put it on film for TV. And Amm-I-Dent dropped Burns & Allen (CBS-AM), signing CBS-TV Mystery Playhouse plus Quick As a Flash on ABC-AM daytime.

As for TV success stories, latest by National Dairy's ad chief Glenn Gundell is significant: In all cities where Kraft TV Theatre is shown, Kraft's Philadelphia Cream Cheese is 30% ahead of previous records. It will be recalled that McCann-Erickson president Marion Harper Jr. told April NAB convention that sales of his then 23 TV clients were up 19-37% in TV markets, compared with sales of same products in non-TV markets (Vol. 6:16).

Radio is countering, of course -- for it's unquestionably still the cheapest medium for reaching mass audiences, particularly daytime. CBS is especially active, its latest presentation telling of "Radio's Extra Profit Margin." Yet CBS president Frank Stanton had to admit to reporter Guilfoyle: "It would be foolish to say we won't have to change our [AM] rates eventually." And NBC's Joseph McConnell: "We're thinking of raising our daytime rates." Such moves have already been made by WFIL, Philadelphia; WCCO, Minneapolis; WJR, Detroit (Vol. 6:12,15,19).

Note: Fully 75% of all TV stations have raised rates since last Jan. 1, shown on rate cards we're compiling for next TV Rates & Factbook, due in early July.

Telecasting Notes: Philco's WPTZ, Philadelphia, can be added to list of stations now operating in the black (Vol. 6:3,5,6,13); also, Paramount's KTLA, Los Angeles (see Financial Notes) . . . NBC's 5 stations, as group, are going deeper into black each month, one or 2 lagging—but network operation is still heavy loser . . . ABC reports spot sales up 3% for AM, spot on 5 TV stations up 170% first 4 months of 1950 vs. same 1949 period . . . CBS-TV discussing rate rise with stations, due in fall; NBC-TV raises network rates July 1 (Vol. 6:22) . . . "New York Close-Up" interview column by Tex McCrary & Jinx Falkenburg in *Herald Tribune* devoted June 8 to Dr. Allen DuMont; asked if DuMont Network was still losing money, he's quoted as saying: "You bet! Something else I'll bet you—we're losing less than any other network!" . . . New York's Mayor O'Dwyer June 15 begins series of talks titled *At The Mayor's Desk* on WPIX, alternate Thursdays 8-8:30 p.m. . . . Consolidated Television Pictures Corp. is name of new film syndicate initially comprising newspaper-owned TV stations, being formed by KTTV, Los Angeles (Vol. 6:22) . . . Cincinnati College of Music orders RCA camera chain, projector, film camera, control and studio facilities, etc. for training courses next Sept., leading to degree of Bachelor of Fine Arts in Radio Education . . . NBC-TV has taken Hofstra College study of TV sales effectiveness (Vol. 6:18) on tour, showing color film-slide presentation in major cities; next scheduled for Detroit June 20, San Francisco June 27 . . . CBS-TV has signed Army, Navy, Columbia football games for 8-week schedule starting Sept. 30; still undecided is Army-Navy classic . . . Giveaways thrice weekly with minimum jackpots of \$1000, participating sponsors, will be Crosley's TV summer fill-in titled *On the Line* (on WLWT, WLWC, WLWD) starting June 17, 8:30-9:30; it's tune-guessing a la *Stop the Music* . . . Michigan State College authorized by State Board of Agriculture to petition FCC to move Channel 12 from Grand Rapids to East Lansing, claiming it can be done under mileage separation rules; board has appropriated \$100,000 to buy station equipment . . . Rochester's WHAM-TV observes first birthday June 11, reports all available commercial time sold, is raising base rate July 1 to \$300 . . . Earle C. Anthony this week ordered all employees of KFI, KFI-FM & KFI-TV, down to janitor, to sign disclaimer of "membership in the Communist Party or any other of the many fringe subversive groups."

Petrillo thinks he's broken TV log-jam, gotten film producers to play his way. AFM president told his union convention in Houston this week that he has signed 4 contracts paying moving picture scale, 5% royalties—with Horace Heidt, Gene Autry, Snader Telescriptions, Hollywood Imperial Pictures Corp. (Vol. 6:22). He's hoping to sign 30-40 more during next 30 days, he told delegates. Too many of union's 245,000 musicians are out of work, he said in annual report, expressing hope TV will take up some of slack. This is what he thinks of TV: "TV situation is most complex that I have yet had to deal with . . . I am satisfied that eventually all TV programs will be made on film . . . We do know one thing, and that is that TV is here to stay."

NARDA delegation who called on FCC, Senator Johnson and their Congressmen in Washington this week to urge end of TV freeze (see p. 1) was headed by managing director Cliff Simpson (just resigned to go with Chicago Electric Assn.; NARDA currently seeking new man)—and included Mort Faar, Upper Darby, Pa.; Francis L. Monette, Lowell, Mass.; H. B. Price Jr., Norfolk; J. S. Geohagen, Stamford, Conn.; Mario Jeantet, New York City; Robert Dowd, Washington.

Network Accounts: Having terminated contract with Bob Hope (NBC-AM), Lever Bros. has bought 2 CBS-TV periods in fall, one of which will be for *Starlight Theater* starting July 3, Mon. 8-8:30, other for undecided show Thu. 9:30-10 . . . Meanwhile, NBC signed Hope to long-term radio-TV contract, announced Chesterfield will sponsor him on Lever AM network period (Tue. 9-9:30) starting in fall; he will continue his holiday TV shows for Frigidaire to end of year, 4 more scheduled . . . Chesterfield giving up first half hour of CBS-TV *Arthur Godfrey and His Friends*, Wed. 8-8:30, retaining 8:30-9:00 . . . Texas Co. has renewed Milton Berle's *Texaco Star Theatre* on NBC-TV; it goes on summer vacation after June 13 show . . . Oldsmobile, now sponsoring *CBS News with Douglas Edwards* on CBS-TV 3 times weekly, in fall will expand to Mon. thru Fri. 7:30-7:45 . . . Philip Morris has signed with CBS-TV for Thu. 10-10:30 show, starting date undecided . . . Chesterfield will sponsor *Perry Como* on CBS-TV Mon.-Tue.-Fri. 7:45-8, starting time undecided . . . Toni Inc. goes weekly with *Twin Time* on CBS-TV this fall, Wed. 9-9:30; plan to alternate with *Stopette's What's My Line?* has been dropped, it will get new time . . . Robert Montgomery's *Lucky Strike Theatre* as of Aug. 14 goes weekly on NBC-TV, Mon. 9:30-10:30, vacations after June 26 . . . Ed Sullivan's *Toast of the Town*, Sun. 8-9, continues thru summer, but sponsorship during that time by Lincoln-Mercury is still undecided.

Station Accounts: TV time was used locally on considerable scale by Warren-Roosevelt and other California political candidates in primary campaign ending this week auguring wider use of medium during fall Congressional and other elections . . . Cole Brothers Circus, with William Boyd (*Hopalong Cassidy*) as chief attraction and major stockholder, will use TV & AM spots on current summer tour . . . Richfield Oil sponsored two 5-hour telecasts of Southern California Tennis Tournament on KTTV, Los Angeles . . . Yellow Cabs of Philadelphia June 27 starts sponsoring *Yellow Cab Review*, film, alternate weeks on WFIL-TV, Mon. 8 p.m. & WCAU-TV, Tue. 10 p.m. . . . New participations on WNBT, New York: Best Foods (Hellman's mayonnaise, etc.) and Arnold Bakers Inc., both on Josephine McCarthy show . . . Among other sponsors reported using or planning to use TV [all agencies N.Y. unless otherwise stated]: McKesson & Robbins (Tartan Sun lotion), thru J. D. Tarcher; Parker Fur Co., thru Tim Morrow Adv., Chicago; Towne Talk Co. (Towne Pride flavorings), thru Mogge-Privett, Los Angeles; General Cigar Co. (Van Dyke cigars), thru Federal Adv. (WENR-TV); Austin Portrait Studios (chain), thru Mayers Co., Los Angeles; Springs Cotton Mills, thru Erwin, Wasey (KTTV); Ecko Products Co. (kitchenware), thru Dancer-Fitzgerald-Sample, Chicago (KTTV); Frito Co. (Fritos), thru Glenn Adv., Los Angeles (KTTV); Bell Packing Co. (chopped olives), thru Jewel Adv., Oakland (KRON-TV); Shifman Bros., Newark (Sanotuft bedding), thru Max Walter Adv., So. Orange, N. J.

BAB's first TV study covers *Shop by Television* show, half-hour weekly, sponsored by Washington's Hecht Co. dept. store over WMAL-TV. Program is "all-commercial," comprising product demonstration—low in cost, high in direct results. Phone orders placed during show and immediately after rose from \$582 week of Jan. 31 to \$2600 week of Feb. 28. Big store now has 2 half-hours weekly on WMAL-TV for *Shop by Television*, has Wednesday participation in NBC-TV's *Leave It to the Girls* (WNBW), sponsors afternoon *TV Shoppers Revue* Mon.-Thu. on WNBW—total of 5 hours plus participations. BAB also has survey of appliance dealers as prospects.

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Television Digest

WITH AM FM REPORTS

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PRICES, PRICES, WHO'S GOT THE PRICES? Watching the front runners jockey for position, in preparation for TV's huge fall-winter sweepstakes, would be amusing were it not such deadly serious business. At week's end, each of the favorites was seeking to conceal its new price listings from the others, playing a cagey game of hide-and-seek. But it's only a matter of days, now, before the facts will be out -- and in few weeks the production and merchandising race will be on in earnest.

All odds favor the public getting 12½-in. name brands at prices still further under \$200 level; new 14-in. rectangular models at or near early-1950 prices of 12½-in.; 16-in. models at substantially lowered prices -- beginning at around last fall's 12½-in.; 19-in. gradually reducing to old prices of 16-in. The 17-in. rectangulars and 20-in.-and-larger models are still dark horses.

Better production know-how, lowered picture tube prices, keenest kind of competition among the majors (top 20 easily do 90% of volume) as well as among the 90-odd smaller companies -- all spell improved quality at lower prices this fall and winter. How closely the big boys are guarding price "secrets", is indicated by fact GE distributors were shown new line in Syracuse this week (14 & 16-in. rectangular), promised late July shipments "on memorandum basis," prices to be quoted later!

Philco distributors were to be told about new line of 34 TV and 27 radio models at Atlantic City convention Saturday (June 17) -- but prices were not releasable until Philco's 5000 dealers convene there Monday & Tuesday. Admiral promised "most spectacular array of new TV models ever presented" at distributor meeting in Chicago's Edgewater Beach Hotel, June 17 also, accent to be on 16-in. rectangulars and 19-in. and 2 new plastic models -- no radios. RCA previewed its unpriced models to own field force in Atlantic City this week, will show to distributors shortly.

Motorola as usual is mum, which would indicate it's waiting watchfully, as it did last winter when it didn't price sets until second day of Chicago marts. But its so-called interim line of four 14 & 16-in. models (Vol. 6:22) may be indicative; and its distributors and dealers are due to be shown more momentarily. DuMont distributors meet in New York's Hotel Pierre, July 6-7; Stromberg-Carlson starts series of exhibits in Rochester, June 22; Arvin convenes in Moraine Hotel, Highland Park, Ill., June 19-20; Trav-ler in same place, June 23-24.

Interim and early fall models already released were fully reported in recent issues: DuMont (Vol. 6:16); Meck (Vol. 6:17); Emerson (Vol. 6:18); Hallicrafters & Starrett (Vol. 6:19); Admiral & Majestic (Vol. 6:20); Motorola, Philco & Westinghouse (Vol. 6:22). These doubtless are subject to change -- and we'll learn lots more at exhibits June 19-29 in Chicago's Furniture and Merchandise Marts, then July 10-17 at Music Merchants Show in Chicago's Palmer House.

SIZEABLE MARKETS STILL AWAITING TV: Come end of freeze and authorizations of new stations (Vol. 6:23), some of best marketing areas of country should get their first stations -- for there are many more still unserved by TV than seems apparent at first blush, considering enormous impact of the mere 105 stations now serving only 62 areas. Actually, only one more brand new market area is certain to be opened up this year -- Nashville, ranking 56th, where WSM-TV is aiming to start about Sept. 1.

Analyzing present FCC allocations of TV channels by metropolitan districts and their sales rank, using same table based on 1940 census as FCC used (see p. 65,

TV Directory No. 10), we find among 50 top sales areas just 10 as yet without TV outlets: Hartford-New Britain, ranking 20th; Portland, Ore., 22; Denver, 26; Scranton-Wilkes-Barre, 30; Springfield-Holyoke, 32; Akron, 35; Youngstown, 36; Worcester, 41; Allentown-Bethlehem-Easton, 43; Lowell-Haverhill-Lawrence, 45. Populations of all of these are above 300,000, subject to revisions when 1950 census is reported.

Studying next 50 areas in FCC's ranking, we find 34 must yet get their first TV stations -- all of them 100,000 or more population in 1940, probably considerably more now: Bridgeport, 53rd (leaving out of account RCA-NBC still experimental uhf station there); Sacramento, 54; Fall River-New Bedford, 55; Nashville, 56; Des Moines (served from Ames), 59; Trenton, 60; Tampa-St. Petersburg, 61; Canton, 63; Flint, 64; Peoria, 69; Harrisburg, 70; Spokane, 71; Duluth-Superior, 72; Reading, 73; Tacoma (served by Seattle), 74; Chattanooga, 76; Saginaw-Bay City, 77; San Jose, 78; Fresno, 79; South Bend, 80; Fort Wayne, 81; Wheeling, 82; Atlantic City, 83; Waterbury, 85; Wichita, 86; Knoxville, 87; Charleston, W.Va., 88; Portland, Me., 89; Beaumont-Port Arthur, 90; Huntington, W.Va.-Ashland, Ky., 92; Evansville, 93; Shreveport, 96; Racine-Kenosha, 97; Little Rock, 98.

Note: Since last Jan. 1, only 7 new applications have been filed, making total pending to date 349 -- all reported in TV Directory No. 10 and Addenda. FCC in imposing freeze urged no applications be filed before lifted (Vol. 4:39-40), stating they would be given no priority. FCC's table of proposed allocations by states & cities, vhf & uhf, is available as Supp. No. 64; by vhf channels, No. 65.

'WARNING' TO NEWSPAPERS & TELECASTERS: No signs of abatement in Zenith's campaign for Phonevision -- despite tangle with FCC (Vol. 6:22-23). Now, Comdr. E. F. McDonald has written to newspaper publishers, in frank effort to enlist their support for Phonevision, to tell that his pay-as-you-look system would render TV merely a "half-time competitor" for advertising dollars. Coincidentally, another letter he wrote to CBS president Frank Stanton warns telecasters that theatre-TV is planning to sign up exclusive TV program rights, thus hamper home TV.

Letter to publishers warns that TV "looms as the most deadly competitor in history for the advertising dollar...is also beginning to sell time in substantial and growing volume to dept. stores, clothing manufacturers, automobile and appliance dealers and other newspaper standbys that have hitherto used radio very little, some not at all." It goes on to relate that by providing [telecasters] with boxoffice "Phonevision will produce substantial income for broadcasting stations without the sale of advertising during broadcast periods which would otherwise have to be supported by advertising revenue. TV stations will have less time for sale to advertisers, because many of their programs will be paid for directly by their audience."

Letter to Stanton says failure of telecasters and TV manufacturers to support Phonevision may permit movie industry to sew up sports, Broadway openings, etc.; also attacks Theatre Owners of America for allegedly proposing members band together to bid such programs away from TV. "The boxoffice receipts from theatres in just a few major cities," it states, "will enable these theatres to far outbid broadcasters with no boxoffice."

Said top-hole newspaper-radio-TV operator, who sent us copy of letter that went to publishers: "It is either desperation or hypocrisy when a man tries to carry water on both shoulders in this fashion."

Meanwhile, report was current that Zenith, unable to get feature films for Phonevision tests, is getting ready to sue movie firms. And a "competitor" in field of subscription TV loomed in disclosure by Skiatron Corp. president Arthur Levey, writing FCC this week it has started "pilot" production of "Subscriber-Vision" on same principle as Phonevision but requiring no phone lines. Levey said he will ask for experimental public tests in New York City, same as authorized for Phonevision.

On subject of theatre vs. home TV, Fabian and TOA consultant Nathan L. Halpern writes in June Televiser Magazine that there's no contest between them because of: (1) Basic differences between home and theatre audiences. (2) Limitations on production techniques for home viewing while theatre TV can give full scope to programs. (3) Requirement that home TV condense its version of plays, operas, etc. to fit time patterns, whereas there need be no "cutting" for theatre TV.

NETWORKS HOT ON IMPROVING KINES: Kine-recordings, or teletranscriptions, loom large in network plans -- hence the current preoccupation in improving them to point where they're as good as transcribed programs are in radio. Fact is that, notwithstanding AT&T's estimate of 1952 for coast-to-coast TV hookups (Vol. 6:16), networks aren't too keen about early connections.

Reason is high cost of coaxial and/or microwave relays of network programs -- much higher than for radio. East and Midwest have substantial number of stations, but there are very few beyond St. Louis until you get to West Coast. Enormous "line haul" renders cost of prospective coast-to-coast hookups appalling. Some network executives even think it would be better to concentrate on building up presently-served areas, with extra circuits and spur links to contiguous towns, than to push coast-to-coast too fast.

Along with films, kine-recordings must continue to be mainstay of non-inter-connected TV stations for some time -- doubtless always will have good use because of their flexibility for time placements. But their quality has left much to be desired, as against "live" shows. Thus, ABC developed its new system called Vitapix (Vol. 6:21), and this week NBC reveals 2 devices for which engineering v.p. O. B. Hanson claims "performance approaching live TV pickups."

NBC's Orthogram amplifier compensates for distortion in gray-scale of film, such as chalky skin tones. Second device, a high intensity, short-arc mercury vapor lamp made by Westinghouse, is used in film projector to put more light on camera's iconoscope (scanning tube). NBC has already installed both devices in its New York and Hollywood stations, Orthogram alone thus far in Washington and Chicago.

As with radio transcriptions, there will always be those who insist there's difference between live show and recording, albeit element of immediacy is utterly unimportant on most dramatic and variety shows. Exemplifying this attitude in TV is letter from Lawrence H. Rogers, WSAZ-TV, Huntington, W.Va., now building own microwave link to Cincinnati for Sept. 1 network link (Vol. 6:22):

"What most of the non-owners [of TV sets] are waiting for in this area is 'network', notwithstanding the fact that by kine we have been showing an average of 30 network shows a week. The psychological factor is tremendous here regarding live network, probably because this area is entirely surrounded by such interconnected markets as Cincinnati, Dayton, Pittsburgh and, by fall, Louisville."

NBC-TV operations chief Carleton Smith reported this week network is currently shipping 325 prints a week to member stations -- 496 programs, or about 27 hours of recordings. Each week network shoots more than 400,000 ft. of kine-recording film; first week in May, it kine-recorded 51 commercial, sustaining and special programs. Its kine production, Smith said, is "100% greater than the Hollywood studios' output of feature films, on an annual average basis."

HAZELTINE'S COLOR WORK, AT&T & UHF: Activity on color-uhf front was relatively unexciting this week, only developments being: (1) Hazeltine showing of its work on RCA dot sequential system to newsmen and industry technicians this week. (2) Completion of hearings on AT&T bid for 470-500 mc slice of 470-890 mc band, which it wants for mobile common carrier services.

Next important date is July 10 when proposed findings on color hearings are to be filed. Only briefs expected are from 3 proponents -- CBS, CTI, RCA. It's understood RMA, DuMont, Philco, et al, won't file briefs, have decided to "sit it out." FCC's own first formal meeting for color discussion is July 11.

* * * *

Hazeltine showed that color cut-off point is not as critical as opponents of RCA system have made out. Using 12-mc simultaneous color picture as standard, Hazeltine showed what 4-mc dot sequential picture would look like with cut-off at .1 mc, .5 mc, 1 mc & 2 mc. (RCA cuts off at 2 mc). With mixed highs introduced, observers agreed that .1 mc picture was "remarkably good," that .5 mc picture was better, that 1 mc & 2 mc pictures still better but not very obviously so.

After putting dot interlace into picture, Hazeltine showed new sampling method called constant luminance. By this means, it permits variations in color

(less noticeable to human eye) without affecting brightness of picture. This virtually eliminated "shimmy" effect -- which also means various types of interference are substantially reduced. It improves monochrome, too, but not as noticeably.

Significance of Hazeltine developments -- which it showed FCC in April (Vol. 6:17) -- is that electronics experts have begun, successfully, to refine RCA dot sequential system. This indicates FCC must bear refinements in mind in establishing standards since constant luminance idea must be taken into account at transmitter end, albeit it's essentially a receiving device.

Hazeltine demonstrated on RCA 3-tube dichroic mirror receiver, claimed cost would be negligible in better type sets, several tubes and associated components in less expensive types. Experts said system should work on 3-gun, tri-color tube.

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TV defenders of 470-890 mc band for uhf TV based case against AT&T's encroachment (Vol. 6:23) on these grounds: (1) This is probably last space available in spectrum for TV expansion. (2) Even with whole band, TV would only have 82 channels vs. AM's 106. (3) TV needs all space possible if it's to place minimum number of stations in individual markets, permit maximum separation to preclude interference. Appearing at closing hearing June 14 were DuMont's T. T. Goldsmith, Philco's F. J. Bingley, ABC's John G. Preston (for TBA).

Telecasting Notes: Add one more to growing roster of TV stations now "in the black"—WHAM-TV, Rochester, just one year old this week and now well within profit column . . . Due on regular schedule July 1, WHBF-TV, Rock Island, Ill., reports Channel 4 tests showing up very well over large area, with letters, wires and phone calls from 75 cities within 100-mi. radius coming without any prior announcement of tests . . . Philco's WPTZ, Philadelphia, has installed complete TV studio in Atlantic City's Convention Hall so 6000 distributors-dealers could be shown "how a telecasting station works" during June 17-22 convention . . . Theatre Owners of America has engaged Jansky & Bailey as engineering consultants on theatre-TV; along with attorneys Cohn & Marks they will represent TOA at as yet unscheduled FCC hearings on theatre-TV channels (Vol. 6:2, 9) . . . Lots of excitement Monday at tower of WDAF, Kansas City, when laborer climbed 475 feet up 724-ft. tower, threatened to jump until promised chance to appear on TV; police took him in immediately he came down . . . "Horror" episode at KLEE-TV, Houston (changing to KPRC-TV, July 3) when a 50-year-old laundryman shot himself to death Monday as he sat beside telecaster Dick Gottlieb in press box of ball park; shot was heard over TV and all through stadium, and seconds later a TV camera focused on slumped body . . . Crosley's WLWT, Cincinnati, reports record total of 182 advertisers in May, 23% ahead of April and 109% ahead of May 1949; 76 of them are participations, 43 use spots, 63 programs . . . Coast-to-coast TV, 20,000,000 sets-in-use, 80,000,000 audience by 1952 were forecast by RCA's Gen. David Sarnoff in addressing John Carroll U commencement class this week . . . Official word from Don Lee management: "No deal has yet been concluded with CBS for purchase of KTSL. Any reference to participation in these properties by Liberty [Broadcasting System] entirely unwarranted and story released to the AP by Liberty has since been repudiated by CBS. No definite disposition has yet been made." . . . MBS has elected to stay in NAB, as did NBC, and won't follow CBS & ABC withdrawals (Vol. 6:20, 22).

More June 1 sets-in-use, reported since NBC Research "census" of May 1 (Vol. 6:20): Boston 390,762, up 22,762 in month; Baltimore 172,820, up 6820; Cincinnati 130,000, up 10,000; Milwaukee 114,664, up 4664; Columbus 71,000, up 4600; Dayton 67,000, up 4900; Providence 62,162, up 5662; Johnstown 23,100, up 1800.

Engineering Comr. George Sterling got unanimous approval for confirmation of reappointment to FCC after 2-day session before Senate Interstate & Foreign Commerce Committee, June 15-16. What looked like "ordeal by fire" at hands of New Hampshire Republican Senator Tobey first day, turned out to be mere threat to expose what he called FCC's "stupidity, maliciousness, blunder." Tobey was talking about the trouble TV is in today (troposphere, freeze, etc.), pegged threat to "expose" FCC on a June 1947 warning by technical information division chief Edward W. Allen that TV was going to get into interference trouble. Second hearing day, however, Tobey was all sweetness and light, didn't pursue "attack" any further. Sen. Johnson asked Sterling if it was true FCC is thinking of moving all TV to uhf, got forceful denial.

Personal Notes: Robert Gillham, ex-Selznick and onetime J. Walter Thompson v.p., joining Music Corp. of America next month to handle TV-radio talent and shows . . . David Hale Halpern, TV-radio v.p., Owen & Chappell, nominated for second term as president of American Television Society . . . Stanton Osgood, ex-CBS, appointed mgr. of NBC-TV film production and theatre-TV div.; Robert H. DeBeer appointed supervisor of records-research div., NBC personnel . . . Haan J. Tyler, mgr. of KFI-TV, Los Angeles, elected president of Los Angeles Ad Club . . . Rodney D. Chipp, DuMont Network engineering, director, elected chairman of New York IRE . . . Al Isberg, chief engineer, KRON-TV, San Francisco, elected chairman of San Francisco IRE . . . Alvin P. Rhone, ex-WBKB, joins WOR-TV, New York, as mgr. of film dept.

G. Emerson Markham, TV director of NAB, resigned this week, has not indicated future plans. He assumed newly created \$17,500 NAB post last Aug. 1, leaving managership of GE's WGY & WRGB, Schenectady. His place will be filled shortly, possibly by BAB's Charles Batson, who authored NAB's 3-volume TV studies last year. Also resigning from NAB staff, after 13 years, is Arthur Stringer, handling special services, FM, convention expositions.

John Shepard 3rd, who founded Yankee Network, sold it to General Tire (O'Neill) interests in 1944, was chairman of board until retirement last year, died June 11 in Brookline, of a heart ailment. His age was 64.

Clyde P. Scott, 48, mgr. of ABC's KECA & KECA-TV, Los Angeles, died June 13 of heart attack.

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June 24, 1950

WASHINGTON, ROCK ISLAND & MEXICO CITY: Newspaper activity highlighted this week's big news from the TV stations:

(1) Washington Post's WTOP Inc. (45% owned by CBS) purchased WOIC from Macy dept. store interests (WOR & WOR-TV) for cash sum in neighborhood of \$1,400,000.

(2) Rock Island Argus' new WHBF-TV was ready for formal Channel 4 debut next Saturday (July 1), making it nation's 106th outlet, Quad Cities' second (other is WOC-TV, Davenport) -- and the 39th owned by newspaper interests. Washington Post acquisition, when approved by FCC, will make 40.

(3) Mexico City Novedades (Romulo O'Farrill) was all set to begin tests July 5 of its new XHTV on Channel 4 -- first TV outlet in the Americas outside U.S. (Vol. 6:16,19). RCA fieldman W. C. Cothron, handling installation, reports everything nearly ready. Station opens up new market for U.S. receivers, programs, etc.

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Washington Post purchase of WOIC was quietly engineered at top levels (by millionaire owner Eugene F. Meyer, his publisher son-in-law Philip Graham, the CBS hierarchy, Macy's president Jack I. Straus) after efforts to buy DuMont's WTTG had proved unavailing. It came as complete surprise to staff, especially in view of Straus' repeated statement station wasn't for sale. WTOP manager John H. Hayes will probably head WOIC, now managed by Eugene Thomas, onetime WOR sales chief.

Price gives Macy interests substantial profit, accepting their statement that Channel 9 station stood them between \$800,000 & \$900,000 by time it began operating in January 1949. Station has forged ahead steadily, with some months in black and profitable operation reasonably assured when new rate card goes into effect later this year. Curiously enough, WOR engineering chief Jack Poppele urged the Washington investment on his principals when local interests held back for fear of TV costs; grant of April 26, 1946 took more than 2½ years to get started.

Though CBS 45% minority may charge this station up as unit against network's allowable limit of 5 TV outlets (it owns New York's WCBS-TV, 49% of Los Angeles' KTTV, is trying to buy Don Lee's KTSL, Los Angeles), fact is that publisher Graham holds voting trust of CBS stock. Both 50-kw WTOP(AM) and WOIC are CBS affiliates.

WOIC is third TV outlet to be purchased by newspapers in recent months: Dallas News paid \$575,000 for KBTW, now WFAA-TV (Vol. 6:4,11). Houston Post bought KLEE-TV for \$740,000 (Vol. 6:13,21); it changes call to KPRC-TV July 3.

WORLD TV STANDARDS STILL FORMATIVE: American TV, as did our movies, must someday become a substantial export commodity -- both equipment and programs. This presupposes technical operating standards ("gauge of track") compatible with those which have made this country world TV leader in the scant few years since war ended. Problems of standards are now engaging some of best minds in industry, marshalled under State Dept. auspices.

Three TV systems in the world seem to be prospect for visible future -- and 2 of them, very much alike, may wind up as standard for virtually every country except United Kingdom (Britain). There are even predictions Britain may switch eventually, especially since at least one large dominion, Canada, is virtually certain to follow U.S. patterns for obvious reasons.

That was status at close of recent European meetings of international technicians -- CCIR Study Group 11 (Vol. 6:3,9,11) in London, Paris, Eindhoven (Holland).

For exchanges of programs and eventual export market, exactly same standards the world over would be most desirable. Complete standardization isn't in the cards because of factors involving economics, politics, varying power supplies. But there's good chance most of world will have closely-related systems. Actually, no European market for American-made sets is expected for many years.

Though Britain seems firmly committed to its 405-line, 50-field system, observers think there's excellent chance rest of Europe will go for 625/50, which is virtually "compatible" with United States' 525/60. There's even possibility that 625-line and 525-line systems could become even more closely related. That would be case if everyone accepted suggestion of CCIR director Dr. Balthe van der Pol that common line frequency (15,700 cycles) be adopted. In rest of world, principally the Americas, countries which have standards have chosen either 525/60 or 625/50.

France has been principal stumbling block, in regard to continental 625/50 standards, since it has adopted 819/50. But face-saving "out" for France was advanced by other countries. Backed by U.S. information, they told French representatives that dot-interlacing could give them 880-line resolution with 625-line system; French seemed to go for idea.

Next move is Geneva meeting, within few months; continental countries will adopt recommendations, send them on to plenary session of CCIR in Prague next year.

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British setup is complex. Ten stations are planned, 2 per channel. TV band will be 41-68 mc, with five 5-mc channels carved out. Two stations are in operation in London and Birmingham. London uses 6-mc bandwidth, double sideband transmission. Others will use 5-mc, single sideband. Some stations will use horizontal polarization, others vertical. Receivers are single-channel. Thus, if anyone moves to another city, his receiver usually has to be modified. Reasons for all the variations is to get maximum number of stations within available spectrum, minimum interstation interference and receiver cost -- while preventing obsolescence of existing sets.

British transmissions are technically excellent, say American observers. They achieve full capabilities of system. One big advantage is that they have 35-kw transmitters radiating some 100 kw -- well above anything we have yet.

"Worst thing about British TV," says one, "is that there's no channel switch on receivers -- you get one station and that's all." (Of course, we still have quite a few single-station cities here, too.)

Dutch transmissions were said to be fine, French poor. One observer thought latter's 819-line pictures not as good as British 405-line.

Here is roundup of what came out of meetings: (1) All members agreed on vestigial sideband transmission, 4:3 aspect ratio, non-synchronous operation, 2:1 line interlacing, type of polarization needn't be standardized. (2) No agreement on field frequency, all countries except U.S. proposing 25 fields. (3) United Kingdom proposed 405 lines; France 405 and 819; Austria, Belgium, Denmark, Switzerland, Sweden, Netherlands and Italy 625; Morocco-Tunisia 819. (4) U.S. only country proposing negative modulation, others proposing either positive modulation or "further study." (5) U.S. proposed FM sound, others AM or further study. (6) CCIR director suggested 15,700-cycle common line frequency. (7) Color isn't ready for discussion, but should be compatible, if possible -- U.S. refraining from recommendations. (8) Dot-interlace was favorably received, is under study.

BOARD FINDS NAB IN GOOD SHAPE: New NAB board wound up 3-day Washington meeting June 22 in highly optimistic mood, reported finances in good shape despite recent ABC & CBS and many station withdrawals (Vol. 6:20-22). Membership is admittedly down, but board felt association is on even keel, will regain members as need and services increase. Here's what board did:

(1) Appointed Charles A. Batson TV director to succeed G. Emerson Markham, resigned (Vol. 6:24); he takes over July 1, leaving post of BAB assistant director in which he handled all TV. (2) Approved separation of BAB from NAB by April 1951,

plan to be drawn up by 5-man committee. (3) Authorized TV-AM-FM advisory committees instead of 9 previous departmental committees, members to be appointed by president Miller. (4) Set \$706,000 budget for year ending May 31, 1951, compared with \$798,000 for year just ended. (5) Asked TV members to commit themselves financially to support industry committee negotiating with ASCAP. (6) Named as board members Jack DeWitt (WSM & WSM-TV, Nashville) and Paul Morency (WTIC, Hartford) to succeed Wm. B. Ryan (ex-KFI, now NAB general manager) and Harold E. Fellows (WEEI, Boston, CBS-owned). (7) Instructed president Miller to register under Federal Lobbying Act. Next board meeting is Nov. 13.

Station Accounts: Starting in September, possibly earlier, quite a few TV manufacturers will release spots to advertise new TV-radio lines. Philco adfolk have prepared series of animated films for local placements that look like they'll rival famous B.V.D. spots. RCA, Tele-tone, Halli-crafters are others who have already approved local distributor-dealer use of TV . . . Best-liked TV commercials in New York area in May, according to Advertest Research: Lucky Strike, Philip Morris, Kools, Chevrolet, Chiquita Banana, Tide, Birdseye, Keds, Bulova, hi-V . . . Columbia Pictures to spend \$14,000 on all 7 Los Angeles TV stations to test TV for movie advertising; will compare with San Francisco, where all media except TV will be tried same time on same picture . . . Al Fairbanks, food broker, has bought Wed. 8:30-8:45 on WOR-TV for *Tiny Fairbanks Show*, promoting products he distributes: Strongheart Dog Food, Island Tapioca, Boy-O-Boy Chocolate Syrup . . . Brooklyn Union Gas Co. renews for 30 spots over 13 weeks on WJZ-TV, New York . . . Rudolph Wurlitzer Co. has sent 2 one-min. TV shorts to its jukebox distributors in various cities for placement on TV, illustrating how new jukebox works and aimed in part to interest tavern keepers in buying it . . . Among sponsors currently using or reported preparing to use TV are: Economy Gas Furnace Mfg. Co., thru Morris F. Swaney Inc., Chicago; Consolidated Royal Chemical Co. (Krank's shaving cream & Mar-O-Oil shampoo), thru Ruthrauff & Ryan, Chicago; Burlington Brewing Co., thru Goodkind, Joice & Morgan, Chicago; Grove Laboratories (4-Way cold tablets), thru Harry B. Cohen, N. Y.; Releen Corp. (cleaning fluid), thru Cayton Inc., N.Y. . . . Big League Togs Inc. (boys & girls togs), thru Weightman Inc., Philadelphia; Catalina Citrus Co. (Mojave orange juice, Puretex lemon & lime juices), thru Harry M. Frost Adv., Boston; Doray Inc. (automatic defroster), thru A. E. Aldridge Assoc., Philadelphia.

Network Accounts: Pharma-Craft Corp. (Heed deodorant) and American Safety Razor Corp. (A.S.R. blades) co-sponsor *The Sugar Bowl*, musical comedy with campus setting, starring Chico Marx, starting Oct. 5 on ABC-TV, Thu. 10-10:30 . . . General Shoe Corp. buys *Acrobat Ranch* on ABC-TV, starting Aug. 19, Sat. 11:30-12 noon . . . Chrysler Corp. starts *Treasury Men in Action* on ABC-TV from Sept. 11, Mon. 8-8:30 . . . Ironrite Ironer Co. program on ABC-TV starting Oct. 2 will be *Hollywood Screen Test*, Mon. 7:30-8 . . . Ford Dealers of America summer replacement for *Kay Kyser* on NBC-TV is musical with Jack Haley, starting July 6, Thu. 9-10 . . . Van Camp's Foods *Little Show* with John Conte starts June 27 on NBC-TV, Tue. & Thu., 7:30-7:45 . . . Minute Maid Corp. buys *Howdy Doody* on NBC-TV from July 7, Fri. 5:45-6 . . . Gillette to sponsor annual all-star American-National League baseball game from Chicago on NBC-TV, starting 2:15 July 11 . . . Esso signs with CBS-TV to sponsor 8 college football games starting Sat., Sept. 30 . . . Arnold Bread drops *Faye Emerson Show* on CBS-TV after July 7, but retains Sun. 9-9:15 for undecided program . . . Drug Store Productions Inc. has renewed for 26 weeks on 18 DuMont Net-

work stations *Cavalcade of Bands*, Tue. 9-10, from July 4; also *Cavalcade of Stars*, Sat. 9-10, from July 8 . . . Televised *Lutheran Hour* has been approved by Lutheran Laymen's League to supplement present AM network shows . . . Kellogg Co. reported readying children's TV show.

Personal Notes: Harry S. Ackerman, CBS Hollywood director of network programs last 2 years, has been named to newly created post of executive head of CBS production, Radio & TV, reporting to program v.p. Hubbell Robinson Jr. . . . Robert Coe, ex-mgr., WPIX, New York, retained by Schine Enterprises (theatre chain) to consult on its TV-radio operations; will headquarter at Schine-owned WPTR, Albany . . . Jerry Jerome new musical director of WPIX . . . Joel Chaseman promoted to asst. program mgr., Charlotte Darsch to traffic mgr. of WAAM, Baltimore . . . Arthur H. Sherin Jr. named head of TV sales for Avery-Knodel Inc., reps (WMBR-TV, Jacksonville; WKZO-TV, Kalamazoo; WHBF-TV, Rock Island) . . . Marge Kerr resigns as talent buyer for N. W. Ayer to head creative TV program development for William Morris Agency . . . H. E. Ringgold elected v.p. & director of Petry rep firm . . . John Fox, ex-CBS, now director of production, William Douglas McAdams Inc. . . . Joseph Epperson, chief engineer of Scripps-Howard Radio, elected chairman of Cleveland IRE; Thomas B. Friedman, WXEL chief engineer, vice chairman . . . NBC-TV program research supervisor Dr. Thomas E. Coffin wins one of 4 annual awards of American Marketing Assn. for Hofstra College-NBC study on TV's sales effectiveness (Vol. 6:18).

This astonishing information comes from Paramount TV technical director Richard Hodgson, speaking before Allied Theatre Owners of New Jersey in Atlantic City last week-end: (1) Total investment in TV, including receivers, broadcasting and manufacturing plants, etc., is now \$3.5 billions, vs. movie industry's, \$2.88 billions. (2) Potential TV audience is now equal to 25,000,000 weekly movie audience. (3) Sharing of theatre-TV channels—when and if authorized—with business conference groups, pipeline companies, publishing houses, might be one way to save high operating costs. (4) Exhibitors should not be content with theatre-TV facilities below requirements for color TV. Latter idea has been plugged hard recently by Paramount TV executive Paul Raibourn, notably at Los Angeles sales convention last week.

Total U. S. advertising expenditures in 1949 were \$5,202,200,000, up 7% from 1948, according to *Printer's Ink*. National advertising accounted for \$2,973,800,000, up 7.1%; local \$2,228,400,000, up 6.7%. Newspapers were first, with \$1,905,000,000, up 8.9% (\$1,440,000,000 local, \$465,000,000 national). Radio was next with \$633,800,000, up 2.7% (national \$389,200,000, up .5%; local \$244,600,000, up 6.4%). Magazines, including weeklies, women's, general and farm, achieved \$492,500,000, down 3.9%. TV "showed furious progress," is credited with \$63,000,000—including, in addition to time charges (Vol. 6:21), talent, production, etc.

Telecasting Notes: Probably least publicized of all TV stations, Albuquerque's KOB-TV (3400 sets as of June 1, 22,000 families) asked FCC to permit it to drop weekly operating hours back to 12 to reduce summer expenses. FCC voted emphatic denial, held KOB-TV must operate not less than its 16-hour minimum . . . WCPO-TV, Cincinnati, claims it's first to program 100 hours weekly; WKRC-TV reports it will exceed 100 hours this fall . . . Charlotte's WBTV bought display space in financial section of *New York Times* June 21 to publicize fact it will link into coaxial in Sept. . . . Though unconfirmed, there seems to be substance to *Variety* June 21 report that TV-movie star Robert Montgomery is dickering with Macy interests (WOR & WOR-TV) for establishment of possible \$6,000,000 studio structure in New York, Montgomery's Neptune Productions to manage it, rent space to film and TV companies . . . Hudson Theatre at 44th & Broadway has been acquired by NBC, will immediately be converted into TV playhouse . . . *Wall Street Journal* says WPIX is paying \$200,000 for TV rights to 120 Sun. thru Thu. events in Madison Square Garden (as against \$30,000 last year)—half already sold to Chevrolet Dealers; also, that CBS-TV is paying about \$115,000 for Sat. night events, and NBC-TV is dickering for renewal of Fri. boxing . . . *Christian Science Monitor* correspondents in TV cities have been asked to survey TV impact on children; articles will be written by Robert Lewis Shayon . . . Inadvertently, last week, we included Huntington, W. Va.-Ashland, Ky. among second 50 markets (ranking 92) as unserved by TV; Huntington, of course, has WSAZ-TV, state's only outlet—so actually there are now 33 among second grouping and Nashville's WSM-TV is due in fall . . . ABC has again signed Metropolitan Opera for next season, starting Nov. 11, expects to televise several performances . . . New York Philharmonic concerts will be telecast from Lewisohn Stadium in NBC-TV series starting June 26, Mon. 9:30-10:30 . . . CBS-TV showcasing these name shows, among others: *Garry Moore Show*, starts June 26, Mon. thru Fri., 7-7:30; *Songs for Sale*, introducing songwriters with unpublished works, simulcasts start July 7, Fri. 9-10; *The Stork Club*, with Peter Lynd Hayes and Mary Healy, originating in New York night spot, starting July 5, Wed. 7:45-8 . . . Chicago Tribune's WGN-TV signed for exclusive telecasts of all events from Chicago Fair, beginning June 25; station has built studio at Fair site, will originate all DuMont Network Chicago programs there.

Coast-to-coast TV by Jan. 1, 1952 is latest estimate of AT&T, which got FCC authority June 23 to put up 55 microwave relay stations between Omaha and San Francisco, at cost of \$17,900,000. Only 2 of the 4 circuits will be for TV, one in each direction. Additional \$2,500,000 is being spent on Chicago-Omaha radio relay, due to be open in October. Total for New York-San Francisco transcontinental microwave system is \$37,590,000, FCC figures. Meanwhile, Long Lines engineering chief Frank Cowan revealed June 23 that second circuit in Des Moines-Omaha microwave link, originally scheduled for early 1951, would be completed in October when first circuit is opened.

Methods of measuring oscillator radiation, one of problem's toughest angles (Vol. 6:8 et seq), were recommended to FCC by RTMA's R-15 committee (RCA's Kenneth Chittick, chairman). FCC has indicated it may accept proposals as stopgaps, but they aren't as stringent as Commission would like. Feeling is that promise of substantial improvement soon is worth temporary compromise.

FCC Comr. George Sterling was unanimously confirmed by Senate June 20 for new term ending June 30, 1957. Interstate & Foreign Commerce Committee had unanimously approved him June 16, despite rough handling it had given him in 2 days of hearings (Vol. 6:24).

Count of TV Sets-in-Use by Cities

As of June 1, 1950

Sets-in-use totaled 6,214,100 as of June 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Total represents 368,100 increase over May 1 count (Vol. 6:20), lowest increase thus far this year.

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	173,000
Boston	2	1,175,000*	391,000
Buffalo	1	323,000*	96,900
Chicago	4	1,438,000*	525,000
Cincinnati	3	384,000*	130,000
Cleveland	3	695,000	233,000
Columbus	3	225,000*	71,000
Dayton	2	291,000*	67,000
Detroit	3	839,000*	247,000
Erie	1	112,000*	22,600
Grand Rapids	1	182,000*	23,800
Kalamazoo	1(a)	143,000*	10,600
Lancaster	1	85,000*	48,500
Lansing	1	168,000*	8,500
Memphis	1	177,000	38,500
Milwaukee	1	327,000	115,000
New Haven	1	557,000	81,800
New York	7	3,597,000*	1,365,000
Norfolk	1	196,000	18,600
Philadelphia	3	1,184,000*	501,000
Pittsburgh	1	742,000*	113,000
Providence	1	1,011,000*	62,200
Richmond	1	130,000*	33,900
Rochester	1	208,000*	42,000
Schenectady	1	258,000*	82,700
St. Louis	1	474,000	136,000
Syracuse	2	199,000*	47,500
Toledo	1	241,000*	45,000
Utica	1	127,000*	15,000
Washington	4	691,000*	137,000
Wilmington	1	183,000*	34,500
Total Interconnected	58		4,911,600

Non-Interconnected Cities

Albuquerque	1	22,000	3,400
Ames (Des Moines)	1	126,000	11,200
Atlanta	2	233,000	41,300
Binghamton	1	131,000*	14,600
Birmingham	2	196,000	12,900
Bloomington	1	104,000*	6,100
Charlotte	1	171,000	15,600
Dallas	2	277,000*	31,100
Davenport	1(b)	133,000	11,400
Fort Worth	1	269,000*	25,400
Greensboro	1	165,000	12,500
Houston	1	217,000	23,800
Huntington	1	132,000	12,300
Indianapolis	1	281,000*	41,400
Jacksonville	1	94,000	11,000
Johnstown	1	250,000*	23,100
Kansas City	1	275,000	35,800
Los Angeles	7	1,372,000	523,000
Louisville	2	188,000	34,200
Miami	1	117,000	27,000
Minneapolis-St. Paul	2	333,000	95,600
New Orleans	1	225,000	27,800
Oklahoma City	1	138,000	30,300
Omaha	2	132,000	23,700
Phoenix	1	49,000	10,800
Salt Lake City	2	93,000	16,900
San Antonio	2	130,000	17,700
San Diego	1	113,000	40,100
San Francisco	3	825,000	60,300
Seattle	1	307,000	30,300
Tulsa	1	125,000	26,900
Total Non-Interconnected	47		1,302,500
Total Interconnected and Non-Interconnected	105		6,214,100

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse-Rochester-Utica-Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Lancaster-Baltimore; Dallas-Fort Worth.

(a) WKZO-TV began scheduled operation June 1. (b) WHBF-TV, Rock Island, due to start scheduled operation July 1.