

early in 1948. It's in addition to company's 10-in. TV-AM-FM console (VK-101) which it sells at \$495. Hallicrafters' set has 19 tubes, tunes all 13 channels by pushbutton, is boxed in neat grey metal cabinet finished not unlike its well-known amateur and military lines; this unit also will come in wooden cabinet at \$20 or \$30 extra. It's in addition to TV-AM-FM-phono console, 10-in. screen, that Halli-crafters dealers will begin offering at \$795 next month.

There may or may not be significance -- GE isn't saying -- in fact that GE's AM-TV console model 801, first TV set it brought out (Vol. 3, No. 42), was being offered at \$495 in New York this week at cut price -- down \$130 from original \$625. And U. S. Television Mfg. Co. reduced its \$895 console to \$745, fifth cut it has so far ordered (Vol. 3, No. 38). Among new firms, Remington Radio Corp., White Plains, N. Y., has its Rembrandt models on market now, 12-in. table at \$695, 15-in. console at \$895. Clearvue Television Corp., New York, headed by Irving Kane, ex-president of Viewtone, now out of business but first of cheap 7-in. model producers, this week displayed new line of 10, 12, 15-in. consoles, ranging from \$450 to \$750.

**WELL ON ITS WAY TO MATURITY:** Landmarks in TV's sure, steady forward march as an art and an industry, as noted in current events and accomplishments:

1. AT&T opened New York-Boston microwave relay (8 jumps), hooked it into New York-Washington coaxial, so that network TV service is available to major New England areas the moment they erect stations. Planned for sometime in 1949 is New York-Chicago relay (30 jumps). Coaxial is already laid to Richmond, so TV outlet there can go network by next summer. Southern transcontinental coaxial, while largely laid, still has some links to be completed in 1948, most repeaters to be installed. Its progress, plus swiftly developing microwave links, impelled NBC's Frank Mullen to predict coast-to-coast network telecasting within 2 years.

2. President Truman's address to Congress Nov. 17, Armistice Day services at Arlington, this week's Congressional committee hearings on Marshall Plan -- all grist for TV, all handled with improving skill -- furnish auguries of kind of live news coverage which will make sight-plus-sound as commonplace soon as sound-alone is today. Also, recent Election Day job done by WFIL-TV, Philadelphia, televising tabular returns and employing own newsreel crew to take films to be telecast same night, showed what local station can do, gave foretaste of 1948 national elections.

3. Theater Guild's first of 6 scheduled plays on NBC's TV network, St. John Ervine's "John Ferguson," was staged last Sunday with top stars, will be followed by "The Late George Apley" Dec. 7. Wonderfully acted performance demonstrated enormous potential of medium for full-length dramas. It wasn't very good play for these days (too heavy drama) but "Variety" gave this quite accurate appraisal: "Production, direction and acting was as near perfect as anything yet seen in this still new medium, signifying the Guild's legit reputation...will easily bridge the gap from the stage into the tele studios."

4. AP reported putting its first newsreel unit in operation in Washington, aiming at TV station clientele (Vol. 3, No. 44). Hearst's INS said it also was entering field within next 10 days. And WCBS-TV's planned presentation this Sunday night (over hookup with Baltimore's WMAR, Washington's WMAL-TV) of Protestant Film Commission's "Beyond Our Own," full-length feature produced in Hollywood, is seen by that network as "forerunner of a new movement" to present church messages via movies into homes. Seven such pictures are planned. Hegira to TV of screen as well as stage groups, though small ones yet, may eventually break Petrillo-abetted gangup against feature films on TV.

5. Influx of more big sponsors and top agencies evidenced by Swift & Co. sponsorship of first TV commercial network (5 stations keyed from WNBT, New York) for "Swift Home Service Club" with Jinx Falkenburg and Tex McCrary, Fridays 1-1:30 p.m. (Lee Cooley producing for McCann-Erickson). Also by Gillette's continued sports purchases (thru Maxon Inc.); American Tobacco's sponsorship of big grid games (thru N. W. Ayer); General Foods' (Maxwell House) sponsorship of MBS network's crack feature "Meet the Press" Thursday nights on NBC's New York and Washington TV