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Supplements and Special Reports Published During 1950

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Directories

Semi-Annual TV Directories of Jan. 10 and July 15; with weekly Addenda reporting current FCC grants, applications, etc.
 Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Numbered Supplements

No. 56B: Personnel List of the FCC. (Vol. 6:5)
 No. 11C: Directory of Attorneys Practicing Before the FCC. (Vol. 6:9).
 No. 12D: Directory of Consulting Engineers Specializing in Radio. (Vol. 6:15)
 No. 67F & 67G: Appearances for hearing on Proposed TV Allocations, Comments and Oppositions. (Vol. 6:12 & 14, respectively.) Note: These are additional to digests of comments published during 1949 as Supplements 67, 67A, 67B, 67C, 67D, 67E.
 No. 70: Hearing on General Issues, Order & Appearances. With gist of comments and lists of opposition witnesses. (Vol. 6:36).
 No. 71: Proposed FCC Limitations on Network Time Allotments to TV Stations. Text of rules limiting hours of network programs per stations in communities with less than 4 stations. (Vol. 6:40).

Special Supplements and Reports

Color Problem—and the Freeze. Text of address by Martin Codel, publisher, *Television Digest*, before National Television Conference, Chicago, March 7. (Vol. 6:10).

Color Issues—as Defined by Coy. Excerpts from address by FCC Chairman Wayne Coy before University of Oklahoma Radio Conference, March 14. (Vol. 6:11).

The Tri-Color Tube—And RCA Policy. Remarks of Brig. Gen. David Sarnoff before press conference in Washington, D. C., March 29 (including questions and answers). (Vol. 6:13).

"Television Is Beginning to Grow Up". Excerpts from address by FCC Chairman Coy before NAB convention, Chicago, April 18. (Vol. 6:16).

Color TV—Sarnoff's Views & RCA Plans, with Statement of Policy Regarding Patents. Salient portions of Brig. Gen. David Sarnoff's statement before en banc session of FCC color hearing, May 3-4. (Vol. 6:18).

Whys and Wherefores of the TV Freeze. Excerpts from addresses by FCC Chairman Coy before Portland City Club May 19 and Denver Rocky Mountain Council May 22. (Vol. 6:20).

What's Expected of the Manufacturers. Problems of freeze, color, uhf, oscillator radiation, aural radio, research, as discussed in address by FCC Chairman Coy before RTMA convention, Chicago, June 8. (Vol. 6:23).

FCC Report on Color Television Issues, and Notice to Manufacturers for Further Proposed Rule-Making Regarding 'Bracket Standards'. Full texts, including separate opinions of Commissioners Hennock, Hyde and Jones. (Vol. 6:35).

Coy Reaffirms the FCC Color Report. Excerpts from addresses by FCC Chairman Coy before National Electronic Conference, Chicago, Sept. 25, and Chicago Television Council and Radio Management Club, Sept. 26. (Vol. 6:39).

Industry Responses to FCC Proposals for 'Bracket Standards'. Summaries of all 36 replies filed in response to notice to manufacturers regarding color proposal. (Vol. 6:39, 40).

Second FCC Report on Color Television Issues, and FCC Order Amending Engineering Standards to Include CBS Color System. Full texts, with dissenting opinions of Commissioners Hennock and Sterling. (Vol. 6:41).

Stanton-Sprague Broadcasts & Other Comments on the TV Color Issues. Full texts of addresses delivered by CBS president Frank Stanton on Oct. 15 and RTMA President Robert C. Sprague on Oct. 22; also facsimile of CBS, Tele-tone and Pilot advertisements; Admiral flyer to dealers; editorial comment and cartoons about color TV situation. (Vol. 6:42).

Mr. Coy Writes to Mr. Halligan. Full text of Nov. 2 letter from FCC Chairman Coy to Hallicrafters President William J. Halligan; also facsimile of Hallicrafters ad prompting letter. (Vol. 6:44).

Exchange of Opinions on Color Television Issue (between editors of *Washington Daily News* and FCC Chairman Wayne Coy). (Vol. 6:49).

FCC Authority Upheld But Color Edict Delayed. Full text of Dec. 20 decision, by 3-judge Federal Court in Chicago, on appeal by RCA, et al, from FCC color decision (Vol. 6:51).

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January 7, 1950

HANDY INDEX TO OUR 1949 NEWSLETTERS: Whether your primary interest be stations, receivers, tubes, movies-and-TV, color -- or what have you -- our Index to 1949 Newsletters [herewith] should be a valuable aid in tracking down major events, trends, facts and dates. Naturally, it's impractical to catalog everything we've published, but the big stuff is therein, pin-pointed for you. The index, of course, assumes you have maintained your file of 1949 Newsletters, Vol. 5:1-to-53.

Note: Also in the mails this week, but to full-service subscribers only, is our new 1950 AM-FM Directory -- listing all North American broadcasting stations, CPs, applications, etc., with facilities, by countries, states and cities; by frequencies, and by call letters. Next week, we'll send out our somewhat delayed TV Directory No. 10: Television Rates & Factbook. These fresh, up-to-the-minute references, with the weekly Addenda that follow, will equip your files with basic reference data unavailable elsewhere in such handy format.

MUCH BETTER TVs FOR MUCH LESS MONEY: It's still a seller's market for top brand-name TV receiver producers and distributors -- an amazingly unprecedented hold over from last quarter 1949. Yet they're currently engaging in a pricing duel that's phenomenal for American enterprise.

Net result: Public is offered vastly improved product for much less money, has incredibly wide selection to suit every income level and taste, seems virtually certain to continue high rate of demand as long as telecasters provide programs.

Hope and expectation and confidence ran high in Chicago this week when, on eve of annual Furniture Mart, Philco and Admiral added faster pace to already furious price-product competition -- now so swift that big and little fellows alike are dizzy (for details on Admiral and Philco, see Trade Report).

Nobody foresees anything like debacle of last spring-summer, for this time nobody has much doubt about public demand at new 1950 prices. Big question is how many of the smaller producers, unable to enjoy quantity producer advantages, can stand up against expanded mass production and intense competition of big fellows.

At distributor-dealer levels, market assurances were so rosy that we even heard one distinguished manufacturer remark he wouldn't be surprised if the industry reaches 6,000,000 this year, possibly even better if components makers can come through. Tubes, it appears, will be plentiful.

Whether Admiral, Philco or RCA is No. 1 -- a matter of pride or conceit, as they will -- is unimportant as against bigger facts that (a) public is getting lot for its money, indeed much better product for half what it costs year or so ago; (b) continuing brisk sale of TV sets is widening telecasting "circulation" faster than fondest dreams of year or two ago; (c) TV is becoming enormously important in the national economy.

NEW YEAR'S STATUS OF AM-FM STATIONS: As against TV's mere 98 stations and 13 CPs as 1950 began, total AM stations authorized number 2246. Of these, 2045 are licensed (on air), 201 CPs. This is 115 more than the 2131 at end of 1948 (Vol. 5:2); there were 1961 at end of 1947, 1579 at end of 1946, 1056 at end of 1945. During 1949, 24 AM licenses, 38 CPs were given up; noteworthy were a few long-established sta-

tions. Thus, it's apparent that rate of increase of AM stations, which was fast and furious when wartime freeze was lifted, has decelerated considerably -- though fact remains that substantial number of new AM stations is still being built and sought. Applications dwindled to 553 from last year's 723: 309 for new stations, 224 for changes in facilities. Canada has 160 stations, Mexico 273, Cuba 94.

FM log is numerically imposing, too, despite current defections. Jan. 1 figures are 476 licenses, 315 CPs & CGs, 38 applications pending. Of these, 728 are on air, including 252 under STAs. Grants turned back to FCC during year numbered 7 licenses, 200 CPs & CGs.

Note: Foregoing recapitulations are based on 1950 AM-FM Directory, now in mails to our full-service subscribers. We've combined AM-FM stations under each city, so you can tell at glance number of aural stations in each city and whether an AM station has FM affiliate. This week, we begin new series of weekly Addenda, reporting actions of the FCC, applications, etc.; AM and FM activity will be reported in single Addenda (canary-colored sheets) covering both henceforth. For FM, as well as AM, there are sections listing stations and applications by frequency as well as by state and city.

PROGRESS REPORT ON THE COLOR SCENE: For purposes of allocation, color TV is no different from black-and-white. That's most significant of RCA's conclusions in its progress report filed with FCC this week. RCA's findings, if substantiated, would relieve one of Commission's prime worries -- that color might require station mileage separations different from those for black-and-white, knocking proposed allocation (Supp. 64) into a cocked hat. What's more, says RCA, offset carrier does color just as much good as it does monochrome.

It means FCC can tackle ending freeze without necessarily making color decision first -- if and when it's satisfied RCA is right.

RCA tested all 3 color systems -- CBS, CTI, RCA -- found them substantially alike from interference standpoint. It made subjective tests about same way JTAC did (Vol. 5:28,36). Its figures differ slightly from JTAC's; but RCA used 15 observers whereas JTAC used 100, so RCA thinks that may account for variations. Adjacent-channel study is under way, results to be filed in 2-3 weeks.

Offset carrier, for reducing co-channel interference, was extensively covered in report. Conclusion: Offset reduces interference just about as much as increasing station separation mileage by 50%. RCA also offset color systems against standard black-and-white and found conclusions still held true.

As for progress on its own system, RCA reported: (1) Experiments with 3.6-mc sampling frequency, instead of 3.8-mc, (2) Work on automatic color phasing, which RCA says system must have for home use, (3) It will demonstrate "status of the advances" made in research on single 3-color receiver tube, about 90 days from now, (4) Progress on portable equipment, (5) Twenty direct-view 10-in. sets under construction. First goes to FCC labs Jan. 16, second to Condon Committee Jan. 23. More will be made after experience has been gained with first 20.

RCA has been transmitting color, off and on, from Washington's WNBW for past week. It begins hour-a-day telecasts Jan. 16, to continue a month.

FCC gave RMA fairly polite brushoff regarding its National Television Systems Committee plans (Vol. 5:47-50). In light of politics surrounding color, it was much as expected. Chairman Coy, in letter to RMA's Dr. Baker, said FCC feels it shouldn't take any position on an NTSC since such committee is "designed to serve the industry." "The Commission's position," explained Coy, "is dictated by its desire to avoid any implication that [an NTSC] is to be regarded as an advisory committee named by the Commission." But, he concluded, if committee is formed, it is welcome to testify in TV hearing.

What RMA is going to do about it will be discussed by TV Committee (Max Balcom, chairman), which meets in New York's Roosevelt Hotel Jan. 17. It's generally assumed it will go ahead with plans.

Latest on Sen. Johnson's and Comr. Jones' color thinking came in articles they wrote for Jan. 4 Variety. They haven't changed much. Says the Senator: "It

would hasten the day of paying audiences...open the field to the smaller operator... I realize that manufacturers don't want their mass production operations disrupted [but] color is inevitable...so why not now?"

Jones flailed the industry with customary vigor. Manufacturers are giving color hearing "the Vishinsky veto," he said, "by failure to build color receiving sets to determine public reaction, failure to schedule tests of the proponents' systems..." He pointed to Boulder and Grand Coulee dams, etc., as examples of governmental engineering feats, lamented that "the FCC engineering bureau hasn't grown with the phenomenal use of the radio spectrum" and has had to rely on industry.

Johnson will express his latest ideas in speech at FCC Bar Assn dinner Jan. 12. He's due back from Panama Jan. 11. Jones will give American Marketing Assn the word Jan. 17 in New York's Hotel Commodore.

Color Television Inc. transmitted its signals over San Francisco's KPIX this week; CTI officials found pictures "encouraging." There's some talk about FCC staff going out there Jan. 12, but it's extremely doubtful (Vol. 5:52).

CBS is building up a crescendo in its public tests in Washington. So far, only sets are in FCC's hands and at Statler Hotel. Next week, CBS will tell where it's putting 15 more for public observation.

BIG VAULTS CLOSED BUT TV GETS FILMS: Feature films via TV, for immediate future at least, will continue to have a decidedly British accent. Ever since New York News' WPIX bought up and syndicated group of Korda films 2 years ago, more and more British oldies (a few not so old) have been brought into U.S. for telecasting. Recently, there's been an unusual flurry -- last week's Standard Television Corp. buy of J. Arthur Rank pictures (Vol. 5:53) and this week's Lopert Films acquisition of rights to another group of Rank films.

But what about American-made features? Are recent showings of some top-star Hollywood products denoting a trend? Are major producers opening their vaults to TV?

The answer is, No! -- not yet.

Even if they were disposed to do so, and they aren't, the major producers are forbidden to offer their wares for TV. Aside from fear of antagonizing exhibitors (and TOA already issues a periodical "black list" of films released to TV), there's Petrillo's 1946 ban on letting TV have any films with music -- and that means practically all of them, for it means background music, too.

Feature pictures currently being telecast are mainly pre-1946 items, long since "milked" of their theatre exhibition value and sold to independent distributors who bought up rights -- sometimes even before they thought of TV. Eager for markets, rights-holders have turned to TV in increasing numbers, finding it just as lucrative as rentals from "last run" houses in the tenderloin or the sticks.

Right now, rush is on to secure rights to more recent pictures. One independent distributor we interviewed was frank: "If you had asked me 10 years ago if we'd be able to get more pictures, I'd have said you're nuts. But we did. Now nobody knows where we're going to get more products. But I'm sure we will."

But everyone agrees they're not going to get them from vaults of the major producers -- from MGM, Paramount, 20th Century, RKO, Universal, Columbia, Warners or any other top Hollywood producers. Yet in so competitive an industry, anything might happen. Even Phonevision has excited some Hollywood big-wigs, we're told, though so far as we know Zenith's president E. F. McDonald had none on dotted line after his Hollywood visit this week.

You might expect networks to be in vanguard in moves to acquire feature films, but they aren't coming up with anything exciting. NBC has series of 34 Hop-along Cassidy pictures it syndicates to affiliates. CBS has 52 big-star British films -- from Pathe Ltd., Grand National, Eagle-Lion. ABC screens pictures, tells its affiliates what's good and available.

Held by independent distributors are some good properties. Commonwealth Film & Television Inc.'s current list of 20 features includes such titles as Stage Door Canteen, Abraham Lincoln, some grade B pictures with such stars as Buster Crabbe,

Jack LaRue, Johnny Mack Brown, several serials, many westerns (including 9 Ken Maynard and 4 Hopalong Cassidy features), 10 Frank Darro thrillers, old Charlie Chaplins and various musicals, cartoons, shorts. Standard Television's catalog includes such items as Tawny Pipit, Nicholas Nickleby, Waterloo Road. Lopert, known as dealer in foreign films, offers among others Henry V, Great Expectations, Blithe Spirit.

There are hundreds of others. Directory of TV Program Sources, contained in our TV Directory No. 10, due out next week, has more than 70 firms offering such wares, among some 400 syndicators of live or film shows listed.

HORROR STUFF: 'LET'S USE SOME SENSE': "Vox populi" has curious way of making its demands heeded, particularly by the broadcasting fraternity -- and right now the hue and cry in TV concerns its admitted plethora of "horror" programs. The wave of antipathy is becoming too clear for telecasters to dismiss merely as frothings of cranks and crackpots. One management is reported to have ordered switches pulled when it deems the gut and gore stuff too much to take; another has realigned programs so that, as in radio to large extent, programs come after kids' bedtime.

Newspapers have shown little of antagonism toward TV that they manifested toward radio in its early days (industry is already a top advertiser, and newspapers have been in forefront of TV licensees and applicants). But they gave big play to complaints against TV shows featuring violence recently issued by "Southern California Association for Better Radio and Television" (Vol. 5:50). Now, adding to the refrain, come critics Jack Gould (New York Times) and John Crosby (Herald Tribune).

Wrote Gould, Jan. 1: "Television is coming under the influence of the same formula thinking which for so long has been the curse of radio. This influence currently has found expression in the excess of the horror shows and variety items. Indeed, the point could be made that television did a more exciting job before it became so big. In its younger days it was willing to try almost anything."

Said Crosby, in Jan. 5 column: "The prevalence of blood on TV is explained by the single word 'circulation'. Even the people who disapprove of it listen and look -- if only to disapprove. It's the cheapest and surest circulation stunt of them all...It's a terrible competition for the industry to engage in. The outcries are already being heard throughout the land. Sooner or later censorship, either self-imposed or by law, will be imposed and we'll all be the poorer...For heaven's sake, let's use some sense."

NBC'S BIG SATURDAY NIGHT HITS SNAG: NBC-TV was going great guns with its big Saturday night plans -- solid 8-10:30 "jamboree" on all 22 interconnected affiliates -- until it ran up against DuMont.

DuMont raised cain, complained to FCC that NBC plan is monopolistic, constitutes unfair practice, is contrary to FCC's chain broadcasting regulations and long-standing policy against time brokering.

At week's end, FCC was asking NBC for details -- which stations have been approached, which have accepted, terms of agreements. It appears NBC may "water down" idea somewhat.

What NBC is aiming to do is to buy 2½ hours every Saturday for initial 13-week period (beginning Feb. 4), at stations' half-hour card rates, and sell it in blocks of 30-minutes. There would be 3 one-minute commercials each half-hour and sponsors would get different time period during each week of 13-week cycle.

Plan is substantially that outlined by Pat Weaver at White Sulphur Springs affiliates' convention (Vol. 5:37). It's NBC's idea for getting smaller advertisers into network TV, bolstering stations financially weak Saturday nights. It has to have at least 15 stations before it can begin.

DuMont's principal gripe, apparently, is that plan would tie up Saturday nights in 16 one-station markets: Buffalo, Erie, Grand Rapids, Lancaster, Milwaukee, New Haven, Pittsburgh, Providence, Richmond, Rochester, Schenectady, St. Louis, Syracuse, Toledo, Utica, Wilmington. This would hit: ABC, with Paul Whiteman's TV Teen Club, 8-9, Roller Derby, 9-11:15; CBS, with Ken Murray, 8-9, Ed Wynn, 9-9:30; DuMont, with Cavalcade of Stars, 8-9.

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January 14, 1950

LaSALLE ST. ON THE BUSINESS OUTLOOK: "Business has another year of high volume and good profits ahead. That is consensus [of] professionals who direct the investment of billions of dollars for trust companies, estates, endowment funds, banks, insurance companies, business corporations and individuals -- men who must size up business prospects before they weigh individual investment projects."

Thus does Chicago Journal of Commerce (Jan. 11) sum up industry-by-industry analysis, based on poll of 40 Chicago investment counselors, in which conclusion is: "TV provides the highlight...Construction and related activities provide solid substance. Ebbing farm income throws a slight shadow."

Summary of TV-radio prospects: "Brightest spot in the outlook is TV. Radio has more friends because of its surprisingly good performance in 1949. Consensus: TV has just started, radio not through." The vote: 20 said TV will have better year, 12 same, 2 less good, 3 TV better [but] radio less good."

As for motion pictures: "A victim of TV enthusiasm, movies score poorly..."

CBS SHOWS COLOR TV TO THE PUBLIC: Washington dealers and distributors were in something of a tizzy this week as CBS began showing its TV colors to some 500 people a day. Whether CBS is really "taking its case to the people," or merely trying to comply with FCC's request for information on public reaction preparatory to next comparative demonstrations Feb. 23-24, town is beginning to buzz.

CBS opponents naturally think this is its all-out pitch. They point to such things as full-page ad in Jan. 10 Washington Post (in color, \$1346) inviting public to come and look, quiet but perceptible activities of recently-hired public relations counselor Ben Sonnenberg (Vol. 5:49), distribution of booklets reprinting hearing testimony of Frank Stanton and Smith, Kline & French's J. N. DuBarry.

Whether color demonstrations are actually depressing local TV sales, it's too early to tell. Merchandiser talk ranges from "only nominal effect" to loud wails from George Wasserman, head of George's, town's biggest chain dealer. Cried Wasserman: "I'm cancelling 55% of my orders, all because of this color business; 3 out of 5 potential customers say they'll wait for color."

One solid distributor laughed at that: "I respect George's ability in this business, but you can discount at least 99% of that." Another distributor was disturbed enough to send ad to factory and ask for advice on what to tell customers.

But impact can't be ignored. Mingling with crowds during early shows, we heard this general reaction: "Wonderful." From people who have TV sets, there was this fairly consistent reaction: (1) "I've had too much enjoyment out of my set to regret buying it or to worry about color." (2) "I understand I can convert my set to color whenever it comes along."

From those without sets: "I'd love to have one of these, but I wouldn't wait indefinitely for it if I really wanted television."

Newspaper coverage of demonstrations further upset set-sellers. They're uneasy about such headlines as: "Color TV Makes Hit With Public As Demonstrations Start Here"; "Test of Color Video Pleases Audience." Stories quite accurately reported uniformly enthusiastic public response, quoted results of CBS's first-day survey, which found that about 90% of viewers said: color is more enjoyable than

monochrome; overall quality is good, very good or excellent; detail is very good or excellent; fidelity is good, very good or excellent. Brightness was "just about right" to 57%, "a little too bright" to 39%.

Dealers also complained to WOIC that color signals were fouling up demonstrations of sets. It's clear that not only CBS but local WTOP, owned jointly by Washington Post and CBS, have created antagonism among the makers and sellers of TVs which could hurt their time sales. CBS folk have already hinted at "boycott."

This much seems apparent: (a) People will be inclined to hold off buying if they are led to think color is just around the corner. (b) Surprisingly many expect color converters will take care of them when necessary.

CBS is using 8 Smith, Kline & French sets, feeding them from master set getting signals from WOIC. This gives good control, since operator at master set can keep all in proper alignment. Showings in downtown Walker Bldg. run 11 a.m. & 1 p.m. daily except Sunday until end of month. Demand for tickets is so heavy, demonstrations are booked up through next week.

Each viewer is given questionnaire to check reactions in overall quality, comparison with monochrome, brightness, detail, fidelity, etc. Most viewers are greatly impressed, offer little or no criticism. Pictures carry same appeal and showmanship evident in earlier demonstrations (Vol. 5:41,48).

COLOR ISSUE ALIVE AND KICKING: Color TV was very much topic of concern elsewhere than at CBS showings during week. RCA had its top brass -- including Sarnoff, Folsom, McConnell -- in town to observe progress on its compatible system, claimed to be considerable. After closed session in Silver Spring lab, impression was given that proper color-phasing (to keep colors from changing) is just about licked; also tri-color tube is coming along nicely. If so, one of RCA's biggest problems is over.

JTAC also saw RCA's latest pictures this week. And several FCC people will get a look next week. JTAC was closeted with Commission Friday afternoon, was asked to continue studies of color and monochrome interference ratios. Apparently, majority of Commission is more willing to listen to JTAC than is Comr. Jones, who called it a "pseudonym of the RMA...here today and gone tomorrow" (Vol. 5:50).

That automatic switch invented by FCC staffmen (Vol. 5:46-49), permitting set to receive either standard 525-line or CBS 405-line without manual control, can now be made and tested by CBS. It had asked permission, and FCC granted non-exclusive rights for 6 months, waived royalties, asked for report when hearings resume.

Latest claimant to new color system is Theodore A. Wetzel, 2027 N. 47th St., Milwaukee, radio amateur. Many have come to FCC with ideas, but he's first in months to ask to participate in hearing. He offers no clue how he does it, but claims his system is entirely compatible, all-electronic, allows for conversion of stations and receivers at low cost.

At Chicago merchandisers' meetings, assurances were heard on all hands that color won't disturb present production. As one manufacturer put it to his convention, "Color is years off; it would be 2 or 3 years away even if we had a satisfactory system now, which we haven't."

But they may be reckoning without the psychological impact not merely of CBS's publicity but Senator Johnson's apparent conviction that color is just around the corner. The Colorado Senator reiterated his desires in speech before FCC Bar Assn dinner Thursday night -- with commissioners and members of his powerful Interstate Commerce Committee present. It's manifest his mind is made up, for he said:

"The essential thing is a decision for the long pull; not something that will please a few powerful interests for today's profits. I am confident the [Condon Committee] will fortify and bolster the Commission's decision that we are ready for color television now..."

"It is in the public interest, therefore, to promulgate quickly broad and sufficiently general standards for color so that this delightful improvement may be developed naturally in the American free enterprise, non-monopolistic manner."

Still puzzling everyone is what "broad and sufficiently general standards" he conceives (Vol. 5:46).

THEATRE-TV ASSURED FCC HEARING: Motion picture industry got FCC notice this week (No. 5041, Doc. 9552) that preliminary fact-finding hearing will be held to determine whether to allocate frequencies for theatre-TV. Date wasn't set, but Feb. 27 deadline was fixed for comments, March 15 for replies to comments. It's unlikely hearing will come off before fall, or until TV color and uhf issues are out of way.

FCC wants to know why common carriers can't do relaying job. It's no secret AT&T will insist it can. But movie folk say costs would be prohibitive, quality of picture on narrow-band phone company circuits would not be as good as on wide-band microwaves. Telecasting industry, too, may be expected to have its say; attitude isn't clear yet, but may depend on how vigorously theatre-TV proponents push idea of exclusive programming (Vol. 5:46).

TOA board heard news of Commission action of Jan. 11 while meeting in Washington. Elated, executive director Gael Sullivan called it "most significant and heartening" to theatre owners. Board heard attorney Marcus Cohn and TV committee chairman Mitchell Wolfson (WTVJ, Miami) discuss strategy for hearings, urge coordinating committee for entire industry so that all-industry presentation can be made.

INTEGRATION ENDS AT NBC; 3 DIVISIONS: "Mr. Radio," they dubbed NBC's popular chairman Niles Trammell at Wednesday's meeting of network's Stations Planning & Advisory Committee in "heartfelt appreciation" for his efforts on behalf of broadcasting and affiliated stations. It was a sort of farewell to integrated AM-TV operation, for Trammell has consistently clung to belief TV won't develop at expense of AM -- subject of strong disagreements not only within industry but within company.

Next day, NBC president Joe McConnell released new pattern of divisional operation whereby AM network, TV network, owned-and-operated stations will operate with own complete staffs as separate and, whether it's admitted or not, inevitably competitive businesses -- not unlike the autonomous operation of General Motors or Procter & Gamble units. Setup is result of Booz, Allen & Hamilton survey.

Already top RCA-NBC executives are getting 4 separate monthly P&L statements: for AM and TV networks, for AM and TV stations. It's an open secret that TV network losses are mounting, due mainly to line costs, and that company's 5 TV stations are narrowing losses to point where they may emerge from red this year.

NBC divisional plan is opposite of integrated plan operating at top level of CBS. CBS owns only one TV station, however, and 49% of another.

Until new v.p. is picked to head radio network division, executive v.p. Charles Denny is in charge. Pat Weaver heads TV network, James Gaines all NBC-owned stations (AM-FM-TV). Just appointed to staff level is new v.p. for administration, Victor T. Norton, recently president of American Home Products Inc., ex-Kenyon & Eckhardt v.p. Reporting to him are William S. Hedges, now titled v.p. for integrated services -- or services common to all divisions; John McDonald, finance v.p.; O. B. Hanson, engineering v.p.; Hugh Beville, research; Ernest de la Ossa, personnel.

Reporting to Denny are Gustav Margraf, v.p. and general attorney; Sydney Eiges, press relations v.p.; Sidney Strotz, Hollywood v.p.

In TV network division, v.p. Pat Weaver has reporting to him: Carleton Smith, operations; Fred Wile, production; George Frey, sales; Norman Blackburn, Hollywood. Under Smith are J. R. Myers, controller; N. Ray Kelly, film syndication; Sheldon Hickox, station relations; Robert Shelby, technical operations. Under Frey are Edward Hitz, Eastern sales; Eugene Hoge, Chicago sales; Robert Sarnoff, program sales; James Nelson, advertising; Robert McFadyen, research. Under Wile are Ernest Walling, program manager; Carl Stanton, program procurement; Francis McCall, news.

Reporting to Gaines are all managers of NBC's AM-FM and TV stations, but it's good guess their now-integrated managements will eventually be separated in line with basic policy. Local sales and program staffs are already being separated.

In radio network division, v.p. Harry Kopf heads sales; Tom McCray, programs; Wm. Brooks, news-special events; George McElrath, technical operations -- reporting to Denny for time being. Reporting to Kopf are v.p. Charles Hammond, advertising; Easton Woolley, station relations; George Wallace, sales planning; and sales chiefs Walter Scott, East; Paul McCluer, Chicago; Frank Berend, West Coast.

New TV committee of NAB didn't have much time for purely TV matters at meeting this week, did draw up list of 24 projects, is holding mail ballot to determine members' views on what subjects should be given priority—among them set census, sales aids, program idea exchange, publication of directories of film, program and commercial sources, etc. Committee, headed by Eugene Thomas, WOIC, Washington, includes Hugh Beville, WNBT, New York; George Burbach, KSD-TV, St. Louis; E. K. Jett, WMAR-TV, Baltimore; Dwight Martin, WLWT, Cincinnati; John Outler Jr., WSB-TV, Atlanta; Robert Swezey, WDSU-TV, New Orleans; Donald Tatum, KTSL, Los Angeles. Alternates: Roger Clipp, WFIL-TV, Philadelphia; B. J. Rowan, WRGB, Schenectady; J. Gorman Walsh, WDEL-TV, Wilmington.

Sen Johnson dug into subjects other than color (see page 2) in Bar Assn speech, asserting: (1) Congress regards the Commission "as an extension of ourselves," not of the Executive; it might be better if House Speaker appointed commissioners, with Senate confirmation. (2) AM clear channels should be duplicated as soon as possible. (3) UHF must be allocated before freeze is lifted. "Easily identified selfish interests are laboring day and night to lift freeze now and do nothing more." (4) To relieve foreign pressure on our AM system, it might pay us to subsidize conversion of Cuba and other countries to FM, including replacement of AM sets. (One banquet wag commented, "He wants to give FM to the Indians.")

Complications arising from death of Thomas S. Lee, owner of Don Lee network and stations, who jumped to his death Friday in Los Angeles: (1) Contents of will, if any. (2) Validity of any will, since he was adjudged "mentally incompetent." (3) Who are heirs or beneficiaries; only known close relatives are Los Angeles aunt, his legal guardian, and Seattle uncle. (4) Whether radio properties and Cadillac dealerships must be sold to satisfy will's provision (if will exists and is valid). Lewis Allen Weiss and Willet Brown, trustees, continue in that capacity until disposition of estate is decided.

Unusually sarcastic is wording of FCC public Notice No. 50-51, ordering Richards stations to hearing in Los Angeles March 13 on charges of news slanting, etc. (Vol. 5:31). Order said FCC doesn't want to jeopardize Dick Richards' health by forcing him to appear, but added "we are not unaware that during most or much of the time of [his] chronic illness . . . he has maintained a certain amount of physical activity." Comr. Hyde dissented, Hennock didn't vote. Hearing comr. will be named later.

Elimination of trafficking in licenses is objective of proposed rule issued by FCC this week (Docket 9553, FCC Notice 50-44). Proposal would make AM, FM or TV grantee forfeit CP if contract for its sale was entered into before station went on air. Existing stations holding CPs for "major modifications" (to be determined in each case) wouldn't be permitted to transfer such CPs before beginning of program tests. Comrs. Hyde and Jones dissented, said proposal is inconsistent with Communications Act, asserted: "Good faith, unforeseen conditions and happenings, no matter how onerous, would be no basis for relief." They pointed out, further, that FCC can deal with trafficking as it comes up, since it scrutinizes and authorizes all sales. Deadline for comments is Feb. 17.

Ban on test pattern with music background, proposed by FCC (Supp. 69), this week brought dozen comments asking relaxation. They range from mild request for 15-min. music warmup period before day's telecast schedule to demand for virtually no restrictions. Several say Commission's proposal isn't altogether clear, wondering whether music can be used with Multiscope, for example.

Personal Notes: Ernest Walling promoted to NBC-TV program mgr., with Leonard Hole, ex-DuMont, named production mgr. under him . . . Kenneth Craig, ex-radio director, McCann-Erickson, Chicago, now executive asst. to CBS central division v.p. Leslie Atlass; John Ackerman succeeds Frank Falknor, now program operations v.p. in New York, as asst. gen. mgr. of WBBM . . . Geraldine B. Zorbaugh, ABC lawyer, promoted to asst. gen. attorney . . . Michael J. Foster, handling CBS color TV publicity, now asst. director of CBS press information. . . . Forney A. Rankin, NAB govt. relations director, has resigned to rejoin State Dept. . . . James E. Hanna succeeds H. L. McClinton as radio-TV v.p. of N.W. Ayer . . . Neville Miller newly elected president of FCC Bar Assn; Wm. Porter, 1st v.p.; Arthur Scharfeld, 2nd v.p.; Thad Brown Jr., secy; Reed Miller, treas.

Telecasting notes: Lever Bros. president Charles Luckman told newsmen last week that to be near centers of TV was one of reasons for moving executive setup to New York, disclosed Lever will spend about \$2,000,000 on TV this year . . . It's unofficial, but probably reasonably close, that NBC's TV network-plus-station income was about \$10,000,000 this year . . . Separate sales and program staffs for TV and radio, remaining under mgr. Wm. McAndrew, set up this week by WRC & WNBW Washington (NBC) . . . Motorola distributor B. H. Spinney Co., Syracuse, buys daily new show on WSYR (AM-FM) to promote TV, in anticipation of greater sales when city's second station, WSYR-TV, opens in March . . . *Chicago Tribune's* WGN-TV buys up rights to all Cubs' home games from P. K. Wrigley Jr. . . . CBS-TV starts Robert Q. Lewis' *The Show Goes On* Jan. 19, Thu. 9:30, but following Thursday it's on at 8—unique alternating pattern that will be permanent; on Jan. 20 TV show will be carried on AM at 9:30 as recorded playback of sound portion . . . Crosley deal to sell WINS, New York, to *Il Progresso-Italo Americano* is off.

Network accounts: Lucky Strike has booked Robert Montgomery to produce, direct and narrate new series on NBC-TV, every other Mon. 9:30-10:30, starting Jan. 30; film star has quit Hollywood for fulltime TV work, for present, has been named an executive TV producer at NBC . . . Doubleday & Co., publishers, sponsoring John Gnagy's *You Are an Artist* on NBC-TV, Tue. 11-11:15 . . . Ford Dealers Assn to sponsor Jan. 22 & 29 *Super Circus* on 12 ABC-TV stations, 5:30-6; Canada Dry still sponsoring 5-5:30 segment . . . Knomark Mfg. Co. (Esquire boot polish) on March 16 begins sponsoring *Blind Date*, with Arlene Francis, on 20 ABC-TV stations plus 5 via kine-recordings, time not yet set . . . Walter H. Johnson Candy Co. (Powerhouse candy bar) on Jan. 23 begins sponsoring *Captain Video* on 5 DuMont stations, Mon.-Fri. 7-7:30 . . . Philip Morris discontinuing Herb Shriner's 5-min. shows on CBS-TV after Feb. 4 . . . Packard reported planning new TV variety show, no details . . . Ford Dealers of America buy one-shot of *The Front Page* on CBS-TV, Thu., Jan. 26, 8-8:30, which moves *The Show Goes On* to 8:30-9 and *Escape* to 9:30-10.

President Leonard Goldenson of United Paramount Theatres Inc., successor to Paramount Pictures theatre chain (Vol. 5:52), announced this week UPT was going ahead with plans to install theatre-TV equipment in its key theatres (Vol. 5:43), also affirmed company's plans to go ahead with TV station applications in Boston, Detroit, Tampa, Des Moines. Robert H. O'Brien, UPT secy-treas, is TV chief, with Robert Weitman, managing director of New York City Paramount theatres, TV talent and programming consultant; Jason Rabinowitz, ex-Chase National Bank, is O'Brien's special TV asst.

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Television Digest

WITH AM / FM REPORTS

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January 21, 1950

2,837,500 TV SETS MADE DURING 1949: December's 350,500 TV output brought 1949 total to 2,837,500 -- well in excess of our 2,750,000 estimate. And it brings cumulative postwar TV production to 3,995,000, which is comfortably in excess of Jan. 1, 1950 estimate of 3,950,000 sets-in-use (see p. 4).

Slowdowns just before and after Xmas, plus tooling up for new lines, accounted for decelerating weekly rate of production reported by RMA for December: first week 91,424, second 87,336, third 68,323, fourth 44,978. This totals 292,061, but we've added conservative 20% to account for non-RMA and arrive at round figure of 350,500. December figure compares with 5-week November's 497,000 and 4-week October's 365,000 (Vol. 5:52).

The 2,837,500 TVs for 1949 compare with RMA's count of 866,832 in 1948, 178,571 in 1947, 6476 in 1946 (when industry resumed, postwar), and 10,000 estimated for all prewar. In other words, even if RMA figures were projected to include non-RMA, more than twice as many TVs were made in 1949 as in all other years combined.

December radios of all kinds totaled 998,993, including TVs, according to RMA. This compares with 1,324,359 in November. Thus RMA alone reports 9,680,773 in 1949, which compares with 14,132,625 in 1948, 17,695,677 in 1947, 13,326,985 in 1946. RMA's December TV breakdown: table models, 167,752 (8083 with AM and/or FM); TV-only consoles, 91,739; combination consoles, 32,570 (22,960 with phonos, remainder with AM and/or FM-only).

RCA SOLVES ITS MAJOR COLOR PROBLEM: That big sigh of relief you hear comes from RCA. Simply stated, its color system now works. With the most significant development since color hearing started, RCA's engineers have tied colors down so that they don't drift willy-nilly all over the color spectrum (Vol. 6:2). Receiver is turned on and colors stay put without adjustment. Competent engineers had seriously wondered whether it could be done.

Frankly skeptical, after RCA's unquestionably poor performances in previous demonstrations (Vol. 5:42,48), we went out to Silver Spring (Md.) laboratory Wednesday and saw for ourselves. They've done it, no doubt about it.

Pictures still aren't perfect. We'd judge color fidelity slightly below CBS's. Definition is considerably superior to CBS's and the compatible black-and-white reception on standard sets is improved, if anything.

Clear whites, yellows and browns -- missing from the other demonstrations -- showed up and stayed true. Elated, Dr. George Brown said: "Look, no hands!" as technicians kept away from controls. Dichroic-mirror type sets were used, projections having been shoved into background, temporarily at least.

Defects were still evident: Red shades sometimes tinged bottom of picture; occasional red fringing (objects outlined with thin line of red).

RCA achieves stability by transmitting 3.6-mc "bursts" for each line, every 63 microseconds. These keep receiver exactly in step with transmitter. We suspect RCA might have done this before, except that it wanted to make capital of fact it proposed absolutely no change in standards.

Achievement still leaves RCA with 3 jobs, as we see it: (1) Further improve color quality. (2) Bring picture out of that dichroic mirror "tunnel," with single direct-view tube. (3) Reduce receiver complexity, cost and bulk.

Proper single tube could solve many of RCA's problems (as it could for CBS and CTI), and we have a strong suspicion RCA really hopes to have it for Feb. 23-24 comparative demonstrations -- even though spokesmen say merely that they'll demonstrate "status of advances" within 90 days (Vol. 6:1).

Ten sets are currently in production. First goes to FCC next week, second to Condon Committee shortly thereafter. Balance will come through, about 2 a week, Commission's receiver distribution committee to decide where they go. Commissioners themselves haven't seen latest pictures, though staff has (Vol. 6:2).

Whether public showings will be made is undecided, though RCA feels it has a picture it can display without fear. Life Magazine has been shooting pictures of RCA as well as CBS color for as yet undecided publication date. Like CBS's, RCA test telecasts have been on daily afternoon and evening schedule.

Color adjacent-channel study was submitted to FCC by RCA this week. Conclusions are same as those it found for co-channel interference (Vol. 6:1): For purposes of allocation, color TV is no different from black-and-white. RCA's engineers haven't submitted study on how other kinds of interference (diathermy, oscillator, etc.) affect color, but they say that day-to-day work with color leaves little doubt problems are same as for monochrome.

COLOR STILL 'THE WASHINGTON STORY': While RCA was quietly sweating over its color system in suburban Washington lab (see p. 1), CBS continued to whoop it up downtown -- strutting its stuff with customary program and promotional brilliance.

CBS sets have been placed in additional strategic spots. Homes of President Truman, Senators Johnson and McFarland, Comr. Hennock now have them, in addition to other 6 commissioners. More will be spotted as fast as they arrive, presumably in homes of other VIPs.

Senators, Supreme Court, Cabinet and White House aides are scheduled to see demonstration Monday. Next 2 days, Congressmen are invited; Jan. 30, bigwigs of military and other govt. agencies. Demonstrations end Jan. 31, resume at FCC hearing Feb. 23-24.

Even facade of Washington's Walker Bldg., where public demonstrations are being held (Vol. 6:2), is emblazoned with colored signs about color TV inside.

Big publicity windfall came Friday, and CBS promoted it to hilt, when one Forrest Killy, electrician of Roselle, N.J., was reported to have rigged up CBS color converter out of old phonograph motor and cellophane -- for 30 cents. N.Y. Herald Tribune gave it front-page picture play, 3 columns wide. AP and UP put long story on wires. Saturday, Washington papers reported WTOP, FCC and Naval Research Lab technicians had done similar conversions for a few cents or dollars.

* * * *

Color Television Inc. has begun its pitch in San Francisco. Last week, it showed newsmen off-the-line pictures. This week, it telecast over KPIX, 1-2 p.m. daily. Wrote George Voigt in Jan. 9 Chronicle, which operates KRON-TV:

"It was a successful showing. The colors were true and pretty. The picture clear. To me, it was actually exciting to view. Here was beautiful color television on a screen as distinct as any black-and-white. But I'm not going to hold my breath until I have color television in my home. And I'd advise you not to either. It will be a long spell of breath holding."

CTI has 7 sets, is building more as it gets tubes. Plans are to have equipment in Washington by Feb. 10; arrangements for telecasting are being made.

* * * *

JTAC came away from session with FCC last week (Vol. 6:2) "tremendously encouraged," as one member put it. Comrs. Coy, Jones, Sterling and Webster and all 8 JTAC members were present. Comr. Jones still has jaundiced eye for anything JTAC might do, because of members' industry affiliations. But Commission majority urged group to continue work, cooperate closely with FCC staff.

Hint of "anti-trust" action against industry for "holding back" color was contained in Comr. Jones' speech before American Marketing Assn in New York Tuesday. Afterward, he made clear to reporters he was speaking for himself, didn't know .

whether rest of Commission thought same way. [Editor's note: It doesn't; Jones is obviously minority of one, with one possible adherent, in his suspicions of "bad faith" on part of industry; moreover, he's Republican, and even that minority party isn't disposed to heckle industry unduly.] Burden of speech was that he doesn't believe FCC can rely on industry itself for optimum TV-radio development.

New National Television Systems Committee was established by RMA at Tuesday's New York meeting (Vol. 6:1). GE's Dr. W. R. G. Baker is chairman, Electronics Magazine's Donald Fink (also JTAC chairman and Condon Committee member) and Philco's David Smith (also JTAC), vice chairmen. Committee will study freeze and uhf in addition to color, submit reports to FCC and be available to FCC for chores.

* * * *

Color pot bubbled elsewhere, too: One Elman Meyers, Pompton Lakes, N.J., who has worked on color newsreels for Fox, is reported having "something worth investigating," according to major manufacturer, though it's added his ideas have theoretical limitations...FCC wrote Prismacolor Pictures, Chicago firm asking to join hearing (Vol. 5:47), that it hadn't shown sufficient evidence to warrant consideration, but that Commission would be glad to get real information and reconsider...Those Rensselaer Polytechnic Institute men who claim new system (Vol. 5:50) haven't told anyone yet what they have, including an inquiring FCC. But they're scheduled to read paper on "Electro-Optical Filters for Color TV" at IRE convention in March. Title is clue to what they're thinking about -- something engineers have dreamed about for years...CBS's Dr. Goldmark speaks to Washington IRE Jan. 24.

GOOD START FOR LANSING & KALAMAZOO: Before end of March, possibly earlier, 2 more of Michigan's most populous areas will be opened up as TV markets -- Lansing and Kalamazoo. Thanks to service already obtainable from Grand Rapids' single station, and to lesser extent from Detroit's 3, these cities and their contiguous areas have quite a few receivers already. Fact is, Kalamazoo's WKZO-TV already claims 46,640 sets among the 1,587,600 people it claims it will cover.

Within 40 miles of Kalamazoo, for example, are such towns as Battle Creek, Allegan, Coldwater, Dowagiac; within 60 miles are Grand Rapids, Holland, St. Joseph, Lansing, Jackson, South Bend, Elkhart, Goshen. Nearest other station on its Channel 3 is in Milwaukee, 130 mi.

As for Lansing's WJIM-TV, which has asked FCC for STA to start tests Feb. 21 (with temporary 500 watts), its 40-mi. radius will include Jackson, Owosso, Charlotte; 60-mi. will embrace Grand Rapids, Saginaw, Battle Creek, Flint. Nearest other occupant of its Channel 6 is in Indianapolis, 217 mi.

Both new Michigan outlets plan own relays for network interconnections. Kalamazoo is tying into AT&T coaxial at South Bend, 59 miles away, with one relay via Marcellus, claims this is first such interconnection authority sought since FCC lifted ban (Vol. 5:47). Lansing will interconnect from Detroit, 82 mi., via Oakland.

Definite commercial starting dates of both remain to be announced, depending on progress of transmitter, tower and relay installations.

TEXAS, IOWA OUTLETS NEXT; FOX DROPS: Next to start, among the even-dozen CPs still on tap, will be San Antonio's KEYL on Channel 5 and Iowa State College's WOI-TV, Ames, on Channel 4. Former is now testing, begins regular schedules Feb. 1, will be nation's 99th station. Iowa's first outlet, covering Des Moines and other populous new markets (Vol. 5:49), was to begin testing this week end or early next week, now plans T-Day either Feb. 14 or 21.

San Antonio's second station began tests Jan. 10, exactly 63 hours, 28 minutes after arrival of transmitter -- claims this is installation record. Good reception of 9-5 daily test patterns has been reported as far away as Corpus Christi, 128 mi. As of Feb. 1, it begins daily Multiscope and test patterns for dealers 10-2, patterns 2-5:30, regular programs 5:30-9:30 or later. Kine commercials will come from 3 networks, starting with Fred Waring from CBS, Lone Ranger from ABC, Morey Amsterdam from DuMont.

Prospective advent of Iowa State's WOI-TV has raised some policy questions, which Board of Education has resolved. Like its AM counterpart, WOI-TV must be

"non-commercial." But it needs programs, and Board of Education has authorized it to accept network service (kine recordings until interconnection next October) and apply revenues to purchase of more equipment. It will carry no local or other commercials. Having no camera chain yet, it will rely for time being on films and is committed to relinquish any network arrangements as soon as commercial stations are built. (There are no Iowa CPs, so nothing is in prospect until end of freeze.) It will operate Mon. thru Fri. 6-9, with test patterns Mon. thru Sat. 3:30-5:30.

Since Des Moines market is new, set makers are planning heavy sales -- particularly in nearby towns and rich farm area. RCA already has 60-man installation-servicing crew headquarters in Des Moines. Notes on other upcoming new stations:

Looks now like Feb. 15 testing date for WHAS-TV, Louisville, whose tower was up to 350 ft. Thursday, same day GE shipped 12-bay superturnstile called "largest of its kind in the world"; it weighs 4 tons, will radiate from 48 bat-wing-shaped antenna elements spaced in groups of 4 about every 6 feet. "Our own picture is much brighter, and so is TV's," says Courier-Journal in formal statement that "no further bids will be entertained" for purchase of WHAS and WHAS-TV.

Two more months are needed to get WCON-TV's 1056-ft. Ideco tower up, tallest TV mast yet. That means about April 1 for tests of Atlanta's third station... WSYR-TV, Syracuse, begins installing 200-ft. antenna Jan. 23 week. NBC-TV announces it is 27th interconnected as of Feb. 15, but tests aren't likely before March 1.

* * * * *

Dropping all 5 of its station applications, 20th Century-Fox gave as its reason that it wants to concentrate on theatre-TV, more in its line. It had gone to hearing on San Francisco, had also applied for Boston, St. Louis, Kansas City, Seattle. Gearing for FCC theatre-TV hearing (Vol. 6:2), 20th Century has renewed contract with RCA for theatre-TV equipment (Vol. 6:1).

CP for WRTV, New Orleans, is now permanently off rolls, FCC this week finalizing proposed decision against extension (Vol. 6:1)...FCC general counsel filed opposition to Raytheon petition for rehearing on denial of extension of WRTB, Waltham (Vol. 5:6,7,26,52), and final decision due momentarily...Uhf experimental station W2XMT, New York (Ira Hirschmann), dropped from rolls this week because FCC found it hadn't been operated since February...Uhf experimenter John H. Poole (KM2XAZ, Long Beach, Cal.) authorized by FCC to buy 1-kw AM daytimer WKW, Pasadena, for \$57,500.

Count of TV Sets-in-Use by Cities

As of January 1, 1950

Sets-in-use rose to 3,950,000 as of Jan. 1, according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service area (.5Mv). January report embraces non-TV served Norfolk. It represents 453,000 increase over Dec. 1 count (Vol. 5:52).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	450,000*	124,000
Boston	2	1,175,000*	248,000
Buffalo	1	323,000	62,200
Chicago	4	1,438,000	337,000
Cincinnati	3	384,000	67,000
Cleveland	3	695,000	137,000
Columbus	3	225,000	33,900
Dayton	2	291,000	31,300
Detroit	3	839,000	145,000
Erie	1	112,000	15,000
Grand Rapids	1	182,000	9,500
Lancaster	1	85,000	25,200
Milwaukee	1	327,000	72,200
New Haven	1	557,000	66,500
New York	7	3,597,000	1,015,000
Philadelphia	3	1,184,000	350,000
Pittsburgh	1	742,000*	64,000
Providence	1	1,011,000*	27,000
Richmond	1	130,000	20,900
Rochester	1	208,000	21,200
Schenectady	1	258,000	52,000
St. Louis	1	474,000	77,800
Syracuse	1	199,000	24,600
Toledo	1	241,000	33,000
Utica	1	127,000	5,600
Washington	4	324,000*	91,000
Wilmington	1	183,000	24,100
Total Interconnected	53		3,180,000

Non-Interconnected Cities		
Albuquerque	1	22,000
Atlanta	2	233,000
Binghamton	1	131,000
Birmingham	2	196,000
Bloomington	1	104,000
Charlotte	1	171,000
Davenport	1	133,000
Fort Worth	1	269,000*
Dallas	2	277,000*
Greensboro	1	165,000
Houston	1	217,000
Huntington	1	132,000
Indianapolis	1	281,000
Jacksonville	1	94,000
Johnstown	1	250,000*
Kansas City	1	275,000
Los Angeles	7	1,372,000
Louisville	1	188,000
Memphis	1	177,000
Miami	1	117,000
Minneapolis-St. Paul	2	333,000
New Orleans	1	225,000
Norfolk	1	196,000
Oklahoma City	1	138,000
Omaha	2	132,000
Phoenix	1	49,000
Salt Lake City	2	93,000
San Antonio	1	130,000
San Diego	1	113,000
San Francisco	3	825,000
Seattle	1	307,000
Tulsa	1	125,000
Others	—	2,200
Total Non-Interconnected	45	770,000
Total Interconnected and Non-Interconnected	98	3,950,000

* Family figures are based on estimates of 1948 population. Note that Boston-Providence, Dallas-Fort Worth, Baltimore-Washington, Pittsburgh-Johnstown coverages (hence total families) overlap. In case of Washington, total families embraces only D. C. metropolitan area. In case of Baltimore, total is claimed coverage of local stations, including overlap into Washington.

† WTAR-TV due to start scheduled operation in April, 1950.

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January 28, 1950

DALLAS NEWS BUYS TOM POTTER'S KBTW: Deal has been closed for sale of Dallas' 4-month-old KBTW to Dallas News (WFAA) interests, subject to FCC approval. Price is \$575,000, just about what oilman Tom Potter has spent on project. Dallas News agrees to underwrite KBTW losses up to \$25,000 monthly from Jan. 1, pending transfer. KBTW is now about \$120,000 in red, has had succession of managers in its short career, is headed by son Jack Potter who has shown little interest in the business.

Newspaper will change call to WFAA-TV, operate it under same management as its 50-kw AM (Martin Campbell), drop own pre-freeze application. It was apparently impelled to hasten entry into TV by fact rival Dallas Times-Herald (KRLD & KRLD-TV) began TV operations with big splash in December (Vol. 5:48); and Fort Worth Star-Telegram (WBAP & WBAP-TV) has operated TV since September, 1948. Already, manager Martin Campbell boasts Dallas TV sales are running 60-40 ahead of Fort Worth.

Note: St. Louis Post-Dispatch, now operating its 3-year-old KSD-TV in the black (Vol. 5:48), reports "TV has created an entirely new source of advertising revenue -- the sale of newspaper lineage to sell receiving sets and remote programs." During 1949, Post-Dispatch carried 512,102 lines of "strictly TV" advertising, representing \$241,971 revenue -- 60% more than preceding year.

SET SALES WIDENING TV 'CIRCULATION': Your "circulation department," Mr. Telecaster, is going great guns -- faster than fondest dreams. Short of war or depression, despite prospect of continued confusion in public mind about color-uhf-allocations, it's good guess that the set makers and distributors will sell nearer 5 than 4 million TVs this year. You're in best position to calculate your own locality's share.

When TV set prices break to point where almost any family can feel they're within reason, when Admiral and Philco boast in terms of around 1,000,000 sets each this year (Vol. 6:1), when RCA says it will do even better, when DuMont says 1950 output will double 1949 -- even allowing for wishful thinking or braggadocio, you know this business is on the march. As one veteran of the merchandising wars put it:

"It's the genius of American enterprise, or maybe it's simply the luck of American business, that something comes along periodically to fire the public imagination and evolve into something big. Earlier in the century it was the automobile, the airplane, the movies, the phonograph, the radio -- and now it's television. The future of TV as an industry, to say nothing of it as an art, is just as certain as any of these."

If TV manufacturers and sellers do indeed put 4,000,000 or more TVs in public's hands this year, that means total of more than 8,000,000 at end of year -- or as many during 1950 as during entire 3½ years since mid-1946 when TV began its post-war emergence. (Prewar, only about 10,000 sets had been produced.)

In terms of telecast "circulation," we can only generalize in light of varying service areas -- but these conclusions seem fair:

Some 25,000,000 families out of country's 37,280,000 (U.S. Census 1948 estimate) will be within primary service areas of the 108 TV stations likely to be in operation by mid-year (98 now). Among these, a minimum of 8,000,000 receivers in operation by end of 1950. Allowing margin for receivers in public places, end of this year should find one out of 3 homes in TV areas with TVs.

Some areas will do better than others, of course. New York already has over

1,000,000, or better than one to every 4 families. Philadelphia has fewer sets but ratio is about same. (For "depth of penetration" figures, see Vol. 6:2; for Jan. 1, 1950 area-by-area receiver count, see Vol. 6:3.)

Over-all picture is indeed heartening alike to editorial (program), business (sponsorship) and circulation (audience) offices of the telecasters.

SOME KEYS TO WHAT MAKES JONES TICK: In addition to imputing bad faith, even "conspiracy" in violation of anti-trust laws on part of manufacturers "who wish to preserve an exclusive black and white receiver market," FCC's crusading Comr. Bob Jones now inferentially blames broadcasters as well (a) for FM's troubles, and (b) for providing multiple [broadcasting] service to well-populated areas and little service to sparsely settled areas. In short, he implies that broadcasters are also parties to a "plot" to hamstring radio as well as TV.

That's how we understand Jones' most recent utterances, notably his scathing public reply Jan. 24 to NAB president Justin Miller's letter of Jan. 19. Judge Miller, injecting himself into color issue after long remaining quite aloof, had written Jones to suggest he's sure Jones would not use "the power of the government to force assembly-line production before the laboratory work has been done which is necessary for the development of new industrial procedures."

Miller referred to Jones' crusade for color-in-a-hurry, of course, and particularly to Jones' recent speech before American Marketing Assn (Vol. 6:3). You can get text of their exchange of correspondence from FCC press room, also text of speech. If you're concerned about color issue, if you too wonder what makes Bob Jones tick, we recommend you read them; also read text of his similarly publicized and revealing exchange of letters with Paramount's Paul Raibourn (Vol. 5:50). But read them with these basic assurances:

(1) That Jones is in minority, engaged in one-man crusade, with majority of his colleagues, several with far more technical training and experience, utterly unconvinced and unlikely to be convinced that any plot's afoot or that the industry is led by men of sinister motive.

(2) That whatever Jones' goals may be, he's not carrying torch for CBS color system per se, though that may appear to be effect of his campaign. Indeed, he has gotten into that company's hair almost as much as others; witness his "open letters" to CBS president Stanton last fall (Vol. 5:35).

(3) That men of the stature of JTAC and the Condon Committee, not to mention business men of the calibre and political influence of the manufacturers and broadcasters, can't be cowed.

Comr. Jones' methods are reminiscent of other "men with missions", who sat on FCC but were out of tune with the natural developments of the industry in their time. McNinch, Payne, Durr are good examples; they accomplished exactly nothing with their curious crusades -- one employing somewhat similar publicity methods.

And it's hard to reconcile Jones' hectoring tactics with his political party background. At least it's somewhat ironical that a New Dealer, as chairman of FCC, represents the realistic approach, and a Republican the synthetic "trust buster" approach to so highly competitive an industry. Apparently, Jones has yet to learn that govt. fiat can break, but not make, a radio service. In words of one veteran of the Washington wars:

"Maybe we worry too much about pressure by press release."

* * * *

Though nobody has ever regarded him as spokesman for TV, though NAB rank and file AM membership loses little love on TV, Judge Miller took up cudgels Friday in sharply worded reply to Comr Jones. Like FCC's, which Jones uses, NAB's mimeographs went into action, too, quoted Miller as saying Jones "misconstrued what I said...he did not understand either the intent or the meaning of my words...read into them such fantastic implications." Then: "I am happy, nevertheless, that this has provided an occasion for the Commissioner to make even more clear the philosophy which underlies his behavior as a member of a high government body."

NBC has revised 2½-hour Saturday night plan to meet objections stemming from DuMont complaint and FCC inquiry (Vol. 6:1), has sent new offer to affiliates for 13 weeks beginning Feb. 25. Biggest change is provision permitting stations in 19 markets with less than 3 outlets to take any half-hour portion of program, rather than all-or-nothing as originally. Also, where station is committed to alternate weeks for other programs, NBC says it will permit alternate-week order for its "jamboree" too. Among other details, new offer spells out fact station can reserve right to reject any portion for any reason. New plan contemplates 1½-hour New York origination, plus hour from Chicago. Whether this will meet DuMont objections and satisfy FCC isn't known.

Academy of TV Arts & Sciences awarded its 1949 "Emmy" counterparts to movie industry's "Oscars" at Hollywood dinner Friday to following: Ed Wynn and *Ed Wynn Show*, outstanding live personality in West Coast TV and best live program (it's kine in East); *Texaco Star Theatre*, best kine show (live in East); Milton Berle, outstanding kine personality; *Time for Beanie*, best children's; *Life of Riley*, best film; Lucky Strike, commercial films; *Crusade in Europe*, public service; KECA-TV, sports coverage; KTLA, station achievement; Harold Jury, technical award for developing synchronizing coordinator.

Interconnection between common carriers for TV intercity networking will be question heard March 6 by FCC examiner Johnson. This is continuation of hearing on interconnection ban, which resulted in Commission deciding AT&T had to hook up with privately-owned intercity microwave systems (Vol. 5:37).

FCC gave Crosley and Philco temporary extension of licenses to April 1 for their intercity TV relay systems this week (Crosley's ties Cincinnati-Columbus-Dayton together; Philco's, New York-Philadelphia), asked them to check with AT&T on status of its ability to meet their needs. Commission reminded telecasters that privately-owned intercity relays are only temporary authorizations until common carriers can meet requirements.

Looks like Zenith will get chance to test Phonevision after all. Understood FCC reversed itself this week, Comr. Hennock changing mind, joining Comrs. Coy, Sterling, Hyde in decision to let Zenith test out "pay-as-you-see" TV in Chicago before being called to justify system to FCC (Vol. 5:50, 53).

Personal notes: Edward Madden, onetime McCann-Erickson, recently head of American Newspaper Advertising Network, joins NBC Feb. 1 as asst. to president Joseph McConnell, is said to be slated to become AM network v.p. . . . Frank J. Reed promoted to head new NBC-TV sales service dept. . . . Halsey V. Barrett transferred by DuMont Network from spot to network sales; Arthur C. Elliot now spot sales, William Walters local sales . . . Albert B. Taylor, ex-William Morris, new v.p. of Naisht Productions Inc. . . . Robert W. Day, ex-H. B. Humphrey Co., now radio-TV director of Lynn Baker Inc. . . . James E. Hanna, succeeding H. L. McClinton as head of N. W. Ayer radio-TV dept., elected to board of directors . . . Charles A. Prince, ex-NBC, now TV director of Rogers & Smith agency . . . James Shelby promoted by McCann-Erickson to TV director, succeeding Kenneth Craig, now CBS . . . Emanuel Sacks quits as v.p. and director of Columbia Records Inc. to join RCA Victor as director of artists relations . . . Drew Van Dam now ABC personnel director.

Telecasting notes: Three temporary license renewals by FCC this week were for clarifications about: KING-TV, Seattle, plans for financing; KPIX, San Francisco, contract with local church; WXYZ-TV, Detroit, ABC's involvement in spot rep case (Vol. 5:45) . . . New rep of *Kansas City Star*'s WDAF-TV is Harrington, Righter & Parsons; it's exclusive TV rep firm's fifth outlet, third to be weaned away from Petry—others being *Buffalo News'* WBEN-TV, *Milwaukee Journal's* WTMJ-TV. Petry will continue for WDAF-AM . . . *Dallas News* purchase of KBTV (see p. 1) is second TV sale in year, other being KRSC-TV, Seattle (now KING-TV), whose founder Palmer Leberman also found operation too costly to sweat out (Vol. 5:20, 23, 30); FCC approval seen certain since prejudice against newspaper ownership hardly exists any more . . . Los Angeles' KFI-TV, now daytime-only, in about 3 months will add about 30 hours per week, mostly night, to present 57-hour operating schedule; has signed up all home games of Los Angeles Angels, including night games . . . Remaining 12 Hialeah stake races to be televised via WTVJ, Miami.

CBS isn't selling black and white short, even though it's pushing color TV campaign hard (see story p. 3). In letter to advertisers Jan. 23, president Frank Stanton proudly boasts CBS-TV advertisers now number 30, sponsored hours 18 per week, time sales 20 times 1948's (figure isn't disclosed, but TV time sales believed running somewhat under \$5,000,000). Stanton also claims 4 out of 5 biggest audience shows, 6 out of first 10, 8 out of top 15, says CBS-TV has 11% higher evening average audience for sponsored programs than next network, obviously NBC. (Last year, similar claims touched off vigorous rebuttal by NBC's Niles Trammell; Vol. 5:10, 14). TV's cost per 1000 homes is now \$4.68, Stanton says, compared with \$7.21 in 1948.

Empire State Bldg. and NBC got together this week and structure will be used by 4 stations (WNBT, WJZ-TV, WABD, WPIX) as soon as antenna can be installed (Vol. 6:2). WJZ-TV got immediate go-ahead from FCC to transmit temporarily with already-installed 500-watt transmitter and single-bay supertturnstile; 5-kw unit will be moved from Hotel Pierre site fast as possible. WABD and WPIX haven't signed yet but are expected to shortly. Final antenna design hasn't yet been chosen, nor has manufacturer to build it been selected. A 199-ft. tower is contemplated, with WNBT on top, WABD on bottom, other 2 between;—making building 1499 ft. high.

In addition to creating Frequency Control Board above FCC, new Sadowski bill (HR 6949) would: (1) Give FCC authority, in addition to present power of license revocation, to suspend stations for 90 days, issue cease-and-desist orders, impose \$500-a-day fines. (2) Render stations immune from any libel action based on political broadcasts. House subcommittee hearings begin Feb. 20.

Dreams of recording pictures on tape (Vol. 5.9), and avoiding deficiencies of kine recordings, are revived in February *Electronics*. It reports suggestion of CBS's Howard Chinn that 8 parallel tracks, on wide tape, each handling 500 kc, might conceivably do job.

Survey of TV news presentation techniques at all 98 stations is being made by Ralph Renick, news editor of Miami's WTVJ, under \$2000 H. V. Kaltenborn Foundation Fellowship. He expects to present findings in 6 weeks.

FCC chairman Coy's next scheduled speech is March 14 at U of Oklahoma's Annual Radio Conference, title not yet selected.

Motion picture industry's long-sought opportunity to argue qualifications to hold radio-TV licenses in spite of anti-trust violations (Vol. 5:5, 11, 12, 51) will take place Feb. 13 before FCC en banc. Commission this week offered to hear all comers on question of establishing uniform policy regarding applicants who've run afoul of Federal laws. This would include also violations of such other Federal regulations as food and drug, unfair trade practices, taxes, financial, labor, lotteries, gambling—even, perhaps, moral turpitude. Commission wants to hear whether it has authority to consider such violations in determining applicants' qualifications, and if so whether there should be differences in its policy between convictions and consent decrees. Briefs are asked by Feb. 6.

Gauging potential set market for ensuing 6 months, Psychological Corp. queried 5000 people in 120 cities last November, including many without TV. Among results just announced: Those planning to buy amounted to 7.9%, even though there is no TV in some cities covered; of those planning to buy, 52% said they hadn't decided brand. Another phase of study covered 10,000 people, found 1130 owning sets with these brands: RCA 21.4%, Philco 15.5%, Admiral 8.8%, Motorola 5.8%, GE 5.4%, DuMont 5.1%, Emerson 4.1%, Crosley 2.9%, Westinghouse 2.1%, Magnavox 2%, Zenith 1.9%, Tele-tone 1.8%, Capehart 1.2%, Stromberg-Carlson 1.1%, Hallicrafters .9%, Transvision .5%, Pilot .5%, others 12.9%, don't know 6.1%.

Complaint about kinescope recordings arrived at FCC this week from Charles W. Curran, who identified himself as a viewer from Jackson Heights, L. I. In proper legal petition, he asks for amendment of Section 3.688 of Rules to require that stations identify program material as live, film or kine before program starts. Reason, he says, is that kines have about one-third the quality of live pickups and viewer spends time fruitlessly trying to adjust set for better picture. Chances are, if FCC sets subject for hearing, kine improvements (Vol. 5:51) will render matter moot by time of final decision.

In cleanup of experimental TV stations, FCC this week deleted stations held by Gus Zaharis, Charleston, W. Va.; Don Lee, Los Angeles; Philco, Philadelphia. In first case, Zaharis hadn't been doing anything with grant (like Metropolitan Broadcasting's last week; Vol. 6:3); in others, Don Lee and Philco had not changed to proper frequencies. Continuing policy of putting on temporary authority licensees involved in anti-trust cases (Vol. 5:10-12), FCC this week also temporarily extended licenses of experimental and relay TV stations of ABC, CBS, NBC, GE, DuMont, Paramount, Westinghouse.

First BAB retail information folder for TV, covering furniture advertising went out this week to NAB member stations. Folder includes data on national organization of industry, channels of distribution, gross and net income, inventory and turnover, seasonal trends, budgets, media preferences, etc. It is intended as guide for local stations in making own presentations. Future TV issues will deal with banks, automobiles, jewelry, laundries and dry cleaners.

Elaborate TV station-planning brochure (52-pages, 15 drawings) has been prepared by Dr. Walter Duschinsky of Van Doren, Nowland & Schladermundt, industrial designers, 205 E. 42nd St., New York. Dr. Duschinsky has worked on communications at UN headquarters.

Color hearing Exhibit 204, "Report of the Color Television Committee of the RMA Engineering Department," has been reprinted, is available at \$6 from Technical Secretary of IRE, 1 East 79th St., New York.

Network accounts: Packard Motor Car Co. ABC-TV show, as yet untitled, will start March 23, Thu. 9:30-10, featuring Edward Everett Horton as manager of mythical hotel . . . ABC-TV says Thu. night now sold out, including General Mills' *Lone Ranger*, 7:30-8; Admiral and Old Gold's *Stop the Music*, 8-9; Esquire Boot Polish's *Blind Date*, 9-9:30; Chesebrough and Blatz's *Roller Derby*, 10 to conclusion . . . Unicorn Press (Funk & Wagnalls' Encyclopedia) has purchased Fri. 8:30-9 edition of *Headline Clues* on 3 DuMont stations (WABD, WAAM, WTTG) . . . Pabst Brewing Co. starts March 1 to sponsor St. Nicholas Arena boxing on CBS-TV, Wed. 9:30-11; Marvel-Lens starts Feb. 7 to sponsor St. Nicholas wrestling, Tue. 10-11.

Station accounts: Additional local sponsors of ABC-TV second release of *Crusade in Europe* (27 stations, 11 sponsors so far) include Hot Point, on WJAC-TV, Johnstown, Pa.; Daniel Construction Co., WAFM-TV, Birmingham; Godchaux Dept. Store, WDSU-TV, New Orleans . . . Bromo-Seltzer buys spots before all Brooklyn Dodgers home games on WOR-TV . . . Bruno-New York (RCA distributor) with Sunset Appliance Stores sponsoring 12 N.Y. Rangers hockey games from Madison Square Garden on WPIX . . . Petri Wine renews film spots on KTSI, Los Angeles, thru Young & Rubicam . . . Banner Specialty Co. (coin-operated machines) buys weekly sport show on WCAU-TV, Philadelphia . . . Additional sponsors currently using or reported planning to use TV spots: New York Central R.R., thru Foote, Cone & Belding; Quaker City Chocolate & Confectionery Co. (Good & Plenty bar), thru Adrian Bauer Adv. Agency; Pequot Mills, thru Jackson & Co.; Brown Shoe Co., thru Leo Burnett Inc.; Goodyear Tire (Neolite), thru Compton Adv.; Owens Krass Inc. (Sark crossword cards), thru Hutchins Adv.; I. Newman & Sons (Sarong girdles), thru Silberstein-Goldsmith Inc.; Regina Cigar Co., thru Gresh & Kramer.

Potent testimonial to TV's potency, as quoted from talk by Saks-34th Street's sales promotion chief Arthur M. See, at recent NRDGA convention in New York, cue being end of 10-week successful sponsorship of *Your TV Shopper* on New York's WABD (Vol. 5:44): "I can say with dead earnestness that TV looks to me like a natural for retailers who want to sell merchandise hard, and want to move merchandise quickly. Radio could never do an effective job for retailers in spite of the best efforts of networks and merchants to utilize the medium."

Right of FCC to turn down newspaper applicant when in its view grant would permit news monopoly was upheld by U. S. Court of Appeals in Washington this week. Court denied appeal by *Mansfield (O.) Journal* from 1948 FCC denial for stations in Mansfield and Lorain on grounds *Journal* boycotted radio advertisers, refused to carry local station's log. Publisher has been charged with anti-trust law violations by Justice Dept. (Vol. 5:39).

Engineering personals: LaVerne M. Poast new partner in Washington consulting engineer firm of Craven, Lohnes & Culver . . . Philip Merryman takes over general managership of WLIZ, Bridgeport, Conn., 1 kw on 1300 kc., pending application to purchase control; he is continuing radio consulting practice . . . Carl E. Smith, engineering v.p. of *Cleveland Plain Dealer* stations (WHK, WHKC, etc.), has written *Communications Circuit Fundamentals*, second volume of his technical series published by McGraw-Hill . . . Paul J. Larsen, longtime TV chairman of SMPE before joining Los Alamos atomic energy labs, now director of civilian mobilization of National Security Resources Board.

THE PARAMOUNT-DUMONT PICTURE: Rumors that Paramount is about to sell its DuMont holdings, well within realm of possibility, are unconfirmable from any authoritative source. This much seems clear, though:

(1) That Paramount's hierarchy would be willing to cash in its DuMont chips, if they can get \$10,000,000 or more for them. Paramount Pictures Corp. owns 43,200 Class A shares out of 1,483,652 outstanding, 560,000 Class B (entire issue).

(2) That DuMont corporation itself is logical customer, for Class B shares at least, just to "get Paramount off its neck" -- but isn't inclined to pay today's market price for the shares since they don't involve control. Class B entitles Paramount to 3 of 8 directors.

(3) That other customers are hard to come by -- though there have been "some negotiations" over last few years and others may now be in secret progress -- because of practical inability of any purchaser to secure control.

(4) That Paramount would be in stronger position in applying to FCC for theatre-TV facilities, let alone more TV stations, if it divested itself of DuMont holdings. FCC has frowned on "interlock" despite avowals that Paramount doesn't and can't control DuMont.

Except that there may have been more "bites" lately, due to more intriguing TV market and excellent progress record of DuMont, situation appears to be much same as in spring of 1948 when Paramount v.p. Paul Raibourn told FCC his company had invested \$164,000 in DuMont in 1938-43 but would sell for \$10,000,000 (Vol. 4:22).

Raibourn then valued stock at \$16 (it's above that now), and it was manifest neither he nor DuMont was very happy about "partnership." Dr. DuMont has strongly entrenched control group, though he personally owns only about 45,000 shares.

Both DuMont's and Paramount's applications for new TV stations have been held in abeyance ever since, and were caught in freeze. Since then, too, Paramount has agreed with Dept. of Justice to split up -- producing company taking DuMont stock and TV station in Hollywood, keeping application for San Francisco; exhibiting company retaining TV station in Chicago and applications for Boston, Detroit, Tampa, Des Moines (Vol. 5:52).

If Paramount president Barney Balaban and his group follow example of Warner Bros. (which pulled out of purchase deal for the Thackrey Los Angeles station, dropped applications for others) and 20th Century-Fox (which withdrew 5 applications for TV stations), they might even consider selling their Los Angeles KTLA. Particularly, if they come to conclusion TV is competitor whose encroachments can best be met via theatre-TV.

COLOR ACTIVE, BUT NOT DISRUPTIVE: CBS was still going strong, still playing to full houses, as it neared end (Feb. 1) of its run of public color demonstrations in Washington which has thus far played to 11,885 viewers.

But it was exciting much less concern among manufacturers and telecasters, who are almost unanimously opposed to Goldmark system, than did first promotional bursts (Vol. 6:1-3). CBS is considering another round of pre-hearing public demonstrations, probably in Washington, possibly in New York, after surgical showings in Atlanta Feb. 6-8.

In preparation for FCC's Feb. 23-24 comparative demonstrations, CBS, RCA and Color Television Inc. met with FCC's Ed Chapin Friday, laid preliminary plans. CTI solo showing Feb. 20 and the comparative will be held at FCC Laurel (Md.) labs, permitting FCC engineers to subject systems to interference tests, etc.

Washington Star's WMAL-TV will transmit CTI's signals; studios may be set up in Hotel Statler rather than at station. No coaxial or microwave tests are scheduled, though CTI is expected to use coaxial in its own show.

Color Television Inc. has been getting kudos for its showings which began Thursday at The Emporium, big San Francisco dept. store. Retailing Daily reporter wrote: "Some reflections of blue background tinted white areas, and hair shadows and eye hollows particularly appeared bluish in tone." But, he went on: "Both long shots and close-ups were telecast and a highly colored scarf appeared in sharp clear

colors. Successful colorcasting of motion was demonstrated by the waving of a flag."

FCC hasn't asked DuMont to show its black-and-white again; DuMont hasn't asked permission to and apparently won't.

We hear RCA is thinking about public demonstrations, now that it has cleared up major bug in its system, locked color phasing (Vol. 6:3). Though it won't disclose progress, it seems pretty clear RCA will show something in a single tri-color tube during comparative tests.

Into color act came DeWald Radio this week, claiming new color system that's all-electronic, compatible, requiring inexpensive receivers, allowing conversion of monochrome for less than \$100. Inventor is chief engineer Mark Glaser.

President David Wald admits they haven't produced picture yet, but says: "The principle is so simple it almost astounded me. You do it with your present kinescope; you put nothing in front of it. We developed it as far as we can. We have the patents pending and we want the big manufacturers to come to us now." But he says system isn't in shape to be proposed to FCC.

Getting into gear with new National Television System Committee, chairman W. R. G. Baker announced that 18 participants have been invited so far: Electronics Magazine (Don Fink), Philco (Dave Smith), DuMont, Crosley, Zenith, IRE, CBS, TBA, Bell Labs, RCA, GE, NAB, CTI, Hazeltine, Admiral, Motorola, Westinghouse, John Hogan. More to come.

* * * *

CBS was pitching from several angles this week:

(1) Congressional attendance at showings was light but enthusiastic. CBS gathered highly favorable quotes from Senators Tobey, Williams, Gillette, Thye and Reps. Dolliver, Case, Feighan, Elston, Murdock. Steady stream of releases kept press aware of demonstrations and reactions.

(2) Amateur color converter makers were called upon, through announcements during demonstrations, to notify CBS of their work.

(3) Reprints of full-page Washington Post ad announcing tests (Vol. 6:2) were distributed with covering note giving these reasons for the exhibitions: "To gather information for the FCC; and as part of our continuing responsibility to the public to clarify the significance of the vital development in which CBS has actively pioneered."

(4) Tuesday night, Dr. Goldmark spoke to packed meeting (about 1200) of Washington IRE and AIEE groups, outlined characteristics of color in general and of the 3 systems, stressing advantages of his system.

* * * *

A confusing ad appeared Thursday in Washington Star: 3-columns wide by 16-in. deep, it was headed "Color Television...When?" and at bottom said "This Advertisment Published in the Interest of the Television Industry." Last 3 words were in large type, making it appear it was placed by industry. Then, in small letters, it read: "Please address comments to I. T. Cohen, Advertising."

Body of ad read, in part: "It is up to the industry to tell the public the truth -- that general transmission of color television will not come this year or next, but is something for the future; that, until color does come, viewers may enjoy black-on-white [sic] television with ever-increasing enjoyment..."

Inquiry developed it was an out-and-out hunt for publicity by agency with some local dealer accounts, obviously seeking more. Cohen said he ran ad on his own to get industry to relieve public's mind about imminence of color.

Washington public appears unworried, if set purchases are the index. Major distributors, at least, report they've sold first quarter quotas. "If we weren't selling all we can get," said one, "we'd be looking for things to blame; undoubtedly, color would be one. As it is, we feel no impact whatsoever."

Nevertheless, RMA is preparing question-and-answer pamphlet for dealers. Burden of text is that color isn't here now, should be compatible when it comes -- and that CBS system has basic disadvantages of incompatibility, deficient definition, limited size, mechanical disc.

ADMIRAL PRICES HAD THEM GASPING: Admiral's 24 new TV models, largest line of new year, start with 12½-in. plastic table at \$180 and enlarged plastic consolette at \$200. Thereafter, all its sets are 12½, 16 or 19-in. wood consoles, including 12½-in. TV-AM-3 speed at \$300 and TV-only rectangular 16-in. at \$300.

All sets were priced at such reduced levels from preceding numbers that they left Admiral's 600 Chicago conventioneers gasping with astonishment and delight as v.p. Dick Graver unveiled them Friday. "This line is really hot," was consensus freely heard between salvos of applause.

Plastic table model measures only 16x16x18-in., whereas plastic console is again biggest single piece ever molded -- its 18x34x18½-in. dimensions offering more bulk and body than last spring's 10-in. plastic console (Vol. 5:20). Plenty of these leaders were promised the distributors.

Avowedly out for top industry position, Admiral's policy was thus summed up by its president Ross Siragusa: "To mass-produce high quality, standardized products and pass the economies of large-scale manufacture on to the customer."

Siragusa reported "final returns" for 1949 showed more than 400,000 Admiral TVs produced and sold, representing 80% of \$112,000,000 sales. This year, he forecasts \$200,000,000 sales, embracing close to 1,000,000 TVs (production is now at rate of 750,000 per year) and 300,000 appliances (refrigerators and ranges). Admiral is also making big pitch for high position in this year's appliance market. It has budgeted \$15,000,000 for 1950 advertising of all products, as against \$9,000,000 spent last year.

Here's the full TV line (all consoles save \$180 leader):

12½-in. plastic Model 12X12, TV-only, walnut-finish table, \$179.95; 22X12, TV-only, walnut-finish consolette, \$199.95.

12½-in. Model 22X25, TV-only, walnut \$249.95; 22X26, mahogany \$259.95; 22X27, blonde oak, \$269.95.

12½-in. modern Model 32X15, with AM-3 speed, \$299.95; 32X16, mahogany \$319.95.

12½-in. French Provincial Model 32X35, with AM-FM-3 speed, walnut \$379.95; 32X36, mahogany \$399.95.

12½-in. modern Model 32X26, with AM-FM-3 speed, mahogany \$399.95; 32X27, blonde \$419.95.

16-in. rectangular traditional Model 26X45, TV-only, walnut \$299.95; 26X46, mahogany \$309.95.

16-in. modern Model 26X35, TV-only, walnut \$349.95; 26X36, mahogany \$369.95; 26X37, blonde \$389.95.

16-in. traditional Model 36X35, AM-FM-3 speed, walnut \$499.95; 36X36, mahogany \$519.95; 36X37, blonde \$539.95.

19-in. modern Model 29X15, TV-only, walnut \$495; 29X16, mahogany \$515; 29X17, blonde \$535.

19-in. Model 39X16, AM-FM-3 speed, mahogany \$695; 39X17, blonde \$775.

Tube complements (excluding CR): All 12½-in. sets have 16 tubes, 3 rectifiers; 16 and 19-in. "round" have 20 and 3; and 16-in. rectangular, 19 and 3. Stressed, in forsaking smaller sizes of picture tubes, was "unfounded myth" that large-size rooms are necessary for large-size pictures.

Some main features and pointers, as demonstrated or emphasized to the dis-

tributors: Sets have built-in Roto-scope antennas, turret tuners for uhf when ready, drop panel hiding all controls except station selector. Also stressed is stylized furniture and trimmings. Quantity supply of 19-in. tubes is assured "because we made large scale purchases early." Essentially same discount structures as last year prevail. Deliveries are scheduled immediately after Jan. 15 open house for dealers throughout the country.

PHILCO'S 16-in. AT \$300 SCORES HIT: Philco buttoned up its 1950 line with 5 more models, 3 of them 16-in., added to series of 12½-in. announced Xmas week (Vol. 5:52). At rousing Chicago distributor convention Friday, nearly 800 saw new 16-in. table ensemble that actually brought them to their feet cheering when \$300 list price was stated. All through the TV presentation, enthusiasm ran so high that ever-popular TV sales v.p. Fred Ogilby was constrained to "raise the ante" on president Balderston's forecast of 750-800,000 TVs this year. Quoth Ogilby:

"Philco will make and sell 800,000 to 1,000,000 TV sets this year, and it's my personal opinion we're going to enjoy an industry year of 5,000,000." TV-radio division president Larry Hardy put company's goal at \$150,000,000 worth of TV-radio products this year (1949 sales of all products were \$215,000,000). Philco is also a top producer of refrigerators, freezers, air conditioners, ranges -- and also showed new and improved lines of all of these at lower prices. In refrigerator field it claims to be pushing GE now for second place to Frigidaire.

Philco has definitely forsaken 7 and 10-in. in favor of larger sizes, but 19-in. and rectangulars await another new line in June. Meanwhile, new styling, new features, accent on quality dominate current line of 13 TV sets, the 5 latest of which were shown as follows:

16-in. Model 1600, table with matching table, 8-in. speaker, mahogany \$299.95; 1632, console, TV-only, without doors, 10-in. speaker, mahogany \$349.95; 1633, same with doors, \$379.95. Latter is down \$120 from predecessor model.

All use all-glass, no-glare tubes made by company's own Lansdale plant; no metal-coned tube used. All have built-in aerials. Chassis has basically new circuit with 20 tubes, 5 rectifiers, higher voltage (minimum 13 kv), wider band pass, smaller and more uniform scanning spot, new sync circuits.

Additional 12½-in. sets (see Vol. 5:52 for previously announced 8): Model 1476W, walnut console with AM-FM-3 speed, \$399.95; 1476M, same in mahogany \$429.95. These sets have 25 tubes, 3 rectifiers.

Deliveries are promised by mid-January, by which time present "production rate of 750,000" per year will have been stepped up considerably. In commenting on remarkably loyal distributor family, Philco executives stress that their company is only one providing year-round business, noted that even during early 1949 TV production troubles Philco didn't lose a single distributor, promised that radios won't be forsaken just because TV volume and profit are higher.

TRENDS & TOPICS OF THE TV TRADE: By next week, most leading set makers will have shown their new lines, if any, and disclosed new price schedules. At week's end, the company generally regarded as No. 4 producer, Motorola, had its line ready, but under cover and unpriced. It was waiting for Monday opening of Furniture Mart, won't divulge prices until its own distributor convention in Palmer House Jan. 10.

Meanwhile, other set makers this week announced new sets in addition to Admiral and Philco reported above: Tele-tone's new line starts with plastic 10-in. table at \$129.95; includes also 12½-in. table, \$169.95; 16-in. table (rectangular tube), \$249.95; 16-in. consolette, \$279.95. Tele-tone says it plans to produce 250,000 sets in 1950, will show radio line in 30-45 days... Emerson's 5 new models (Vol. 5:53) are 10-in. table with enlarger switch, \$179.95; 12½-in. table, \$229.50; same in console, \$249.50; 16-in. table, \$289.50; same in console, \$329.50... Bendix new line comprises 12½-in. table, \$199.95; same in consolette, \$239.95; 16-in. consolette, \$299.95.

Raytheon's 1950 line comprises 8 models, starting with 12½-in. leatherette-covered table at \$199.95, including also 12½-in. table in blonde, \$209.95; same in

mahogany, \$219.95 and \$229.95; same in console, \$259.95; 16-in. table, \$279.95; same in console, \$299.95 and \$329.95.

Arvin is showing 8½-in. metal table for \$129.50 at Furniture Mart, promises February deliveries; is second to have 8½-in. (first was Motorola; Vol. 5:33)... Westinghouse has new 12½-in. table at \$229.95, has cut 10-in. table from \$199.95 to \$179.95, 12½-in. table with magnifier switch from \$269.95 to \$249.95, 16-in. table from \$375 to \$299.95... Hoffman's 1950 line of 22 sets begins with 12½-in. table at \$230, ranges up to 16-in. console combination at \$550.

Sightmaster has new line of 12 sets beginning with 16-in. table, \$319; 16-in. consolette, \$339; 19-in. consolette, \$449. Sets with Sightmirror principle (remotely controlled, with face of set a mirror when not in use) include 16-in. at \$495, 19-in. at \$595. Now that Sightmaster's "Sightmirror" has had patent issued (No. 2,492,224), company plans to license other manufacturers to produce laminated-mirror, which it will also sell through distributors, etc... Telequip's new line comprises 12½-in. table, \$180; same in console, \$210; 16-in. table, \$240; same in console, \$270. More expensive line starts with 12½-in. table at \$200; same in console, \$230; 16-in. table, \$260; same in console, \$300.

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Majestic brand reappeared this week on 8 TVs shown New York distributors by Garod's Leonard Ashbach, who bought up bankrupt Illinois firm's name, trademark, patents, tools, etc. (Vol. 5:50). Companion company to Garod, operating from same Brooklyn plant, will be known as Majestic Radio & Television Corp., will shortly have full line of radios, will have same distributors as Garod. Sales v.p. Louis Silver says 75% of Garod plant production will be on Majestic line, plant turning out 500 sets a day first quarter 1950, 600 thereafter.

Majestic line will be low-end of Garod output, latter brand going on higher priced units. Majestic sets are: 12½-in. table, \$199.95; same in console, \$249.95; 16-in. table, \$269.95 (\$289.95 blonde); same in console, \$299.95 (\$325 blonde); 19-in. console, \$449.95 (\$479.95 blonde). All have 18 tubes, 2 rectifiers; will have 16 and 19-in. rectangular tubes when available.

Tube-makers' role in new receiver price level is shown in latest slashes in prices to manufacturers: Sylvania cut 12½-in. from \$23.50 to \$20.50, all-glass 16-in. from \$41 to \$34.45 (metal 16-in. remains \$33, all-glass 19-in. \$69.50). National Union dropped 12½-in. from \$23.50 to \$20.50, all-glass 16-in. from \$38 to \$33, rectangular 16-in. from \$34.95 to \$33. RCA and DuMont will also announce cuts shortly.

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Hallicrafters has leased new 71,000 sq. ft. building few blocks from present Chicago quarters, permitting increase from current 700 TVs a day to 1000 a day by end of month. TV will account for 75% of Hallicrafters' 1950 sales, president William Halligan said, predicted as \$25,000,000 (vs. \$15,558,000 in 1949)... Emerson expects \$65,000,000 sales volume in 1950, president Benjamin Abrams told national salesmen over weekend, and TV should be 80-82% (it was 75% in 1949, he said). "We [industry] are headed for a \$4-5 billion dollar volume," he said. Abrams foresaw 5,000,000 receivers turned out in 1950, envisioned some 30,000,000 in use by 1955... Sylvania president Don G. Mitchell says 1950 receiver market will be 90% or more for 12½-in. or larger sizes... Notwithstanding low inventories, retail closeouts were being run in most major TV markets. Newspapers gave big play to Boston's Jordan Marsh Co. dept. store where more than 1000 customers ganged up at Jan. 4 TV sales opening -- advertised as "\$1,000,000 worth of TV sets, at \$60 to \$200 reductions." Sets were Philharmonic models, with 2000-3000 (\$250,000) reported sold first day. Prices were \$100 for 10-in. table, \$140 for 12½-in. table, \$180 for 16-in. table, \$180 for 12½-in. consolette... It's official now -- RCA Victor beginning March 1 will offer its library of classical artists and orchestras on 33 1/3 rpm records -- as well as on 45 and 78rpm. Announcement this week by RCA's Frank Folsom stressed company's continued adherence to 45 rpm; during recent weeks he said sales of 45s were running at rate of 20,000,000 a year and sales of 45rpm players at rate of 65,000 a month. All other RCA records will continue to be made in 45 and 78rpm.

Personal notes: G. Bennett Larson new mgr., New York News' WPIX, succeeding Robert L. Coe; Larson was TV director Philadelphia Bulletin's WCAU-TV and is succeeded there by Charles Vanda, ex-CBS west coast executive radio producer, more recently a freelance producer . . . Alfred C. Viebranz named sales mgr., Sylvania electronics div., replacing George C. Connor who becomes sales mgr., photoflash div.; Viebranz was Sylvania government sales rep. in Washington . . . Joseph A. Jenkins resigned as station mgr., WNBK, Cleveland, joined Pittsburgh ad agency Ketchum, MacLeod & Grove as asst. to radio & TV director William Schroeder . . . John H. McNeil, ex-mgr., WJZ, New York and more recently with DuMont, named TV director, Birmingham, Castleman & Pierce . . . George T. C. Fry, ex-ABC national radio sales director, joins Kenyon & Eckhardt . . . N. Ray Kelly promoted from chief of NBC kinescoping dept. to TV film director, succeeding Russell Johnston, now with Jerry Fairbanks Inc. (Vol. 5:50) . . . RCA bestowed v.p. titles on 5 department heads: Henry G. Baker, home instruments; Richard T. Orth, tubes; John S. Carter, finance; Paul A. Barkmeier, records; Harold R. Maag, western manager, RCA Victor . . . Paul Alley, ex-NBC-TV films, joins William J. Ganz Co., N. Y. film firm.

Chockful of good TV reading is *Variety*'s 290-p. anniversary number, dated Jan. 4. TV operators particularly will want to read J. Hugh E. Davis, executive v.p. of Foote, Cone & Belding, on possibilities of once-a-month TV shows and his forecast of coming pressure for reduction of AM rates; Mark Woods, ABC vice chairman, on why network cut its TV hours; Joseph McConnell, NBC president, on his belief TV is now ready to stand on own feet; in addition to thinking of other TV big-wigs, movie executives' attitudes toward TV, etc.

New York-Washington microwave relay (Vol. 5:53) is direct connection, doesn't drop-off at Philadelphia, and proposed extra coaxial south from Philadelphia to Washington has been eliminated from AT&T's 1950 plans, telephone company informs us. So, last week's score for additional circuits in 1950 should be revised to show New York-Washington with 2 microwave channels, one north, other south, plus 5 existing Philadelphia-Washington coaxial circuits. We also overlooked proposed tie-in of Johnstown this summer, from Pittsburgh, making another new interconnected city. Johnstown presently gets DuMont programs off air from Pittsburgh's WDTV, but other networks feed it via kines.

Favorite TV shows and personalities of nation's radio editors, according to *Billboard* poll: dramatic, *Studio One*; children's program, *Kukla, Fran & Ollie*; audience participation, *Stop the Music*; male singer, Perry Como; woman singer, Kyle McDonnell; women's program, Dione Lucas; announcer, Dennis James; educational, *Nature of Things*. Milton Berle took 3 firsts—vaudeville, outstanding star, best commercials.

Jan. 1 sets-in-use, reported since NBC Research "census" of Dec. 1 (Vol. 5:52): Washington 91,000, up 12,300 in month; Cincinnati 60,000, up 10,000; Fort Worth-Dallas 34,255, up 8055; Memphis 14,125, up 1925; Omaha 12,351, up 2051; Charlotte 10,200, up 900; Greensboro 9150, up 850.

Phonevision hearing was postponed indefinitely by FCC this week until it makes up mind on Zenith petition for reconsideration (Vol. 5:53). All signs point to change of mind by couple of commissioners, thus permitting Chicago tests to go on as Zenith planned.

ASCAP collected \$200,000 from TV stations as part payment on use of its music during 1949 until final terms are reached on per-program deal (Vol. 5:50). Negotiations to work out per-program contract continue.

WRTV, New Orleans, dropped CP at oral argument on request for extension before FCC Friday. Grant was given up by Maison Blanche dept. store after Commission refused postponement of argument. FCC had issued proposed decision denying extension (Vol. 5:35). Total CPs now number 12 (for list of CPs, see TV Addenda 9-N).

Last-minute rescue of New York's WMCA-FM had syndicate of some 10 people offering to take it off president Nathan Straus' hands day before it was due to go off air (Vol. 5:52). Important factor is said to be Storecast Corp. of America (Stanley Joseloff), offering to buy time to feed receivers in New Jersey supermarkets; it's not mentioned entering station ownership, however. Earlier, in letter published in Jan. 1 *New York Times*, Straus said: "FM has been stillborn, not because the competition of television has doomed it, but because its performance has fallen far short of its promise . . . For the ordinary listener to the ordinary program in the average location, [FM] has no advantages over AM." Among drawbacks, he found tuning difficulties and drifting particularly serious. In Jan. 3 *Wall Street Journal*, able reporter Joseph Guilfoyle rounded up opinions on causes for FM's straits. Lack of receivers, lack of appreciation for high fidelity, poor receivers, TV, are main reasons given.

Best index to picture size trend is RMA's monthly shipment figures. Total shipped in November was 463,593, with this breakdown: 7 & 8½-in., 18,127 or 4%; 10-in., 83,223 or 18%; 12 & 12½-in., 271,924 or 58.6%; 15, 16 & 19-in. (mostly 16), 88,944 or 19%; projections, 1348. The 10-in. really took drastic drop from October, when it accounted for 31% (Vol. 5:50). Total value of all November's CRs: \$12,779,575.

RCA and 20th Century-Fox continuing cooperation in theatre-TV research, with RCA agreeing to supply movie company with commercial instantaneous-type projector as well as first production model of new intermediate-film system (Vol. 5:47). Equipment will be set up in research chief Earl Sponable's laboratories.

Wall map showing TV's current status, measuring 26x40-in., has been published by RCA Victor. Colored shadings and lines show TV areas, CP areas, network interconnections, proposed extensions of intercity links. Though some of latter aren't confirmed yet by AT&T, over-all map job is best one yet done. You can get copy, without cost, by writing J. M. Toney, Home Instruments Dept., RCA Victor, Camden, N.J. Or we'll get you one, if you prefer.

Printers' Ink has published 64-p. *Guide to Television Advertising*, reprinting 22 articles and indexing others it has carried pertaining to TV advertising techniques. It's available at \$1 per copy from magazine's New York office, 205 E. 42nd St.

FCC's proposal to increase FM hours of operation (Vol. 5:52) may go to hearing; at least there's some leaning that way in Commission. Yet others say hearing isn't likely to develop anything new, in addition to comments already filed, preponderantly opposing change in rules. Current betting is FCC won't adopt proposal.

First theatre-TV showing in south took place Jan. 4 in Charlotte, N. C., when 3000 people saw WBTV telecast of North Carolina-Rice Cotton Bowl game. Game was filmed Jan. 2, telecast 2 days later. RCA instantaneous large-screen equipment was installed in Charlotte Armory for demonstration; no admission charge.

Speakers reported on tap for *Televiser Magazine*'s TV Institute Feb. 6-8 at Hotel New Yorker. Drs. Allen B. DuMont, Vladimir Zworykin, Lee deForest, Alfred N. Goldsmith, Millard Faught.

BUSTLING TRADE AT CHICAGO MARTS: Out of the 110 TV receiver manufacturers listed in TV Directory No. 10, published this week, only 13 are displaying their new or old wares at Chicago Furniture Mart, only 6 at Merchandise Mart, plus scattering dozen others elsewhere in city.

Yet TV was undoubtedly biggest attraction of the marts. And since TV is so closely allied with home furnishings and appliances, since these manufacturers represent 90% or more of TV production, it looks now like big January gatherings of the merchandisers will henceforth signal TV's new year models.

June or July will very likely bring forth fall-winter season models as matter of routine, except of course for those who prefer to go it alone.

That looks like the pattern ahead, though maybe it's too early to prescribe definite seasons for so ruggedly competitive and individualistic an industry.

It's plain that TV's new prices and new styling are exerting enormous influence on all kinds of home furnishings. We didn't get around much among non-TV exhibitors, but it's noteworthy that N.Y. Herald Tribune reported: "The influence of TV was strongly manifest. There are more pieces on casters, tables which convert into seating pieces and double their size, longer sofas, section units which turn corners, and collapsible units which may be stored away."

Chicago Journal of Commerce noted that prices (on the whole) averaged about 3% higher than year ago, but upward trend was somewhat offset by lower TV prices. "Were it not for TV prices, the index might be up 5 percentage points," it stated.

Orders taken at Admiral, Philco, Motorola conventions, to say nothing of other exhibitors, were reported gratifying. Everybody echoes refrain that early 1950 looks good indeed. After their conventions (Vol. 6:1), Philco reported \$80,000.000 in first-quarter orders, Admiral \$53,000,000 -- including appliances, of course. This gives both good leg up on their avowed 1950 sales goals of \$250,000,000 and \$200,000,000, respectively.

How long TV market will hold is anybody's guess, but most agree summer will be tough, radio market has been under-rated and will continue good, year as whole should do vastly better than 1949's 2,750,000-plus set sales.

Things are getting harder for the little fellows, facing big ones competing like mad even in seller's market. Tele King's Louis Pokrass, whose own company isn't one of biggest, though it's heavily in private label business, gave out statement Thursday that fewer than 20 of the 100-odd TV makers will survive 1950. He was much more pessimistic than big Philco's Fred Ogilby, who told his convention market is getting so "rough and tumble" he thinks number of manufacturers will dwindle to less than 60 within 2 years.

Exhibiting at Furniture Mart were: Admiral, Bendix, Sylvania (Colonial), GE, Hallicrafters, Motorola, Arvin (Noblitt-Sparks), Olympic, Philco, RCA, Sparton, Starrett, Westinghouse. At Merchandise Mart: Air King, Bendix, Crosley, GE, Magnavox, Sentinel. Other places in Chicago: Atwater, Brunswick, DuMont, Garod, Tele King, Jackson, Meck, Philharmonic, Pathe, Raytheon (Belmont), Templeton, Trans-Vue.

MOTOROLA & DuMONT CONVENTION NEWS: Two more conventions of leaders this week topped off that phase of Chicago TV marts -- Motorola's and DuMont's.

Motorola brought forth new line of 19 models, priced on eve of Tuesday meeting, designed to compete at substantially same trade levels with Philco, RCA and Admiral lines disclosed earlier (Vol. 5:52-53 & Vol. 6:1).

DuMont's new models won't be ready for some time. Present line and prices remain unchanged. Chicago meeting Wednesday brought all its distributors together for sales clinic which heard from sales chiefs Ernest Marx and Walter Stickel that:

- (a) DuMont intends to continue as "maximum quality manufacturer" and...

"Only if there are cuts in production costs will there be reductions in DuMont prices. (b) DuMont 1949 receiver sales, in excess of \$30,000,000, will be doubled in 1950; Dr. DuMont recently stated (Vol. 5:51) that over-all sales, including tubes, would be \$45,000,000 in 1949, may reach \$80,000,000 in 1950. (c) By mid-1950, DuMont will have distributors in every major and secondary market, doubling present number, and in mid-July will hold first national dealer convention.

Motorola's v.p. Walter Stellner issued statement, during company convention, observing that 65% of U.S. families live within TV range; that only 14% of these have receivers; that market will expand for years to come "with competition increasing and prices gradually lowering." But he asserted at convention itself that present price structure will remain stable first half of year, at least.

Motorola's 1950 line omits 7-in., has all other sizes (and shapes) of tubes, starts with 8½-in. plastic table, now \$140, and leatherette portable \$150 -- but big feature is \$400 rectangular 16-in. console combination. This is full line:

8½-in. plastic table Model 9T1, TV-only, \$139.95; portable Model 9L1, leatherette \$149.95.

10-in. table Model 10T2, TV-only, mahogany \$169.95.

12½-in. table Model 12T2, TV-only, mahogany \$189.95; 12T1, same in mahogany \$219.95; 12T1B, same in blonde \$229.95.

12½-in. console Model 12K1, TV-only, mahogany \$249.95; 12K1B, same in blonde \$259.95; 12K2, same in mahogany \$260.95; 12K2B, same in blonde \$279.95.

16-in. rectangular table Model 16T1, TV-only, mahogany \$269.95; 16T1B, same in blonde \$279.95; 16K2, same in mahogany console with round 16-in. \$299.95; 16K2B, same in blonde console with round 16-in., \$309.95; 16F1, same in mahogany console, with rectangular 16-in. and AM-FM-3 speed, \$399.95; 16F1B, same in blonde console with rectangular 16-in. and AM-FM-3 speed, \$419.95.

19-in. mahogany console Model 19K1, TV-only, \$525; 19F1, same in mahogany with AM-FM-3 speed, \$825; 19F1B, same in blonde with AM-FM-3 speed, \$850.

TRENDS & TOPICS OF THE TV TRADE: Exceptional is manufacturer who hasn't adjusted prices or announced new lower-priced models in line with steps taken by top producers last few weeks. Additional to those already reported, underlining jockeying for market position and downward trend in prices, are these cullings from the trade:

Motorola thinks it has good room-to-room or summer-porch or hotel portable items in its 8½-in. models (see above) -- possibly good enough to hold up summer trade. Only one else to announce 8½-in. is Arvin (Vol. 6:1). Latter is first to use long-heralded GE metal-coned electromagnetic tube (Vol. 5:4 et seq); Motorola is buying Raytheon all-glass electrostatic tube. GE itself has never brought out 8½-in. set, and there's talk it's going to quit 10-in. field, as have so many others.

RCA bigwigs smile benignly at rival claims of Admiral and Philco to top position, simply say "no one is producing more TV sets than we are." Philco reiterates, "We are the biggest radio and TV producer in the world." Admiral says that in 1949 it did a "bigger dollar volume in TV than any other manufacturer," adopts slogan "First in 1950," even exhorts distributors to promote door-to-door selling of its lowest cost TV (12½-in. plastic table at \$180).

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Bendix spokesmen say they're now "really in TV big," showing lines at both Chicago marts. Bendix is now establishing servicing setups in every area it distributes. Its people kick themselves for not having put more promotion behind built-in aerials; Bendix actually was first to offer built-ins, but the trend didn't really gather impetus until Philco's big push (Vol. 5:30-31).

Raytheon has increased distributors to 27, expects to add 15 more forthwith, says it's now producing 1000 TVs per day, increasing to 1500...Crosley cut 10-in. plastic table from \$200 (Vol. 5:46) to \$170...Sylvania cut 10-in. table \$10 to \$190, 12½-in. table \$30 to \$230, 12½-in. consolette \$10 to \$290, 10-in. console-combination \$40 to \$340, 12½-in. combination \$20 to \$430...Scott now selling its 12x16-in. Protelgram projection table model for \$495, down \$200 from price 6 months ago... Magnavox adds 19-in. console at \$495 to 1950 line (Vol. 5:52).

Olympic has "XL" series with 18 tubes, 2 rectifiers, starting with 12½-in. table \$180, consolette, \$230; 16-in. table \$250, consolette \$280. Olympic "DX" series has 21 & 2, comprises: 12-in. table \$210, consolette \$290; 16-in. table \$270, consolette \$330, with doors \$370; 16-in. console with doors \$480, console-combination not yet priced...Starrett cut prices of 12½-in. walnut table to \$200 (from \$250), consolette with doors to \$300 (from \$398); 16-in. table to \$300 (from \$350), consolette to \$370 (from \$400). New Starrett sets are 16-in. consolette with doors \$400, console-combination \$480; 19-in. consolette \$480.

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Hallicrafters revised prices of 1950 line announced only 2 weeks ago (Vol. 5:53): Cut \$40 from 16-in. console-combination, now \$400; \$20 from 12-in. plastic table, now \$180; \$10 from 12½-in. console, now \$250; \$10 from 12½-in. console with doors, now \$280; \$10 from 16-in. console, now \$330; \$10 from 16-in. console with doors, now \$360. Hallicrafters also added 16-in. table with matching table at \$300...Jackson Industries' new line: 12½-in. table \$160, mahogany \$220, console \$250; 16-in. rectangular table \$200, mahogany \$270, console \$300; 19-in. console \$400; 12½-in. console-combination, \$450; 16-in. rectangular console-combination, \$500.

Sparton uses 17 tubes, 2 rectifiers in low end of line: 10-in. table, \$170; 12½-in. table \$190, console \$250. Second group of sets, with more tubes, comprises 10-in. table \$200; 12½-in. table \$230, console \$300, console-combination \$330; 16-in. console \$400...Air King has 8 sets, all with 17 tubes, 2 rectifiers: 12½-in. table \$180, mahogany \$200, console \$250; 16-in. rectangular table \$280, console \$300, console with doors \$370, console-combination \$450; 19-in. console \$450...Sentinel new line has 12½-in. walnut table \$200, mahogany \$230, console \$250; 16-in. rectangular table \$280, console \$330.

Garod supersedes last month's line (Vol. 5:49) with rectangular 16-in. table at \$280, console \$340, console with doors \$380; 19-in. console \$490. Lower end of Garod plant's output now bears Majestic label (Vol. 6:1)...Besides 8½-in. metal table at \$130, Arvin has 12½-in. table at \$230, console \$280; 16-in. console \$350.

Sonora reported back in production, with 3 TV, 7 radio models...Electronic Corp. of America, New York, in bankruptcy; \$220,000 liabilities, \$104,000 assets.

Trade and financial notes: RMA reports for first 2 weeks of December show 178,760 TV sets made, 315,548 radios of all kinds; December total should be ready shortly...Cornell-Dubilier president Octave Blake, reporting 1949 sales of \$13,678,971, profit \$450,785 (86¢ per share), up from \$11,379,543 sales and \$446,731 (84¢) earnings in 1948, observes that "by 1954 there will be approximately 25,000,000 TV sets in use [which means] a \$200,000,000 capacitor market for TV sets alone"...General Instrument Corp. reports net income of \$201,779 (41¢ per share) for quarter ended Nov. 30 vs. \$247,926 (51¢) for same 1948 period...Hytron has voted increase in capital stock from 1,000,000 to 3,000,000 shares, also will distribute one share for each share presently held to holders of record Jan. 12...ABC elects realtor Wm. Zeckendorf, president of Webb & Knapp Inc., to board.

Complaint against Sylvania and Philco by Federal Trade Commission charges Sylvania sold tubes to Philco for from 7¢ to 49½¢ less than it sold them to its own distributors, cites Philco for inducing and receiving better prices—all based on discounts, rebates, allowances which FTC alleges constitute discrimination, tend to monopoly, violate Clayton and Robinson-Patman acts. Sylvania president Don Mitchell is quoted as replying: "Sylvania's prices are and have been in accordance with its stated schedules and conform to recognized trade practices."

Notably absent from all Chicago TV gatherings this week was Zenith, but executive v.p. Hugh Robertson was quoted as saying Zenith would shortly announce some innovations—there's even talk of 22-in. picture tube from its subsidiary Rauland.

"Depth of penetration" of TV set distribution, or number of receivers in each market per 1000 families, is calculated by Milwaukee Journal (WTMJ-TV) researchers by dividing total sets by number of families within 40-mi. radius. This is how areas are ranked as of Dec. 1, though it must be noted that some of these population areas overlap (indicated by asterisk) so that calculation isn't quite fair to them—they should rank higher up. For number of stations, estimated sets, total families, see Vol. 5:52; for comparison with Oct. 1 "depth of penetration," see Vol. 5:46.

Area	Sets per 1,000 Families	Area	Sets per 1,000 Families
Philadelphia	266*	Omaha	78
New York	264	Dayton	77
Lancaster	224	Rochester	76
Los Angeles	220	Kansas City	74
Chicago	217	Pittsburgh	74*
Milwaukee	185	Memphis	69
Boston	181*	Albuquerque	67
Cleveland	171	Phoenix	61
Schenectady	171	Charlotte	54
Buffalo	165	Seattle	51
Detroit	165	Indianapolis	50
Baltimore	155*	Grand Rapids	49
Minneapolis-St. Paul	150	Tulsa	49
Richmond	143	Fort Worth-Dallas	48
St. Louis	143	Houston	46
Erie	136	New Orleans	46
San Diego	134	Jacksonville	45
Cincinnati	130	Greensboro	44
Washington	114*	Birmingham	40
Columbus	112	Johnstown	39*
Toledo	112	Utica	35
Miami	110	Davenport	29
Wilmington	106*	San Francisco	24
New Haven	105	Providence	23*
Oklahoma City	103	Huntington	20
Syracuse	96	Binghamton	18
Louisville	88	Bloomington	10
Atlanta	86	San Antonio	9
Salt Lake City	84	Norfolk	5

Emerson increased sales nearly \$10,000,000 during fiscal year ended Oct. 31, total reaching record of \$40,543,925. Earnings were also highest in company's history, amounting after taxes to \$3,035,652 (\$3.79 per common share). Sales compared with \$30,926,842, net earnings with \$2,401,769 (\$3) for 1948 fiscal year. During last fiscal year, Emerson paid \$1,040,000 in dividends, or \$1.30 on 800,000 shares of stock outstanding. As of Dec. 23, 1949, stock distribution of one share for each 10 held increased shares 879,805. President Ben Abrams predicted 1950 sales will exceed last year's.

Raytheon looks to TV and govt. contracts for expected profitable second half of its fiscal year. Semi-annual report this week shows it lost \$621,701 on net sales of \$22,988,129 during 6 months ended Nov. 30, 1949 when govt. shipments were light. This compares with net sales of \$28,332,115 and net profit of \$680,048 (39¢ per common share) for same 1948 period.

FCC budget for fiscal 1951, \$6,912,000, would allow only 12 new employes (in addition to present 1300-odd). Current year's budget is \$6,600,000; increased salaries would account for most of increase. FCC's 159-page annual report for fiscal year ending June 30, 1949 is now available from Government Printing Office at 35¢. Report is dated, of course, but it's a good summary of all Commission's activities.

Use of Empire State Bldg. as transmitting site for WJZ-TV, WABD and WPIX (in addition to NBC's WNBT, already there) is expected to get go-ahead any day now (Vol. 5:38, 42, 47). WCBS-TV, WATV and WOR-TV have also shown varying degrees of interest in project but aren't prepared to move now. Structure allows tower up to 200 ft. to be added. Engineers are considering 3 different designs to effect multiple transmissions. NBC plans to emit FM also; WJZ may.

Consultant Raymond Wilmotte's work on FM was observed Friday by members of FCC; they're greatly interested in his research aimed at putting 2 FM signals on single channel. Wilmotte says system allows reception of weak signal in spite of stronger one on same channel. He feels it could give FM stations lift by permitting mobile and other services to ride on broadcasts, reports definite interest from one commercial outfit.

NAB's radio and TV directors will act as coordinators, won't have any administrative authority over other NAB depts. That was consensus of radio, TV, broadcast advertising committees, meeting in Washington this week. What's in store for BAB's Maurice Mitchell wasn't divulged, won't be until NAB board meets next Feb. 8-10 in San Marcos Hotel, Chandler, Ariz.

Leader of independents at NAB convention last spring (Vol. 5:16), WNEW program mgr. Ted Cott stays as chairman of unaffiliated stations' committee though Bernice Judis has withdrawn big New York station from NAB to save \$7000 yearly dues.

Request that FCC throw out the proposed vhf-uhf allocations plan (Supp. 64) and move all TV to uhf, made by Communication Measurements Laboratory Inc., New York (Supp. 67), was denied by FCC this week. Commission said it will listen to company's proposals during hearing.

More sets-in-use as of Jan. 1, reported since NBC Research "census" of Dec. 1 (Vol. 5:52): Cleveland 137,300, up 18,300 in month; St. Louis 77,800, up 10,100; Kansas City 25,124, up 4724; Syracuse 24,566, up 5466; Erie 23,400, up 8900; Davenport-Moline 6344, up 1344.

San Francisco trip of FCC staff, to check Color Television Inc. progress, is definitely off (Vol. 5:52). CTI is ready, but Commission people are too busy and time for CTI Washington showing (Feb. 20) isn't far off.

Trade personals: Zenith's 6 new regional managers, and cities from which they will work: Ray L. Hoefer, New York; Irving H. Herriott, Chicago; Edgar F. Lindgren, Atlanta; Hugh H. Boyer, Cleveland; James H. McKee, Dallas; Clarence Pagel, San Francisco . . . Martin L. Scher, ex-Admiral, new gen. sales mgr. for Motorola-New York, Frank Millman sales mgr. of New Jersey div. . . Paul W. Tanner, appliance sales mgr., and Glenn Mills, adv. dept., moved to Noblitt-Sparks (Arvin) TV-radio merchandising under v.p. Harlan Foulke and sales mgr. Ray Spellman . . . Norman L. Harvey new Colonial (Sylvania) director of engineering . . . Alfred C. Viebranz, ex-Washington representative, new gen. sales mgr. of Sylvania electronics division, George Connor moving over to photoflash div. . . Harold W. Schaefer, ex-Westinghouse, now asst. to Philco engineering v.p. Leslie Woods . . . Dr. Dayton Ulrey retires as chief engineer of RCA tube dept., Lancaster, Pa., continuing as consultant . . . Antony Wright, Magnavox chief engineer, joining Capehart-Farnsworth as chief engineer, Consumer Products.

Station accounts: Vim Stores (radio-appliance chain) sponsors *Talent Battle of the Boroughs*, with Harry Hershfied as m.c., on WNBT, New York, starting Feb. 15, Wed. 10:30-11 . . . Teldisco Inc., International Harvester distributor, sponsored *Stock Car Derby* from Kingsbridge Armory on WNBT, Jan. 14 . . . ABC adds Bowery Savings Bank on WJZ-TV, New York, and Pilot Life Insurance Co. on WBTV, Charlotte, and WFMY-TV, Greensboro, as sponsors for second release of *Crusade in Europe* . . . Guinness Stout sponsoring sports from N.Y. Athletic Club on WOR-TV, Wed. 9-conclusion . . . Doubleday & Co. (publishers) buying 10 spots weekly, in addition to feature films, on WPIX, New York . . . Buick bought 81 spots (\$6550 worth) on ABC's 5 TV stations plus WMAL-TV, Washington, week of Jan. 2; same stations get 51 spots from Chrysler . . . Philadelphia's WCAU-TV claims *Snellenburg's TV Jamboree*, sponsored by big dept. store, is largest local sponsorship contract in TV history; remote live show starts from store auditorium Jan. 30, runs Mon. thru Fri. 2-3 . . . On WCAU-TV, also, Sinclair Oil is sponsoring *Bulletin TV News & Weather* Mon. thru Fri. 6:45-7, featuring "dealer of the day," part of National TV campaign, thru Morey, Humm & Johnstone Inc. . . . Screen Gems Inc. producing 5 films for Borden spot campaign, thru Young & Rubicam . . . Hunt Foods Inc., Los Angeles, planning TV-radio campaign in California, thru Young & Rubicam . . . Amalgamated Clothing Workers of America, to promote union label for men's clothes, signs for 7 spots weekly, 39 weeks, on ABC's WJZ-TV, WENR-TV, WXYZ-TV, plus Washington's WMAL-TV, total contract reported by ABC Spot Sales at \$138,380 . . . United Fruit, thru BBDO, testing TV with 15-min. *Stranger Than Fiction* on WNAC-TV, Boston . . . Arnold Bakers Inc. to sponsor *Faye Emerson Show* on WCBS-TV, New York, then may extend to other stations in its areas.

Studebaker reported considering national sponsorship of Capitol Record Inc.'s *Buster Keaton Show*, handled by Television Recordings Ltd. Capitol Records has *Bozo the Clown* and other shows in film production, and states it's now heavily in TV program field.

NBC has given FCC some information on Saturday night 2½-hour TV program plan which made DuMont kick to Commission (Vol. 6:1), said it has further information it wants to submit later. Inference is that change is in making.

ABC reports \$42,342,225 gross radio billings for 1949, \$1,391,991 gross TV billing; noted TV trend upward, rising from \$6273 in January to top of \$219,337 in December.

Trade Report
January 21, 1950

COLOR ISN'T HURTING SALES—YET:

What's all this color TV publicity doing to set sales? Since Washington seems to be main proving ground, since it's scene of CBS's well-publicized current showings, preliminary survey this week by American Research Bureau for NBC tells eloquent story. Up to Wednesday of this week, only 200 calls had been completed, so findings are called "only indicative". Non-TV owners were asked: "What would you say is the chief reason you do not have a set?" Responses:

Less than 3% stated they were waiting for color; 47% gave finances as reasons for not owning sets; 28% said they weren't interested in having TV; 11% were waiting for clearer pictures; others gave various reasons. These answers compare closely with 1000-interview survey on same question last October.

Among dealers, also surveyed, it was found that "almost every prospective customer asks about color," when it will come, whether there will be converters. In main, these questions, while sales obstacles, do not stop sales. Dealers show strong undercurrent of resentment about color publicity and FCC demonstrations.

But local dealers say TV sales picture is still "excellent." Main thing hurting sales, they say, is not color but "multiplicity of new models" and "advertising of old models at giveaway prices." So -- "people wait for new models and better sets at lower prices."

WHAT THEY OFFER AT CUT-RATE SALES:

Those cut-rate sales of TV sets, on inquiry, usually turn out to be: (a) floor models of discontinued numbers, (b) trade-ins and reposessions, (c) 10 & 7-in. models no longer being made. That's how we size up situation, after rash of ads in New York and Washington seemed to give lie to manufacturers' reports that inventories of brand-name sets were nil.

There's nothing like distress clearances of this time last year. Yet surprising amount of stock seems to be available for \$99 sales for 10-in. and \$77 for 7-in. And trade-ins are becoming more and more significant, retailers telling us they expect volume of such sets to grow as 7 & 10-in. owners turn them in on 12½ & 16-in. They're usually checked, put on floors with original list price indicated, marked down as specials for sales.

As for cut-rates on non-brand, private-label or discontinued items, these were some advertised this week: Vim-New York offered \$50 china dinner set with purchase of 16-in. console at \$200, identified only as "nationally famous...formerly \$399.95." Earlier, Vim offered to throw in radio-phono console with every purchase of 16-in. table at \$170, make unidentified. Lacy's-Washington offered 12½-in. table at \$140, which turned out to have "Troubadour" label on it -- unknown to us. Hecht-Washington Wednesday advertised new Beverly 12½-in. at \$160 (made by Olympic); also Philco 12½-in. at \$160 (originally \$260), consolette \$200 (was \$330); 16-in. consolette \$250 (was \$500).

TOPICS & TRENDS OF THE TV TRADE:

They're still cracking the price line -- and this week there were more changes to add to the plethora we've reported last few weeks:

Crosley not only revised some prices of 1950 line (Vol. 5:46,49), but also upped dealer discounts 2-5%. Price of 12½-in. table is now \$240, down from \$280; console \$290, down from \$340; console with doors \$330, down from \$370; 16-in. console \$380, down from \$400. Suggested dealer discount for 12½-in. table is 30-31%, for 12½-in. console 31-32%. Sales v.p. W. A. Blees says "pro-dealer philosophy" has added 400 major outlets in last 5 months, with anti-price-cutting campaign resulting in cancellations of 25% of West Coast franchises.

Entire GE 12½-in. line is being reduced as follows: mahogany table 12T3, from \$240 to \$230; 12T4, same in blonde, from \$260 to \$240; console 12C7, from \$290 to \$280; 12C108, same in blonde, from \$310 to \$290; 12C109, console with doors, from

\$320 to \$300. GE's 10-in. plastic table continues at \$180, and rectangular 16-in. will shortly be announced.

Sylvania revised prices second time in week (Vol. 6:2) -- now offers 10-in. table at \$170, down from \$190; 12½-in. table \$200 (from \$230); 12½-in. consolette \$250 (from \$290); same in consolette in better cabinet, due end of Feb., \$270 (from \$290); same with doors, also due end of Feb., \$300 (from \$330); 16-in. consolette \$380 (from \$400); same in better cabinet, due end of Feb., \$350 (no change); 10-in. console combination \$340 (no change). Sylvania says it now has 35 distributors signed, all it can handle until July 1, will turn out 200,000-250,000 TVs this year.

Zenith reduced prices of 8 models, renumbering and renaming some of them: 12½-in. table Claridge (now Garfield), in luggage-type finish, was cut from \$250 to \$220; 12½-in. Saratoga console, from \$290 to \$270; 12½-in. Biltmore (same in blonde), from \$310 to \$290; 12½-in. Graemere, same with doors, from \$330 to \$310; 16-in. Lexington console (now Lincoln), from \$400 to \$360; 16-in. Warwick, same with doors, from \$430 to \$400; 16-in. Waldorf, same in blonde, from \$450 to \$440; 16-in. Mayfair, same with full-length doors, from \$450 to \$430. Prices of all combinations remain same (see TV Directory No. 10).

Trans-Vue has new 12½-in. console at \$270, has cut 16-in. console from \$350 to \$340, and 16-in. commercial model with remote control from \$600 to \$400.

Other price reductions and more new models are in the mill, but await verification. We'll report them as they're announced officially. Meanwhile, these are other major topics and trends noted this week:

* * * *

DuMont's line and prices are unchanged, and it reports first 3 weeks of January were unaffected by others' price breaks. Even its lowest-priced 12½-in. table, at \$325, is selling as fast as produced. Company says it will hold to "quality" appeal, regardless what others do. This week, it switched ad agency -- will henceforth place through Campbell-Ewald instead of Buchanan. Change was made, it was stated, because of Campbell-Ewald's experience in durable goods field and its activity in telecast advertising. Account executive Douglas Day moves to Campbell-Ewald, where senior v.p. Winslow H. Case will supervise policy and plans.

New Muntz line in February will emphasize 12½-in. and 16-in. rectangular, will omit 10-in. entirely. Along with appointment of Edward C. Bonia as sales manager (ex-Bendix; Vol. 5:48), Muntz this week announced \$30 cut in present 12½-in. table to \$170 and entry into Dayton and Columbus markets. It's now in 17 cities, and Bonia is on road checking others. Muntz says it will go only into cities with more than one station and network service. February output schedule is 7500 sets.

Fact that Chicago Furniture and Merchandise Mart displays of radio manufacturers (Vol. 6:2) featured TVs but relatively few radios, didn't pass unnoticed -- particularly by buyers from non-TVs areas. Some exhibits were exclusively TV, and some of rest had rather few radios, particularly consoles. Showing table radios only were Admiral, Arvin, Bendix, Crosley, Jewel, Meck, Sentinel, Westinghouse. Showing consoles also were GE, Motorola, Magnavox, Philco, RCA, Sparton.

Philco reports radio sales holding firm, even in TV markets, and sales v.p. John Otter stated: "We shall continue in full production our complete radio and radio-phonograph line, with an anticipated sales volume of 20 to 25% of the entire industry." And radio-TV division president Larry Hardy declared: "Philco again manufactured and sold [in 1949] more TV and radio units combined than any other manufacturer. That is a statement we would like someone to challenge."

RCA v.p. Joseph B. Elliott foresaw sharp increase in demand for TVs with radio and phono, as compared with TV-only sets, in Tuesday speech before National Appliance & Radio Dealers Assn. Other TV trends, as he saw them: increased popularity of larger screen sizes, particularly 16-in.; new emphasis on cabinet styling -- "handsome furniture"; better sound and reduced interference; stabilizing prices. As for radio: "Radio was buried too soon by too many TV enthusiasts. Last year it kicked off its coffin and showed there's plenty of life in the old service yet."

National Assn of Electrical Distributors, at Chicago convention this week, applauded January introduction of new lines at Furniture Mart, suggested new fall ;

models be introduced mid-July or earlier; its 1950 convention will be in Atlantic City, June 12-16...North American Philips reduced retail list of its 3NP4 CR tube from \$29.50 to \$19.50 as of Jan. 3, calling this "lowest initial equipment and replacement cost on the market"; it's heart of Protelgram projection system...Emerson ad budget for 1950 reported as \$5,000,000, Tele King's as \$1,000,000...Stromberg-Carlson began new newspaper ad series Jan. 18, 1200 lines, stressing large-screen.

New TV manufacturer: Mars Electronics, 3000 N. San Fernando, Burbank, Cal. making Martel brand 12-in. table at \$250, also 16-in. table and console not yet priced; will sell mainly for private label. Ted Ulmer is president, Edward R. Goodrum sales mgr...Federal Television Corp., 139 Duane St., New York, in full production on electronic magnifier for closeups, remote-controlled, now selling for \$25...RCA Victor on Wednesday showed TV line to 300 Norfolk civic leaders, dealers, etc., as prelude to sales drive before opening of WTAR-TV (about April 1).

Trade personals: Gordon C. Knight, management engineer recently with George Fry & Associates, formerly personnel director of RCA Service Co., Camden, has joined Capehart-Farnsworth as administrative asst. to president F. D. Wilson . . . R. A. Hackbusch, president of Stromberg-Carlson Ltd., Toronto, elected president of Canadian Radio Technical Planning Board; Gordon Olive, CBC, v.p.; S. D. Brownlee, secy, RMA of Canada, secy-treas. . . . Louis Chatten resigns as director, v.p. and gen. commercial mgr. of North American Philips Co., New York . . . A. George Rogers, recently with Wilder Mfg. Corp., succeeds Harold W. Schaefer, now Philco, as asst. mgr. of Westinghouse Home Radio Division, Sunbury, Pa. . . . Maurice L. Levy, ex-consultant to Philco TV design section, now director of special engineering div., Tele-tone . . . John C. Price joins Gates Radio as sales engineer working out of Washington, so consulting engineering firm that succeeded late John Barron is now known as Gautney & Ray . . . Stanley Glaser's Sea Coast Appliance Distributors Inc., Miami, named RCA distributor for area; he's ex-Crosley.

Financial and trade notes: Television Fund Inc. pays 12¢ dividend Jan. 30 to shareholders of record Jan. 23; during 1949 paid 10¢ Feb. 15, 7¢ May 16, 6¢ Aug. 15, 16¢ Oct. 27 . . . Proxy notice for Emerson meeting Feb. 1, to vote on increasing directors from 7 to 9, discloses these salaries for fiscal year ended Oct. 31: Benjamin Abrams, president, \$60,238; Max Abrams, secy, \$40,089; Dorman Israel, executive v.p., \$32,748 (plus \$7995). Benj. Abrams owns 99,350 shares of capital stock (out of total 879,805); Max Abrams, 35,686 shares; Louis Abrams, 22,006; Dorman Israel, 2320.

In paying 75¢ dividend this week (making \$1.50 for 1949), Motorola tells stockholders its unaudited figures place year's sales at approximately \$79,000,000, profits in excess of \$5.75 per share; that TV Division accounts for more than 50% of sales; that Auto Radio, Communications and Home Radio Divisions are also "making fine progress"; that it expects to increase present TV production of more than 50,000 sets per month.

Muzak will petition FCC, through attorney Paul A. Porter (ex-FCC chairman), for change in FM rules to permit its service to ride on stations' signals. Though Muzak speaks of "special multiplex," it's very interested in Raymond Wilmette's system (not multiplex) which permits 2 signals on one channel (Vol. 6:2). Muzak asserts that FM stations feeding functional music, to offices, factories, etc., with commercials amputated by supersonic signal, are violating FCC regulations. Company wants FCC to "legitimatize" practice and permit it to get into act. Stations have been offering service considerably under Muzak's rates.

Local dealer advertisers of TV sets in 34 TV markets placed 30,314,906 lines of retail dealer TV advertising in newspapers during 1949, or 3 times more than for radio sets, according to *Media Records*. Newspapers in New York, Washington, Baltimore, Boston and Los Angeles accounted for 48.7% of TV set lineage, 31.1% of radio set lineage—New York alone accounting for 4,952,548 and 1,053,731, respectively. In such one-station cities as Houston, New Orleans, Memphis and (until latter 1949) Dallas, advertising of radio sets exceeded or closely matched that for TVs.

International TV standards committee (CCIR study group 11) is due to confer in U. S. and observe demonstrations March 27-April 7. Exact itinerary hasn't been laid out yet. In London, meanwhile, meeting on standards was held by representatives of Britain, France, Belgium, Holland and Luxembourg. They didn't agree, will meet again in Paris next month. Jan. 23 *Time Magazine* reports that Russia has TV stations in Moscow and Leningrad, is working on coaxial to link them with Kiev and Sverdlovsk.

British TV is booming as much as it can in that tight economy, now that country's second station (first is in London) has opened up in Birmingham. Over 200,000 sets are reported in use, 35,000 produced in November. Industry has goal of 400,000 output this year. BBC has plans to build 3 more stations in 3 years, expects to cover 70% of population by then. Within 5 years, 10 stations on air is objective, with 80% of population covered. London and Birmingham will be linked by cable, now being laid, containing two .975-in. and four .375-in. coaxials. With repeaters every 3 miles, larger has ultimate capability of handling 30-mc bandwidth. Present U. S. coaxial carries only 2.7 mc.

"Theatre Goes All-Free-TV," reports Los Angeles Chamber of Commerce TV committee's Jan. 12 bulletin, which says local Mission Theater, 4258 S. Broadway, is eliminating films, installing big-screen TV, plans free admission—manager Harold Gimbel counting on "snack pop" sales to make up for lack of boxoffice.

TV's impact on movies—with a twist: Movie theatre owner Meyer Phillips is reported, in Jan. 16 *New York Herald Tribune*, as telling E. Rutherford (N.J.) borough council that TV's competition is forcing him either to close doors or switch to burlesque. He wants to switch to burlesque.

Milton Berle booked as luncheon speaker for Feb. 8 TBA Television Clinic in New York's Waldorf-Astoria. He's also going to m.c. Radio Correspondents Assn dinner in Washington, Feb. 4, President Truman honor guest.

NBC's famous identifying chimes are now "official," Patent Office granting first audible trade-mark in history.

Though NBC and CBS don't release time-sales figures, this seems to be best information yet on how the 4 major networks fared in gross billings during 1949: NBC, \$64,013,296, according to Publishers Information Bureau; CBS, \$63,403,583, also from PIB; ABC, \$42,342,225, officially released; MBS, \$18,071,695, officially released. Unofficially, it's understood NBC did better than \$75,000,000, of which TV accounted for something over \$10,000,000.

Against NAB's estimate that 1949 radio time sales (AM only, excluding TV & FM) were \$435,279,000, up 4.5% from FCC's official total for 1948 (Vol. 5:53), *Broadcasting Magazine's* 1950 Yearbook estimates radio time sales at \$429,000,000, up 3%; TV time sales \$24,750,000, compared with \$8,700,000 in 1948; FM time sales, between \$6,000,000 & \$7,500,000.

First 15 ad agencies in network TV billings in 1949, according to Jan. 18 *Today's Advertising*: J. Walter Thompson, \$1,795,000; Young & Rubicam, \$1,192,400; Kudner, \$1,032,600; Wm. Esty, \$943,000; Newell-Emmett, \$692,500; Benton & Bowles, \$443,000; Campbell-Ewald, \$399,800; Lennen & Mitchell, \$396,900; Hutchins, \$395,000; Kenyon & Eckhardt, \$355,000; McCann-Erickson, \$332,000; George R. Nelson, \$325,000; N. W. Ayer, \$303,700; Biow, \$241,000; Stanton B. Fisher, \$188,000. Their aggregate time charges of nearly \$9,000,000, trade paper avers, would be doubled if talent costs were added.

A 6-week study of radio-TV by House subcommittee on communications, beginning in about a month, is anticipated by Rep. George G. Sadowski (D-Mich.), acting chairman. In about 3 weeks, he plans to introduce his own bill ("my own, not FCC's or anybody else's") far broader in scope than McFarland bill passed by Senate (Vol. 5:34). Investigation is to cover: (1) TV, with emphasis on color and possibility of getting govt. frequencies for TV. (2) Use of frequencies by govt. agencies. (3) FCC's "punishment" powers, with eye to finding less drastic action the license revocation. (4) Broadcasters' liability for slander by political speakers using their facilities. (5) Fraud perpetrated through radio. (6) Sheppard bill to tighten up on networks, forbid station ownership by radio manufacturers.

Telecasting notes: Don Lee's Charles Glett has contracted with film director Wm. Dieterle to make series of half-hour TV films based on Capt. Don Wilke's *Secrets of Secret Service*, plus other films, to be syndicated thru Blair TV Inc. Associated with Glett and Dieterle are other ex-Selznick aides: Cecil Barker, now Don Lee executive producer; Lee Garmes, cameraman; McMilland Johnson, designer . . . More baseball TV contracts signed: Cleveland Indians, with Standard Brewing Co., probably on WEWS; Cincinnati Reds, Burger Brewing Co., WLWT & WCPO-TV; New York Giants, Chesterfield, WPIX; Washington Senators, Chesterfield, WTTG . . . Sarkes Tarzian, who owns WTTV & WTTS (AM) in Bloomington, Ind., has bought out local WSUA & WSUA-FM for reported \$83,750; AM outlet purchased is 1-kw daytimer on 1010 kc . . . KDYL-TV, Salt Lake City, adds Mon., Wed., Fri. 3-5 p.m. to daily commercial schedule; already had Sun. 3-5, plans further afternoon expansion . . . CBS Radio Sales adds TV to AM network sales duties of Joseph R. Spadea, Detroit mgr. . . . Published reports (*Cleveland Press, Variety*) Cleveland's WXEL may be sold in whole or part to *Cleveland Plain Dealer* (WHK-AM) in connection with latter's new TV Center, are unqualifiedly denied by owner Herbert Mayer.

Will of late Thomas S. Lee (Vol. 6:2) leaves his \$9,500,000 estate (Don Lee radio and auto agency business) to 80-year-old uncle, R. D. Merrill, wealthy Seattle lumberman. Will was written 16 years ago.

Personal notes: Ed Borroff resigning from Taylor-Borroff, station reps, to join KPHO-TV, Phoenix, in which he owns part interest; Ted Taylor taking over his interest in rep firm . . . Alexander Stronach Jr. promoted to ABC national director of TV program operations under Charles C. Barry, radio-TV program v.p. . . . Joseph A. McDonald, ABC v.p.-gen. attorney, elected to TBA board, succeeding ABC president Robert Kintner, resigned . . . John W. Collins, ex-Southern Agriculturalist, new sales mgr. of WAGA-TV, Atlanta . . . M. L. McElroy, ex-Cluett, Peabody & Co., becomes ANA media-research v.p. Feb. 1 . . . H. L. McClinton, ex-Ayer v.p., is president of new ad agency opening May 1 to be known as Carlock, McClinton & Smith Inc.; Paul Smith, Paul Smith Adv. Inc., is v.p. and chairman of plans board; M. E. Carlock, ex-Benton & Bowles v.p., is v.p. and secy. . . . Herbert Gruber quits Biow to become radio timebuyer with Cecil & Presbrey . . . Thomas G. Slater elected Ruthrauff & Ryan v.p. in charge of network relations, programs and talent development . . . Norman Lindquist quits Malcolm-Howard Adv. Agency, Chicago, to be TV director of Atlas Film Corp., Oak Park, Ill.

Network accounts: NBC-TV moving *Who Said That?* Jan. 30 to Mon. 10:30-11, offering it for local sponsorship to all affiliates; it's NBC's first cooperative . . . Ford Motor Co. starts Feb. 1 to sponsor Wed. 7-7:30 segment of *Kukla, Fran & Ollie* on NBC-TV, RCA continuing Mon. & Fri., National Dairy Tue. & Thu. . . . Joe Lowe Corp. (Popsicles) buys CBS-TV for *Popsicle Parade of Stars* for 10 weeks, time and hour not yet decided . . . Packard Motor Car Co. buys weekly half hour on ABC-TV, time and programs not decided but Thu. 9:30-10 asked for . . . Pontiac bought CBS-TV Jan. 18, 9-9:30, with Arthur Godfrey touring General Motors' Waldorf-Astoria exhibits . . . Emerson Radio reported rejoining network TV sponsors shortly . . . Lehn & Fink (Hinds products) starting participations in DuMont's *Cavalcade of Stars* and *Cavalcade of Bands*.

Program and sponsorship notes: On heels of Vim Stores-RCA combined sponsorship of *Talent Battle of the Boroughs* on New York's WNBT (Vol. 6:2), contestants being picked up from neighborhood RKO theatres, WOR-TV announces *Talent Parade* from stages of Skouras theatres in N. Y., starting Feb. 1, Wed. 8-9; Tiny Ruffner will m.c. 11 acts weekly until May 3 selection of winner by ballot . . . CBS-TV preparing *Stage Door* dramatic series, based on Ferber novel and stage play . . . Among new TV spot users or prospective users currently reported: DeSoto, thru BBDO; California Packing Co., Hood Rubber Co., Ohio Bell, thru McCann-Erickson; Gruen Watch, thru Grey Adv.; Newport Soap Co. (White Magic Soap) and Dennison's Food Co. (on KTS), thru Brisacher, Wheeler & Staff; Popping Package Popcorn (also KTS).

TBA is sending sample rate card to stations, covering base rate, announcements, participations, time discounts, rehearsal, film and remote facilities charges, etc. Card is recommended by TBA as pattern. BAB also has standardized TV rate card, which it's mulling with AAAA representatives before sending to stations.

Add profit-making TV stations: NBC's New York WNBT was \$500,000 in black during 1949, including depreciation and all other charges, according to official sources. Its Washington WNBW "just about broke even" and its other 3 TV stations were "substantial losers."

FCC staff goes to Bridgeport Jan. 24 to inspect RCA-NBC's uhf installation (Vol. 5:53). Station is on regular schedule, sets are still being installed.

NAB 1950 convention in Chicago's Stevens Hotel has engineering sessions April 12-15, management April 17-19.

Trade Report
January 28, 1950

PRICE CUTS AND DEALER COMPLAINTS: All is not beer and skittles in TV trade -- though receiver market continues good -- as manifested in dealer complaints about recent price cuts. Wall Street Journal, for example, cites "typical situation" of New York customer who bought 1949 model in December, stormed into store after reading that 1950 sets were 20% cheaper, demanded and got refund of differential. It added:

"Other merchants, though, hold on to their profits and turn down rebate requests -- as well as a lot of goodwill." An irate Burbank, Cal. dealer is quoted:

"Distributors of some slower-selling models loaded us up before Christmas. We were stuck with inventories when the price-cut 1950 sets were announced." Chicago dealers said, too, they had to take losses or sacrifice their markups to clear out 1949 receivers.

Yet the bigger manufacturers, who account for most production, insist post-Xmas inventories were minuscule, blame off-brand sets -- and some are insisting to their distributors that they reduce dealerships.

Retailing Daily, reporting "price squeeze" on smaller TV manufacturers in Jan. 27 issue, states consensus among minor makers is that only way they can stay in business is to concentrate on 16 and 19-in. sets "where comfortable margin exists." Theme is that brand makers have squeezed margin to limit on leaders, so that smaller companies must either double production to make same profit as in 1949 or go out of business. Also mentioned is new 12-tube chassis for which great things are hoped.

SIZES & PRICES AT LOW END OF LINES: Trend is obviously to larger pictures, but we count 16 manufacturers still making 10-in., two making 7-in., two out with 8½-in.

Dominating output now are 12½ & 16-in. Making 12½-in. sets are 54 manufacturers, making 16-in. are 64. Because of price factor, more 12½-in. are probably being sold, though biggest tubemaker RCA says its 16-in. tube production now exceeds all other sizes combined.

Making the relatively new 19-in. are 25 set makers, which may account for the fewer projections. Only 10 report making projections.

Recapitulating listings in our TV Directory No. 10, plus supplemental data obtained since its publication, and considering only lowest priced models in each size, we find:

7-in. sets made by National at \$120, Emerson \$130; 8½-in. by Arvin \$130, Motorola \$140. And the following 10-in., all table models:

\$130, Tele-tone; \$140, Meck; \$170, Crosley, Motorola, Muntz, RCA, Sparton, Sylvania; \$180, Emerson, GE, Tele King, Westinghouse; \$200, DeWald, Regal; \$230, National, Nielsen. Some are obviously holdovers. Tele-tone, Crosley, RCA, GE sets are in plastic cabinets; RCA's in metal; Emerson's offered with enlarger.

Just about everybody's making 12½-in. models, so we won't list them all here. Suffice to note these tables at low ends of lines -- at \$200 or under: \$160, Jackson; \$170, Muntz, Tele-tone; \$180, Admiral, Air King, Brunswick, Hallicrafters, Olympic, Telequip; \$190, Motorola, Sparton; \$200, Bendix, Majestic, Philco, Raytheon, Sentinel, Starrett, Sylvania, Vidcraft. Admiral and Hallicrafters tables (latter really 12-in.) are plastic, Vidcraft includes FM.

Among the 64 makers of 16-in. sets, these are low ends of lines -- at \$300 or under: \$200, Jackson; \$240, Telequip; \$250, Olympic, Symphony, Tele-tone; \$260, Brunswick; \$270, Majestic, Motorola, Televista, Templetone, Video Corp.; \$280, Air King, Federal, Garod, Hallicrafters, Meck, Raytheon, Sentinel, Vidcraft; \$290, Emerson; \$300, Admiral, Bendix, Magnavox, Muntz, Philco, RCA, Regal, Sightmaster, Star-

rett, Trav-Ler, Westinghouse. All are table models save Admiral, Bendix, Muntz, which are consoles; Philco price is with table. Rectangular tubes are in Jackson, Tele-tone, Motorola, Air King, Garod, Hallicrafters, Sentinel, Admiral sets.

The 25 who make 19-in. sets, all consoles or consolettes, and their lowest prices: \$400, Jackson; \$440, Manufacturers; \$445, Video Corp.; \$450, Air King, Atwater, Majestic, Sightmaster; \$480, Starrett; \$490, Garod; \$495, Admiral, Magnavox, Mars; \$500, UST; \$525, Motorola; \$540, Stromberg-Carlson; \$545, Hallicrafters, Wilcox-Gay; \$550, Hoffman; \$575, GE; \$595, Bace, Remington; \$600, Bell; \$645, DuMont; \$795, Cascade; unpriced, DeWald.

Still making projections, and their lowest-priced units: Emerson, \$400; Scott, \$495; Ansley, \$585; Fada, \$700; RCA, \$795; Stewart-Warner (combination), \$795; Manufacturers TV (108 sq. ft.), \$1495; Trad (6½ sq. ft., with FM), \$1495; Cascade (12 sq. ft.), \$1595; UST, \$1595. Latter 4, of course, are commercial models.

Note: Prices are latest quoted to us, all subject to revisions.

TOPICS & TRENDS OF THE TV TRADE: Financial columns and dopesters are asking whether price cuts -- average 20% seems about right -- will affect future profits of set makers. For most part, they reply: No, increased volume will compensate. Some quotations and notations:

"Profit margins, percentagewise and even on a dollar basis, haven't been hurt by the lower prices for sets," declared Magnavox president Richard O'Connor. Admiral TV-radio v.p. Richard Graver anticipates "continuation of [our] profit margin because of greater volume." Dr. Allen DuMont sees market stabilizing, no more major price cutbacks like those of last few years, but gradual decline over 4-5 years. "But," he adds, "TV sets can never be sold in the price range of radios."

Wide open market that still exists is manifest from fact that less than 4,000,000 of country's 37,280,000 families as yet have TVs, and Dr. DuMont predicted in Pittsburgh this week that 75% of all will have sets within 5 or 6 years.

As for the set makers at large, their optimism is discernible in these items -- some previously chronicled in these pages:

Admiral and Philco aim for million sets each this year, former expecting by end of May to exceed the 400,000 it turned out in all 1949...Emerson this year is doubling TV output...Motorola hit 50,000-per-month rate at end of year, expects to sell 150,000 by end of March, reports first quarter orders are 3½ times dollar volume of same 1949 period when over-all sales were \$15,200,000 (half TV)...Tele-tone reports orders for more than \$11,000,000 worth of TV sets, new sales record for company...Zenith is booked through first quarter, hasn't slackened radio output, should be even bigger factor in trade when new line is out...Westinghouse 1950 production will be 75% greater than last year...Smaller producers like Sentinel (60,000 last year), Olympic (51,718 last year), Wells-Gardner (private brands) are talking in terms of doubling 1949 output...Starrett plans to triple production in 1950, has taken more factory space in New York's Starrett-Lehigh Bldg.

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Transvision Inc., New Rochelle, N.Y., maker of kits and parts, heralded entry into TV set market when Wanamaker-New York last Sunday advertised this 16-in. Transvision line: Skyliner consolette, \$239; Regency No. 3 console, \$299; Regency No. 4 console with FM-3 speed, \$399; latter 2 in blonde, \$15 extra. Prices included installation with outdoor antenna, 90-day service...Freed cut 16-in. Hepplewhite console from \$480 to \$430, Modern from \$495 to \$450, Sheraton from \$525 to \$480...Brunswick has new 12½-in. table at \$180, consolette \$220; 16-in. console, \$290; will have 16-in. table in April.

Stromberg-Carlson cut 12½-in. Hampton console from \$340 to \$300, Monterey from \$350 to \$320, Salem from \$390 to \$350...Fada 1950 line will be announced within month...Starrett breaking full-page ad on 1950 line in New York Times Jan. 29, also going into Chicago Tribune, Christian Science Monitor, Selected slick magazines...Motorola says more than half its first quarter production will be sets with 16 &

19-in. picture tubes...In addition to price cuts last week (Vol. 6:3), Sylvania has also cut 12½-in. console-combination from \$430 to \$400...Atwater has cut price of 12½-in. table with FM \$20 to \$200, has new 16-in. console with FM at \$300, raised price of 19-in. console with FM \$20 to \$470...Vidcraft promotes Michael J. Kingsley from executive v.p. to president, succeeding Leopold Godowski, now chairman.

Snell TV Inc., 939 Broad St., Newark, N.J. (ex-Muntz sales mgr. Charles Snell, president; radio-columnist Nick Kenny, v.p.) is new firm that buys chassis and cabinets, assembles sets, sells door-to-door in Newark, Brooklyn, hopes to open in Philadelphia and Boston soon. Line comprises 12½-in. table, \$140; same in consolette, \$160; 16-in. table with FM, \$200; same in consolette, \$250; same in console-combination, \$300; 19-in. consolette with FM, \$350.

Zenith this week announced dropping of auto radio business, said to have run as high as \$20,000,000 a year and to have represented up to 25% of company's sales. Company has made auto radios for Ford, Lincoln, Mercury, Nash, Hudson. High costs, greater profits in TVs and home radios were stated as reasons.

Western Furniture Mart opens in San Francisco Feb. 6, will have some of TV-radio displays from Chicago marts...1950 Parts Distributor Show in Chicago is May 22-25, registration forms now available from headquarters, 33 No. LaSalle St.

BIGGER TUBES THAN 19-IN. ON WAY? If a 21 or 22-in. or bigger picture tube is in anybody's works, it's one of the industry's best kept secrets. It isn't likely to be all-glass, for the bulb makers all tell us they haven't even had orders to blow laboratory models. Nor will RCA admit any present plans for anything bigger than metal-coned 16-in., which it says is outstripping all its other sizes combined.

That's best dope we can get in probing published reports that RCA and Rauland (latter is Zenith subsidiary) were about to introduce 21 & 22-in., respectively. RCA and GE admit experimenting with tubes larger than 19-in., but say they have no commercial plans whatsoever. Rauland admits doing experimental work on 22-in. metal tube, but it says has no commercial production plans either.

All the glass and tubemakers are watching one another closely, and studying trend to larger sizes paced by DuMont, which refuses to verify rumors of something bigger even than 22-in. DuMont led way in 12-in. when others went into mass production of 7 & 10-in., produced 15 & 20-in. long before industry at large accepted 16s, is now leader in production of 19-in., still makes some 15 & 20 for replacements.

Dr. Allen DuMont says there's scarcely any limit to size of picture tubes, beyond their practicability for particular size rooms. If anything bigger than 19-in. emerges this year (there's talk of 30-in.!), it's reasonable to expect he will make them -- but he isn't saying anything.

Meanwhile, projections seem to be cutting no ice in today's flourishing market, with only handful of present makers (see p. 1) though those who have them swear by them. RMA no longer reports projection output figures, but from best available sources we learn only 15,610 were made first 11 months of 1949, which means probably less than 20,000 for whole year.

And RCA alone among top set makers is sticking by 10-in. as price leader on theory there's good market not only price-wise (its table is \$170) but also as second set for dens or bedrooms; also, that size of home viewing audiences is reducing (neighbors now have their own sets), so that small families with small rooms find 10-in. adequate.

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Corning Glass Works, already making 16-in. rectangulairs, announced this week it will begin production early February of new 14-in. rectangular capable of 97 sq. in. picture area. Deflection angle is 70 degrees, it's shorter than 12½-in. round bulb, weighs less, takes up less space. Glass face-plate is sealed to funnel by welding process said to increase thermal resistance and mechanical strength.

Zenith Optical Co., bulb blower of Huntington, W.Va., reports its new mechanized plant will increase production to 100,000 per month from Feb. 15; that present output is mainly 10 & 12½-in.; that substantial orders have come recently for 8½-in.; that in 30 days it will begin producing 14 & 16-in. rectangulairs.

PRESIDENT & CONGRESS EYEING SPECTRUM: Scarcity of radio frequencies, national and international, has brought action on several fronts:

(1) President Truman has begun formation of high-level, non-govt. advisory commission on communications (like recent Finletter Commission for aviation) to cover whole front. It's understood two of men asked to serve are Dr. Wm. Everitt, head of Illinois U's electrical engineering dept. (also on Condon Committee), and Dr. Irvin Stewart, former FCC member (1934-37), now president of West Virginia U.

(2) Sen. McFarland will soon devote himself to communications study, which includes govt. use of frequencies (Vol. 5:7,16). He has queried govt. agencies, particularly military, has number of responses.

(3) A Frequency Control Board, above FCC, to parcel spectrum between govt. and non-govt. services, is contemplated by Sadowski bill, HR 6949 (Vol. 6:3), introduced Tuesday.

(4) FCC Comr. Webster, long-familiar with problem of frequency scarcity, exhorted govt. and industry to cooperate in conserving spectrum, in talk before Armed Forces Communications Assn in New York Wednesday.

What this all means to TV is sheer guess at this time. But number of people, in and out of government, claim government could well give TV some channels immediately above Channel 13 (216 mc).

LATEST ON UPCOMING NEW STATIONS: San Antonio's KEYL, due to start next week (Vol. 6:3), has postponed formal debut to Feb. 15 on account of construction delays -- but it will still be first new station of year, No. 99 on rolls. And Iowa State College WOI-TV, Ames, which began tests Jan. 23, now reports Feb. 21 or 22 as starting date. Thereafter, you can expect tests starting March 1 by WTAR-TV, Norfolk (commercial operation April 2); probably March 1 by WJIM-TV, Lansing (Vol. 6:3). Rock Island's WHBF-TV still aiming for April 1 tests, but isn't sure it can make date.

First educational TV station, which will carry network kine commercials (Vol. 6:3), reports its signals are providing "clear and bright" reception in Des Moines, 27 air miles. It has had reports of very good reception under 55 miles, reasonably good reception 65-80 miles, some reception with inside antennas 15-20 miles. Test patterns are on air Mon. thru Sat. 3:30-5:30, Mon. thru Fri. 6-7.

Radio manufacturers paid \$40,638,870 in Federal excise taxes on radios and TVs in 1949, RMA estimates. This is about \$8,700,000 less than paid in 1948. TV is very insignificant amount of total, since TV as such isn't taxed; in TVs tax is only on radio components of sound system. RMA midwinter meeting in Chicago's Hotel Stevens, Feb. 15-17, will discuss repeal or reduction of radio excises.

Magnavox earned \$775,700 (\$1.17 per share) on sales of \$13,776,892 during second half of 1949, its December quarter accounting for \$727,016 earnings (\$1.10) on sales of \$9,451,994. No comparisons are available for last year's periods since company recently changed fiscal year to start July 1. During fiscal year ended Feb. 28, 1949, profit was \$1,323,598 (\$2.01), but for 4 months ended June 30, 1949, net loss was \$893,057. President Richard O'Connor reports company has delivered 100,000 shares of "A" stock from sale of which it derived \$1,300,000.

Hytron stockholders have authorized increase from 1,000,000 shares of \$1 par common to 3,000,000 and have approved 100% stock distribution as of Jan. 25. They were informed that consolidated sales of Hytron and its subsidiary Air King in 1949 amounted to \$16,500,000, compared with \$7,938,000 in 1948; that current backlog of orders is \$12,000,000; that 1950 sales are estimated at \$30,000,000.

Sparks-Withington reports net profit of \$183,186 (19¢ per share) for 6 mo. ended Dec. 31 vs. \$339,467 (36¢) for same 1948 period and \$457,416 (49¢) for same 1948 period.

RMA president Ray Cosgrove says 1949 TV set sales had factory value of \$560,000,000, accounting for more than 65% of industry's gross income. With 4,000,000 sets produced since war, public's TV investment is more than \$1 1/4 billion, he stated. Nearly 10,500,000 radio units accounted for factory value of \$290,000,000 last year, auto radios doing particularly well (new high of 3,500,000 units). The 1949 factory volume of \$850,000,000 from TV-radio sets compares with \$750,000,000 in 1948, he estimates.

Armenian-born Sarkes Tarzian, onetime Atwater Kent design engineer, now an electronics parts manufacturer and TV-radio station owner (WTTV & WTTS) of Bloomington, Ill., is described as "The Man with the Midas touch" in feature article in Jan. 22 *Indianapolis Times*, which recounts how at 49 he has parlayed \$40,000 in life savings into a "multi-million dollar corporation," employing 600 persons in factories in Bloomington, Hawthorne, N. J. and Philadelphia.

Packard-Bell reports sales for quarter ended Dec. 31 were \$2,921,380, profit \$221,318—and paid 25¢ dividend to stockholders of record Jan. 16. At same time, it released annual report for 1949 fiscal year ended Sept. 30, showing \$5,437,871 sales, \$183,630 profit (76¢ per share) compared with \$4,400,119 sales, \$50,509 (21¢) profit for year ended Sept. 30, 1948.

Westinghouse's Walter C. Evans reviews the history of "Electronics, Prodigy of Electrical Science" in January issue of *Westinghouse Engineer*.