

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING  
ARTS AND INDUSTRY

# Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 5, NO. 36

September 3, 1949

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING  
ARTS AND INDUSTRY

# Television Digest

WITH **AM** **FM** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 5, NO. 37

September 10, 1949

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

---

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

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

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

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

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

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

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

National income averages for different size radio stations in small, medium and large-size cities during 1948 are being presented by NAB employe-employer relations director Richard P. Doherty at district meetings during next 2 months as part of sessions on cost-control. Small station (250-watts) in city with population of 50,000 or less made \$91,326; in city of 50,000-250,000, \$155,804; in city above 250,000 \$229,256. Medium stations (500-5,000 watts) averaged \$1,136,054, \$288,440 and \$457,437 respectively. Large stations (10,000-50,000 watts) averaged \$291,830, \$621,583 and \$1,351,270 respectively. Analysis is based on returns from 800 stations.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING  
ARTS AND INDUSTRY

# Television Digest

WITH AM FM REPORTS

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

September 17, 1949

**FALL NETWORK COMMERCIALS UP:** Current network sponsorships for fall-winter season give you good idea of TV's commercial status in coming year. There are 80 sponsors on all the 4 networks (see listings on back page), with time totaling more than 45 hours a week. This compares with 48 accounts and 28 hours last January (Vol. 5:4), and scant 32 advertisers during August. NBC has 28 sponsors and 19 hours sold; CBS, 31 and 16½; ABC, 15 and 5½ plus Roller Derby and football for which no time can be gauged; DuMont, 6 and 3½, plus football.

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

December -- WBNF-TV, Binghamton, Dec. 1; WXEL, Cleveland and WKZO, Kalama-zoo, dates not specific.

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

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

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

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

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

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

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

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

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

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

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

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

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

## NETWORK TV SPONSORSHIPS

As of Sept. 15, 1949

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

### CBS Sponsorships

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

### DuMont Sponsorships

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

### ABC Sponsorships

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

### NBC Sponsorships

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

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

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

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

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

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING  
ARTS AND INDUSTRY

# Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 5, NO. 39

September 24, 1949

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Everything awaits disclosures at FCC hearings starting next Monday.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**COLOR TV ISN'T UPSETTING THE TRADE:** Those you'd expect to be most worried about "color threat" to the TV market, the set manufacturers, seem to be least worried. After first blush of RCA's surprise announcement wore off, the manufacturing tycoons continued to report no visible effect on buying as yet. Nor are their distributors and dealers complaining, they say. Prices are so attractive, now that they've virtually settled down, that even if some customers hesitate because they've been led to think color will come overnight, there's still plenty of market.

Retailing Daily, surveying merchandisers around the country, reported that TV dealers "do not expect their fall buying and merchandising plans to be disturbed" and are "generally of the belief that it will take a long time for color TV receivers to become available even if RCA's system proves workable." Also, that RCA's announcement "knocks out the bugaboo of obsolescence and therefore should make the public more receptive to buying sets now than they have been in some time."

We've interviewed many more key industry figures since last week's reports (Vol. 5:35) on RCA's system and trade reactions. What might be called the "philosophical long view" seems to prevail -- with very few recriminations against RCA and general feeling that it's a good thing to have color issue settled once and for all.

Consensus of leaders we've contacted is that burden is on TV salesmen now to persuade prospects that (a) today's TV sets are excellent buys, and prices not likely to go into same tailspin as last season's models; (b) they're missing fine programs, especially sports, if they don't buy now. Also, to explain that color, when ready, will simply be something to add -- at a price, whether built-in or converter.

Foregoing sums up Motorola president Paul Galvin's view; definitely a non-worrier, he said his company is going at top speed. Emerson's Ben Abrams stressed the extra-cost factor, guessed that color was still 4 years away; that converters would cost \$300-\$500, complete color-monochrome receivers would cost about \$1,000.

Philco's attitude is reflected in bulletin one of its biggest distributors sent to its dealers, reading: "Today's lab [color] models built for experimental tests are hardly next month's consumer production for you to sell. The complete system must yet be (a) demonstrated and accepted by FCC, (b) designed into transmitters and receivers, and into converters and adapters for existing equipment, and (c) placed on the market."

Also noted was fact production of programs in color is highly complex and expensive, like Technicolor in the movies. Hence monochrome will be basic for many years to come. Most stations, like movies, will put on color only occasionally.

"Let's not get an inferiority complex over color," said one top executive. "We're doing a good job in black and white, and people will continue to patronize it as they do the movies. Even the movies are a long way from all-Technicolor."

Fortunately, the word "obsolescence" hasn't been muttered in months. But we have a bit of news for those timid souls who use color talk to justify failure to buy one of today's excellent sets: Harry R. Lubcke, director of TV research for Don Lee, and one of TV's true pioneers, has just begun fulltime work on stereoscopic color TV. "Don't buy a color receiver, folks, tri-dimensional TV is in the works."

**CAPEHART 'POLANTENNA' & 'POLATRON':** Revitalized Capehart-Farnsworth Corp., now owned by giant IT&T, newly manned at top levels, is also making strong bid for share of the TV market. This week its distributors, meeting in New York, were shown 7 new models -- all with antenna called Polantenna, built into top of cabinet with tuning knob in rear, for which Hazeltine-certified claim was made that it will operate in 86% of metropolitan and 50% of fringe area.

Capehart's new Polatron picture tube (Vol. 5:34) was also offered, optional

at \$10 extra. Tube is made in own Ft. Wayne factory, special coating on outer face cutting glare, flicker and halation to provide sharper picture detail. Shown, too, was mock-up of long-talked-about stubbier, rectangular-faced tube (Vol. 5:1,11,16), which company promised to have in production soon -- blanks coming from both Corning and American Structural Products Co. (formerly Kimble Glass).

No less a VIP than IT&T's new president Maj. Gen. Wm. H. Harrison, of war-time Washington supply and construction fame, greeted Capehart distributors with assurances of IT&T's intention of throwing all its resources into its first big venture into the domestic TV market. "We're not merchants," he told them, "but we can provide you with good merchandising tools." Flanking him were Admiral Ellery W. Stone, new Capehart-Farnsworth president, and Capt. David R. Hull, executive v.p., both USN retired. Acting sales manager, on leave from his Pacific Coast post, is Charles R. Ward. Ex-Farnsworth president E. A. Nicholas is Adm. Stone's aide.

Capehart's new line abandons 10-in. in favor of 12½ and 16-in. Beauty of design accents the line. So-called Standard Series, all 12½-in. TV-only with 18 tubes plus 3 rectifiers, consists of: Minuet, table, \$269.50; Rhapsody, same in white oak (bisque), \$279.50; Prelude, console, \$299.50; Serenade, same in bisque, \$309.50. Deluxe series comprises: Overture, 12½-in. console with AM-FM, \$489.50; Sonata, 16-in. console with AM-FM, \$589.50; Concerto, 12½-in. console with AM-FM-phono (3 speed), \$639.50. Latter 2 have 30 tubes plus 2 rectifiers, while Overture has 32 plus 2. Carried over from old line is Symphony, 16-in. console combination recently cut from \$895 to \$795. Shown but not ready until mid-October and as yet unpriced was 16-in. TV-only console.

Capehart brand won't be on any table radios, new radio line consisting entirely of AM-FM-3 speed phonos: 18th Century, \$249.50; French Provincial, \$385; Chippendale, \$365; Futura, \$385.

**NEWS NOTES ABOUT CURRENT TV TRADE:** Between now and Christmas, you're going to see a rash of advertising and promotion of new TV models reminiscent of the late '20s and early '30s when radio sometimes exceeded automotive lineage in the popular prints. Competitive nature of the business is manifest not only in "price warfare" but from fact that there are about 100 manufacturers. Growing importance of TV in the radio economy is evidenced by fact that, during first 6 months of this year, TV represented only 16.3% of units (sets) but 60.1% of dollar volume. Factory value of all radios, including the TVs, ran well over \$350,000,000 for the half year.

Most new fall models have been announced, and detailed in these pages during last few months. But more are yet to come, notably Sylvania, Tele-tone, Stewart-Warner -- and possibly Admiral, DuMont, GE and others. Meanwhile, top companies generally report inventories of old lines pretty well cleared out, new price-cuts coming mainly from smaller companies. Here are latest (figures rounded out):

Arvin has cut prices of 10-in. table from \$250 to \$220; 10-in. console, \$280 to \$260; 12½-in. console, \$330 to \$300; also has new 12½-in. table at \$250 and 16-in. console remains at \$400 both due in Sept...Bowers cut 12-in. console from \$350 to \$295; has raised 16-in. table from \$350 to \$395; raised 16-in. console from \$450 to \$495...DeWald cut 10-in. table from \$280 to \$240; same in better cabinet with doors, \$315 to \$258; 12½-in. console, \$360 to \$340; 16-in. console, \$500 to \$460; also has new 16-in. table at \$340...Denmar cut 16-in. table from \$499 to \$400; 16-in. console with AM-FM-3 speed, \$700 to \$600; has new 16-in. console at \$400, new 16-in. console at \$500...Olympic cut 10-in. table from \$200 to \$180...Starrett 16-in. console with AM-FM is down from \$729 to \$695; has new 12½-in. console with AM-FM-3 speed at \$495...Telindustries 12½-in. table is down from \$300 to \$260; 12½-in. console, \$370 to \$300; has new 16-in. table at \$300, 16-in. console at \$350.

\* \* \* \*

New Sylvania brand debuts with 9 models in New York press showing Sept. 7 and at dealer meetings in Buffalo same day; then Pittsburgh Sept. 8, Baltimore 13th, Boston 15th, Chicago 21st, Jacksonville 22nd, others later. Seven are priced as listed in Vol. 5:33, but there will also be low-priced 10-in. models, and whole line will have "surprising exclusive new technical features". Good guess, based on trade

Prepared for Sept. 26 FCC Hearing

## DuMont's Suggested VHF-UHF Allocation Plan

Offered as Alternative to U. S. Allocations Proposed by FCC, July 11, 1949

(For Comparisons with FCC's Proposed Allocations, see pages 9-16, Supplement No. 64)

Cities in Capital Letters Are Those Wherein DuMont Plan Would Shift Operating Stations or CPs to Different Channels

### EXPLANATION and SYMBOLS

CHANNEL numbers with daggers (†) represent operating stations. Channel numbers with asterisks (\*) represent CPs. Channel numbers without symbols are ungranted. Occupancy status is as of Sept. 1, 1949. UHF channel-numbering system is extension of FCC's, inasmuch as DuMont Plan covers 48 channels allocated to specific cities as against FCC's 32; also, DuMont proposes 21 additional UHF channels (as against 10 by FCC) for random assignments for community and educational stations.

Channel changes for operating stations or CPs, which would be required by this plan (indicated in list below by capital letters), are given in detail on pages 3-4.

This plan covers first 326 markets in order of population rank. First 178 of these cities are listed as ranked by *Sales Management Survey of Buying Power, 1949*. Remaining cities are ranked by population count within 40-mi. radius of each, according to 1940 U. S. Census. Note: DuMont also plans extension of this list to embrace Canada and as many smaller U. S. cities as channels permit.

Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.
<b>ALABAMA</b>			<b>COLORADO</b>			<b>GEORGIA—(Continued)</b>		
Anniston	288	40,43,48,51	Colo. Springs	174	15,18,20,23	Columbus	114	17,21,25,29
Birmingham	33 4†,7,9,11,13†	—	Denver	38 4,5,7,9,12	—	Macon	138	15,18,20,23
Dothan	221	27,30,32,35	Pueblo	163 3,8,10,13	—	Rome	212	27,30,32,35
Gadsden	160	14,19,22,24	<b>CONNECTICUT</b>			Savannah	109 3,5,8,12	—
Mobile	75 3,7,9,12	—	Bridgeport	35	44,47,49	<b>IDAHO</b>		
Montgomery	120	16,33,37,41,45	Hartford	—	—	Boise	277 4,5,7,9	—
Tuscaloosa	226	15,18,20,23	New Britain	24	14,19,22,24	Idaho Falls	295	14,19,22,24
<b>ARIZONA</b>			<b>NEW HAVEN</b>			Pocatello	291 3,8,10,12	—
Douglas	318	14,19,22,24	WATERBURY	29	52,55,57	Twin Falls	294	17,21,25,29
Flagstaff	323	15,18,20,23	New London	211	60	<b>ILLINOIS</b>		
Phoenix	57 4,5*,9,12	—	<b>DELAWARE</b>			Aurora	115	22,24
Tucson	130 2,7,11,13	—	WILMINGTON	68	14,19,22,24	Centralla	—	—
Yuma	326 2,7,11,13	—	<b>DISTRICT OF COLUMBIA</b>			Mt. Vernon	222	16,33,37,41,45
<b>ARKANSAS</b>			Washington	11 4†,5†,7†,9†	—	Champaign	—	—
Fort Smith	175	15,18,20,23	<b>FLORIDA</b>			Urbana	224	50
Hot Springs	267	27,30,32,35	Daytona Beach	290	15,18,20,23	Chicago	2 2,4†,5†,7†,9†,11,13	—
Little Rock	91 2,6,10,12	—	Fort Myers	308	14,19,22,24	Danville	259	25
Texarkana	239	14,19,22,24	Gainesville	—	—	Decatur	152	15,20,23
<b>CALIFORNIA</b>			Ocala	276	17,21,25,29	Galesburg	206	14
Bakersfield	272 3,6,8,10,12	—	Jacksonville	55 2*,4*,9,11	—	Joliet	119	26,34
Chico	—	—	Lakeland	—	—	Kankakee	188	42,46
Redding	311	27,30,32,35	Plant City	262	39,44,47,49	Mattoon	234	18
El Centro	300	14,19,22,24	Miami	45 4†,5,7,9	—	Moline	See Davenport, Iowa	—
Eureka	306	14,19,22,24	Orlando	150 5,8,10,12	—	PEORIA	80	39,44,47,49
Fresno	60	14,19,22,24	Pensacola	274	34,38,42,46	Quincy	244	27,30
Los Angeles	3 2†,4†,5†,7*,9†,11†,13†	—	St. Petersburg	—	—	Rockford	118	40,43,48,51
Riverside	113 See San Bernardino	—	Tampa	49 3,6,7*,13	—	Rock Island	See Davenport, Iowa	—
Sacramento	67 3,6,8,10,12	—	Tallahassee	266 3,6,7,13	—	Springfield	126	52,55,57,60
San Bernardino	62	27,30,32,35	West Palm Beach	285	27,30,32,35	<b>INDIANA</b>		
(Includes Riverside)	—	—	<b>GEORGIA</b>			Anderson	143 See Muncie, Ind.	—
San Diego	30 3,6,8†,10,12	—	Albany	231	26,28,31,36	<b>BLOOMING-</b>		
San Francisco	—	—	Atlanta	25 2*,5†,8†,10,12	—	TON	201	54,58
Oakland	8 2,4*,5†,7†,9,11,13	—	Augusta	151	14,19,22,24	Evansville	95	40,43,48,51
San Jose	63	26,28,31,36	<b>ILLINOIS</b>			Fort Wayne	102	27,30,32,35
Santa Barbara	279	15,18,20,23	<b>INDIANA</b>			Indianapolis	31 3,6†,8,10	—
Santa Cruz	256	39,44,47,49	<b>INDIANA</b>			Kokomo	186	16
Stockton	90	15,18,20,23	<b>INDIANA</b>			Lafayette	225	29

(Continued on next page)

	Population Rank	VHF Channel No.	UHF Channel No.
<b>INDIANA—(Continued)</b>			
Muncie	157	—	14,19
Richmond	200	—	23
South Bend	94	—	33,37,41,45
Terre Haute	145	—	21,28,31,36
Vincennes	205	—	17
<b>IOWA</b>			
Ames	—	(Educational)	—
Burlington	227	—	54
Cedar Rapids	149	2,4,11,13	—
Council Bluffs	—	See Omaha, Nebraska.	—
DAVENPORT	76	—	33,37,41,58
(Includes Rock Island and Moline, Ill.)			
Des Moines	86	5,8,10,12	—
Dubuque	171	—	17,21,25,29
Iowa City	258	—	16,28,45
Mason City	237	—	15,18,20,23
Ottumwa	242	—	19,22,24
Sioux City	144	2,4,7,9	—
Waterloo	153	6,7,9	—
<b>KANSAS</b>			
Hutchinson	265	—	15,18,20,23
Kansas City	—	See Kansas City, Mo.	—
Manhattan-			
Junc. City	237	—	27,30,32,35
Topeka	135	—	14,19,22,24
Wichita	84	5,8,11,13	—
<b>KENTUCKY</b>			
Ashland	—	See Huntington, W. Va.	—
Lexington	158	—	16,33,34,45
Louisville	27	2,5†,9*,12	—
Owensboro	214	—	53,56,59,61
Paducah	220	—	39,44,47,49
<b>LOUISIANA</b>			
Alexandria	248	—	27,30,32,35
Baton Rouge	127	—	34,38,42,46
Lafayette	199	—	17,21,25,29
Lake Charles	268	—	14,19,22,24
Monroe	230	3,7,9,13	—
New Orleans	23	4*,6†,11,13	—
Shreveport	104	4,5,8,11	—
<b>MAINE</b>			
Augusta	219	—	26,28,31,36
Bangor	278	—	53,56,59,61
Lewiston-			
Auburn	208	—	52,55,57,60
Portland	101	—	39,44,47,49
Waterville	247	—	15,18,20,23
<b>MARYLAND</b>			
Baltimore	12	2†,11†,13†	28,33
Cumberland	202	—	48
Hagerstown	185	—	28,31
<b>MASSACHUSETTS</b>			
Boston	5	2*,4†,5,7†,9,11,13	—
Fall River-			
New Bedford	46	—	15,18,20,23
Lawrence-			
Lowell-			
Haverhill	72	—	17,21,25,29
Pittsfield-			
North Adams	123	—	54,58
Springfield-			
Holyoke	42	—	27,30,32,35
Worcester	32	—	53,56,59,61
<b>MICHIGAN</b>			
Battle Creek	136	—	54,58
Detroit	6	2†,4†,6,7†,12	—
Escanaba	282	—	40,43,48,51
Flint	65	—	52,55,57,60
GRAND RAPIDS	61	—	36,44,47,49

	Population Rank	VHF Channel No.	UHF Channel No.
<b>MICHIGAN—(Continued)</b>			
Jackson	137	—	48,50
KALAMAZOO	132	—	28,31
LANSING	108	—	15,18,20,23
Muskegon	125	—	14,17,19,25
Port Huron	251	—	39
Saginaw-			
Bay City	73	3,8,10	—
Saulte Ste. Marie	315	2,4,5,7	—
<b>MINNESOTA</b>			
Duluth	66	3,6,7,9,11	—
(Includes Superior, Wis.)			
Hibbing	273	—	26,28,31,36
International Falls	322	—	17,21,25,29
MINNEAPOLIS-ST. PAUL	13	2,4†,5†,8,10,12	—
Rochester	233	—	53,56,59,61
St. Cloud	246	—	17,21,25,29
Winona	243	—	22,24
<b>MISSISSIPPI</b>			
Biloxi-			
Gulfport	284	—	15,18,20,23
Greenville	218	—	17,21,25,29
Hattiesburg	244	—	40,43,48,51
Jackson	124	2,5,8,10	—
Laurel	250	—	14,19,22,24
Meridian	173	—	27,30,32,35
Vicksburg	229	—	26,28,31,36
<b>MISSOURI</b>			
Columbia	245	—	40,43,48,51
Hannibal	257	—	32,35
Jefferson City	261	—	53,56,59,61
Joplin	213	—	33,37,41,45
Kansas City	17	2,4*,7,9	—
Sedalia	263	—	15,18,20,23
Springfield	154	5,8,11,13	—
St. Joseph	142	—	26,28,31,36
St. Louis	9	2,4,5†,7,9,11,13	—
<b>MONTANA</b>			
Billings	303	3,8,10,12	—
Butte	292	4,5,7,9	—
Great Falls	305	2,6,11,13	—
Helena	309	—	15,18,20,23
Miles City	321	4,5,7,9	—
Missoula	310	3,8,10,12	—
<b>NEBRASKA</b>			
Grand Island-			
Hastings	271	—	34,38,42,46
Lincoln	141	—	17,21,25,29
Omaha	50	3†,6†,11,13	—
<b>NEVADA</b>			
Carson City	316	—	17,21,25,29
Las Vegas	325	4,5,7,9	—
Reno	307	4,5,7,9	—
<b>NEW HAMPSHIRE</b>			
Berlin	269	—	14,19,22
Concord	197	—	50
Keene	—	See Brattleboro, Vt.	—
Manchester	105	—	33,35
Portsmouth	253	—	41
<b>NEW JERSEY</b>			
Asbury Park	215	—	38,46
Atlantic City	121	—	30,35
Newark	—	See New York, N. Y.	—
Trenton	79	—	40,43,48,51
<b>NEW MEXICO</b>			
Albuquerque	140	4†,5,7,9	—
Roswell	319	3,8,10,12	—
Santa Fe	302	2,11,13	—

	Population Rank	VHF Channel No.	UHF Channel No.
<b>NEW YORK</b>			
ALBANY-			
SCHENEC-			
TADY-TROY	36	3,6,8,10,12	—
BINGHAMTON	96	—	17,21,25,29
Buffalo-			
Niagara Falls	14	2,4†,8,10	—
Elmira-			
Corning	165	—	37,41,45
Ithaca	210	—	33
Jamestown	204	—	53,56,59,61
New York-			
Newark, N. J.	1	2†,4†,5†,7†,9†,11†,13†	—
Plattsburg	260	—	53,56,59,61
Poughkeepsie	187	—	26,28,31
Rochester	40	3,6†,11,13	—
SYRACUSE	53	—	30,52,55,60
UTICA-ROME	59	—	36,39,43,50
<b>NORTH CAROLINA</b>			
Asheville	134	—	40,43,48,51
Charlotte	100	3†,5,8,12	—
Durham	155	—	40,43,48,51
Fayetteville	169	—	15,18,20,23
Greensboro-			
High Point	99	2*,6,10,13	—
(Includes Winston-Salem)			
Raleigh	133	—	53,56,59,61
Wilmington	164	—	17,21,25,29
Winston-Salem	117	See Greensboro	—
<b>NORTH DAKOTA</b>			
Bismarck	304	3,8,10,12	—
Dickinson	313	—	17,21,25,29
Fargo	270	4,5,7,9	—
Grand Forks	283	2,6,11,13	—
Minot	299	4,5,7,9	—
Williston	314	—	14,19,22,24
<b>OHIO</b>			
Akron	37	—	14,19,22,24
Canton	58	—	32,35
Cincinnati	16	4†,7†,11†,13	—
CLEVELAND	10	5†,9*,11,13	—
COLUMBUS	39	—	26,28,31,36
DAYTON	48	—	39,44,47,49
Findlay	195	—	17,21
Hamilton-			
Middletown	116	—	52,55,57,60
Lima	156	—	56,61
Marion	189	—	53,59
Portsmouth	209	—	50,54,58
Sandusky	198	—	40,51
Springfield	128	—	15,18,20
TOLEDO	47	—	34,38,42,46
Youngstown	34	—	52,55,57,60
(Includes Newcastle, Pa.)			
Zanesville	179	—	41,51
<b>OKLAHOMA</b>			
Enid	275	—	17,21,25,29
Muskogee	223	—	26,28,31,36
Oklahoma City	52	2,4†,10,12	—
Ponca City	264	—	34,38,42,46
Shawnee	216	—	27,30,32,35
Tulsa	71	3,6*,7,9	—
<b>OREGON</b>			
Eugene	286	4,5,7,9	—
Klamath Falls	312	—	15,18,20,23
Medford	301	3,8,10,12	—
Portland	19	3*,6,8,10,12	—
Salem	159	—	17,21,25,29
<b>PENNSYLVANIA</b>			
Altoona	111	—	34,38,42,46
Easton-			
Allentown-			
Bethlehem	41	—	53,56,59,61
ERIE	88	—	17,21,25,29
Harrisburg	89	—	52,55,57,60

Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.	Population Rank	VHF Channel No.	UHF Channel No.
<b>PENNSYLVANIA—(Continued)</b>			<b>TEXAS—(Continued)</b>			<b>WASHINGTON</b>		
JOHNSTOWN 74	—	30,50,54,58	Austin 112	—	26,28,31,36	Seattle 22	4,5†,7,9	—
LANCASTER 83	—	16,49	Beaumont-	—	—	Spokane 87	4,5,7,9	—
Newcastle 146	See Youngstown, Ohio	—	Port Arthur 85	3,7,9,12	—	Takoma 81	2,11,13	—
Philadelphia 4	3†,6†,8,10†,	—	Brownsville 252	4,5,7,9	—	Walla Walla 298	—	14,19,22,24
Pittsburgh 7	3†,6,7,12	—	Corpus Christi 106	3,8,10,12	—	Yakima 280	—	15,18,20,23
Reading 69	—	27,32	DALLAS 28	3,7,9,13	—	<b>WEST VIRGINIA</b>		
Scranton-	—	—	El Paso 103	2,6,11,13	—	Bluefield-	—	—
Wilkes-Barre 21	—	15,18,20,23	Fort Worth 51	5†,11	—	Beckley 182	—	26,28,31,36
Williamsport 147	—	47	Galveston 139	—	15,18,20,23	Charleston 70	2,5,8,10	—
York 93	—	36,44	Houston 18	2†,6,11,13	—	Clarksburg 183	—	47,49
<b>RHODE ISLAND</b>			Laredo 178	2,6,11,13	—	<b>HUNTINGTON-</b>		
PROVIDENCE 20	—	40,43,48,51	Lubbock 166	2,6,11,13	—	<b>ASHLAND,</b>		
<b>SOUTH CAROLINA</b>			San Angelo 177	3,8,10,12	—	KY. 92	—	34,38,42,46
Charleston 97	2,6,10,13	—	San Antonio 43	4*,5*,7,9	—	Martinsburg	See Winchester, Va.	—
Columbia 122	4,7,9,11	—	Tyler 217	—	17,21,25,29	Parkersburg 203	—	30,43
Florence 207	—	26,28,31,36	Waco 129	—	27,30,32,35	Wheeling 78	—	23,27
Greenville 107	—	53,56,59,61	Wichita Falls 162	—	15,18,20,23	<b>WISCONSIN</b>		
Spartanburg 180	—	52,55,57,60	<b>UTAH</b>			Appleton 192	—	26,28
Sumter 196	—	39,44,47,49	Logan 281	—	15,18,20,23	Eau Claire 254	—	14,19
<b>SOUTH DAKOTA</b>			Ogden 167	2,11,13	—	Fond du Lac 191	—	52,55
Aberdeen 297	—	15,18,20,23	Salt Lake City 64	4†,5†,7,9	—	Green Bay 148	—	20,23
Mitchell 293	—	27,30,32,35	<b>VERMONT</b>			Kenosha-	—	—
Pierre 324	2,4,7,9	—	Brattleboro 181	—	37	Racine 98	—	53,56,59,61
Sioux Falls 170	5,8,10,12	—	(Includes Keene, N. H.)	—	—	La Crosse 176	—	47,49
Watertown 289	—	14,19,22,24	Burlington 236	—	40,48,51	Madison 110	—	27,30,32,35
<b>TENNESSEE</b>			Rutland 240	—	34,42,46	Milwaukee 15	3†,6,8,10,12	—
Chattanooga 77	—	41,46,54,58	<b>VIRGINIA</b>			Oshkosh 190	—	15,18
Johnson City 193	—	15,18,20,23	Charlottesville 238	—	17,21,29,37	Sheboygan 228	—	57,60
Knoxville 82	4,7,11,13	—	Danville 194	—	14,19,22,24	Stevens Point 235	—	31,36
Memphis 44	4†,7,9,11	—	Lynchburg 168	—	52,55,57,60	Superior	See Duluth, Minn.	—
NASHVILLE 56	3,6,8,10	—	<b>NORFOLK-</b>			Wausau 232	—	39,44
<b>TEXAS</b>			<b>PORTSMOUTH-</b>			<b>WYOMING</b>		
Abilene 172	—	17,21,25,29	<b>NEWPORT</b>			Casper 320	4,5,7,9	—
Amarillo 161	4,5,7,9	—	NEWS 26	3,8,10,12	—	Cheyenne 296	2,6,11,13	—
			Richmond 54	—	34,38,42,46	Sheridan 317	2,6,11,13	—
			Roanoke 131	4,7,9,11	—			
			Winchester-	—	—			
			Martinsburg,	—	—			
			W. Va. 184	—	39			

## Channel Changes for Operating Stations or CPs Required by DuMont Plan

Daggers (†) indicate operating stations; balance are CPs

Ames, Iowa—WOI-TV, now assigned Channel 4, would change to an educational channel.

Binghamton, N. Y.—WNBF-TV, now assigned Channel 12, would change to Channel 17, 21, 25 or 29.

Bloomington, Ind.—WTTV, now assigned Channel 10, would change to Channel 54 or 58.

Cleveland, O.—†WNBK, now assigned Channel 4, would change to Channel 11 or 13.

Columbus, O.—†WLWC, now assigned Channel 3, WTVN, now assigned Channel 6, and WBNS-TV, now assigned Channel 10, would change to Channel 26, 28, 31 or 36.

Dallas, Tex.—KRLD-TV, now assigned Channel 4, and KBTB, now assigned Channel 8, would change to Channel 3, 7, 9 or 13.

Davenport, Iowa, Rock Island and Moline, Ill.—WHBF-TV, now assigned Channel 4, and WOC-TV, now assigned Channel 5, would change to Channel 33, 37, 41 or 58.

Dayton, O.—†WLWD, now assigned Channel 5, and †WHIO-TV, now assigned Channel 13, would change to Channel 39, 44, 47 or 49.

Erie, Pa.—†WICU, now assigned Channel 12, would change to Channel 16 or 49.

Grand Rapids, Mich.—†WLAV-TV, now assigned Channel 7, would change to Channel 36, 44, 47 or 49.

Huntington, W. Va.—WSAZ-TV, now assigned Channel 5, would change to Channel 34, 38, 42 or 46.

Johnstown, Pa.—WJAC-TV, now assigned Channel 13, would change to Channel 30, 50, 54 or 58.

Kalamazoo, Mich.—WKZO-TV, now assigned Channel 3, would change to Channel 28 or 31.

Lancaster, Pa.—†WGAL-TV, now assigned Channel 4, would change to Channel 16 or 49.

Lansing, Mich.—WJIM-TV, now assigned Channel 6, would change to Channel 15, 18, 20 or 23.

Minneapolis, Minn.—KTRV, now assigned Channel 9, would change to Channel 2, 8, 10 or 12.

Nashville, Tenn.—WSM-TV, now assigned Channel 4, would change to Channel 3, 6, 8 or 10.

New Haven, Conn.—†WNHC-TV, now assigned Channel 6, would change to Channel 52, 55 or 57.

Norfolk, Va.—WTAR-TV, now assigned Channel 4, would change to Channel 3, 8, 10 or 12.

(Continued on next page)

Peoria, Ill.—WMBT, now assigned Channel 6, would change to Channel 39, 44, 47 or 49.

Providence, R. I.—† WJAR-TV, now assigned Channel 11, would change to Channel 40, 43, 48 or 51.

Richmond, Va.—† WTVR, now assigned Channel 6, would change to Channel 34, 38, 42 or 46.

Schenectady, N. Y.—† WRGB, now assigned Channel 4, would change to Channel 3, 6, 8, 10 or 12.

Syracuse, N. Y.—WSYR-TV, now assigned Channel 5, and † WHEN, now assigned Channel 8, would change to Channel 30, 52, 55 or 60.

Toledo, O.—† WSPD-TV, now assigned Channel 13, would change to Channel 34, 38, 42 or 46.

Utica, N. Y.—WKTV, now assigned Channel 13, would change to Channel 36, 39, 43 or 50.

Wilmington, Del.—† WDEL-TV, now assigned Channel 7, would change to Channel 14, 19, 22 or 24.

---

#### NOTES

Additional Digests of Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These appearances complete compilation published as Supplement No. 67

Air King Products Co. Inc., Brooklyn, N. Y. -- Recommends that every uhf transmitter be required to transmit simultaneously both video and sound and a cw carrier; with cw carrier so spaced in frequency from picture and sound carrier that difference will fall into unused vhf channel in particular locality; thus, permitting crystal to be used in present receiver antenna lead-in. By converting uhf channel to unused vhf channel, says there would be no need to have additional tuning or tubes. Plan would also help overcome uhf oscillator difficulties. (Leopold M. Kay, vice president in charge of engineering).

American Council on Education, Washington, D. C. -- Requests reservation of 10 uhf channels immediately adjacent to Channel 55 for non-commercial, educational TV. (George F. Zook, president).

Bell Telephone Laboratories, New York, N. Y. -- Presentation on behalf of assignment of 470-500 mc to common carrier usage.

Broadcasting Corp. of America, Riverside, Cal., licensee of AM station KPRO -- Requests assignment of Channel 6 or 13 to Riverside; also Channel 13 to San Jose. (W. L. Gleeson, president).

Collins Radio Co., Cedar Rapids, Iowa -- Will report on work "in adapting resnatron tube as a linear power amplifier capable of uhf cw power output of 30 kw and having a bandwidth of 6 mc with a power gain of 10 db in the uhf band." (L. Morgan Craft, vice president).

Color Television Inc., San Francisco, Cal. -- Submits details of all-electronic, 6-mc, color TV system. (Wheat, May & Shannon).

Columbia Broadcasting System Inc., New York, N. Y. -- As example of how additional vhf channels can be added to major cities (see Supplement No. 67), shows how Channel 13 can be assigned to Boston, affecting Portland, Bangor, Yarmouth (N. S.), Halifax (N. S.), Sackville (N. B.), Charlottetown (P. E. I.); also how Channel 13 can be assigned to San Francisco, affecting Reno.

Cornell University, Ithaca, N. Y. -- Requests assignment of Channel 8 to Ithaca from Syracuse; recommends change of Station WHEN's frequency from Channel 8 to Channel 10. (Cohn & Marks).

Federal Telephone & Radio Corp., Nutley, N. J. -- Confirms availability of equipment for 10-200 kw on uhf band; has 1 kw transmitter in 470-600 mc band. (Norman Young).

Granite State Broadcasting Co. Inc., Claremont, N. H., licensee of AM station WTSV -- Requests assignment of Channel 31 to Claremont from Concord.

Graylock Broadcasting Co., Pittsfield, Mass., licensee of AM station WBRK -- Requests assignment of Channel 13 to Pittsfield. (Baker & Thompson).

(over)

Joint Technical Advisory Committee -- Recommends allocation of more uhf channels, consideration of adoption of offset carrier for overall allocation, grouping of uhf channels to reduce oscillator and image interference; makes comparison of color TV systems and submits procedure to be followed in selecting color system.

Lee Broadcasting Inc., Quincy, Ill. -- Requests assignment of Channel 10 to Quincy from Carthage, Ill. (Pierson & Ball).

Clinton D. McKinnon, M. C., San Diego, Cal. -- Requests assignment of 4 channels to San Diego.

National Assn. of State Universities -- Requests reservation of channels for non-commercial, educational TV. (Cohn & Marks).

National Council of Chief State School Officers, Washington, D. C. -- Request for permission to testify. (Edgar Fuller, secy).

National Education Assn, Washington, D. C. -- Requests assignments of Channels 2, 3, 4, 5 and 6 in major cities plus 8 or 10 uhf channels for non-commercial, educational TV; requests uhf channels be between Channels 13-55 or immediately adjacent thereto; requests 20% of TV channels, both vhf and uhf be reserved for non-commercial, educational TV. (Belmont Farley, director, press and radio relations).

New Britain Broadcasting Co., New Britain, Conn., licensee of AM station WKNB -- Requests assignment of Channel 43 to New Britain or Hartford-New Britain from Worcester; Channel 41 to Worcester from Portsmouth, N. H. (Fisher, Wayland, Duvall & Southmayd).

Presque Isle Broadcasting Co., Erie, Pa., licensee of AM station WERC -- Requests assignment of Channel 3 to Erie; objects to substitution of Channel 45 therefor. (Arthur W Scharfeld).

San Diego Chamber of Commerce, San Diego, Cal. -- Requests assignment of 4 vhf channels to San Diego. (Stanley Grove, general manager).

Southwestern Publishing Co., Fort Smith, Ark. -- Also requests assignment of Channel 8 to Tulsa from Muskogee. (See Supplement No. 67).

Twentieth Century-Fox of California Inc., San Francisco, Cal. -- Requests assignment of Channel 13 to Sacramento in lieu of Channel 10, Channel 10 to Reno in lieu of Channel 13, Channel 8 to Chico in lieu of Channel 12. (Welch, Mott & Morgan).

University of Minnesota, Minneapolis, Minn. -- Requests reservation of uhf channels for non-commercial, educational TV. (J. L. Morrill, president).

- end -

Amendments and Corrections to

FCC PROPOSALS REGARDING VHF-UHF RULES, STANDARDS AND ALLOCATIONS

(Changes to be made in Supplements No. 64 & 65)

From FCC Notices 49-1044 of July 28, 1949, 49-1145 of Aug. 19, 1949 and  
49-1197 of Sept. 1, 1949, plus other errors noted

Changes in Supplement No. 64

Page 2 - Dates in paragraph 14(a) changed from Aug. 8, 1949 to Aug. 26, 1949.

Page 3 - Add to paragraph 14(a): "Any person a party to this hearing who owns or has the right to sublicense inventions relating to television transmitters or receivers for either monochrome or color transmissions which are described and claimed in one or more patent applications now pending in the United States Patent Office shall file with the Commission an abstract of each such pending patent application setting forth the Patent Office filing date and serial number of the application and a brief statement of the purposes of the invention and the devices or operations claimed therein. Also each abstract shall be accompanied by a Power to Inspect the related pending patent application at the United States Patent Office by the Commission's Acting Chief Engineer (John A. Willoughby) or his nominee. These abstracts and Powers to Inspect must be filed on or before the opening date of the hearing or such later date as the Commission may by order provide."

Page 3 - Dates in paragraph 14(b) changed from Aug. 19, 1949 to Sept. 12, 1949.

Page 3 - Dates in paragraph 15(a) changed from Aug. 29, 1949 to Sept. 26, 1949.

Page 5 - In Section III-C-2-b, change figure "5" to "3 and 5".

Page 8 - In Section II-b-(7), change formula to read:

$$r(L) = A + P_u' - P_d' + F_u(50,50) - F_d(50,50) \\ - k(T) \sqrt{R_d^2(1) + R_u^2(1)}$$

Page 11 - Alexandria, La., delete Channel 13.

Page 11 - Shreveport, La., change Channel 12 to Channel 13.

Page 12 - Marquette, Mich., change Channel 10 to Channel 11.

Page 12 - Add Festus, Mo., Channel 42; population 5,000.

Page 12 - Winifred, Mont., change Channel 41 to Channel 31.

Page 14 - Lawton, Okla., delete Channel 10.

Page 14 - Woodward, Okla., change Channel 45 to Channel 44.

Page 15 - Delete Orange, Tex., and delete Channel 18.

Page 15 - Montpelier, Vt., add vhf Channel 3. Delete uhf Channel 38.

add uhf Channels 20, 22. Change population figure to "8".

Page 15 - Montgomery, W. Va., change Channel 34 to Channel 35.

Page 15 - Change Warsaw, Wis. to Wausau.

(over)

Note: Commission also makes following explanatory statement:

"There may be an implication in Appendix B of the above Notice (FCC 49-948) to persons not familiar with the Report of the Ad Hoc Committee that the propagation charts used for 600 mc (Channels 14-55) were based on recommendations of the Ad Hoc Committee. The work of the Ad Hoc Committee related solely to the vhf band. The reference in Appendix B to Figures 2, 6 and 7 of the Committee's Report for 600 mc field intensities represents an assumption made by the Commission because curves for this frequency were not available, and was without reference to the Ad Hoc Committee."

\* \* \* \*

Changes in Supplement No. 65

Under Channel 10 - Delete Marquette, Mich. and Lawton, Okla.

Under Channel 11 - Add Marquette, Mich.

Under Channel 12 - Delete Shreveport, La.

Under Channel 13 - Delete Alexandria, La. and add Shreveport, La.

- end -

ads, is they'll include Sylvania's as yet unannounced new tinted tube for reduced glare, also possibly built-in aeri-als.

Motorola, which claims to be fifth ranking TV-radio producer, threw elaborate party and exhibition this week in New York's Waldorf-Astoria -- on Tuesday for press, Wednesday for Assn of Security Analysts; showed them its new line of sets (Vol. 5:33); had president Paul Galvin on hand to celebrate his 20th anniversary in radio; exhibited the 5-tube superhet auto radio he first made in 1929 at \$109.50. To its elaborate new line, Motorola added ivory-cabineted 7-in. table model, designed to be watched by housewife at work, and showed it in kitchen setting with frank intent of "trying it out" on editors of household magazines and home pages. It might be marketed at \$10 more than its \$129.95 model.

\* \* \* \*

New Artone private brand prices, as listed in New York Macy's ad Aug. 31: 10-in. table, \$149; 12-in. table, \$199; 12½-in. console, \$259; 16-in. console, \$329 ...Packard-Bell has new 12½-in. consolette at \$299.95, 16-in. consolette \$475, 12½-in. console with AM-FM-78rpm and home recorder \$599.50...DuMont isn't supplying Macy's any sets any more, and since new DuMont line is fair-traded it remains to be seen how Macy's will stock them, if at all. Court decision this week denied DuMont request for temporary injunction to prevent Macy's cut-rate sales (Vol. 5:34), said DuMont couldn't complain since old models were reduced for clearance so weren't fair-traded.

RCA's all-out campaign for 45rpm (Vol. 5:31) starts Sept. 20 with ads in 154 newspapers, spots on 30 radio stations, will feature reduction of record player from \$24.95 to \$12.95...GE has closed plant in Clyde, N.Y., employing about 300 at peak on house and auto radios...DuMont dedicates new TV receiver plant in Paterson, N.J., Sept. 26, with televised ceremonies, calls it "world's largest single TV plant."

**THINGS STIRRING IN TUBE FIELD, TOO:** New picture tube development and production goes forward apace. Latest reports:

General Electric has started producing 8½-in. metal-coned electromagnetic type tube (Vol. 5:4), says that by mid-September it will have enough to supply current orders, but isn't disclosing who will use them -- though it's good guess there will be a GE set containing it. GE was obviously caught unaware by National Union, supplying all-glass 8½-in. for Motorola's new \$150 model (Vol. 5:33). GE currently is spending \$1,000,000 on modern new picture tube plant in Syracuse.

DuMont Tube Division apparently has hot number in its 19-in. metal-coned tube, already included in own Bradford model (Vol. 5:29), in Hoffman's new line (Vol. 5:34), and in Stromberg-Carlson's (Vol. 5:35). It's out on sample to many other set makers, though quantity deliveries will take another month. Meanwhile, Hallicrafters has announced it in new \$525 and \$545 Chinese motif consoles; and Remington will offer it in console called Nightwatch, with FM, no price yet. Manufacturer price is \$69.50, distributor \$77.25, dealer \$90.75, list \$110.

Those long-discussed shorter, stubbier tubes (Vol. 5:3) are now reality, will inevitably affect cabinet design, as glass blank makers deliver new 16-in. bulb with 70-degree deflection that's about 16½-in. in overall length (vs. present 20¼). It's their competitive answer to RCA's imminent metal-coned job with about same specifications, will be delivered to tube-makers in few weeks.

Also in tube field, Sylvania announces 60-day protection on all radio tube prices "to encourage adequate inventories, thus contributing toward stabilization of radio parts and service industry." Sylvania has new glareless tube coming up, and Capehart-Farnsworth plans to produce rectangular faced tube (see Capehart story)... North American Philips has curtailed manufacturing at Dobbs Ferry plant while installing automatic equipment for mass-producing both Protelgram and new type direct-view tubes; also a new magnetic core material called Ferroxcube, which it claims will make possible smaller and more efficient components and thus cut costs... Resnatron tube of 30 kw in uhf has been achieved experimentally, Collins Radio Co. told FCC, but it gives no estimate of when tube would be ready for transmitters.

Picture tubes larger, most popular retail range \$200-\$300—these are the basic trends in TV trade as discerned by Caldwell-Clements Inc. in preparing spec chart in color detailing 526 new receiver models and published this week as supplement to its trade journals *Radio & Television Retailing* and *Tele-Tech*. This is summary, but bear in mind percentages apply to models—not to industry's total receiver production: (1) Trend to larger pictures indicated by fact 36% of models have 15/16-in. tubes; 30%, 12-in.; 22%, 10-in.; 6%, projection. (2) By retail price ranges, 33% sell for \$200-\$300; 29%, \$300-\$400; 11%, \$400-\$500; 11%, below \$200; 4%, above \$1,000. Average prices according to tube sizes: 7-in., \$170; 10-in., \$255; 12-in., \$325; 15-in., \$495; 16-in., \$435; projection, \$725. (3) Two-thirds of new models are TV-only, 35% provide FM also, 25% AM also. About half have rotary-tap, 20% turret, 22% continuous, 1% push-button tuning.

Personal notes: ABC's executive v.p. Robert Kintner taking over top TV direction, with ex-TV v.p. Charles (Bud) Barry shifted to v.p. in charge of programs, both AM and TV, and J. Donald Wilson given title of national director of network programs under Barry . . . Fred Weber, ex-WDSU, New Orleans, onetime MBS gen. mgr., now managing WFPG, Atlantic City . . . Frederick (Ted) Long new TV-radio director of Geyer, Newell & Ganger, with George Zachary as associate director . . . John T. Wilner, ex-CBS chief of TV transmitter development, new engineering director of WBAL, Baltimore; William C. Bareham promoted to chief engineer . . . C. G. Roberts is GE's new product mgr. at Syracuse for TV-AM-FM equipment . . . Morris G. Staton, new sales mgr. of microwave relay-channeling equipment at RCA, Camden; Edward J. Meehan Jr., who directed RCA's TV Clinics, named broadcast equipment sales rep in Dallas area . . . Frank Mullen, ex-executive v.p. of NBC, recently resigned from presidency of Richards stations, has been retained as consultant to New York News' WPIX.

New IRE president will be either NBC's Raymond F. Guy or Stromberg-Carlson's (Canada) Ralph A. Hackbusch, succeeding Stuart Bailey in January. IRE members are now sending in ballots. Guy was selected by nominating committee, Hackbusch by petition. Other nominations: For v.p., Britain's Sir Robert Watson-Watt. For directors-at-large (choice of 2), Carnegie Institution's Lloyd V. Berkner; Chicago patent attorney A. W. Graf; Hewlett-Packard's W. R. Hewlett; Bell Labs' James W. McRae. For director from North Atlantic region, Yale's Herbert J. Reich; Central Atlantic, Johns Hopkins' Ferdinand Hamberger, Princeton's Walter C. Johnson; Midwest, Jarvis Electronics' Kenneth W. Jarvis, Wright Field's George Rappaport, Crosley's John D. Reid; Pacific, U of Washington's Austin V. Eastman.

New York State Attorney General Nathaniel Goldstein has signed stipulation to withdraw his motion for temporary injunction against International Television Corp., Television Equipment Corp., U. S. Television Mfg. Corp. and Video Corp. of America to halt sales of stock and ask for appointment of receivers (Vol. 5:31).

Emerson Radio reports consolidated net profit of \$2,256,718, or \$2.82 per share on 800,000 shares, for the 39 weeks ended July 30. This is a record high, comparing with \$1,326,291 (\$1.65) for same period last year.

Auto-Lite, which also sponsors *Suspense* on CBS-TV, endears itself to telecasters and viewers alike by advertising interference-free spark plugs in vivid double trucks in Sept. 3 *Saturday Evening Post* and other journals.

Rear Adm. John R. Redman is new chief of naval communications, succeeding Rear Admiral Earl L. Stone, who goes on duty with Joint Chiefs of Staff.

Growing industrial TV fields have provided lots of publicity for CBS, GE, RCA, DuMont (surgery, jet engine tests, intra-store TV, training of scattered groups, etc.). Now, too, Diamond Power Specialty Corp., Detroit, with Capehart-Farnsworth manufacturing, is unobtrusively building up nice business with its "Utiliscope" (Vol. 5:18). This week, Diamond showed its latest application, the "night watchman," at Capehart-Farnsworth meeting in New York, also revealed sheaf of sales and orders. Latest device uses camera sensitive to infra-red, can guard spots apparently in completely darkness. Complete chain sells for around \$3800. Installations have already been made, for monitoring boiler gauges and the like, at Consolidated Edison, New York; Commonwealth Edison, Chicago; American Gas & Electric, Brilliant, O. and Mishawaka, Ind. (6 other units also delivered); Babcock & Wilcox Tube Co., Beaver Falls, Pa.; City of Lansing Water Dept.; Knott Coal Co. Dr. Allen DuMont recently forecast "seeing at a distance" system having tremendous potential for saving lives, money and time: flood watchers, prison-guard "eyes," inter-city sales meetings. RCA's W. W. Watts mentions aids to air navigation, even detection of horse race fouls.

Conversion of vhf sets to uhf would be no trouble at all, if plan offered FCC by Air King's engineering v.p. Leopold M. Kay is feasible. He suggests that uhf stations transmit a cw carrier, along with video and audio, sufficiently removed in frequency that the IF would fall directly in an unused vhf channel. A big catch seems to be that system would waste spectrum.

Elaborating on his uhf Polycasting system (Vol. 5:2), consultant Raymond Wilmotte asserts, in statement to FCC, that one station, using 4 transmitters radiating 2 kw each from 300 ft, could achieve same coverage as one transmitter with 110 kw at 300 ft or 50 kw at 500 ft. And he reports he's working on new concepts which can result in reception of weak FM signal in the presence of a stronger one on same channel.

Tele-Robot, a device for enlarging TV picture, is new product of Sampson Electric Co., Los Angeles, which says unit can be attached to any receiver (picture tube size unimportant, and will throw 19x24-in. picture on wall screen. Screen is mirror when not in use.

Consumer Union's September *Consumer Reports* follows up July article on 10-in. models by discussing 12-in. and larger TV sets, rating as "acceptable" specified models by Admiral, Crosley, DuMont, Emerson, Fisher, RCA, Stromberg-Carlson. Buyers are warned to buy at own risk in view of pending uhf, color, price changes, etc. Note: Most models discussed in both July and September editions have already been superseded by new models.

FM inventor Maj. Edwin Armstrong has dropped suit brought against FCC for ordering off the air his low-band FM station W2XMN, Alpine, N. J. He's reported having completed low-band measurement program, ready to leave band (44-50 mc) to mobile systems.

NAB's Engineering Handbook goes to members about Sept. 5, has 675 pages containing FCC rules and regulations, engineering standards, design data and material on TV, FM, AM, audio engineering. Copies to non-NAB members will cost \$17.50.

Observation of a New York cab driver, whose tribe is oft-quoted as the court of final pronouncement on matters philosophical, cultural and economic: "My TV set don't owe me nothin.' For \$2.75 a week, my whole family watches television every night. We used to spend that much on a movie."

SMPE semi-annual convention set for Oct. 10-14 at Hollywood's Roosevelt Hotel, will include papers on TV.

Additional Digests of Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These appearances complete compilation published as Supplement No. 67

Air King Products Co. Inc., Brooklyn, N. Y. -- Recommends that every uhf transmitter be required to transmit simultaneously both video and sound and a cw carrier; with cw carrier so spaced in frequency from picture and sound carrier that difference will fall into unused vhf channel in particular locality; thus, permitting crystal to be used in present receiver antenna lead-in. By converting uhf channel to unused vhf channel, says there would be no need to have additional tuning or tubes. Plan would also help overcome uhf oscillator difficulties. (Leopold M. Kay, vice president in charge of engineering).

American Council on Education, Washington, D. C. -- Requests reservation of 10 uhf channels immediately adjacent to Channel 55 for non-commercial, educational TV. (George F. Zook, president).

Bell Telephone Laboratories, New York, N. Y. -- Presentation on behalf of assignment of 470-500 mc to common carrier usage.

Broadcasting Corp. of America, Riverside, Cal., licensee of AM station KPRO -- Requests assignment of Channel 6 or 13 to Riverside; also Channel 13 to San Jose. (W. L. Gleeson, president).

Collins Radio Co., Cedar Rapids, Iowa -- Will report on work "in adapting resnatron tube as a linear power amplifier capable of uhf cw power output of 30 kw and having a bandwidth of 6 mc with a power gain of 10 db in the uhf band." (L. Morgan Craft, vice president).

Color Television Inc., San Francisco, Cal. -- Submits details of all-electronic, 6-mc, color TV system. (Wheat, May & Shannon).

Columbia Broadcasting System Inc., New York, N. Y. -- As example of how additional vhf channels can be added to major cities (see Supplement No. 67), shows how Channel 13 can be assigned to Boston, affecting Portland, Bangor, Yarmouth (N. S.), Halifax (N. S.), Sackville (N. B.), Charlottetown (P. E. I.); also how Channel 13 can be assigned to San Francisco, affecting Reno.

Cornell University, Ithaca, N. Y. -- Requests assignment of Channel 8 to Ithaca from Syracuse; recommends change of Station WHEN's frequency from Channel 8 to Channel 10. (Cohn & Marks).

Federal Telephone & Radio Corp., Nutley, N. J. -- Confirms availability of equipment for 10-200 kw on uhf band; has 1 kw transmitter in 470-600 mc band. (Norman Young).

Granite State Broadcasting Co. Inc., Claremont, N. H., licensee of AM station WTSV -- Requests assignment of Channel 31 to Claremont from Concord.

Graylock Broadcasting Co., Pittsfield, Mass., licensee of AM station WBRK -- Requests assignment of Channel 13 to Pittsfield. (Baker & Thompson).

(over)

Joint Technical Advisory Committee -- Recommends allocation of more uhf channels, consideration of adoption of offset carrier for overall allocation, grouping of uhf channels to reduce oscillator and image interference; makes comparison of color TV systems and submits procedure to be followed in selecting color system.

Lee Broadcasting Inc., Quincy, Ill. -- Requests assignment of Channel 10 to Quincy from Carthage, Ill. (Pierson & Ball).

Clinton D. McKinnon, M. C., San Diego, Cal. -- Requests assignment of 4 channels to San Diego.

National Assn. of State Universities -- Requests reservation of channels for non-commercial, educational TV. (Cohn & Marks).

National Council of Chief State School Officers, Washington, D. C. -- Request for permission to testify. (Edgar Fuller, secy).

National Education Assn., Washington, D. C. -- Requests assignments of Channels 2, 3, 4, 5 and 6 in major cities plus 8 or 10 uhf channels for non-commercial, educational TV; requests uhf channels be between Channels 13-55 or immediately adjacent thereto; requests 20% of TV channels, both vhf and uhf be reserved for non-commercial, educational TV. (Belmont Farley, director, press and radio relations).

New Britain Broadcasting Co., New Britain, Conn., licensee of AM station WKNB -- Requests assignment of Channel 43 to New Britain or Hartford-New Britain from Worcester; Channel 41 to Worcester from Portsmouth, N. H. (Fisher, Wayland, Duvall & Southmayd).

Presque Isle Broadcasting Co., Erie, Pa., licensee of AM station WERC -- Requests assignment of Channel 3 to Erie; objects to substitution of Channel 45 therefor. (Arthur W. Scharfeld).

San Diego Chamber of Commerce, San Diego, Cal. -- Requests assignment of 4 vhf channels to San Diego. (Stanley Grove, general manager).

Southwestern Publishing Co., Fort Smith, Ark. -- Also requests assignment of Channel 8 to Tulsa from Muskogee. (See Supplement No. 67).

Twentieth Century-Fox of California Inc., San Francisco, Cal. -- Requests assignment of Channel 13 to Sacramento in lieu of Channel 10, Channel 10 to Reno in lieu of Channel 13, Channel 8 to Chico in lieu of Channel 12. (Welch, Mott & Morgan).

University of Minnesota, Minneapolis, Minn. -- Requests reservation of uhf channels for non-commercial, educational TV. (J. L. Morrill, president).

- end -

**BULB'S-EYE VIEWS OF TRADE TRENDS:** From the glass blank makers, too, we get word that the TV business is pointing upward -- and they ought to know for the picture tube is the heart of any receiver. Keenly competitive, though, they don't see eye to eye on trends. For example, Stanley McGiveran, president of American Structural Steel Products Co., formerly Kimble division of Owens-Illinois, is quite convinced:

(a) That the 7-in. tube is on the way out, victim of larger sizes. (b) That 12½-in. is gaining ascendancy over 10-in., which has been best seller among tubes. (c) That 16-in. is on way up, and that this size is trending inevitably toward rectangular-shape which gives 70-degree deflection, requires less glass, is somewhat shorter, weighs less. In fact, Capehart has already announced such a tube (Vol. 5:36). McGiveran says that, "By next year everybody will go to it because it doesn't cost any more, gets away from expanded edges, offers 4:3 aspect ratio, makes for better and more compact sets."

A Corning Glass spokesman, on the other hand, tells us 7-in. is still very much in demand, says 10 and 12½-in. demand "jumps around" too much to discern any trend yet, is convinced 10-in. will continue strong because of price attraction of the "under \$200" TV set models. Corning has 16-in. rectangular designs ready, too, can make them in quantity moment there's demand -- but no one has asked for them yet. And Corning is making 8½-in. bulbs (as also is Zenith Optical Co., Huntington, W.Va.) and National Union is already processing them into picture tubes for the Motorola set recently announced (Vol. 5:33).

Both big glass makers are ready to turn out tinted glass for reduction of glare as soon as the industry can agree on it as standard, are hopeful something will be decided by RMA's TV committee meeting in White Sulphur Springs next week (Sept. 15-16) in conjunction with joint meeting of U.S. and Canadian RMA boards.

\* \* \* \*

This week, another 8½-in. tube supplier was announced -- Raytheon, whose new 8BP4 is now available to set makers and distributors. Raytheon claims "larger and clearer picture" than 7-in., looks to considerable market for replacements of 7-in. Some manufacturers have also ordered, but they're not named. Price to manufacturers is set at \$14.80, distributors \$16.65, dealers \$20.85, consumers \$27.75. GE's metal-coned 8½-in. (Vol. 5:4,36) thus gets another competitor even before it emerges. But it's also an interesting fact that Raytheon's own new line of TV sets (Vol. 5:34) does not include an 8½-in. model yet.

**SYLVANIA & TELE-TONE SHOW LINES:** Two who showed their new stuff in New York this week were Sylvania and Tele-tone -- former with long-heralded brand of own out of its subsidiary Colonial factory (Vol. 5:33,36), and Tele-tone featuring one 10-in. model in plastic at \$150 and another with built-in antenna at \$170.

Sylvania steps into toughening competitive market with 9 well-engineered, substantial-looking receivers that performed well in Wednesday demonstrations at its Bayside (L.I.) plant. All have built-in antennas, but all were operated on outside aerials save one -- and it looked good. Production of 25,000 is planned for rest of year, can be hiked 50% if demand warrants.

Company says automatic controls of several kinds eliminate some knobs, give steadier, interference-free pictures. All have expanded pictures, 27 tubes. Novel "Pay-Back" service arrangement gives purchaser book of coupons when paying installation-warranty fee; these are redeemable at end of year if unused for service calls. Sylvania figures average set owner gets 5.2 service calls per year, but 1.56 are unnecessary. Coupon system is designed to cut down "nuisance" calls.

Sylvania line comprises: 10-in. tables, \$199.95 walnut, \$229.95 mahogany,

\$239.95 blonde; 10-in. console \$259.95; 12½-in. table \$259.95; 12½-in. console \$299.95; 16-in. console \$399.95; 10-in. console with AM-FM-3 speed \$379.95; same with 12½-in. \$449.95.

Tele-tone's president S. W. Gross feels he gets 4-month jump on other top producers with his \$149.95 black, plastic 10-in. set. At press showing Wednesday, he said he thought most of industry's lines and prices are set for fall-winter market, although he wondered if Admiral still has something up its sleeve. Note: Admiral is due to spring something new soon again.

You'll recall that Tele-tone popped up with "lowest priced yet" 7-in. at \$149.50 about 18 months ago (Vol. 4:15). Gross thinks his 10-in. will prove more attuned to demand, says its production is running about 300 daily.

Complete Tele-tone line, all TV-only: 10-in. table ebony plastic, \$149.95; 10-in. mahogany plastic, with built-in antenna, \$169.95; 10-in. table, mahogany wood, \$189.95; 12½-in. table, walnut, \$199.95 (mahogany, \$209.95 and \$229.95); 12½-in. console, walnut, \$249.95 (mahogany, \$259.95); 16-in. console, walnut, \$299.95 (mahogany, \$319.95). Ten-inch sets have 18 tubes plus 2 rectifiers; 12½ and 16 have 19 plus 2. The 16-in. has black tube supplied by Rauland and Sarkes Tarzian. We couldn't judge performance of sets since they weren't turned on.

**A FEW NEW SETS & MORE PRICE CUTS:** Another sign of better times in the TV trade: Most TV-radio manufacturing shares holding quite firm, many well up, on the stock exchanges -- and the analysts and brokers once again "recommending."

Most set makers apparently have shot their bolt, so far as this season's new models are concerned -- though it's known a few more will be announced, to say nothing of further improvements and gadgets. It's verified now that RCA will soon have 12½-in. table model in a metal cabinet which will round out its new 12½-in. line (Vol. 5:30,32); price will be under \$250, release date not yet set. Bendix, too, has 12½-in. table at \$250.

Sears Roebuck is due in few weeks with 10-in. plastic table model at \$150 and 16-in. console at \$300. Meanwhile, it lists complete Silvertone line (made for it by Colonial and Air King): 7-in. portable \$130 (down from \$150); 10-in. walnut table \$180, mahogany \$190, walnut console \$220; 12½-in. walnut table \$220, mahogany \$235, walnut console \$250, mahogany console \$270. All save portable have 16 tubes, 3 rectifiers; portable has 18 plus 3. Sears' higher-priced line includes 10-in. table at \$240; 12½-in. table, \$270 and \$300; 12½-in. console, \$330; 10-in. console with AM-FM-3 speed, \$370; same with 12½-in., \$400.

\* \* \* \*

Still more price reductions: Sparton cuts 16-in. console with AM-FM from \$450 to \$400...Fada cuts new 16-in. console (Vol. 5:34) from \$500 to \$450...Sentinel cuts 16-in. table from \$380 to \$350, has new 16-in. console at \$380...Air King cuts 10-in. table from \$200 to \$190; 10-in. console and 12½-in. table, from \$300 to \$240; 12½-in. console, from \$350 to \$270...Ansley cuts 16-in. Gainsborough console (with AM-FM-3 speed) from \$1295 to \$1095; Contemporary projection, from \$695 to \$545; and has new 12½-in. Trafalgar combination, \$695...Altec Lansing cuts 12½-in. table from \$398 to \$355; 12½-in. console, from \$465 to \$396; has new 12½-in. chassis at \$300 and 16-in. chassis at \$367...National Co. cuts metal 7-in. table from \$190 to \$120; 7-in. wood table, from \$200 to \$130; 10-in. table from \$270 to \$230; 12-in. table from \$300 to \$270; has new 12-in. chassis at \$150...Bace cuts 16-in. table from \$525 to \$325; 16-in. console, from \$625 to \$375.

Brooklyn kitmaker, Sovereign Television Co., now is offering complete sets: 10-in. table at \$190; 12½-in. table, \$225; 16-in. table, \$280; 16-in. console, \$300...Pathe line consists of 12½-in. sets only: table at \$270; console, \$350; console with AM-FM-3 speed, \$500...Prices of Canadian Philips sets (TV Directory No. 8) now are: 10-in. table, \$495; 12-in. console, \$595; projection console, \$1250...Motorola has added to line (Vol. 5:33) ivory 7-in. table at \$129.95 for kitchens.

Merchandising notes: No-cash-now (that Regulation W is dead) -- plus coins-

in-meter -- are proving effective lures, accounting for many TV sales. New York's Vim chain has been playing up its Tele-meter plan, and rival Davega counters with theme of "no cash down" and "no daily bother with coin meters."...In Buffalo, Schwegler Bros., one of Kelvinator's first meter sellers 17 years ago, having sold 15,000 that way, is using Metri-Matic (International Register Co., Chicago) with good results, finds TV rate of rejection low compared with refrigeration's 30%.

Lots of interest in TV "all over Ontario," particularly Toronto, reported by our Canadian friends, who say there's considerable listening to Buffalo, Rochester, Cleveland, Detroit stations. Interest in TV was heightened by Philco, Stromberg, Westinghouse, et al, who exhibited at Canadian National Exposition -- and by DuMont's Telecruiser on hand for tie-in with Marconi.

**RMA REPORTS WHERE THE SETS WENT:** Long-awaited TV set shipment figures, by tele-casting areas, were released by RMA auditors this week, giving industry another index to its "circulation" and superseding previous shipment figures (Supps. No. 61 to 61-B). Statistics cover Jan. 1, 1947 to June 30, 1949, include 49 areas (50 mi. radius of main city). Ten of these areas have CPs but no stations yet on air, are shown to have from 22 to 203 sets. Cumulative total of 1,706,372 sets shipped compares with RMA total production of 1,964,950, NBC's estimate of 2,010,000, our own estimate (Vol. 5:31) of 2,210,000 sets produced by entire industry -- all as of June 30. Comparison of estimates for specific cities may be made by consulting NBC's figures (Vol. 5:30). For example, RMA reports 317 sets shipped to Albuquerque, while NBC figured 1000. In employing RMA's latest tabulation, observe these facts: (1) They don't include non-RMA production (about 15% more), pre-war (about 10,000) or 1946 output (6,476). (2) They represent shipments, not production or installations. (3) They're over 2 months old. (4) They don't account for overlap among areas or trans-shipments. RMA list follows:

TV Service Area	First 6 Mo. 1949	Cumulative Since Jan. 1, 1947	TV Service Area	First 6 Mo. 1949	Cumulative Since Jan. 1, 1947	TV Service Area	First 6 Mo. 1949	Cumulative Since Jan. 1, 1947
Albany	9,801	22,580	Huntington	30	30	Philadelphia	75,222	204,461
Albuquerque	71	317	Indianapolis	5,704	6,276	Phoenix	22	22
Atlanta	3,184	8,015	Jacksonville	95	95	Pittsburgh	15,185	21,323
Baltimore	21,158	49,259	Kansas City	4,549	5,098	Portland, Ore.	425	559
Birmingham	2,199	2,222	Los Angeles	60,407	137,332	Richmond	2,879	6,100
Boston	49,286	88,233	Louisville	2,042	5,161	St. Louis	12,944	29,196
Buffalo	12,092	21,196	Memphis	1,970	5,072	St. Petersburg	51	95
Charlotte	1,718	1,949	Miami	2,800	3,643	Salt Lake City	861	1,862
Chicago	77,278	156,694	Milwaukee	10,439	23,378	San Antonio	87	87
Cincinnati	19,196	33,283	Minneapolis	4,711	10,947	San Francisco	7,897	20,194
Cleveland	31,406	52,714	Nashville	58	113	Seattle	2,591	7,160
Dallas	2,016	8,303	Newark	59,978	163,504	Syracuse	2,196	4,599
Davenport	473	921	New Haven	10,733	27,805	Toledo	7,378	13,008
Detroit	36,535	62,871	New Orleans	1,691	5,674	Tulsa	203	203
Erie	690	993	New York City	152,619	425,648	Washington	22,709	53,305
Greensboro	562	562	Oklahoma City	2,810	2,838	Miscellaneous	-----	5,961
Houston	2,106	4,365	Omaha	1,109	1,146	<b>TOTAL</b>	<b>742,166</b>	<b>1,706,372</b>

North American Philips' v.p. L. J. Chatten questions RMA's figures on projection output, says Protelgrams alone exceeded the mere 5551 cumulative of projection sets we tally for first 7 months of 1949 (about half of 1% of total TV output). In fact, he forecasts projections running full 5% of year's TVs, counting on deliveries of some 100,000 Protelgrams alone this year at new low price (Vol. 5:30). To Philips' 9 Protelgram licensees (Vol. 5:12) will soon be added another dozen or more; DeWald and Stewart-Warner are only new ones yet announced. Moreover, he adds, "at least 5 of top 10" TV manufacturers (Vol. 5:35) will be making projections this year, though only RCA and Emerson are now doing so.

United Business Service, reporting "Television Business Picking Up" Sept. 6, offers statistics on "10 representative TV set makers" (inventories, assets, liabilities, earnings, stock prices, dividends) and notes these proportions of TV to goods sold: Admiral 65%, Avco 25, DuMont 100, Emerson 60, Magnavox 45, Motorola 55, Philco 35, RCA 35, Sylvania 35, Zenith 35.

Eitel-McCullough showed 16-in. tube at Pacific Electronic Exhibit in San Francisco, may soon offer it to trade.

Canada's CBC asked Royal Commission to up set fee from \$2.50 per receiver to \$5, Chairman Dunton stating increase was necessary because of rising operating costs. He reported that 70% of CBC's revenue came from receiver tax, that 1950 expenditures were expected to reach \$9,000,000. Canadian Assn. of Broadcasters asked for go ahead now for privately-owned TV stations, urged that CBC not be permitted to go into TV. CAB also wants regulatory body divorced from competing CBC.

RCA has commercialized Dr. George Brown's high-gain receiving antenna, calling it Reversible-Beam (\$59.50). It can be switched in opposite directions, reducing co-channel and adjacent channel interference.

Clarification of New York State Insurance Dept. ruling last month on TV service contracts permits manufacturer and dealer to sell service for specified length of time, make replacement of parts due to normal use-- but prohibits renewal of such contracts. It also permits service organizations not affiliated with manufacturer or dealer to make contract for inspections and adjustments, but prohibits them from offering replacement privileges.

NAB has called meeting of TV operators in Washington's Hotel Mayflower Sept. 23 to hash ASCAP negotiations, particularly "per program" licenses. ASCAP has told industry music committee that last week's extension to Oct. 1 (Vol. 5:36) was last it could make.

Looks like giveaway ban goes into effect Oct. 1, unless networks get temporary stay order from court (Vol. 5:36). FCC this week turned down request to postpone effective Oct. 1 date, insisted whole matter go through legal processes. In addition to 3 networks (ABC, CBS, NBC), Walt Schwimmer of Radio Features Inc. last week filed motion for injunction in Chicago District Court.

SMPE has prepared test film for telecasters to "get the most out of their studio film equipment." Reel is 985-ft, available now in 35mm (\$70), 16mm to come, from Society of Motion Picture Engineers, 342 Madison Ave., New York City.

Talk of coast-to-coast TV being available within months after AT&T gets order for such service, repeated twice recently in trade press, was termed complete error by telephone company this week. AT&T spokesman told us: "Coast-to-coast coaxial facilities have been in use for some time for regular telephone message service [but] the requirements of the TV industry have not been definite enough to justify the provision, thus far, of transcontinental network facilities." He referred to phone company's report to FCC last month which gave timetable to Omaha in 1950, told of survey for radio relay sites westward after that (Vol. 5:34).

### Distribution of TV Receivers Per Thousand Families

Here's a new way to rank TV areas—not merely by total receivers but by number of sets per thousand families—proposed by Walter Damm, of Milwaukee's WTMJ-TV. He takes NBC Research's Aug. 1 table (Vol. 5:35), divides number of sets by number of families, and comes up with this distribution table — ranking the areas by "depth of penetration," as the research boys would say:

Area	Families in 000	No. of Stations	Sets per 1000 Families	Position
New York	3597	6	200	1
Philadelphia	1184	3	173	2
Los Angeles	1372	6	122	3
Chicago	1438	4	118	4
Lancaster	85	1	116	5
Schenectady	258	1	112	6
Richmond	130	1	106	7
Cleveland	695	2	97	8
Boston	1175	2	96	9
Baltimore	732	3	95	10
Milwaukee	327	1	92	11
Detroit	839	3	91	12
Buffalo	323	1	81	13
Washington	691	4	81	13f
St. Louis	474	1	78	14
Toledo	241	1	75	15
Cincinnati	384	2	73	16
Minneapolis-St. Paul	333	2	71	17
Miami	117	1	69	18
New Haven	557	1	67	19
Salt Lake City	93	2	64	20
Atlanta	233	2	64	20f
San Diego	113	1	55	21
Erie	112	1	53	22
Wilmington	183	1	49	23
Louisville	188	1	46	24
Fort Worth-Dallas	269	1	46	24f
Albuquerque	22	1	45	25
Memphis	177	1	36	26
Syracuse	199	1	36	26f
Oklahoma City	138	1	36	26f
Houston	217	1	35	27
Columbus	225	1	34	28
Dayton	291	2	30	29
New Orleans	225	1	27	30
Seattle	307	1	25	31
Indianapolis	281	1	25	31f
Pittsburgh	1011	1	24	32
Rochester	208	1	21	33
Providence	742	1	18	34
Birmingham	196	2	18	34f
San Francisco	825	2	13	35

Improvements on Paramount's theater-TV system (film-storage method vs. RCA's instantaneous apparatus) now permit one-man control, reduce costs. Paramount will demonstrate system at TOA convention in Los Angeles next week (Vol. 5:36).

Daily Variety of Hollywood reports CBS dickering with David O. Selznick and NBC with Samuel Goldwyn to make series of 2-reelers for TV, to be syndicated through networks' film syndication departments.

Series of 7 full-page ads starts Sept. 12 in *Buffalo News* under imprimatur of its WBEN-TV to "drive home to Buffalo-area people what they're missing if they don't have a television set."

Tavern ownership of TV in Los Angeles County runs 97%, according to KTTV survey of 3000 outlets. Principal brands are RCA, 35% and Philco, 25%, followed by GE, Crosley and Richards (local custom builder of projections).

Learning about TV propagation: Salt Lake City's KDYL-TV says it gets reports of good reception from Provo, Utah, 39 mi. away, behind 11,000-ft Mt. Timpanogos, and Tooele, 26 mi., behind Oquirrh range which has one peak of 9500 ft.

Sen. Lester C. Hunt (D-Wyo.) replaced Sen. Estes Kefauver (D-Tenn.) on Interstate & Foreign Commerce Committee when latter moved to Judiciary Committee last week. Sen. Hunt hasn't been particularly active in radio matters.

Station sponsorships: Reported using or planning to use TV spots are Birds Eye Frosted Foods and Taystee Bread, thru Young & Rubicam; College Inn Foods, thru Weiss & Geller . . . Santa Fe Railroad starts Burton Holmes travelogs on WCBS-TV Oct. 2, Sun. 6:15-6:30 . . . Gold Medal Candy Co. (Bonomo's salt water taffy) starts Sept. 11 *The Magic Clown*, children's show, on NBC's WNBT, Sun. 11:30-11:45 a.m. . . WPIX, New York, reports Regal Electronics Corp. buying *Sports of Call*, 15-min. commentary by Guy LeBow before grid games; also Stetson Hats, spots during football and boxing . . . P. O. C. Beer takes 20 Cleveland Barons hockey games on WEWS.

Network sponsorships: American Tobacco Co. (Lucky Strike) sponsors 24 top eastern college grid games on NBC-TV hookups during 10 weeks starting Sept. 24, covering as many as 4 in one day but feeding to different points (including 5 to non-affiliated WPIX, New York) . . . Chesterfield sponsorship of Columbia U's 5 home games on CBS-TV starts Sept. 24 with Amherst game, Russ Hodges and Marty Glickman at mike . . . *Ed Wynn Show* debuts Sept. 22 on KTTV, Hollywood, Thu. 9-9:30 PST, then starts on various CBS-TV stations via kine-recordings Oct. 6, Thu. 9-9:30 EST . . . Gillette began Madison Square Garden fight sponsorships Sept. 9 on NBC-TV with Gavilan-Castellani bout, continues Fri. 10 p.m. . . Jackie Gleason (not Wm. Bendix, radio's Riley) will star in *Life of Riley* on NBC-TV, starting Oct. 4, Tue. 9:30-10, sponsored by Pabst Beer; show will be filmed in Hollywood, telecast from N. Y. . . Mohawk Carpet's *Mohawk Showroom* with Morton Downey Mon.-Wed.-Fri.. Roberta Quinlan Tue.-Thu., 7:30-7:45, returns to NBC-TV Sept. 12 . . . Admiral Radio to sponsor *Lights Out* on NBC-TV starting Oct. 8, Fri. 8:30-9 . . . Schaeffer Pen reported placing *This Week in Sports* film on CBS-TV starting Sept. 20, Tue. 10-10:15 . . . CBS-TV puts all-Negro *Harlem Jubilee* (sustainer) in Tue. 8-9 spot opposite Milton Berle, starting Sept. 13; Berle resumes for Texaco on NBC-TV Sept. 20 . . . Pall Mall sponsorship of *The Big Story* on NBC-TV starts Sept. 16, Fri. 9:30-10, AM version continuing on NBC Wed. at 10.

**PRIVATE BRANDS FALL MARKET SPURT:** Private label TV sets, particularly among the big department stores, showed remarkably brisk activity this week. Volume isn't huge compared with brand names, of course, but selling power of the massive retail outlets isn't to be sneezed at. Stores like private brands, they say, because it's only way they can control prices, quality. Impetus of excellent fall market could give private brands a good chance at the traditionally brand-conscious public. In addition to those listed in TV Directory No. 8, latest lines are:

✓ Macy-New York has own Hyde Park sets, 12½-in. table at \$190 and 16-in. console at \$280, reportedly made by Tele King. Macy already has higher-priced Artone, made for Affiliated Retailers chain (Vol. 5:36).

The Fair-Chicago has Fairmont label on its 12½-in. table at \$240, 12½-in. console at \$270, said to be made by Wells-Gardner, which is reported also making receivers for Milwaukee and Detroit stores.

Goldblatt-Chicago carries its Vision Master, table line comprising 7-in. at \$80, 10-in. at \$130, 12½-in. at \$160, 16-in. at \$250 and 16-in. console at \$270.

✓ Tele King is among most active private brand makers, says it plans 9,000 sets monthly beginning Oct. 15, 40% private labels. It makes Artone for Affiliate Retailers; Ambassador for Allied Purchasing Corp. (whose members include Jordan Marsh, Boston; Lindner's, Cleveland; O'Neill's, Baltimore); Gramercy for W. T. Grant Stores; Plymouth for Interstate Dept. Stores (Jefferson, Louisville; Hill's, Milwaukee); Cromwell for Mercantile Stores and for Associated Merchandising Corp. (Bloomington, New York; Lazarus, Columbus).

✓ Other private brand manufacturers: Air King, Belmont, Colonial, Hallicrafters, Sentinel, Televista, Video Corp. of America.

**NEW SETS AND MORE PRICE CUTS:** Full new lines are still being unwrapped by a few set-makers and a scattering of sets, presumably to plug gaps in their lines, coming from manufacturers whose lines are pretty well set.

Stewart-Warner showed its first projection (Protelgram), AM-FM-3 speed, \$795, to distributors in Chicago last weekend; set has 30 tubes, 7 rectifiers. Balance of line: 10-in. table \$210, 12½-in. table \$240, 12½-in. console \$290, all 3 having 20 tubes, 3 rectifiers; 12½-in. table with AM-FM at \$280, 12½-in. console with AM-FM-3 speed at \$350, both with 26 tubes, 3 rectifiers. Company plays up increased sensitivity, automatic frequency and gain control.

DuMont revealed 3 more 19-in. (Vol. 5:29): Fairfield at \$495; Westwood at \$545, Mansfield at \$645 -- all are consoles with FM, 24 tubes, 5 rectifiers, latter two with doors.

Emerson has 10-in. plastic table model at \$180. Sightmaster string of new sets: 12½-in. table, \$339; same with FM, \$372; 16-in. table and console, \$445; 16-in. table with FM, \$439; same in console, \$487; 16-in. remote control console with FM, \$350; same with 20-in., \$795...Olympic 16-in. table (Vol. 5:34) is \$300...Cascade Television Co., 179 South St., Newark (A. Young, president), announces 15-in. table, \$395; 16-in. console, \$445; projection, \$1595 and \$1795.

✓ Price cuts: Philco has cut 7-in. table from \$200 to \$140, emphatically denies it plans 10-in. table at \$200; has started TV set production at Sandusky, O. plant, says this brings overall TV capacity to 18,000 a week, that it now has investment of over \$20,000,000 in TV...Emerson projection model was cut from \$600 to \$400...Andrea has cut 12½-in. table from \$390 to \$350; 12½-in. console from \$490 to \$400, 12½-in. console with AM-FM-3 speed from \$585 to \$570, 15½-in. console from \$585 to \$570, 16-in. console with AM-FM-3 speed from \$895 to \$795, 16-in. console with AM-FM-3 speed from \$1400 to \$1195...Philharmonic has cut 10-in. table from \$180 to \$150, 12½-in. table from \$230 to \$190, 16-in. table from \$270 to \$250, 16-in.

console from \$300 to \$280...Pilot 3-in. Candid TV portable originally priced at \$100, then offered at \$60 and \$50 (Vol. 5:27,31) now offered by Macy at \$40.

\* \* \* \*

✓ GE won't yet tell who's buying its 8½-in. tube but did announce list price: \$21.45 to consumers...Sheldon Electric Co. (TV Directory No. 8) now offering all glass 10-in., 12½-in. and 16-in. tubes to trade...Stromberg-Carlson in full page New York Herald Tribune ad Friday talks right out in public about color ("Right now nobody knows when color TV will be practical.") and uhf ("long way off"), advises public that adapters will be available for color and uhf, present sets won't be obsoleted...Late Friday, DuMont re-enfranchised Macy as full and official DuMont dealer; official press release said imbroglio (Vol. 5:32-36) had been due to complete misunderstanding...RMA board decided to appoint committee of TV manufacturer sales managers to thresh out propriety of current TV advertising; committee will also take up question of how to advertise tube sizes which some leaders want restricted to tube diameters (Vol. 5:33,35)...Stewart-Warner has bought Citizens Radio Corp., makers of personal transceivers.

**CANADIAN MARKET SMALL BUT COVETED:** Latest entry into Canadian market is Emerson which this week announced tieup with Canadian Marconi for manufacturing, Canadian Fairbanks-Morse for distribution. Emerson's Ben Abrams says that, with Canada on verge of TV, northern neighbor has potential radio-TV market of \$20,000,000. Emerson has 6 foreign operations, others being Mexico, Argentina, Uruguay, Brazil, Italy, plans to open in India and Israel.

New names in Canadian TV, exhibiting at Canadian National Exhibition, include those listed in TV Directory No. 8 plus Addison Industries Ltd., 9 Hanna Ave., Toronto; Sparton of Canada Ltd., London, Ont.; Brand & Millen Ltd. (Garod), Toronto; Northern Electric Co. Ltd., Box 370, Montreal; Dominion Electrohome Industries Ltd., Kitchener, Ont.; Canadian Marconi Co. Ltd., Place D'Armes, Montreal; Philco Co. of Canada Ltd., 1244 Dufferin St., Toronto. Note: It's estimated there are about 3,000 TV sets in Canadian areas contiguous to U.S. cities with TV. Total market (when whole country is served by TV) won't run much more than 3,000,000 homes.

Dayton is going to be linked to Toledo for TV network service Sept. 25, AT&T announced Friday. It also reported Cincinnati and Columbus would have temporary, single circuit service Oct. 5 in time for World Series, full-time service Oct. 8.

Noting success of WMAR-TV and WMAL-TV in picking each other's shows out of the air without benefit of coaxial or microwave (Vol. 4:26, 5:30), Baltimore's WAAM and Washington's WTTG are now swapping 3 hours daily, mostly sponsored.

Personal notes: Victor Ratner leaves position of CBS v.p. in charge of advertising and sales promotion to become v.p. of Macy's covering same fields plus public relations; Louis Hausman remains director of those CBS departments, while John Cowden becomes gen. mgr. of them . . . Dr. Thomas Coffin joins NBC-TV research, leaving chairmanship of Hofstra College psychology dept. . . . George Simons, formerly with GE, named Crosley national advertising mgr. . . . D. E. Weston moves from TV sales in GE to merchandising mgr. of receiver division . . . R. A. Seidel named RCA v.p. in charge of distribution, comes from W. T. Grant Co.

Network sponsorships: General Mills began *Lone Ranger* on ABC-TV Sept. 15, Thu., 7:30 . . . General Foods (Jello) starts *Aldrich Family* Oct. 2, Sun., 7:30, on NBC-TV . . . Barbasol returns *Week in Review* to CBS-TV Sept. 18, Sun., 10-10:15 . . . GE resumes *Fred Waring Show* on CBS-TV Sept. 25, Sun., dropping it from radio, leaving company without network radio show this fall . . . Procter & Gamble buying 26 more films, made by Pyramid Productions, Hollywood; first 26 are now running on NBC-TV, Tuesdays, as *Fireside Theater*.

World Series telecasts will again be pooled, all interconnected stations carrying games — including Gillette commercials, but won't get any of sponsor's money. If Yanks and Cards take respective pennants, first 2 games beginning Oct. 5 will be fed from New York with DuMont men on cameras; next 3 from St. Louis, KSD-TV originating. Mutual continues exclusive on radio. Brooklyn's Fabian-Fox theater will project games with RCA large-screen equipment, while Chicago Theater (Paramount) and New York's Paramount use intermediate film process. WHEN, Syracuse, plans to pick up Rochester's WHAM-TV off air, rebroadcast Series locally.

Since Aug. 1 count of TV sets by cities (Vol. 5:35), these reports of sets-in-use as of Sept. 1 have been received: Los Angeles 184,000, up 15,000 in month; Boston 124,948, up 12,000; Cleveland 75,500, up 8000; Baltimore 76,059, up 6431; Washington 57,400, up 1700; St. Louis 40,800, up 4000; Milwaukee 32,830, up 2830; Cincinnati 31,000, up 2900; Wilmington 15,400, up 6500; Dayton 13,250, up 4450; Providence 14,250, up 700; Lancaster 10,300, up 400; Syracuse 8439, up 1239; Columbus 9500, up 1800; Erie 8200, up 2200; San Diego 7300, up 1000; Memphis 6800, up 500.

ABC won't accept liquor advertising, executive v.p. Robert E. Kintner said in Fort Worth this week. Kintner said idea not only had roused storm of disapproval (Vol. 5:31, 34, 37), but even liquor industry itself was divided. Regarding radio liquor advertising, Treasury Secy. Snyder answered Sen. Johnson, after 6 weeks wait, with brief statement that he had power only over such things as labeling of liquor in interstate commerce and similar non-radio matters.

Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported in  
Supplements No. 67 & 67-A.

Allegheny Broadcasting Corp., Pittsburgh, Pa., licensee of AM Station KQV -- Opposes proposals of DuMont, Communication Measurements Lab., Westinghouse, National Education Assn., Television Research Co. (George O. Sutton).

Associated Broadcasters Inc., Easton, Pa. licensee of AM Station WEST -- See Allegheny Broadcasting Corp. (George O. Sutton).

Paul F. Braden, Middletown, O., licensee of AM Station WPFB -- Opposes all proposals to delete Channel 12 from Hamilton-Middletown. Specifically objects to proposals of DuMont, Indianapolis Broadcasting Inc. and Universal Broadcasting Co. (Bingham, Collins Porter & Kistler).

Columbia Broadcasting System Inc., New York City -- Comments on color TV proposals of Dr C. W. Geer, Philco, DuMont, RMA, JTAC. Neither opposes nor supports RCA or Color Television Inc. proposals until such systems are demonstrated. Objects to allocations proposal of Paramount. (Rosenman, Goldmark, Colin & Kaye).

Community Broadcasting Co., Toledo, O., licensee of AM Station WTOL -- Favors DuMont proposal only if no additional vhf channel is made available to Toledo. (Pierson & Ball).

Dispatch Inc., Erie, Pa. -- Opposes DuMont proposal as it affects Erie. (Fly, Fitts & Shuebruk).

Eastern Radio Corp., Reading, Pa., licensee of AM Station WHUM -- Opposes proposals of ABC, Philadelphia Chamber of Commerce, Daily News Television Co., Easton Publishing Co., Penn-Allen Broadcasting Co., Pennsylvania Broadcasting Co., Trent Broadcasting Corp., WDEL Inc., Wyoming Valley Broadcasting Co., Lehigh Valley Broadcasting Co., as they affect Reading. (Fly, Fitts & Shuebruk).

Gable Broadcasting Co., Altoona, Pa. licensee of AM Station WFBG -- See Allegheny Broadcasting Corp. (George O. Sutton).

Havens & Martin Inc., Richmond, Va. licensee of AM Station WMBG and TV Station WTVR -- Opposes DuMont proposal or any other which would delete Channel 6 from Richmond. (John H. Midlen)

(over)

Hazleton Broadcasting Co., Hazleton, Pa., licensee of AM Station WAZL -- See Allegheny Broadcasting Corp. (George O. Sutton).

Hildreth & Rogers Co., Lawrence Mass., licensee of AM Station WLAW -- Opposes DuMont proposal as it affects Lawrence-Lowell-Haverhill. (Fly, Fitts & Shuebruk).

Home News Publishing Co., New Brunswick, N.J., licensee of FM Station WDHN -- Opposes proposal of W.H.C. Higgins insofar as it proposes a deletion of the provision for the specific allocation of community channels. (Welch, Mott & Morgan).

Jamestown Broadcasting Co., Jamestown, N.D., licensee of AM Station KSJB -- Opposes DuMont proposal insofar as it relates to North Dakota. (Prince, Clineburg & Nunn).

John J. Keel, Johnstown, Pa., president, AM Station WCRO -- Opposes proposals of DuMont Allegheny Broadcasting Co., Radio Television Inc., WCAE Inc., Westinghouse. Favors Commission's proposed allocation for Johnstown.

Keystone Broadcasting Corp., Harrisburg, Pa., licensee of AM Station WKBO -- See Allegheny Broadcasting Corp. (George O. Sutton).

Picture Waves Inc., Columbus, O., licensee of AM Station WTOD, Toledo; holder of CP for TV Station WTVN -- Opposes DuMont proposal as it affects Columbus. (Fly, Fitts & Shuebruk).

John M. Poole (Pacific Video Pioneers), Long Beach, Cal. -- Opposes any proposals that there be no mixing of vhf and uhf in the same city, specifically those of ABC, CBS, DuMont.

Reading Broadcasting Co., Reading, Pa., licensee of AM Station WRAW -- See Allegheny Broadcasting Corp. (George O. Sutton).

Sarkes Tarzian, Bloomington, Ind., licensee of AM Station WTTS; holder of CP for TV Station WTTV -- Opposes DuMont proposal as it affects Bloomington. (A. L. Stein).

Standard Radio and Television Co., San Jose, Cal., licensee of AM Station KXRK -- Opposes proposals of DuMont, Twentieth Century-Fox, McClatchy Broadcasting Co. (Courtne Krieger & Jorgenson).

WDEL Inc., Wilmington, Del., licensee of AM Station WDEL and TV Station WDEL-TV -- Opposes comments and proposals of Chamber of Commerce Philadelphia; Television Research Co., DuMont, National Education Association, Communication Measurements Lab. Inc., Westinghouse. (George O. Sutton).

WGAL Inc., Lancaster, Pa., licensee of AM Station WGAL and TV Station WGAL-TV -- See WDEL, Inc. (George O. Sutton).

WJIM Inc., Lansing, Mich., licensee of AM Station WJIM; holder of CP for WJIM-TV -- Opposes proposals of DuMont and United Detroit Theatres Corp. insofar as they affect Lansing. (Fly, Fitts & Shuebruk).

WTAR Radio Corp., Norfolk, Va., licensee of AM Station WTAR; holder of CP for WTAR-TV -- Opposes DuMont proposal; suggests Commission's plan be adopted if there is to be a reallocation of vhf channels in Norfolk area. (Hanson, Lovett & Dale).

**BUILT-IN AERIALS, DEMAND & TREND:** Big Admiral, little Industrial Television Inc. both climbed on built-in antenna bandwagon this week, and it's pretty generally agreed all major manufacturers will have to do likewise. It's not enough for those who shrug off built-ins to insist they're "not proved yet." Competitively, they're going to be forced to offer built-ins to public, somewhere in their lines. Important factor is cautioning public not to expect wonders -- certainly not to expect built-ins to work everywhere and to work as well as outside aerials.

Admiral now has "Roto-Scope" directional antenna built into all its sets. But it cautions that it's an "added convenience for metropolitan residents living in areas where a normal TV signal prevails" and leaves to serviceman's judgment whether to add V-antenna atop cabinet or regular outside aerial. ITI put built-in into 2 of its 12½-in. sets -- it's non-directional and said to "eliminate need for expensive outdoor antennas in many cases."

Recapitulating the built-ins thus far, here's the list of those now offering them in all or some of their sets: Admiral, Capehart, ITI, Motorola, Muntz, Philco, Pilot, Raytheon, Sylvania, Tele-tone, Trans-Vue, Trav-Ler.

**TODAY'S TV TRADE AND OUTLOOK GOOD:** "Terrific" is the word for TV business at factory level, reflecting healthy pulsebeats of the retail trade. Now, many more manufacturers are allocating, some even predicting shortages in some lines. It's such a complete reversal from summer's "inventory recession" that the bigger fellows are even conceding better survival chance for the littler producers among the 100-odd makers of TV receivers (for list, see our Oct. 1 TV Directory No. 9). Provided, of course, they can stand the price gaff. Heavy mortality, or many mergers, had been freely predicted for this autumn and winter.

What has happened, aside from new and cheaper models, is that cabinets and tubes are plentiful at lower prices, inventories pretty well cleared out, new stations opening up new markets. Over it all, is loosening of buyer pursestrings (refrigerators, too, are enjoying similar boom), and then of course autumn sports and improved programs are winning new TV customers. Color-uhf talk out of Washington isn't denting the market.

We've talked with many of the top producers (for first 10, see Vol. 5:35) and some smaller ones. The ebullient spirit is manifest everywhere. Admiral reports it never did feel any recession, ran at high rate even during May-June-July, is now turning out "more than 60,000 sets per month." That would probably make it No. 1 producer, unit-wise. Its current trade advertising claims it sold 57% of whole industry's TV combinations during last 6 months, and popular ads will feature claim of "better than one out of 2."

Philco's capacity is reported 18,000 per week, but no claim is made that it has reached that level as yet -- though its business has zoomed since it started the rush to built-in aerials (Vol. 5:30-31). RCA and DuMont have everybody on quota, say they're selling everything they can turn out. RCA's first runs of its new 12½-in. are all gone already, may actually run short, probably will outstrip 10-in.

Others talk of "very, very short supply" of some models, bemoaning fact that they underestimated production schedules set up when things looked so bleak last spring. One even foresees what he styles "black market" in some sets, meaning unauthorized movements of goods from one market to another. All foresee nothing but good business for rest of year, probably longer. A few scattered straws in the wind:

Some radio stocks at new highs on the exchanges...Crosley distributors at Monday meeting in Cincinnati wrote orders for 33% more goods than last fall's record...Tele-tone reports writing \$10,000,000 in orders for its new line (Vol. 5:36)...

DuMont's giant new plant at Paterson, N.J., Admiral's at Harvard, Ill., Philco's at Sandusky, O., Stromberg's at Erie, Pa., all going at high speed...One big setmaker telling how he's unable to fulfill an order for an additional 700 units in Kansas City, whose single station is still merely on test (Vol. 5:37)...RCA's biggest distributor, Bruno-New York, reporting it's not only on allocation for every model in line but has no inventories at all; and Sept. 24 New York Times quoting dealers there as saying, "We just can't get RCA in anything like quantities necessary to keep up with day-to-day sales"...And a big radio-TV set maker telling us that even radio set sales are up -- and in TV territory, too!

**10-in. AT \$170 & OTHER TRADE NOTES:** Drive to push 10-in. models down below \$200 level finds Admiral out this week with 3 new ones: ebony plastic table at \$169.95, same in mahogany plastic \$179.95, same in mahogany plastic console \$199.95. Latter replaces original Wonderset (Vol. 5:19-20), first priced at \$249.95 and then cut to \$229.95. New sets have new circuit called 20-X containing 18 tubes, one rectifier. They're Admiral's first 10-in. tables, though it once ran off about 100 on test but never marketed them. Admiral is no longer making 7-in.

Noteworthy in new line is built-in "Roto-Scope" antenna (now going into all Admiral sets) and turret tuner which spec sheets say is "built for the future when uhf arrives."

Admiral's \$170 set follows Emerson's announcement of one at \$180 (Vol. 5:38), Tele-tone's at \$150 and Sears Roebuck's promise to bring out one at \$150 (Vol. 5:37); also Macy's Artone at \$150 (Vol. 5:36), and GE's \$240 model cut to \$190 (Vol. 5:35). All save Artone are plastic table units.

\* \* \* \*

Crosley will have several new sets early next month, but they're only fill-ins to existing line, may include built-in antenna, possibly "black" tube. Test sets, 12½-in. consoles and 16-in. tables, were shown distributors this week in Cincinnati at "white goods" meeting, with final decision to be made when company executives add up distributor suggestions, plus own desires.

News of price-cutting has all but ceased, and very few new models to report these days. Among smaller producers, U.S. Television has cut prices again -- this time 10-in. table from \$270 to \$240; 12-in. table from \$330 to \$300; 15-in. table from \$470 to \$400; 12-in. console from \$390 to \$350; 12-in. console with FM from \$400 to \$370; 15-in. console with FM from \$540 to \$500; 15-in. console with AM-FM-phono from \$895 to \$800. Has new 15-in. console, \$480...Chicago's Trans-Vue Corp. announces new 12½-in. console at \$289.50; same with 16-in., \$349.50; 19-in. console due in November "below \$400." Trans-Vue's new sets have built-in aeriels, provision for uhf converters which it promises at about \$60 after FCC fixes standards...Mattison of New York has 19-in. console with AM-FM-3 speed at \$795. Since DuMont brought out first 19-in. (Vol. 5:29), list of makers includes also Stromberg, Hoffman, Hallicrafters, Remington.

We erred on DuMont's new 19-in. Mansfield (Vol. 5:38) in saying it has 24 tubes, 5 rectifiers. Mansfield, actually, is Bradford's little brother, in different furniture, no record player, 28 tubes plus 6 rectifiers. It costs \$645 vs. Bradford's \$725. DuMont line now comprises 8 sets, all old ones now out of production...That was typographical error last week, too, when we reported Sightmaster's new 16-in. remote control set at \$350; set lists at \$550...New setmaker is Alamo Television & Radio Co., 458 Soledad St., San Antonio, Tex. (D. Partin, v.p.), reported by RMA (which it just joined) as making TVs and auto radios.

\* \* \* \*

Miscellaneous trade notes: RCA Camden reports upturn in radio set sales, too. On heels of current ad campaign to sell its 45rpm unit at \$12.95, RCA plans intensive promotion on 45rpm records beginning early in October in 79 newspapers in 60 cities; ads will run weekly until end of year...Admiral stopped making \$550 and \$595 combination 12½-in. consoles, continuing only \$399.95 unit...Olympic reported turning out 400 sets per day currently, planning 500 from Nov. 1...Vidcraft is latest of small setmakers to go into "commissioned agent" dealerships: dealers carry samples but send orders to factory which ships direct to purchaser.

## Count of TV Sets-in-Use by Cities

As of September 1, 1949

Counting Cincinnati, Columbus and Dayton as interconnected—which they will be from Sept. 25 (Vol. 5:38)—there are 48 stations in 25 cities (16,084,000 families) now hooked up for network service, with a set count of 1,899,900 as of Sept. 1, according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service areas (.5Mv). Total sets in all 48 TV areas as of Sept. 1 was 2,310,000, up 160,000 from Aug. 1.

### Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	76,100
Boston	2	1,175,000	125,000
Buffalo	1	323,000	28,500
Chicago	4	1,438,000	178,000
Cincinnati	3(a)	384,000	29,100
Cleveland	2	695,000	75,500
Columbus	2(a)(b)	225,000	8,900
Dayton	2(a)	291,000	10,700
Detroit	3	839,000	81,000
Erie	1	112,000	8,300
Grand Rapids	1	182,000	4,500
Lancaster	1	85,000	11,000
Milwaukee	1	327,000	32,800
New Haven	1	557,000	40,100
New York	6(c)	3,597,000	755,000
Philadelphia	3	1,184,000	215,000
Pittsburgh	1	742,000	25,000
Providence	1	1,011,000	14,300
Richmond	1	130,000	14,400
Rochester	1	208,000	6,000
Schenectady	1	258,000	29,100
St. Louis	1	474,000	40,800
Toledo	1	241,000	20,000
Washington	4	691,000	57,400
Wilmington	1	183,000	13,400
<b>Total Interconnected</b>	<b>48</b>	<b>16,084,000</b>	<b>1,899,900</b>

### Non-Interconnected Cities

Albuquerque	1	22,000	1,100
Atlanta	2	233,000	16,000
Birmingham	2	196,000	4,000
Charlotte	1	171,000	4,500
Fort Worth	1(d)	269,000	6,500
Dallas	1(e)	277,000	6,800
Greensboro	1(f)	165,000	1,200
Houston	1	217,000	7,500
Indianapolis	1	281,000	7,600
Johnstown	1(g)	250,000	3,600
Kansas City	—(h)	275,000	3,500
Los Angeles	7(i)	1,372,000	187,000
Louisville	1	188,000	9,200
Memphis	1	177,000	6,600
Miami	1	117,000	9,100
Minneapolis-St. Paul	2	333,000	29,300
New Orleans	1	225,000	7,500
Oklahoma City	1	138,000	6,900
Omaha	2	132,000	4,000
Salt Lake City	2	93,000	6,300
San Diego	1	113,000	7,100
San Francisco	2	825,000	12,000
Seattle	1	307,000	8,600
Syracuse	1	199,000	8,400
Utica	—(j)	127,000	1,700
Others	—	—	44,100
<b>Total Non-Interconnected</b>	<b>35</b>	<b>6,702,000</b>	<b>410,100</b>
<b>Total Interconnected and Non-Interconnected</b>	<b>83</b>	<b>22,786,000</b>	<b>2,310,000</b>

(a) Scheduled for interconnection Sept. 25 1949. (b) WTVN due to begin regular schedules Sept. 30. WBNS-TV due to begin operation about Oct. 15. Will make 3 stations. (c) WOR-TV due to begin schedules Oct. 5. Will make 7 stations. (d) Included in coverage of Dallas station. (e) KBTW began operation Sept. 17; families included in coverage of Fort Worth station. (f) WFMY-TV began operation Sept. 22. (g) WJAC-TV began operation Sept. 15. (h) WDAF-TV now on test, due to begin scheduled operation Oct. 16. (i) KECA-TV began commercial operation Sept. 16. (j) WKTV due to begin operation Oct. 30.

Recommended reading for anyone concerned with basic trends in the TV trade: "Video Industry Shakes Off First Setback," by Fairchild economist A. W. Zelomek in Sept. 20 *Retailing Daily*. It's good sizeup of current TV industry. He predicts further price cuts by year-end, confined primarily to lesser-known brands and some second-line companies. "The top-name producers," he states, "are expected to hold their current price level for the rest of the year. Lower-priced sets, however, will make their appearance early in 1950. These will be mainly in price readjustments of the larger-size screen receivers."

"Madman" Muntz, who parlayed 6 used cars into a \$9,000,000 business in 3 years, is making a determined bid to duplicate the feat in the TV business." So begins 7-col. story in Sept. 19 *Advertising Age*, recounting razzle-dazzle business and personal adventures of Muntz TV's 35-year-old Earl W. Muntz. Items of interest: Principal owners of Muntz TV are Muntz and T. E. Courtney, who heads Northern Illinois Co., DeKalb, Ill., auto finance firm. Worth of Muntz TV reported more than \$500,000, production in excess of 5,000 per month, sales more than \$1,000,000 per month. Ad budget for 1949 is \$1,000,000 for radio, \$400,000 for newspapers. Ad copy line still features "Muntz TV in your home tonite," but has dropped "revolutionary" and "direct-from-factory" themes and uses phrase "Muntz-to-you"; agent is ex-v.p. Mike Shore, whose Chicago agency is called Michael Shore Advertising. Howard Radio Co. plant in Chicago makes Muntz sets for Tele-Vogue, an Illinois corporation, half of whose 250,000 shares of common stock is claimed by Muntz.

Trade personnel: New top officers at Tele King are Harvey Pokrass, president; Edward Berliant, executive v.p.; Calvin E. Bell, secy. Sidney Jurin out as sale mgr. . . . F. A. Lyman new asst. national sales mgr. of DuMont receiver sales under Walter Stickel . . . Louis L. Pacent Jr., ex-Radio Speakers Inc., Chicago, former Emerson subsidiary, now mgr. of Emerson industrial engineering dept., New York . . . J. W. Rondel, formerly GE sales chief for table-portable radios, now asst. to gen. sales mgr. A. A. Brandt . . . Standard Transformer's Jerry Kahn is new president and Espey's Walter Jablon new v.p. of "The Representatives" of Radio Parts Manufacturers Inc., whose next convention and show will be in Chicago's Hotel Stevens week of May 22; and Standard Transformer's sales v.p. James M. Blackledge elected chairman of Assn. of Electronic Parts & Equipment Manufacturers, Centralab's A. L. Tuttle vice chairman . . . T. James Reed, ex-Westinghouse, named plant mgr. of Dobbs Ferry factory of North American Philips, M. J. McNicholas purchasing agent . . . Edward O'Toole named asst. gen. mgr. of Vidcraft.

Cathode ray tube shipments by RMA members during second quarter show 12 and 12½-in. still gaining on 10-in., compared with first quarter (Vol. 5:22). Breakdown: under 6-in., 739 units shipped; 6 to 8.9-in. (mostly 7 and 8½-in.), 112,375; 9 to 11.9-in. (10-in.), 337,685; 12 to 13.9-in. (12 and 12½-in.), 234,998; over 14-in., 87,409; projection types, 3,848. Total of 777,054 compares with 686,620 for first quarter. When all other CRs are added, including camera tubes, etc., value is \$24,260,041.

Raytheon reported net loss of \$547,000 in quarter ended Aug. 31, compared with \$275,000 profit same period last year—sales for quarter declining to \$9,000,000 from \$12,000,000. President Charles Francis Adams Jr., reporting to stockholders Sept. 23, attributed loss to cost of moving into new plant and "dead" TV-radio market during summer, said that with backlog of \$40,000,000 in government business as of Aug. 31 he expects profit in quarter ending Nov. 30.

Feb. 15 *Finance Magazine*, featuring Motorola, with president Paul Galvin's picture as cover piece, estimates dollar-volume sales of all Motorola products this year will set new peacetime record: \$70-\$80 million vs. 1948's gross of \$58.1 million—TV expected to account for about half.

Scranton Times (WQAN) has asked FCC permission to pick up New York-Philadelphia telecasts via its experimental KG2XAF during city's Parade of Progress celebration Oct. 3-7. Arrangement would be similar to that authorized for Wilkes-Barre's WBRE (Vol. 5:35).

Personal notes: CBS names v.p. Howard S. Meighan to head up Hollywood operations, succeeding Don Thornburgh, now at WCAU-TV; he's top man to whom Merle S. Jones will report as gen. mgr. of KNX and CBS Pacific Network, A. E. Joscelyn as director of operations, Harry S. Ackerman as v.p. in charge of network programs, Kenneth L. Yourd as business mgr. . . . Richard A. Moore named asst. gen. mgr. and Ernest Felix asst. treas. of ABC Western Division, Hollywood, reporting to v.p. Frank Samuels . . . CBS Washington attorney James Neu transferred to network's New York legal staff this week; no replacement contemplated . . . Roy Langham resigning as executive secy. of Radio Writers Guild as of Jan. 1 . . . Gordon Mills quits as business mgr. of radio-TV division of Kudner agency Jan. 1 . . . Carlos Franco, resigned, succeeded by his aide Frank Coulter Jr. as mgr. of Young & Rubicam radio media dept. . . . Harold B. Rothrock and George B. Bairey dissolve their Washington consulting engineering partnership as of Sept. 30—Rothrock going to Bedford, Ind., where he owns part of WBIW and will open consulting offices in Citizens Bank Bldg.; Bairey continuing under own name at 1767 K St. NW, Washington . . . Leonard H. Hole resigns as mgr. of DuMont network operations; other resignations and changes on tap . . . Seymour C. Andrews resigns as mgr. of new KBTW, Dallas; Mort Dank now acting mgr. . . . Patrick H. Crafton, ex-WEWS, Cleveland, named program director of new KRON-TV, San Francisco, nearing completion.

Station sponsorships: Gimbels-New York to sponsor Ernest Truex and wife Sylvia Fields with family in *The Truex Family*, situation comedy, on WPIX, New York, starting Oct. 13, Thu. 7:30-8 . . . Saks Fifth Avenue takes participations in *Hopalong Cassidy* on WNBT, Sun., 5:15-6:30 . . . Local Chevrolet Dealers Assn. starts *Pantomime Quiz*, Los Angeles KTTV's guessing game, via kine on New York's WCBS-TV Oct. 4, Tue., 10:30-11 . . . Alliance Mfg. Co. (Tenna-Rotor) returning to TV for another spot campaign, thru Foster & Davies Inc., Cleveland . . . Amertix Division, Cohn-Hall-Marx (fabrics) buys participations on Maxine Barrett's *And Everything Nice* on WABD, New York . . . Chrysler buys *Touchdown*, filmed highlights of top games, on various stations . . . Burgess Battery Co., handicraft division, sponsoring *Hobby Parade*, how-to-do-it show on WBKB, Chicago . . . Silver Streak Trailer Co., El Monte, Cal., sponsoring *For Sportsmen Only* on KFI-TV, Los Angeles . . . Richfield Oil sponsored Sept. 17-18 Pacific Southwest Tennis Championships on KTTV, Los Angeles, which paid \$1,500 for rights . . . New York WPIX new spot sponsors include Risdon Mfg. Co. (Scope cigaret holder), Pequot Mills, Semca Clocks, Amalie Motor Oil . . . Among newly reported local grid sponsors: Rheingold Beer, 5 night home games of Boston College on WPIX, New York; Tidewater Associated Oil, only 2 games released for TV by U of California, on KPIX, San Francisco; Oklahoma Gas & Electric Co. with Ford Dealers Assn., 5 home games of Sooners on WKY-TV, Oklahoma City; General Electric Supply Corp., 6 Georgia Tech home games on WSB-TV, Atlanta . . . O'Cedar Corp., for its new sponge mop, starting on Chicago's WNBQ and WENR-TV with Sarra film spots, preparatory to moving into other TV markets, thru Young & Rubicam.

Checklist for agencies in buying TV, issued recently by American Assn. of Advertising Agencies, emphasizes need for music and kine clearances, also points out necessity of ensuring understanding on cancellation dates, facilities charges in addition to air time, rate protection, property responsibility, etc. Six-page report, *Points for Consideration in Negotiating TV Facilities Contracts*, can be obtained from AAAA, 420 Lexington Ave., New York.

Newell-Emmett has issued 4-page *Television Newsletter* to emphasize that "television will be big time this fall"—listing new network shows, big names, budgets, advertisers, etc. It claims that by year's end there will be 1,000,000 sets in New York area alone. It quotes Ford Motor's J. R. Davis: "Television can be said to be the new atomic force in advertising. More New York area families are viewing TV than are reading *Life Magazine*, or are reading the *Saturday Evening Post* and *Time* combined. By January 1950, it is estimated, TV in this country will blanket an area containing 52% of the population and accounting for 63% of [the] buying power."

"Don't sell radio short," editorializes Sept. 19 *Advertising Age*, which is "inclined to believe that some advertisers who have been successfully using sound broadcasting over the years are exaggerating the impact of TV on radio listening." Radio and TV, it thinks, are 2 different media at present—one extensive (mass), other intensive (relatively small audiences as yet). *Advertising Age* doesn't deprecate TV's selling force, but thinks there's plenty of room for growth of TV without disturbing other media. It notes, too, that TV homes usually have radios and that when the kids are looking at a Western, dad may be listening to radio newscasts.

Gallup Poll rates Bob Hope as nation's "funniest comedian," Milton Berle (now TV only) second, Jack Benny third. And Sindlinger's Radox system of measuring audience, reporting on Berle's Sept. 20 return to Tue. 8-9 p.m. on NBC-TV for Texaco, says he achieved all-time record TV audience in Philadelphia area—showed 83.6% of TV homes in Radox sample had sets turned on and 80% of the homes tuned to Berle throughout the hour.

Government anti-trust suit filed Sept. 22 against *Lorain (O.) Journal* for allegedly monopolizing spread of news and advertising by refusing to take ads from businessmen who also used local radio station (WEOL), is first such action under Sherman anti-trust laws. Justice Dept. filed civil action Thursday in Cleveland District Court. Last year, on same grounds, FCC turned down *Journal* interests' application for AM in Lorain and for AM-FM in Mansfield.

Special TV editions, all loaded with manufacturer-distributor-dealer ads, were published recently by *Kansas City Star*, Sept. 11 when its own WDAF-TV started testing; *Fort Worth Star-Telegram*, Sept. 12, occasion of first anniversary of its WBAP-TV; *Dallas News* and *Dallas Times-Herald*, on opening of KBTW there Sept. 17 and plans for latter's KRLD-TV; *Johnstown Tribune*, Sept. 17; *Chicago Tribune*, Sept. 11, *Greensboro (N.C.) Record*, Sept. 20; *Washington News*, Sept. 20.

Boom market for Wild West attire for kids finds Frederic W. Ziv Co., big transcription and film syndicator, owner of World Broadcasting Co., producer of *Cisco Kid* radio and TV shows, in field as licensor of garment houses. *Cisco Kid* franchises have been issued to Kaynee Co., (boys' blouses) and Cisco Co. (gloves, mufflers).

New "Electra-Zoom" lens for indoor "zoom" shots, being used by Don Lee's KTSL, has aperture of 3.1 with focal length from 3 to 8-in., was developed in collaboration with Columbia Pictures cameraman Joseph B. Walker. Lens operates on different principles from "Zoomar".

First to offer live spots at regular spot rate (\$50) is WTTG, Washington, beginning Oct. 3, Mondays through Friday, from 3 p.m. to sign-off. DuMont station will supply 2 cameras, 2 slide projectors, and announcer on audio-only. Most stations charge extra for live spots.

Additional Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64  
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported in  
Supplements No. 67 & 67-A, and are in addition to those  
reported in Supplement No. 67-B.

Bamberger Broadcasting Services Inc., New York City, licensee of AM Station WOR; holder of CP for TV Station WOR-TV -- Opposes proposals of Easton Publishing Co.; Lehigh Valley Broadcasting Co.; Mercer Broadcasting Co.; Penn-Allen Broadcasting Corp.; Trenton Broadcasting Co. (Hogan & Hartson).

Bremer Broadcasting Corp., Newark, N.J., licensee of AM Station WAAT; operates TV Station WATV -- Opposes any proposal which would assign Channel 12 to Philadelphia. (Segal, Smith & Hennessey).

Chamber of Commerce, San Bernardino, Cal. -- Opposes any proposals which would delete uhf Channels 15 or 17 from San Bernardino. (Clarence Gurr, president).

Columbia Broadcasting System, New York City, operates WCBS-TV, New York; owns 49% of KTTV, Los Angeles -- Opposes proposals of Standard Radio & Television; Broadcasting Corp. of America; Twentieth Century-Fox; McClatchy Broadcasting Co. Intends to offer testimony in hearing on various proposals for Boston and New England area.

Congress Square Hotel Co., Portland, Me., licensee of AM Station WCSH -- Opposes DuMont proposal as it affects Portland. (Segal, Smith & Hennessey).

Copper City Broadcasting Corp., Utica, N.Y., licensee of AM Station WKAL; holder of CP for TV Station WKTU -- Opposes DuMont proposal as it affects Utica-Rome; favors Commission's proposed allocation. (Hogan & Hartson).

Harry L. Crosby Jr., Tacoma, Wash. -- Opposes proposal of KXRO Inc.; favors Commission's proposed allocation. (Hogan & Hartson).

Durham Radio Corp., Durham, N.C., licensee of AM Station WDNC -- Opposes proposals of DuMont and WPTF Radio Co. (Dempsey & Koplovitz).

Allen B. DuMont Laboratories Inc., Passaic, N.J. -- Opposes: (1) proposals asking for anything but minor reductions in FCC's proposed 220-mi. vhf co-channel separation, (2) Paramount's proposal to intermix vhf and uhf in major cities, (3) Polycasting and FM video, (4) Color systems of Color Television Inc., CBS, RCA.

Easton Publishing Co., Easton, Pa., licensee of FM Station WEEX -- Opposes proposal of Trent Broadcasting Corp. (Hanson, Lovett & Dale).

(more)

Greenville News-Piedmont Co., Greenville, S.C., licensee of AM Station WFBC -- Supports proposal of Durham Radio Corp. Opposes proposals of Kingsport Broadcasting Co.; WJHL Inc. (Dow, Lohnes & Albertson).

Harmco Inc., Sacramento, Cal., licensee of AM Station KROY -- Opposes proposal of Television California. (Hogan & Hartson).

Hildreth & Rogers Co., Lawrence, Mass., licensee of AM Station WLAW -- Opposes proposals of Hudson Valley Broadcasting Co.; Massachusetts Broadcasting Corp.; Matheson Radio Co. Inc.; New England Theatres Inc.; WTAG Inc.; CBS. (Fly, Fitts, & Shuebruk).

Indianapolis Broadcasting Inc., Indianapolis, Ind., licensee of AM Station WIRE -- Withdraws proposal without prejudice to proposal and appearance of Universal Broadcasting Inc. (Pierson & Ball).

Johnson-Kennedy Radio Corp., Chicago, Ill., licensee of AM Station WIND -- Opposes proposals of Wabash Valley Broadcasting Corp.; South Bend Tribune; Davenport Broadcasting Co.; Universal Broadcasting Co. (Pierson & Ball).

KARM, The George Harm Station, Fresno, Cal., licensee of AM Station KARM -- Opposes proposals of Valley Electric Co.; DuMont as it affects Fresno. (Hogan & Hartson).

Kingsport Broadcasting Co. Inc., Kingsport, Tenn., licensee of AM Station WKPT -- Opposes proposals of DuMont; Greenville News-Piedmont Co. and WJHL Inc. (Fisher, Wayland, Duvall & Southmayd).

Larus & Brother Co., Richmond, Va., licensee of AM Station WRVA -- Opposes DuMont proposal as it affects Richmond. (Fisher, Wayland, Duvall & Southmayd).

Lehigh Valley Broadcasting Co., Allentown, Pa., licensee of AM Station WSAN -- See Easton Publishing Co. (Arthur W. Scharfeld).

Mandan Radio Association Inc., Mandan, N.D., licensee of AM Station KGCU -- Opposes DuMont proposal. Requests Channel 5 be deleted from Bismarck and assigned Mandan if Commission plan affirmed; Channel 8 be deleted from Bismarck and assigned Mandan if DuMont plan adopted. (Fisher, Wayland & Southmayd).

Massachusetts Broadcasting Corp., Boston, Mass., licensee of AM Station WCOP -- Opposes proposals of Cherry & Webb Broadcasting Co.; WTAG Inc.; Fall River Herald News Publishing Co.; Hildreth & Rogers. (Segal, Smith & Hennessey).

Chester L. Merrow (M.C.), Manchester, N.H. -- Opposes proposals of several Massachusetts broadcasters to delete Channel 9 from Manchester.

St. Louis University, St. Louis, Mo. -- Opposes proposal of Sangamon Valley Television Co. (Fisher, Wayland, Duvall & Southmayd).

Sangamon Valley Television Corp., Springfield, Ill. -- Opposes proposals of Wabash Valley Broadcasting Co.; DuMont, as it affects Springfield. (Hogan & Hartson).

Southeastern Broadcasting System Inc., Zanesville, O., licensee of AM Station WHIZ -- Opposes DuMont proposal to assign Channel 12 to Pittsburgh. (Dow, Lohnes & Albertson).

Topeka Broadcasting Association Inc., Topeka, Kans., licensee of AM Station WIBW -- Opposes DuMont proposal; favors Commission's proposed allocation for Topeka. (Hogan & Hartson).

(more)

United Detroit Theatres Corp., Detroit, Mich. -- Opposes proposal of Saginaw Broadcasting Co. (Hogan & Hartson).

WJW Inc., Cleveland, O., licensee of AM Station WJW -- Opposes proposals of Evening News Association; Pittsburgh Radio Supply House Inc. (Pierson & Ball).

Yankee Network Inc., Boston, Mass., licensee of AM Station WNAC; TV Station WNAC-TV-- Opposes proposal of Hudson Valley Broadcasting Co. (Pierson & Ball).

---

Digests of Comments  
(Submitted since Supplement No. 67-A)

National Council of State School Officers, Washington, D.C. -- Requests appropriate portion of TV band be allocated to non-commercial, educational television, suggests 20%. (Edgar Fuller, executive secy.).

Leon Rubenstein, New York City -- Withdraws request to testify. (George S. Elpern).

State Department of Education, Hartford, Conn. -- Requests "considerable portion" of TV capacity for educational purposes. (F. E. Engleman, commissioner of education).

Webster-Chicago Corp., Chicago, Ill. -- Granted permission to testify re color conversion adapter. (C. P. Cushway).



**MORE NEW SETS FROM RCA & ADMIRAL:** October will bring a few more new models, or variations, from some of the big boys -- though by and large merchandise lines are pretty well set for rest of year. RCA will shortly break 10-in. metal table model with switch for enlarging picture (but not circular) and with remote control, priced around \$230. RCA also has upcoming new 12½-in. metal table model at \$250 and 12½-in. console with AM-FM-45 & 78rpm at about \$500.

Admiral will announce new 12½-in. wood table and console models next week for mid-October delivery, prices and details unknown yet. It will be its first 12½-in. table, has same new 20-X circuit, 18 tubes and 1 rectifier, contained in Admiral's new 10-in. plastic jobs selling at \$170 to \$200 (Vol. 5:39).

Admiral's full-page ads Sunday, Oct. 2, in 12 newspapers in as many TV cities -- also in Wall Street Journal and Chicago Journal of Commerce -- add this to previous claim (Vol. 5:39) that it's No. 1 producer of radio-TV combinations:

"Admiral is currently producing approximately 25% of entire industry in dollar volume." RCA license figures, says Admiral, support claim. Admiral's Dick Graver thus flatly claims No. 1 place in TV, stating license figures for all types of TV sets "show Admiral producing more than 23% of the reporting industry's entire output." During first 6 months of this year, he said, reporting TV manufacturers showed 206% sales increase over same period last year; Admiral's gain was 450%, he added, and second half of 1949 will be better than first. On N.Y. Stock Exchange, Admiral gained several points this week.

**TRADE BOOMING DESPITE COLOR TALK:** Talk-talk and headlines out of Washington about color TV -- even the "hope" of a \$49.95 TV set in color! -- apparently isn't fazing the TV trade. Name brands continue in short supply, most of them now on quotas, and the appetite of the public for TV sets has the distributors and dealers literally scrambling for merchandise. It's a curiously happy turn of events from the summer slump, frankly unanticipated by most industry leaders -- and all the more curious in light of the business man's natural fear of loose talk from Washington and the radio trade's experience with last spring's ill-starred uhf "obsolescence" campaign.

One top industry source attributes the enormous resurgence of TV buying to "programs so good that people finally realize TV really is here." Said another producer: "You're scaring the hell out of the public in Washington, but they're still buying our sets faster than we ever dreamed they would after last summer."

Another major set maker expressed concern lest "lots of junk" find quick market, thus discredit TV, if the quality producers continue to be unable to fill orders. You know the TV business really is good when, from one-station Syracuse, ranking only 46th among U.S. markets, you get distributor reports like these, blasting the legend that one-station towns are not so hot:

Admiral: "Our only worry is how to supply the terrific demand." Emerson: "Back-ordered so many sets I'll be out of business until I get some merchandise." Motorola: "If we can only get the sets, we can sell them. It's just like postwar." RCA: "If RCA could produce 4 times as much TV, we'd still be unable to fulfill our dealers' requirements." Tele-tone: "Syracuse set circulation should reach 30,000 by Nov. 15." Zenith: "We can sell anything we can get our hands on. We've never seen such a sudden and spontaneous demand build up on any product over-night."

The story is much the same for the rest of the country's TV towns -- from 7-station New York City to one-station San Diego.

At factory levels, seasonal patterns are clarifying and merchandising plans are now pretty well laid, most new models for autumn-to-Xmas trade on the line,

price-cutting over. As for color, consensus seems to be it will have to be overwhelmingly good -- and very simple and cheap -- for merchandising appeal. Nobody expects to see color TV sets on market for several years, and it's assumed Washington will rule against anything that would obsolete existing receivers.

\* \* \* \*

That "TV set in color at \$49.95" which the headline writers played up this week, is worth elucidation from the actual record. The story came about this way:

RMA president Ray Cosgrove (Crosley), testifying Tuesday before FCC, went into long recital about radio industry progress and hopes from point of view of producer and merchandiser. He saw nothing "fantastic" about number of TV sets being sold, asserted twice as many could be "if a lot of this [Washington] uncertainty were wiped out." He recalled how radio had progressed to simpler and cheaper production and urged with reference to color: "Keep it simple, so that we can get the cost down." Then he said -- and these were his exact words:

"I don't know of anything where you get more value than in a radio set. It is amazing. We want to do the same thing in color TV. As far as RMA is concerned, we don't care how it is done -- just so let's do it so that we can keep it simple and build an industry where we can have more stations, better programs, better advertising, better sponsorship, more talent, use more selection in the placing of programs, and where I hope we can get a \$49.95 TV set. Then we will be in business."

"In color?" Comr. Hennock asked.

"I hope so," said Cosgrove, amid laughter.

**ALL-TIME RECORD TV OUTPUT IN AUGUST:** RMA's August TV output figure is 185,706 -- highest monthly total yet -- confirming expectation that July's slump (Vol. 5:35) would be followed by boom and making virtually certain that year's end will find well over 3,000,000 TVs in use. Uptrend is shown by weekly figures for 5-week August: 1st week, 26,176; 2nd, 35,540, 3rd, 36,294; 4th, 42,832; 5th, 44,864. It will be some weeks before RMA auditors can complete final count on September output -- but there's every indication that 4-week month will surpass August record.

Thus, 8-month RMA cumulative total is 1,178,308. If we add the usual 15% to account for non-member Admiral and others, a truer figure for first 8 months of 1949 would be about 1,355,000. Admiral now tells us, though, that we ought to add 25%, pointing to own "approximately 50,000 production" in July -- which indicates growing need, for industry sake, for RMA to renew efforts to get Admiral figures even if it cannot persuade that company to resume membership.

Add foregoing cumulative to estimated 1,157,000 postwar cumulative output up to end of 1948 (Vol. 5:8), and total to date exceeds 2,512,000. That's conservative, in light of Admiral's claim. There's scant doubt industry will turn out more than 500,000 during the 4 remaining -- and best selling -- months of 1949.

Total of all radios turned out during August (including the TVs) is reported as 808,961 by RMA, back to "normal" from July's record low of 421,778. RMA's July TV breakdown: table models, 109,947 (22,136 with AM and/or FM); TV-only consoles, 56,067; combination consoles, 19,692 (6,940 with phonos, balance with AM and/or FM only). There were 38,790 TV sets with FM. RMA has changed production scorecard, now doesn't list projections separately. FM breakdown for July: Total 64,179, of which 47,381 were table models; 16,797 AM-FM consoles; and only 1 FM-only set reported (last month it was 2).

[For monthly comparisons of all TV-radio production since 1946, see p. 85 of TV Directory No. 9.]

\* \* \* \*

Note: That RMA figures err on side of conservatism, is further indicated in RCA license figures, which cover all industry save Zenith and DuMont (who are included by RMA). Latest RCA report covers only first 7 months of this year, but it shows 1,077,866 TV units sold at factory for \$228,458,600. (TV, representing only 16% of radio industry's unit output, accounted for 59.4% of its dollar volume.) Cumulative RMA count for same 7 months was 992,602 (Vol. 5:35).

**MISCELLANY FROM THE TV TRADE:** Add signs of booming business: Emerson steps up production to 1,100 units daily, president Abrams saying "we could sell 4 times as many as we are making"...Sylvania tube sales chief C. W. Shaw quoted as saying tube suppliers are stretching capacity to meet demands for 12½-in. tubes, predicting they may have to go on allocation before year's end...Tubemaker Zetka reported offering all-glass 19-in. tube at \$90 to manufacturers; associated U.S. Television supposed to be coming out with 19-in. table model at \$595, console \$675, console with FM \$699...John Meck Industries currently advertising built-in antenna in its 10-in. table at \$179...London reports new Scophony-Baird 9-in. table model at \$102.20.

More private label items: Western Auto's new Truetone line comprises 10-in. table at \$179.95; 12½-in. tables, \$229.95 and \$259.95; 10-in. console, \$275.95; 12½-in. console, \$295.50; 16-in. console, \$320 -- 12½ and 16-in. with built-in antennas. Truetone line still lists 7-in. portable at \$149.95, 10-in. console with AM-FM-33 & 78rpm, \$339.95.

Queens Electrical & Appliance Merchants Assn., 102-16 Thirty-ninth Ave., Corona, L.I. (Marino Jeantet, secy) has private-label QUEAMA line under consideration, expects to market these sets soon: 10-in. table, \$140; 12½-in. table with FM, \$200; 16-in. table with FM, \$230; 16-in. console with FM, \$250; 16-in. console with AM-FM-3 speed, \$350. Manufacturers are said to be Electromatic and Vidcraft. QUEAMA runs cooperative TV installation-servicing setup for some 60 of its 120 retail members, has also worked out servicing contract to meet requirements of N.Y. State Insurance Dept. (Vol. 5:37).

Allied Radio Corp., 833 W. Jackson Blvd., Chicago (mail order), in new 1950 catalog lists some new private-label items: Knight, 12½-in. console with built-in antenna, \$225; chassis only, \$185. And Skyrider, 7-in. with push-button tuning, \$119.50; 12½-in. plastic table, \$214.50; 10-in. plastic table, \$174.50; 16-in. table, \$289.50; 16-in. table with remote control, \$395. Chassis for 10-in. is \$159.50; 12½-in., \$189.50; 16-in., \$249.50...Another new mail order TV marketeer is Radionic Equipment Corp., 170 Nassau St., New York, cataloging 12½-in. table with 30 tubes at \$247.95 and 16-in. at \$319.95.

Noteworthy facts about DuMont's new 480,000 sq. ft factory at E. Paterson, N.J., formally dedicated Sept. 26 in presence of 1,600 VIPs, distributors, dealers, etc., ceremonies telecast over network keyed from WOR-TV (DuMont's own WABD tied up with baseball): Located on wartime Wright Aero plant's 58-acre site; purchased from War Assets for \$1,350,000; converted for TV assembly at cost of \$750,000; three conveyer lines (carrying 210 chassis each) extend 1¼-mi.; capable of turning out one TV set every 22 seconds. Plant now houses electronic parts division as well as receiver production. From 4 employees 19 years ago, DuMont payroll now has 2700.

Summer TV losses hit Avco, holding company of Crosley, whose 9 mo. ended Aug. 31 showed sales of \$97,908,767 and profit of \$2,711,540 (35¢ a common share) vs. \$98,957,139 sales and \$5,323,079 net (74¢) same period last year, \$76,305,205 sales and \$4,622,314 net (63¢) same period in 1947. Crosley Division (mfg.) last year accounted for more than 50% of Avco sales (Vol. 5:9). WLW is big money maker (\$1,489,043 in 1948) but 3 TV outlets are still losers.

Magnavox sustained net loss of \$693,057 during 4 months ending in June, contrasted with net income of \$102,000 for similar 1948 period. This, though sales were \$6,312,000, up 23.6% from same 1948 period's \$5,107,000. President Richard A. O'Connor reported more than half loss came from inventory write-downs and cancellation charges, said sales of radio-phonos and TVs were exceptionally heavy.

Toronto reports have DuMont in tieup with Canadian Marconi for TV transmitter sales. Canadian Marconi recently contracted to make Emerson sets (Vol. 5:38).

Trade personnel: F. J. Bingley rejoined Philco's TV research dept. Sept. 15 after year with Bamberger's Washington WOIC and New York WOR-TV as chief TV engineer . . . Leonard C. Truesdell, ex-Hotpoint Inc., new sales mgr. for Zenith TV and household radios . . . Dr. Adolph E. Rosenthal, inventor best known for skiatron tube, appointed director of physics for Freed Radio . . . James W. Safford new Sylvania TV district sales mgr.

Sparks-Withington Co. (Sparton) reported profit of only \$25,709 on total income of \$16,928,468 for fiscal year ending last June 30, earnings being \$.004 per share on 900,674 common shares outstanding. This compared with \$614,938 profit (66¢) on \$17,965,565 gross in preceding year, and \$857,739 profit (93¢) on \$20,451,298 in 1947 fiscal year. Cost of preparing for TV production and recent price-cutting flurry were given as causes for decline by president Harry G. Sparks, who stated "TV has a great future" and conditions are now stabilizing so that better results are in prospect.

Big saving in TV receiver manufacture can be expected before long, through use of transformer with ceramic blocks instead of iron core, Charles E. Torsch, GE's TV tube research director, told National Electronics Conference this week in Chicago. Development is said to permit elimination of several tubes on some sets, shielding and filtering components on others.

New company associated with Scophony is Skiatron Corp., 381 Fourth Ave., New York, set up to exploit patents on long-heralded projection TV system using no CR. Scophony president Arthur Levey also heads Skiatron.

Philadelphia's WCAU-TV began 2-11 p.m. continuous daily schedule this week, now averages 66 hours per week.

Personal notes: CBS's Dr. Peter Goldmark sails for London Oct. 21 to deliver paper on color TV, will be gone 2 weeks; Pye Ltd. has duplicated and demonstrated his system there . . . Added DuMont Network personnel leaving last week, when 20 were cut from payroll, include Humboldt Greig, business development mgr., and Tony Kraber, production supervisor . . . CBS assigns Wendell B. Campbell to gen. mgr. of its WCCO, Minneapolis, and replaces him with Edwin H. Shomo (from WBBM, Chicago, sales managership) as mgr. of KMOX, St. Louis . . . Harlow P. Roberts, v.p. of Goodkind, Joice & Morgan, elected president of Chicago Federated Advertising Club; John V. Sandberg, Pepsodent ad mgr., is v.p.

Ray C. Wakefield, 54, FCC member 1941-47, died Sept. 29 in Washington's Emergency Hospital, apparently a suicide from slashing his wrists Sept. 20. A California Republican, he was reappointed to Commission in June 1947 but his appointment was withdrawn by President Truman without explanation 3 days later. Ohio Congressman Robert F. Jones was later given the GOP vacancy. Mr. Wakefield was in Switzerland for 15 months on a State Dept. mission, and there became a victim of insomnia, according to Mrs. Wakefield who returned with him around Sept. 15. Besides his widow, he is survived by a married daughter and son.

Boston and Scranton as well as Brooklyn may see World Series on theater TV. RCA has sold (for \$25,500, including installation) one of its 3 experimental projection models to American Theater Corp.'s Pilgrim Theater, Boston (president Sam Pinanski is new TOA president). Comerford's West Side Theater in Scranton is trying to get installation for Series, using *Scranton Times'* experimental KG2XAF uhf (Vol. 5:39). Brooklyn's Fabian Fox has first RCA setup (Vol. 5:38).

A "must" for any TV station covering baseball or planning to, is 32-page analysis of techniques in RCA's October *Broadcast News*. Article by J. P. Taylor of Engineering Products Dept. is based on data from 31 stations originating baseball this season. Whole section is devoted to New York's WPIX, which uses Zoomar lens extensively.

DuMont is backing up with bucks its vhf-uhf allocation proposal (Supp. 68), offers to buy back its transmitter equipment from any station that would have to change from present band to uhf. Sept. 29 announcement said it would repurchase any of its equipment at an amount equal to total depreciated value of the transmitter at time it is bought back—repurchase value to be applied as credit toward purchase of DuMont uhf transmitter.

Network sponsorships: Bristol-Myers' *Break the Bank* with Bert Parks moves to NBC-TV Oct. 5, Wed. 10-10:30; AM version on NBC same day 9-9:30 . . . Jello starts *Aldrich Family* on NBC-TV Oct. 2, Sun. 7:30-8 . . . Camel starts *Man Against Crime* mystery series with Ralph Bellamy on CBS-TV Oct. 7, 8:30-9 . . . *Ford Theater* resumes on CBS-TV Oct. 7, Fri. 9-10, but won't go weekly until early Jan. . . . Crosley sponsors *Inside Show Business* (formerly titled *This Is Broadway*) on CBS-TV starting Oct. 2, Sun. 7:30-8 . . . Ballantine sponsoring Wed. 10 p.m. boxing from St. Nicholas Arena on CBS-TV from Oct. 5 . . . Blatz Beer now sponsoring Thu. 10:30 p.m. to conclusion portion of *Roller Derby* on ABC-TV . . . Young Peoples Church of the Air due to start Oct. 9 on 8 ABC-TV stations, plus 3 via kine, Sun. 9:30-10 . . . *The Homemaker's Exchange* is new partic. series starting on CBS-TV Oct. 10, Mon. thru Fri. 4-4:30 . . . Duffy-Mott (foods) sponsoring ABC-TV's cooperative *Hollywood Screen Test* on 6 stations, Sat. 7:30 . . . Gulf Oil's *We the People* simulcast moves over from CBS to NBC and 21 NBC-TV stations Nov. 4, Fri. 8:30-9.

Theater-owner S. H. Fabian, whose Brooklyn Fox will have permanent RCA projection equipment soon (Vol. 5:31-33), warned theater equipment manufacturers in Chicago this week: "Theater TV is ready enough today. Who knows whether it will be available to us if we wait until tomorrow while others develop TV . . . We can't afford to wait for the future in TV, or there will be no future for us." He foresaw theater TV attracting new people to boxoffice, sports and special events as initial TV for theaters, and networks of theaters telecasting big events like World Series. Commenting on color TV, he said it's more feasible for theaters than for broadcasters, endorsed idea that TV manufacturers be urged to speed work on color TV for theaters.

Raise to \$15,000 a year for top government officials (including FCC commissioners), but with no extra pay for chairmen, seems pretty well assured. Senate passed its version of administration bill (S. 498), scaled down previously passed House measure (H. R. 1689) from \$16,000 top with President permitted to give chairmen extra \$2,000. Best information is Senate-House conferees will accept Senate bill. Meanwhile, regular civil service measure to raise government employes pay passed House, also on Sept. 29, making \$15,000 top staff pay—but Senate is expected to cut this to \$12,000.

FCC is sticking to its guns on its no-picture, no-audio ban for TV (Vol. 5:26,27,30). It turned down ABC request to telecast voice-only half hour of Chicago Cardinals-Washington Redskins football game because it didn't have coaxial use at that time. ABC wanted to do same for Oct. 3's Philadelphia Eagles-Detroit Lions game. Network wanted to put slide on screen during dead video.

Oppositions to vhf-uhf allocations proposals continue to pour into FCC. Besides 170-odd appearances filed, as many oppositions have gone into hopper—this week's batch of which we digest in Supp. 67-D herewith.

NBC-TV hikes rates for 22 affiliates Nov. 1, increases ranging from \$25 to \$500. Biggest increases were on own outlets: WNBT, to \$2000; WNBQ, \$1000; KNBH, \$900; WNBK, \$600; WNBW, \$500. WPTZ, Philadelphia, was boosted from \$625 to \$1000.

ASCAP has extended until Oct. 15 time during which TV stations may use its music without payment. Additional 2 weeks give TV and ASCAP time to come to terms on per program formula (Vol. 5:39). ASCAP asked all TV stations to wire acceptance of extension.

Station sponsorships: New WOR-TV begins with these sponsors, among others: Piel's Beer, Westchester boxing; LaPrimadora and Seidenberg cigars, Kosher Provision Co., Ronson . . . Willard Storage Battery Co. testing TV with *The Willard Weatherman* on WNBK, Cleveland, 6:50 p.m. daily . . . Meister Brau Beer buys Mon. Marigold Gardens boxing on WGN-TV, Chicago . . . National Brewing Co. buys Mon. Dennis James and wrestling from New York Sunnyside Garden Arena on WTTG, Washington . . . Chevrolet Dealers buys 35 Boston Bruins home hockey games on WBZ-TV, Boston . . . Seaman Bros. (Air Wick) takes 10-min. segment of Dorothy Doan's *Vanity Fair* partic. on WCBS-TV, New York . . . Duffy-Mott buys 1-min. film partic. in *The Fitzgeralds* on WJZ-TV, New York, Mon. & Wed. . . . Albert's Products Co. (Portland Punch) using 3 spots weekly on KECA-TV, Los Angeles . . . Reported readying to use TV: Lux Soap, thru J. Walter Thompson; Anchor Radio Co. (TV booster), thru Symonds & MacKenzie; Fleer Gum, thru Lewis & Gilman; Miracle Adhesives, thru Cayton Inc. . . . Bedford Stores Inc. start *City at Midnight* on WNBT Oct. 25, Tue. 11-midnight; it's dramatic series with live pickups "on location" around New York.

Amendments and Corrections to

FCC PROPOSALS REGARDING VHF-UHF RULES, STANDARDS AND ALLOCATIONS

(Changes to be made in Supplements No. 64 & 65)

From FCC Notices 49-1044 of July 28, 1949, 49-1145 of Aug. 19, 1949 and  
49-1197 of Sept. 1, 1949, plus other errors noted

Changes in Supplement No. 64

Page 2 - Dates in paragraph 14(a) changed from Aug. 8, 1949 to Aug. 26, 1949.

Page 3 - Add to paragraph 14(a): "Any person a party to this hearing who owns or has the right to sublicense inventions relating to television transmitters or receivers for either monochrome or color transmissions which are described and claimed in one or more patent applications now pending in the United States Patent Office shall file with the Commission an abstract of each such pending patent application setting forth the Patent Office filing date and serial number of the application and a brief statement of the purposes of the invention and the devices or operations claimed therein. Also each abstract shall be accompanied by a Power to Inspect the related pending patent application at the United States Patent Office by the Commission's Acting Chief Engineer (John A. Willoughby) or his nominee. These abstracts and Powers to Inspect must be filed on or before the opening date of the hearing or such later date as the Commission may by order provide."

Page 3 - Dates in paragraph 14(b) changed from Aug. 19, 1949 to Sept. 12, 1949.

Page 3 - Dates in paragraph 15(a) changed from Aug. 29, 1949 to Sept. 26, 1949.

Page 5 - In Section III-C-2-b, change figure "5" to "3 and 5".

Page 8 - In Section II-b-(7), change formula to read:

$$r(L) = A + P_u' - P_d' + F_u(50, 50) - F_d(50, 50) \\ - k(T) \sqrt{R_d^2(1) + R_u^2(1)}$$

Page 11 - Alexandria, La., delete Channel 13.

Page 11 - Shreveport, La., change Channel 12 to Channel 13.

Page 12 - Marquette, Mich., change Channel 10 to Channel 11.

Page 12 - Add Festus, Mo., Channel 42; population 5,000.

Page 12 - Winifred, Mont., change Channel 41 to Channel 31.

Page 14 - Lawton, Okla., delete Channel 10.

Page 14 - Woodward, Okla., change Channel 45 to Channel 44.

Page 15 - Delete Orange, Tex., and delete Channel 18.

Page 15 - Montpelier, Vt., add vhf Channel 3. Delete uhf Channel 38.  
add uhf Channels 20, 22. Change population figure to "8".

Page 15 - Montgomery, W. Va., change Channel 34 to Channel 35.

Page 15 - Change Warsaw, Wis. to Wausau.

Note: Commission also makes following explanatory statement:

"There may be an implication in Appendix B of the above Notice (FCC 49-948) to persons not familiar with the Report of the Ad Hoc Committee that the propagation charts used for 600 mc (Channels 14-55) were based on recommendations of the Ad Hoc Committee. The work of the Ad Hoc Committee related solely to the vhf band. The reference in Appendix B to Figures 2, 6 and 7 of the Committee's Report for 600 mc field intensities represents an assumption made by the Commission because curves for this frequency were not available, and was without reference to the Ad Hoc Committee."

\* \* \* \*

Changes in Supplement No. 65

- Under Channel 10 - Delete Marquette, Mich. and Lawton, Okla.
- Under Channel 11 - Add Marquette, Mich.
- Under Channel 12 - Delete Shreveport, La.
- Under Channel 13 - Delete Alexandria, La. and add Shreveport, La.

- end -

Prepared for Sept. 26 FCC Hearing

## DuMont's Suggested VHF-UHF Allocation Plan

Offered as Alternative to U. S. Allocations Proposed by FCC, July 11, 1949

(For Comparisons with FCC's Proposed Allocations, see pages 9-16, Supplement No. 64)

Cities in Capital Letters Are Those Wherein DuMont Plan Would Shift Operating Stations or CPs to Different Channels

### EXPLANATION and SYMBOLS

CHANNEL numbers with daggers (†) represent operating stations. Channel numbers with asterisks (\*) represent CPs. Channel numbers without symbols are ungranted. Occupancy status is as of Sept. 1, 1949. UHF channel-numbering system is extension of FCC's, inasmuch as DuMont Plan covers 48 channels allocated to specific cities as against FCC's 32; also, DuMont proposes 21 additional UHF channels (as against 10 by FCC) for random assignments for community and educational stations.

Channel changes for operating stations or CPs, which would be required by this plan (indicated in list below by capital letters), are given in detail on pages 3-4.

This plan covers first 326 markets in order of population rank. First 178 of these cities are listed as ranked by *Sales Management Survey of Buying Power, 1949*. Remaining cities are ranked by population count within 40-mi. radius of each, according to 1940 U. S. Census. Note: DuMont also plans extension of this list to embrace Canada and as many smaller U. S. cities as channels permit.

Population Rank	VHF Channel No.	UHF Channel No.
<b>ALABAMA</b>		
Anniston	288	40,43,48,51
Birmingham	33 4†,7,9,11,13†	—
Dothan	221	27,30,32,35
Gadsden	160	14,19,22,24
Mobile	75 3,7,9,12	—
Montgomery	120	16,33,37,41,45
Tuscaloosa	226	15,18,20,23
<b>ARIZONA</b>		
Douglas	318	14,19,22,24
Flagstaff	323	15,18,20,23
Phoenix	57 4,5*,9,12	—
Tucson	130 2,7,11,13	—
Yuma	326 2,7,11,13	—
<b>ARKANSAS</b>		
Fort Smith	175	15,18,20,23
Hot Springs	267	27,30,32,35
Little Rock	91 2,6,10,12	—
Texarkana	239	14,19,22,24
<b>CALIFORNIA</b>		
Bakersfield	272 3,6,8,10,12	—
Chico-		
Redding	311	27,30,32,35
El Centro	300	14,19,22,24
Eureka	306	14,19,22,24
Fresno	60	14,19,22,24
Los Angeles	3 2†,4†,5†,7*,9†,11†,13†	—
Riverside	113 See San Bernardino	—
Sacramento	67 3,6,8,10,12	—
San Bernardino	62	27,30,32,35
(Includes Riverside)		
San Diego	30 3,6,8†,10,12	—
San Francisco-		
Oakland	8 2,4*,5†,7†,9,11,13	—
San Jose	63	26,28,31,36
Santa Barbara	279	15,18,20,23
Santa Cruz	256	30,44,47,49
Stockton	90	15,18,20,23

Population Rank	VHF Channel No.	UHF Channel No.
<b>COLORADO</b>		
Colo. Springs	174	15,18,20,23
Denver	38 4,5,7,9,12	—
Pueblo	163 3,8,10,13	—
<b>CONNECTICUT</b>		
Bridgeport	35	44,47,49
Hartford-		
New Britain	24	14,19,22,24
NEW HAVEN-		
WATERBURY	29	52,55,57
New London	211	60
<b>DELAWARE</b>		
WILMINGTON	68	14,19,22,24
<b>DISTRICT OF COLUMBIA</b>		
Washington	11 4†,5†,7†,9†	—
<b>FLORIDA</b>		
Daytona Beach	290	15,18,20,23
Fort Myers	308	14,19,22,24
Gainesville-		
Ocala	276	17,21,25,29
Jacksonville	55 2*,4*,9,11	—
Lakeland-		
Plant City	262	39,44,47,49
Miami	45 4†,5,7,9	—
Orlando	150 5,8,10,12	—
Pensacola	274	34,38,42,46
St. Petersburg-		
Tampa	49 3,6,7*,13	—
Tallahassee	266 3,6,7,13	—
West Palm Beach	285	27,30,32,35
<b>GEORGIA</b>		
Albany	231	26,28,31,36
Atlanta	25 2*,5†,8†,10,12	—
Augusta	151	14,19,22,24

Population Rank	VHF Channel No.	UHF Channel No.
<b>GEORGIA—(Continued)</b>		
Columbus	114	17,21,25,29
Macon	138	15,18,20,23
Rome	212	27,30,32,35
Savannah	109 3,5,8,12	—
<b>IDAHO</b>		
Boise	277 4,5,7,9	—
Idaho Falls	295	14,19,22,24
Pocatello	291 3,8,10,12	—
Twin Falls	294	17,21,25,29
<b>ILLINOIS</b>		
Aurora	115	22,24
Centralia-		
Mt. Vernon	222	16,33,37,41,45
Champaign-		
Urbana	224	50
Chicago	2 2,4†,5†,7†,9†,11,13	—
Danville	259	25
Decatur	152	15,20,23
Galesburg	206	14
Joliet	119	26,34
Kankakee	188	42,46
Mattoon	234	18
Moline	See Davenport, Iowa	—
PEORIA	80	39,44,47,49
Quincy	244	27,30
Rockford	118	40,43,48,51
Rock Island	See Davenport, Iowa	—
Springfield	126	52,55,57,60
<b>INDIANA</b>		
Anderson	143 See Muncie, Ind.	—
<b>BLOOMING-</b>		
<b>TON</b>		
Evansville	95	40,43,48,51
Fort Wayne	102	27,30,32,35
Indianapolis	31 3,6†,8,10	—
Kokomo	186	16
Lafayette	225	29

(Continued on next page)

Population Rank	VHF Channel No.	UHF Channel No.
<b>INDIANA—(Continued)</b>		
Muncie _____ 157	—	14,19
Richmond _____ 200	—	23
South Bend _____ 94	—	33,37,41,45
Terre Haute _____ 145	—	21,28,31,36
Vincennes _____ 205	—	17
<b>IOWA</b>		
Ames _____ —	(Educational)	—
Burlington _____ 227	—	54
Cedar Rapids _____ 149	2,4,11,13	—
Council Bluffs _____	See Omaha, Nebraska.	—
DAVENPORT _____ 76	—	33,37,41,58
(Includes Rock Island and Moline, Ill.)		
Des Moines _____ 86	5,8,10,12	—
Dubuque _____ 171	—	17,21,25,29
Iowa City _____ 258	—	16,28,45
Mason City _____ 237	—	15,18,20,23
Ottumwa _____ 242	—	19,22,24
Sioux City _____ 144	2,4,7,9	—
Waterloo _____ 153	6,7,9	—
<b>KANSAS</b>		
Hutchinson _____ 265	—	15,18,20,23
Kansas City _____	See Kansas City, Mo.	—
Manhattan-		
Junc. City _____ 287	—	27,30,32,35
Topeka _____ 135	—	14,19,22,24
Wichita _____ 84	5,8,11,13	—
<b>KENTUCKY</b>		
Ashland _____	See Huntington, W. Va.	—
Lexington _____ 158	—	16,33,34,45
Louisville _____ 27	2,5†,9*,12	—
Owensboro _____ 214	—	53,56,59,61
Paducah _____ 220	—	39,44,47,49
<b>LOUISIANA</b>		
Alexandria _____ 248	—	27,30,32,35
Baton Rouge _____ 127	—	34,38,42,46
Lafayette _____ 199	—	17,21,25,29
Lake Charles _____ 268	—	14,19,22,24
Monroe _____ 230	3,7,9,13	—
New Orleans _____ 23	4*,6†,11,13	—
Shreveport _____ 104	4,5,8,11	—
<b>MAINE</b>		
Augusta _____ 219	—	26,28,31,36
Bangor _____ 278	—	53,56,59,61
Lewiston-		
Auburn _____ 208	—	52,55,57,60
Portland _____ 101	—	39,44,47,49
Waterville _____ 247	—	15,18,20,23
<b>MARYLAND</b>		
Baltimore _____ 12	2†,11†,13†	28,33
Cumberland _____ 202	—	48
Hagerstown _____ 185	—	28,31
<b>MASSACHUSETTS</b>		
Boston _____ 5	2*,4†,5,7†,9,11,13	—
Fall River-		
New Bedford _____ 46	—	15,18,20,23
Lawrence-		
Lowell-		
Haverhill _____ 72	—	17,21,25,29
Pittsfield-		
North Adams _____ 123	—	54,58
Springfield-		
Holyoke _____ 42	—	27,30,32,35
Worcester _____ 32	—	53,56,59,61
<b>MICHIGAN</b>		
Battle Creek _____ 136	—	54,58
Detroit _____ 6	2†,4†,6,7†,12	—
Escanaba _____ 282	—	40,43,48,51
Flint _____ 65	—	52,55,57,60
GRAND RAPIDS _____ 61	—	36,44,47,49

Population Rank	VHF Channel No.	UHF Channel No.
<b>MICHIGAN—(Continued)</b>		
Jackson _____ 137	—	48,50
KALAMAZOO _____ 132	—	28,31
LANSING _____ 108	—	15,18,20,23
Muskegon _____ 125	—	14,17,19,25
Port Huron _____ 251	—	39
Saginaw-		
Bay City _____ 73	3,8,10	—
Saulte Ste.		
Marle _____ 315	2,4,5,7	—
<b>MINNESOTA</b>		
Duluth _____ 66	3,6,7,9,11	—
(includes Superior, Wis.)		
Hibbing _____ 273	—	26,28,31,36
International Falls _____ 322	—	17,21,25,29
<b>MINNEAPOLIS-</b>		
ST. PAUL _____ 13	2,4†,5†,8,10,12	—
Rochester _____ 233	—	53,56,59,61
St. Cloud _____ 246	—	17,21,25,29
Winona _____ 243	—	22,24
<b>MISSISSIPPI</b>		
Biloxi-		
Gulfport _____ 284	—	15,18,20,23
Greenville _____ 218	—	17,21,25,29
Hattiesburg _____ 244	—	40,43,48,51
Jackson _____ 124	2,5,8,10	—
Laurel _____ 250	—	14,19,22,24
Meridian _____ 173	—	27,30,32,35
Vicksburg _____ 229	—	26,28,31,36
<b>MISSOURI</b>		
Columbia _____ 245	—	40,43,48,51
Hannibal _____ 257	—	32,35
Jefferson City _____ 261	—	53,56,59,61
Joplin _____ 213	—	33,37,41,45
Kansas City _____ 17	2,4*,7,9	—
Sedalia _____ 263	—	15,18,20,23
Springfield _____ 154	5,8,11,13	—
St. Joseph _____ 142	—	26,28,31,36
St. Louis _____ 9	2,4,5†,7,9,11,13	—
<b>MONTANA</b>		
Billings _____ 303	3,8,10,12	—
Butte _____ 292	4,5,7,9	—
Great Falls _____ 305	2,6,11,13	—
Helena _____ 309	—	15,18,20,23
Miles City _____ 321	4,5,7,9	—
Missoula _____ 310	3,8,10,12	—
<b>NEBRASKA</b>		
Grand Island-		
Hastings _____ 271	—	34,38,42,46
Lincoln _____ 141	—	17,21,25,29
Omaha _____ 50	3†,6†,11,13	—
<b>NEVADA</b>		
Carson City _____ 316	—	17,21,25,29
Las Vegas _____ 325	4,5,7,9	—
Reno _____ 307	4,5,7,9	—
<b>NEW HAMPSHIRE</b>		
Berlin _____ 269	—	14,19,22
Concord _____ 197	—	50
Keene _____	See Brattleboro, Vt.	—
Manchester _____ 105	—	33,35
Portsmouth _____ 253	—	41
<b>NEW JERSEY</b>		
Asbury Park _____ 215	—	38,46
Atlantic City _____ 121	—	30,35
Newark _____	See New York, N. Y.	—
Trenton _____ 79	—	40,43,48,51
<b>NEW MEXICO</b>		
Albuquerque _____ 140	4†,5,7,9	—
Roswell _____ 319	3,8,10,12	—
Santa Fe _____ 302	2,11,13	—

Population Rank	VHF Channel No.	UHF Channel No.
<b>NEW YORK</b>		
ALBANY-		
SCHENEC-		
TADY-TROY _____ 36	3,6,8,10,12	—
BINGHAMTON _____ 96	—	17,21,25,29
Buffalo-		
Niagara Falls _____ 14	2,4†,8,10	—
Elmira-		
Corning _____ 165	—	37,41,45
Ithaca _____ 210	—	33
Jamestown _____ 204	—	53,56,59,61
New York-		
Newark, N. J. _____ 1	2†,4†,5†,7†,9†,11†,13†	—
Plattsburg _____ 260	—	53,56,59,61
Poughkeepsie _____ 187	—	26,28,31
Rochester _____ 40	3,6†,11,13	—
SYRACUSE _____ 53	—	30,52,55,60
UTICA-ROME _____ 59	—	36,39,43,50
<b>NORTH CAROLINA</b>		
Asheville _____ 134	—	40,43,48,51
Charlotte _____ 100	3†,5,8,12	—
Durham _____ 155	—	40,43,48,51
Fayetteville _____ 169	—	15,18,20,23
Greensboro-		
High Point _____ 99	2*,6,10,13	—
(includes Winston-Salem)		
Raleigh _____ 133	—	53,56,59,61
Wilmington _____ 164	—	17,21,25,29
Winston-Salem _____ 117	See Greensboro	—
<b>NORTH DAKOTA</b>		
Bismarck _____ 304	3,8,10,12	—
Dickinson _____ 313	—	17,21,25,29
Fargo _____ 270	4,5,7,9	—
Grand Forks _____ 283	2,6,11,13	—
Minot _____ 299	4,5,7,9	—
Williston _____ 314	—	14,19,22,24
<b>OHIO</b>		
Akron _____ 37	—	14,19,22,24
Canton _____ 58	—	32,35
Cincinnati _____ 16	4†,7†,11†,13	—
CLEVELAND _____ 10	5†,9*,11,13	—
COLUMBUS _____ 39	—	26,28,31,36
DAYTON _____ 48	—	39,44,47,49
Findlay _____ 195	—	17,21
Hamilton-		
Middletown _____ 116	—	52,55,57,60
Lima _____ 156	—	56,61
Marion _____ 189	—	53,59
Portsmouth _____ 209	—	50,54,58
Sandusky _____ 198	—	40,51
Springfield _____ 128	—	15,18,20
TOLEDO _____ 47	—	34,38,42,46
Youngstown _____ 34	—	52,55,57,60
(Includes Newcastle, Pa.)		
Zanesville _____ 179	—	41,51
<b>OKLAHOMA</b>		
Enid _____ 275	—	17,21,25,29
Muskogee _____ 223	—	26,28,31,36
Oklahoma City _____ 52	2,4†,10,12	—
Ponca City _____ 264	—	34,38,42,46
Shawnee _____ 216	—	27,30,32,35
Tulsa _____ 71	3,6*,7,9	—
<b>OREGON</b>		
Eugene _____ 286	4,5,7,9	—
Klamath Falls _____ 312	—	15,18,20,23
Medford _____ 301	3,8,10,12	—
Portland _____ 19	3*,6,8,10,12	—
Salem _____ 159	—	17,21,25,29
<b>PENNSYLVANIA</b>		
Altoona _____ 111	—	34,38,42,46
Easton-		
Allentown-		
Bethlehem _____ 41	—	53,56,59,61
ERIE _____ 88	—	17,21,25,29
Harrisburg _____ 89	—	52,55,57,60

	Population Rank	VHF Channel No.	UHF Channel No.
<b>PENNSYLVANIA—(Continued)</b>			
JOHNSTOWN	74	—	30,50,54,58
LANCASTER	83	—	16,49
Newcastle	146	See Youngstown, Ohio	
Philadelphia	4	3†,6†,8,10†,12	—
Pittsburgh	7	3†,6,7,12	—
Reading	69	—	27,32
Scranton-			
Wilkes-Barre	21	—	15,18,20,23
Williamsport	147	—	47
York	93	—	36,44
<b>RHODE ISLAND</b>			
PROVIDENCE	20	—	40,43,48,51
<b>SOUTH CAROLINA</b>			
Charleston	97	2,6,10,13	—
Columbia	122	4,7,9,11	—
Florence	207	—	26,28,31,36
Greenville	107	—	53,56,59,61
Spartanburg	180	—	52,55,57,60
Sumter	196	—	39,44,47,49
<b>SOUTH DAKOTA</b>			
Aberdeen	297	—	15,18,20,23
Mitchell	293	—	27,30,32,35
Pierre	324	2,4,7,9	—
Sioux Falls	170	5,8,10,12	—
Watertown	289	—	14,19,22,24
<b>TENNESSEE</b>			
Chattanooga	77	—	41,46,54,58
Johnson City	193	—	15,18,20,23
Knoxville	82	4,7,11,13	—
Memphis	44	4†,7,9,11	—
NASHVILLE	56	3,6,8,10	—
<b>TEXAS</b>			
Abilene	172	—	17,21,25,29
Amarillo	181	4,5,7,9	—

	Population Rank	VHF Channel No.	UHF Channel No.
<b>TEXAS—(Continued)</b>			
Austin	112	—	26,28,31,36
Beaumont-			
Port Arthur	85	3,7,9,12	—
Brownsville	252	4,5,7,9	—
Corpus Christi	106	3,8,10,12	—
DALLAS	28	3,7,9,13	—
El Paso	103	2,6,11,13	—
Fort Worth	51	5†,11	—
Galveston	139	—	15,18,20,23
Houston	18	2†,6,11,13	—
Laredo	178	2,6,11,13	—
Lubbock	166	2,6,11,13	—
San Angelo	177	3,8,10,12	—
San Antonio	43	4*,5*,7,9	—
Tyler	217	—	17,21,25,29
Waco	129	—	27,30,32,35
Wichita Falls	162	—	15,18,20,23
<b>UTAH</b>			
Logan	281	—	15,18,20,23
Ogden	167	2,11,13	—
Salt Lake City	64	4†,5†,7,9	—
<b>VERMONT</b>			
Brattleboro	181	—	37
(Includes Keene, N. H.)			
Burlington	236	—	40,48,51
Rutland	240	—	34,42,46
<b>VIRGINIA</b>			
Charlottesville	238	—	17,21,29,37
Danville	194	—	14,19,22,24
Lynchburg	168	—	52,55,57,60
<b>NORFOLK-PORTSMOUTH-NEWPORT NEWS</b>			
NEWS	26	3,8,10,12	—
Richmond	54	—	34,38,42,46
Roanoke	131	4,7,9,11	—
<b>Winchester-Martinsburg, W. Va.</b>			
W. Va.	184	—	39

	Population Rank	VHF Channel No.	UHF Channel No.
<b>WASHINGTON</b>			
Seattle	22	4,5†,7,9	—
Spokane	87	4,5,7,9	—
Takoma	81	2,11,13	—
Walla Walla	298	—	14,19,22,24
Yakima	280	—	15,18,20,23
<b>WEST VIRGINIA</b>			
Bluefield-			
Beckley	182	—	26,28,31,36
Charleston	70	2,5,8,10	—
Clarksburg	183	—	47,49
<b>HUNTINGTON-ASHLAND, KY.</b>			
KY.	92	—	34,38,42,46
Martinsburg	See Winchester, Va.		
Parkersburg	203	—	30,43
Wheeling	78	—	23,27
<b>WISCONSIN</b>			
Appleton	192	—	26,28
Eau Claire	254	—	14,19
Fond du Lac	191	—	52,55
Green Bay	148	—	20,23
Kenosha-			
Racine	98	—	53,56,59,61
La Crosse	176	—	47,49
Madison	110	—	27,30,32,35
Milwaukee	15	3†,6,8,10,12	—
Oshkosh	190	—	15,18
Sheboygan	228	—	57,60
Stevens Point	235	—	31,36
Superior	See Duluth, Minn.		
Wausau	232	—	39,44
<b>WYOMING</b>			
Casper	320	4,5,7,9	—
Cheyenne	296	2,6,11,13	—
Sheridan	317	2,6,11,13	—

## Channel Changes for Operating Stations or CPs Required by DuMont Plan

Daggers (†) indicate operating stations; balance are CPs

Ames, Iowa—WOI-TV, now assigned Channel 4, would change to an educational channel.

Binghamton, N. Y.—WNBF-TV, now assigned Channel 12, would change to Channel 17, 21, 25 or 29.

Bloomington, Ind.—WTTV, now assigned Channel 10, would change to Channel 54 or 58.

Cleveland, O.—† WNBK, now assigned Channel 4, would change to Channel 11 or 13.

Columbus, O.—† WLWC, now assigned Channel 3, WTVN, now assigned Channel 6, and WBNS-TV, now assigned Channel 10, would change to Channel 26, 28, 31 or 36.

Dallas, Tex.—KRLD-TV, now assigned Channel 4, and KBTW, now assigned Channel 8, would change to Channel 3, 7, 9 or 13.

Davenport, Iowa, Rock Island and Moline, Ill.—WHBF-TV, now assigned Channel 4, and WOC-TV, now assigned Channel 5, would change to Channel 33, 37, 41 or 58.

Dayton, O.—† WLWD, now assigned Channel 5, and † WHIO-TV, now assigned Channel 13, would change to Channel 39, 44, 47 or 49.

Erie, Pa.—† WICU, now assigned Channel 12, would change to Channel 16 or 49.

Grand Rapids, Mich.—† WLAV-TV, now assigned Channel 7, would change to Channel 36, 44, 47 or 49.

Huntington, W. Va.—WSAZ-TV, now assigned Channel 5, would change to Channel 34, 38, 42 or 46.

Johnstown, Pa.—WJAC-TV, now assigned Channel 13, would change to Channel 30, 50, 54 or 58.

Kalamazoo, Mich.—WKZO-TV, now assigned Channel 3, would change to Channel 28 or 31.

Lancaster, Pa.—† WGAL-TV, now assigned Channel 4, would change to Channel 16 or 49.

Lansing, Mich.—WJIM-TV, now assigned Channel 6, would change to Channel 15, 18, 20 or 23.

Minneapolis, Minn.—KTRV, now assigned Channel 9, would change to Channel 2, 8, 10 or 12.

Nashville, Tenn.—WSM-TV, now assigned Channel 4, would change to Channel 3, 6, 8 or 10.

New Haven, Conn.—† WNHC-TV, now assigned Channel 6, would change to Channel 52, 55 or 57.

Norfolk, Va.—WTAR-TV, now assigned Channel 4, would change to Channel 3, 8, 10 or 12.

(Continued on next page)

Peoria, Ill.—WMBT, now assigned Channel 6, would change to Channel 39, 44, 47 or 49.

Providence, R. I.—†WJAR-TV, now assigned Channel 11, would change to Channel 40, 43, 48 or 51.

Richmond, Va.—†WTVR, now assigned Channel 6, would change to Channel 34, 38, 42 or 46.

Schenectady, N. Y.—†WRGB, now assigned Channel 4, would change to Channel 3, 6, 8, 10 or 12.

Syracuse, N. Y.—WSYR-TV, now assigned Channel 5, and †WHEN, now assigned Channel 8, would change to Channel 30, 52, 55 or 60.

Toledo, O.—†WSPD-TV, now assigned Channel 13, would change to Channel 34, 38, 42 or 46.

Utica, N. Y.—WKTV, now assigned Channel 13, would change to Channel 36, 39, 43 or 50.

Wilmington, Del.—†WDEL-TV, now assigned Channel 7, would change to Channel 14, 19, 22 or 24.

---

#### NOTES