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NEW TV FACTBOOK OFF THE PRESS: Epitomizing TV's steady growth, our new 48-page TV Directory No. 5: Television Rates & Factbook of Oct. 1, now in mails to all full subscribers, lists rates, facilities, personnel and other data of the networks and of 37 TV stations now operating, plus 4 more due to begin commercial operation during October. Also, it lists 83 CPs (plus foregoing 4) and 303 applications pending as of Oct. 1. TV Addenda 5-A will start new series of weekly reports (blue sheets) designed to keep your logs of actual and prospective TV stations up-to-date by listing latest FCC grants, applications, changes, etc.

What's particularly interesting about foregoing figures is comparison with box-score of our 32-p. TV Directory No. 4 of last July 1, which No. 5 supersedes: Then we listed 31 stations operating, 78 CPs, 285 applications. New directory's 9 sections also include present and proposed channel allocation tables, maps of present and proposed coaxial-microwave networks, Directory of TV Program Sources (some 300 listings of firms syndicating live-film-special services to TV stations) and Directory of TV Manufacturers & Receivers -- latter 2 directories revised to Oct 1 from previously published special supplements. Extra copies of TV Directory No. 5 are available to subscribers at \$2.50; non-subscribers, \$5.

THE 'INS' ARE IN, 'OUTS' MUST WAIT: This week FCC said officially what has been known informally (Vol. 4:39) -- that all TV applications are shelved pending determination of new troposphere-dictated standards and allocations. And it cleared up any uncertainty of CP holders: They can build without fear. There's very little new to add to our Special Report of last week (captioned "Blueprinting TV's Technical Future"), but widely headlined freeze action of Sept. 30 merits analysis of its impact. Consequences -- though annoying to some, eager for early CPs or for quick sales of equipment and program material and whatnot to new stations -- aren't nearly so dire as many news catchlines might forebode.

Aside from the areas which will now have to wait longer for TV stations, main impact of FCC's stoppage of all new TV grants will be psychological. Anti-TV forces may seize upon new situation to talk down TV again. Inevitable promises of uhf, like color, may impel some prospective buyers to wait. But we repeat, echoing the flat assurances of FCC Chairman Wayne Coy: There is no thought of abandoning the present 12 vhf channels, so that there is no present danger of obsoleting existing transmitters or receivers. Low band remains the basic system.

What FCC seeks to do during freeze period is improve service potential on present bands -- re-space and lengthen the roadways, as it were, so they will permit clearer traffic. Meanwhile, traffic is limited to those already operating, building or holding authorizations to build. In sum, the FCC:

(1) Assures the 37 existing stations and 87 CP holders (TV Directory No. 5) that their present operations won't be disturbed by any allocation changes -- but tells them their requests for modifications will be considered case-by-case, probably will be denied if they would adversely affect expected new allocations.

(2) Tells the 300-odd applicants, a few of whom have gone through expensive hearings, that their applications are shelved until roadways are deemed in order.

(3) Calls off some 47 competitive local hearings, and holds in abeyance decisions on hearings already held -- including the long, costly San Francisco case.

(4) Promises more conferences to begin shortly, probably in early November, to consider troposphere, protection contours, standards revisions, reallocations.

Though FCC talks of 6 months, final determinations certainly will take more time than that, maybe year. And, it says quite candidly, fewer rather than more allocations may be expected on vhf, which means expansion inevitably must come on uhf.

It's clear that the longer the freeze continues, the more surely the vhf problem dovetails into uhf. By the time present channels are reallocated, it may be deemed feasible to interlace uhf with vhf assignments for best local distribution -- provided, as seems likely, adequate uhf data and equipment are available within reasonable time. And the prospect of a new Administration in Washington in January brings up inescapable local political considerations (how many and what kind of channels to particular communities).

In a word, the "ins" are in, the "outs" out for awhile -- but the "ins" offer enough service now and in immediate prospect to keep TV factories and merchandisers humming. Today's 37 stations serve 21 areas (TV Directory No. 5). About 20 more stations are in various stages of construction, their starts promised by year's end. These will provide added service in present TV areas (the more stations, invariably, the better the set market) plus initial service in such areas as Louisville, Pittsburgh, Indianapolis, Memphis, San Francisco, Seattle, Providence, Houston, Albuquerque, Bloomington, Ind., perhaps a few others.

Of the 87 CP holders (actually 86, but one CP for now-withdrawn Channel No. 1 has never been erased from the official records), our guess is that several dozen will continue to stall, deliberately, against the day the channel problem clears. Of the 304 applicants, perhaps half will eventually drop out -- will either decide telecasting is too expensive or choose to sweat out uhf or lose out after hearings.

Crux is the simple question put by reporters to Mr. Coy at Thursday press conference: "Shall we tell our readers to stop buying TV sets?" Answer is same as before: Certainly next year's cars and next year's roads are going to be improved and expanded. Certainly you will get a better if not cheaper car (or washing machine or refrigerator) the longer you wait. Applying the analogy to TV, look what you're missing in the meantime, if you live in a TV area: the World Series, football, boxing, vaudeville, public events, movies -- an amazingly increasing and improving variety of local and network sight-with-sound programs.

PROBLEMS OF TV 'LINES' AND RATES: It looks like tough going for TV if FCC upholds T&T ban against interconnecting its microwave-coaxial links with other TV relay systems. That was quite apparent during this week's resumption of FCC's June 15 V "line" rate hearing (Vol. 4:25), devoted mainly to that subject. Western Union ade clear what happens if FCC sustains phone company's regulation: It will have to drop its plans for common carrier TV intercity microwave links. TBA, DuMont, Philco aid AT&T-only costs would be too great for telecasters. Hearing resumes Tuesday, may be postponed again to permit time for study of voluminous AT&T cost data.

Telecasters want to use own pickup systems -- for remotes and for some intercity links. Philco wants to sell microwave equipment to potential private intercity networks; in fact, went to court last week when AT&T refused to carry program from New York to Boston because it came up from Philadelphia via Philco's own relay system. Court said issue must be decided by FCC. AT&T's adamancy was explained by Asst. v.p. John Hanselman: "Private competitors would skim cream from the television network business" and leave AT&T to carry the unprofitable loads. Hanselman conceded that Bell System would interconnect with other systems if it had no facilities.

AT&T justifications of rates adduced some interesting figures, eloquent of high cost of TV hookups. Here's what networks and others paid out during June, July, August: NBC, \$69,652; ABC, \$41,616; CBS, \$36,386; DuMont, \$29,427; WPIX, New York, \$813; Paramount, \$1,616; Yankee, \$1,560; WATV, \$1,429. Connections for TV pool average of June-July political conventions cost \$14,659.

FM VERY MUCH ALIVE AND KICKING: FM's dogged and doughty enterprisers got quite a lift at FMA's Chicago convention this week. It was attributable to: (1) Nice turnout of some 375 (FMA membership, 268). (2) Big hike in FM set production during August (Vol. 4:39), good outlook for next year's output. (3) High hopes placed in new FM-only services: transit, storecasting, facsimile, and a novel threat to Muzak. FMA's next big objective was clearly outlined: Continue building circulation and break down resistance of ad agencies. Survey of big agencies by AAAA's Kenneth Godfrey made it obvious FM hasn't yet penetrated their consciousness -- only 3 of 48 top ones saying they're buying time, only 4 saying they expect to. Many operators, FM-only in particular, are irked because so many AM stations throw in FM for free.

As for spectre of TV, few FMers make any bones about their fears. They wish it had never happened. FCC Chairman Coy said it for them, put their concern into words, but gave them much the same pitch he gave theatremen last week (Vol. 4:39), viz., TV is a mighty force; only way to compete with it is to do a better job.

Receiver prospects look good, Stromberg-Carlson's Lee McCanne forecasting: Tube shortage will restrict TV production; saturation will restrict AM production; FM can employ much of remaining capacity; industry could produce 500,000 monthly in 1949. Zenith, apparently, has jump in low-priced field. One broadcaster after another got up and complained to Zenith's J. E. Brown, saying their listeners want Zeniths, can't get them. Said Brown: "We're running at capacity. I don't know why others can't make a good set; there's no secret to it."

To us, one of the loudest noises at convention was inaudible -- a supersonic pulse. Most of the new systems (transit, etc.) are more or less predicated on its use. Receivers are equipped with a supersonic device which turns sets on or off at push of a button at the station. Thus, station can cut out commercials, talks, etc., from specific receivers. Significant, also, is fact that a single station can run several systems by use of gadget. Here's latest on new systems and services:

Transit FM. Very hot. Cincinnati's WCTS has 46 accounts, is in black with annual billings of \$175,000, yet with only 20% of available time sold. St. Louis' KXOK, with only 20 vehicles in test operation, is reported taking in \$850 weekly from advertisers who want to preempt choice time. WJJD is said to be working on Chicago deal. Two very well known broadcasters will shortly head up Transit Radio Inc.'s New York and Chicago offices. GE and REL showed their transit receivers at convention; several other large outfits will soon come out with sets.

Storecasting. Impressive. Stanley Joseloff's Storecasting Corp. of America has so far latched up with American Stores, First National Stores, National Tea -- nation's 4th, 5th, 6th largest grocery chains. WEHS, Chicago, will be feeding 100 National Food Stores in about 2 weeks. New York, Philadelphia, Connecticut stations will start in "near future." Another outfit, Store Broadcasting Service, 131 S. Wabash, Chicago (R. E. Lindgren), is working with WEAW, Evanston, equipping Chicago IGA stores with systems made by Electronic Sound Engineering Co., 4344 W. Armitage, Chicago (Bernard J. Sullivan). Seems everyone has some kind of deal in the works.

Facsimile. Fascinating. Radio Inventions, Smith Davis, Stewart-Warner team had strong sales talk. Radio Inventions' Elliott Crooks said you can make money out of FX now. Equipment, including 15 recorders, runs about \$20,000. Installed in public places, he said, ad sales and rents can bring in \$1,800 weekly; operating cost, \$1,035. Many FMers were excited about FX but wondered whether Crooks' economics were too enthusiastic. Jack Hogan kind of riled the boys by telling them that printed advertising has greater impact than sound.

The Muzak-like affair is brain-child of the aforementioned Mr. Lindgren, an ex-Muzak man. It's simply this: A single-frequency receiver with supersonic gadget is sold to factories, doctors, etc., who now use Muzak (for about \$385 plus \$50 installation). Station involved cuts out commercials by merely pushing button. Station retains ownership of supersonic device, charges rent at fraction of Muzak cost.

FMA's new officers: Bill Ware, KFMX, Council Bluffs, president; E. Z. Jones, WBBB-FM, Burlington, N. C., v.p.; E. J. Hodel, WCFC, Beckley, W. Va., secy; Tom McNulty, WMCP, Baltimore, treas.

It's a long chance, but Westinghouse this weekend is probing possibility of using Stratovision plan to link East-Midwest networks for at least part of World Series. Idea was broached by FCC Chairman Coy and everyone is working like mad on it. Plane would fly over western Pennsylvania, use Channel 6, be far enough away not to hurt stations on that channel in New Haven, Philadelphia, Richmond. FCC is confident of AT&T cooperation. Plane is now getting 300-hour overhaul. Westinghouse, though eager to show off Stratovision, feels it daren't risk a flop. Two possibilities: linking Buffalo and Schenectady, or Philadelphia-Cleveland. Use of plane as only a relay, employing uhf or microwave beams, would do the trick, but equipment isn't available.

RMA's biggest transmitter customer, the Government, is bigger buyer than ever, absorbing 71% of second quarter dollar volume, principally radar purchases. TV is largest civilian buyer: \$3,277,307 second quarter, \$4,959,922 first half. FM accounted for \$1,385,598 second quarter, \$3,000,802 first half. AM was \$716,707 second quarter, \$1,384,142 first half. AM-FM studio and antenna equipment sold for \$1,666,823, export \$616,328, miscellaneous \$437,017. Total sales jumped from \$30,028,315 first quarter to \$50,318,006 during second.

Hallowed Boston Commons will be setting for 100 RCA TV sets during World Series, beginning Oct. 6, by arrangement between Gillette and Boston's Mayor Curley. It's expected 10,000 Bostonians will be able to see and root for Bosox each game. RCA is sending 20 specialists to handle first outdoor TV installation of its kind, Dick Hooper handling promotion. Dept. store installations for series are also in works; Philadelphia's Gimbels plans 20 sets in as many windows.

Los Angeles-San Francisco will have 2 TV coaxial channels in 1949; Milwaukee-Madison will have single coaxial channel same year; and New York-Chicago will open with 2 microwave circuits in 1950, according to AT&T exhibit at TV rate hearing this week. Report also lists additional New York-Washington circuit for 1949, 3 more New York-Boston microwave channels in 1950.

Rumors that Bing Crosby is going to apply for 3 Pacific Northwest TV stations (Spokane, Tacoma, Yakima) as regional net had FCC and Washington radio attorneys agog this weekend. Reports were carried by news wire services, Hollywood trade papers. As of Friday night there were no applications from "Der Bingle."

Though it has never been political post, looks like FCC chief engineership may stay vacant until after November elections. One commissioner broached Donald G. Fink appointment (Vol. 4:39), without asking him whether he'd accept, but colleagues are loathe to go outside ranks, for present at least.

CBS has signed Pasadena Rose Bowl rights for next 3 years, TV as well as AM, and New Year game is planned as inaugural feature of CBS-*Los Angeles Times*' KTTV, now building.

Record makers and Petrillo are scheduled to meet next Tuesday to iron out details of AFM plan for collection of royalties (Vol. 4:38). Big question still is whether plan violates Taft-Hartley law.

NBC has made same tieup with *Time-Life* for Nov. 2 election returns coverage via TV it had during recent political conventions.

NBC will simulcast "Take It or Leave It" as test Sun., Oct. 10, 10-10:30 p.m.

Two chapters of NAB's TV report, compiled by Charles Batson, are now being sent to members. Chapter I, *Getting a Focus*, says uhf almost certain but 5-10 years off, warns prospective telecasters must be prepared to bear costs of possible switch. Chapter II, *Basic Economics . . . Construction Costs*, sets up "2-by-4" formula to estimate costs. The "2" means choice of community or metropolitan station; "4" means choice of program facilities (network, film, studio, remote). "Average minimum" transmitting plant costs: community, \$85,000; metropolitan, \$180,000; STL (for either), \$11,000. Average minimum for each programming facility: network (control equipment), \$12,000; film, \$32,000; studio, \$80,000; remote, \$65,000.

Broadcasting industry business will increase 1948 time sales gross to \$383 million, up 7% over 1947's \$357 million. Expenses will go up, however—from last year's \$212,200,000 to \$233 million this year. Spot will be up 10%—from \$90 million to \$99 million; local up 6%—from \$136 million to \$144,800,000; network up 6.5%—from \$125,800,000 to \$134 million; station revenues up 3%—from \$277,200,000 to \$286,800,000. Profits before taxes for industry as a whole will be less than 20% for first time since 1939. Estimates are by NAB Research Dept., headed by Dr. Kenneth Baker.

NBC has leased 35 of Bill Boyd's "Hopalong Cassidy" Westerns, will release them to its own TV affiliates first, also syndicate to other stations. Reported to have guaranteed \$100,000 against 60% of gross. Over its WJZ-TV, ABC is trying interesting film experiment: Starting Oct. 3, it is offering series of Sunday night (9 p.m.) old-time silent films, such as Rudolf Valentino in "Son of the Shiek," Elmo Lincoln in "Tarzan of the Apes" and H. B. Warner in "The Crusaders"—will continue with more if they click.

Apropos TV set merchandising, *American Magazine* promotional survey shows 1% of its readers owning sets as of April, 28% expecting to buy (if telecasts available), 71% not expecting to buy. Percentage owning each brand was: 32.4% RCA, 20.6% Philco, 8.8% GE, 5.9% DuMont, 32.3% unidentified. But potential buyers naming brand desired (47.6% expressed preferences) breaks down to (major choices): 36.3% Philco, 28.8% RCA, 11.5% GE, 5.9% Zenith, 4.5% DuMont, 3.8% Stromberg-Carlson, 2% Westinghouse.

Upsurge in network TV sponsorship continues. New ones this week: Nash Motors to sponsor Nov. 2 election returns on CBS, which also has signed Camels to sponsor 40 of 70 basketball, track, rodeo events for which it holds exclusive Madison Square Garden rights. And Wrigley will sponsor 5 rodeos. GE signs on ABC for 52 weekly showings of "Stop Me If You've Heard This One," starting in January. Admiral Radio Oct. 3 starts "Welcome Aboard," variety with bandleader Russ Morgan, on NBC, Sun., 7:30-8 p.m. General Foods reported ready to sponsor Theatre Guild plays on NBC. Newly reported station sponsorships:

WBAP-TV, Fort Worth: Humble Oil, TCU football; Leonards Dept. Store, high school football; W. C. Stripling Co., Korda films; Nicolson-Jones Motor Co., news; Dallas-Fort Worth Brewing Co., NBC newsreel; Wm. Cameron Lumber Co., NBC newsreel; Fort Worth & Denver R. R., newscasts; and spots by Day & Night Hot Water Heater Co., Bulova, Stuart Nursery, Chesterfield, Motorola, Walco lens, Equitable Building & Loan, Ryan Motor, U. S. Fourth Army.

WNBT, New York: Whit-hall Pharmaceutical Co. (Anacin, Kolynos), "Mary Kay & Johnnie" serial, Sun., 7-7:20 p.m.; Kuppenheimer & Co. (men's clothing), "Football Sports Album," 5-min. film preceding Sat. grid games.

WPIX, New York: Stuart Clothes, spots before Rangers hockey games; Trans-Mirra (TV image definers), spots on "Record Rendezvous"; Kreuger Beer, Sat. night wrestling.

WXYZ-TV, Detroit: Oct. 9 inaugural will include variety show sponsored by Philco, Notre Dame-Michigan State grid game by Admiral; Oct. 10, Detroit Lions-Boston Yanks pro game by Goebel Beer.

WJZ-TV, New York: Modern Industrial Bank, "America's Town Meeting," starts Oct. 5, Tue., 8:30-9:30 p.m., salable cooperatively on ABC.

WWJ-TV, Detroit: Oldsmobile, all 5 home games of U of Michigan.

NEW ZENITH TV 'GEARED' FOR UHF: Zenith will be out with 2 TV receivers Nov. 1, breaking first ads Oct. 15. They will cover present 12 vhf channels, will also be "geared" to embrace uhf without converters as well as Phonevision. Promotion pitch won't play up uhf feature, inasmuch as uhf is still experimental and allocations and standards aren't worked out yet (Vol. 4:39). But it's an open secret Zenith's Comdr. McDonald places great store by uhf for future of TV, both monochrome and color.

Beyond foregoing, we can learn nothing about Zenith's very hush-hush receivers, though talk is rife combination vhf-uhf set is in Zenith works. Zenith executives are sworn to secrecy, yet at last week's FCC hearing on uhf its chief engineer J. E. Brown stated:

"We have designed and are now producing for sale to the public, television receivers which can be made to operate both in the 54-216 mc band and the 475-890 mc band. These receivers are strictly competitive in price with the television receivers on today's market...we have no hesitancy in saying that black and white receivers for the 475-890 mc band are entirely practical and their design can be economical enough to be competitive with current black and white receiver production..." When Comr. Sterling asked him to elucidate, he hesitated, was excused from replying on plea of "competitive trade secret."

WATCH NEXT FOR 'ULTRAFAX': Next big sensation of radio: "Ultrafax" -- offshoot of TV (Vol. 3:26). It's due for Washington demonstrations Oct. 21, via special microwave installation in transmitter of NBC's WNBW. It promises to revolutionize communications, can transmit as many as million words per minute. Each page of printed matter (letter, check, picture, newspaper page) is treated like frame of TV picture, TV camera scans message, it's transmitted, then photographed at terminal directly off face of receiver tube, then put through high-speed development process that permits instant facsimile. Same microwaves can handle AM, FM, TV, telegraphy, telephony. RCA says principle is also adaptable for home use.

NEW RCA LINE AND OTHER TRADE NEWS: RCA isn't telling the world yet, but leaks from its distributors divulge fact it's about to launch new line of table, console TVs as replacements of some present models. Tentatively fixed prices are about same as current counterparts, but officials aren't certain they can "hold the price line" in face of rising costs. New circuits and cabinet styling are featured. Sets are projection or 10-in. direct-view, the 16-in. metal-coned tube line not coming out until January or February. Full line and prices will be disclosed in week or so.

TV trade news of week, otherwise, is featured by big boost in set sales stimulated by World Series, football, better programs, more staying at home. Only fly in ointment is possible psychological effect of FCC's order stopping new TV grants. But this is offset by (1) assurances FCC has no intention of abandoning present channels; (2) fact that present and prospective markets are absorbing all TV output -- in fact, the brand-name boys still say demand will soon outrun supply.

Admiral, Philco and GE are going on TV networks as sponsors to promote TVs and radios, buying lots of local TV time, too -- Philco even paying \$50,000 for rights to 11 USC-UCLA grid games on KLAC-TV, Los Angeles (for which station paid \$75,000)...Packard-Bell buys AM-TV simulcasts of "Talent Tests" on KFI-TV, auguring that little as well as big radio manufacturers will devote big hunks of budgets to TV advertising...Westinghouse ad manager J. H. Stickle tells convention of Associated Chain Drug Stores that, as radio dealers look more and more to TV as staple, radio makers must look to new outlets to sell ordinary sets -- and druggists have proved to be good merchandisers...Westinghouse announces its TV line will be called "Stratovision", promises more models soon...Aldens, Chicago mail order house, offers 2 Hallicrafter table sets (7-in., \$169.50; 10-in., \$295) in Xmas catalogs.

Bendix offers novel warranty-installation deal: In high field strength areas, where antennas aren't needed, warranty alone is \$30 a year; with antenna, it's \$65. Bendix introduced its first TVs in home Baltimore market this week, upped table model \$20 to \$349.95; console remains \$599.95...Zenith raises prices of table radios, including AM-FM Triumph, up \$10 to \$69.95...Retailing Daily says new Stew-

art-Warner TVs are 10-in. table at \$325, 10-in. AM-FM-phono console at \$650, October deliveries, but sales manager Samuel Insull Jr. advises us final engineering details aren't decided, therefore prices not set...Newly announced producer of TV "duplicators" for multiple installations, attachable to any TV sets, no details yet: Taybern Equipment Co., 120 Greenwich St., New York City.

NEXT TVs—NBC MAKING HASTE SLOWLY: Atlanta's WSB-TV and Fort Worth's WBAP-TV got off to good starts this week, as scheduled -- former reporting its Sept. 30-Oct. 7 sponsors include Davison Paxton dept. store, GE, Motorola, Philco, King Hardware, Brock Candy, Walso Sporting Goods, Disney Hats, Austin Co. Next starters, as presently scheduled: Detroit's WXYZ-TV, Oct. 9; Detroit's WJBK-TV, Oct. 24; Baltimore's WAAM, on or about Oct. 15 (tests delayed); Louisville's WAVE-TV, Oct. 31. Then there are the 3 now-testing NBC outlets: WNBK, Cleveland, commercial debut tentatively set for mid-November; KNBH, Los Angeles, about Jan. 1 (no studio space yet); WNBQ, Chicago, not till March 1 (also awaiting studios). Asked why the delays, NBC's Sid Strotz said, "They've got to be in perfect operating order because the industry expects that of NBC." So even though Cleveland tests have started, NBC won't carry World Series there -- not unless, by time "play ball" is called, WNBK is turning out an absolutely "pure signal." Note: Strotz arrived at NBC New York from Hollywood Thursday, is staying until about Xmas, will decide by then whether he can run network's TV by commuting between coasts.

NEWS NOTES OF TELECASTING FIELD: Big radio station deals involving TV: (1) Avco (Crosley) buying Louisville Courier-Journal's WHAS for \$1,925,000, including its TV grant. Crosley operates WLWT, Cincinnati, is building TVs in Columbus and Dayton, has applied for Indianapolis, so pattern of regional network is plain. Reason for selling, as given by newspaper's publisher Barry Bingham: TV is changing nature of radio, and "we would rather invest our money and devote our energies to newspapers." (2) Denver theatremen Huffman and Ricketson, applicants for TV as Aladdin Television Inc., buying KLZ for rumored \$1,000,000, may be joined in project by Daniels & Fisher dept. store people (also TV applicant). Thus, 3 applications could be combined into one -- except that now everything's frozen under FCC order.

Bamberger's WOIC, Washington, due for December or January start, becomes CBS outlet under 2-year contract, CBS pulling away from WMAL-TV (ABC). This means at least 2 years before MBS network TV plans can take form, for Washington outlet, with New York's WOR-TV and Boston's WNAC-TV, are down as nucleus. CBS says it still hopes to get own capital TV along with deal for sale of WTOP to Washington Post (Vol. 4:21)...CBS announces Houston's KLEE-TV as an affiliate when it gets started about Jan. 1...DuMont has added Don Lee's KSTL for its commercial Tele-transcription network...Boston's WNAC-TV makes "official bow" Oct. 3, though it actually has been operating commercially since last June. It's hooked up with CBS, ABC, DuMont. Shindig provided occasion for special TV sections in Sunday Herald-Traveler, Globe, Post...Yankee Network's executive v.p. Linus Travers, who master-minded WNAC-TV, quits Nov. 1 to become special v.p. for programs and sales of MBS, which is 20% owned by Yankee...Add special newspaper sections on TV: Atlanta Journal, 30-p. Sept. 28 to kick off WSB-TV; St. Louis Post-Dispatch, 22-p. Sept. 22, featuring KSD-TV and Midwest Network...Indianapolis Star, Sept. 26 ran layout with story on WFBM's projected new 230-ft TV-FM tower atop Merchants Bank Bldg., manager Harry Bitner Jr. saying he hopes to get TV started by next March 1; tower site lease was signed for 10 years.

ONE APPLICANT, ONE EXPERIMENTAL: Only TV application this week was for El Paso -- Claude H. Craig, Los Angeles auto dealer, seeking Channel 5. So we're not issuing TV Addenda this week, will include data on Craig application in next week's. FCC granted unusual experimental TV relay -- to Comerford Publix Theaters Inc., Scranton, Pa., half owned by Paramount, authorized to pick up and relay New York and Philadelphia (both 125 mi.) telecasts for private showings to company officials, not for public viewing. Authority runs Oct. 2-11 (World Series time). May be an augury that more theatre folk really mean to get into TV act per FCC chairman Wayne Coy's talk before Theater Owners of America convention (Vol. 4:39).

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October 9, 1948

WHO'S WHO AMONG TV ENTERPRISEERS: Analyzing the structure of TV as of the Sept. 30 "freeze," using our Oct. 1 TV Directory No. 5 as source, it's interesting to note:

1. That AM interests are represented in 28 of the 41 stations listed as being "on the air" (though 4 of these are really scheduled for October debuts); in 45 of the 84 CPs; in 142 of the 303 applications. In other words, though there are more than 2,000 AM stations operating or authorized for construction, only around 200 are in or seeking to get into TV.

2. That newspaper ownership is represented in 14 of the on-the-air stations, 29 CPs, 74 applications. Movie interests are identified with only 2 stations now on air (Paramount's), though are involved in 2 CPs, 13 applications (see story, p. 3).

3. That AM network identity breaks down as follows: 18 on-the-air TV stations AM-affiliated with NBC, 5 ABC, 3 MBS, 2 CBS. Among CP holders, 22 are AM-affiliated with NBC, 16 CBS, 13 ABC, 8 MBS. Among applicants, score is 49 CBS, 40 ABC, 37 MBS, 36 NBC.

Note: Foregoing recapitulations do not take into account this week's post-freeze applicants (TV Addenda 5-A), refer only to those in latest TV Directory.

WHAT THEY THINK ABOUT TV FREEZE: TV industry at large doesn't seem to be a bit fazed by FCC's stoppage of new grants, freeze of pending applications (Vol. 4:40). TBA praised the move, and RMA's biggest guns are out in favor of it. The major set makers like RCA, Philco, Admiral, DuMont all agree move was healthy (a) because it is designed to revamp standards and allocations in the interest of better reception, and (b) because it enables them to concentrate on still-undersupplied markets rather than scatter their efforts.

Among CP holders, some confusion was evident, but we have yet to hear a squawk from a single applicant. Most are perfectly willing to let the "ins" do the pioneering in so heavy a deficit operation as telecasting. They count each day's delay so much money saved.

It's obvious the public is still confused, apparently will remain so until it gets better lay explanation of what it's all about (preferably via TV). First effort to that end is Commentator Dick Harkness' interview with FCC Chairman Coy scheduled on NBC-TV next Wed., Oct. 13 (8:45 p.m., EST).

So far, set sales haven't been affected -- demand is still ahead of supply, at least for name brands. But it remains to be seen whether this will continue after current flush of baseball and football. Fact is, burden falls largely on distributors and dealers to reassure public present 12 channels are here to stay, will be improved by FCC's overhaul, aren't going to be superseded by uhf or color.

Curiously enough, Eastern metropolitan press handled freeze story better than did radio, for most part set forth facts clearly and unsensationally if readers troubled to go beyond headlines. This was tribute to splendid job of explanation by Chairman Coy at his heavily attended press conference -- attendance itself evidence of hot interest in TV. Ironical was fact that broadcast news reports, necessarily very abbreviated, tended to be superficial and thus scary. It was a complex story

that couldn't be handled adequately in brief bulletins. Juxtaposition of vhf problems with uhf proposals, too, wasn't easy to explain in a few words.

Already cropping up are many questions from CP holders, seeking to learn exactly where they now stand. Chief question still unanswered: Will FCC grant modifications of CPs, changes in powers and antenna heights, without concerning itself with interaction on potential assignments? Since just about every other station undergoes such changes before getting on the air, denials might determine whether and when a grantee can actually begin operating.

Just how FCC will handle extensions of completion dates by CP holders, some possibly based on nothing more than desire to await new allocations and standards, also is problematical. Stalling has been tolerated so far, but will it continue to be? Chairman Coy told press he couldn't see how FCC can force grantees onto the air if they prefer to wait for standards revisions. But not all his colleagues or staff believe laggards should be allowed to retain CPs. In any case, enough transmitters are already delivered, enough on firm order, enough actual building has started (see Vol. 4:32, 36-41) to assure that perhaps half of present 85 CP holders can and very likely will get going within next 6 months or so.

'RED INK' AND OTHER TV NEWS NOTES: Rumors crop up regularly about this or that TV station "turning the corner" -- but investigation invariably disprove them. Milwaukee Journal publisher J. D. Ferguson was reported saying WTMJ-TV was in the black, but it turns out this is true of combined AM-FM-TV operations -- not of TV per se, which is still very much in the red. Then there was report that New Haven's community outlet WNHC-TV (only 1,820 watts visual) was showing profit already, which drew this reply from manager Jim Milne: "I wish it were true...Although we may not be losing as much as the other fellow, we're still using a lot of red ink. Right now we are losing about \$1,000 per week; however, with the new business already signed and the new prospects for next month [I] am sure that will be reduced very much." Other news notes about telecasters:

NBC cancelled Oct. 10 simulcast of "Take It or Leave It" which was to have been its third such experiment -- others having been Toscanini and NBC Symphony (twice), Voice of Firestone (once); no explanation but reportedly star Garry Moore objected. CBS is showing steady improvement simulcasting Gulf Oil's "We the People," keeping scripts well out of sight...CBS's Frank Stanton, NBC's Niles Trammell, TBA's Jack Poppele are scheduled to tell national advertisers why they should and how they can use TV, during special ANA convention session Oct. 26, 8:15 p.m. in CBS Studio Theater No. 4...Proving again there's no such thing as an exclusive network affiliation in TV: GE's WRGB, Schenectady, is tying up with ABC, CBS, DuMont while remaining an NBC "basic"; WNHC-TV, New Haven, now CBS as well as DuMont outlet. First-come-first-served (commercial) basis is order of network alliances... All-day schedules of DuMont's WABD (Vol. 4:39) are tentatively set to begin week of Oct. 18...ABC will move New York TV operations in about month to spacious new studio building (onetime New York Riding Academy) off Central Park West on 66th St.

38th & 39th TVs START THIS WEEK: Put down NBC's Chicago WNBQ as an "on the air" station, too, for it got commercial STA from FCC this week, effective Oct. 9, carried World Series games, will carry Midwest network programs -- though it won't make "formal debut" until around Jan. 1 and may not issue local rate card until then. Plans to delay opening until March 1 due to lack of studios, as reported here last week, were suddenly changed by management. Also being pushed ahead is NBC's Cleveland WNBK, now slated for Oct. 17 start -- topline having decided to divert technical manpower there so as to get it going as key of NBC's Midwest Network. Both WNBQ and WNBK got FCC to waive 12-hour-per-week rule for 90 days. As for NBC's Los Angeles KNBH, it's still testing, still slated for "around Jan. 1."

This week end, also, ABC's Detroit WXYZ-TV was scheduled to get going -- its Oct. 9 premiere sponsored throughout, starting around noon with Chevrolet Glee Club, then filling up successively with World Series (Gillette), Notre Dame-Michigan State game (Admiral), film feature (Motorola), variety show (Philco), sports movies (Cun-

BING WANTS A HUNK OF THAT TV, TOO: Eight new applications for TV were filed this week, probably prepared before FCC freeze order was made official. Bing Crosby filed for Channel No. 7 in Spokane, his home town, No. 9 in Tacoma, No. 6 in Yakima. Applications stated Bing proposed to spend \$592,011 on combined construction, \$340,000 per year on operation, listed his net worth as \$1,649,117, showed 1947 income after taxes as \$269,000, disclosed he owns 3,885 out of 200,000 shares in Dick Richards' KMPC, Hollywood.

Los Angeles used car dealer Leland Holzer, advertising as "Honest John," plopped in 4 applications: For Tucson, Ariz., No. 6; Boise, Ida., No. 6; Albuquerque, N.M., No. 5; Wichita Falls, Tex., No. 10. Previously an applicant for San Francisco and San Diego, Holzer withdrew on eve of those hearings.

Eighth applicant of week (310th now pending) was Clyde Weatherby, for No. 7 in El Paso, Tex.; he's owner of daytime local KCLW, Hamilton, Tex. Two applications were withdrawn: From San Jose, Cal., by Video Broadcasting Co., Hollywood group holding CP for Portland, Ore., still applicant for San Diego. From Harlingen, Tex., by KGBS interests. [For details about foregoing applicants and withdrawees, see TV Directory No. 5 and Addenda 5-A.]

Lots of talk about rush of uhf applications, but all just talk yet. It's obvious, though, that the "outs" will soon seek to get foot in door, even before uhf is standardized, allocated and commercialized. So far, 15 uhf experimenters are on the lists (out of 24 experimental TV grants; see Part IV, TV Directory No. 5) -- but all these were in pre-freeze. Rumors and reports of prospective uhf applications mention Loew's (M-G-M); Paramount, Warners, Richards stations, New York City's WNYC, et al.

SIGHT AND SOUND

Why some FM operators and manufacturers are worked up about transit FM is pretty obvious to anyone perusing *1948 Transit Fact Book*, published by American Transit Assn., 292 Madison Ave., New York City. For example: (1) Transit industry carried 22.54 billion passengers in 1947, of which 20 billion were in cities over 50,000 population. (2) Average person in cities over 2,500 population took 269 rides in 1947. (3) Average large city transit company carries approximately city's population per day, e.g., Washington's Capital Transit carried 380,711,000 in 1947; city's population is 898,000, metropolitan area is 1,205,220. (4) There are 92,330 transit vehicles in use, 77,258 of them in cities over 50,000; this means perhaps \$10-\$15 million market for receivers.

It's too early to tell whether it's a trend, but FCC staffers detect some increased interest in FM: (a) A number of ex-holders of CPs want to get back in. (b) Some laggard grantees are shaking a leg to get on the air. (c) Applications, though few, continue to arrive. One factor which may make decision for some waverers: New standards, taking into account tropospheric interference, may soak up unused channels in important markets, undermining "we can get into FM anytime we want to" theory.

Transit Radio Inc.'s New York and Chicago sales offices will be headed up by William H. Ensign and Frank E. Pellegrin, respectively (Vol. 4:40). Former, onetime asst. sales manager of CBS, more recently sales manager of Rural Radio Network, is setting up shop in Postum Bldg., 250 Park Ave. Latter, ex-NAB director of advertising, resigns presidency of KSTL, St. Louis, Oct. 25, hasn't yet chosen office.

TV furnished another cover girl for Oct. 11 *Life Magazine* (first, Kyle McDonnell). Story tells how Hal Wallis Productions scout discovered Rita Colton through her appearance on ABC-TV's "Hollywood Screen Test." And Olive Stacey received offers from 20th Century, Warners, Columbia pictures after being seen in Theatre Guild's "Our Town" over NBC-TV.

World Series via Stratovision definitely is in works (Vol. 4:40), if 6th and 7th games are played (in Boston) — FCC granting Westinghouse STA to broadcast direct to viewers within 250-mi. radius of Pittsburgh from Stratoplane flying 25,000 ft over that city. It will pick up Baltimore's WMAR-TV (Channel 2) and rebroadcast on Channel 6. Meanwhile, plane was sent up to 25,000 ft over Providence Thursday night, feeding WCBS-TV shows to New England in connection with Hartford show sponsored by *Hartford Times* and Connecticut State Militia; reports are it worked fairly well.

Depreciation of TV earned mild rebuff for railroad attorney at this week's en banc FCC hearing on mobile service allocations. Attorney objected to loss of some railroad channels, stressed they occupied only half spectrum space of one TV channel, observed railroads ought to come ahead of "luxury" and "amusement" services. Whereupon Chairman Coy stopped him, said TV helps inform public, added "I don't know of anything that takes precedence over an informed public." TV spokesmen joined broadcasters in asking retention of 152-162 mc for remote pickups and cue channels, approved FCC proposals to keep 26 mc, add 450-462 mc band for those purposes.

TV gained concession at this week's FCC rate hearings when AT&T agreed that video exchange area probably should embrace entire market area of a telecaster's city — not be confined just to limited area of that city's telephone exchange. When tariff is clarified on this point, it will permit TV stations to use own pickup and STL facilities instead of having to use Bell company's, as regulations now provide, thus saving considerable charges. Counsel for DuMont, Phileo, TBA continued to hammer at interconnection ban (Vol. 4:40). Hearings halted Friday, resume Nov. 2.

Zenith has raised price of its FM-AM "Triumph" table model \$10 to \$59.95 — not \$69.95, as we erroneously reported last week.

Predictions from GE's spokesman on TV, Dr. W. R. G. Baker, speaking to distributors at Syracuse confab last week: "TV will not kill radio and the motion picture, any more than radio killed the phonograph record or motion picture business. Adjustments . . . will be necessary. The broadcast networks will not give up to TV without a battle. We may expect better broadcast programs in order to hold the attention of the listening public." He thought impact of TV will probably be mainly on radio-phonograph sales, but foresaw increased demand for table model radios, portables, clock sets, etc.

One TV use with dubious prospects: AP Wirephoto picture this week showed one Robert Wright, Milwaukee, with 7-in. receiver installed next to steering column of his car. Installation had city safety officials aghast; they don't mind if set is in back seat where driver can't see it. R. W. Durst, Hallicrafters executive v.p., said his company is working on set that cuts off automatically when car is in motion, plus regular receiver for back seat.

Four baseball games, 3 boxing matches dominated top 10 TV shows in New York area for Sept., reports The Pulse Inc.; but first and second places were held, as in August, by CBS "Toast of the Town" (40.7) and NBC's "Texaco Star Theatre" (38.7). For Philadelphia, top ratings went to sports also, with Texaco show rating fourth (34) and Toast of the Town seventh (30).

About 10% drop in moviegoing among TV-owning public has been found by latest prober, George Gallup's Audience Research Inc. It was first Gallup TV survey and as reported by Sept. 30 *Hollywood Reporter*, comprised 14 national samples over 4-month period. It showed average moviegoer over 5 years old attends .52 times weekly, whereas those with TV sets attend .47 times. Gallup plans further TV surveys, including one of people who don't own sets but have access to them.

Boston had its biggest TV day during first 2 games of World Series; more than 200,000 people saw parts of games on 100 RCA receivers installed on historic Boston Commons (Vol. 4:40). To overcome daylight reflections, RCA installers put shadow boxes over screens, used 3 miles of coaxial cable to connect up receivers to central antenna. City cooperated by putting in special AC line (normal current for Commons lighting is DC). Newspapers gave event big play, with pictures.

"Mimo" (miniature image orthicon), developed by RCA for military use, has stirred interest of commercial telecasters who hope it will make possible less bulky cameras, greater flexibility. RCA says performance had to suffer to achieve smaller size, but tube "undoubtedly has possibilities for future commercial developments."

TV's first libel suit, based on Elizabeth Bentley's charges William Remington was a Communist, during "Meet the Press" show on NBC, may set precedent. Sponsor General Foods and NBC, as well as Miss Bentley, are named defendants.

For dear old Yale: Because AT&T had no facilities, NBC put in 2-hop microwave relay from Yale Bowl in New Haven to Empire State Bldg. transmitter in New York, to feed its East Coast network with Yale football games Oct. 9 and 23, Nov. 13.

New WABD rate card brings DuMont flagship in line with other New York City TV stations—\$1,000 basic one-hour time charge. DuMont's Washington outlet, WTTG, now has \$300 basic rate.

NAB-TBA liaison committee meeting seems pretty well set for week of Oct. 18, although exact date not set. Meanwhile, TBA announced annual meeting and clinic Dec. 8 at New York's Waldorf Astoria Hotel, with MBS v.p. E. P. H. James as general chairman.

"Unauthorized Uses of Television Broadcasts," by attorney David M. Solinger in September *Columbia Law Review*, is good roundup of situation to date. Solinger, who is on board of Gimbels, makes clear that telecasters have absolute property rights in most of their programs (Vol. 4:26). But he says success of any action against an unauthorized user "may depend on whether he is making a profit from his unauthorized use." He notes that "interested parties have thus far been squeamish about seeking a court test." He's also aware that receivers in bars, hotels, etc., currently have valuable promotional effect, which telecasters don't want to lose. Conclusion: Courts have adequate tools to protect both telecasters and public.

TV reception on B&O train traveling from Washington to Jersey City Thursday was generally regarded as pretty good by party of press and other guests. Bendix set, with "ram's horn" (omnidirectional) high and low band antennas, was used. Bendix engineer Frank R. Norton says good picture can be expected within 25 miles of transmitter. Only blackouts were near Wilmington and Trenton. B&O says it's thinking of making permanent installations on run.

Cashing in nicely on TV now, set manufacturers are showing healthy attitude in spending money for all-important programming. *Variety* this week tabulated manufacturers' current TV sponsorship, showing 9½ hours sponsored weekly by Admiral, DuMont, Emerson, GE, Motorola, Philco, RCA, as well as tube-maker Sylvania, filter-maker Polaroid, and more in the works.

"Rest Cure" is typically *Time Magazine* head for TV freeze story in Oct. 11 issue. Soothing story quotes "soothing words" of FCC Chairman Coy: ". . . will not affect present receivers at all."

No laggard, San Francisco's KPIX had 5-section TV superturndial and FM Pylon (3 tons total) air-expressed across continent via C-54 plane this week, aims to be on air by Christmas.

Latest comer in radio trade paper field, already bible of commercial side of radio, 2-year-old *Sponsor Magazine* goes from monthly to twice-a-month after Jan. 1, will devote increasing space to business side of TV.

Avco has upped Jim Shouse to chairman of board of Crosley Broadcasting Corp., which probably means v.p. and gen. mgr. Bob Dunville will step into presidency. Shouse also sits on Avco board.

Toscanini returns from Italy Oct. 12, will then tell how many of his 16 NBC Symphony Orchestra concerts he will consent to have on TV.

Election returns on network TV will all be sponsored, NBC this week signing RCA Victor for Midwest network. Previously, ABC-TV signed Kaiser-Frazer for both its networks, CBS-TV Nash Motors for East. CBS-TV this week signed A. C. Gilbert Co. (electric trains) for "Roar of Rails" series dramatizing historical railroading events, starting Oct. 26, 7-7:15 p.m. And NBC contracted Gillette to sponsor Monday night boxing from St. Nicholas Arena, starting Oct. 11; Gillette also sponsors Friday night boxing from Madison Square Garden. Noteworthy new TV station sponsorships:

WLWT, Cincinnati: Kelvinator dealers, "Kitchen Klub" participations, Mon. thru Fri., 4:30-5 p.m. each of 23 dealers getting individual spotlights 6 times during 6-mo. contract.

WCBS-TV, New York: Armen Inc. (Keepsake Plastics), Gruen Watch Co., Ladies Home Journal, one-min. film spots.

WABD, New York: Nurscrytime Products (baby mattresses), partic. in Mon. "Doorway to Fame"; Great Gadgets Co., partic. in Mon. "Swing Into Sports."

WTTG, Washington: National Brewing Co., 30 home games of Washington Capitals pro basketball team; Ross Jewelry Co., Mon. wrestling.

WBAP-TV, Fort Worth: Interstate Theatres, 5-min. nightly movie trailers, 52 weeks.

WWJ-TV, Detroit: Cunningham Drug Stores, 10-min. "Cunningham Sports Ace" preceding 9 U of Michigan grid games.

ningham Drug Co.), Detroit Lions-Boston Yanks night grid game (Goebel Brewing Co.), all interspersed with fanfare, local celebrities, etc., some piped to ABC Midwest Network. Detroit's WJBK-TV, testing for Oct. 24 debut, also gave city World Series under special FCC authorization. Reports on other prospective TV stations:

FCC denied request of CP holder WTVJ, Miami, for commercial STA pending probe into alleged hidden ownership (Vol. 4:31). Commission ordered hearing on revocation Oct. 25 in Miami, designated Comr. Walker to conduct it. Local distributors-dealers are pressuring hard to get TV into city, regardless who owns or operates the station, which is built and nearly ready to go.

WDSU-TV, New Orleans, optioned for sale by Fred Weber group to prominent Edgar B. Stern family (Vol. 4:24), now reports it's shooting for Nov. 15 test patterns, Dec. 18 commercial start. And our forecast about Indianapolis' WUTV by year's end appears to have been premature: Big Block dept. store, holding CP, testing composite equipment without very good results yet, now says it hopes to get test patterns on air in November but won't go commercial until early 1949. Internal dissent over TV policy is contributing to delay. Meanwhile, though RCA has a receiver factory in Indianapolis, it refuses to market its sets there. A few Stromberg, Hallcrafters, Motorola, Fada, UST sets have been sold in city for such sporadic reception as Chicago and Cincinnati stations afford.

SET MAKERS WOULD PUSH TV ON UHF: RMA moved on 4 fronts to improve TV at board meetings this week: (1) Set up committee to wait on FCC Chairman Coy, offer aid in expediting decision on opening up uhf for TV; it's generally conceded uhf channels are needed, but time factor is indeterminate. (2) Urged transmitter, tube, set makers to promote American TV standards abroad, so they can enjoy export markets when domestic demand eases; British are now moving in, particularly in Canada and Latin America, and are geared for power supply differing from ours. (3) Authorized counsel to join TBA in testing constitutionality of \$25 Pennsylvania state tax on tavern TVs, contending TV is interstate commerce; such sets were held taxable same as movie houses in court decisions so far. (4) Authorized joint sponsorship with TBA over TV stations of 2-minute films to educate consumers about their TV sets, thus obviating nuisance service calls.

Meetings took no stand on freeze order, but individual members showed little concern, in fact, generally approved. Idea of speedup of uhf was somewhat surprising since RMA is represented on JTAC, whose attitude is that haste be made slowly. RMA stand is that uhf has been entirely an engineering consideration thus far, management ought have say too, so will approach Coy with "cooperative attitude." Committee comprises: Max Balcom, Sylvania; W. R. G. Baker, GE; H. C. Bonfig, Zenith; Allen B. DuMont; Larry F. Hardy, Philco; Paul Galvin, Motorola.

FILM FOLK CAST SERIOUS EYES ON TV: Current TV freeze and prospect of more TV channels later via uhf (Vol. 4:39-40) has movie topkicks casting about for ways and means of becoming telecasters. Hence insistent trade talk, unverified, about M-G-M and lesser interests finding their belated way into TV. But fact that TVs are limited to 5-to-a-customer doesn't augur for chain operation, a la theater groups, so ownership must largely devolve on local exhibitors. Recognizing this, Theatre Owners of America has appointed Washington radio attorney Marcus Cohn as special counsel on TV. TOA's president Arthur Lockwood, himself owner of chain of 18 New England movie houses, was chairman of TOA committee which at Chicago convention last week recommended that exhibitors urge producers not to lease or sell film features to TV. Committee also suggested moviemen use TV as an advertising medium, buying time for trailers. But, most significant, it urged theater owners themselves get into TV. TOA's executive secy is Gael Sullivan, ex-Democratic National Committee.

This week, Des Moines TV applicant Tri-States Meredith was disclosed as 100% owned by Tri-States movie chain, half-owned by Paramount. Meredith Publishing Co. sold its 50% back to corporation. Tri-States is one of few local theater outfits in for TV as yet, others being: Aladdin (Huffman-Ricketson), for Denver; Southern Radio (Wolfson-Meyer), Miami; Gulf Theaters (50% Paramount), Tampa; Patroon (Schine), Al-

bany; Copper City (Kallett), Rome, N.Y.; Lufkin Amusement (Kurth), Beaumont, Tex. In addition, 20th Century-Fox seeks outlets in Boston, St. Louis, Kansas City, San Francisco, Seattle; and Paramount, already operating 2 TV stations, seeks others in Boston, Detroit, San Francisco.

* * * *

As film folk buzz and chatter about TV, it's interesting to note that topic of second simulcast of "America's Town Meeting" on ABC-TV next Tuesday (8:30 p.m., EST) will be "How Will Television Affect the Motion Pictures?" Participants: Mark Woods, ABC president; James Carmine, Philco executive v.p.; Paul Raibourn, Paramount v.p.; Rouben Mamoulian, producer-director; Walter Abel, TV chairman of Screen Actors Guild. Other current goings-on in TV-movie fields worthy of special note:

Big, powerful United Artists Corp., with 33 exchanges, is setting up TV Dept. under John H. Mitchell, ex-MBS, to act as distributor for TV film producers, servicing stations and advertisers -- first of top film companies to go into this field on any substantial scale...ABC has bought old Vitagraph lot in Hollywood from Warners, getting 200x175 and 175x100-ft sound stages and plenty of space for other buildings to house its now-building KECA-TV and serve as Pacific Coast headquarters of network; price reported to be \$350,000...London dispatch to "Variety" reports Alexander Korda, who has already sold many of his old feature films to TV, supporting J. Arthur Rank in attack on U.S. film companies for allegedly closing doors to British films, and threatening to turn over their current films to TV if they can't get better theater bookings...Lucky Strike is buying 26 thirty-minute film dramatizations (at \$8,500 each) of historical subjects based on stories in public domain, first to be released to TV in mid-January. Options call for one-a-week for 5 years. Deal is with R. & B. Productions, 6331 Hollywood Blvd., Los Angeles (owned by attorney Ronald Button and P&G's Gil Ralston), Marshall Grant producer.

SPORTS BOOM AND OTHER TRADE TOPICS: RCA Victor is out with its new TV line, 7 models, only one a holdover. Prices don't vary much from retiring line, consignments of some models start to distributors immediately. Rest of RCA's new radio line includes score of models, mostly table, 7 being AM-FM units priced from \$49.95 to \$65. Of new TV sets, 3 are table models employing new 24-tube circuit, numbered and priced as follows: 8T241, \$325; 8T243, \$349.50; 8T244 (with stand and doors), \$395 -- each in walnut but available in blonde at \$20 extra. Combination consoles are 8TV321, \$550; 8TV323, \$595 -- plus \$25 and \$30 in blonde. TV-only projection model is continued at \$898.40. New projection is 648TV (with AM-FM-phono) at \$1,550.

Looking at TV trade at large, new Midwest networks, world series, football have pepped up sales enormously in hitherto slow areas. Distributors who enviously eyed their boom-laden brethren in multi-station, well-programmed eastern TV areas are now clamoring for larger consignments. Philco's Buffalo distributor (one-station town) reported to us, after a cleanout of last batch of 500 TVs on eve of series: "The 2 nets, with boxing, football and now the Cleveland end of the world series have done the trick as we hoped. Since yesterday's playoff, our phone hasn't stopped...dealers who wouldn't consider one [set] a month ago now want several. The temptation is great to say 'I told you so' but we just take back orders cheerfully. We're in; TV has arrived here." Other TV trade notes of the week:

Admiral's building expansion is completed; it's currently turning out 750 sets per day, geared for 1,000, looks like strong third in unit output (behind Philco, RCA, possibly ahead of DuMont, GE), says rate of 15,000 per month can be maintained with present tube supply...GE sales chief Walter Skillman told distributors 70% of GE's radio dollar volume next year will come from TV. GE marketing manager Ernest Vogel forecast industry-wide TV set business in 1949 will be \$330,000,-000 at factory, output 1,600,000 units -- possibly 2,000,000 if tubes available...Westinghouse reduced TV-only console H-181 from \$485 to \$399.95; raised 10-in. table H-196 from \$319.95 to \$325; hiked installation on both \$10 to \$65; reports H-207 combination console now in production but price not yet set...Advertisements by Federal, seeking TV engineers, revive talk that IT&T subsidiary is really going into TV transmitter and/or receiver fields.

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BREAKING THE TV TUBE BOTTLENECK: Sylvania and GE aren't talking about it, but their expanding TV picture tube production promises to rival RCA's (now estimated to be 60% of industry output). Theirs, plus upcoming smaller tube processors, plus outlook for blanks, would seem to indicate tube bottlenecks are being overcome. Even during rest of this year, production of tube blanks will be adequate to take care of present tube-processing capacity, though there may be scarcities in some sizes. As for next year, Owens-Illinois' S. J. McGiveran (president, Kimble Division) tells us "there will be enough to meet all needs, even though demand tends to skyrocket."

Mr. McGiveran forecast at least 3,200,000 bulbs of all sizes will be made available during 1949 -- plenty to supply expected production of 1,600,000 receivers plus replacements and inventory needs. He bears out Corning president William Decker's promise for next year of "more blanks than we think the industry can use" (Vol. 4:29). Corning tells its stockholders in current report: "...glass melting capacity for television picture tubes [at Corning Pressware and Charleroi plants] has been enlarged 10 times -- from one million pounds of glass every 4 weeks at the beginning of 1947 to 10 million pounds every 4 weeks today."

TV BULL MARKET'S MILLION SETS: Looks like 75,000-set month will be reported by RMA for September, judging from early returns from TV manufacturers -- and the best months, seasonally, come in third quarter. Not only is nice upswing from August's record of nearly 65,000 in view, but steadily ascending output curve pretty well assures 1,000,000 cumulative output by end of year -- based on our estimate of 650,000 to Sept. 1 (Vol. 4:39). Indeed, TV production prospects loom so bright (short of war or depression) that financial houses, brokers, advisory services are going overboard on its speculative appeal. For example: United Business Service, Boston, reporting on TV's "rapid strides," this week tells its clients to "buy Philco on any nearby weakness," RCA for its "long pull appreciation possibilities," Admiral, DuMont, Emerson, Magnavox, Sylvania for their TV potentials.

By and large, news of the trade continues to add up to bullish proportions. Crosley Division (radios, refrigerators, home appliances) already has become most important subsidiary of Avco, in words of its executive v.p. R. C. Cosgrove. He said Crosley accounts for nearly half Avco's net sales, next year will turn out 175,000 TV sets with dollar volume of \$57,000,000 -- "almost double conventional radios produced during our current fiscal year." During 9 months ended Aug. 31, sales of all Avco subsidiaries ran \$98,957,138, net income after taxes and charges \$5,323,078 vs. \$76,395,205 and \$4,622,313 for same 1947 period. (No breakdowns by individual companies reported, so separate Crosley Division and Crosley Broadcasting Corp. figures aren't available.) So don't be surprised to see Avco, already seeking to purchase Louisville Courier-Journal's WHAS and WHAS-TV (Vol. 4:40), buying up other radio (perhaps several newspaper) properties soon.

Banded about during debate on TV vs. movies on ABC's "Town Meeting" Tuesday night was that "\$6 billion industry" figure first projected by Frank Mullen, ex-NBC (Vol. 3:48). He forecast then that TV "within a short span of time" will run to that amount in the American economy, employing 250,000 persons. He was thinking in terms of over-all manufacturing, telecasting, shows and showmen, etc. Be that as it may,

fact is that Philco's executive v.p. James Carmine, never one to sell his market short, predicted during the debate that TV set production will reach 2,000,000 next year, rise to 3,000,000 in 1950. Which compares with 1949 estimate of 1,600,000 by RCA's Frank Folsom, GE's Arthur Brandt (Vol. 4:12,32).

TV's 40th AND OTHER NEW STATIONS: Only one TV applicant this week, for few are to be expected during freeze. It's for Channel No. 5 in Albuquerque, N.M., filed by William J. Baker, Hoboken attorney reporting net worth as \$350,000 -- his application being filed by I. E. (Ike) Lambert, onetime RCA asst. general counsel, now dividing residence between Albuquerque and Washington. [For further details, see TV Addenda 5-B herewith.] You can expect freeze to slow up applications to snail's pace, but plenty of activity among CP holders; for example:

Fortieth commercial telecaster takes the air sometime this week -- NBC's Cleveland WNBK, which was to start Monday (Oct. 17) but blew a diplexer so will be delayed "for only a few days." It will key NBC's Midwest Network.

Then come George Storer's 2 new stations -- WJBK-TV, Detroit, and WAGA-TV, Atlanta -- both now scheduled for commercial debuts Sunday, Oct. 24. After these comes Baltimore's WAAM, set to begin testing about Oct. 20, holding STA for commercial operation starting Oct. 25, planning fanfare opening Nov. 2 when it joins ABC to carry election returns. News notes from other prospective TV stations:

Scheduled opening of Louisville's WAVE-TV Oct. 31 has been postponed. Tower was completed Thursday, antenna will be raised next week, tests now set to start Nov. 10...San Francisco's KPIX is installing transmitter, completes antenna next week, has studio ready, starts tests Nov. 15, commercial start Dec. 5, already has signed \$1,500 per month local business, reports town at "fever pitch" in anticipation of first TV service...WTCN-TV, Minneapolis, can't make Nov. 30 start, now says Jan. 30...Washington's WOIC (Bamberger) had FCC chairman Coy at Friday cornerstone laying, said its official debut would be Presidential inauguration Jan. 20, 1949...Rochester's WHTM (Stromberg-Carlson) broke ground last week on suburban Pinnacle Hill for its TV and FM tower, expects it ready by June 1.

THEATER OWNERS WOULD MOVE IN ON TV: Plenty hot and bothered about TV now, Theatre Owners of America (Vol. 4:41) is even probing possibility of seeking up to limit of 5 TV stations itself -- probably uhf, when opened up, and presumably for "test tube" purposes. TOA executive director Gael Sullivan, former Democratic Party bigwig, is to confer with FCC and other Federal officials on this and such subjects as: exclusive channels for theater TV or for relaying special events into theaters for tele-screening; how individual exhibitors can get stations; whether exhibitors should buy up rights to special events for theater newsreel showings as well as telecasts. New chairman of TOA's committee is Mitchell Wolfson, Florida theatremen, one of pending purchasers of Miami's WTVJ, facing FCC revocation proceedings (Vol. 4:17,41).

Meanwhile, Eric Johnston's Motion Picture Assn is doing nothing about TV, despite oft-promised starts. Big producers are obviously more concerned with their foreign market problems, to say nothing of Federal proceedings against their ownership of movie houses. But if they don't fear TV, neither do most exhibitors, according to Oct. 11 article by New York Herald Tribune's Joseph Kaselow. His point is that theater owners don't fear TV yet because there are still only 40 stations in 21 cities with 650,000 sets (vs. 16,880 movie houses with 11,300,000 seats). More dope on what happens to moviegoing when TV set comes into home will be subject of Ralph Austrian's talk before Society of Motion Picture Engineers convention Oct. 25 in Washington's Hotel Statler.

Elsewhere on movie-TV front: ABC has bought TV film rights to Gen. Eisenhower's forthcoming book "Crusade in Europe," plans series of 2-reelers to be made by 20th Century-Fox...RCA now has improved version of its big theatre-sized TV projection set (20x15-ft), which it showed recently before Theatrical Equipment & Supply Assn convention in St. Louis, will show again before Detroit Automotive Society Oct. 20. It's smaller, lighter, has 7-in. instead of 12-in. tube, uses smaller optical system...James Lawrence Fly, ex-FCC chairman, now counsel to newly formed Television Producers Assn, largely film people, organized by Martin Gosch.

Sorry, we can't fulfill deluge of requests for JTAC Report on uhf (Vol. 4:39)—only 20 copies were allowed us, and they went to first who asked for them. But JTAC's chairman, Philip F. Siling, says if demand from bona fide sources is great enough, 149-p. book will be reprinted. Write him to be placed on his list: Commonwealth Bldg., Washington, D. C.

"Television is here now, and nothing can stop it." Thus FCC Chairman Wayne Coy, interviewed by Dick Harkness on NBC-TV Wednesday, again offering reassurances current channel "freeze" won't affect present set owners (Vol. 4:39-41). "As with automobiles . . . 30 years from now there will still be new models. My advice is to buy a set now, if you can get one, and enjoy the pictures. They won't change."

NAB-TBA liaison committees meet Tuesday, Oct. 19, in New York's Waldorf-Astoria to decide respective "areas of identity and diversity" (Vol. 4:30 et seq). Outcome of meeting will probably determine basis on which NAB board (meeting Nov. 17-19) will be asked to authorize setting up own TV Dept.

Thorny Paramount-DuMont interlocking ownership question may be answered once and for all in early December. That's best guess of date by those who ought to know, following FCC's order this week that Examiner Jack Blume prepare proposed findings on those issues of San Francisco TV hearing. Commission felt it best to get 2-year-old problem out of way, not let it drag till after lifting of freeze on application processing—possibly a year hence.

DuMont Network has named Rodney D. Chipp as chief engineer, transferring Scott Helt to research division of DuMont Laboratories at request of engineering v.p. T. T. Goldsmith . . . Another top engineer just promoted, with TV building job his next big project, is Dick Evans, KSL, Salt Lake City, upped to station manager.

Cincinnati's WLWT isn't making profit yet, but Avco v.p. R. C. Cosgrove told New York Society of Security Analysts the other day that that "it is losing less money proportionately than any other major telecasting station on which we have been able to get operating figures."

Baltimore's WBAL-TV is now operating more than 60 hours weekly, this week added Mon-Fri. simulcasts of *Hi-Jinks* variety 12:15 p.m. and *Television Matinee* 4-5 p.m., plus other afternoon features. TV sets reported moving so fast in Baltimore area, that 22,020 reported as of Sept. 30 should reach 34,000 by Dec. 31.

DuMont Network has tied up, as at political conventions, with *Newsweek Magazine* for coverage and commentaries Election Day, Nov. 2, magazine again detailing top pundits Ernest Lindley and Kenneth Crawford to job. NBC says *Life Magazine* election tieup is on sponsor basis.

WBKB's plans to microwave Purdue and Illinois U football games into Chicago, as projected by ex-manager Bill Eddy (Vol. 4:29), have been dropped by new station director John Balaban.

The architecture of TV structures features current issue of *RCA News*, which features plans for 3 TV buildings designed by Architect Rene Brugoni and consulting engineer Ben Adler—with projections and designs. Also article by CBS chief engineer A. B. Chamberlain, with illustrations, on plans for CBS's Grand Central TV studios.

All-day schedule of New York's WABD now set by DuMont to start Nov. 1, station operating 5 days weekly 7 a.m. to 11 p.m. (Vol. 4:39).

Stratovisid linking of East and Midwest TV networks Monday (Vol. 4:40,41) didn't pan out, signal received at Cleveland's WEWS being inadequate for feeding Midwest stations. WEWS, however, went off air and told its viewers to try plane's Channel 6 and got number of calls reporting reception. Westinghouse said viewers reported good to excellent reception in such diverse areas as Beckley, Fairmont, Clarksburg, W. Va.; Mansfield, Zanesville, Newark, Canton, O.; Buffalo, Niagara Falls, N. Y.; Waynesboro, Front Royal, Va.; Wilkes-Barre, Latrobe, Indiana, Pa. (crowd of 2,500 watching in rain in latter town).

"Rather pessimistic outlook" on uhf TV, at present, is being borne out by 500 and 850 mc Washington experiments (Vol. 4:37,38), RCA's Dr. George Brown reported to some 250 attendees of Washington IRE section Monday. He said only 4% of converter installations receive signal comparable with that of WNBW's Channel 4 reception; that 1,000 kw would be needed for 50%. Ray Kell reported color TV in good shape at transmitting and receiving ends, but stymied by uhf propagation problems. More measurements are planned for December when leaves are off trees. RCA Laboratories, incidentally, has just published Vol. II (1940-47) of 485-p. *Radio at Ultra-High Frequencies*.

TV novelty doesn't wear off. Arguments to the contrary got another resounding wallop this week from Young & Rubicam's research chief, Dr. Peter Langhoff, speaking before AAAA's Pacific Council at Arrowhead Springs, Cal. He cited Hooper survey of three 500-family groups during 6-evening period, showing that 60% of group owning TV sets 3 months or less were using sets; same for second group (3-12 months); 54% for third group (over a year). Consistently, sets-in-use figure was about double that of radio. As for sponsor identification: "Texaco Star Theatre" had 95% during Aug.-Sept., whereas radio version got 33%; "We The People" had over 80% on TV vs. 33% on radio.

Raytheon has informed FCC that New Bedford WNBH interests have withdrawn from deal to acquire 49% of stymied WRTB, Waltham (Vol. 4:25), so Raytheon is now negotiating with New York investment counsel Edwin Norman Clark, 32 E. 57th St., who has group willing to invest \$600,000 in station, final deal to be worked out by Oct. 27. If deal doesn't pan out, Raytheon says it will drop CP, on which it claims to have spent \$184,051 up to Aug. 15 but which FCC hasn't yet given requested extension. If Raytheon drops, it will give Boston 3 available channels (7 applying) unless freeze changes things and unless FCC accedes to proposals Channel 13 be moved to Fall River-New Bedford or Providence.

Booming Admiral's third quarter sales of \$15,128,165 and net of \$804,189 (vs. same period 1947's \$11,120,436 and \$330,993) brought its sales for first 9 months of this year to \$42,514,509, up 30% from \$32,669,223 for same period last year; earnings to \$2,037,786, up 71% from \$1,185,449 same period last year.

TV in another war could link ring of radar stations around United States to central fire control office, giving immediate picture of approaching danger. Such is glimpse into future by RMA mobilization committee chairman Fred Lack, who beat drums for RMA's plan of spreading government contracts (Vol. 4:34) in speech Thursday before officers attending economic mobilization course at Navy Supply Corps School, Bayonne, N. J.

RCA's 1949 tube reference notebook is out, includes considerable TV service data prepared by specialist John Meagher.

TV set in airliner is latest angle, now that we've had them in autos, trains (Vol. 4:41). Philco installed console in Capital Airlines' Washington-Chicago non-stop "President," picked up World Series game. Airline says continuous, excellent signal from Washington, Cleveland, Toledo, Chicago stations was received throughout flight at 6-8,000 ft. Four speakers were used, weren't totally satisfactory. Capital reports considerable passenger enthusiasm, particularly among men; but it wonders how much to attribute to ball game. Inter-station interference apparently wasn't bothersome. Vibration is a problem, but Philco engineers say it can be licked. *Life Magazine* was due to take shots of installation this week.

TV installations aboard yachts promise to open another avenue of specialized business. Latest, reported by Philco distributor W. Bergman Co., Buffalo, is Model 1001 with nondirectional turnstile antenna aboard 57-ft yacht of William J. Connors III, publisher of *Buffalo Courier Express* (WEBR). Another model installation is on Dr. Allen B. DuMont's new yacht. Both are reported working very well.

Latest for your radio library: *Television Production Problems*, by John F. Royal, NBC v.p. and its first chief of TV (McGraw-Hill, \$2.50), symposium by 11 experts on producing studio and outside shows. *Radio Station Management*, by Leonard Reinsch, chief of Cox newspapers' radio (WHIO, WIOD, WSB, WSB-TV), ex-radio advisor to White House (Harper's, \$3.50), textbook for radio newcomers as well as handbook for station executives. *The Advertising and Business Side of Radio*, by C. E. Midgeley, CBS sales service manager (Prentice-Hall, \$5.25, due out Oct. 27), telling how to sell and buy radio time on networks and stations.

Home decorators are faced with schizophrenia says Time Inc.'s *Architectural Forum* in smart alecky article in September issue, which foresees "decline of conversation, luminescent silverware for dining, whole new pattern of living." In more serious vein, article points out that fireplace has always been center of living room attraction; now TV has come into picture and "the living room can't have two main focuses of attention." Author also sees "theatre-style" furniture arrangement, other innovations to make TV-viewing comfortable.

Gov. Harold Stassen had hardly warmed his chair on taking over presidency of University of Pennsylvania before WCAU-TV's Dr. Leon Levy had persuaded him to add TV course to curriculum. It will include class lectures and instruction with practical work in WCAU-TV studios. Crying need for TV manpower, opportunities opening up for youth in big new field, have educators elsewhere also interested in instituting college courses.

Washington radio attorney Sutherland G. Taylor, with Ward M. French, has opened Washington offices in Dupont Circle Bldg. for Philadelphia law firm of Saul, Ewing, Remick & Saul. Taylor was formerly with Foote, Taylor & Cutler, now Foote & Cutler. Ex-partner Samuel E. Ewing Jr. has just been appointed general attorney for RCA Victor.

Pitch for advertising from TV set makers is purpose of 55-p. report, *The Television Industry*, prepared by Curtis Publishing Co. (*Saturday Evening Post*, *Ladies Home Journal*, *Holiday*). It's a general roundup concluding TV is here and going places.

Investigation of FCC by Harness Committee (Vol. 4:36) is tentatively scheduled to resume next month with public hearings on Blue Book, grants to alleged Communists, FCC staff.

Rorabaugh Report on TV Advertising shows 358 advertisers using 278 hours of time on 32 TV stations week of Sept. 5—and it's obvious these are increasing as sales efforts intensify and more stations take air. So NBC's Sid Strotz's remark before AAAA central council Oct. 8 is particularly pertinent: "The entry of leading advertisers into TV is not primarily due to the glamour of the medium. [They] are too sophisticated and pressed for productive work for that. Nor can their entry be based purely on the craving for experience or the old 'get in on the ground floor' bromide. [TV] has been around too long in New York, Philadelphia and other cities for that appeal. . . strength of TV lies in the fact that it is an effective advertising and, more important, a selling medium."

TV set-owners are best set salesmen, according to survey by House Organs Associates, as reported in Oct. 11 *Retailing Daily*. Analysis of interviews with residents of small part of Long Island showed: 65% decided to buy after viewing at homes of friends, relatives; 20% were swayed by viewing in public places; 15% were sold by ads, news stories, etc. Some 51% bought at first store visited; 45% shopped through at least 3 stores; 4% visited 2.

Jimmy Petrillo frightened record-makers into calling off further conferences this week on resumption of royalty payments, when he insisted they pony up fees on all disks sold since beginning of year Petrillo's point was that records sold since Jan. 1 (when AFM ban went into effect) were made from masters cut while contract with union was still in existence. He also demanded royalties be paid on foreign recordings and on non-musical pressings—choral groups, vocalists, etc. Situation said to be at impasse.

Add FM "storecasters": KSBS, Kansas City, has signed 11 supermarkets, plans commercial operation by Jan. 1. Receiving equipment, including speaker and timer to increase volume during peak shopping periods, is built by Electronic Sound Engineering Co., 4344 W. Armitage Ave., Chicago, costs \$275 (\$15 more for roof antenna).

TBA has named ABC's executive v.p. Bob Kintner chairman of its 1948 awards committee, which will announce awards of merit for contributions to commercial TV at TBA Clinic in New York's Waldorf-Astoria, Dec. 8.

New network TV business this week features first sponsored TV political time—for Gov. Dewey's appearance at Chicago Stadium Oct. 26, 10 p.m. Dewey-Warren Clubs of America (thru BBD&O) will sponsor on 7-station Midwest ABC-TV hookup. Started this week was Bigelow-Sanford Carpet Co. weekly variety show on NBC East Coast, Thu., 9:30-10 p.m., featuring mentalist Dunninger and ventriloquist Paul Winchell. Also, E. L. Courmand Co. (Walco Tele-Vue lens) on Oct. 15 started films of "Greatest Fights of the Century" on NBC, to continue Fridays following Madison Square Garden Boxing. Lionel Corp. (toy trains) on Oct. 22 starts "Tales of the Red Caboose" on ABC, Fri., 7:30-7:45 p.m. Reported preparing for ABC-TV shows are Philco, Paul Whiteman series; Kaiser-Frazer, possible simulcasts of Walter Winchell, Sun., 9 p.m.; Lee Hats, possible simulcasts of Drew Pearson, Sun., 6 p.m.—all unsigned yet, all would start after Jan. 1. Among new TV station sponsors:

WPTZ, Philadelphia: Corn Exchange National Bank, "Corn Exchange Open House," half hour Wed., starting Oct. 6; Snellenberg's Dept. Store, 15-min. before Penn home grid games; also spots by George Gorson (auto dealer), Irwin Schaeffer (antiques), Yankee Maid Frankfurters, Philadelphia Electric Co.

WCAU-TV, Philadelphia: Peirce-Phelps Inc. (home appliances), "Home-makers Matinee," Mon. thru Fri., 2-3 p.m., starting Oct. 18; Philco with Mort Farr (Upper Darby radio dealer), "Wit's End," kid show, Sun., 12:30-1 p.m.

WTMJ-TV, Milwaukee: Plankinton Packing Co., "Sports Roundup" 10-min. following all college and pro grid games; Ed Schester & Co. dept. store, 20-min. film "Philco Football Highlights."

KTTV, Los Angeles: Gillette signed by CBS to sponsor Rose Bowl game Jan. 1, which will inaugurate this new station.

THAT COMPLEX TV FREEZE, NEXT STEPS: One thing you can be sure of, after studying FCC's rule-making notice issued Friday: There's vastly more than troposphere involved in projected standards revisions. Commission's specifications are so extensive -- including FM as well as TV -- that they amount to a general overhaul of propagation and allocation standards based on most recent data, including availability and performance of equipment. What FCC has done is this:

Announced that on or about Oct. 20, further general information on troposphere, terrain factors, etc., will be issued. On Nov. 15, effects of such variables on TV (and FM) will be reported upon. On Nov. 30, first of series of engineering conferences in Washington will discuss entire vhf propagation matter. On Dec. 1, conference will consider how these factors affect TV; on Dec. 2, how they affect FM.

There are so many topics, we've decided to reprint salient parts of Notice of Further Proposed Rule Making (Public Notice 27297) as Supplement No. 62 herewith. Thus you can know in detail just what the items are. You can also judge for yourself whether Commission can possibly finish job within 6-9 months mentioned.

Meanwhile, equanimity seems to be the word for attitude in TV circles this second week of channel freeze (Vol. 4:40-41). Queries to Washington attorneys and engineers from CP-holding clients whether they should go ahead or let up, evoke this rather uniform response: By all means don't stop. Nothing the Commission may do will radically affect you. And from the business standpoint, here's your opportunity to take lead in your area with possibly a whole year's head start on new competition. To which they might well add: Hang onto your vhf channel, for the whole motive of FCC overhaul is to protect your coverage areas; indeed, they're the "clear channels" of TV inasmuch as uhf, if and when opened up, promises comparatively restricted coverage at best.

One prospective TV applicant, unsure whether to file now, was urged by counsel to do so -- even though he might have to wait a year for grant (or hearing). He was told psychological value of having application on file outweighs any changes he may have to make if FCC does anything to allocation in his area.

The foregoing about sums up top level thinking at FCC, too. Next week, FCC is expected to determine exactly what to do about modifications of CPs, requests for extensions (Vol. 4:41). Staff sentiment leans toward extreme caution in granting modifications for fear of effect on later allocations. Also, to no coddling so far as CP extensions are concerned. Undoubtedly, each case will be decided individually.

NEWS NOTES ABOUT TV SETS AND MAKERS: RCA has made optional its installation-service warranty, in effect reversing its former position that only factory-trained servicemen were capable of installing and taking care of TV sets. RCA Service Co. Inc., which continues in being but which parent company says hasn't turned profit yet, will continue selling Television Owner Contract if customer wants it, but it's now conceded other trained servicemen with adequate equipment are available. Company's initial policy led Philadelphia servicemen's association to sue it in Federal court on monopoly grounds (Vol. 4:34). Other TV trade news of the week:

Telecoin Corp., originator of Launderette self-service laundries, is going into TV production via newly established Tele-Video Corp., 241 Fairfield Ave., Upper Darby, Pa. (formerly Lynn Television Co.), will specialize in multiple-unit systems for hotels, schools, etc., using master monitor with sub-receivers, some coin-operated. Paul Weathers, ex-RCA, is president...Olympic now has 10-in. combination at \$595, is also offering, for home use, 10-in. "duplicators", multiple screen units adapted from its "Hotelvision", at \$249.50 each...Zenith has advised its distributors their meeting is postponed until November sometime, so presumably its 2 new and still very hush-hush TV receivers (Vol. 4:40) won't be unveiled or advertised before then...Industrial Television Inc., Clifton, N.J., heretofore specializing in public installations, announces entry soon into home receiver field, no details yet.

Stromberg-Carlson has raised prices on all radios \$10 to \$30; of TV line, only Dorchester 12-in. console is upped \$20 to \$645, Chinese Classic combination console \$40 to \$1,025...New RCA line of TVs (Vol. 4:41) won't really be plugged until next month, allowing dealers to dispose of present stocks; only sample models

presently being shipped. On Nov. 5, in TV cities, series of six 1,000-line weekly dealer newspaper ads will break, then Nov. 22 color splurge in Life Magazine... Sightmaster Corp., with line of 11 models (TV Directory No. 5), plans public stock issue of 99,000 shares common at \$3 thru Willis E. Burnside & Co., will use proceeds for expansion... "Retailing Daily" reports: John Meck out with 7-in. 23-tube receiver at \$139 (cheapest ever for that size), 28-tube at \$179; Packard-Bell out with new 10-in. console with AM and recorder at \$595, without recorder at \$545; biggest kit-maker Transvision has upped 12-in. kits \$14, plans big new cooperative advertising campaign... New kit is Model P-30, at dealers' price of \$169.50, by new kitmaker Philmore Mfg. Co., 113 University Place, New York City; it's similar to RCA's 630TS, has 10-in. screen, 22 tubes plus 3 rectifiers... "Tide" reports Baird Television of England introducing 10-in. set in U.S. market to sell at \$289; it's said to be operable without aerial, exclusive U.S. distribution rights in hands of Garrett & Buckley Radio & Television Corp., new to us but listed in Chicago telephone directory at 20 No. Wacker Drive.

STATISTICAL STORY OF TV TRADE: Draw your own conclusions from analysis of TV receiver prices we've made, based on figures cited before FCC's recent uhf hearings by RCA research v.p. E. W. Engstrom. But one thing is definite: Prices both at factory and to consumer are inching upward -- another argument why there's no sense waiting for cheaper TVs.

Dr. Engstrom cited the 5,100 sets produced in 1946 at manufacturer price of \$975,000, consumer price of \$1,800,000 including installation. We calculate average factory price then of \$191 per set, consumer price \$353. For 1947 and first 6 months of 1948 Dr. Engstrom used RMA figures: 1947 total production 178,571 sets, factory price \$46,800,000 (average \$262), consumer price \$87,000,000 (average \$487). First 6 months of 1948 production 278,896 sets, factory price, \$74,600,000 (average \$267.50), consumer price \$140,000,000 (average \$502).

FM SET PRODUCTION AND RISING HOPES: Emerson came forth with its \$29.95 FM-only table model this week (Vol. 4:30), accompanied it with heavy advertising and publicity splurge -- thus contributing to upsurge in FM broadcasters' spirits detectable since FMA convention (Vol. 4:40). Set is ratio-detector, AC-DC, with built-in antenna, "genuine FM, not a makeshift or 'super-regen' FM receiver." Emerson is first big gun of industry to announce FM only; you can be sure eagle eyes of competitors will watch how they catch on. Indeed, rumors already have it that Zenith and Stewart-Warner have such sets under wraps.

FMA is still prodding manufacturers for breakdown of TV sets to show how many include FM. Stromberg-Carlson's Lee McCanne told FMA convention that FM in TV sets so far might hike FM total by about one-twelfth. Novel new \$29.95 FM tuner, designed specifically for use with TV set by Vision Research Labs., Richmond Hill, N.Y., might catch on, help along.

NAB's FM Executive Committee met this week, recommended life be breathed into NAB's moribund FM Dept., paralleling expected hike in set production. Specific plans for resuscitation weren't indicated, but suggested were measurements of listenership and advertising (present and potential), dissemination of success stories. Chairman Leonard Asch said meeting had "greater enthusiasm than...ever before."

FMA petitioned FCC Friday to penalize grantees who surrender permits by forbidding them to file for reinstatement for 2 years. Meanwhile, 4 CPs were dropped this week (FM Addenda 2-C, herewith), even as FCC is preparing to reinstate several others. And Commission will shortly announce dropping of 3 by Unity Broadcasting (ILGWU) in Boston, Philadelphia, St. Louis; garment workers' union made it clear, however, that surrenders are due to vexatious local problems and heavy costs, not waning FM enthusiasm; that it's going ahead in New York, Chattanooga, Los Angeles.

Happiest FM report of the week comes from pioneer Ira Hirschmann, whose WABF, New York City, is now operating in the black under system of selling 6-hour blocks of classical music to Stromberg, DuMont, Philco, Columbia Masterworks, Admiral, GE, et al.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

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FCC ACTING ON TVs DESPITE FREEZE: FCC actions this week indicate that, despite freeze, it intends (a) to require CP holders to pursue their TV projects with reasonable diligence, and (b) to authorize modifications of CPs necessary for improved operation or for getting on the air. In first instance, it ordered hearing on third extension request of WRTV, New Orleans (Maison Blanche), holder of CP since Jan. 16, 1947. This is second laggard now on carpet for inactivity, other being Raytheon's WRTB, Waltham (Vol. 4:42).

That normal modifications will probably be granted, was indicated when FCC authorized DuMont's Washington WITG to move across Potomac to Arlington, Va., Philadelphia Inquirer's WFIL-TV to move to suburban Roxborough -- both moves away from downtown areas, requiring more powers, causing changed coverage patterns. Dozen more modifications still pending may clarify policy.

No applications this week, but FCC authorized sale to Stern family of WDSU, New Orleans, carrying with it TV-FM grants (Vol. 4:24), on condition Sterns dismiss their Mississippi Valley company application, which was done forthwith. Also authorized was sale of San Diego's KSDJ to Charles Salik, TV applicant (Vol. 4:33). And CBS purchase of full ownership of San Francisco's KQW and sale of 55% control of WTOP to Washington Post (Vol. 4:21) were approved; in San Francisco, CBS is TV applicant, in Washington WTOP will file for TV if and when FCC puts another channel in city. WTOP deal is conditioned on Washington Post getting rid of WINX, now being offered by Smith Davis Corp., brokers.

CBS SHOWS 6 mc COLOR, ISN'T PUSHING IT: "There's absolutely no intention on our part to revive the color issue, nor have we anything up our sleeves." Thus, CBS's Frank Stanton, asked why FCC and 15 staffers were asked to New York Friday to witness demonstration of its electronic and mechanical color sequential systems, transmitted on closed circuit over 6 and 12 mc bandwidths. Actually, we're told, FCC itself asked for demonstration -- for it's virtually a brand new Commission since the one which rejected CBS's color system in March, 1947 (Vol. 3:12). However, only Comrs. Coy, Hyde, Webster and Hennock went -- Jones being ill, Sterling in Mexico City, Walker remaining in Washington.

Actually, CBS isn't at all inclined to throw monkey-wrench into today's swiftly and smoothly moving TV art and industry, but FCC is probing every facet of uhf and wanted to see what CBS has. CBS gave no publicity to demonstration, but those who saw it were deeply impressed by the pictures. Three receivers were used, 2 lab models, one regular monochrome modified to accept uhf and color on 6 mc. It's apparent 6 mc system could be used without obsolescence (but with perhaps expensive modifications) of existing sets. Circuit changes would have to be made for (a) uhf; (b) 441 lines, 48 frames; and (c) if color desired, addition of either color wheel or electronic projection system. Latter is new development which subdivides receiving kinescope into 3 zones (blue, green, red). Picture is projected onto 13 1/2 x 18-in. screen.

FCC visitors say they were impressed, not only with feasibility of 6 mc color (conserving spectrum space) but also with "good" 441-line pictures. Only de-

gradation noted, as against current 525 monochrome standard, was that of horizontal resolution, discernible mainly on test patterns. It was laboratory demonstration. Network in JTAC Report on this work (page 131) emphasized it does not "offer this information as a proposal...in view of fact information is of restricted scope and there is not sufficient data on which to base a choice between alternatives involved." CBS v.p. Adrian Murphy, at Sept. 20 uhf hearing (Vol. 4:39), told us when asked about CBS's 6 mc system, "We don't know where it fits into the picture." That's still CBS's attitude, and meanwhile it's going forward full speed on vhf plans, will discuss this and whole TV subject as main topic at next Affiliates Advisory Board meeting Nov. 10-11.

LATEST REPORTS ON NEW TV STATIONS: NBC's Cleveland WNBK didn't make it this week, as expected (Vol. 4:42), but its test tribulations should be over by next week -- and now it's supposed to start scheduled operation Sunday, Oct. 31. Its first commercial "feed" to NBC Midwest Network, which it will key, will be kinescope recording of "Philco Playhouse."

Nor will Atlanta's WAGA-TV make it by Sunday, Oct. 24, as announced, though Storer-owned WJBK-TV, Detroit, is still scheduled for that date. Debut of WAGA-TV is now indefinite. As for Baltimore's WAAM, oft-postponed starting date is now set for Nov. 2. Latest reports from other now-building stations:

DuMont's Pittsburgh WDTV has tower and building up, equipment on hand for installation, hopes to begin tests "sometime in November" but isn't likely to begin regular programs until December, reports Lawrence Phillips, DuMont network director; personnel hasn't been chosen yet, either...Seattle's KRSC-TV hopes to begin 12 hours weekly by Thanksgiving Day, has area dealers all hopped up about prospects of new service, this week signed up with CBS-TV...Meredith's WJTV, Syracuse, Capt. Bill Eddy now directing (Don Withycomb resigned), is pushing to get on air by Jan. 1... Memphis' WMCT now reports Nov. 5 tests, programming to start Dec. 11...Cleveland's WJXL, because of changes, doesn't expect equipment to arrive before latter January, hopes to test 3-4 weeks thereafter...San Francisco Chronicle's KRON-TV now reports it won't get going before next April.

MEGACYCLES, SCHMEGACYCLES OR THEATER? Survey your heads off -- but the fact remains (1) that TV cuts into radio listening (Vol. 4:7); (2) that TV set owners go to movies less (Vol. 4:24); (3) that neither radio nor theater have felt TV's impact very heavily yet only because there are so relatively few sets in use. Nonetheless, it's idle to say this means end of AM-FM (though it probably means their eventual submergence to secondary roles) or that it means demise of the theater (which survived radio quite successfully despite early-day fears). As for TV's impact on aural broadcasting, read what FCC Chairman Wayne Coy had to say (story on page 3). What TV might do to theater evokes this bit of whimsy (but horse sense) from showman Billy Rose, culled from his new book "Wine, Women and Words":

"Do I think that television is going to hurt the theatre? I do not. Megacycles, schmegacycles, every so often mama and papa are going to get tired of looking at that parlor settee with the busted spring. They're going to want to put on their No. 1 clothes and step out. Every so often they're going to hanker for the electricity that crowds communicate to each other through their elbows.

"What will the theatre be like when television grabs the country by the eyes? About what it is today. Silents, talkies, radio and dust storms haven't been able to knock off this 2,000-year-old darling. A successful show can make a million, and the gent who owns it isn't going to let Coca-Cola show it to the whole country for any ten grand.

"No siree, I'm not selling my theatre. If the Marys you know are anything like the Marys I know, they're going to continue wanting to put a little red paint on the town before they let Johnny take any off their lips. No wire-and-glass ding-dang-it is going to oontz out Katherine Cornell and the Lunts. And when it comes to leasing Baby, Johnny knows electronics is no substitute for two on the aisle..."

TV MONTHLY OUTPUT NEARING 100,000: It now develops that September's 5 weeks resulted in output of 88,195 TV sets, by all odds the best month ever -- comparing with August's record 64,953 (Vol. 4:39) and far exceeding predicted 75,000 (Vol. 4:42). Since fourth quarter is best production period (we inadvertently said third quarter last week), it won't be surprising if 100,000 per month is reached or exceeded.

RMA's cumulative TV output for first 9 months of this year thus is 488,133; for all postwar it's 673,180. Add about 10% for non-RMA, kits, etc. (very conservative, inasmuch as non-RMA Admiral alone claims 15,000 per month), and total TV units produced up to Oct. 1 runs close to 750,000.

FM also showed spurt, September's 171,753 output being best since last December's 191,974 (Vol. 4:3). All radios totaled 1,280,446, also well up. September TV breakdown: 61,765 table models, 15,703 TV-only consoles (1,031 projection), 10,727 consoles with phono (97 projection). September FM breakdown: 58,832 AM-FM table models (130 with phono), 108,121 consoles (12,290 without phono), 4,800 FM-only and tuners.

NEWS NOTES ON THE TV TRADE: Philco is coming out soon with new 10-in. table model (No. 1002) at \$329.50; it's said to be replacement of \$349.50 Model 1001. Philco is also producing new 1040 at \$349.50; it's 10-in. version of its 12-in. 1240 console (\$439.50)...Cornell Television Inc. reports it will shortly deliver new 12-in. "Videoset" to list at \$395, lowest price yet for that size; says it's now naming distributors in TV areas...Pilot describes as "sensational" initial sales of its \$99.50 Candid TV, 3-in. portable (Vol. 4:24), promises "very substantial quantities which will be more than a minor contribution to the over-all TV picture"...Halli-crafters has raised price of 7-in. metal table model T-54 from \$169.50 to \$189.50, wooden model 505 to \$199.50, also upped 10-in. plastic table model T-61 from \$279.50 to \$289.95, wooden model T-67 from \$295 to \$299.95...Zenith has fixed Nov. 18 in Chicago as date for distributors meeting, at which it will reveal its first TV models (Vol. 4:40)...Remington Radio Corp. (Rembrandt) which planned to raise price of 12-in. table model 1950 to \$545 decided against move, keeps price at original \$495.

Good reason why FCC freeze order isn't hurting TV merchandising: One-third of U.S. population already within service range of operating TV stations; by end of year, TV areas will embrace about half. So says RCA's v.p. Joe Elliott. In other words, today's 21 TV areas (TV Directory No. 5) embrace nearly 50,000,000 persons. Before year's end, stations are due to start in such present non-TV areas as San Francisco, Pittsburgh, Seattle, New Orleans, Memphis, Louisville.

BRITISH TV MOVING IN VIA CANADA: Only real rival of U.S. in TV development, Britain really plans to move in on the Canadian potential, probably also into American market. Since last week's report that Baird plans to market receiver in this country (Vol. 4:42), Cossor (Canada) Ltd., 621 Craig St. W, Montreal, reports its new electronic plant in Halifax will be ready by mid-November, with priority given to manufacture of TV receivers -- prototypes of which, Cossor's J. D. Root tells us, are already in operation in Toronto, Windsor, Niagara Falls. Then there's a London report that Sir Ernest Fisk, managing director of EMI (Electrical Music Industries) has gone to Ottawa to propose installing nation-wide TV system in Canada, employing Britain's 405-line standard (U.S. is 525). There's also a report Pye Radio Ltd. has purchased an ex-war plant in Ajax, Ont., for TV receiver manufacture.

U.S. radio receivers can't be imported into Canada, but some are assembled there from parts -- and big American firms like RCA, Philco, GE, Admiral, Stromberg-Carlson have plants in that country capable of turning out TV sets if and when market opens up. Foreign radio sets and parts are admissible into U.S. at 15% ad valorem duty, under Para. 353 of Tariff Act of 1930, and Treasury says it can be presumed TV sets will come under heading of radio apparatus. With demand ahead of output in U.S., it's assumed ready market can be found for British-Canadian TV sets here (as in auto field).

Cossor says bulk of Canadian TV audience will be within 25-cycle power areas, so it will make receivers capable of "completely stable pictures of high def-

initiation" on either 25 or 60 cycles. Question of standards -- whether to go on own or synchronize them with U.S. -- is one the Canadian Broadcasting Corp. board of governors must yet determine. Its TV hearings are set for Oct. 27-29 in Ottawa. Biggest question CBC faces is whether it will run whole TV show itself or (as in AM) share with private enterprise. It has station applications for Toronto from Famous Players Canadian Corp. (Paramount), ex-broadcaster Al Leary, CFRB and CKEY; for Montreal, from CKAC and CKCF.

SIGHT AND SOUND

TV has been getting good share of political one-shots, locally -- but major parties are spending very little on networks. First, and thus far only, TV network time purchases are for Oct. 25, Truman speaking at Chicago Stadium 9-9:30 p.m. (CST) on all Chicago TV stations and ABC-TV Midwest network, cost \$3,200; on Oct. 30, Dewey speaking from Madison Square Garden 9:30-10 p.m. on CBS Eastern TV network. Next week, too, GOP thru BBDO is placing 9-min. film produced for it by *March of Time* on all TV stations; it's documentary on Dewey's life. Another new TV network show started Friday night -- Bristol-Myers' "Break the Bank," simulcast via ABC and ABC-TV.

Aircraft-movie tycoon Howard Hughes definitely has his eyes on electronics manufacturing, hasn't determined what phase of industry to tackle, but TV may well be it. He's feeling out top-flight engineering talent. West Coast is almost virgin territory for TV set-making; with Gillfillan devoted to GCA (aircraft navigation) contract, Hoffman and Packard-Bell are virtually alone. Hughes once applied for TV stations in Los Angeles and San Francisco, later pulled out.

Twelve major radio manufactures' net sales and/or operating revenues for first half of 1948, as reported by SEC (in thousands): RCA \$175,596, Philco \$124,617, Sylvania \$48,211, Zenith \$42,777, Raytheon \$27,933, Admiral \$27,386, Motorola \$25,889, Emerson \$13,573, Magnavox \$11,922, Farnsworth \$6,986, Sparks-Withington \$6,810, Sonotone \$4,774. Total: \$516,474.

Ingenuous use of TV to measure contrast characteristics of any lens or image-producing system (including TV, movies, still photography) has been developed by RCA Tube Dept.'s Otto H. Schade. In report prepared for American Optical Society convention in Detroit, Oct. 23, Schade tells of arrangement of specimen and lens mounts, microscope, TV camera and kinescope which simplify job tremendously difficult by any other means.

"Eriscope," new TV pickup tube developed in France by one Henri de France, is described in Oct. 7 *Christian Science Monitor* by Paris correspondent Volney D. Hurd. Hurd says mosaic is made of mica coated with metal on one side, special substance on other for secondary emission. He reports it can handle 1,000 lines, weighs 6 lbs. "Sounds like perfect description of some of our old tubes to me," commented one engineer we queried.

Indifference to FM on part of ad agencies has prompted survey by FMA to gather facts on saleability of FM AAAA's Kenneth Godfrey said were lacking (Vol. 4:40). Copies of Godfrey's speech at FMA convention were included with questionnaires sent all operating FM stations. Results of survey will be passed along to all ad agencies.

Copies of TV architecture article in RCA's current *Broadcast News* (Vol. 4:42) can be obtained from Erwin B. May, Engineering Products Dept., RCA Victor Division, Camden, N. J.

FCC squawked about 510 kc, 150 kw AM station Mexico plans for San Luis Potosi (Vol. 4:17), so now Mexico says it will hold off pending "clarification."

Next big parleys of the men who know what makes TV tick: Convention of Society of Motion Picture Engineers in Washington's Hotel Statler, Oct. 25-29, with TV prominent on agenda. National Electronics Conference in Chicago's Edgewater Beach Hotel, Nov. 4-6, with TV sessions Nov. 5 and large-screen demonstration by RCA.

Reasonableness of AT&T's interconnection ban for intercity TV networking (Vol. 4:40, 41) will be subject of separate decision, FCC decided this week. Commission directed examiner to complete testimony on ban, write recommended decision without waiting for conclusion of whole TV rate hearing. Hearing resumes Nov. 3.

FCC has issued 4 reports on troposphere propagation studies, measurements, terrain data, etc. Limited number of copies printed are available to those participating in Nov. 30, Dec. 1-2 engineering conferences (Vol. 4:42), can be obtained by writing Edward Allen, chief, Technical Information Division, FCC, Washington 25, D. C.

FCC Comr. George Sterling left for Mexico City high frequency conference this week, but will return from time to time to sit in on Commission meetings concerned with basic policy--such as uhf TV, vhf troposphere-allocation, etc. Also in Mexican capital are TV engineers Curt Plummer and Prose Walker.

CBS won't confirm it, but it's pretty certain network and Music Corp. of America have bought into Tournament of Champions, fight-promoting outfit which handled Zale-Graziano and Zale-Cerdan bouts, has lightweight champion Sugar Ray Robinson on tap for title defense. Deal would assure CBS flow of top TV fight fare, tending to nullify growing squeamishness of fight promoters re TV.

Although NBC Research gives Philadelphia area 60,000 TV sets as of Sept. 1 (TV Directory No. 5), Pulse Inc. reports 6.1%, or 54,620 of the 895,420 radio homes in the 8-county metropolitan area, possess TV sets. It found 18% in "prosperous" homes, 29.6% in "comfortable," 40% in "getting by," 12.4% in "poor."

Baltimore's WMAR-TV puffed out its chest in preparation for first anniversary shindig Oct. 27, pointed with pride to year's growth of audience from 1,600 sets to 22,000 plus, getting in 3,700 hours of air time (1,400 test pattern). Sunpapers' station is particularly hepped over its news coverage and documentaries.

Honest, informative, accurate monthly TV bulletin for dealers and servicemen is latest public relations project of *Columbus (O.) Dispatch's* WBNT, though it doesn't expect to be on air for some months. It serves as progress report on TV in Columbus, in Ohio, in U. S. FM affiliate WELD has been successfully issuing similar bulletin.

Use of TV in schools much talked about but little implemented, is being given try Oct. 27 in experiment by Detroit's WWJ-TV. Theater-sized projection set is being installed in school to carry children's concert by Detroit Symphony.

ABC's third quarter billings rose 39.6%, bringing gross sales for first 9 months of this year to \$31,576,031 (vs. \$31,349,006 for same period last year).

CHAIRMAN COY ON TV vs. AURAL RADIO: Not much doubt in FCC Chairman Wayne Coy's mind about "terrific impact" of TV on aural broadcasting. Here are salient quotes from what he told New York Radio Executives Club Friday:

"Broadcasters dare not bury their heads in the sand and deceive themselves with the notion that TV will get its economic support from advertising dollars heretofore spent in newspapers, magazines and billboards. Broadcasters must reckon with the fact that TV is going to take large portions of their audience and large numbers of the dollars that have heretofore been spent in advertising on sound radio. [Audience and dollars] that TV takes from sound broadcasting will be in direct ratio to the number of TV receivers in any market..."

"I do not think...TV is going to put sound broadcasting out of business. That may happen, to a very large extent, in certain metropolitan areas -- at least to the point where station operators will not be running [TV and sound] stations in competition. The sound broadcasting stations in the future will probably be under the management of broadcasters who are not engaged in [TV]...competition between the two media under a single management today must be of some concern...[It] will become more and more incompatible. Yet [broadcasters] need the financial returns from their aural broadcast operations to carry the losses resulting from [TV], and aural broadcasting will for some time be the main support of their TV operations."

"I do not think anyone can predict when management will make the choice to operate TV as a single system...I am sure you would like to have a profitable business through the operation of both media but the practical problems involved seem to me to indicate clearly that you will eventually be in one business or the other."

"It's a hard world that offers such a choice, but after all, it's one of your own making...It is really a sad thought to contemplate that aural broadcasting should be called upon to pay the post-natal expenses of TV until it is old enough to walk. But I do not think that [aural radio] is destined to die as a result of such service. [It] will continue to perform throughout your lifetime and mine... It is not necessary to have sight to enjoy all sound...sound programming that appeals to special groups will continue to find an eager, if not a mammoth, audience."

As for TV station availabilities: "I doubt very much that you and I will ever see the time when there are as many TV stations as there are aural broadcasting stations today. My imagination permits me to say that a thousand TV stations within the next 7 or 8 years is altogether reasonable. Large areas of the country will be unserved by TV, and particularly many cities and towns will not have, through TV, a medium for local expression. Aural broadcasting stations will have a real field in this regard..."

1844-1948: 'WHAT HATH GOD WROUGHT?' RCA showed off its newest prodigy, Ultrafax, offspring of TV (Vol. 3:26), at Library of Congress Thursday, then said, in effect: "Here's a fabulous new means of communication; let's put it to work." Main pitch was to Government, principally to military and Post Office, since RCA has no present intention of branching into competition with Western Union and other such carriers. It's an electronic system of image-information transmission even more revolutionary than Prof. Samuel F. B. Morse's telegraph, first demonstrated near the same historic site on Capitol Hill 104 years ago.

One fascinating suggestion by RCA chairman-president David Sarnoff during effectively-staged demonstration, carried on NBC-TV, was transoceanic Stratovision-like "airlift" for relaying Ultrafax. He proposed military might easily provide some 30 planes for a continuously-moving transmission belt across Atlantic, even making possible international TV exchanges. RCA has been impressed with Stratovision for some time, once offered to pitch in with Westinghouse. Gen. Sarnoff also foresaw virtually instantaneous distribution of movies, mail, newspapers, pictures, diagrams, etc. Graphic demonstration included uhf transmission from WNBW's Wardman Park tower of 1,000-page "Gone With the Wind" in 2 min., 21 sec. on 5 mc band.

The military were very much in evidence, wartime implications of Ultrafax being obvious. New radio-mail system was suggested as possibility for Post Office

because of its already available vast pickup and delivery services. Though apparatus is complicated and expensive, basic principle of system is simple: Original material or microfilm is scanned and transmitted as TV pictures, then filmed, film developed at receiving end -- all at rate of 15-30 images per second. With 5 mc bandwidth, half million words per minute can be sent; with 10 mc, a million. Photographic processes are reminiscent of wartime V-Mail. Quality of end-product is somewhat less than V-Mail, but RCA emphasized experimentation isn't considered completed -- though Gen. Sarnoff considered it far enough advanced so that "a new national communications policy should be considered and established by Congress."

LIFE EXPECTANCY OF THE KINESCOPE: TV picture tubes are lasting much longer than the 500 hours standard life test once contemplated under RMA specifications -- indeed, far better than the 1,000 hours formerly regarded as acceptable. Dr. Allen B. DuMont tells us average life of his cathode ray tubes is nearer 2,000 than 1,000 hours, and DuMont guarantees them for full year. RCA tube dept. says "life expectancy is steadily increasing" and reports its 10BP4 (10-in.) tube, by far the largest production item yet, is lasting "considerably in excess of 1,000 hours." National Union Radio Corp. reports actual field tests show the tubes "surviving a considerably longer life than the approximate 1,000 hours generally accepted as reasonable."

No one has yet undertaken any actual surveys, so far as we know -- but it's significant that kinescope failures are among the least troublesome TV service problems. One major manufacturers' servicing outfit in Washington area tells us it had only 2 picture tube failures in last year. Implisions (high vacuum tube would burst inward) are virtually unheard of, outside tube-processing plants. RCA guarantees its manufacturer-purchasers one year's service, with full adjustment for first 90 days after installation, and allowances at rate of 10% per month thereafter. RCA warranty holders get tube replacement, if needed, any time within first year; second year renewal (\$36) also entitles them to new tube -- this despite fact 10-in. tube sells to manufacturer at around \$25, costs \$44.50 at retail for replacement.

If average TV receiver is used 3 hours daily, 1,000 hours would be chalked up readily within one year, 2,000 in 2 years -- yet we don't know any 2-year owners, including ourselves, who have yet required replacements.

RCA Victor, incidentally, tells us we erred last week, in reporting on RCA's new optional-installation-warranty policy (Vol. 4:42), when we said company had reversed its former position that only factory-trained service men were capable of installing and servicing TV sets. Writes executive v.p. Frank Folsom: "We have always maintained the position that we would make the Television Owner Contract optional as soon as an adequate number of qualified service agencies should be available to purchasers of our sets..."

NAB AND TBA IN 'WORKING ALLIANCE': There won't be any NAB Television Dept. after all -- result of this week's meeting of NAB and TBA liaison committees (Vol. 4:30 et seq). They agreed on "working alliance" that maintains status quo for time being, while looking eventually to "one big tent" for all radio. Essence of agreement is that TBA continue as godfather and active promoter of TV industry; NAB to act as secretariat on general broadcasting matters such as research, labor, standard contracts, music, etc. Committees meet again next Thursday to spell out details for presentation to respective boards (TBA's meets that afternoon, NAB's Nov. 17-19). Meanwhile, there's talk of getting top figure -- possibly FCC Chairman Wayne Coy, if as expected he resigns in very likely event of GOP victory in November -- as paid president of TBA and spokesman for joint telecaster-manufacturer interests. Original reports had NAB ready to set up TV dept. on competitive basis with TBA if necessary. NAB has 260 members (out of almost 2,000 active and associates) who are in TV as grantees or applicants; they account for some 50% of NAB's income. Liaison committees comprise: For NAB -- Harry Bannister, WWJ-TV (also chairman of NAB's TV Advisory Committee); Clair McCollough, Steinman stations; Jess Willard, NAB. For TBA -- Jack Poppele, WOR-TV; Lawrence Phillips, DuMont; Emerson Markham, WRGB; Will Baltin, TBA.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

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SMPE PROPOSES BUT MPA DISPOSES: Constant prodding by the men who make Hollywood's wheels go round, plus simple facts of TV life as they're unfolding daily, may soon impel movie tycoons to bestir themselves, do something about TV. Exactly what, isn't clear -- but Society of Motion Picture Engineers, which in 1946 asked FCC for 6 mc theatre TV channels in the 475-890 and 1,000-13,000 mc regions, has repeatedly proposed combination technical-economic studies of TV. Now, Motion Picture Assn's Eric Johnston tells us TV is very importantly on the agenda of top film executives' meeting sometime next month. Meanwhile, SMPE convention in Washington this week again probed TV extensively after opening-day call by TV committee chairman Donald E. Hyndman (Eastman Kodak) for action to secure theatre TV frequencies. Papers on TV were entirely technical, included statements by 20th Century's H. J. Schlafly that his company is working with RCA to increase large-screen, direct-projection picture brightness from present 3-4 foot lamberts; by Paramount's Richard Hodgson that his company's intermediate or film storage method (Vol. 4:16) now can dry film within 1 second by dielectric heating process; by RCA's Ralph V. Little that NBC uses 5-in. CR tube for its kinescope recordings because it gives higher resolution (Paramount uses 12-in.). Surprisingly good demonstrations of 35mm shorts of popular TV shows were projected, made by filming off face of kinescope; only real degradation in comparison with regular 35mm film was poorer black and white contrast. SMPE chose as 1949 president Earl I. Sponable, research chief, 20th Century-Fox.

ABOUT 50 TV STATIONS BY JAN. 1: Though we've tried to keep you posted on upcoming new TV stations as fast as we received reports from their builders (Vol. 4:32-43), we're so often asked how many stations will be on the air by end of this year that a recapitulation may be in order. Once before, we guessed total will be nearer 50 than 60 -- and that's still our guess. With 42 stations operating commercially (including Cleveland's WNBK, starting Oct. 31; Baltimore's WAAM, now set for Nov. 2), here's the lineup of soon-to-start stations:

November or December commercial starts promised: WAVE-TV, Louisville; WAGA-TV, Atlanta; KOB-TV, Albuquerque; WDSU-TV, New Orleans; WDTV, Pittsburgh; KRSC-TV, Seattle; KPIX, San Francisco; WMCT, Memphis -- possibly WJTV, Syracuse. Note that all but Atlanta will be new TV towns.

January commercial starts promised: KNBH, KTTV and KECA-TV, Los Angeles; KGO-TV, San Francisco; WOIC, Washington; WJAR-TV, Providence; KLEE-TV, Houston; WICU, Erie, Pa.; WTCN-TV, Minneapolis -- and possibly, shortly thereafter, WOR-TV, New York; WHIO-TV, Dayton; WCPO-TV, Cincinnati; WOW-TV, Omaha.

Indeterminate status: WUTV, Indianapolis (testing sporadically, but no starting date set); WTTV, Bloomington, Ind. (oft-reporting itself ready to start, repeatedly postponing); WTVJ, Miami (built, but subject to revocation hearing held this week; see item this issue); WRTB, Waltham, Mass. (see item this issue about proposed purchase by CBS).

Foregoing timetables are as reported to us, subject to change -- so don't count on all of them, for postponements and delays are more frequent than not. If all go on air per schedule, we should have at least 50 by Dec. 31, possibly 10 more

within month or so thereafter, to say nothing of the "indeterminates." We'll continue to report on these and the later starters as fast as we get the dope.

* * * *

Latest reports from CP holders: Baltimore's WAAM turned on Channel 13 juice Wednesday, said responses from lookers-in were good, is confident that with its full 26.1 kw visual, 13.8 kw aural powers it won't run into any such channel difficulties as Newark's WATV (Vol. 4:28-38)...Short of catastrophe, Louisville's WAVE-TV reports it won't miss getting its test pattern on air by Nov. 1, with commercial operation starting Nov. 24...KOB, Albuquerque, this week got STA from FCC for Nov. 14...San Francisco News devoted big portion of Oct. 19 front page pictorializing progress of KPIX antenna installation on top of the Mark Hopkins Hotel; station and local dealers still aiming for mid-December start...Crosley's WLWC, Columbus, and WLWD, Dayton, won't get towers until latter December, so winter delays probably now spell no start until possibly March...San Diego's KFMB-TV won't make earlier reported December debut, hasn't yet broken ground though equipment is on order.

IN A DECADE, 40 MILLION TV SETS! Exuding optimism, born probably of Avco's happy experience with its Crosley radio-TV operations (Vol. 4:42), Avco's executive v.p. Ray Cosgrove, ex-RMA president, told Boston Conference on Distribution Oct. 25: By 1951, annual TV receiver production can be expected to reach 2 million; by 1953, total TV sets in use will be more than 12 million with audience of some 50 million; by 1958, number of sets can be at least 40 million with the total audience at 100 million." Further forecasts: By 1953, 400 TV stations in 140 major cities; TV as whole providing employment for one million persons and injecting "investment of at least 8 billion dollars into the economic bloodstream of America."

Whatever you think of the figures -- making predictions about TV is providing industry bigwigs with happy field days -- there's no disputing Mr. Cosgrove's assertion that TV "has grown faster than any other major industry ever to appear on the American scene...is practically certain of matching the radio record in considerably less than [radio's] 25 years...in fact, will take up where radio leaves off."

THE MILLS OF MUSIC, LABOR GRIND ON: What ASCAP can get from its own members -- that's salient point in current TV-ASCAP negotiations for music rights. If composers' society can speak for all members on all rights (production and non-production), then deal can be made for general license. But if ASCAP holds only minor rights (background music, vocal, etc.), and major rights have to be negotiated separately with each composer, then TV interests hold there's no need to take out ASCAP license.

There you have nub of next week's deliberations between ASCAP and TV committee headed by NBC's Robert P. Myers and including CBS's Julius Brauner, ABC's Joseph McDonald, DuMont's Edward Crosson, WPIX's Jack Schoemer. ASCAP's rights from members expire Dec. 31, and it's now seeking 2-year extensions. TV can get license from BMI (industry music pool) on same terms as radio, no distinction on TV.

On another music front, year-long recording ban seems on way out. Petrillo and record makers this week agreed to set up separate fund run by outside trustee. AFM demand for back royalties (Vol. 4:42) was compromised by "slightly" higher royalty on records selling for \$1 or more. If approved by Federal officials -- there's still question of legality under Taft-Hartley Act -- arrangement would run 5 years.

On labor front, One Big Union for radio-TV seems in offing, with single-card idea apparently set. This would permit any member of AFL's AAAA unions (American Federation of Radio Artists, Actors Equity, American Guild of Musical Artists, American Guild of Variety Artists) to appear on TV, without jurisdictional problems. AGVA hasn't decided to come in yet, but opening is left for that union to join other 3. Screen Actors Guild recently voted against joining forces with other 4A unions. Talk persists of new union by amalgamation of others -- all because of TV's use of performers from radio, night clubs, concert halls, theatre, Hollywood. Meanwhile, Radio Writers Guild (AFL) this week struck 70 sponsor-agency produced shows, many topflight. Crux of trouble is whether labor contract can be signed with freelance writers considered by sponsors and agencies as independent contractors.

MEN WITH MONEY—AND MESSAGES: Comparing notes, the men who buy and sell TV time had lots to say -- some thought too much -- at Tuesday's TV session of Assn of National Advertisers in New York. Though night meeting in CBS Theatre 4 came near to being a bust -- musical "fantasy" setting was pretty silly and conventioners simply couldn't stomach heavy statistics after day of conventioning and so soon after dinner -- the keen observations of the later speakers, their prestige and the intense appeal of the subject soon subdued the disturbing claue. Result was worthwhile symposium on commercial aspects of TV that held interest and audience until near midnight. Out of the nearly dozen speeches and speechlets, these seemed to us to be the most pertinent points made:

By General Foods Corp. advertising director, Howard Chapin: Even by end of 1950, with perhaps 4,500,000 sets, TV will be "long way from offering the number of homes available through older methods of reaching masses of people." Though still weighted on side of upper income families, TV permits "selectivity of customers"... choosing the kind of program that will page "your kind of customer." TV's "affordable cost" is still not as determinable as older media. GF has at least dozen nationally advertised products it can sell more economically to more customers through other media, yet has achieved audience cost as low as \$2.30 per 1,000 homes with Sanka weather spots on WABD.

Will TV reduce time family devotes to radio and publications? "I don't know ...but I'd like to remind you that in the last 25 years newspaper, magazine and radio circulations have all grown enormously...TV may also produce new and additional circulation without materially reducing other media...People are continually finding the additional time they need to be informed and entertained. The industrial worker is spending fewer hours on the production line, the housewife fewer hours in the kitchen and the laundry. All of us require less time to earn a living, to move from place to place, or to acquire the things we want...So, while TV may result in some adjustments, I don't believe it [will] squeeze other media out of existence."

All-out for TV as an ad medium, Young & Rubicam's radio v.p. Pat Weaver said: Of 36 clients served by Y&R out of New York, 10 are now in TV, 13 considering it. "One thing we believe about TV commercials: the rewards are great because the conviction-carrying impact, the depth of impression are so great...At the least, the big budget products should take out time franchises on the networks...My advice is: Don't take a chance. It is later than you think. Don't gamble with your company's future. Play safe -- and get into TV now!"

NBC's president Niles Trammell cautioned: Don't forget, there's still radio. TV is a "new opportunity in a new medium...not a replacement for any present advertising." Though big ones are naturally turning to TV, it's also attracting new and smaller advertisers, e.g., Bates Fabrics, Disney Hats, Motorola. Once dominant, sports now comprise only 27% of TV schedule. Audience acceptance of films is declining. TV can produce 5-times-a-week serials, miniature musical comedies, etc.

Costs of programs aren't as out-of-reach as feared, and spread of networks plus syndicated "TV transcriptions" augur a reasonably priced medium as TV "circulation" grows. This was CBS president Frank Stanton's thesis, bulwarked by some astonishing actual cost figures. He cited these as examples of complete TV program costs, including talent, writing, directing, rehearsals, sets and props, agency discounts; only cost of time (facilities as distinct from talent and production) omitted: Winner Take All, \$1,730 per broadcast; Toast of the Town, \$6,975; Author Meets Critics, \$1,850; Tonight on Broadway, \$7,435; Philco Playhouse, \$10,000; Ford Theatre, budgeted for \$20,000; Actors Studio, \$7,020; We The People (simulcast), \$1,800 extra for TV; CBS TV News Strip at 7:30 p.m., \$800 per 15-min.; 7 Brooklyn Dodgers games, \$20,000 for package rights, \$8,000 for production; Belmont races, \$1,200 for rights per race, \$1,200 for pickup, commentator; Louis-Wolcott fight, \$100,000 for rights; Beau Jack-Ike Williams fight, \$6,000; Bivens-Charles, \$3,500.

Stanton concluded: "No other medium in history had a swifter and stronger impact on the American people than TV. Indeed, the most obvious fact about TV is how much the American people want it. And what they want, they get."

RCA reports gross income from all sources for first 9 months of 1948 as \$256,968,537, compared with \$224,982,605 for same period last year. Net income was \$15,128,783 (92¢ per common share) compared with \$12,233,758 (71¢) for same period last year. Third quarter gross was \$80,888,824, net \$4,278,495 (25¢), compared with \$70,648,733 and \$3,407,845 (19¢) for 1947 period.

Philco sales and earnings hit new highs during first 9 months of 1948—total sales \$194,156,000 vs. \$157,209,000 for same period last year, up 23%; earnings after all charges \$6,631,000 (\$4.23 per common share) vs. \$5,632,000 (\$3.90). Third-quarter sales totaled \$69,539,000 and earnings \$2,416,000 vs. \$49,267,000 and \$1,597,000 for same period last year.

Sylvania, now building new tube-making plant (10, 12, 16-in.) at Ottawa, O., near raw materials sources, reports 9 mo. gross sales of \$71,735,033, net income \$2,724,375 (\$2.32 per share) vs. \$69,394,419 and \$1,907,375 (\$1.60 per share) same period last year. Third quarter sales were \$23,524,962, net income \$613,415 (46¢) vs. \$21,638,054 and \$368,398 (27¢). New plant will be in full production by mid-summer 1949, will double current output.

Lots of publicity has been harvested by one Charles A. Birch-Field, Hamden, Conn., who claims development of single tube that will adapt any AM receiver to TV. Transmitting equipment is supposed to be equally simple. What's more, he says gizmo takes only AM bandwidth. Birch-Field hasn't answered our query, and FCC engineers say he hasn't come to them, though he's reported saying FCC approval is expected in 2 months.

Electronic device enabling blind to read was shown by RCA to New York Electrical Society Tuesday. System uses 8 vertically-arranged spots of light which scan individual letters when moved across line of type. Each letter produces characteristic number of impulses, which are counted electronically, activating magnetic tape with voice recording of letter. Device is still in laboratory stage, handles only alphabet and a few common words.

Warner Brothers' Col. Nathan Levinson, technical father of talking pictures, received SMPE's Samuel L. Warner Memorial Award at Wednesday convention banquet. Citation included mention of his extremely important current role in "the development of TV for theatre use and as a tool for the production of motion pictures." Among newly elected fellows of SMPE was DuMont's Dr. T. T. Goldsmith.

ABC on Monday begins moving part of its operations to ABC Television Center, 7 W. 66th St., New York 23, N. Y., phone Trafalgar 3-7000. Murray Grabhorn, station's v.p., and Ted Oberfelder, adv. mgr., are first to move away from 33 W. 42nd St. sub-quarters, along with several other departments.

Westinghouse Radio Stations Inc. is currently moving headquarters engineering (Ralph Harmon) and legal (John Steen) activities to Washington quarters at 1625 K St. NW, will later move broadcast laboratory facilities away from Philadelphia and Baltimore into Washington.

Anderson & Merryman consulting engineering partnership has been dissolved. Verne Anderson's new address is 134 Clarence St., Lake Charles, La.; phone 7277. Phil Merryman has opened offices on Heatherdell Road, Ardsley, N. Y., phone Dobbs Ferry 3-2373.

Gracious—and rare—gesture to a competitor: WWJ-TV, Detroit, put on half-hour variety show last Sunday as salute to new WJBK-TV. WWJ-TV manager Harry Bannister appeared on program with Fort Industry Co.'s president George Storer and general manager Lee Wailes.

Transit FM continues to cook. Topeka's WIBW-FM has equipped all of city's 51 buses with Link receivers (\$361, installed), finds passengers 90% favorable, is preparing to sell time, expects to be in black within 60 days. Los Angeles is getting hot, with reports that California Transit Ad Corp. has secured FM franchise on lines with which it has car-card contracts—involving several thousand vehicles. Rumors have KMGM on inside track. In Cincinnati, WCTS has equipped 400 vehicles, finds public likes idea better than ever. Several other stations in large cities have transit companies sewed up but aren't publicizing fact, largely because of slow receiver deliveries.

Reaction to Emerson's \$29.95 FM-only set (Vol. 4:42) seems to be good, in Washington at least. Check among dealers, distributor, finds them quite happy with it, pleased with Emerson's heavy promotion. They say it's moving very well, one big dealer asserting: "It looks like it's here to stay, a real beginning for FM and a shot in the arm for the radio business."

Rural Radio (FM) Network gets enthusiastic treatment in Nov. 1 *Time*, which concludes New York state hookup is giving farmers programs with true home-grown country flavor: hot market reports, soapless operas, local-color news, "subtleties" of home economics, etc. RRN is reported garnering 2 sponsors—Zenith and New Haven Clock & Watch Co.

Philadelphia's WCAU-TV beat New York's WABD to the draw on daytime programming (Vol. 4:39), as TV stations experiment with means of extracting revenue from blank hours. Station started weekly 85-hr. schedule last week, achieving most of daytime hours with assistance of "Flying Spot Scanner," device which can show time and news tapes moving across test pattern, without use of camera or camera crew. Music serves as background. Ringing of bells calls attention to important news. Station is now preparing rate card for daytime service. WABD is due to start all-day (7 a.m.-11 p.m.) schedules Monday, says time sold already more than covers cost.

Top echelon personnel shifts: Tom McFadden named manager of "integrated" operations of NBC's WNBC, WNBT, New York; John H. Reber named program manager of WNBT . . . Arthur Hull Hayes, WCBS manager since 1940, named v.p. of CBS San Francisco operations following acquisition of KQW (Vol. 4:43) . . . Haan J. Tyler now manager of KFI-TV, Los Angeles . . . William Murdock, sales manager of Washington's WOL, on Nov. 15 joins now-building, WOR-owned WOIC, Washington, as sales chief . . . Hugh Higgins, asst. director of NAB Broadcast Adv. Dept., quits to run WMOA, Marietta, O.

TV engineering shifts: Neal McNaughten returns to NAB as asst. engineering director, after only few weeks as technical chief of WFIL-TV, Philadelphia (Vol. 4:37) . . . Raymond W. Rodgers, ex-WFIL-TV, appointed acting chief engineer of DuMont's new WDTV, Pittsburgh, now building for December start . . . Gene Crow, ex-WBKB, Chicago, named chief engineer of Meredith's now-building WJTV, Syracuse, under director Bill Eddy.

Asked to describe TV's "code" for youth programs, G. Emerson Markham, manger of WRGB, Schenectady, told General Federation of Women's Clubs in Washington Friday that TV has no code yet, but hopes to develop one. He suggested parental policing meanwhile: ". . . television codes, like personal codes, should originate in the home."

If you don't have JTAC Report on uhf TV (Vol. 4:39), or don't have time to read it, read succinct summary of conclusions in November *Electronics*, written by editor Donald G. Fink, committee's vice chairman.

WEAL AND WOE OF TV ENTERPRISERS: CBS has made deal to buy up Raytheon's Waltham (Mass.) TV setup for around \$250,000 -- sum Raytheon claims it spent on CP since May, 1946 grant. And Raytheon has petitioned FCC again for extension of completion date, previously ordered to hearing for alleged lack of diligence (Vol. 4:25,42). Raytheon petition says it will go ahead on own, if FCC refuses transfer. Not much question but that other applicants for Boston channels (7 for 2 pre-freeze, one of them CBS) will raise objections.

FCC this week denied Ed Pauley petition to require breakdown of prices of separate properties in Thackrey-Warner Brothers deal (Vol. 4:33), Jones dissenting, and extended Avco-rule period 30 days so others can bid. Looks now like way will soon be clear for Warner to take over Los Angeles KLAC-TV and AM stations. On Monday, FCC will get proposal for purchase of KLZ, Denver (Vol. 4:40) plus KVOR, Colorado Springs, from Aladdin Radio & Television Co. Price being paid Gaylord-Oklahoma interests is \$550,000 for KLZ, \$100,000 for KVOR, plus net quick assets -- total nearly \$1 million. Besides theatremen Huffman and Ricketson (23% each), purchasing firm includes theatremen Ted Gamble (25%), broadcaster Elroy McCaw (25%), attorney Albert Gould (2%), manager Hugh Terry (2%). Deal means either KLZ or Aladdin TV application for Denver will be dropped, leaving 7 for 5.

No TV applications this week again, but there was one withdrawal: Central Valleys Broadcasting Co. (KCRV), for Sacramento, Cal., which leaves 3 for 3.

* * * *

Curious spectacle of a TV CP-holder whose backer backed out, whose promoter spent months seeking new backing, finally got wealthy chain theatremen to take over -- then was charged by FCC with hidden ownership -- was focus of interest at Miami WTVJ hearing (Vol. 4:41) conducted there by FCC Comr. Walker this week. Promoter Robert Venn testified he carried ex-backer E. N. Claughton's \$213,000 uncashed checks around for nearly year after Claughton had withdrawn. He told how he finally interested Wolfson-Meyer theatremen to put up \$300,000, take virtually complete control, build station (Vol. 4:17). Both Venn and Wolfson-Meyer claim FCC was advised of change in control as soon as negotiations were completed. Comr. Walker remarked, as hearing closed Wednesday: "The matter of those checks being passed back and forth is giving me some concern." He promised decision in few weeks. Meanwhile, station is about ready to go, and Miami distributor-dealer spokesman Harry Friedman testified that more than \$1 million is tied up in equipment and personnel training in anticipation of service. "Miami has TV fever," said Friedman. But other Miami applicants (5 for 4) want channel thrown back into now-frozen competitive pool.

WHAT NEXT FROM GE, ZENITH, ET AL: GE's expanding TV production line at Syracuse, abetted no doubt by increased kinescope output at its Schenectady tube works, includes 12-in. table set at \$389.50 (Model 814), lowest price for that size yet quoted. Limited deliveries have begun, and in about 3 weeks deliveries will begin of new 12-in. console at \$995 (No. 840) including AM-FM-LP phono. Next week, GE's new 10-in. console at \$359.95 will be ready, and another undisclosed model (No. 820) will shortly be announced. Models 814 and 811 have 18 tubes, 3 rectifiers.

Piecing together what little information we can get on Zenith's new TV sets (Vol. 4:40), indications are at least one model will contain both vhf-uhf bands with universal (but locked) tuning -- circuit for the still-experimental uhf 475-890 mc band engineered to same 6 mc standards as present 54-216 mc. Also included will be "outlet" for Phonevision. Various tube sizes will be offered, with claims for larger viewing surfaces (possibly Rauland's semi-flat faced tube). Zenith family, meanwhile, is sworn to utter secrecy until Nov. 18 distributors' meeting, though several sets have been placed in homes of VIPs (including FCC's Wayne Coy) and company officials obviously are relishing curiosity and publicity they've evoked. Secret is wearing pretty thin, though, with so many of its distributors' service managers taking Chicago factory courses.

Los Angeles now looks like one of hottest TV markets. Service companies and set makers' representatives meeting there Tuesday reported current sales and installations are running 350-500 per day, some claiming 30,000 sets accredited area as

of Sept. 1 really should be 50,000 now. Other multi-station cities uniformly report continuing good sales.

Other news notes about TV trade: Bendix plans to double its present 100-per-day TV output; has begun shipping to New York, Philadelphia, Washington, after concentrating first on home Baltimore and contiguous area. Claims some 25% of its Baltimore installations, most within 12 mi. of transmitters, have no outdoor aerials ...Westinghouse is beginning to move faster into TV, plans 1949 production of at least 100,000 from Sunbury plant...Tele-Coin Corp.'s new Tele-Video Corp., Upper Darby, Pa. (Vol. 4:42) has acquired Electronic Controls Inc., E. Orange, N.J., and Airdesign Inc., Upper Darby, announces these will supply others as well as parent set maker with TV parts and subassemblies. Tele-Video's executive v.p. is Fred P. Robin, ex-Lynn Television Co...New U.S. Television models are 12-in. home console with FM, 20 tubes plus 2 rectifiers, for \$524.95; 19x25-in. projection console with FM, 35 tubes plus 6 rectifiers, \$1,595; 22½x30-in. projection console with FM, 35 tubes plus 6 rectifiers, \$1,795 -- latter two commercial models...Financial writer Robert H. McFetridge, in New York Times article Oct. 24 on how Allen B. DuMont built up present flourishing business out of his tube-making know-how and a \$1,000 investment, calls him "the Henry Ford of television."

SIGHT AND SOUND

New concept of what constitutes networks and network affiliations is growing out of TV and FM. ABC this week announced signing Atlanta's WSB-TV, also NBC, although coaxial-microwave are still far away, and "feeds" must come via kinescope recordings. CBS headlines TV "network sponsorship" (by Gillette) of Rose Bowl game Jan. 1 over KTTV, Los Angeles, but press release explains film will be rushed to its other affiliates. Continental FM network, linking Eastern stations via off-the-air pickups, announces "first West Coast affiliate," which will be San Bruno's KSBP—getting programs via tape recordings. Not so long ago the "live networks" bridled whenever transcription companies referred to their outlets as "networks."

Survey of 1,000 Cleveland set owners, by Ohio Advertising Agency, shows 73% doing less radio listening since TV. Performance of sets satisfied 98%. Screen size satisfied 85%. Addition of magnifier satisfied 10% more. Price ranges: 26% owned \$4-500 sets; 19%, \$3-400; 19%, \$5-600; 11%, \$2-300; 8%, \$6-700; 5%, under \$200; 5%, \$7-800; 7%, over \$800. No servicing was needed by 47%; 44% needed one checkup; 5% had two; 4% had more.

Phone survey during second week of afternoon programming by Baltimore's WBAL-TV disclosed 52.4% of taverns, 15.4% of TV homes had their sets tuned in 12 noon-5 p.m. Owners not tuned in gave as reasons: too busy with chores, didn't know programs on, want more children's shows, more films, more domestic science. Station is backing up new afternoon schedules (Vol. 4:42) with radio, newspaper, direct mail advertising.

"You and Television" titles Lyman Bryson interview with CBS's president Frank Stanton Nov. 8, 6:15 p.m. As it did with recent "You and Radio" series, CBS again takes lead in utilizing medium of radio itself to explain to laymen what TV's all about.

Big-screen showing of telecast reports election night is plan of New York's Paramount Theatre. WPIX coverage will be received from station via coaxial and phone lines, recorded on film, edited, projected at opportune times.

Chicago's WNBQ (NBC) begins its first live programming with election reports Nov. 2; it can receive but can't yet feed NBC's Midwest Network.

Seems to be season of novel TV angles: Newark furniture store throws 7-in. set in with 3-room suites at \$595. Detroit builder tosses one in with each new house.

Researcher's role in TV was very ably described by CBS research director Oscar Katz at Pulse Inc. luncheon Thursday. Pointing out how researchers should be leary of predictions, he told of 1928 survey showing afternoon broadcasting unproductive, but an evening sets-in-use figure of 95%. Organ recitals were most popular program going; comedy shows weren't even listed in top 10 types. He made good point of fact that TV is first medium to arrive with full-blown research facilities waiting for it. And he put his finger on the impact of TV advertising: "If we use print when we can present the real event or activity or article, we are introducing unnecessary brain work for the viewer. He has to convert the printed symbols into word symbols, and then convert the word symbols into his conception of the real thing... We can achieve [in TV] a degree of independence from symbols never before approached in a mass advertising medium."

Unlike radio, which kept election returns unsponsored until this year, TV is starting off with sponsorships, these being network sponsors for Nov. 2: Kaiser-Frazer, ABC East and Midwest; Nash Motors, CBS East; NBC, *Time-Life* East, RCA Victor Midwest. DuMont has tied up with *Newsweek*. Other TV network sponsorship news: Procter & Gamble (Ivory Soap, Duz, Crisco) Nov. 5 starts first TV on NBC East; show titled *I'd Like to See*, featuring movies of memorable events of past, Fri., 9-9:30 p.m. Elgin-American has bought 7:30-9:30 p.m. Thanksgiving Night, Nov. 25, on ABC East, with repeat via films on Midwest Nov. 29; variety show titled *Holiday Star Revue*. Arrow Shirts starts Phil Silvers variety revue on NBC Nov. 24, Wed., 8:30-9 p.m. New station sponsorships:

WABD, New York: E. L. Courndand Co. (Walco Tele-Vue Lens), "Greatest Fights of the Century," Sun., 8-8:05 p.m., repeats via Teltranscriptions on other stations; Pioneer Scientific Filters (Polaroid filters), half hour of Thu. wrestling matches from Park Arena; Colonial Airlines, partic. in "Swing Into Sports," Mon., 8:30-9 p.m., starting Nov. 29; Andrea Radio Corp., "Camera Headlines," starting Nov. 1, Mon. thru Fri., 1:30-1:40 p.m.

WAAM, Baltimore: Johnson Brothers (TV dealers), all spots and local election returns Nov. 2; plus ABC-TV reports sponsored by Kaiser-Frazer.

WTTG, Washington: National Brewing Co., 29 home games of Washington Capitols pro basketball team; Gates Contracting Co., spots following all Capitols' games; Ross Jewelry Co., wrestling matches.

KFI-TV, Los Angeles: Hoffman Radio Corp., Tom Harmon in "Hoffman Huddle" Wed., 13 weeks.

WMAR-TV, Baltimore: National Brewing Co., polo and wrestling, in addition to Baltimore Colts pro grid games.

WCBS-TV, New York: General Electric Lamp Dept., "Dennis James Carnival," midway background, starting Oct. 31, Sun., 8:30-9 p.m.

WPIX, New York: Ehlers Coffee, Nov. 2 election returns.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

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November 6, 1948

EXTENSIONS OF AT&T'S TV CIRCUITS: Schematic of AT&T's intercity TV connections as projected through 1950 (see insert page) shows plan for eventual 5-channel service for East Coast and most Midwest. As explained at resumed TV "line" rate hearing this week, most new connections will be microwave -- all, in fact, save Toledo-Dayton-Cincinnati 3-channel links and Indianapolis-Louisville spur, which are coaxial. No timetable for individual circuits was proffered by phone company spokesmen, but first new one will be coaxial connection of East-Midwest via Philadelphia-Pittsburgh-Cleveland. This starts Jan. 12, in time for presidential inauguration. Cable is in, company is pushing repeater installations, network time allocation conference for use of the 2 circuits has been set for Nov. 15 in New York.

FCC rate hearing was still concerned with AT&T's interconnection ban (Vol. 4:40-41). Philco's David B. Smith testified that if ban is upheld it would "most likely hold up TV." He called it an "artificial restriction," claimed coaxial signal was poor in comparison to microwave (2.7 vs. 4.5 mc bandwidth), besides being more costly than privately-owned system. DuMont's Rodney Chipp testified he could install microwave relay system (New York to Boston or Pittsburgh or Washington) that would cost \$20 to \$35 per mile per month, including maintenance and 4-year amortization. Hearing resumes Dec. 27.

MR. TRUMAN, TELEVISION AND THE FCC: You can be reasonably sure that Radio, particularly TV, will be a "pet" industry of the Truman Administration. And for very good reasons, too:

(1) Radio acquitted itself extraordinarily well in the election campaign, was the one medium underdog Truman and cohorts could not condemn for editorializing, unfair time allotments, or wrong polls -- though its commentators were quite as cockeyed in their forecasts as the rest. On the management side, however, it proved non-partisanship continues to be the best policy of the broadcasting fraternity.

(2) The Truman years (1945 onward) are the years of TV's business birth and flourishing growth. If TV in all its aspects does the business promised -- injects, as predicted, up to \$8 billion into the economic bloodstream of America (Vol. 4:44) -- it justly deserves the paternal encouragement of the Administration in power.

(3) Radio manufacturing has been singularly free from serious labor problems in recent years, and the broadcasters usually have adjusted their labor troubles without strikes. That's not to say that either manufacturers or broadcasters relish prospect of repeal or emasculation of the Taft-Hartley Act -- but the fact remains that Labor has no basic quarrel with Radio. As for threatened new excess profits tax, radio enterprisers share same apprehension as all industry.

(4) On the regulatory side, Radio -- and particularly TV -- has an experienced, understanding and sympathetic FCC chairman in Wayne Coy, who enjoys high White House standing. And an FCC not so inclined toward harrassment as some of its precursors. Notwithstanding his New Deal background, Coy has never been a business baiter or bleeding heart; indeed, he often shows a more enlightened long-range business outlook than others who purport to speak for the industry. The election strengthens his administrative hand considerably.

Another thing sure: That hoary government ownership bugaboo, for telecasters as well as broadcasters, isn't even whispered in responsible circles any more.

* * * *

At FCC, it looks like more of the same -- no radical upheavals, not even if the Hoover Commission's still-gestating report is adopted (preliminary version would merely realign functional duties, continue 7-man independent board, allow \$15,000 salaries). Now, it's unlikely Chairman Coy will hand in his resignation anytime soon, though pressures of personal needs, a growing family, and attractive job offers may lead him to quit sometime next year. But probably not until he gets his pet TV chores well in hand: (a) cleanup of TV's tropospheric and allocation problems; (b) introduction of uhf TV.

Despite our skepticism and others', Coy says he still thinks the Commission, with industry cooperation, can lift TV freeze within 6-9 months, can get uhf TV on its feet by this time next year. Nor does he foresee any trouble with new Congress. Remnants of the Harness investigating committee (GOP Rep. Harness defeated) probably won't be inclined to bother now, while on Senate side relations with Interstate Commerce Committee (probable chairman: Colorado's anti-clear channel Ed Johnson) aren't expected to be particularly difficult. In line for chairman of House Interstate Commerce Committee is Ohio's Rep. Robert Crosser, never much interested in radio.

Biggest danger is that a cocky Administration might take it into head to meddle, even pay off friends via radio facilities -- not unknown in past. To credit of the popular Mr. Coy and his colleagues, whatever you may think about particular policies or individual rulings, by and large FCC today presents picture of honest effort, high esprit, good intramural relations.

DuMONT'S 12 & 16-in. METAL TUBES: Tube pioneer Allen B. DuMont popped a real surprise Friday, announcing his own 12 and 16-in. metal-coned picture tubes coincident with showing of new DuMont receivers. But he isn't going all out for metallic tubes, is still taking all of Corning's 15-in. all-glass tube output, will merely supplement regular glass tubes with metals and use latter interchangeably in his own sets without price differential. Production of the new tubes is too small now to enable him to offer them to other set makers yet, though expanded output is planned.

DuMont thus gets jump on RCA's 16-in. tube, which uses flat-faced glass annealed to sheet-metal cone (Vol. 4:5, et seq) and isn't due for quantity production or delivery before next February. It also takes initiative in 12-in. metal tube field, as it did with glass bulbs that size, though RCA is supposed to be working on that, too. In laboratory, DuMont also has 20-in. metal-coned tube about ready.

However, don't count out the glass blank makers, who can be expected to counter with larger sized all-glass bulbs and to compete price-wise. Watch for interesting announcements along that line soon.

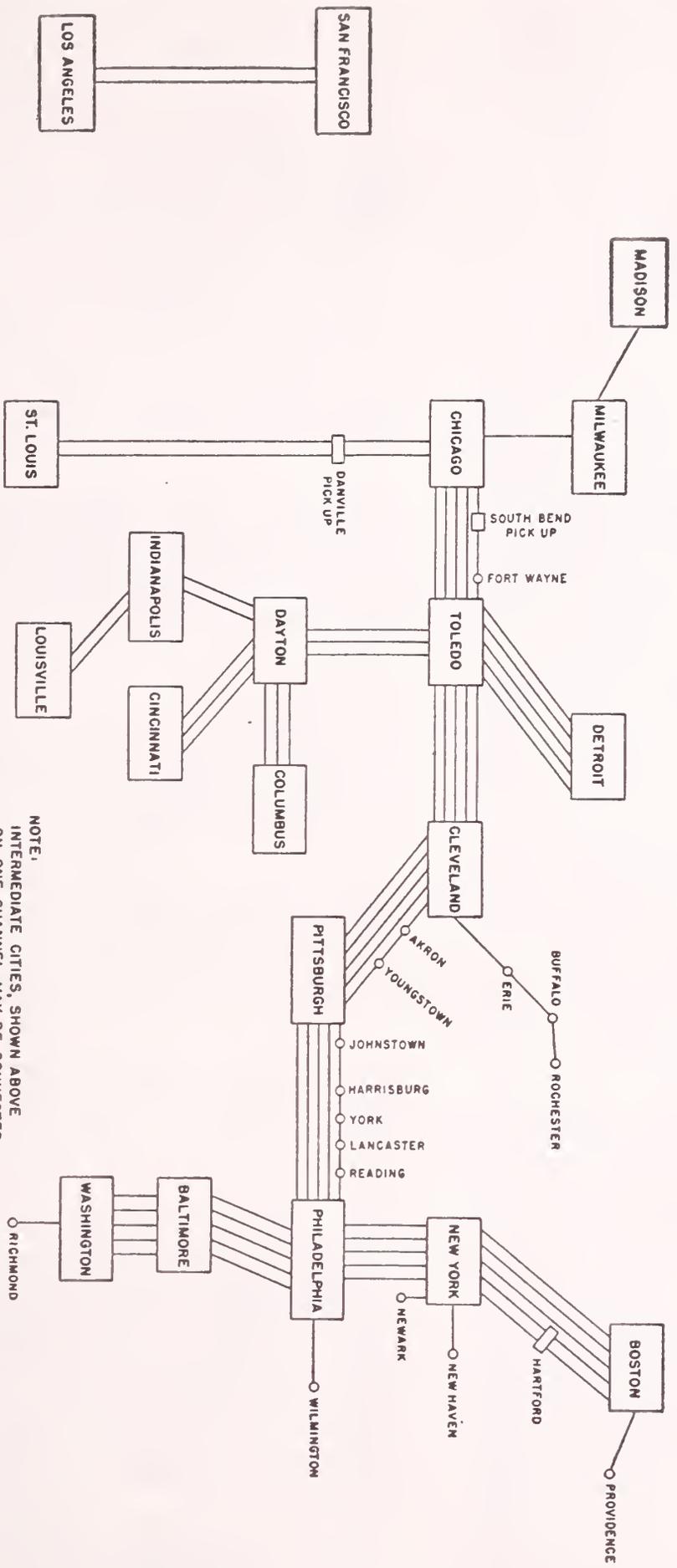
All of which spells a merry merchandising race next year in field of larger (and inevitably popular) direct-view images. Best dope is that RCA's first table model with 16-in. metal tube will be priced "around \$500." Only manufacturer actually out yet with a metal tube is Starrett, whose 16-in. table model sells for \$695; it uses Tel-O-Tube's product (Vol. 4:36, 37). DuMont's new 15-in. line includes table model Stratford, \$695; consoles Whitehall, \$775 and Westbury, \$795; combination console Colony, \$1,095. Other reported 15-in. tube users, all getting their glass-only tubes from DuMont, and prices for their table models as listed in our TV Directory No. 5: Sightmaster, \$595, \$625, \$695; Mars, \$695; Vidcraft, \$650, \$795; Brunswick, Remington, Federal Television, Federal Video, Major, \$795; UST, \$895; Multiple, \$895, \$995.

ELECTIONS ANOTHER TV MILESTONE: Tuesday's incredible election was a TV impresario's dream, guaranteeing stations an avid, massive audience throughout much of the long night. It was TV's toughest but finest feat of self-promotion yet -- whetting appetites for receivers at least as much as any single event to date. The telecasters outdid themselves, as they did in covering Truman's triumphal return to Washington Friday -- a sort of "dry run" for the Jan. 20 inauguration. Indeed, it's hard to

Schematic of AT&T's Projected Intercity TV Circuits, 1948-50

Note: Each line equals one one-way circuit

TENTATIVE BELL SYSTEM PROGRAM FOR PROVISION OF INTERCITY TELEVISION CHANNELS 1948-1950



NOTE:
INTERMEDIATE CITIES, SHOWN ABOVE
ON ONE CHANNEL, MAY BE CONNECTED
TO OTHER CHANNELS.

Maybe daytime TV schedules are the answer—at any rate, DuMont's director Larry Phillips and WABD's manager Leonard Hole say they're delighted after first week of WABD's all-day (7 a.m. to 11 p.m.) operation (Vol. 4:39), say they have evidence of "plenty of looking," expect surveys to prove it. More than that, it's more than paying its way, they declare, and even looks like it may turn a profit. Next week Sterling Products starts 5 half hours weekly. This week about a dozen sponsors (mainly TV set distributors and local advertisers) bought time ranging from \$25 for 20-sec. live display demonstration to three 15-min. programs at \$375 per day.

TV rights to 52 major British feature films have been bought by CBS from agents Eddie Sherman and Harry Fox. Rights cover 2 years, include permission to syndicate. Films star such names as James Mason, Gracie Fields, Anna May Wong, Ann Todd. Syndication to TV stations will be handled by new CBS-TV film syndicate manager H. Grant Theis, ex-WTOP, Washington. New CBS film procurement manager is Stanton M. Osgood, ex-RKO-Pathé.

Balaban & Katz's WBKB, Chicago (Paramount), represents \$3,700,000 investment to date, now has 75% of its air time sponsored, is currently losing \$5,000 per week but expects to break even within 6 months, has rejected offer of "a network" (doubtless CBS) to purchase 49% interest, is now spending \$100,000 in physical improvements—so said new manager John Balaban to trade press reporters last week.

Milton Berle's back, so October Hooper Report gives top TV rating in New York to *Texaco Star Theatre* WNBT, 63.2. After that: *Toast of the Town*, WCBS-TV, 53; *We The People*, WCBS-TV, 43.8; *Amateur Hour*, WABD, 35.6; *Bigelow Show*, WNBT, 32.7; *Small Fry*, WABD, 26.5; *Kraft Playhouse*, WNBT, 23.7; *Chevrolet on Broadway*, WNBT, 22.4; *Gulf Show*, WNBT, 19.2; *Stop Me If You've Heard This One*, WNBT, 18.8.

TV code of practices is going to be motion picture code (Johnston office) and NAB's standards of practice, for time being at least. That's recommendation of TBA code committee (CBS's Larry Lowman, chairman). Committee felt it was too early in TV's life to set up code of own, felt that telecasters should look for guidance to Hollywood and NAB.

Decline in demand for records, high cost of TV, account for lower gross and net shown by CBS for 9 months ending Oct. 2. Gross income from all sources (including Columbia Records) amounted to \$70,904,806, net income \$3,010,446 (\$1.75 per share). This compares with \$74,556,873 and \$3,660,860 (\$2.13 per share) for corresponding 1947 period.

Personal notes: Yankee's Linus Travers is staying in Boston, won't join MBS as v.p., as recently announced . . . WOR's Ted Streibert, ex-Harvard business school asst. dean, spreading his wings, this week became director of Ward Baking Co., a trustee of Brooklyn Institute of Arts & Sciences . . . Richard W. Jencks, newly out of Stanford Law, joins NAB's legal staff . . . A. H. Broly leaves Chicago's WBKB to become chief engineer of Television Associates Inc., run by Bill Eddy and Keith Kiggins.

Status report on microwave TV relay installations, by Samuel Freedman, of microwave components maker DeMornay Budd Inc., is carried in November *Radio & Television News*.

Motion Picture Association meeting, at which TV will be subject of first serious top-level discussion (Vol. 4:44), is set for Nov.17-19 in New York City.

Lens and magnifier makers continue to make hay while the TV sun shines, are looking to Xmas shopping for big boost in sales, foresee attachments for TV becoming as popular as automotive accessories for car owners. Take Electro-Steel Products Inc., 112 N. Seventh St., Philadelphia, which started lens making only last July at initial rate of 200 per week, now is equipped to turn out 16 different types at rate of 2,000 per week. Lenses fit any size screen from 5 to 12-in., include new \$11.95 enlarger for Pilot's 2-in. \$99.50 set (Vol. 4:24, 31). Other new makers recently reported include Radio Merchandise Sales Inc., 550 Westchester Ave., New York City; Deena Manufacturing Co., 20 Belmont Ave., Newark; Thall Plastics Engineering Co., 155 Chambers St., New York City. Even RCA recently came out with \$24.95 magnifier for 7-in., enlarging to equivalent of 12-in.

IRE president for 1949 is Stuart L. Bailey of the Washington consulting engineering firm Jansky & Bailey. Elected directors-at-large were *Electronics Magazine's* Donald G. Fink, vice chairman of JTAC, and Dr. William L. Everitt, U of Illinois electrical engineering dean. Regional directors elected: John V. L. Hogan, Radio Inventions, North Central Atlantic Region; George R. Town, manager of engineering and research, Stromberg-Carlson, East Central; Ben Akerman, chief engineer, WGST, Atlanta, Southern; Frank R. Pounsett, chief engineer, Stromberg-Carlson Co. Ltd., Toronto, Canadian.

Fifth FM station to call it quits, after actually operating, is WFMO, FM-only Class A in Jersey City. Although backed by substantial newsreel and laundry interests, station signed off after struggling manfully for over a year. Other operating stations dropping by wayside were: Yankee Network's WMNE, Mt. Washington, N. H.; KONG, Alameda, Cal.; KPNI-FM, Palo Alto, Cal.; WPIK-FM, Alexandria, Va.

RMA Television Systems Committee has worked out stringent measurement standards for TV transmitter performance, plans to ask FCC to incorporate them into TV engineering standards. Information was revealed by Philco engineering v.p. David B. Smith at rate hearing.

New York's WPIX has gone directly to public to solve cases of poor Channel 11 reception. Neatly-done 6-page booklet, *Did You Know?* describes need for properly cut and oriented high-band antenna, tells viewer what he's missing if he doesn't get WPIX.

More TV network sponsors signed this week: Lipton's Tea, simulcasts of *Arthur Godfrey's Talent Scouts*, starting on CBS-TV Dec. 6, Mon., 8:30-9 p.m. Vick's VapoRub, Wendie Barrie with guest cartoonists in *Picture This*, starting Nov. 10 on NBC-East Coast, Wed., 8:20-8:30 p.m. Though CBS and KTTV have tied up Pasadena Rose Bowl game Jan. 1 (Vol. 4:44), Los Angeles TV stations have all got sponsors for Rose Parade: KTSN, W. & J. Sloane Co.; KFI-TV, Hoffman Radio Co.; KLAC-TV, Los Angeles Federal Savings & Loan. Other new TV station sponsorships reported:

WCAU-TV, Philadelphia: Scott & Grauer (Ballantine Ale), 15-min. preceding any CBS sports event sponsored by Ballantine; Doan-Calhoun (Chevrolet), 5 "Football Warm-Up"; ann. by Erlanger Brewing Co., Yankee Maid Meat Products, Harry Krause (Studebaker).

WTMJ-TV, Milwaukee: Marine National Exchange Bank, "Salute to Industry," Wed., 9-9:30 p.m., saluting different industry each week.

WBZ-TV, Boston: First National Bank, Dr. James Austin, MIT meteorologist, weather reports 3 times weekly.

KSD-TV, St. Louis: Anheuser-Busch Inc. (beer), "Snapshots from Hollywood," 13 weeks.

WENR-TV, Chicago: Marshall Field & Co., "Uncle Mistletoe," 4 times weekly, 52 weeks.

KFI-TV, Los Angeles: Eastern-Columbia, So. Calif. dept. store chain, 8 ann. weekly.

WPTZ, Philadelphia: Esterbrook Pen. Co., "Write Your Way," weekly handwriting show.

believe that 4 years hence, when transcontinental networks afford national coverage and more pickups, they can improve the basic job much. It was top-flight journalism with a new dimension -- for finesse, fine reporting, sparkling human interest.

Noteworthy is fact that radio and TV, unable to take sides in the campaign (though some may have liked to), were spared the queasy task of eating crow. Stand-out impressions of TV coverage, from viewpoint of our staff as we looked, in our respective homes, at offerings of 3 Eastern networks (CBS unavailable in Washington):

NBC-TV and Time-Life did elaborate, smooth job, stayed on from end of Texaco Star Theatre at 9 p.m. until 11:39 a.m. Wed., after Dewey conceded. Ace telecaster Ben Grauer did his usual intelligent job at main desk, with ubiquitous NBC-Life reporters doing good to excellent work. NBC's neatest trick, aside from easy-to-read scoreboards and flashing signs, was to let viewers see the inner operations of TV -- like being inside a movie studio during the shooting. NBC figures its Midwest coverage, out of Cleveland, reached 650,000 viewers on 88,000 sets.

ABC-TV couldn't be beat for color and shirt-sleeve excitement, with big names like Walter Winchell, Drew Pearson, Elmer Davis, George Gallup, George Sokolsky. Though some have doubtful telegenic qualities, it was wonderful to watch gyrations of "experts" perched on ends of limbs being sawed off. Like NBC, it often showed televiewers how TV operates. Commercials were something else: Kaiser-Frazer's pleasant-voiced narrator wore out his welcome, got intrusive and boresome to exasperation before the long night ended. ABC carried on solidly until 9 a.m. On its Midwest network out of Chicago, ABC had Baukhage, Earl Godwin, Tris Coffin, et al.

DuMont and Newsweek showed what could be done without heavy expenditures but with competent, tight reporting -- Lindley-Crawford-Shaffer team doing top-hole job. DuMont signed off at 4:30 a.m. in Washington, though WABD stayed on till 11:30 a.m.

CBS had no Washington outlet -- indeed, came very near to having no TV network because all AT&T circuits had been taken up. It wasn't until Philco and NBC, as a friendly gesture, released their respective New York-Philadelphia and Philadelphia-Baltimore microwave circuits that CBS got network service at all. The relays performed splendidly, every bit as good as coaxial. CBS carried on until 5:45 a.m. We really regret missing CBS, because it couldn't help clicking with its traditional know-how and lineup of such men as Quincy Howe, Doug Edwards, Red Barber, Lyman Bryson, Eric Severeid, Ted Malone, Ed Murrow, Elmo Roper, et al.

Note: TV set owners, by and large, tuned in no radios, went to no movies. With some 750,000 sets in TV cities (Vol. 4:43), it's reasonable to assume there were 3 to 4 million viewers of the 1948 election returns. That's sheer guesswork, to be sure, but Hooper Report says 74.1% of New York area's TV sets were in use 9-11 p.m., and our guess is an average of 6 persons per set.

PITTSBURGH & OTHER UPCOMING TV TOWNS: DuMont has offered time on its now-building WDTV, Pittsburgh, to all 4 networks -- thus may become first to "affiliate" for off-the-line service with all of them. WDTV starts tests Dec. 1, may get going commercially Jan. 12, which is date for opening of East-Midwest coaxial hookup. It's in strategic bargaining position, for it's the only Pittsburgh station thus far authorized, all other applications being held up by freeze and delayed year or more.

Probable next now-testing TV to go commercial, Louisville's WAVE-TV reports excellent Channel 5 reception when it put first patterns on air Wednesday; scheduled test patterns for aligning sets start next week, commercial debut Nov. 24... About to test are Memphis Commercial Appeal's WMCT, Seattle's KRSC-TV, New Orleans' WDSU-TV -- all, like Pittsburgh's WDTV, opening up brand new receiver markets... Baltimore's WAAM began second day of commercial operation Nov. 2, stayed on air continuously with elections, etc. for 23 hours, 5 min., some kind of record... Farnsworth has sold its AM station WGL to Fort Wayne News-Sentinel for \$150,000 -- but that doesn't include Farnsworth's TV; company retains its present TV experimental station and commercial application... Meredith verifies Jan. 1 target for new WHEN, Syracuse, (ex-WJTV), thus opening up still another new TV market; topkick Bill Eddy and chief engineer Gene Crow working hard with GE, which wants to make this a "showcase" for its transmitters in its own bailiwick.

FADA'S PROTELGRAM & OTHER TRADE NOTES: Fada will release its new Protelgram projection Model 80 in mid-November, to sell for \$849.50 -- thus joining Fisher, Hallcrafters, Pilot, Scott (and soon Emerson) in plumping for North American Philips system (Vol. 4:9,13). Fada's president Jack Marks is bubbling with enthusiasm over quality of projection image, insists it's better than direct view. Set is TV-only console with 16x12-in. picture, 37 tubes, 6 rectifiers, 10-in. speaker. Making some non-branded radios for others, Fada has heretofore confined own brand TV to 10-in. \$375 job very much like RCA's 630TS. Other news of the TV trade:

Stewart-Warner's new TV line consists of three 10-in. sets, each with 24 tubes, 3 rectifiers: the Washington consolette at \$369.95; the New Yorker and Wakefield consoles, with pictures reflected from mirror inside top lid, at \$399.95. Besides installation, it's charging \$15 fee for 90-day maintenance. Sam Insull Jr., v.p., says January target is 2,000, production to be stepped up to 6,000 per month...Crosley has new 10-in. \$319.95 and \$329.95 table models on market; both have FM, use same 18 tubes, 3 rectifiers as its 12-in. \$445 model...Tele-King has raised 10-in. prices about \$20 each, table Model 210 now \$289.50, consolette Model 310 now \$319.50. Tele-King has suspended 12 and 15-in. table models, but will be out in 60 days with new 19-tube chassis for low-priced set, details not yet disclosable...Packard-Bell's 10-in. TV-radio-recorder console has been priced up \$4.50 to \$599.50, without recorder to \$549.50...Philco reports that through its 43 distributors in TV areas it has thus far trained 5,000 servicemen in installation, maintenance, repair.

WHAT PRICE TV PLANT & OPERATION? Here's how much it costs to build a TV station, according to TBA president Jack Poppele, who ought to know something about it since he's building one in New York, another in Washington for his employers (Macys-WOR). Since there are so many variables, his figures are open to dispute -- but he says he bases them on data from existing stations and others being built. Speaking before ATA last week, he put the average investment in existing stations at \$750,000 each, counting transmitters, buildings, towers, land, everything. Allowing for "economies based on the errors of the early operators," he calculates remaining CP holders will build at average cost of \$593,000; that post-freeze low-band construction should run \$325,000 per station; that satellites will cost \$90,000 each.

Predicting total of 1,000 stations by 1955, representing nearly \$250 million investment, Mr. Poppele resorts to some quite disputable guessing: Besides today's stations, he refers to 85 "in various stages of construction" -- though actually not more than a few dozen of 82 current CP holders have yet turned a spade. He forecasts 134 TV stations by end of 1949 -- altogether unlikely in view of uncertainties created by FCC's freeze, probably lasting well into next summer. Then he predicts 355 stations by end of 1951 -- possible. And more than 1,000 by 1955 (including 600 satellites) -- could be, if uhf clicks.

What's retarding construction? Obviously, of course, there are the paucity of CPs, current freeze, uncertainty about uhf. But real reason most CP holders aren't hurrying is cost of operation, still running into heavy deficits. Many feel every day's delay is so much money saved; let the other fellow do the pioneering. Attitude is altogether understandable when you consider what Detroit News' WWJ-TV manager Harry Bannister told Editor & Publisher last week:

"Our fulltime [TV] staff has grown from 32 to 54. Studio space has grown from 1,200 to 2,500 sq. ft...WWJ-TV started out with an initial rate of \$250 an hour. Three increases have brought that up to \$420. This is currently bringing in receipts of about \$20,000 a month. But the cost of operation is about \$50,000 a month -- or a loss of \$30,000 a month. Operational losses will continue well into 1949, though I do expect our 1949 losses to be smaller than in 1948. Perhaps two-thirds less. Some time around the last quarter of 1949 we should reach the break-even point." He added: "Now it begins to look more and more that within 10 years or less TV will overshadow radio, if not completely displace it. Within a few years we'll be televising our complete schedule from sign-on to sign-off. We'll program...so that one can look and listen -- or listen without having to look."

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

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November 13, 1948

2,000,000 TV OUTPUT IN 1949! Demand for TV sets is still far outrunning supply -- but production is edging up and there are signs the tube bottleneck is being widened (see story on page 2). The usually rather conservative Max Balcom of Sylvania, RMA president, will predict before Boston radiomen's Town Meeting Monday that next year's receiver output will be 2,000,000 or more, as against 800,000 this year. This is considerable hike over the 1,600,000 predicted by RCA Victor's Frank Folsom (Vol. 4:38), heretofore generally accepted in the trade because of RCA's leading production and patent-licenses position. But Balcom knows the tube situation particularly well, his own company being an up-and-coming supplier -- and he isn't one to go off half-cocked.

Even at 2,000,000, it's feared increase won't be nearly in proportion to demand. Practically all brand names are now on quota, and nobody seems satisfied with his quota. One major manufacturer told us, in all seriousness, he could dispose of ten times the number of sets he's now producing. Philco, always claiming to be No. 1 seller, says it's turning out 8,000 sets per week now, will go to 10,000 in 1949 -- and RCA, without divulging its figures, declines to yield first place to Philco. GE is going full blast on TV, as are Admiral and Motorola -- one of these 3 probably being in third place.

Demand zoomed with recent opening of Midwest TV networks, is expected to get further stimulus when East-Midwest networks hook up via coaxial Jan. 12 (Vol. 4:45).

BY WAY OF TAMING THE TROPOSPHERE: RCA engineers at Princeton Labs have been working quietly, but excitedly, at something that shows at least a "promise" of considerably softening impact of TV tropospheric interference. Viewed cautiously, it's considered capable of rendering 150-mi. co-channel separation entirely safe. Here's how we understand it:

Co-channel interference shows up on kinescope as moving horizontal black bars, a sort of "Venetian blind" effect. Rate of movement depends on difference in carrier frequencies of stations involved. If stations are exactly synchronized, bars never appear. Thus, interference doesn't show until undesired picture actually begins to become visible.

Using microwave equipment, RCA synchronized NBC's New York WNBT and Washington WNBW, about 220 mi. apart. It cleaned up all interference at Princeton, about 45 mi. from WNBT. We're told synchronizing can be done with microwaves, coaxial, or phone lines, and that equipment isn't prohibitively expensive or complex. System has been operating successfully for about 3 weeks.

What pried development out of laboratory at this time was very serious interference given to Detroit's WWJ-TV by NBC's co-channel WNBK when it went on the air recently in Cleveland, about 100 mi. away, largely overwater. Since WWJ-TV is now radiating only about 2.5 kw from temporary antenna, it's expected that full power (17.1 kw) and new antenna about to be used will push back interference front which in some cases has invaded to within 5-6 mi. of transmitter. But it's dubious whether that will completely solve problem. Therefore, engineers (including FCC's) have been out there this week, experimenting. First tried was separating carrier

frequencies enough to cause "Venetian blind" to move fast enough to become invisible. That helped some, but apparently not enough. Synchronization is next on agenda.

Princeton engineers hope to have data ready for FCC tropospheric conferences due at end of this month. If successful, system poses at least one interesting problem: Since many co-channel stations overlap, would they all have to be synchronized together in a sort of chain effect?

Meanwhile, FCC engineers are working hard to complete channel studies, allowing for troposphere, for release Nov. 15 (Vol. 4:42). As you'd expect, first study, based on proposed allocation, is showing all kinds of interference; second study, based on protection to 500 uv/m contours 90% of time, and leaving present grants alone, permits almost no more grants in the East. JTAC has tendered its good offices in the troposphere matter, can be expected to render valuable aid, as it did in uhf, though it hasn't much time to gather data before conferences.

SHAKING 'BUGS' OUT OF CHANNEL 13: We now have reports from all operating Channel 13 stations (WATV, Newark; WAAM, Baltimore; WSPD-TV, Toledo; KLAC-TV, Los Angeles) -- and thus far only WATV reports difficulties (Vol. 4:28-38). None of rest has any complaints; quite the contrary, they report good propagation -- and from no less a personage than FCC Comr. Bob Jones we have testimony that he watched good pictures from WSPD-TV election night at his home town Lima, 65 mi. away. In WATV's case, all hands now apparently are satisfied equipment isn't at fault (though RCA is replacing antenna next week to remove any shadow of doubt). So it can be deduced that site, propagation, receiving antennas, or combinations thereof, are to blame. You'll recall WATV consultant Glenn Gillett's assertion during tropospheric hearing (Vol. 4:38) that high band needs 10-15 times power of low band to equal coverage. If so, station either has to get more power or move closer to center of population, or both. In addition, public and servicemen have to be educated about need for properly cut and oriented receiving antennas. New York's WPIX (Channel 11) is doing yeoman job of latter with booklet "Did You Know?" describing problems and solutions.

REPORT ON THE PICTURE TUBE OUTLOOK: Keystone of TV production problem is the picture tube -- and signs are multiplying that, though they may not catch up to demand for several years, the tube makers are coming along nicely. "Sleepers" of the industry may be GE and Sylvania, neither of whom will divulge anything beyond obvious fact that they're expanding; coming along well, too, in field heretofore dominated by RCA (DuMont, larger sizes), are Rauland, Lansdale, National Union, Philips.

Yet despite prospects of his own and RCA's metal-coned tubes (Vol. 4:45), despite assurances of both Corning and Kimble that glass blanks will be plentiful next year (Vol. 4:15,32,42), tube maker Allen DuMont sees situation next year as "worse" than this year because tube processing capacity is so limited; by worse, though, he means inability to keep up with accelerating demand, to satisfy voracious appetites of his tube customers. Dr. DuMont declined to verify a published report quoting his tube manager Irving Rosenberg as saying DuMont has sold more than \$5,000,000 worth of tubes already during first 10 months of this year (vs. \$1,700,000 all last year) and expects to quadruple production in 1949. Even if only partially true, it's significant.

Apparently not too concerned about RCA and DuMont 16-in. metal-glass tubes, Kimble Glass (Owens-Illinois) announced it will begin producing 16-in. all-glass bulbs early in 1949. Gen. mgr. Stanley J. McGiveran asserted: "Glass, in our opinion, is the most suitable material, even for such large bulbs. Our experience in sealing glass to metal over large sealing areas has never been too satisfactory... the long-range price of this all-glass bulb should be lower than the price of bulbs made of a combination of substitute materials." McGiveran estimated not more than 10% of 1949 TV sets will use his new 16-in. bulb, which would hint at expected output of at least 150,000.

As for 10 and 12½-in. bulbs, McGiveran writes: "The glass industry has definitely caught up with the tube manufacturers' consumption of bulbs, even from the standpoint of balance as respects sizes."

MEMPHIS WMCT FIRST IN MID-SOUTH: You can add another station, another new market to your TV log -- total now on air commercially 43. Memphis Commercial Appeal's WMCT begins commercial operation today (Nov. 13) with Coca Cola sponsoring big Tennessee-Mississippi grid game. Next will come Albuquerque Journal's KOB, which now reports it will definitely begin commercial operation Nov. 22. And this week, Meredith's now-building Syracuse WHEN asked FCC for an STA effective Dec. 1.

WMCT has TV's tallest tower -- a 750-ft. radiator operating with full 13.6 kw visual, 7.12 kw aural powers. Channel 4 tests last few weeks have given consistently good coverage over average 96-mi. radius, reports manager Henry Slavick, phenomenal for anybody's station. Several reports of good reception have even come from Little Rock, 132 mi. Memphis already has had 3,500 receivers shipped in; big drive for buyers begins with formal WMCT dedication Dec. 11. Meanwhile, test patterns interspersed with set-promotion announcements will be carried daily 10 a.m.-5 p.m.

First new station application in nearly month was filed with FCC Friday: Big Larus tobacco firm, operating Richmond's WRVA and applicant for TV there, also applied for Channel 13 in Norfolk, making it 4 for 3 in area. Other station news:

Seattle's KRSC-TV, scheduled for Thanksgiving Day debut, signs "non-interconnected TV affiliation contract" with NBC -- nomenclature is NBC's to denote it will take NBC kinescope recordings pending "line" hookup, also as dig at "network affiliation" claims being made by rivals...CBS-TV finally cracks Midwest field Jan. 12, when East-Midwest hookups are linked, via Chicago Tribune's WGN-TV which has been signed as a "full primary affiliate"; you can expect others in Midwest claimed by other networks to sign on CBS in line with current non-exclusive trend (first-come commercials, first served).

THE TRUMAN 'RE-DEAL' AND RADIO: Here's another reason why FCC and the new Truman Administration are not likely to go off half-cocked, do anything to upset lush Radio-TV applectart, in flush of Truman victory -- as suggested to us by one staunch, happy and highly placed New Dealer after discussing our rather bullish appraisal last week of "Mr. Truman, Television and the FCC" (Vol. 4:45):

Even if a lot of New Dealers stay (or return) under new Administration, they're now older, wiser, more realistic, more inclined to be careful and cautious and sympathetic toward business, especially to so highly promising an infant industry as TV. And it's axiomatic that there's no conservative like an ex-world shaker, viz., such original New Deal brain trusters as Ray Moley or Tom Corcoran. Or, in radio, such ex-FCC chairmen as James Lawrence Fly and Charles R. Denny, now pillars of the New York radio community.

There's still another factor, we're reminded, that should conduce to a friendly attitude toward radio's problems. On Capitol Hill, 2 Senators-elect own radio stations and thus presumably know the score: ex-Gov. Robert Kerr (D-Okla.), owner of WEEK, Peoria, also a TV grantee; ex-Rep. Lyndon Johnson (D-Tex.), KTBC, Austin. GOP Senators Knowland (Cal.) and Taft (O.) also have family radio interests.

On House side, there may be some new Congressmen who have interests in radio; we don't know yet. But reelected Congressmen and their radio interests (all, oddly enough, Republicans) are: Reps. Harris Ellsworth, KRNR, Roseburg, Ore.; Alvin O'Konski, WLIN, Merrill, Wis.; John Phillips, KPAS, Banning, Cal.; Kingsland Macy, WFAS, White Plains, N.Y.

In Truman's present cabinet are Commerce Secretary Charles Sawyer, who owns WING, Dayton, and WIZE, Springfield, O., and Army Secretary Kenneth Royall, who owns about 25% of WGBR, Goldsboro, N.C. Then there's Assistant Army Secretary Gordon Gray, owner of WSJS, Winston-Salem. They haven't, and can't be expected to, throw their radio weight around -- but they do know what it's all about.

And not to be overlooked are ex-FCC chairman Paul Porter, former OPA Administrator and party stalwart who may be called back into public service; his crony and OPA predecessor Chester Bowles, ex-ad agency owner, Democratic Gov-elect of Connecticut; Gov. Beauford Jester of Texas, chief owner of KWTX, Waco, stockholder in TV-seeking Telenet System Inc. (Vol. 4:36).

Hotelevision Inc. proposes to finance expansion by sale of 160,000 shares of \$1 par value Class A stock at \$3, filing registration statement with SEC. Chief underwriter is Cantor, Fitzgerald & Co., New York. So far, company has installed TV sets in rooms of Roosevelt and New Yorker hotels (cost to guest \$3 per day), and in Cleveland's Hotel Cleveland; is also equipping New York's Essex House, New Weston, Roosevelt Hospital, and Chicago's Hotel Sherman. Principal stockholders: Jack M. Winer, president of Dynamics Electronics-New York Inc. (distributor), president, holds 30%; Adolphe A. Juviler, president of Olympic, which makes the equipment, 30%; Samuel J. Gardiner, v.p. of Olympic's distributing subsidiary, treasurer, 20%. Other stockholders have less than 10% each.

All-out enthusiasm for Phonevision was expressed by FM inventor Maj. Edwin Armstrong in recent letter to Zenith president Eugene McDonald. Maj. Armstrong said he had same idea about 15 years ago but dropped it to work on FM. He goes on: "After having overcome the technical difficulties, all you have left to overcome are those forces set in motion by men, the workings of which are known to both of us from our experience in getting the FM system into operation . . . While I would not want to say that television stations may not support themselves in other ways, it looks to me as though the greatest attraction of all—movies in the home—will have to be paid for directly, and phonevision seems to me to be the only way."

That quaint old fellow from Hamden, Conn., Charles A. Birch-Field, has replied to our query about the tube he's supposed to have invented to adapt AM sets to receive TV (Vol. 4:44). He says he has contract with "group of New Haven financiers" who have whole program of exploitation worked out (renting rather than selling tubes, etc.)—all depending on FCC approval. Commission engineers have yet to hear from him.

Fine article on TV news in November *Quill*, of Sigma Delta Chi journalistic fraternity, by WGN-TV's news chief Spencer Allen, terms medium "ideal . . . almost the ultimate . . . showing news as it is happening." Radio-TV news is prominent on agenda of SDC convention in Milwaukee Nov. 10-13, with WTMJ-TV's Walter Damm and Richard stations' Frank Mullen among speakers. And new TV committee (Jack Krueger, WTMJ-TV, Milwaukee, chairman) of National Assn of Radio News Directors has prepared *Getting Ready for Television*, collection of articles by TV newsmen.

The gentleman disagrees with our estimate of TV's election coverage (Vol. 4:45)—and almost everyone else's—he being the sometimes heart-bleeding Jack Gould, radio editor, *New York Times*. Quoth he Nov. 7: "Radio had much the best of it over television, the video art fumbling rather badly in its first full-dress effort to cover the outcome of the Presidential campaign. The main reason for TV's inadequacy no doubt was due to the fact that counting ballots is hardly a function which lends itself to much visual excitement [sic]. Probably the most distracting fact was the large charts . . . it being much easier just to listen . . ."

"Is It Time to Buy Television?" An emphatic yes, is answer in article thus titled in October *House Beautiful*, which offers ideas of room arrangements, etc. December *Parents Magazine* will also carry article on TV's effect on average American household.

Radio dominates G. I. correspondence courses, said Veterans Administration. It accounts for 45,386, or 26% of enrollments; next highest is engineering with 21%.

RCA is continuing 500 mc TV measurements in Washington, reports no substantial change in opinion that great power is needed (Vol. 4:39). Tube failures have made it difficult to keep transmitter on air; 850 mc transmissions have been discontinued. All converter locations will be revisited about Dec. 1 to see how absence of leaves from trees affects reception.

First request for permission to delay TV construction until troposphere mess is cleared up went in this week from John Kennedy's WSAZ-TV, Huntington, W. Va., granted CP July 29, 1948. It wants a declaratory ruling on whether it can get extensions of completion date on plea it would rather wait for final decision on new standards, new allocations, than go ahead now. If changes are made in Huntington assignment, station is afraid it may have to expend large sums to revise equipment (antenna, crystals, etc.).

Latest legal maneuvering on TV fronts: Pauley group in Los Angeles (Vol. 4:33) wants oral argument on Commission's denial of its petition seeking breakdown of Thackrey-Warner Bros. package deal (Vol. 4:44). (Warner, meanwhile, has applied for uhf experimental.) Omaha's KFAB has appealed to U. S. Circuit Court of Appeals in District of Columbia against recent FCC denial of its petition to recall KMA's Omaha CP, put all 3 applicants (for 2 channels) into hearing. Grant to KMA was made just before Omaha's KOIL applied, throwing KFAB into competitive hearing for single remaining channel.

BBC's pictorial brochure *Eye of Britain*, covering British TV through summer of 1948, contains interesting postscript by BBC's TV controller Norman Collins. It plumps for superiority of 405-line British standard (U. S. is 525-line), says it's sticking to it: "Ask anyone, from home or overseas, who saw the pictures of the Olympic Games taken with the latest super-sensitive British cameras, and he will tell you whether the BBC is right or not." Collins is also governor of Britain's National Film Institute, which this week worked out reciprocal BBC-film industry agreement permitting the former to telecast movies to home viewers and the latter to show special events and live programs to theatre audiences.

"Electron wave tube" developed by Dr. Andrew V. Raef, of Naval Research Laboratory, can amplify 1mm wavelengths 100 million times. Dr. Haeff says he doesn't know whether tube can help achieve high powers in uhf TV. Here's how it works: Streams of electrons of different velocities are injected into evacuated space. Repulsion between electrons causes radio signals applied to the streams to be amplified as electrons drift through space.

Drop in number of radio manufacturing employes from 96,800 in August, 1947, to 86,900 in August, 1948, was reported by Dept. of Labor this week. But payroll index rose from 459.7 to 468.9 (1939 equals 100) in same period.

Allen B. DuMont Laboratories Inc., 100 Main Ave., Clifton, N. J., has published a 63-page *C-R Tube Primer*, non-technical discussion of cathode ray tube and its functions. It's free to professional electronics workers or teachers; otherwise costs 50¢.

Now come the greeting card people with new lines—printed invitation cards, with designs and gags, to your "Television Party." None we've yet seen offers hints to bring your own liquor, nor has anyone printed a card yet gently telling you when *not* to come.

GE's new TV slide projector (PF-3-C) has dual lenses, allows single or simultaneous projection of opaques or transparencies.

New FCC FM attorney is Max Paglin, who comes from common carrier section.

IRAC CHANNELS FOR TV? NOT A CHANCE: Any hope FCC chairman Wayne Coy's "in" at the White House might lead to a direct plea to the President for IRAC frequencies for TV, as once proposed (Vol. 3:35,46,51), is mere wishful thinking. So far as we can discern, neither he nor rest of FCC has any intention of doing any such thing. TV has uhf band into which to expand; Commission is even now considering opening uhf TV. Above all, when anyone talks of taking frequencies away from govt., he's really talking about taking them from the military -- and, state of the world being what it is today, there isn't a chance. Indeed, as pointed out before (Vol. 4:35), if TV doesn't get active on uhf soon, the military can be expected to eye the 475-890 mc band. They're already seeking more spectrum space, and their chief argument will be that no one is using it.

No. 1 problem of Chairman Coy, now that election clouds have lifted, is administrative organization -- and administration is his forte. First, there's hope that through recommended legislation, top jobs, including commissionerships, will get higher salaries so that good men can be attracted to and kept in govt. service. Second, there's thought of splitting commissioners into committees such as broadcasting, common carrier, special services, as contemplated in last year's White Bill. Also of realigning Law Dept. among more functional lines, so certain lawyers would act as trial attorneys only, others do review work, etc. And, concomitantly, there's long-delayed matter of filling chief engineer and asst. general counsel vacancies, deliberately kept open pre-election because "there wasn't any sense in speaking to anyone about coming into FCC before elections; no one would talk seriously." Which would seem to indicate thought of going outside for top personnel.

NOTES ABOUT TV TRADE & TRENDS: Current phenomenon of radio market is pace at which 7-in. TVs are selling, attributed mainly to price factor. Makers are buying all 7-in. tubes the factories can turn out. It's surpassing expectations of topdogs RCA and Philco, who dropped 7-in., now look benevolently upon them as "educating" owners up to bigger picture sets...Biggest 7-in. maker Motorola, also maker of 10-in., plans 12-in. sets early in 1949, also 16-in. if tubes are available...Temple-tone's 7-in. table model, due on market Nov. 15, contains 3 terminals in rear of chassis so it can be used with FM tuner or else feed its audio channel into any other radio set; plans shipments at rate of 100 per day.

GE's electronics v.p. Dr. W. R. G. Baker told IRE Rochester convention this week that (a) radio set market has already been hurt by TV, especially sale of expensive consoles; (b) TV receiver costs aren't going down in near future; (c) color TV is long way off, color receivers will cost 3 times black and white; (d) big problem of TV now is how to build adequate TV antennas into sets...That much-talked-about Zenith TV (Vol. 4:40,44) will be disclosed late next week in Chicago; we'll report on it thereafter. Meanwhile, scuttlebutt now has it that, in covering uhf as well as vhf band, it will permit locked tuning to any 12 channels, thus be adjustable to local and future needs...Tele-tone is out with 10-in. consolette at \$299.95, up \$20 from price originally quoted.

We erred in reporting that Crosley's new 10-in. TV had same tube complement as its 12-in. sets (Vol. 4:45). New Crosley 10-in. sets have 18 tubes, 3 rectifiers; 12 in., 24 tubes, 3 rectifiers...Garod is out with 12-in. TV-AM-FM-phono at \$950 and \$995, has discontinued its 10-in. Revere and 12-in. Norfolk consolettes, has upped prices on rest of its line from \$10 more for 10-in. table model (now \$385) to \$255 more for 15-in. console (now \$1,250)...Pilot's 12x16-in. projection console with AM-FM-phono, at \$1,195, will soon be on market; it uses Protelgram, has 30 tubes, 4 rectifiers...Philco's new Model 1280 (\$875) is 12-in. console with AM-FM-LP phono, differs from Model 1278 (\$699.50) in that cabinet is custom built...Philco is building a \$1,000,000 addition to its Sandusky, O. plant for production of TV sets; new unit provides 120,000 sq. ft. of manufacturing, 100x350 ft. warehousing space.

Heretofore careful not to advertise TVs in non-TV areas, RCA departs from that policy with 4-color pages in Nov. 22 Life and Collier's, and in its Sunday radio show on NBC is going to cut in commercials in TV areas plugging its new TV set line (Vol. 4:41)...Philco Service Division has notified owners of its 1947-purchased

TV sets that their standard warranty has been extended without charge for remainder of 1948, covering all servicing and all components including tubes...Remington moves into new White Plains, N.Y. plant Nov. 15, will then begin producing at rate of 500 per month, is preparing to move sales effort into South and Southwest...Magnavox last week began advertising new \$1,600 breakfront Windsor Imperial with 12-in. picture tube, AM-FM-SW-LP phono...Industrial Television Inc.'s new Century line (Vol. 4:42) includes remote control unit (No. 226) with 16-in. metal-coned tube, plus AM-FM-LP phono, \$1,670; No. 221 consolette at \$470; No. 321, same as 221 but with AM-FM-LP phono, \$695. Planned is 12-in. table model at \$410, and ITI president Atwood says plant can turn out 500 of 12-in. and 200 of 16-in. models per month.

SIGHT AND SOUND

Those who missed out on JTAC Report on uhf TV (Vol. 4:39), first printing, are assured by JTAC chairman Philip F. Siling that they will be taken care of—at least, to limit of new printing of 200 which will be ready for mailing by end of next week. Requests are piling up, but all bona fide inquiries will be fulfilled.

Simultaneous picture and sound recording on 16 mm film, called "video recordings," marks ABC's entrance into kinescope recording field. Engineering chief Frank Marx claims recording is done without degradation of sound, allows much cheaper production than separate recordings commonly used. ABC, RCA and John A. Mauer Laboratories of Long Island City collaborated on development. Though RCA participated, system is not same as NBC's.

Biggest sale of time on WABD's daytime schedule Vol. 4:39, 45) is to Teldisco Inc., organization of New Jersey dealers who sell DuMont sets. It has bought 8 quarter hours per day, or 10 hours per week, all live programs, each spotlighting an individual dealer. DuMont says daytime income is running 20% ahead of cost, thinks idea plus flourishing new night business on WABD and WTTG can put telecast operations in black within 6 mo.

Noble daytime TV experiment of New York's WABD was a natural for trade papers: Nov. 13 *Billboard* (3 reporters around-the-clock), Nov. 10 *Variety*, Nov. 12 *Tide* giving heavy coverage. Said *Variety*: "Numbers of advertisers buying time . . . exceed optimistic hopes . . . acceptable fare for housewives, shut-ins and moppets . . . and that is all any DuMont spokesman ever claimed it would be." *Tide*: "Important experiment that may blaze a trail . . . a roaring start." *Billboard*: "... an 'A' for effort . . . below that in production level; the heritage, apparently, of a limited budget."

CBS's second TV Clinic for its executives and affiliates has been set for Jan. 21-23, has adopted theme "that television is a going business—now." Also, says TV operations v.p. Jack Van Volkenburg, "We will demonstrate to executives attending how they can operate a network-affiliated TV station economically, and how they should be able to make a profit early in their operations."

NBC showcases TV at its best again, assures further stimulus to TV set sales among music lovers, when it simulcasts Toscanini and NBC Symphony today (6:30-7:30 p.m.—Nov. 13) first of new series it's hoped the great maestro will agree to perform for TV. His two telecasts last March and April were among finest of year's TV offerings. NBC is using 3 cameras.

Resumption of TV "line" rate hearing (Vol. 4:45) has been set for Dec. 1, instead of Dec. 27 scheduled last week. Hope is to finish with interconnection question within 3 days, get FCC decision as soon as possible.

Long distance TV to end all, as reported by BBC: One P. H. Rieder, Capetown, South Africa, claims reception of London station 6,000 mi. away.

Cost of TV station operations is subject of third chapter of NAB's TV report being written by Charles Batson (Vol. 4:40). It goes out to members within 2 weeks, includes such information as this: (1) Most TV stations are amortizing equipment cost over 5 years; (2) Image orthicon tube maintenance cost is \$5 per hour, iconoscope, \$1; (3) A 40% jump in personnel was necessary when one station went from 5 to 7-day-a-week operation; (4) Wage scales in TV are same as those in AM and FM; (5) Extent of programming (number of hours per week, whether network, film, studio, remote—singly or in combination) makes all the difference in determining costs. NAB report should be read in conjunction with CBS's (Vol. 4:15), also our reports from individual stations (Vol. 4:10, 13, 45).

Veteran radioman Buryl Lottridge, of Lottridge-Herendeen, Chicago, consultants, regards as excessive TBA president Poppele's and WWJ-TV manager Harry Bannister's cost figures as reported here last week (Vol. 4:45)—though he's quick to say it's lucky for TV "these operators in the East and in the larger centers have that kind of money to invest and to spend." Lottridge claims to have a projected schedule for a 14-hour-per-day TV operation that on low band will cost under \$250,000 to construct, require less than 1,000 sq. ft. studio space, less than 30 fulltime employes, have potential income possibilities that from first will cover operating costs.

No TV likely in Canada for at least 2 years, while CBC continues to "study" medium—obviously stalling for time against our FCC's decision on uhf. Fact is set fee-supported CBC hasn't kind of money it takes to build TV, yet doesn't want private enterprisers to get in first, hasn't even gotten Parliamentary authorization for suggested \$10 TV license fee. Meanwhile, U. S.-owned Canadian TV factories are contemplating limited TV set production for border towns capable of picking up U. S. stations (Detroit, Buffalo, Cleveland), have no intention of letting British interests beat them out of Canadian market (Vol. 4:43).

Dollar-hungry British radio industry really means business in moving in on new TV transmitter-receiver markets (Vol. 4:43), which overloaded U. S. industry can't yet supply. Oct. 31 *New York Times* reports Great Britain "redoubling her efforts to be the first country in the world to export TV," including programs; says British TV programs are to be demonstrated via films in Norway, Sweden, Belgium.

Good suggestion from Motorola v.p. Walter Stellner: That TV stations, instead of merely telecasting test patterns during daytime, make movies of evening programs, run them during daytime so prospective set buyers can actually see the real thing.

Dancer-Fitzgerald-Sample Inc. is moving practically its entire Chicago staff to New York as of Nov. 15 (address: 247 Park Ave.), one of reasons being to expand TV activity of its radio accounts.

MARTIN CODEL's

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

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FINGER ON PULSE OF TV CIRCULATION: RMA issued its authoritative quarterly report on actual TV set shipments Friday. Supplement 61-A herewith shows exactly where RMA members sent sets first 9 months of 1948, plus cumulative 1947-48 totals for each city. Total 1947-48 shipments to TV and non-TV areas were 609,892, compared with total RMA post-war production of 768,396 (see story on October output, p. 2). New York area still commands lion's share (about half of all) -- but noteworthy is way Los Angeles (46,190) drew abreast Chicago (46,926). Philadelphia retains second place (63,495) not counting contiguous communities. Growth of each city's circulation can be noted by checking against our Supplement 61 of Sept. 4 (Vol. 4:36), reporting cumulative RMA shipments for 1947 plus first half of 1948. Figures should be viewed as an excellent guide rather than an exact census, inasmuch as (a) figures are as of Sept. 30, (b) sets aren't always installed in city to which sent, (c) non-RMA, kits and pre-1947 production aren't included.

FASTEST GROWING INDUSTRY IN AMERICA: If 2,000,000 TV receivers really are produced in 1949, as predicted (Vol. 4:46), they will represent a factory cost of approximately \$480,000,000, a retail trade of well over \$1 billion.

Here's how we reckon it: Best industry source shows average factory price of all TV sets produced first 8 months of this year as \$240. Cost to consumers runs nearly twice factory price (Vol. 4:42). Installation-warranty, averaged at very conservative \$50 per set, alone would add \$100,000,000 -- and then there are the many incalculables like extra tubes, lenses, special antennas, tables and gadgets.

What toll TV will exact from rest of radio, one can only guess. It's manifestly cutting heavily into the more expensive radios already. Best year for radio manufacture was 1947, when 20,000,000 sets of all kinds were produced. The trade generally calls 1947 its "billion dollar year," referring to retail sales, of course. That was radio's 25th year. In its third full postwar year, barring unforeseen circumstances, TV will equal or better the best year in radio's history!

* * * *

Even discounting the hyperbole to be expected from enthusiastic merchandising folk riding a high wave of demand, we're inclined to go along with RMA president Max Balcom's forecast of 2,000,000 TV output next year. Consider the claims of top-dog producers, as published by us and others during the last few months:

Philco, that it will hit 10,000 per week next year, which means about 500,000 total. RCA, that Philco isn't now and isn't going to be No. 1 producer -- so let's assume 500,000 there, too. Admiral and Motorola, that their 1949 production will run about 250,000 each. GE, giving out no figures but disputing others' claims to third place -- so assume 250,000 for that big company, also. Crosley, 175,000. Westinghouse and Magnavox, 100,000 each. DuMont, Bendix and Stromberg-Carlson, at least 50,000 each.

Thus, without the unclaimed quantities of other aggressive mass producers (like Emerson, Pilot, Farnsworth, Zenith) -- and not even considering the output of the 50-odd companies of lesser stature making receivers (TV Directory No. 5) -- we very readily strike a total of well over 2,000,000.

Manufacturer forecasts, of course, are predicated on getting ample picture tubes -- but the outlook for these is improving (Vol. 4:46) and to us it's significant that the 2,000,000 prediction was made by an official of the company (Sylvania) which already claims No. 2 place in tube output.

There are of course other supply hazards, notably defense priorities on manpower and materials and a developing tin shortage that may get worse as the Far Eastern situation deteriorates. Cut in tin supply would result in another, and unanticipated, serious bottleneck in component supply.

But so far as public demand is concerned, it's well ahead of supply. All signs indicate it will continue so next year -- barring war, depression, or the extremely unlikely deterioration of the constantly improving TV program structure.

* * * *

While we're at the statistical guessing game, we may as well note what NBC v.p. Wm. Hedges, onetime NAB president, forecast Tuesday before New York Lions Club:

TV a \$2 billion industry within next 5 years, based on annual set production of 4,000,000 at average retail price of \$350 (total, \$1.4 billion) plus \$600,000,000 for sale of time and talent. Between 1949 and 1954, TV accounting for \$8-10 billion investment in receivers, transmitters, telecast time, talent.

Your adding machine is just as good as ours or Bill Hedges' -- but there's no gainsaying his claim that TV is "the fastest growing industry in America."

* * * *

Nor can we blink the conclusions of Crosley's James D. Shouse, who is due to tell National Editorial Assn Sunday: "We hear that TV will not supplant anything we now have, but will rather supplement all the things we now have...It is the soothing approach, the disarming approach...As a broadcaster, I think that with the exception of widely scattered and remote rural areas containing some small towns, TV stands a good chance not of supplementing broadcasting as we know it today, but of replacing it...I think that the structure of sound broadcasting today will, before many years have passed, undergo severe economic dislocations that may cause it to deteriorate in quality of service at the very time when only improvement of service could save it."

This is the same Mr. Shouse who called the turn on FM, speaking before the same group in June, 1946 (Vol. 2:25) -- predicted FM wouldn't take hold as speedily and thoroughly as most of us thought. He's v.p. and broadcasting chief of the same Avco that operates the 50 kw WLW, Cincinnati, and WINS, New York; that seeks to purchase WHAS, Louisville, with its CP for TV; operates Cincinnati's only TV outlet WLW-T, holds CPs for TV in Columbus and Dayton, has applied for TV in Indianapolis.

OCTOBER TV OUTPUT HITS PEAK 95,216: Not much question now about TV receiving set "population" reaching, probably exceeding, 1,000,000 by end of year. October RMA output figures tell continually eloquent story of TV's upsurge. They show 4-week month's production totaled 95,216, which compares with 5-week September's 88,195 (Vol. 4:43). RMA's cumulative figure for first 10 months of this year is 583,349. For all postwar it's 768,396. Adding usual 10% to account for non-RMA, kits, etc., total TV units produced up to Nov. 1 is about 845,000. November and December output should run well over 100,000 each. So, even allowing for lag due to inventories (practically non-existent at factories, not very big among most distributors and dealers), it takes no expert to discern the shape of things.

FM held its own during October, RMA reporting sets with FM totaling 170,086 compared with September's 171,753. All radio units during October totaled 1,134,378, somewhat down from September's 1,280,440. RMA's October TV breakdown: table models, 56,752; TV-only consoles, 24,557 (1,137 projection); TV consoles with radio-phono, 13,907 (104 projection). October FM breakdown: AM-FM table models, 64,764 (25 with phono); AM-FM consoles, 95,653 (5,837 without phono); FM-only and converters, 9,669. Note: Whether Emerson's FM-only set (Vol. 4:42) is included in last figure, we don't know; corresponding figure in September was 4,800, yet August's was 10,104.

NEXT TV STATIONS AND NEXT MARKETS: Louisville's WAVE-TV gets going next Wednesday (Nov. 24) and Seattle's KRSC-TV Thursday (Nov. 25) -- so you can add these new stations and new markets to your log (TV Directory No. 5) as the 44th and 45th in regular operation. Albuquerque's oft-deferred KOB-TV has postponed starting date again, this time to Nov. 29. After that, look for Syracuse's WHEN (holds STA for Dec. 1 tests), San Francisco's KPIX (test patterns start Dec. 7, commercial operation Dec. 15), and New Orleans' WDSU-TV (nearing readiness). There's also DuMont's Pittsburgh WDTV aiming for opening sometime in December, still indefinite, though it certainly ought to be ready in time for Jan. 12 coaxial linking East-Midwest nets (Vol. 4:45).

Note that all these stations will open up new TV markets. WAVE-TV starts with nice list of accounts (see sponsor listings on p. 4), and KRSC-TV starts with big Thanksgiving Day high school grid game, lots of local fanfare, tieups with all networks for their off-kinescope films.

New TV applicant for Charleston, W.Va. (Joe L. Smith, WKNA) had his application turned back to him by FCC this week for lack of engineering data. Filing soon for Greensboro, N.C. will be Harold Thoms (WCOG, Greensboro, and WISE, Asheville).

KITBUILDERS AS TV TRAIL-BLAZERS: We've often cited kits as a factor in TV set production and ownership -- indeed, have consistently reckoned that output of the kit-makers plus such non-RMA producers as Admiral, Fada, Remington, Sightmaster, etc., accounts for at least 10% more than RMA figures show (see story, p. 1). Now the biggest of the kitmakers, Transvision Inc. (Vol. 4:30), reports definitely that its 1948 production will approximate 24,000. Transvision thinks this is 85-90% of all the kits produced (for list of kitmakers, see our TV Directory No. 5). Even more significant is impact of TV kitmaking on the industry, described thus by Transvision's general manager H. D. Suesholtz: "...the development of a group of zealots similar to our radio hams...helps train a pool of technicians well in advance of the development of any TV area...speeds up advance of TV by giving thousands of people some background in TV and accelerated training, so that finished receiver manufacturers are able to get some sort of service in areas which previously had relatively few technicians." Note: Very interesting story of Transvision Inc., how it merchandises the nearly 40,000 kits it has turned out in last 2 years ("a walloping 6% of all the video sets so far produced"), occupies 2 full news pages of Nov. 19 Tide Magazine.

SIGHT AND SOUND

Big guns of electronics industry (27-man Electronics Equipment Industry Advisory Committee) met with Munitions Board men Tuesday, started ball rolling to whip up mobilization plan acceptable to Govt. Western Electric's Fred Lack was named chairman of industry group, Capt. W. C. Wade, USN, heads Govt. side. Lack will appoint one committee to work up plan, another to work with armed services committees on components standardization. Latter problem is apparently pretty tough nut, involving compromises between stiff military specifications and what manufacturers say is practical from production standpoint.

Motorola produced about 100,000 TV sets this year, plans 250,000 next, expects to do about \$40,000,000 in TV business (half its anticipated 1949 sales)—according to President Paul Galvin, as quoted in *Retailing Daily*. Sales for fiscal year ending Nov. 30, Mr. Galvin stated, will total about \$55,000,000, of which \$15,000,000 comes from TV; this compares with \$47,000,000 in fiscal 1947.

Sales of Allen B. DuMont Laboratories, Inc., for first 9 months of this year totaled \$14,932,558, profit \$1,217,418 (59c per share of A and B stock). This compares with \$6,815,315 sales, \$296,971 net (15c) same period last year.

San Antonio's K TSA, owned by Gene Howe interests (5 kw, 550 kc, CBS), is about to be sold to cowboy actor Gene Autry, ex-Oklahoman business manager Edgar Bell.

Most powerful broadcast station in the Americas, Birmingham's WBRC-FM starts radiating 546 kw from 558-ft. tower (880 ft. above average terrain) on Nov. 21. Next in line, with 349 kw and 695 ft., Milwaukee's WTMJ-FM reports that 18,000 sq. mi., 2,432,000 people, fall within its 1,000 uv/m contour, claims excellent reception within 105 mi. radius. Stations use first two 50 kw RCA transmitters delivered.

"Battle" of kinescope recordings seems to be under way. Hard on heels of ABC's announcement of its simultaneous method "video recordings" (Vol. 4:46), CBS comes out with a "double-control" system which records picture and sound separately. CBS feels its system has inherently better quality which offsets whatever savings in production costs simultaneous system offers.

Oral argument on multiple ownership (Vol. 4:34) was set by FCC for Jan. 17. FCC proposes to limit number of stations controlled by one entity to 7 AM, 6 FM or 5 TV; less-than-control ownership would also be limited to specified, graduated, number of each.

Ban on televising night baseball games has been recommended by N. Y. Giants' President Horace Stoneman, who claims that not only major league night games are hurt by TV but that there's drop in attendance at minor league games when televised.

NBC's WNBQ cameras covered FCC Chairman Wayne Coy at Chicago Rotary Club luncheon Tuesday when he spoke on TV's impact on radio, movies, sports, newspapers, magazines—mostly, repeating what he has said in other recent talks (Vol. 4: 39, 43). But he also foresaw 1,000 TV stations in next 7-8 years (400 in next 2), said some industry leaders "predict" 17,000,000 sets by 1955, mentioned TV station losses of \$10-12,000 per month ("It's about the only business I know of in which the enterprisers go about bragging about the amount of money they are losing."). He "hoped" for transcontinental TV networking within another 2 years. As to last, AT&T says its schematic we recently published (Vol. 4:45) still stands. It shows no cross-country link by 1951.

Roster of speakers and panel for TBA's TV Clinic in New York's Waldorf-Astoria Dec. 8 has been completed by Chairman E. P. H. James, MBS. FCC Chairman Wayne Coy will be luncheon speaker. Session speakers: Robert P. Meyers, NBC, legal problems; Leonard H. Hole, WABD, DuMont's daytime TV; Robert L. Coe, WPIX, reception problems; Hugh M. Beville, NBC, research. Morning panel speakers on commercial phases of TV: George Moskovics, CBS-TV; Klaus Landsberg, KTLA; Doty Edourde, Badger, Browning & Hersey; Eugene Katz, The Katz Agency; Myron Kirk, Kudner Agency.

New operations chief of Hearst Radio, Inc., is Tom A. Brooks, newly appointed v. p. and director succeeding the late E. M. Stoer. He's a pioneer in radio, was Navy commander during war . . . James Leonard, program director of Cincinnati's WSAI, quits Dec. 1 to become manager of Crosley TV's now-building WLWC, Columbus . . . Popular Bob Swezey's resignation as v. p. and gen. mgr. of Mutual, following differences with President Edgar Kobak, was finalized at MBS board meeting this week . . . E. Jonny Graff, ex-Donahue & Coe, is now program chief of Chicago's WBKB . . . Charles E. Rynd, ABC v.p., quits Dec. 1 to become president of Audio & Video Productions Corp., manufacturers of broadcast and TV equipment.

State of Pennsylvania stands to collect \$240,000 a year from 2,000 Philadelphia taprooms alone on basis of State Supreme Court ruling this week upholding lower court decision that barrooms and other public places having TV must pay \$120-per-year amusement tax. Attorneys for Philadelphia Retail Liquor Dealer Assn., who, with Philco and RMA help, fought case were not too sanguine about upsetting State court's decision. Philadelphia city officials believe they can also slap 10% amusement tax on TV-equipped barroom income on basis of ruling.

Motion picture executives talked TV "all day long" at this week's New York MPA meeting. Though most of them are in TV on own one way or the other, they came to no formal conclusions. They heard about TV from SMPE's Loren Ryder, 20th Century's Earl Sponable, Zenith's Comdr. McDonald, TOA's Gael Sullivan, and Ralph Austrian.

Biggest network TV package yet sold is RCA Victor's *Kukla, Fran & Ollie*, which goes to NBC-Midwest, starting Nov. 29, Mon. thru Fri., 6-6:30 p.m., CST, soon will be piped also to NBC-East. Chicago's WBKB will key. It's high-ranking show formerly known as *Junior Jamboree*, enjoys big adult as well as kid audiences, features Burr Tillstrom, puppeteer.

Dismissal of CBS's Boston TV application has been asked by Boston Metropolitan Television Co., also an applicant (TV Directory No. 5), on grounds network's proposed purchase of Raytheon's WRTB (Vol. 4:44) constitutes 2 applications for same facility in same city, therefore violates FCC rules.

Straws in the wind: Speaking before radio-TV session of AAAA eastern conference Monday, President Everett W. Hoyt, of Charles W. Hoyt, Inc., ad agency, asserted: "If you can believe surveys these days, you must concede that homes having both radio and television listen more to television even after the novelty has worn off . . . If television will dominate the audience, then we must either get reduced rates on radio time or else do some smarter buying." Tom Harrington, of Ted Bates, Inc., predicted TV is "very apt" to represent major proportion of agency billings soon.

The pollsters agree-and-disagree; compare these October top 10 TV ratings for New York, as reported by The Pulse, with those reported by Hooper a few weeks ago (Vol. 4:45): *Texaco Star Theatre*, WNBTV, 50.7; boxing, Monday, WNBTV, 46.7; *Chevrolet on Broadway*, WNBTV, 37.3; *Toast of the Town*, WCBS-TV, 36.7; rodeo, WCBS-TV, 32.7; *Amateur Hour*, WABD, 32.7; *Americana*, WNBTV, 30; boxing, Friday, WNBTV, 29.3; *Small Fry*, WABD, 29.3; *We, the People*, WCBS-TV, 28.7. Six of these also made top 10 in Philadelphia: *Texaco Star Theatre*, boxing Mon. and Fri., *Toast of the Town*, *Amateur Hour*, *We, the People*.

Gearing for NARBA meeting in Canada, Sept. 13, 1949, FCC has called for informal engineering conference Dec. 7-9.

Thanksgiving Day show on NBC-Midwest, 4-6 p.m., will be sponsored by RCA Victor, featuring recording stars Robert Merrill, Jane Pickens, Eddie Arnold, Jack Lathrop, Eve Young; also "Bojangles" Robinson and film transcriptions of Toscanini with NBC Symphony and of play "No Shoes." NBC-East reports Oldsmobile has increased *NBC Newsreel* from 10 to 15 min., Wed., 10 p.m., on Jan. 12 will be extended also to 7 NBC-Midwest stations. *Theatre Guild on the Air* reported planning return to NBC-East under sponsorship of General Foods, 8-9 p.m., Sun., replacing General Foods' *Author Meets Critics* and *Meet the Press*; also juxtaposing 9-10 p.m. *Philco TV Playhouse*. Theatre Guild may offer varied format of drama, musical comedy, revues. Bigtime advertiser Toni Co., Chicago, is reported considering TV, radio director Don Nathanson in New York this week inquiring into time and talent availabilities. Recent new TV station sponsorships:

WAVE-TV, Louisville: Kools, 3 one-min. spots weekly; Bulova, 5 one-min. spots, 10 time signals weekly; Disney Hats, Sun. newsreels; Ewald Distributing Co. (RCA), 10 U of Louisville and U of Kentucky basketball games; Falls City Supply Co. (Motorola), Thanksgiving high school game, weekly high school basketball; Frank Fehr Brewing Co., Tue., wrestling and boxing and 4 one-min. spots weekly. Liberty National Bank, Richard Harkness' "Story of the Week," NBC film recording, plus 5 one-min. spots weekly; "Philco Television Playhouse," Sun.; Rodes-Rapier Co. (men's clothing), pre-game interview; Wiedemann Brewing Co., Sat. sports film and 4 one-min. spots weekly.

WPIX, New York: Frost Refrigerators Inc., "Record Rendezvous," 25-min. Tue., 13 weeks; Sanitary Diaper Corp., "Child Care," 15-min. Mon., 13 weeks; Mary Lewis Inc., "Fashions for Teens," 5-min. Tue., 13 weeks; plus spots by Lucky Strike, Whitman Chocolates, Botany Mills, Egan, Fickett & Co. (oranges). Also weekly 7:40-9 p.m. newsreel, "Your New York," with 38 partic. sponsors.

KSTP-TV, St. Paul: Roycraft Co. (Philco), Pioneer Scientific Corp., "Philco TV Playhouse," Minneapolis Savings & Loan, Cargill Inc. (dog food), Motorola, Lucky Strike, Young-Quinlan (specialty store) fashion show, Schuneman's Inc. store local newsreel.

WJZ-TV, New York: Skin Tested Drug Products Co. (Cyl-Dent toothpaste), home games of N. Y. Knickerbockers pro basketball team, alternating with Brown & Williamson.

KTTV, Los Angeles: The Farmer's Market, "Fred Beck's Kitchen," with professional chefs and housewives competing before guest panel of gourmets, Thu., 8-8:30 p.m., starting Jan. 6.

WPTZ, Philadelphia: Atlantic Refining Co., U of Penn home basketball games; Jennings & Sons (coal), "Black Magic," Fri.

WFIL-TV, Philadelphia: Jacques Kreisler, mgr. of men's jewelry and watch bands, "Swap Shop," 30 min. Mon. (trading post service to viewers).

WLW-T, Cincinnati: Schoenling Brewing Co., "Swanee River Boys With Bob Shreve," 15-min., Tue., Thu., 13 weeks.

WBAP-TV, Fort Worth: Texas Electric Co., "Texas News," local newsreel; Ellison's Dept. Store, "Touchdown"; "Philco Television Playhouse."

WENR-TV, Chicago: Matusck Academy of Music, Mon., Amateur Hour with Chicago high school talent.

WWJ-TV, Detroit: Household Finance Corp., 27 home games of Detroit Red Wings hockey team.

HERE'S THE DOPE ON ZENITH'S NEW TVs: Zenith's "sensationally different" TV sets, as its Chicago teaser ads this Sunday will call them, are things of sheer beauty. Their major break with convention are round pictures, quite satisfactory, which completely fill face of tubes. They can be modified for uhf reception as and when (and if 6 mc) ultra-high channels are added to TV. Automatic gain control with locked, pre-tuned, pre-set switch tuning requires no other adjustment to change from station to station. There's also a Phonevision plug.

Beautifully-furnished sets won plaudits of distributors and newsmen who saw them Thursday, cabinet designs well meriting approbation. Six models were shown, but only 4 are going to market as yet -- Chicago first, Nov. 29; then New York, then other cities. Company is shooting for 1,500 units per day, but that's pretty largely dependent upon picture tube availabilities from suppliers Rauland, GE, Sylvania. None are being purchased from RCA, with which Zenith is engaged in patent litigation.

No question now about Zenith going all-out for TV. Nor that, despite its slow start due to president Gene McDonald's early skepticism about low-band and advertising support for TV, Zenith will be as competitive a factor in TV as in radio. Circular picture is achieved by adjusting height and width control forward so that picture completely fills 10 and 12-in. kinescopes (called "A" and "B" screens). This achieves what Zenith claims is 50% more picture than same size tube with conventional rectangular frame. Zenith also says it puts in 1,000-1,500 more volts than usual (7,000-12,000), thus gets brighter picture; and more definition is claimed by virtue of wide band front end.

Changeover to 6 mc uhf is accomplished by changing "strips" attached to rf coils for tuning a particular channel. All "strips" are on a 13-position tuning turret. Thus, if 4 vhf channels are used in a particular locality (like Washington), 9 different "strips" can be fixed to make that many uhf channels. This must be done by a serviceman, but Zenith says it's simple and inexpensive. No special uhf tubes are used, but circuit is said to be engineered for the higher frequencies. Referring to rear connection for Phonevision sub-assembly, specification sheets speak of Comdr. McDonald's pet idea as "ultimate answer to the economic riddle of quality television programs."

Four sets are ready for Chicago market: 2 table models with "A" screens (mahogany and bleached), to sell for \$389.95, table \$29.95 extra; 2 consoles with "B" screens, to sell for \$479.95 and \$489.95. All are TV-only, contain 24 tubes, 3 rectifiers. Five other models are on the line, several due in few weeks: 2 A-screen consoles, \$439.95 and \$449.95; 2 B-screen consoles with AM-FM-LP phono, \$695 and \$1,075; one C-screen (16-in.) combination, \$1,150. Installation-warranty on all models is flat \$65.

FEDERAL'S TV PLANS & OTHER NOTES: Federal Telephone & Radio Corp. will be in TV early next year, offering transmitters, antennas and associated equipment in competition with only other makers: GE, RCA, DuMont, Raytheon. IT&T subsidiary built some color apparatus for CBS in 1946-47, claims know-how of its prewar Eiffel Tower installation, plans to figure importantly in uhf. No information yet whether it's going into receiver field, too...Checkup discloses Western Electric isn't going into TV manufacture in any way -- that's definite. In fact, preoccupied with Bell System and Govt. orders, which are taking up main attention of its technicians, WE has already gotten out of broadcast tube business, turning it over to Machlett Labs.

Cut-rate selling of TVs, despite demand in excess of supply, is causing manufacturers considerable concern, leading to withdrawals of dealerships, warnings that fair trade laws are being violated. Dealers cry big inventory investment requires quick turnover. To meet cut-price competition, Macy's and other big New York stores this week reduced price of installations...GE is first -- and thus far only -- actually to turn out TV sets in Canada. Toronto plant is making consolette called Model C-810, listing at \$745, using chassis similar to Syracuse GE's 810, operating on 25 cycles. Canadian GE also is making small preamplifier sold in connection with the set in Toronto, Windsor, Niagara areas within reach of U.S. stations...New Tem-

pletone 7-in. receiver will sell for \$199.50, has built-in magnifier; company also plans 10, 12, 16-in. models...Televista Corp. of America (TV Directory No. 5) is offering 200,000 shares of common (600,000 authorized, 260,000 outstanding), at \$1 per share to raise working capital...Farnsworth is also reported preparing public stock offering of 300,000 common...Stromberg-Carlson has 2 new 12-in. consoles on market: Manchester with FM radio, selling for \$625 installed; Lancheater with AM-FM-LP phono, \$985 installed. Manchester supersedes Dorchester, same price.

NAB FACES FACTS OF 'THE NEW RADIO': An industry growing too big too fast for its own rich trade association -- that's the picture of "the new radio" as discussed for one full day by NAB's board this week. Upsurging TV primarily (see story, p. 1), also other new services like FM and FX, led NAB hierarchy to decide to set up 5-man board committee (to be appointed by Judge Miller) to consider revamping of NAB along "functional" lines. Two viewpoints on NAB's future were apparent: (1) That association be reshaped to function as sort of federation of specialized broadcast groups, such as TBA, FMA, clear channels, regionals, independents, reps, etc. (2) That NAB set up departments for new services regardless of conflicts with other trade groups.

Federation idea seemed to catch on, the hard-headed businessmen who comprise board indicating no intention of hiding heads in sand when it comes to TV. Here's how one board member put it: "We're members of NAB. We're in AM, TV, FM, FX. We expect NAB to provide us with service in all those fields. That's what we pay dues for." Of board's 25 members, 15 are in TV as operators, grantees or applicants, 22 in FM. Of NAB's 2,000 members, 260 are in TV one way or another, representing more than 50% of NAB's more than \$750,000 annual income, and more than 600 are in FM.

Accepted was fact there's slim chance of working alliance with TBA in immediate future -- not before committee confers, recommends, certainly not before February board meeting in New Orleans. Since the elections TBA apparently has dropped, for time being at least, idea of signing up FCC chairman Wayne Coy as its head. NAB board voted funds to continue Charles Batson's TV reports (Vol. 4:40,46) authorized "stepped up" FM Dept. by relieving Arthur Stringer of all other jobs. Earlier in week, NAB program executive committee urged appointment of TV specialist in Program Dept., but board said wait.

TROPOSPHERE'S EFFECT ON ALLOCATION: FCC brought out its tropospheric TV and FM channel studies Friday, announced it would definitely hew to its original Nov. 30-Dec. 2 dates for engineering conferences (Vol. 4:42,46). The 2 TV studies cover 67 cities in 14 Northeastern states and D.C. First shows how troposphere affects proposed allocation plan, assuming metropolitan stations use 50 kw/500 ft, community stations 1 kw/500 ft. Of course, it raises hob with 500 uv/m contours; but 5,000 uv/m contour is seldom invaded by interference more than 10% of the time. Second study assumes protection to 500 uv/m from interference more than 10% of time. This is an ideal which few TV people in the Northeast expected anyhow, since FCC rules say metropolitan stations won't be protected beyond 5,000 uv/m. Apparently, Commission's idea is to explore possibility of rural coverage.

First study covers the proposed 122 stations in the 67 metropolitan areas; second cuts that almost in half -- to 66, and would allow only 12 more grants even if channels were switched for some existing CPs. Actually, the 2 plans are extremes. Barring any new development, like synchronization (Vol. 4:46), the FCC's decision will lie somewhere in between.

FM study indicates there's little to worry about. Considering 3 representative channels (256, 266, 276), it's shown that only in rare cases is 1,000 uv/m contour invaded by interference as much as 1% of time. And 10% tropospheric interference seldom penetrates stations' coverage any more than does ordinary ground-wave interference. FCC again emphasized that both TV and FM studies are not proposals, are only illustrative. If you want copies, write FCC Office of Information.

Nothing new on synchronization, except that RCA has invited JTAC to look it over Monday, FCC staff engineers Tuesday.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

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November 27, 1948

CP LAGGARDS AGAIN GETTING THE EYE: If recent citing of New Orleans' WRTV (Maison Blanche) for allegedly doing nothing about its TV grant (Vol. 4:43) is any criterion, there are others who had better look to their construction permits, too. Last February, FCC cited 5 stations for dilatory tactics (Vol. 4:6-7) but reinstated them all when they made good cases for delays (Vol. 4:30). At present, only WRTV and Raytheon's WRTB (Vol. 4:25,42,44) are on the carpet -- but it's an open secret that a score or more of the 78 outstanding grantees haven't ordered equipment yet, let alone asked for tenders or drawn up plans. There's talk, too, that some are on the block, along with their AMs, but we haven't been able to trace any of these yet.

Right now, FCC is scrutinizing requests for extensions of completion dates with more than usual diligence, particularly of long-time CP holders. Despite its previous disposition to go easy, particularly during freeze period, it's apparent some face danger of losing their precious channels -- particularly in cities where hungry applicants are tied up in hearings. Listings on our "Sight & Sound" page of CPs outstanding for 2 years or thereabouts does not indicate they're offenders; most of these have actually gone forward. Quite a few more later-date CP grantees, now asking for second and third extensions, are among those suspected of stalling.

MONEY MARKETS AND THE TV TRADE: Hardly a stockbroker or underwriting house boasting a research staff but what is turning out "studies" and "analyses" of the TV industry and of TV manufacturers -- apparently eyed by the investing fraternity as one of the very brightest stars in the American industrial firmament. Says Paine, Webber, Jackson & Curtis in a current research bulletin:

"The set makers...capture speculative imagination -- for 1949 seems destined to be a brilliant profits year in that (1) the benefits of mass production should result in TV affording a better profit margin than radio, (2) a competitive battle for survival [among set makers] is not likely to develop until the latter part of 1949 or early 1950."

Report purports also to state approximate going weekly TV set output of 8 companies it regards as top producers (oddly enough, omits GE entirely though that big company is easily among first 5): Philco, 5,750; RCA, 5,100; Admiral, 5,000; Motorola, 3,800; Magnavox, 2,000; Emerson, 2,000; Crosley, 1,500; DuMont, 1,200. These are fair guesses, though our sources would indicate RCA and Philco figures are probably too low, Admiral too high (Admiral has never claimed more than 1,800 per week). Also, not to be overlooked as prospective mass producers are other big and successful radio set manufacturers now turning to TV.

* * * *

Our own calculation of more than \$1 billion retail trade next year in TV merchandise, based on minimum of 2,000,000 sets to be produced and marketed (see Fastest Growing Industry in America, Vol. 4:47), appears to have stirred unusual attention. Notably the point that, in its third full postwar production year, TV is equaling if not bettering the radio manufacturing industry's best year in 27 (1947). What will this TV industry be, some ponder, when there are several hundred instead

of a mere few dozen stations, when more areas are TV-served, when TV set production is really on a mass scale?

Your estimate is as good as ours, but here's what one of the nation's key merchandise men told us this week: "Television is a baby giant. It will soon out-strip refrigerators as the No. 1 household appliance item in U.S. trade." He said refrigerators run 3½-4 million units per year at average price of \$250.

Inquiry at Dept. of Commerce develops this point: That household appliances, including radio, during 1947 represented \$2,467,000,000 retail trade, ranked among top dozen retail businesses. Here are retail sales rankings for 1947, by types of stores, as reported by Office of Business Economics (in millions): grocery and combination, \$23,164; eating and drinking places (restaurants, bars, etc.), \$12,485; motor vehicle dealers, \$12,100; dept. stores and mail order, \$10,615; food stores other than item No. 1, \$6,420; building materials, \$5,695; filling stations, \$5,193; women's clothing, \$4,141; furniture and furnishings, \$3,746; drugs, \$3,659; household appliances and radios, \$2,467; men's clothing, \$2,414; hardware, \$2,217; variety (5&10, etc.), \$1,992; liquor, \$1,874; general stores with food, \$1,858; auto parts and accessories, \$1,678; dry goods and general merchandise, \$1,538; shoes, \$1,533; family clothing, \$1,325; jewelry, \$1,309; farm implement dealers, \$1,180.

Thus, TV at \$1 billion-plus is by way of taking place among the top retail classifications in the American economy -- achieved in the scant few years since sets began dribbling out of a few factories in latter 1946!

'WHEN THE TIME COMES, WE'LL BUY': Quietly but definitely, with TV their main quarry, TV-struck Spyros Skouras and his 20th Century-Fox Film Corp. have for some weeks been negotiating to purchase ownership of ABC. Parleys have been with ABC chairman Ed Noble, who bought old Blue Network from RCA for \$8,000,000 in 1943, now holds slightly more than 53% of the 1,689,017 outstanding shares of common stock. Besides owning radio stations in New York, Chicago, Detroit, Los Angeles and San Francisco, ABC owns and operates TV stations in first 3 cities, is preparing to begin TV operation early next year in the 2 Pacific Coast capitals, is generally conceded to hold strong second place (after NBC) in TV station and networking field.

Twentieth Century has evinced more real interest in TV station ownership than any other movie concern save Paramount (which got in early, operates 2 stations, seeks 3 more, owns part of DuMont) and Warner Bros. (whose purchase of Los Angeles KLAC-TV and application for Chicago pend). The Skouras firm, enormously wealthy theater owner Charles Skouras abetting his brother Spyros, has applied competitively for stations in San Francisco, Boston, St. Louis, Kansas City, Seattle, was first big producer to release its newsreels to TV for sponsorship, has been eyeing field closely with able staff headed by onetime NBC v.p. Alfred H. Morton.

Before any deal for ABC can be consummated, 4 obvious hurdles must be leaped: (1) There must be meeting of minds on price -- and we're informed that hasn't yet been reached. (2) FCC would have to approve -- presumably after following its usual procedure of allowing time for competitive bids. (3) Dept. of Justice opinion would have to be obtained -- to make sure radio and TV station ownership by film producers is permissible in light of recent court decisions on divestment of movie houses. (4) Congress may object to big movie producers, having been forced out of theater ownership, taking dominant places in a new, competitive medium -- sure to be opposed by the anti-bigness interests, including probably independent theater owners. Then there's matter of substantial minority stock, traded unusually actively on New York Stock Exchange this week (see "Sight & Sound" item).

However deal turns out, it's a manifestation of deep concern among some movie moguls about inroads of TV, not yet a real competitor only because there are still so relatively few homes with TV receivers (short of a million). It also bears out high echelon Hollywood attitude here reported from time to time: "When the time comes, we'll buy." FCC rules limit TV station ownership to 5 per entity, which inevitably means local theatre interests will eventually be prime buyers of stations, if not applicants for new ones.

TV SYNCHRO IDEA EXCITES FCC-JTAC: FCC and JTAC engineers journeyed to Princeton this week, left there tremendously impressed with RCA's palliative for tropospheric interference to TV -- synchronization. System, you'll remember (Vol. 4:46), reduces effects of co-channel interference by locking interfering stations' carrier frequencies in step, eliminating horizontal black bars ("Venetian blind") from received picture. For demonstrations, New York's WNBT and Washington's WNBW were synchronized from Princeton on channel No. 4, using ordinary Class C phone lines, rather than microwave as before. What's more, RCA says there's nothing difficult about hooking up any number of stations, coast-to-coast if necessary. All you need is a station, probably unattended, somewhere between synchronized TV stations, equipped with electronic gear costing possibly no more than \$1,000, plus phone lines to one station.

For the technically minded, operation is explained as follows: "Signals from New York and Washington are compared in the phase discriminator at the output of the two receivers located in Princeton. The information regarding relationship of the two carriers is carried as frequency modulation of the 1,000 cycle tone by telephone line to New York. The frequency shift of this tone is utilized to shift the phase of the New York carrier to maintain a fixed phase relationship between New York and Washington carriers as observed at Princeton." We're told the system, though not complex, is extremely ingenious.

Just how much interference can be cleared up by synchronization hasn't yet been finally determined, but RCA says: "...improvement corresponding to a reduction in interfering signal by a factor of about 10 times in voltage may be reasonably expected." In any event, system holds excellent promise of at least salvaging 150-mile co-channel separation. Samples of questions yet to be answered: (1) Will it work as well on all TV channels as it does on No. 4? (2) How about stations located at corners of a triangle?

System will be presented at FCC's tropospheric conference next week (Nov. 30-Dec.1-2), as will such plans and devices, of course, as directional transmitting and receiving antennas. For example, we've heard of one rather simple receiving antenna with a front-to-back ratio of 20-to-1; that can cut out a lot of interference.

Engineering conferences, in Dept. of Commerce Auditorium, should really be informal, as intended, what with Technical Information Div. chief Ed Allen, rather than a commissioner, presiding. So far, 43 appearances have been filed by attorneys and engineers representing various groups of clients. But a great many more will be on hand, each with the right to throw in information or ideas.

SIGHT AND SOUND

More straws in the wind (Vol. 4:47): Sterling Drugs Inc. (Bayer Aspirin, Castoria, Dr. Lyons, etc.), reports *N. Y. Herald Tribune* business columnist Harvey E. Runner Nov. 23, will soon lop off \$1,000,000 of its \$6,000,000 radio advertising budget, put it in newspapers and magazines pending growth of TV. Meanwhile, it has bought WABD's half-hour daytime *Dennis James* show 5 days weekly. Spot radio is also to be added. Writes Runner: "Mr. Hill [president James Hill, Jr.] declared that in New York City TV had made so much progress that people with such sets were no longer listening to their radios . . . [this is] the primary reason which prompted the company to act now to reduce its radio advertising and to step up its plans for TV."

Expansion note: Philco announced this week it is acquiring Electromaster Inc., Mt. Clemens, Mich (electric ranges, heaters, etc.), will pay for it with 68,212½ shares of its authorized but unissued stock (around 40). At same time, besides declaring quarterly common stock dividend of 50c, Philco declared year-end dividend of 7 shares of common for each 100 now outstanding. Decision to pay in stock instead of cash, said president Wm. Balderston, was prompted by need to conserve cash for TV-refrigerator expansion, particularly more TV plant facilities.

Pertinent question arising out of long-term, lump-sum, capital gains contracts currently being dished out to top radio stars (Jack Benny signed to go over to CBS Jan. 2 after 17 years on NBC): Will these stars pay out on radio only, if TV really takes command of home entertainment, as predicted, and if they don't happen to have telegenic "it"? Having lost Amos 'n' Andy and Jack Benny already, standing to lose some others, NBC is protesting legality of deals whereby artists contract with own producing corporations, then sell corporations, pay only 25% capital gains tax rather than regular income tax. Treasury is being asked to rule, some Congressmen expressing concern.

Brisk activity in ABC shares on New York Stock Exchange this week was attributed directly to news of proposed purchase by 20th Century-Fox (see story, p. 2). ABC marketed 500,000 shares last summer and also borrowed \$5,000,000 on 4% notes due May 1, 1960, its only long-term debt, in order to finance TV expansion (Vol. 4:8,19).

If your binders are getting jam-packed, we can furnish you more (at cost price, \$2.50). In fact, we suggest you keep separate files of Newsletters and Supplements rather than cram all into one binder.

"Experimental" telecast of Metropolitan Opera—technically experimental in that it has never been done before and requires special setup, commercially in that Metropolitan is permitting AM sponsor Texaco to sponsor also on ABC-TV—will mark another TV milestone Monday night, Nov. 29. Opera is Verdi's "Otello." Seven cameras will be used, commentator will be Milton Cross, show will run from 7:45 pre-opening until around 11 o'clock closing. ABC hookup will comprise WJZ-TV, WNAC-TV, WFIL-TV, WAAM-TV, WMAL-TV.

WPIX is definitely not for sale, hasn't been offered for sale, nor have any offers been made—so says *New York News* president F. M. Flynn in Nov. 24 statement replying to *Variety* report. WPIX losses were heavier than anticipated, he admitted, but operational losses (with more than 10 sponsors now) are being cut. "We are determined," he stated, "to build a strong, local independent station." This week, 3 WPIX directors (Mr. Flynn, editor Richard Clarke, manager Robert Coe) were named to *Chicago Tribune's* WGN board, 2 WGN officers (v.p. Chesser Campbell, manager Frank Schreiber) to WPIX board.

FMA moves Dec. 1 to 526 Dupont Circle Bldg., Washington. Association has called board meeting for Dec. 10-11 in Chicago's Hotel Sheraton, inviting Inland Daily Press Assn. to hear discussion of transit FM, storecasting, FX. Report that "NAB plans to absorb FMA," headlined in Nov. 26 *Radio Daily*, is based on "malicious rumor," "out of whole cloth," say officials of both groups.

FCC probably won't meet next week because members will sit en banc on hearing over dispute between national spot sales reps and networks, starting Monday, due to run most of week. Troposphere conference Tuesday-Thursday, resumed TV "line" rate hearing, AM and common carrier cases, augur busy calendar after dull Thanksgiving week.

Washington political pundit Marquis Childs, in his Nov. 27 syndicate dispatch, contemplates TV—and, though seeing it merely in its "swaddling clothes," finds it good, documents its "revolution already in progress" with what he sees it doing to family habits, talks of its "promises to work undreamed-of changes in our way of life."

Seven columns of TV receiving set news in current *New Yorker* is gauge of video's Xmas potential, if nothing else. Piece culls data on direct view and projection models, mostly lists top bracket makes (RCA, DuMont, Magnavox, Brunswick, Capehart, Scott, Fisher).

Gillette sponsors Army-Navy game, telecast Saturday (Nov. 27) on NBC-East for fourth year. CBS-TV reports Ballantine Ale will sponsor Ray Robinson-Steve Belloise tournament of Champions bout from Jersey City, Thu., Dec. 9, 9:45 p.m. Among noteworthy new TV station sponsorships reported:

- VCAU-TV, Philadelphia: American Stores, "Modern Living—American Plan," Tue. & Thu., 3-3:30 p.m.; Stanley-Warner, 4 two-min. trailers of film "An Innocent Affair"; film ann. by Barr's Jewelers Inc. (chain), Schlager Beer, Royal Typewriters, Swank Jewelry, Ladies Home Journal.
- VMAR-TV, Baltimore: Hecht Bros. dept. store with Bendix Radio, co-sponsoring "Sunpapers Television News," 10-min. local newsreel, twice nightly, Sun. thru Fri.; Sun Oil Co., "Curious Camera," man-in-street show, Mon., 8:15-8:30 p.m.
- LDYL-TV, Salt Lake City: Programs for Wolfe's Sportsman's Store, Arthur Murray School of Dance, B. F. Goodrich Co.; spots for RCA, Admiral, Hoffman radio dealers, local Sears Roebuck.
- WNBW, Washington: GE Supply Co., "Your Weatherman," Tue. thru Sat., 6 min.; Raleigh Haberdasher, "NEC Washington Newsreel," 8 weekly.
- WPIX, New York: Chesterfield, all 1949 home games of N. Y. Giants baseball team; Sunset Appliance Stores, 14 N. Y. Rovers hockey games at Madison Square Garden (Schaefer's Beer sponsors Rangers games).
- WLWT, Cincinnati: Baldwin Co. (organs), semi-classical musical "It's Baldwin by Request," Sun., 10-10:55 p.m.
- WBKB, Chicago: Delta Air Lines, 13 film spots to promote new Chicago-Miami flights.
- STP-TV, St. Paul: Motorola and Acme Laundry, high school basketball spots.
- CBS-TV, New York: Seidenberg Cigar Co., "Yesterday's Newsreel," 5-min. (Produced by Ziv TV; also being offered other stations).

STATUS OF CPs FOR TV STATIONS

Held about 2 years; see story, p. 1

For ownership, see TV Directory No. 5 and Addenda

- WOIC, Washington, CP issued April 26, 1946, fifth extension expires Jan. 15, 1949. Now building, has announced it will start in January.
- WJAR-TV, Providence, CP issued May 16, 1946, fourth extension expires Feb. 15, 1949. Now building, expects to be on air by then.
- WRTE, Waltham, Mass., CP issued May 16, 1946, second extension expired Jan. 16, 1948, third pending. Station cited by FCC for lack of diligence (Vol. 4:42).
- KRON-TV, San Francisco, CP issued July 18, 1946, third extension expired Sept. 18, 1948, fourth pending. Reports early January start.
- WJAC-TV, Johnstown, Pa., CP issued Aug. 29, 1946, third extension expired Oct. 31, fourth pending.
- KRLD-TV, Dallas, CP issued Sept. 12, 1946, due to zoning and CAA troubles got extensions to May 1, 1949.
- WOI-TV, Ames, Iowa, CP issued Sept. 19, 1946, second extension expires Feb. 14, 1949.
- WHAS-TV, Louisville, CP issued Sept. 19, 1946, third extension expires Nov. 30, fourth pending. Sale of WHAS to Crosley pending FCC approval (Vol. 4:40).
- WTCN-TV, Minneapolis, CP issued Oct. 2, 1946, third extension expires Nov. 20, fourth pending. Reports it will start early next year.
- WUTV, Indianapolis, CP issued Oct. 10, 1946, third extension expires Dec. 10. Built, but not yet ready for commercial operation.
- KPIX, San Francisco, CP issued Oct. 17, 1946, second extension expired Nov. 13, third pending. Now being completed, starts in December.
- WLWC, Columbus, O., CP issued Nov. 21, 1946, second extension expires Dec. 15. Starts operating in February.
- KARO, Riverside, Cal., CP issued Dec. 19, 1946. Still holder of CP for Channel No. 1, which FCC has deleted. CP likely to be withdrawn since no allocations now available.
- KECA-TV, Los Angeles, CP issued Dec. 20, 1946, third extension expires Dec. 31. Now being installed, starts operating in January.
- KTTV, Los Angeles, CP issued Dec. 20, 1946, third extension expires Dec. 31. Now being completed, starts operating Jan. 1.
- KNBH, Los Angeles, CP issued Dec. 20, 1946, fourth extension expires Dec. 15. Nearly completed, starts operating in January.
- KGDM-TV, Stockton, Cal., CP issued Jan. 9, 1947, due to site troubles got extensions to Mar. 31, 1949.
- KGO-TV, San Francisco, CP issued Jan. 9, 1947, third extension expires Dec. 31. Reports transmitter installation starts in December.
- WDTV, Pittsburgh, CP issued Jan. 16, 1947, fourth extension expires Nov. 30. Now being completed, starts operating Jan. 12.
- WRTV, New Orleans, CP issued Jan. 16, 1947, third extension expired Sept. 16, fourth pending. Cited by FCC (Vol. 4:43).

TV personnel notes: ABC's radio-TV program v. p. Charles C. (Bud) Barry succeeds Don Searle, resigned, as Western Division v. p. in Hollywood, and West Coast production chief J. Donald Wilson comes to New York as program chief . . . Robert W. Galvin, 26, son of Motorola's president Paul Galvin, named executive v. p. of Motorola . . . Jack Fricker, ex-KSTP chief engineer, has rejoined his old chief Hector Skifter, president of Airborne Instruments Laboratory . . . Paul Adanti, ex-WRGB, Schenectady, has been named general manager of Meredith's now-building WHEN, Syracuse; Wm. H. Bell, from Meredith Publishing Co., commercial manager . . . James M. Toney, from Chicago RCA distributor organization, now ad manager of RCA Victor Home Instrument Dept., succeeding Jack Williams, now general sales-merchandise manager of RCA Victor Record Dept. . . . Manager of Dayton's WLWD (Crosley), due in spring, is John T. Murphy, ex-NBC station relations . . . Harvey Marlowe has resigned as program manager of WPIX; James S. Pollack is acting.

Good way to build TV circulation: Detroit Edison offered its employes, at cost, 7-in. table model set (Teletone) and 1,100 took advantage of offer. Promotion was designed to benefit dealer sales by a "quick scattering of sets throughout the community." Power company adds: "We believe each set sold to our employes will result in 4 to 5 sales by dealers."

Knoxville's WROL (5 kw, 620 kc, NBC) has been sold for reported \$500,000 to *Knoxville Journal*, owner of FM station WKPB.

Thick section on TV theory for NAB's Engineering Handbook, furnished by RCA, is being readied for distribution.

Weed & Co. has been named reps for Paramount's TV stations WBKB, Chicago, and KTLA, Los Angeles.

COUNT OF TV OWNERSHIP BY MARKETS: Of the 845,000 TV sets manufactured up to Nov. 1 (Vol. 4:47), conservative NBC Research estimates that 718,000 had been installed as of that date in the homes and public places of the land -- allowing the remainder for inventories, in-transits, etc. That's about as fair a calculation as we know of, and NBC's estimated TV set ownership by cities about the closest approximations reached by anyone (and bolstered, where available, by local distributor tallies). Here's NBC's installed-TV set census for the 21 areas served by TV as of Nov. 1:

New York, 320,000; Philadelphia, 80,000; Los Angeles, 42,400; Chicago, 41,000; Boston, 30,400; Baltimore, 26,000; Washington, 21,200; Detroit, 20,500; Cleveland, 16,600; St. Louis, 13,000; Schenectady, 10,600; New Haven, 9,900; Milwaukee, 9,300; Cincinnati, 8,000; Minneapolis-St. Paul, 7,500; Buffalo, 6,300; Toledo, 4,100; Richmond, 4,000; Atlanta, 3,800; Fort Worth, 1,200; Salt Lake City, 800. In contiguous towns or markets not yet served as of Nov. 1 (but soon to be), the count is as follows: Providence, 2,600; Dallas, 2,200; Memphis, 1,500 (local station started Nov. 13); Miami, 800; San Francisco, 700; Louisville, 600 (local station started Nov. 25); Dayton, 500; Indianapolis, 200; Peoria, 200; Pittsburgh, 100; others, 32,000. New TV areas unaccounted for: Seattle, with new station starting Nov. 25; Albuquerque, new station Nov. 29.

BIG DEPT. STORES SELL OWN \$239 TV: Affiliated Retailers Inc., big buying organization of 30 or more of the country's biggest department stores (Macy's, May's, City Stores), this week began consignments of its own-brand TV set (Hallicrafters-made) to members in TV areas. It's a 10-in. table model under "Artone" brand and sells for \$239 (advertised as "lowest priced 10-in. tube set you can buy") -- installation with 90-day guarantee costing \$50 extra, with 9-mo. guarantee \$70. It looks a lot like Hallicrafters' T-67 model (\$299.95) but Affiliated says design is its own, more production will come from other factories later.

New York's R. H. Macy and Newark's Bamberger stores broke first TV Artone ads Monday, former calling results "very gratifying." Shipments also were said to have gone to the Macy stores in Toledo, Atlanta, San Francisco; the May stores in Los Angeles, Baltimore, Cleveland; and to Shuster, Milwaukee; Lit Bros., Philadelphia; White, Boston; O'Neill, Akron; Straus-Hirschberg, Youngstown; Kaufman-Straus, Louisville; Fox, Hartford; Miller & Rhoads, Richmond; Wolf & Dessauer, Fort Wayne. On list to get some soon are Kaufmann, Pittsburgh; Maison Blanche, New Orleans.

Whether private brands will come into TV in a big way is still undeterminable, albeit Affiliated says it has had plenty of offers of production contracts from "some pretty big radio manufacturers." Fact is all major TV factories say their capacities are being taxed to produce for their regular channels. Private-brand radio specialist Belmont (Raytheon-owned) has been considerably slowed down lately by strikes, its limited output under Belmont-Raytheon brand being sold through Montgomery Ward and others. There's expectation Sears Roebuck (still very mum) will come out with own "Silvertone" brand, produced by Sylvania's Colonial. Only other private brand we've heard of yet is "Muntz." It's supposed to be produced by an unnamed Pacific Coast radio maker (not Hoffman or Packard-Bell, to our knowledge) for newly formed Muntz TV Inc., backed by Hollywood used car dealer "Mad Man" Muntz.

FACTORY NEWS & OTHER TV TRADE NOTES: Former Minerva plant at 238 William St., New York, is now being used by International Television Corp., headed by John B. Milliken, ex-president of UST, who states (1) that a "few hundred TV sets" under International brand name will be produced before Xmas, and (2) that new subsidiary, Television Equipment Corp., has been formed to produce low-cost TV camera (around \$7,000), engage in military electronics, later build TV transmitters. Ex-DuMont transmitter chief Leonard Mautner is v.p.; Wm. Brown, ex-RCA Labs, is chief engineer

National Union Radio Corp., from whom Philco bought its increasingly important Lansdale tube plant, announces purchase of 70,000 sq. ft. plant in Hatboro, Pa. for production of 10, 12, 16-in. TV tubes, expects to turn out about 200,000 in 1949, upwards of 500,000 in 1950...New tubemaker, American Television Tube Corp., has secured RCA license, says it will open plant in Newark soon, is sparked by

Henry Scharf, 1 Hudson St., New York...Machlett Laboratories Inc., though taking over Western Electric tube business (Vol. 4:47), has no present plans for producing TV kinescopes -- so says v.p. H. J. Hoffman...Watch for further announcements from WE about its broadcast business...Profitable tube business as much as anything else enabled DuMont (see 9 mo. report, Vol. 4:47) to declare first common stock dividend -- 25¢ per share on A and B held as of Dec. 1.

American Furniture Mart's big winter exposition in Chicago has been set for Jan. 3-15, will again feature TV...Something is stirring at Brunswick Radio; merger with another TV maker may soon be announced.

NETWORK FITS AND STATION STARTS: Squabble among the networks over who's to get what time on the sole coaxial circuit linking East and Midwest segments, to be made available Jan. 12 (Vol. 4:45), waxed so bitter that problem was thrown into lap of AT&T Long Lines. Even New York's WPIX and Chicago's WGN-TV want time for exchanges. NBC and ABC demand most time because they alone are actually operating Midwest networks. NBC claims bigger chunk because it has most commercials, CBS and DuMont insist on competitive right to expand. Only thing certain: None will be able to clear all the time it wants for sponsored or sustainings, and reliance on off-kinescope films will continue heavy. Generally agreed: Keep Govt. out of it if possible; it's seller-customer relationship -- but seller AT&T, eager to placate, may perforce have to play Solomon role pending day it can provide more circuits.

Located at strategic crossroads, Pittsburgh's WDTV (DuMont) is needed by all networks, probably will take on all and carry cream of commercial shows. It's now set to start testing next Tuesday (Nov. 30), will go commercial Jan. 12. Manager will be chosen shortly; acting chief engineer is Ray Rodgers, ex-WFIL-TV. DuMont net chief Lawrence Phillips says WDTV will start with nice list of local sponsors.

Albuquerque Journal's KOB-TV, after many false starts, was scheduled to start Monday (Nov. 29) -- 46th station on the air commercially. On Wednesday, NBC's KNBH, Los Angeles, started Channel 4 test patterns, reported "no evidence yet of shadows or multipaths, though it's a bit too early to say anything definite." Tests will run 10 a.m. to 4 p.m. Wed., Thu., Fri., until January debut. Back to Hollywood this week went v.p. Sid Strotz, probably for keeps, what with the competitive talent battle waxing so hot and TV looming so important. ABC reports its new Los Angeles KECA-TV transmitter arrived this week, is now being installed, begins tests around Jan. 1; its San Francisco KGO-TV transmitter, en route, should start soon afterward.

COMR. JONES STATES HIS VIEWS: From the usually taciturn Comr. Bob Jones, we get an inkling of certain high FCC thinking about TV's future course that may be significant. The Ohio GOP member speaks out quite frankly, for first time, in an address prepared for Nov. 27 delivery on acceptance of an honorary degree from his alma mater Ohio Northern U. Here are high points of remarks, so far as TV is concerned:

On uhf TV: "It is my feeling that the [TV] art may be developed to the point that we now can have television broadcasting in these ultra high frequencies, but the day when the industry will provide us with transmitting and receiving equipment sufficient for that purpose is still a question."

On color TV: "I have viewed two systems in the laboratory stage. One of them takes more space than the black and white system, but the other [CBS, undoubtedly] is now able to give a bright television picture as sharp, as beautiful and as accurate as any technicolor movie I have seen. I am one commissioner who believes color TV is not for the next generation or the next 5 years. I think it is not necessary to wait for perfection before launching a new service...If color can work in actual practice as it does in the laboratory and will utilize the same channel space, should provision not be made for it promptly? Should we not let the American public as listener and investor decide what it wants?"

On Stratovision: "I do not believe TV should be engineered to deprive the rural population of TV programs. If Stratovision is the best method to reach the rural population, then the Commission should plan for it and provide for it in the ultra high frequencies reserved for television."

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

and FM Reports

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December 4, 1948

COLONIAL PRODUCING FOR SEARS, ET AL: Sylvania-owned Colonial Radio Corp., Buffalo, supplier of Sears Roebuck's "Silvertone" radios, has turned out pilot run of about 100 TV-AM consoles (Model 8133) for Sears distribution under same brand name. Since Sears' spring catalog doesn't list TV, it's expected first receivers will be marketed on test basis in a few Sears retail stores, priced around \$450. Set is 10-in. with 24 tubes, 2 rectifiers for TV, 4 tubes, one rectifier for AM. Being prepared also is TV-only table model (8132), same chassis, no price yet.

Colonial has separate new TV factory set up in Larkin Terminal Bldg., won't produce for Sears Roebuck exclusively. It has taken orders for chassis from Magnavox and a half dozen other undisclosed TV makers. At present, about 100 workers are on job. Engineers have been testing projection unit with Protelgram, also working on models to contain RCA's 16-in. metal-coned picture tube.

NO. 47 AND OTHER NEW TV STATIONS: You can put Syracuse's WHEN down as TV's 47th station in regular operation -- thanks to astonishing feat of the amazing Capt. Bill Eddy in getting its transmitter on air last Wednesday, Dec. 1 -- 16 days after delivery of first equipment. It's now on daily afternoon test patterns, nightly program schedule of 2 hours, using mainly CBS and DuMont film recordings and some movies. GE transmitter built for New York's WOR-TV was released to Meredith station with permission; present temporary powers are 3.42 kw visual, 1.71 kw aural on Channel 8. Rate card is ready, no formal "debut" planned.

Next comes New Orleans' WDSU-TV, testing since Nov. 24, now providing daily 2-5 p.m. patterns, definitely set to start regular programs Saturday, Dec. 18 with Don McNeill Breakfast Club featuring big opening. Among commercial contracts signed are Holmes dept. store (Korda films), Dixie Brewing Co. (daily INS newsreel), Hill Stores (weekly newsreel). As for San Francisco's KPIX, it's aiming for Dec. 15 test start, Xmas opening. Pittsburgh's WDTV began tests ahead of schedule Nov. 27, is still set for Jan. 12 commercial bow.

Its transmitter installed, antenna up, all ready to go, Miami's WTVJ asked FCC this week for STA to go on air pending FCC decision on recent revocation hearing conducted by Comr. Walker (Vol. 4:44) who hasn't yet rendered report. FCC faces dilemma of penalizing rich community ready for TV service (winter season starting, 1,000 or more sets already shipped in) to exact retribution for an alleged infraction. Decision adverse to Wolfson-Meyers theatre interests would mean channel goes back into pot, be frozen along with other Miami applications.

* * * *

News notes about other operating or planned TV stations: Newark's WATV, with its new 6-bay antenna says its signals are now getting out (and into Manhattan) and seems satisfied Channel 13 mess is cleaned up...Edward Pauley's Southern California Television Inc. put in competitive bid for Los Angeles KLAC-TV under Avco procedure, but mentions no price, speaks of "fair value" and reimbursement of Thackrey costs, asks for oral argument on FCC denial of its request for breakdown of properties involved in Thackrey-Warner deal (Vol. 4:46).

Unusual actions in recent radio history: Baltimore Sun asks FCC to cancel fulltime AM grant, 1 kw on 850 kc, said it prefers to concentrate on its WMAR-TV

and WMAR-FM; ex-FCC Comr. Jack Jett is big newspaper's radio v.p. And TV applicant Lowell (Mass.) Sun petitioned to withdraw application for new AM (5 kw on 1060 kc), stated it "intends to devote entire resources to development of TV" in belief TV "will become the major medium of broadcasting and AM will assume a secondary role."

Still set for Jan. 1 debuts: Los Angeles' KTTV and Houston's KLEE-TV... Washington's WOIC completed transmitter roof this week, set tests for Dec. 27, now aims for Jan. 16 opening, meanwhile is prepping camera crews to do pickups for CBS, first to be diplomatic corps' annual children's Xmas party Dec. 19...Providence's WJAR-TV now reports it won't go on air before mid-February; WTTV, Bloomington, Ind., oft-postponed, now says "not before end of January" -- both can be marked down as indefinite...WTCN-TV, Minneapolis, and WJAC-TV, Johnstown, Pa., both longtime CP holders (Vol. 4:48), got extensions from FCC this week until April 30, 1949.

TV RATE CASE ENDS FIRST PHASE: Phone company, summing up its case against inter-connection with non-Bell System TV circuits (Vol. 4:40,41,45), told FCC rate hearing this week it intends to clarify "video exchange area" and would amend ban on inter-connections so as not to apply it to an isolated telecaster who wants to hook into network programs. For example, a TV station unable to get AT&T coaxial or microwave service because it's off Bell routes but willing to install own spur.

First part of TV tariff case closed this week, goes to Commission for decision. Wednesday session heard Philco's Dave Smith reiterate Philco wasn't interested in becoming common carrier, would give up its New York-Philadelphia relay if "better or cheaper" facilities were offered. Also presented were estimates by DuMont's Rodney Chipp of capital expenses involved in proposed microwave relays (Vol. 4:45) as follows: New York-Boston, via New Haven, Hartford, Springfield, Worcester, Providence, \$217,000 plus \$28,500 annually for maintenance and operation; New York-Washington, via Philadelphia, Baltimore, \$246,000 plus \$24,500; New York-Pittsburgh, via Allentown, Reading, Harrisburg, Lancaster, Scranton, \$400,000 plus \$40,500.

FOX-ABC FAIL TO MAKE DEAL: Don't think the brothers Skouras will give up their efforts to get into the TV station swim simply because 20th Century-Fox's negotiations for purchase of control of ABC (Vol. 4:48) fell through this week on matter of price. Asking price was said to have been "in the neighborhood of \$25,000,000." Statement by ABC chairman Ed Noble Dec. 1 simply said Spyros P. Skouras' offer "while substantial, was not acceptable." It won't be surprising if theyicker again; meanwhile, ABC stock on N.Y. Exchange has been changing hands at rapid rate.

Mere fact that big outfit like 20th Century-Fox has been willing to buy has heightened film-banker interest in TV, will undoubtedly lead to efforts by other theatrical interests to gain foothold through purchases or applications. (It also has enhanced value of TV properties, albeit they're all big losers as yet.) On Skouras company's part, only word, other than that "we just could not get together on terms," is: "We're simply rolling up our sleeves higher." Meaning, big movie firm is going ahead with plans for film syndication to TV, with large-screen theater TV experiments, and with applications for 5 new stations in as many cities.

ALLIED THEATER OWNERS PONDER TV: Independent theater owners apparently aren't as fearful of TV as the big boys -- at least, so it would appear from what was said at Allied Theatre Owners meeting in New Orleans this week. ATO comprises only independent exhibitors, whereas more apprehensive Theater Owners of America (Vol. 4:41-42) includes big Hollywood chains. ATO delegates heard (1) prediction that production of film for TV could never be done on scale or level of movie industry; (2) warning of retaliation against producers who permit TV to use feature films; (3) opinion TV would play insignificant role in theater programming since only occasional events are attractive enough to constitute good show; (4) categorical denial, by ATO Eastern Pennsylvania manager, that TV has hurt movie business. Other side of theater TV picture was expressed by Eastman Kodak's Donald Hyndman, chairman of SMPA's TV committee, who called on film industry again to "declare its intent" to FCC immediately (Vol. 4:44) or find itself out in cold with no channels for theater TV. Hyndman addressed American Television Society film forum in New York Wednesday. Also still pondering TV, MPA plans further discussions (Vol. 4:47) in Los Angeles, Jan. 26-28.

December 4, 1948

TROPO PUNDITS UP IN THE CLOUDS: Abstruse, academic atmosphere that pervaded FCC's 4-day engineering conference this week on troposphere can best be epitomized by quoting one witness, who began his testimony by introducing a TV receiving antenna model with words: "I hate to inject anything concrete into this hearing, but..."

Sometimes divergent, generally theoretical views of 100-odd consulting and network engineers on troposphere, propagation, synchronization, antenna heights, etc. were gotten into record, but mass of evidence was so scattered that FCC technical information chief Edward Allen, presiding, was impelled to name committee to sift data, come up with recommendations early in January. Committee comprises Bureau of Standard's K. A. Norton, consulting engineers Bailey, Kear, Wilmotte, DeMars, and representative of FCC and IRE wave propagation committee.

Although resumption of conference was indicated, there was some thought committee's finding might be used to establish proposed FCC decision on standards revision, permit engineers to "shoot" at results at formal rule-making hearing Feb. 1. Certainly, lifting of "freeze isn't in prospect much before spring, if by then.

Meeting found engineers at odds mainly on relative validity of propagation and terrain facts (questioned chiefly by Maj. Armstrong), but some areas of agreement were uncovered. Consensus seemed to be that:

(1) Transmitting antenna height has less bearing on troposphere interference than power; thus, a TV station might be able to improve its groundwave coverage by increasing antenna height without also increasing interference from bug-bear troposphere.

(2) RCA's proposed synchronization system (Vol. 4:46,47,48) has merit, deserves serious study for use in allocations.

(3) New standards should protect to 2,000 uv/m contour and, if necessary effectively to cover market, to 500 uv/m -- both at least for 90% of time.

(4) Directional transmitting antenna should be considered feasible in setting up channel allocations.

(5) Transmitting powers should be increased, particularly in relation to frequency (i.e., higher channels should get more power than stations on low-band).

Basic question seems to boil down to what kind of TV service FCC wants to give public -- whether a lot of stations serving big city populace only, or fewer stations each serving greatest possible number of people without interference (sort of clear channel service). Also, question of how uhf fits into picture is paramount -- shall it be in separate uhf-only cities or intermingled with vhf channels? Great deal of bewilderment might have been eliminated by FCC if it had stated first what it wanted to accomplish before engineers were called upon to make recommendations.

Although obviously too early to determine results of conference, if any, possibility seems to exist that present allocation plan may be upheld, with some exceptions. Feeling among some qualified observers is: If no radical changes are found necessary, present and proposed stations at least will know exactly where they stand on interference and coverage.

* * * *

New TV system entered the lexicon at hearing when consultant Paul A. DeMars revealed he and associate Raymond Wilmotte had petitioned for establishment of "Polycasting" method of uhf TV. System envisages large number of low-power tele-casting stations to cover single service area. This would permit almost immediate use of uhf channels, since there would be no need to wait several years for development of "megawatt" tubes, transmitters, antennas, etc. indicated at last September's uhf hearing (Vol. 4:39). Among other details, it's suggested that directional receiving antennas would overcome problem of overlapping signals -- or same thing could be accomplished through use of FM.

OPERA PICKUP A NOBLE EXPERIMENT: Except for a few trade pressmen turned critics, and some barkeeps and barflies demanding the fights instead, most everyone seemed to agree that ABC-TV's historic telecast of Monday's Metropolitan Opera premiere (8-11:36 p.m.) was a noble first effort, a great technical achievement, a milestone for TV. That it commanded widespread attention and respect is manifest in the generally favorable front-page newspaper play it got and the surprising 42.3 Hooper it scored for the measured 8-10:45 p.m. period (59.8 out of the 70.8 sets in use).

Like Toscanini on NBC-TV (repeating for season's second time this Saturday evening), grand opera will have an eager and faithful following when done on TV -- though ABC says there aren't any present plans to continue and Texaco isn't likely to spend another \$20,000 for telecast facilities and extra-paid talent and stage-craftsmen. Not this season, anyhow.

Most significant technical achievements were (1) use of infra-red "black light" in addition to normal stage lighting, which proved what Image Orthicon really can do, and (2) camera handling, which ABC engineering chief Frank Marx says proves TV can do a good job covering a legitimate show from a big theater. There were lots of "bugs," but the effort was a valiant one and pointed to achievable improvements.

On the showmanship side, you can take your choice between such restrained but laudatory estimates as New York Timesman Jack Gould's: "...an exciting and rewarding achievement, the Verdi masterpiece being brought into untold hundreds of thousands of homes with a new and arresting quality of intimacy...view of 'Otello' that came into one's living room frequently was more detailed and more revealing than that obtained from a seat 'down front' in the Metropolitan auditorium." Or the Radio Daily critic's: "...ABC pickup of the Met opening...probably sounded the death knell for grand opera as it is known in this country...terrible overacting...should be condensed to, say 90 minutes tops, and translated into English...should be done in a large studio built for tele..."

Whatever else was said, ABC and Texaco scored a big A for effort, did something worth doing, made staunch friends for itself and for TV among people who count, big and little. If proof of the intensity of interest is needed, there's example of ABC's Washington outlet WMAL-TV, which didn't carry any of it because of a commitment for wrestling (beer sponsor simply wouldn't relinquish). Station got greatest volume of protest in its AM or TV history -- and few were satisfied with promise that a film-recording would be shown sometime later.

CBS BUYS INTO SPORTS FOR TV: Officially announced this week was important deal long in making (Vol. 4:43) -- doubly significant because of its long-range approach to problem of sports promoters' claims that telecasting cuts into attendance. CBS bought into Tournament of Champions Inc., big sports promotion outfit, to ensure getting major boxing and other sports on its TV network. It holds 25%, as do big talent agency Music Corp. of America and exploitation firm Allied Syndicates Inc. -- plastics manufacturer George Kretz retaining 25% and presidency. CBS's Larry Lowman is v.p.; MCA's Charles Miller, treasurer. Company will enter into other sports fields, including hockey, football, tennis, etc., even securing team franchises in New York and other cities. It's same outfit that handled Zale-Graziano and Zale-Cerdan fights, is handling Robinson-Belloise bout from Jersey City Armory Dec. 9, to be sponsored by Ballantine on CBS-East.

Noteworthy was Mr. Kretz's observation about quest for New York City arena: "Under our plan to tap the growing TV market, the size of the arena in which the bouts are held is not a prime factor. The boxing gate itself will be vastly increased by TV, radio and motion picture revenue, and the boxers will cut into the bigger take." CBS, which owns about 5% of Madison Square Garden and holds exclusive TV rights to all events there but boxing (NBC), pro basketball (ABC), hockey (WPIX), thus follows example of WFIL-TV, which owns Philadelphia Arena, and Chicago's WBKB, which puts on boxing from own Michigan City Arena.

On another sports front, Thoroughbred Racing Assn, meeting this week, held TV was okay for racetracks, each making own arrangement with local stations. It was disclosed Kentucky Derby telecasts on network in 1951 are already being planned with Churchill Downs directors:

Time-sharing allocation of single available East-Midwest coaxial link (Vol. 4:48) got more complicated this week when Mutual also bid for time quota, asked for facilities to link soon-to-start WOIC, Washington, and next-spring-starter WOR-TV, New York, with WGN-TV Chicago. It's obvious move of MBS to gain TV identity through TV-owning stations which own the network, though actually WOIC and WGN are affiliating with CBS-TV. AT&T officials continued sweating over compromise this week, hope to have proposal agreeable to contenders next week. Meanwhile, plans are shaping up to celebrate linking of East-Midwest networks night of Jan. 11 or 12 with pooled show aimed at acquainting public, stimulating TV "circulation."

National spot representatives threw the book at networks' practice of representing affiliated stations for spot advertising this week before FCC en banc, emphasizing that practice holds more serious potentialities in TV than in radio. Katz Agency's Eugene Katz alleged networks now option from two-thirds to all TV operating hours, and attempt to control TV stations through onerous affiliation contracts. Free & Peters' H. Preston Peters quoted letter from ABC president Mark Woods soliciting ABC spot sales representation for TV affiliates. Network officials challenged allegations, disclaimed control and monopoly charges.

November Hooperatings again put *Texaco Star Theatre*, WNBT, at top of New York area's first 10 (score 80.7, highest ever for any radio or TV program). Others in order: *Toast of the Town* (51.8) and *We, The People* (46.4), both WNBT; *Thu. Small Fry Club* (36.5) and *Amateur Hour* (31.9), both WABD; *Kraft Television Theatre* (30.2), *Chevrolet on Broadway* (29.9), *Americana* (28.6), *Bigelow Show* (25.4), *NBC Symphony* (24.5), all WNBT. Pulse Inc. ratings for N. Y., same period, agree with Hooper's first 2, but place *Amateur Hour* 3, WNBT boxing 4, *Kraft* 5, *We The People* 6, *Small Fry* 7, *Winner Take All* 8, WNBT wrestling 9, *Chevrolet on Broadway* 10.

Veteran Washington radioman T. A. M. Craven, ex-FCC commissioner and its onetime chief engineer, quits vice presidency of Cowles stations as of Dec. 31, returns to private consulting engineering practice with Cowles group as his clients. He joins Lohnes & Culver partnership, which changes firm name to Craven, Lohnes & Culver, with offices in Munsey Bldg.

TBA has added display of 1949 TV models as feature of its Dec. 8 TV Clinic in New York's Waldorf-Astoria. To roster of speakers (Vol. 4:47), it has added KSD-TV's George M. Burbach, to discuss local TV program costs and WTMJ-TV's Walter Damm to discuss new animated process for TV cartoonings.

Expecting 250 to attend CBS TV Clinic Jan. 21-23, network is reserving all TV-equipped hotel rooms it can get for out-of-town enrollees. Hotels Roosevelt, New Yorker, New Weston and Taft have Hotelvision installations, charge \$3 per day extra for receiver rentals.

David C. Adams, who went from FCC to NBC with ex-chairman Charles Denny, later moved to RCAC as general attorney (Vol. 4:27) is returning to NBC as executive v.p. Denny's executive assistant. Charles Hawkins replaces him at RCAC.

Consulting engineer Worthington C. Lent has consolidated his office and laboratory in Miller Bldg., 4813 Behe la Ave., Bethesda, Md. (Washington suburb); phone Oliver 8200.

Top echelon shakeup at Farnsworth Television & Radio Corp., announced Nov. 29, involve president E. A. Nicholas taking over board chairmanship as well; inventor Philo T. Farnsworth becoming v.p. and director replacing Edward M. Martin; Washington attorney Abe Fortas (ex-Asst. Secretary of Interior, now law partner of ex-FCC chairman Paul Porter) going on board; chairman Jesse McCarger, directors Burton Howe and Charles Buesching resigning from board; S. A. Morrow replacing John Garceau as ad manager. Company reported net loss of \$724,719 for first 6 mo. of its fiscal year (as of Oct. 31), compared with net profit during same 1947 period of \$538,356. First Guardian Securities Corp. will shortly head group to sell block of authorized and unissued stock.

Good reason why Philco officers and directors have all that zeal and esprit—their 1947 compensations (salary plus bonus), as disclosed in call for Dec. 15 stockholders' meeting: John Ballantyne, chairman, \$100,000; Wm. Balderston, president, \$90,000; and v.p.'s James H. Carmine, \$82,309; David B. Smith, \$60,000; Thomas A. Kennally, \$59,191; Harold W. Butler, \$55,000; Joseph H. Gillies, \$55,000; Larry F. Hardy, \$55,000; W. Paul Jones, \$52,500; Robert F. Herr, \$40,000. Also directors Larry E. Gubb, ex-chairman, \$50,000; William R. Wilson, treasurer, \$40,000; Raymond A. Boyce, director of purchases, \$35,000.

Device to correct "astigmatism" of 16-in. tube has been announced by Motorola. Coil, attached outside tube at base, was developed by Motorola research engineer Dr. Kurt Schlesinger. DuMont and RCA officials, queried, report they have engineered their 16-in. tubes to overcome this distortion on outer edges of large tubes, were unable to say without further study whether Motorola development holds greater promise than already accomplished.

Ingenious use of TV for V-bomb research is indicated in application for use of Channel No. 8 (180-186 mc) by Boston U research laboratory. College technicians want to test out idea of putting TV camera in V-bomb, watch rocket's innards as it climbs 50-60 mi. above earth. Laboratory work would be done at Boston, actual system tested at White Sands, N. M.

NAB 5-man committee to study organization of association (Vol. 4:47) won't be announced until next week. Meanwhile, next board meeting was set for Feb. 14-16, 1949 in New Orleans' Roosevelt Hotel. Exact figure for 1949 NAB budget is \$774,273, roughly equivalent of this year's finances.

"Largely due to the loss from TV operations," ABC reported considerable earnings drop for 9 mo. ending Sept. 30. Gross income from all sources was \$39,080,912, estimated net \$440,000 (26¢ per share) compared with gross of \$38,138,847 and net of \$1,050,000 (62¢) for same period last year.

First West-to-East sponsored TV program to be piped on coaxial that opens Jan. 12 probably will be RCA Victor's *Kukle, Fran & Ollie*, now carried on NBC Midwest Mon. thru Fri. 6-6:30 p.m., for which time clearances on NBC East (7-7:30) are being sought.

Puzzled over facsimile's place in newspaper-broadcasting business, *Chicago Tribune's* WGN has loaned its FX transmitter and receivers to U of Illinois School of Journalism for experimentation to find answers.

If you're traveling, and want The Digest to follow you, just let us know—send address where our Saturday mailings are reasonably sure of reaching you.

Tells instantly what they're actually looking at or listening to, and when, with no human guess-work involved at all. That, in nutshell, is Radox, the system devised by ex-Gallup topkick Albert E. Sindlinger with inventor Comdr. Harold N. Reiss, which they're currently putting through final paces in Philadelphia (Sindlinger & Co., Lewis Tower) before spreading to other cities. It's a mechanical "instantaneous" method, via phone lines, as against coincidental surveys—not a rating service in any respect. When hard-headed realists like WFIL's Roger Clipp and Paramount's Paul Raibourn go overboard for it, as they have (Raibourn is on board, leading to erroneous reports Paramount will buy up the service), the \$4,000,000 business which Hooper, Pulse, Neilsen now enjoy looks like it's due for a new split.

TV sponsorship notes: General Mills has signed up Ted Steele to long-term radio-TV contract, will first feature him on New York's WABD daytime schedule, Mon. thru Fri., 12:30-1 p.m. . . . Mennen Co. sponsoring, Bob Edge Dec. 4 begins Sat. 8:15-8:30 pre-college basketball series on WCBS-TV from Madison Square Garden titled *Game Time* . . . Lewis-Howe Co. (Tums) is buying TV spots . . . *Chicago Tribune's* WGN-TV started participating *Television Matinee*, Mon. thru Sat., 2-4 p.m., with 8 TV set makers sponsoring, is discontinuing Sat. night programming . . . RCA Victor assumed sponsorship of Toscanini and NBC Symphony Dec. 4, as it did Nov. 13 concert . . . WJZ-TV began tryout Mon. of *Market Melodies*, 10 a.m.-12 noon—household hints, etc., aimed at point-of-sale or shoppers in stores; used New York chain grocery store to observe results.

Film producers will have to go lots further than merely buying up TV stations and networks (Vol. 4:48) to compete with TV for mass audiences, TV consultant Richard W. Hubbell told Arizona State College lecture course this week. His thesis: Hollywood movie know-how isn't needed by TV. Film industry's economics and production methods are "archaic, anachronistic, inefficient." On other hand, TV's new techniques can cut Hollywood costs substantially, will force serious changes in structure of film industry.

Pub crawlers would rather do their drinking at a TV-equipped saloon, but they don't spend as much—they're too busy looking at the picture. That's opinion of *Gibb's Newsletter*, tavern trade paper, after survey of 117 bars in New York City, in which 99 bar-owners said TV decreased sales (although 103 agreed TV drew customers), 105 confessed they were sorry they ever bought a set. Latter gave as reasons: TV keeps away businessmen who want to talk business, regulars find bar space impossible, "nursers" can keep going for an hour on one drink, non-viewers are afraid to talk for fear of disturbing video-watchers.

Navy is teaching with TV at Sands Point, L. I., using BE equipment to transmit lectures to remote classes. Plans call for transmission, presumably by microwave or coaxial, to Merchant Marine Academy at Kings Point, N. Y., 4 mi. away, early next year.

"Television Has Changed Our Lives" titles article in December *Parents Magazine*, which relates what TV has done to habits of family of six.

One more big station rep recognizing commercial existence of TV: John Blair & Co., which has just formed Blair TV Inc., Wm. H. Weldon, president.

Hazards of telecasting, as related by Walter Winchell: Biggest laugh (telev viewers didn't see) on the Texaco program [of Nov. 23]. M. Berle made his entrance . . . stride an old nag, but the lamps had to be hurriedly used when it started ad-libbing."

Managing director Sir Arthur Fisk, of Electric & Musical Industries Ltd., big British radio manufacturer, didn't come away from his recent mission to Canada (Vol. 4:43) with that eagerly-sought order from CBC to install a British-standard TV transmitting system—or even with a plan to market TV receivers there. Like Canadian radio makers (some U. S. subsidiaries), he got bogged down in Canada's governmental radio snafu, though he was quoted in London afterward as saying, "Someone is going to supply those sets and it may as well be British manufacturers." He even was willing to make U. S. standard 525-line transmitters for Canada, though British is 405. But he admitted future for British manufacturers in American market is "an unknown quantity." Note: Obviously spurred by British interest, RMA has set up "TV export promotion committee" chairmanned by Stewart Warner's James Burke.

Letter from FCC to a lady from Twentynine Palms, Cal., as reported by AP: "This will acknowledge receipt of your letter alleging that your home and family is under constant surveillance by 'television and aerial photography and radar.' The phenomenon described in your letter is presently unknown to radio science. Accordingly we can be of no assistance to you in this matter." Upon which the lady observed: "Your education has been sadly neglected!"

DuMont Network reports 8 "Teletranscription affiliates" who now subscribe to off-kinescope films of its programs, says others are negotiating. The 8: WGN-TV, Chicago; KTSN, Los Angeles; WEWS, Cleveland; WJBK-TV, Detroit; WSPD-TV, Toledo; KRSC-TV, Seattle; and the soon-to-start WDSU-TV, New Orleans, and KOB-TV, Albuquerque.

One for the book: City Attorney T. J. Gentry, Little Rock, Ark., tells convention of National Institute of Municipal Law Officers in Washington Thursday that cities and towns can win new revenue source by taxing radio stations on the *generation of electro-magnetic waves*—such transmission, he asserted, being separate from the production of electricity.

St. Louis *Globe-Democrat* heralded its FM-only KWGD, with special ad-packed FM-TV section Nov. 15. Station's layout, unusually expensive and lavish for FM-only operation, includes unique 525-ft. tower, constructed as integral part of 2-story studio-transmitter building. Initial operation will be 40 kw; increase to authorized 218 kw is expected next year.

Is TV installation permanent fixture or not? That's troubling some real estate men. In Detroit, a lawyer drew up contract for sale of house, included TV set and installation as part of permanent fixtures along with stove, cupboards, air conditioning, etc. This is believed first such step.

Suicide-bent motorists who put TV sets in their cars keep popping up. Latest are in New York, where Greater New York Safety Council admonishes: "There are enough unnecessary deaths on our highways without adding television as an accessory to the slaughter."

WTMJ-TV's first birthday was celebrated with 18-p. *Milwaukee Journal* special TV section Nov. 28, replete with set ads, including full pages of color by Admiral and Stromberg-Carlson. Earlier in week, Schuster & Co. dept. stores ran 8-p. TV section.

RMA has issued electrical performance standards for TV relay facilities (TR-106) and has revised designation system for cathode ray tubes (ET-111).

RCA's Dr. Vladimir K. Zworykin, inventor of electronic scanning, wins Philadelphia Poor Richard Club's annual gold medal for 1948, will receive award at Jan. 17 banquet.

FRANK FOLSOM AS RCA'S NEW PRESIDENT: Just 5 years from the day he joined RCA Victor as v.p., stocky, good-natured, hard-driving Frank Marion Folsom was named president of parent Radio Corp. of America. His election to that post takes administrative burdens off shoulders of Gen. David Sarnoff, who retains board chairmanship and continues as RCA executive officer. Veteran v.p. and general manager John G. (Joe) Wilson becomes executive v.p. at Camden, where other changes will take place when Folsom moves to New York Jan. 1. Board's declaration of additional 20¢ dividend (making 50¢ per common share for year) also made news Friday.

Frank Folsom was brought into RCA Victor by Gen. Sarnoff to reorganize it (he decentralized its multifarious activities into virtually autonomous departments) and to pitch his merchandising skill against master competitors (in TV sales, RCA maintains it's well in lead). Born in Sprague, Wash., May 14, 1894, he came up from ranks in dept. store field. Among other posts, he was head of San Francisco's Hale Brothers, Pacific Coast manager and then Chicago merchandising v.p. for Montgomery Ward, executive head of Goldblatt Brothers, Chicago. Through the war, he held top defense jobs in Washington -- mainly with WPB and Navy on procurement.

His personal credo ("pleasant human relationships") and his merchandising credo ("always give the customers what they want") have found full expression in his RCA Victor operations. Morale of Victor organization is at highest peak in its history, as anyone can discern who has done business there over the years -- which means just about everyone in the radio industry. So far as TV is concerned, Folsom is like a "kid with an electric train," looks on it as the merchandiser's dream.

NEW TRADE NAMES & NEW GIMMICKS: Three new TV brands promised by well-known radio makers within short time: Regal, 10-in. table model at \$375. Remler Co., San Francisco, 10-in. console at \$399.50 ready when KPIX gets started this month; plans other models later. Freed, 12-in. TV-FM-AM models, later 16-in., no details... Stromberg-Carlson's president Dr. Ray Manson, in announcing 50¢ quarterly plus one-tenth share year-end common stock dividend, remarked on "nation-wide sweep to TV," reported "heavy demand" by dealers and consumers for big-picture TVs, said present capacity of 3,000 per month will reach 5,000 by mid-1949... Crosley is raising 10-in. table models \$20 (Vol. 4:45,46)... Westinghouse is pondering whether to go into cathode ray tube production at its Bloomfield tube works; it's surveying field.

New twist in radio-TV merchandising with special appeal to buyers in non-TV areas who don't want to be caught with expensive radio-phono when time comes for TV: Farnsworth is now selling Capehart TV-radio combinations (Models 501, 502, 504) without video but with space finished off for record storage. Customer is given year to order TV chassis installation. Cost is roughly difference (about \$450) between what is paid for radio-phono console and full price of TV-radio combination... Newly formed Video Corp. of America, merging with Cornell Television Corp. (see TV Directory No. 5), has issued prospectus for 300,000 shares of common stock at \$1 per share, Henry P. Rosenfield Co. underwriter; M. M. Platzman is president, J. C. Rivman sales manager... "Retailing Daily" for Dec. 3 reports exclusive interview with Arthur Levey, president of Scophony Corp. of America, 527 Fifth Ave., New York, affiliated with British Scophony Ltd., in which he promises "radically different video" priced "under \$500" that projects 24x20-in. picture, using "supersonic cell" rather than cathode ray principle.

Admiral v.p. Richard A. Graver tells us we erred in stating (Vol. 4:48) that Admiral company has never claimed TV production of more than 1,800 per week; says production now is at rate of 5,000 per week "and will increase."

* * * *

On heels of Macy's reduction of installation cost as means of meeting price-cutting (Vol. 4:47), free or cut-rate second-year and sometimes longer warranties are being offered. New York's Dynamic Stores offers 2-year warranty with Admiral TVs, first year being regulation charge for installation-warranty, second varying with price of set. In Washington, Lubar's gives second year and subsequent warranties for as little as \$25. As if price-cutting isn't enough, new wrinkle is combining table TV set with radio console for low flat price. Lubar's, Washington, advertised combination at \$199; it turned out to be 7-in. Teletone table model (nor-

ally \$169.50) with Apex AM-phono console (normally \$60). In Chicago, Logan's made similar offer, didn't identify sets but claimed \$269.90 price was \$70 less than combination of two non-brand sets...Then there's report about Chicago used-car dealer, Cook County Distributors, giving away \$169.50 TV set with every car sale of \$500 up.

MORE PREDICTIONS & CALCULATIONS: RCA Victor's Frank Folsom goes along with RMA president Max Balcom's forecast that 2,000,000 TV receivers will be produced during 1949 (Vol. 4:46), thus upping his own previous estimate of 1,600,000 (Vol. 4:38). Indeed, from other industry sources, we now hear that 2,000,000 is probably a conservative figure, for fast-spiraling monthly production is already said to be passing 100,000 mark. RCA press release about Folsom's enthusiastic remarks about TV in scheduled Dec. 4 speech before Boston's Clover Club (all VIPs) had him reiterating original 1,600,000 estimate. But he said he'd use 2,000,000 figure when time came to deliver talk. Among his other observations:

"Television is one of the greatest beehives of activity in American industry ...rapidly establishing itself as one of the economic bulwarks of the nation...two years ahead of the most optimistic forecasts...physically impossible for radio industry to produce enough TV receivers to meet the current demand...should add \$8 billion a year to the national economy 5 years hence [which] would place the radio-TV industry among the 10 largest in the U.S....will [by 1953] be turning out 4,800,000 sets a year so by time of [next] presidential inauguration we may expect 17,000,000 TV receiving sets [with] a potential audience of 50 to 60 million persons."

Accepting the 2,000,000 calculation and our projections to a billion-dollar retail trade in TV and accessories in 1949 (Vol. 4:47-48), it's interesting to note that big RCA is now capitalizing nicely on the \$50,000,000 Folsom reported it has sunk into development of TV. Aside from being one of the Big Two receiver producers and marketers and leading supplier of transmitters, tubes, etc. (highly profitable), aside from operating 4 (soon 5) stations and the top TV network (loss, about \$3,500,000 this year), RCA stands to gain other big revenues from TV's fabulous upsurge. It collects a patent royalty on nearly every set made (only notable exceptions being DuMont and Zenith). Rate is 2¼% of manufacturers' sales price of complete receiver, less excise and tubes, or about 1.9% net. Leaving out its own probable 500,000 production, RCA should collect nearly \$7,000,000 in patent royalties on rest of industry's probable 1,500,000 TV set output next year.

WHAT ZENITH IS SAYING AND DOING: Only big league radio manufacturer we know who categorically states TV isn't affecting regular radio set sales, is Zenith's president Gene McDonald, perpetual individualist. In report to stockholders this week, he states: "Sales of regular radio receivers, including phonograph combinations, continue at a very satisfactory rate and it is not expected they will be affected, to any great extent, by the introduction of TV. Demands from automobile manufacturers for the company's auto radio [Zenith is a leader in field] far exceed...present facilities..." Its farm as well as auto radio business probably accounts for Zenith's failure to feel same impact of TV that most other radio set makers admit.

A top radio maker (probably ranking a good third), Zenith is regarded almost certain to become one of first dozen TV makers, though late in starting (Vol. 4:47) and though unable to get picture tubes from prime supplier RCA due to patent litigation. Probable merchandising angle of its "Porthole" (round frame) TV receivers now offered in Chicago market, soon elsewhere, is indicated in this paragraph of report: "To prevent obsolescence, Zenith has incorporated in all of its TV receivers an advanced type of Turret Tuner, which is capable of receiving not only the frequencies presently allotted to TV but can also receive the ultra-high frequencies which the FCC will undoubtedly make available...The management has consistently maintained that it would not market TV receivers until owners could be protected against premature obsolescence, and until a method had been developed to provide satisfactory programs...Turret Tuner [and] Phonevision development provide satisfactory answers."

Company doesn't divulge gross sales, but estimates net profit for 6 months ended Oct. 31 at \$984,535 (vs. \$1,221,017 for same 1947 period) and at \$879,566 for 3 months ended Oct. 31 (vs. \$844,273). Six-month decline is attributed to normal summertime lull, 2-week vacation shutdown, increased labor costs.

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SOON, 16-in. SETS IN \$500 RANGE: "Buick-Chrysler" class models, TV sets containing the 16-in. metal-coned picture tube (Vol. 4:4,45), look to us like the big upper middle-income group appeal of early 1949. Particularly if, as seems likely, prices hold around \$500. Apparently, RCA will be first out with 16-in. in quantity. Its 8-T-270 is in production, will begin moving to distributors in January. Field salesmen are quoting list prices of \$475 for mahogany table model, \$500 in blonde, \$525 for modern consolette with legs, \$550 Queen Anne consolette. Set is TV-only with 27 tubes.

Others besides RCA will have sets with same 16-in., mostly buying their tubes from RCA, but few have indicated prices yet. DuMont recently announced limited production of 16-in. metal tubes, which it said will be used interchangeably with its 15-in. glass (Vol. 4:45), and a little company called Tel-O-Tube is turning out some used by Starrett (Vol. 4:36-37). None of RCA's tube customers, so far as we know, has as yet quoted prices on their proposed units with 16-in. But RCA range is bound to affect others' quotations.

There's also question of impact of 16-in. on 10 and 12-in. lines. RCA looks on dominant 10-in. as "Ford" line that will always perform well, maintain strong price appeal. It has never gone in for 12-in., in which DuMont and Philco dominate. Besides, its executives still pin lots of faith on projection models, with pictures up to newspaper-page size, as do a lot of other set makers. But fact is projections got off to bad start, generally don't show as bright pictures, usually are priced upwards of \$700. They haven't sold in quantity thus far, RMA figures showing total 1948 production to Nov. 1 of only 13,967, or, unit-wise, a mere 2.4% of all TV set production (see also "Diminuendo for the Projections"; Vol. 4:28).

COY THINKS ALOUD ABOUT FREEZE, UHF: Currently, TV freeze and allocations picture looks about like this -- and these conclusions are bolstered by what FCC chairman Wayne Coy, departing from his prepared text, had to say at TBA's TV Clinic in New York Wednesday:

(1) Growing sentiment for "uhf now" within FCC, as evidenced for first time publicly in recent speech of Comr. Jones (Vol. 4:48). (2) Increased likelihood of an allocation of vhf and uhf simultaneously. These add up to: (3) Longer freeze, confirming our oft-expressed belief that Coy's 6-month estimate, or solution by end of March, is too optimistic (Vol. 4:40) since it's unlikely uhf can be whipped into shape for allocations as fast as vhf can.

Coy made it evident FCC finds it increasingly difficult to consider ending vhf freeze, begun Sept. 30, without reference to uhf possibilities. Certainly, a major problem is: Shall there be vhf-uhf cities, or vhf-only and uhf-only?

Thinking beyond freeze's end, Coy called attention to fact that if vhf is again made available for assignment, without uhf, fierce competition would resume, with its attendant drawn-out hearing processes. In any event, even if it takes a little longer, majority of industry would like to see a permanent allocation -- or at least one as permanent as any radio allocation can be.

FCC is hoping for great things, Coy also said, out of ideas broached at troposphere conference (Vol. 4:49): synchronization, "polycasting," directionals,

etc. As for where troposphere goes from here, he hinted strongly that report expected in January from Ad Hoc Committee, now meeting every Monday, might be hashed over in further engineering conference before being sent to commissioners for decision. (Engineers are smacking lips over lawyers' term "ad hoc," which means, in effect, "for this job only."). But some wonder how productive another such conference would be, since most major technical questions are inextricably involved with policy matters that only FCC can decide.

TV OUTPUT FIGURES STILL CLIMBING: November TV output should hit new record of 125,000 or so, based on RMA's advance report of 60,000 for first 2 weeks made public at board meeting Thursday. That would compare with 95,216 for October, 178,571 for all 1947. It would bring 11-month cumulative for 1948 above 700,000, would assure well over 1,000,000 TVs in U.S. homes and public places by end of this year (Vol. 4:47).

Any idea TV isn't cutting into radio volume is quickly dispelled in considering rest of what RMA reported: From 1947 peak output of 20,000,000 receivers of all types, 1948 will go down to 16,000,000. Dollar-wise, however, industry will hold own because of higher unit value of TVs. Total 1948 radio factory output value is estimated at \$700,000,000, about same as last year. TV will account for fully \$200,000,000 of this.

Only hitch in prospect of again-predicted 2,000,000 TV output next year (Vol. 4:46), to say nothing of unpredictable radio output, is growing shortage of tin (Vol. 4:47). TV requires about 10 times amount of tin ordinary radios do for resistors, capacitors, solder, tubes, etc. Tin prices are skyrocketing. RMA board decided to set up committee to institute voluntary conservation, work out substitutions, administer allocations within industry if it comes to that.

NOTES ON UPCOMING NEW STATIONS: New Orleans' WDSU-TV, claiming exceptionally good propagation in its flat delta area, enthused over signal tests, is poised for commercial debut next Saturday, Dec. 18, reports an imposing list of commercials signed (see item in Sight & Sound), joins NBC and DuMont as a "non-interconnected affiliate." That's the next starting station, No. 48, on the TV agenda. Memphis' WMCT, operating since Thanksgiving (Vol. 4:46), bows formally with big shindig today (Dec. 11), but we've already counted it. Owner Memphis Commercial Appeal is publishing big special Sunday section, manager Henry Slavick announces minimum daily except Thursday 7-10 p.m. schedule henceforth. News notes about other new TV stations:

FCC has approved CBS-KTTV deal (Vol. 4:18), whereby network for \$367,500 acquires 49% interest in new Los Angeles Times station, due to start Jan. 1...This week George Storer's Fort Industry Co. entered competitive bid for Louisville Courier-Journal's WHAS (AM-FM-TV grant) against Crosley's \$1,925,000 (Vol. 4:40), offered to meet Avco price, said it might unload some of its other radio holdings if required (it owns 7 AMs, 2 TVs, 1 CP for TV, 2 TV applications). Opposition to Crosley bid may revolve around overlap of WHAS-WLW as well as their TVs.

NBC's Los Angeles KNBH, last of its fivesome, definitely will begin commercial operation "on or about Jan. 15" with Hal Bock running the show...ABC, whose technicians have usually met deadlines, promises Los Angeles KECA-TV and San Francisco KGO-TV tests around Jan. 1, commercial operation when programmers are ready... Looks like KPIX will beat KGO-TV on air in San Francisco, promising to go commercial by Xmas, but KGO-TV in operation shortly thereafter means lively competition soon.

Crosley's Bob Dunville reports transmitter construction of WLWC, Columbus, and WLWD, Dayton, will be completed in latter January, with Feb. 9 as present target date for tests, commercial debuts about 30 days thereafter. Plan is to link these up with its Cincinnati WLWT via microwave. Temporary studios will be used in both places, Columbus eventually to have duplicate of WLWT setup...Edward Lamb reports his WICU, Erie, Pa., is aiming for latter January tests, Feb. 1 commercial start, has named Laymon Cameron as manager...Manager G. P. Hamann, WBRC, Birmingham, reports July installation and tests of WBRC-TV, commercial operation by Aug.-Sept... CBS reports signing WFBS-TV, Indianapolis (aiming for March 15 start) and WKRC-TV, Cincinnati (about April 1) as "full primary affiliates" of its TV network.

BRASS TACKS AND GRASS ROOTS: There's not a telecaster among the 47 on the books who can tell you he's making money -- quite the contrary. But week by week, sponsor by sponsor, receiver by receiver, most of them are reducing losses, some are even entering TV's third full postwar year with hopes of reaching break-even point before 1950 starts. Few seem to have any doubts about an eventually prosperous and powerful industry. Once FCC's channel freeze ends and the uhf situation is resolved, assuming normally good times, you're going to see the merriest scramble for TV facilities since AM's 50 kw gold rush.

That, in sum, was the attitude manifested and the impression gained at TBA's TV Clinic in New York's Waldorf-Astoria Wednesday -- a one-day "convention" noteworthy for its businesslike discussions, its complete absence of hoopla. Maybe the grass-roots approach is inherent in a deficit operation and one that promises such revolutionary changes. You could almost feel the quiet assurance and firm belief that pervaded the 450-odd registrants. Aside from FCC chairman Wayne Coy's quite significant comments on the freeze and uhf (see p. 1), main points devolved were:

Revenues for TV: Trade reports clearly indicate upsurge in sponsorships, but St. Louis Post-Dispatch's George Burbach (KSD-TV) was specific, reported 50 advertisers vs. 30 a year ago, said his newspaper has benefited to tune of \$150,000 worth of TV set advertising. He took issue with Avco's James Shouse (Vol. 4:47), said it's "much too soon to predict TV will supplant radio...both TV and radio will make money." Milwaukee Journal's Walter Damm (WTMJ-TV) reported, privately, that 75% of his TV advertisers have never used radio before, 25% are using new budgets for TV, no one is cutting radio in favor of TV.

TV at Point-of-Sale: CBS-TV's George Moscovics called TV a "giant salesman," not just another advertising medium. He compared TV's demonstration cost of \$20 per thousand with auto dealer's \$5,000, door-to-door's \$500, store clerk's \$100. TV will help move estimated annual \$164 billion in goods and services, said he.

Daytime TV: It's paying off, after only 4 weeks. WABD's Leonard Hole reported "no red ink, and a profit -- a tiny profit, but a profit nevertheless." DuMont's New York outlet, he said, has 70 quarter-hour shows and 76 participations sold, is in daytime TV to stay, will expand service to affiliates when facilities permit.

Not Radio, but Show Business: "You're in show business with both feet." Thus Kudner Agency's Myron Kirk, handler of TV's eminently successful Texaco Star Theater. He said TV isn't an extension of radio. His agency is ignoring radio experience, turning to stage and films for performers. He urged showplace facilities, "not radio studios," and insisted agencies must be responsible for productions.

Standards of Practice: New push for a code came from chairman Coy, who warned: "The American home is not a night club. It is not a theater. It is not a midway. The attitude that people bring to those places is not the attitude they bring to their homes or suffer others to bring." TBA code committee recently (Vol. 4:45) suggested industry use NAB and movie codes as guides for TV programming.

A TV Clearance Bureau: TBA should set up a central office to help telecasters clear property rights in music, films, etc., already a headache. So spoke NBC attorney Robert Myer, head of committee negotiating with ASCAP. His report on legalities of privacy, libel, property rights, etc., should be in every TV station's library when TBA publishes text of proceedings soon.

Future of TBA: Judging from temper and temperament of key officers, directors, members and networks, there's very little chance TBA will be brought into NAB fold (Vol. 4:47) -- not in near future, at least. President Poppele's report indicated an alliance once was close, but overwhelming sentiment now seems to be to go it alone. Plan is to raise income to \$100,000 (TBA operated on mere \$20,000 this year) by increasing present membership of 70 (34 telecasters, 36 manufacturers, etc.) Poppele was reelected to fifth term, but with understanding he may not serve through next year. There's firm resolve to remain autonomous, possibly get a paid president later (Wayne Coy is out of running for awhile at least). Other officers and directors: Emerson Markham, WRGB, v.p.; Will Baltin, secy-treas.; Paul Raibourn, asst. secy-treas.; directors Ernest K. Loveman, WPTZ; Lawrence Lowman, CBS; Robert Kintner, ABC; Noran Kersta, NBC; Curtis Mason, KFI-TV; Dr. Allen B. DuMont.

FCC HITS DELAY, DENIES COVERAGE HIKE: Another indication FCC is disposed to crack down on laggard CP holders, who offer no good case for delays: Last Monday, Wm. H. Block Co., big Indianapolis dept. store, holding CP for WUTV since Oct. 10, 1946 and authorized to conduct equipment tests for last 20 months, applied for STA for commercial operation starting Jan. 31 with 500-watt composite transmitter, temporary antenna. Yet on Wednesday, Commission cited WUTV for lack of diligence in pursuing 26-month-old grant, indicated it must go to hearing. Asked whether this means more such to come, as hinted (Vol. 4:48), reply at FCC is, "Draw your own conclusions."

Indianapolis grantee has had internal dissent over TV and, though it has placed order for RCA equipment, hasn't pushed forward. There's even talk, unverified, station might be sold, which would inevitably be resisted by the 4 applicants for city's now-frozen 2 remaining TV channels (see TV Directory No. 5).

FCC clarified policy on modifications during freeze when it granted 2 CP modifications this week (see TV Addenda 5-J), involving mere changes in transmitter sites, no coverage changes (for WBKB, Chicago, and projected WNBK-TV, Binghamton). But it put 7 requests for upped powers into pending file until lifting of freeze, because grants would have extended coverage. Involved were WPIX, New York; WPTZ, Philadelphia; WAVE-TV, Louisville -- and CP holders WDEL-TV, Wilmington; WHTM, Rochester; WAGA-TV, Atlanta; WTLE, Greensboro, N.C. Thus, FCC made clear it intends to allow no coverage changes during freeze that might affect future vhf allocations.

Application withdrawn this week: Publisher Guy Gannett's for Channel 8 in Portland, Me., which leaves 2 applications pending for area's 2 channels.

RAULAND DEAL & OTHER TRADE NOTES: Coup of the TV industry's week was Zenith's purchase of Rauland Corp., which reputedly ranks good fifth (after RCA, Sylvania, GE, DuMont) among cathode ray tube makers. Thus Zenith is assured picture tube supply for its new TV line (Vol. 4:48-49). President Gene McDonald said Rauland production will be doubled, E. N. Rauland and staff continuing to run Chicago plant as wholly owned subsidiary. Deal had hardly been announced before Rauland, like its new parent, not an RCA patent licensee, got involved in infringement suits -- RCA suing in Chicago Federal court, Rauland suing RCA in same Wilmington court in which Zenith is asking for declaratory judgment against validity of certain RCA patents.

If any further indication of Zenith's all-out intentions in TV are needed, to say nothing of its continued plugging for Phonevision, there were these added news bits: (1) New Zenith receivers were shown in New York this week, deliveries promised next week, ads scheduled for Sunday papers Dec. 19, quantity shipments promised starting January. (2) Chicago Herald-American financial editor Robert P. Vanderpoel, who usually calls turn on Zenith activity, in Dec. 1-2 articles quotes "Zenith engineer-statisticians" as predicting that "Phonevision will be put into public use in the fall of 1949...that in a year there will be 2,680,000 TV sets... and that Zenith will have outstanding 450,000 sets." Which would be nearly one-fourth of whole industry's predicted 1949 output (Vol. 4:46,49). Cream of the jest would be word that Zenith, like other leading TV set producers, has bought time on TV to advertise its very photogenic products -- and on David Sarnoff's NBC, at that!

* * * *

Pittsburgh Plate Glass Co., contending for place in TV tube business, announced it is curving kinescope face plates from flat sheets by new process, claiming that it means improved tubes, faster production (projection tubes particularly), promises "very substantial" cut in mass production costs. New face has found at least one market, since metal tubes of several companies, including RCA, are now being fitted with them. Company says it can make "any size desired" of any shape, including a rectangular face now being made for unidentified manufacturer. It is also turning out curved protection plates of high-strength "Herculite" glass, as an improvement over present flat plates.

* * * *

Other news notes of the current TV trade: Westinghouse reached no decision at Wednesday meeting on proposals to go into TV tube production, though definitely

excluded manufacture at its Bloomfield, Little Rock, Owensboro or Richmond lamp works; another huddle scheduled in about a week...American Television Laboratories, Chicago (Ulysses S. Sanabria) is talking big plans to go into tube business, has broached offer to supply Westinghouse, et al. But it hasn't yet placed any bulb orders with glass people...Renewed assurances of adequate supply of TV tube blanks from big glass maker: "The TV industry for the fourth or fifth time is going through an expansion cycle. The schedules placed with us have gone up nearly 25% in the last 30 days. [We] have taken care of the requirements of all of our customers over the past 90 days without a setback. I don't see any chance of that changing."

Sears Roebuck cut price of its new "Silvertone" TV-AM console (Vol. 4:49) from \$450 to \$395 only a few days after introducing it in Chicago stores, rebated early purchasers; price as yet unannounced for forthcoming table model, nor time and quantity of shipments to other Sears stores in TV areas indicated...Scophony Ltd., of London, has bought up assets of John Logie Baird Ltd., which is said to be making TV sets for shipment to the American market -- though no signs of any yet, despite report Chicago firm intends marketing them (Vol. 4:42) which it declines to verify. DuMont moves into new plant next week in E. Paterson, N.J., formerly part of Wright aircraft factory; added space will make possible quadrupling present TV production ...DuMont repriced 20-in. club table model (Club 20) same week it arrived on market; it was originally listed at \$1,295, now is \$995.

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Notes on transmitter business: Trade gossip, probably true but not verifiable yet, has it that Western Electric will go out of broadcast transmitter field, turning business over to Collins Radio. WE recently sold its tube business to Machlett (Vol. 4:47)...RCA's 500-watt TV transmitter for Channels 7-13 is now in production, sells for \$34,500, including console and sideband filter. DuMont and Raytheon have had high and low band 500-watters for some time; GE has one in the works... Video Broadcasting Co., Los Angeles, which holds CP for Portland, Ore., has ordered GE transmitter there; also one for San Diego, conditional on grant. General manager is Charles Brown, recently with KFI-TV...Annual spring joint RMA-IRE meeting, devoted mainly to transmitting equipment, has been set for April 25-27 in Philadelphia's Benjamin Franklin Hotel.

HOTTEST TV MARKETS IN AMERICA: San Francisco and Pittsburgh areas, ranking 7th and 8th among U.S. markets and only ones among the nation's top 16 without TV service as yet, are potentially the "hottest" new TV towns in America, say the research boys -- San Francisco because of its wealth and traditional progressiveness, Pittsburgh because its dominantly working-class families stay home nights, are ardent radio fans and good buyers. Hence big push of the merchandisers now is to stock up for big demand already indicated when first TV stations open up in those cities in next few weeks (Vol. 4:49).

Only trouble is that the competitively-served, multi-station big cities (like New York, Philadelphia, Chicago, Los Angeles) are demanding ever larger quotas of receivers, and generally are getting first consideration as against new-station or one-station towns. Experience in latter is that TV sets move more slowly, though the smart marketers, looking ahead, aren't overlooking their long-range potential. Pittsburgh's now-readying WDTV, for example, will get pick of best on all networks due to its singular position on coaxial linking East-Midwest (Vol. 4:48). On the other hand, big New York area currently "consumes" better than one-third of the industry's present output; with 6 stations, it's easily TV's easiest-to-sell market.

Once San Francisco and Pittsburgh get going, only 6 cities among the top 25 (see p. 31, TV Directory No. 5) will be without TV service: Kansas City, ranking 17th; Providence, 18th; Hartford, 20th; Houston, 21st; Portland, Ore., 22nd; Indianapolis, 24th. Houston's KLEE-TV is definitely set for Jan. 1 start (Vol. 4:49). Providence's WJAR-TV says mid-February (Vol. 4:49). Portland's KTVU tells us it expects February delivery of GE transmitter, plans tests in March or April. Indianapolis' WUTV is trying for Jan. 31 (see story this issue) and WFBM-TV is aiming for March. Hartford has no grant, Kansas City has one CP.

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

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December 18, 1948

MORE EAST-MIDWEST LINKS PROMISED: In such a pickle trying to get TV networks together on time-dividing its single-channel East-Midwest coaxial, opening Jan. 12 (Vol. 4:48,50), AT&T now promises to have 2 more westbound circuits, available for TV sometime between April and June. That would make 3 westbound, single eastbound. Philadelphia-Cleveland link starts with only one circuit each direction. Only qualification AT&T made was that one of the westbounds and the eastbound circuit would be available only after 6 p.m. (due to telephone traffic loads) -- thus leaving only 2 westbound circuits usable for TV 24 hours per day. At Friday's time-allocation meeting, another deadlock developed from incompatible demands by ABC, CBS, NBC for 8-10 p.m. Sundays. Again, problem was thrown into lap of AT&T, whose reluctant decision is due next Tuesday or Wednesday. Meanwhile, all are preparing (including AT&T as a sponsor) for Jan. 11 evening program marking "driving of golden spike."

UHF GLEANINGS FROM FCC FEEDBOX: Uhf TV kettle boils and bubbles in the labs, erupts steam in speeches, in the trade press, at cocktail parties -- but one salient fact stands out: Since uhf hearing Sept. 25 week, FCC has never met to discuss it and no staff task force has been assigned to it. Vhf troposphere is still absorbing Commission's energies.

This doesn't mean commissioners and staffers aren't thinking about uhf. There's plenty evidence of that (Vol. 4:50). Nor does it cast any reflection on an overburdened, understaffed FCC that hasn't yet found a chief engineer and hasn't enough specialists to do justice to such high-level technical and policy problems. What it means is (1) that actual opening up of uhf is that much further away, and (2) that vhf freeze is likely to persist until uhf is cleared up, if FCC decides it shouldn't allocate one without the other (Vol. 4:50).

Despite fact FCC isn't yet formally deliberating uhf, it's clearer than ever that majority wants uhf as soon as it's evident there are no insuperable technical drawbacks. That's not conjecture. It's based on frank, sober answers to blunt questions put to all 5 commissioners in town this week. Several are inclined to think opposition to immediate use of uhf, on part of some vhf grantees, smacks of monopoly. Some also say they wonder "whether all technical questions must be answered before a service can be instituted." Yet engineer-commissioner Webster said this: "In matters of allocation, haste may often be made by going slowly. Too often have I seen damage done by hurried action. I see no need for hurry here."

But if majority wants uhf now, why isn't more work being done at Commission? Explanation by chairman Coy: "We need more suggestions, recommendations, advice from industry." On the other hand, some top industry folk say they need to know more of FCC's thinking before they can help.

* * * *

Out in the industry, competition's engineers are probing innards of Zenith's vhf-uhf set (Vol. 4:47), hunting weaknesses. Consensus, at this early stage, is that Comdr. McDonald has again left the flock. Whether he's a leading ram or a foolhardy lamb is yet to be seen. This much seems likely: There's a battle in the making over his "porthole" picture (as an alleged waste of transmitted information,

thus spectrum, and producing distortion), and perhaps also over his uhf circuitry (as premature and unproved). But fact is all who tell us they question legitimacy of Zenith's new baby admit they have yet to put it to a real test.

And Dr. Allen DuMont reaffirms, more strongly than ever (Vol. 4:38), that he has built, and can mass produce, more cheaply than present vhf sets, a vhf-uhf receiver continuously tunable over both entire bands, by virtue of "a radically new development." He's still for vhf-only and uhf-only cities, principally because of receiving antenna expense. As for crucial uhf transmitter situation, he reports firm orders from 2 unidentified buyers, says he'll deliver the 1 kw units in 6-8 months.

* * * *

RCA made strong public announcement this week, including statement from Chairman David Sarnoff, telling of carrier synchronization (Vol. 4:46-49) and linking of WNBT-WNBW, which has been made permanent. Company said system can be adopted generally to alleviate tropospheric interference. Apparently, it's RCA's further effort to hasten end of freeze, preserve or improve present spacing and coverage through use of synchronization, directional transmitting and receiving antennas. Incidentally, if you're in fringe area between the 2 stations, you can gauge improvement of picture, since first minute of every 15 is unsynchronized.

Action on other technical TV fronts: RMA's "cooperation" committee of manufacturing VIPs (Vol. 4:41) meets Monday with FCC Chairman Coy...JTAC huddles again Jan. 11 to plan assistance to Commission...RCA's uhf experiment in Washington (Vol. 4:37, et seq) is concluded, transmitter removed. Pulse transmitter, for tropospheric measurements, will be installed in month or so.

MONTGOMERY WARD'S 'AIRLINE' TVs: Now comes Montgomery Ward with private-label TVs -- an initial line of 5 models called "Airline" -- to rival Sears Roebuck's "Silver-tone" (Vol. 4:49), Affiliated Retailers' "Artone" (Vol. 4:48), and whatever others the big-time merchandisers may bring forth. Montgomery Ward's sets are now in its Chicago stores, will go into other TV cities early next year, won't be listed in catalogs because installation problem is local (installation fees are also quoted per job). Three of the sets are 10-in., containing 25 tubes, 4 rectifiers. Table model sells for \$299. TV-only companion piece to various radio-phono combinations also begins at \$299. Console with AM-FM-LP phono lists for \$450. Presumably, they're manufactured by Belmont and Wells-Gardner, though company won't disclose sources beyond saying "various suppliers." There are also two 7-in. sets: \$179.95 table model with push-button tuning (looks exactly like Hallicrafters) and \$199.95 portable (looks like Sentinel). Montgomery Ward continues selling other brands (Vol. 4:19).

Note: Price of Sears Roebuck's second TV set (Vol. 4:49) is disclosed as \$299, plus \$65 installation; Colonial and Telequip are manufacturing for Sears. Telequip reports it's making 7-in. table model for Sears, price \$189.75.

PEACE BUT CONFUSION IN PHONO FIELD: Peace at last with Jimmy Petrillo -- but "confusion worse confounded" in record and player manufacturing. That's the phonograph business at this writing. New numbers may pull up record sales from 35% fall-off this year (\$250,000,000 sales are now predicted for 1949), but there's the problem of 3 different turntable speeds: regular 78 rpm, CBS's long-playing 33 1/3, RCA's 45. Victor's not-yet-officially-announced 45 rpm, 6 $\frac{1}{2}$ -in. disc was demonstrated to RMA directors last week. And rumor has it that CBS is coming out soon with 7-in. microgroove record; its present LPs are 12-in. All this as dealers are complaining of trouble in servicing 2-speed changers, saying they go out of whack too easily.

Widely publicized pact with Petrillo this week ends his Jan. 1, 1948 ban on all recordings, has songshops running full speed to try to catch some of holiday trade. It sets up royalty trust fund again, to be administered by Philadelphia Orchestra Assn's Sam Rosenbaum, ex-WFIL, ex-NAB music negotiator. Record makers will pay 1-to-5 cents per disc into fund, proceeds to be used for AFM musician benefits (fund was \$2,000,000 in 1947). Agreement was reached after Attorney General held it doesn't violate Taft-Hartley Act. Transcription pact with Petrillo is due next week.

1949 TV & AM DIRECTORIES OUT SOON: Now being prepared, for distribution to our full-service subscribers shortly after Dec. 31, are 2 new directories: (1) Quarterly TV Directory (No. 6), also known as "Television Rates & Factbook," and (2) Annual AM Directory (No. 3). They will be published in about the same format as their predecessors, with all data revised to Jan. 1, 1949.

TV Directory No. 6 will include rates and data of the networks and of more than 50 TV stations on the air or due to start before end of January. Research thus far shows that, since our Oct. 1 directory, some 15 of the now-operating stations have revised rate cards, mostly upward, and several have actually decreased rates. Also brought up-to-date in the directory will be our listings of CPS for New TV Stations outstanding as of Jan. 1, 1949 (some 75); Applications Pending for New TV Stations (some 310); TV Experimental Stations (25 or more); TV Program Producers (some 300); TV Manufacturers & Receivers (75 or more companies producing some 250 different models) -- all figures tentative. Extra copies of TV Directory No. 6 will cost subscribers \$2.50, non-subscribers \$5.

AM Directory No. 3, loose-leaf, with opposite pages in blank to allow for additions and changes through the year, will again list AM stations by States, by Frequencies and by Call Letters; and AM applications pending as of Jan. 1, 1949 by States and by Frequencies. Preliminary compilations indicate it will show some 2,140 licenses and CPS outstanding as of Dec. 31, 1948 (vs. 1,961 at end of 1947); some 500 applications pending for new stations (vs. 604); some 250 applications for changes in facilities of existing stations (vs. 229). Extra copies of 200-plus page AM Directory No. 3 will cost subscribers \$7.50, non-subscribers \$10.00.

NEWS JOTTINGS ABOUT THE TV MAKERS: Cullings from TV manufacturers' reports sent us for inclusion in Jan. 1, 1949 revision of our Directory of TV Manufacturers & Receivers: Crosley offering no more consoles, only table models...Westinghouse has 12-in. console with AM-FM-phono at \$725...Stewart-Warner selling its two 10-in. consoles with built-in magnifiers as optional equipment...Videograph Corp. offers two 15-in. table models, one TV-only for \$695, other with jukebox at \$1,695, both made for it by Emerson...Negro electronics engineer Wm. B. Still, Jamaica, L.I., plans to market 16-in. table model at \$445 under "Jamaica" label...Vidcraft reports new home line starting with 10-in. table model at \$309, same with built-in magnifier at \$369; also plans 7-in. at \$199.95, ready in February.

Noteworthy in all reports (we'll have more later) is that prices are up on nearly all standard brands, though often they appear as new prices on new (and usually improved) models. Other notes of the TV trade:

Dr. Lee deForest has something up his sleeve in the way of a new TV, but he won't disclose much beyond fact it's presently in hands of Chicago manufacturing-financing interests. "If the necessary distributing organization is formulated," he wrote us this week before returning to his Los Angeles winter home, "you will again see the deForest name on a good electronics implement"...New in TV field, Wilcox-Gay Corp., Charlotte, Mich., promises 10-in. TV-only console sometime in first quarter of 1949; it will be companion piece to its radio-phono-recorder consoles, will be priced somewhere between \$350 and \$375...Admiral's Ross Siragusa, in signed article in Retailing, says his 1949 TV production will total 400,000, current production 20,000 per month...Bendix Baltimore plant is currently producing 200 of its push-button table models daily, can increase as picture tubes become available.

Industry's white hope for relief of picture tube shortage, Sylvania has purchased another plant for tube-making in Seneca Falls, N.Y.; recently, it bought plant in Ottawa, O., and trade rumors have it that it may soon push hard RCA's reputed 60% leadership in this field...Farnsworth's E. A. Nicholas announces completion of Fort Wayne plant consolidation; Farnsworth's Marion, Ind. factory has been sold to RCA, which will use it as Midwest tube plant...Specializing exclusively in 16-in. metal-coned tube production will be American Television Tube Corp. (Vol. 4:48); promoter Henry Scharf, answering our inquiry, says production starts in February...Immediately after closing deal to sell his tube-making plant to Zenith (Vol. 4:50), and agreeing to stay with his staff to run it, E. N. Rauland went into Chicago hospital for serious abdominal operation.

SIGHT AND SOUND

Sports world hassled over TV this week: In Chicago, major league baseball executives turned down minors' request that clubs limit telecasting to "hometown" areas (Vol. 4:50). In New York, Eastern College Athletic Conference heard NBC's Noran Kersta and Edward England on TV's contribution to collegiate football, came to no formal conclusion—but sportswriters described reaction as "general antipathy" toward TV by athletic directors attending; subject is due for complete airing at January meeting of National Collegiate Athletic Assn in San Francisco. In Philadelphia, champion Joe Louis said he'd ask for \$250,000 for radio and TV rights when he defends title in New York next June, said he "gave it away" last time for mere \$40,000. In Baltimore, Century Athletic Club sued owners of Baltimore Coliseum who refused club TV rights although lease gave Century right to sell broadcasts. Century attorneys argued "broadcasting" covers telecasting, Coliseum attorneys cited technical differences, argued for separation since "both are very valuable and readily saleable."

A new excess profits tax, Philco's chairman John Balantyne told Congressional subcommittee Wednesday, would inevitably tighten up expansion plans of company like his, which in TV particularly is taking risks in plant expansion (Sandusky, Lansdale); is going into electric range business (Vol. 4:48); is training 4,000 persons for TV operation; expects next year to turn out 600,000 TV sets; last year showed return of 4½ cents per dollar of sales; won't achieve 6% net this year despite profits after taxes for first 9 months amounting to \$6,600,000, or 3 times 1940 net.

Portfolio of radio and related stocks, as of Nov. 19, as disclosed by Television Fund Inc. (Vol. 4:35), investment trust formed last August to specialize in securities in TV, radio and electronics fields (all common shares): 200 Admiral, 1,000 ABC, 500 Avco, 200 Bell & Howell, 200 Blaw-Knox, 200 CBS "A", 500 Corning Glass, 1,000 DuMont, 200 Eastman, 500 Emerson, 200 GE, 500 IT&T, 400 Line Material Co., 300 Loew's, 500 Magnavox, 300 P. R. Mallory, 500 Motorola, 500 Oak Mfg., 200 Paramount, 300 Philco, 1,000 RCA, 300 Sylvania, 500 Webster Chicago, 200 Westinghouse, 500 Zenith.

Last 4 New York City FM channels are sewed up, barring the unexpected, since last minute pre-hearing dropout of Methodist group Friday left enough channels for all hands—WEVD, WHOM, WINS, Brooklyn Dodgers (Ebbetts-McKeever). Largely a formality, hearing adjourned Tuesday, will resume in Washington later to clean up odds and ends.

Notes about personnel: Tom Gallery, former Los Angeles sports promoter, since 1945 promotion manager of New York Yankees, becomes public relations manager of DuMont Network Jan. 2 . . . Pete Wasser, ex-manager of WJAS-KQW, joins DuMont's new WDTV, Pittsburgh, as promotion-production manager under manager Donald Stewart . . . Earle Hammons, president of new Lion Television Picture Corp. (Vol. 4:50), named film consultant for ABC-TV . . . Ralph Hackbusch, v.p. and gen. mgr. of Stromberg-Carlson Ltd., Toronto, elected head of Canadian Radio Technical Planning Board . . . CBS-Los Angeles Times' now-readying KTTV reports production chief Hal Hudson has mustered staff including Paul Ritts, from WCAU-TV; Stuart Phelps, from KTSL; Frank Woodruff, ex-producer of Lux Radio Theater . . . Robert Bigwood, ex-ABC, joins DuMont as network facilities engineer.

An FM freeze, much milder in impact than TV's, is being considered by FCC. What prompts idea is: (1) Study of 400 and 600 kc separation between metropolitan Class B and suburban Class A station shows they cut into each other's service areas somewhat more than expected. (2) Tropospheric interference in a few cases cuts into Class B 1,000 uv/m contours. Though only 81 applications are pending, thought of some is that FCC ought to stop to bring rules and standards into line with actual conditions, tell applicants what they can look for. If freeze is approved (and staff is split on it), modifications of CPs to enlarge service areas, as well as applications, would be held up. But operating stations and CPs wouldn't be affected.

Negotiations over transit FM are now going on among Transit Radio Inc., FM stations, and huge National City Lines which holds transit franchises in over 40 cities (Vol. 4:29). Latter has been tremendously impressed by pilot operation in St. Louis, working with KXOK-FM. Importance of system to Yankee Network is shown in transfer of Robert Manby from managership of WONS, Hartford, to new transit FM division, directly under v.p. Thomas O'Neil.

First TV-in-every-room hotel will be New York's 1,600-room Park Central, sold this week to Sheraton chain, name to be changed to Park Sheraton. Tele-Rent Corp., headed by Herman A. Cooper, with offices in Park Central, said \$500,000 installation will use specially-built 10-in. sets with 5 channels operating from master antenna.

Implications on oilman Ed Pauley's bid for KLAC-TV, Los Angeles (Vol. 4:46) are seen in FCC action this week denying his latest attempt to get FCC to make Thackrey and Warner Bros. break down package deal into individual units (Vol. 4:44). Since Commission in effect says it won't make principals separate \$1,045,000 consideration into price-per-stations, feeling is it won't accept Pauley bid for KLAC-TV as meeting Warner Bros. offer under Avco ruling.

Hallicrafters reports sales for fiscal year ended Aug. 31, 1948 were \$11,233,759; for first 4 months of current fiscal year will be \$6,500,000; for fiscal year ending next Aug. 31 should exceed \$18,000,000—big rise attributable largely to TV.

TV sponsorship notes: Admiral wants to expand its Sun. 7:30 p.m. *Welcome Aboard* to full hour on entire NBC-TV network, has secured Fri., 8-9 p.m. commitment starting Jan., size of network contingent on coaxial cable availability . . . Big advertiser Sterling Drugs Inc., which recently announced it's diverting \$1,000,000 of its budget to TV and additional newspaper-magazine advertising, started sponsorship of *Okay Mother*, daytime audience participation show, on New York's WABD Mon. thru Fri., 1-1:30 p.m., signing 10-year contract, possibly biggest yet on any single station . . . Emerson Radio's *Toast of the Town* on CBS-TV, starting Dec. 19, is being filmed for placement on Detroit's WJBK-TV, Chicago's WGN-TV, Los Angeles' KFI-TV (KTTV after Jan. 1) . . . Baltimore's WAAM reports first daytime show, *Movie Matinee*, United World Films package, Mon. thru Fri., 4:30 p.m., sponsored by Philco dealers . . . Fort Worth's WBAP-TV signs daily 5-min. movie trailers for Interstate Theatres . . . Louisville's WAVE-TV, reporting 2,816 sets in area as of Dec. 10, lists 15 sponsors . . . Buffalo's WBEN-TV has 43 sponsors, 20 of them on its *Shoppers' Guide* co-operative show, plus 11 using spots, 12 using programs (including Buffalo Electric Co., Wildroot Co.).

ADD NEW ORLEANS & SAN FRANCISCO: Put these 2 new TV stations on your on-the-air list: WDSU-TV, New Orleans, and KPIX, San Francisco. They got STAs from FCC this week for commercial operation starting Dec. 18. WDSU-TV has long planned this debut date (Vol. 4:49-50). KPIX began regular all-day test patterns this week, starts formal program schedule Christmas Eve -- so for all practical purposes it's now a full-fledged operating entity. Test results, reports manager Phil Lasky, exceed fondest hopes, excellent signal covering whole San Francisco-Oakland area, even cities behind hills originally thought doubtful: Palo Alto, San Jose, Sacramento, Vallejo, Napa, Grass Valley and some distant towns.

Thus, 49 stations are now in regular operation. Two more are slated for Jan. 1 debuts -- KTTV, Los Angeles, and KLEE-TV, Houston -- so that our predicted "nearer 50 than 60 stations by end of year" (Vol. 4:32) wins us wagers from several more optimistic confreres.

After these, January should bring forth Pittsburgh's WDTV (Jan. 11) and Washington's WOIC (Jan. 16) -- and probably NBC's KNBH and ABC's KECA-TV in Los Angeles, ABC's KGO-TV in San Francisco. We don't look for any others that month, though it's possible one or two may start tests before Feb. 1. KTTV actually started test patterns last Monday, will continue 6 days weekly, 11 a.m. to 5 p.m.; manager Harry Witt reports exceptionally good Channel 11 signals in greater Los Angeles area, reception also as far away as San Diego and Santa Barbara. Houston's first TV, KLEE-TV also started tests Dec. 15, on channel 2, also reports very good results.

One new application this week -- WCOG asking for Channel 10 in Greensboro, N.C., saying it will cover tri-city area (Greensboro, Winston-Salem, High Point). Same interests (Harold Thoms) have also applied for Charlotte. Another competitive bid for Louisville radio properties of Courier-Journal was filed by Hope Productions Inc., 100% owned by comedian Bob Hope. He offers, as did Fort Industry Co. last week (Vol. 4:50), to match Crosley's \$1,925,000 bid. Hope states he's worth in excess of \$2,000,000 proposes to bring in local interests as minority stockholders.

NOVEMBER TV FIGURE IS 122,304: November's 122,304 TV output, just 27,088 more than October's (Vol. 4:47), brought RMA total for 11 months of 1948 to 705,653, augured year's production of around 850,000. Like November's Thanksgiving Day, December holidays may cut into spiraling figure -- but it will be 5-week month. Total post-war TV production, adding up RMA figures, is 890,700; adding our usual 10% to allow for non-RMA, kits, etc. (conservative, inasmuch as non-RMA Admiral alone says it's producing at rate of 20,000 per month), we reckon all TV units produced up to Dec. 1 at about 980,000. Thus, Jan. 1 TVs will far exceed predicted 1,000,000.

FM November output was 166,701, compared with October's 170,086, doubtless reflecting decline in radio production (Vol. 4:50). All radio units during November totaled 1,116,127, down from October's 1,134,378. RMA's November TV breakdown: table models, 73,234; TV-only consoles, 31,801 (1,984 projection); TV-radio-phono, 17,269 (156 projection). November FM breakdown: AM-FM table models, 55,003; AM-FM consoles, 100,565 (3,807 without phono); FM-only and converters, 11,133.

MEANING OF PARAMOUNT-DUMONT DECISION: FCC's reaffirmation of its 1947 decision that Paramount wields control over DuMont (Vol. 3:35), hence that neither can have any more TV stations, can't be construed as slap at movie ownership -- though some may interpret it thus. Both are already up to their ears in telecasting (each with 2 stations, DuMont with one more building, thus giving them together the 5 maximum allowed under rules). Both are pioneers who got into field when it begged for enterprisers and investors. Even if there is some Washington sentiment against movie ownership, as there once was against newspapers in radio, it's generally recognized it will take Dept. of Justice action, if not an act of Congress, really to debar movie interests from TV station ownership.

What the decision means, therefore, is simply that Paramount cannot compete for the 3 more stations it seeks (in Boston, San Francisco, Detroit), nor DuMont for 2 others it wants (in Cleveland, Cincinnati), unless Paramount gets rid of its 29% stockholdings in DuMont. Nothing further along that line has developed since Para-

mount v.p. Paul Raibourn indicated his company would take \$10,000,000 (about \$16 per share) for the stock it bought for \$164,000 in 1938-43 (Vol. 4:20). It once rejected \$6,000,000 from Dr. DuMont's controlling group, which never has permitted Paramount much voice in management. Stock currently sells over-the-counter around \$15.

Commission's report finds unquestioned control. Though nothing is said about 100% Paramount-owned Gulf Theatres, applicant for Tampa, or 50%-owned Tri-States, Des Moines, these will be dismissed if decision is finalized. Technically, it's a "proposed decision" but, even though Paramount attorneys indicate they'll file exceptions and insist on oral arguments, Commission seems to have made up its mind, probably won't be budged as long as combination exists. Comr. Jones, dissenting in part, didn't think Commission ought to deny applications immediately, felt companies should be given time to "disaffiliate."

APPRAISING 'THE PATTERN OF TV': While trade observers either go completely overboard about TV's prospects (we're often guilty, ourselves), or else whistle in the dark and echo the wishful thinking of the broadcasting tycoons (most admit, privately, they wish TV had never happened), a sane and sensible appraisal of "the pattern of TV" is noted in the Dec. 6 Advertising Age. Commenting on the statement of Avco-Crosley's James D. Shouse ("TV stands a good chance not of supplementing broadcasting as we know it today, but of replacing it"), Advertising Age remarks:

"Most statements -- at least those issued for public consumption -- have cheerfully, if somewhat illogically, depicted radio and TV as complementary services, with TV growing enormously important 'without replacing any existing media.' We believe that Mr. Shouse is essentially correct. We believe that in the predictable future, radio as we know it will be largely supplanted by video. But we believe, also, that this switch-over will not come immediately, nor will it ever be complete.

"This year and next, and almost certainly for several years to come, radio will continue to be the only true 'mass medium' in the audible field. The mathematics of the situation prove this: There are at present less than 1,000,000 video sets in use; there are some 67,000,000 radio sets in use [BMB says 74,000,000]. Even with all-out video set production, these proportions cannot change drastically in less than 5 years, and perhaps 10 is a more realistic figure...

"For the advertisers, the broadcaster, the movie producer and exhibitor, the big problem from now on is a matter of timing. How long can one wait without being frozen out, and how soon can one plunge without drowning financially in an exceptionally high cost field where profits are still probably years away?"

CONTEMPORARY CULLINGS

Signs of the times: Full page CBS ad in Dec. 15 *Wall Street Journal*, captioned "Sure, Television's amazing—and it's practical, too!" And going on to read: "You're missing the ball in Television if you don't realize how well it's paying off *today*. For example: the cost of audiences actually delivered by a full-hour CBS-TV program is 7% lower than the cost of reaching people through the average full-page newspaper advertisement . . ."

"What's behind the CBS maneuvering?" asks *Billboard*, commenting on CBS raids on NBC talent, which it estimates "may yet exceed \$10,000,000." For whatever it's worth, here's *Billboard's* reply to its own question: ". . . top-level thinking on the part of CBS execs has convinced them that the future, because of television, holds room for only two AM networks. William S. Paley, Frank Stanton and company, quite simply, want to insure CBS's position as one of those networks, preferably the No. 1 network. In the CBS book, then, this is a fight for survival. This train of thought was confirmed this week by one of the highest Columbia execs . . ."

Fortune Magazine's Elmo Roper, in December issue, finds consensus among youth that TV offers best opportunities in industry today.

Story of radio in early 20s is repeating itself in TV—cut-price selling. *Chicago Journal of Commerce* devotes 3-col. lead article Dec. 17 to "mystery" of 15-20% discounts "in neighborhood stores" despite manufacturers' reports their production can't keep pace with demand, distributors' reports their stocks are milked dry to supply dealers for Xmas trade. Reasons given: "too many dealers"; "keen competition"; unseasoned dealers and those with limited financial resources "panicked by the dollar volume of their TV inventories"; "TV-only stores must move inventories faster than those with other lines"; "carryover from old-established ill of the radio business."

TV's newest smash hit? "Milton Berle is going to have to move over and make some room at the top of the TV ladder. For visually Mr. [Arthur] Godfrey is a wow—the freshest, most personable and most engaging comedian to be seen in years . . . Mr. Godfrey in television is it." Thus Jack Gould, in *New York Times*, commenting on Talent Scouts, which started Dec. 6 on CBS-TV. His enthusiasm is shared by *Herald Tribune Syndicate* columnist John Crosby, who called Godfrey (Dec. 13) "Henry Aldrich with a voice like Will Rogers . . . looks like a sure fire winner in TV."

MARTIN CODEL'S

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THE INDUSTRY'S TOP-DOG LOOKS AHEAD: Year-end estimates and forecasts for 1949 by the man most responsible for the emergence of TV as one of America's great new industries, RCA-NBC chairman David Sarnoff:

Demand for TV receivers and tubes will continue ahead of supply through 1949 ...Radio and TV combined already comprise a \$2.5 billion a year enterprise, by 1953 should rank as one of 10 foremost industries in U.S....Whole industry's 1949 TV set production will be about 2,000,000, stepping up in succeeding years until it reaches 5,000,000 by 1953...Total TV sets in use at end of 1953 will be nearly 18,000,000.

"Sight and sound combined," Gen. Sarnoff adds, "are weaving a pattern that is more appealing to the mind than sound alone, so a gradual fusion of these 2 great services is to be expected." Note: Though Sarnoff and his NBC-TV executives speak often of "gradual fusion", NBC-TV does much less AM-TV simulcasting than its rivals.

TFs' IN TV PRODUCTION ESTIMATES: Take them at their word, and the TV set makers might turn out far more than the commonly predicted 2,000,000 units during 1949. But -- and these are Big Buts:

First -- and this is still an incalculable: There isn't enough tin (for solder, capacitors, resistors, tubes, chassis) to be had for unlimited expansion. Available supply must be stretched, and stretched mightily, by whole radio industry. Tin and antimony are only metals still under Government control. Government buys all tin for U.S., parcels it out to industry. There are no industry stockpiles, only working inventories. Industry isn't permitted to build backlogs and Government has only recently begun to accelerate buildup of its still small strategic stockpile.

Far East has been major tin source, was recovering production at fair rate, but effect of wars there is a pessimistic imponderable. Bolivia, Nigeria, Congo are good producers, but still minor. Under Government controls which expire June 30, but are expected to be extended under dictates of strategy, industry will get as much tin during first half of 1949 as it did during same period of 1948. Of course, if President decides cold war demands more tin reserves, whole schedule could be knocked into a cocked hat.

Dept. of Commerce people give numerous examples of how other industries stretched, and substituted for, tin. Whether components and radio manufacturers can do likewise, and still reach projected TV production, is anyone's guess. It's not inconceivable that they may cut aural set production more than has been expected, in order to feed TV. Right now, components suppliers are quoting 20-30 week deliveries. Experts estimate 2 lbs. of tin per TV set, 4-6 oz. per AM or FM. If 2,000,000 TVs are produced next year, it means requirement of some 2,000 tons (out of total supply of 60-70,000 tons estimated available for allocation to all U.S. industries). RMA's committee to conserve tin (Vol. 4:50) is still to be appointed.

In metals field, too, outlook for copper, zinc, lead and aluminum isn't unclouded. President Truman asked for standby controls on these during last Congressional session, didn't get them. It's likely he'll ask for and get them from new Congress. Impact of such controls on TV production is also a matter for speculation.

Picture tubes are a better known "But" in the TV prediction game. RMA president Max Balcom (Sylvania) warns that a stockpile of some 250,000 picture tubes is

needed to fill "pipelines," smooth over spotty tube production. Such a stockpile is nowhere in sight; set makers are still using tubes as fast as they're made. Even with promised increased production by top tubemakers RCA, Sylvania, DuMont, GE, Rauland and North American Philips, it looks as if it will be second quarter of 1949 before situation eases at all.

* * * *

As for sum of TV predictions, add them up yourself -- the "guestimated" 1949 production of the big-name boys of radio, starting with the 600,000 Philco's president John Balderston mentioned before Congressional committee last week (Vol. 4:51):

RCA says it's No. 1 now and will be next year, so chalk up 600,000 for that company, too. Zenith, which recently acquired Rauland, suggests 450,000 as its 1949 TV output (Vol. 4:50). Admiral promises 400,000 (Vol. 4:51), Motorola at least 250,000. GE is believed to be readying for 250,000, at least; Crosley 175,000; Magnavox and Westinghouse 100,000 each; DuMont, Emerson, Stromberg-Carlson, Bendix, at least 50,000 each. And there are many others, like Farnsworth, Hallicrafters, Colonial, Belmont, lesser names, to say nothing of private brands.

All these add up to well over 3,000,000. Probably honest expectations, for the most part, based on capacity -- but all predicated on normal conditions of plentiful tube and component and materials supplies.

PROPOSALS OF THE TV MANUFACTURERS: FCC has been seeking TV advice from industry, particularly about uhf (Vol. 4:51). Well, now it has some definite recommendations from RMA's top-level "cooperation" committee (Vol. 4:41,50). FCC Chairman Coy was ill Monday, so Comrs. Walker and Webster met with and listened to: Sylvania's Balcom, Zenith's Bonfig, Philco's Carmine, Hardy and Smith, RCA's Elliott and Schmit, DuMont's DuMont and Goldsmith, Motorola's Stellner, RMA's Geddes. Here's what RMA states they urged on FCC:

1. End vhf freeze with all possible speed, so industry is warranted in proceeding with plant and output expansion. Vhf must remain backbone of national service, principally for larger cities.

2. Allocate uhf "promptly", so service can begin as fast as equipment can be developed ("one to 3 years"). Uhf is primarily for smaller cities. There should be minimum overlapping of vhf and uhf signals -- and therefore "a minimum of 2-band receivers." In short, vhf-only and uhf-only cities, so far as possible.

3. Forget about color in uhf (at least 475-890 mc). "It is far distant and would require even higher uhf frequencies."

4. Provide for at least 4 TV stations per city for competition and networks.

Presentation was verbal, informal. Although RMA press release reported agreement was unanimous, Zenith's Bonfig said agreement was on broad, general ideas; he doesn't consider Zenith necessarily committed to all specifics enumerated above, is waiting for formal presentation before commenting. Dr. DuMont has been delegated to put ideas on paper, to be circulated among committee, then submitted to FCC.

There are some obvious inconsistencies in RMA group's recommendations, as released, which may be clarified in formal report. First, allocation of vhf-only and uhf-only cities is advocated "to avoid costly future 2-band sets." Yet Dr. DuMont says he can make them more cheaply than vhf-only (Vol. 4:38,51) and Zenith is already making them (Vol. 4:47). Second, in asking for 4 channels per city, what would they do about the 82 cities among top sales-ranking 140 which have less than 4 vhf channels each assigned them, yet already have 41 stations either on air or with CPs? Should those grants be revoked and uhf substituted?

Obviously, what the manufacturers want, and understandably, is assurance that consideration of uhf doesn't lengthen vhf freeze into paralysis -- yet that uhf be available to provide abundance of stations essential to a flourishing national telecasting service. FCC has no quarrel with those aims. But its majority has made it clear they think uhf development must be stimulated (Vol. 4:51). It's apparent that whatever action FCC takes with respect to the vhf freeze will embody that objective. For Commission continues to say -- and nearly everyone agrees -- that vhf simply cannot provide a "truly nation-wide and competitive" TV service.

IMPACT OF 16-in. & OTHER TRADE NOTES: Our disclosure that RCA's 16-in. metal-coned tube will soon be available in sets costing \$475-\$550 (Vol. 4:50) is followed up in Dec. 21 Retailing with report that, as direct result of these new models, prices of 15-in. sets show "signs of dropping to lower levels," may even result in "many secondary manufacturers being driven out of the TV business." Retailing adds: "The lush, overpriced 15-in. market will be driven downward, as will the 10-in. and 12-in. markets..." And the Associated Press, in a widely published Dec. 23 dispatch from New York, reporting that other RCA licensees are expected to follow quickly with metal tube models in the same price range, quotes trade sources as saying "a customer would not be inclined to pay \$375 or even \$325 for a 10-in. set when for so little more he could get one with a picture twice as big."

Industry circles, said the AP dispatch, predict a general reduction in other TV prices would follow the 16-in. debut -- auguring a "disturbed" market, to say the least, since 10-in. are bulk of today's production and 16-in. will be relatively few for awhile.

This week, also, U.S. Television Mfg. Co., specialist in tavern TVs but making forays into home field in small way, dropped prices of its 15-in. table model from \$895 to \$695, 15-in. combination console from \$1,495 to \$1,095, 10-in. table model from \$375 to \$325. This may or may not be symptomatic. UST is relatively small company, though quick-triggered on publicity; its November sales of \$242,535 were reported as highest ever, other 1947-48 months having averaged about \$150,000.

Nearly a score of companies listed in our forthcoming Directory of TV Manufacturers & Receiving Sets report they make 15 and 16-in. models, ranging in price from a promised \$445 to deluxe \$1,759. Most such table models are in \$7-800 range. It seems certain they'll be affected by RCA's prices, though RCA's 16-in. tubes may not exceed 250,000 in 1949, thus barely dent over-all market. Besides, RCA has promised to supply its regular tube customers with quotas, and 250,000 won't go very far. Meanwhile, RCA announced it would show its new 16-in. models for first time at Chicago's Winter Furniture Market Jan. 3-15.

* * * *

Quest for picture tubes: Though bulbs are now in adequate supply, hunt for finished picture tubes of all sizes is still prime preoccupation of all set makers. Desperately seeking them, some have turned to foreign factories, notably in England, France, Holland -- but they usually meet same discouraging condition: absence of mechanized production, slowness of hand production, uncertainties about quality, dependence on U.S. for glass bulbs. Some samples have been brought over, but outlook isn't promising...Sylvania's new tube-making factory at Ottawa, O. is now in production, turning out 10-in. only; its new Seneca Falls, N.Y. plant may take 6 months to get going...Philco's Lansdale tube plant, now undergoing modernization, is expected to meet about 30% of company's requirements over next few years; at present, Philco depends primarily on Sylvania and RCA...Westinghouse executives, after renewed huddles this week (Vol. 4:50) are still pondering whether to expand into TV picture tube manufacture, won't decide until further studies are completed.

* * * *

Notes from the TV trade: Howard Radio Co., Chicago, which claims to be one of biggest manufacturers of low-priced radio consoles and combinations, calls TV the main market now, says it will concentrate on TV henceforth. Sales v.p. H. C. Briggs says all future consoles will include space for TV, which customer can add at his convenience; in addition, Howard is producing 10-in. console with AM-FM-LP phono for \$665, has same with 12-in. in works, plans line of table, consolette and console models...Chicago attorney Kenneth C. Prince has been retained by Dr. Lee deForest to negotiate for financing and manufacture of new 10-in. TV (Vol. 4:51), disclosed only as having "radically simplified producing method and improved servicing system."

Farnsworth has renamed its 10-in. model "Capehart," which means that label is now on all Farnsworth TV sets...Scott has put Protelgram projection unit into its \$1,240 Series 800 radio-phonos, new combination due in few weeks, price unannounced...Emerson's new 10-in. table Model 611 is priced same as basic 571 (\$299.50) but is in different cabinet; Emerson distributor meetings start Jan. 5 in New York.

Looks like East-Midwest coaxial is going to be used on "rotation" basis for so-called critical periods, such as Sunday nights. That's latest compromise thinking of network top brass, following meeting Wednesday with Long Lines executives. Next confab Monday may okay details. Meanwhile, various TV commercials await hookup availabilities—including General Foods' probable replacement of *Author Meets Critics* on NBC-TV Sun., 8-8:30 p.m., with comedian Danny Thomas; Kellogg's *Singing Lady*, signed by ABC-TV for Sun., 6:30-7 p.m., EST, starting Feb. 13; contemplated increased schedule on CBS-TV for *Ford Television Theatre*, now once monthly, Sun., 7:30-8:30 p.m.

Current spate of surveys about TV includes one by Audience Research Inc., Princeton, N. J. (Gallup), finding only 1.5% of nation's 40,000,000 families have TV sets. Yet another by big ad agency, Geyer, Newell & Ganger, 745 Fifth Ave., New York, finds TV as an advertising medium "fast approaching the national stage . . . far ahead of the time . . . expected." Agency's third annual TV report, by radio director Donald S. Shaw, approaches subject in businesslike, factual manner, points to growth of networking which it says justifies larger production budgets, includes commercial data on network operations and policy, expresses doubts about effectiveness of off-kinescope films.

Magnavox third quarter sales of \$9,394,546 and profits of \$1,019,182 (\$1.70 per share) during third fiscal quarter of 1948, ended Nov. 30, were highest in company's history, reports president R. A. O'Connor. They compare with \$6,700,792 sales, \$485,257 profit (81¢) for same period of 1947. However, due to delay in getting into TV production and seasonal decline in radio-phono sets, Magnavox 9-month report shows decline from preceding year period: Sales \$17,365,036 and profit \$1,281,198 (\$2.14) vs. \$19,514,962 and \$1,527,496 (\$2.25).

Motorola ended its fiscal year Nov. 30 with \$57,400,000 sales, up 23% from 1947's \$46,700,000, expects sales of \$75-80,000,000 in 1949, attributable mainly to TV and auto radio business. President Paul Galvin so reported to stockholders Dec. 20, adding that net profit figure isn't ready yet but is expected to increase likewise over \$2,510,410 recorded for fiscal 1947. Quarterly dividend of 25¢ and extra of 25¢ was paid, making \$1.25 for year; company also is changing fiscal year to coincide with calendar year.

Admiral's 10 months ended Oct. 31 resulted in net sales of \$50,899,834, net profit of \$2,791,664 (\$3.10 per share). Profit for same 1947 period was \$1,501,511 (\$1.67); sales figure unavailable.

Coast-to-coast TV by 1950 isn't in the cards, AT&T said when queried Wednesday about statement in Dec. 21 *Wall Street Journal*. Article by John Bridge gives good picture of AT&T's \$3 billion postwar program, and TV's place in it, including 5,500 miles of TV-carrying coaxial already installed. It also recounts Bell Lab's transistor development as vacuum tube replacement (Vol. 4:27).

Hotelevision Inc. reports contracts for TV installations in 150 rooms of New York's Hotel Delmonico and 100 in Hotel Sutton, 150 in Brooklyn's Hotel Granada—making total of 9 hotel installations by company. Others are New Yorker, Roosevelt, New Weston, Essex in New York; Sherman in Chicago; Cleveland in Cleveland.

Next TV synchronization hookups (Vol. 4:46,48,49,51), planned for January, are Detroit's WWJ-TV and Cleveland's WNBK; also, Boston's WBZ-TV and Schenectady's WRBG will be "synchro-linked" with NBC's New York-Washington setup.

Shakeup of NBC-TV is likely as result of Jan. 1 resignation of Noran E. (Nick) Kersta as assistant to v.p. in charge of TV, who nominally is Sid Strotz, now back in Hollywood and unlikely to agree to return to New York. It won't be surprising if Carleton D. Smith, director of TV operations, wins elevation to v.p., a logical selection. Kersta quits to become TV director of William H. Weintraub & Co., agency handling major network accounts, few yet in TV, including Kaiser-Frazer (Walter Winchell), Lee Hats (Drew Pearson), Seeman Bros. (Air Wick), Coshocton Glass, Revlon. At 37, he's one of TV's commercial pioneers, has been with NBC last 15 years except for wartime hitch in Marine Corps. He's technically trained (MIT), member of TBA board, has been one of most sought-after young executives in TV, turning down numerous station and other offers.

Clear sailing for Warner Brothers' purchase of Thackrey stations (Vol. 4:30) seems indicated by FCC dismissal this week of Edward Pauley's bid for KLAC-TV alone (Vol. 4:46). Commission said Pauley bid didn't meet Warner deal under Avco rule since it was for only one station—Warner's is for "packaged" KLAC and KLAC-TV, Los Angeles and KYA, San Francisco. Only hitch in getting final FCC approval for transfer now seems to be pending requests by KARO, Riverside, and KFAC, Los Angeles for KLAC-TV's Channel 13 (Vol. 4:19,36). Nor has question been raised of Warner involvement in theater anti-trust case, as it was in Tri-State Meredith application to buy KSO, Des Moines (Vol. 4:29).

"Animatic" projector is ABC's latest slice at cost of TV commercials. It's a device for switching from one picture to another in 1/200th second, thus achieving illusion of animation with very few pictures. ABC says equivalent effect of animation for one-minute spot can be obtained with 6 in. of Animatic film, compared with 36 ft. of conventional 16mm film. Comparing costs, ABC claims system could produce, for \$400-\$1,500, almost as good effect as film of Lucky Strike's marching cigarettes, which cost \$20,000. Machine is product of Dunningcolor Corp., Hollywood. ABC has exclusive rights for its stations and affiliates.

Film producer Hal Roach announced this week he'll devote his studio wholly to production for TV henceforth, his Hal Roach Television Corp. having started on six 30-min. films due for completion by Jan. 5, 12 more to follow. He told press luncheon, "I regard TV films as the biggest opportunity to unknown players." Wm. Morris Agency is representing Roach in TV.

One of FM's "First Families," Yankee Network, this week dropped second CP for FM, in Hartford, Conn. First was WMNE, Mt. Washington (Vol. 4:38). In view of Yankee's interest in transit FM (Vol. 4:51), pullout is rather surprising, though company still represents Transit Radio Inc. for all New England. Yankee's remaining FMs are Boston and Worcester (on air), Bridgeport (CP).

David Stevens moves from FCC's TV law section into AM as Dwight Doty steps up to take chief of AM position left vacant by resignation of Edward Kenehan (Vol. 4:50). Understanding is that Joseph Nelson will move into TV.

Henry Rhea, ex-RCA transmitter sales, recently in consulting engineering partnership of Witty & Rhea, Dallas, has joined Philadelphia's WFIL-TV as asst. chief engineer for TV.

Stratovision's next phase begins in January: experiments with microwaving programs to plane for rebroadcast, be done commercially if FCC authorizes system.

NEW LISTING OF TV SET MAKERS & SETS: Revised Directory of TV Manufacturers & Receiving Sets, to be published Jan. 1 as part of our quarterly TV Directory No. 6, will list 59 companies definitely reporting they are producing 257 different models of receivers, plus 20 known to be making or planning TV sets but about whom data is incomplete. Add list of 11 unverifiable companies said to be in TV field, 7 kit manufacturers, 7 firms engaged in special installations, 14 cathode ray picture tube manufacturers, 16 lens makers -- and we give you an authoritative index to the manufacturing side of the mushrooming TV industry. Our last quarterly directory (No. 5) in October listed 68 companies then reporting set production, plus 6 making kits, plus 44 calling themselves set makers but about whom information was unobtainable. Most of latter turned out to be false alarms, aren't now listed. New Directory, in fact, culls wheat from chaff as best we could, though we suspect a few put down their "plans and prospects" rather than actualities. At all events, all the top producers are listed, with their models.

THE BUSINESS SIDE OF TV OPERATION: Los Angeles' fifth TV station, the CBS-managed (and 49% owned) Los Angeles Times KTTV, begins commercial operation New Year's Day on an approximate 15-hours-per-week schedule, Fridays thru Tuesdays. Roughly, manager Harry Witt plans 5 hours per week of CBS kinescope recordings, 5 of remotes, 5 of studio programs. Among accounts thus far signed are Emerson's "Toast of the Town," Bekins Van & Storage Co., Federal Savings & Loan, Southern California Gas Assn., Farmer's Market, Gillette, Chevrolet, Bulova, GE. Los Angeles becomes only city besides New York with so many stations, should have its full complement of 7 before end of January when NBC's KNBH and ABC's KECA-TV are due to get going.

Probably the first TV station to pull out of red will be New Haven's WNHC-TV, whose manager Jimmie Milne tells us: "With what business we now have and new accounts starting in January, it is entirely possible we will be in the black by about the 15th [of January]. In fact, we're only a few bucks in the red at this moment." In October, Milne reported WNHC-TV was losing about \$1,000 per week (Vol. 4:41), probably lowest of any TV operator. He doesn't disclose bookkeeping details, but WNHC-TV is nation's only community-class station (uses only 1.82 kw visual power), has no TV studios, operates largely as satellite of DuMont's WABD, New York.

Among major stations, first to intimate it was anywhere near profit point is Cincinnati's WLWT. Avco's executive v.p. Ray Cosgrove, in year-end statement, says WLWT is "approaching" point of making small profit. However, he added, Avco's 2 new stations in Columbus and Dayton will operate at an initial loss.

Further on the commercial side, newly inaugurated WDSU-TV, New Orleans (Vol. 4:50,51) reports it has sold more than 10 hours per week locally, wires "impact of TV on New Orleans entertainment field almost staggers the imagination." Even before Dec. 18 debut, more than 2,000 receivers were installed. And an even more ebullient progress report on Memphis' WMCT (Vol. 4:46) is telegraphed by manager Hank Slavik:

"WMCT operating schedule now 6:45-10 p.m., six nights weekly. Formal opening Dec. 11 brought such great response from local advertisers who want on air first week, WMCT had to cease taking new business for 10 days to allow production staff to catch up on making of film shorts, slides, auditions for commercial programs. One advertiser, Stewart's Foods, purchased weekly hour-long wrestling matches plus hour-long Hopalong Cassidy film and 6 spots weekly; also is now dickering for kid shows. Most of TV coin coming from non-AM advertisers. Carrying Philco Playhouse kinescope film from NBC and expect more kinescope commercials from CBS and DuMont. Delighted with coverage extending as far as 130 miles in some directions due no doubt to America's highest TV tower, 750 feet. All in all, New Year looks promising and Memphis public seems to love TV." * * * *

Too bad coaxial-microwave connections are still too far off to permit TV audiences to watch New Year's Day grid classics due to be covered on non-interconnected stations: Rose Bowl by Los Angeles' KTTV; Sugar Bowl by New Orleans' WDSU-TV; Orange Bowl by Miami's WGBS, which is still only a TV applicant but is carrying game via closed circuit from stadium to paid audience in Bay Front Auditorium. Latter TV stunt was also done by Birmingham's WAPI Dec. 4, covering Auburn-Alabama

game via microwave relay to Municipal Auditorium where 18x24-ft. RCA screen showed to 5,500 persons, each paying \$1.24 admission; also off-the-line to TV luncheon in Tutwiler Hotel and to local Negro high school. WAPI's WAFM-TV won't be ready before next July, but stunt was buildup. RCA traveling unit used by both WGBS and WAPI.

LINEUP OF TV STATION SALES REPS: Matching the scramble of the networks to sign up TV station "affiliations," whether interconnectable now or in the far future, national sales representatives too are eager-beavering the TV field. Like the networks, they aren't always getting exclusive tieups from station owners, who for most part are biding their time and awaiting developments before signing long-term contracts. Some of the reps entered the TV field quite belatedly, most are still feeling their way. Pioneering isn't the word for the reps, so far as contributing to TV techniques are concerned -- that's been left pretty much to the networks, stations and agencies thus far. But if TV follows the pattern of radio, the reps will play an increasingly important role as more national business, especially spot, goes TV.

TV rep names are the same as radio's, by and large, as indicated in rate cards and data supplied for our TV Directory No. 6 now being readied for Jan. 1 publication. NBC Spot Sales represents its own 5 stations (one still building) plus WBZ-TV, Boston; WRGB, Schenectady; WPTZ, Philadelphia; WTVR, Richmond (also Blair). ABC Spot Sales represents its own 5 (2 still building) plus WMAL-TV, Washington. DuMont represents its own 3 (one still building). CBS Radio Sales represents its own station in New York, plus KTTV, Los Angeles (49% owned, starts Jan. 1), and WCAU-TV, Philadelphia. Here's how the other now-operating stations are represented -- not including stations with indefinite 1949 starting dates:

Edward Petry & Co.: WNAC-TV, Boston; WBAL-TV, Baltimore; WBEN-TV, Buffalo; WSB-TV, Atlanta; WTMJ-TV, Milwaukee; KSTP-TV, St. Paul; KFI-TV, Los Angeles. Katz Agency Inc.: WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WHEN, Syracuse; WSPD-TV, Toledo; WJBK-TV, Detroit. Free & Peters Inc.: WPIX, New York; WAAM, Baltimore; WAVE-TV, Louisville; KSD-TV, St. Louis; WBAP-TV, Ft. Worth. John Blair & Co.: WTVR, Richmond (also NBC); KDYL-TV, Salt Lake City; WDSU-TV, New Orleans; KTSN, Los Angeles. Weed & Co.: WATV, Newark; WBKB, Chicago; KTLA, Los Angeles. Branham Co.: WEWS, Cleveland; WMCT, Memphis. Adam J. Young Jr. Inc.: KRSC-TV, Seattle; KLEE-TV, Houston (starts Jan. 1). Bolling Co.: KPIX, San Francisco. George P. Hollingbery Co.: WWJ-TV, Detroit. Wm. G. Rambeau Co.: WNHC-TV, New Haven.

PRIVATE LABELS ON A FEW TV SETS: Private-brand TV sets are gradually emerging, in limited quantities and usually at competitive prices. Demand for TVs being what it is, only deterrent to their production on a greater scale is the tube shortage and the unwillingness of many manufacturers to turn them out while they have plentiful orders for their own brands. We've already reported on Affiliated Retailers' "Artone," Sears Roebuck's "Silvertone" and Montgomery Ward's "Airline" (Vol. 4:48, 49,51). Here are some others:

"Delco" brand is being made for United Motors Service Division, General Motors, by Hallicrafters. Line consists of 10-in. table model at \$350; projection console, 12x16-in. picture, at \$750; 7-in. table model at \$199.50 (temporarily discontinued due to tube shortage). UMS is distributor of Delco radios sold by GM accessory and parts retailers, also by some non-automotive appliance stores.

"Truetone" is being made for Western Auto Supply Stores by Wells-Gardner and Belmont; line consists of 7-in. table model with push-button tuning at \$189.95; 10-in. table model at \$295 (due soon).

"Bestone" is being made for Vim chain of New York metropolitan area stores by Olympic; it's 10-in. table model advertised at \$199.50.

"Muntz" is made for subsidiary of "Mad Man" Muntz's big, flambouyant used-car auto business, Hollywood, by undisclosed Pacific Coast manufacturer (some also reportedly by Colonial); line said to include 10-in. table at \$299.50; 10-in. console, \$339; 10-in. with AM-FM-LP phono, \$439.

Not exactly in private-brand category, but made for its taproom trade by Emerson, is Videograph Corp.'s 15-in. table model at \$695 and its combination TV-jukebox at \$1,695.