

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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