NEW YEAR STATUS OF AM-FM-TV: Your 1948 AM Directory is now in the mails to you -- Addenda 2-A herewith being first of new series of weekly addenda reporting current FCC actions, applications, etc. and designed to keep your directory file up-to-the-minute. We hope you like the new loose-leaf format. For the United States alone, it lists 1,505 licensed (operating) stations, 456 CPs (authorized for construction) -- plus 604 applications pending for new stations, 229 applications for changes in facilities of existing stations. Thus, 1947 ended with exactly 1,961 AM stations on the books, up 392 from the 1,579 total at end of 1946 when it was up 523 from total at end of 1945. In other words, in 2 years FCC has just about doubled number of AMs in U. S. and its possessions. And our AM Addenda for this first week of 1948 shows FCC has already added 4 CPs, received 8 more applications.

Note: End of 1947 FM count was 84 stations licensed, 921 CPs and CGs, 119 applications pending -- 376 of these FMs on the air, mostly under STAs (special temporary authority). End of 1947 TV count was 16 on the air, 56 CPs, 84 applications pending. See FM and TV directories and addenda.

PUBLISHERS SWELL THE TV LIST: Six new TV applications this week. 4 from newspaper interests (3 from Ohio), indicate no relaxation this new year in quest for slowly but surely diminishing supply of channels. Among its final acts of 1947, the FCC granted CP for Channel 5 to WAGA, Atlanta (George Storer) and issued full license to NBC's WNBW, Washington -- so it looks like grants in non-contested areas will come fairly fast these next few months.

Besides those previously forecast, we can disclose now that Arthur Church's KMBC, Kansas City, is about to file for Channel 7, has just named veteran radioman G. L. Taylor as TV v.p., has completed building plans for a magnificent new local Radio City. This week's applicants (for details see TV Addenda 1-E herewith):

Donroy Broadcasting Co., San Diego (Don K. Hankey and LeRoy Hillman, Los Angeles auto dealers, new to radio), seeking Channel No. 8; San Diego has 4 channels assigned, now has 3 applicants, at least one more in prospect. Clark Associates Inc., Binghamton, N. Y. (WNBF), No. 12. Toledo (O.) Blade, No. 10; new applicant also for AM, owned by same newspaper interests (Paul Block) as TV applicant WWSW, Pittsburgh. Toledo's sole assigned Channel 13 has already been granted Storer's WSPD, but Engineer Esterly Page says No. 10 can be made available by conceding 680 sq. mi. interference slice (13 sq. mi. within 5,000 uv/m contour) from nearby Windsor's adjacent Channel No. 9. WCPO, Cincinnati (Scripps-Howard, Cincinnati Post), No. 7. Youngstown (O.) Vindicator (WFMJ), No. 13. Easton (Pa.) Express (WEEX-FM), No. 8 for community station.

THE RADIO PRICE PICTURE DIMS: There was a bit of irony in fact GE's Charles E. Wilson on New Year's eve announced 3% to 10% price reductions on big list of products, including radio and TV sets -- yet very next day GE notified its radio manufacturing customers it was hiking prices of tubes average 12% (as did Hytron and National Union). No such word comes yet from other big tube makers RCA, Sylvania or Raytheon, but fact remains cost trend is still up. Especially if other component m-
rs follow suit, chances of lowered radio and TV receiver prices would seem to go
limmering. Actually, Hallicrafters reportedly was planning to produce a 10-in.
set to sell at $250 (or $25 less than Emerson's projected model; Vol. 3, No. 51)
at its hopes were dimmed by the tube increases. There are 20 to 50 tubes in most
sets, aside from big cathode.

Other TV manufacturing notes: Admiral in Chicago this week showed its new
optional TV matched ensemble, which can be sold separately or together, each at
299.95 -- TV unit being 10-in., 13-channel, 28-tube table model, radio unit being
an AM-FM-phono console. Deliveries start end of January. Admiral also introduced
its 7-in. table model at $169.75, now in production but delivery dates uncertain.
arkes Tarzian, electronics contractor of Bloomingtom, Ind., holder of CP for TV
station there, said to be testing 10-in. table model in Chicago and Fort Wayne that
might" sell for as low as $150. Hallicrafters' 7-in. table model, to sell at
169.50 (Vol. 3, No. 46), won't be ready to ship for 60 days, says President Bill
alligan. Farnsworth starts production in February of new 10-in. console with 13
annels, AM-FM-phono; in March, 10-in. table model with 13 instead of present 8
annels, also 2 more consoles -- no details or prices yet. Colonial Television
orp., Bronx, N. Y., offering projection model at $2,195 that puts 7x9-ft picture
screen. New firm, Tel electro Corp., 385 Flatbush Ave., Brooklyn, N. Y., offering
Tavern-Tel" with 15-in. screen, DuMont components.

ANDWRITING ON THE SCREEN: Another big movie outfit that doesn't intend to be
ought napping by TV is Telenews Productions Inc., 32 E. 57th St., New York, oper-
tor of a chain of newsreel theaters with its own international newsreel shooting
up. Though TV is far from being a profitable field for syndication as yet, Tele-
ews this week joined with International News Service and International News Photos
to offer TV stations and sponsors a daily "package service" of newsreels, still
ictures and teletype news "specifically tailored for TV." Unstated, but also ob-
ious, is Telenews' intention to be fortified against inevitable day when TV dom-
nates newsreel business (Vol. 3, No. 44), including transmissions into theaters.

This is latest in series of moves on part of all 3 big news services to get
on ground floor of TV, especially via newsreels. They're moving much more
quickly than they and the newspapers did into radio. As for the motion picture
people, they're becoming increasingly aware of TV's potential but not many as yet
re doing much about it. One of few actively in telecasting field is Paramount,
hose President Barney Balaban's Dec. 19 letter to stockholders includes this sig-
nificant statement: "The television picture is encouraging not only from the stand-
point of the success of our own activities in the field [operating 2 stations, ex-
perimenting with theater TV] but likewise from the standpoint of the growth and
development of television as a means of communication and entertainment....it is
ur intention to continue to devote substantial energies and resources to its ad-
ancement and improvement."

RINTED CIRCUITS COMING OF AGE: Bureau of Standards scientists are getting a bang
ut of way electronics industry has latched onto their printed circuit idea, pre-
ented on a silver platter without any patent strings attached. Since we first
ote about it a year ago (Vol. 2, No. 46; Vol. 3, No. 8) method has taken on ap-
pearance of a revolution in circuit-making. Oct. 15 symposium in Washington showed
ost major set manufacturers up to their ears exploring applications to TV, FM, AM,
th some in production stage. Washington consulting engineer Frank McIntosh, con-
nered about crying need for cheap TV sets, is working that angle on his own to see
he can lend set makers a hand.

Largely work of mild-mannered, brilliant young Cleo Brunetti, system has ap-
eared in first complete commercial device -- hearing aid of Allen Howe Co., Pea-
ody, Mass. -- with striking savings in production and servicing costs. Soon for-
oming will be unit for Citizens' Service (handie-talkie device in 460-470 mc
and). Symposium attendees (some 700, including first-string engineers of such
fits as Emerson, DuMont, Zenith, Westinghouse, RCA, Philco, Bendix, Sylvania,
theon) are clamoring for another meeting. So Bureau may schedule one for May.
NEW TV STATION SCHEDULE, 1948: Of the 56 CP holders for TV (TV Directory No. 1), all but 10 have replied to our inquiry as to when they intend going on the air -- and most say sometime in 1948. Thus, assuming deliveries of equipment to all who really want to get going this year, it's indicated there should be about twoscore more TV stations in operation within next 12 months. They say so, not we; actually, we'll settle for about 30, transmitter prospects being what they are. Here's the schedule of new TV station openings (start of test patterns) as reported to us:

Within next 30-60 days: WJNA, Chicago; WATV, Newark; WCAU-TV, Philadelphia; WBAL-TV, Baltimore; WFTV, Richmond (latter ready to go except for missing STL). During Feb. or March: WBZ-TV, Boston; WJHC-TV, New Haven; WBEN-TV, Buffalo; KPI-TV, Los Angeles; WLWT, Cincinnati (latter already operating experimentally but planning commercial debut in February).

"Early or late spring": WPIX, New York (changed from WLTV); WOR-TV, New York; WOIC, Washington; WTVT, Toledo; WTTV, Bloomington, Ind.; KSTP-TV, St. Paul.

"Late spring or early summer": WNAC-TV, Boston; KNB, Los Angeles; WWHB, Indianapolis; WAAM, Baltimore; WBAP-TV, Fort Worth.

Summer: WJZ-TV, New York; WNBY, Chicago; WENR-TV, Chicago; KSFO-TV, San Francisco; WTCN-TV, Minneapolis; KARO-TV, Riverside, Cal.

Next fall or winter: WHAS-TV, Louisville; KECA-TV, Los Angeles; WDLT, Detroit; WTVJ, Miami; KCPR, San Francisco; WJAC-TV, Johnstown, Pa.

"Indefinite": KTTV, Los Angeles; KLAC-TV, Los Angeles; KGO-TV, San Francisco; WXL, Cleveland; WNBK, Cleveland; WTVO, Detroit; WDTV, Pittsburgh; WMC-TV, Memphis; KGW, Portland, Ore.; WRTV, New Orleans; WLWD, Dayton; WLWC, Columbus; WRTB, Waltham, Mass.

No reply: KGDM, Stockton, Cal.; WDEL-TV, Wilmington, Del.; WOI-TV, Ames, Iowa; KOB-TV, Albuquerque, N. M.; WJAR-TV, Providence; KLRLD-TV, Dallas; KBTV, Dallas; KDL-TV, Salt Lake City; KRSC-TV, Seattle; Liberty Bstg. Co. (WAGA), Atlanta (granted CP this week). Except for KOB-TV, which has RCA equipment delivered, and KDL, which has an experimental setup, we have no record of any of these having placed even tentative orders for equipment.

WHAT THE TV SET BUYER WANTS: Everybody's surveying TV these days, one aspect or another. Latest reported is DuMont's, conducted by Market Research Service among 1,200 "typical" interviewees in New York metropolitan area -- 50% men, 50% women; 25% in 20-29 year age group; 35%, 30-44; 40%, 45 or over; 15% in upper income bracket, 30% high-middle, 55% lower-middle; 7% owning TV sets, 45% saying they planned to buy, 49% not planning to buy, 6% undecided. Here's gist of findings, including multiple responses:

Asked what 2 type programs they preferred, 69% said sporting events, 43% drama, 40% movies, with special events and news trailing. Noteworthy was fact 57% of women preferred sports. Asked what they regarded most important thing to look for in TV set, 73% said size of picture, 48% said durability of set, 39% said ease on eyes, 35% said reputation of manufacturer, 30% said appearance as furniture. Only 33% of men, 8% of women could describe difference between projection and direct-view receivers. Asked whether they preferred TV in combination with radio, phone or both, 54% said they did, 27% said TV alone would suffice, 19% don't know. (Ask DuMont Television, 515 Madison Ave., New York, to send you fuller summary.)

FM SPROUTS IN WELL-GRAZED MARKET: Looks like 1947 may go down as year set makers shot their biggest AM wad, then turned to new gimmicks to sell sets, mainly TV and FM. Fact is no one expects 1948 unit production to be as great as 1947's nearly 18,000,000 (RMA President Max Balcon predicts only about 15,000,000). Yet dollar volume is seen higher, thanks to TV and FM (despite small-AM-set-specialist Emerson's dubious attitude toward TV). And 1948 may well see cheaper FMs get hoped-for production spur (only 1,000,000 FMs in 1947, about three-fourths in consoles).

Many a small producer is already giving cheaper FM a try (Vol. 3, No. 45 et seq). Even some of bigger boys are beginning to talk about more than token pro-
Wayne Coy appointment to FCC chairmanship may face rough sledding in new Congress, with Senator Taft already voicing purely partisan opposition; but it's a Democratic vacancy. Indiana GOP Senator Capehart is for it, so ultimate confirmation seems reasonably sure. Coy was sworn in for interim appointment Dec. 26. George Sterling was sworn in Friday. Asst. Chief Engineer John Willoughby was named acting chief, presaging appointment after Senate confirms Sterling.

Recording ban went into effect Jan. 1, and Petrillo retains "never, never, never" will AFM members record again. Next on agenda comes resumption his negotiations with networks for new contract; meanwhile, he gave them until Jan. 31 to record for rebroadcasts. On all-industry front, Special Industry Music Committee announced appointment of Sydney M. Kaye as counsel, Verne Burnett as public relations consultant. Chicago Federal Judge La Buy said he'd announce decision on Petrillo's trial Jan. 14.

Local advertising up $20,000,000 (to $136,000,000), national spot up $1,000,000 (to $90,000,000), regional network down $225,000 (to $5,000,000), national network down $1,000,000 (to $125,796,000)—that's 1947 broadcast revenue picture as reported in NAB survey. Total gross revenue picture was $357,296,000 in 1947 vs. $331,764,000 in 1946. Against this 8% revenue increase, NAB says operating costs were up 96%.

"Who is Mr. F-M?" contest is latest trick in bag of one of nation's newest FM promoters, Ben Strouse (WWDC-FM, Washington). Unashamedly swiping "Miss Hush" idea, he broadcasts clues on both AM and FM, but reserves some key clues for FM only. Some $5,500 in prizes (donated by merchants in return for generous identification) go to winner who'll be announced Jan. 22 at Hotel Statler shindig inaugurating full 20 kw power.

Best "Portrait of the Unpredictable Petrillo" we've yet read is Jack Gould's in the Dec. 28 (Sunday) New York Times Magazine. And for professional labor relations approach, we recommend Elinore Morehouse Herrick's in Dec. 29 New York Herald-Tribune.

ABC upped 4 to v.p. this week: Frank Marx, engineering; Robert Saudek, public affairs; Irving Kenway, advertising, promotion and research; Thomas Velotta, news and special events.


FM production for 1948 will be subject of RMA-FMA committee meeting Jan. 9 at Washington's Hotel Statler.

Air time charges for WCBS-TV, New York—first such charge by Columbia—are $400 for 1 hour, $320 for 40 minutes, $240 for half hour, $200 for 20 minutes, $160 for quarter hour, $135 for 10 minutes, $115 for 5 minutes, $100 for 1 minute (including film facilities). Film facilities charges are $125 for 1 hour, $105 for 40 minutes, $85 for half hour, $75 for 20 minutes, $65 for quarter hour, $55 for 10 minutes, $45 for 5 minutes. Film rehearsal charges are $100 per hour. CBS also has established remote facilities charge of $700 flat; most other stations now operating quote outside pickup charges on individual facilities basis. New rate card does not quote on studio shows. Rates firm until June 1948.

AT&T's coaxial plans for 1948 were spelled out in some detail this week when FCC okayed $76,000,000 expansion program. For TV this is the score: 2 circuits for New York-Washington (making 4 altogether, 2 north, 2 south), plus Washington-Charlotte, New York-Albany, Philadelphia-Chicago, Chicago-St. Louis. Philadelphia-Chicago may be in by June 1949, says Long Lines chief L. G. Woodford.

It's Tweedledum and Tweedledee as between DuMont, GE and RCA transmitters for TV, opines TV authority Don Pink in January Electronics Magazine. They all accomplish same end, though by various means, and at present there's no way of telling which method is better, he writes. At recent IRE-RMA meeting in Rochester, Editor Pink called for higher TV powers in order to improve picture quality, reduce receiver costs.

New England Television Co, Inc., already applicant for TV stations in Boston and Fall River (TV Directory No. 1), sent 5 more to FCC this week (for Springfield and Worcester, Mass.; Buffalo, Kansas City, St. Louis) but failed to include engineering data. So Commission returned them Friday, said technical data must be filed too. Also, rules specify limit of 5 stations to any one entity.

Biggest promotion yet for TV is NBC's full-page schedule in 37 newspapers in 18 cities, for release Jan. 5, featuring theme "1948—Television's Year." Ads parallel and look not unlike RCA's of Sept. 13, 1926 announcing formation of NBC.

Worth of 175,000 TV sets produced by industry in 1947 was put at $100,000,000 retail (out of 16,500,000 radio receivers worth $900,000,000) by Philco's John Ballantyne in year-end report.

FCC has again waived TV's 28-hour-per-week minimum rule, until March 31. TBA is working up plans for graduated hours of operation, to be submitted soon.

State Dept. quietly and unobtrusively, has put virtual stop to shipments of electronics material to Russia.
REPEAT SHOW ON CAPITOL HILL: This time the lawmakers in Congress are thinking in concrete terms how to combat Petrillo -- and hope leaps high in the breasts of AM, FM, TV, recording interests alike. Looking to legislation to bring AFM under antitrust laws, as recommended by Kearns subcommittee (Vol. 3, No. 50), full House Labor Committee starts hearings Jan. 13. Petrillo himself will star witness Jan. 19, but first Chairman Hartley has called industry witnesses to tell what they think should be done to curb King Music's autocratic reign and put quietus on his "royal decrees" against FM, TV, recordings, etc. Witness lineup will be led by NAB's Justin Miller, RMA's Bond Geddes, then various spokesmen for FM, TV, networks, transcription companies, etc. And while Petrillo is busy with Congress (where he may not get kid-glove treatment of his last appearances; Vol. 3, No. 28) while Chicago court's verdict on Lea Act charges (promised by Judge LaBuy Jan. 14) are awaited, his negotiations with networks are at virtual standstill. So little time remains for parleying, that it's felt Petrillo may let his men carry on without contracts for awhile rather than dare pull a stoppage on network music while he's on the griddle. But we wouldn't put even that beyond the unpredictable James Caesar.

PHILCO, CROSLEY & 'CLUSTER' PLAN: That "cluster" (or hen-and-chicks) TV station scheme ex-FCC chairman Charles Denny propounded at NAB's last convention (Vol. 3, No. 39) is being taken up by 2 of the biggest TV enterprisers--Philco and Crosley. Philco this week proposed putting an auxiliary, though self-sufficient station, in Allentown-Bethlehem-Easton area, about 50 mi. from its pioneer WPTZ, Philadelphia, linking via microwave relay system. Though "chick" would have own local studios, cameras, crew, etc., basic idea is to expand service area for WPTZ and other network programs also expand TV set markets into the hustings. If FCC grants this one (by no means certain, since Allentown's WSAN and Easton Express are already applicants for area's sole channel, No. 8), then Philco says it may also apply for other similar WPTZ satellites.

Note: Philco's telecasting expansion plans would seem to set at rest rumors, denied on all hands, that it may sell WPTZ, get out of telecasting field--latest rumor being that Westinghouse (KYW) is seeking to buy WPTZ.

Crosley's WLWT, Cincinnati, got STA for commercial operation Thursday, making it 17th full-fledged outlet on the air (TV Directory No. 1). Also following out hen-and-chick idea, Crosley will shortly apply for Indianapolis. It already holds CP for Dayton and Columbus, so its "cluster" would consist of 4 stations—possibly 5 if, as expected, it applies for allowable limit (Louisville or Ft. Wayne or some other WLW-area city). In Indianapolis, entitled to 3 still unassigned channels, only other application on file is WFBM's; others reported in preparation.

*   *   *

While operating as W8XCT, experimental, Cincinnati's WLWT built up estimated 1,000-set TV audience, programming about 20 hours weekly last few months. New RCA transmitter in special TV studio-transmitter building in Clifton Heights is installed, ready for juice as soon as weather permits completion of 550-ft tower (now up to 325 ft). Hope is to get going with full power, first commercials by Feb. 1. "Enormous demand" for TV time, even before rate card is published, encourages big-
time WLW operators in belief WLWT and satellites will be biggest thing they've yet undertaken. New TV building has 150x75x35-ft studio, 75x50-ft rehearsal studio, etc. Old WLW-built 500-watt experimental TV transmitter may be moved to Dayton to get TV going there as early as possible, and Crosley says it will build own for Columbus if RCA transmitter deliveries are delayed too long.

**SPEEDUP OF TVS, 2 NEW APPLICANTS:** Three TV applications went into "CPs Outstanding column (TV Directory No. 1 and Addenda) when FCC Thursday granted permits-to-build to Atlanta Journal (WSB), Channel No. 8; Atlanta Constitution (WCON-CP), No. 2; WGAL Inc., Lancaster (Pa.) Intelligencer & Journal, No. 4. Gov. Cox's Atlanta Journal got its grant in almost exactly a month after filing (Addenda 1-A), indicating FCC's intention to act on qualified non-competitive applicants as speedily as possible. Engineering-legal-accounting clearances are about ready, grants may be expected soon for; KSAN, San Francisco; WDSU, New Orleans; WBT, Charlotte; WHIO, Dayton; WGBS, WQAM and WIOD, Miami.

Into "Commercial TV Stations on the Air" column goes WLWT, Cincinnati, granted STA this week (see story preceding).

Only 2 new applications were filed this week, fewest in long time -- but lots of them are in the works, await completion of certain data before filing. Cunnnett Newspapers' first, for WTHT, Hartford, may be expected in week or so; also ATL, Houston (Fred Weber). This week's applicants: Brush-Moore Newspapers' Canton (O.) Repository (WHBC), Channel No. 7; Philco Corp., for Allentown-Bethlehem-Easton, No. 8. For details about grantees, applicants, see TV Addenda 1-F herewith.

**NEARLY READY TO TURN ON JUICE:** Of the stations we listed last week (Vol. 4, No. 1) as advising us they'll be on the air within month or two, we can now report definitely: Philadelphia Bulletin's WCAU-TV tower on downtown Philadelphia Saving Fund Society, 737 ft above street, is nearing completion, test patterns are planned on or about Jan. 20. Baltimore's WBAL-TV says it will be ready on or about Feb. 1. Word from Chicago Tribune's WGNV or Newark's WATV, but they should be turning on juice any day now. Westinghouse's WBZ-TV, Boston, seems fairly sure to make scheduled March 1 debut, may be ready to test even earlier. Richmond's WTVR, all ready to go except for missing STL and missing terminal equipment on coaxial from Washington, asked FCC for an STA this week, will probably get it forthwith, but may delay commercial debut and local "T-Day" awhile.

**0, THE TV ADVERTISER & SELLER:** Pity the poor adwriter working on TV manufacturer accounts, now becoming as brisk as parvenu radio was back in the '20s. He's under gun to promote TV hard, yet mustn't arouse false hopes and unrequited demand among radio-buying public in those great areas not served by TV stations or likely to be soon. It isn't so hard placing newspaper space or spot time, which can be localized (with TV set salesmen usually first big buyers of TV time). But it's tough when it comes to national advertising, particularly in slick magazines. Not only is there much "waste" circulation here, but there's impulse to use color for such a quality product as TV. But that's taboo, because it might reawaken the color TV gagaboo, better left buried right now!

Fact is the dweller outside today's TV service areas is missing a lot, say we will about program shortcomings. Now and again, as on New Year's eve, when one of the best of the vaudeville artists showed what TV will do to hypo their otherwise moribund profession, the TV programmers outdo themselves. TV kid programs are going over big, though they're admittedly corny to adults. Slowly but surely better films are coming to TV, including full-length features. And if TV offered nothing else, public events and sports coverage would justify owning a set. Sports subjects are TV's prime fare, usually well covered, highly popular. On the ews side, there are newscasts faster than theaters can show them--fuller and often better, as for example recent British royal wedding. And this week there were: opening of new Congress, Truman address, Taft reply. Coming soon: GOP Lincoln Day dinner from Washington, Feb. 5; Democrats' Jackson Day dinner Feb. 19. Next summer: Republican and Democratic conventions from Philadelphia -- to mention just a few.
WATCH THE FM NETWORKS: Current FM story is still one of strong oscillation between positive and negative. Positive news is still in FM networks, actual and potential. Continental Network (Vol. 3, No. 32 et seq) last week spilled on 12 new stations (Dixie FM Network) simply by getting 8,000 cps line from Washington to Raleigh. These newcomers are now taking only Friday night shows. But if and when Petrillo situation clears, keep your eye on CN (now 42 stations) and other regionals. Even sans Petrillo, CN is making tests with WCFC, Beckley, and WHTN—FM, Huntington, W. Va., with jump to WCOL—FM, Columbus, O., possible.

Still needed are more and better station interconnections. CN has pretty good hopes for 18,000 cps lines and low band rebroadcast stations. FMA and AT&T meet with Comm. Walker Tuesday on matter of lines, and there's feeling FM may well get some frequencies for rebroadcasting. Speaking of low band, the inexorable Maj. Armstrong has petitioned FCC to reopen 44—50 mc hearing (Vol. 3, No. 47, 48) to examine accuracy of staff’s work. Positive news, too, is persistence of old-timers like Gordon Gray, who is moving WMIT studios to Charlotte, hiking power to 300 kw.

Negative news is continued serious defections from FM ranks. This week’s 3 (Supp. 55—0 herewith) include first actual FM broadcaster to turn in permit — Topeka State Journal’s KTSJ. However, son-in-law of principal owner, Oscar Stauffer, has application in to take over facilities, continue on air in conjunction with his KTOP. Since publication Oct. 1 of our FM Directory (Supp. 55), 19 grantees have surrendered permits, 5 applications have been dismissed, 43 new applications have been filed. As of today, 382 FM stations are on air, fully three-fourths AM-affiliated — nearly all hopefully awaiting lifting of Petrillo duplication ban.

FM AND THE SET MAKERS: Best guess for 1948 FM production is 2,000,000—2,500,000 sets, according to set makers at Friday’s FMA—RMA liaison committee meeting in Washington. FMers had hoped for more, were unable to hide disappointment. In favor of better FM production is fact manufacturers must give public something new — and that’s FM — in today’s increasingly competitive market. But it’s expected over-all 1948 radio set production will suffer cutback after all-time 1947 high (more than 17,000,000). Among other matters discussed: RMA convinced frequency dial markings for FM better than channel numbers. FMA to survey FM grantees to let RMA know when stations plan to go on air. FMA urges TV set makers to include FM band on all video sets. Broached was cooperative summer national "No Static" campaign. FMA reckoned 50 FM stations would be going on air monthly this year, for total of 1,000 by year’s end (as of today total is 382).

TV NETS MUST WOO INDEPENDENTS: Analyzing the log of TV grantees and applicants to date (total 158; see TV Directory No. 1 and Addenda), it’s interesting to note that non-network affiliates outnumber any single network group, accounting for 60. Also that 35 have no local AM connections. We told you statistically a few weeks ago (Vol. 3, No. 52) how dominant the newspapers were becoming in TV. Now let’s break down the figures by network groups:

Head starter NBC is of course far and away in the lead among grantees who are already its AM affiliates. But in list of applications pending, CBS takes a slight lead — despite slowness of that network to get going after color decision, despite its long reluctance to advise even its well-heeled affiliates to get into the TV swim (as NBC has consistently done). For whatever it may portend for future TV network lineups, here’s the network affiliation score as of today: TV stations now on the air — 7 NBC, 1 CBS, 2 ABC, 7 non-network. CP holders — 23 NBC, 8 ABC, 4 CBS, 4 MBS, 19 non-network. Applicants — 15 CBS, 12 NBC, 13 ABC, 9 MBS, 34 other.

NEW WRINKLES AND LOWER PRICES: Admiral’s matched ensemble of sectional TV and radio-phonograph units (Vol. 4, No. 1) apparently has struck a responsive chord in the trade. Particularly intriguing is $299.95 price for each piece, lowest yet for 10-in. TV set except for Emerson’s projected $275 unit (Vol. 3, No. 51). Handsome furniture also has exceptional appeal. Hallicrafters is reported planning something similar. Appealing to carriage trade, Scott has had companion TV to its
$1,200 radio combination for more than year; it's a DuMont 12-in. job, sells for $890 plus installation (Vol. 2, No. 44).

Emerson's 10-in. TV-only table model is due to be shown in New York next week, was shown at Chicago Furniture Show this week, dealers promised deliveries in about 30 days. How it will stack up against Admiral's (28 tubes), let alone others, for sensitivity, performance, etc., remains to be seen -- but these are first signs of break in TV prices. Other trade news of week featured reductions in GE's video set prices, in line with President Charles E. Wilson's New Year statement, as follow: No. 802 (TV-AM-FM-phono console), from $750 to $725; No. 803 (TV-FM table), from $465 to $449.95; No. 901 (projection combination), from $2,250 to $2,100; No. 910 (custom-built 901), from $1,495 to $1,470; No. 801, unchanged at $495 (having previously been reduced from $625). All installation charges remain same.

SIGHT AND SOUND

Now that FCC personnel situation has stabilized somewhat (and with all sorts of kudos being vouchsafed Chairman Wayne Coy for "taking hold" so ably), we publish herewith as Supplement No. 56 our 1948 FCC Personnel Directory, including all new Commissioners, Law, Engineering and Accounting Dept. staffs, plus Secretary's Office, Information, Personnel, Examiners, Budget and Planning Divisions. Soon we intend to revise and republish our list of Attorneys Practicing Before the FCC (Supplement No. 11-A) and Consulting Engineers Specializing in Radio Broadcasting (Supplement No. 12-A).

Westinghouse made it clear it doesn't endorse Clear Channel Broadcasting Service's twenty 750-kw station plan (Vol. 3, No. 43), even though it's a CCBS member. In brief filed this week, company said plan is neither adequate nor economical. And for an outfit that might well have gotten a couple of the big-power stations, if FCC approves, it threw in some very strong statements leaning towards TV and FM. It told of "phenomenal" growth of FM networking, of predictions that TV "will generally replace other forms of broadcasting," played up its Stratovision work (Vol. 3, No. 46).

Of $12,455,202 worth of transmitter equipment ordered ($2,253,358 delivered) during first 6 months of 1947, RMA reports this week that FM transmitters accounted for $3,325,570 ($1,829,633 delivered); TV transmitter-studio-antenna equipment, $1,862,140 ($1,354,633 delivered); AM transmitter, $2,402,768 ($2,319,006 delivered); AM-FM studio equipment, $2,395,044 ($2,205,382 delivered); AM-FM antennas, $1,597,541 ($435,767 delivered.


Chicago's carefully kept TV set census (by Electric Assn.) shows 11,500 as of Dec. 31, as against 650 at beginning of 1947; of these, 7,400 are in homes, 3,000 in taverns and public places, 1,000 in places of business such as dealers. Milwaukee's WTMJ-FM reports 780 sets in town as of Jan. 5. [For previous estimates for all TV areas, see Vol. 3, No. 52.]

TV callings from Variety's 42nd anniversary number: Allen DuMont's assertion $125,000 is enough to get into TV (equipment only). Frank Mullen's prediction $10,000,000 will be spent on 1948 programming. Harry Batter's disclosure WWJ-TV, Detroit, is taking in $5,000 weekly with 21 regular sponsors.

Paramount's 3 STAs for experimental, portable TV operation in New York City, point up big TV-alert film company's seriousness about theater TV, although stations themselves are not yet operating. Paramount's own engineers are now building equipment, and film projection method should get on-the-air tests soon. Video frequencies will be 2,000 mc and 7,000 mc; sound, 939 mc. Paramount Bldg. on Broadway will be terminal.

Facsimile climbed another notch toward commercial status this week when FCC told WQAM-FM (Miami Herald) it would hold hearings on standards soon. FCC has been holding off on standards, telling industry to agree on what it wants first. Industry disagrees principally on width (4 or 8 in.), says it wants standards encompassing both.

Bent on establishing demand for its Phone Vision system of pay-as-you-listen TV (Vol. 3, No. 27), Zenith this week released results of mail survey of 3,341 TV set owners made by Chicago's LaSalle Extension U. They showed 62% willing to pay for extra programs, 45% satisfied with present programs. Similar survey on West Coast last Sept. showed 73% willing to pay for added video fare (Vol. 3, No. 38).

Good program idea, fine example of competitors cooperating for sake of TV industry promotion, was WPTZ (Philco) and WNBT (NBC) telecast Thursday night of former's TV production line in action in Philadelphia, with NBC's Ben Grauer and Philco v.p.'s Joseph Gilles and David Smith explaining what's what at factory. It was one of NBC series on "How Television Works."


Music lovers' dream station is aim of Ira Hirschmann's WABF (FM), New York, judging from its neat new monthly program magazine, circulating at $1 per year. Philco is already sponsor of 6-hour schedule of fine music Monday nights. Station also copped first mention on New York Times radio critic Jack Gould's 1947 Honor Roll.

Norman Wunderlich, ex-Federal radio sales chief, is now v.p. in charge of radio division, Lear Inc., Grand Rapids, Mich.
31 COMPANIES MAKING TV SETS: When Fort Worth Star-Telegram's Harold Hough (WBAP-TV) asked us for list of TV set makers, so he could start now on T-Day promotion for summer inaugural of his now-building station, idea was born to compile our first Directory of TV Manufacturers and Receivers (Supp. 57 herewith) so others might make same use of it. It took some 5 weeks of painstaking survey of set makers, some of whom couldn't or wouldn't answer our queries up to eleventh hour due to their own shifting plans. But it's the most complete and we think the most authentic yet, and with continued manufacturer cooperation we'll revise it from time to time.

Directory shows 31 companies now in production on 103 separate models, large and small. Eleven others not now in TV production said they would be between now and summer. Also listed are 5 kit-makers (kits are turning out to be important factor in TV set circulation). Only a few companies reported in trade circles to be in production failed to answer our questionnaires. Compendium lists model numbers or names, set specifications (picture size, no. tubes, channels covered, etc.). It discloses 9 new and hitherto unreported models: Admiral's 10-in. plastic table unit, to sell for $169.95; Emerson's new 10-in. table model, $269.50; RCA's new 10-in. 8TS-30 table model, $375, scheduled to replace the 630-TS (larger speaker, restyled cabinet); UST's first home table models with 10, 12, 15-in. screens, not yet priced.

FM-TV OUTPUT SOARS AT END OF '47: Still-upward radio production figures in December, as announced Friday by RMA (94% of entire industry), brought total to 17,695,677 units for 1947 -- including 1,175,104 FM sets, 178,571 TVs. December output was at record high: 1,705,918 total units (compared to 1,615,541 in November), 191,974 FMs (153,114 in November), 29,345 TV (24,135 in November).

1947 FM breakdown: 256,545 table models (11,112 with phono), 874,495 consoles (22,239 without phono), 44,064 converter-tuners. December FM breakdown: 58,025 table (1,878 with phono), 100,668 consoles (2,799 without phono); plus 33,081 converter-tuners, probably including back figures on Pilotuner (Vol. 3, No. 51).


THE WHISPERS AND THE SHADOWS: We've harped on subject of TV's eventual dominance of newsreel field (Every Home a Newsreel Theater, Vol. 3, No. 44; Handwriting on the Screen, Vol. 4, No. 1) -- and already TV is on the way to being the biggest consumer if not producer of films, both features and short subjects. Quantitatively, TV even now could consume more than the present film industry produces, even if Hollywood permitted its major features to be televised (which it naturally doesn't). In the competitive days ahead, movie theaters must survive on a qualitative basis.

Indicating TV's impact on films already, aside from its current generous use of old Westerns, Grade Bs and industrials, is this week's deal between short-subject producer Jerry Fairbanks and NBC Television. Fairbanks for 5 years will produce features of all types and lengths for NBC, all written, directed, enacted, photographed
especially for telecasting, all with "open ends" to allow for sponsor messages. One of first to do something about TV's potential for films, dynamic Mr. Fairbanks see movies comprising 50-80% of the TV schedule "when television is as advanced as radio today." In Jan. 17 "Billboard" he makes some pertinent observations:

That film permits use of Hollywood tricks as well as perfection expected by TV audience accustomed to movies and theater. That TV films can be produced for less than live shows. That TV camera can't be everywhere (for live pickups) whereas newsreel camera can, so TV will be a prime consumer and dominant factor in newsreel industry. That film answers immediate network needs (through syndication).

TV's grip on newsreel field was evidenced again during recent "Bowl" football games. Rose Bowl game was not only telecast locally by Paramount's KTLA, but NBC rushed films East for telecasts (along with takes from other grid games of same day). Detroit News' WWJ-TV carried Michigan-So. Cal. game virtually in toto night of Jan. 8 (Oldsmobile sponsoring), claimed 90,000 viewers (15 to each of area's estimated 6,000 sets). New Orleans' Sugar Bowl game was telecast off-the-line locally by Fred Weber's WDSU (about to be granted a CP for TV), played to big local admission-playing audiences, filmed by local movie concern engaged by WDSU, syndicated to other stations via ABC. There were other notable uses of filmed sports on TV recently -- and they're only the beginning!

MORE TV ACTION, 8 NEW APPLICANTS: Besides those we reported last week as nearly ready to turn on the juice, looks now like Chicago Tribune's WGN-A (Vol. 3, No. 47) will start testing early in February, go commercial March 1. Newark's WATV (Frank Bremer) advises us its equipment is all on hand but big snow and ironworker strike has delayed work on antenna, so best guess now is Feb. 15 test, March 1 commercial. Buffalo News' WEN-NT now says "first part of Feb." for test pattern, May 1 commercial; RCA tuning engineer arrives Jan. 26. And heat's on to get lots more TV into Chicago, as indicated by NBC statement it has pushed ahead by 4 months construction plans for its WBNY, Chicago (Civic Opera Bldg.), now expects it to get going by Sept. 1. It will be nucleus of Midwest NBC network linking Milwaukee's WTMJ-TV, St. Louis' KSD-TV, Detroit's WWJ-TV, others as affiliated.

This week's TV applicants: For Buffalo (Channel No. 9) and Kansas City (No. 5), New England Television Co., already applicant for Boston and Fall River. For San Francisco (No. 9), Television Productions, Paramount subsidiary. For Dallas (No. 2), Lee Segall (KIXL). For Houston (No. 7), Roy Hofheinz (KHT), ex-president of FMA. For Atlanta (No. 8), E. D. Rivers Jr, son of former Governor of Georgia, owner of WEAS, Decatur. For Reading, Pa. (No. 5), Eastern Radio Corp (WHUM). For Atlantic City (No. 8), Neptune Bostg. Corp. (WFPG), headed by John Laux; same interests already applicant for Pittsburgh (WPIT), own stations in Steubenville, Ohio; Niagara Falls, N. Y.; Kingston, N. Y. For full details about these applicants, see TV Addenda 1-G herewith.

NOTE: FCC announced no TV grants this week, but acted on several Friday in line with policy of quick action on qualified non-competitive applicants. Next CP grants: WKRC, Cincinnati (Times-Star); WDSU, New Orleans (Fred Weber); KFMB, San Diego (Jack Gross).

EMERSON'S AIM IS SMALL TV SETS: Emerson's lowest-priced-yet TV set with 10-in. screen ($269.50 plus $55 installation) turns out also to be probably the most compact, measuring only 16½-in. wide, 16 in. high, 20-in. deep. It's known as Model 571, displaces present $375 set, contains 21 tubes plus 7 tube rectifiers, covers all channels, goes out to dealers early in February. Small-set-specialist Emerson says it's "to TV what the small radio is to the broadcast radio business." Plan is to step up production gradually to 500 daily by year's end, says Dorman Israel, executive v.p. Company has no plans in 7-in. field, nor has it any present plans for 12 or 15-in. sets due to inability to get them into small cabinets. Emerson has built jukebox TVs with 15-in. tube for Videograph, and has decided big-screen set, requiring larger cabinet, etc., isn't its field. At New York dealer meeting Monday, President Ben Abrams reiterated hope design and production techniques can get 10-in. set down as low as $150 or $175 (Vol. 3, No. 52).
MR. PETRILLO STALKS THE SCENE: You can expect the inexplicable Jimmy Petrillo to make many grandstand plays before not-too-friendly Full House Labor Committee next Wednesday -- possibly even announcing, grandiloquently, an agreement with the networks, concessions to FM and TV. It's in the wind; nearly everyone in key position seems to think Jimmy's nearer to reasoning point than ever, albeit somewhat flushed with his success in beating Lea Act rap. Yet everybody's wary, as well they might be in light of past disappointments. Current gag is who's the cat (Petrillo or Congress), who's the mouse (Petrillo or industry)? Next week should tell.

The public prints have carried, quite fully, reports of Congressional hearing to date, Judge LaBuy's decision holding Petrillo not guilty of featherbedding, etc., so it's needless to repeat details here. But this is gist of situation:

Heighened hopes for agreements rise from one statement Petrillo made to reporters after negotiating session Thursday with networks: "We are satisfied some kind of deal will have to be made on television and FM because they're here to stay. I think we'll get along on that, too." As for network negotiations, though some tentative demands would seem to violate Taft-Hartley Act, fact that confabs continue in Washington right up to and after Petrillo's appearance before House committee would seem to bode well.

There's only one chance for legislation this session really to clip Petrillo -- if he should shut live music off networks, making radio's cause that of every little listener in the land. Industry reasoning is this: It's an election year. Even GOP isn't going to pass laws antagonizing all labor which must inevitably also feel effects of application of anti-trust laws. If such laws were passed, they'd face certain veto, take several years of Court tests to clarify. So despite insistence of angry Congressmen that industry present a "plan of action," no such plan came from any radio spokesmen -- their view being, why ask for more labor troubles right now from AFRA, IBEW, NABET, the guilds, etc., as well as from AFM?

Hanging over 4-day Congressional hearing this week, like Banquo's ghost, was Judge LaBuy's "not guilty" decision and its rather devious reasoning that Petrillo didn't know extra men were not needed by WAAF and that, anyway, he hadn't threatened, coerced, etc. New York Herald Tribune called decision "legal quibbling," noted Petrillo could still be prosecuted under other Lea Act charges. Lawyers generally seemed agreed that, even though Government can't appeal decision, Petrillo might not fare so well facing other judges on similar charges.

Hearings pick up again Monday with broadcasters and network witnesses -- maybe band leaders, too, Hartley says. The hearings thus far have developed:

(a) Industry doesn't want legislation until current negotiations with Petrillo are concluded and until Lea and Taft-Hartley acts are clarified by court decisions.
(b) FM story related by Maj. Armstrong and others had some Congressmen sniffing for "collusion" between networks and big AMers, on which Petrillo himself should shed final light. (c) Radio industry presentations (NAB's Justin Miller, TBA's Jack Poppele, FMA's Everett Dillard, RMA's Bond Geddes) painted Petrillo as misguided labor leader cutting off jobs and stifling new opportunities for his own men, as well as dampening enterprise in radio (especially FM and TV) and recording fields. Only specific recommendations were these:

By Rep. Landis (R-Ind.), who wondered why Petrillo couldn't sell union labels like Amalgamated Clothing Workers Union (also suggested by Editor Neil Harrison in January Record Retailing) By Associated Program Service's Richard Testut, transcription spokesman, who not only urged AFM be brought under anti-monopoly laws but asked law providing secret referendum before a whole industry could be struck (such a vote would go overwhelmingly against Petrillo right now, he said). By Rep. Gwinn (R-N. Y.), who thought Taft-Hartley Act might be amended to include "right-to-work" clause, forbid unions from penalizing members for anything but non-payment of dues.
CAA PROPOSALS EITHER FCC: What's worrying some FCC staffers about Civil Aeronautics Authority's recommendations on antenna tower sites is not so much still-undisclosed specifications (said to be pretty stringent) but enforcement. CAA proposals are based on instrument landing glide paths, recommend generally no towers be permitted within one mile of an airport, gradual increase to 600 ft. in tower heights up to 10 miles, top limit of 900 ft. after that. Since airways are 20-miles wide, stringency of proposal is apparent--particularly in light of tall towers usually needed for FM and TV. Under proposed modus operandi, FCC would not only promulgate rules but would have to enforce it -- and just how that could be done without staff of aeronautical experts is big question. At present, CAA does all investigating, FCC usually accepting its all-too-often negative recommendations. Under CAA proposal, FCC would have to check tower sites and heights, decide whether they meet rules.

SIGHT AND SOUND

TV sets will sell as fast as made in 1948, says Du-Mont's TV receiver division manager Ernest A. Marx in Jan. 14 Radio & Television Weekly. But he frowns on rushing into territories where signals won't be broadcast for some time, fears building up program expectations which stations can't fulfill at first. And he sees home sets finally dwarfing tavern sales, which are still good, nevertheless, for virgin TV territory.

Signs of the times: "Television boom has reached such proportions during the last few months that there's hardly a receiving set to be bought for immediate delivery anywhere within the confines of Greater New York," says Variety. This and predictions of reduced radio set sales in 1948, Variety adds, "has radio officials for the first time wary of tele's competitive threat."

Highly competitive year in radio manufacture and sales, plus accelerated TV promotion, account for exceptionally large 1948 advertising budgets by RCA (J. Walter Thompson), Westinghouse (Fuller & Smith & Ross), Emerson (Grady & Wagner), U. S. Television Mfg. Corp. (Huber Hoge & Sons), Garod (Shappe-Wilkes), reports Advertising Age. Emerson announced new $7,000,000 ad budget for its entire line. Looks also like TV set makers will follow Philco, RCA, GE lead in buying lots of TV station time.

Significant note: Of 9 members of NBC Stations Planning & Advisory Committee (meeting in New York Jan. 20-21), 2 hold CPs for TV, 3 are applicants. Of 9 on CBS Affiliates Advisory Board (which met Jan. 15-16), not one is either a TV grantee or applicant, though several are known to be preparing for plunge.

Time Magazine thinks TV's got powerful possibilities, doesn't think tele-fare measures up yet. In current issue, radio editor details typical day's programs—and readers might well feel video isn't worth seeing yet.

"Television Is No Dream" captions slick little folder enclosed with this months bills of Potomac Electric Power Co., calling attention to Washington's 3 TV outlets; it's part of promotion for increasing power consumption.

TV will take one-third of Stromberg-Carlson's capacity this year, says President Ray H. Manson. Company enjoyed best peace time ever in 1947; Manson estimates gross will be over 45% more than 1946's $21,500,000.

Committee of Washington's 3 TV stations has projected previous estimate (Vol. 3, No. 52) of number of TV sets in capital area as of Jan. 1 to 6,600, plans next estimate based on dealer reports Feb. 1.

Biggest of the rep firms, Edward Petry & Co., has also (Vol. 3, No. 49) added a TV director: Jose di Donato, formerly with Doherty, Clifford & Shenfield Inc.

FCC had budget session Thursday with House Appropriations subcommittee (headed by Rep. Wigglesworth, R., Mass.). Commission seeks $6,555,000 for fiscal 1949, $305,000 above this year's budget. Commission feels increase in applications for changes in facilities (more complicated to process than simple applications for new stations, which are diminishing), plus increased tempo of TV, renewals, hearings, justify additional funds.

Senate committee session on Wayne Coy-George Sterling FCC nominations is set for Tuesday, Jan. 20. House Commerce Committee hearing on Lemke Resolution (H. R. 78) to give FM some of 50 mc spectrum set for Jan. 27; session may reveal FCC's thinking on disposition of 44-50 mc (Vol. 3, No. 33, et seq).


"Mr. FM" contest of WWDC-FM, Washington (Vol. 4, No. 1), is really moving, says Manager Ben Strouse, pointing to 1,600 letters in one day, some from Pennsylvania, West Virginia, Delaware. It's smartest FM circulation builder yet.

Cheapest FM-AM set on market now is Olympic (Freemodyne circuit). Though most dealers still offer it for $39.95, Gambels (New York) sells it for $29.95. Presumably, cut in price stems from Olympic's new scheme of selling direct to dealers, dropping distributors.

TV set census will be recommended to RMA at winter meeting Jan. 20-22 in Chicago by Sylvia's Frank Mansfield and NBC's Hugh M. Beville Jr. Idea is for RMA to provide official receiver count by cities.

"Hooperatings" for TV programs, rating them as good, fair or poor, based on survey of 10,000 of New York area's set owners, are planned by C. E. Hooper Inc.

McNary & Wrathall, Washington consulting engineers, have opened western office in Resetar Hotel, Watsonville, Cal. partner Grant R. Wrathall, director.

First TV withdrawal since color decision came this week when Donroy Broadcasting Co. dropped bid for San Diego (TV Addenda 1-E).

TBA has named George M. Burbach, KSD-TV, St. Louis, to board, vice Frank Schreiber, WGNA, Chicago.
**FCC CAUGHT IN FM-TV TUG-OF-WAR:** Comrs. Walker and Sterling heard FMA & AT&T haggle over 15,000-cycle lines for FM networking Tuesday (Vol. 3, No. 47, 49, 50) -- but it's anyone's guess where it goes from here. Both parties maintained and elaborated on their positions: FMA says 15 kc lines for FM are experimental, doubts TV on coaxial is, wants (1) free lines, or (2) TV to be charged for coaxial, or (3) TV on coaxial confined to test pattern and tone during experimental state. AT&T sees nothing experimental about 15 kc lines, so wants to charge for them, points to 185 ST links for FM now operating plus several long-distance demonstrations, says it still has more experimenting to do with TV on coaxial.

Highlight of confab was AT&T's admission it could carry on coaxial TV experiments without program fare. Comr. Walker phrased FMA's stand himself: FMA sees TV as a "very serious competitor" with an unfair advantage, wants equal treatment. And his own comment was: "This thing [free TV on coaxial] can't go on indefinitely." As for 15 kc for FM being experimental, Maj. Armstrong and Continental Network's Dillard described aggravation they've had with phone company's short loops, and FMA wondered how AT&T could be certain intercity lines would be satisfactory on basis of experience described. AT&T reiterated that such lines were an old story, expected no problems, asserted all FM needed to do to get intercity lines was to order them.

As for charges of neglecting FM in favor of TV, phone people showed map with maze of lines over nation, all of which could be used for 15 kc programs by addition of terminal equipment. Crux was terminal equipment, and company thought it could supply it about as fast as ordered, had in fact started building 14 units despite lack of orders. First intercity use of 15 kc lines by a network will be on Continental Feb. 19, Washington-to-New York, when AAF band program will be carried, line costs to be paid by Maj. Armstrong.

You can speculate about possibilities, but FCC can't possibly keep AT&T, FMA and TV people all happy; and it can't relish having its sleeves pulled in opposite directions by FM and TV or being asked to determine what is meant by "experimental."

**TV AND THE TAPROOM TRADE:** Time Magazine dubs those who inhabit TV-equipped bar-rooms "The Television Set." Admittedly, the taproom owners opened up TV's first big market, notably as purchasers of the more expensive receivers. But there are many in the industry who think (and hope) that market has run its course. They say TV's destiny is not to serve the bar trade but the home. As GE's G. Emerson Markham sees it from his vantage point as manager of TV station WRGB, Schenectady:

"The tavern boys as a dominant group in the present television audience are not an unmixed blessing. In our section, where we have an audience rating card system, their loud and insistent demand is for sporting events and night club entertainment....[when] the Herald-Tribune Forum interfered with a fight program, and [when] Senator Taft got himself dis-elected doing the same thing, our studio phones rang constantly. A lineup of barroom boys before a pay telephone treated us to the most vile and profane vituperation you can imagine. This kind of audience may attract the most unattractive audience to TV, and subject us to pressures that will be hard to withstand. It may link TV more and more with the less cultural element of the public....We cannot permit that." General Foods' Howard Chapin puts it another way, in connection with his recent TV survey (Vol. 3, No. 51): Bars and grills are not considered good for GF because programs were choice of bar and grill owners, not the audience.

**REPORT FROM THE WEST COAST:** Paramount's West Coast TV director, Klaus Landsberg, reports on TV activities in Los Angeles from vantage point of Pacific Coast's first (and as yet only) commercial outlet, KTLA: "Here's what's happening in TV in L.A. due to our telecast of the Rose Bowl game as well as great increase in power of KTLA's new antenna. Ever since Dec. 1, receivers have been installed in homes at the rate of 200 to 400 a day; and in the last 2 months receivers in this area have just about doubled to a total of 12,000....With our new antenna, completely interference-free reception has been reported at a radius of 125 miles and in some instances at even greater distances. San Diego, Santa Barbara, Riverside and San Ber-
arding are now wide open for receiver merchandising. Enthusiastic letters from these areas show that TV entertainment means many times as much in such smaller towns as in metropolitan areas. Inquiries from advertisers, as well as actual time and program sales, are going up, up, up! We are practically sold out of spot announcements. Our program time averages 7 hours per day, most of it live.

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Possibly heralding era of regular-schedule theater showing of off-the-air TV a projection screens, was job done last Saturday (Jan. 10) in Hollywood's big antages Theater. Souped-up home set picked up KTLA telecast of Santa Anita feature, rejected it onto 8x10-ft translucent plastic screen (from rear). Owner R. A. antages writes us: "The initial telecast was presented as a theatrical novelty, at the audience reaction was so favorable we have decided to continue telecasts of interesting events that can be fitted into our program schedule. In addition, we will install a large screen television set in the foyer of the theater that will be operated during hours when programs are on, for the entertainment of our patrons."

ARAMOUNT HELL-BENT FOR TVS: Paramount set pace for what may be onslaught (by rival applicants for fast diminishing supply of big-city channels, as well as by FCC) against alleged do-nothing TV grantees. It petitioned FCC this week to scrutinize status of grantees in Boston and Detroit, determine who's laggard, revoke CPs, put them into hearing as applicants. In so doing, also in reapplying for San Francisco, big film company (already operating TV stations in Chicago and Los Angeles) clearly indicated intention of pursuing to limit its long-pending Boston-Detroit applications. It wants allowable maximum of 5 stations.

No question who Paramount means in petition: Raytheon in Boston (Waltham P granted May 16, 1946); ABC in Detroit (CP granted July 11, 1946 to WXYZ, acquired by ABC by purchase). ABC has already told FCC, in requesting extension of Detroit P, it intends to build in New York first, Detroit later (Vol. 3, No. 52). Paramount's applications are involved in Paramount-Dumont interlocking ownership hearing, set for March 1, so no dates have been set for hearings on all applicants from those cities. Note: Paramount's keeness about TV apparently is infectious, for t's reported Tri-States Theater Corp., part-owned, operating chain of 50 houses in Iowa, Nebraska and Illinois, is planning to seek TV in Des Moines, possibly also their Midwest cities. Also, part-owned Interstate Circuit Inc., Dallas, has shown no intention of giving up its long-pending TV application. Rumors Paramount is readying to dispose of DuMont holdings, already resulting in several point rise in DuMont stock, get no confirmation from principals.

HE TV TRANSMITTER PICTURE: As things look now, it's doubtful whether the only 3 TV transmitter manufacturers -- RCA, GE and DuMont -- can possibly keep up with orders during 1948. So it won't be surprising to see such big AM-FM transmitter makers as Western Electric and Federal go into TV -- possibly even Westinghouse. You may be sure they're very mindful of the field, indeed are watching it very closely. S's radio v.p. F. R. Lack reminds us, in response to an inquiry, that its associate Bell Labs "possesses vast knowledge and experience" in TV [patents, presumably, 00] and that "a certain amount of development work, utilizing this knowledge and experience, directed toward commercial television broadcasting equipment has been going on in the Laboratories." But, he added, any announcement now by WE would be premature, might only serve to confuse.

Fact is RCA, with biggest backlog of orders, is talking assembly line methods to keep pace, is conducting schools for technicians, isn't going to let this new business (good for average of about $250,000 per transmitter) slip through its fingers. But need for speedup is emphasized by (1) increasing number of TV station applications, which total 90 to date; (2) numerous grants that can be expected in non-competitive towns soon, not to mention those after hearings, which will swell present list of 58 CPs outstanding; (3) certainty FCC will crack down on TV channel-squatters, or longtime CP holders who apparently haven't lifted a finger toward construction, nor even placed conditional orders for equipment. Their identity is not too plain, and it won't be surprising to see them soon placed on notice.
MANY MORE WOULD BE TELECASTERS: Eight more applications this week. 3 CP grants (for full details, see TV Addenda 1-H herewith), added to those reported in our 7 previous addenda, have doubtless so complicated your TV Directory No. 1 that we feel it incumbent to publish an up-to-date directory. So look for TV Directory No. 2, revised to Jan. 31, with your Newsletter next week.

This week's CP grantees got these assignments: Cincinnati Times-Star (WKRC), Channel No. 11; WDSU, New Orleans, No. 6; KFMB, San Diego, No. 8. This week's new applicants: For Springfield, Mass. (No. 3) and St. Louis (No. 4), New England Tele- vision Co., already applicant for Boston, Fall River, Buffalo, Kansas City. For Waterbury, Conn. (No. 12), WBYR, Republican-American. For Hartford (No. 10), WHTT, Hartford Times (Gannett). For Youngstown, O. (No. 13), WKBN. For Houston (No. 4), KPRC, Houston Post. For Indianapolis (No. 8), WIRE, Indianapolis Star (Pulliam). For Pittsburgh (No. 10), United Bestg. Corp., local firm headed by Richard J. Cook, trade publisher, and including Tom Johnson, president of Pittsburgh Pirates.

Filing for Columbus, O. (No. 6) was Picture Waves Inc., headed by Ed Lamb of Toledo's WTOD, whose Erie (Pa.) Dispatch is also an applicant, but FCC hasn't accepted application yet due to technicalities. Yankee Network is planning to withdraw from Hartford contest (leaving 3 for 2), then file for Bridgeport, asking for one of Hartford's channels. Don Lee has asked for STA to commercialize its pioneer experimental W6XAO, Los Angeles. And you can expect applications soon from these, among others: For Indianapolis, Crosley (see Vol. 4, No. 2); for Waco, Tex.; C. C. Woodson, publisher of Brownwood Bulletin; for San Francisco, KJBS; for Columbus, Columbus Dispatch (WBNS); for St. Louis, Globe-Democrat, which holds CP for FM.

BIGGER TUBES AND BETTER PICTURES: Next big step by pacemakers in swift march of TV will be larger direct-view screens in table models--at prices not very much higher than present standardized 10-in. RCA has something brand new in the works, soon to be announced. Philco is reported working on 12-in. DuMont, of course, never went along with industry's 10-in. standard, has specialized in 12, 15 and 20-in. but mainly on high-cost models with very limited production. Whole problem of tube-size is due for radical overhauling soon, with something bound to be done to bridge gap between medium-priced 10-in. and high-priced projection models.

We confess we're hipped on subject of larger direct-view images -- ever since watching DuMont's 12, 15 and 20-in. screens simultaneously alongside 7 and 10-in. as well as projection (Vol. 3, No. 47). In our book, 15-in. or thereabouts, doubtless soon attainable in mass production and at lower price levels, will be to TV market what Pontiac-Buick-Chrysler are to automotive. They certainly provide vastly more satisfactory images than Ford-like 10-in.

Problem of bigger cabinets for bigger tubes, modified circuits, can easily be met. One company (Kent Woodcraft Corp., Brooklyn) is already advertising compact furniture it calls "conversion cabinets," accommodating 15-in. tube, popular with kit builders. But key problem is producing bigger tubes on mechanized basis, and that should be licked reasonably soon. Big tube blank maker Corning Glass Works produces most of the 10-in. blanks, but only hand-blow 12, 15 and 20-in. "bottles"
as yet; DuMont is said to have first call on whole output of these bigger tubes.

There's plenitude of 10-in. blanks, which factories like RCA's at Lancaster, Pa. are equipped to process on mass production basis. But 10-in. is only a preview of the TV parade. Watch for bigger things to come!

* * *

Meanwhile, enlarger lenses are having their day. Flourishing business is already being done in these intriguing gadgets (Vol. 3, No. 52). Within limits, they really do a job. They're certainly adding to importance of 7-in. receivers and enhancing pleasure of 10-in. set owners.

There's one big drawback to use of magnifiers -- limit they force on number of viewers because they eliminate side-viewing. Thus, only 2 or 3 persons can watch comfortably, maybe a few more if the kids sit on the floor, gaze upward, keep out of way of direct line of sight. At least, that's so with RCA's Image Magnifier, which encases Nujol in glass, costs $59.50, and Walco's Tele-Views-Lens, liquid filled plexi-glass, same price (Vol. 3, No. 52). But they give a 10-in. tube excellent, easy-on-eyes 15-in. images. Also, Transvision Inc., New Rochelle, N. Y., has just come out with plastic lenses, non-liquid, selling in 10, 12 and 15-in. sizes at $19.95, $29.95 and $36.95, respectively. And Celomat Corp., 521 W. 23rd St., New York, also has a plastic stand-up, called Vue-Scope, to sell at $39.95.

Newly on market is another lens, claiming 180-degree vision, or same as direct view. It's called the All-Vue Liquid Lens. It's plastic, fits on to tube, is pre-focused, requires no adjustment, costs around $50 for 7-in., $75 for 10-in. Manufacturer is Liquid Lens Corp., 77-17 Parsons Blvd., Jamaica, N. Y., headed by Inventor Carl Biderman. Same company has been selling $49 and $59 hang-on lenses, for which it claims 80-degree vision.

DuMont TELLS THE FISCAL BOYS: Significant notes from Dr. Allen B. DuMont's address Wednesday before Society of Security Analysts -- we might observe, in passing, that the banking folk have been eyeing TV quite closely of late:

Forecast more than 160 TV stations in 74 cities by next year (he's overoptimistic; demand for stations exists, but they aren't likely to be built that fast; 40 to 50 is most we see in prospect this year, 100 by end of next year). Reported WABD, New York, will do January gross business of $50,000, up from only $6,000 six months earlier, showing growing interest of advertisers in TV medium (and presaging solid commercial basis for telecasting). Charged recent reductions in retail price of radios have been made at sacrifice of quality, don't represent improvements in mass production techniques (which will provoke inevitable denials if not wrath of competitors). Promised cost of TV sets will come down when glass companies succeed in mechanizing manufacture of blanks into which cathode-ray unit is built (watch for more news soon on this score).

PHILCO SHOWS ITS NEW HAND: Radio's hottest merchandisers, Philco, announced new 10-in. TV model at $339.50, also plumped for 7-in. set at $199.50, at Palm Beach dealer convention this week. So it looks like period of reducing prices is really under way, sparked by cuts previously announced by GE, RCA, Emerson. New cuts on RCA 10-in. models (now $325 and $375) may be expected shortly. [For models and list prices of all TV sets now being produced, see our Directory of TV Manufacturers and Receiving Sets, Supp. 57].

Philco held back 7-in. unit so long that its offering came as surprise, yet was quickly accepted to tune of "orders for several thousand." Here's the competition so far in 7-in. field, which is getting fillip from use of magnifier lenses (see story above): RCA's $250 set, which isn't being pushed, may be abandoned, officials say; Motorola's $179.95 and Hallicrafters' $169.50 (Vol. 3, No. 46); Admiral's $169.95 (Vol. 4, No. 1).

Philco's new 10-in model is labelled No. 1001, contains 24 tubes and 3 rectifier tubes, will supersede present $395 Model 1000 (which has one tube less). Installation cost remains $55. TV interest at Philco national convention, more
than 1,000 attending, was centered mainly among relatively few distributors from TV-served or soon-to-be-served areas. They were urged by company executives to get behind telecasting industry, sponsor TV programs, merchandise via TV itself. Washington's big time-and-space-buying Columbia Wholesalers and Los Angeles' Gough Industries were cited as bright examples; latter was reported to have spent $100,000 already on TV advertising and merchandising.

**JIMMY SAYS HE'S WILLING:** There's no blinking the fact that Jimmy Petrillo made his point (AFM's overweening fear of technological unemployment) and left a good impression by his demeanor and his repeated avowals of an "open mind" when he appeared this week before an initially hostile Congressional committee. His performance was superb, so much so it had newsmen referring to him as "good-natured" and "disarmingly frank." New York Timesman Charles Hard rounded up general impression thusly: "Instead of expected tussle....hearing was punctuated by laughs prompted by Petrillo's remarks. Session ended with mutual thanks....As final seal of amity...." And Time Magazine made him its cover man of the week.

On other side of picture, there's still no doubt who's boss of America's musicians, with powers even Jimmy admitted may not be right ones. Yet hopes rose high when Petrillo remarked, apropos his bans on AM-FM duplication and on live musicians on TV: "I'm confident we can reach some kind of agreement in the next couple of weeks." And again: "I frankly believe we're going to settle that. I really do." But when latter statement prompted Rep. Kearns to say "That's the best news yet," Jimmy quickly retorted, "Don't grab too fast."

Effectiveness of Petrillo performance, so far as recording ban is concerned, was indicated in week-end statement by Rep. Kearns, who headed last year's subcommittee urging anti-trust laws be applied to AFM (Vol. 3, No. 50). He said he'd introduce legislation amending copyright laws to distinguish between recordings for home use (with which Jimmy said he had no quarrel) and for commercial use (radio, jukeboxes, etc.). Jimmy said he'd like that (also probably an FBI to enforce) but even he was dubious in light of court rulings against restrictions on end-use.

Hearings ended Thursday with AFM counsel Milton Diamond (ex-Deca) bolstering with figures Petrillo contention that making canned music means musicians were "playing at their own funeral." On that score, Chairman Hartley and Petrillo agreed to conduct secret ballot on what musicians really think about recording ban. As for public's stake in recordings, radio, etc., even AFM can't overlook unpopularity of Petrillo ban, inevitable adverse reaction if he next pulls plug on networks. Earlier in week, ABC's Mark Woods, CBS's Joe Ream, MBS's Ted Streibert, NBC's Frank Mullen, plus WWJ's engagingly forceful Harry Bannister, related their Petrillo woes, told committee they intended invoking Taft-Hartley and Lea act provisions if current negotiations fall, but asked for no specific legislation. Network-AFM parleys resumed Monday in New York, with FMA sitting in -- its hierarchy now avowedly convinced of networks' sincerity on duplication, a subject that had some Congressmen vainly probing for alleged "collusion" between Petrillo and networks.

**RICH GRIST FOR THE TV MILL:** Ironic, isn't it, that the wonderfully telegenic Jimmy Petrillo should prove to be one of TV's finest performers (in Hartley committee hearing Wednesday) while barring his AFM members from TV? And it's even more ironic that he used this very powerful medium (and was undoubtedly well aware of it) to complain bitterly that radio, particularly NAB-newspaper affiliates, had fortissimo propaganda instruments to heap "vilification" on him -- while he had not. noteworthy, too, was way Chairman Hartley thanked TV broadcasters for hearing coverage.

But those are just sidelines. More important is way telecasters continue to pool resources, offering injections of this kind of potent "circulation builder" to all stations on the hookup -- and at same time performing striking public service. For 6 hours or so Wednesday, telecasters headed by WMAL-TV's Bryson Rash kept viewers glued to sets up and down eastern network, watching and hearing the music czar's very persuasive performance. Incidentally, those bright lights which kept Petrillo shielding his eyes all day weren't needed by TV -- they were for newsreels.
NEXT MOVE ON FM LINE RATES? AT&T filed rates for FM-sought 15 kc lines this week, to take effect Feb. 18. But whether or when anyone intends to file formal objection to them no one will say. However, Maj. Armstrong decided to buy a month of lines instead of an hour (Vol. 4, No. 3) and chances are he and Dillard (Continental FM Network) will give lines exhaustive tests, prepared to label them "experimental" if they fail to measure up.

Here are the rates for continuous use of 15 kc: $10 per airline mile per month (vs. $6 for AM's 5 kc) with station connection charges of $150 for 16 hours daily, $25 for next hour, $25 for next 2, $25 for last 5 (5 kc is $75, $15, $15, $15 for same segments). Occasional use is 28¢ per mile per hour (5 kc is $15¢) with station connection charges of $60 per month plus $3 for each hour of use (5 kc is $20 and $1.75 for same).

FMers feel rates are too high, of course. But broadcasters probably will always gripe about line rates. Here's way Armstrong looks at it: "AT&T says rates are predicated on amount of bandwidth taken up, displacing telephone use. Comparing 15 kc rates with 5 kc charges, they don't look too bad. But if you compare them with rates originally proposed for TV (Vol. 3, No. 23), they're far too high."

— J. Lee Page

SIGHT AND SOUND

Proposed TV channel re-shuffle to accommodate Canadian border cities (in which only Buffalo loses a frequency; see TV Addenda 1-H herewith), gives evidence pending 44-50 mc decision is imminent, way cleared for issuance of extended TV allocation plan (Vol. 3, No. 51). At same time, decision on 1,000-13,000 mc allocations is expected, allowing TVers to operate intercity microwave relays, at least on temporary basis (Vol. 3, No. 51). Whether FM is to get some 50 mc space is still moot; sentiment seems to favor some arrangement to permit FMers to continue relaying on low band frequencies, perhaps even give them a channel or two.

FM signals of 360 kw were pumped out by RCA recently. Prototype of new 50-kw transmitter fed 60 kw into 4-section Pylon antenna (gain of 6). Eight-section Pylon, with gain of 12, would give 600 kw. Company gave no indication when it could deliver new transmitters. WTMJ-FM, Milwaukee, says it's due to get one this spring, expects 90-mi. coverage from 550-ft tower at Richfield, 20 miles from Milwaukee.

Emphasis on national TV sports is meaning of Du-Mont appointment of popular, hard-working Les Arries as network sports director. Arries, 1917 All-America end (Northwestern) and president of Washington's Touchdown Club, will be stationed in both New York and Washington—continuing as Du-Mont's Washington representative. Succeeding him as WTTG station manager is Walter Compton, now program manager.

"TV" tag to AM call letters continues to grow in popularity. Latest is Chicago Tribune's WGN-A, which this week switched to WGN-TV and San Francisco Chronicle's KCPR, which changed to KRON-TV (KRON is FM call). Other calls assigned recent grantees: WAGA-TV, WCON-TV, WSB-TV, Atlanta; WGAL-TV, Lancaster, Pa.

Zenith's Phone Vision will be demonstrated for FCC Conn. Sterling and TV engineering chief Plummer in Chicago Jan. 27. Plummer and TV allocation aide A. Prose Walker are scheduled to sail for Geneva Telecommunication Conference Jan. 27, returning in May. TV engineering will be in charge of Hart Cowperthwait until then.

Film Producer Sam Goldwyn on TV, as reported in UP interview Jan. 17: "It can help us. It will make us produce better pictures to attract audiences away from their television sets and into theaters."

Interrogation of FCC Charman Coy and Conn. Sterling by Senate Commerce Committee Tuesday was short, quite sweet. Answering New Hampshire Senator Tobey's query on rotating chairmanship (item in revised White Bill; Vol. 3, No. 52), Coy disagreed, said it wasn't good administrative practice, maintained it took chairman at least year to learn ropes. Replying to same question, Sterling thought rotation all right, but for 2 years rather than one. Coy promised he'd serve out term (till 1951), said FCC should be up-to-date on FM in 30-90 days, big backlog being AM. Both seemed to make good impression on committeemen present: Senators Tobey, Reed, Brewster, Moore, McFarland, McMahon, latter two Democrats. Full committee meets next Thursday.

Clear channel hearing groaned to an end, after some 2 years, with this week's oral argument. It's now finally up to FCC to make up its mind as to what to present NARBA conference next August in Canada. As far as argument was concerned, mixture was as before (Vol. 3, No. 43), with attorneys Louis Caldwell and Paul Spearman (clear and regions, respectively) doing most of the arguing, each taking 4 hours to blast other's position.

Virginia Erwin, first (and only) FCC woman engineer, who studied E.E. at Tennessee U, headed wartime all-girl technical staff of WGPC, Albany, Ga., has joined E.C. Page Consulting Engineers, Washington. H. Underwood Graham has left Page firm to return to FCC as chief of Standard Allocation Section, succeeding Neal Naughten, now asst. chief of NAB engineering dept.

Newspaper columnist Fred Othman, after sitting in on Petrillo hearing, plugged for AM-FM duplication, even if "bootlegged." He told of a station operator near his Virginia home who duplicates ABC: "Perhaps he hasn't the strength to pull the switch when the music comes on ... Speaking as a music critic (which I'm not), these programs never sounded so good."

House hearing on Rep. Lemke's FM resolution (H.R. 78) will be held Feb. 3 by Rep. Wolverton's Interstate & Foreign Commerce Committee—postponed from Jan. 27 date reported here last week (Vol. 4, No. 3).

TV sponsor list is growing—January Television Magazine reporting 181 current accounts using video medium, local and national, 73 advertising agencies represented.

CBS has tied up TV along with broadcast rights to Kentucky Derby, plans film coverage next May.
16" TUBE MAY REVOLUTIONIZE TV: By next autumn or early winter, entire TV manufacturing field -- or at least that dominant part of it licensed under RCA patents -- may be geared to a brand-new kind of receiving set production. For RCA this week informed its licensees it has perfected a new 16-in. direct-view Kinescope of fused glass and metal, which should "bridge gap" between medium-priced 10-in. and high-priced projection models. It's a metallic cone, with neck and face plate of glass, weighs less than half an equivalent glass tube. It's ready for demonstration at RCA Lancaster plant, will be in mass production by mid-year, will be made available to all licensees, will be incorporated into a table model RCA says shouldn't cost much more than present 10-in. lines -- perhaps even less eventually.

For our money, if it works as well as claimed, if priced right, if placed in table models, it may provide that "within-reach" bigger-image set about which we've declaimed so often (Vol. 3, No. 47; Vol. 4, No. 4). It should sweep the market, even though RCA officials aver it's "not expected to supplant new standard 10-in. or projection models." It certainly should change a lot of manufacturers' plans, including Philco's reported 12-in -- may possibly even alter Corning Glass Works current tooling to put 12-in. blanks into machine production.

AM-FM GETS PETRILLO GO-AHEAD: If FM is really a superior medium of broadcasting -- and most everybody in the know agrees it is -- burden is now upon the radio industry to make it the preferred medium of the American listener. For biggest of all obstacles to its natural progress, Petrillo's ban on AM-FM duplication of musical programs, has been lifted, effective Feb. 1. Networks have told their FM-owning affiliates to go ahead and duplicate, FM set owners can now accustom themselves to tuning radio's best programs on FM, manufacturers can sell FM receivers confident that buyers will be satisfied with program fare.

The lid's really off -- and no strings tied to Petrillo's edict, which is predicated on assumption duplication won't involve additional charges to sponsors. Networks and most stations say it won't, not yet anyhow, for duplication really doesn't add audience. FM-only operators (there are less than 100, out of the 398 FMs now actually on the air) may at first be overshadowed by duplicate-programmers, but over the long haul they should solidify their places in the spectrum by reason of audience's new habit of dialing around the FM bands.

Petrillo's turnabout was evidence that, as negotiators say, "satisfactory progress" is being made in network-musician dealings. TV ban hasn't yet been lifted, but prospects look good. TV involves new medium for musicians, so problems of wages and hours, conditions of employment, etc. remain to be worked out. Danger of strike against network after Jan. 31, when present contracts with key stations expire, was dispelled by extensions until April 1. Negotiators next meet March 1.

OIL TYCOONS GOING INTO TV: We can now disclose identity of those millionaire oilmen planning to go into TV in West and Southwest, about whom we could only hint some weeks back (Vol. 3, No. 48). Biggest enterpriser is H. W. Snowden, of Dallas, who will shortly file for Kansas City, Denver, Houston and probably Fort Worth. Sites in first 3 cities have been selected, DuMont equipment conditionally ordered.

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He's about 43, struck it enormously rich in oil, new to radio, noted as man who owns "biggest air force in world outside the Air Forces" by reason of vast purchases of surplus aircraft. He's not to be confused with William Solon Snowden, a nephew, who is applicant for various AMs in Texas, Louisiana and Kansas.

Then there's Oklahoma's ex-Gov. Bob Kerr, who already owns part of an AM station in Peoria, Ill., is applicant for new 50-kw AM in Tulsa, plans to erect TV there if he gets it, may also build TV in Oklahoma City if Daily Oklahoman-WKY interests continue to eschew it. Also, Kansas' ex-Gov. Alf Landon, who holds CPs for new AMs in Denver and Leavenworth, Kan. and is applicant for Liberal, Kan., is seriously eyeing Denver for TV -- that city (5 channels) having no applicants yet. Also, C. C. Woodson, who owns interest in Frontier Broadcasting Co. (WACO, Waco, and KNOW, Austin) and publishes newspapers in Brownwood, Del Rio and Lamesa, is filing for TV in Waco, considering Austin. All of these principals are oilmen, all considered in millionaire class.

Latest on Dallas TV grant to Lacy-Potter (Vol. 3, No. 32), quiescent since death of Mr. Lacy, is that Tom Potter will go ahead after Lacy will is probated.

PARAMOUNT-DuMONT SHOWDOWN NEAR: Aviation Corp. (Avco) and other financial and manufacturing interests have been looking rather closely into DuMont lately, and it won't be surprising if Victor Emanuel's company, or some other, bids to buy out Paramount's 27½% interest. Avco's object would be to operate DuMont manufacturing and telecasting facilities in conjunction with those of Crosley Corp., which it now owns outright.

Paramount owns 560,000 shares (all) of DuMont Class B common stock, which has same rights as 1,471,040 Class A outstanding. Because of this, big film company faces FCC hearing March 1 before Commission will act on quest of its subsidiary and related companies for additional TV stations in Boston, Detroit, San Francisco, Dallas. Already owner of stations in Los Angeles and Chicago, Paramount has been stymied nearly 2 years under 5-limit rule from getting more.

Likewise DuMont, which owns stations in New York and Washington and holds CP for Pittsburgh, has stymied applications for Cincinnati, Cleveland. There's little love lost between Paramount-DuMont, yet former insists it's going through with hearing where it will deny "monopoly" allegations. Nevertheless, rumors persist it will sell its holdings at a price. DuMont management claims tight control, would fight relinquishing it, certainly wouldn't agree to submerging DuMont trade-name.

Crosley merger might be logical, but Crosley also owns TV in Cincinnati, holds CPs for Dayton and Columbus, seeks another in Indianapolis, might have to give up something in event of Avco purchase. Another logical buyer would be CBS, long eager to get foothold in radio manufacturing for own brand name. That big network has definitely taken back seat in TV so far as acquiring stations is concerned, owns only one (in New York), is competitively seeking others (in Chicago and Boston), has been frozen out of Los Angeles (unless it eventually can buy).

FM ABOARD 'TUNERVILLE' TROLLEY: It's too early to tell, but as one savvy radioman puts it, "This could put one hell of a lot of FM stations into the black." They call it "transit radio" or "transcasting" and it's sparked by Hulbert "Hub" Taft (WCTS-Cincinnati Times Star). Plan is simplicity itself. FM stations (AM won't work) install FM sets and speakers in street-cars, busses, etc., pay transit companies for rights, sell time, tailor programs to passengers. A flock of stations have formed Transit Radio, Inc., Union Trust Bldg., Cincinnati, with Taft president to get special receivers manufactured by Electronics Research, Inc., Evansville, Ind. (John B. Caraway, Jr.). We can tell of these who have joined up: WIZZ, Wilkes-Barre; WMAR-FM, Baltimore; WMLL, Evansville; KPRC-FM, Houston -- with a gang of others still under wraps because they haven't yet tied up local franchises.

Unquestionably, the potentialities are terrific. Average large city transit companies haul approximately the city's population each day; 23 billion passengers were carried in 1947. Reception is perfect, says Taft. Passengers can't turn off sets, can't tune to another station (only one channel in sets), can be counted with
an exactitude that would make Hooper turn pale. What's more, tests have satisfied system's advocates that riders (average ride, 20 minutes), far from objecting to programs (and commercials!), like them and clamor for more. Taft says over 96% of several thousand people queried reacted favorably; proof transit companies like pudding is fact he has already signed contract with Green Line, serving northern Kentucky, is dickering with Cincinnati system. And American Transit Assn., 292 Madison Ave., New York City (Guy C. Hecker, exec. mgr.), is watching developments with eagle eye. Dick Evans (WIZZ), who pursued idea since 1940 and deserves much of the credit, for it, says people let unequipped busses go by, actually wait for the 2 in his city which now have sets. Even motormen prefer driving equipped units.

Real payoff is sponsors' reaction. Says Evans, "Sponsors are clamoring for more installations, say they'll be willing to pay 'anything' for spots during peak riding periods." Bottleneck is receivers. Demand isn't huge (90,000 transit vehicles, with smaller cities less likely prospects) but it's immediate. Transit Radio hopes to get sets, including 4 to 8 speakers, for $120 to $150 installed. System has a few blemishes: Old street-cars are too noisy (mechanically), subways are no good -- but reception in tunnels, under bridges, etc., is unmarred. Idea has uncorked intense buzz of activity -- much of it behind closed doors -- among stations, transit companies, car card people, sponsors, media men of all kinds.

TV GRANTS, APPLICANTS, DROPOUTS: FCC is about to announce grants of quite a few more CPs for TV -- so we've decided to hold up publication of our TV Directory No. 2 for time being, hope to have it ready for you in another week or so. Meanwhile, your TV Directory No. 1 and blue-paged Addenda 1-A to 1-I, used with city-by-city channel allocation table on page 4 of Supp. 18-D, should show exact status of grantees and applicants to date. New directory will consolidate all these into one handy volume (with blank space provided for write-in data).

All-time record of 16 TV applications filed this week (see TV Addenda 1-1 herewith) confirms our oft-repeated observation that supply of channels in all major markets soon will all be spoken for, if not actually assigned. There was one unusual action, first of kind in TV: CP held by Portland Oregonian (KGW) since May, 1946 was deleted at its own request. Reasons given were that it has spent large sum on FM, that TV is several years away for Pacific Northwest; from other sources it's learned company has extended itself on new $4,000,000 newspaper plant, is thus loathe to tackle TV. We can also report Empire Coil Co. is withdrawing from Boston, Waterbury, Pittsburgh, Buffalo -- will concentrate entirely on its Cleveland grant.

This week's TV applications were too numerous to list here (you'll find full details in TV Addenda 1-I). They augur more hearings, come from San Diego, Bridgeport, Atlanta, Indianapolis, Des Moines, Worcester, Kansas City (2), St. Louis, Buffalo, Cleveland, Columbus (2), Toledo, Youngstown, Pittsburgh. Noteworthy was Toledo WTOL application for Channel 10, dug up for Toledo Blade (Vol. 4, No. 1); also application of Kansas City's KMBC, specifying special 2-element slotted-cylinder antenna having gain of 6.6, designed by Harvard antenna expert Andrew Alford.

You can expect other applications soon from Minneapolis-St. Paul (one from WMN about ready), Kansas City (KCKN-Capper, possibly WHB), Topeka (Stauffer interests), Buffalo (WGR), Niagara Falls (WHLD), Jacksonville (WMBR and WPDT); possibly also from Harry Butcher's KIST, Santa Barbara, Cal. as satellite to NBC's projected Los Angeles-San Francisco outlets. And Trenton Times (WTOA-FM) informs FCC it will file if channel remains in that city.

WILLING MOVIE MAKERS EYE TV: Enough eager-beaver film producers, though mostly small fry, are turning their depression-jaundiced eyes toward TV to insure a reasonably plentiful supply of pictures -- mainly custom-made, industrials, short subjects, etc. To consider field for prefabricated TV program and advertising material (the transcriptions of TV) was purpose of Televiser Magazine's video-film conference in New York Monday, attended by some 300 from producing companies, 100 more from ad agencies and stations.

But even more significant of narrowing gap between film industry and TV was Wednesday's announcement that big 20th Century-Fox Movietone News has signed
to produce daily 10-minute newsreel ("daily dispatch" of freshest possible stuff) for NBC's eastern TV outlets, Camel Cigarettes sponsoring, to be carried Mon.-Fri., 7:50-8 p.m., for 52 weeks starting Feb. 16. "Variety" says deal involves $300,000 time-buy, biggest yet by any single TV sponsor. Trade paper of show business also opines this sets "general pattern for future relations between films and tele," notes that theater newsreels aren't very profitable to theaters anyhow.

No doubt big film company, whose president Spyros Skouras has been studying TV closely, is hedging against day when TV will inevitably dominate newsreels (Vol. 3, No. 44); thinking of ways and means of counter-acting AP, UP, INS advent into newsreel field; seeking somehow to meet competition of TV's own newsreel units -- NBC's and local setups like WFIL-TV's and WMAR-TV's have done fine work already. There's also some thinking about riding the sponsor gravy-train, rather than trying to buck it as newspapers did in radio's salad days. Another current newsreel sponsor, incidentally, is Oldsmobile, Sunday nights, 7:50-8 on WNBT, using NBC's own film roundups. There's talk, too, that Chesterfield is contemplating newsreel field; that sponsor has signed up TV coverage of all New York Giants' home games.

Altogether, though Petrillo ban still stands and good feature films still can't be had in any quantity (except for old-timers, foreigners or westerns), it looks like program-hungry TV stands to gain from current production and employment curtailments in Hollywood. As related at New York parley, even unions are now so eager to find work for members they readily reduce scales for TV jobs. Stanley Simmons, president of little independent Unitel Inc., told of favorable deals with unions (actors, cameramen, grips, hairdressers, etc.). Other aspects of TV and films were discussed by such figures as DuPont's C. D. Ford, U. S. Rubber's Charles Durban, BBDO's Chet Kuleza, N. W. Ayer's Don McClure, NBC's Paul Alley, et al.

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SIGHT AND SOUND

Senate confirmation of FCC Chairman Coy, Comr. Sterling went through Friday without a hitch, not slightest opposition—despite forebodings seen in Coy's spirited exchange of correspondence with firebrand Senator Tobey (R-N.H.) over allegations he was an "NBC candidate" and "overfriendly" with ex-Chairman Denny, now with NBC. That Coy is persona grata to most broadcasters was manifest again when, in speech at WWDC-FM party, he called for more FM sets so FM stations can begin selling more time, interpolated: "I say this with full knowledge that there are those who would have you believe the FCC does not think advertising is in the public interest."

Technical feasibility of Zenith's Phone Vision (Vol. 3, No. 27) is what impressed FCC Comr. Sterling and TV engineering chief Plummer during visit to Chicago this week. But exactly what Zenith wants FCC to do about it, they weren't told. Assumption is Zenith seeks to impress station operators with socio-economic potentials, have them press FCC to relax rules to permit "pay-as-you-go" TV.

First instance of big rec firm going outside its AM list to represent a TV station—indicating high importance it places on business future of TV—was signing of Baltimore Sun's WMAR-TV by The Katz Agency. Big newspaper has no AM yet, but will have 1-kw on air in June.

How's TV doing in the smaller cities? Take Elizabeth, N. J., on fringe of New York metropolitan area. According to city's chief electrical inspector, 446 permits for TV installations were issued in 1947—and, figuring average $500 per set, that's $225,000. Only other city we know of requiring TV installation permits is Baltimore.

The FM scoreboard as of Jan. 31, as disclosed in FM Directory Addenda 55-R herewith: licensed 92, CPs 698, CEs 215, applications pending 124. Total on the air, mostly under Special Temporary Authorization (STAs), i.e., not yet using full power, etc., is 308.

Status report on new TV stations, as imparted to us by principals: Crosley's WLWT, Cincinnati, postpones its formal T-Day to Feb. 15, but starts test patsens Feb. 2 week, actual programming in March. Newark's WATV starts tests Feb. 15, commercial 30-45 days later. Richmond's WTVR granted STA to use Channel 13 temporarily for STL, expects delivery of relay unit momentarily, may start testing next week. Construction begun on ABC's WENR-TV, Chicago, operations promised about Sept. 1.

Add TV sponsors: U. S. Rubber Co. extending Feb. 14, 21 Sportsman's Show coverage, 8-8:30 p.m. from WCBS-TV to WMAR-TV, WMAL-TV, WCAU-TV, thru Campbell-Ewald. On WABD, 14 women's wear manufacturers combining to sponsor fashion series, "Holiday in Spring," Fridays, 8-8:30 p.m., starting Jan. 30, thru Birmingham, Castleman & Pierce. On WNBW, Oldsmobile Division, General Motors, newsreels, Sundays, 7:50-8 p.m., starting Feb. 1, thru D. P. Brother & Co., Detroit. On WFIL-TV, Harry C. Lieberman, real estate, spots, 26 weeks.

CBS President Frank Stanton gazed into crystal ball on last Sunday's "Family Hour," tossed off some predictions on radio's future, gave special attention to what he called "the biggest development of all—television." He described programs we'll be able to get (Olympic games from overseas, Kentucky Derby, President's addresses, etc.). He added, "What's more, this television will be in full, natural color." He also foresaw color facsimile and sunlight-powered pocket receivers and transmitters.

New Des Moines firm, Tri-States-Meriden Broadcasting Co. with Meredith Publishing Co. (Better Homes & Gardens) as half owner with local Paramount interests, has been formed to purchase 5 kw CBS outlet KSO.

Allen Saylor, chief of UAW-CIO radio operations (holds CP for FMs in Detroit, Chicago, Cleveland) is out in shifts caused by union opposition to Henry Wallace.
NEW DIRECTORY ADDS UP ALL TVS: Ten more CPs for TV were announced by FCC this week, bringing list of those authorized to build to 70 while number of stations actually broadcasting totals 17. They're all detailed, along with this week's 10 new applications, in our new TV Directory No. 2 herewith. Hence no blue-paged addenda this week. Next week we'll issue TV Addenda 2-A to help you keep your own records up to date. Note that TV Directory No. 2 allows space for writing in additions, etc.; also that its p. 7 gives full table of Channel Allocations by Metropolitan Areas.

These were the interests securing CPs (consult asterisked items in Directory for details): WBRC, Birmingham; WFBM, Indianapolis; New Orleans Times-Picayune (WTPS-CP); WDAF, Kansas City; WOW, Omaha; WHAM, Rochester; WNBF, Binghamton; WBT, Charlotte; WHIO, Dayton; KLEE-CP, Houston.

This week's applications brought total pending to 106. They're also indicated by asterisks in TV Directory No. 2. They were: For Boston, 20th-Century-Fox, Channel No. 13; says it will spend $500,000 on plant, $35,000 per month. For Toledo, Edward Lamb's Unity Corp. (WTOD), No. 11, and newcomer Maume Valley Bcastg. Co., headed by Bernard R. Baker II, owner of Baker Dept. Store, also No. 11 (making 4 now seeking non-assigned channels in Toledo). For Steubenville, 0., WSTV-John Laux interests, No. 12. For Fall River, Mass., WSAR-Herald News, No. 8. For Charlotte, N.C., WSOC, No. 9. For Minneapolis-St. Paul, Tribune and Star-Journal (Cowles), No. 9, and WMIN, No. 2. For York, Pa., WSSA-Louis Appell, No. 8, and Philadelphia Inquirer (WFIL-TV), also No. 8, latter seeking satellite along much same lines as Philco in Bethlehem (Vol. 4, No. 2).

Applications may be expected soon from WTAG, Worcester, Mass., and KRNT, Des Moines (Cowles); possibly also from WHEC, Rochester; KLZ, Denver, among others.

TV NETWORK FACTS AND FANCY: Somebody's going to be left behind, some new interests may even come to fore, in merry scramble for network positions now under way in TV. Even should all TV channels in major markets be granted within a year, as we expect (Vol. 3, No. 51), it looks like present AM network lineups will be sorely shaken so far as TV affiliations are concerned. Limited number of TV channels is basic reason. The network moguls are plenty concerned, too.

You may even see new network names emerge -- in fact, one move toward that end has already begun. Idea is for Chicago Tribune's WGN-TV (due to start in March) and New York News' WPIX (due in June) to form nucleus of "newspaper TV network" -- rich, powerful McCormick-Patterson radio interests to link with Philadelphia Inquirer's WFIL-TV, Baltimore Sun's WMAR-TV, Washington Star's WMAL-TV, Scripps-Howard's Cleveland WEWS, et al. They're already agreed on an exchange-of-film syndicate.

Despite lots of publicity about network plans involving stations not yet granted, some not even asked for, fact is only NBC has as yet really tied up any substantial number of firm network affiliations. Others are moving at snail's pace, seemingly in daze. CBS, for example, emerging from apparent lethargy after losing color fight, at moment is preparing to link Philadelphia Bulletin's WCAU-TV (due to test Feb. 18) to its New York WCBS-IV -- but that's about all that's definite.

CBS can only hope to get into key Los Angeles somehow (possibly with an af-
Affiliation contract only. for even the Thackrey properties, including CP for TV, have been withdrawn from sale. Its officers candidly admit they missed the boat there. Also, CBS faces tough local competition in quest for stations of its own in Chicago and Boston, not to mention any other major market for which it may later decide to apply. CBS has one license, seeks the 2 more, is entitled to go for 5 limit.

**MBS rests its TV fortunes on its strong stockholders** -- Macy-Bamberger with R's CPs for New York and Washington, Chicago Tribune (WGN-TV), Yankee Network (CP in Boston, applicant for other New England facilities), Don Lee (TV pioneer in Los Angeles, claimant in San Francisco), Gimbels (seeking Philadelphia outlet), Cleveland Plain Dealer (seeking Cleveland). MBS board met in Washington Friday; officials say it has first TV refusals from all -- this despite Chicago Tribune in "newspaper network" talk.

And ABC, probably goaded by FCC action ordering its lagging Detroit CP to air, announced this week all its 5 granted TVs (Chicago, Detroit, New York, Los Angeles, San Francisco) will be operating by end of year. It claims sites already obtained for all but New York, where it's trying to get into Chrysler Bldg. with MBS-TV, probably will. It reported plans for 3 preliminary regional networks with these nuclei: Chicago-Detroit, San Francisco-Los Angeles, New York-Philadelphia-Washington. The trade journal "Broadcasting" reports ABC is considering offering stock to affiliates to raise capital for TV expansion.

Close inquiry among various network affiliates already holding TV grants, as well as among well-placed independents, elicits the same response heard before: "We're just sitting back for the time being and playing the field" (Vol. 3, No. 49). In other words, no network commitments until they see how TV networks really line up and who offers best and most.

On NBC's part, with Schenectady-to-Washington network already operating, on to embrace stations in Boston, Baltimore and Richmond; with 5 stations of its own assured (2 operating, building, one other), with close tieups with 7 of the stations now on the air -- it sits back and grins as competitors reap harvest of their dalliance. So does pioneer DuMont, with its Washington and New York outlets, as CP for Pittsburgh, its network aspirations. So also does Paramount, with its Chicago and Los Angeles outlets, its ambitions to get more (Vol. 4, No. 5).

**GER & BETTER TV PICTURES:** Apace with development of larger direct-view tubes (Vol. 4, No. 4, 5; Vol. 3, No. 47), TV developers are coming forward with new projection systems which may turn out to be competitors of the 15 and 16-in. direct-view -- though it's hard to figure how they can compete on price basis. Today's other expensive projection TV sets use Schmidt optical system, through which small thode-ray picture is projected via system of plastic lenses onto large-size screen (RCA's and Philco's 15x20-in.).

Now comes North American Phillips Co., 100 E. 42nd St., New York, with reported improvements on Schmidt system, details undisclosed but said to be ready to license to set manufacturers. Emerson's answer to big pictures (before RCA's 16-in.ellar tube was announced) was reported to be a movie-type refraction system (mall tube, lens and separate screen) projecting images 13x10-in. And newcomer lonial Television Corp., 780 E. 137th St., Bronx, N. Y. (not to be confused with Ivania-subsidiary Colonial Radio Corp.) has a "Vision Master" unit, at $2,195, that uses an adjustable Bausch & Lomb lens to throw up to 8-ft images onto screens anding 2 to 15 ft away. Bausch & Lomb lens is also being marketed separately (or $125) through Television Industries Co., 540 Bushwick Ave., Brooklyn, N.Y.

Among other new developments reported in recent weeks: a multiple unit antenna system for apartment houses, demonstrated at gigantic 2701 Parkway, Philadelphia, by Multenna Co., same address; each of three antennas rises 40 ft atop 13-story edifice, each capable of serving up to 200 apartments. The "Tele-Booster" filter that attaches to a TV set to boost weak signals, rejects interference, offered by Vision Research Laboratories, 87-50 Lefferts Blvd., Richmond Hill, N.Y. And an antenna-less TV receiver, promised for spring (at around $600) by Arcturus dio & Television Corp., Newark, N.J., expanding from tube-making to receivers.
DAYTIME AMs TOLD TO GO FM: Daytime and limited time AMs, who've bombarded FCC with requests for STAs (Special Temporary Authority) to operate into evening or night hours for special programs, have been told by FCC, in effect: "If you want nighttime coverage, get into FM." Admonition took form of proposed rules change issued this week (Public Notice 15092) to abolish such STAs after April 15. Anyone objecting can file through Feb. 28, but Commission says it "sees no further need for such STAs in view of the opportunities for fulltime FM authorization." In other words, it's going all-out for FM again -- even beyond urging people to apply and clamping down on laggards. FCC's own language: "Diligent efforts toward the early establishment of FM service will more than adequately satisfy public needs."

THAW AFTER THE FM FREEZE: Subsidiary effects of lifting of AM-FM duplication ban (Vol. 4, No. 5) are cropping up fast, shifting from day to day. All 4 AM networks notified affiliates if they duplicate one optioned-time show they must duplicate all, though no extra fees are offered yet. Some affiliates don't like it, having issued separate rate cards and begun building some fair local business, notably sports. But majority envisage FM's first job one of building "circulation," i.e., listeners to FM -- and they think network programs can best do that job.

Then there's longing of weaker networks for better night coverage. FM offers big chance. This is bound to produce jockeying among affiliates, impel renewed urge to apply for new FM, hasten fulfillment of CPs. It's even conceivable big networks, when FM really proves audience, will be inclined to pull away from AM affiliates without FM, or at least add local FM outlets. Despite hue and cry about their "plot" against FM, it's obvious they stand to gain not only coverage but bargaining position with affiliates by reason of FM -- not immediately, perhaps, but certainly over the long haul.

Among other effects: FM-only networks now also have Petrillo go-ahead; Dillard expects some raiding of his Continental Network by AM networks but thinks he'll come out all right, feels he has plenty of takers. In record field, Petrillo deferred ban on recorded network shows, such as Bing Crosby's, for 60 days pending network contract negotiations. Rep. Kearns promises bill "week after next" to amend copyright laws to permit royalties for musicians from commercially-played records; bill will provide stiff fine for bootlegging home records into commercial uses. As for TV, latest report is Petrillo will ask that musicians seen as well as heard get AFRA wages as well as AFM pay.

CONGRESS AND THE FM STORY: The heat's really on to get low-band back for FM -- and now it's a Congressional committee that may weigh the balance. Two days of hearings on Armstrong-Zenith inspired Lemke Resolution, to give FM frequencies around 50 mc, leave distinct impression all or part of TV Channel No. 1 (44-50 mc) may well go to FM for wide-area rebroadcast stations or regular stations, or both -- these in addition to present 88-108 mc. Dispersion of 44-50 mc, subject of recent hearings (Vol. 3, No. 33, 47; Vol. 4, No. 4), hasn't yet been decided by FCC. Congressional pressure may sweep aside what's left of Commission's original intention to give all of 44-50 mc to mobile services -- though there's evidence FCC has been leaning towards FM recently anyway.

Sitting in on 2 days of hearings, one got distinct feeling Congress has little intention of allocating by legislation. But it's also evident Rep. Wolverton's House Interstate Commerce Committee, deeply impressed if not awed by tales of maltreatment of FM related by Inventor Armstrong and others, and not yet having heard other side, feels FCC has done wrong by FM in moving it from low to high
hand. It also seems convinced RCA and other established radio interests have tried to muffle FM. Rep. Wolverton says other side will be heard, on date yet unspecified. But meanwhile, committee members made it plain FCC is being watched.

Committee seemed completely convinced by Maj. Armstrong, questioned him delicately, respectfully. He's bitter as ever toward RCA and toward FCC's advisors (principally K. A. Norton) who turned tide against low band; told committee (as did Lemke) that most present commissioners aren't to blame for shift (5 of 7 are new members); said presently constituted Commission seems sympathetic (he's been conferring with Engineer-Comr. Sterling); voiced hope for decision on 44-50 mc in 2-3 weeks. Whether RCA will be hauled in, or will itself demand right to be heard, no one will say. Next move is FCC's.

Note: For good round-up on Maj. Armstrong, details of his patent battles, account of his early FM efforts, we commend February Fortune Magazine. One sentence really pinpoints the Major: "Pertinacity...is his most outstanding characteristic."

CHURCHES IN THE FM PARADE: Texas Baptists' 6 FM applications (Supps. 55-P, 55-Q), first tendered last summer (Vol. 3, No. 27), were finally accepted for filing after charters were amended to permit commercial station ownership. Applications may stir up some fuss from liquor interests. Last July, scuttlebutt had them vowing to apply wherever bone-dry Baptists did; they haven't so far. Question arises, too, whether Baptists (eyeing other cities) could get more than 6 should they desire; they think they can, claim each group is separate entity. Dr. R. Alton Reed, of Dallas, was delegated by Texas Baptist General Convention to co-ordinate applicants' plans, including possible network. Another church-related application is one for Chicago from Lewis College of Science & Technology, headed by Archbishop Bernard J. Sheil, known as Chicago's "liberal priest." largely because of labor leanings; counsel is ex-FCC Chairman Paul Porter. Interesting was Baptist (but no dry) FCC Chairman Wayne Coy's answer to a Congressman asking advice as to how Baptists could use radio. Coy's reply, in effect: "Baptists, too, have great opportunity for public service in radio."

Radio Frequency Allocation Chart, as of Oct. 2, 1947, in accordance with Atlantic City Telecommunications Convention (above 27.5 mc effective Jan. 1, 1949; below 27.5 mc effective date to be determined by future special conferences), has been published by RCA in colors, suitable for framing. RCA has kindly given us several dozen copies or our subscribers; they're available to the first who ask.

CIHS annual report for 1947 shows gross before Federal income taxes of $9,520,100 (vs. $9,355,000 for 1946), net of $5,920,100 or $3.45 per share (vs. $5,795,000 or $3.37). Of 947 net, $4,504,300 came from broadcasting, $1,415,800 rom record manufacturing, compared with $3,915,700 and 1,860,200 during 1946.

FCC finalized ISM frequencies, when it made permanent assignment of 13.56, 27.12 and 40.68 mc for industrial, scientific and medical services, effective March 16. Second harmonic of 27.12 mc band falls within TV Channel No. 2 (44-60 mc).

NAB's Frank Pellegrin resigned this week to head new 1 kw daytime KBJS, St. Louis.

Transit FM idea (Vol. 4, No. 5) received enthusiastic treatment in Jan. 30 issue of Passenger Transport, publication of American Transit Assn. Car card people see possibility of boosting transit companies' present advertising revenue from $23 million to $100 million by adding FM, with no guess as to what it might mean to stations. But first signer of contract (with WCTS, Cincinnati), P. G. Vondersmith, owner of Cincinnati, Newport & Covington Railway Co., doesn't expect to make much off stations. Instead: "Whatever we are paid by the radio people is insignificant to even the very small increase in riding habit." Transit Radio Inc., Union Trust Bldg., Cincinnati, station-owned outfit supplying sets, has ad in issue asserting readiness to arrange installations in 90 days.

Printed circuit, single frequency, 2-tube receivers for Indian market are rolling off one British production line at rate of 370,000 per year, reports Feb. 2 Retailing. Production line, says story, is machine 70 ft long requiring only 2 operators. John A. Sargrove, who designed machine, plans 6-stage, 4-tube superhet set with printed circuits.

Whole week of May 16 (business sessions, May 17-21) and Biltmore Hotel are time and place of next NAB convention in Los Angeles. All reservations for Biltmore and other major hotels must be made through NAB.

1948 IRE convention March 22-25 at New York's Hotel Commodore and Grand Central Palace has lineup of sessions in just about anything you're interested in electronics-wise, under theme "Radio-Electronic Frontier."

Next NBC affiliates convention has been scheduled for Sun Valley, Idaho, Sept. 22-25.
NOT MANY NETWORK FMs ON AIR—YET: Actually, there aren't yet as many network- affiliated AM stations with already-operating FM adjuncts as you might suppose. Recapitulating our office records, we find only a total of 222 FMs on the air under licenses or STAs which have AM "parents" with network affiliations. These break down as follows: ABC, 63; NBC, 55; MBS, 54; CBS, 50. Also on the air: 122 FM stations tied up with non-network AMs, 56 FM-only stations.

Note these are only FMs presumed to be actually on the air by reason of the 95 thus-far-issued licenses and the 305 outstanding STAs (Special Temporary Authority) permitting interim operation with less than assigned power, etc. Breaking down the FM log another way, network affiliations of FMs or prospective FMs loom considerably larger. If you bulk in all FM licensees, CPs, CGs and applicants, as reported in our Supp. 55 (FM Directory) and Addenda to date, here's the box score: ABC, 159; MBS, 144; NBC, 119; CBS, 120; independents (i.e., non-network or FM-only), 631. But remember, these figures include applicants and grantees not yet operating.

Our office master file of FM, which shows individual AM-network affiliations, is open to the inspection of our subscribers. We're not planning to publish it until next fall, frankly, because the demand is too small to warrant the expense of republishing our 48-page Supp. 55 with this new data and with the changes to date reported in our Addenda 55-A to 55-S. Incidentally, in 55-S herewith, note that our total figures have been adjusted in light of recent FM activity (particularly the numerous dropouts of FM grantees and applicants in the last few months) and to correct the normal margin of error.

EYEING THE TV LAGGARDS: TV grantees who've been sitting on their channels, thinking they're secure until TV arrives full-blown, got clear sign this week they better get busy. That sign was FCC's action ordering hearings on applications for extensions of Raytheon's CP for Waltham, Mass. and King-Trendle's (now ABC) for Detroit. Raytheon has held CP since May 16, 1946, King-Trendle since July 11, 1946. Both are under attack by Paramount, which also seeks stations in those cities and which petitioned Commission to withdraw grants, throw them into comparative hearings. WJR joined Paramount, so it looks like dog-fights ahead.

Action portends tougher attitude by FCC, now that demand for channels in major markets begins to exceed supply. Already other bidders for channels in over-demand areas are considering emulating Paramount's tactic -- so intense has competition become in such set-for-hearing cities as Cleveland, Pittsburgh, San Francisco, Miami. Next 2 "laggards" to get FCC eye (their last extensions expire Feb. 16) are Outlet Co., Providence (WJAR) and Palmer Leberman's Radio Sales Inc., Seattle (KRSC); former has held CP since May, 1946, latter since Dec., 1946. Other grantees whose CPs have aged and who haven't given "good account" of their dilatoriness, include KOB, Albuquerque, N.M., granted May 21, 1946; WJAC, Johnstown, Pa., Aug. 29, 1946; WCQN, Minneapolis, Oct. 3, 1946; Maison Blanche, New Orleans, Jan. 16, 1947; Southern Television, Miami, March 12, 1947; Sarkes Tarzian, Bloomington, Ind., May 8, 1947 (see TV Directory No. 2).

CHEAPER TVs & THE DOME CIRCUIT: There's more than meets the eye in Motorola's all-out plunge into the New York market this week with big ads (by Macy and Gimbel's and such ubiquitous radio-appliance chains as Vim and Dynamic) plumping big Chicago manufacturer's new 7-in. $179.95 table model. Not only does this major producer tell TV's No. 1 market receivers can be had immediately in lower price ranges, but it also incorporates a circuit that can't be blinked away by other manufacturers -- the Dome circuit, developed by GE's R. B. Dome, which if widely used imposes new burdens on telecasters.

Dome circuit requires transmitter operators, rather than set owners and service men, to ensure proper video modulation and maintain vigil against phase distortions that show up in sound portion of TV receivers. RCA engineers have been studying some time, haven't arrived at conclusions yet because they say not enough tests have been made. If any substantial number of Motorola sets come into public's hands -- some circuit is said to be employed in Admiral's $169.95 model (Vol. 4,
No. 2) and in Hallicrafters promised $169.50 set (Vol. 3, No. 46) -- results will be available to judge what need be done. Only other 7-in. set producers -- RCA (not pushing its $250 unit) and Philco (out soon with one for $199.50; see Vol. 4, No. 4) -- do not use Dome circuit.

**TV AT THE MERCHANDISE MARTS:** For department stores, expected to be prime users of TV as an advertising medium, intra-store TV not only has obvious promotional value -- it also actually increases sales, sometimes phenomenally. That's nub of New York University's study of "TV Caravan" which big Allied Stores sent on 22-city tour last year (Vol. 3, No. 16, 44). Survey of 5,000 store viewers showed that:

1. Store traffic increased 30% during TV showings.
2. Ten percent of customers will be brand new, attracted by TV.
3. Four out of 10 persons will buy, one-fourth of purchases being articles they had not planned on buying.
4. Sales of merchandise especially suitable to televising (such as houseware, luggage, furniture, sporting goods) will increase up to 200%. In addition, 84% of those interviewed said they'd like to buy TV set, most stipulating $100-$300 range. Copies of NYU report are available (at $2.50) from Dr. Lawrence C. Lockley, Bureau of Retail Research, Washington Square 3, New York City. Note: RCA intra-store crew moved into Cleveland's High Co. Dept. Store this week for one-week stand expected to "play" to 500,000.

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**SIGHT AND SOUND**

FCC hearing calendar for TV applicants in cities where where demand exceeds channel supply includes following with dates set: Hartford-New Britain, Feb. 16, there; Fall River-New Bedford, Feb. 26, there; Philadelphia, March 11, there; Waterbury, March 15, in Washington; Wilkes-Barre, March 16, there; Harrisburg, March 18, there. Hearings designated but no dates set: Akron, Allentown-Bethlehem-Easton, Boston, Cleveland, Dallas, Detroit, Miami, Pittsburgh, Reading, San Francisco-Oakland. Hearing on WHAS and WAVE requests for Louisville's Channel No. 5 has been cancelled since WHAS has withdrawn request, will retain CP for No. 9. For list of licenses, CP holders, applicants, also allocation table, see TV Directory No. 2.

Number of TV advertisers increased 148% in 1947, from 31 in Jan. to 181 in Dec., 32 using WSCS-TV, according to February edition of periodically revised brochure titled "Television Today" issued by CBS Television commercial dept. Of network TV, it says: "CBS believes coast-to-coast TV will be attained when regional networks sufficiently spider web the country ... [by] hookups of regional networks."

NBC video rate revisions effective April 1 include not only frequency discounts but also separate time categories. Transmitter base charges go up to $750 per hour, include 5 hours rehearsal time, with other time charges increased proportionately —- program facilities charge remaining unchanged (Vol. 3, No. 44). Base transmitter charges are for 7-11 p.m. Mon.-Fri. and 1-11 p.m. Sat. and Sun. Between 5-7 p.m. Mon.-Fri. transmitter charge is 3/4 base; all other times, half.

Add TV sponsors: On NBC Network, Brown & Williamson Tobacco Corp. (Kools), 5-min. sports film Fridays, 8:25 p.m., adding WBAL-TV, Baltimore, and WBZ-TV, Boston, as soon as they start; thru BDJO. On WNBT, RKO Theatres, nightly spots advertising film "Tycoon," Feb. 5-11. On WBKB, Hudson-Ross Co., radio distributor, "Junior Jamboree," children's program, 4-5 p.m. 5 days per week. On WFIL-TV, Reynolds & Co., stockbrokers, weekly interviews.

NBC executive v.p. Frank Mullen, with engineering v.p. O. B. Hanson, off for West Coast Friday to discuss Los Angeles-San Francisco TV plans particularly, are due back in New York March 1 for Petroillo parleys.

Although city-by-city TV set census was turned down by RMA at Chicago directors meeting last week, TVers are still working toward some central reporting system. Getting warm is BMB undertaking being worked out tentatively between former's Hugh Felts and NBC's Hugh Beville. At same time, N. Ayer's Don McClure is working with utilities' associations to have individual cities report findings to central body. Chicago, St. Louis, Detroit electric associations are already compiling and publicizing such data locally.

Standing to gain most from TV now, organizations such as RCA, Philco, GE, AT&T, DuMont, NBC, CBS, etc., should lay out some $15,000,000 for TV programming in 1948, says Grey Advertising Agency in its newsletter Television Grey Matter. They should enlist help of their distributors and dealers, as did automotive industry and one beauty supply manufacturer, agency goes on, with net effect of lifting program levels and doing "more to sell video sets both in 1948 and in the years ahead than the same sum spent in any other way."

TV minimum weekly program hours on a sliding scale (based on monthly segments from license date) seem to be most likely TBA recommendation to FCC. Liberalization of 28-hours-per-week rule is foreseen, if industry is unanimous on sliding scale plan. Present waiver of TV minimum hours runs out March 31.

Jockeying for TV rights was further manifested this week when CBS signed up TV along with radio rights to Preakness May 15, also 1948 Belmont, June 12 — both to be fed live to hookup. CBS also signed May 15 Kentucky Derby, but TV version is planned via film.

NBC ups Carleton Smith to manager of its Television Dept., New York, as of March 15, reporting to Noran Kersta, TV director. Onetime presidential announcer, capable, popular "Carl" Smith rose to management of WRC, WRC-FM and WNBW, Washington.

GE reports sale of TV transmitters for ABC stations in Los Angeles and San Francisco, both 5 kw units similar to those on order for Chicago Tribune, New York News, Yankee Network and WOR.

Weekly news-sheet, Milwaukee Teree, is being issued twice monthly by WTMJ-TV to all area distributors and dealers to keep them up-to-minute on TV.
THE BIGGEST THING IN RADIO: Make no mistake about it, Mr. Broadcaster -- every TV viewer is one less listener to the present aural radio system. Your business future, your position in your community, will inevitably be affected as TV's "circulation" increases. It's as simple as that, as an evening spent in almost any TV home will prove. That isn't to say TV will bleed aural circulation fatally. The experts speak of population growth, more radio families, more listeners per set, ocular fatigue vs. aural restfulness, and all that. Whatever the mitigating circumstances, some practical minds recognize what's coming, so --

NBC is preparing to give first real tryouts to an obvious, vital programming experiment -- telecasting of some of its big-name network shows exactly "as is" without any special production effects at first, studying listener reactions, costs, etc. Assuming Petrillo lifts his TV ban, perhaps working first with non-music shows, NBC's TV cameras will scan such productions as Fred Allen, Edgar Bergen, Telephone Hour, Truth or Consequences, Kay Kyser, Take It or Leave It, People Are Funny -- any one of which seems well suited to telecasting.

Ideal for telecaster and public, of course, will be time when many TV shows can be enjoyed audibly without being seen -- by housewife at her chores, by non-owners of TV sets, etc. Take it from apperceptive Jack Jett, ex-FCC member, now Baltimore Sun radio chief, addressing Baltimore Ad Club the other day: "Television is the biggest thing in radio. It is growing very fast...The aural broadcaster must recognize that his audience will dwindle as TV expands. All of this points to a new era when we may 'stop, look and listen' -- or just 'listen' to our radio."

THE FAST VANISHING TV CHANNELS: Analysis of our TV Directory No. 2, with this week's Addenda 2-A herewith bears out our oft-expressed conviction the supply of channels is fast approaching the vanishing point -- at least under present allocations. As we count them, in the top 50 metropolitan areas, as delineated in the 1940 U.S. Census, only 47 channels are as yet ungranted or unasked for. These won't go begging long, either.

Indeed, demand in some areas so far exceeds supply of channels that somebody's inevitably going to be left out in the cold. Let's look at the record as of this date, confining our recapitulations to the first 50 market areas:

(1) These areas have all their allocated channels granted: New York 7, Los Angeles 7, Washington 4, Baltimore 3; Providence, New Haven, Dayton, Toledo, 1 each.

(2) These have neither grants nor applicants as yet for their channels:

(3) These additional areas have this number of channels still unapplied for:
  Albany-Schenectady-Troy 4, Milwaukee 3, Richmond 3, Memphis 3, Seattle 2, Rochester 2, Omaha-Council Bluffs 2, Syracuse 2; St. Louis, Minneapolis-St. Paul, Columbus, New Orleans, Springfield-Holyoke, Birmingham, Lowell-Haverhill-Lawrence, 1 each.

(4) Channel supply exactly equals demand to date in these areas: Chicago, 3 for 3; Buffalo-Niagara Falls, 3 for 3; Cincinnati, 2 for 2; Scranton-Wilkes-Barre, 2 for 2; Worcester, 1 for 1.

(5) Demand exceeds supply and hearings are pretty certain in most of these.
Philadelphia, 2 for 1; Boston, 9 for 2; Detroit, 2 for 1; San Francisco-Oakland, 4 for 3; Pittsburgh, 6 for 3; Cleveland, 5 for 2; Hartford-New Britain, 4 for 2 (including Yankee application for Bridgeport); Atlanta, 3 for 1; Dallas, 4 for 1 (though nearby Fort Worth has 2 channels still available); Toledo, 4 for none (Seeking channels found by engineers); Akron, 2 for 1; Youngstown, 3 for 1; Miami, 4 for 3; Allentown-Bethlehem-Easton, 3 for 1; Indianapolis, 3 for 2; San Diego, 5 for 3; Kansas City, 5 for 3; Houston, 6 for 3:

All these figures are subject to almost daily changes as FCC acts and as new applications pour in -- 16 filed this week alone. They're cited to show the score at the moment only, and also to indicate trends.

So it won't be long now before they're all gone or spoken for -- our guess is about 2 months; indeed we know of a dozen or more additional applications in preparation that will change the scores. Then watch the outcry for more channels!

As for communities under the top 50, there are only these cases as yet where demand exceeds supply: Fall River-New Bedford, 3 for 1; Harrisburg, 2 for 1; Reading, Pa., 2 for 1; Waterbury, 3 for 1; York, Pa., 2 for 1. In a handful of the smaller areas, the single-channel allocated has already been granted: Wilmington, Binghamton, Lancaster, Johnstown, Stockton, Cal. Otherwise, the smaller cities are still wide open, will probably be the next eager quarry in the rush for the new Golconda that is TV.

Note: For listing of metropolitan areas by 1940 U.S. Census sales rank, see our Supp. No. 19. For full listings of all licensees, CPs and applicants to date, see TV Directory No. 2 and Addenda 2-A.

SWELLING ROSTER OF TV SEEKERS: Louisville's second TV channel (No. 5) was granted WAVE Friday, making 71 CPs for TV outstanding (correct your TV Directory No. 2 accordingly). But much more significant this week were: (1) Continually swelling roster of TV applicants -- 16 more this week, as detailed in TV Addenda 2-A here-with, making total 120. (2) FCC action designating for hearing, on grounds they're laggards (Vol. 4, No. 6), CPs issued to KSFO, San Francisco, and KRSC, Seattle.

Yet Commission may not get too hard-boiled toward slow-movers who can show mitigating circumstances, as evidenced by extension of CP granted this week to ABC's WXYZ, Detroit, which had been ordered to hearing; it explained to apparent satisfaction of FCC that equipment orders were in, plans made, etc.

One applicant dropped out this week -- WKNB, New Britain, party to March 1 Hartford-New Britain hearing (now 4 for 2). These were the week's new applications (for detailed data on facilities, personnel, etc., see TV Addenda 2-A):

For Birmingham, Ala., WAPI (Channel No. 13), proposes 26 kw video power from 875-ft antenna for rural station. For San Diego, KFSD-Tom Sharp (No. 10); KUSN-Union & Tribune-Sun (No. 10); and Television Bstg. Co. (No. 10), partnership headed by Navy engineer L. H. Papernow, proposing satellite to Los Angeles stations. For Des Moines, KRMI-Cowles (No. 9), proposes 25.5 kw from 1,665-ft antenna built for FM. For Indianapolis, WISH, seeking reinstatement of pre-color application designating No. 3, now granted William H. Block Co. For Kansas City, WHB-Don Davis (No. 5); KCKN-Capper (No. 2). For St. Louis, KWW-Convey (No. 9). For Atlanta, WBGE-Mike Benton (No. 13). For Houston, KATL-Fred Weber group (No. 5); KTRH-Chronicle-Jesse Jones (No. 5); KXYZ (No. 5) and Glenn McCarthy, oilman who seeks to purchase KXYZ (No. 7) -- latter being 2 separate applications pending FCC purchase action. For New Orleans, Mississippi Valley Bstg. Co. (No. 10), headed by Edgar B. Stern, former cotton broker, to be operated by sons Edgar Jr., ex-Navy radar engineer, and Phillip, New Orleans Item reporter. For Syracuse, Radio Projects Inc., subsidiary of Newhouse Newspapers (Syracuse Herald-Journal and Post-Standard), recent purchasers of WSYR (No. 5).

Soon to come will be applications by Mid-America Bstg. Co., holder of CP for AM in Louisville; Beck Radio School and WLWLOL, Minneapolis; WTAG, Worcester; Glenn McCarthy, for San Antonio -- and others.
FATE OF 44-50 MC STILL UP IN AIR: It's still a mystery what will happen to 44-50 mc. FCC's plans for the band were kicked off schedule by Lemke Resolution hearings (Vol. 4, No. 6). Resolution's opponents haven't had their day in Congress yet and date hasn't been set for their appearance. Apparently, FCC and House Interstate Commerce Committee are waiting for each other to do something. Complicating whole matter is fact FM people aren't at all agreed on precisely how to use band should they get it: Maj. Armstrong leans toward big coverage stations (like Yankee's WMNE Mt. Washington) for relaying only. Everett Dillard (Continental FM Network) thinks modest stations, using towers of high-band stations, might do the trick. FMA rank and file are dead set against any use of low-band except for relaying. Zenith and consulting engineer C. M. Jansky want big low-band stations to cover what high-band doesn't, for public consumption, plus relaying.

Then there's question of how many networks 6 mc would make possible. Dillard thinks perhaps 1 mc per network. Others say "impossible," it would take much more. As for ownership of the relay stations, Dillard thinks high-band operators could build and operate them, lease them to networks.

There's some thought that a compromise may be in the works -- present low-band stations to continue until 15 kc network lines are readily available. This parallels thinking on TV networking; FCC is expected to allow temporary use of TV network rates will be (FCC has ordered AT&T to file them by April 1; see story on p. 3) before they agree to accept recently filed FM tariffs (Vol. 4, No. 4). In story) before they agree to accept recently filed FM tariffs (Vol. 4, No. 4). In interim, FCC "suggests" FMA and AT&T get together, resolve differences.

TV AT POLITICAL CONVENTIONS: Wanted: a sponsor for TV coverage of the Republican national convention in June, the Democratic in July, both in Philadelphia. While biggest show yet from TV standpoint will be carried sustaining on broadcast networks, they and affiliates can cut in and out with regular sponsors -- whereas TV coverage must be very largely a continuous job. Party leaders aren't averse to sponsorship idea, though they'd probably balk if it were product not in particularly good taste. Ideal would be pooling of TV receiver manufacturers; they stand to gain most from big boost TV set sales should get. Trouble is they're selling all they can turn out now, quite aside from fact they're so keenly competitive it would take an advertising Solomon to keep them all happy.

It's going to cost something like $350,000 for full coverage of each convention, pro-rated among ABC, CBS, DuMont, NBC plus Philadelphia's WCAU-TV, WPTZ. Interspersions of sponsored shows or announcements by networks and stations will be easy to sell, but they're hardly enough to carry whole cost. Some are planning special events sponsorships during periods they pull out of pool coverage of convention proper. Situation is aggravated by fact FCC ordered coaxial rates by May 1, an expense planners hadn't counted on; there's hope this will be deferred.

Only Eastern seaboard networks (Boston to Richmond) will get network coverage, others via quick films. Reports WBKB's Bill Eddy had plans all set for microwave relay to Chicago are unfounded; it can't be done in time.

ARE RADIO LOGS NEWS? If editorial judgment says it's news, then radio program listings should be run as such -- it's as simple as that, and by far vast majority of newspapers take that view rather than carry logs only as advertising, as do Miami newspapers. That's position taken by NBC v.p. Sid Elges in current "Editor & Publisher." Anomalous situation prevails in Washington, where radio logs are carried as news by Washington Star -- but not TV logs! So Star publishes listing only of its own station WMAL-TV (duly marked adv.) while other newspapers publish not only logs of city's stations but also of Baltimore Sun's WMAR-TV.
TV sponsorship of all New York home baseball games this season was assured this week with signing of Brooklyn Dodgers on WCBS-TV by Old Golds and Ford as co-sponsors. Chesterfield will sponsor Giants on WNBT (no rival billboards to be in camera view, either!); Ballantine (brewer) will sponsor Yankees on WABD. In Philadelphia, Philco distributors will again sponsor Phillips on WPTZ; whether Atlantic Refiners will go on same station again with Athletics is still undecided by N. W. Ayer. Usually on top of the commercial news of TV, Variety reports Studebaker and Pontiac may soon "take dip" into TV, emulating Kaiser-Frazer, Chevrolet, Oldsmobile; also that CBS is talking with Gillette about TV of Derby, Preakness, Belmont Stakes.

Could be that CBS is really shaking loose, readying to resume fire of its once-mighty promotional guns—on behalf of TV. This week its Radio Sales carried trade ads captioned "We stepped into Television early..." and going on to tell how it foresaw TV's "inevitable growth," was early in rep field to sell time on WCBS-TV. This ad, plus fact CBS executives are plainly worried about back-seat TV position (Vol. 4, No. 6), plus sending of station relations scouts out to sign TV affiliation contracts, plus known eagerness of lower staff levels to get going, may presage lots of TV activity soon.

Large-screen TV found another entry into field when Tradio Inc., Asbury Park, N. J. demonstrated new Tradiovision unit, projecting picture on aluminum screen up to theatre size. System demonstrated Friday in New York consists of 3 units—screen, projector, control unit. Projector consists of 39 tubes, 3 controls, covers 13 channels, is priced at $2,600 (with servicing for year) plus installation fee, contains 6 sub-chassis for simplified maintenance. Control unit can be used to operate more than one projector. Previous coin-operated TV set, put out year ago by Tradio, has been withdrawn.

One by one, NBC is naming TV topkicks at division points: Jules Herbeuveaux named this week as manager of new TV Dept., Central Division, Chicago; Hal Bock already operating as such in Los Angeles; Washington V.P. Frank Russell's chief aide, Bill McAndrew, placed in charge of all broadcasting there, including WNBW, succeeding Carleton Smith, promoted to New York post (Vol. 3, No. 6).

Intercity TV links will get green light next week when FCC makes final proposed 1,000-13,000 mc allocations. Although Commission hasn't retreated from position such connections must be on common carrier basis, TVers will get approval for own systems on temporary basis, using pickup and STL frequencies (Vol. 3, No. 51).

Research departments of the "slicks" (like Saturday Evening Post, Time-Life-Fortune) are currently probing TV, possibly with view to forecasting whether commercial TV will make same inroads on them that radio did on outdoor advertising. Also, Fortune is readying May article on TV.

One of earliest radio platers (for Bulova), Biow Co.'s Hollywood office (6111 Sunset Blvd.) is producing series of 10 one-minute films for placement on 18 TV stations about March 1—for Schenley (Roma Wines). Mike Sasanoff is producing for Biow, Telefilms Inc. filming.

Increasingly popular TV magnifiers may be due for price drops—Walco's Tele-Vue-Lens (Vol. 3, No. 52), sold at $59.95, now out in "standard" model at $39.95 (for 7, 10, 12-in. screens) and "economy" model at $29.95 (for 7 and 10-in.)


Transit FM (Vol. 4, No 5, 6) will get tryout in Washington beginning Feb 23, WWDC-FM doing experimenting. Plans of WMAR-FM, Baltimore, got setback due to death of transit company president. WTCN-FM, Minneapolis, pioneer demonstrator of idea, was told by local transit company that it was "interested only in giving riders a ride, nothing more." WTCN-FM, incidentally, estimates 40,000 FM sets in area.

Add TV sponsors: On WPTZ, Philadelphia Shyrock Radio & Television Co., 3 spot announcements weekly on films, 11 p.m., thru Hansell & Zook, Philadelphia; Western Savings Fund Society, spots preceding NBC network wrestling Tuesdays, 8:45 p.m., thru Geare-Marston Inc.; Wilf Brothers (floor covering, home appliances), "Author Meets Critic" Sunday nights from NBC. On WTMJ-TV, Milwaukee, Ennis Motors (used cars), "Sportsman," sports demonstrations by athletes, Sundays, 8:30-8:45 p.m.

Zenith's new patent suit to break up RCA pool and license system, for which it asked declaratory judgment last week in Federal district court in Wilmington (first suit was filed against RCA just year ago), names AT&T, Bell Labs, Western Electric, Westinghouse and GE as additional defendants. Suit seeks to invalidate more than 100 patents. You can look for Zenith soon to announce entry into TV set manufacturers.

Industrial Television Inc., Clifton, N. J., announces new development which permits added viewers to be fed from any commercial-type receiver, through plug-in system. Added units cost about half price of regular complete set. System, demonstrated Wednesday, can also be used to attach larger picture size viewers to regulation 7 or 10-in. set.

"In Verse of Brooklyn" might well be cognomen for Brooklyn Dodgers' FM station, should club get reserved channel for which it has just applied. Aims of application are to become "Youth Station" and to give Brooklyn local expression. Presumably, station would also keep rights to Dodgers games. Its first case of athletic club seeking FM.

Apathy among set manufacturers, says FMA's Bill Bailey, forced cancellation of joint meeting to step up FM enthusiasm of Chicago area dealers. Meeting was to follow FMA Region 3 meeting coming up Wednesday (18). FMA expects good turnout—all advance registration.

"Mayflower" decision hearing scheduled for March 1 may be postponed. NAB has asked for continuance to April 15 on grounds number of key witnesses will not be able to appear on March date, its own staff is busy on international conferences, ASCAP negotiations. March 1 is also date of Paramount-DuMont TV hearing.

RCA reports sales of 3 kw TV units to these CP holders: WMC, Memphis; WCON, Atlanta; WAVE, Louisville; WJAR, Providence.

Rodney D. Chipp joins DuMont TV network as asst. engineer, leaving job of ABC facilities engineer.
**END OF TV'S FREE COAXIAL RIDE:** AT&T was no less surprised (though perhaps more agreeably) than were eastern seaboard TV station operators when FCC, in sudden action Thursday, ordered phone company to file schedule of rate charges for TV use of coaxial to take effect May 1. Up to now telecasters have shared an experimental free ride on New York-Washington coaxial, and nobody was in any hurry to pay. FCC action was at behest of FMA (which doesn't enhance its popularity with TV interests thereby) on plea AT&T discriminated in favor of TV while charging for 15-kc lines for FM (Vol. 4, No. 4). Indeed, FCC order stated it was "to avoid discrimination and preference in favor of television broadcasters as against other broadcasters."

Implications of action are fairly clear: (1) AT&T must now announce rates by April 1 at latest, though it wanted more time to study comparative costs of cable vs. New York-Boston microwave relay. (2) Rate cards of TV stations along line must take these charges into account, so far as intercity hookups for commercials are concerned. (3) If coaxial rates are unduly high, TV interests must concentrate anew on microwaves; nobody thinks, though, they'll be as high as last summer's proffered and hastily withdrawn schedules (Vol. 3, No. 23).

Meanwhile, here are the latest dates on AT&T coaxial and relay progress (see map, Vol. 3, No. 50): New York-Chicago cable, ready for TV early in 1949; New York-Chicago microwave relay, ready later in 1949; Chicago-Terre Haute-St. Louis cable, now installed but not ready for TV until end of 1948; Washington-Richmond, installed now, to be TV-equipped by early summer. In addition, New York-Washington's present 2 circuits will be augmented by 2 more by this summer.

**DuMont Holds Tight to Control:** Trade press was quick to pick up (and variously interpret) our story of several weeks ago (Vol. 4, No. 5), reporting that Aviation Corp. (Avco), which owns Crosley, and others were looking into DuMont with view to buying up Paramount's 271/2% stock interest. Story made clear Dr. DuMont's controlling group has no intention of relinquishing control to anybody -- certainly nobody who might discard or dwarf DuMont trade name. This week Dr. DuMont took cognizance of "rumors," admitted they may have originated on premise Paramount has offers for its stockholdings ("which do not represent a controlling interest anyhow"), confirmed licensing of Crosley to manufacture under its patents, denied any intention company itself contemplates selling any part of its interests.

"We have been in television since the beginning," said Dr. DuMont, "and we most emphatically intend to remain in television. [Our] 5 divisions...are not for sale, nor will be offered for sale." He went on to explain DuMont's A stock (72% of total issued) elects president, v.p., 5 [out of 8] directors, so controls. Paramount's B shares (whole issue) elect secretary, treasurer, asst. treasurer, 3 directors, so "can prevent but cannot compel action wherever stockholder action is required." Dr. DuMont added: "Any sale of Paramount-owned B stock would not affect the measure of control now held by the A shareholders." Paramount maintains silence, obviously isn't happy about having so little voice in DuMont, insists it's going through with FCC hearing March 1 -- but oracles are still betting it will divest itself of DuMont stock eventually.

**AND SOON THERE'LL BE MORE:** Checkup of CP holders who said they'd be next with TV stations on the air (Vol. 4, No. 1) shows several already testing, some about to start tests, most aiming for commercial operation early spring or sooner. Here's the latest, as reported to us by phone or wire this week (for channels, powers, etc., see TV Directory No. 2):

Chicago's Tribune's WGN-TV, in second week of tests from partial antenna atop Daily News Bldg., completes 6-bay antenna next week, plans 30-60 days to get bugs out of system, tentatively sets April 5 for commercial start. Even with 1-bay, good reception was reported in Elgin, about 35 mi. Buffalo News' WBEN-TV now running sporadic tests, starts tests on schedule next week, no commercials before May 7. Stanley Hubbard's KSTP, St. Paul, started one-hour daily test patterns with 500 watts Feb. 4, reports it's preparing for full operation on April 27 "T-Day."

Newark's WATV (WAAT) starts tests Monday (Feb. 16), will run them 30 days,
then go commercial, rate card already published. Baltimore's WBAL-TV starts tests Friday (20th), plans commercial operation about 2 weeks thereafter, is all ready to join NBC on coaxial. Philadelphia Bulletin's WCAU-TV now says Feb. 23 for "official" test patterns, commercials in mid-March, has also published rate card, will hook up with WCBS-TV, New York.

Richmond's WTVR (WMBG) has its STL now, but icy weather is delaying tower tuning, test patterns due any day; operation at least one hour daily planned by March 1, rate card ready but no commercials sought yet, expects to hook into coaxial (NBC) by June 1. GE is all poised for this new market, with carload of TV receivers already shipped, including new 803 table model with 10-in. screen, AM, FM ($449.50) with which GE will be making big pitch in all TV markets shortly.

Westinghouse's WBZ-TV, Boston, also delayed by bad weather, now reports tests and commercials will begin between April 1-May 1. New Haven's WHNC-TV expects tests by March 15, regular service April 15, tieup with DuMont's WABD, New York. Los Angeles' KFI-TV is still awaiting components, now says it can't set any dates.

Unique situation obtains in Kansas City, where applicant KMBC could go on air within month of grant, already has site, equipment, etc., ready from days when it operated big radio school, even has pro baseball signed up. But it's in snafu caused by fact it delayed applying, others also want in, so now it looks like hearing because there are more applicants than channels.

* * * *

Formal "kickoff date" for Crosley's WLWT, Cincinnati, is Sunday, Feb. 15, though station began commercial operation last Monday when all 3 local newspapers carried big "T-Day" sections. First sponsor was Wiedemann Brewing Co., telecasting WKRC-sponsored Golden Gloves tourney. First dept. store signed: H & S Pogue Co., sponsoring "Luncheon at the Sinton." Participating "Kitchen Klub" 6 days weekly, 3-3:30 p.m., has Crosley Mfg. Corp. as first participant, placed through Roy S. Durstine Inc. Among other sponsored shows: "Who Am I?" quiz, Tuesday nights by Dreidame's House of Television; Bulova time signals, through Biow; Steinberg's Radio Store, 3 announcements weekly.

THE TV PROPERY RIGHTS ISSUE: It's going to take a lot of legalistics to determine just who owns what in TV, once the telecasters themselves decide on policy. Is it free broadcasting or paid theater? Court actions promise to be long-drawn-out, complicated, expensive -- but they must come sooner or later to resolve the issue (mainly on paper as yet) arising over unauthorized, allegedly illegal pickups of telecasts for showing to paid audiences.

Only telecaster who seemingly has clear-cut issue as yet is Paramount's KTLA, Los Angeles, where Pantages movie house has picked up, projected Rose Bowl game, Santa Anita races (Vol. 4, No. 3); also where Fox West Coast chain and several other movie interests are reported to have ordered Colonial "Vision Master" projection-type units (Vol. 4, No. 6) for in-theatre use. But Paramount isn't going to take initiative because it might be fighting itself -- it owns movie houses, too. Paramount v.p. and TV chief Paul Raibourn thinks some out-and-out telecaster will have to carry the ball, hopes both complainants and defendants have plenty of resources -- the legal battle, he thinks, will be that long.

Only other "case" fizzled out when RKO cancelled announced big-screen showing of Madison Square Garden bouts at its 58th St. Theater after both NBC and Promoter Mike Jacobs objected. Currently, NBC's WMST and WNEW carry printed legends at opening and signoff reading, "The programs broadcast by this station may not be used for any purpose except exhibition at the time of broadcast on receivers of the type ordinarily used for home reception." KTLA opens and closes with announcement that telecasts are "free" broadcasts. Both are for legal establishment of property rights (courts are supposed to give some weight to such efforts), but at present they obviously mean nothing.

Note: TV legalities might consider "test case" against a neighborhood kid we know whose home has a TV set and who charges his friends a dime admission fee. We'll furnish name and address on request!
JOIN 'EM IF YOU CAN'T LICK 'EM: Logical early move in the jockeying of networks and local interests for favorable TV positions may be tieups, possibly corporate, with motion picture companies -- the TV networks with major producers, local stations with local-regional film distributors. CBS Chairman Bill Paley conferred with RKO recently about buying out or into that company. Regional movie interests (like the Schine theaters, Tri-States of Des Moines, the Paramount local groups, and various others) are known to be eyeing TV intently if not eagerly.

Any way you look at it, a wedding of the whispers and the shadows (Vol. 1, No. 1) is indicated eventually -- dictated by their common interest (and stake) in the millions of "little theaters" TV will fashion in the homes of America. When each realizes need for the other and they go to the corporate altar (as so many newspapers did with radio), an interesting historical precedent will be recalled: Paramount once owned a large part of CBS, RCA all of RKO. But they later divorced, CBS quite profitably, RCA not so profitably.

SET MAKERS OFF TO SLOW '48 START: January RMA set production figures show manufacturers will have to hump to hit 1948 TV and FM predictions (600,000-750,000 for TV; 2,500,000-up for FM). TV, though highest yet with 30,001, barely topped December's 29,345. And FM dropped to 136,015 from December's 191,947. Total radio production was 1,339,256, compared with record 1,705,918 in December (see Vol. 4, No. 3, for breakdowns). RMA attributes shrunken figures to 4-week month (December included 5 weeks) and traditional seasonal slump.

January FM breakdown: 45,002 AM-FM table models (1,490 with phono), 70,849 consoles (964 without phono), 20,164 FM-only and tuners. January TV breakdown: 16,740 table models, 7,115 TV-only consoles (2,116 projection type), 6,146 consoles with radio and phono (179 projection type).

MORE 'LEBENSRAUM' FOR TV? Disappointed TV channel seekers and not-so-sure applicants, notably in cities with dearth of channels, plethora of applications (see TV Directory No. 2 and Addenda), are already quietly fostering move to obtain more "lebensraum" for commercial TV -- and their eyes are on the 500-890 mc band (which radar-conscious military are also reported eyeing). Not everyone is agreed what ought be done, but these recent and current steps show how seriously responsible interests are considering problem of more channels:

(1) Some are urging FCC to open up uhf band for black-and-white. Fact particularly that lots of smaller in-between communities in highly populous areas stand to get none of TV's present 12 low-band channels at all, inclines authorities to lend them sympathetic ear. (2) GE has been investigating, is seriously considering 500 mc transmitter development. (3) RCA has named intra-company committee headed by Labs' Dr. Jolliffe to study ways and means. FCC hierarchy still sees future of nationwide TV in uhf, but won't act until industry takes initiative.

Major trepidation is effect on consumer. It's agreed new high-band channels, requiring new kinds of sets or adapters, might give public impression present receivers are going to be obsoleted in near future. There's also fact adequate
transmitting equipment isn't yet available, one point on which industry majority successfully fought CBS color bid. Another question is whether to use whole uhf band for black and white or leave substantial segment for color -- electronic color still said to be at least 5 years away. There's also question whether communities like New York or Chicago or Los Angeles could support more than 7 or Washington more than 4 (present allotments of channels); it's from big cities cry for more channels comes mainly, for small city quotes really haven't been taken up yet.

Answer will come if and when whole industry, probably under aegis of RTPB, takes up matter, comes to Commission with definitive suggestions. No one has yet.

ZENITH & 12 MORE APPLY FOR TV: Among this week's baker's dozen TV applicants, most interesting is one from Zenith Radio Corp., asking full commercial status for its present Chicago experimental transmitting plant on Channel No. 2 -- though averring it won't sell time initially. Application makes no reference to Zenith's "pay-as-you-look" Phone Vision plan (Vol. 3, No. 27) except to state proposed station would use movies of higher grade than TV now offers. Chicago applications, now 4 for 3, are thus thrown into hearing, others pending being from CBS (WBBM); WIND (Chicago News-Wrigley-Atlass); Chicago Sun & Times (WJJD-Marshall Field).

Other applications this week knock cockeyed some of our recapitulations, as of last week (Vol. 4, No. 7), of remaining channel supply and availabilities by communities, assure still more hearings. Week's other 12 applicants were (for detailed date, see TV Addenda 2-B herewith):

For Atlantic City, Atlantic City Television Bestg. Co., 50-50 partnership of Philco and owners of Claridge Hotel; Atlantic City World (Samuel Ungerleider Jr.); Station WMD -- all seeking city's sole community channel No. 8. For St. Louis, Star-Times (KXOK), No. 4; Globe-Democrat (KWGD-FM), No. 13 -- now 5 for 4. For Rochester, WHEC-Gannett Newspapers, No. 2. For Buffalo, WGR, No. 9 -- now 4 seeking 3. For Indianapolis, WIBC, No. 12 -- now 4 for 2. For Springfield, Mass., Yankee Network, No. 3 -- now 2 for 1. For Des Moines, WHO, No. 9. For Richmond, Va., WRNL, (Times-Dispatch & News-Leader), No. 3. For Madison, Wis., WIBA (State Journal and Capital-Times), No. 9.

BIG TUBES IN DIBS AND DABS: Though RCA patent licensees are being shown working models of its revolutionary new 16-in. metal-coned direct-view tube (Vol. 4, No. 5) at company's Lancaster plant, the unhappy facts are (1) that none will be ready for delivery before late summer or early fall either for RCA's own TV receiver line or to other set makers; (2) that even at capacity production, as now planned, RCA can't turn out more than 150,000 of them through 1948 and 1949; (3) that these must be pro-rated among RCA's tube customers on basis of "historical allocations."

In other words, that much-needed "Buick" model for TV -- in between 7-in. "Bantam", 10-in. "Ford" and projection-model "Cadillac" -- doesn't look like it will be available in quantity for several years. Tube-making machinery, tube manufacture are just too complicated for speedier prospects.

So, while trend's plainly toward bigger tubes, plentiful 10-in. will continue to dominate medium-priced field, for supply of blank "bottles" (mainly from Corning Glass Works) is plentiful, and tube plants are tooled to process them in quantity. Indeed, only this week RCA lowered price of these tubes to its manufacturer-customers by $2.50 apiece -- auguring continued price reductions of receivers sold to public. What big boys devoted to 10-in. standard are aiming for eventually is 10-in. set (table model) at price of present 7-in. ($170 to $200), 16-in. at price of today's 10-in. ($300 to $375). Actually, part-metal 16-in. may go even lower, for tube can eventually be mass-produced, weighs about one-third of equivalent glass tube. But we'll have to wait.

Meanwhile, tube pioneer Allen B. DuMont, who never went along with 10-in. standard, has tied up Corning's 12, 15, 20-in. hand-blown blanks (though 12-in. is due for machine production and should become more plentiful). DuMont factories can't meet demand either for finished tubes it sells to other manufacturers or sets it produces itself. Dr. DuMont says this year he'll produce 200,000 tubes, 60,000
FM PERKS UP, 416 NOW ON AIR: Balmier building weather, plus lifting of Petrillo ban, plus premium networks will inevitably put upon FM along with AM coverage—all add up to good prospects FM stations will take at unprecedented rate during next month or so. This week's 13 STAs (Supp. 55-U here-with), greatest number yet in any one week, brought count of FMs on the air to 416. Hiked rate of STA requests also shows more and more grantees finally making up their minds, many running out of excuses for delaying construction. Darker result of same factor is continued heavy mortality among grantees, 4 cancelling their CPs this week, making 35 quitting since our last FM Directory (Supp. 55) Oct. 1, 1947.

MORE SETS, NEXT BIG FM PUSH: Now that AM-FM duplication makes radio's best programs available on FM, there's nothing wrong with FM that a lot of good new receivers won't cure. So FMA is throwing its all into a cry for sets, its big Chicago regional meeting this week (some 200 attending) calling on manufacturers to put FM into all sets, bring FM prices down. Coincidently, Emerson came out with its promised $49.95 AM-FM table model. Other big companies may be expected to emulate that major small set specialist. There's even talk of FM-only sets now, perhaps push-button, which should find ready market in areas where network shows are duplicated.

Even RCA is thinking in terms of FM as the basic future system of radio. Reassuring words at Chicago meeting from RCA v.p. for home instruments, Joe Elliott, were rather surprising in view of company's long running fight with Maj. Armstrong, who alleges it has done all it can to hold back FM. Said Elliott: "A lot of us have put a big stack of blue chips on FM." Pridefully, he noted that RCA turned out 25% of FM table models in first 9 months of 1947, developed Crosby FM transmitter, expects to emerge by end of year "as leading manufacturer of FM broadcast equipment."

Meeting's resolutions (1) urged AM networks to employ 8,000 kc lines or better, so duplicating FMs can get high fidelity; (2) requested FCC set standards for multiplexing FM and facsimile, permit no FX-only stations in 85-108 mc band. Deferred was action asked by some disgruntled AM-FM network affiliates against networks' requirement that affiliates duplicate all commercial shows (Vol. 4, No. 6) -- incidentally, it's freely reported some mustangs are duplicating only what they please. Set for Sept. 26-27 in Chicago was next FMA convention.

SIGHT AND SOUND

You've about exhausted our supply of the new Radio Frequency Allocation Charts, published in colors by RCA and suitable for framing (Vol. 4, No. 6), but RCA Frequency Bureau tells us it can provide a few more. So write us for a copy; no charge.

Transit Radio Inc., pushing FM in public vehicles (Vol. 4, No. 5, 6, 7), is reported giving Yankee Network exclusive franchise for New England. Farnsworth and Link, in addition to John Caraway's Electronic Research Inc., Evansville, Ind., are now experimenting with receivers for transit use. Link is working with New Jersey's Public Service Co-ordinated Transport.

Raytheon request for STAs for FM (studio-transmitter links) in 3700-3750 mc or 6500-6550 mc band, made at hearings on 1,000-12,000 mc allocation last year (Vol. 2, No. 6), was denied in FCC final allocation announced Friday. Commission felt these frequencies were needed for wideband services, and present 920-952 mc STL band for FM is adequate.

FM Region No.3 elected these officers at Chicago meeting this week: Marion Claire, WGNB, Chicago, chairman; E. F. Baughn, WPAG-FM, Ann Arbor, Michigan v.p.; Donald L. Babson, WBNF, Beloit, Wisconsin v.p.; George Arnold Jr., WTAD, Quincy, Illinois v.p.; Edward Breen, KFMY, Fort Dodge, Iowa v.p.; Ed Wheeler, WEAW, secretary. Hard-working executive director Bill Bailey from roaming country for members, exhorted attendees show more active support, bring in new members (total to date: 241).

Ira Hirschman FM station WABF, New York, has done it again—this time sold full 6 p.m. to midnight period Fridays to local Stromberg-Carlson distributors for continuous classical music, including cut-in of Continental FM Network's Rochester Civic Orchestra. 8:30-9 p.m. WABF sold similar period Mondays to Philco.

Ex-FMA President Roy Hofheinz is principal in Texas Star Bensig, Co., which got now 50 kw AM grant in Harlingen, Tex. this week (see AM Addenda 1-H).
To help finance its TV projects, also studio changes, ABC this week registered with SEC for issuance of 250,000 additional common shares, probable price $12.50, no underwriters, sale to be limited to network affiliates "and such other persons as may be selected from time to time." Net income for 1947 was reported as $1,520,756. The approximately $3,125,000 raised by new stock issue would go toward capital expenditure program of $5,325,000 contemplated, $3,825,000 this year (including Chicago TV, Sept. 1; Detroit, Nov. 1; Los Angeles, Dec. 1; New York, San Francisco indefinite pending sites).

Tough break pioneer TV experimenter Don Lee gets in having its Los Angeles commercial TV held up (though channel reserved for it), and in being thrown into 4-for-3 San Francisco hearing, simply because it awaits hearing decision on certain network practices, was underlined this week when it petitioned FCC to be taken out of consolidated San Francisco hearing. It claims FCC has discriminated against, jeopardized application. Comr. Rosel Hyde, busy on WBAL case, isn't expected to have year-old Don Lee hearing decision for some time yet.

TV positions for political conventions in Philadelphia were set this week, with CBS, DuMont and NBC handling inside camera work. There will be 4 camera positions at 3 locations, with DuMont and NBC occupying No. 1 and 2 positions at same central location. Philadelphia Inquirer's WILF-TV has been assigned outside pickup coverage, NBC handling control room, CBS audio system, DuMont video distribution. Each network is obligated to have crew of 5 technicians.

Legal hagles failed in effort to persuade FCC to take CPs for TV away from dilatory grantees, make them parties to competitive hearings with all other applicants. Paramount petition, in connection with Detroit, Boston and San Francisco hearings, was denied. FCC also postponed to March 25-26 at Fall River-New Bedford hearing on TV applications.

Thoughtfully eyeing 20th Century-Fox's TV-newsreel contract (Vol. 4, No. 5), Associated Theatre Owners of Indiana said, in current bulletin for members, "Perhaps the entrance of the newsreel companies into the picture is the best safeguard of the exhibitors' interest." Group is now polling members on their estimates of TV's impact.

Stromberg-Carlson's recently granted WHTM wanted to use Pinnacle Hill in Rochester's residential area for its TV antenna site, but city zoning board said no. So company moved site few feet on same hill (into suburban Brighton territory), got Town Board's okay this week.

Nic's Hollywood v.p. Sid Strotz, urged to come East to run TV programming, balked at leaving sunny California, agreed to 3-month tour of duty to prepare himself for autumn start of NBC coast TV operations, is due to reach New York around March 1.

FCC's vital "Mayflower" hearing goes on March 1 as scheduled, Commission denying NAB petition for postponement. Some 60 organizations and persons (radio, veterans, labor, farm, religious, etc.) are listed to be heard.

Detroit's WWJ-TV ups base rate from $300 to $350 per hour, effective March 1, now is on 30 hours per week, reports 6,300 local set owners.

Add baseball sponsors: Ford Motor Co. with local dealers again sign Bob Hannegan's St. Louis Cardinals for all home games on KSD-TV. Deal not yet made for Browns.

Special 20-page video edition of Detroit News (WWJ-TV) Feb. 11 carried more than 10 pages of ads—mainly TV sets.

Not all sports promoters are agin' TV. This week some of the bright spots in TV sportscasts picture come to light. In Milwaukee, Lou Perini, president of Milwaukee Brewers baseball club (also president of Boston Braves and member of National League's TV committee) told why he signed up for season's TV coverage by WTMJ-TV— with no charge to telecaster: "Television . . . will take baseball to fans who can't get to the park. It will keep them interested in our team and it may interest others and make new fans, or bring back old ones." In Cincinnati, WKRC's Hubert Taft (Times-Star) told WLWT's James Shouse that attendance at Golden Gloves (which newspaper sponsors), far from being cut by TV, actually increased, cited 3,467 attendance at 1047 tourney vs. 7,283 in 1948 (which was televised).

Top TV sponsor classification continues to be set manufacturers-distributors. Latest: On NBC network, GE Receiver Division starts March 5 NBC-produced newreels, Fri. 9 p.m. On WTTG, Washington, Motorola, with George's Radio & Television Co., "Did You Find It?" version of old-fashioned scavenger hunt, Mon. 8-8:30 p.m. On WTMJ-TV, Milwaukee, Taylor Electric Co. (RCA), "Teen Canteen," high school kid show, Sat. 3-3:30 p.m. On KTLA, Los Angeles, GE Supply Corp., "Pantomime Quiz," charades, Sun., 8-8:30 p.m. To stimulate TV set sales, Philadelphia's WCAU carries sustainer "This Is Television," Saturday discussions about TV.

FMA won't be satisfied with 15 kc line charges (Vol. 4, No. 4, 7), says President Dillard, if forthcoming TV coaxial rates are close to those originally tendered by AT&T (Vol. 3, No. 23)—unless 15 kc (and even AM's 5 kc) charges are lowered. He thinks new criteria, rather than number of phone circuits displaced, should determine network rates for all broadcast services. FCC's "suggestion" FMA and AT&T iron out differences is expected to result in meeting middle of next week.

Chicago's live-wire WBKB is getting protection against sports promoters' vagaries the way Philadelphia's WILF-TV did—by becoming a promoter itself. Station has made agreement to share profits and losses of boxing matches with Michigan City, Ind. city council, school board and two promoters. Programs will be microwave to Chicago and rebroadcast.

Metallic lenses beaming channels 250 to 500 mc wide, latest thing in Bell Laboratories' bag of electronic tricks, are expected to get first use in projected New York-Chicago microwave link. Dr. Winston E. Kock and associates, who developed lens, also made first metallic lenses used in New York-Boston relay. These handle band only 10-20 mc wide.

Pinko People's Radio Foundation, unsuccessful FM applicant for New York, is out with new Eugene Konecky book, The American Communications Conspiracy, charging "radio trust," including FCC, with perpetuating obsolete standard broadcasting" and "sabotaging FM." If you read it, be sure check up on source.

Consumers Union gives 6-page TV "lowdown" to its subscribers in January Consumers Reports. Although dubious whether today's programs are worth price of sets, article says it's fun to watch TV shows, which are bound to be improved (as will sets). Rated are 7 sets, only one of which was considered "not acceptable."

Farnsworth's experimental TV outlet W9XFT, Fort Wayne, Ind., operating on Channel No. 4, now used for field testing receivers, ought to be ready to go commercial by mid-1948, reports President E. A. Nicholas.

Problems of FM set alignment fathered RCA's new portable sweep generator (WR-53A) specifically designed for FM receiver servicing.
DuMont receivers -- how many of each size he won't divulge. He's also confident he calculated right in making his TV sets all-band continuous tuners, so that they can be used for FM as well. He's probably right, considering that AM-FM network program duplication is now permitted, probably will now mean many AM tuners to FM.

WHAT CROSLEY-DuMONT DEAL MEANS: Here are the discernible details back of DuMont-Crosley one-sentence joint announcement Wednesday stating they have "effected an agreement with respect to the manufacture of television receivers under DuMont patents and the exchange of engineering and manufacturing":

Crosley's Cincinnati plant will manufacture DuMont's 12-in. table models ($445 Chatham) and consoles ($795 Savoy) for DuMont. Crosley will also make identical sets, but with different cabinet styling, for marketing under its own trade name. DuMont will still produce some Chathams and Savoys at its Clifton plants, but will concentrate there mainly on tubes and class sets (selling up to $2,495). DuMont is also considering "farming out" more of its production to still others, for its own limited output isn't even meeting demand from New York-New Jersey area. Its sets are virtually unknown in most other TV cities, though it's besieged with distributorship requests.

Tieup with Avco-owned Crosley naturally renews question whether Avco isn't really going to get into DuMont. Victor Emanuel company is still interested in acquiring Paramount's stockholdings (Vol. 4, No. 5,7) -- but so are others, bankers as well as manufacturers. Unverified reports have it Paramount would sell at 10 (market lately around 9). DuMont probably would prefer Avco as a partner, so long as present "A" stockholders retain control.

Meanwhile, Paramount-DuMont hearing is still on FCC calendar for March 1, though another request for postponement would doubtless be granted if negotiations get under way. Examiner assigned is Jack P. Blume, FCC counsel John McCoy; pre-hearing conference will be held Wednesday (25th) in Blume's office.

CBS TV POLICY, SKY'S THE LIMIT: There's little doubt now about CBS's purpose -- it's going all out for TV, using every resource and facility at its command, making up for lost ground as best it can. Mystery of its two-year delay remains locked in mind of Chairman Bill Paley. But you can count CBS in now as a major entry in a race NBC and DuMont have had virtually to themselves these last few years. All of which spells keener competition, better service to public, wider TV markets.

Newsmen were called into big Grand Central Terminal TV studios of CBS Tuesday (roomiest and handiest in New York, all but idle since company turned to policy of "actuality" telecasts) and were told: (1) Several hundred thousand dollars worth of renovation will soon transform its 700,000 sq. ft. into country's biggest TV studios, 2 main ones each measuring 55x85 ft., 45 ft. high, with studio production resuming in April. (2) WABC-TV will increase hours on air to 35-40 per week, go to 7-day schedule. (3) Network plans are a-borning, CBS is now advising affiliates to go into TV, and CBS is going to make a real pitch for the big sponsor revenues TV promises -- already running well into 6 undisclosed figures per month for NBC's WNBT and WNBW, better than $50,000 per month for DuMont's WAD and WTTG.

As for potential TV network affiliates, CBS admittedly isn't in very strong position yet (Vol. 4, No. 6), though it announced "experimental" arrangement with Yankee Network's Boston station when that one gets going. But Yankee presumably owes first fealty to MBS, of which it is stockholder and which has as yet rather vague TV network plans of its own. CBS's appeal, as President Frank Stanton said, will be predicated on: "The program is the thing for affiliates, and CBS means to be tops in programs."

On the station ownership side, CBS has only its New York outlet, faces competitive hearings in Boston (9 seeking 3 available channels) and in Chicago (4 seeking 3, Zenith having applied this week). Manifestly eager to get into channel-exhausted Washington and Los Angeles, company officials now are thinking in terms of "partnership," at least in latter city (presumably with Times). CBS proposes eventually to have allowable 5 stations of own, for its officers believe net-
work alone isn't answer -- CBS must own TV's, as it does AMs and FMs, to make over-all operations profitable. Where next, then? Probably St. Louis (KMOX). Definitely not Minneapolis (WCCO). Possibly other cities, even if they aren't top markets. Company will even buy or go into local partnerships if it must.

About color, Stanton's definite word was: "We've had our crack at that ball and the Commission decided against us. We're going ahead full speed on black and white." Color experiments continue, but there's no plan to push polychrome until industry is ready. As for experiments with visual broadcasts of popular aural programs, a la NBC's plans (Vol. 4, No. 7): Stanton says CBS will also telexcast top radio shows. However, aural networks are still basic, for vast areas of U.S. won't get TV for many years to come. About plans for radio set manufacture under CBS brand name: "None whatsoever!" And...CBS has bought 3% interest in Madison Square Garden, is negotiating with ABC for joint TV use of Chrysler Tower.

INTERCITY RELAY WAVES FOR TV: TV gets pickup and STL frequencies for intercity hookups, at least temporarily, so one more load is lifted from minds of video enterprisers (Vol. 3, No. 51; Vol. 4, No. 7). FCC made decision this week in allocations of 1,000-13,000 mc, which gives TV 1990-2110, 6875-7125, 12,700-13,200 mc for that purpose. But FCC warned use is only temporary, entirely dependent on cooperation and ingenuity of stations and networks. Common carrier is still regarded best. FCC advised those who go into privately-owned intercity microwave systems "should plan to amortize their investment at the earliest possible date."

Although FCC turned down movie interests' plea for special theatre TV frequencies on ground they had not submitted concrete blueprint for operation, it did suggest common carrier wavelengths (3700-4200, 5925-6425, 10,700-11,700 mc) could be used when theatre people come up with specific proposals. Commission's decision is in report on Docket 6651, Public Notice 17266; we'll get you a copy if you wish.

TRENDS IN TV SET MANUFACTURE: Significant movements and undercurrents are under way in TV manufacturing -- though their courses are still rather dim. Besides the 31 companies turning out some 100 separate TV models, as listed in our Supp. No. 57, other big and little and new names will be announcing receiver lines soon. Among them will be Zenith, whose intention to go into popular TV set field is now an open secret. Due to be heard from soon also are such names as Sentinel, Pilot, National, Hoffman, Howard; also more obscure ones like Air King, Coronet, Preston.

Big boys meanwhile are mopping up markets, testing out every gimmick for public response -- from the 7-in. sets Motorola ($179.50) and Philco ($193.50) are currently pushing to DuMont's super-deeper 20-in. Westminster and Hampshire models ($2,495). Admiral and Hallicrafter's 7-in. (Vol. 4, No. 2; Vol. 3, No. 46) are due soon, too, but RCA definitely has abandoned that size. Steady demand for 10-in and 12-in. sets hasn't been diminished at all by promise of early 15-in. and 16-in. models at popular prices. TV factories are selling everything they can turn out now, though tavern field seems to be getting pretty well saturated.

Yet industry oracles predict TV output will narrow down, as did automotive industry, to a few big companies with sufficient know-how and adequate financing -- especially inasmuch as heart of sets, cathode ray tubes, are virtually controlled by 2 companies, RCA and DuMont. All other set makers must buy from them.

So it's freely predicted smaller entrepreneurs will die off, or be absorbed into bigger companies; or there will be more working deals like Crosley's with DuMont. Some even foresee one or more "General Motors" of radio developing. It's pointed out almost anybody can turn out an ordinary radio (yet even that industry has had high corporate mortality record), whereas TV manufacture is a cross between assembly line and watchmaking precision -- very slow, very demanding, with very high incidence of defects.

There's also fact that installation and servicing are quite as important as selling. The seller's job is far from done, once set is installed. He's got to keep set owner happy; so far the factories themselves have found it most expedient to control their servicing setups.
AT&T STEPS UP INTERCITY LINKS: You can take it from AT&T Long Lines topkicks -- as TV booms, telephone company intends to come right along with intercity network facilities, coaxial or microwave. As an example of how they're keeping pace with TV expansion, they point to v.p. Bartlett T. Miller's press statement this week reporting acceleration of intercity links, assuring Buffalo-to-St. Louis coaxial by October, 1948 instead of early 1949 as heretofore planned. Miller referred to 2,000-mi. connection via Cleveland, Toledo, South Bend, Chicago, Terre Haute, with 2 circuits between Cleveland-St. Louis, one from Buffalo-Cleveland. He also said that by December these Midwest circuits will be connected with Eastern seaboard hookup (Boston-Richmond) via cable from Cleveland to Philadelphia. [For all projected AT&T coaxial-microwave circuits, see map in our Vol. 3, No. 50.]

There's suspicion TVers' preoccupation with private radio relays, given impetus by last week's FCC okay (Vol. 4, No. 8), might have prodded behemoth AT&T into quickening pace of its TV connections. But company officials say installation step-up has been in works last 3 months. Yet it's hard to believe they aren't aware of telecasters' sentiments, summed up by Dr. DuMont before American Television Society the other day when he said TV operators would set up own intercity networks unless AT&T rates for coaxial and microwave are within means of telecasters. AT&T says it "has no idea yet" what the TV tariffs ordered by FCC by May 1 (Vol. 4, No. 7) will be -- but history of AM network line charges, FM demands, company policy to defer to big potential new customers all would seem to point to reasonable proposals. We'll soon know, for tariffs must be filed by April 1.

THE FUTURE OF AURAL RADIO IS FM: Cooler heads have prevailed, but there actually is a little coterie of FMers who think FMA ought to turn its guns loose on TV: They regard TV as a potential competitor (which it is), hence an enemy (which means fight). A few are so hipped on the subject they actually think they can lick this "monster" -- presumably by means of press releases and speeches.

Shades of the newspaper-radio battle of 20 years ago, led by the publishers' trade press, the ill-starred Venture Free Press, their educator allies, et al! Shades, indeed, of FM's own recent battles to win footholds alongside entrenched AM interests!

Which brings up some questions put to us recently by several subscribers: "Where's FM heading? Is it really being bypassed by TV? Have we wasted our investments in FM?" Here's our answer, for whatever it's worth:

We're still convinced that the future of aural radio is FM. That by this time next year all radios but the very cheap midget models will incorporate FM. That, given the choice of listening to the same programs via FM or AM, no one in his right mind would choose AM. That the networks and far-sighted AM operators must gear themselves for the inevitable transformation. That AM will eventually evolve as a service for high power transmission to rural and remote listeners.

Once the Petrillo duplication ban was lifted, FM's basic problem, programming, was solved. Now the big problem is the building of an adequate number of
full-power stations. And FMA's main function now is the promotion of FM reception.

On the other hand, we haven't the slightest doubt that TV is the ultimate in radio. That TV will soon dominate the whole radio structure (if not the movie business) in those areas that are TV-served. And that TV will eventually command by far the biggest share of the radio advertising dollar -- sound broadcasting taking a secondary, though still very important place.

You don't have to be a crystal gazer or soothsayer to see this. All you need are FM and TV sets in your home -- and the same common business sense that discerned, only a scant 25 years or so ago, what stature the business (and arts) of broadcasting might achieve.

THE MUSHROOMING TV LIST: Scripps-Howard got its second TV this week, Channel 7 in Cincinnati, bringing total CPs outstanding to 72. There were 15 applications this week, which minus the one CP, one withdrawal, one consolidation, means total now pending has mushroomed to 145. Diminishing channel supply forces hearings on big share of these. (For details of week's grant, applications, new hearings set, etc., see TV Addenda 2-C herewith.)

Broadcasters-applicants of week: For Baltimore, WITH-Tom Tinsley (No. 6) -- channel not now assigned that city. For Worcester, Mass., WTAG-Telegram & Gazette (No. 5) -- now 2 for 1. For Pittsburgh, WJAS-Brennen (No. 10) -- now 7 for 3. For Rochester, N. Y., WARC-Sam Townsend (No. 11) -- proposes using same tower as Strockberg's WHTM. For Omaha, KMA-May interests of Shenandoah, Ia. (No. 3). For Charlotte, N. C., WAYS (No. 11) and Surety Bestg. Co. (No. 9) -- latter licensee of WIS, Columbia, S. C., and WIST(FM), Charlotte. For Greensboro, N. C., Greensboro News (No. 2) -- holder of CP for FM. For Flint, Mich.,Advertisers Press Inc., operator of WAGL(FM), publisher of twice-weekly Flint News-Adviser, headed by Donald E. Johnson, part owner Coldwater (Mich.) Reporter -- plans satellite operation with Detroit stations, 56.5 mi. For Iowa City, Ia., WSUI-U of Iowa (No. 11)

Other applicants this week: For St. Petersburg, Fla., Sunshine Television Corp. (No. 7) -- owned by Robert R. Guthrie, local auto-appliance distributor, and B. Earl Puckett, president, Allied Stories Corp. For Waco, Tex., C. C. Woodson (No. 6) -- oilmen-publisher-broadcaster (see Vol. 4, No. 5). For San Diego, Cal., Video Broadcasting Co. (No. 3) -- 11-man partnership including Hollywood radio figures (see listing in TV Addenda 2-C); some company also applicant for San Jose, Cal. (No. 13) and Portland, Ore. (No. 3).

Other applications will be filed soon by WRVA and WLEE, Richmond; WWL, New Orleans; KVEC, San Luis Obispo, Cal., among others.

NEWS OF THE TV SET MAKERS: A handful of the smaller TV manufacturers, sensing inevitable demand for bigger pictures (Vol. 4, No. 4, 5, 6; Vol. 3, No. 47), are making stabs at that market with table models containing 15-in. direct-view tubes. But their prices are still beyond reach of average householder, far above what's promised when 16-in. metal tube is out (Vol. 4, No. 8) and when DuMont goes into production with its "interchangeable tube" sets capable of housing either 12, 15 or 20-in. Latest out with 15-in. table model is U.S. Television Mfg. Corp., announced this week at $950. Other such (for details see TV Set Directory, Supp. 57): Colonial, $50; Sports-View, $1,050; DuMont, $1,095; Bace, $1,145 -- plus installation.

Other TV manufacturing news of the week: Philco sales chief John Otter told Boston dealer meeting company has sold around $1 million worth of TV sets per week during last 9 months, is pursuing one-city-at-a-time policy to gain selling and servicing experience, will be there with sets when WBZ-TV opens in April. Big capital, complex plant and organization needed for TV, he said, means not more than 25 TV manufacturers will be in business at any one time [our Supp. 57 lists 31, with more reported reading]...Important radio producer Magnavox, reporting a record $28 million fiscal year ending March 1, advises it will be out in June with several TV-only sets styled to match its widely advertised consoles...Sonora's John Gerl reports Chicago plant, closed down for retooling, will reopen March 8 to produce 10-in. table model (at $350) at rate of 250 in March, 500 in April, 1,000 per month
MORE TV SPACE UP TO INDUSTRY: This much seems clear after further delving into subject of more channels for TV (Vol. 4, No. 8), now the hottest subject among the radio engineering and legal fraternities: (a) Some broadcasters frozen out, or fearful they will be, see lack of TV facilities spelling "death sentence" for their now flourishing aural broadcasting businesses within a decade. (b) Political repercussions are foreseen when Congress awakens to fact all channels are assigned, many sizeable communities left out, particularly on fringes of big cities. (c) Industry elements investigating propagation in now-experimental uhf band 500-890 mc are uncertain they can achieve powers needed for good service. (d) FCC isn't going to take initiative, will make no move until industry comes forward with concerted, concrete proposals how to get more "lebensraum."

Said Engineer-Comr. Sterling at U of Oklahoma radio conference Thursday: "The next move is up to industry in developing the high band so as to provide a nation-wide television service," implicitly agreeing present 13 (soon 12) channels aren't enough. Some engineers fear it would take megawatts of power to give satisfactory service on uhf, point to lack of power tubes for those frequencies. Results of tests by RCA, Philco, GE, DuMont and others are being coordinated by RTPB Panel 6 (TV committee, headed by Philco's David Smith). At least one big company is expected to make some sort of policy decision in week or so.

Those left out in cold and their advocates are eyeing non-military Government bands, particularly 162-174 mc which is contiguous to lower portion of present channels 7-13 (174-216 mc) and which could provide 2 channels. But no one seems to know what to do about capturing that band from the Government, although it's alleged it isn't being used. Since IRAC is pretty hard to shake, there's even talk of appeal to President Truman, pressure to get Congress to hold inquiry. One opinion was ventured that TV might well give up 500-890 band for 2 or 3 channels lower in spectrum, usable now. There's also suggestion of time-sharing, but nobody likes idea in light of 20 years it took AM to clear up that mess.

TRACING OUT TV COVERAGE: Joseph Waldschmitt and crew, of Consulting Engineer E. C. Page's firm, on assignment by RCA, have been chasing TV signals down 8 radialis out of Washington and have turned up some interesting observations. Their station wag" was fitted with standard RCA 621TS (7-in.) receiver and antenna 10 ft. above ground. During tests over period of 2 months, they made simultaneous recordings of WNBW (66-72 mc) and WMAL-TV (174-180 mc). We're warned that following don't justify generalizations, since all data isn't in, but: (1) WMAL-TV's high-band signal provides good picture behind mountains (near Harper's Ferry, 50 mi. away, for example) while low-band WNBW couldn't be seen. (2) High-band ghosting behind mountains wasn't serious. (3) In general, area coverage of both stations was about same -- WNBW doing better on level ground, WMAL-TV better in broken terrain. (4) WMAL-TV lost more signal in towns than WNBW.

RCA-NBC WELL HEELED FOR TV: RCA annual report for 1947, issued Friday, is particularly significant because of (1) exceptional upsurge in radio business it reports despite postwar adjustments, and (2) healthy state of NBC business it discloses, showing network is well-heeled for big TV outlays ahead. Biggest American radio entity upped its total business 32.5%, did gross of $314,023,572 during 1947, net after taxes of $18,769,557 ($1.12 per share); compared with gross of $236,980,770 in 1946, net $10,985,053 (56%). RCA Victor, RCA Labs, RCA International and domestic subsidiaries other than NBC and RCA Communications accounted for $233,308,803 of gross vs. $159,959,655 in 1946, up 45.9%. Separate NBC figures, heretofore undisclosed, show $85,690,001 gross in 1947 vs. $61,067,034 in 1946, up 7.6%. Report discloses delivery of 21 TV transmitters last year.
TOO MUCH DUPLICATION FOR SOME: FMA was exhausting every angle last October (Vol. 3, No. 44), when it petitioned FCC to amend Chain Broadcasting Regulations to force networks into permitting AM-FM duplication. Then Petrillo capitulated, and networks came through with more duplication than some AM-FM operators bargained for—they must duplicate all optioned commercial shows or none (Vol. 4, No. 6). Now FCC on its own is following through on FMA’s petition -- plus. It sent letters to networks this week asking: (1) Can affiliates duplicate? (2) Do they have choice only of duplicating all or none? (3) In cities where networks have no AM affiliates, can FM stations take network shows? (4) Can non-affiliated FMs carry network in cities where AM affiliates don’t duplicate? There’s a lot of confusion and strong differences of opinion among FM operators as to exactly what they do want -- some hot for continued blanket duplication, others for partial, some for entirely separate commercial operation. So FMA is now polling all FM operators for opinions.

SIGHT AND SOUND

Paramount-DuMont hearing on financial inter-relationship is postponed again to May 10, due to illness of former’s Washington counsel, Duke Patrick (virus pneumonia). At same time FCC set dates (see TV Addenda 2-C herewith) for hearings on Boston, Cleveland, Dallas, Detroit, San Francisco applications, among others. Paramount has stake in all but Dallas, its Interstate Circuit Inc. withdrawing Friday. All hearing dates are prior to May 10, meaning comparable issues may be settled before Paramount-DuMont situation is clarified.

Rush into newsreel field by press associations (Vol. 3, No. 44, 46) is somewhat decelerated by AP decision to suspend plans, though both UP and INS say they’re going ahead. Cold facts facing them are: Fox Movietone’s releases to TV (Vol. 4, No. 5) may presage similar activity by other old-line newsreels; TV networks and stations have no intention of quitting plans to do own filming, perhaps exchange among selves; market today comprises only 17 stations, probably no more than 40 by end of this year.

Ad agencies are taking “long, hard look” at TV, evidenced in report on video by Chicago’s Henri, Hurst & McDonald. Study adds up existing information (number of stations, costs, etc.), itemizes TV’s worth as ad medium (impact, high audience income, etc.), points finger at what it calls some of today’s problems: need for (1) cheaper sets, but with picture large enough to be viewed comfortably; (2) better programs; (3) more daytime shows to attract women, who buy practically 80% of family’s purchases; (4) lessening of TV station costs so more stations in smaller communities can be built.

Direct current converters, principally for TV sets, are being made by Electronic Laboratories Inc., 24 W., 24th St., Indianapolis. Company v.p. Walter E. Peek, announcing $80 unit for table models and $120 unit for consoles, said 3,000,000 people in New York area alone live or work in buildings served by d.c. But Federal Power Commission says latest figures (June 1945) showed 1.25% of population getting d.c. and that percentage has since gone down.

We were wrong in stating last week (Trends in TV Set Manufacturing; Vol. 4, No. 8) that RCA and DuMont virtually control cathode ray tubes, heart of TV. They’re biggest producers for TV, but cathodes also are made by GE, Sylvania, National Union, North American Philips, and several smaller firms.

GE is staging TV Conference at Syracuse, March 16-18, so its transmitter customers and prospects can hear authorities on TV station management, programming, operation and maintenance. Attendance will be limited.

Jimmy Petrillo’s AFM has finally employed a press agent—Hal Leyshon, ex-editor of Miami News (WIOD). Stop sign on clear channel decision, due shortly, went up from Congress this week when Senate Interstate Commerce Committee told FCC to hold up decision pending Congressional hearing on Colorado Sen. Johnson’s bill (S. 2231) to limit AM power to 50 kw. Johnson is reported to have heard from local stations fearful Commission might grant superpower to clear, thus jeopardizing their network affiliations.

Opponents of Lemke Resolution which would give low-band frequencies to FM (Vol. 4, No. 6) are scheduled, tentatively, to be heard before Rep. Wolverton’s House Interstate Commerce Committee March 24-25. This week, TBA requested hearing as soon as possible. Presumably, other opponents, notably FCC and RCA, will join in.

Whether FMA should pursue policy of bucking what its President Everett Dillard calls “one-legged TV,” on grounds test patterns and still pictures with music mean waste of spectrum, is on agenda of FMA board meeting at Washington’s Hotel Statler, March 5-6.

Continental FM Network loses its northern anchors, WHFM, Rochester (Stormberg-Carlson) and WSYR-FM, Syracuse (Wilder), as they begin duplicating NBC next week. But CN says others are ready to take over in area—without present 8 ke lines, covering by rebroadcast method.

“Chi tele is coming off its bistro binge,” reports Variety, which says Chicago barrooms have lost steadily to living rooms in last 9 months (of current 500 sets sold per week in Chicago currently, only 14% go into pubs, 86% into homes). Trend won’t make many TV enterprisers mad (see TV and the Taproom Trade; Vol. 4, No. 3).

FCC’s “get tough” policy towards dallying FM grantees was shown in orders this week to 3 more CP holders to get on air in 90 days or surrender grants. Getting the “word” were: WPRO-FM, Providence; WDAX-FM, Columbus, Ga.; WBSM(FM), New Bedford, Mass. After 2 such orders previously, one went on air, other turned in CP.

FCC has set TV hearing dates for 15 more cities (see TV Addenda 2-C herewith). And Cleveland’s 5-for-3 applicants have joined in petition opposing proposed reallocation of Channel 7 to Canton (Vol. 3, No. 33), ask for hearing at which they will suggest alternatives.

Waterbury TV applicants are now down to 2-for-1. This week, Fairfield Broadcasting Co. (Lee Hat-Danbury News-Times interests) and American Republican Inc. (WBRY-Waterbury Republican and American) merged to form Nutmeg State Broadcasting Co., owned 50-50.

Reports persist Westinghouse is trying to buy all or part of Philco’s WPTZ, Philadelphia, to tie up with its KYW there—but nobody will talk.
"FIND US A TV CHANNEL!" Pressure on FCC for more TV channels has become so great (Vol. 4, No. 7, 8, 9) that it's giving consideration to a special top secret engineering study on allocations that's understood to suggest: (1) opening 500-890 band for dozen or more black-and-white channels utilizing present TV engineering standards; (2) deletion of some or all low-band wavelengths, meaning Channels 1 to 6; (3) retention of some uhf bands for potential evolution of color TV. Asked about it and whether Commission will open up allocation question itself, FCC staffs freeze into silence. Chairman Wayne Coy would only say: "Not talking." But he's scheduled to speak at IRE luncheon May 23 in New York, may say something then.

There's strong school that thinks it's up to FCC to take initiative, not industry. TV engineering chief Curt Plummer and his aide Prose Walker leave soon for high frequency conference in Geneva, will be gone until mid-June, so nothing concrete is expected in next few months. Meanwhile, Washington attorneys and consulting engineers have orders from many of their major market broadcaster clients: "Find us a TV channel!" With channels fast diminishing in top 50 markets (Vol. 4, No. 7, et seq), TV channel-searching is now as familiar as in AM the last few years. Already applications have been filed for non-allocated channels for Atlanta, Baltimore, Toledo, not to mention Yankee's request for Hartford channel in Bridgeport, WPRO's for Boston channel in Providence, Dallas WRR's for Ft. Worth's No. 10.

BREAK-EVEN POINT IN SIGHT: None of TV's commercial stations has yet reached the break-even point, though DuMont's 2 are expected to do so by this year's end. NBC foresees its own turning point in 1950. Others have varying hopes and outlooks. Not one has any doubt TV can be made to pay.

There, in a nutshell, you have the economic situation of today's telecasters, as canvassed by us. And when a canny operator like the Milwaukee Journal's Walter Damm reports figures like these, you know TV is really on its way. Remember, WTMJ-TV started regular schedules only last Dec. 1; Milwaukee as yet has only between 1,000 and 2,000 receivers. Yet, in Damm's own words:

"Our present operating costs for TV [as of Feb. 14] are running, including depreciation and all other normal accounting expenses, to $4,046 per week. We are still short about 5 people and when we get fully staffed, plus writing in additional depreciation on equipment still on order, we will be running close to $5,000 per week. Our revenues for the past 4 weeks have been running around $2,700 per week. This is also going up and will probably hit $3,500 within the next 3 weeks...There has not been enough time elapsed since we started for all of the operating bills to flow in regular orderly manner, but I think we have shaken our operation down pretty much so that the figures...represent a 90% true picture."

From KSD-TV, St. Louis Post-Dispatch, we learn: Expenses are running average of $3,900 weekly, revenues $2,700 -- but sponsored baseball and other commercial commitments will soon reduce operating loss to about $500 per week. However, general manager, program director, special events, promotion, auditing are counted against KSD, not TV, so $2,000 per week payroll includes only 18 employees.
10 technical, 5 program, 2 stagehands, 1 projectionist. "We do not expect to break even at any time during 1948," station reports.

Another top-hole operator, name withheld on request, reported: "It is costing us between $40,000 and $50,000 a month to run our TV station. This includes depreciation. Currently our receipts are about $20,000 a month. The break-even point depends entirely on the number of sets sold here. In back of my mind I have an idea we will be breaking even sometime between Oct. 15 and Dec. 1 this year." Still another independent: "Our objective is to reach the break-even point at the earliest possible date...we will be fortunate to do that in 1949 or early 1950."

ADD 2 MORE 'ON THE AIR' TVs: You can now move Philadelphia Bulletin’s WCAU-TV and Baltimore's WBAL-TV (Hearst) over into the "Commercial TV Stations on the Air" column -- the former starting Tuesday (March 2) the latter next Thursday (March 11). Their highly successful tests are topped off with STAs issued by FCC, so they're now the country's 18th and 19th full commercial outlets, respectively (see TV Directory No. 2 and Addenda to date).

By the time we publish a revised TV Directory, early in April, we'll be able to add at least 3 others, all now testing, all with rate cards already issued. They're WATV, Newark, on Channel No. 10; WTVR, Richmond, No. 6; WGN-TV, Chicago, No. 9, its T-Day to be signalled by big special section of Chicago Tribune April 4. It won't be long thereafter before Boston's WBZ-TV takes air. Buffalo's WBEN-TV is testing but plans no commercial before early May. Latest from New York News' WPIX is June 15; WSPD-TV, Toledo, "early in June"; WAAM, Baltimore, "sometime in June."

WCAU-TV tested only about 20 hours, starting Feb. 29, before going commercial -- results were that excellent on Channel 10 (except for harmonic havoc being raised on WFIL-TV's No. 6 on some RCA sets, which RCA is adjusting without charge to owners). It linked immediately with WCBS-TV, carries everything thus available. Initial local accounts include Studebaker, Bulova, Wilf (rugs, appliances), Heine Motors, Everess. WBAL-TV, on No. 11, joins NBC at once, carrying some 18 hours per week of network, 8 hours local, its local sponsors including Hutzler Dept. Store, Hecht Bros. Furniture, Baltimore Salvage Co. (hardware), Fox-Chevrolet, Philco, Bulova. Director Harold Burke says he has $2,000 in weekly billings on books already, plenty of sponsor prospects; WCAU-TV director Bennett Larson can't estimate billings yet, but also reports waiting list of accounts.

GOAL NOW IS MORE FM SETS: FMA's board was in continuous Friday-Saturday session as we went to press, but this much was decided by Friday night: That more receivers are FM's next quarry. That slogan should now be "Be Sure Your New Radio Has FM." That FCC should be asked to scrutinize carefully alleged "hip-pocket" grantees, i.e., those who are doing nothing about proceeding while tying up valuable channels. That board should meet monthly henceforth. That FM has no quarrel with TV, thus repudiating "let's fight TV" fringe we reported on last week (Vol. 4, No. 9). Quoth executive director Bill Bailey, in FMA's current bulletin to members: "We cannot stop progress any more than the vested interests could stop FM. Let's cut out this pessimistic gab and sell FM as the better way of aural broadcasting."

NBC'S OPTION TIME PROPOSALS: Firm TV network contracts are still exception rather than rule, but NBC is broaching idea of optioning same time segments for TV as for AM, namely, 10 a.m. to 1 p.m., 3-6 p.m., 7:30-10:30 p.m. At same time it's telling affiliates frankly it's asking for far more option time than it intends to fill for quite awhile. Pay rates are also up in air due to lack of definite data on coverage, receivers, etc., also no information yet on coaxial rates. But NBC remains confident its AM affiliates going into TV (who have first refusal of its services) can't be weaned away by reason of its dominant position. NBC's head start is reflected in recapitulation of TV figures to date, based on listings in our TV Directory No. 2 and its Addenda 2-A to 2-D inclusive:

Of the 19 stations now operating, 8 are AM-affiliated with NBC (including the new WBAL-TV, Baltimore); 2 with CBS (including the new WCAU-TV, Philadelphia); 2 with ABC (one taking WCBS-TV shows); 7 independent, i.e., have no local AM net-
work affiliations. Of the CP holders, NBC is represented by 24, ABC 10, CBS 8, WB 6, independents 25. Among applicants, it's CBS 24, ABC 23, MBS 20, NBC 14, independents 76 -- but, remember, many of the applications are competitive, due for hearings in which some are sure to lose out. Note, too, that all these figures are subject to daily changes.

Noteworthy, also, are figures showing newspaper interests identified with TV: 9 on the air (out of 19), 25 CP holders (out of 70), 86 applicants (out of 156).

WEEK'S TV APPLICATIONS: First of several upcoming batches of Texas oilmen's applications for TV (Vol. 4, No. 5) went into FCC hopper this week -- C. C. Woodson asking for Channel No. 5 in Amarillo, No. 8 in Austin, No. 6 in Lubbock, in addition to No. 6 in Waco he requested last week. Applications for New Orleans, Phoenix, San Antonio, Corpus Christi will be filed within next week or two by wealthy Texas oil producers H. H. Coffield, Rockdale; W. L. Pickens, Dallas; R. L. Wheelock, Corsicana. In addition to Woodson's 3, there were 8 other applications this week (see TV Addenda 2-D herewith for full details):

For Dallas, City of Dallas' WRR, Channel 10 now allocated Fort Worth -- making 5 for 3 in area. For New Orlando, Loyola U's WWL, No. 10. For Topeka, Ken., Arthur Church interests (KMB, Kansas City), No. 10 -- non-allocated channel; proposes satellite to projected Kansas City station. For Utica, N.Y., Utica Observer-Dispatch (WKJ-CP for FM), No. 3 -- third Gannett TV application. For Wheeling, W. Va., WWVA (Storer), No. 12. For York, Pa., WNOW-CP, No. 8 -- now 3 for 1. For San Luis Obispo, Cal., KVEC, No 3. For San Francisco, Leland Holzer, Los Angeles auto dealer and AM applicant, No. 11 -- 5th for 3 channels; he says he'd spend only $69,125 on construction, $3,000 per month on operation.

Applications are also in preparation, among many others, for WTSP, St. Petersburg (Fla.) Times, which will doubtless hasten Tampa Times (WDAE) and Tampa Tribune (WFLA) applications; and for Niagara Falls (N.Y.) Gazette-WHLD. And Westinghouse, which is really trying to persuade Philco to sell it all or part of Philadelphia's WPTZ, is contemplating filing for Portland, Ore., where it owns 50 kw KEX.

LITTLE & BIG TV SET MAKERS: New companies, new brand names are constantly being announced in the TV receiver field -- despite that school of thinking that's convinced future TV set-making must eventually be concentrated in a few big companies, perhaps even evolving toward General Motors types of industrial structure (see Trends in TV Set Manufacture; Vol. 4, No. 3). We've reported on most of them as announced (Supp. No. 57), but they're still coming. Among the latest: Lynn Televisio Co., 241 Fairfield Ave., Upper Darby, Pa., $2,195 "Magnavision" reflective set for pictures up to 9x12 ft., similar to Colonial Television's "Vision-Master" (Vol. 4, No. 6), also planning 15-in. direct view table model; Standard Radio & Television Co., Main St., Fort Lee, N.J., announcing 15-in table model for $590; Teleview Corp. of America, Lakewood, N.J., with 15 and 20-in direct view sets, thus far installed in local hotels only; Regal Electronics Corp., 605 W. 130th St., New York City, reported promising 7-in. table model to sell "below $100."

Meanwhile, both RCA and Belmont (Raytheon) have announced $369.50 TV-only consoles with 10-in. tubes -- RCA chassis being same as its $325 table model, Belmont's containing 20 tubes, 2 rectifiers. Bendix's TV line is due by May 1, details yet. Westinghouse reports progress on new 10-in. models, "priced competitively," will have some ready for New York, Boston, Philadelphia, Baltimore markets by mid-summer. And to point up fact it's in TV with both feet, Magnavox has hired Anthony Wright away from RCA to work on TV.

SEASON OF THE TV PARLEYS: Now that its avowed policy is an all-out effort in TV, trust CBS to do a bang-up promotion job for itself and for black-and-white. First off, it's calling together all of its 165 network affiliates who may be interested in TV [thus far 2 are on the air, 8 hold CPs, 24 are applicants] for "Television Clinic" in New York March 31. CBS hierarchy, TV v.p. Larry Lowman presiding, will discuss plans, prospects, etc., video and engineering depts. will hash over affiliates' problems. Presumably, too, CBS will divulge whether it has any definite plans
yet to go into receiver manufacture under its own brand name — its executives have frequently expressed conviction that's only sure way to make TV pay off on the big-time scale New York and network operations demand. Despite denials of individual deal rumors, it's an open secret (a) that CBS would like to go into radio manufacturing field, as it did so profitably into recording, and (b) that overtures toward that end have been made by and to the company.

Note: Season of the TV confabs, finds GE setting one up for its customers in Syracuse, March 16-18; "Television" Magazine staging its "TV Institute" in Pittsburgh's William Penn Hotel, March 22; "Television" again staging an "Institute and Trade Show" in New York's Hotel New Yorker, April 19-21; IRE's Audio-Video Committee (H. A. Chinn, chairman) meeting during IRE convention in New York, March 24; IRE Television Committee (F. J. Larsen, chairman) meeting March 25. And it's to be expected NAB convention at Los Angeles Biltmore, May 16-21, will have TV sessions and displays, though not yet arranged.

SIGHT AND SOUND

Curious apathy toward "freedom to editorialize" (May-flower) issue seemed to prevail before, during and after this week's sparsely attended on banc hearing — at least among bulk of broadcasters, many of whom apparently wouldn't editorialize even if permitted. Publishers, though owning some 25% of radio facilities, were particularly conspicuous by absence. Perhaps broadcasters are preoccupied with their own growing pains — TV, FM, increased competition. FCC heard all shades of opinion (and legalities) from big list of witnesses ranging from network bigwigs to plain pinkos, will hear NAB and others April 19 week.

"Turn TV to Your Advantage," advises Feb. 27 newsletter of Associated Theatre Owners of Indiana, which warns that Cincinnati's WLWT will soon serve 100-150 mi. radius, Chicago's WGN 90-125 mi. So, it suggests to exhibitors: "If you don't want to compete with the local bars ... you had better place in your lobby a TV receiver. In the large cities where the bars got the jump, box offices suffered greatly, particularly on Friday night when fights were televised ... Resourceful exhibitors [placed] sets in their lobbies ... allowed Pop to watch the fights while Mom saw the feature picture ..."

NBC now promises its Chicago WNBQ (changed from WBY) will get going by Sept. 1. ABC says its KGO-TV San Francisco site on Sutro Twin Peaks has been approved and station may be on air before December. NBC's San Francisco outlet will be Chronicle's KRON-TV, ready by early 1949. CBS is reported dickering for affiliation with KFI-TV, Los Angeles, also Times' KTTV.

Ex-ABC v.p. Keith Riggins has been named president and operating head of Television Associates Inc., 190 N. State St., Chicago, studio and other TV equipment manufacturing firm originally set up by Capt. Bill Eddy (now WBKB) and his wartime associates.

Still another 6-hour-straight sponsor of classical music has been signed by FM station WABF, New York: Admiral Radio-Sachs Stores jointly, Tuesday, 6-12 p.m. Previously signed were Philco Mondays, Stromberg-Carlson Fridays (Vol. 4, No. 8).

Report for National Football League, prepared by N.Y. Giants' George H. Robs, concludes there is no evidence to support belief TV cuts paid attendance, recommends offering TV rights on basis of 1948 local audiences but adjustable as more sets are sold.

All Chicago Cubs home games will be carried on WGN-TV, starting April 23. Team is owned by Philip K. Wrigley, part-owner of WIND, TV applicant.

Cuba's first FM station, CM2IL, Havana, just started, operates 16 hours daily on 102.7 mc with 250 watts.

Success with his "TV Caravan" which covered big Allied Stores chain (Vol. 3, No. 16, 44; Vol. 4, No. 6) so perked up Sam Cuff that he formed Storevision Inc. built around this idea: He sets up projection unit, Balopticon, video chain, receivers, etc., within a store. Then he sells 30 or 60-second film "spots" to sponsors whose products are sold in store (at $1.50 now, probably half that later). Film consists only of commercials, no entertainment, each sponsor's spot repeated every 15 minutes. U. S. Rubber is first customer, buying 4 spots. First 8-week test period begins April 12 in Richmond's Thalheimer Bros., second June 14 in Akron's Polyskys. If store wants permanent installation, RCA equipment costs about $25,000 plus receivers. To handle business, Cuff has enlisted station rep Adam Young, 11 W. 42nd St., New York, who has set up special "Storevision Sales" dept.

Sen. Johnson's clear channel bill (Vol. 4, No. 9) goes to hearing "on or about April 5;" letter from Senate Interstate Commerce Committee informed all AM licensees and grantees this week. Bill would not only prevent FCC from granting clearer more than 50 kw but would reduce most of them to Class 1-Bs. Letter said Committee was disturbed by reports that superpower grants would force many, if not most, other stations out of business.

Nature of opposition to Lemke Resolution (Vol. 4, No. 6) shapes up with these indicating intention of appearing at hearings tentatively scheduled for March 24-25: FCC, TBA, NAB, Motorola, WEAW (FM), Evanston, III., plus various mobile service representatives. There's little doubt RCA will be in, too, but it hasn't yet said so.

Another long distance TV reception report: Radio serviceman in Salisbury, Md., reports good pictures from WNBW, WTTG, Washington, and WMAR, Baltimore (80 mi.) and WFTL-TV, Philadelphia (110 mi.). He uses Motorola set with "booster" and ordinary roof-top antenna; he started with 80-ft antenna but found it unnecessary.

Lowering FM table model prices (though still not enough) are indicated in current Sears Roebuck advertising of table AM-FM for $47.75. Westinghouse, also currently giving FM heavy play in its ads, is out with table models at $57.95 and $59.95.

Half dozen of his stations are TV grantees or applicants, so Rep John Blair is also expanding into TV sales—following lead of Katz, Petry, Radio Sales.

Revised edition of our annual Directory of Attorneys Practicing Before FCC is now in works, will be ready for you in week or so; new Directory of Engineers in month.

GE's new FM studio-transmitter link (STL), covering 290-960 mc, will be available "around August" at $6,950.
WESTERN UNION'S TV RELAYS: Western Union stole march on AT&T this week in filing FCC applications for 6 "Class 2 experimental" microwave stations between New York and Philadelphia, capable of handling 2 reversible TV channels. They're first of contemplated widespread WU system of microwave relays, eventually to be nationwide in scale. They augur real competition to AT&T's coaxial and microwave TV setups, should help hasten network and other intercity TV service.

Applications suggest initial rates of $4,700 per month (for 4 p.m. to midnight, 7 day week, one-year contract), plus $340 per hour per month for other time, $25 per hour for occasional overtime service. Rates compare with tariff AT&T filed last summer but later withdrew (Vol. 3, No. 23, 29) which added up to $4,350 per month for same distance. New AT&T rates, which FCC has directed be filed by April 1 (Vol. 4, No. 7) are expected to be in next week -- although rumors won't down someone's going to ask FCC and AT&T to permit continued free use of coaxial through Philadelphia political conventions in June-July.

Western Union proposes using 5325-6425 mc common carrier frequencies with 15 watts power, 4.5 mc bandwidth (1.5 mc more than coaxial), video only (so sound must presumably go via land lines). If granted, WU says it will be ready by about May 1 to relay direct to "customer's premises" via these relays: New York-Neshanic, N.J. (42.5 mi.), to Mt. Laurel, N.J. (56.7 mi.), to Philadelphia (14.5 mi.), or reverse, all line-of-sight towers already installed. Transmitters employ Philco microwave equipment, with additional specially designed Sperry Gyroscope Co. heterodyne klystron TV tubes.

Meanwhile, RCA's extension of Philco New York-Philadelphia microwave from Philadelphia into Baltimore (Vol. 3, No. 51) is now in use to feed WBAL-TV when coaxial isn't available, has also been extended into Washington to feed WNBW.

TV OUTPUT AT PEAK, FM CLIMBING: February TV receiving set production totaled 35,889, highest ever, nudged total RMA postwar figure to 250,937. This plus pre-war, kit-built and non-RMA sets means conservatively 275,000 TV receivers in this country so far. Month's output of FM sets was 140,629, improving though still under December's high-water 191,974. But February figure boosted total postwar FMs to 1,629,897. Month's production of all kinds of radios was 1,379,605.

February TV breakdown: 25,594 table models, 5,559 TV-only consoles (1,272 projection type), 4,736 consoles with radio-phonos (65 projection type). February FM breakdown: 44,256 AM-FM table models (228 with phonos), 89,169 consoles (11 without phonos), 7,204 FM-only and tuners.

JOCKEYING FOR POWER & CHANNELS: Highest power yet proposed for TV is 250 kw specified in application of Eitel-McCullough's Radio Diablo Inc. for Channel No. 13 in San Francisco area, where 5 now seek 3 remaining channels. Tube manufacturing firm (Eimac), noted for high power FM tube development, designates Mt. Diablo tower rising 3,098 ft. above average terrain, 22,000 sq. mi. coverage, $287,500 plant. Mt. Diablo is also site of its projected 250-kw FM station KSBR, San Bruno, Cal. This
was one of 10 new applications filed this week as follows (for details, see TV Addenda 2-E herewith):

For San Diego, Cal., KGB-Don Lee, No. 6 -- making 7 seeking 3 channels.
For Tampa, WFLA-Tribune, No. 4. For Des Moines, Tri-States Meredith Bcastg. Co., No. 2 -- half owned by Tri-States theater chain (itself half-owned by Paramount) and by Meredith Publishing Corp. (Better Homes & Gardens, Successful Farming).
For Topeka, Kan., WIBW-Capper, No. 7. For New Orleans, New Orleans Television Co., No. 2 -- first of group of stations sought by Texas oilmen we mentioned last week (Vol. 4, No. 10). For Baltimore, WCAO, No. 6 -- channel not assigned that city. For Minneapolis, WLOL-Ralph Atlass, No. 7. For St. Joseph, Mo., Arthur Church interests (KMBC, Kansas City), No. 13 -- for satellite. For San Antonio, WOAI, No. 4.

Only CP granted this week went to Cowles brothers, publisher-broadcasters, who got Channel 9 in Minneapolis, where they publish all newspapers but have no radio station. It's their first grant, though they seek others in Des Moines and Boston. Soon to file also will be WFOX, Milwaukee; WHLD, Niagara Falls Gazette (to ask for No. 9 next week); KSO, Des Moines, withdrawal contingent on FCC approval of sale to aforementioned Tri-States Meredith.

* * *

Baltimore's belated WCAO (CBS affiliate) application for same unallocated TV Channel No. 6 asked by Tom Tinsley's WTH (Vol. 4, No. 9), and Arthur Church's application for St. Joseph satellite to his projected Kansas City KMBC-TV, underline jockeying under way for fast-vanishing TV facilities. Church also proposes an interesting parlay of channels designed to avoid Kansas City hearing (5 for 3) by making channels available for all local applicants. It's noteworthy as indicating desperate efforts to get TV now by very folk who spurned it only few months ago when they could have had channels for asking. This is plan laid before FCC.

Add Channel 7 (now Topeka's) to Kansas City, giving city 5 channels instead of originally allocated 4, one already granted Kansas City Star's WDAF. Move No. 12 into St. Joseph, No. 13 from St. Joseph to Topeka where KMBC would take it for satellite while Capper's WIBW gets No. 11. Only new channel added is No. 12, nearest allocation being Lincoln, Neb. It gives you idea of kind of juggling we'll see henceforth, except in this instance there are several flies in ointment: (1) New England Television Co. is applicant for Kansas City, though regarded as having little chance, being an out-of-towner; (2) others may decide to apply for Kansas City, so local KMBC, KCMO, WHB, KCKN may face still more competition for channels.

TELE SMACKEROOS SHOW BIZ, REPS: In characteristic idiom, the show business journal "Variety" buttons up just about the whole story of TV's impact in these pertinent paragraphs:

"Television, the infant prodigy of show business, may prove just what the doctor ordered for the ailing entertainment world. With most phases of show biz currently stilled in poor business doldrums, television -- offshoot of them all -- is the only one now showing any signs of progressive activity. Situation has led some to believe that video will steamroller at the expense of the others, but most key execs of allied fields have become convinced that the new medium will eventually boom them to new top-profit conditions. Radio, most closely allied to tele, has continued to show neat profits...[but] there's no question about it's being in a static condition...That tele has drawn off much of the lure and glamor from radio for all agencies, advertisers, talent and execs is unquestionable...."

And from March 10 "Variety" (Ben Bodec reporting): "Station reps are complaining that television has taken such a hold on the consciousness of their outlets that they can't get them worked up any more about the problems of the radio business. It's got so that when a station man comes calling in his rep's New York office, run the plants, all he wants to talk about nowadays is the TV application he has filed and the competition he's getting from other applicants for the specified channel. These reps [are] amazed at the sudden surge of excitement over video among station men who only a month or so ago were almost indifferent...."
Supplement No. 11-B herewith, our Directory of Attorneys Practicing Before the FCC, is a reference listing only of lawyers who handle AM, FM, TV and related cases more or less regularly, most of them specialists in radio practice. It does not purport to include all members of the FCC Bar Assn. In about a month we’ll have a revised Directory of Consulting Engineers Specializing in Radio Broadcasting, a list that has expanded considerably since we published it last.

Broadcasting’s 1947 time sales increased 5.6% over 1946, according to FCC preliminary report this week. Major networks and their 10 key stations accounted for net sales of $72,352,636, up 3% from 1946. Non-affiliated stations increased 13%, network affiliates went up 5.7%. Total revenues of 343 new stations licensed in 1947 were $15-261,819, averaging approximately $5,900 each monthly. Local daytime and part-time stations showed greatest increase—20%; while 50 kw clears had smallest rise—4.5%. Another report (Public Notice 18449) showed networks and stations with 34,720 full-time employees during sample week of October, 1947—an increase of 15% over February, 1947. FCC also released full financial data on 1946 broadcast operations (Mimeo. 16953).

FCC may be forced to take cognizance of Billboard’s expose of anti-Semitic and other news-slaughtering alleged against Dick Richards, owner of KMPC, Beverly Hills, Cal., for American Jewish Congress has petitioned for revocation of KMPC license. It’s undecided whether petition will be set for hearing or all parties ordered to appear at resumption of Mayflower (editorializing by radio) hearings April 19. Billboard bombshells burst in March 6, 13 issues during first phase of Mayflower hearing, furnished fodder to those opposing editorial rights for broadcasters.

“Solar noise” may turn out to be the important limiting factor in uhf reception, suggests Bureau of Standards in inaugurating study of 480-500 mc band at Sterling, Va. Sun’s noise, described as “hisses,” “puffs,” “swishes,” and “grounding” can cause picture streaks or jumpiness. Cosmic noise from Sagittarius in Milky Way is a minor problem on FM frequencies.

Joint use of towers or antennas by more than one licensee, long sought for economy and convenience, and particularly important since advent of FM and TV, was proposed by FCC this week in its Docket No. 8827. Rules amendment would make one licensee completely responsible for structure. Objections, if any, must be filed by March 31.

Here’s duplication with a vengeance: Round-table on Communism was carried simultaneously Sunday on Detroit News’ WWJ, WWJ-FM and WWJ-TV, coinciding with exposes in newspaper. Most elaborate directional array in country will be 9-element setup to be used by WDGY, Minneapolis, in fulfilling last week’s power increase to 50 kw daytime, 25 kw night, on 1130 kc.

Networks and Pettrillo negotiated in New York again this week, came to no agreement, resume Monday. Participants are all saying “nothing to report.”

Lucky Strike is by way of being TV’s top sponsor, through N. W. Ayer has bought “Barney Blake, Police Reporter,” half-hour mystery, placement as yet undecided.

RCA’s Gen. David Sarnoff, who has called the turn on TV from the start, goes further, probes deeply into radio’s whole future in speech Friday at Boston U, which gave him degree of Doctor of Medical Science. He said “mere specks of radioactive material from nuclear fission” will serve some day to power radio and TV receivers and broadcasting stations, adding: “A miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people may also carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are.”

Notes on TV

Stage-video cooperation may indeed be heralded by Lucky Strike-sponsored show on CBS-TV hookup (WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore; WMAL-TV, Washington) for “Tonight on Broadway” series, Tuesdays, 7-7:30 p.m., starting April 6. On Thursday, Producer Martin Gosch, CBS’s Bill Paley, Actors Equity’s Clarence Derwent, Foote, Cone & Belding’s Emerson Foote met newsmen in Foote’s office to announce feature, which will consist of about 10 minutes of actual play scenes, then back-stage glimpses. First play covered will be “Mister Roberts,” big current hit starring Henry Fonda. Experiment with “trailers” for legitimate shows will be watched keenly for theatre advertising, sponsor values, viewer interest. TV rates for actors have Equity acceptance, but there’s still union jurisdictional problem (over who handles cameras) to be settled.

TV networking is far and away major desire of moment for TV operators and grantees, if NBC affiliates session Friday is criterion. Representatives of more than 25 NBC-affiliated stations met with NBC executives Trammell, Mullen, Hedges, Kersta, heard reports on dates AT&T plans intercity connections (Vol. 4, No. 9), were informed on NBC video accounts (65% of NBC’s video is now sponsored), were asked what more NBC could do to help them in their TV plans.

FCC’s minimum-hours-per-week TV rule looks like it will be liberalized soon, possibly in part along lines of TBA-recommended graduated scale. TBA suggested rule calling for 12 hours per week first 18 months of station operation (including at least 2 hours daily in any 5 days), then 16, 20, 24 hours per week every 6 months thereafter, reaching 28-hour minimum after 36 months.

KSTP-TV’s tests are proving highly satisfactory, reports Stanley Hubbard, and it will start commercial operation April 27. TV technical staff headed by John Fricker, ex-NBC, and including Walter Varnum, ex-RCA, is testing 5 days weekly, plans unsponsored sports pickups, think Minneapolis-St. Paul market is about ready for receiver exploitation.

Philadelphia TV hearing (Gimbels-WIP vs. Daily News-WIBG) for city’s sole remaining channel began Thursday, kicked off season of contests in cities with more applicants than channels. Next comes Harrisburg, 2 for 1, March 18. Cleveland was postponed to May 24; Wilkes-Barre, to April 1. For other hearing dates and all applicants, see TV Addenda 2-C.
Add TV sponsors: On WABD, New York, Hudson Corp. (autos), 5 spots weekly, 13 weeks, thru Pace-
ity Adv. apex Electrical Mfg. Co. (Fold-a-matic)
, 13 spots, thru Meldrum & Feowski. On WPTZ,
delphia, Pierce-Phelps Inc. (Never-Lift iron), March
6-min. demonstration. On WBKB, Chicago, and
W, Washington, Admiral Corp. (radios), full-length
(coke also going into other markets). On WLWT, Cin-
ti, Burger Brewing Co., home games of Cincinnati
, thru Midland Ave. Agency. On WWJ-TV, Detroit,
ral Electric Supply Corp., CYO boxing tournament,
hts, thru Simons-Michelson. On WTMJ-TV, Milwaukee
ome games of Milwaukee Brewers, thru J. Walter
son. On KTAL, Los Angeles, Lektrolite Corp.
ters, 26 Fri. night 1-min. films, thru Donahue & Co.
TNA and WBKB, Ronson Art Metal Works Inc.
ters), 20-second film spots, thru Cecil & Presbrey.
ichmond's WTVR (WMBG), now testing, hasn't yet
ed when it will “go commercial,” but as preliminary
dling parleys on TV and demonstrating for distrib-
dealers. This week Philco's sales chief Fred
 by headed big meeting, promised sets; so did RCA's
 and Halpin. Several weeks ago GE did rise, followed up immediately with big ship-
onts awaiting WTVR opening to go on market.
push against laggard TV grantees continues. Dallas
ant Lee Segall (KIXL) asked that Times-Herald's
month-old KRLD-TV grant be deleted, put into hopper
other 4 applicants (see TV Directory 2 and Addenda).
D has filed objections. Although FCC gave Detroit's
T (ABC extension (Vol. 4, No. 8), Paramount's
Detroit Theatres this week filed protest, asked again
be taken away, station be made party to hearing
Addenda 2-C).
aldwell-Clements "Tele-Tech" for March appears in
format, emphasizes TV technical developments, feat-
lates TV components, circuits, designs; new RCA
lic tube; new North American Philips "Protelgram"
4, No. 9); surveys of big picture techniques, liquid
as, etc.
Gillette has made own contract with promoters for
TV rights to next Louis-Walcott fight, paying
000; so TV rights probably will be re-sold to NBC
ork. NBC reports signing 5-year exclusive radio-TV
act covering all U. S. Golf Assn. competitions.
'Top o' the Mark" (Mark Hopkins Hotel) will be site
Francisco’s KSFO-TV (to be changed from KWIS).
for RCA equipment has been placed, and Manager
Askay says he hopes to get on air ahead of KGO-TV
RON-TV.
chicago area having reached 15,062 TV sets as of
h 3, WBKB has raised basic rate from $375 to $500
our for studio shows, plans next raise when 25,000
rcounted by local Electric Assn.
ff or Pacific Coast, particularly to look over TV re-
prospects in Los Angeles and San Francisco, went
nt's Ernest Marx this week; he's general manager
ceiver Division.
BC has detailed Ernest Lee Jahnke as TV liaison
illates, working under station relations v.p. John
orton Jr. Mutual has research v.p. E. P. H. James
ing on its TV plans.
TV Steals the Show" title article in March American
ames, of Broadcasting, who relates amusing anec-
discourses on TV's impact on movies and sports
really becomes a mass medium.

As incentive for Cincinnati TV advertisers to remain
on video during summer "slump" months, WLWT offers
discount rates ranging from 25% for first 4 weeks to 40%
for 17-22 weeks. Departure from AM and network rate
practices will maintain Crosley station schedules and tele-
are, General Manager R. E. Dunville believes. Philadelphia
quirer's WFIL-TV put out second rate card, jumping
1-hour live rate to $300 (from $200), film rate to $150
(from previous $75 for 30 minutes), also reports 18,500
TV sets in Quaker city, based on Electrical Assn. survey.

Significant item from AT&T 1947 annual report, out
last week: "A new type of electronic tube called the travel-
ing-wave tube offers promise of greatly increasing the
number of telephone conversations and television programs
which can be carried simultaneously. Another new tube,
called the pulse-coder, promises to prevent degradation of
sound or sight no matter how long the chain of radio relay
inks."

TV for guests of New York's Hotel Taft will cost $1
per day extra, installation in 132 rooms to be completed
by May 1 by Industrial Television Inc., Clifton, N. J.

Notes on FM
Three-year license periods, same as for AM, were set
up for FM by FCC this week. However, initial licenses
will be granted for only 12 to 23 months, depending on
frequency; renewals will be good for 3 years, staggered so
that one-third will expire each year.

Tests of transit FM (Vol. 4, No. 5-7) in 2 buses by
Baltimore Sun's WMAR-FM show "absolutely no interfer-
ce or fading," reports Director Jack Jett. Further: "We
have taken the bus out as far as 20 miles . . . without ob-
serving any noticeable change in quality. . . Bridges, short
tunnels, etc., seem to have no effect whatsoever on quality."
Quick survey of 455 riders found 431 reacting very fa-
borably. WWDC-FM, Washington, also testing, plans ride
for press Monday.

Full dress facsimile hearing starts Monday, March 15,
shouldn’t take more than 2 days, has this lineup: Hogan
(RTPB Panel 7), Finch, Alden, FMA, NAB, Radio Inven-
tions Inc., Faximile Inc.; WFIL and WPEN, Philadelphia;
WQAM, Miami; WBNS, Columbus, Rural Radio Network
(upstate New York).

TV-FM duplication got one of its first tests last week
when WMAR-TV ran the sound portion of its TV docu-
mentary "Three Men From Suribachi" over WMAR-FM
simultaneously with telecast. "The continuity held to-
gether very well," says Baltimore Sun's radio v.p. E. K.
Jett, "and we received a good response."

"Don't buy half a radio" was rather catchy theme in ads
of KOAD (Omaha World Herald) plugging FM-AM com-
binations. FMA has passed along to members proofs of
ads which KOAD Manager E. E. Shopen says dealers at
first didn’t like at all but warmed up to later.

New York City's municipally owned WNYC-FM, says
Director Seymour Siegel, is laying plans for a non-com-
mercial FM network, though admittedly there aren't many
educational stations yet operating or projected. It's a
long-haul plan.

FMA hopes to duplicate enthusiasm of Region 3 meet-
ing (Vol. 4, No. 8) at Region 4 (D. C., Dela., Md., Va.,
C. ) confab May 5-6, Hotel Statler, Washington. Ben
Strouse (WWDC-FM, Washington) is chairman. Board
meets day before.

FMA reports 300 answers from stations queried on
AM-FM duplication (Vol. 4, No. 9), but Executive Director
Bill Bailey hasn't had chance to analyze them yet.
FUTURE OF AURAL RADIO IS FM—II: Apropos our recent observations captioned "The Future of Aural Radio is FM" (Vol. 4, No. 9), these pertinent comments from veteran radio engineer Paul F. Godley are worth recording:

"...as to FM's big problem: In 1944, and now, I have felt it was receivers, not transmitters of greater number or greater power, as you have it. Receivers! That's the weak spot, because what the industry has shown to date in performance and price range does not begin to meet the requirements of the great things the public generally has been led to expect...

"All of this causes me to wonder whether or not one is being very realistic when one continues to stress (as many people have done and now do) the imminent possibility that the AM structure is going to shortly be subjected to a re-scrambling which will find the FM services carrying the big sound broadcasting load with a few high power AM stations filling in the rural areas. I agree that, given sufficient time, such a change may come about. But it seems to me that because of the available services within the metropolitan areas in particular, because of the poor performance of FM receivers in general up to this time, and because of the cost of these FM receivers, it is going to be a rather long haul.

"The abandonment of any AM facility can only come at a time when not less than 90% of the listeners in a given area are equipped with FM. The average American has been able for many years to tap in our best radio programs with a receiver which costs but $15 to $25. The average listener has thus far been unable to note very much advantage through the use of an FM receiver. The average dealer feels this sales resistance...drift of the receiver is bad...quality often worse than AM...require outdoor aerials...objections to tuner or adjunct on present receivers. Few wish to lay out the sums required to buy a so-called high grade set. Many who have purchased high grade sets have found deep disappointment."

LOTS OF TALK, NOT MUCH ACTION: Talk as they will about imperative need for more TV channels (Vol. 4, No. 7-10), no one has made actual move yet toward putting issue before FCC. And apparently no one has any intention of doing so now -- there simply isn't enough known about what can be done on 500 mc or with IRAC about "availability" of lower governmental bands. At intra-company TV committee meeting Tuesday, RCA instituted program of study that may be completed in 2-3 months. Talks with consulting engineers and manufacturers, to say nothing of FCC officials, impress one point: Even should 500 mc band be opened up immediately to commercial telecasting, it would take 2-3 years before adequate equipment would be available; even then, according to many technicians, coverage would never begin to approach 50 mc coverage. Other, more recent ideas advanced for better use of TV's present 12 channels: (1) more use of directional antennas (highly complicated), and (2) narrowing down present 6 mc band to permit squeezing in more frequencies.

TV channel demand was subject of this comment by FCC Chairman Wayne Coy in New York Sun article Tuesday, and he may have more to say on subject when he addresses IRE March 23: "With the boom on, I estimate that all of the television channels in the nation's 140 metropolitan areas (50,000 population and over) will be assigned by the end of the year. That will give us 400 stations in our larger cities. Six months ago there were television channels to be had for the asking...Today, abundance has changed to scarcity...We still have channels left for several hundred stations in the small communities of 5,000 to 50,000 [but] few persons in these areas (see TV Directory No 2, Addenda and Allocation Table) have sought applications. Most of them are waiting to observe...operations of the big city stations..."

Apropos fact demand for more channels stems primarily from big cities, while channels still go begging in smaller communities, here's a pertinent commentary by engineer-economist Phil Merryman, ex-NBC, now a consultant: "I still stand by my prediction made before the FCC in 1944," he wrote us after our analysis titled The Fast Vanishing TV Channels (Vol. 4, No. 7), "that cities of 25,000 will support TV stations and that 400 such cities will have TV service by 1955."
COMPETITION IN TV TRANSMITTERS: You know TV station field is really up and coming when, after careful survey, an alert outfit like Raytheon decides to go into TV transmitter production -- to compete in field hitherto confined to RCA, GE, DuMont. Nor will Raytheon be the only one, for it's an open secret Federal and Western Electric (Vol. 4, No. 3) are eyeing the field closely, to say nothing of some of the smaller AM-FM transmitter manufacturers. It all spells more competition, faster deliveries, possibly lowering prices.

Raytheon announced line of both 500-watt and 5-kw TV transmitters, priced competitively, sold through its district reps, details available from them or from Waltham. It says it already has contingent orders from 4 of its AM-FM customers, will also build some transmitters for DuMont. It offers complete complement of TV equipment, though camera chains are DuMont. There's no present intention of entering TV cathode ray or orthicon tube field, though company makes ordinary receiving tubes at Newton, industrial tubes (including magnetrons) at Waltham.

Meanwhile, from RCA we learn identity of those 21 to whom RCA's annual report (Vol. 4, No. 9) stated TV transmitter deliveries were made during 1947. They are: WNBW and WMAL-TV, Washington; WFIL-TV and WCAU-TV, Philadelphia; WBAL-TV, Baltimore; KSD-TV, St. Louis; WZMJ-TV, Milwaukee; WLWT, Cincinnati; WMAR-TV, Baltimore; Army, Fort Monmouth, N. J.; KSTP-TV, St. Paul; WBZ-TV, Boston; KOE-TV, Albuquerque; WATV (WAAZ), Newark; WBEN-TV, Buffalo; KFI-TV, Los Angeles; WTVT, Toledo; WABP-TV, Fort Worth; WIOD, Miami; and NBC's KNBH, Los Angeles and WNBK, Cleveland. First 9 are on air commercially, several of others testing, all but one or two of the rest building and expected to get going this year. Since Jan. 1, four more have been delivered: to WNBK, New York (new NBC Empire State transmitter); NBC's WNBY, Chicago; KTTV, Los Angeles Times; WAVE-TV, Louisville.

EYES OF PUBLIC ARE UPON THEM: From standpoint of public promotion of TV, standout ad in New York Sun's 20-page Television Edition Tuesday (March 9) was an RCA Victor institutional page, white-on-black caption line in tele-shape screen reading: "Today's Television Screen is Already 40,000,000 People Big." Ad goes on to say: "Right now -- today -- 40,000,000 people are living within reach of daily television programs. Before the votes are cast in this year's Presidential election, television will reach substantial areas in at least 21 states having more than two-thirds of the national total of electoral votes."

Significantly, in same issue Sun's noted political writer George Van Slyke writes: "The Look takes its place with The Voice as television goes into action for the first time as a big factor in a national campaign. Glamour enters politics as a vote-getter...as candidates are forced to preen for their appearances in 700,000 or more parlors next autumn." He goes on to quote RCA's Gen. Sarnoff as saying "Television is likely to do more to revolutionize politics than sound broadcasting...How they look as well as what they say may determine...their popularity. The eyes of the public will be upon them."

From trade standpoint, ad makes several pertinent disclosures of hitherto hush-hush company secrets: (1) That RCA transmission equipment has been "chosen" by 43 telecasters in 31 cities, presumably meaning that many firm orders. (2) That RCA supplies 660 types of electron tubes for TV transmitters, receivers, cameras, etc. -- its Lancaster plant being one of the "wonder houses" of industry. (3) That "more RCA Victor [TV] sets have been produced and sold than all other makes...combined." In other words, of some 275,000 sets produced thus far (including pre-war and 35,889 in February), RCA claims it has manufactured better than half. If it hasn't, we'll sure enough hear from big mass producer Philco, whose President John Ballantyne was quoted this week as stating his company is stepping up TV production 6 times last year's rate -- or "quite a few thousand sets per week." This week too, Stewart-Warner's radio v.p., Samuel Insull Jr., promising new line by mid-summer, said by end of 1948 its TV production will increase tenfold to 2,500 per month.

Note: If you're concerned with TV promotion and haven't seen Victor ad, placed only in New York, Philadelphia newspapers, ask public relations v.p. John K. West, RCA Victor, Camden, to send you reprint.
PRICES TREND DOWN AS TV BOOKS: Though today's market readily absorbs just about every receiving set the TV factories can produce (see our TV Manufacturer-Receiver Directory, Supp. 57), watch the competitive fur fly as biggest small-set producer Emerson and giant General Electric leap into the field for fair.

Emerson's new 10-in. table model at $269.50 (Vol. 4, No. 3) hits New York market next week with big advertising splash, preliminary to going into other TV cities. GE's new 10-in. table model 810, to be priced "probably under $300," goes into production April 5 at projected rate of 300 daily, should reach market shortly thereafter, will feature new aluminum-backed tube.

Add fact that big Admiral's Ross Siragusa reports his company now shipping its $299.95 "TV Optional" console (Vol. 4, No. 1) at rate of 200 per day, that Admiral's 7-in. table model at $169.95 goes into production in May, that Motorola's big push on its 7-in. at $179.95 (Vol. 4, No. 8) is reported extremely successful, that Philco and RCA are stepping up TV production all along the line, that others are moving as fast as they can -- and you have picture of a boom industry.

TV RELAY RATES, A CORRECTION: Our mathematics went a bit awry last week when we compared Western Union's proposed New York-Philadelphia microwave TV relay rates with those originally proposed by AT&T last summer (Vol. 4, No. 11). Actually, WU's $4,700 per month compares with AT&T's $6,000 for same distance -- though it should be noted AT&T's proposed tariffs were withdrawn, will be revised (presumably downward) and resubmitted soon for FCC approval. In our too-hasty figuring at last week's deadline, we overlooked fact AT&T's $750 station connection charge was for single-station tieup, not 2 stations. Also, AT&T had loop charges for each connection from its terminals that added up to another $650.

Western Union's offer is for a reversible circuit, AT&T's was for one-way only. And WU's connection to station transmitter would be via microwave (with full 4.5 mc bandwidth) whereas AT&T's could be via coaxial (2.8 mc). AT&T had hoped to file its proposed new TV tariffs this week, didn't make it, is now planning to submit them to FCC next week. Telephone company has also asked FCC for spur microwave links between Detroit-Toledo, Milwaukee-Chicago. Both Toledo and Chicago are on route of projected coaxial.

THE BIGGEST THING IN RADIO—II: You can also take this as axiomatic, Mr. Broadcaster and Mr. Sponsor and Mr. Radio Manufacturer -- when there's a TV set in the house, the aural radio or radios generally remain silent while TV programs are showing. That goes for the precious evening hours, even Sunday nights, when listening fare is usually at its best. Ask any TV set owner.

What does this mean to your business? It means fewer and fewer listeners as more and more TV receivers are installed. Assuming 275,000 TV sets in use in homes and public places thus far (Vol. 4, No. 11), the total doesn't bulk large -- yet. But consider these points taken from February edition of "Television Today," published by research-wise CBS:

Hooper survey on Friday, June 6, 1947 showed average of 54.5 sets in use during evening hours; another Hooper on Thursday, Nov. 13, showed 49.2 sets. Four
7 persons per set were found by viewer surveys to be the average number during evening hours, though average family (in New York area) is 3.5 persons. Today's audience is a "multiple family audience."

So divide that 275,00 by half (no. of sets turned on evenings), assume a mean of 5.5 viewers per set, and even now -- only the second year since post-war TV set production began, and with only 19 stations in full operation -- you have more than 750,000 viewers. Not a big figure, to be sure, compared to the total aural radio audience (37 million homes with radios) -- but remember it's growing every day. Best trade estimates are around 850,000 TV sets in use by end of this year, 1,500,000 at end of 1949, progressively more thereafter.

The facts and the trend are as plain as that. All you need to do to convince yourself, if you're fortunate enough to live within range of a TV station, is install a TV set in your home, then mark what happens to your own and your family's radio habits.

**Scans TV Crystal Ball:** General Electric's electronics sales chief, Arthur A. Brandt, came up with some pertinent statistical calculations on TV industry's upward trend, addressing company's TV seminar in Syracuse Tuesday. His figures are worth repeating:

First, he observed that average cost of a TV set in 1947 was $575, in 1948 $375, in 1949 will be $275. Then he predicted number of receivers at end of this year will be 870,000; end of 1949, 2,470,000; 1950, 5,270,000; 1951, 9,000,000; 1952, 13,500,000. Next he estimated retail value of each year's production at: 1948, $260,000,000; 1949, $440,000,000; 1950, $560,000,000; 1951, $665,000,000; 1952, $765,000,000. Note that, if Mr. Brandt's estimates pan out, average cost per set will be down to $150 by 1952.

He forecast 21 markets with TV service (pop. 34,000,000) by end of 1948 (t's now 12 with about 31,000,000); 51 by 1949 (pop. 48,000,000); 62 by 1950 (pop. 6,000,000); 107 by 1951 (pop. 58,000,000); 140 by 1952 (pop. 63,000,000). Population with receivers (i.e., viewing audience) he estimated should rise from end of 1947's 1,000,000 to: 1948, 4,350,000; 1949, 9,880,000; 1950, 21,000,000; 1951, 2,000,000; 1952, 40,000,000. Average viewer per set would cut down from present 56 to about 3 in 1952 -- fewer curious visitors, more second sets in home, etc.

Small wonder, then, that Mr. Brandt asserted: "TV is destined to become one of the nation's biggest businesses."

* * *

The 150 who attended GE's "clinic" March 16-18, mostly broadcasters, some yet TV applicants, came away with these distinct impressions: (a) That GE has deposited lots of eggs in TV basket, turning over its big new Electronics Park plant practically entirely to TV receiver and transmitter development and production. (b) That TV is no sudden-profit, disc-jockey operation -- on testimony particularly of GE alumnus J. D. McLean, now commercial manager of Philco's WPTZ, who blanched fact that station got back only 15¢ on each dollar spent last year against current picture of 71% sponsored time, 38 sponsors (6 more to be added soon), mushrooming audience. He cited no dollar figures, but you might re-read our article "peak-Even Point in Sight" in Vol. 4, No. 10. (c) That programming is TV's toughest problem -- Mazon's v.p. M. F. Mahoney expressing hope movie will gap easy sportscasts and tough studio shows, perhaps with soap opera-type films.

Though it's obvious TV is a blue chip business, requires lots of capital and costly know-how, it's a fair guess that some of these broadcasters, registered for the seminars but not yet TV grantees or applicants, will file for TV in the near future: WFL and WAGE, Syracuse; WMT and KCRG, Cedar Rapids, la.; KFAB and KH, Omaha; WTRY, Troy, N. Y.; WLBC, Muncie, Ind.; KFH, Wichita; KXOA, Sacramento, C.; WRNR, Warren, O.; KYFM, San Antonio; WLAW, Lawrence, Mass.; KPEL, Denver; KIF, Pueblo, Colo.; KHQ, Spokane; CKEY, Toronto; CKLCW, Windsor, Ont. Otherwise, except for GE fieldmen and a scattering others, attendees were all from companies already in TV as grantees or applicants.
AM-TV-FM PEACE WITH PETRILLO: Everybody's happy about networks' peace pact with Petrillo, signed Thursday -- including Jimmy himself. New three-year contract (1) continues present wage rates and employment of musicians on network-owned-and-managed stations, makes musicians available for local participating and network cooperative shows, settles matter of delayed (transcription repeat) broadcasts; (2) permits musicians to appear on TV, live or filmed, no rates specified yet but all arrangements to be made directly through Petrillo's own office in order to avoid confusion pending rate structure; (3) ratifies and extends AM-FM duplication agreement of Feb. 1 (Vol. 4, No. 5).

Fact: networks aren't cutting down on number of musicians, as some stations have, is considered victory for music czar who was fearful they might be encouraged to do so under Taft-Hartley and Lea acts. Contract affects some 5,000 musicians in New York, Chicago, Los Angeles, who get average $152 for 25-hour week.

Lifting of TV live music ban means full-fledged productions with music -- not half-live, half-canned; also spurs duplication of network radio shows on TV, for which big plans have already been laid (Vol. 4, No. 7). Indeed, ex-cornet player Petrillo, as a gracious gesture, agreed to blow first note on trumpet heralding live music on TV (which NBC filmed and telecast). And NBC's Frank Mullen announced its first duplicated radio-TV musical show would be this Saturday night's NBC Symphony, Toscanini directing. CBS then announced WCAU-TV would originate Eugene Ormandy and Philadelphia Orchestra telecast same day -- at 5 p.m., in fact, thus beating Toscanini show by 90 minutes, giving TV-owning music lovers 2 solid hours of sight-and-sound concerts without overlap.

NBC has several dozen radio shows potentially capable of televising "as is" -- with Firestone already dickering to duplicate its Monday night Firestone Hour. Plans are under way to put on Fred Waring and Chesterfield Supper Hour soon, too. You'll be hearing of other big-name acts going TV simultaneously from time to time, but there are still problems of fees, studio space, camera techniques, etc.

TV portion of AFM contract covers filming as well as telecasting, permits TV stations not able to carry telecasts live to show them on films later -- films shot either of actual performance or of film-Kinescope. TV rates weren't set, said joint statement, because: "All parties, feeling it was too early to set a fixed rate pattern, agreed that...individual rate arrangements would be made from time to time to meet program needs as they arise...Mr. Petrillo stated that the AFM fully recognized the developmental stage of television broadcasting today...accordingly pledged rate patterns set during this period would be reasonable and economic."

Note on telegencics and public relations: Watching natural showman Jimmy Petrillo toot his horn over NBC-TV newsreel Friday night, sounding first approved notes of union music on TV, 15-year-old daughter of well-known radio executive exclaimed, "I don't care what Daddy says. I like him!"

NETWORKS INSIST ON ALL OR NONE: Networks have begun to lay it on the line to affiliates, demanding (though they don't pay for it) that AM-FM duplication cover all sponsored programs or none. No picking and choosing, except for sustainers. No matter that some FMs sell time separately, have commitments for local sports, especially baseball, which consume big segments of time. It's a sore subject that has quite a few affiliates balking, insisting FM costs them good money to operate. Many are openly honoring network policy in the breach. In fact, WCAU's Ben Larson told FX hearing in Washington this week that WCAU-FM is interrupting duplicated programs for FX several times daily, and CBS hasn't kicked yet.

ABC's Mark Woods put it bluntly to his affiliates at their meeting in Chicago last week: ABC, he said, expects all its affiliates with FM to duplicate all
Here's Dr. Allen B. DuMont speaking—to financial men, once again, the Customers Brokers Assn. at N. Y. Curb Exchange Tuesday: “Within the next 5 years, radio will be supplemental to television.” And here’s NBC’s Niles Trammell quoted in January Atlantic Monthly: “My fortune is entirely wrapped up in sound broadcasting, but I'm the first to admit that when television comes in, sound broadcasting is finished.”

Add TV Sponsors: On WTMJ-TV, Milwaukee, Schuster Dept. Stores, 10 spots weekly, and Broadway House of Music, 2 film spots weekly, thru Kramer-Crasselt Agency; Lucky Strikes, 4 film spots weekly, thru Foose, Cone & Belding; William Silverstone & Co. (men’s clothiers), 2 spots weekly, direct; Otto L. Kuehn Co. (food brokers) and Broadway House of Music, 10-min. dugout interviews before each Brewers home game, alternating, games themselves sponsored by Ford. On WNBW, Washington, Gunther Brewing Co., Baltimore, fifth and sixth races at Bowie 9 days, March 30-April 9, thru Booth, Vickery & Schwinn.

Activity on Capitol Hill: Senate Interstate Committee reports over 200 letters from AMers overwhelmingly commending Sen. Johnson’s bill to limit clear channels (Vol. 4, No. 9, 10); only 3 clearers have written in complaining. Date for hearing opposition to Lemke Resolution on low-band FM (Vol. 4, No. 6, et seq) was moved to March 31-April 1, with RCA saying it will be there to refuse charges.

Philco Corp. will sponsor films and commentaries on Florida training camps of 9 big league clubs on TV outlets in 12 cities, twice weekly for 4 weeks starting March 22; it’s a package deal produced by Wallace Orr, titled “1948 Baseball Preview with Stan Baumgartner.”

TV signal booster called “Videamp:” about to go into 250-a-week production by Crystal Devices Co., 1819 Broadway, New York, has hiked signal 22 times in Channel No. 4 tests, company claims. Booster covers all 13 channels, measures 3x4x5 in., has one tube and 2 stages of amplification, will list at about $40.

FMA implemented its talk about clamping down on laggard CP-holders with formal letter to FCC requesting close scrutiny of requests for extension of completion dates, and revocation proceedings where warranted. FMA’s principal targets are channel-squatters in areas where channels are scarce and in towns with no FM signals.

DuMont’s TV receiver sales manager Victor Olsen discloses his company, which hasn’t gone outside New York area with much distribution as yet, has dropped franchised dealers discovered by “spotters” to be reducing list prices on its sets ($445 to $2,495).

Unusually fine exhibit on facsimile, well-documented, nicely put together, was put into record of FX hearing this week by Philadelphia Inquirer’s WFIL. It’s worth studying by those concerned with FX. Write WFIL counsel Morton Wilner, Barr Bldg., Washington, for copy.

Free & Peters adds New York News’ WPIX (TV), due to start June 15, to its rep list; is already representing KSD-TV, St. Louis.
FILM FOLK ARE GETTING RESTIVE: Already sensing if not yet actually feeling hot
breath of TV competition, certain cinema owners are grouping for possible showdown
fight on property rights issue (Vol. 4, No. 7). In New York attorney's office
Wednesday, 21 theatermen (including Warner, Loew's RKO) heard Colonial Television
Corp. say it will move on law front to bring issue to head. Colonial makes the
"Vision Master," a movie-projector type of TV receiver capable of throwing images
onto 9x12 ft. screen (Vol. 4, No. 6). It asked moviemens for financial support of
legal test. It claims 20 West Coast theaters are already equipped, says 150 in
New York would be within 2 months if telecasters would remove ban. NBC recently
halted paid audience from seeing projection of fightcast in RKO 58th St. Theater.

Sentiment of theater owners toward TV was expressed by Fox West Coast's
Charles P. Skouras before Theater Owners Assn. board last week. He favors TV in
theaters, he said, but there must be "practical goal" and "adequate entertainment."
President Loren L. Ryder of Society of Motion Picture Engineers, which has con-
sistently tried to persuade producers and exhibitors to go into TV, told same
group: "You are dealing in nickels and dimes for a billion dollar industry. You
are talking about borrowed entertainment. No equipment will be developed until
there is a market...We should be willing to develop our own entertainment."

Fighting lone game as yet, but seeking to enlist movie interests, Zenith's
Comdr. Gene McDonald believes his system of pay-as-you-look TV (Vol. 3, No. 27)
is "key" movie industry has been looking for to enable it to move in on TV, make
it pay off as consumer of film features. On other side, NBC's Frank Mullen told
Hollywood press recently that TV, far from being threat to movies, could be another
and better selling medium, could boost movie attendance with trailers, advertising,
etc. Only one in 20 now goes to movies," he said, "and television can make movie-
goers of the other 19."

Film moguls' thinking, summed up for us by industry spokesmen, runs along
these lines: TV will act as developer of talent, stories, technicians, which Holly-
wood will use as it does stage, novels, magazines, even radio. As for movie-going,
TV is just another competitive amusement like radio, bowling, night baseball,
dances -- nuisance rather than real threat. If and when TV grows big enough to dent
boxoffice, then movies will do something about it -- "we'll buy," they say, refer-
ring to TV stations. Only thing certain is uncertainty as to which way public will
jump. It's easy to discern already TV's impact on radio listening habits (Vol. 4,
No. 7), but not yet on theatre-going for TV sets are few, audience still small.

BIGGER TUBES COMING SLOWLY: You can pretty well count on the glass 10-in. cathode
ray tube to continue, for a long time, to be the "streamlined Ford" engine of TV --
for the good and sufficient reason that it's in mechanized mass production and
other sizes aren't. That's not to say DuMont's 12 and 15-in. glass direct-view
tubes and RCA's metal-coned tubes aren't coming along to power TV's "Buicks." They
are -- but not on mass scale or at very rapid rate. Indeed, no one can say yet
how much RCA's revolutionary new tube (Vol. 4, No. 5, 6, 8) will cut costs of TV
sets once they're in mass production. They weigh less than half the all-glass
tube, but they require highly complex machinery, altered circuits, new furniture,
to say nothing of special metal alloys for the cone.

Right now, RCA is delivering only a few metallics at a time to its receiver
manufacturer customers, mainly to enable them to design future models. Some con-
taining them should appear on the market this fall, but very few. Even during 1949,
RCA as now tooled can't turn out more than 150,000, which must be parcelled out to
its own home receiver plant as well as its regular tube customers. Eventual hope
is to have this tube in mass production, costs cut so considerably that price of
16-in. table sets can be brought down to present 10-in. prices, which in turn can
be brought down to 7-in. In other words, 16-in. table models in $300-$400 range,
10-in. around $200.

Meanwhile, another tubemaker, little known Zetka Laboratories, Clifton,
glass tube. Advantage claimed is 135 sq. in. of picture as against 123 on round-
faced tube of same size; also that it includes trap which prevents ion spot from
discoloring center of tube. UST President Hamilton Hoge says Zetka is now turning
out 300 per month, may reach 1,800 rate by early summer. Blanks are from Corning
Glass Works. Zetka sells them to other manufacturers at $79.95 each in 100 lots.

General Electric Co. announced its Model 802 will henceforth contain new
10-in. tubes with aluminum-backed fluorescent screens, claims twice brightness,
better image detail, sharper contrast. It's being made in GE's Buffalo tube works,
where 12 and 15-in. tubes are also being readied for new receiver designs. Prin-
cipal TV cathode ray tubemakers, besides aforementioned, are Sylvania, Rauland,

3 MORE CPs FOR TV, 9 APPLY: Three more CPs granted for TV this week bring total out-
standing to 74, and 9 more applications swell that column to 170. For full details,
see TV Addenda 2-F herewith, but here's a digest:

Two CPs went to companies headed by labor lawyer Ed Lamb, of Toledo --
Channel No. 12 to his Erie (Pa.) Dispatch, No. 6 to his Picture Waves Inc., Colum-
bus. Comr. Jones dissented, wanted hearings. Mr. Lamb owns WTOD, Toledo, this week
also got FM grants in Mansfield and Springfield (see FM Addenda 55-Y herewith).
The other video CP went to Columbus Dispatch (WBNR), No. 10.

Applications were highlighted by CBS seeking No. 9 in San Francisco, where
it proposes to spend $635,000 (plus land), $42,000 monthly operating; in same area
oilman Ed Pauley's Television California also asked for No. 11 -- making 7 now
seeking 3 remaining channels in that area. Other applications: For San Jose, Cal.,
W. L. Gleeson, Riverside, Cal., No. 13 -- he holds grant for soon-to-be-taken-away
Channel No. 1 for Riverside, for which he's now asking change to No. 13. For Des
Moines, KSO, No. 2 (will be dropped if Tri-States Meredith purchase is approved;
see Addenda 2-E). For Jacksonville, Fla., WMBR, No. 4. For Niagara Falls, N. Y.,
WHLD-Gazette, No. 9. For Milwaukee, WFOX, No. 8. For Richmond, WRVA, No. 10.
For Rome, N.Y., WKAL, No. 13.

Deal whereby 3 applicants -- Fairfield Bostg. Co. (Lee Hats-Danbury News-
times); WBYR, American-Republican; WATR-Harold Thomas -- will each become one-third
owner of newly incorporated Nutmeg State Bostg. Co., merging applications for
Waterbury, Conn., is about to be submitted to FCC; this should assure grant of 1
for 1. Another satellite application, for Wichita, may soon be filed by KMBC,
Kansas City. Newport News Daily Press Inc. (WGH) is preparing to file for first TV
in Norfolk area. There's also an application in works for Savannah, Ga.

FACSIMILE'S IMPACT ON FM: If FCC permits facsimile to go ahead on commercial basis,
FM is going to feel the effects. Dominant question at 2½-day en banc hearing on
immediate standards for commercial FX, sleeper of the radio communications arts,
was whether it should be permitted to interfere with FM. Everyone agreed FX was
commercially ready, requires either simplexing or multiplexing. If former, FM sta-
tion must cease broadcasting programs during periods it transmits FX. If latter,
FM signal must be cut down to 9,000-12,000 cps, also means noise in sound. Best
solution would be separate channels for FX; educational band (Channels No. 201-220)
is still relatively little used (only 39 grants thus far) -- but FMA has objected
to any FX-only channels in 88-108 mc band. Of course, there's chance FCC might
refuse to permit commercial FX yet.

Although FX forces were agreed on RTPB recommendations to permit both 4.1
and 8.2-in. page width, only Alden Products (equipment maker) and Philadelphia Bul-
letin (station operator) plumped for that standard with multiplexing. Their idea
is bulletin-type service initially for public places like airports, hotels, etc.:
weather maps, farm reports, news flashes and the like. Others like Finch, Hogan,
Philadelphia Inquirer, Miami Herald sought 8.2-in. on simplex basis for newspaper-
type service to homes as well as public places. Subsidiary issues discussed were:
whether public or publisher-broadcaster should pay for FX paper, revenue sources
and operating costs, possible use of 470-500 mc band, relative receiver costs of
4.1 and 8.2-in. sets.
March 27, 1948

TELEVISION RATES & FACTBOOK: Our TV Directory No. 3, to be known as "Television Rates & Factbook," will be off the press next week, dated April 1, and will be sent all subscribers to our full service. This one will contain the rate cards and complete data on facilities, personnel, etc. of the 23 TV stations operating commercially before April ends. Best available estimate of no. of sets in each market is also given. Also included will be tabulation of CPs granted, applications outstanding, experimental TVs, channel allocation by cities. Extra copies cost subscribers $2.50; non-subscribers $5.00.

Actually, 20 stations are now operating commercially -- KSTP-TV having "gone commercial" March 22 as result of successful tests, month ahead of planned schedule. Three others now testing report they will go commercial in April -- WGN-TV, Chicago, April 4; WATV, Newark; WTVR, Richmond -- so their rate cards are included. Directory will be revised and reissued periodically to include rates and data of other stations as they go on, and subscribers can keep them up-to-date meanwhile with our weekly Addenda (blue sheets) reporting current FCC grants, applications, changes, etc. Westinghouse's WBZ-TV, Boston, and Buffalo News' WBEN-TV look like next commercials, both shooting for May starts.

OILMEN STAKING TV CLAIMS: Prominent among week's TV applicants is oilman George E. Cameron Jr., formerly of Houston, seeking Channel No. 6 in Tulsa, first of 5 applications his newly incorporated (for $500,000) Cameron Television Corp. plans to file. He's president, 70% stockholder; John B. Hill, Roselbing executive, 15%; Mrs. M. H. Alvarez, KTUL, 15%. Another application, for No. 5 in San Antonio, was filed by same group of 3 Texas oilmen who applied recently for New Orleans (see TV Addenda 2-E), who plan to apply also for Corpus Christi and Phoenix.

This week's TV applicants totaled only 7, fewest in months. Besides foregoing, they were: For Birmingham, Ala., WSGN-News & Age-Herald, No. 9. For Fresno, Cal., Donroy Bostg. Co., No. 4 -- same Los Angeles auto dealers who once were in for San Diego, then withdrew. For Davenport, Ia., WOC, No. 5 -- same interests as WHO, Des Moines. For Minneapolis, Beck Studios Inc., radio school, No. 7 -- now 3 for 3 in Twin Cities. For Milwaukee, WISN-Milwaukee Sentinel (Hearst), No. 10 -- now 2 for 3. For full details, see TV Addenda 2-G herewith.

WHAT PRICE TV OPERATION? Baltimore Sun's WMAR-TV, good example of well-positioned, big-city operation, isn't anywhere near break-even point, doesn't expect to be "for some months to come." That's gist of report to us which, though lacking actual figures, helps round out economic picture we gave you a few weeks ago based on reports of other independent TV stations (Break-Even Point in Sight; Vol. 4, No. 10). Though still without big studio, WMAR-TV is now in fifth month on air, operated 227 hours in January when expenses ran about 5 times gross time sales. February ratio was 4. "We'll do better in March," says radio v.p. Jack Jett. Even new coaxial rates will be offset by more and better network shows, while baseball and other spring outdoor events will add local revenues. Baltimore has about 6,000 sets now.

Everybody knows it costs a lot to install and operate TV transmitter equipment (camera tube alone, good for only 1,000 hours, costs about $1,800). And of
course live program costs can reach stratospheric heights, even without union scales yet fixed. But the sponsor trend is definitely upward, as evidenced by these revenue figures for NBC's New York TV operations cited by sales chief Reynolds Kraft before Washington Ad Club Tuesday: 1946, $100,000; 1947, $1,000,000; 1948, $3,500,000 (estimated). Kraft said 17 out of NBC's 21 TV hours weekly are now sponsored or spoken for, reported TV will take 70% of new advertising budget of Disney Hats -- first national advertiser to put bulk of its promotion into new medium.

* * * * *

The guesswork as to costs of installation and operation, hazarded by TV applicants as required in FCC application forms, is reported regularly in our weekly TV Addenda. You get an idea of the variables when CBS quotes $635,000 for plant, $42,000 monthly operating cost, in its San Francisco application (TV Addenda 2-F). Applying for same city, among others, Radio Dieblo (Addenda 2-E) estimates $287,500 and $16,667, respectively; Ed Pauley's Television California (Addenda 2-F), $276,670 and $12,500; Leland Holzer (Addenda 2-D), only $69,000 and $3,000:

At recent Philadelphia hearing, Gimbels-WIP v. WIBG-Daily News, for city's sole remaining channel, dept. store estimated $300,000 for plant, $600,000 first 2 years -- promised to put up a million or more as needed. Rival applicant proposed $315,087 for construction, $268,840 first year's operation. At last week's Detroit hearing, WJR v. United Detroit Theatres (Paramount), latter figured $478,500 for plant excluding land; $896,000 annual operating cost, of which $576,000 ($300 per hour) would go into programs. WJR quoted $360,000 for plant, $300,000 more for studio, annual operating cost $465,252, of which $145,600 ($100 per hour) would go for programs. Each proposed starting staff of 50.

Yet Harrisburg hearing brought forth WHP's estimates of $201,550 for metropolitan station, $151,550 for community, with $107,232 operating cost; whereas Harold Bishop proposed $100,000 plant (community), only $65,884 annual operating cost.

RCA vs. DuMont on Patents: Looks like the usual period of patent litigation has caught up with TV, reminiscent of radio's early days. Its own patent pool under fire of Zenith in the Delaware courts (Vol. 2, No. 52; Vol. 4, No. 7), threat of Maj. Armstrong suit on FM patents still hanging over its head, RCA this week filed infringement suit against DuMont in Federal District Court, Los Angeles. Also named defendants are Paramount, largest DuMont stockholder; Television Productions Inc., Paramount telecasting subsidiary; J. T. Hill Sales Co., Penny-Owsley Music Co., W. J. Sloane, latter 3 set distributors. Suit alleges infringements of 27 patents covering TV, FM and AM receiver circuits and tubes. Transmitters aren't involved. Filing of suit in area where DuMont has very little distribution as yet came as surprise to all defendants. It's a fact RCA and DuMont haven't licensed one another since beginning of 1947, unable to get together on terms. It's also likely there will now be countersuits, probably involving RCA cross-licensees too. Conway Coe handles patent law for RCA, Darby & Darby for DuMont.

More Channels Up to Industry: "The word" on more TV channels was contained in FCC Chairman Coy's talk before IRE Tuesday. "We at the Commission," he said, "must look to the industry for more rapid developments in this area [more video frequencies]. It is an urgent matter. Soon all presently available frequencies will be assigned." In essence, then, FCC isn't going to move on problem of more TV channels until industry comes to it with specific proposals. So far no one has done more than talk about need (Vol. 4, No. 7-11).

Coy was outspoken about urgency of problem: "A solution of the present sharing arrangements," he said, referring to pending 44-50 mc decision, "will not serve to make the available television frequencies any more adequate for 'a truly nation-wide and competitive system of television' than they are now. If my predications come true, I expect to see all television channels in the nation's 140 metropolitan areas assigned within the next 12 months" (Vol. 4, No. 7).

Note -- FCC may learn about 500 mc propagation when it junkets to RCA's Princeton labs next week -- probably more on the negative side than any helpful development as yet for "high band" TV.
TALLING AM-FM DUPLICATION IDEAS:  Maybe it's honest confusion, maybe deliberate misinterpretation, but statistics derived from FMA's duplication survey substantiate stories that AM-FM network affiliates just aren't following networks' instructions on duplication (Vol. 4, No. 12). Bill Bailey toted up replies from 302 respondents, 134 of them network affiliates. He found 84% of affiliates duplicating, but only 44% duplicating full option schedule. Thirty-one per cent opined networks allowed them to pick and choose among commercial shows, 58% said networks did not. Of those duplicating across the board, 32% liked setup, 9% didn't, balance said "wait and see." Regardless of what they thought about network "all or none" policy on commercial shows, great majority of respondents thought availability of network programs was selling sets (46% yes, 6% no) and increasing FM listening (52% yes, 4% no). Few said they were losing money because of policies (6% yes, 75% no). Most wanted to ride along status quo, see how things worked out.

POW-WOW OF THE SLIDE-RULERS: Newsman covering this week's IRE convention in New York groped through technical mazes of manifold presentations on electronics in vain effort to glean popular-appeal stuff. They found pickings very slim in TV and FM. Most newsworthy statement came from DuMont's T. T. Goldsmith who, at press conference, ventured prediction TV receiver prices would be halved within 2 years. That made him even more optimistic than GE's statistically sanguine A. A. Brandt (Vol. 4, No. 12). As for TV transmitting, he looked for interference to grow as more stations go on the air; yet he said he felt the present allocation plan is sound, that improved circuits and antennas will resolve most problems, that indoor receiving antennas will often be adequate.

Antenna expert Andrew Alford, of Harvard, had elaborate presentation showing how to simplify selection of best TV sites, most economical antenna heights....Federal's A. C. Kandoian told how he stacked 8 elements in circularly polarized TV and FM antennas to get much-needed gain....North American Philips showed off its Protelogram (Vol. 4, No. 9) which projects 2½-in. tube to 12x16-in. picture, claimed "terrific" demand from major manufacturers (but wouldn't tell us their names), said production starts next month.

In FM, Zenith came up with something that may be hot -- a "gated-beam" tube. Said company's Dr. Robert Adler: "Receivers built with it perform as well as the best in existence but are easier to tune and contain fewer parts, therefore are more economical to manufacture." On further inquiry, Zenith's Chicago officials told us they aren't talking yet about plans for tube. But we're informed it could bring receiver prices down at least to about what ratio detector sets run -- around $40-$50 for table AM-FM....Engineers had good word for REL's FM "Serrasoid" transmitter modulator, said to produce remarkably low noise and distortion.

TV CHANNEL SWITCHES IN SOUP: It may be legal, but it's sure going to mess up the works. That's sentiment of many radio law practitioners on FCC's strictly legalistic ruling this week on the TV channel-shifting question -- that separate "rule-making" hearings are necessary whenever anyone proposes rearrangement of any TV frequency assignments. Commission held that since city-by-city allocations are part of TV rules, Administrative Procedures Act requires hewing to legal formula in changing channels. Comrs. Hyde and Jones dissented, latter especially vigorously, on grounds rules specify channel revisions could be made "on proper showing."

Decision muddles Yankee Network application for Bridgeport TV station (unless ruling is overturned). Yankee had withdrawn Hartford applications and asked for that city's Channel No. 10 for Bridgeport. Ruling affects 19 other applications in such cities as Baltimore, Toledo, Providence. Yankee hasn't made up mind yet.
whether it will fight decision, or follow FCC recommendation it ask for rule-making hearing. Technically, if rule is followed, applicants wanting to parley channels will have to: (1) petition for changes and, if accepted by Commission, (2) go through rule-making process and, if successful, (3) go through comparative hearing -- all with possibility of losing out finally. On other hand, FCC could dispense with comparative hearing, if changes even up applicants and available frequencies.

Already, Toledo Blade and KVEC, San Luis Obispo, Cal., have filed petitions to add channels to their respective cities.

**SIGHT AND SOUND**

Best information on Edwin Pauley's reported interest in purchase of Dorothy Thackrey (New York Post) West Coast radio properties—KLAC, Los Angeles; KYA, San Francisco; plus precious CP for Hollywood TV—is that deal is unlikely. This despite efforts to bring TV-struck Harry Butcher (KIST, Santa Barbara) into association with millionaire oilman whom President Truman was unable to keep in his administration and who has applied for TV in San Francisco (Vol. 4, No. 12).


DuMont's WITC has finally agreed to move to better and higher location than Harrington Hotel site in downtown Washington (with antenna 45 ft. high). This week it asked FCC approval to move transmitter and antenna to higher site in Arlington, Va., so antenna could be 390 ft. above ground, 655 ft. above mean sea level, 385 ft. above average terrain. Change in height would change radiated powers from 3.62 kw visual to 17.9 kw; 3.42 kw aural to 10.75 kw. Cost would amount to $76,420.

First deliveries of RCA's 50 kw FM transmitters are now being made to WBRC-FM, Birmingham, and WTMJ-FM, Milwaukee. Former will radiate highest FM power in the world, 546 kw at 880 ft. above average terrain, unless more power is granted to someone else. RCA says 10 or 12 more of the big transmitters will be shipped in next 3 months or so.

Minimum TV-hours-per-week rule has been waived once again by FCC, this time to June 30. Before that date, it's expected FCC will have favorably acted on TBA petition for graduated scale of minimum hours (Vol. 4, No. 11).

First FM set installed in street car by a Transit Radio Inc. member (Vol. 4, No. 5-7, 11) is claim of WWDC-FM, Washington. Station reports better reception in streetcar than in bus.

DuMont's TV transmitter division has appointed Edgar H. Felix recently with Radio Inventions Inc. (Hogan), as Washington equipment sales contact.

San Francisco's KSFO, originally assigned KWIS for its TV grant, after contemplating using KSFO-TV, finally decided on KPIX, got FCC call letter grant this week.

WFIL-TV carried Bruno Walter conducting Philadelphia Orchestra with choir and Haverford, Episcopal Academy glee clubs in 1½-hour Good Friday concert.

Citizens Radio Service (handie-talkie idea) got another flurry of attention after FCC Chairman Wayne Coy announced first Commission approval of equipment at IRE convention this week. Citizens Radio Corp. (Al Gross and Paul McGregor, 1869 Prospect Ave., Cleveland) will make sets to operate in 460-470 mc band. With printed circuit, $100 set weighs 2½ lbs. Bureau of Standards' miniature master, Dr. Cledo Brunetti, again captured everyone's fancy with his fabulously minute sets; April Readers Digest describes his work in reprint of Popular Science article by Harland Manchester. Along same lines, Maj. Sherman C. Amsden, 222 E. 38th St., New York City, asked FCC for experimental license to test a "Radio Paging Service," principally for doctors, using 72-76 mc band. Clients would carry small receiver, respond by phone when called.

FM-only operation study covering WCSI-FM, Columbus, Ind., by Art Stringer of NAB's FM Dept., shows monthly income rising to $5,247 (against operating costs of $5,720) by November, 1947, with $65,000 of advance business on yearly basis signed as of December 1947. Cost of plant was $104,500. Three more FM management studies will shortly be released by NAB, covering WEAW, Evanston, Ill.; WFAH, Alliance, O.; WTMJ-FM, Milwaukee.

TV servicing and test equipment is paralleling spurt- ing set production. Hatzeline has a picture modulated r.f. generator, principally for manufacturers. McMurdo Silver Co., 1240 Main St., Hartford, is making $78.50 and $48.50 sweep generators. Vision Research Laboratories, Box 52, Kew Gardens, N. Y., has one for $68.50. Latter also builds signal booster called "Tele-Booster" selling at $26.95—same idea as "Videamp" (Vol. 4, No. 12).

Biggest advertising news of week was resignation of Foote, Cone & Belding from American Tobacco Co. (Lucky Strike) account, which company says won't affect current schedules. Top radio sponsor has been going strongly into TV lately. It's a bit early to estimate effect of change, and new agency hasn't been named yet.

Two new Washington law partnerships were effected last week: Haley & McKenna, Duryea Bldg., consisting of Andrew Haley and James McKenna (who has been Haley's associate for past year); Baker & Thompson, consisting of Philip M. Baker and James E. Thompson (latter formerly with Andrew Haley), 1411 Pennsylvania Av. NW.

Attorney Franklin C. Salisbury has severed connections with Andrew W. Bennett, now has own practice at 820 13th St. N.W., Washington, D. C.; phone Sterling 9072. Correct your Attorney's Directory (Supp. 11-B) accordingly.

ABC's gross time sales first quarter of 1948 are up 10%—approximately $11,650,000 compared to $10,387,004 for same 1947 period. For all 1947, ABC gross was $43,549,657, up 7.22% over 1946. MBS reports first quarter up 5% over same period last year, but gives no figures.

Baltimore's WMAR-TV has signed to carry 2 Pimlico races daily May 3-15, plus half hour film nightly on each day's meet. No sponsor yet.
**The Shape of Things to Come:** The pattern of future TV operation, at least as contemplated by NBC, emerges fairly clear now: Gradually, as schedules permit, as sponsors demand video time, NBC is going to duplicate regular network shows with simultaneous sight and sound (Vol. 4, No. 7). The start was made, rather hastily following upon lifting of the Petrillo ban, when Toscanini and the NBC Symphony went on last Saturday -- a thrilling spectacle to music-loving televiewers. It went forward Monday night with the Firestone Hour, a sort of quickie to give that veteran sponsor historical distinction of presenting "first telecast of a regular commercial NBC musical program." There will be other "easily adaptable" shows soon -- like Telephone Hour, Cities Service's Highways of Melody, GE's Fred Waring Show, Chesterfield Supper Club. And part of Toscanini concert was repeated from film Friday.

Fact CBS beat NBC to guns by 90 minutes in piping Eugene Ormandy and Philadelphia Orchestra over WCAU-TV and WCBS-TV hookup gave that network credit of being first on time, but N.Y. Herald Tribune critic John Crosby ruled Toscanini performance tops "on points." He called it "exciting and satisfying not only as a concert but as television," remarked on "superb almost legendary face of Toscanini," noted that 3 cameras were used, each with 4 separate ranges which "gave the effect of a dozen cameras playing over the orchestra." We heard one ardent concert-goer remark, while watching Toscanini (Ormandy wasn't piped to Washington): "We'd never see him so closely even if we were at his concert."

There you have the beginnings of an inevitable metamorphosis of the art and business of broadcasting. That its impact is being felt, is manifest in the conversations of nearly everyone concerned with radio, especially sponsors and agencies, to say nothing of fact it has already led St. Louis Post-Dispatch's KSD-TV to decide to stage all its live local shows for simultaneous sight and sound April 3-11 -- a sort of "showcase" effort at a local exposition. Where the new techniques will lead, what they mean to the economics of radio, your guess is as good as anyone's.

**Jesse Lasky is Convinced:** Quite het up about TV after appearing on NBC-TV's "Author Meets Critic" show last Sunday night, veteran movieman Jesse L. Lasky delivered himself of some pertinent observations in an interview Wednesday over Philadelphla's WCAU-TV. Essence of his remarks: Most Hollywood producers are now coming around to belief "product that goes right into the homes of the public" shouldn't be underestimated, should be adapted to their own needs, can be used to help boxoffice and win friends for actors. Trailers will soon be standard advertising on TV. Major studios will soon be making film shorts for TV. For his own part, Lasky said he's going to send stars of his next production into every TV station in the country for personal appearances even before trailers are released -- he's that sold on it as "the greatest salesman motion pictures ever had." Noteworthy was fact that next day WCAU-TV carried commercial trailer promoting premiere of "Miracle of the Bells."

**More Sellers and More Sets:** Unverified reports have it that Sylvania's radio set manufacturing subsidiary, Colonial Radio Corp., Buffalo, is about to produce a line of TV receivers for Sears Roebuck distribution under the Silvertone label. It has long been rumored, indeed Sylvania's chairman Walter E. Poor stated just a year ago (Vol. 3, No. 13), that big mail-order house would step into low-priced TV set field. But Sears' radio supervisor Arthur Chameroy is nothing if not taciturn, so we can't verify yet. On Sylvania's own part, it reports big hike in current production of 10-in. cathode ray TV tubes.

Advent of Sears Roebuck into TV isn't particularly important per se, but it's indicative of increasing interest of merchandise-wise folk in this growing sales field. One by one, old and new brand names are cropping forth with TV, setting up distribution and servicing. In addition to those we've previously reported, on the way are new lines by Crosley (to be previewed in New York March 31), Magnavox (promised in about 90 days), Sonora (now in production), Hallicrafters.

Hallicrafters' $169.50 receiver (Vol. 3, No. 46) in metal cabinet with 7-in. cathode, 18 tubes, 3 rectifiers, hits Chicago market next week. Similar set in wooden cabinets, called "Press Box", will be marketed at $199.50 mahogany, $209.50 blonde. Warranty-service at $50 is optional. These are reported as fore-
HOOKEEP RATES STILL TOO HIGH? AT&T's new rates for intercity TV (coaxial or micro-
ondial) are considerably below those it proposed last summer, then withdrew (Vol. 3,
23, 29) — but early reactions from TV interests are that they're still way too
high. It looks like TVers will protest them, demand FCC hearing which may delay
ative date beyond May 1 as ordered (Vol. 4, No. 7), possibly even continuing
his-desired "free ride" through June-July political conventions. Organized TV
osition will be represented by TBA after polling members.

Rates are comparable, dollar-wise, with Western Union's (Vol. 4, No. 11, 12)
are for one-way circuit only. Announced Wednesday, they will be filed offi-
ally next week, as will downward revision of local loop rates by New Jersey Bell
Telephone Co., expected to set pattern for other Bell companies. Intercity monthly
rates are: $35 per airline mile for 8 consecutive hours daily; $2 per airline mile for
 additional consecutive hour; $500 for terminal equipment to connect each sta-
ion for 8 consecutive hours per day. For occasional service, rates are: $1 per
line mile for first hour, 25¢ per airline mile for each additional consecutive
minutes; $200 per month for terminal equipment to connect each station, plus $10
per hour of actual time used.

These charges do not include local loop rates (for connections to each sta-
tion) nor sound portion of TV transmission. Sound rates are same as for aural
broadcasting: $6 per airline mile for Class A lines (100-5,000 cps), $8 for Class
B (50-8,000 cps).

Monthly charge for New York-Philadelphia (83 mi.) would be $3,905, not
cluding loops averaging $325 per station (figuring 3-5 mile connections). On longer
als — New York-Washington, for example — mileage is measured on airline point-
point basis, so presumably networks would incorporate pro rata costs in affilia-
tion deals with individual stations, as in AM, in way cities like Philadelphia,
Baltimore, etc. One network has estimated New York-Washington hookup would cost
3,315 (not including local loops) as against previous AT&T proposal of $12,480.

NETWORKS PRESS FOR VANTAGE: Network and prospective network "romancing" with stra-
tegically-placed TV operators and grantees bore fruit in ABC signing 2-year affilia-
tion contract with Philadelphia Inquirer's WIL-TV. CBS's pact with Philadelphia
Bulletin's WCAU-TV was formally concluded, too. Next, ABC probably will also sign
Washington Star's WMAL-TV, and it's working hard on Baltimore Sun's WMAR-TV, both
also eagerly sought by CBS. Despite publicity claims, however, that doesn't make
ABC a TV network yet, though it announced April 5 starting date of half hour per
week (programs not named) keyed from WIL-TV, indicated this will be boosted to 5
hours per week, is now asking for segments of coaxial time for hookups.

Important thing is that ABC, like CBS, has put the heat on TV activities,
adding staff (hired 4 production men this week, 3 ex-CBS), is out competing
seriously with CBS and DuMont for affiliates. Its own New York WJZ-TV won't be
ready before Sept. 1, studio site not yet announced though antenna site atop Chrys-
ler Bldg. will be shared with CBS. It has also promised the 4 other TV stations
of its own (Detroit, Chicago, Los Angeles, San Francisco) will get going this year.

Others are busy, too, trying to align TV affiliates — with CBS holding
minor of all its aural affiliates next Wednesday, March 31, to urge them to get
into TV and offer advice. But network picture thus far, aside from NBC's Sche-
ctady-New York-Philadelphia-Baltimore-Washington hookup, soon to be augmented
with Boston and Richmond, reveals CBS with New York-Philadelphia stations only,
Mont with New York-Washington — both making their service available to other
ations on no-contract, per-program basis.
FIRST TV BUSINESS FACTBOOK: We'll be interested to learn what you think of our TV Directory No. 3: Television Rates & Factbook, sent herewith to all full-service subscribers. It's our solution to the definite need for a single ready reference on commercial rates, technical facilities, other vital statistics about TV stations on the air (23, including 3 testing preparatory to full commercial operation this month); stations authorized for construction (70); stations applied for (183) -- all as of April 1, 1948. We intend to bring it up to date and reprint it periodically, adding other features from time to time. In the interim, our weekly TV Addenda (blue sheets) will keep yours current at all times.

The new directory discloses that there are almost as many variations in rate structures as there are rate cards -- the only uniform thing about them being their lack of uniformity. This augurs a long and awkward period before standardization, as in early days of broadcasting. Noteworthy are what might be called the "NBC school" of fixing separate charges for air (transmitter) time and for facilities, with air time to increase as receiving sets increase; and the "DuMont school" which calls for a single all-encompassing charge. Notable, too, is fact that aggregate set estimates (as reported for each area) total about 250,000 -- fairly close to calculated 275,000 production up to March 1 (Vol. 4, No. 11).

This 16-page Directory, which also includes an official city-by-city TV channel allocation table, comes as part of your full-service subscription. Extra copies are $2.50 to subscribers, $5.00 to non-subscribers.

BUZZING CHICAGO RADIO TRADE: It's now an axiom in TV trade that a second station in any area, even a third, immediately hyps TV receiving set sales -- quite natural, because it means competition, more TV hours on the air, choice of more programs. That was experience in Washington, Philadelphia and Baltimore, only cities besides New York with more than one station as yet (see TV Directory No. 3). So Chicago Tribune promotion men, hard at job of informing area folk WGN-TV will be on air Monday (April 5) on regular schedule (4½ hours daily), aren't far off in forecasting 100,000 more TV receivers can be sold there this year. That means $30,000,000 retail business, they told 1,700 dealers, distributors and manufacturers gathered at Sheraton last week for briefing on newspaper's new $450,000 TV plant and plans. This Sunday, Tribune is coming out with biggest special edition on TV yet published, 40 pp. Just about all TV set makers are now well represented in Chicago area, itself big center of radio factories, with total of 17,500 sets sold thus far.

CBS & AFFILIATES GOING TO TOWN: Not much question now about CBS's attitude toward TV, its policy of urging and aiding its affiliates to get into the TV swim (as 39 have to date: 3 on the air, 8 CPs, 28 applicants). Its TV clinic at New York's Waldorf-Astoria Wednesday drew some 250 owners and executives from its 175 affiliated stations, small as well as large, and they heard President Frank Stanton assert CBS's all-out stand:

"With the rapidly expanding dimensions of television, there is no time for prospective broadcasters to delay. Every index of television is on the upswing.... CBS feels there can be no halfway measures in building a network. We are driving
under full power to the top." He added, "Television is sweeping this part of the country like a prairie fire!"

There you have keynote of the parley which, as one highly placed observer remarked, was put on "in usual CBS style -- everything wonderfully and beautifully arranged, every speaker well briefed and well prepared." Our informant added, "Columbia is right on the beam now, it's going after TV hammer and tongs, and I look to see it do a superb job."

Stanton departed from prepared talk to quote an advertising executive as stating unequivocally that he's getting more impression out of TV than out of any other medium. That wasn't easy for some aural broadcasters to take, accustomed as they are to the amazing impacts of radio. Stanton went on to say TV "has already begun changing the family habits of America. It is still too early to predict its full impact, but it is certain at least to repeat the accelerated growth curve of radio." But there was this refrain, too: Don't count AM out; there will always be a place for aural broadcasting. Indeed, in Chicago speech very next day, CBS executive v.p. Joe Ream made point of fact good share of country (rural and remote) may never get satisfactory TV service.

Other CBS topkicks undertook to instruct, in talks and question-answer periods, in technical, program, commercial facts of TV. Sales v.p. Bill Gittinger put network's purpose thus: "Radio and TV will grow together in a complementary way and not as competitors, with AM broadcasting providing the dollar-sinews to finance the early operations and expenses of TV." Engineer chief Bill Lodge predicted 100-120 TV stations operating by end of 1949 [our own best guess for end of 1948 is 40].

It's reasonable to predict this week's confab will do for CBS affiliates that NBC convention at Atlantic City did last fall -- stimulate interest in TV, lead to more applications, help CBS build strong competitive network. If there were any die-hards, they must have been convinced TV was really here to stay, CBS really loaded for bear, for not a discordant note was sounded at the meeting. But fact remains, as we've repeatedly reported and as pointed out again on page 3, that channel supply in most major markets, some smaller ones too, is fast diminishing if not already exhausted.

THER SIDE OF THE FM STORY: Congress got good picture this week of unholy mess it could create if it undertook to legislate spectrum allocations by approving Lemke resolution (H.J.R. 78). As hearing ended Thursday, House Interstate Commerce Committee, which had already given sympathetic hearing (Vol. 4, No. 6) to proponents of bill to give 50 mc frequencies to FM, had been warned in words ranging from respectful to pugnacious that passage of resolution would saddle Congress with com- mitment responsibilities and demands far beyond its expectations. It was quite apparent Committee had little stomach for that, and that resolution's chances were negligible. But Congressmen were still eager to do right by FM, if FM had been one wrong. Opposition labored painstakingly to show that FM was unsullied.

Engineer-Comm. Sterling carried ball for FCC, flatly denied error in moving to present high band, claimed current high-band stations give excellent service, are capable of substantially same rural coverage as low band. He also gave first intimation of FCC's probable alternative to low band for networking purposes which was principal reason for low-band demands: intercity relaying with STL frequencies 940-952 mc. Maj. Armstrong would still rather see high-powered low-band stations do the job. Committee didn't question Sterling, said it might later.

Through its Labs Division chief Dr. Jolliffe, RCA finally answered Maj. Armstrong's charges of giving FM "silent treatment." In 63-page statement, he packed list of vhf and FM developments by RCA engineers, said company had delivered over 150 FM transmitters, had 170 more on order, had 10 receiver models with FM added that its FM receiver production was greater percentage of industry's FM total than its AM output was of AM total.

Mobile communications, led by Motorola's Dr. Noble, impressed Committee with their value in time of war and disaster. Police, in particular, were out in force. They asked Committee, with policelike brusqueness, to let FCC alone, said
44-50 mc band wasn't optimum but was best they could hope for. But they were very eager to enlist help of Congress in breaking through to never-never land of very valuable IRAC frequencies.

Congressmen showed lot of layman's interest in TV presentations of Poppele (TBA), Philco (Bingley), DuMont (Goldsmith), Jolliffe. Broadcaster-Congressman Ellsworth (R-Ore.) agreed with Goldsmith that TV would eventually overshadow both FM and AM. And Rep. Dolliver (R-Iowa) extracted from Dr. Jolliffe opinion that color TV was still 5 years off. Burden of TV interests' presentations was desire to hold what channels they had, to call halt on continual inroads, though they're resigned to loss of Channel No. 1.

FAST VANISHING TV CHANNELS—II: First TV application for Denver, filed this week by Alf Landon, emphasizes anew our mid-February report on "The Fast Vanishing TV Channels" (Vol. 4, No. 7). Then, we pointed out that in country's top 50 markets, to which 180 channels were allocated, only 47 channels were ungranted or unasked for. Now, only 29 channels are left in first 50 markets, as an analysis of grants and applications listed in our TV Directory No. 3 will disclose. These should be gone fairly soon. Only areas among top 50 with no grants or applicants at all as yet are Lowell-Haverhill-Lawrence and Norfolk-Portsmouth-Newport News.

Here are the channels left (i.e., ungranted or unsought) in cities among top 50: Denver, Portland, Norfolk-Portsmouth-Newport News, 4 each; Seattle, San Antonio, Memphis, Albany-Schenectady-Troy, 3 each; Syracuse, 2; Milwaukee, Columbus, Lowell-Haverhill-Lawrence, 1 each. It will be noted, on analysis, that quite a few cities under first 50 also have channel supply exhausted, or at least more applicants than channels. Those requiring competitive hearings already ordered are: Fall River-New Bedford, 3 for 1; Charlotte, 3 for 2; Atlantic City, 4 for 1; York, Pa., 2 for 1; Reading, 2 for 1 (for full hearing schedule, see TV Addenda 3-A).

Besides Alf Landon's application for Channel No. 5 in Denver, there were only 4 other applications this week (for full details see TV Addenda 3-A herewith):

For Omaha, KFAB, No. 7 -- now 2 for 2. For Richmond, Va., WLEE, No. 10 -- now 3 for 3. For Albany, N. Y., WROW, No. 7. For Phoenix, Ariz., Phoenix Television Co., No. 5 -- same oilmen group who have also applied for New Orleans and San Antonio (Vol. 4, No. 11, 13) and are planning to apply next for Corpus Christi, Tex.

TV STARTERS AND AFFILIATES: After April's 3 starters -- WGN-TV, Chicago; WATV, New-ark; WTVR, Richmond -- you can look for these to get going in May: WBZ-TV, Boston; WBEN-TV, Buffalo; WSPD-TV, Toledo. And these in June: WPIX, New York; KFI-TV, Los Angeles; WAAM, Baltimore. And shortly thereafter: WBAP-TV, Fort Worth; WNAC-TV, Boston. At least, that's what they tell us they're aiming for....Though CBS signed Baltimore Sun's WMAR-TV to affiliation contract this week, that doesn't preclude station from taking DuMont and ABC shows until CBS offers full schedule; latter now are "romancing" independent WAAM, Baltimore's only other TV outlet, now building...It's foregone certainty Washington Star's WMAL-TV will sign with ABC, but it too will continue taking CBS....NBC reports contracts with Wilbur Havens' WTVR, Rich- mond, coaxial there awaiting only TV terminal equipment, and with Crosley's WLWT, Cincinnati, still not within coaxial reach....DuMont broke ground this week for its WDTV, Pittsburgh, promised it will be on test in mid-September, commercial Dec. 1.

SEEK DELAY IN TV 'LINE' RATES: Attitude of affected telecasting interests toward AT&T hookup rates (coaxial and microwave), as filed officially with FCC this week, runs about like this: Though lower than tariffs at first proposed, they're still too high. It's to advantage of AT&T as well as TV to give industry time to get well established. So why not permit present "free ride" arrangement to continue another 3-6 months? Though FCC has ordered rates into effect May 1, it shouldn't be too hard to persuade -- especially in view of June-July political conventions in Philadelphia which everyone wants TV to cover fully. Anyhow, there are bound to be objections (TBA hasn't met yet, may next week), and these are almost certain to throw matter into hearing, forcing delays.

Rates generally follow those we enumerated last week (Vol. 4, No. 13), in-
Monthly rates for connections that must be used by more than one broadcaster. Monthly charge for 4 hours per day, 7 days per week, is $25 per airline mile, $4 per airline mile for each additional hour, $350 for terminal connection equipment, $60 each additional hour. Also included are charges for distances under 25 miles.

New Jersey Bell filed local rates for monthly and occasional use, STL charges on monthly basis, which differ from other Bell companies' rates in that there's no installation charge, and mileage is based on airline not circuit miles.

NOTES ON PROGRAM PROGRESS:
Like the Petrillo hearings of recent memory (Vol. 4, No. 4), Senate's UMT hearings as televised on pool basis this week (Henry Wallace, first witness) represented TV at its human interest and public service best, indicated vast scope of TV for relatively low-cost programming. Next comes baseball, Senators opening season April 19 vs. Yankees, President Truman tossing first ball, some team games part-sponsored on WTG by Ford, New York games by Ballantine's brews; national sport is being telecast, sponsored, in all TV cities... Last Sunday's Theater Guild performance of "Stage Door" on NBC demonstrated growth of TV as dramatic medium, prompted N.Y. Herald Tribune critic John Crosby to remark on "its fifth and very possibly its best production. [It was] good enough to scare the pants off motion picture and theater interests [and] to furnish food for thought or everyone else"; Guild's next, April 25, will be Bernard Shaw play... This Saturday, Toscanini and NBC Symphony were to be telecast again, finale of season.

SIGHT AND SOUND

Long-sought TV set census, city-by-city, is finally in works. Set manufacturers will give figures to RCA's countants, Haskins & Sells, who will total them for re-use by RMA. First tabulation (for 1947) is due late this month, will be issued quarterly thereafter.

Easton C. Woolley, NBC station relations chief, takes over same duties for TV, reporting to Harry Kopf, administrative v.p. Washington's WMAL-TV has hired Ted Shaw, ex-NBC, as TV and broadcasting operations manager, effective April 15, reporting to Kenneth Berkeley. Baltimore's new building WAAM has named Ted Tabbick, ex-WFIL-TV, as program director under Manager Norman Kal, Washington admin. Veteran broadcaster C. L. McCarthy leaves KQW, San Francisco, to join Man Ed Pauley and colleagues in pursuit of their TV affiliation for San Francisco (Vol. 4, No. 12). Halsey Barrett, ex-CBS, is now DuMont TV station relations chief.

Pertinent note in Philco's 1947 annual report, out this week: That TV set sales may account for 15% of 1948 sales volume. Record sales of $226,507,592 are reported for 1947, 86% up from 1946, 194% greater than 1941. Earnings were $9,630,699, equal to $6.18 per common share, vs. $3,107,430 or $2.13 a share in 1946. Predicted set output (all types) this year: 3,500,000.

FCC rule on TV channel changing (Vol. 4, No. 13) was ticked up this week by Yankee Network, which insisted it made part of May 24 Hartford hearing—claiming FCC required to consider fair and equitable distribution of channels in making grants. Yankee doesn't mind Commission's decision that channel-changes involve rule-making (thus separate hearings), does not want Hartford commission made until it's been heard for Bridgeport.

Henith says it's really going all out with its "gated-tube" for FM sets (Vol. 4, No. 13), plans to incorporate invention of refugee scientist Dr. Robert Adler and Gates into all FM sets beginning this fall. GE is only licensed to make tube, may also use it in sets.

E's Russ David, veteran equipment sales (FM) executive, quits to join Leonard Asch in Patroon's 10 kw AM in Albany (WIP'TR, now building), which is backed by Wartman J. M. Schine; David will be engineering v.p.

It's just a legalism that won't change FM setup much, but FCC plans to toss out its FM allocation plan (Supp. 52). Only alternative, under Administrative Procedures Act, was to freeze plan into FCC rules. FCC sees no need for tying channels in red tape that would take minimum of 60-90 days to untangle for each change, even to add a channel to an area. Commission feels present assignments form structure strong enough to continue providing equitable distribution of stations.

CBS and NBC answered FCC's AM-FM duplication query this week (Vol. 4, No. 9, 12, 13). Both indicated they require duplication of all commercials if any are duplicated, sustainer optional. NBC said FM-only applicants for affiliation in non-NBC towns would get same consideration as AMs. NBC is also giving AM affiliates chance to duplicate, rather than sign up FM-only stations.

First operating FM station calling it quits, apparently for keeps, is WFIK-FM, Class A in Alexandria, Va., Washington suburb. Station had requested modification to Class B, was in hearing, couldn't find site at reasonable cost, decided Class A (community) coverage was poor parallel to its 1 kw daytime AM on 730 kc. Further, Manager Howard Hayes said he sees TV gradually bypassing FM.

Agenda for May 17-21 NAB convention in Los Angeles includes Tuesday afternoon panel discussion on outlook for all types of broadcasting—AM, FM, TV, FX; all-day engineering sessions Thursday, devoted mainly to TV; trip Saturday to Mt. Wilson TV-FM sites. Code gets going over Monday. FCC Chairman Coy is main speaker Tuesday.

New FM transmitter design, for which cheaper construction and more reliable operation is claimed, has been announced by Arnold B. Bailey, inventor formerly of Bell Labs, who has set up corporation bearing his name in Scotch Plains, N. J. Mr. Bailey plans development work in all kinds of radio equipment, including uhf TV.

Vernon L. Wilkinson, FCC asst. gen. counsel in charge of broadcasting, has resigned to join radio law firm of Haley & McKenna as partner; name of firm will be changed to Haley, McKenna & Wilkinson (Supp. 11-B).

NAB has detailed Charles Batson, information chief, to make special study of TV for report to membership.
FM'S ARMSTRONG FILES FOR TV: Not that he wants to be a telecaster particularly -- but Maj. Edwin H. Armstrong proposes to prove his insistent contention that TV on present low-bands is waste of spectrum space. Hence his application this week for an experimental TV station at Alpine, to operate with 50 kw transmitter on 480-500 mc. Formal application filed with FCC states he seeks "to permit the development and perfection of a new and better television system, to assist in the development of relatively high-powered transmitting equipment for such a system, to study its service properties and the frequencies involved." Informally, FM's noted inventor declines to tell what he has up his sleeve, but he does declare: "I've always said that television in the present spectrum space is an engineering misfit. It's like operating a 10-ton truck on a country lane."

Application doesn't specify equipment to be used, says TV plant will cost not more than $100,000. Nobody believes Dr. Armstrong merely intends to dabble -- that's not his way -- and he usually comes up with something unusual, if not revolutionary. [For further report on high-band, see story on p. 4].

BEST HANDBOOK ON TV COSTS: Best thought out, most detailed breakdowns we've ever seen of estimated capital costs and operating expenses of typical TV stations are contained in a 47-page brochure CBS's engineering dept. gave those attending its TV Clinic last week (Vol. 4, No. 14). It's titled "Television Data for CBS Affiliates" and it's an invaluable tool for those planning stations -- contains cost tables, diagrams for transmitter, master control and mobile field equipment, even a tabulation with pictures and prices of TV receivers now available. You need the whole of it, rather than a mere digest, for adequate comprehension and use. At our suggestion (for it's the subject we're asked about most often) CBS has agreed to order an additional printing and, as an industry service, will send a copy to any bona fide TV enterpriser even though not an affiliate. Write Lawrence W. Lowman, CBS v.p. in charge of TV, 485 Madison Ave., New York City.

SCRAMBLING NOW FOR TV CHANNELS: Lots of interesting developments this week, so far as prospective TV enterprisers are concerned:

1. First fruits of CBS's all-out policy for TV are discernible in big jump in number of applications (15 in week), though Denver's KLZ is only CBS affiliate among them. But definitely in the works are applications from CBS affiliates WTRY, Troy, N.Y. (Harry Wilder) and KIRO, Seattle (Saul Haas), among others.

2. Denver and new Albany-Troy applications show how quickly demand for channels can be awakened (Vol. 4, No. 14), how warily rival broadcasters in same area eye one another -- no sooner does one apply than others rush in. Alf Landon net Denver pace (Vol. 4, No. 14), which will be accelerated in week or so by application being prepared for big local dept. store, Daniels & Fisher, news report that WFEL is applying for experimental TV (not received yet by FCC). Albany's WABY (Gannett) and WPR-CP (Schine-Asch) applications follow close on heels of WROW's last week, which also is hurrying Troy's WTRY along. Same thing with Phoenix's KTAR, 2 more Milwaukee applications, others yet to come from other areas.

3. Dallas millionaire oilman Homer Snowden's application for Shreveport is
not only first for that city, it's first of several he intends filing (Vol. 4, No. 5) -- probably for Denver, Oklahoma City, Wichita. Nashville's WSM will shortly file, and KLZ action augurs early application from Oklahoma City O'Kfly's WXY, same ownership. Then there's well-heeled Meredith Publishing Co., Des Moines (Better Homes & Gardens), half purchaser of KSO, due to file shortly for Albany; it has other cities in mind, too, has hired Don Withycomb (ex-WMAR-TV) as TV chief.

Here are this week's 15 TV applications (for fuller details, see TV Addenda 3-B herewith: For Phoenix, K TAR, Channel No. 4. For Sacramento, Col., M. R. Schacker, Los Angeles, No. 6. For Santa Barbara, Cal., M. R. Schacker, Los Angeles, No. 6. For Denver, KLZ, No. 7. For Jacksonville, Fla., WPQ, No. 6. For Miami, Fla., Jonas Welland (WINZ, Hollywood, Fla.), No. 7. For Shreveport, La., Homer W. Snowden, Dallas, No. 8. For Flint, Mich., WBBC-John Lord Booth, No. 11. For Clayton, Mo. (St. Louis), KFUO-Evangelical Lutheran Synod, No. 2. For Portsmouth, N. H., WHEB-Gov. Dale, No. 5. For Albany, WABY-Gannett (Knickerbocker News), No. 2, and WPTR-CP, No. 9. For Madison, Wis., WISC-CP (Morgan Murphy-Walter Bridges), No. 9. For Milwaukee, Nyles Johns interests (WOSH, Oshkosh, etc.), No. 6, and WEXT, No. 6 -- now 4 for 3.

TRANSIT FM, FACTS & FIGURES: It doesn't take much imagination to see that this transit FM business (Vol. 4, No. 5-7, 11, 13) is developing into a very sweet deal. Cincinnati Times-Star's WCTS, whose Hubert Taft heads up national organization Transit Radio Inc., last week signed up Cincinnati Street Railway Co., first major transit company to come across. Costs and rates are worth mulling over. WCTS will equip vehicles (initially 300 in Cincinnati, 100 in Covington) with receivers and speakers costing station $150 each plus $10-$15 per installation, no charge to the company. Station will pay company on per-vehicle-per-month basis, varying as vehicle increases, with $6 top. Here's the rate card for one-time 20-second spots (multiple spots are conventionally scaled down): Class A (7-9 a.m., 4-6 p.m.), $20; Class B (6-7 a.m. plus balance of non-Class A daytime), $10; Class C (6:30 p.m. to midnight), $6. There are other packages, e.g., 3-min. newscasts every 15 min. will allow 50 words of commercial, selling at 50% above spot rate. Station began selling time Tuesday, signed its first account, Alms & Deoake (dept. store) to year's contract for some 15 Class A and B spots weekly. Delivery of receivers is expected to start end of month, full operation is scheduled by June 1. Of stations in other cities testing, Houston's KPRC-FM is expected to get transit company on paper next (500 vehicles). Other hot cities are: Washington (WWDC-AM), Evansville (WMll), Wilkes-Barre (WIZZ), Baltimore (WMAR-FM), Worcester (WGTR).

THE OUTLOOK FOR TV TUBES: Not particularly worried about lower-cost promise of RCA's 16-in. metal-glass tube (Vol. 4, No. 5, 6, 8, 12) are the 2 major bulb blank producers, judging from responses to our inquiries. Big Corning Glass Works' president William C. Decker says his study leads to belief that the cost of manufacturing 15-in. glass cathode ray tubes, as compared with 16-in. metal-glass tubes, are lower now, and will be lower in the future when these tubes are manufactured in larger quantities. DuMont takes all Corning's 15-in. blanks now, has said he intends to stick to glass. It's estimated Corning supplies about 75% of all glass bulbs used for cathode ray tubes, its 10-in. being in mechanized production.

Comparatively new in field, still a small supplier of bulbs, but increasing production every month, Kimble Glass Division of Owens-Illinois Glass Co., through v.p. Stanley J. McGivern, states: "We do not manufacture 15-in....only the 10-in. and 12-in. Both are manufactured for the most part by hand so far as we are concerned. We are in the process of mechanizing the 10-in. and feel that the 12-in. also lends itself to mechanical production, though not having made any, this represents a belief rather than a fact. When and if these bulbs are mechanically produced, the prices of both should be reduced appreciably, but in my opinion prices will not be reduced before the first of 1949."

Note: With maximum of 150,000 of the 16-in. metal glass tubes promised before end of 1949, with 15-in. and 12-in. glass tubes still in limited production, it's quite apparent 10-in. will pretty well dominate mass market for quite awhile.
FACTBOOK EVOKE S GOOD IDEAS:  Good idea comes from J. Walter Thompson's Henry A. Houston (Detroit), who was kind enough to write us to say our TV Directory No. 3: Television Rates & Factbook "is a wonderful piece of work." He suggests, though, that hereafter we indicate network affiliations for those [AM] stations which have only CPs and applications. We'll do just that in future editions, meanwhile indicate all networks in our weekly Addenda (blue) sheets beginning right now. Houston makes one other pertinent observation: "Bringing my wall map up to date for stations, CPs and applicants [he uses our weekly reports to keep it current, maybe a good idea for you, too], I was interested to note that there are 12 states which have indicated no TV activity whatsoever, and 19 states that have only one TV city. I suppose it's natural that the most densely populated third of the nation be the most active in this medium."

7-IN. MODEL DOWN TO $150:  Comes now Tele-Tone Radio Corp., New York, maker of table and midget radios, with a $149.50 table TV set using 7-in. picture tube, 21 other tubes and selenium rectifier, 12 channels, Dome circuit (Vol. 4, No. 6). Shown Monday, it's cheapest TV receiver yet, is promised on New York market in 2 weeks. Buyers will be offered choice of $45 installation fee with year's guarantee, or $25 for installation with 90-day warranty. Company's president S. W. Gross says production schedule calls for 50,000 before year's end; also that additional 7-in. units, driven by "master" set, will be sold at about $50 each. Tele-Tone reports it plans 10-in. table model, price still undetermined, and a projection set to sell "under $300" capable of pictures ranging from 9x12-in. to 4x6-ft. It will spend, it says, $400,000 on cooperative newspaper advertising in all TV cities.

[Note: We can't get company officials to respond to repeated mail and phone inquiries, but several trade publications have quoted Regal Electronics Corp., New York, a relatively small maker of midget radios, as promising a 7-in. model for $99 for May production.]

Tele-Tone's is sixth 7-in. model to be offered, others being Admiral's at $169.95 (Vol. 4, No. 1), due on market about May 1; Philco's at $199.50 (Vol. 4, No. 4); Motorola's at $179.95 (Vol. 4, No. 6); Hallicrafters' at $169.50, $199.50 and $209.50 (Vol. 4, No. 13); Belmont's at $199.50 (Vol. 3, No. 20), originally scheduled for $250 and sold through Montgomery Ward. New TV set maker out with 12-in. model, at $395 plus installation, is "Mars" Television Inc., 1441 Broadway, New York City; it's playing up only 2 controls on front panel (one a station selector, other for sound and picture control) plus simplified servicing due to 2 separate chassis. And Scott Radio Laboratories was disclosed as first user of North American Phillips "Protelgram" TV projection system (Vol. 4, No. 9, 13).

AVERAGE INCOME BUYS MOST TV'S:  Believe it or not, 3 of every 4 TV sets in New York City went into middle and lower income homes in 1947, only 4% into taprooms and the like. And there's reason to believe this proportion will hold true for rest of country's TV-served areas, particularly inasmuch as installment buying ban was lifted last November. Foregoing conclusions jibe with sales management's findings, by and large; square with industry's conviction that TV, to succeed, must reach into average home as does radio; stand despite estimate that sets averaged $575 at retail in 1947, will average $375 this year.

New York News' WPIX, preparing for June debut, has just concluded pains-taking survey. Above proportion resulted from tracking down all 16,961 installations by 3 manufacturers (only one of them major) in New York City area in 1947. Specifically, population was sliced into 5 economic groups; lower 3 accounted for 73.5% of sets, upper 2 for 26.5%. Concludes WPIX commercial manager B. O. Sullivan: "It looks to us as though TV in New York City already comprises, on a limited scale, the same cross-section audience that we recognize in other mass media -- newspapers, magazines and standard radio."  Note: There are other facets to this survey; write Mr. Sullivan for copy of text.

CBS came out with figures recently roughly paralleling WPIX's: Of 4 income levels in New York, it found lower 3 owned 75% of sets. Philco's WPTZ analyzed Philadelphia distribution, using 3 income strata, and located 48% in upper third,
We're about ready to put to press our new Directory of Consulting Engineers specializing in Radio Broadcasting (with Radio Consultants), and you will get your copy in about a week. With our FCC Directory (Supp. 56) and our Attorneys Directory (Supp. 11-B), your personnel reference file for 1948 will be completed.

Clears kicked like steers at unusual procedure of having to testify first this week on Johnson Bill which would prohibit proposed 750 kw, limit clear channel stations to 50 kw, permit duplication (Vol. 4, No. 9, 10, 12). Senate committee hearing, counsel Louis Caldwell also complained bitterly that Senators Tobey and Johnson and committee's staff member Ed Cooper had lobbied unfairly for bill, that Montana broadcaster Ed Crane was "villian" behind scenes. Sen. Tobey saw nothing unfair in committee's procedure, issued press release labeling clear's charges "police court tactics," indicating poor case. Bill's proponents, including Crane, are scheduled for next week. Predictors weren't too eager to go out on limb, recalling ex-Montana Sen. Wheeler's success in holding power to 50 kw before and Davis amendment re geographical allocation of facilities.

CBS has signed as TV affiliates 9 video stations now abuilding, giving it 12 in its TV net, company announced Friday. All stations are network AM affiliates, include WFBRM-TV, Indianapolis; WHIO-TV, Dayton; WKRC-TV, Cincinnati; WBT-TV, Charlotte; WHAS-TV, Louisville; WDNS-TV, Columbus; KRLD-TV, Dallas; WNBV-TV, Binehamton, N. Y.; KGDJ-TV, Stockton, Cal. CBS video affiliates on the air are key outlet WCB-ES, New York; WCAU-TV, Philadelphia, and WMAW-TV, Baltimore. DuMont also announced Friday it had signed WNHC-TV, New Haven, aiming for May 1 start.

Richmond's T-Day is now set for April 22, when WTVV gets going with 7 p.m.-midnight program featuring State and industry bigwigs; schedule thereafter will total 27 hours per week, Tuesdays thru Sundays. TV set makers have already stocked up local distributors for expected big demand.

Lester Spillane, of FCC's Safety & Special Services Div., has been tapped for job of assistant general counsel in charge of broadcasting, replacing Vernon Wilkinson who left Commission (Vol. 4, No. 14). He'll handle applications only, other functions to be split up among others.

Firestone starts sponsorship April 12, on NBC's full TV network, of Mon. night "Americana" quiz show, here-tofore sustaining, at 8:30 p.m.—opposite its "Voice of Firestone" program on AM network. It thus ties up choice period in event it wants later to duplicate AM-TV. Other TV sponsors as currently reported by stations:


New York final FM decision (Vol. 3, No. 45, 51) this time again denied News, shifted another channel to New Jersey, granted ABC, WMCA. Unity, WPAT, WNYR (Supp. 55-BB herewith). FCC said News was good applicant but that others were better. Commission also ruled, Jones dissenting, it has right to accept evidence based on what newspaper applicant prints as indication of probable fairness as broadcaster. News hasn't indicated its next step, but if it accepts decision, decides to file for one of 4 reserved channels, it faces competition from WINS, WHOM, WEVD, Brooklyn Dodgers, probably more to come. ABC had been champing at the bit when decision was announced, said its WJZ-FM would be on air shortly after April 15.

New WPX (New York News), due on air June 1, has issued rate card, fixing base airtime rate at $800 an hour, studio live show rate $1,200 an hour including all facilities and rehearsal time.
WARNER BROS. FILE FOR CHICAGO: Big news in 14 new TV applications this week (Addenda 3-C, herewith) was third motion picture interest to enter TV broadcasting field -- Warner Bros. for Chicago's Channel 13. Movie firm, which owns KFWB, Los Angeles, proposes $406,850 construction, more than $65,500 operating costs per month in addition to leasing studio space. Chicago now has 5 applicants for 3 remaining channels. Other motion picture interests in TV are Paramount (KTLA, Los Angeles; WBKB, Chicago; applicant for San Francisco, Boston, Detroit) and Twentieth Century-Fox, applicant for Boston, reading several other applications.

Leading off cities requested by remainder of 13 applicants was Albany-Schenectady-Troy area which got bids from Meredith Publishing Co. (see Vol. 4, No. 15), Van Curler Broadcasting Corp. (Fabian Theater chain) -- an unsuccessful bidder for WOKO facilities in Albany last year, Harry Wilder's WTRY (CBS). All are seeking Channel 9, making 6 applicants for 4 remaining channels.

Other applications this week: For Fresno, Cal., KFRE, No. 5. For Sacramento, Cal., KXOA, No. 6. For Denver, Daniels & Fisher, No. 5. For Columbus, Ga., WRBL (CBS), No. 3. For Rock Island, Ill., WHSF, No. 4. For Lawrence, Mass., W LAW, No. 6, first for Lowell-Lawrence-Haverhill area. For Oklahoma City, WKY, No. 4. For Corpus Christi, Tex., same oilmen group that has applied for Phoenix, Ariz., San Antonio, New Orleans (Vol. 4, No. 11, 13), No. 6. For Richmond, Southern Bistros, Inc. (which holds CP for WRMV-FM), No. 8, now 4 for 3 there. For Seattle, KOMO, No. 2.

AT&T FILLS IN NETWORK CALENDAR: Midwest telecasters got some networking dates to look forward to when FCC granted AT&T several microwave and coaxial CPs this week. June 15, 1949 is completion date for Chicago-Milwaukee and Detroit-Toledo microwave jumps. Relay points for former are Lake Zurich, Ill., Wilmot and Prospect, Wis. Sites for latter link are undetermined. Cost of both is estimated at $1,400,000. Then, end of 1948 was date given for additional coaxial or microwave hookup of Detroit-Toledo-Buffalo, two coaxial units in Cleveland-Buffalo cable, terminals at Buffalo, Toledo, South Bend, Denville, Ill. Cost: $350,000.

THEATRE TV OUTLINES EMERGING: Shape of Paramount's plans for theater TV became clearer with company's first public showing Wednesday of large screen TV in New York Paramount Theater. Company wants its own complete system -- pickup crews, frequencies, etc. -- to cover events for showing to theater audiences only. But it has no intentions of trying to corral exclusive rights, wants to parallel TV station and newsreel coverage. That's significance of remarks of Paramount's TV chief Paul Raibourn to newsmen, when he also indicated he'd like to get his men into Louis-Walcott fight June 23 for theater-only coverage. That represents one concept of theater TV. Another school sees theaters merely picking up and projecting offerings of TV stations. Third group looks for combination of both.

Paramount fed 15 minutes of Navy boxing from Sands St. YMCA to unprepared theater audience. System was same as shown TBA clinic in New York last December (Vol. 3, No. 50), by which picture is recorded on 35mm film from face of special kinescope, fed through regular projector, flashed on 18x24-ft screen -- all within 66 seconds. Equipment, using 7,000 mc, was developed by company's own technicians.
(Vol. 4, No. 2), brought picture to screen in two hops -- from YMCA to Daily News Bldg. (E. 42nd St.), then to theater on Times Square. Picture quality elicited praise from some 250 trade observers tipped off to sneak preview. Only objection was to slight "fuzziness" in one corner of screen, apparent to some; others believe it was viewing angle rather than actual loss of focus. Film observers thought picture good as regular newsreel shots of similar events -- image orthicon camera making up in sensitivity what it lacked in definition.

Meanwhile, large-screen news can be expected soon from Warner Bros. and Twentieth Century-Fox (Vol. 3, No. 29, 37) who were expecting delivery of RCA's newly-developed 18x24-ft equipment this weekend.

On another theater-TV front, Southern California Theater Owner's Association heard its video committee express belief TV might reduce movie attendance temporarily until "novelty wears off and [TV] finds its proper place in the entertainment field." Committee also called on producers and exhibitors to use TV's acknowledged advertising power (see story this issue) to attract movie audiences (with trailers, etc.), urged exhibitors to become familiar with TV in preparation for full-scale theater-TV but warned them property rights issue is still unsettled (Vol. 4, No. 7).

Greasingskids of TV set prices: It's worth noting how manufacturers' caution in predicting or promising lower-priced TV sets has faded considerably since beginning of post-war production, particularly within past few months. Undoubtedly, public acceptance of cheaper, smaller sets (e.g., Motorola) has reshaped thinking of some, not all, manufacturers. Along those lines, biggest set news of week was Emerson's promise of 10-in. table model for less than $200 before year's end. Further, v.p. Dorman Israel prophesied all set-makers will have 10-in. sets at that price next year -- which, he felt, would eliminate 7-in. sets (or drive them below $100). Emerson will continue making present $269.50 model (Vol. 4, No. 12) with production soon to reach 750 daily, said Israel, also plans set with RCA 16-in. metal-coned tube (Vol. 4, No. 5) to sell for twice 10-in. price.

Then kit maker Telesonic Corp. of America (25 W. 45th St., New York City) announced 12-in. table model at $299.50 -- lowest yet for that size. Called "Cinevision," it has 20 tubes, 3 rectifiers and what company says is exclusive IF system. Next month, RCA will bring out new TV-only 15x20-in. projection console (8PCS41) for round $895 to replace present $1,195 AM-FM-TV (648PTK). Company is also sampling dealers with new 741PCS, another version of 15x20-in. set for public places, priced at $1,250 plus $165 installation ($95 if installed in private home). Latter doesn't replace custom-built Clubman (Supp. 57). TV newcomer Howard Radio Co. (Chicago) is advertising AM-FM-phono console (at $349.50) with TV future. Reminiscent of Admiral's "TV Optional" (Vol. 4, No. 1), set has record storage space convertible to 10-in., 29-tube TV (making total $995), production beginning in June. Admiral is reported planning TV console, with AM-FM-phono, to sell for $499.95, lowest price for TV console combination at moment.

ABC INTO TV NETWORK SWIM: No question that Fall will see 3 networks with substantial start in TV networking and the fourth in all-out campaign to join in. Hard on heels of CBS's unequivocal stand on TV (Vol. 4, No. 8, 14), ABC this week actually began limited, but regular, network schedule -- even though its own stations are still a-building. Mutual promised affiliates straight-from-the-shoulder TV talk in Los Angeles May 19 (during NAB convention) when President Ed Kobak and officials intend to put their cards on the table, point to such video-active key outlets as KNX-TV, Chicago and Don Lee in Los Angeles as evidence of TV seriousness.

Impatiently awaiting completion of its own stations, ABC plunged into TV network swim with one commercial, 2 sustaining features -- all originating from W-L-TV, Philadelphia, network's only TV affiliate to date. Commercial, sponsored Admiral Radio (Robert J. Enders Advertising), is 13-week Henry Morgan show starting 6:30 p.m. Sunday. One sustainer began Thursday (Bert Lytell's "Hollywood Screen Talk"); other begins April 24 ("Hayloft Hoedown"). In addition to WIL-TV, "network" includes WMAR-TV, Baltimore (CBS video affiliate), WMAL-TV, Washington (non-TV affiliated yet, but ABC aural outlet), WABD-DuMont, New York, cooperating with ABC.
GROWING LIST OF TV SET MAKERS: RCA lists 8 patent licensees as present manufacturers of TV receivers who are not included in our Directory of Television Manufacturers and Receiving Sets (Supp. 57), listing 31 set makers as of date of issue in mid-January -- indicating that more and more old and new set makers are going into TV production. If you're keeping up a reference file of TV manufacturers, add these: Fada Radio & Electric Co. Inc., 525 Main St., Belleville, N.J.; Gilfillan Brothers Inc., 1815 Venice Blvd., Los Angeles; "Mars" Television Inc., 1441 Broadway, New York City; Majestic Radio & Television Corp., Elgin, Ill.; Olympic Radio & Television Inc., 3401-19 38th Ave., Long Island City, N.Y.; Tele-Tone Radio Corp., 609 W. 51st St., New York City; Telecraft Corp., 2 W. 15th St., New York City; Televue Corp. of America, 339 Laurel Ave., Lakewood, N.J.

Our listing, on the other hand, includes some not in RCA's license list: DuMont (in patent litigation with RCA), Brunswick, Nielsen, Remington, Sonora, Sightmaster, Sports-View -- not to forget the 7 kit-makers we list and our tabulation of 11 companies reporting to us they plan TV set production later this year. Latest from big set-maker Zenith, also a patent litigant against RCA, is that it has no specific dates yet either for introducing its Phonevision receiver or any other TV sets, is still deterred by possibility of higher band TV.

TV SALES TALK GAINS WEIGHT: Spiel of TV times salesmen got stronger and clearer as it gathered new facts and figures this week. Latest to back up TV's pulling power is NBC's Hugh Beville who ran some coincidental telephone surveys recently. He found (1) NBC's "Howdy-Doody" puppet program pulled 55,000 requests for giveaway button on 6 announcements, estimated that as 28% return -- 61,400 (of approximately 192,000) sets tuned to program in 5 cities; (2) NBC Symphony April 3 had 370,000 viewers who saw Toscanini in last appearance of season -- 34% of sets tuned in, 5.5 viewers per set; (3) Theater Guild's "Angel Street," (also NBC) scored 59%, highest yet in TV program rating.

All these surveys are grist for mills of advertisers. American Association of Advertising Agencies meeting last week at Virginia Beach heard Young & Rubicam's Peter Langhoff point to recent Hooper study showing 94% of TV set owners watching video (although radio opposition was Abbott & Costello, Borden show, Duffy's Tavern, Gabriel Heater), 3% listening to radio, 3% neither viewing nor listening. Langhoff asserted TV sets were getting 70% higher usage than radios during evening hours, felt cost per thousand viewers would drop from present $16.87 to $10 by January 1949.

Note of warning on TV surveys was sounded by CBS's Howard S. Meighan Tuesday at Washington ad club meeting, when he stated researchers aren't sure how much TV's novelty affects their findings. Meighan did say that "reading goes out the window when TV comes into home," left implications (vs newspapers and magazines) to audience.

WINX-FM SPARKS NEW FM NETWORK: WINX-FM, Washington, seems to be making good time with its new network. FM Broadcasting System, is key station in Capital which is already origination point for well-known Continental FM Network. Station is avoiding publicity until network, accomplished solely by rebroadcast method (no wire lines), is fully operative. However, it does admit to 12 affiliates already, with more in the works. Two we know of are WMAR-FM, Baltimore, and WING-FM, Winchester, Va. All are non-network except WINX-FM (ABC). First full-scale programming is that scheduled for April 28-29 "Apple Blossom Festival" originating at Winchester. Current goal is heavy coverage of Philadelphia political conventions. Another nascent network is Capitol FM Network, fathered by WASH, Harrisburg, Pa. It plans official announcement soon, so far has hooked up at least with WMCP, Baltimore. Unquestionably, new networks are good for FM, spreading costs of better programming among more stations, accumulating respectable-sized audiences for prospective sponsors.

PAPERS SEE GOOD COPY, BUSINESS IN TV: TV has titillated business sense of newspapers for some time -- witness their heavy incidence among present and prospective telecasters: 10 on air (out of 23), 28 CPs (of 70), 60 pending (of 205). It's only natural for them to use their own pages to promote TV. But it's interesting to note how newspapers with no TV interests of their own, whatever their concepts of TV as
a potential competitor, if any, are beginning to satisfy sharpened TV news sense and sell nice chunks of space in heavier TV coverage. Latest special TV section by non-TV paper, one of best we've seen, was Wednesday's 20-page job of Washington Post (WINX). New York Sun also recently carried big TV spread. Albany's Knickerbocker News (WABY) boasted "Albany's First Television Section" in February, has since applied for its own station. From another angle, Boston Post, alert to exploit TV's promotional value, co-sponsored (with Electric Institute) WBZ-TV's recent "Miss Television" contest. All of which parallels newspapers' reactions to radio in the 20's.

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**SIGHT AND SOUND**

Interesting fact about our new Directory of Consulting Engineers Specializing in Radio Broadcasting (Supp. 12-B herewith) is that it lists 99 engineers (by names rather than firms), whereas Supp. 12-A which it superseded listed 70. It's a fair index to increase in that fraternity.

Senate hearing on Johnson bill (Vol. 4, No. 15) is due to wind up Monday with 2 ½ hours of rebuttal by each side. Though Acting Chairman Tobey of Committee got hot under collar about TV and FM last week, he hasn't indicated intention of investigating them. When NBC's Raymond Guy asserted passage of Johnson bill would hamper TV-FM development, Sen. Tobey charged that public was being "bamboozled" into buying TV sets which he said soon would be obsolete. In FM, he echoed Maj. Armstrong's claim that RCA and NBC had done all they could to hold FM down. Guy countered with strong denial of both contentions.

Eyes opening to transit FM system (Vol. 4, No. 5-7, 11, 13, 15), FMA members will get transit company's side of picture when they hear E. C. Giddings, Capitol Transit Co., Washington, at Region 4 meeting May 5-6 at Hotel Statler, Washington. Other highlights: programming forum moderated by Ted Granik, Washington FM CP-holder who ran Mutual's American Forum of the Air; time sales forum moderated by R. C. (Jake) Embry, v.p. of WETH-FM, Baltimore; talk by public relations counsel Millard C. Faught of Young & Faught, New York City.

TV receiver type cathode tubes produced in 1947 numbered 274,008, valued at $7,756,203, RMA reports. Indicative of how 1948 is shaping up, DuMont produced $558,000 worth of all kinds of CR tubes in first 8 weeks of this year, compared with $213,000 for same period of 1947. On the other hand, transmitting equipment sales for last year reached $25,800,000, RMA reported. Transmitter breakdown: AM, $5,762,782; TV, $5,504,378; FM, $4,471,042. Balance was AM-FM studio equipment, $4,755,449; AM-FM antenna equipment, $2,555,111, plus export and miscellaneous.


Harry Bannister of WWJ, Detroit, who operates AM-FM-TV, picked up crystal ball at CCNY radio conference in New York this week, saw, in 10 years: metropolitan network stations with TV-only schedules; few AM stations, some of them high-powered; large number of FM stations. However, for next year or two, he said, radio must "carry television on its back."

Double present one-a-minute production of TV picture tubes was predicted by RCA this week when it announced letting contract for $1,000,000 expansion of its Lancaster, Pa., tube plant.

AT&T coaxial rates were subject of TBA board meeting Thursday in New York, but just what action will be taken officials won't say. It's understood, however, rates won't be accepted without some protest. Meanwhile, FMA's board will decide May 4 what to do about telephone company's 15 ke line rates; FMs had been waiting for TV rates before making up their minds whether 15 ke rates are in line or not.

Speaks well for TV's influence when applicants are able to quote firm commitments for time even before they've gotten grants. Two recent applicants (both for Albany) have so indicated: WROW has 10 advertisers signed, with contracts totaling $57,200, WPTR-CP disclosed it has $75,000 worth of advertising for first year, with Schine Theater chain (part-owner) signed up for whole series at $200 per hour.

Consumers Union, professional Doubting Thomas, in April "Consumer Reports," rated Zenith's $80 table AM-FM set (Vol. 3, No. 52) "best table-model receiver tested in recent years." Of 15 table AM-FM sets tested, only Zenith's was rated good; 6 rated fair, 2 rated poor, 6 rated not acceptable. CU also tested 4 FM tuners, found Meissner (Brewster) best.

Majestic AM-FM-phono console at $99, "lowest yet," was offered by 2 Chicago stores recently. Other Majestics were on sale at up to $120 off list price. Fada has come out with its promised table AM-FM at $59.95 and $64.95. And DeWald is now plugging its $34.95 wireless FM tuner (Vol. 3, No. 48; Vol. 4, No. 1).

TV-active Allied Stores plans radio-TV clinic April 28-30 at Hotel New Yorker. Here's lineup for TV session afternoon of April 30: Sam Cuff on his Storevision (Vol. 4, No. 10) plus TV's past and present; NBC's Noran Kersta on TV's future; Allied's Walt Dennis on his TV caravan experience (Vol. 3, No. 16, 44; Vol. 4, No. 6).

Hal Bock, NBC manager of Western TV operations, joins Western Division chief Sid Strotz in New York next week for several months of Eastern video indoctrination. Both will return in time for planned September opening of KBNH, network's Hollywood station.

RCA claims new "flying spot" cathode ray tube will allow cheaper, simpler, more versatile scanning of test patterns, slides, etc. Engineers of WNBW, Washington, have one, call it "personal saver," say it keeps from tying up camera chain, frees station from limitations of monoscope.

Jaunt to RCA's Princeton Labs last weekend brought FCC up to date on company's TV research in uhf. Commissioners and staff were shown 5-kw 500 me transmitter and lab model uhf receiver, got report on uhf propagation (Vol. 4, No. 15), were told latest color work.

FCC is being unreasonably stringent, say number of daytime AMs, in proposing to completely abolish STAs for nighttime operation (Vol. 4, No. 6). So affair goes to oral argument May 7. FCC had suggested daytimers look to FM for night operation.
THE SOUTH'S FIRST TV MARKET: South's first TV station, nation's 23rd, went into full commercial operation Thursday -- veteran radioman Wilbur Havens' WTVR, Richmond, Va. Its commercial opening followed by 2 days STA issued to KDYL-TV, Salt Lake City, so that now 15 metropolitan areas enjoy regular TV service (see TV Directory No. 3). Preparing for Richmond opening, some 1,200 sets were brought into city by GE, RCA, Philco, Crosley, DuMont, Motorola distributors. Thursday's News-Leader, owning rival WRNL, TV applicant, was replete with radio ads, biggest weekday edition in its history. Most of sets are still in hands of dealers, who've been holding clinics in WTVR (WMBG) studios last few months; they've evinced intense interest because, as one major distributor told us at opening, "television means traffic in our stores." Several hundred sets were sold even before opening, and future market, thanks to area's high purchasing power, paucity of entertainment sources (no night clubs, no major sports), looks like one of best -- WTVR scheduling 27 hours weekly, Tuesdays thru Saturdays. Station links with NBC when coaxial is available in June.

MAPS SHOW TV NETWORK STATUS: As part of this week's edition, we publish latest revisions of AT&T maps of TV coaxial and/or microwave facilities -- showing exactly what areas can expect intercity service this year, next year, and thereafter. East Coast-Midwest map shows when service will be available during remainder of 1948. U.S. map details picture for whole country. Long lines program service manager F.R. McFarland discloses Toledo-Detroit, Chicago-Milwaukee links will be microwave, also that Philadelphia-Pittsburgh-Cleveland will be 2-way circuit. During 1949, he added, the following additional connections will be available, if required (he emphasized "if required" but it will be noted all save Altoona are prospective TV cities, that is, have grants or applicants):

Pennsylvania -- Harrisburg, Scranton, Reading, Johnstown, Allentown, Altoona, Erie.
Ohio -- Akron, Youngstown. Michigan -- Detroit-Grand Rapids. New York-Chicago microwave system will be operative late in 1949, extended to West Coast later.

It was inevitable someone would protest AT&T's coaxial rates for TV, due to go into effect May 1 (Vol. 4, No. 13). This week, TBA counsel asked they be held up pending investigation and hearing, protested tariff is "excessive and unreasonably burdensome" on new, non-profitable enterprise, pointed out microwave operation was manifestly cheaper than coaxial, yet rates are same. Since 90-day suspensions are permissible, that would give TV enough time for continued "free ride" through June-July political conventions in Philadelphia.

2 GET STAS, 14 TV APPLICANTS: Buffalo News' WBEN-TV, now testing, got STA this week to begin commercial operation May 14. And Salt Lake City's KDYL-TV got STA for immediate commercials. So both may now be counted in "on the air" category (see TV Directory No. 3). Actions highlighted week's rush of applications, 14 in all (for details, see TV Addenda 3-D herewith).

First applications for Norfolk area, last of top 50 markets heretofore un-
asked for, were filed this week by WTAR (Norfolk Virginian-Pilot & Ledger-Dispatch), seeking Channel No. 4, and by Tidewater Television Co., No. 11, manager Thomas W. Aydlett, of WSAP, Portsmouth, and engineer Frederic F. Clair, principals. Also noteworthy was reapplication by Portland Oregonian (KSK) for Channel 6 for which it turned in CP several months ago (Vol. 4, No. 5). Week's other applicants:

For Denver (now 5 for 5), Aladdin Television Inc., No. 9, principals identified with Fox Intermountain Theaters, and Dallas oilman Homer Snowden, also No. 9, applicant for Shreveport (TV Addenda 3-B) and prospective applicant for Oklahoma City and Wichita. For Jacksonville, Fla., WJHP (Journal-John H. Perry interests), No. 8. For Peoria, Ill., WMBD-Edgar Bill, No. 6. For Portland, Me., WGAN (Guy P. Gannett, Press-Herald & Express), No. 8. For St. Joseph, Mo., KFEQ (News-Press & Gazette), No. 13. For Syracuse, N.Y., WAGE, No. 10, and Meredith Publishing Co. (also applicant for Des Moines, Albany), No. 8. For Tulsa, Okla., Donald W. Reynolds, No. 8 -- he owns KFSA, publishes Southwest American & Times-Record, all of Fort Smith, Ark. For San Antonio, Tex., San Antonio Express (FM station KYFM), No. 7, and KWAC-Howard Davis, No. 9.

Third applicant from Jacksonville soon will be city-owned WJAX, just given nod by city council; filing next week for Grand Rapids, Mich., will be WLAB.

Miami CP holder since March, 1947, Southern Radio & Television Equipment Co. (see Vol. 3, No. 3, 11) this week asked FCC to approve reorganization wherein original principals E. N. Claughton and Edward J. Nelson withdraw, Wolfson-Meyer Theater Enterprises Inc. (Florida movie chain) takes up all 1,000 shares of $9.50 Class A stock. Messrs. Wolfson and Meyer also get 150 shares of Class B, promoter Robert G. Venn, ex-WGBS mgr., gets 200 B. Movie firm loans TV company $200,000 for 20 years. Since, in effect, it's brand new company, it's likely FCC will delete CP, require new organization to compete with Miami's other applicants (5 thus far) for area's 4 channels. Wolfson-Meyer family hold 20% interest in WMIE-CP, Miami.

WEEK'S TV TRADE GLEANINGS: Magnavox's companion TV sets (Vol. 4, No. 9) are due on market June 14 -- 2 table models listing at about $395 and 2 consoles at about $495, all with 12-in. flat-faced tubes....Philco raised price of its 10-in. table model 1001 (Vol. 4, No. 4) to $349.50, up $10, first hike yet in generally down-trending TV prices, attributed it to increased production costs....Corning Glass Works, biggest supplier of cathode ray blanks (Vol. 4, No. 15), announced increase in production in May and June at new Corning plants, supplementing output of plant at Charle- roi, Pa....RCA's super-dooper Berkshire line of specially designed TV-radio-phono consoles (Vol. 3, No. 31) went on market this week at $2,100 to $4,000 -- in New York, were being displayed by John Wanamaker, Liberty Music Shops....U.S. Television displayed new 15-in. console with AK-FM-phono at this week's Television Institute, announced selling prices $1,250 to $1,495....DuMont disenfranchised 3 New York dealers for price-cutting, warned it will tolerate no deviations....DeWald promised to start shipping its 10-in. set at $364.95 to dealers by May 1.

NETS SPREAD THEIR TV WINGS: NBC and CBS are getting lots of inquiries from their regular network sponsors about possibility of duplicating their programs via TV -- and you'll be hearing of regular schedules of both sponsored and sustainers soon. Difficulty in simultaneous operation is studio space, special techniques, let alone fact that most audio coverage area isn't now and for many years won't be reached by TV. But bigger cities get TV service, and that's where most big sponsors abide.

It's NBC's basic policy to consolidate audio and video, gradually but definitely. In fact, NBC this week "integrated" its radio and TV sales under George Frey, spot sales under James McConnell, both reporting to v.p. Harry Kopf. News, special events and stations depts. have already been so combined.

As for network affiliations, jockeying for position continues apace. Not yet settled is CBS's reported tieup with Los Angeles Times' projected KTTV, in which it may buy interest. In the mill is a 49% purchase by NBC of San Francisco Chronicle's projected KRON-TV, so network can have TV adjunct to its KNBC there (which, as KPO, NBC purchased many years ago from Hale Bros. Dept. Store and the Chronicle, former co-owners). Definitely out is NBC's rumored application for a sixth outlet --
BELL SYSTEM TELEVISION NETWORK FACILITIES

SERVICE AS PLANNED IN 1948

LEGEND
NOW IN SERVICE, EXCEPT FOR
WASHINGTON, RICHMOND (JUNE)
EXPECTED TO BE IN SERVICE BY
EAST-MIDWEST CONNECTION,
JUNE; EXCEPTED TO BE IN SERVICE
BY CHRISTMAS, 1948.
in Denver, where it owns KOA. That would entail dubious prospect of persuading FCC to lift 5-station limit; instead, NBC has made conditional lease of partial KOA quarters with Aladdin Televison Inc., new applicant (see TV Addenda 3-D). And ABC, now promising its WJZ-TV will start in August, has made deal with Newark's WATV as temporary key outlet, has signed affiliation contracts with WMAL-TV, Washington, and still-to-be-built WDSU-TV, New Orleans; KFMB-TV, San Diego; WTCN-TV, Minneapolis.

DEPT. STORES IN THE TV PICTURE: Unlike newspapers, dept. stores cut very little ice yet as TV enterprisers -- but they loom as biggest prospective sponsors. That they're deeply interested in TV as a merchandising medium, is not only manifest in Allied Stores plans and experiences (Vol. 4, No. 16) but in current statements by several top merchandise men.

Said David Arons of Gimbels of Philadelphia Friday, on occasion of 52nd week of its highly successful "Handy Man" (how to do it) program on WFTZ: "We are through experimenting. We are now buying TV as an advertising medium...we know TV produces results that we can count on our sales slips in added store traffic each week."

Said Amos Farrish, the noted retail consultant, at a manufacturer-retailer "executive clinic" last week: "We believe TV's future is part of your future. Those of you who have TV sets know the magnetic force of this magic new medium...how unforgetable is the impression this medium makes on not one but two vital senses: seeing and hearing...you hear the message and see the product and carry its image with you into the store where you buy it."

Of the TV stations now operating (TV Directory No. 3), most already have local dept. store sponsors, and the next (WATV, Newark, now slated for mid-May inaugural) has signed Bamberger as its first account. No dept. store-owned TV station is operating as yet, but Bamberger (Macy) holds CPAs for New York and Washington; Wm. H. Block Co. for Indianapolis; Maison Blanche Co. for New Orleans; The Outlet Co. for Providence -- all also in AM. In addition, dept. store people are involved in 6 pending applications: Daniels & Fisher, Denver; Sunshine Television Co., St. Petersburg, Fla. (Robert R. Guthrie, merchant and member of Allied Stores board); Maumee Valley Bestg. Co., Toledo (Baker); Gimbels, Philadelphia; Allegheny Bestg. Co., Pittsburgh (Kaufman); Cherry & Webb, Providence.

SOME PLAIN TALK ABOUT TV: Probably the most attentively heeded "expert", among the many big-name speakers at Telesizer Magazine's TV Institute in New York this week, was the quite articulate Mrs. Clara Burke, housewife, of Pleasantville, N.Y., who was picked again, as she was last year, to report as a typical viewer. She observed:

1) that programming has improved considerably; 2) that her greatest aggravation, and that of her friends who have sets, is the inoperative set and poor servicing;
3) that very seldom is she able to drop household duties to watch daytime shows;
4) that TV proved its opinion-influencing power when her long-standing animosity toward Petrillo faded as she watched him testify from Washington; also when her own and other neighborhood children became angels of deportment -- though only for awhile -- after watching a show on manners.

Attendance at 3-day sessions included relatively few out-of-town station executives, heavily outnumbered by young TV hopefuls, small film entrepreneurs, receiver distributors, etc. Paucity of talent for local TV was oft-remarked upon at program, film sessions. Said GE's Emerson Markham (WRGB): "our salvation from a programming standpoint has been the microwave relay linking Schenectady to New York."

He also ventured these observations:

National spot (mostly on film) will become biggest factor in putting TV stations in the black. Specials and sports may be "regarded with some suspicion" as revenue producers, since many are catch-as-catch-can and occupy too big blocks of time to be economical -- though, he conceded, they're "splendid to promote the new art." Film distributors must offer reasonable rates, or stations will learn to program without old theatrical film, as they did until recently without live music.

Networks must offer more favorable affiliation contracts "because a wealthy network with impoverished affiliates is as impossible as...affiliates in good shape and the network on its uppers."
“Liberal” FCC Comr. Clifford Durr’s decision to retire when term expires June 30 caused little surprise, in light of (1) his outspoken criticism of President’s loyalty program, (2) Mrs. Durr’s activities on behalf of Henry Wallace candidacy. Nevertheless, Mr. Truman said he had offered him reappointment, which was declined because of inadequate salary. Durr tells us he has no present plans. Best guess on successorship is that, whatever Democrat might be named, Senate Republicans will stall confirmation until after November elections. Best bet, if GOP wins, elections, is Comr. Bob Jones as chairman.

Mexico plans 150 kw station on 540 kc in San Luis Potosi, directional at night—and has so notified NARBA members. Conferences at recent international meeting in Atlantic City decided North America could use 540 in a manner subsequently to be agreed upon. Mexico jumps gun since there has been no agreement, evidently looking for squatter’s rights. Of course, U. S. will object.

RMA Govt. Liaison Committee on problems of radio industry mobilization and military production was named in preliminary basis this week, comprising war-experienced Fred Lack, Western Electric; Frank Folsom, RCA; W. A. McDonald, Hazeltine.

Sen. Tobey again went to work on RCA-NBC. At conclusion of Johnson bill hearing Friday (Vol. 4, No. 16), he was in NBC’s Raymond Guy, questioned him violently about RCA’s patents, licensing procedures, treatment of FM—the works. Then Maj. Armstrong was sworn, repeated charges that RCA and NBC have throttled FM. Tobey wasn’t satisfied with Guy’s answers, ordered RCA to produce man with answers to all questions at date to be set.

Zenith-RCA patent litigation (Vol. 2, No. 52; Vol. 4, No. 7) was highlighted this week by RCA’s request that V patents be left out of case. RCA claimed Zenith said doesn’t and won’t make TV sets. Zenith countered with statement that it certainly makes sets but hasn’t sold them publicly because it wants to assure purchasers their money’s worth in entertainment and protect them from obsolence.

An RCA patent pool monopoly is alleged in suit filed by Zigmont Federal court by DuMont, charging it seeks “to intimidate and coerce manufacturers and users radio ... under massed patents on excessive and unobtainable terms.” Suit isn’t surprising in view of RCA’s Los Angeles suit against DuMont (Vol. 4, No. 13).

CBS first 1948 quarter gross income from sale of cullities, talent, lines, records, etc. was $26,252,456, slight under $26,334,922 for same period of 1947 but net for 48 period amounted to $1,553,686 (90c per share) vs. 428,151 (87c per share).

A. Atwater Kent’s name reappears in radio news with A. announcement he will throw one of his famed parties today, May 16, day before NAB convention, for radio bak at his estate in Bel Air, near Hollywood.

Reprints of “Armstrong of Radio” article from February Fortune were sent to its members by FMA this week. Versions are limited, available to those who write in first.

premier FM, Munsey Bldg., Washington, D. C.

TV is outwelling radio by 5 to 1, when prices come down to 10 to 1, Bruno-New York’s Gerald O. Kaye (RCA 10th) reported in N. Y. Herald Tribune Saturday.

TV veteran Sam Cuff, ex-DuMont, now head of Storey-Row Inc., has been retained by Adam Young Jr., station 4, to offer TV advisory service.

Big league baseball is being telecast (sponsored) in all but 3 cities—Cleveland, where WEWS hasn’t been able to come to terms with ball club; Pittsburgh and Boston, not yet TV-serve. Here’s the setup of home game sponsorship: WABD, New York Yankees (Ballantine); WCBS-TV, Brooklyn Dodgers (Ford and Old Gold); WNBT, New York Giants (Chesterfield, which has also bought all billboard space at Polo Grounds); WWJ-TV, Detroit Tigers (Goebel Brewing Co.); WTG, Washington Senators (Ford and Chesterfield); KSD-TV, St. Louis Cardinals (Ford), Browns (Falstaff Brewing Corp.); WGN-TV, Chicago Cubs and White Sox (Old Golds half of home games, rest still being offered for $81,323.50); WKB, Chicago Cubs (Ford, half of games); WLWT, Cincinnati Reds (Burger Brewing Co.); WPTZ and WCAU-TV, dividing schedules, Philadelphia Athletics and Phillies (Atlantic Refining, Davis-Buick, Philco on rotating basis). In minor league TV cities: WTMJ-TV, Milwaukee Brewers (Ford); KTLA, Los Angeles Dons (Standard Oil).

FM stations also have garnered lots of baseball schedules, mostly sponsored. FMA’s Bill Bailey reports survey showing 192 FM stations carrying baseball now, many more due to soon.


Next RCA technical training course in TV for station personnel will be held in Los Angeles immediately following NAB convention. Third of series of week-long courses, at Camden this week, was attended by 65, mostly chief engineers of major AM stations.

Paramount TV has upped George T. Shupert to director of commercial operations (meaning supervisor of sponsor accounts), advancing John Dickinson to national sales rep for its KTLA, Los Angeles, and eastern sales rep for WBKB, Chicago. Burt Balaban becomes chief of TV Film Dept.

If Mayflower editorializing ban is relaxed at all, judging from line of questioning at en banc hearings, it will be accompanied by FCC insistence opposing viewpoints get same opportunities as broadcaster-editorials. Hearings ended Wednesday, were attended by only scattering audiences.

Prime advocate of quality TV receivers, Dr. Allen B. DuMont, speaking at Television Institute in New York this week, warned that race to build inexpensive sets can result in receivers with radiation strong enough to ruin reception on nearby, good sets.
HEAVIER TV-FM OUTPUT IN MARCH: March TV receiver production jumped to all-time
record 52,137, brought 1948 first quarter total to 118,027, lending force to pre-
dicted 600,000-plus for year. Belated RMA report Thursday covers 5-week period
(March 1-April 2), compares with short February month's 35,889, brings total of all
TV sets as of that date to at least 325,000 (Vol. 4, No. 11). It probably also means
very close to 400,000 up to May 1, inasmuch as (a) informal reports from leading
producers indicate steadily spiraling output, no factory inventories, demand still
outpacing supply, and (b) RMA figures don't include production of non-RMA member
Admiral which awhile back said it was shooting for 400-daily by May 1 and 100,000
for 1948, nor do they include some other smaller companies and the kit makers.

City-by-city census of TV set distribution for 1947, authorized by RMA, may
be out next week, 1948 first quarter breakdown to follow in month or so.

FM for March hit 161,185, up from February's 140,629, pushing total postwar
FM output to 1,791,082. Sets of all kinds totaled 1,633,435 for month, well ahead
of February. March TV breakdown: 37,833 table models, 7,068 TV-only consoles
(1,693 projection type), 7,238 consoles with radio-phono (51 projection type).
March FM breakdown: 54,288 AM-FM table models (135 with phono), 98,382 consoles
(2,662 without phono), 8,515 FM-only and tuners.

FAST VANISHING TV CHANNELS—III: TV channel availabilities in top 50 markets have
dwindled to a mere 11 in month since we reported only 29 ungranted or unasked for
(Vol. 4, No. 14). In mid-February there were 47 (Vol. 4, No. 7). Exactly 50 new
applications were recorded during April (see TV Addenda 3-B to 3-E), so that now no
really big market area is without channel grantees or seekers -- indeed, demand ex-
ceeds supply in many areas, hence big hearing schedule as noted in Addenda 3-E.

The few remaining unsought channels in top 50 markets are in: Portland,
Ore., ranking 22nd, 3 channels; Memphis, 37th, 3; Norfolk-Portsmouth-Newport News,
47th, 2; Seattle, 19th, 1; Columbus, 0., 29th, 1; San Antonio, 50th, 1. Even if you
look at next 10 cities, number of "virgin" channels remain few: Nashville, 56th, 4;
Salt Lake City, 58th, 4; Fort Worth, 51st, 2 (but it's part of Dallas-Ft. Worth
area, which has excess of applicants); Grand Rapids, Mich., 57th, 1; Sacramento,
54th, 1. [For ranking of first 140 markets in order, see our Supp. No. 19; alpha-
betically, see p. 16, TV Directory No. 3.]

3 CPs ISSUED, SMALLER CITIES APPLY: Newark's WATV asked FCC this week for STA, stipu-
lating May 10 start of commercial operation; grant is usually routine, so this will
make 24th TV station officially on the air. Commission authorized Maj. Armstrong's
experimental TV on uhf bands (Vol. 4, No. 15), and issued 3 more CPs (note these in
Your TV Directory No. 3): St. Petersburg, Fla., Sunshine Television Corp., Channel
No. 7; Birmingham, Ala., WAPI, No. 13; Portland, Ore., Video Bstg. Co., No. 3.

Week's new applications totaled only 7, indicated new trend toward smaller
communities. They were (for details, see TV Addenda 3-E herewith): For San Francisco
20th Century-Fox, No. 11 -- also applicant for Boston. For Hagerstown, Md., WJEJ,
No. 6 -- channel sought by Baltimore's WJZ, whose application was dismissed under
Bridgeport procedure decision. For Grand Rapids, Mich., WLAV, No. 7. For Springfield
CALMING THE FIRST LABOR PAINS: Deal with Petrillo covering musicians in TV looks like an eminently fair one, at least has all parties pretty pleased. But no sooner did network negotiators wind up with AFM Thursday, than they had to turn to another TV labor pain -- talent unions. First meeting with TV committee of Associated Actors & Artists of America, headed by AFRA's George Heller, indicated this will also be long-drawn-out affair. "If settlement is reached by fall," said one negotiator, "it will be miraculous." And then there are other unions to be negotiated with -- animators, designers, scene painters, in fact, every union concerned with screen and theater.

Petrillo agreement runs to next Oct. 31, sets network rates for musicians on TV at 75% of AM, for local stations at 66 2/3% of AM. For simultaneous AM-TV duplication, musician gets $7.50 additional per sponsored program, $3.75 per sustaining. For remotes, musicians get nothing extra if music is merely incidental to pickup (parades, etc.); but they're to be paid (compensation to be worked out on individual basis) if music is integral to pickup. Petrillo okayed filming of TV productions for (1) network files, or (2) one-time use by affiliates. Still dangling are such film problems as repeat use, other than TV commercial use, etc.

It's a new Petrillo they're now dealing with, or at least he's much better advised, witness these statesmanlike sentiments as quoted from release from AFM: "Our problem was to set up a decent wage scale without hampering the progress of an infant industry that the public has long awaited....Later on....we can get together, look at the facts and be guided accordingly. Meanwhile our musicians get paid, the public gets a break, and so does the industry."

TALES OF A TELEVISION TYRO: Some fabulous figures cited by New York News president F. M. (Jack) Flynn, in recounting to American Television Society meeting in New York Wednesday his company's knocked-into-a-cocked-hat budgets for its TV station WPIX, due to start tests May 15, go commercial June 15:

Estimated cost of equipment, $420,000; actual cost thus far, $600,000. Estimated cost of studios and transmitter building, $150,000; actual cost thus far, $555,000 (with additional $350,000 penthouse studio planned for future). Estimated first year payroll (staff of 150-160, no overlap with newspaper): $380,000; actual, $750,000. In a word, it's going to cost wealthy Patterson-McCormick newspaper (with biggest circulation in U.S.) over $2,000,000 for plant and first year's operation.

But there's a rub other TV builders won't experience: Equipment and payroll embrace cameras, trucks, film processing plant, crews, for most extensive newsreel shooting and syndication operation in TV -- rivaling in size and scope, it's claimed, newsreel setups of big movie companies. How deeply WPIX is going into feature film field, also, is indicated by the "more than $125,000" it paid for TV rights to 24 British feature films produced 1934-40 by Alexander Korda, including such productions as "Scarlet Pimpernel," with Leslie Howard and Merle Oberon; "Private Lives of Henry VIII," Charles Laughton, Robert Donat, Miss Oberon; "Lady Hamilton," Vivien Leigh and Laurence Olivier; "Thief of Bagdad," Conrad Veidt and Sabu. These are already being offered other stations.

Some good suggestions publisher Flynn left with his audience: (1) that TV set up own "Audit Bureau of Television" to gather actual name-and-address receiver counts in each coverage area; (2) that central school of TV training be established to meet shortage of station personnel, also obviate current "raids" on staffs of the few existing stations. And there was this optimistic news note from WPIX: Signing of first commercial, Schaefer's Beer sponsoring 30 Madison Sq. Garden hockey games.

Note: Flynn talk, titled "Impressions of a Newspaperman," is replete with horse sense observations; we suggest, especially if you are a newspaper-radio enterpriser, you write him for a copy and read it in full.
COLD WAR & THE RADIO INDUSTRY: No question but that, as in 1942, radio-electronics production for civilian purposes would come to dead halt -- if war came. There's no question, either, industry's consumer production would be slowed to walk -- if real "emergency" were declared. But we're not at war, and there's no such emergency yet, so war scare stories calculated to worry industry are just so much talk at present. Here's how we find situation shaping up today, as summarized from discussions this week with best govt. sources and key industry men:

1. No one knows, until Congress passes appropriations, just what military requirements will be. Nor is it likely European Recovery Program will involve any sizeable electronics procurement, though its demand on raw materials could cause some displacements if not shortages.

2. National Military Establishment's Munitions Board (top echelon for procurement) is studying military needs and what they mean in end products -- such as transmitting and receiving equipment and components, including vitally important (to TV) cathode ray tubes. It will release information when study is completed. Board's 50-page "Military Aspects of Industrial Mobilization" is must reading, tells the hows and whys of present and future military procurement; you can get copy by writing Munitions Board, Pentagon Bldg., Washington, D. C.

3. No big manufacturer has yet indicated any substantial jump in govt. orders, or displacements caused by such. Although Hallicrafters, never a large set maker in consumer market, said it was discontinuing radio-phonograph production due to defense orders, it nevertheless stressed it was advancing TV target to "12% of 1948 market." Rumors others are already cutting back civilian production (GE, Philco, RCA, Westinghouse, etc.) are staunchly denied.

4. Radio manufacturing is "soft" industry, as one top executive put it, capable of accepting substantial govt. contracts without too great impingement on civilian production. In fact, some manufacturers would welcome such business since radio market (except for TV) is pretty well saturated.

5. If govt. reimposes priorities and allocations on materials in short supply, present tight products (steel, copper, tantalum, molybdenum, etc.) would be first hit. These products are essential in radio-electronics manufacture, certainly of TV items like kinescopes, studio and transmitter equipment, etc.

6. An idea of govt.'s current position in radio-electronics may be seen in Navy's estimated $84,000,000 purchases in fiscal year 1947-48, Army's $61,000,000. Air Force expenditures aren't available, but best recollection is that each bomber carries electronic equipment valued at $50,000. During calendar year 1947, govt. purchases of transmitter equipment totaled $135,623,975, but this included other agencies as well as military. During 4 war years, industry turned out $7.5 billion worth of equipment; estimate for 1947 is $1 billion.

7. RMA-Govt. Liaison Committee (Western Electric's Fred Lack, RCA's Frank Folsom, Hazeltine's W. A. McDonald) hasn't reported yet. It was expressly set up to keep industry informed on developments. If emergency actually ensues, enlarged committee will take over job of acting as intermediary with govt.

'FORTUNE' SMILES ON TV: May issue of Fortune ("Television! Boom!") looks at TV and finds it good, is impressed with "not where TV has gone....but the pace at which it is going."

Although Fortune's editors don't think too highly of TV programming as yet (who does, except the small fry?), they look ahead, spread the facts on the record (not much new to readers of these pages and our supplements), then sum up the state of the art and industry: "It's later in Television than many people think."

Time Magazine also has feature ready on TV. It's plain Luce publications, like Saturday Evening Post, other rich slicks, are watching TV closely not only from popular appeal standpoint but from business-office -- curious to discern what its impact may be on their own linage, if not readership. Yet Time Inc., on inquiry, flatly denies recent Variety story (April 14) stating it's interested in buying into WOR as means of getting into TV. On the other hand, Luce's intense interest in TV is manifest in very elaborate, very expensive, tieup of Life Magazine with NAC in covering political conventions. Joint operations will produce 5 packages daily, both live and filmed off kinescope, for 7 stations on network, 9 off.
Sen. Tobey's grilling of RCA (probably through Dr. Joliffe) on patents, TV, FM, etc. (Vol. 4, No. 17) is tentatively set for May 12. Clear channel phase of Johnson bill hearing is completed. Meanwhile, Rep. Harry R. Shepard (D-Cal.) introduced bill (H.R. 6373) to prohibit station ownership by networks, network or station ownership by radio manufacturers, and forbid 2 hours or more of consecutive network programming by any station. Rep. Shepard says he was prompted by no one, was motivated by desire to "free small stations from network domination," wants to relieve public of "subjection" to solid block of top operators. He says he isn't pushing for immediate hearings, wants to be fair to opposition. Chances for hearings, which would be mighty lengthy, are extremely slim this session, due to end before June GOP convention.

Note rash of articles, analyses, special editions, etc., pertaining to TV in particular, radio in general, currently featured in popular press, to say nothing of awakening rade journals. May American Mercury carries "Report on 'television' by Benton & Bowles' L. T. Steele—not quite as accurate factually as Fortune's piece (e.g., says only 150-00 sets operating) but likewise sold on medium. In radio old at large, May Ladies Home Journal carries "Is Your radio on Now?" by Jerome Spingarn, ex-radio advisor to enate Small Business Committee (remember its FM-forum report?) he revives hoary theme Govt. provide facili-

tes and money for 3 networks—educational, cultural, light—-to serve as yardstick for commercial broadcasters. oliver's April 17 began series of reminiscences by NBC's rst president, M. H. (Deac) Ayersworth. Last week's Saturday Evening Post had short feature on transit FM.

FCC is still undecided about disposition of its FM allo-

cation plan (Vol. 4, No. 14). One group within Commission ad been strong for its abolition; more cautious members sought plan should be incorporated into Rules, same as V allocation. Meanwhile, one channel switch was proposed his week, using procedure very much like that involved in tile making. FCC wants to put Channel No. 250 in Hazel-

n, Pa., in lieu of No. 227, to minimize interference. Although move would take channel away from no one, FCC says those who might suffer some interference from which should be allowed chance to object.

New York FM case is finally closed (Vol. 4, No. 15) ith News this week formally announcing decision not to appeal; also, it has made no move toward filing for reserve annel. Methodists and WEVD are only deneyes, so far, ming for the 4 frozen channels. WINS, WHOM and rooklyn Dodgers were already in, so another hearing is ready in works. Unity (ILGWU), which won out in aring, unhappy with its channel (282) since New Jer-

sity stations would be between it and rest of New York stations, petitioned FCC for change to lower frequency.

Consulting radio engineers have formed Assn of Fed-
al Communications Consulting Engineers, parallelizing at-
tneys' Federal Communications Bar Assn. First year's is: C. M. Jansky, pres.; Glenn D. Gillett, v.p.; A. D. ng, secy.; George C. Davis, treas. Membership will in-
clude those who meet minimum requirements and devote jor portion of time to practice before FCC. First project formulation of code of ethics.

IRE has grown so big that broadcast engineers, asked by NAB's Royal V. Howard, are seeking to form n-autonomous broadcast engineering group within IRE. Engineers will go into project further at NAB convention Los Angeles, May 17-21. If you're an engineer planning attend convention ask NAB to send you its new pam-
let containing agenda of engineering sessions.

Add TV station sponsors: On WWJ-TV, Detroit, Mars Inc., "Dr. I. Q. Jr." 7 Saturdays from WWJ auditorium, starting May 15, thru Grant Adv. Agency; Cunningham Drug Stores, Paul Williams, 10-min. baseball news pre-
ceding Tiger home games (Goehel Brewing), thru Simons-
Michelson. On WAHD, New York, Saks Fifth Ave. Store, "Television Fashions on Parade," Fri., 8:30 p.m., May 7-28; Stuarts Clothes, spots, twice weekly, 52 weeks from May 29, thru Emil Mogul Co. On WCBS-TV, New York, Local Chevrolet Dealers, 15 top purse races from local tracks, May 1-Nov. 11, thru Campbell-Ewald. On WGN-
TV, Chicago, Goldblatt State St. Store, half hour daily from store's home service center. On WTMJ, Milwaukee, Evin-

rude Motors, 1-min. film spots after Brewers' games thru Scott-Telander; Nash-Kelvinator, 3 film spots weekly, May 9-July 7, thru Geyer-Newell & Gaiser.

"Fastest growing postwar industry" is what Philco's sales dynamo, Jimmy Carmine, calls TV. He told Philadel-
phia audience Tuesday sales of TV receivers, transmitters, relays promise to exceed $250 million this year. . . . In same city, over WCAU-TV, Foote. Cone & Edding's Ralph Aus-
trian offered a few more statistics: 63 million TV viewers in 140 cities enjoying TV regularly over 400 stations by 1952, telecasting employing 100,000. . . . And still more: Dr. Allen B. DuMont told New York Financial Advertisers Wednesday glass manufacturers made 225,000 blanks for TV picture tubes in 1947, estimated they will turn out 700-
000 this year, anticipated mechanized production will bring prices down.

Lack of standards in TV rates, as shown in rate cards of 23 stations published in our TV Directory No. 3, im-
pelled Katz rep firm to publish proposed "model rate card" for TV stations, which follows NBC formula somewhat in that it sets all-inclusive base rate (covering time and film facilities) plus studio charge. Time segment rates are figured with hour rate as base, half-hour 60% of base, 20 minutes 50%, 15 minutes 40%, 10 minutes 30%, 5 minutes 20%. Katz recommends rates be guaranteed for 6 months only since TV set population is changing so rapidly.

Caldwell-Clements' Tele-Tech, in survey chart with May issue, forecasts 65 commercial TV stations on air in 42 cities in 28 states by end of 1948. We repeat what we've said before: We'll settle for 40-50, for transmitter deliver-
ies are still quite slow (RCA's only 3 per month), some CP holders aren't really in hurry to get going (especially where network service is still far off), few if any station builders ever actually meet first-stated schedules.

Up and coming DuMont reports net income for first quarter of 1948 ($552,829 after all charges and taxes) just about equals net of $563,677 for whole of 1947. Which compared with loss of $1,472,270 for 1946. Gross sales for Jan. 1-March 25 period amounted to $4,397,513, include factory production as well as telecasting, compared with $1,980,150 first 12 weeks of 1947.

"Demand for television receivers is exceeding even our optimistic forecasts," says Philco's president John Ballan-
tyne in reporting company's first quarter business. Sales first quarter totaled $58,661,000 vs. $50,187,000 same period last year. Net after all taxes and charges was $1,058,746 ($1.24 per share) vs. $1,009,754 ($1.10).

Admiral's first quarter report shows upswing: $12,004,168 in sales, up about 50% over $7,981,791, for same period in 1947; but profits ran up about same—$530,410 (50c) vs. $511,461 (57c).

Westinghouse is planning new factory, site undecided, for TV set production only, by July 1 will have ready new line of 10-in. table models and consoles.
NO MORE FREE 'LINES' FOR TV:  Any way you figure it, the TV advertiser is going to pay those coaxial and radio relay tariffs which FCC ordered AT&T to put into effect May 1. TV's hope for a continued "free ride", especially through June-July political conventions in Philadelphia, went glimmering when Commission Wednesday denied TBA petition to suspend both AT&T's rates (Vol. 4, No. 13) and Western Union's (Vol. 4, No. 11, 12) pending investigation of their reasonableness. FCC ruled it couldn't discriminate in favor of TV as against other broadcasting services (with FM in mind, particularly), set June 15 hearing on TBA petition (Public Notice 21153), assured telecasters they will get refunds if rates are found excessive as alleged (Vol 4, No. 17). Decision may or may not stimulate interest in privately-owned intercity radio relays, already authorized to limited degree (Vol. 4, No. 8). TBA counsel, Roberts & McGinnis, girding for hearing, are arranging for accounting and engineering staff to aid in highly complicated rate-making probe.

WARNERS CLOSING THACKREY DEAL: Warner Bros. $1,000,000-plus deal for purchase of Dorothy Thackrey (New York Post) West Coast radio properties (KLAC and CP for KLAC-TV, Los Angeles; KYA, San Francisco) had not been formally announced as we went to press Friday. But it's in hands of lawyers, will be divulged shortly. It underlines big film company's eager if belated intention of going whole hog 'into home as well as theater TV', already manifested in application for Chicago (Vol. 4, No. 16) and its reported intention of filing for other cities. Contingencies in Thackrey deal, of course, are (1) whether FCC will authorize transfer of CP for TV, which is what film company wants most, or throw channel open to new hearing, or even feel itself obligated to assign it to Riverside, Cal., whose Channel No. 1 is due to be pulled away; (2) promise to sell KLAC, inasmuch as Warners already own old-timer KFWB, Hollywood. All principals maintain discreet mum. But Thackrey's Don Fedderson wires that "we are already constructing" on Mt. Wilson TV site, and RCA reports KLAC-TV transmitter is on firm order for summer delivery. Unless other strings are attached, Warners are meeting asking price, whereas offer of $900,000 from MGM was refused last winter (Vol. 3, No. 49, 50).

Note: Growing eagerness of movie interests to stake TV claims is indicated by another application of 20th Century-Fox, for San Francisco. Thus it joins into now 8-for-3 battle there, ordered to hearing May 24, as it recently joined into 8-for-2 Boston hearing, now set for June 28.

THE GREAT TV CONSPIRACY: Hearken to these pertinent excerpts from an exchange of correspondence we've had this last month with an old friend -- a very successful, highly intelligent, pioneer broadcaster (network affiliated) in a major market not yet TV-served. He writes:

"Frankly, I'm of the opinion that in your haste to get information out you are unduly aiding and abetting the manufacturing interests who are promoting TV to an extent that is putting the Florida land booms and some of our oil stock promotions to shame.

While I realize we can't bury our heads in the sands, I think there have been exaggerated claims which have resulted in an uneconomical stampede for filing of TV applications. I firmly believe this is instigated by the equipment manufacturers and unwarranted -- and I do think that your publication has contributed, wittingly or not, to what has almost reached the hysteria stage. . . . when the 500 to 900 mc TV band is opened up, somewhere between 25 and 50 color TV channels will be available. . . . if this band is opened for interim operation with black and white TV, there will be made available something approaching 100 channels....

"Let's be realistic . . . about the underlying purpose of RCA (NBC), GE, Du-mont, etc., in this new industry. They want to sell receivers by the carload for a profit that will greatly exceed the profit from running a TV station . . . . transmitting equipment sales are also to their liking . . . . I feel we are yet to see a great transitional period in TV and that plenty of channels will be available in all areas that are able to support the rather sizable investment required...."

Gist of our replies: Wager of a couple of sombreros that, if our good friend is in the broadcasting business 5 years hence, he'll rue his words. Nothing short
of actual war can stop TV. No hysteria for him, indeed -- and no TV channel either, probably, for even while we exchanged letters all his city's allocations were applied for by more venturesome entrepreneurs, and it's hard to conceive how his area could support more TV stations even when (and if) the uhf band is opened up. As for sweating out TV's Salad days on the sidelines, the newspapers, by and large, waited for AM, too, then paid through the nose for growth properties they might have had for the asking had they been more alert 20-25 years ago. And if we're party to a "land boom, conspiracy and hysteria," then some pretty savvy, competent, sizeable and competitive interests have certainly been taken in. Leave out the "villainous" RCA (NBC), Ge and DuMont; what about ABC, CBS, Crosley, Paramount, 20th Century-Fox, Warners, McCormick-Patterson, Hearst, Cowles, Scripps-Howard, Jack Knight, Bamberg-er, Gannett, Meredith -- to mention only some of TV's multiple grantees and applicants? And what about the FCC, the nearly 400,000 TV set owners, big sponsors like Kraft and American Tobacco, big ad agencies like N. W. Ayer, J. Walter Thompson?

FCC's TV ALLOCATION POLICY: Looks like FCC will stand on policy of legal folderol involved in Bridgeport TV procedure case (Vol. 4, No. 13), whether TV applicants and counsel like it or not -- and some don't like it at all. In fact, Commission is moving now to implement decision, which calls for regular rule-making procedure (petition for change, hearing if necessary, etc.) in order to get any changes in TV allocations to top 140 cities (p. 16, TV Directory No. 3).

FCC's indicated action will take form of (1) extending TV allocation table to embrace cities down to 10,000 population wherever possible, thereby making it virtually impossible to "find" channel FCC doesn't plan to give some city; (2) acting speedily on petitions for allocation plan changes, perhaps issuing blanket orders covering number of applications. Decision soon on Yankee petition for reconsideration of Bridgeport ruling, which blocked moving channel from Hartford to Bridgeport without rule-making procedure, may precipitate action.

So those TV applicants who propose to "pluck channels out of the air" (as in Toled0) or "borrow" them from other areas (as in Baltimore) -- and whose applications were returned (TV Addenda 3-B) -- will have to buck rules first. Irked counsel cry this means frozen allocations not much different from those FCC itself doesn't want Congress to impose on FM and clear channels. They argue FCC has no right to deny any qualified applicant any facility technically available -- certainly not to deny it to one city while it continues to go begging in area for which it is listed. Others hold to position taken by dissenting Comrs. Jones and Hyde -- that FCC can and should make changes in allocation table without going through onerous legalistics that might take months to decide.

FCC position is that, in order to carry out "equitable distribution" mandate and follow Administrative Procedures Act, legal procedures are necessary. They insist demand alone isn't sufficient criterion for assigning channels, note how failure to follow an orderly plan led to present AM snafu.

NEWS NOTES ABOUT TV STATIONS: CBS partnership with CP-holding Los Angeles Times, 49% and 51% respectively in new $1,000,000 corporation, means KTTV can be built on favorable Mt. Wilson site of KNX-FM, may even be ready by autumn. But CBS, to get key TV outlets of own in San Francisco and Chicago, must fight it out at competitive local hearings, or later make similar deals; and it's still frozen out of Washington, for DuMont won't even discuss selling all or part of WTTG....Tangle with CAA over Fort Lee transmitter site is fouling up plans for WOR-TV, New York, but president T. C. Streibert says Bamberger Washington outlet (bearing burpy call WOIC) will be pushed ahead, contracts let shortly for building (tower already up), transmitter installed soon as possible for autumn opening....$250,000 modernization and renovation program is announced for transmitter, studio, mobile equipment of DuMont's WADB, New York, which this week engaged Leonard Hole as new general manager; he's ex-CBS asst. director of TV....Westinghouse's sought-for purchase of or corporate tieup with Philco's WPTZ, Philadelphia, didn't materialize; instead, companies announced WPTZ's joint occupancy, cooperative use of facilities of Westinghouse-KYW Bldg., henceforth to be known as Westinghouse-Philco Radio & Television Center.
NEW STATIONS, NEW MARKETS: Next big TV markets to open up will be Buffalo, Boston, and New Haven, Conn. Buffalo News’ WBEN-TV (on Channel 4) ends long testing period by going commercial next week under an STA from FCC effective May 14. Westinghouse’s WBZ-TV, Boston (Channel 4), reports it hopes to start test patterns May 9, regular program service May 19. Yankee Network’s WNAC-TV, Boston (Channel 7) wires it’s now shooting for test pattern June 5, commercial operation June 7 or 8. New Haven’s WNHC-TV (Channel 6) reports it still plans to get under way “before June 1,” aiming for “official” opening June 7, operating at first merely as a repeat station re-broadcasting DuMont’s WARD, New York; it has DuMont’s first low-power “acorn package,” no local studios yet. Other stations due to get going soon: New York News’ WPIX, test patterns May 15, commercial June 15; Baltimore’s WAAM, test patterns sometime in June, commercial plans indefinite; Toledo’s WSPD-TV, test patterns latter June, commercial indefinite. Note: First rate cards have been issued by WBEN-TV, WBZ-TV, WNHC-TV, WPIX, WSPD-TV.

QUEST ON FOR MORE TV CHANNELS: In one fell swoop, FCC on Thursday (1) took 44-50 mc (Channel No. 1) away from TV and assigned it in toto to fixed and mobile services, (2) proposed expansion and revision of TV allocations to embrace 482 cities in lieu of present 140 (for full details, see Supp. No. 58 herewith), and (3) ordered hearing on ultra-high frequencies for TV, 475-890 mc band, to be held in Washington Sept. 20. Gist of actions and reactions:

1. Final order deleting Channel No. 1 (Public Notice 21363), is effective June 14, 1948, follows closely reasoning at Nov. hearings (Vol. 3, No. 47), ends channel-sharing between TV and mobile-fixed services, eventually will eliminate mobile from in-between 72-76 mc band. FM gets none of band, in fact all 24 remaining low-band FM stations must get off by end of year. Answer to FM’s request for 44-50 mc for intercity relaying was temporary permission to use 940-952 STL bands, and an opinion that common carriers would carry ball in future.

FMA’s Dillard indicated decision was kick in the teeth for FM, retorted there are virtually no common carrier facilities for FM networking, said 940-952 mc is still unknown quantity. FCC apparently expects no kickbacks from Capitol Hill despite furore over FM raised by Rep. Lemke and Sen. Tobey (Vol. 4, No. 6, 14, 15, 17). Dissent was entered by Comr. Jones, who felt study of all interference problems below 300 mc should be made before any “long range” allocations.

2. Proposed order covering new TV channel allocations (Public Notice No. 21316) is set for hearing June 14. It would provide facilities in most communities above 10,000 population, in many instances would eliminate need for onerous rule-making procedures on local cases (Vol. 4, No. 18). It utilizes to utmost all 12 channels -- no other assignments would be possible, unless some slight “squeezing” here and there proves practicable or directional antennas are usable. Analysis of allocation table shows (for specific channel assignments, see Supp. 58):

(a) Fourteen cities lose one channel each from present allocations: Boston, Bridgeport, Buffalo-Niagara Falls, Cedar Rapids, Chicago, Cleveland, Columbus, Indianapolis, Portland, Ore., Pueblo, Riverside, Cal., Springfield-Holyoke, Trenton,
Waterloo -- and 3 of these are left without any local channel at all: Bridgeport, Trenton, Riverside, Cal.

(b) Three areas gain 2 channels each: Altoona, El Paso and Norfolk; and 23 cities add one each: Amarillo, Binghamton, Birmingham, Charleston, W.Va., Charlotte, Dallas, Huntington-Ashland, Kansas City, Knoxville, Louisville, Madison, Miami-Fl., Lauderdale, Minneapolis-St. Paul, Montgomery, Nashville, Phoenix, San Antonio, Shreveport, South Bend-Elkhart, Stockton, Cal., Tampa-St. Petersburg, Terre Haute, Toledo.

(c) Channel swaps are made in 17 cities, but without affecting number in each: Akron, Austin, Canton, Des Moines, Fall River-New Bedford, Fort Worth, Harrisburg, Manchester, N.H., Portland, Me., Racine-Kenosha, Roanoke, Scranton-Wilkes-Barre, Springfield, O., St. Joseph, Mo., Topeka, Waco, York.

3. Call for hearing on uhf TV, monochrome and/or color (Public Notice 21315) stems from Commission's disappointment that industry itself hasn't done anything about bringing TV to life in 475-890 mc band -- a feeling that, as Chairman Coy put it, "the problem is not TV today but TV for the next generation." Experimental TV now shares 475-500 mc with other developmental broadcast services, is sole assignee to 500-890 mc.

Sept. 20 hearing is to be exploratory and fact-finding entirely. Commission's reference to its much-quoted May 25, 1945 allocation statement -- that low-band TV does not make possible a "truly nation-wide and competitive TV system" and that such a service must "find its lodgings higher up in the spectrum" -- does not mean present low-band will be out even if anyone comes up with something workable on 500 mc. Rather, we're informed, it means FCC could proceed on rules and standards (after proper hearings, etc.) looking toward future commercial operation in higher bands in conjunction with present service.

On face of it, mere ordering of uhf hearing on FCC's own motion seems like reversal of policy statements by Chairman Coy before IRE (Vol. 4, No. 13) and Comr. Sterling at U of Oklahoma (Vol. 4, No. 9) that Commission would wait for industry to take initiative. Apparently they and fellow commissioners now feel mere prospect of hearing will hasten experimental work already undertaken, such as RCA's and Maj. Armstrong's (Vol. 4, No. 15), also foster other investigations. Besides, FCC has been under some compulsion to answer cries from left-at-the-post broadcasters and others wanting in for more TV channels. Moreover, it's known the military is eying those bands (Vol. 4, No. 8), and industry would prefer to retain them for future TV.

There's some feeling FCC's official interest in uhf may react adversely on present boom in video -- assuring some broadcasters they need not hurry, compelling others to withdraw or hold back (as so many did during color TV controversy), perhaps retarding today's flourishing TV receiver sales (if public is led to believe they're buying obsolete sets). But hard fact is FCC isn't even hinting at abandonment of present TV band. Quite the contrary, quest is for additional channels.

DON LEE GRANT, PAULEY UHF TESTS: You can count Don Lee's W6XAO, Los Angeles, as a commercial TV station now -- the 26th thus far authorized. For the FCC, in a unique action this week, granted that pioneer experimental outlet (later to be called KTSI) an STA authorizing it to operate commercially on Channel No. 2 pending long-delayed hearing decision on certain network practices which has held up formal TV grant (Vol. 4, No. 4, 8). Station has telecast regularly last 2 years, has held experimental permit since 1932, reports it's spending $100,000 a year on sustaining programs, now will take advertising to help defray expenses.

Another surprising one from Pacific Coast is Oilman Edwin Pauley's application for an experimental permit on 580-630 mc in San Francisco, adding another important researcher to uhf. His Television California is also applicant for Channel 11 in San Francisco (TV Directory No. 3), but in meantime he has engaged ex-FCC chief engineer George P. Adair, now Washington consultant, to direct research. Reportedly already on way, via air express, is $100,000 worth of equipment from Continental Television Corp., 150 Causeway St., Boston (Vol. 2, No. 34).
AMs EXCEED 2,600, FMs PASS 500: TV's swift and glamorous pace mustn't obscure fact radio's bread-and-butter AM, let alone FM, is steadily expanding. As of May 1, or exactly one year after FCC lifted its "freeze" (Vol. 3, No. 18), count of authorized AM stations passed 2,000-mark -- 2,004, to be exact, of which 1,641 were licensed, 363 CPs. On that date, too, there were 599 applications still pending for new AM stations (they're still being filed at rate of about half dozen weekly) and 190 applications for changes in facilities. These figures compare with May 1, 1947 total of 1,712 AMs authorized, 694 applications for new stations pending, 200 applications for changes in facilities. On Jan. 1, 1947 total authorized AMs was 1,520, on Jan. 1, 1946 it was 1,004 (so, actually, number of AMs has doubled in 28 months).

As for FM, it passed 500-on-the-air mark May 1 -- exact total being 508 (123 licensed, 385 STAs). This compares with 216 May 1, 1947. In addition, 529 grants (CPs and conditionals) were outstanding for FM stations not yet built as of May 1, and 92 applications for new FMs pending. Special Temporary Authorizations (STAs) for interim operation have been issuing at fast rate lately, more than dozen per week (see FM Addenda 55-AA to 55-FF), but new applications are dwindling to only about 2 per week, offset by about equal number of voluntary cancellations of grants.

Note: Foregoing figures are up to May 1 only, do not include this week's FCC actions -- fully reported in AM Addenda 2-S, FM Addenda 55-FF herewith.

FM ISN'T ALL BEER & SKITTLES: It's no news to FM broadcasters that they have a rugged road to travel to attain commercial self-sufficiency, let alone profits. But this week it became increasingly obvious that they must also build that road -- by themselves. At FMA's Region 4 meeting (D. C., Dela., Md., Va., N. C.) in Washington Hotel Statler, some 130 FMs were shown a few roadblocks:

(1) BBD&O's blunt Frank Silvernail told them advertisers were interested solely in size and composition of audiences, not quality of signal, said they won't write off FM expenditures as experimental the way they're doing in TV. (2) Stromberg-Carlson's (and RMA's) Lee McCanne left impression that FM set sales were largely a station's promotional job. (3) Description of AT&T's policy on high-fidelity network lines showed FM stations must take financial risk in ordering lines, that such lines would be long in coming in any event. (4) Recurrent rumblings about TV's impact on FM sounded good to some, ominous to others. Also, Washington transit official E. C. Giddings told them not all transit people thought transit FM (Vol. 4, No. 15) good idea, that broadcasters would have to sell project to them, make capital investments in receivers, installations, etc.

Members also got rare opportunity to toss some hot questions at FCC Chairman Coy. What about competition from "one-legged" TV -- periods of music and news with only test pattern showing? Coy: Development of TV programming will probably cut it down; also, TV broadcasters and public would find transmitter and receiver operation too costly for aural-only reception. When would ownership of both AM and FM be called duopoly? Coy: Depends on how programming and audiences develop. Is programming for transit vehicles in public interest? Coy: No one has brought question before FCC.

And FMA got a tart taste of Capitol Hill's next communications boss -- Sen. Tobey (R-N.H.), due to succeed aged, ailing Sen. White as chairman of Senate Interstate Commerce Committee. The razor-keen Senator gave his good friend Maj. Armstrong fulsome praise, then called into 5 minutes of rip-snorting, evangelical, fire-and-brimstone whoopdedo about broadcasters' obligations to improve programs, to give public better stuff -- not merely what they want.
NBC's TV station operations are costing about $2,000,000 per year, offset by NBC profits, and profits from telecasting aren't foreseen for several years," RCA-NBC Chairman Sarnoff told stockholders meeting Tuesday. But RCA is doing all right, judging not only from 1947 report (Vol. 4, No. 9) but also first quarter 1948 business as reported by Sarnoff. First 3 months' income from all sources was $88,053,297, profit after taxes $5,764,498 (36¢ per common share) as compared with 1947 first quarter's gross of $76,560,097, profit $4,680,065 (28¢). Company's net worth, said Gen. Sarnoff, "now exceeds $113,000,000."

Principals still aren't saying anything about Thackrey-Warner Bros. negotiations for former's Pacific Coast properties, including CP for TV in Los Angeles (Vol. 4, No. 18), except for denial of sale deal by Mrs. Thackrey. Latest dope is deal involves $400,000 loan from film company, may not require transfers. Counsel representing Thackrey is Leo Rosen, of New York firm of Greenebaum, Wolfe & Ernst.

Loucks & Scharfeld law partnership, radio specialists, as being dissolved as of June 1. Arthur Scharfeld retains offices in National Press Bldg., continuing in practice under same name. Philip G. Loucks moves to American Bldg., 1317 St. NW, forming new partnership of Loucks, Zias, Young & Jansky with present associates Joseph F. Zias, Ferne R. Young and Maurice M. Jansky.

Harry Plotkin will head up FCC's legal broadcast division until Sept. 1, at latest, when permanent appointment will be made. General Counsel Ben Cottone says assignment will continue only until he decides how to streamline division, has chance to study men to fill job; he says Plotkin is definitely just filling in, doesn't want job permanently. Tax Goldman assumes Plotkin's job as chief of litigation and administration in interim.


Circuit riding days for FCC commissioners next few months have staff rearranging dates of TV hearings (TV Eldenda 3-E), so quite a few changes may be expected. When new schedule comes out, perhaps next week, we'll publish whole calendar again.

ABC's new issue of 500,000 shares of common stock, registered with SEC, will be marketed shortly by banking houses, underwritten by Dillon, Read & Co., proceeds plus $200,000 loan to be used to finance network's TV projects.

Volume of advertising in all U. S. media rose 28% to $379,800,000 in 1947, reports Printers Ink. Newspapers 12%, $1,222,000,000, or 31.5%, up 28.3% from 1946; radio 9,200,000, or 13.7%, up 7%; magazines $492,900,000, or 13%, up 15.4%; direct mail $427,600,000, or 12%.

Chronology of TV, non-technical glossary of terms and graphical Who's Who's sketches of TV personalities comes newly published Television Encyclopedia (Fairchild publications, 415 pp., $6.50), by Stanley Kemper, ex-radio of Retailing Home Furnishings.

RCA is working on custom-built TV antenna reported able of giving twice gain of present turnstile, or up to 102 gain.

Bitter antagonist of TV's prime mover RCA, litigant in current Federal court action against RCA patent royalties (Vol. 2, No. 52, Vol. 4, No. 17), outspoken about present TV system's good program prospects and advertising support, yet applicant for low-band Channel No. 2 in Chicago (Vol. 4, No. 4), Zenith's president Gene McDonald this week sends "A Personal Message to Zenith Stockholders" in form of a question-and-answer brochure. It describes Zenith's projected pay-as-you-look system of Phonevision (Vol. 2, No. 25; Vol. 3, No. 27, 38, 39, 50; Vol. 4, No. 5), indicates Comdr. McDonald, tough fighter, isn't being deterred by opposition, states Zenith expects to introduce combination phonevision-TV receivers next fall for present wave bands, though looks forward to uhf "which are to be television's future home." You can get copy by writing him at Zenith Radio Corp., 6001 Dickens Ave., Chicago.

Add TV sponsors: On WPTZ, Jackson & Moyer (retailers), Canada Dry and Breyer's Ice Cream, spots before and after Phillips and Athletics game telecasts. On WABD, Philip Morris & Co., spot ann. weekly, 52 weeks (also 3 weekly on WTG), thru Biow Co.; Robinson-Lloydz Ltd. (Dry Emperor Champagne), spot anns., May-Decl., thru Wiley Frazee & Davenport. On WBKB and KTLA, Nash-Kelvinator Corp., film spots, programs, thru Geyer, Newell & Ganger. Also, ABC May 12 will duplicate Don McNeil's "Breakfast Club" from Philadelphia, sponsored by Philco, on WPTZ, WFLT-TV, WMAL-TV, WMAR-TV.

Interesting spectacle of an ad agency buying time for itself to "showcase" products of its clients was provided on WABD Wed., 8:30-9 p.m., when Charles W. Hoyt Co. staged own live show, "Bachelor Quarters" with Alan Prescott, designed to demonstrate that TV "merchandising can be humorous and interesting."

Another fledgling FM network: J. Gerald Mayer, Washington attorney who heads WKRT and WKRT-FM, Cortland, N. Y., has set up Colonial Network Inc. He expects sooner or later to have affiliates in Buffalo, Rochester, Niagara Falls, Albany, Hornell, Corning, Utica, Watertown, perhaps others. He says Colonial is to be a regional, that his station, as well as others, will continue affiliation with Everett Dillard's Continental Network. Plans are expected to jell at May 15 meeting in Syracuse.

As a sort of FM market guide to its set manufacturer members, FMA has published tabulation of some 165 FM stations carrying baseball, listing teams aired by each. Around 40 more say they'll carry games later. Association will fill requests for copies. Address: FM Assn., Munsey Bldg., Washington, D. C.

Newest FM tuner is Howard's, at $49.95 and $51.95. Hasn't been much cooking in tuners lately; Pilotuner ($29.95) still seems to be most widely distributed, though latest RMA set figures (Vol. 4, No. 18) don't yet indicate any great tuner production.

Meat of talks at GE's TV seminar March 16-18 (Vol. 4, No. 12) is digested in 12-page tabloid newspaper now available. Address: J. H. Chrysler, GE Transmitter Div., Electronics Park, Syracuse, N. Y.

RCA has brought out new 35mm TV film projector (TP-35A, listed at $12,000) based on Brenkert movie projector. Pulled light source, low in heat emission, makes shutter unnecessary.

GE's first mobile TV truck goes to Yankee's WNAC-TV, Boston. Features: air-conditioning, floor 18-in from ground, 6-ft-plus head room, front-wheel drive.
MORE DIGITIME TV APPLICANTS: Week's batch of TV applications totaled 7, while Philadelphia Inquirer (WFUL-TV) withdrew its application for York, Pa. These were the week's applicants (for details, see TV Addenda 3-F herewith):

For Fresno, Calif., KMJ (McClatchy-Fresno Bee), Channel No. 7. For Sacramento, Calif., KFBK (McClatchy-Sacramento Bee), No. 10. For St. Petersburg, Fla., WTSP (St. Petersburg Times), No. 5. For Lansing, Mich., WJIM (Harold F. Gross), No. 6. For Shreveport, La., W. Harry Johnson, No. 6 -- business executive who states he plans to file also for Memphis, Oklahoma City, Little Rock, Jackson, Miss. For Fort Worth, Tex., Television Enterprises, No. 10 -- partnership of oil-gas line construction men O. C. Whitaker, Robert Thomas, J. C. Briscoe. For Nashville, Tenn., WSM, No. 4. Getting ready to file are KEX, Portland, Ore. (Westinghouse) and WERC, Erie, Pa., and several applications may be expected from Duluth, Minn.

PARAMOUNT MEANS BUSINESS: No hint of any intention on Paramount's part to pull out of DuMont, or relinquish its TV applications (for Boston, Detroit, San Francisco, or otherwise let up in TV). On the contrary, on eve of FCC's oft-postponed Paramount-DuMont hearing (May 10, in Washington), Paramount's annual report sent to stockholders this week is particularly noteworthy for the considerable attention president Barney Balaban and his board pay TV. Quite proudly, the report points out:

"Paramount has been a participant in and a close follower of the successive stages of development of this medium [TV] for some years. In addition to our 29% interest in Allen B. DuMont Laboratories Inc....[and] operating commercial [TV] stations in Chicago and Los Angeles....Paramount has pioneered in the recording on film of televised events and in the use of such events in the theater as part of a regular program." Then, after recounting Paramount's own recently demonstrated system of screening televised events 66 seconds after they occur (Vol. 4, No. 16), report continues: "We expect to continue these demonstrations at the Paramount Theatre in New York and to introduce this service in other theatres elsewhere. We are continuing with research in the television field...." Note: It's reported Paramount is dickering for theater TV rights to Louis-Wolcott fight June 23, also for Madison Square Garden sports -- which opens up prospect of TV and theater interests both bidding for separate rights to such events.

NEWS FROM TV MERCHANDISE MARTS: Farnsworth not only is introducing new line of 4 TV-AM-FM-phone consoles under luxury "Capehart" label, but this week announced new 10-in. table model (V-261) bearing "Farnsworth" trademark to sell for $395 -- this list price to include installation and year's service. Model V-260, also 10-in., is being continued at $375 (in hand lacquered cabinet at $425), price also including installation and warranty. The "Capehart" consoles are to be 12-in. at $1,295 and $1,395, 10-in. at $795 and $875.

No other major company, so far as we know, has yet undertaken to incorporate installation-service charges in list prices. They're usually quoted separately. Magnitude of servicing problem is indicated by current RCA report its newly formed RCA Service Co., set up especially for TV, now has 30 service shops, 600 trucks, 1,700 servicemen. Philco, DuMont and others train servicemen at their factories. Manpower shortage still exists, making this one of industry's toughest problems, for the ordinary radio repairman usually isn't qualified -- and, like it or not, today's TV sets require antennas, special adjustments, quite frequent servicing.

Mail order houses finally are getting going in TV. Montgomery Ward now has $199.50 Belmont (Raytheon) 7-in. table models. Sears Roebuck won't yet confirm inclusion of Colonial (Sylvania) sets in its Silvertone brand line, but Colonial factory says it's turning them out now for Sears. Spiegel Inc., Chicago, tells us it's carrying RCA, GE, Philco, Teletone lines. Alden's says it hasn't made any plans yet for TV. Other industry news:

Admiral is now showing its dealers new credenza (8C11), a TV-AM-FM-phone console with 10-in. screen, to sell for $499.95 in walnut, $525 mahogany, $550 blonde -- with same chassis as $299.95 unit of its heavily advertised "TV optional"
grouping (Vol. 4, No. 1, 2). At Wednesday showing in Washington, factory representa-
tive said he sold more credenzas than little $14.95 table radio also being shown
for first time. He said Admiral's 7-in. table model is due out in June, to sell for
$169.95. He also disclosed Admiral will produce 10,000 TV sets in May, 15,000 in
June, is shooting for 1948 production of "more than entire radio industry turned
out last year" (175,000).

Idea of TV companion pieces for radio-phonos seems to be spreading. Besides
previously reported Scott and Howard (Vol. 4, No. 2, 16), Packard-Bell (Los Angeles)
and Stromberg-Carlson are preparing to enter this field. Stromberg's set will be
12-in. with FM, selling at $445 plus installation, made to fit on top of radio con-
sole with attachments for plugging into console audio system.

Sightmaster is currently promoting, in New York newspapers, its "Living
Stage" receiver with unique built-in magnifier-clarifier (neutral density filter)
and FM, selling for $495. It has 10-in. tube but magnifier brings pictures up to
15-in. It's on a rotatable table viewable from any direction. Company says Chi-
cago's Lyon & Healy and Hudson Ross will be next outlets.

Newly formed Arcturus Radio & Television Corp., 16 Nesbitt St., Newark,
N.J., subsidiary of well known tube concern, reports that its "antennaless" TV set
is nearing market, will be out sometime in June; details are promised us shortly
by president James R. Donahue.

In TV accessory field, C&R Plastic Co., 251 Fourth Ave., Brooklyn, N.Y.,
offers "Tele-Dome" magnifier lens with neutral density filter for 7, 10 and 12-in.
screens, priced $16.95 to $29.95; it also has straight magnifiers at $14.95 to
$24.95. Burnett Service Co., 178 W. 168th St., New York City, is advertising table-
lamp size indoor antenna it calls "Visi-beam" at $16.95 plus $3.50 installation,
claims it's perfect answer to apartment house bans on outdoor antennas.

UICK GLIMPSES OF THE TV SCENE: NBC has oft proclaimed its policy of eventual
fusion" of sight with sound broadcasts (Vol. 4, No. 7, 13), has actually staged
several such network shows (Toscanini, Firestone Hour) -- but it remained for CBS to
sign first such regular sponsored schedule. Gulf Oil's Tuesday night "We The Peo-
le" starts 13-week simultaneous network AM-TV schedule June 1....Here's highest
level RCA-NBC policy, as enunciated again by Chairman Sarnoff at annual RCA stock-
holders meeting Tuesday: "As the years pass, we shall witness the gradual fusion of
sound broadcasting with Television, just as sight and sound combined in motion pic-
tures. While television continues to extend its operation, sound broadcasting alone
will continue to serve millions of people. There is need and opportunity for both.
Ultimately, however, the majority of the 37,000,000 homes now equipped with radio
sets should also have television. Television holds the greatest promise for the
future of radio."

CBS announced J. L. (Jack) VanVolkenberg as its new top TV operations man
this week; he moves up to v.p. and director of TV operations while v.p.
Irry Lowman drops TV, becomes a general executive. Kelly Smith is promoted to v.p.
for charge of stations, Bill Schudt replaces him as director of station relations....
This week went through routine of signing firm TV affiliations with oldtime AM
affiliates KSD-TV, St. Louis; WWJ-TV, Detroit; WTMJ-TV, Milwaukee -- and v.p. Frank
Milen seized occasion to state NBC will have 16-station interconnected TV network
from Missouri to Massachusetts" by end of 1948....Paramount TV division announced
theodore Hodges as director of technical operations, Carl Maurer advanced to super-
visor of development engineering, Walter Swenson supervisor of studio operations,
theodore Grenier supervisor of remotes for theater TV.

Some astonishing findings in Baltimore area TV set ownership are revealed
by survey just completed by WMAR-TV among area distributors; it discloses 10,273
sets as of May 1, with local sales running average of 125 per day; best previous
figure was only 6,500 since WMAR-TV has been operating scant 6 months, WHAL-TV less
than 2. Report for Washington by 3-station "circulation committee" shows 10,000 as
of May 1, up 2,200 from April 1. Chicago Electric Assn April 9 report puts total
in that area that date at 18,127.
POTENTIAL IS 955 TV STATIONS: Further analysis of FCC's proposed revisions and extension of its TV allocations (Supplement No. 58) discloses that exactly 955 channel assignments (84 community class) are made available to 459 specified communities in continental U.S. In other words, that's the ultimate number of TV stations permissible on the 12 low band channels — except as experience proves possibility of squeezing in a channel here and there (you can depend on the engineers to find any openings) or as directional antennas can be utilized (extremely complex in TV).

Of course, some wide open desert spaces could still stand TV assignments, but who's going to build 40-50-mi. radius outlets there? In new lineup, some of the channels are even allocated to towns of considerably less than 10,000, e.g., Saford, Ariz., pop. 2,228; Calumet, Mich., pop. 1,460.

We told you last week (Vol. 4, No. 19) who got more, who got less than previously allocated to the 140 top markets and where channel switches were ordered. Of 23 cities gaining one channel each, only 2 don't require hearings at this writing — Charlotte, now 3 for 3; Madison, 2 for 2 -- but more applications could alter that. But among cities gaining one channel each, hearings will still be necessary for Miami, now 5 for 4; Dallas, 4 for 2; Kansas City, 5 for 4.

Really tough breaks come in cities losing one channel each, intensifying hearing rivalry: Chicago, now 5 for 2; Boston, 8 for 1; Cleveland, 5 for 1; Indianapolis, 4 for 2; Buffalo-Niagara Falls, 5 for 2; Springfield-Holyoke, 3 for 1. And it's just hard luck for William Gleeson, KPRO, Riverside, Cal., whose Channel No. 1 CP grant fades away in view of shift of 44-50 mc to other services; no new channel can be squeezed into Riverside by reason of 7 assignments in nearby Los Angeles. He has, however, petitioned for Los Angeles Channel No. 13 presently assigned Thackery.

Pending June 14 hearing, which will disclose "bugs" in scheme, if any, certainly will provoke objections from hard-hit areas, FCC staffmen say processing of pending applications will continue -- indeed, there was even a CP grant (Omaha) this week. They say grants could be made tentative or hearings conducted but decisions held up pending formal adoption of new allocations. Applicants can always amend channel specifications, or qualify their requests (as many have) by stating "...or such other frequency as FCC might determine."

19 APPLY IN RECORD TV WEEK: Nineteen TV applications filed this week is biggest number ever, hikes total now pending to 247 -- in addition to the 26 actually on the air, 72 CPs outstanding. And indicating its intention of continuing CP grants without hearings in undisputed areas, FCC issued CP for Omaha Thursday to May Broadcasting Co., operating KMA, Shenandoah, la. Commission also severed Don Lee San Francisco application (for Channel No. 2) from hearing there May 24, reversing own previous decision; so, though CP isn't actually issued, it's practically a certainty as soon as AM case is disposed of. Seven other applicants must now fight it out for San Francisco's 2 remaining channels (see TV Directory No. 3 and addenda to date).

This week's record batch of applications included (for details, see TV Addenda 3-G herewith): For Little Rock, Ark., Harry Johnson, No. 10 -- Shreveport business man who has filed for Shreveport (Addenda 3-F), also for Memphis and Okla
Looking Forward to UHF Probe: Practically everyone we've consulted says FCC's call for hearing on uhf TV (Vol. 4, No. 19) is a good idea, won't react adversely on today's low-band TV. No one knew of any new developments bringing uhf very much closer, but all felt Sept. 20 hearing will bring data up to date. Only negative reaction was report of one Washington attorney that 2 of his prospective TV applicants had told him to hold up, pending results of hearing.

Here's gist of some of comments: (1) RCA's Dr. Jolliffe thought notice of hearing might well encourage more uhf experimentation but warned, at Senate hearing this week, that TV on uhf must supplement, not supplant, present low band. Otherwise, he said, if move is made now, "It would not mean more TV, it would mean no TV at all." He then displayed company's small converter (Vol. 2, No. 44) which he said will enable present sets to receive uhf programs and can be made for only $10.

(2) Dr. DuMont advanced possibility uhf might provide adequate coverage for small towns, said his own uhf experiments indicated little promise of long-range propagation, lots of shadow effects in cities and hilly country. (3) CBS said it hasn't yet made up its mind about uhf, but has no present intention of reviving color controversy -- although Dr. Goldmark has never let up experimenting with uhf and color. (4) Philco's David Smith feels TV's present momentum is sufficient to override any negative reactions, either among public or broadcasters, that pendency of FCC hearing might engender. (5) Dr. Armstrong, grantee of uhf station on which he plans experiments to prove uhf utility for TV (Vol. 4, No. 15), welcomed FCC action in "asking" for scientific data rather than "telling" what must be done.

Count of TV Sets by Cities: RMA's first city-by-city TV census, covering 162,181 sets shipped by member companies during 1947, gives figures that are not only dated but quite inadequate in light of known faster pace of 1948 production to date -- 118,027 during first quarter alone (Vol. 4, No. 18). But RMA promises that its auditors, Haskins & Sells, will have first 1948 quarterly distribution figures in few weeks. Meanwhile, 1947 figures are significant primarily as showing how TV sets go into cities some distances away from TV stations (Hartford 2,946, South Bend 257, kron 246, Trenton 1,159, Reading 225, etc.) and even dribble into prospective TV cities well ahead of stations (Boston 1,367, Buffalo 643, Miami 41, Dallas 3, etc.). If you want full breakdown, write us or RMA, 1317 F St. NW, Washington, D.C.

Actually, total TV sets out as of May 1 probably is well over 350,000, counting in RMA's own 1946 figure of 6,476 plus estimated pre-war sets still in use, its and non-member companies' output. NBC Research puts distribution at 338,100 by May 1, places sets as follows: New York, 186,100; Philadelphia, 33,900; Chicago., 700; Los Angeles, 21,700; Washington, 9,600; Baltimore, 8,900; Detroit, 8,900; St. Louis, 4,400; Cleveland, 4,300; Schenectady, 3,900; Cincinnati, 3,000; Milwaukee, 2,800; Boston, 2,200; Buffalo 1,650; St. Paul, 1,500; Richmond, 550; Salt Lake City, 300; all others, 23,000. NBC estimates 4 viewers per home set, 25 per tavern (or potential audience for country of 2,028,500 (not including Boston, Buffalo and others not TV-served as of May 1).
PARAMOUNT-Dumont Case Unfolds: It was quite apparent, from line of questioning by FCC Examiner Jack Blume and Counsel John McCoy, that they're also pretty well convinced Paramount-Dumont relationship comes within 5-limit TV rule -- and that they're minded so to recommend to the FCC, which decided that way early last year (Vol. 3, No. 3-5). But 2-day hearing in Washington this week, though certainly not proving Paramount control over DuMont, with consent of all parties was kept open until end of comparative TV hearings in San Francisco, presently set for May 24, Cleveland June 14, Boston June 23. Paramount seeks 3 additional TV stations to the 2 it already owns; DuMont also owns 2, holds CP for another, is applicant for 2 others.

There's still possibility, indeed probability, Paramount will dispose of its 25% interest in DuMont: 43,200 Class A shares (out of 1,471,040 issued), 560,000 Class B (entire issue). Intimation of such intentions came when Paramount's v.p. Paul Raibourn said film company would be amenable to receiving grants conditional on disposing of its DuMont stock. It was also disclosed Dr. DuMont's controlling group itself has offered $6,000,000 for Paramount's share, and it's known that others (including Avco) have bid for it (Vol. 4, No. 5). Other hearing highlights:

Paramount invested $164,000 in DuMont in 1938-43, would now sell for $1,000,000, Raibourn estimating actual value of stock at $16 per share (current over-the-counter market recently has gone up to over 14 from around 8 only few weeks ago). Dr. DuMont, president, testified current assets as of March 28 were $6,732,688, current liabilities $2,468,770, total assets $9,097,777, net worth $6,629,007. First quarter 1948 profits exceeded $550,000, about same as for whole of 1947 (Vol. 4, No. 18). Profits "last 4 weeks" were $227,000 after taxes, Dr. DuMont added, confirming Raibourn point company is well positioned in boom industry. Dr. DuMont said he personally owns 90,000 shares (about 7%).

Hanging over whole hearing was manifest coolness between partners. It's obvious DuMont group would welcome Paramount withdrawal. Equally plain was Raibourn's positive faith in TV's future, both in home and theater. He estimated Paramount has invested about $3,400,000 in its 2 stations and on theater TV, calculated it will spend another $5,000,000 if allowed to build in Boston, Detroit, San Francisco. Commission probe indicates feeling, though, that Paramount-Dumont relationship is still too close for comfort. And there were intimations it might even construe such an application as Tri-States Meredith's in Des Moines, and such a potential application as one from Malco Theatres, Memphis, as failing within 5-limit in light of Paramount stockholdings, albeit minority. There was also intimation current Supreme Court issue over stripping film companies of theater holdings might eliminate parent Paramount from Boston, Detroit applications.

What Mullen Resignation Means: Most surprising news of the TV week was NBC's loss of its "Mr. TV" himself -- Frank E. Mullen, who quits $65,000 executive v.p. post as of July 1 to head up the Dick Richards stations: WJR, Detroit; WGAR, Cleveland; KMPC, Hollywood. Real reason he's forsaking present job, with its certainty of bigger things ahead in RCA-NBC by virtue of his 22-year record with both, was (1) substantial stock ownership he gets in the Detroit and Los Angeles radio properties, plus attractive salary; (2) desire to get away from New York's "ulcer belt" and live in southern California, where he will headquarter. He insists he's still a farmer at heart (he first came to NBC from Iowa back country to run old Farm & Home Hour).

On Richards' part, he needs exactly such a capable, highly regarded executive not only for top management but to pull him out of recent "news-slanting" mess that has FCC and others on his neck (Vol. 4, No. 11). Irony is none of his stations has TV -- Hollywood outlet never applied and it's too late now (though there's talk of KMPC becoming NBC key there); Detroit, Cleveland stations are applicants but face stiff competitive fights for channels.

Also a bit ironical is NBC's appointment of Sid Strotz, Hollywood v.p., as administrative v.p. in charge of TV. Though now in New York learning about TV, he has consistently refused to go there to reside permanently, expects to divide time between the 2 cities -- probably only until organization shakes down, for Hollywood remains his home. Eventual successor to Mullen logically would be one of the 3 other
CITIZEN.'S: John McDonald, Ken Dyke or Harry Kopf -- but don't overlook legal v.p. Charles Denny (recent FCC chairman), regarded as one of RCA-NBC family's brightest young hopes. Other new titles in NBC's TV setup: Noran Kersta, executive asst. to Strotz; Carleton Smith, director of TV operations. Other big NBC-TV move this week: leasing of 3 sound studios (one 97x74-ft., called world's largest for TV) plus whole floor of office space in RKO-Pathe Bldg., 106th & Park Ave., New York.

SEN. TOBEY SWINGS THE CUDGELS: Darned if we know where sharp-tongued Sen. Tobey's chase of RCA and FCC will go from here, for no possible legislation is in sight before Congress adjourns next month. He seemed pretty much alone this week as he grilled and excoriated RCA, charging it with base treatment of Maj. Armstrong and FM (Vol. 4, No. 17-19). Senators Capehart (R-Ind.), ex-radio manufacturer, and Hawkes (R-N.J.), big industrialist, countered frequently to show RCA in better light. Balance of committee seemed rather bewildered by tale which wends back in middle '30s. Maj. Armstrong's manifest purpose is principally to achieve historical vindication of his stand on FM. His secondary goal, to persuade or force FCC to give FM part of 44-50 mc for relay, seems very remote in view of last week's final decision giving band to other services (Vol. 4, No. 19).

Sen. Tobey gave no indication of next move, but promised "more later." More sensational aspects of Armstrong-Tobey charges were: That RCA charged Govt. $4 million a year during war for patent royalties; that NBC loaned TV sets to FCC members (only Comr. Jones declining); that FCC failed to present to FCC but did let Russia have secret RCA report on FM in 1938; that RCA-NBC exercise undue influence over FCC. Spirited explanations of RCA witnesses and counsel (Jolliffe, Russell, Cahill) didn't ring true to Tobey but apparently satisfied Capehart and Hawkes.

FCC engineers report 2 typographical errors in proposed table of revised TV allocations as issued last week (Supp. 58). So correct your copy as follows, and your list will be as accurate as FCC's master file: Change proposed allocation for Columbus, Miss. to Community Channel (10) instead of (9) as now stated; metropolitan Channel 7 stands. And change Rocky Mount, N. C. from (5) to (3). We caught several FCC omissions (Bridgeport and Trenton) and one error (listing of only 4 instead of 6 channels for Norfolk area) before publishing our supplement, so with all these changes, our tabulation fully corrects errors in FCC's mimeo release.

DuMont Laboratories will move all manufacturing except tubes to newly acquired plant built for Wright Aeronautical Corp. during war by Govt., located at Market St. & River Road, E. Paterson, N. J. Big factory embraces some 500,000 sq. ft., cost Govt. $4-5 million, was sold to DuMont by War Assets Administration for $1,700,000.

Educational FM is warned by FCC Chairman Coy to get on its horse if it wants to hang on to its 20 channels (89-92 mc). Writing in U. S. Office of Education bulletin on "FM for Education," he says: "Educators now have their second and perhaps last chance in radio. The valuable channels reserved for them by the Commission cannot indefinitely be held in idleness." To date, there are only 14 educational FM stations licensed, 28 CPs, 10 applications.

Bendix is dropping distributors, will sell direct to dealers. Word is that E. C. Bonia, v.p. of Sparks-Withington (Sparton), will join Bendix, inaugurate new setup in about a month. Though Bendix won't disclose details of its TV plans, it's pretty certain company will unveil sets at July 5 Furniture Mart in Chicago.

Use of one antenna structure by two or more stations (Vol. 4, No. 11), was okayed by FCC this week in final order amending rules and engineering standards, effective June 21. Everyone considers it good idea; Commission had received no objections.

Credit stature of TV manufacturing industry is discussed in 4-page report by Metals Div., National Credit Office Inc., 2 Park Ave., New York City. It's a sort of fiscal review, credit-rating explanation, of industry described as emerging as nation's fourth major one since 1900--after automobile, aircraft, radio. It lists net worth of 19 newcomer TV set manufacturers as being under $100,000, 5 between $100,000-$300,000. Among other established radio or electronic manufacturers in TV, it says 2 are worth $300,000-$500,000; 5, $500,000-$1 million; 4, $1-$5 million; 15, over $5 million. Two failures are mentioned.

NBC Television's Progress Report No. 2, dated April 15, is being made available through sales manager Reynold Kraft's office, contains a lot of status data worth having for reference—not the least significant being list of 20 more NBC stations scheduled to go into operation before end of 1948, and schedules of 23 TV sponsors and their agencies as of April 1.

Squabble over prizefighters' TV take in New York ended this week when Boxing Managers Guild decided to accept 50% of money received for TV rights by promoter Mike Jacobs' Twentieth Century Sporting Club. Managers still get none of Madison Square Garden's half. Managers' boycott had stymied boxing at St. Nicholas Arena for 6 weeks; Garden had no fights scheduled April 2 to May 14. Cut for managers and their fighters thus amounts to $25,000 yearly; it may increase when Twentieth Century signs next yearly TV contract June 1.

FM stations of southern Baptist groups won't be under common control, FCC decided this week in granting 6 of them (FM Addenda 55-GG herewith), making total of 7 with more to come, thus relieving groups of 6-to-a-customer limitations. Grants were all in Texas: Dallas, Ft. Worth, San Antonio, Plainview, Brownwood, Beaumont; CP is already outstanding for Belton.

LOOK FOR TV CHANNEL SHIFTS: Channel shift CBS proposed this week, in order to work another TV station into Washington, is certain to set pattern for more such suggested changes in FCC's revised allocations (Vol. 4, No. 19, 20). It won't be surprising to see CBS, hard put also in Boston, Chicago and San Francisco, ask for further channel shifts from unwanted to wanted communities. Others facing possible shutouts in key cities are probing prospects -- indeed, we know for fact certain engineers are strenuously studying ways and means of finding additional frequencies for cities where demand exceeds supply. FCC indicates it's open to conviction, isn't "sot" on its proposed plan for allocating 955 channels to 459 specified communities (Supplement No. 58). To receive suggestions is exactly what June 14 hearing is for.

Concomitant of deal with Washington Post, whereby newspaper buys 55% control of WTOP for as-yet-undisclosed figure, CBS proposes Channel 12 be taken from nearby Fredericksburg, Va., to give nation's capital its fifth TV outlet, CBS its essential affiliation. Post's WINX, troubled 250-watt radio alma mater of FCC Chairman Wayne Coy, which originally cost millionaire publisher Eugene Meyer $500,000 and has never done well technically or financially, would be sold. Oddly enough, 50-kw WTOP has always been CBS's poorest money maker. But publisher Phil Graham (Meyer's son-in-law) isn't looking for profits so much as prestige and newspaper promotion, especially inasmuch as powerful Washington Star has splendid TV-AM-FM setup (ABC affiliated) and NBC is similarly well-heeled locally, to say nothing of DuMont and Banner TVs. At same time CBS is acquiring remainder of stock (55%) from Bruntons of KQW, San Francisco -- purchase of which FCC turned down last year on grounds network shouldn't have 7 owned and operated stations. Sale includes KQW-FM. CBS is one of 7 San Francisco TV applicants applying for 3 available channels; hearings start May 24. Post-CBS deal is contingent on CBS purchase of KQW, is not dependent on TV grant in Washington. Both, of course, are subject to FCC approval, papers to be filed Tuesday.

DOMINANT TOPIC IS STILL TV: From point of view of TV and FM, main impressions left by this week's NAB Los Angeles convention were these: (1) That TV continues to dominate radio industry thinking and planning, evoking both hopes and fears but very little dispute about its popular appeal and enormous potential. (2) That FM is admittedly proverbial "better mousetrap" but those who hold old-established industry's pursestrings don't intend it should disrupt or displace present profitable plant.

That's sum and substance of nearly every discussion of basic developments and trends on the agenda. It was particularly apropos that this convention be held in the movie capital, where the Society of Motion Picture Engineers was also convening, also deeply concerned with TV, especially theater TV. Film executives are no less concerned than radio about TV's impact, and scarcely an edition of their multitudinous trade papers is without a quote about TV from one or another movie tycoon, or a story of TV's effect on film industry. One story that got exceptional play was RCA Victor v.p. "Wally" Watts' SMPE speech forecasting "golden era" for Movies by reason of tripled or quadrupled film output to meet TV's needs.

Convention was divided between management (first 2 days, some 1,100 member registrants) and engineering (next 2 days, about 400 registered) -- an efficient,
practical arrangement. In between (Wednesday) was left open for social affairs. Altogether, it was the most superbly managed, most businesslike convention, yet most enjoyable for hospitality, in NAB's history. Your trade papers' reports on social events, especially Atwater Kent's fabulous "$40,000 party," and detailed accounts of the convention's business sessions should make absent half of NAB membership (compared with last fall's nearly 3,000 registered) regret missing this one.

It would take dozens of these pages even to highlight what transpired. But aside from adoption of the Broadcasters Code, the outstanding event, to our thinking, was the "whither radio" panel, with its know-how names and horse-sense discussions: by ABC's Mark Woods, CBS's Frank Stanton, NBC's Noran Kersta, Don Lee's Lewis Allen Weiss, AAAA's Fred Gamble, Mason-Dixon's Clair McCullough, FMA's Everett Dillard, Hoffman Radio's H. J. Hoffman. By all means, if you weren't there, have NAB send you its excellent press digest if not full transcript. There was more plain talk here, less bunkum, than ever heard in any forum discussion of TV and FM -- capped by this pointed warning of Lew Weiss, whose company has spent 17 years and a million dollars experimenting with TV: This is no get-rich-quick business but rather an extremely costly long-range investment requiring most cautious approach and most prudent planning.

Engineering papers and floor exhibits were very largely TV, and exhibitors and chief engineers of stations indicated many more TV applications are on way. Nor did visits to magnificent new Don Lee Studios and Mt. Wilson sites of most Los Angeles area's TV and FM transmitters fail to impress one with technicians' deep preoccupation with radio's great new development. Also worth mention: First display of RCA's new low power 500-watt TV transmitter, demonstration of Paramount's off-the-kinescope films for program syndication, first showing of Warner Brothers-RCA large screen theatre TV, impressive array of TV studio gadgets being produced by new Bill Eddy-Keith Kiggins company.

As for FM, it looked like a "lonesome kid," bound, nevertheless, to grow up and eventually to succeed. It got its usual pat on the back from FCC, this time from Chairman Wayne Coy. Like predecessors Fly, Porter and Denny, he went all out for FM, deploring those who are satisfied with the status quo, urging "you broadcasters make up your minds you can provide a superior aural broadcast service through FM," and asserting: "It seems almost inevitable that FM will, within a generation, largely replace AM."

We asked Mr. Coy what he meant by "a generation," and he replied: "A radio generation -- you figure that out -- you know how fast things happen in radio." Obviously, he didn't mean proverbial 33-year human span. But FMA President Everett Dillard and those of us who believe FM really is "the best aural system" could derive small comfort from show of hands at panel after Dillard talk. Half of audience said they were operating both AM and FM, but only about dozen raised hands when asked to indicate whether they believed FM would eventually replace AM, nor did Dillard win any support for his suggestion FCC should fix deadline beyond which it would license no more AMs.

**FM PRODUCTION HITS SNAG IN APRIL:** FMA's April FM set production took rather shocking drop to 90,655 (from March's 161,185). The fact April had 4 weeks and March had 5 was expected to show in figures, of course; however, FM's weekly average in April was 32.7% less than average week of year's first quarter. On other hand, though TV for April dropped to 46,339 (from March's 52,137), weekly average was up 27.6% from first quarter's average. Thus, post-war FMs reached 1,881,717 and TVs hit 349,413; non-RMA production, kits, etc., probably put actual number of sets near 2,000,000 and 375,000, respectively. Set production of all kinds was lowest in months -- 1,182,473, with auto and portable receivers carrying burden of AM output. Drop in AM and FM is unquestionably heavily attributable to tooling up for TV.

April TV breakdown: 33,803 table models, 4,859 TV-only consoles (1,794 projection type), 7,677 consoles with radio-phono (48 projection type). FM breakdown: 24,424 AM-FM table models (103 with phono), 59,372 consoles (3,373 without phono), 6,839 FM-only and tuners.
PARAMOUNT FILES FOR SIXTH TV: Highlight of TV application week (9 new applications, see TV Addenda 3-H, herewith) was Paramount's bid for Tampa. Application, in name of wholly-owned subsidiary Gulf Theatres Inc., is for Channel No. 2, is fourth application by movie firm that has 2 stations on the air (WBKB, Chicago; KTLA, Los Angeles), makes 4 for 3 remaining channels in Tampa. Although some observers saw application as challenge to FCC 5-station rule, there's possibility Paramount is hedging against losing out in Boston (8 vying for single frequency), Detroit (2 for 1), San Francisco (7 for 3), or it may be on verge of withdrawing from one of those cities. Paramount officials refused to talk, but it's understood statement may be forthcoming next week. Legally, of course, there's no bar against filing as many applications as desired; New England Television has 7 (see TV Directory No. 3).

Other applications: For Omaha, Neb., KOIL, Channel No. 3 -- now 2 for I. For Huntington, W. Va., WSAZ-John Kennedy, No. 5. For Shreveport, La., oilman and real estate developer Ben Beckham, No. 11 -- fourth applicant for city's 4 channels. For Kalamazoo, Mich., WKZO-John Fetzer, No. 3. For Macon, Ga., WMAZ, No. 7; For Fresno, Cal., KARM, No. 7 -- fourth for 4 channels. For Bakersfield, Cal., Paul R. Bartlett (pending purchaser of KERO, Sacramento, and present general manager of that station and KFRE, Fresno), No. 8. For Tulsa, KAKC, No. 10.

TV PROGRAM SOURCES AND HOURS: Everybody wants to get into the TV act, judging from our preliminary mailing of some 250 questionnaires to as many who've indicated they have live or film programs to syndicate to TV stations. Everybody, that is, except the very big movie producers. Your syndicators or prospective syndicators (though market as yet comprises only 26 stations, perhaps 50 by year's end) include such diverse interests as DuMont, planning "tele-transcriptions" of its stations' live shows; New York News' WPIX, offering its Korda films (Vol. 4, No. 18); Frederic Ziv, Jerry Fairbanks, David Selznick, Rudy Vallee, and scores of little film rental companies or agents with acts to sell. This just gives you an idea of diversity of the list, which we will publish later as a Directory of TV Program Sources.

All of which augurs well for TV's program supply, a bugbear until FCC recently proposed relaxing its 28-hours-per-week minimum rule (Public Notice 21352) to permit stations to operate not less than 12 hours per week first 18 months, then gradually increase to minimums of 16, 20, 24, 28 hours at 6-month intervals. Proposal bans test patterns as counting toward time on the air. Commission has asked for industry comments by May 28, will hold hearings if necessary.

TV SETS FOR MASSES AND CLASSES: At same time TV sets begin to arrive for masses (latest is rumored Pilot 3-in. job for $99.95), makers of more expensive instruments (Scott, Capehart, Magnavox) have begun to produce their versions for classes. In meantime, middle-priced sets continue to appear.

Though rumor of 3-in. Pilot set has elicited some deprecatory "humphs," we'll wait and see, recalling skepticism which greeted company's $29.95 FM Pilotuner about a year ago (Vol. 3, No. 26). Till then, FM tuners were technically inferior or too expensive. Pilot officials neither confirm nor deny rumor, but say they will unveil their new set around June 1. If it is $100 unit, it will be first -- although reports won't down Regal has $100 receiver (Vol. 4, No. 15), Tele-Tech's Stan Gerst in being most recent to predict it.

At other end of price and quality ladder, Scott's companion to its high-fidelity radio-phonograph consoles (Vol. 4, No. 15) turns out to be table model with 12x16-in. projection picture (first such on market). Using North American Philips "Protelgram" (Vol. 4, Nos. 9, 13), Scott set will sell for around $600, is incased in cabinet 25x22½x14 in., has lidded top which when opened permits folded screen to extend. Set can be used separately, or attached to audio portion of console. Scott will add all-in-one set later. Another user of Protelgram is Hallicrafters, which is showing components of big-screen system for custom installations. Company offers tube, optical system, high voltage unit, chassis in wood rack at $495; in two-piece ensemble with bellows-type "throw" for $540.50; projection unit separately with bellows at $329.50; projection unit separately in rack mount for $295. Magnavox,
also in companion TV set field (Vol. 4, No. 17), now says sets will be on market first week in June. There will be 5 companion pieces to popular radio-phonograph consoles, 3 new TV-AM-FM-phonograph consoles — no prices yet.

Work horse 10-in. table model sets gained additions this week when GE began shipments of Model 810 (Vol. 4, No. 12), $299.50 TV table model with 18 tubes plus 3 rectifiers; installation is $55. Hallicrafters also this week announced new $249.50 table model in plastic cabinet, with production to start in August, deliveries in September or earlier, according to President Bill Halligan. Olympic Radio intends to introduce 10-in. table model plus TV-radio console (also 10-in.) at music show in Chicago next month; prices have not been set. New set marker is Cortley Television Corp., 15 W. 57th St., New York City, with 6x8 ft projection model, no price yet.

Other TV set news-of-the week: GE says it plans to turn over its receiver bldg. at Electronics Park, Syracuse, entirely to TV production before year's end.... DuMont says its new plant (Vol. 4, No. 20) will enable present 3,000 per month production to be tripled (goal being 20,000 monthly), also triple cathode-ray output.... Farnsworth will soon reduce price of Model OV-260 from $375 to $325.... Farnsworth isn't only manufacturer with price including installation and service fees (Vol. 4, No. 19); Stromberg-Carlson has had policy for some time; company also says 67% of its production will be TV by end of year.... Discordant note from retailers came this week from Irwin D. Wolf (Kaufman Dept. Stores, Pittsburgh), chairman of National Retail Dry Goods Assn., vendors relations committee, who told TV subcommittee present markup on TV sets (24%-28%) isn't sufficient to cover sales costs.

**SIGHT AND SOUND**

TV hearings go on as scheduled in cities where no changes in frequencies are proposed or where there's been simple substitution of channels or classifications. That's gist of FCC clarification Friday on hearing policies as they relate to proposed realignment of TV frequencies (Vol. 4, No. 19). In all other instances, hearings will be deferred till after decision on channel revision plan—and if city gets added channels, hearing dates won't be set (when there is excess of applicants) for 30 days after decision—to permit new applicants to file.

June 15 hearing on TV network rates (Vol. 4, No. 18) will be no quickie, will probably run into Fall, say participants. TBA is preparing full-scale attack on rates which Dr. DuMont figures would amount to $32 million yearly for five 10-station networks. In meantime, downward revision of tariffs for local TV loops, following pattern of New Jersey Bell (Vol. 4, No. 13, 14), has been made by most state Bell companies; balance are expected to file the new rates with FCC in next few weeks. New tariffs eliminate installation charges, compute mileage on airline rather than circuit miles.

Predictions TV will resurrect vaudeville will get first real test in "Texaco Star Theater" beginning June 8 on 7-station NBC network. Hour-long shows will be pure vaudeville, with Milton Berle as m.c. first 4 weeks, with possibility of Al Jolson and Groucho Marx later. Show will have 7 acts, cost Texaco $5,000 weekly. Agency is Kudner, with William Morris recruiting acts. Latter has opened campaign for talent with double-page spreads in trade papers proclaiming: "Vaudeville is Back. Wanted—Variety Artists from All Quarters of the Globe."

ABC's search for TV antenna site in New York City finally ended last week with deal for joint use with Ira Hirschmann's WABF (FM) of swank Hotel Pierre roof. Both stations will use common tower, and Hirschmann will also use facilities for experimental TV station W2XMT.

New FMA board member Marion Claire (WGNB, Chicago Tribune's FM) succeeds Leonard Asch. Asch resigned because both he and board member Russ David (ex-GE) are now in same outfit (WFTR, Albany).

Sen. Johnson introduced resolution this week (S. R. 240) which would require FCC to defer decision on clear channels until after new NARBA settlement is ratified. Sen. Johnson, whose bill to limit clear to 50 kw, permit duplication (Vol. 4, No. 9 et seq), is still pending, thinks U. S. can protect itself in international negotiations without granting the high power (750 kw) considered necessary by clear to prevent foreign encroachment on our channels. In Sen. Tobey-RCA fight (Vol 4, No. 20), others accused of holding FM back (Norton, Denny, Porter, et al.) may be called for testimony, since Sen. Copenhart thought they should be and Sen. Tobey assented.

A natural for transit FM (Vol. 4, No. 5, et seq) because of part ownership by bus company, WBUZ-FM, Bradbury Hts., Md. (Washington suburb), has been testing, reports good results. Though station is Class A, radiating only 420 watts, officials say reception is satisfactory. Associated bus line (WM&A) carries some 25,000 passengers daily. Along same lines, transit company in large southern city is ready to apply for FM station, claims commitments running into 4 figures daily from prospective sponsors. And WCUT, Cincinnati, pioneer with the medium, is said to have $1,200 weekly business already signed up though regular large-scale service begins June 15.

Good idea, growing tendency of TV stations to publish names of sponsors alongside weekly advance program listings—and we hope all will do it. CBS Television also issued as of May 1 listing of sponsored programs (with ad agencies) on its WCBS-TV, totaling 17, including "feeds" to other stations. May 3 Broadcasting, in its "Teletatus Reports," carries listing of all TV sponsors on all reporting stations as of Feb. 1.

TV awards of New York's Radio-Television Critics Circle went to NBC (for promotion, improved production and direction), CBS (sports coverage), DuMont ("Court of Current Issues" forum), DuMont announcer Dennis James (wit and versatility).

New York City-Albany coaxial (154 mi.) began telephone operation Friday, but AT&T doesn't indicate when it will be equipped to handle TV.
**UHF TESTS IN FCC BAILIWICK:** FCC's hope that setting Sept. 20 hearing on uhf TV (Vol. 4, No. 19-20) might stimulate tempo of experiments is being realized quite gratifyingly. This week RCA asked for permit to duplicate Channel 4 (66-72 mc) transmissions of NBC's WNBW, Washington, on 504-510 mc, starting about Sept. 1. These tests, plus Maj. Armstrong's at Alpine (Vol. 4, No. 15), oilman Ed Pauley's in San Francisco (Vol. 4, No. 19), and those of other experimenters (see Part III, TV Directory No. 3), should add needful data to still meager knowledge about uhf for TV --- may prove whether uhf really can provide answer to growing demand for more channels.

RCA will install its 3kW "green" transmitter, used in Princeton color demonstrations (though only 6 mc black and white is proposed), will attempt up to 25 kw radiations from WNBW's Wardman Park tower. Washington terrain is regarded very favorable for uhf under varying conditions. "Let's find out if these frequencies can take care of gaps in FCC's allocations, like Trenton and Bridgeport," said an RCA spokesman, "and let's find out how well uhf will work under both metropolitan and rural conditions." FCC hearing comes pretty soon after RCA tests begin. However, propinquity of experimental station to FCC will permit its engineers to do own studies of comparative emissions. RCA promises to place plenty of its $10 converters (Vol. 2, No. 44; Vol. 4, No. 20) in and around the city to demonstrate how existing sets won't be obsoleted by uhf.

**HOLLYWOOD BUZZES WITH TV TALK:** In Hollywood and on New York's Rialto, the rafters and the trade press hum to tunes of fact and speculation about TV. Fabulous filmland, particularly, seethes with concern -- the undertone being our-money-and-our-know-how-will-decide, the overtone how-can-we-make-television-pay? Everyone from tycoon to studio guide has his pet theory and his inside dope. Probed on the spot, it's apparent they're generally pretty confused, often quite misinformed. But there's unanimous agreement on several points: that TV is the entertainment world's biggest problem, that it can't be halted by artificial restraints, that it's in the American home to stay.

From where we sit, it looks like the TV franchise holder (channel grantee) has the same whip hand that AM's early and more far-sighted enterprisers held over newspapers not so long ago. With very few exceptions, big movie firms have let station ownership opportunities slip away, at least in major cities. So burden of ownership identity now rests largely with local and regional theater owners, either seeking stations of their own or working in collaboration with local telecasters.

Ownership of stations of course is limited to 5-to-a-customer, but none save paramount, among the big producer-distributor concerns, has got even one yet -- not even for "test-tube" purposes. paramount continues to lead movie industry in knowledge of TV and acceptance of its existence: owns 2 stations, seeks 4 others, owns part of DuMont, has own TV filming and projection system, even has New York studios.

In the Warner Brothers purlius, despite denials and cagy attorneys, supreme confidence is expressedWarners will soon own Thackrey TV in Los Angeles (Vol. 4, No. 18-19) -- and we were informed Friday, by usually reliable sources, deal has been closed for $1,048,000. Warners apparently aren't perturbed by certainty others will apply for Thackrey's precious channel, once deal is formally disclosed. Isn't

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it a fact Warners' KFWB occupies all of their old silent picture lot and buildings (biggest single station setup in the world), and doesn't that equip Warners ideally for TV? In addition, Warners is applicant for a Chicago outlet, and is taking leading role in large-screen theatre experimentation in collaboration with RCA. Some 2,000 persons turned out the night of May 21 for demonstration of 20x15-ft screen TV, amazingly clear, unquestionably acceptable, certainly auguring a revolution in newsreel transmissions if nothing else.

Only other big-time producer-theater owner trying to crash TV ownership is 20th Century-Fox. It holds no channel permits yet, but it's a competitor for San Francisco and Boston, has indicated intention of applying for Kansas City, Seattle and probably other cities.

In the speculative reports, Zenith's Phonevision system of pay-as-you-look TV (Vol. 3, No. 27; Vol. 4, No. 5, 19) looms large. It can't be blinked off, despite radio industry antagonism and despite manifold problems it still faces -- such as FCC approval, telephone company arrangements, top-grade film supply. The brothers Skouros (Spyros heads 20th Century-Fox) and a large contingent of MGM officials have seen Chicago demonstrations, and Zenith's Gene McDonald has other movie moguls scheduled to look over his system.

Spyros Skouros is said to like idea of a "Muzak system for TV" and MGM's Howard Dietz has made no bones about his conviction TV is off on wrong foot in depending on advertising support. McDonald now calls Phonevision an income "plus" for telecasters, proposes only part of a station's daily schedule be devoted to non-sponsored, paid-for-by-viewers, first-run pictures. You call the phone company, which removes a random interfering signal via its lines, bills you $1 for film you and family can then see; film company, stations, phone company would divide fees.

McDonald promises to set Phonevision up in a "test city" soon -- we'll know where when he asks FCC for authority. He says he doesn't intend to levy any fee on film people or stations, but will get royalties from receiving set control device.

**BOSTON TV ABOUT TO GET GOING:** Boston's T-Day has been set ahead again, won't come next Wednesday (June 2) as planned by Westinghouse's WBZ-TV. Station ran into tough luck in final stages this week, suffered damaged coaxial while raising antenna. Now manager W. C. Swartley says test signals will start no later than June 2, after which he will fix T-date; WBZ-TV also reports 70% of schedule, NBC or local, will be commercial from outset. Meanwhile, Yankee's WNAC-TV, also set back by bad weather, is completing construction, should get going well ahead of mid-June, may even beat WBZ-TV to commercial gun. So they will be 27th and 28th stations on air, Boston next big market for TV set distribution -- with some 6,000 reported already, delivered to homes, pubs, shops and warehouses of area. Latest from New Haven's oft-delayed WNHC-TV: test patterns are due to start this week end, commercial operation 2 weeks hence, will carry films and spots but has no local studios yet, will depend mainly on relays from WARD, New York.

**PREPPING FOR THE CONVENTION:** Pooled film coverage of Philadelphia political conventions (GOP, June 21; Dems, July 12) has fallen through for lack of enough station subscribers -- too expensive for the mere 30-odd stations that will be operating then. Positions allotted to pool now have been parcelled out to ABC, CBS, NBC, WPIX, which will syndicate films themselves. Rest of coverage is still as planned (Vol. 4, No. 7, 8), except that WPIX (like Life-NBC) will have off-the-kinescope film, has commissioned Paramount to do job. Telecasters are ready for five 8-hour days of each convention. Manufacturers are advising distributors to prepare for biggest stimulus yet to TV set sales -- with June 23 Louis-Walcott fight an added attraction. TV planners say Henry Wallace's July 23-25 "nominating" convention will also be covered. Networks will vie for feature sidelight coverage, interviews, etc., each with own "stable" of big names. Meanwhile, CBS pre-convention "Presidential Timber" series began with Stassen Thursday night -- good job of showmanship, Stassen giving commentary against background of films and slides.
TRANSIT PEOPLE WILLING BUT CAUTIOUS:  Staid old transit companies are still rather chary of advances by FM stations, but they're intensely eager to see whether transit FM (Vol. 4, No. 5, et seq) lives up to glowing advance notices.  Many are awaiting reports on a few months of operation by pilot station WCTS, Cincinnati, due to begin about July 1.  However, WCTS's Hubert (Hub) Taft, also head of Transit Radio Inc., Union Trust Bldg., Cincinnati, handling receiver procurement and national time sales, estimates at least 30 of nation's top markets have more or less intensive explorations and negotiations going on.  We hear of 4 not previously reported: Des Moines (KBCB-FM); Milwaukee (WMIL); St. Louis (KXOK-FM); San Francisco (KRON-FM).  Bellwether WCTS has contract for 5 years, in which time it must write off 400-plus receivers costing $160 each installed.  To date, station has time worth $1,200-$1,500 weekly sold to 13-15 advertisers; but Taft has doubts that by time schedule starts, he'll be getting the $4,000 weekly needed to put 18-hour daily operation in the black.  Meanwhile, carcard people naturally have no intention of being left out of the act; some are reported offering to pay for receivers as price of inclusion in station-transit company deals -- very attractive to some hard-pressed FM stations.

UPS AND DOWNS OF FM NETWORKING:  FM networks bloom, wither and bloom again.  Their quick growth is due to an inexpensive rebroadcast technique, impossible with AM.  Their fits and starts are attributable to almost complete interdependence -- if one station drops out, for whatever reason, stations beyond it generally have no alternative feed.  This factor was principal motivation behind recent unsuccessful drive to get 44-50 mc for FM relaying (Vol. 4, No. 19).  As more stations achieve full power, offering alternative network routes, drawback will fade somewhat.  Currently, however, it looks as if really extensive networking will depend on development and installation of adequate common carrier wire lines and/or microwaves.  Meanwhile, here's some of latest, regional FM network activity:

State of New York apparently is in for real variety, with Colonial Network (Vol. 4, No. 19) beginning to take shape as mutually-owned chain, to date comprising: WKRT-FM, Cortland (also Syracuse studios); WWHG, Hornell; WOPT, Oswego; WKNP, Corning; WHLD-FM, Niagara Falls.  Plans call for start July 1, achieving hookup solely via rebroadcast method, eventually adding stations in Rochester, Watertown, Utica, Binghamton, other cities.  President Gerald Mayer (WKRT-FM) says several sponsors are already lined up, initial programming to be about 2 hours daily.  Then farm cooperative-owned Rural Radio Network expects to go on June 6 with four of its 6 outlets (WFVC, Ithaca; WVCN, DeRuyter; WVCV, Cherry Valley; WNFN, Wethersfield); other 2 (WVBT, S. Bristol, WVBN, Turin) are scheduled for late summer.  Network plans later hookup with Finch's WGHF, New York City.

On other FM network fronts: Henry Polm (WABX, Harrisburg, Pa.) has ambitious plans for Capitol FM Network (Vol. 4, No. 16) as "a 6-state network" in Pa., N.Y., Dela., Md., Va., N.C.  He will add other states as facilities become available.  He gives "early June" as starting date.  Dillard's Continental Network expects to feed political conventions to anywhere from 20 to 30 stations, WPEN-FM, Philadelphia, serving as key.  CN hopes to go as far west as Pittsburgh (WKJF) but says it's having trouble getting 8 kc lines, let alone 15 kc.  WINX-FM, Washington, also plans to cover conventions for its FM Broadcasting System (Vol. 4, No. 16); but it still has to complete engineering tests, since it hopes to relay by rebroadcast only, and Philadelphia feeder station WIBG-FM is still on low power.  Dixie FM Network continues special events service to 10-12 North Carolina stations, has just re-elected officers (Fred Fletcher, WRAL-FM, Raleigh, president).
In response to requests that we indicate when new AM stations go on air (paralleling our reports of STAs for FM and TV), we're this week instituting new category in our weekly AM addenda (yellow supplements) headed "Authorization for Program Tests Granted." Stations begin initial regular operation with program tests in preparation for final license grant.

Any idea Frank Mullen heads up Dick Richards' stations (Vol. 4, No. 20) as an NBC foil can be dispelled by (1) fact he denies it, and he's not one given to equivocation; (2) fact NBC has 2-year's-to-go affiliation contract with KFI, Los Angeles, so KMPC isn't likely to switch before then, if ever; (3) NBC has own 50 kw outlet in Cleveland, doesn't need Richards' WGAR; (4) you couldn't pry loose Detroit News' WWJ from NBC, and Richards' 50 kw WJR hasn't slightest inclination of shifting. Mullen's affiliation dealings after July 1 will be largely with CBS, not at all with NBC; nor have any Richards' stations any TV permits yet.

Demonstration of uhf TV during San Francisco hearings Tuesday gave oilman Ed Pauley, applicant for one of city's 2 remaining channels, distinction of putting city's "first TV signal" on air. His consultant, ex-FCC chief engineer George Adair, rigged 50-watt Continental transmitter atop St. Francis Hotel, transmitted images on 600 mc to Sir Francis Drake, about block away. Cocktail party viewing stunt agreed signals were good—though short-distance transmission proved nothing propagation-wise.


First fruits of Jimmy Pettrillo's new public relations policy: (1) photographed with President Truman at AFM benefit concert in Washington Tuesday, where he got in a few licks against Taft-Hartley Act's prohibitions on his record royalty setup; (2) scheduling FCC Chairman Wayne Coy as speaker at AFM's convention in Asbury Park, N. J., June 11; (3) issuance of neat brochure titled The Record on Records, giving AFM side of recording ban. His new PRO: Hal Leyshon, ex-Miami News (WIOD).

Following lead of CBS, first to schedule regular AM-TV duplications (of Gulf-sponsored AM show We The People) starting June 1 with such headliners as Fred Allen, Mrs. Spencer Tracy and "Nature Boy" composer Eden Ahbez), CBS-affiliated WCAU-TV this week began duplication of its 24-year-old "Children's Hour," Horn & Hardart sponsored, Sundays, 11:30-12:30 noon.

INS-Teletexy has sold CBS its 5-minute daily newswire and 8-minute cut film on non-exclusive basis; new customer also is Boston's WBZ-TV, effective when it starts in June. Also in syndicate field, didn't take long for New York News' WPIX to sell exclusive rights to Korda films it recently bought (Vol. 4, No. 18); 15 other stations, some not yet in operation, have purchased exclusive local rights.

Weekly column of TV comment and critique has been installed Saturdays by New York Sun, which in '29's and '30's had one of best radio pages, edited by E. L. Bragdon (now RCA). Columnist is feature writer Dan Anderson.
OFF-THE-TUBE FILMS FOR TV: You'll be hearing more and more about off-the-kinescope films (DuMont calls them "tele-transcriptions") as means of accomplishing cheaper TV networking. They will be to TV what transcriptions are to radio -- only more so, for it's evident the high cost of coaxial-microwave relays is going to limit "network lines" largely to spot news events. Even spot news telecasts will be "tele-transcribed" on big scale, both for syndication and for repeat performances; witness Life Magazine's much-publicized plan to rush off-the-kinescope films shot at forthcoming political conventions to those NBC-affiliated TV stations that cannot yet be linked into NBC's eastern TV hookup.

Not only DuMont and NBC but Paramount and Warner have demonstrated off-the-tube films in recent weeks in New York and Hollywood -- and uniformly the clarity and definition have been highly satisfactory. Paramount's system presumably is akin to DuMont's (corporate partner which claims to have built its original apparatus) and Warner's to NBC's (for Warner's technical chief Col. Nathan Levinson is working in close collaboration with RCA, though mainly on theatre-screen projection).

It's the DuMont theory any entertainment shows off films (such as its high-Hooper Amateur Hour, Charade Quiz, even Small Fry) are just as enjoyable as live, have no time element. So, DuMont, linking New York-Washington now and Pittsburgh soon, has decided on policy (1) of "buying lines" from AT&T only for spot events, (2) tele-transcribing its own stations' best shows, renting the films to others. NBC and Paramount, also station operators, plan syndication, too. According to DuMont research chief T. T. Goldsmith: "Even those stations which are on the path of the coaxial cable or microwave relay sometimes lack the equipment, the know-how or the finances to build well-rounded program schedules. These stations may find tele-transcriptions the best possible solution...programming costs will certainly be considerably less than if they receive shows via a common carrier."

MEET MISS FCC COMR. HENNOCK: Gallantry or political trading may win Senate confirmation for President Truman's surprise nominee as successor to retiring FCC Comr. Durr -- Miss Frieda B. Hennock, New York lawyer, endorsed by state and city politicians. But it won't be surprising to see Republican-controlled Senate committee, if not subcommittee named to examine her qualifications (Brewster, Capehart, Johnson), stall against June 19 adjournment of Congress. That would force interim appointment. On Friday, Sen. Brewer said no hearing date has been set; pointing to pressure of duties as session winds up, added "We'll get it to this matter if we can."

Obvious GOP strategy is to hold post open for own patronage, for they're supremely confident of victory in fall elections, which would win right to FCC majority. Some want GOP Comr. Jones as next chairman, too. As for Miss Hennock, she's utterly unknown to radio, has never been in any radio cases, is a purely political choice. She's now with staid, established law firm of Choate, Mitchell & Ely, has held minor political posts, was extremely active in Mayor O'Dwyer's campaign. She's described as a career woman, a Roosevelt liberal, attractive and striking in appearance, admitting to age 43. A law colleague says she's "aggressive and tenacious and unpredictable...don't underestimate her backing and her ability to get things done."

NEW TV SETS AND SET MAKERS: New manufacturers, new wrinkles -- that's the TV receiving set picture this week. Fisher Radio Corp., high fidelity "class" set maker, is out with $795 TV-only console with 16x12-in. picture, using North American Philips "Protelgram" (Vol. 4, No. 9, 13). National Co., old-line ham and communications equipment maker, announced August deliveries of 7-in. table model in grey metal cabinet with 2 speakers to sell for around $190, using Dome circuit (Vol. 4, No. 6). Zenith informed its dealers it will have TV sets this fall, but neither president Gene McDonald nor his aides would whisper a word about them.

Established manufacturers continue to add to lines, and big Music Industry Show (NAMM) in Chicago June 14-17 is going to display lots of new models for first time. Brunswick will show two 15-in. table models, one for home with 29 tubes plus 2 rectifiers at $975, other with push-pull amplifier, 2 speakers, 25 tubes plus 7 rectifiers, at $795; also 3 consoles -- one 10-in. TV-only at $495 ($595 in Chi-
nenese Chippendale); one 10-in. TV-AM-FM-phone at $795; one 15-in. TV-AM-FM-phone at $1,450. Stromberg-Carlson's new 12-in. series (Vol. 3, No. 47) was shown to dealers in New York this week: a $500 table model with FM, $600 TV-FM console, $985 TV-AM-FM-phone in Chinese cabinet, $1,195 TV-AM-FM-phone console.

Other TV set news: Bendix now expects to start its TV line rolling July 1 when it announces 10-in. table and console model with emphasis on circuit's freedom from "snow" and institutes new factory-to-dealer system under new sales chief E. C. Bonia, ex-Sparks-Withington.... RCA is about to start delivering new $895 low-boy 15x12-in. projection set (EPCS41).... Irving Kane, ex-Vistentone, ex-Cleervue, now heads new Royal Television & Radio Corp., 81 Willoughby St., Brooklyn, N.Y.... That $100 Regal TV set (Vol. 4, No. 15, 21) simply doesn't exist, except in somebody's imagination — and company's coy attitude toward inquirers can now be written off as dubious publicity.... There's an alleged 10-tube circuit for TV reported floating around, but we'll believe that one too when we see it.

4 GRANTED CPs, 7 APPLY FOR TV: Four CPs were granted for TV channels in non-contested areas this week, 7 new applications filed. The grants: WMOR, Jacksonville, Fla., Channel No. 4; WKAL, Rome, N.Y., No. 13; Gannett's Utica (N.Y.) Observer-Dispatch (WKJW-FM-CP), No. 3; WOAI, San Antonio, No. 4. [Note changed status of these in your Directory No. 3.] The week's applicants:

For Sacramento, Calif., KROY, No. 3 -- now 4 for 3. For San Diego, Calif., Leland Holzer, Los Angeles auto dealer, No. 10 -- now 8 for 3. For Pittsburgh, Pa., by WLOA, of Braddock, Pa., No. 10 -- now 8 for 3. For Hazelton, Pa., WAFL, No. 2 (not yet allocated city). For Allentown, Pa., Ray Kohn group-WFMZ(FM), also Tri-Cities Telecasters Inc. (including WHOL-CP holders), both seeking No. 8 -- now 5 for 2. For Salt Lake City, KSL, No. 5. (For details about foregoing grantees and applicants, see TV Addenda 3-I herewith.)

Soon to be filed will be applications by 20th Century-Fox for Kansas City and Seattle; KVOD, Denver; KIST, Santa Barbara (Harry Butcher), among others.

San Francisco hearing started there Monday, first of FCC examiners' big summer-fall schedule [note schedules and changes in our weekly addenda]. It was marked by hot and heavy arguments by very determined applicants and their expensive Washington and New York legal-engineering counsel. At outset, S. H. Patterson's KSAN and newcomer Leland Holzer withdrew, leaving 5 for 2; CBS, Pauley, Paramount, 20th Century-Fox, and KROW, Oakland. Among other FCC-TV developments of week, Paramount petitioned FCC to decide Paramount-DuMont issues (Vol. 4, No. 20) right now instead of waiting until after hearings.

FCC Secretary Tom Slowie's office looked like famed Last Chance Cafe at Friday deadline for appearances for June 14 hearing on proposed new TV allocations (Vol. 4, No. 19-20; Supp. 58). Attorneys swarmed in, filing some 70 appearances. Most objected to losses of channels (as in Boston, Trenton, Bridgeport, Chicago, Buffalo, Cleveland), in some cases on grounds of violating equalization amendment. Or they suggested means of increasing channel allotments in certain cities, like Toledo, Baltimore, Washington. Boston's WHDH proposed picking up 4 mc in 72-76mc band (now fixed services) and lopping off 2 mc from educational FM band, thus permitting realignment of Channels 1-6 to make 13 channels again. WTOP Inc. filed for Fredericksburg's No. 12 in Washington, per CBS plan (Vol. 4, No. 21), would substitute community Channel 2 in Virginia town, protect Baltimore's Channels 11 and 13 with directional antenna.

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SQUEEZING THE TV BANDS FOR MORE: In preparing our digests of the 82 appearances filed for FCC June 14 hearings on proposed revisions of TV allocations (see Special TV Supplement herewith), we discerned two noteworthy trends: (1) Nearly all who request additional channels regard any interference outside 5,000 uv/m contour as "no interference" -- although most would cut deeply into 500 uv/m contours and thus affect substantial populations. (2) Some proposals for "squeezing in" additional channels are predicated on use of directional antennas, first time idea has been advanced on any substantial scale -- although NBC-Cleveland has Figure 8 pattern to enable it to cover Akron too, and original Channel No. 1 grant to Riverside, Cal. was conditioned on directional array to protect Los Angeles. To luckless applicants (or remiss counsel) who didn't think to file appearances to protect their city's assignments, FCC next week will issue clarification permitting oppositions to proposed changes (see Supp. 58 for new and old allocations; Vol. 4. No. 19-22 for background stories). But it will permit no further counter-proposals.

BIGGER PICTURE TUBES COMING ALONG: It's quite apparent, though not much is being said about it yet, that increased size of direct-view image is going to be next big improvement in TV reception, next big merchandising appeal. Though 10-in. and even 7-in. sets are moving extremely well, it takes no clairvoyant to foresee widening market for 12, 12½, 15 and 16-in. models. That is, provided prices are in line and it looks as though they could be, thanks to improving production outlook. Diligent inquiry at key sources this week disclosed these facts and trends:

1. Corning Glass Works goes into mechanized production of 12-in. bulbs next month. Though we're told increase "won't be tremendous," output going mostly to DuMont, it does mean more sets with this size will reach market this fall and winter. Corning's primary output is 10-in., mechanized, which go into at least 75% of industry's current 50,000-plus-per-month TV set production, and this tube is in steadily increasing production. As for 7-in. tube, Corning says it's "dying"; it's still hand-made, isn't expected to stand up over long haul against bigger ones.

2. The 12½-in. tube is being produced manually in small quantities by Owens-Illinois, designed for "eventual mechanization." Corning is also working on it, Philco showing most interest thus far -- a possible clue to Philco's next models.

3. Production of 15-in. blanks by Corning, but not by Owens-Illinois, is entirely for DuMont order, not in very great volume yet. But new techniques are being developed, and it may be mechanized. DuMont says it can use 5 times present supply, will introduce new medium-priced sets with this size -- ideal for home viewing -- at Music Industry Trade Show in Chicago June 14 week. They're not for delivery until late August, however, by which time all DuMont set production will be centralized in newly acquired ex-Wright area plant, Paterson, N.J. (Vol. 4, No. 20).

4. Under development is a 16-in. glass blank, which, along with 15-in., Corning thinks can be made to compete price-wise with RCA's 16-in. metal-coned tube (Vol. 4, No. 5). But it's far from ready.

5. RCA's 16-in. metal-glass tube looks like it may attain semblance of mass production this year and next. Not only RCA but several other tube-makers will produce it -- probably GE, Sylvania, Rauland, others. Though over-all pro-

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pects now are for doubling, perhaps tripling, the originally estimated more 150,600 output through 1948-49 (Vol. 4, Nos. 8, 12, 15), neither RCA nor anyone else we know anticipates making deliveries of sets containing them before Christmas, if then. Meanwhile, RCA tube customers are getting only samples, begging for more, designing cabinets for it, making up chassis awaiting its delivery, gearing for an inevitable demand -- for this, along with 15-in., is ideal size for average home.

All in all, it looks like some much more satisfactory receivers, possibly fairly reasonably priced, are in prospect this fall and winter -- the 10-in. continuing as the sturdy "Ford" of TV, 12-in. coming along as TV's "Pontiac" line, 15 & 16-in. as its "Buick" line. But the matter of prices remains an enigma. Though brand competition is keen, plain fact is that makers of tube blanks, processed tubes, sets, all find ready markets for just about everything they can turn out.

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Music Industry Trade Show (National Assn of Music Merchants) at Chicago's Palmer House June 14-17, same dates as RMA convention in Stevens Hotel there, looks like Mecca of the radio manufacturing-distributing fraternity. Many new TV lines will be displayed there for first time. And at current Los Angeles Home & Building Exposition, Hoffman Radio, big Coast name, is reported showing its first TV set, called "Malibu," offering choice of 10 or 12-in. in same cabinet.

Other TV receiver news: New company, Tenamaster Radio Co., 1968 Marion Ave., Bronx, N.Y. (Harold Cohen, pres.), offering table model assembly of Transvision kit, DuMont 12-in. tube, FM receiver, to sell at $325...New tube company, Tel-O-Tube Corp. of America, 167 Marshall St., Paterson, N.J. (Samuel Kegan, pres.) reports it's now making 10, 12, 15-in. tubes under RCA, Sylvania licenses... "Retailing Daily" reports Belmont Radio (Raytheon) dickering with Affiliated Retailers, buyers for 40 dept. stores, to produce 7 and 10-in. table models at prices giving retailers better than present markups (generally about 23%) which many are protesting...Pilot Radio's "mystery" receiver (Vol. 4, No. 21), to be called Candid-TV and probably retail in $100 range, will be previewed by press Monday, followed by ad campaign. Guessing it's small-tube job with built-in magnifier. Not so secret is Pilot's projection set, which employs North American Philips "Pro-telegram" system also used by Scott, Fisher, Hallicrafters.

3 NEW ENGLAND TV GET GOING: Next new-market focal points for TV receiver sales are Boston and New Haven, with new station dates now definite: Westinghouse's WGBZ-TV began tests June 3, starts regular schedules daily except Mon. and Tues. with T-Day June 9, joins NBC via microwave relay then. Yankee Network's WMBZ-TV begins test patterns June 11, carrying baseball on technique tests following week, will go commercial as soon as practicable," will join CBS hookup. New Haven's WBNH-TV started tests June 2, reports good results in that populous area, goes on regular schedule June 14 as satellite of DuMont's WABD, New York, has no local stations yet.

These look like only "new TV cities" opening up before Toledo's WSPD-TV gets going, possibly early in July; Albuquerque's KOA-TV, August; Louisville's WAVE-TV, Sept. 1; Fort Worth's WBAP-TV, Sept. 1. We wouldn't bank on these dates, though, nor on most other "summer openings" announced for such already-served cities as: Baltimore (WAMM), July; New York (WXJ-TV), Chicago (WENR-TV) and Detroit (WXYZ-TV), August; Chicago (WNBQ) September; Detroit (WTVO), late summer; Los Angeles (KFI-TV), "sometime in summer." Other CP holders may creep ahead of foregoing, but we doubt it -- except in instance of New York News' WPIX, testing since May 29, definitely going on schedule June 15.

Second and third stations, new facilities, in any town, usually hypo receiver demand. So Richard market shouldn't be overlooked, inasmuch as its WTVR linked with NBC via coaxial June 1. Interesting sidelight on hitherto snafued Boston TV picture is WBZ survey showing 5,500 receivers already in area -- 1,415 counted in homes, 867 in public places, rest in shops. Both WBZ-TV and WNAC-TV start out with Reds and Braves baseball, alternately sponsored by Narraganset beer and Atlantic oil. WBZ-TV also reports these accounts: Filene's and Jordan Marsh dept. stores, First National, National Shawmut and Mass. Cooperative banks, Clinton Clothing Mfg. Co., John Donnelly & Sons Adv., Haffenreffer ale, Bulova, Esso.
THE SAN FRANCISCO STORY: West Coast chain theatreman Charles P. Skouras, brother of 20th Century-Fox's TV-keen Spyros, pretty well summed up San Francisco TV hearings when he observed: "Never have I seen so many fight so hard to lose so much money." That remark, indeed, just about epitomizes the current eager scramble for channels remaining in key big city areas. Heavily attended, hard-fought San Francisco proceedings adjourned Thursday, resume in Washington June 21. Five seek area's 2 remaining channels: 20th Century, Paramount, oilman Ed Pauley, CBS, KROW.

Case is regarded as bellwether, may disclose among other things FCC attitude toward lush new movie money in TV, as against big broadcasters (like CBS) and little fellows (like KROW). Importance attached to it was manifest by the many bigwigs on hand, including even Henry Kaiser. Charles Skouras's pithy observation is well pointed up by figures proffered by CBS, whose crew was headed by ex-presidential advisor Sam Rosenman as chief counsel: CBS proposed to invest $885,500 in plant and equipment, said first year technical operating costs alone would run $329,000, anticipated an over-all loss of $500,000 first year. Reporting his company has already spent $9,000,000 on TV, v.p. Adrian Murphy testified that CBS has nearly $40,000,000 in assets, is now in TV to the limit: "Television is not by any means a minor adjunct to our other activities," said he.

6 MORE WIN CPs, 10 MORE APPLY: Six more CPs were issued by FCC this week: In Phoenix, Ariz., to Phoenix Television Co., Channel No. 5 -- Texas oilmen group (see TV Addenda 3-A). Davenport, Ia., WOC, No. 5 -- same ownership as WHO, Des Moines, still waiting grant. Greensboro, N.C., Greensboro News, No. 2 -- owner of WFXY-FM and partly owned by WBIG interests. Oklahoma City, WKY-Oklahoma & Times, No. 4 -- same interests applicant in Denver (KLZ). Tulsa, Okla. -- George E. Cameron Jr., No. 6 -- oilman, who will incorporate as Cameron Television Corp., take in others (Vol. 4, No. 13). San Antonio, Tex., San Antonio Television Co., No. 5 -- same oilman group getting Phoenix grant mentioned above. Also announced was grant of No. 2 to Seattle's KOMO, but this was rescinded in light of 2 new applications from city, making it now 5 for 3, forcing hearing.

Week's applicants were: For Denver, Colo., KMXR, No. 4 -- now 6 for 5. For Davenport, Ia., KSTT, No. 2. For Jackson, Miss., Harry Johnson, No. 7 -- also applicant for Shreveport, Little Rock, Oklahoma City, Memphis. For Troy, N.Y., Troy Record, No. 11, holder of CP for WFLY-FM -- now 7 for 4 in area. For Oklahoma City, Homer W. Snowden, No. 9 -- Texas oilman also applicant for Denver, Shreveport. For Portland, Ore., KOIN (Marshall Field), No. 3, and KEX (Westinghouse), No 10. For Lubbock, Tex., C. C. Woodson, No. 3 -- reinstating dismissed application (TV Addenda 3-B); also applicant for Waco, Austin, Amarillo. For Seattle, Wash., 20th Century-Fox, No. 11, and KING, No. 7. [For details about these grantees and applicants, see TV Directory No. 3 and Addenda].

EYES OF TRADE ON PHILADELPHIA: Watch Philadelphia TV market these next few weeks. It's certain to get terrific local stimulus from political conventions there -- GOP week of June 21, Democrats July 12. Trade effects, of course, will be felt in every city on Boston-Richmond hookups, to say nothing of cities covered via "film transcriptions." But Quaker City is special cynosure by reason of several other noteworthy projects:

(1) Eight big TV makers have pooled to showcase their receivers, placing up to 20 each in exhibition booths in city's giant Commercial Museum, cooperating in big local ad campaign, admitting up to 6,000 convention overflow by ticket only. In project are Crosley, Farnsworth, GE, Motorola, Philco, Pilot, RCA, Westinghouse. (2) Big Gimbel's dept. story launched own showcase Tuesday, putting 20 operating RCA receivers in as many windows, tying up first with Father's Day, then with conventions. (3) 20th Century-Fox is quietly arranging to pick up Louis-Walcott fight night of June 23, project it on screen of local Fox Theater. Skouras firm plans guest audience of delegates and other VIPs only, so telecasters can't object. It has one of 2 RCA projectors capable of 20x15 ft images -- same as Warners demonstrated to gaping NAB-SMFE audience in Hollywood (Vol. 4, No. 22).
TV SET CENSUS GAINS WEIGHT: RMA's TV set distribution table for 1947 production (Vol. 4, No. 20) gains pertinence with addition of this year's first quarter city-by-city breakdown. We now know the whereabouts of 268,517 of the 303,074 postwar sets built by RMA members up to end of March. Inventories, 1946 production, errors, etc. account for discrepancy — which will become more insignificant with each quarter's report. Census is perhaps destined to become one of TV business' major measuring sticks, can be regarded as irreducible minimum for it does not include non-RMA, kits, pre-war sets.

Here's distribution of the 15 months' production in TV cities: New York, 91,451; Newark, 32,435; Philadelphia, 29,431; Chicago, 20,726; Los Angeles, 16,167; Washington, 8,320; Detroit, 7,465; Baltimore, 6,933; St. Louis, 6,165; Schenectady-Albany, 4,779; Cleveland 4,543; Boston, 4,307; Milwaukee, 4,082; Cincinnati, 3,279; Buffalo, 2,101; Minneapolis-St. Paul, 1,773; Richmond, 1,052; New Haven, 100; Salt Lake City, 25. These total 245,134; balance is in peripheral towns, prospective TV cities and "address unknown." For copy of complete breakdown, write us or RMA, 1317 F St. NW., Washington, D. C.

SIGHT AND SOUND

It's now quite certain Miss Frieda B. Hennock won't be confirmed as FCC member (Vol. 4, No. 22) — but she will serve as recess appointee after Comr. Durr leaves July 1. Senate GOP policy committee is definitely opposing any political, long-term Democratic appointments, and 2 of 3 Senators on appointment subcommittee (which didn't meet this week as planned) said they think she hasn't "ghost of chance" of confirmation in last-minute rush before June 19 adjournment.

FCC is abandoning conditional grant stage for FM, beginning this week. Henceforth, applications will go directly to CP status. CGs were originally instituted to assure qualified applicants channels would be held for them while they and FCC worked out engineering details. Cutting out CGs will close one avenue of delay (usually about 4 months) for laggards. Three CGs of 1946 and 11 of 1946 are still unconverted to CPs; but some are on air with STAs.

Leaving FCC in couple weeks, lawyers Bernard Koteen (chief, Review Section) and Theodore Baron (chief, Motions Section) join Washington firms of Cohn & Marks and Arthur W. Scharfard, respectively. And radio law fraternity this week were congratulating Leonard Marks on marriage Thursday to Dorothy Holloway, Washington correspondent for Variety and Television; they leave Saturday on 7-week honeymoon in Europe.

GE plans Washington session on AM, FM, TV equipment problems with consulting engineering fraternity in Carleton Hotel June 16, arranged by Washington manager Tom Jacocks. Reigning Phil Caldwell's (Vol. 4, No. 22) successor as GE transmitter division sales chief will be Paul L. Chamberlain, new receiver division sales manager.

Phil T. Farnsworth emerged from his retirement in Fryeburg, Maine, recently to visit his native Idaho, take in Salt Lake's KDYL-TV operation. Inventor of TV's image dissector tube is now back doing research work at Farnsworth plant in Fort Wayne. Last Aug. 19 he attained ripe old age of 42.

Murray G. Crosby has severed partnership with Paul Godley, has started own consulting engineering practice (specializing largely in FM) under name of Crosby Laboratories, 126 Old Country Road, Mineola, N. Y., phone Garden City 284.

DuMont discloses it has thus far delivered 8 TV transmitters (one to Russia's Amtorg), has deliveries scheduled for 11 more — 8 of these being 500-watt video units. One 5 kw job goes to Radio Havana.

Transcontinental network TV isn't in sight until 1953, so far as NBC high policy is concerned. So its v.p. for TV Sid Strott informed newsmen Thursday, thus considerably revising his predecessor Frank Mullen's 1950 prediction. However, on inquiry, AT&T Long Lines still says somewhere between 1950 and 1952 for its already-laid but not-yet-TV-equipped Southern transcontinental coaxial (see map, Vol. 4, No. 17). But AT&T adds, quite significantly, "It depends on commercial demand." In addition, survey starts soon of new Chicago-San Francisco microwave relay (via Salt Lake), a probable extension of the New York-Chicago relay that's due for completion end of this year. But no date is even suggested for completing long haul to Coast, though speed of New York-Chicago job would indicate it could be well ahead of 1953.

Rather startling is Westinghouse's notice of appearance in June 14 TV allocation hearing. Company asks that Channel No. 8 be allocated to Pittsburgh, but to no other city within 200 miles. Reason: plans to file for experimental and commercial Stratovision when allocation becomes final. In same week, Westinghouse will vie with 7 others for Pittsburgh's 3 remaining channels. "Chili" Nobles has taken converted B-29 up to 20,000 ft twice in last few months, rebroadcasting Baltimore's WMAR-TV programs. He used Channel No. 6, other frequencies up to 3,500 mc, expects to have some of that uhf propagation data FCC has been calling for.


Mutual has abandoned its never too stringent "all-or-nothing" AM-FM duplication policy. President Kobak said restrictions worked hardships on affiliates, particularly those operating shorter hours on FM than AM. Further: "We think that each individual station will voluntarily give our advertisers an even break." Other networks say "no change" in their duplication policies (Vol. 4, No. 9, 13).

TV news is crowding Broadcasting Magazine so heavily, that publisher Sol Taishoff is letting it be known he's contemplating splitting magazine into 2 separate publications — second to be called Telecasting.
TV IS MARKET'S BRIGHTTEST SPOT: Traditional summer slump in radio receiver production, began early this year (Vol. 4, No. 21) -- and unit output can really be expected to dive during plant closedowns for vacation months. That is, all except TV sets, which RMA says moved up to about 12,000 weekly (from 11,000) in early May. AM and FM during summer are virtually certain to drop way below 1,000,000 units monthly. Under-demand market is already reflected in widespread price cutting, emphasis on cheap midgets and portables. Should TV average only 12,000 weekly for balance of year, total RMA postwar production will run about 770,000. Non-RMA production (notably Admiral, now said to be producing some 3,000 weekly), plus kit and prewar sets, would hike figure very close to GE's shrewd estimate of 870,000 (Vol. 4, No. 12). And a moderate increase in production rate, highly probable, would assure 1 million sets by year's end.

What the trade itself thinks is pretty well buttoned up in this remark of Jerry Kahn, president of Standard Transformer Corp., chairman of RMA parts division, in his talk scheduled for Monday's RMA convention session in Chicago: "While we cannot hope that the production of conventional radio sets will hold its present high level, the rapid acceleration of TV production will more than offset any loss." And fact is that almost any distributor and dealer in TV areas will tell you his dollar volume already is dominantly from TV.

TALENT OUTLOOK FOR TV IS GOOD: Who says there isn't enough program supply in sight for TV? Networks or no networks, that's plain poppycock. If this week's new smash hit of TV (Texaco Star Theater on NBC, Tuesdays, 8-9 p.m.) doesn't point the way, let's glance quickly over the rest of the current scene -- leaving out of account, for the moment, such obvious program provender as sports, forums, news, local events:

1. Our own survey of program sources, to be published and sent to subscribers shortly as a Directory of Television Program Sources, lists some 160 concerns already offering live or film subjects to TV stations. Some firms are big, many more small, but just about all have something to offer in showmanship.

2. NBC and DuMont announced new "syndicate" departments this week to provide programs to stations exclusive of network hookups: New NBC Television Features Service, to be directed by Russ Johnston, ex-McCann-Erickson v.p., will serve as liaison between NBC and Jerry Fairbanks Inc. in production and procurement of film for TV, will also sell films, "kinescope recordings" and live features to stations. DuMont's Tele-Transcription Dept., sent wires this week to all TV stations, offering off-the-kinescope films of its live TV shows (Vol. 4, No. 22) on both sustaining and sponsored basis; newly formed department is headed by Edward Carroll, ex-ABC, recently with ad agencies.

3. New York News' WPIX deal to buy up and syndicate Korda films (Vol. 4, No. 18), and David Sarnoff's informal talks with J. Arthur Rank looking to release of more British films to TV here, have some interesting sequels: CBS is reported discussing film supplies with Walt Disney, Gene Autrey, others. Millionaire oilman-applicant Ed Pauley is discussing possible partnership with producer Hal Roach for film production for TV. Pioneer NBC executive "Doc" Alfred H. Morton, now
partner in National Concert & Artists Corp., talent agency, is joining 20th Century-Fox in as yet unannounced executive TV capacity, and it's reasonable to assume it has to do with films-for-TV as well as the TV stations that company is hell-bent on getting. Just about every major film company has staffs working on TV of one sort or another, and Motion Picture Assn's Eric Johnston said he is planning to confer on TV soon with industry's bigwigs.

These are only straws in the wind. Read the amusement trade journals (let alone radio) and it seems as though every other item deals with TV. As for Texaco's TV premiere the other night, it pressed home the idea of talent plenitude. It's certain to set a style and pace for more such shows -- reviving vaudeville, whose abundance of talent is still available, some even starving for engagements.

And proving what can be done with video-audio advertising, most enjoyable thing about Milton Berlie's show, with all its quality acts, actually was its commercial -- done as a carnival pitchman's spiel, devastatingly funny, very effective. "Variety" says this show "may prove to be an histrionic milestone....may well show the way for a wealth of video talent...." To which we add: It's also talent that will bear repeat performances, live or film, again and again and again. If you have a TV receiver and are in range of NBC's network, don't miss this one -- a credit to Texas Co., NBC, William Morris Agency, William Kudner Agency, director Ed Sobol and the whole new TV art.

TV FAMILIES GO TO FEWER MOVIES: Movie folk can't shrug off, as "inconclusive," the survey by Foote, Cone & Belding's movie-savvy TV chief Ralph Austrian, ex-RKO, which concluded: "The movies are losing some of their best customers to television." Almost any family with a TV receiver will tell them that. Nor can fact be blinked that such a survey, albeit somewhat brief and limited, wasn't conducted to enhance the big ad agency's popularity with its substantial movie clientele (RKO, Goldwyn, Independent Artists, Walter Wanger, Hunt Stromberg, Argosy Pictures). Nobody likes to hear bad news, even from his best friends.

So findings can be accepted as entirely honest. More than that, serious-ness of long-range problem is underlined by a remark by CBS president Frank Stanton during recent NAB panel. Replying to a question, he said popular interest in TV is not a mere flash-in-the-pan, not something ephemeral that will wear off as set owners have their sets longer. What he called "the surfeit theory" has been exploded in CBS's own surveys, said Stanton, himself well known as one of radio's most assiduous researchers.

Only thing that keeps TV from critical impact upon boxoffice as yet is fact there are still so few stations (27) and so few sets in use (around 375,000). But forecasts of set production for next 5 years (Vol. 4, No. 12) should give every motion picture producer, distributor and exhibitor pause. Here's essence of Austrian's report, as delivered before SMFE convention in Hollywood (Vol. 4, No. 21):

Poll covered cross section (415) of New York City TV set owners by telephone. Over half (51%) reported less frequent movie-going since getting sets. Most striking drop in attendance, of those reporting decrease, occurred among heaviest (every few days) movie-goers. Of the 415 polled, 29% said they used to go every few days before getting sets, only 2% went that often after acquiring sets. Those who used to go once a week now reported going only every 2-3 weeks, or even less frequently. And so on down the line.

FC&B makes no pretense that survey is final word, surrounds it with caution -- i.e., considers general post-war drop in movie attendance, effects of TV novelty, wording of questions, etc. It believes findings valid, nevertheless, perhaps an underestimate, since research was confined to home set owners, excluded viewing in public places and friends' homes. Further, FC&B had psychologist Thomas Coffin, of Hofstra College (Hempstead, N.Y.) supervise personal interviews with 270 families, half with sets, half without. He found set owners bought 20% fewer movie tickets in test week than did non-owners.

Not only movies, but other businesses affected by any change in stay-at-home habits, might well keep a vigilant analytical eye on TV's social impact.
White Bill amending Communications Act (S. 1333), favorably reported out 9:4 by Senate Interstate Commerce Committee this week, has slim chances for passage in waning session—but it portends trouble next session. It contains 2 hot provisions: (1) affirmation of FCC's authority to review over-all program performance of stations in passing on license renewals; (2) retention of 50 kw power limitation until NARBA determines power policy, probably sometime in 1950. First provision made NAB's Justin Miller boil over, saying it "would return radio and the press to the status of England's 'licensed press' of the 17th Century." Second provision is regarded as coup for Sen. Johnson, who must sweat out election this fall. Senators Capehart (R-Ind.), Hawkes (R-N.J.), Moore (R-Okla.) and Stewart (D-Tenn.) voted against reporting bill out.

Note from Walter Damm, whose WTMJ-TV has been operating in Milwaukee since last December: "You sure said a mouthful in the May 1 issue . . . in answer to the chap who wants to be realistic. Put it down that he will be one of those, as you say, who 5 years from now will be crying his eyes out and will be spending a lot of money trying to acquire a TV station. Remember what happened to the Cowles, the Omaha Herald, and others, who passed up radio in its early days?" Editor's note: The author of letters discussed in our article "The Great TV Conspiracy" (Vol. 4, No. 18) is still so completely sure of his ground, so certain uhf will quickly outmodle low-band TV, that he tells us he's perfectly willing to be named. He's Gene O'Fallon, veteran owner of Denver's KFEL.

A solemn Jimmy Petrillo, from all accounts, presided over this week's AFM convention at Asbury Park, N. J. He explained to 2,000 delegates (representing 322,000 members) that evil days were ahead for union (Taft-Hartley law, Lea Act, etc.); he said that recording ban would continue, that AFM would not negotiate with recordmakers, that union was not going into record-making business (last year's convention had given approval to study of such a move). Balance sheet showed AFM collected $1,788,000 in record royalties through November 1947, that radio paid out $25,000,000 to musicians during 1946 ($15,500,000 from networks, $9,500,000 from local stations).

Surprisingly mild criticism of TV in June 7 New Republic article "A Look at Television" by Radio Editor Saul Carson and Business Editor Harold Wolff. Carson finds some good programming, more poor, but looks for "good public-service, news and entertainment" in long run. Wolff discusses receivers, essays economic appraisal of telecasting—pretty superficial stuff. Similarly thin thinking about TV on part of intelligentsia is manifested in June 5 Saturday Review of Literature, in which Bennett Cerf remarks upon "phenomenal . . . sale of television machines" but assures his readers that "after the novelty of television has worn off, people again will prefer a good book . . ."

First test of transit FM by carpool people, according to May 28 Passenger Transport, was to begin shortly in Duluth with pioneer WEDC-FM. National Association of Transportation Advertising has retained New York polling firm Alfred Politz Inc. to analyze tests conducted there by NATA member Murray & Malone. It's the first experiment we know of by groups outside of Transit Radio Inc. (Vol. 4, No. 22); Link receivers will be used.

New $19.50 FM tuner by GE, which popped up in trade press ad recently, is apparently one originally designed for export market which didn't materialize; it's being closed through Harley Radio Co. Inc., New York distributor.

Dan Anderson's column on TV in New York Sun starts June 17, will run every Thursday thereafter.

Cleveland's WEWS (Scripps-Howard), observing its 6-mo. "anniversary," June 17 and pointing with pride to 6,000 TV receivers in area, reports also that: GE Lamp Division is sponsoring 74 home games of Cleveland Indians, thru B3DO—last of big league teams in TV towns to go on TV (Vol. 4, No. 17). Good Akron coverage (2400 uv/m downtown) is attested by O'Neill's Dept. Store sponsorship of regular schedule. Other full program sponsors are Standard Oil of Ohio, Carling's Ale, GE Supply Co., RCA Victor Co., Cleveland Radioelectric Co., Phileo, Leisy Beer, Austin Co. Announcement sponsors are Lucky Strike, Walco Television Lens, Kelvinator, Bulova, Canada Dry, Ronson Lighters, Lyon Tailors, Chex Candy, Apex Electric, Imperial Ale, Ford Motor Co.

Storeview experiments disappointed Thallhimer's Dept. Store, Richmond (Vol. 4, No. 10). Management reports basic idea is still good, has potential value, but demonstration was unsuccessful "traceable wholly to incomplete knowledge of selling and inadequate research and preparation on the part of Storeview Inc. and insufficient time for appraisal and correction by the store." Store found: film was inadequately prepared and too long—people would watch only 3 minutes; slides got monotonous; accompanying commentary was "amateurish;" "no evidence of actual customer response to any item shown."

Department stores are urged into TV swim in two articles in June 1 Retailing Daily: Ira Hirschmann, formerly of Bloomingdale's and Bamberger's stores, now running WABF (FM), New York, and heading up Boston TV application, points to (1) profits in high unit value, heavy volume receiver sales, (2) TV's growing value as advertising medium—worth experimenting with now. Vincent P. Catalano, radio buyer for Cavendish Trading Corp., emphasizes same points, but is piqued by low set markups (Vol. 4, No. 21).

To accommodate overflow, famed Mormon Tabernacle in Salt Lake City has installed TV chain system feeding 6 receivers in Assembly Hall—job being done by engineers of KSL, which has also installed DuMont intra-video system in Mormon Church's Zion cooperative dept. store.

How TV works is subject of five 5-min. films titled "Television Televised," placed commercially this week on 29 stations by The Austin Co., big engineer-builders of NBC Hollywood and Washington, Cleveland's WEWS, Seattle's KOMO, San Francisco's KGO, etc. Releases are for Tuesdays during political convention period. It's an institutional promotion, sequences staged at WEWS (in firm's home city), shot by Cinecraft Productions Inc., produced by Fuller & Smith & Ross. Other new TV sponsorships:

On WMAL-TV, Washington: L. P. Steuart Inc. (DeSoto, Plymouth), "Cartoon-a-Quot," Thurs., 7:30-8 p.m., thru Kel, Elrlich & McAllister; Creamy Ice Cream, 1 ann. a week, thru McKee & Albright, Philadelphia; Gates Contracting Co. (Roll-A-Glass Storm Sash), 3 ann. weekly, 13 weeks, thru Courtland D. Ferguson.

On WBCS-TV, New York: Transvision Inc. (TV kit), 2 one-min. films weekly after baseball, thru H. J. Gold; United Airlines, 2 one-min. films weekly, thru N. W. Ayer & Son; Peter Paul Inc. (Mounds), one-min. bailiscopic ann. before-after Belmont-Aqueduct-Jamaica horse races, May 29-Sept. 11, thru Pratt-Forbes.


On WARD, New York: General Foods Corp., "Small Fry Club," Thurs., 32 weeks from June 24, thru Benton & Bowles; New York County Democratic Committee: "This Is New York," June 10, 8 45-9 p.m., thru Ben Sackheim Inc


On WMAR-TV, Baltimore: McCormick Co. (spices), lacrosse championships.
Postponement to June 29 of FCC on bane hearing on revised TV allocations (Vol. 4, No. 19) was forced by vast amount of preparation required by FCC and the nearly 100 petitioners (see Special Supplement of June 5, summarizing petitions) to get material in shape for adequate presentation. Oppositions to appearance proposals and 5 copies of engineering exhibits from all intending to appear must be in FCC hands by June 18. Further postponements of competitive hearings were also announced until after decision on revised allocations (see TV Addenda 2-3 herewith).

Los Angeles' KFI-TV now reports test programming will start by end of this month, continue until an Oct. 1 official opening; meanwhile, it's in midst of building added studio space, to be completed by end of July. Other late dope on other new station starting dates, as reported additionally (Vol. 4, No. 23) by stations: WSB-TV, Atlanta, test pattern scheduled for Aug. 22, commercials Sept. 29, plus or minus one week; WTTV, Bloomington, Ind., tests "sometime in August," commercial in September; WOI-TV, Iowa State College, Ames, can't meet Aug. 19 CP completion but plans to have FM up by late December, starting with TV immediately thereafter; WSPD-TV, Toledo, now aims for July 10 tests.

20th Century-Fox is going ahead with installation of big RCA theatre-size TV in Philadelphia's Fox Theatre, but plans to project Louis-Walcott fight night of June 23 onto screen to non-paid audience of bigwigs (Vol. 4, No. 23) have been called off—GOP convention nominating speeches are that night, and anyhow fight promoters demurred. Theatre installation will be used for tests of audience reactions, Philadelphia being handy for RCA servicing too.

Dorothy Thackrey's 1 kw WLIR, New York, will probably be sold soon for around $200,000 to Passaic (N. J.) News, which operates FM station WWDX, Paterson, N. J., has long been angling for AM too. Meanwhile, no official word yet on Warner Brothers deal to buy Thackrey Pacific Coast properties, including Los Angeles CP for TV (Vol. 4, No. 18, 19, 22), though Warner people talk about it as fait accompli and others eager to get into L. A. are girding to dispute CP transfer moment deal is announced.

WOR-TV transmitter site will be in North Bergen, N. J., on Palisades directly across Hudson River from 79th St., New York; same site will be used for FM (WBAM). Jack Poppele, v.p., now expects New York station will be ready by Nov. 1, Bamberger's Washington TV (WOIC) a month earlier. Ground-breaking ceremony for latter takes place next Tuesday. New York delay was caused by refusal of CAA to approve earlier site at Fort Lee, N. J.

Full TV network rate cards of all presently operating TV networks will be available within next few weeks. ABC was first out, listing gross time charge for full 10-station TV network at $3,850 per hour, sum of hourly rates of each station. All rates and complete listings of TV network and station personnel and facilities will be incorporated in TV Directory No. 4: Television Rates & Facts, due out about July 1.

Realignment of key FCC legal personnel: John E. McCoy, new chief of TV section; Hilda Shea takes his place as chief of FM; Parker D. Hancock, new chief of review section, replacing Bernard Koteen, resigned; Walter L. Powell, chief of transfer section, replacing David H. Diebler, now assistant to ass't, general counsel in charge of broadcasting; Richard A. Solomon, new chief of litigation section.

Index of what's moving in radio set field is indicated in new monthly RMA service showing set shipments to retail trade and distributor inventories. First report covers April 1948, shows manufacturers shipped 625,681 of all types to distributors, who in turn shipped 606,228 to retailers, leaving distributor inventory for end of month of 1,276,359. TV sets figured thus: 41,114 units to distributors who shipped 42,008 to retailers, leaving 24,313. Sets with FM figured thus: 44,142 units to distributors who shipped 49,908, leaving 151,621.

Sid Strotz, NBC's TV chief, didn't mean to imply there would be no coast-to-coast telecasts at all until 1953 (Vol. 4, No. 23); he really said there wouldn't be day-in, day-out TV networking by NBC until then. Of course, there will be special events from time to time before then, beginning about 1950 when coaxial is TV-equipped. A primary reason for apparent drag in NBC's national networking plan is need for more stations along route to help defray high cost of cable and relay facilities. Matter of TV tariffs comes up before FCC Examiner J. Fred Johnson June 16 when TBA gets chance to oppose AT&T and Western Union rates. Prehearing conference last week indicated much data will have to be furnished by common carriers after formal hearing ends.

Westinghouse took its Stratovision plane up to 25,000 ft Wednesday, considered its 200-mile-radius signals successful enough to warrant publicizing experiments, heretofore kept pretty much under wraps. Plane circled for 2 hours some 25 mi. north of Pittsburgh, rebroadcasting on Channel 6 signal picked up from WMAR-TV in Baltimore (300 mi.), which in turn had picked signal from Washington's WMAL-TV, which had wrestling on. Engineer-in-charge Nobles said number of viewers got picture in Baltimore; few in Washington got much besides good audio reception; 2 viewers in Cleveland said they had good pictures; and many reported excellent signal in Pittsburgh. Video transmitter is 5 kw; aural, 900 watts. No information was forthcoming on uhf tests conducted at same time.

Senate confirmation of Miss Frieda Hennock to FCC remains dubious (Vol. 4, No. 23), though she visited Capitol Hill this week, and subcommittee minority member Sen. Johnson (D.-Colo.) came out strongly for her. As for other 2 members, Sen. Brewster (R.-Me.) and Sen. Capehart (R.-Ind.) haven't committed themselves officially.


Concentrating on TV these days is veteran broadcaster Leo J. Fitzpatrick, ex-WJR director, now chairman and part owner of WGR, Buffalo. He's acting for United Detroit Theatres, Detroit, half-owned by Paramount, still applicant for Detroit TV, opposed by WJR (in 2 for 1 hearing held in March). He headquarters in Fisher Bldg., Detroit.

Phileco has new TV-FM receiver alignment generator (Model 7008), claims number of features formerly available only in high-priced laboratory units now offered at "relatively low price."
FC&B found 75% of respondents claiming to spend more evenings at home since installing TV. It would be worth their while, for example, to learn whether all, or most, of this extra time at home is spent viewing. Books, magazines, newspapers, may or may not suffer. Time's ripe for some really heavy, continuous research.

Another top-drawer ad agency, Newell-Emmett, reported another type of TV survey this week, called it "Videotown, U.S.A." It's to be continuous study of a prototype community in New York service area, having 267 sets in 286 locations; agency researchers calculate this at one-tenth of 1% of country's total, though our best data is 375,000 as of April's end (Vol. 4, No. 21). First findings include: (a) 60% middle class owners of sets, 25% upper class, 14% lower class; (b) 75% in private homes, 17% in pubs, 3% in clubs, 1% elsewhere; (c) if sales are maintained at present rate, sets will triple by year's end; (d) 10-in. screen far and away most popular, accounting for about half of all sets; 12-in. 23%, 7-in. 13%, projection 8%; 15-in. 7%. Also counted (1%) is 5-in., though to our knowledge no such size has ever been marketed. Newell-Emmett survey needs shaking down, later will delve into listening habits, program likes, etc.

TINY TV THAT'S 'READ' NOT VIEWED: Canny Pilot Radio Corp. isn't going to burn up the industry with its "Candid-TV," 3-in. direct-view receiver to sell at $99.50 -- but set should find a ready market and win about same place in TV that pocket-size personal portables enjoy in radio. As demonstrated to newsman at Long Island City plant this week, tiny picture is of excellent quality. But here's our frank reaction, after inspecting it: Tiny image is no more conducive to concentrated and continuous viewing than listening to a symphony would be on a dinky portable, or going on a trip in a motor scooter. This in spite of company's claim pictures should be scanned at close range, as you would read a book -- not viewed from any distance or even blown up with a magnifier. Indeed, face of tube is tilted upward slightly to enhance such "reading." And 2 persons, looking, would be a crowd.

Set's primary appeals will be: (1) price -- it's first one yet under $100; (2) portability -- it weighs only 15 lbs., can operate with simple inside doublet "in most homes," will have carrying case; (3) simplicity of operation -- vernier tuning variable condenser, easy to adjust. Deliveries are promised in about 60 days, direct to dealers, their markup to be "around 25%." Company officials frankly admit they can't gauge market until first sets actually are offered, but guess it will be accepted mainly as "companion set" for kids' rooms, dens, offices, hospitals, etc. They say production will be geared to demand, capacity limited only by RCA's ability to deliver the little CR tubes.

As designed by chief engineer Werner Auerbacher, other specifications include: aluminum cabinet 14-in. wide, 13¼-in. deep, 9¾-in. high; 17 tubes, 3 rectifiers, in addition to CR; 5 IF stages; 12-channel coverage; usual 4 controls for tuning, brilliance, contrast, volume; AC operation only. Pilot also unveiled its TV-only projection model the $795 "Spectator," using Protelgram (Vol. 4, No. 23).

NEWS NOTES ABOUT NEW TV SETS: Belmont (Raytheon) has come out with a new 7-in. table model (18DX21), 17 tubes plus rectifier, at $179.95 -- presumably for Montgomery Ward distribution; Belmont denies reported deal for private brand manufacture via Affiliated Retailers (Vol. 4, No. 23). ...Garod has 2 new table models, one with 10-in. tube plus AM-FM, $375; other with 12-in. tube plus AM-FM, $425 -- both mahogany, $10 extra in bleached wood; also a 12-in. console with phone, $795; companion table for table models has record player, 10-in. speaker, sells for $100 ....Strombergs-Carlson's new line includes 12-in. table model (Rochester) with FM at $465 plus $75 installation-servicing (departure from announced policy of including latter in sales price); also same chassis in console (Dorchester) at $625 plus ....Croscley's 12-in. table set (about same as DuMont, for which it manufactures) will sell at $445 plus installation, goes on market this week....Philco's new TV-FM-AM-phone console with 10-in. sells for $595 plus $75....Sightmaster's $995 new "Sightmirror" has 15-in. tube, glass plate a mirror when set not in use, delivery promised in August....Hoffman Radio of Los Angeles announces price range of $425-$750...
for its new TV line (Vol. 4, No. 23), alternative 10 or 12-in. tubes covered by "Golden Plate" filter made to its order by Libby-Owens-Ford built into safety glass, for which it's claimed eye fatigue from ultra-violet rays is practically eliminated, black-and-white contrast increased. Colonial Television Corp. (not Sylvania's Colonial Radio) is currently advertising its "Add-A-Vision" 10-in. extra viewing units that can be plugged into master set for multiple-location viewing.

FACSIMILE—A PLUS FOR FM: FCC came through with commercial facsimile standards this week (Supp. No. 59, herewith), pretty much as majority of industry recommended (Vol. 4, No. 12). It's now up to broadcasters, newspapers, manufacturers to make something of it, since FX is largely a mystery to public. Standards are in form of amendments to FM Rules and Engineering Standards, effective July 15. They allow FM stations maximum of one hour of simplexing (FX-only) and 3 hours of multiplexing (simultaneous FM and FX) between 7 a.m. and midnight, plus any amount of either after midnight. Multiplexed FX is permitted to limit FM quality to 10 kc, but FCC recommends that FM broadcasters multiplex with aural programs in which highest fidelity isn't vital. Further, Commission encourages experiments leading to multiplexing allowing 15 kc aural, thus eliminating need for simplexing. Paper width is 8.2-in., a turndown for manufacturer Milton Alden, principal champion of 4.1-in. Though material sent at 8.2-in. can be received on 4.1-in. paper, number of lines per inch will be greater than Alden thought necessary.

Where FX goes from here is anyone's guess, since handful of receivers out are expensive, custom-built. But, as FMA's Dillard puts it, "This gives FM something more that AM hasn't got." He sees many possibilities for FM broadcasters—coupon type of commercials, attraction of sponsors requiring long lists of goods, etc. Nine FM stations are currently experimenting with FX: Philadelphia Bulletin (WCAM-FM); Philadelphia Inquirer (WFIL-FM); Miami Herald (WQAM-FM); Akron Beacon-Journal (WAKR-FM); New Bedford Standard-Times (WFBR); WGHF, New York; KPOR, Riverside, Cal.; WBBS-FM, Burlington, N.C.; KRSC-FM, Seattle. In addition, Columbus Dispatch (WEML) and Louisville Courier-Journal (WHAS-FM) still hold experimental licenses for FX on old 25 mc band.

TV LURES MORE EAGER BEAVERS: So intent is wealthy, retired New Orleans cotton merchant Edgar B. Stern on getting his veteran sons into radio, that he concluded deal this week to buy 5 kw WDSU there (ABC) from manager Fred Weber and his partners for $675,000 minus $81,000 net quick assets. Deal involves WDSU continuing its authorized TV and FM construction, means Sterns' own TV application in name of Miss. Valley Bcastg. Co. (see TV Directory No. 3) will be dropped, leaving 2 for 2 in New Orleans. Edgar B. Stern Jr., graduate electronics engineer, will run show (51%), his newspaper reporter brother Philip also a stockholder.

On TV front, other noteworthy news of week was grant of CP for Channel No. 4 to Rock Island Argus' WHBF, second issued for Davenport-Rock Island-Moline area in as many weeks (Vol. 4, No. 23). In addition, there were 11 more applications, with more on way—including one from Portland Oregon Journal's WPOJ (formerly KALE) due next week. This week's applicants:

DIRECTORY OF TV PROGRAM SOURCES: From some of the film suppliers included in our Directory of Television Program Sources (Supp. No. 60 herewith), TV stations, advertisers and agencies can obtain catalogs on request. In view of relative newness of TV field and restrictions against TV use of many films, list of actual availabilities doesn't bulk very large. Many of the nearly 200 companies listed in this directory, first of its kind, are package show or film producers whose services are available on order. We had help of several TV station managers and program men in planning this directory and adding the symbols. We'll revise and reissue it from time to time, adding and subtracting and correcting the listings as bona fide data becomes available. Meanwhile, you're welcome, if you happen to be in Washington, to consult our file of catalogs.

THE COMING STRUGGLE FOR POWER: Add TV to the 350% increase in number of radio competitors authorized in last 3 years (more than 2,000 AMs, 1,200 FMs) -- and not only does broadcasting service face deterioration, but: "....there is ahead a struggle for power ... that may well shake our structure of independent broadcasting to its economic foundation, if it does not come dangerously close to wrecking it....it will resolve, ultimately, into a contest between the independent broadcaster, the newspaper and the moving picture interests."

Speaker was Crosley's James D. Shouse (WLW) before Advertising Federation of America in Cincinnati Monday. He makes these cogent points: (1) that nearly half of TV stations operating or applied for are newspaper-owned; (2) that movies represent billion dollar business vs. only $100 million invested in all radio -- MGM alone handling more money in a year than all networks and all 50 kw stations combined; (3) that TV adds sales increment (showing customer how) that no other medium can, making it "a dominant and controlling factor in our economy." Astute Shouse talk is a "must" for anyone concerned with basic trends; ask him to send you a copy.

MAKERS & SELLERS FOCUS ON TV: Concurrent gatherings of radio manufacturing-selling clans in Chicago this week (RMA and National Assn of Music Merchants) were dominated by TV, just as was last month's NAB convention -- and cynosure of attention were the TV exhibits. Business sessions, corridor confabs, press conferences, were heavily TV. Noteworthy was eager interest of merchants from non-TV areas, reporting that their customers, having heard and read so much about TV and seeing its national advertising, are actually beginning to fret because their towns have no stations yet. That's regarded as one of the best harbingers yet of speedy spread of TV service, let alone merchandising.

Though RMA president Max Balcom stressed point RMA regards TV an important addition to AM and FM, but not the whole show, he estimated it would account for one-quarter to one-third manufacturers' receiver income by year's end. And he expected TV production to double next year. So did most prognosticators, whose estimates largely paralleled GE's (Vol. 4, No. 12).

Out of 60-odd manufacturers known to be producing TVs, old names and new, a score had exhibits at NAMM's Palmer House convention. As we visited these exhibits,
bedeviling company men with inquiries, we found these the only ones on which we've not reported in earlier newsletters -- most exhibiting for first time:

**DuMont** -- Showed following new sets for first time, with probable prices:

- Stratford, 15-in. TV-FM table model scheduled for fall delivery, $595 and $625; Westbury and Whitehall, consolettes with same chassis as Stratford, $675 and $695; Meadowbrook and Sutton, consolettes with same chassis (12-in. TV-FM) as Chatham, $525 and $545.

- General Television Corp. -- New company, 601 W. 26th St., New York City, whose president Murray Daniels claims it has $30 million assets, says current production is already 400 weekly. Showed 15-in. TV-only console at $695; 20-in. TV-FM-AM club model, $1,450; 15-in. and 12-in. TV-FM-AM-phonophone consoles at $1,575 and $1,375, respectively; 15-in. TV-only console at $795.

- Magnavox -- Seven basic models, 14 styles of sets, ranging from Metropolitan, 10-in. TV-only table model at $299.50, to Windsor breakfront, 12½-in. with FM-AM-phonophone-wire recorder at $1,745. Uses semi-flatface Rauland tubes; 10-in. replaceable with 12½-in. for $30. Several models designed as companions to existing non-TV consoles at $345, $395, $420, $470. Promises dealers average 35% discount. Expected production by fall: 10,000 monthly.

- North American Philips -- Showed Protelgram system of projection images, reported balance of year's production contracted for, announced users are Scott, Fisher, Pilot, Hallicrafters, with Zenith rumored, others negotiating.

- Olympic -- Showed 10-in. TV-only table model at $299.50, promised August delivery, production 50 daily by then. Reported installations of Hotelvision (Vol. 3, No. 45) in New York Hotels Pierre and New Weston (in addition to Roosevelt, Taft, New Yorker, first contracts); in Detroit's Book-Cadillac, Cleveland's Hotel Cleveland. Radio Systems Inc., 2422 Prospect Ave., Cleveland, is handling Midwest installations.

- Tele-King -- Showed part of line consisting of 10-in. TV-only table models at $249.50 and $269.50; 12-in. TV-only table model at $395; 15-in. TV-only table models at $545 and $595; 10-in. TV-only consolettes at $295 to $325. Expected Aug. 15 production rate: 125 daily.

Note: We'll soon have new Directory of Television Manufacturers and Receiving Sets, superseding our Jan. 17 Supplement No. 57. To our original list of 39 manufacturers producing TV receivers, we already have several dozen more companies, scores of more models to add. And still more new companies and lines are coming up.

**BIG AND LITTLE, RICH AND POOR:** Two new and utterly different TV station projects got going this week, bringing to 29 total commercial outlets now on air. They were (1) WPIX, New York City's fourth, a $2,000,000 venture (Vol. 4, No. 18) of the enormously prosperous Patterson-McCormick New York News, and (2) WNHC-TV, New Haven, Conn., whose $90,000 "acorn package" transmitter installation plus other costs probably won't total more than $150,000-$200,000 capital outlay even including first year's operation. In addition, Yankee's WNAC-TV, Boston, asked for STA for commercial operation effective June 21, so it becomes 30th on the air.

Non-network WPIX's Tuesday night debut (June 15) had all the fanfare and glitter of a Hollywood premiere, with VIPs by score, salutes and other trappings, to say nothing of 48-page special TV edition of a parent newspaper boasting nation's biggest circulation. WNHC-TV went on day before, unobtrusively and inexpensively, repeating New York's WARD programs via microwave relay at Oxford, Conn. WPIX is now on 5-hour daily, 7-day schedule. WNHC-TV simply repeats what it picks up from New York's DuMont key, plus such films and local pickups it can handle -- for it has no studios yet. Both seized propitious moments for inaugurals, for their audiences can enjoy TV's intensive coverage of next week's GOP conventions plus all the current fare that is making TV so attractive to radio customers.

They're cited here thus not for invidious comparison but to indicate extremes to which TV entrepreneurs can go in venturing upon telecasting's still-uncharted course -- the one with vast wealth behind it, other with limited resources. Yet even New Haven's little local is going to feel need for considerably more cap-
RMA GIRDS FOR MOBILIZATION: RMA looked at government's mobilization plans for radio industry -- and found them no good. So RMA Chicago conferees this week decided to send a committee to Washington shortly to present own plans for a centralized procurement board, comprising all military services and industry representatives, to coordinate all electronics procurement. RMA convention buzzed with speculation about mobilization (Vol. 4, No. 18), which Western Electric's Fred Lack, of RMA-Govt. Liaison Committee, said may involve between $200-$1,000 million worth of radio equipment in next 5 years. A sizeable chunk is already in the works, what with 70-group air force approved. Major manufacturers complained that govt. wants to throw them too much work, tying up large numbers of research personnel. Big outfits say smaller companies not only can do more govt. work but need it.

As for TV: (1) Service Committee unanimously recommended, though board didn't get to it, that practice of guaranteeing service for year should be abolished, said servicing should go back to regular radio servicemen, with manufacturers giving only standard 90-day guarantee. (2) Board resolved to request FCC not to renumber TV channels, now that Channel No. 1 is gone. (3) Board decided to move cathode ray tubes from transmitter division to tube division, expects within couple months to start issuing statistics on monthly receiving CR production.

THE LADY HAS POWERFUL FRIENDS: Good impression she made on Senators, plus powerful GOP backing spearheaded by Senator Ives (R-N.Y.) and thus presumably having blessing of Gov. Dewey, this week melted political opposition to Miss Frieda Hennock as Democratic member of FCC, succeeding Clifford Durr (Vol. 4, No. 21-24). As we went to press Saturday morning, she had not yet been confirmed, but this was how things stood:

GOP-dominated committee voted favorably on confirmation, 8-0. Senate leader Taft, committee chairman White, subcommittee chairman Brewster were won over after interviews with Miss Hennock; also on plea Republican majority could ill afford to be charged with racial discrimination, let alone opposing a woman and a New Yorker. Her backing included John W. Davis and other important New York interests, to say nothing of on-spot influence of Tommy Corcoran. It was argued in party councils, too, GOP would gain control of FCC anyway if victors in November elections because of likelihood Chairman Wayne Coy would resign when new President names Republican chairman (probably Comr. Jones) -- though Coy vehemently denies current rumors he's quitting FCC anytime soon.

So if Senate confirms before Saturday night's expected adjournment, Miss Hennock wins 7-year term; otherwise, recess appointment until next January.

FM-SUPER-MARKETS' NEW CLERK: Novel and apparently profitable use of FM stations, reminiscent of transit FM (Vol. 4, No. 5 et seq.), is "Storecasting" developed by Stanley Joseloff, formerly of Blow and Young & Rubicam. Here's how it works: Advertisers buy time (usually blocks) at stations' regular rates. Stations aim programs, largely music and commercials, at shoppers in super-markets where Joseloff's organization (Storecast Corp. of America, 100 Fifth Ave., New York) has installed fixed-frequency receivers. Storecast then sends merchandising men around to see that advertisers' goods are properly displayed and maintained in good supply. This latter element, says Joseloff, is "a very effective factor in the results we have been able to observe...more than a 60% average increase in the sales of all our advertisers' products." System tends to perform function of "suggesting" or "reminding" formerly fulfilled by clerks.

Contract recently signed with WEHS(FM), Chicago, is Joseloff's first with an FM station. Past operations have used wire lines in New England (65 super-
markets of First National Stores Inc.) and Philadelphia (130 stores of American Stores Co. and Baltimore Markets). He says he has definite commitments with unnamed stations in Philadelphia and Hartford, is concluding deal with New York station. Reasons he’s going into FM, instead of more wire lines or AM: (1) extreme difficulty of getting lines; (2) greater coverage of FM, which also goes into homes; (3) superior quality of FM, with emphasis on its invulnerability to static; (4) "...because FM is pretty much uncharted commercially, there is more latitude in clearing the required time for this type of programming."

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**SIGHT AND SOUND**

New minimum operation hours for TV broadcasters go into effect July 1—graduated scale same as proposed last month (Vol. 4, No. 21), namely, not less than 12 hours weekly first 18 months, increasing at 6-month intervals to 16, 20, 24, 28 hours per week. New rule forbids separate use of aural transmitter, except for experimental or test purposes, also says test patterns can’t count for time.

With facsimile now made commercial (Vol. 4, No. 24), Finch announces basic broadcasting equipment at $1,475 (30-day delivery), elaborate setup at $6,000 (60-day delivery), recorders ($150-$200, 90-days) and electrolytic paper at $2.40 per 100-ft roll in 1 to 100 roll quantities, $1.75 per roll for more than 100. Finch’s own WGHP, New York, is planning to broadcast 4-page fax newspaper 4 times daily.

Westinghouse will give Stratovision the works in publicity Wednesday, taking planeload of newsmen to Chili-cothe, O., where they’ll watch receivers tuned to signal from plane over Philadelphia (approx. 425 mi.) or Pittsburgh (approx. 150 mi.) telecasting GOP convention and Louis-Walcott fight. Testing over Pittsburgh last week, B-29 stratoplane picked up Cincinnati’s WLWT, rebroadcast horse show which was picked up by viewers in Baltimore, Cleveland, even back in Cincinnati.


Formalized deal for new WTOP Inc. between CBS and Washington Post, as filed with FCC this week, proposes newspaper invest $855,470 for 55% equity, CBS to get 45% for its $699,940 assets, both to put up $1,000,000 more if TV grant is obtained (Vol. 4, No. 21). Deal is made contingent on approval of CBS purchase of remaining 55% in KQW, San Francisco, for $425,000 plus net quick assets. WTOP Inc. general manager will be John S. Hayes, now managing its WINX which will be sold.

Four advertising-packed special TV editions of daily newspapers this week attest to growing interest in medium: New York Times, 28pp., June 13; New York News, 40pp., June 14; Washington News, 28pp., June 15; Wilmington (Del.) News-Journal, 18pp., June 15 (though Wilmington has no local station yet, depends largely on Philadelphia). And on June 18, Baltimore Sun ran 8 solid pages of TV advertising by big Television Co. of Maryland.

TV’s effect on minor league baseball attendance is at root of current rumors (rumors only) majors may ban TV next year. Some minors—and they’re mostly owned by majors—are kicking that when nearby major league games can be picked up locally (viz., Washington in Baltimore), fans won’t go to home games. Subject comes up for discussion at July 11 meeting of major and minor league officials under aegis of Comm. Chandler.

Low-power FM for educational institutions (Vol. 3, No. 19, 26, 46) was finally approved by FCC this week, subject to objections, if any, to be filed by July 26. Amendments to FM Rules and Standards have two facets: (1) allow operation of transmitter down to 10 watts within existing regulations, (2) allow operation under 10 watts with less stringent requirements. Syracuse U’s WAEI has operated for year with 2½-watt GE transmitter (only manufacturer with such so) and DePauw U has filed application. Stations can be built for “few thousand” dollars, cover 2-5 miles. Stations would be given lowest frequency (88.1 mc), largely for manufacturers’ convenience.

To “merchandise” TV among VIPs at political conventions folder describing how TV is covering conventions will be circulated among all delegates. Titled “Television is Here!” it was issued by pooled coverage committee, contains schematic and layman’s description of how job is being done, how TV is spreading. Example how fast TV is moving: Folder says “there are now 27 TV stations operating”; actually, number as of Monday opening of GOP convention will be 30, including Boston’s WNAC-TV, due to start that day.

While Dorothy Thackrey still pondered deal for sale of WLBI (Vol. 4, No. 24), Passaic Herald-News changed its mind, made deal to buy very profitable WPAT, Paterson, N.J., 1 kw daytime on 930 kc from Donald Flamm and James Coeman, each owning 50%. Newspaper now owns WDDX (FM) in Paterson.

Noteworthy among new TV sponsorships currently reported are several taking advantage of GOP convention interest next week: Lee Hats on DuMont Network with Drew Pearson, 8:55-9 p.m. daily; Philadelphia Oldsmobile dealers on WFIL-TV with John Kennedy convention commentaries, twice daily, 15 min.; Brown & Williamson (Kools) on WCAU-TV, one-min. film at opening and closing of every convention origin. From WCAU-TV, also, Campbell Soup Co., Tuesday, June 22, 7:45-9 p.m., CBS hookup will carry “Club 15,” “Double or Nothing” and “Edward R. Murrow and the News” TV origination at Camden Convention Hall where 5,000 Campbell employees and officials hold company get-together. Other TV sponsorships:


On WCAU-TV, Philadelphia: Lit Brothers Dept. Store, “Lita Save Fun!” audience party, Tues., 10-11 a.m., 52 weeks starting June 1 (Admiral RCA, Philco joint sponsors); Curtis Publishing Co., 3 one-min. film advertising Saturday Evening Post features; Thurs., 10-11 a.m.; Ford Dealers Assn., 16 ann thru July 1, Thurs. Walter Thompson.

On WOOL, New York: Whelan Drug Stores, “Charade Quiz,” Thu., 3-4 p.m., 52 weeks, direct.

On WGN, Chicago: Allen E. DuMont Labs (TV Receiver Division), 11 ann. during this week’s Music Industry Trade Show, thru Buchanan & Co.
ital outlay, for it will inevitably require studios, is already asking FCC for higher power transmitter. Interesting, especially, at WPIX opening, was camaraderie among its 6 station "salutees," 3 of them New York rivals, each offering a live or filmed bit to the gala program — all brothers under the still-very-red fiscal skin.

Note: Populous New Haven area is now wide open for TV set promotion and merchandising. It's axiomatic the more stations the more set sales in any community, so New York and Boston markets should now be better than ever.

COMING FROM SMALLER MARKETS NOW: More and more TV applications are now coming in from smaller market areas, evidenced by majority of this week's 10: For Denver, Colo., Gifford Phillips, Channel No. 9 -- now 7 for 5; he owns KGHS, Pueblo, holds CP for AM in Denver (KGMI). For Fort Wayne, Ind., Farnsworth Television & Radio Corp. (WGL), No. 4 -- proposed to change its experimental WSKTF to commercial; also for Fort Wayne, WKJG, No. 4. For Atlantic City, N.J., WBBF (Press & Union), No. 8 -- now 5 for 1. For Greensboro, N.C., WGBG, No. 10. For Raleigh, N.C., WPTF, No. 5. For Corning, N.Y., Corning Leader, No. 9 -- operates WKNP (FM). For Portland, Ore., KPOJ-Oregon State Journal (formerly KALE), No. 12 -- now 4 for 4 under old allocation, 4 for 3 under new. For Memphis, Tenn., WMPS (Abe Plough), No. 9 -- now 4 for 4. For Nashville, Tenn., WKDA, No. 9. [For further details about these applications, see TV Addenda 3-L herewith.]

In addition, Gene O'Fallon's KFEL, Denver, filed for $40,000 experimental on 480-500 mc, using pulse system up to 200 kw, specifying surplus radar equipment. And 2 applicants withdrew, should be deleted from your records: (1) Boston application of E. Anthony & Sons (WNBH-New Bedford Standard-Times), which now makes it 7 for 3 under old allocation, 7 for 2 under new. New Bedford folk pulled out after making deal, disclosed in Raytheon statement to FCC, for 49% interest in Raytheon's projected WRTB, Waltham. But they're still applying for New Bedford, to which it's proposed to move Boston's Channel No. 13. (2) Houston's KATL withdrew, making it 5 for 3 now; partners calculated chances slim because of non-residence.

Soon to be filed will be applications for Elmira, N.Y., by WENY, Elmira Star-Gazette (Gannett); for St. Louis, by 20th Century-Fox, also preparing to file for Kansas City; for Louisville, by Mid-American, holding CP for AM station WMMR; for Denver, by Cinema Amusements Inc., owner of Broadway Theater. Latter, with expected KVOD, would make Denver 9 for 5 -- and only a few months ago its channels went begging!

COLUMBIA & THE TRADE PICTURE: IF CBS still nurtures oft-hinted notion of one day manufacturing radios (and TVs) under "Columbia" brand name, it may have to reckon with newly formed Columbia Television Inc., 33 Jefferson St., Stamford, Conn., formed by ex-distributors Bernard Rodkin and Morris Folb. New firm exhibits line of 4 table models in New York's Manhattan Center Monday -- 10-in. TV-only at $325; 10-in. TV-FM $375; 12-in. TV-only $375; 12-in. TV-FM $475; plans initial production of 100 weekly....One of biggest in record field, CBS's Columbia Records Inc. announces new Peter Goldmark development called Columbia LP (for long-playing) Microgroove. It plays 45 min. on one 12-in. double-faced vinylite disc, 27 min. on 10-in. (vs. average 12-in. record's 8 min.). This is achieved by 224-300 grooves per inch (vs. conventional 85-100), records turning at 33 1/3 instead of 78 rpm; playing arm exerts only 1/5-oz. pressure. Present phonos would require new player attachment, which Philco will make to retail at $29.95. Philco will incorporate system in its new sets; Magnavox already is doing so, at least in model shown in Chicago this week. Columbia says Masterworks recordings with Microgroove will retail at $4.85 and $3.85, popular 10-in. at $2.85.

First price hike in table TVs since RCA upped its 630TS from $350 to $375, was GE's increase in retail cost of 810TV from $299.50 to $325, attributed along with other GE appliance price raises to higher labor and material costs, freight rates....Zenith took step nearer TV production in announcing it has acquired rights under Farnsworth patents; Billboard reports Zenith may spring set requiring no outdoor aerial, but Comdr. McDonald won't verify...Westinghouse's Ted Sloan
told distributors on Great Lakes cruise convention last week it has 4 new TV models in works, including 16-in.; Sloan inclined to bigger tubes rather than projection because of superior brightness, clarity, viewing angle...Anshley reports that by July 15 it will have 10-in. TV-only table model out at $375, 10-in. TV-FM-AM-SW-phono console at $725, 12-in. console $995, 15-in. credenza $1,295, initial production to total 25 daily....Technicians are acclaiming new circuit in Pilot's 3-in. Candid TV (Vol. 4, No. 24), odd number of IF stages (5) giving great interference rejection; they say circuit should prove valuable in other models, whatever one may think of 3-in. size, and Pilot is including it in its Protelgram projection set.

FIRST TV 'LINE' RATE SKIRMISH: Nobody was ready at Monday's FCC hearing on TV intercity "line" rates (Vol. 4, No. 18, 21), so after some legal skirmishing it was adjourned to Sept. 28. However, some significant facts and figures did go into record, which may be more than mere straws in the wind. AT&T's preliminary exhibits, for example, showed it would cost Bell System estimated $29,763,000 to install and operate first year the TV portion of "assumed" 77-station hookup, using 75% microwave facilities, operating 12 hours per day, embracing 23 cities in area bounded roughly by Boston-Richmond, Milwaukee-St. Louis. Also, AT&T showed, networks January through April would have spent these amounts for their off-again, on-again coaxial hookups had May 1 tariff been in effect: NBC, $69,914; DuMont, $59,110; CBS, $37,318; ABC, $5,063. Actually, during first month of line charges (May), they spent: NBC, $10,602; DuMont, $7,513; CBS, $6,303; ABC, $6,217. Exhibit also mentioned potential improved coaxial, capable of 4 mc TV.

On the TV operators' side, in addition to attack on rates as too high, these points were raised: (1) Need for greater flexibility in contractual rates since one telecaster could tie up only common carrier facility 8 hours per day on monthly contract; (2) opposition to AT&T prohibition against interconnecting its equipment with other private or common carriers; (3) possibility of some sort of "basing point" rate system similar to transportation common carriers.

SIZE AND SHAPE OF TV DEMAND: Here are salient points of another ad agency survey of TV -- this one by Federal Adv. for Stromberg-Carlson, whose advertising manager Stanley H. Manson cited them to National Assn of Music Merchants convention in Chicago Thursday. Findings are based on personal interviews with 350 set owners, 306 non-owners in well-served New-York-Philadelphia TV areas. Stromberg feels sampling is large enough to lend weight to following statistics, which will be supplemented later by more surveys in same areas and other cities. Each item tells its own story:

(a) 99% of set owners would buy sets if they had it to do over again; (b) 35% are definitely interested in buying second set; (c) 96% of non-owners have seen TV, 84% want sets; (d) 51% of both owners and non-owners want consoles with the works -- TV-FM-AM-phono; 49% want table models -- although only 27% of owners now have consoles; (e) 35% of non-owners wanting sets are prepared to spend $400, 35% would spend $400-600, 30% would go over $600; (f) 30% of owners made decision to buy and bought immediately, 24% took 2-4 weeks, 24% took 2-6 months; (g) man of family made decision to buy in 75% of purchases, much higher than radio; (h) 49% of purchasers considered only one make of set, largely because of availabilities.

As for reactions, habits, criticisms: (a) 31% of owners watch TV 25 or more weekly, 22% watch 20-25 hours, 11% watch less than 10 hours, balance presumably 10-20 hours; (b) viewers said 69% of viewing time was formerly spent listening to radio; (c) 89% said they favored TV even if their favorite AM and TV programs happened to be on at same time; (d) 48% want larger screen (75% now have 10-in., 11% have 7-in., balance have larger), 40% want clearer image, 24% want better cabinets, 18% want better sound, 15% want simpler operation, 17% want color; (e) 82% said picture good, 16% said fairly good, 2% said poor, 22% had difficulty in getting stations; (f) 60% expressed "some disappointment" in TV, 19% complaining of poor programming, 15% specifically mentioning antique movies; (g) most common complaint was delay in getting sets and delay in installation; (h) 68% said sets required some servicing, mostly minor, but 84% said final installation satisfactory.
INTEREST HIGH IN TV ALLOCATIONS: Importance FCC attaches to June 29 hearings on TV channel reallocations (Vol. 4, No. 19-24), and big attendance expected, are indicated in choice of huge Dept. of Commerce auditorium (seating capacity: 800) for en banc proceeding. Hard-pressed Commission engineers this week worked overtime collecting more than 100 engineering exhibits which poured in at June 18 deadline. Some 50 appearances, in addition to the 81 listed in our Special Supplement of June 5, were filed up to this weekend. They have been reported in TV Addenda 3-K, 3-L and this week's 3-M. All interested parties may arise to make points, so hearing may run full week -- certainly will if, as expected, contests like Boston, Chicago, Washington, Cleveland wax hot and heavy. Major interest will be directed toward directional antenna suggestions by CBS's engineering v.p. Bill Lodge; wide-coverage "Stratovision" proposals by Westinghouse's C. E. (Chili) Nobles; overall allocation "squeezes" for additional frequencies by DuMont's Dr. T. T. Goldsmith. In a last-minute move, FCC knocked out 9 late filers Thursday on grounds their appearances constituted new proposals after May 28 deadline (see TV Addenda 3-M).

SWAPPING SHOWS AND SAVING MONEY: Here's an instance of a couple of telecasters using ingenuity to do an excellent job of sister-city networking and at the same time saving money. Without recourse to coaxial, Baltimore Sun's WMAR-TV and Washington Star's WMAL-TV, 37 mi. apart, have been swapping several hours of programs weekly by simply picking one another's signals out of the air and rebroadcasting them -- same as in FM rebroadcast networking. Says ex-FCC commissioner Jack Jett, WMAR-TV's chief: "Our out-of-the-air pickup is much better than coaxial, even in lightning storms. This also proves feasibility of small-town satellite operation." WMAR-TV uses simple dipole and RCA 630TS receiver atop downtown O'Sullivan Bldg.; WMAL-TV has antenna on its American U Campus tower, uses Philco 1000. Link isn't used for network shows coming from north, except when Baltimore-to-Washington section of coaxial is not functioning satisfactorily. There seems to be little to hinder expansion of this type of networking; FCC has no objection as long as stations give permission. Naturally, stations must be close enough together. Too, as more stations go on air, they're liable to cramp system somewhat.

FOX'S BIG-SCREEN TV SCORES HIT: For whatever it portends for the future relationship of TV and the theater, Friday night's big-screen showing of telecast of the Louis-Walcott fight at Philadelphia's Fox Theater was an enormous success. That is, the regular audience (who paid to see a movie, got this windfall) and the several hundred VIPs, movie and radio trade folk present so proclaimed it.

Pictures, to be sure, weren't as clear as modern movies, long shots were fuzzy, magnification of TV's inherent lack of depth of focus particularly apparent. But the closeup shots were extraordinarily good -- so good you could see the wrinkles in battlers' trunks. The medium shots were called "good" and the whole performance's success was reflected in the enthusiasm of the audience, the exclamations of wonderment, the good-natured laughter during Gillette commercials.

Projection system was RCA's, sister to one used by Warner Brothers in Hollywood during last month's SMPE meeting (Vol. 4, No. 22). RCA put link atop Fox Theater building for direct pickup of microwave from Philco's Wyndmoor relay.
A special 15x20-ft screen developed by 20th Century-Fox's Earl Sponable was used, though system is capable of 16x24. Projection was from balcony 42 ft from screen. Job was done under auspices of Fox hierarchy, with blessing of TV-keen Spyros Kouras. It was originally planned for Wednesday night unpaid showing to GOP convention bigwigs, but called off when fight was postponed. Thursday night WPTZ telecast of convention session was shown but picture was pretty poor.

Fight also was shown regular Paramount Theater audience in New York, utilizing Paramount's 66-second intermediate film process (Vol. 4, No. 16). Like Fox, Paramount paid for special rights.

Note -- For theater-owners' thinking about TV's potential impact on theater, and interesting survey in June 23 "Variety," quoting 21 of them, quite aptly headed, "If you can't lick 'em, join 'em."

RCA's new forward-projection (6x8-ft) TV receiver (TLS86) went on public display this week, was to be used for conventions and Louis-Walcott fight in Time-Life offices, RCA Exhibition Hall and Raymond Rosen Co. (RCA distributors) in New York City; Eastern Co. (RCA distributors), Boston; Taft headquarters, Philadelphia; National Press Club, Washington; WBRE, Wilkes-Barre, Pa. RCA dubs it "Life-Size television." Set uses 5-in. tube and Schmidt-type optical system. It's expected to sell for around $3,000, mainly to clubs, lounges, recreation centers, etc. -- same market as Colonial's "Vision-Master" (Vol. 4, No. 6).

**PROPERTY RIGHTS IN TV SHOWS:** First court tests of property rights in telecasts resulted in findings that telecasters, sponsors, program producers and performers have vested interest in programs even after put out over ether. In 3 cities this week, NBC, Gillette, 20th Century Sporting Club, Joe Louis and Joe Walcott got injunctions against pickups and showings of Louis-Walcott fight to paid audiences without permission. In Philadelphia, Commons Pleas Judge McDevitt, issuing injunctions against Lawndale Theater and Broadwood Hotel, called such reproductions "Theft of a property from the person who bought the broadcast rights." In Boston, court similarly enjoined Mechanics Hall and Ford Theater Agency. In New York City Aladun Ballroom Inc., 166th & Broadway after advertising "Victory Dance" and paid admissions with TV attraction, were temporarily restrained by Supreme Court order.

MC is carrying legal burden, feels precedents are important, expects to battle through on appeals. In most cases, it was planned to show fight on big screen projections such as were stopped once before in New York (Vol. 4, No. 7, 12). Fact that both Paramount and Fox paid fees to fight promoters for TV projection rights is seen as tacit admission of such rights.

**NEW TV IN SMALL PA. TOWNS:** Still more TV applications from secondary markets marked this week's batch of 8 -- 4 from Pennsylvania, one of them new-to-radio central Pennsylvania Corp. filing for Channel No. 9 in Altoona and No. 13 in Williamsport. Proposing to install plants for $97,000 and $84,000, respectively, company is sparked by Penn State College's engineering dean George L. Haller. It includes 17 area business men, among them the publishers of "Grit." Also filing for No. 13 in Williamsport is Gazette & Bulletin's WRAK. And for Meadville, Pa., H. C. Winslow's WMGW has applied for No. 13. Other applications this week:

For Portland, Me., WCSH, No. 11 -- now 3 for 2. For Tulsa, Okla., KTUL, 1. 8 -- now 3 for 3. For Kansas City, 20th Century-Fox, No. 9 -- now 6 for 3. For Salt Lake City, KALL, No. 7. [For details about foregoing applicants, see TV Addenda 3-M herewith.]

Examples of deals in progress for footholds in TV via AM, or vice versa: Washington State broadcaster J. Elroy McCaw, head of company applying for new 50 on 810 kc in Denver, in proposed tieup with Denver TV applicant Aladdin Television Inc. (TV Addenda 3-D). Meredith-Champlain Television Corp., capitalized at $60,000, newly formed to pursue Meredith Publishing Co. (Better Homes & Gardens) application for Albany, N. Y. (TV Addenda 3-C), will assume control of veteran radio man Steve Rintoul's new 10 kw WXXW there, Rintoul to be president. Similar deal in works with Rochester's WVET.
FAST VANISHING TV CHANNELS—IV: Last time we analyzed TV channel availabilities in top 50 markets of U.S. (Vol. 4, No. 18), we reported only 11 ungranted or unasked for. Today, still using old allocation table (TV Directory No. 3, p. 16), there are exactly two -- one each in Columbus, O., and San Antonio, Tex. And if you turn an analytical eye on proposed new revised allocations (Supp. 58), availabilities in same top markets would appear to be: Columbus, O., none; Louisville and Birmingham, 1 each; San Antonio and Norfolk-Portsmouth-Newport News, 2 each. It must be remembered, though, that the revised allocations are subject to June 29 hearing, object of many objections, so can't be accepted yet for purposes of this kind of analysis. Total channel assignments to top 50 areas under old allocation is 182 (including now-withdrawn Channel No. 1), whereas it's 184 under new allocations.

Point is that channels are going fast, soon will all be assigned; indeed, in many cities there are far more askers than channels, necessitating many local hearings as soon as June 29 issues are resolved. Even in many of the second 50 markets, under old allocations, supply is rapidly diminishing -- in fact, demand equals or succeeds supply (as of today) in such set-for-hearing cities as Sacramento, 5 for 3; Fall River-New Bedford, 3 for 1; Des Moines, 5 for 3; Tampa-St. Petersburg, 4 for 3; Flint, 2 for 1; Harrisburg, 2 for 1; Reading, 2 for 1; San Jose, 3 for 1; Fresno, 5 for 4; Atlantic City, 5 for 1; Waterbury, 2 for 1; Charlotte, 3 for 2; Portland, Me., 3 for 2.

In second 50 cities, these have this many channels as yet unassigned or unasked for -- but applications from many may be expected soon: Spokane, 5; Duluth-Superior, Chattanooga, Witchita, Knoxville, Beaumont-Port Arthur, 4 each; Little Rock, 3; Saginaw-Pay City, Phoenix, Evansville, Nashville, Salt Lake City, Fort Wayne, Charleston, W. Va., 2 each; Fort Worth, Davenport-Moline-Rock Island, Racine-Kenosha, Peoria, 1 each. Under proposed revision, these changes would be effected: Knoxville 5; Phoenix, Nashville, Charleston, 3 each; Binghamton, South Bend, Huntington-Ashtabula, Shreveport, 1 each.

DEWEY'S SHOW WAS TV's, TOO: Next to the nominations, big story of the GOP convention was TV -- whether you were actually there or in your home watching. Telexcast operations at the convention itself, plus the vast number of receivers placed at vantage points throughout Philadelphia, so intrigued delegates and politicians that they will return to their homes proclaiming the virtues of TV. Indeed, milling around convention hall, candidate headquarters, hotel reception rooms, etc., we frequently heard wearers of the badges say: "Guess I'll have to get me a television set."

For the TV industry as a whole, the big Republican show, the Louis-Walcott fight, the Democratic convention starting July 12, all add up to promotion well worth the half million dollars or so the broadcasters spent (including cancelled commercials) -- really a windfall for the set makers and sellers. That they will create new demands for local TV service, stimulate TV trade where service already exists, goes without saying.

By next quadrennial convention time we'll look on TV's coverage of 1948 as horse-and-buggy stuff -- as indeed it was, in some aspects. On the whole, though, the telecasters did a remarkable job. Chief shortcomings were self-consciousness of reporters and principals, occasional transmitter and line failures -- attributable to inexperience, sure to be improved. Four years hence, too, instead of this week's mere 30 TV stations (18 on the various eastern seaboard hookups, remainder via films), hundreds of stations will be telexcasting, networks will be integrated, techniques will be licked. And instead of today's 450,000 or so receivers, there will be millions.

No need here to describe convention TV setups or report the rival "scoops" and many "firsts" -- all subject of plenty of trade paper and newspaper reports. Noteworthy, though, were the observations of some of the columnists: Fred Othman's concern over TV "turning beautiful Republican ladies into witches" (he must have looked at some pretty poor receivers). AP's notation that TV's "merciless lights" distort features (actually, the hot lights were for newsreels, not TV). Robert
Ruark's supercilious discourse on how politicians of future must be able to "perform for video." Marquis Childs' philosophical comments on this "new dimension in reporting." John Crosby's rather specious first-day opinion that TV "brings you the babble, the heat, the crowds, the chaos without...much information." And British authoress Rebecca West's viewing of all such mechanical contraptions with trepidation: "I hate this thing in my own country, and I grieve to see it here."

Cream of the jest, from our viewpoint -- and we've covered these conventions since 1928: Spectacle of so many newsmen spending their time in headquarters suites, lounges and hotel rooms equipped with TV receivers, and actually "covering" their beats from the comfort of cushy armchairs!

**MAKING A CASE FOR STRATOVISION:** Westinghouse's strategy for Tuesday's TV allocation hearing became apparent during its expensive, precision-like Stratovision public relations junket for newsmen Wednesday and Thursday. Some 40 reporters from top radio publications and news services were flown to Zanesville, O., to be shown how TV can be brought to the back country. Though postponement of Louis-Walcott fight nearly ruined show, due to unusual series of technical circumstances, Westinghouse people did pretty good job of explaining away undeniably bad reception of GOP convention. Experiment was again dogged by bad luck when fight finally went on Friday night; antenna iced up so badly that transmission was no good. But Westinghouse men say they anticipated that problem and have solution for it.

Company's principal purpose was to build up case to show FCC why it should get Channel 8 in Pittsburgh (for regular ground station and Stratovision) and why no other Channel 8 station be permitted within 200 mi. of city. Main pitch is that Stratovision promises rural and small town coverage in areas where TV service can't otherwise be expected for years. Thus, pro and con arguments before FCC will considerably parallel those induced by 750 kw AM proposal of clear channel people. FCC's proposed allocation would put community station on Channel 8 in York, Pa., only channel 8 allocation within 200 mi. of Pittsburgh. So far, TV applicant WNOW, York, has objected to Westinghouse plans; WSBA, York, hasn't. In addition, Pittsburgh's WWSW, WCAE and WJAS oppose system. Westinghouse could have used locations for plane and viewing party which would have virtually guaranteed excellent demonstration, but Zanesville was good place to make rural showing.

Westinghouse and Glenn H. Martin Co. (they stress joint nature of operations) freely admit that system is still quite unpolished, that it would take 1-1/4 years to start limited regular service over Pittsburgh, "years" for national network, that B-29 isn't right plane (Martin's new, neat 202 would be adapted). But plans for Pittsburgh, should FCC approve, seemed to make sense: KDKA-TV would be conventional ground station. It would operate several hours daily, then go off air, then microwave programs to plane which would spray Channel 8 signal over 200-250 mi. radius. As Stratovision became perfected, more and more of schedule would be "Stratovised." Networking capabilities are not currently prime objective, though company emphasizes economy over coaxial and microwave.

Engineer-in-charge "Chili" Nobles was frankly disappointed. His setup had been geared for Louis-Walcott fight. He had Channel 4 receiving antenna ready to pick up WNBW signal while flying at 25,000 ft some 10-15 mi. south of Pittsburgh (191 mi. from Washington, 113 mi. from Zanesville); Midwest stations on Channel 4 (WBN-E-TV, WWJ-TV, WLWT) were to go off air to give plane clear WNBW signal. But he had to use inexplicably poor (10% modulation) Channel 2 picture from WMAR-TV (197 mi.), since Midwest stations remained on. Plane's electronic equipment is truly remarkable: 5 kw video transmitter is size of average ice-box; 1 kw audio is much larger, but Nobles plans to put it in same rack with video -- whole affair to be size of large refrigerator. Transmitting mast, 25 ft long, has 2 bays, radiated 8 kw on Channel 6, lowers from bomb-bay. Receiving mast (8 ft) sticks up from tail fin, tends to balance transmitting mast drag.

Ultimate system would employ 4 planes at each station. Two would be in air 4 hours at a time (one of them standing by), 2 being serviced on ground. Martin engineers see no problems of weather, pilot fatigue, aerodynamics they can't lick.
STORY THE TV OUTPUT FIGURES TELL: Add month of May's 50,177 RMA-reported TV set output to its cumulative post-war production figures, and total number of TVs as of June 1, 1948 was 399,590. Then add another 10% or thereabouts to embrace kits, pre-war sets and non-RMA production -- and it's reasonable to assume very nearly 450,000 TV receivers already in hands of public and dealers. And if RMA's currently reported rate of production is maintained (12,544 per week during May), there will be another 400,000 or more to report for the remainder of this year. So oft-estimated 850,000 for end of this year is conservative indeed; our own guess is it will be closer to 1,000,000, and this is why:

Current TV boom shows no sign of letting up -- quite the contrary. Factory and wholesaler inventories are negligible. With better programs available and more stations in more TV cities opening up, demand by end of summer looks like it will outrun supply. This despite fact 25 more set makers have announced production since those listed in our Supp. No. 57 last January. Moreover, Philco reports it's now producing at rate of 3,750-4,000 sets per week, will double this by end of year. RCA won't divulge its figures, but has claimed it's producing more than all others combined (including Philco) and it's obviously not decelerating. Non-RMA member Admiral put out some 25,000 TVs up to June 1, is now running about 2,000 per week, promises 150,000 total by end of year. Magnavox, just getting under way, says it will produce 10,000 per month by fall, Stromberg-Carlson 2,000 per month.

Taking even such scattered data into account, those "educated guesses" of GE's electronics sales chief A. A. Brandt last spring (Vol. 4, No. 12) now loom conservative: number of receivers at end of 1948, 870,000; end of 1949, 2,470,000; 1950, 5,270,000; 1951, 9,000,000; 1952, 13,500,000. Before music merchants' convention last week RCA Victor TV sales chief Dan Halpin forecast 600,000-750,000 output this year (possibly even 8-900,000, he said) at retail value of $243,000,000 ($350 average per set). Halpin also predicted 4,000,000 or more output in 1951 ("resulting in a billion dollar volume at retail"), added that by 1953 total sets in use may be well over 10,000,000.

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May FM production was 78,435 units, down from April's 90,635 -- reflecting seasonal decline in all radios except TV. All radios totaled 1,096,780 vs. 1,182,473 in April. FM breakdown for May: 23,952 AM-FM table models (950 with phono), 45,606 consoles (1,105 without phono), 6,877 FM-only and tuners.

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Quite properly, FCC's new lady member, Miss Frieda B. Hennock, who was confirmed by Senate a few minutes before it adjourned June 20, may be addressed as "Madame Commissioner." Our authority is State Dept. protocol division, which doesn't profess to know any precedents in govt. departments or bureaus (there aren't any we can find out about) but does know foreign and diplomatic usage. Moreover, Webster's defines "Madame" as "My lady, a French title formerly given to ladies of quality," now applied in France to all married women. Miss Hennock, single, tells us she doesn't care, thought just "Commissioner" would be quite okay. In any case, backed by enormous influence (Vol. 4, No. 25), Miss Hennock takes office, probably next week, with the eyes of Congress still upon the FCC—and her own activities subject to particularly close scrutiny in view of unusual circumstances of her appointment and confirmation as Democrat in presumed GOP year.

So that your TV rules may be kept up-to-date, we're sending you as Supplement No. 17-A the text of amended hours-of-operation rule (Sec. 3.661), as digested in this column last week (Vol. 4, No. 25). We recommend you file it with your copy of Text of Rules Governing Television (Supp. No. 17).

Yankee Network's WNAC-TV, Boston, having obtained STA for commercial operation from FCC, may be counted as nation's 30th outlet, carried convention telecasts this week, but won't actually go on regular schedule (except for baseball and special events) or carry sponsored programs until week of Aug. 15, reports executive v.p. Linus Travers. T-Day begins with meeting of 400 area radio dealers.

New film and film-maker deals: New York News' WPIX added another packet of 22 United Artist features, 60 shorts to its 24 Korda features (Vol. 4, No. 18), acquiring rights from Regal Television, is now up to its ears in business of syndicating these films to other TV outlets. . . Top-hole movie producers John Ford and Merian Cooper (Argosy Pictures) incorporated Argosy Television Inc. in California this week, plan films for TV.

Further appointments and new titles at CBS Television, as announced Friday by Jack Van Volkenburg, v.p. and director of TV operations: Charles M. Underhill, recently with RKO Pathe, director of programs; David Sutton, promoted to TV sales manager; George L. Moskovic, manager of TV sales development; Worthington C. Miner, manager of program development.

New as TV sponsors: Big radio advertiser Proctor & Gamble, week of July 19 starts sponsoring "Fashions" on "Parade" on WABD, New York, Fridays 8-8:30 p.m., but time due to be changed to another night; contract is for 49 weeks, Prell and Ivory to be advertised. WABD also reports signing Sheffield Farms Co. for Monday "Small Fry Club", 13 weeks starting June 26, thru N.W. Ayer & Son.

Gimbels of Philadelphia 19-window display of 19 TV receivers during Fathers Day and convention week resulted in "remarkable swing upward" in TV sales, reports store's ad chief David Arons—but he isn't giving out actual figures. Not so much interest was attracted, however, to Commercial Museum's TV displays for GOP convention overflows (Vol. 4, No. 23), at which RCA had 22 receivers, Philco 21, Farnsworth 18, GE 16, Westinghouse 4, Motorola 4. Despite fact it was next door to convention, poor promotion plus bad job of ticket distribution got few people out and several thousand seats in exhibits were empty most of time.

Now it's official, out of rumor-and-denial stage: Warner Brothers have made deal to buy 2 Thackrey West Coast AM stations, including now-building TV (Vol. 4, No. 18-24), for $1,045,000. Meanwhile, movie firm is backing New York Trust Co. credit of $500,000 to Mrs. Thackrey (to build TV station), agrees to advance another $100,000 to meet operating deficits if and when TV station goes on air. Official information is disclosed in voluminous documents filed as report to FCC by Thackrey through New York law firm of Greenbaum, Wolf & Ernst, who say formal application for transfer of ownership (which must go through Aveco procedure) will be filed shortly. Meanwhile, W. L. Gleeson, KPRO, Riverside, Cal., left in cold by deletion of Channel No. 1 granted him in 1946, has changed his mind and now has applied for Los Angeles station using Thackrey's No. 13.

In whirlwind action just before adjournment, House passed H. Res. 691 to investigate FCC, aimed at grants to alleged Communists or fellow travelers, also at quiz of certain FCC lawyers. Five-man committee will be named by Speaker Martin, probably will have bill's author Rep. Harnest (R-Ind.) as chairman. On Senate side, retiring Senator White (R-Me.), author of present act, appointed subcommittee comprising himself, Tobey (R-N.H.) and McFarland (D-Ariz.) to study radio during Congress recess—not investigate, he says, though it's hard to see how it will avoid quizzical aspects with crusading Tobey likely to run show again in view of White's frequent illnesses and absences. Nevertheless, White emphasizes he wants study, not witch hunt. Little more than "spadework" is expected out of committee before fall.

San Francisco 5 for 2 TV hearing (Vol. 4, No. 23) droned through hot Washington week, looks like it will go another full week. Film witnesses still dealt in blue chip figures ( Paramount estimated $493,500 for proposed plant, $600,000 operating cost first year). Fight waxed so keen that question of how much it costs to operate an image orthicon per hour and how long tube lasts became an issue, some applicants not having allowed for such expense in exhibits. Paramount case was completed this week (Paul Raibourn, Klaus Landsberg, Wm. Eddy, witnesses); KROW case finishes Monday (Sheldon Sackett); then follow CBS, Television California (Pauley), 20th Century-Fox.

Problems of interference to TV reception are getting quite a going over these days: (1) FCC lab at Laurel, Md., is studying receiver readings as trouble source when too many sets are too close to one another. (2) RMA will soon announce results of engineering tests of interference from auto ignition systems. (3) FCC on Aug. 10 will hold informal engineering conference on harmonics and spurious emissions from all transmitting equipment (up to 30,000 mc). This is one of TV's bugbears, being so susceptible. TV Channel No. 2 suffers from second "ham" harmonic of 27 mc, and TV as whole is troubled by harmonics from diathermy and industrial devices.

Continental FM Network fed GOP convention to largest hookup yet: 27 FM stations, 12 AM. Business manager Hudson Eldridge says system, using wire lines and re-broadcast method, functioned beautifully. He was particularly happy about performance during thunderstorms which ruined some AM signals.

Los Angeles' KTLV started test patterns June 21, will continue sporadically, hasn't yet asked FCC for commercial STA.
YOUR NEW TV DIRECTORY IS OUT: TV Directory No. 4: Television Rates & Factbook runs 32 pages this time -- exactly twice size of one we issued last April. This doesn't merely bespeak enterprise on our part, rather reflects pace of TV industry's growth. Besides rate cards of 4 networks, new volume includes rates and data of 8 more stations -- 31 in all; actually, 30 are on air commercially, but we've added Toledo's WSPD-TV because it's due to start this month. Our July 1 directory's list of CPs outstanding totals 78, applications pending 285. These figures compare with April 1 edition's 23 stations on air, 70 CPs, 183 applications. New directory also includes these reference features: list of experimental stations, tables of present and proposed channel allocations by cities, Directory of TV Program Sources (reprint of our Supp. No. 60), maps of Bell System's actual and projected coaxial-microwave lines. Extra copies of TV Directory No. 4: Television Rates & Factbook are available to subscribers at $2.50 each, to non-subscribers at $5.

Note: TV Addenda 4-A (blue pages), sent herewith to our full-service subscribers, begins new series of weekly reports on new stations going on air, new CPs granted, new applications filed, with which you can keep directory up to date.

EAGER SEEKERS FOR MORE CHANNELS: "Never have so many lawyers and engineers been engaged by so many clients to contend for so few channels so belatedly." That quip about sizes up TV channel allocation hearing whose 115 appearances occupied en banc FCC (Comrs. Coy, Hyde, Jones, Sterling, sitting) all this week, resumes next Wednesday. Some 200 of radio's engineering and legal elite attended, along with sprinkling of principals. Some one also suggested that enough fees and expenses were probably involved in big hearing to build a TV station. Irony is that most of the now-eager-seekers for channels might have had them for the mere asking only 6-12 months ago. As week ended, this was way things looked:

(1) FCC looks askance on any proposal allowing interference within 5,000 uv/m contour of existing or proposed station. (2) Though few witnesses made provisions to account for tropospheric bending, or extension of signal range due to atmospheric, Commission and staff seemed highly conscious of what signal refraction might do to best drawn contour maps. (3) Often overlooked were FCC regulations that allocations must be made on premise of 50 kw-500 ft antenna ratio; witnesses used present station outputs, or powers and heights requested, to show how channels might be squeezed in. (4) General agreement among engineers that, though maps showed interference, in most cases viewers could get signal by properly directionalizing their receiving antennas -- at cost of a few dollars more.

Directional antenna problem was thrown into FCC lap in proposal of CBS-Washington Post to move No. 12 into Washington, opposed by Baltimore principals; also in Yankee Network's No. 3 in Bridgeport, opposed by New York's WNET and WCBS-TV. But Yankee's proposal to move Hartford channel to Bridgeport met united opposition of Hartford grantees and applicants, including Hartford Times (WTHT), erroneously reported in our Special TV Supp. of June 5, 1948 as favoring plan. Another high spot was ex-Comr. T.A.M. Craven's assertion "hearing seems almost a waste of time in light of uh". Over Commission counsel Plotkin's objections, he suggested FCC immediately declare that 22 channels in the 500 mc region will be opened for
commercial use by next October. FCC has ordered hearings Sept. 20 (Vol. 4, No. 19-20). Possibility of uhf adding channel availabilities was implied by Plotkin himself by consistently asking engineer-witnesses whether they would recommend deviations from FCC plan if 24 channels were available instead of present 12. Always the answer was in negative.

**RADIO WITHOUT VACUUM TUBES:** We don't know whether it will replace the radio tube, but when traditionally conservative Bell Labs engineers say they think it may cause a "minor revolution" -- it's worth watching. It's a tiny (half-inch) "transistor," made up simply of pinpoint-sized chunk of rare metal germanium and 2 fine wires, reminiscent somewhat of old cat's whisker. At Wednesday press showing, unit did impressive job of out-and-out substitution for tubes: 12 served as superhet AM receiver, required no strong signal since each can amplify at least 100 times. Unit has amplified frequencies up to 10 mc, also works as oscillator, takes phenomenally low power to operate -- about one-tenth flashlight bulb requirements. Transistor seems to be simplicity itself: clue is in behaviour of semi-conductor germanium, which takes current from one lead-in, amplifies it and passes it on. Bell engineers suggest its use where vacuum tubes impractical, aside from obvious substitution for tubes. They won't say yes or no to speculation that device might make TV networking possible with ordinary wire lines. There are no cost figures yet, but simplicity would lend to mass production, say inventors Dr. John Bardeen and Dr. Walter H. Brattain who worked under Dr. William Shockley.

**BRAINY YOUTH TAKES OVER REINS:** At 36, Charles R. Denny becomes executive v.p. of NBC, assuming mantle of resigned Frank Mullen (Vol. 4, No. 20). At 33, Gustav B. Margraf becomes NBC's v.p. and general attorney, vice Denny. On administrative side of TV, now within his purview, Denny has as right-hand bowers Noran E. Kersta, 36, and Carleton D. Smith, 43. On West Coast NBC's operations are in aged (50) hands of v.p. Sidney N. Strotz, whose TV chief is Harold Bock, 33. And in Washington, veteran v.p. Frank M. Russell (53) has as his operations chief William McAndrew, 33. Strotz, incidentally, returns to Hollywood next week "until fall" -- but it's an open secret he has no intention of residing in New York, whatever his TV title.

These ages epitomize today's prime qualification for TV's management and operation -- youth and vigor, factors which impelled RCA-NBC board chairman Sarnoff and board to pick Denny and Margraf, also to select David C. Adams, 35, as v.p. and gen. attorney of RCA Communications. Their ages and their records: "Charley" Denny, govt. career lawyer who rose to be FCC chairman, then quit 8 months ago to join NBC (Vol. 3, No. 41). "Gus" Margraf, local boy from Cape Girardeau who made good in big way in his only job since college (with RCA's law firm of Cahill, Gordon, Zachry & Reindel), and who was graduated cum laude in his classes at Southeastern Mo. State Teachers College (A.B. '36) and at Duke (law '39). "Dave" Adams, who quit FCC as asst. to gen. counsel to go with Denny to NBC, led his Buffalo U class (law '37); he succeeds Glen McDaniel, 36, who goes to RCA as v.p. and asst. to Gen. Sarnoff.

**THE ANOMALY THAT IS FM:** Status and trends in FM provide a current anomaly. In spite of continued dropouts (60 since Jan. 1), number of FM stations on air has risen to 570 (licensed or STAs) at this mid-year point. And as our weekly FM Directory Addenda (pink sheets) show, new applications are just balancing cancellations of grants and withdrawals of applications. Chicago is an interesting case in point: In recent weeks, UAW-ClO and WGES dropped grants and WAIT pulled out application; yet 4 applicants still want in. FM stations granted or asked for totaled 1,124 at half-year mark (142 licenses, 895 CPs and CSs, 87 applications), compared with 1,124 last Jan. 1 and 1,095 July 1, 1947. By contrast, AM logs now totals 2,040 stations (1,680 licenses, 360 CPs) as against 1,961 on Jan. 1 (1,505 licenses, 456 CPs). Applications for AM aren't as numerous as they used to be either; on Jan. 1 there were 604 for new stations, 229 for changes in facilities; now there are 477 and 187, respectively. And to recapitulate TV's well known jump: Jan. 1 figures were 16 on air, 56 CPs, 84 applications; mid-year scores are 31, 78, 291, respectively (see TV Directory No. 4 and Addenda 4-A).
WELL-HEELED BACKERS FOR TV: More "millionaire money" seeking to invest in TV stations: Edward Lasker, ex-adman, now a Hollywood producer (Walter Wanger Pictures Inc.), son of famed Albert D. Lasker (Lord & Thomas), applied this week for Channel No. 2 in Denver, now 8 for 5; No. 7 in Salt Lake City, now 3 for 4. He states net worth at about $4 million, gives TV business manager as M. R. Schacker, himself an applicant for TV in Santa Barbara and Sacramento (TV Addenda 3-B). Other TV applications this week:

For Wichita, Kan., Lawrence Heller, ex-owner of WINX, Washington, No. 4 -- first for city's 4 channels. For Elmira, N. Y., WENY-Star-Gazette (Gannett), No. 9. For Tulsa, Okla., KV00-Skelly Oil Co., No. 8 -- now 5 for 3. For Erie, Pa., No. 3. For Nashville, Tenn., WSIX, No. 5. [For fuller details about these applicants, see TV Addenda 4-A herewith, first addenda to new TV Directory No. 4.]

Expected to file soon are Westinghouse's WOWO, Fort Wayne, and Salt Lake City's KUTA. WAGA-TV, Atlanta, has applied for STA for commercial operation, but doesn't indicate starting date. Raytheon, whose Waltham CP is being held in abeyance by FCC for lack of diligence in construction, says it hopes to get tests going on Channel No. 2 within few weeks, FCC willing. Withdrawn Friday was application of John Laux's WPIT, Pittsburgh, leaving 7 for 3 there.

THE SET MAKERS BUZZ AND HUM: Burgeoning TV plans of more name manufacturers were unfolded in week highlighted by these noteworthy predictions by Emerson's president Ben Abrams: (1) That radio makers will attain average annual business exceeding $2 billion by end of 1949. (2) That whereas TV now accounts for about 20% of industry's total dollar volume, it should account for 75% by end of 1949, saving only a national emergency -- something of a departure from his thinking last year when he remarked some radio manufacturers were devoting "inordinate portion of productive capacity to TV" (Vol. 3, No. 51). (3) That prices of radios are more likely to be raised than lowered due to upward spiral of wages and materials, though TV offers "possibilities of lower prices because of improving manufacturing techniques." (4) That Emerson itself has $25 million worth of business on books for next 3 months, 25% of it TV. The ever-spectacular Mr. Abrams was talking with distributors at preview of company's new 1949 models. Week's newly reported TV lines:

1. Emerson's 6 models, which did not include "under $200" unit once predicted (Vol. 3, No. 51). But it did include table model to contain RCA's new 16-in. metallic tube (Vol. 4, No. 5 et seq) promised at "under $500" before end of year -- first set with that tube yet announced. Even RCA hasn't disclosed own models, which it says won't be ready before Xmas, if by then. Emerson line also includes 10-in. table model, to sell at $269.50; same in console, $299.50; same in console with AM-FM-phono, $495; 12x16-in. projection table set, under $500; same in console, under $600.

2. First Bendix TV line turns out to be 10-in. TV-only table sets in mahogany ($329.95) and blonde ($339.95), and a TV-AM-FM-phono console ($599.50). They're trade-named "Front Row," have push-button tuning, feature "Telewave" built-in antenna claimed adequate for local stations. Direct-to-dealer setup offers better markup (Vol. 4, No. 20); consumer promotion emphasizes "middleman's profits are yours in direct cash savings." Bendix gives one exclusive franchise per community.

3. Crosley distributors got first view of 12-in. table model plus FM ($445) at their Cincinnati convention this week. It's virtually same as DuMont "Chatham" (Vol. 4, No. 24) under their manufacturing agreement. Crosley also continues its 10-in. table ($375) and "Swing-a-View" console ($795).

4. Magnavox announced Fort Wayne plant will now be devoted entirely to TV production, expected to reach 10,000 per month by fall. This week it set up 3 period rooms in swank Fifth Ave. Lord & Taylor's furniture dept., employing TV sets as central decorative pieces.

5. Brunswick has same "interior decoration" idea, announced it will enlist interior decorators as "second line" salesmen for its $495-1,950 line (Vol. 4, No. 22). Idea is to promote stylized furniture models, give decorators about 10% out of 45% markups of local franchisers.
Battle of the fiscal giants that is the San Francisco TV hearing (Vol. 4, No. 23, 26) turned this week on alleged conflicts of interest between theaters and TV, AM and TV, was set to go through Saturday session if necessary to conclude. Noteworthy were estimated cost figures as finally tendered by each applicant: CBS, $68,600 installation and $665,000 first year's operation; KROW, $290,000 and $180,000 (will use AM-FM facilities jointly); Paramount, $493,000 and $600,000; 20th Century-Fox, $691,785 and $924,693 (first year deficit: $591,753); Edwin Pauley, $540,000 (plus leasing studio) and $535,000.

Actual costs of Milton Berle's "Texaco Star Theatre," smash-hit TV show on NBC Tuesday nights, runs sponsor around $7,500—between $5,000-$6,000 weekly for talent package (according to Wm. Morris Agency's Phil Murray) and $1,900 less 52-week discounts for 7-station hookup (according to NBC rates card). Show isn't planned for kinescope recording yet. Revival of vaudeville it presages (Vol. 4, No. 24) has other such formats now developing, notably CBS's Sunday night "Toast of the Town."

Cecil B. DeMille is still another big-name Hollywood producer planning to turn out films for TV; he plans separate new corporation. Another proposed syndicate of films to TV was divulged at FCC's San Francisco TV hearings when 20th Century-Fox said it is readying 2 features: "Guess Who" quiz, drawn from its film library of 80 million feet; "Telemystery," half-hour dramas.

FCC went through with its proposal to quit issuing STAs for nighttime operation of daytime or limited time AM stations (Vol. 4, No. 6), effective Aug. 16. Commission said degradation of signals offset public service claimed for practice and that fulltime stations should be doing nighttime public service job anyway. FCC again pointed out that daytimers can build fulltime FM stations. Commr. Hyde dissented, said no need for absolute injunction which permits no exception, recalled that no one in industry supported Commission's proposal during hearing.

House committee to investigate FCC (Vol. 4, No. 26) says it will get under way immediately, consists of Reps. Forest A. Harness (R-Ind.), chairman; Leonard W. Hall (R-N.Y.), Charles H. Ekton (R-O.), J. Percy Priest (D-Tenn.), Oren Harris (D-Ark.). Staff, taken from Harness' subcommittee on Publicity and Propaganda, is headed by Canton, O. attorney Frank T. Bowers (ex-war correspondent for Brush-Moore newspapers) as general counsel.

Against RMA's total post-war production figure of $99,590 and our own estimate of over-all 450,000 (Vol. 4, No. 26), Gallup Poll's Audience Research Inc. reports total of 354,000 TV sets in use as of June 15—314,000 in homes, 40,000 in bars and public places. Gallup also forecasts minimum of 1,100,000 more families buying sets in next 12 months, says an additional 5,400,000 would be in market for sets if average price were down to $200 (now around $400).

DuMont's James Caddigan, who masterfully-minded GOP convention production job, is relieved of WABD program directorship (succeeded by Tony Kraber, ex-CBS) and will devote fulltime to network programming henceforth. Veteran radio salesman Humboldt Greig, ex-ABC, has been made sales manager of WABD; Halsey Marriott, sales service manager.

FCC Chairman Coy has assured RMA Commission has no intention of changing numbering of TV channels (Vol. 4, No. 25).

New FCC Comr. Frieda B. Henneox is due to be sworn in at noon, Tuesday, July 6, in Room 3000, Postoffice Dept.

Further corrections, previously announced, in FCC's proposed revisions of TV channel allocations came to light Tuesday at start of hearing on alternative proposals (see story this issue). In addition to previously announced 2 corrections—Columbus, Miss., now 7, (9), and Rocky Mount, N. C., now 5—you should delete Belleville, Ill. (it's part of St. Louis area). These changes also should be made (correction indicated): Cherokee, Ia. (2); Iowa City, Ia. (11); Henderson, Ky. (4); Owensboro, Ky. 6, 8; Portsmouth, O. (12); Punca City, Okla. (11); Sioux Falls, S. D. 5, 12. These corrections should be made in your Supp. No. 56, are incorporated in Part V of our TV Directory No. 4.

Noteworthy facts disclosed in our newly issued TV Directory No. 4: Television Rates & Factbook: (1) Of 30 commercial stations on air as of July 1, 6 are non-broadcasters; of CP holders, 16 out of 78; of applicants, 76 out of 285. (2) Number of TV receivers reported for each area don't add up to total estimated postwar production of 450,000 (Vol. 4, No. 26), but difference is attributable to factory, distributor, dealer inventories. Total in Factbook is 406,450.

Ignition interference to TV can be licked, but it's up to auto industry, says RMA's Committee on Vehicle Radio Interference (K. A. Chittick, RCA, chairman). Recent tests at Marlton, N. J., with 500 uv/m signal from WFIL-TV, show that sparkplugs with built-in suppressors reduced interference to 33 uv/m at 70 ft from receiving antenna. This value was considered satisfactory and compares with 35 uv/m at 50 ft standard agreed to in 1944 Rye, N. Y., tests. RMA and Society of Automotive Engineers have been passing buck for years, former claiming car-makers can solve problem more easily and cheaply than set-makers.

New FM table models: Zenith's $49.95 AM-FM (high band only), AC-DC unit with 5½-in. speaker. Ideal Inc., 4125 E. 10th St., Indianapolis, reports production of $39.95 FM-only, 7-tube, AC-DC set, offers it to FM stations at $22.95 for resale at station's own price. Tele-Tone is reported out with $29.95 AM-FM set. Bendix has $59.95 job, with built-in antenna good for "all ordinary use."

Philadelphia's WFIL-FX reports 7 "sponsors" signed for the facsimile edition of The Inquirer it will start broad-casting July 15, 3:30 p.m., on 45.8 mc, 8 pages to carry ads for following in same format as newspaper ads: Bold Cigars, Greystone Wines, Mort Farr, J. M. Korn Ady Agency, Land Title Bank, Lit Bros., Parkway Bread.

More special editions for TV, in addition to those we last reported (Vol. 4, No. 25): Variety, out in mid-July with radio-TV preview; Trenton Times-Advertiser, June 20, 14-page section; Newark News, June 4, 14 pages.

Next big TV sponsor probably will be Philco, either network or off-tube recorders or both; it's dickering with Actors Equity for one-hour versions of old Broadway hits. Starting on NBC July 4 is General Foods (Maxwell House Coffee), "Try and Do It," audience participation, Sundays, 8:30-9 p.m. Other new TV sponsorships:

On KTLA, Los Angeles: General Time Instrument Corp. (Westclox, Seth Thomas), 1-min. films, thru BBDO, Wally's of Hollywood (women's hosery manufacturer), partic. In "Shopping at Home," which now has 15 sponsors.


WHAT'S WRONG ON CHANNEL No. 13? Tough luck station of TV is Newark's WATV, whose Channel No. 13 signals (210-216 mc) sweep across Jersey flats and down coast but can't be received in great part of metropolitan New York area. Owners Rosenhaus (Serutan) and Bremer have curtailed operation to minimum, do no live studio programs, even let program director Paul Belanger go, pending results of survey to find out what's wrong. Washington consulting engineer E. C. Page has been engaged as "doctor" by RCA, which sold transmitter, to start probe next week to determine whether fault lies in transmitter, West Orange site, terrain, tall buildings, receivers, receiver antennas, or what. There's even suspicion No. 13 may not be adequate -- WATV is first station ever to operate on that highest channel in present TV spectrum. Col. Page firm last winter did independent survey job (Vol. 4, No. 9) comparing WNBW's Channel No. 4 (66-72 mc) vs. WMAL-TV's No. 7 (174-180 mc) when latter was first "high-band" TV station on air. It was learned that, given similar terrain and conditions, higher band did somewhat better job, according to paper read at recent NAB convention.

Note: Other CP holders for Channel No. 13 are: WAFM-TV (WAPI), Birmingham; KLAC-TV, Los Angeles; WAAM, Baltimore; WKAL-TV, Rome, N.Y.; WHIO-TV, Dayton, O.; WJAC-TV, Johnstown, Pa.; WSPD-TV, Toledo (starting tests July 10).

THE INDISCREET MR. WILLOUGHBY: Don't take too seriously those startling off-the-cuff remarks about imminent TV channel shakeups, early emergence of color, attributed to FCC acting chief engineer John A. Willoughby. Nor does close inquiry reveal any disposition, at either high or low level radio officialdom, to go along with Willoughby's purported thinking. It's an open secret the popular but sometimes indiscreet "Doc" Willoughby put his foot into it, if correctly quoted. But despite cats he stirred up, speculation and gossip he provoked, Commission isn't taking any official cognizance of reported remarks, except to indicate that whatever he may have said were personal opinions, not FCC policy. As for suggestion he might have been launching "trial balloon" for an FCC harassed for more space for TV, nobody in responsible position takes that seriously.

Here's nub of what he was reported in "Broadcasting" as having told recent meeting of South Carolina Broadcasters Assn: (1) That lower end of present TV band, Channels 2-6, will be or will have to be deleted in about 2 years to make way for fixed and mobile services. (2) That color TV will be here commercially in perhaps 2 years. (3) That upper end of present band, Channels 7-13, will be used much longer time, perhaps 10 years or more, but will be devoted to "low definition" TV while channels above 500 mc will be used for high-definition black-and-white and color.

Careful checking discloses: (1) That Willoughby privately has maintained ever since 1945 allocations that TV belongs upstairs in uhf bands, that fixed and mobile services need more space obtainable only from present low-band TV channels. (2) That he claims he was misquoted; though he doesn't recall exactly what he did say, he says he didn't mean to leave impression low-band is going to be curtailed in near future or color is as close as 2 years away. All he recalls saying, he avers, is exactly what Chairman Coty stated in his Los Angeles NAB speech -- that FCC will be "looking for more space" for fixed and mobile very shortly. (3) That "Broad-
casting" stands by its story, derived from persons attending meeting, handled by a highly competent and reliable reporter.

Keenly sensitive to growing importance of TV, paucity of channels, actual and potential regional and political pressures for more, Chairman Coy said: "I'll make no comment until you can show me exactly what Willoughby said. That report in 'Broadcasting' is not what he said. We don't know what we'll do [about TV]. After all, that's what we called the Sept. 20 uhf hearing for -- to find out what we can about transmission in 500 mc band. What we do depends on what we find out then."

THE TV PACE IS SWIFT, OUTPUT UP: TV's pace is so swift these days, promises to become even more so when 16-in. tube models begin to emerge about end of year, that Philco has decided it isn't going to wait for distributor meetings to show its new video lines. Instead, it's going to show them as they come out of lab and into production. Change in established policy comes on heels of this week's distributor showings in New York and Washington of 3 additions to TV line: 12-in. console at $424.50, lowest price yet for any 12-in. model; same in console with AM-FM-phono, at $675; new 10-in. console with AM-FM-phono, $595. Indicated was dropping of 7-in., leaving only Motorola, Hallicrafters, Admiral, Belmont, Tele-tone in that field.

Philco is reported getting its 12-in. tubes from Sylvania, also owns little Lansdale Tube Corp., but just what output these companies have remains undisclosed. Cathode ray tube bottleneck looms serious, sales v.p. James Carmine reportedly predicting shortages may brake zooming TV set production rate before year's end. He told New York distributors supply of 10-in. inventories will be exhausted within next 6 weeks, thus putting most popular-selling models on current production basis. He also reported Philco's TV schedule calls for 4,500 a week until end of August, then 8,000 weekly, 200,000 total for 1948, 700,000 for 1949.

Other TV receiver news: Andrea reduces 12-in. table model with AM-FM to $499 (from $695); same set in console remains $795....Sparton showed its first TV set, 10-in. console, not projection model, with image reflected from mirror inside top lid, $375....Stewart-Warner promised new line in month or so, is discontinuing all 4 present models (Supp. 57)....Motorola published trade ad month too soon, showing new 10-in. table model, but says neither specifications nor price yet jelled; that and other sets will first be shown to distributor convention in Chicago, Aug. 11-13....Nielsen began delivery of 10-in. console, $449....Westinghouse will have 10-in. table model out next month, then combination consoles, prices not yet stated....Remington put new 12-in. table model on sale in New York at $495.

CANADA PACT AND REALLOCATIONS: Newly and belatedly TV-conscious Canada, whose govt.-owned CBC hasn't yet decided which channels its own stations will operate on, which it will assign to private interests, has entered into tentative allocation agreement with U.S. -- most significant topic of second week of TV allocations hearing (Vol. 4, No. 27). Details were disclosed as skeleton en banc Commission (Coy, Hyde, Sterling) finished up all individual appearances, scheduled general issues for July 26-27: DuMont's plan for more channels, Westinghouse's Stratovision, CBS's directional antennas, TBA's general comments. As preliminary, before hearing adjourned Friday, DuMont's T. T. Goldsmith got into record his 10x16-ft allocation map, proposed 8 more channels to be taken from govt. allocations in lower bands (govt. to go to 475-890 mc). He also proposed rules be modified to protect to 2,000 uv/m contours, instead of present 5,000, permit 500 kw at 500 ft. instead of present 50 kw (thus make possible cheaper receivers).

Still subject to State Dept. protocol, allocations of TV frequencies within 250 miles of border are based on protecting Canadian stations to border, no matter what the level of signal. U.S. metropolitan stations, under our rules, are projected only to 5,000 uv/m contour, rural to 500 uv/m. Thus "veto power" in hands of Canadians was heatedly objected to by Buffalo, Cleveland applicants, claiming they could never under agreement's terms expand to rural coverage. FCC's Curt Plummer, who handled details, insisted "veto" works both ways since U.S. could object to Canadian interference.
COLD WAR & THE RADIO INDUSTRY—II: You needn't worry much about inroads into radio equipment production, including TV, by govt. electronics purchases during current fiscal year. That's latest consensus of best govt. and civilian informants—barring, of course, any serious change in preparedness picture (Vol. 4, No. 18, 25).

This conclusion holds, we're told, despite fact almost $400 million have been earmarked for electronics procurement—$200 by Army, $137 by Air Forces, $51 by Navy, plus requirements of all other govt. departments. Dollar-wise, this $400 million looms very large, considering that manufacturers produced about $1 billion worth of goods in 1947 and only about $150 million worth went to govt.

Here are reasons given why govt. buying is expected to have negligible effect on radio in general, TV in particular: (1) Military procurement officers say past couple months have seen phenomenal increase in request for govt. contracts from radio manufacturers of all sizes (*"including big boys like RCA and Philco") who have plenty of unused capacity. (2) Sizeable piece of that $400 million won't actually be spent on electronic equipment, substantial chunk going to sub-contractors who make such things as mechanical parts for radar. (3) Part of the money (about 12% in Army's case) goes into research.

Western Electric's Fred Lack, chairman of RCA's Industry Mobilization Policy Committee, says flatly he doesn't expect govt. procurement to have any effect on TV production in coming year—though military procurement officers say they have no way yet of gauging impact of their buying on TV. For example, they don't how many cathode ray tubes they'll buy; they generally use 5, 7, 10, 12-in. sizes, seldom any larger.

RMA committee hasn't yet met with govt. people to present its ideas on planning (Vol. 4, No. 25) since it still has a lot of intra-committee work to do. Further, says Lack, it will probably take Congressional action to clear up inefficiency and confusion devolving from fact that each service buys equipment independently; it's not services' fault, he points out, but Congress' because of way it appropriated money. Besides Lack, RMA committee consists of Paul V. Galvin, Motorola; Frank M. Folson, RCA; Harry A. Ehle, International Resistance Co.; George R. Haase, Operadio Mfg. Co.; H. L. Hoffman, Hoffman Radio Corp.; W. A. MacDonald, Hazeltine; R. C. Sprague, Sprague Electric Co.

SIGHT AND SOUND

Radio and associated industry tycoons loom large in Treasury Dept. report on 1946 salary-bonus income roll (above $75,000) headed by movieman Charles Skouras ($955,300)—his brother Spyros of 20th Century-Fox being down for mere $201,500. List includes: David Sarnoff, RCA, $132,083; Niles Trammell, NBC, $75,220; Frank Stanton, CBS, $94,010; C. G. Stoll, Western Electric, $100,700; W. F. Hosford, Western Electric, $75,700; Sigmund Larman, Young & Rubicam, $93,955; and Westinghouse's A. W. Robertson, $134,598; G. H. Bucher, $132,583; G. A. Price, $114,632. Zenith Radio's current report to stockholders, incidentally, lists president E. F. McDonald's salary for fiscal year ending April 30 at $105,000; executive v.p. Hugh Robertson, $105,000; sales v.p. H. C. Bonfig, $76,005.

AT&T clarified TV tariff this week by filing amendment to 4-hour-per-day monthly rate ($25 per airline mile) permitting use of non-consecutive, 15-min. segments. Bell System will tote up quarter-hour (or half-hour) periods in arriving at number of hours used. Hereetofore, TVers weren't sure whether each 15-min. interval counted as full hour or not, since tariff (Vol. 4, No. 13) referred to rate "per hour or fraction thereof."

Edward T. Ingle remains as radio director of Republican National Committee throughout campaign, though Gov. Dewey's personal radio advisor probably will be his old friend and neighbor Ford Bond. Among radio's "know-him-whens," Ed Ingle sing with Dewey in U of Michigan glee club, also Ann Arbor Methodist Church choir.

Next new TV stations and markets: Toledo, where WSPD-TV was to begin Channel No. 13 equipment tests July 10, hopes to go on regular schedule July 19, depending on tests. Albuquerque, where KOB-TV expects to start early in August (on No. 4), go commercial as soon as operating properly. Atlanta, where WSB-TV is aiming for latter August tests (No. 8). Also aiming for August starts are ABC's WJZ-TV, New York (Aug. 10); WAAM, Baltimore. Now testing, not yet ready for commercial STA, is KFI-TV, Los Angeles. We'll let you know about other CP holders' starting plans as soon as we hear from them.

As TV set circulation increases, so do station rates. Both NBC and CBS have announced they will hike basic time rate to $1,000 per hour next October for key outlets WNBT and WCBS-TV, New York. Additionally, NBC's TV network rates, published in our TV Directory No. 4, will be boosted at same time for of its present 7 TV affiliates: WPTZ, Philadelphia, $300; WRGB, Schenectady, $200; WBAL-TV, Baltimore, $250; WNBW, Washington, $250. No changes are announced for WJZ-TV, Boston, or WTVR, Richmond.

TV manufacturers have really been beating path to door of Bureau of Standards' Dr. Cledo Brunetti, printed circuit expert, who says you can expect many receivers to have PC components by next year. Currently, he's tremendously interested in Bell Labs "transistor" (Vol. 4, No. 27), calling it a "true scientific first" which should fit in naturally with printed circuits.
Highlighting week's TV business news: Gimbel's of Philadelphia sponsoring its noted "Uncle WIP" program on WIP simultaneously over WCAU-TV, Mon., Wed., 6-6:15 p.m., 13 weeks, jointly with Pirece-Phelps Inc. (Admiral radios); and J. L. Hudson Co. dept. store, Detroit, sponsoring 3 afternoons of 1948 Olympic swimming competitions on WWJ-TV. WPTZ, Philadelphia, reports M. Buten & Sons, paint manufacturers, offering "Buten Weather Man," weekend weather conditions in nearby resorts, Thurs., 7:45-7:50 p.m. And July 12 Beau Jack-Ike Williams lightweight championship will be sponsored by Ballantine on WFIL-TV and ABC hookup.

Meredith Champlain Television Corp. is new name of TV applicant for Albany (formerly Meredith Publishing Co.)—Stephen Rintoul, president, whose 10 kw AM station WXKW is due to go on air there as ABC outlet in latter July; E. H. Meredith, treas., v.p. of Des Moines magazine publishing company. Rintoul's Champlain Valley Bestg. Corp., WXKW licensee, acquires 20% of new TV company; Meredith interests acquire about 6% of WXKW, which Rintoul continues to control independently of TV project.

More favorable radio earnings reports: Zenith for fiscal year ending April 30, 1948 did record peacetime volume of $78,406,133, up 38% from preceding year; profit for year was $3,484,514. Motorola's sales volume first 6 months of current year ran $25,888,000, up 22%; net profits after all charges of $1,550,796 ($1.94 per share) compared with $1,397,744 ($1.72) for first half of 1947.

"Demand for Philco television receivers is exceeding even our most optimistic forecasts," reports Philco's president William Balderston to company stockholders — and first quarter sales reflect it: $58,601,000 vs. $50,187,000 in same period last year, 17% gain attributed to "rapid growth" of TV and gain in refrigerators. Earnings after all charges, including $900,000 for inventory reserve, were $1,558,746 ($1.24 per share) vs. $1,609,754 ($1.10).

Captioning 6-page pictorial article on TV "1948 is Television's Big Boom Year," July 20 Look Magazine falls for some common errors—tells readers that by end of year there will be "over 100 stations" (actually there will be 45-50 at most) as against today's 27 (actual figure is 30). By end of 2 years, Look says TV will have audience of 65 million, employ 100,000 persons; within 5 years it will be "one of 10 largest industries of the nation."

DuMont will issue 150,000 shares of 5% preferred stock at $20 which, with current profits, will be used for working capital, if stockholders approve at special meeting July 22. Presently authorized capital stock is 2,440,000 Class A common, of which 1,471,040 are outstanding, and 560,000 Class B, all issued and outstanding, par value of each 10 cents (currently quoted over-counter at around 14).

TV makeup men are on hand for Democratic convention—NBC sending expert Dick Smith to do job on politics; WFIL-TV bringing Max Factor's Hal King from Hollywood to do same. NBC disclosed that at GOP convention it put makeup on Dewey, Taft, Stassen, Warren before they were interviewed.

Sylvania's cathode ray expansion plans, also need for more facilities for flourishing receiver tube market, are disclosed in new financing announced this week: (1) bank loan for $14,000,000, (2) plan to sell 200,000 shares of common stock.

Part I of NAB's TV report, titled "The Decision," is due out in early August. It's designed to help prospective TV applicants make up minds. Other 2 parts, "Building" and "Operating," will follow. Reports are currently full-time job of Charles Batson, information chief.

Signs of the times: Of 25 members making up NAB's newly constituted board, 14 are from stations in for TV: Harry Bannister, WWJ-TV, Detroit (on the air); 4 CP-holders T. A. M. Craven, Cowles-Minneapolis; Clair McCullough, WbAL, Lancaster; H. W. Shockey, WMC, Memphis; Clyde W. Rembert, KRLD, Dallas. Also 9 applicants: G. Richard Shafts, Surety Broadcasting Co., Charlotte; Hugh B. Terry, KLZ, Denver; Harold Fellows, WEEI, Boston; Henry P. Johnson, WSN, Birmingham; Howard Lane, WJJD, Chicago; Paul W. Morency, WTIC, Hartford; Campbell Arnoux, WVAT, Norfolk; Charles C. Caley, WMHD, Poria; Michael R. Hanna, WHCU, Ithaca, N. Y. Board meets July 22-25 in Washington.

Chicago's WGNB will duplicate its AM affiliate WGN all the way beginning Aug. 25—quite a blow to proponents of non-duplication, since WGNB and director Marion Claire have been kingpins of independent programming and FM in general. Move is reported as part of Chicago Tribune's current economy drive. FMA's Bill Bailey says there's absolutely nothing to rumors that Miss Claire will now drop her FMA positions (board member, chairman of Region 3, chairman of convention committee).

FMA cut loose this week, said it would no longer merely promote FM but would also advise members on "general problems incident to FM operation." NAB's Judge Miller said official NAB reaction would have to come from board, but he doubted there would be any; meanwhile, he said, NAB would continue to assist its members with FM problems. FMA at same time broadened membership appeal by inviting dealers to join.

For your convenience in keeping your FM allocation plan (Supp., No. 52) up to date, we've consolidated all changes reported since its issuance last year in Supp. 52-A, herewith. We'll continue to report subsequent changes in our pink FM Addenda (55 series).

You know radio is deep into movies, nearing the hyperbolic jargon of Hollywood, when one NBC affiliate greets NBC-TV's "kinescope recording" coverage of COP convention as "The miracle of all ages"! It's part of build up NBC is giving its off-tube syndicate service, indicating keen rivalry in this field with DuMont's "tele-transcriptions" (Vol. 4, No. 22). Next: someone is coming along with TV's "super-colossal epic of the epochs."

Best bibliography of literature of TV yet done by anybody is 35-page Television Bibliography published by NBC General Library, listing technical and non-technical books, brochures, reprints up to March, 1948; current TV magazine, newsletters, etc. (20); magazines partly TV (28).

Gallup Poll discloses only 4% of voting public happened to see any part of COP convention on TV—far out of proportion to intense interest it evoked (Vol. 4, No. 28), certainly emphasizing again enormity of potential receiver market.

Paramount and Democratic convention TV pool finally came to agreement: Paramount can show Democratic convention in its New York theater next week, will pay pool rumored $5,000-$5,000 for rights.

Worth consulting: Sponsor Magazine's new feature, starting July, logging "TV Available Live Package Programs," also its new list of 114 advertising agencies now having TV departments.

Recommended for TV servicemen: Philco's series of instructional pamphlets titled Television Trouble Shooting; also its 140-page The Servicing of Television Receivers, available from Philco Service Division, Philadelphia, $2.25.

RCA says its kinescope production will almost double when 40,000 sq. ft of additional space is made available in Lancaster tube plant addition now under construction.
THE TV SUMMER POT SIMMERS: Only 5 new TV applications this week, fewest in 6 months, probably due to preoccupation of so many lawyers and engineers with FCC re-allocation hearings. But there were other noteworthy developments: (1) Los Angeles' KFAC (C. L. Cord interests) indicated it will apply for Channel No. 13 there, now assigned Thackrey's KLAC-TV, due to be sold to Warners (Vol. 4, No. 18-26) -- thus precipitating protracted legal squabble, probably also attracting other applicants. (2) Ordering of hearing on WDIA Memphis application, though enough channels are available (4 for 4), on question of financial ability -- first such move by FCC.

Week's TV applications: For Little Rock, Ark., Southwestern Publishing Co., Fort Smith, Channel No. 8 -- third by publisher Reynolds, seeking also Tulsa, Oklahoma City. For Ithaca, N.Y., WHCU-Cornell U, No. 4. For San Antonio, Tex., KONO, No. 12 -- now 3 for 3. For Salt Lake City, KUTA, No. 2. For Seattle, Edward Lasker, No. 7 -- now 6 for 3; he also seeks Denver, Salt Lake City (see TV Addenda 4-A).

DIMINUENDO FOR THE PROJECTIONS: Say what some set makers will about their projection receivers (i.e., home models using lenses and reflection screens to frame images up to newspaper-page size), simple fact is they aren't being produced in great numbers. Out of RCA-reported 18-month postwar TV production of 399,590 sets of all kinds up to June 1 (Vol. 4, No. 26), only 19,909 were projection models, or just about mere 5%. May units totaled only 1,121 vs. April's 1,842, January's 2,295, all of 1947's 12,527. Fact that Fisher, Scott, Hallcrafters, Pilot and others are going in for Protelgram (Vol. 4, No. 25), fact that big RCA is still sold on projections, may increase rate of output -- but that's yet to be seen. Factory folk insist higher prices are main retarding factor (they're largely console models, usually combinations). But there's school of thought that insists direct-view gives more satisfactory picture. This school -- DuMont is chief protagonist, Crosley and Westinghouse apparent disciples -- looks to bigger tubes (12 to 16-in.) as answer to average home need and desire (Vol. 3, No. 47; Vol. 4, No. 4, 5, 8, 12, 23).

ECONOMIC QUESTION MARKS OF TV: Don Lee's Lexis Allen Weiss scrubbed off some of TV's glamour makeup with a rough brush when he told NAB conference that small-time operators had better keep clear of it for the present if they don't want to get burned. So crammed with sound business judgment and plain horse sense were his impromptu remarks, we think they're worth more attention than given in our summary report from Los Angeles convention (Vol. 4, No. 21). For realistic, tough-minded, business-wise Lew Weiss knows whereof he speaks, his company having been a TV experimenter some 17 years. He was a timely note of caution against what he termed the current "fever" and "frenzy" over TV. In essence, these were his observations:

He unhesitatingly grants TV "its rich and compelling advantages over every other form of advertising" and agrees "the public is obviously ready for TV and TV is ready for the public." But, he warns: "Many broadcasters are rushing headlong into bankruptcy in a field they have confused with AM." Many cities under 500,000 already have several applicants, he notes, yet are unlikely to support even one station. He calls this a "strange phenomenon" for the broadcasting business, which developed slowly and normally, giving opportunity to train professional personnel. Then he strips TV down to its commercial buff in "cold terms of circulation," points out that the entire growth of TV is geared to receiver distribution, therefore it behoves every TV enterpriser to study that potential carefully "at the manufacturer's level." Then there's the danger of a possible move into uhf, with attendant "economic shock" and possible obsolescence -- "a risk that should be properly calculated in the light of our recent experience with FM....

"I am tremendously enthusiastic," he concludes, "about [TV's] possibilities for public service but as a business man I cannot ignore the huge question mark that looms over and shadows its possibilities as a source of profit....TV does not present a profitable undertaking for the short-term entrepreneur, and all consideration of this new medium must be geared to a long-term evaluation....The wise broadcaster, if he is sure that he can afford it, will undertake to provide his market with the gratifying service of TV as a plus to the service provided by his AM, upon which he must depend for the income to support both operations."
EXIT RFPB, RMA-IRE PUNDITS PROBE UHF: Report on TV in uhf is first job of newly-formed RMA-IRE Joint Technical Advisory Committee which replaces old RFPB. Committee, under chairmanship of Phil Siling of RCA's Washington Frequency Bureau, really doesn't have much time to marshal information before FCC's Sept. 20 hearing (Vol. 4, No. 19, et seq). Actually, with Siling overseas until about Aug. 18, vice-chairman Don Fink of Electronics Magazine will be in charge. Other members are: Dr. Ralph Bown, Bell Labs; Melville Eastham, General Radio; John V. L. Hogan, WQXR and Radio Inventions Inc.; E. K. Jett, Baltimore Sun; Haraden Pratt, Mackay; David E. Smith, Philco. IRE technical secretary Laurence G. Cumming is committee secretary.

Fink's opinion on uhf for TV is well known. Here's quote from his editorial in July Electronics: "We didn't know how to use this space [475-890 mc] for color television a year ago...We still don't know how to use it...Any immediate shift to the uhf bands would bring many more problems than it would solve...There is no great clamor at present from the public for additional television service...Certainly the pressure for additional channels, so long as it resides so largely in the broadcasting camp and so little in the body politic, must be resisted until the technical implications of a new allocations policy are thoroughly explored."

POLITICS AND THE SET OUTLOOK: TV setup for Democratic convention starting Monday is just about same as for GOP -- same pooled coverage, same rival hookups, same 30 stations getting network or film services. Stimulus to TV set sales noted during GOP week, which had added impetus of Louis-Walcott fight, is expected to be repeated but on somewhat lesser scale. It's almost too much for dealers to hope for repetition of windfall during traditionally low summer season they enjoyed week preceding and week of GOP show. Distributors in New York, Boston, Baltimore, Washington reported enormous demands then; typical of dealers' reports were those of Macy's and Davega Stores in New York, Gimbels in Philadelphia, highly enthusiastic.

Actually, normal demand plus hypot of big events had TV receiver output running at accelerated rate during June, according to preliminary reports. Whereas RMA total for May was 50,177 (Vol. 4, No. 26), June's first week ran around 12,000, second week about 15,000; and 5-week month probably means well over 65,000 when finally reported. July vacation shutdowns may decelerate this pace, but even so one big manufacturer tells us he won't be surprised if by mid-Sept. factories can't meet demand.

As for next convention telecasts, everyone expects to profit from GOP errors by exercising more care under cameras, use of makeup, etc. But New York Times political pundit Arthur Krock, in full Sunday column July 3 devoted to TV at conventions, told how many viewers wrote in incensed over shenanigans, but doubted whether TV will "hold down to a minimum the time-wasting, the artificialities and the monkey-shines." Post mortems on GOP coverage lead technicians and producers to believe they have some problems licked. They're also planning to carry Henry Wallace convention July 23-25 but haven't decided whether to handle it on pool basis.

SOME PLAIN TALK ABOUT TV vs. FM: Take it from an FM specialist, consulting engineer Murray G. Crosby, this TV boom isn't a mere flurry -- it's a popular reaction that can't be stifled. He calls TV the "new look" of radio broadcasting, opines it will slow up FM's progress somewhat, but thinks there's no reason why FM shouldn't take its rightful place as the basic medium of aural broadcasting. We quote Crosby's thoughts, as conveyed in an unsolicited letter, because his engineering forte (while with RCA 1925-44 and with Paul Godley until recently) has been FM and phase modulation -- fields in which he is recognized and highly regarded as an authority. So there's complete frankness when he adds: "In my mind, the most important factor in this [TV] boom is that its determining factor was the people. We engineers can cook up dishes for the public, but if they are not hungry for them, or if we misjudge their appetites, they will not consume the meal. The fact [is] that the people want television...and are therefore bound to be lukewarm toward the procurement of an FM radio. But there's no reason why FM cannot be sold to the public. Look what was done about skirt lengths, abysmally against wishes of the women!"
WSPD-TV FINDING CHANNEL 13 OKAY: There's nothing wrong with Channel No. 13 in Toledo, where second TV station ever to work topmost 210-216 mc band tested all this week, reported far happier results than Newark's WATV (Vol. 4, No. 28). In fact, WSPD-TV manager Ed Flanigan and chief engineer Bill Stringfellow are so satisfied they're putting it on regular Monday-Friday 6-11 p.m. schedule starting next Wednesday, July 21. RCA transmitter is used, same as WATV, but WSPD-TV folk think perhaps they're especially favored by flat terrain, 550-ft mast in downtown Toledo, absence of tall buildings. Reception has been possible without aerials within mile of transmitter, and good signals have been reported thus far from Lima, 70 mi., and Archibald, 45 mi. to southwest; Port Clinton, 40 mi. east; Detroit, 60 mi. north.

WSPD-TV starts its commercial T-Day with $2,000-$2,500 per week billings already booked, said Flanigan, including such sponsors as Ford dealers (baseball), Philco (live and film cowboy shows), Chevrolet (newsreel), probably RCA (sports), Bulova time signals, 10 local spot users (for rate card, see TV Directory No. 4: Television Rates & Factbook). City already has 600-700 sets, Flanigan reports. Dealers are geared to sell 2,500 more next 90 days. Toledo Times will publish special 24-page TV edition July 21.

Note to TV receiver manufacturers: Next new TV markets about to open up are Atlanta, Miami and Albuquerque. Atlanta's WSB-TV now reports it will start on-the-air tests Aug. 15; WAGA-TV there is also installing, will get going soon too. Miami's WTVJ, though still awaiting FCC approval of transfer of control to Wolfson-Meyer theater interests (Vol. 4, No. 17), will have GE transmitter ready for dry runs in about 10 days, reports manager Robert Venn, who plans big promotions rest of this month. Albuquerque's KOB-TV now promises to get started "sometime in August."

JOIN 'EM IF YOU CAN'T LICK 'EM: Don't think for a moment that Paramount's Barney Balaban, the Warner Brothers and the brothers Skouras of 20th Century-Fox are simply flicking their own and their stockholders' money around in the current eager scramble for TV preference. They may not know exactly what they're after, how TV will affect their business -- but they intend to find out.

Hence Paramount's preoccupation with getting stations (it has 2 on air, 5 identified with 5 applications) and with its system of fast-film telecasting. Also Fox's eager quest for 5 stations, Warners' for 2. And both Fox and Warner working with RCA on large-screen theater TV (Vol. 4, No. 26). Here are some of latest moves in the current wooling of "the whispers and the shadows":

1. Fox Movietone News joined with United Press this week to make available to TV stations daily news-plus-newsreel coverage, backed by film library to document current UP dispatches. It's another evidence of Skouras determination to "join 'em if you can't lick 'em" and tacitly recognizes TV's inevitable trend toward "Every Home a Newsreel Theater" (Vol. 3, No. 44). Last January, Fox made daily 10-minute Movietone available for Camel-sponsored NBC telecasts (Vol. 4, No. 5), deal creating quite a stir in film field.

2. President Spyros Skouras implemented plans to go even more deeply into TV syndication field (Vol. 4, No. 27) by promoting 20th Century-Fox's radio manager
Irving B. Kahn to over-all TV program chief. Peter Levathas, sales manager of short subjects, also assumes TV production responsibilities. They report to Alfred H. Morton, now titled director of TV.

3. Warner Brothers detailed pioneer sound chief Col. Nathan Levinson, noted in radio field for his World War I Signal Corps record and in movies for introducing the talkies, to watch every facet of TV, particularly as it applies to theaters; has instructed him to go limit in large-screen TV experiments (Vol. 4, No. 22). He's also helping prepare FCC cases for Los Angeles and Chicago station applications, due for bitter competitive fights. Formal application to FCC to purchase Thackrey West Coast properties (Vol. 4, No. 26) is due next week.

4. Philadelphia Fox Theatre large-screen TV setup, used so successfully for Louis-Walcott fight (Vol. 4, No. 26), has been dismantled, shipped to Hollywood where technical chief Earl Sponable's staff will conduct further laboratory experiments. System holds great promise but simply isn't good enough for theaters yet, say Fox officials, who laugh at trade paper report they're contemplating ordering 100 or more units from RCA for as many theaters. Not only do present custom-built test models cost about $100,000 each but, besides Warner setup in Hollywood, there's only one more in existence (RCA's) and only a few more building.

Everybody's an oracle who has achieved film eminence, thanks to Hollywood's prolific publicity machinery, so we hear or read almost daily about such things as: (a) Sam Goldwyn forecasting that TV will force Hollywood to produce better pictures to retain boxoffice (he told us himself in Hollywood recently how enthused he was over prospect of using TV trailers to promote his pictures); (b) Barney Balaban predicting theaters will carry big news events on screens as they happen (viz., Paramount's Louis-Walcott and convention shows); (c) David Selznick, Hal Roach, Cecil B. DeMille, Richard deRochemont, et al, indicating agreement with RCA's Wally Watts that TV will open up vast new markets for films (Vol. 4, No. 21) -- and casting about for ways of taking advantage of that market.

** DID SCOTUS BAR MOVIES FROM TV? ** Fact that U.S. Supreme Court found big movie firms guilty of anti-trust law violations in connection with theater ownership doesn't necessarily mean FCC will count them out as TV applicants -- despite scareheads in trade press. It's true Commission lawyers brought subject up in connection with proposed purchase of KSO, Des Moines, by Tri-States Meredith, part-owned by Paramount, half owned by TV-seeking publishers of "Better Homes & Gardens." True also that Tri-States Meredith this week dropped KSO purchase deal, though remaining as applicant for TV in Des Moines. Lawyers differ on meaning of court's decision. Yet point about anti-trust feature of Communications Act was raised in hearings involving movie interests (Paramount-DuMont, San Francisco cases). But from what we can learn FCC has never yet turned down any applicant solely on such grounds. Moreover, political climate in Washington is changing, isn't as conducive to zealous trust-busting activities as it used to be and certainly no monopoly of TV itself is involved. On other hand, in stiffly competitive hearings involving movie interests (like Boston, Chicago, San Francisco), where Commission must eliminate some contenders, it's conceivable high court's May 3 decision might play part.

** DAMN, HELL AND DEMOCRATS: ** Wayne Cov's no Frank McNinch, so FCC won't do anything about those occasional "damns" (and we heard at least one "hell") that fell from lips of televised subjects, including Senator Barkley himself, during Democratic convention telecasts. Prudish ex-FCC Chairman McNinch's tenure (1937-39) is best remembered for furor he created in citing NBC because Mae West made an off-color remark on the air. Nothing came of it, of course, except lots of publicity and tighter radio self-censorship.

But newness of TV medium, relatively more liberal use of language in movies than on radio, does raise spectre of TV censorship. In Baltimore this week, Maryland Theatre Owners Assn. asked State Board of Motion Picture Censors to extend its scope to TV. Theaternmen said frankly it's a competitive move. They caught board
NEW DESIDERATA IN STATION DEALS: Commonplace questions in conversations and negotiations looking toward sales and purchases of broadcasting stations: "I'd like to buy that [AM] station, but what are the TV possibilities?" "The market's good, the price seems right, but can it support TV too?" "What's the TV allocation there?" These random but typical quotes tell their own story -- a story of AM broadcasters pulling out because they don't think they can stand the costly TV gaff; of new enterprisers buying into AM but with thought of getting TV, too. Examples of latter: Warner Brothers-Thackrey deal (Vol. 4, No. 28); Washington Post-WTOP (Vol. 4, No. 21); Meredith-WXKW, Albany (Vol. 4, No. 28); Stern-WDSU, New Orleans (Vol. 4, No. 24).

FCC records show 56 AM stations changed hands last year; they're still being bought and sold at a slower pace now. This new TV factor entering into AM evaluations tends generally to depress prices -- plus the diminishing prospects of getting TV permits, the prospective high cost of adding TV, the need of AM supporting TV in inceptive stages out of profits that might otherwise go for taxes. All in all, this business of expecting TV too is quite a headache for radio's busy-bee (and quite prosperous) station brokers. And they've had little or no opportunity of making deals for sale of existing TV stations; too few of them yet.

WILL HISTORY REPEAT IN TV-FM? When Zenith's veteran sales chief H. C. Bonfig told National Electrical Retailers Assn. Tuesday that huge capital investment and technical know-how needed for TV and FM set production will drive "fringe" manufacturers out, he ought to know what he's talking about. During his 25 years in radio, he said, he saw exactly 788 radio names vanish, big and little (remember Atwater Kent, Kolster, Kodel, etc?). He counted 50 in last 2 years alone. He dubbed as mere "handlers of merchandise" the lads merely skilled with "soldering iron and pliers" who set themselves up as manufacturers, said TV-FM require even higher degree of skill than radio, with dealers backing up sales with installation and servicing.

Bonfig's own company, though a radio pioneer and leader in FM, is one of few big-names not yet in TV -- won't be until fall. But it's a fact: new names and new products are cropping out almost daily in TV receiver field (not so many in FM), some sparked by young enterprisers who got electronics training in last war. We've noticed this especially in preparing revision of our Directory of Television Manufacturers & Receiving Sets (Supp. No. 57) published last January. To the 31 set-makers, 5 kit-makers, 11 prospective set-makers then listed, we already find we'll have to add at least 25 more companies, let alone dozens of new models. Besides, we're querying scores of others reported from various sources as producing or planning to produce TVs -- though heaven only knows where they can get cathode ray tubes! New revised directory will be ready for you in month or so; meanwhile, we'll be glad to send any subscriber a typewritten list of the aforementioned 25.

TRANSIT FM TESTS IN ST. LOUIS: Budding transit radio idea (Vol. 4, No. 5, 22) is really catching on -- latest city to get hot on FM's potentially rich revenue source being St. Louis. There, local Public Service Co. (1,000 vehicles) and St. Louis Star-Times' KXOK-FM start tests next month on 20 trolleys and buses, equipment to come from Hulbert Taft's Transit Radio Inc., Union Trust Bldg., Cincinnati. Station will program from 6:30 a.m. to 10 p.m. daily. Public Service Co. of St. Louis is subsidiary of National City Lines, holding franchises in more than 40 cities (including Los Angeles, Oakland, Spokane) -- hence special significance of these tests. In Cincinnati area, Taft has already equipped 100 vehicles of Northern Kentucky Green Lines, will have 400 buses and trolleys of Cincinnati System equipped by mid-August. His WOTS(FM) started regular programs last Saturday, has more than 25 accounts already signed -- including 4 dept. stores, grocery chain, hotel, etc.
Big TV plans of ABC now include a New York Television Center occupying width of entire block on 66th and 67th Streets off Central Park West (old New York Riding Hall), containing 2 million cubic feet of usable space, executive v.p. Bob Kintner has announced. Transmitter of WJZ-TV is nearing completion atop Hotel Pierre at Fifth Ave. and 61st St., and it's still planned to start Aug. 10.

Microwave relay pioneer Bill Eddy, whose Chicago WBKB was thus able to carry Notre Dame grid games from South Bend last season, is setting up more such links to Champaign, Ill. for U of Illinois and to Lafayette, Ind. for Purdue games. Eight hops are planned, using RCA microwave equipment.

May inventory position of radio distributors, released by RMA this week, showed manufacturers shipped 492,509 radio sets to distributors, who in turn shipped 645,476 to retailers, leaving distributors with 1,122,390 (vs. 1,276,359 in April). TV figures were: 42,322 shipped by manufacturers to distributors, 34,574 by distributors to retailers, 32,051 distributors' inventory (vs. 24,313). FM figures were 46,887 shipped by manufacturers to distributors, 74,857 by distributors to retailers, 125,680 distributors' inventory (vs. 151,621). April figures were reported in Vol. 4, No. 24.

Transmitter equipment sales for first 3 months of 1948 adds up to $6,050,939, RMA reported this week: AM, $607,455; FM, $1,615,204; TV (including studio equipment), $1,682,615. Remainder was AM-FM studio equipment, $1,193,060; AM-FM antenna equipment, $555,577.

Further hearings on revised TV allocation plan may be necessary if corrections to FCC allocation table (we incorporated them in Part V, TV Directory No. 4) affect any grantees or contenders. FCC this week, in issuing corrections, gave those interested until Aug. 2 to file objections, until Aug. 9 for counter-proposals, said it would hold hearings if necessary.

"Smooth efficiency" describes improved TV coverage of Democratic convention this week. It was nicely buttoned up in Variety headline over dispatch by its Washington correspondent Herman Lowe: "Tele, Gawky Kid of the GOP Meet, Becomes a Man for the Demo Convention." Variety, incidentally, also attributes to $3,000,000 TV budget for 1948-49 reason behind current economy slashes at CBS (about 50 employees already let go) and reports CBS now $9,000,000 in "tele red."

GOP in interest of brevity didn't carry radio plank in this year's platform, but Democrats included this rather inauspicious paragraph: "We urge the vigorous promotion of worldwide freedom in the gathering and dissemination of news by press, radio and television, with complete confidence that an informed people will determine wisely the course of domestic and foreign policy."

Another TV training clinic for technicians, devoted mainly to building and operating stations, will run week of July 19 at RCA Camden—this one with 60 enrolled, including engineers from stations in Canada, Mexico, Cuba and Australia.

Witty & Rhea is new broadcast and TV consulting engineering firm established by W. M. (Bill) Witty and H. E. (Harry) Rhea, both veterans of RCA field service; address is 2923 Snider Plaza, Dallas, Tex.; phone J8-2402. Also announcing new consulting TV engineering service is R. L. Campbell, 150 Causeway St., Boston, Mass.

One of last low-band FM holdouts, Chicago Tribune's WGNE, has quit 35.9 mc, is now on 98.7 mc only.

From Paramount's report on June 15 stockholders meeting: "Mr. Balaban replied that he did not know what effect television would have upon motion pictures but that television was developing very rapidly, indeed, the country was on fire about it. . . . undoubtedly some people will stay at home for television while others will go to the theatres. . . . there was a time that radio hurt motion pictures but ultimately radio helped motion pictures. Bing Crosby was in a large measure developed through his appearances on radio. Mr. Balaban suggested the possibility that television similarly will develop stars. . . . will serve as a screen test for motion picture players."

First New York pro football sponsorship to be announced: Chevrolet Dealers Assn. Inc. (184 dealers), New York Yankee games for 3 years on WABD, thru Campbell-Ewald. NBC Television announces sale of 5:45-6 p.m. segment of "Howdy Doody" to Pioneer Scientific Corp., starting July 15, thru Cayton Inc. New sponsorships reported on WTMJ-TV, Milwaukee: Miller Brewing Co., Milwaukee General Tire Co. and Ennis Motors, midget auto races, placed direct; Norcross Greeting Card Co., spots, thru Abbott-Kimbail; Canada Dry, spots, thru Maxon; City Liquor (Villa Wine), spots, direct.

More long-distance TV reception: West Newton, Mass., viewer picked up St. Louis' KSDK-TV (900 mi.) for 15 min., gets New York (200 mi.) regularly with 6-element antenna; another receives WTMJ-TV, Milwaukee, at Grand Rapids, Mich. (115 mi.) with 60-ft mast and booster; a third picks up New York at Haverhill, Mass. (200 mi.), using 40-ft tower; another reports receiving WCBS-TV, New York, at Little Rock, Ark. (1,100 mi.).

Little Bell Television Inc., 147 W. 42nd St., New York, which specializes in rentals and sales of TV receivers to public places, reports as result of 10,000 questionnaires sent to all bars and grills in New York area that: 67% of those replying (number unstated) have sets; of these, 30% used rented sets; 57% said TV has boosted business, 34% said no change, 9% said business down; profit increases ranged 10-60%. Firm plans similar survey in Boston.

Long-term working agreement between Don Lee's KTSL, Los Angeles, and Hearst's Los Angeles Examiner involves no ownership deal, is largely a deal for exchange of news and staffs, mutual promotion, etc.

Rare morsel for those who marvel at the strange ways of the Federal bureaucracy: William L. Gleeson, KPRO, Riverside, Cal., whose CP for Channel 1 is still in force though No. 1 has been deleted, has filed request for extension of completion date! He also has filed for Thackrey's No. 13 in Los Angeles.

Availability of magnifiers, compactness, low price are criteria leading July Consumers Reports to recommend purchase of 7-in TVs—naming Hallicrafters, Motorola, Philco, Tele-tonic.

Development of new cathode ray tube for TV sets is joint venture of Tung-Sol Lamp Works, Newark, and Cage Projects Inc., Upper Montclair, N. J. big picture TV installation experts. Tube would handle voltages up to 250 kv.

Atlanta's WAGA-TV (Storer) reports it doesn't plan commercial operation for several months, yet got STA from FCC this week to operate commercially July 12-Aug. 31.

NOTE TO SUBSCRIBERS: If you want your weekly Digest sent to your summer address, tell us where and when —and we'll be glad to oblige.
unprepared, so it's asking attorney general for ruling. Maryland board previews all films, levies fee of $2 per 1,000 feet.

Choice bits about TV coverage of Philadelphia: NBC's Bob Trout telling AM audience, at about 9:30 Wednesday night, "I see on the television screen where President Truman's train is pulling into the station"....Democratic National Committee's mimeo instructions to delegates, warning them "millions of curious eyes are on us"--so they shouldn't do anything untoward while kinescope might be focused on them unawares....Splendid camera handling during boresome speeches, catching closeups of delegates, spectators, VIPs in various attitudes of attention, boredom, slumber, etc., none suspecting they were being "watched"....Best shot of all, in our book: Face of big Convention Hall clock as one speaker opened by promising to talk "only a few minutes"; same clock when he had finished -- about half hour later.

3 GRANTED, 6 APPLY, ONE DROPS: Syracuse got its full quota of 3 TV grants this week, first CPs issued by FCC in more than month. Channel No. 5 went to WSYR (Newhouse newspapers), No. 8 to Meredith Publishing Co. (Better Homes & Gardens), No. 10 to WAGE. Week also saw 6 more applications filed, one withdrawn -- that of Atlantic City World, leaving that city 4 for 1. Indicated as filing soon are WAIM, Anderson (S.C.) Independent, and Milwaukee's WMAL.

Week's applications included 2 more from Edward Lasker, ex-adman, now Hollywood film producer, asking for No. 10 in Portland, Ore., now 5 for 4; No. 7 in Fresno, Cal., now 6 for 4. Lasker previously had filed for Denver, Salt Lake City, Seattle (see TV Addenda 4-A and 4-B). Another noteworthy application asks for Channel 12 in Manchester, N.H.?, filed by principals of local WKBR and including such stockholders as John W. Guider, ex-Washington radio attorney, president, 30%; William J. Barclay and Scott Killgore, Collins Radio Co.; and certain employees of DuMont and WPIX, New York (see TV Addenda 4-C herewith). Week's other applicants: For Oklahoma City, KOMA, No. 5 -- now 4 for 3. For Nashville, WLAC, No. 7. For Greenville, S.C., WFBC-News & Piedmont, No. 10. (For further details about all foregoing grantees and applicants, see TV Directory No. 4 and addenda to date.)

PLAIN TALK ABOUT CHANNELS 2-6: Direct answers from those who know point to this unequivocal conclusion: FCC has no intention of deleting TV channels 2-6. So, you occupants of those frequencies, and grantees and applicants too, need suffer no qualms over those purported predictions of FCC's acting chief engineer John Willoughby that those channels are due to be taken away from TV, and that uhf for both monochrome and polychrome is only 2 years away (Vol 4, No. 28). There's not the slightest doubt now that he spoke for himself alone, not FCC -- if indeed he said what he was reported to have said. But it's still a fact that by reason of his key position he threw a mental monkey-wrench into the planning of some TV enterprisers.

Lending force to general attitude that low-band folks have nothing to fear was this strong statement by Comr. George Sterling, ex-chief engineer: "As long as I'm a member of the Commission [his term runs to 1950], I would oppose any effort to dislodge TV from Channels 2-6. If the Commission entertains any thought of removing Channels 2-6, it should have done so when channel-sharing was considered and No. 1 deleted. With the nation-wide interest in TV, both the public and industry require assurance on the part of the FCC of the permanence of these allocations. I think the deliberations of the Commission on TV allocations plainly indicate its intent."

Said Comr. Hyde: "What Willoughby is alleged to have said has no basis in any Commission deliberations." Comrs. Jones subscribed to Hyde's statement. Comrs. Walker and Webster, both just back from overseas meetings, were unfamiliar with Willoughby incident, declined comment. As for Chairman Coy, his "no comment" still stands (Vol. 4, No. 28); he thinks a mountain was made out of a molehill.

But what FCC as such won't seem to recognize, in choosing to ignore Willoughby tempest, is effect on those who spent, are spending, or are expected to spend millions of dollars on low-band construction. First, there's the natural and probable further stalling on part of CP holders (36 of the 81 outstanding have held CPs for 18 months or longer). Then, there's the mental hazard among CP holders.
Here's what one wrote us: "We have a CP... and are about to get ahead with antenna construction, expecting fully to be on the air in December. Willoughby's remarks have thrown up a yellow light, which could easily turn to red, because if we are actually facing with the possibility of losing the channel, and all our effort and investment, before we barely have the opportunity to take in a dollar, there is little point in being a pioneer."

There's a disposition (and hope) in some quarters to believe there's some fire behind this smoke -- particularly in view of oft-predicted uhf as "ultimate" home of TV, of political pressures for TV channels, new members of FCC, etc. But this week's CP grant of Channel 5 in Syracuse (see story in this issue) would not indicate FCC as now constituted has any "ripper" moves in mind. Nor can Commission blink fact that 23 of the 31 now-operating TV stations, and 45 of the 81 CPs, are assigned to Channels 2-6 (see TV Directory No. 4).

IT'S SWifter THAN WE THOUGHT: RCA's home receiver chief, dynamic onetime Georgia Tech grid star Joe Elliott, who isn't usually given to over-statement, has been telling his distributors the TV set market will be short from now through 1950. More than that, he thinks this applies to entire field, not merely to RCA which with a few others (Philco, Admiral, Motorola, DuMont) has pretty well taken lead among same brands in total unit output. Nor does fact that several dozen more companies are entering TV set field [see story in this issue] promise to mitigate situation.

Demand is outrunning supply, Elliott tells us, because (1) more people have decided to buy sets, thanks to improving programs and recent big telecast events; (2) more TV stations are going on air, opening up more markets, besides fact most existing stations are doing wider area coverage job than anticipated; (3) cathode ray tube production isn't keeping pace with factory needs. Tube bottleneck won't be broken until more blanks are forthcoming from glass factories, tube processing capacity is increased, and such imponderables as military needs resolved.

If Elliott's conclusions are correct, it looks like waiting lists ahead for TV receivers, as for autos. Since tubes provide key to situation, we made careful inquiries this week and learned that:

The 2 main (and practically exclusive) sources of cathode ray blanks, Corning Glass Works and Kimble Glass Division of Owens-Illinois, are both hiking rate of production to meet TV's increasing demands. Neither will give figures, but good guess is present combined rate is about 80,000 "bottles" of all sizes per month. morning's president W. C. Decker says expansion of plant for TV blanks will be completed by Sept. 1, will mean goodly increases in output by October. "By next year," he said, "we'll be turning out more blanks than we think the industry can use."

Corning makes all sizes, sells all the processors, but DuMont takes most of its now-mechanized 12-in., all of its hand-blown 15 and 20-in. Kimble makes only 0 and 12-in., also reports demand exceeding present capacity, has also mechanized 0-in. Its v.p. Stanley J. McGiveran made a noteworthy observation that's also quite a tribute to TV makers: that TV is demanding such perfection, has set up such high quality specifications, that production is so slow; he thinks specifications are actually more rigid than TV requires.

As for tube processing capacity, figures again are deep-dyed secret, though EMA-RMA first quarter statistics, released Friday, give slight clue: Total deliveries of all sizes numbered 170,430 (value $4,555,476), of which 158,706 went to set makers, 10,742 to distributors (presumably as replacements), 894 to govt., 83 into export. Second quarter is expected to show immense increase, for RCA alone is unofficially reported to be turning out 30,000 or more 10-in. alone per month; Sylvania, GE and DuMont are increasing slowly but steadily; smaller buyers like Raleigh, Lansdale (Philco) and North American Philips, et al, will take all blanks they can get. And with such a lush market to tap, it's to be expected other tube and amp makers like Hytron, Tung-Sol, National Union, Amperex, Arcturus won't lag long.

Note: Another not-to-be-overlooked factor in TV set supply and tube situation is RCA's 16-in. glass-metal tube (Vol. 4, No. 5, et seq.), which should be coming out in receivers designed for it by Christmas, may attain 1949 total of 300,000.
TO BUY OR NOT TO BUY, NOW OR LATER? Retail prices of TV receivers aren't going down anytime soon, if at all. Quite the contrary, no matter what the oracles forecast for the dim, distant future. Price-cutting and radio tie-ins may be rife in some places, but they're the exception rather than rule -- and manufacturers are pulling out dealerships and threatening prosecutions under the Fair Trade Act. Considering today's inflationary spiraling of wages and materials, let alone impending scarcity of picture tubes and sets (Vol. 4, No. 29) making for sellers' market, outlook for price reductions is slim indeed; in fact, some price increases have already been posted, some incorporated into costs of new models, more expected. Actually, one British manufacturer (Scophony) is even reported talking about exporting TV sets to the American market.

So when you're asked by friends whether they should wait for next fall or next winter or next year before buying that TV set, you can assure them with reasonable certitude: (a) that TV sets aren't going to get any cheaper very soon, at least not the quality lines; (b) that waiting for next season's models is exactly like waiting for next season's car -- of course they'll be somewhat improved, but look what you're missing in the meantime; (c) that, as we heard one manufacturer advise a friend, "the best set is the one you'll buy just before you die."

FM'S CAUSE CELEBRE TO COURT: Maj. Armstrong's long-threatened FM patent suit against RCA (Vol. 2, No. 52; Vol. 4, No. 13) went to court this week, NBC also named defendant as party to "monopolistic control of broadcasting." Triple damages are sought, which would be levied against every FM receiver and transmitter made or licensed by RCA, but amount isn't specified. Complaint filed in Federal District Court, Wilmington, contends RCA "belittled" his invention, sought to induce FCC to allocate to FM "so small a number of useable radio frequencies as to make its development and use on a national level impossible," refused to take out license and led others to infringe. No comment yet from RCA, but its officials have indicated they've long expected suit. Big company claims own FM system, has licensed others to use it, though most of the other big FM makers (Philco, Emerson, Crosley are notable exceptions) hold Armstrong licenses. Litigation is newest step in cause celebre which Maj. Armstrong has carried to FCC (losing out on low-band) and to Congress (where bitter hearings aren't adjourned yet).


Among older radio names, there are other previously unreported models already out or promised (installation-warranty charges omitted): Farnsworth, two 12-in. consoles with AM-FM-phono (Capehart), out next fall, prices to be announced. Sentinel, 7-in. table $189.95; 10-in. console, $375; same with AM-FM-phono, $555. Ansley, 10-in. table (Beacon), $375, ready for delivery in 2 weeks; working on 12-in. console, AM-FM-phono, $995; 15-in., AM-FM-phono, $1,995. Andrea, 15-in. console, AM-FM-phono, $1,255. Air-King, 10-in. table, $369. Regal, undisclosed TV, in Sept., but no "$100 model" (Vol. 4, No. 22). Also, DeWald raised 10-in. table model from $350 to $375; and Tele-King (formerly Consolidated) and Remington were reported upping prices of their 10 and 12-in. models, respectively.

* * *

Even if glass tube makers come through as promised, even if RCA can deliver substantial number of 16-in. metal-coned tubes (Vol. 4, No. 29), one big cathode ray tube manufacturer offered us wager this week that total production of TV sets for all 1949 won't exceed this year's 800,000 -- if indeed we attain 800,000 this year. He figures tube-processing capacity simply isn't there, and won't be in near future -- regardless of number of new companies entering field. It's an enormously complicated production job, whether mechanized or hand. As for this year's anticipated 800,000 sets, there's still long way to go: RCA figures for June won't be out for another week, but first 5-month total is only 214,543. Add non-RMA and kit production, and it's doubtful real figure exceeds 235,000. True, production is accelerating (June should exceed May's 50,117, July better June, despite vacation shutdowns), but fact remains that stockpiles of standard 10-in. tubes are about depleted and industry will be living on hand-to-mouth basis rest of this year.

SMALLER CITIES APPLY, 2 MORE DROP: Top-market TV channels are just about all spoken for, if not granted, so now more secondary market assignments are being sought. This week's unusually few applications may presage a trend, for our TV Directory No. 4 and Addenda to date show very few applicants from communities under 100,000. Only 3 applicants this week: For High Point, N.C. (pop. 29,495), WMFR, Channel No. 12. For Altoona, Pa. (pop. 80,214), WFBG-Gable Dept. Store, No. 9. For Beaumont, Tex. (pop. 59,061), Lufkin Amusement Co., No. 10 -- same interests (theaters, mills, etc.) also partly own KTRE, Lufkin, Tex. [For full details about foregoing applicants, see TV Addenda 4-D herewith.]

Note: Total TV applications pending now number 299, after this week's withdrawals of Majestic Bestg. Co. from Milwaukee (holds CP for W71L-FM, same ownership as WOSH, Oshkosh) and of WMID from Atlantic City (Atlantic City World pulled out last week). Be sure to delete all 3 from part II, TV Directory No. 4.

'LUCKY SEVEN' FOR ABC'S FIVE: Pleased as punch with WJZ-TV signals on Channel No. 7 are engineers of ABC, after nearly 2 weeks of testing preparatory to Aug. 10 commercial debut. Indeed, chief engineer Frank Marx says he thinks 174-180 mc band best of them all, is particularly gratified he selected it for all 5 projected ABC stations. After New York come WENN-TV, Chicago, tests Aug. 15; WXYZ-TV, Detroit, Sept. 15; KECA-TV, Los Angeles, November; KGO-TV, San Francisco, December. RCA transmitters are being used in first 3, GE in California outlets -- all delivered.

WJZ-TV juice was first turned on July 11, exactly 41 days after mid-town Hotel Pierre transmitter site was agreed upon. Last Tuesday it went on daily 10 a.m. to 10 p.m. test pattern schedule, except Sundays, 10-6. Good coverage of metropolitan area is indicated in most reports, just about all complaints received being traceable to receivers or antennas. Rapid fill-in behind obstructions is proved by fact that even back of Palisades reduced signal is still in order of millivolts. There are very few multipath reflections, says Marx, though he still needs to investigate predicted possible ghosts along Hudson River. Acceptable signals have been reported from Philadelphia, 75 mi., and New Canaan, Conn., 52 mi.
LAST August we installed in our house a television set. And ever since, we've been as avid a television fan as any bobby soxer ever was for Frankie—and for much better reasons!

Television is the biggest thing since radio. And it will outsell radio in selling goods many to one, because it appeals to your eyes as well as to your ears. And the eyes are still the window to your soul—especially your buying soul.

We have had about two glasses of beer in twenty years. But between the innings of a Yankee ball game, when they throw on the screen a picture of a glass of beer that is so cold its frost fairly bites you, brother, you want Ballantine's beer—or ale yet!

We've been suckers for automobile advertising ever since Jordan wrote his advertisement headed "The Blue Boy," and the next best one, "Somewhere West of the Laramie."

But on television a Ford is a Lincoln and a Lincoln is a miracle. Because you can see it. You can see it level off the bumps, and stop on a dime, and go like crazy.

When Toscanini's masterful leadership of his wonderful RCA Victor Symphony Orchestra was first televised, we found ourselves bawling like a baby. But, as they say in the orations—unashamed.

In one room we had this great orchestra coming over FM radio. And it was fine. But with television we had FM radio and a perfect picture of the Maestro pouring into every beat his 82 years of genius and getting a talented group of musicians working together as an inspired unit.

Was this telecast twice as effective as radio? No—it was more nearly ten times as effective.

The television covering of the Republican Convention in Philadelphia was nothing short of thrilling. We liked especially the job done by NBC and Life combination.

Television viewers saw more than any delegate—including the front-rowers—just as they do at any televised event.

Sometimes television shows too much. For instance, one State Governor being interviewed by a newscaster. All the Governor needed to equip him to play the part of the wolf in Little Red Riding Hood was grandma's nightgown.

The camera seemed to curl back this politician's lips and to make perfect wolf-like equipment with which to "eat you better, my dear." The farther that cookie stays away from a television screen the longer he can stay in office.

On the other hand, another Governor—initials T. E. D.—televised excellently. He looked quick, straight, clear, honest.

The lack of attention to speakers is not only shown up but blown up manifold. During one of the best speeches—that of Claire Booth Luce—one bird read a paper—a woman with more waistline than character giggled and also jiggled to her neighbor. And during the bombastic speeches, many listeners obviously turned their minds off—their talk-talk on—or went as soundly to sleep as they could have with Mattresser Simmons' most comfortable help.

But television resoundingly caught the power of the demonstrations. It let you march and holler and go more than a little mad with the cohorts of every candidate. You were right there with them, just as you were in the ring with Joe Louis and in the orchestra being led by Toscanini.

We won't tell you about the grunts and groans of the rasslers, or the smack of the prize fighters, or the thrill of the horse races, because they might not be highbrow enough to please you. But a National Convention, a
parade, the speeches at the Herald-Tribune Forum—or even those of a President or President-to-be—are many times as interesting as they ever could be on radio alone.

How big is television? Its audience now is nearly 2,000,000. There are nearly 400,000 receiving sets in use. And by the end of this year the number of receivers will go up to 800,000 and the audience to more than 4,000,000. And 18 months from now, the audience is expected to exceed 10,000,000.

There are at this moment 30 stations—and within six months this number will be about doubled.

Where does television go from here? We don't know and we don't want to know what's in a televiwer set, because we don't understand it. But we know there is one thing there—one of the elements that makes up the future of America—and that means it has no limits.

That no-limit element is a combination of excellent reporting, teaching, entertaining, selling. This element says in undebatable terms, "Stop, Listen and Look!" And people will not only "Stop, Listen and Look!"—but they will also buy!
TV UNDER NAB'S 'ONE BIG TENT' TOO? As NAB's Charles Batson completes Part I of report designed to help membership make up minds about TV (Vol. 4, No. 28), ex-NAB, ex-FMBI president Walter Damm is sparking move to get telecasters into NAB -- but in a separate department "separately financed and staffed and completely undominated by a board of AM broadcasters." Milwaukee Journal's AM-FM-TV chief, who urged old FMBI into NAB (leading to formation of FMA) thinks TV operators need central organization to handle copyright, film rental contracts, standard rate cards, standard advertiser-agency contracts, exchange of program ideas, etc. He has so written all TV operators, says he had 50-50 reaction -- some agreeing, others quite satisfied with TBA. NAB's president Justin Miller, also approached by Damm, suggested preliminary meeting in Chicago Aug. 11. He agrees with Damm "time is now" for NAB to expand into TV, sees no conflict with AM since most telecasters are also broadcasters and AM for most part is paying TV's way. Judge Miller foresees all radio services eventually under "one big tent," though he thinks it will be several years before TV (and FM and FX) shake down sufficiently to determine their places in radio sun. As for TBA, there's little or no inclination yet among its membership, which includes manufacturers and non-broadcasters, to merge into NAB.

EASY DOES IT FOR TV LAGGARDS: There's no present disposition on FCC's part to crack down on slow-moving TV grantees, as is being done in FM (see story below). This was apparent this week when it extended grant of KRSC-TV, Seattle, after citing it for lack of diligence (CP granted Dec. 17, 1946). Now, all 5 grantees ordered on carpet for failure to get on TV ball (Vol. 4, No. 6 et seq) have been "reprieved." Threatened get-tough attitude melted away after all alleged laggards showed cause why they aren't further along. Other 4 grantees, all now back in FCC's good graces, and all now reported building: KPIX, San Francisco (CP granted Oct. 17, 1946); Raytheon's WRTB, Waltham, Mass. (May 16, 1946); ABC's WXYZ-TV, Detroit (July 11, 1946); WJAR-TV, Providence (May 16, 1946).

Whole TV regulatory setup has been slowed down somewhat by shorn staff, vacancies, preoccupation of TV engineering chief Curtis Plummer with hf broadcasting -- he and TV allocations expert Prose Walker are just back from 3 months in Geneva, go to Mexico City in September to be gone until Xmas. TV engineering staff remaining comprises acting chief Hart Cowperthwait and 3 assistants, busy as bees on allocations hearing (Vol. 4, No. 27, 28) and on preparations for uhf hearing Sept. 20 (Vol. 4, No. 19 et seq). Only area hearings officially completed are Philadelphia, ended April 11, and Harrisburg, ended May 7, both awaiting examiners' reports. Others already held but not officially completed are Reading, Detroit, San Francisco -- latter 2 involved in Paramount-DuMont interlocking ownership issue (Vol. 4, No. 20). Same question arises in Boston, Cincinnati, Cleveland cases, all still to be heard; so FCC is reported reconsidering its earlier decision to hear all these cases first, may instead settle Paramount-DuMont issue by deciding San Francisco case soon without waiting on other cases.

Some 40 cities, where applicants outnumber available channels, await hearing dates. On Thursday, Examiner Hutchinson concluded Atlantic City cases -- 3 for 1, after WMID and Atlantic City World withdrew. Interesting sidelight was acknowledge-ment by big builder John McShane (Pentagon, etc.), testifying for Philco-Claridge Hotel application (he's part owner of Claridge), that he had negotiated to purchase Atlantic City Press-Union (WBAB), also an applicant, forcing disclosure newspaper was on block. Next hearing is Milwaukee, July 28, 4 for 3, Majestic (Myles Johns) withdrawing this week. Only others so far scheduled: San Diego, Sept. 7; York, Pa., Sept. 13; Allentown-Bethlehem-Easton, Sept. 13-17; Albany-Troy, Sept. 27-Oct. 4.

FM'S TOLD TO FISH OR CUT BAIT: FCC's sharply-worded turndown of Los Angeles Times request for more time to make up mind whether to keep its CP for FM, is latest indication of policy of cracking down on FM laggards. Newspaper was told: "What you are in effect requesting is that an FM channel be reserved for you for an indefinite period of time and that you not be required to make use of that channel in the meantime." Decision called attention to 5 applications pending for city's 4 remaining Class B channels. Times sought delay until approval of its TV deal with CBS (Vol.
FCC may (Vol. 4, No. 15) with AMs, by Amos Parrish. Hence on months Paterson's "package" purchase of 2 Thackrey West Coast AMs, including CP for Los Angeles TV channel No. 13 (Vol. 4, No. 15-26), filed this week, states rising newspaper costs, newsprint shortage, other New York Post publishing problems are taking up too much of Thackreys' time and money to enable them to retain radio properties. Among $563,502 assets listed for KLAC is item of $154,765 for TV organizational expenses; Los Angeles AM station's net worth is given as $272,322, net profits $24,670 first 6 months of 1948. KTA, San Francisco, assets are down as $192,713, net worth $167,551, profits $11,684 first 6 months of 1948. Cord's KFAC, Los Angeles, hasn't yet decided whether it will contest Warner's for Channel 13. Reports that olman Ed Pauley has decided to file for it are denied by his TV representative C. L. McCarthy.

Using new kinescope recording camera developed by Berndt-Bach Inc., Television-Relay Inc., 5879 W. Pico Blvd., Los Angeles, has entered into TV transcription field, offering services to broadcaster on footage basis, i.e., sound-recording programs on order. It's first competitor of DuMont's "tele-transcription" and NBC's "kinescope recording" systems (Vol. 4, No. 22), though it only does recording job, doesn't sell equipment or syndicate shows.

Up to May 23 this year, DuMont's upsurging 1948 operations resulted in gross revenues of $7,763,379, which compares with $1,034,806 in all 1947, $2,287,167 in 1946. Figures include TV receiver tube, transmitter and telecast revenues, were divulged in connection with SEC registration for proposed public offering (Vol. 4, No. 28) of 150,000 shares of 5% preferred stock (at $20), money to be used to increase working capital, also probably purchase of new Paterson plant (Vol. 4, No. 20).

Philec is entering microwave relay equipment field, including TV relays, based on own New York-Philadelphia experience and starting with orders from Western Union. Detailed as to sales chief is Jim McLean, who relinquishes commercial managemership of WPTZ to Alex Dannenbaum, ex-WPEN. Only others in that field yet are GE and RCA.

Attributed mainly to TV, Admiral's net sales first 6 months of 1948 totaled $2,388,934, net profit $1,257,297 ($1.37 per share). This compares with $21,548,786 and $554,456 (60c per share) for same 1947 period —sales up 27%, profits 45%.

When merchandising counselor Amos Parrish speaks, the whole merchandising fraternity perked up and healed. Hence the departure from custom in reprinting his remarks on TV in the July 'Amos Parrish Magazine.' The copy sent you herewith tells its own story.

LOW-PRICE FM RECEIVER DUE SOON: That long-predicted FM-only set for "under $30" will be produced within 60 days by Emerson, FMA informed members this week. Confirmed by Emerson's Ken Abrams, set is radio-detector type, table model with 7 tubes, line cord antenna for indoor aerial. It's expected to catch hold in the nearly 350 markets now FM-served (by 585 stations on air as of July 24), will be pushed with usual Emerson's small-set merchandising know-how. FMA also is awaiting answer to its petition asking FCC that 50 mc cutoff date (Vol. 4, No. 19) be advanced 2 years to December, 1950. It wants 50 mc continued for FM relaying due to unavailability of 15 kc lines, no equipment or knowledge of 940-952 mc SIL bands, impracticability of 88-103 mc for relaying.

SIGHT AND SOUND

FCC Bar Association gets chance to question TV allocations proceedings Aug. 16, when oral argument on 3 weeks of cases (Vol. 4, No. 27, 28) is heard. Radio attorney group regards procedure dangerous and in part erroneous, hopes to sell Commission (among other things) on idea that any applicant must be heard whether or not channel is available for city concerned. Commission will give 20 minutes to each party, briefs to be filed by Aug. 11. Third week of recessed hearings opens July 26, starts with Westinghouse's Stratovision, to be followed by ABC on tropospheres; TBA and DuMont, general comments; CBS and NBC, directional antenna. Commission also denied again petitions of Television California (Pauley), KPOJ, KOIN to be heard, originally denied because they filed late.

Baltimore Colts grid games (7 in Baltimore, 2 in New York) and Laurel, Pimlico races in October-November (2 daily, 39 days) have been signed up by Baltimore's WMAR-TV, but will be exchanged on-off-the-air basis with Washington's WTG, same as WMAR-TV and WMAL-TV exchanges (Vol. 4, No. 26). Colts games will be sponsored on both stations by National Brewing Co., races aren't yet sold. WMAR-TV also will carry local Navy grid games with Missouri, California, Cornell, Navy-Notre Dame game, tentatively set in Baltimore, will be Gillette-sponsored.


For whatever it may signify, it's noteworthy that among 60 enrollees in RCA's 5-day TV seminar course at Camden this week there were these engineers from AM stations not yet applicants for TV: M. J. Weiner, WNEW, New York; A. Goldberg, WSID, Essex, Md.; K. D. Hewson, KSAC, Manhattan, Kan.; J. W. Robertson, WMJ, Frederick, Md.; Robert W. Cross, KROC, Rochester, Minn.; G. P. Hixenbaugh, WMT, Cedar Rapids, IA.; W. L. Eveden, WJYB, Jacksonville Beach, Fla.

First 500-watt TV transmitters sold by RCA (TT-500A) are Channel 4 and 7 jobs for Lancaster, Pa., and Wilmington, Dela., ordered by Steinman's WGAL and WDEL, respectively, scheduled for September deliveries.

Madame FCC Comr. Hennock debuts before TV cameras July 27 over DuMont's WTG, Washington on "Meet Mrs. Market" show (7:45 p.m.).

Having done "jobs" on Maj. Armstrong, Sylvania and TV in last year, Fortune is now preparing story of RCA.
HALF MILLION TVS AT END OF JUNE: June was TV's peak production month, RMA reporting 64,353 sets (12,870 weekly rate). Period included 5 weeks, so drop can be expected in 4-week July as vacations also take toll. June brings first half of 1948 total to 278,896, second quarter 36.5% higher than first -- acceleration and fall-winter market making it still likely 850,000 goal will be attained (Vol. 4, No. 26). Adding June to previous RMA postwar output figures, total is 463,943 sets. Boost that by about 10% to embrace non-RMA, pre-war sets, kits -- and you can figure on fully half million sets in use in the 19 areas now TV-served.

June production of all kinds of radios was 1,113,870. Auto and portable sets represented biggest chunk of AM, totaling 567,228 units. FM volume was 90,414 units, up from May's 76,435. But weekly rate declined to 18,083 from May's 19,109, first half's 26,743. Second quarter output was 41.2% under first.

June TV breakdown: 47,588 table models, 11,256 consoles with radio-phono (7 projection type), 5,509 consoles without phone (1,146 projection). FM breakdown: 33,706 AM-FM table models (2,682 with phone), 51,303 consoles (497 without phone), 5,406 FM-only and tuners.

LONE VOICE IN THE TV WILDERNESS: Zenith's president Gene McDonald told stockholders meeting Tuesday: "Every television receiver on the market today is obsolete." He promised to begin delivery this fall of TV receivers "new, novel and different." He won't divulge any details yet, but maybe you can guess from gist of his remarks, as culled from Zenith press release. Here's what he said, with our comments:

(a) He said there are now only 12 TV channels, insufficient to build national service. Agreed -- but they're here now, here to stay under established FCC policy (Vol. 4, No. 28-29). Besides, they are providing excellent localized reception.

(b) He assumes FCC will decide to open up uhf to TV after Sept. 20 hearings. But he doesn't allow for inevitable time-lag between hearings, standards, allocations, applications for channels, granting of permits -- to say nothing of still-unproduced uhf transmitters, tubes, receivers. Even CBS, once pluming hard for uhf (with color), but now an eager toiler on the low bands and seeker of more, tells us it hasn't yet decided what to say at Sept. 20 hearing. So it will be surprising indeed if uhf TV gets going on any substantial scale within 2 years, probably longer.

(c) As and when uhf is occupied by TV, it will mean added facilities -- more channels, more stations, more areas covered locally, more markets for TV sets. Few expect it to displace low-band, in which by that time billions of dollars will have been invested by both telecasters and public. Moreover, there's the promise today's low-band sets can be fitted with cheap adapters to bring in uhf (Vol. 4, No. 20).

(d) Comdr. McDonald said "public is now thoroughly dissatisfied with present programming." He says at all, but that's matter of opinion easily resolved by asking any TV set owner. He added, "Advertisers don't have money to support the kind of television programs the public desires." Apparently, neither telecasters nor ad folk agree with that, for they're predicating huge investments and vast plans on advertising-supported TV. And it's their money!

Statements about poor programs, lack of advertising support, recall Zenith
chieftain's talk about "televisionaries" several years ago (Vol. 2, No. 25), were obviously designed to support his Phonevision system of pay-as-you-look TV (Vol. 3, No. 27 et seq). So, presumably, Zenith receivers will include gadget that prevents reception of certain programs unless telephone operator removes interfering signal, charges for service on phone bill. But as yet it hasn't been tried commercially, nor do we know of any movie concern that has publicly indicated willingness to let Phonevision have its first-run films. TV leaders RCA-NBC are unalterably opposed, insist public can't be persuaded to pay for radio programs of any kind; others are mostly non-commital.

Against Comr. McDonald's assertion that "consumer acceptance [of Phonevision] will make it possible to sell TV receivers by the millions," the plain fact is that TV sets are already selling as fast as made. Actually, shortages are imminent (Vol. 4, No. 29-30). As for his assertion that other than Zenith's, Farnsworth's TV patents are controlling and Zenith has full rights in those, here again the fighting ex-naval officer and Arctic explorer appears to be playing a lone game. Practically all other TV manufacturers, including Farnsworth, are licensed under RCA patents. Zenith currently is involved in a bitter patent fight in Federal courts against RCA's dominant radio-TV patent pool. Comdr. McDonald may conceivably succeed in breaking up RCA's license control -- just as he broke Secretary of Commerce Herbert Hoover's wavelength control in 1926, which led to passage of Radio Act of 1927.

Note: Comdr. McDonald's office, in response to our inquiry, reports he is absent from country, won't return until about Sept. 20; meanwhile, "Zenith TV receivers are now coming down the line and will be on the market in October."

7 CPs GRANTED, MIAMI CP ON CARPET: Seven CPs, all to non-disputed, non-competitive applicants in under-top-50 markets, were granted by FCC in week otherwise notable for (1) revocation proceedings against Miami CP holder WTVJ, and (2) only one new application, probably indicating summer doldrums. The single applicant was Orlando (Fla.) Sentinel and Star (WHOO), seeking Channel No. 3. Week's CPs brought total outstanding to 88, went to:


Concealing of ownership facts is charge against Miami's WTVJ, its CP ordered revoked as of Aug. 30 but given until Aug. 20 to file opposition. Manager Robert Venn had stated station would be ready to go on air Aug. 15, but that's now unlikely in view of charges. FCC alleges Venn and original backers E. J. Nelson and E. N. Claughton promised to put up $214,000 but never did. Claughton pulled out in May, 1947 and it's charged Venn relinquished control same month to wealthy Wolfson-Meyer Theater Enterprises Inc., yet in Dec. 31, 1947 statement to FCC reported no change in ownership or financing. Application for transfer of control was filed last April 19 (Vol. 4, No 17). Meanwhile, Miami's 5-for-4 applicants want channel back in pot, though Venn says WTVJ's GE transmitter is already on hand.

Unusual request from Kansas City's KMBC asked FCC permission to go on Channel 9 immediately, contingent on outcome of 6-for-3 hearings. But all other applicants opposed, WHB and KCMO saying they want conditional grant too if any given out. Proposal is given little chance despite fact it would hasten TV service to Kansas City area. Indicating how closely little fellows, too, are now watching TV allocations, Belleville (Ill.) News-Democrat, an AM and FM but not a TV applicant, will file brief Monday objecting to FCC's "correction" to allocation plan deleting community Channel No. 11 from Belleville.

Note: Several readers have called attention to our inference last week that all alleged TV laggards have won FCC "reprieves." Fact is Raytheon's WRTB, Waltham, hasn't gotten clearance yet despite still-ungranted request for fourth CP extension (Jan. 16-July 16). Company says it was ready to start testing July 3; Boston applicants are seeking to get its channel tossed into Boston 7-for-2 hearing (7-for-1 under proposed allocations).
Headaches born of TV channel scarcity throbbed more than ever this week as general proposals on allocations wound up FCC's big en banc hearing on its proposed changes in allocation plan (Vol. 4, No. 19, et seq.). FCC now has to decide, after Aug. 16 oral arguments, not only contests in specific areas but whether it should adopt any fundamental changes in its basic TV allocation philosophy. Most guessers thought Commission would make no sweeping changes; but, as one commissioner told us, "There's some powerful testimony there." Chances for quick decision after oral argument seem slight, what with many commissioners and staffmen on vacation in Aug.-Sept. There's possibility of piecemeal decision -- finalizing allocation in uncontented wide open spaces first, sweating out tight areas thereafter.

Through maze of technical testimony came one incidental statement which perked up ears all around. Baltimore Sun's E. K. Jett, ex-FCC engineer-commissioner, said he was troubled over rumors of imminence of color and uhf, obsolescence of low band; he ventured that color is still 5 years off and low band still good for 10 years, with or without uhf. Here's gist of industry's general proposals, which intensified struggle between "haves" (grantees) and "have nots" (applicants):

1. Tropospheric Interference. ABC, TBA and DuMont said time's ripe for inclusion of tropospheric interference values in TV engineering standards, even if data is still slim, asserting that very serious reductions in service areas are certain to result if standards ignore them. Commission seemed impressed, may well make some provision for such interference, except perhaps in congested East where it has to balance demand for new local service against cries of "encirclement" from existing grantees.

2. Directional Antennas. Possibility of relief by use of DAs, advanced by CBS, TBA, DuMont and ABC, may have broken down Commission's shyness of DAs; members' principal questions were on theme: "Are you sure they'll work well?"

3. Stratovision. Westinghouse's quest for Channel No. 3 over Pittsburgh (Vol. 4, No. 26) was blocked, temporarily at least, when Commission noted that company's notice of appearance didn't show that some adjacent channel assignments would have to be deleted, thus violated hearing procedure. Well then, said Westinghouse, we'll have to ask for special rule-making procedure to provide for Stratovision. Legalisms aren't clear, but such request might delay final action on whole allocation plan. Should company lose out in low band, it's still primed for strong pitch for uhf at Sept. 20 hearing. Though Stratovision on nation-wide scale in present TV band would throw present allocation completely out of kilter, it was only proposal offering chance of true rural service.

4. Greater Protection. TBA plumped for extension of protection from 5,000 uv/m to 2,000 uv/m. DuMont asked for 2,000 uv/m, possibly 500 uv/m; Baltimore Sun's Jett recommended conference to settle figure between 5,000-500 uv/m; he suggested no grants beyond 500 uv/m until value settled, thought perhaps FCC might adopt different values for different parts of U.S., as in FM Areas I and II. ABC advised abandonment of fixed figures entirely, paralleling FM practice which considers economic and geographic service areas.

5. Greater Separation. DuMont and TBA asked for more distance -- DuMont specifying, generally, 170 mi. for co-channel, 85 mi. for adjacent, while TBA recommended not less than 150 mi. for co-channel. ABC told FCC to forget specific distances, adjust powers and distances to individual needs.

6. More Channels. TBA and DuMont said more space will do the trick, and DuMont showed how with elaborate map presentation. DuMont told FCC where to put 8 new channels, which would have to be quarried from heretofore impregnable Government (IRAC) allocations near present TV band. It takes a political miracle, finalized by presidential order, to shake loose any IRAC frequencies.

7. Foreign Interference. If tropospheric interference is finally given weight, agreements must be made with Cuba and Mexico, particularly Cuba, since all 12 channels are allocated to Florida. Comr. Sterling expressed concern, even though neither country yet has TV.

Wallace Party didn't ask for—it demanded and got—same TV coverage as GOP and Dems, auguring plenty of headaches ahead for radio boys during campaign. For hell hath no fury like "liberal" politicians slighted—despite obvious minor league stature of Progressive Party and despite fact Wallace crowd's Billy Sunday money-raising tactics probably make them better-heeled financially than the impoverished Democrats. In closing telecast final day of convention, Wallace himself praised TV pool reporters for "very fair and objective job." But his managers are reported burned up over "insufficient" radio coverage, especially by CBS which clocked slightly fewer AM hours than others (NBC's 9½ hours being most). Next TV political job: Communist Party convention from Madison Square Garden Aug. 2.

Big news in film syndication field this week was producer David Selznick's promise his new Selznick Television Corp. will within 60 days offer first of series of 30-min. subjects made for TV, titled "The Selznick Stage Test" and featuring new talent. He also disclosed he has signed up TV rights to Barnum & Bailey Circus, will make 25-min. individual circus subjects for TV. He told New York Times' Tom Pryor he "has not decided which off 4 advertisers he will accept as sponsor."

Though projection TV set output figures still trend downward (1,153 produced during 5-week June vs. 1,121 in 4-week May), RCA Victor claims its projection models are selling very well, output actually on upgrade, particularly of $95 combination model (SPCS 41). Still very sold on projections, RCA scientists claim images are equal or superior to direct-view, while executives say price is only retarding factor. See "Diminuendo For The Projectors" (Vol. 4, No. 28).

Objecting to Zenith statement about "obsolete" sets (see story this issue), Emerson's Ben Abrams in New York Times interview July 30 notes uhf must still be proved practicable, and if they are "usable, inexpensive conversion attachments for present receivers certainly can be turned out very quickly." Also, if phone companies should make Phonevision service available, as public utilities they must make it available to all, and conversion of existing sets to participate would be "very simple matter involving a slight change in TV circuits."

Young & Rubicam's president Sigurd Larson told a Hollywood Variety reporter last week his agency next fall will have more clients using TV than radio, though of course dollar volume of latter will continue far larger. Radio-TV v.p. Pat Weaver is due in Hollywood Aug. 1 to survey TV situation.

Our fan letter on hand-done Mme. Comr. Hennoch's first TV appearance this week (with Hazel Markel on WTTG): "Dear Miss Hennoch, you're very telegenic." To discuss how NAB should "integrate" TV (or maybe be integrated by TV), NAB's Justin Miller and Jess Will and will meet in Chicago's Palmer House Wednesday morning, Aug. 11, with 30-35 TV station operators. Invitations were sent out this week by WMJ's Walter Damm, who first proposed project (Vol. 4, No. 30).

Investigation of FCC by Rep. Harmon's committee (Vol. 4, No. 27) begins with public hearing on FCC's Port Huron decision Aug. 5-6 in Rm. 1501, New House Office Blug. Port Huron decision said stations aren't responsible for libelous utterances over their facilities by political candidates. On Senate side, no action is in prospect in near future out of Sen. White's subcommittee (Vol. 4, No. 26).

Like CBS's, ABC stock is now traded on New York Stock Exchange, first day (July 26) of trading reaching $9 high; recent public offering of 500,000 shares (Vol. 4, No. 19) brought total of $1 par common to 1,089,017 shares—and $5,000,000 loan was also floated to defray expansion, especially TV. ABC also announced election of Owen D. Young to its board; Mr. Young was first chairman of RCA, founder of NBC, former chairman of GE.

Philco attributes big second quarter earnings rise partly to refrigerators, but reports TV set production now exceeds 4,000 per week. Second quarter sales totaled $65,956,000, earnings $2,256,000 ($1.44 per share), compared with second quarter last year sales of $57,754,000, earnings $1,627,000 ($1.12 per share). Sales first half of 1948 totaled $124,617,000, up 16% from $107,941,000 same period 1947.

RCA's still-climbing gross income reached $176,079,713 at end of first half of 1948, net after all charges and taxes being $10,850,288 (66¢ per common share). This compares with $154,333,872 and $8,825,912 (52¢e) in same 1947 period. There's no breakdown, but it's open secret that booming TV trade accounts for upsurge.

More than 1,000,000 ad budget of DuMont for 1948, some $340,000 of which has already been spent mainly in New York, Philadelphia and Washington, calls for newspaper advertising in Boston, Baltimore, Chicago and Los Angeles—indicates purpose of supplying those markets with more DuMont receivers than heretofore. Buchanan Co. is agency.

Capable WOR sales chief Eugene S. Thomas returns to his home town Sept. 1 to run his company's TV station WOIC, Washington, slated for Aug. 1 delivery of RCA transmitter, probable Sept. tests... Baltimore's WAAM, now building, due for Aug. tests, has Fred Allman, engineer-owner of WSVA, Harrisonburg, Va., running show as executive v.p., fulltime; Norman Kal, Washington agency head, will be manager; Armand Grant, ex-WMAL-TV, commercial manager.

Splendid documentary roundup of TV fact and opinion, with big-name bylines from TV administrators, advertisers, producers, artists, is contained in 45-page section of July 28 Variety. Though titled "Radio and Television Preview, 1948-49 Season," it's almost entirely, ads and all, devoted to TV.

Educators were warned by FCC Chairman Coy that their second and perhaps last chance in radio (FM) is fading while they fiddle. Speaking back home in Indiana Thursday, at Indiana U, Coy also urged schools to lay claims to uhf TV channels at Sept. 20 hearing.

Request for change to rural TV classification, first of its kind, has come from WTVR, Richmond. Station says protection to 500 uv/m, considering ground wave only, would cause interference to no one.
FACETS OF THE TV TUBE STORY:  Attesting to tightness of cathode ray tube situation (Vol. 4, No. 29-30), RCA’s list of 16 radio receiving tube licensees shows only 6 now making CRs: GE, National Union, North American Philips, RCA Victor, Sylvania, Zetka. Among the others, we’re informed that Hytron, Tung-Sol, Tel-O-Tube, Raytheon contemplate picture tube production, but they haven’t confirmed this. Remaining 6 tube licensees are: AT&T, Electronics Enterprises, General Electronics, RCA International, Sonotone, Sperti, none in kinescope field. Note: DuMont is major CR tube maker but not now an RCA licensee due to patent litigation (Vol. 4, No. 13).

Typical of radio tube-maker thinking, Arcturus’ president J. R. Donahue, in response to inquiry, writes: "We had planned a long-range program early this year to engage in the manufacture of 7-in. and 10-in. sizes. However, due to acute shortage of glass, all of our plans are at a complete standstill." Yet Corning forecasts plenty of blanks next year (Vol. 4, No. 29)....North American Philips, CR tube maker since 1942, says it’s concentrating on its 10FP4 (9.75-in. useful inside diameter) direct-viewing tube and its 3NP4 (2.25-in.) projection tube, plans to double 1948 production in 1949.

As for prospect blanks or tubes might be imported, Dr. DuMont tells us: "We have canvassed very thoroughly the possibility of getting blanks from Europe. We find that there is a worse scarcity there than here and they are attempting to buy blanks in this country"....And RCA Victor’s L. W. Teegarden says, "So far as we know, there are no European tube manufacturers currently manufacturing American types"....Military program hasn’t yet made any appreciable demands for CR tubes, heart of radar, though it may (Vol. 4, No. 28). Nor has ERP touched CR yet.

* * *

Looks now like receivers with RCA’s vaunted 16-in. metal-coned kinescope (Vol. 4, No. 5 et seq) won’t be ready for Christmas market, as forecast (Vol. 4, No. 29). RCA apparently won’t have them ready for quantity deliveries in time. Best prospect now is next February. Only manufacturer who has yet announced set containing 16-in. is Emerson, promising table model, at "under $500," before end of year (Vol. 4, No. 27). It’s doubtful it can have more than a few display models ready by then, since it gets tubes from RCA, which itself won’t have sets out. Samples enable licensees to design pilot models; getting sets to market is another story.

TV MAKERS, OUTPUT AND PRICES:  Despite lugubrious forecast by one big cathode ray tube manufacturer, that TV set output next year won’t exceed this year’s expected 800,000-850,000 (Vol. 4, No. 30), best thinking at the industry’s top levels now is that 1949 output should run close to 1,600,000. Figured at very conservative $250 per set average, this means $400,000,000 retail business. It also means more than that number of picture tubes must be available, counting replacements. The usually reliable "Radio & Television Weekly" currently reports that appliance industry folk say increase in rolled steel prices may force rises in radio and household appliance prices -- but so far the big radio-TV makers indicate no plans to hike prices. Steel alone isn’t enough to force increase, it’s said. By same token, TV prices aren’t likely to come down, either (Vol. 4, No. 30).

Other news of the TV trade: Another new manufacturer is International Television Corp., 745 Fifth Ave., New York, organized by John B. Milliken, founder of U.S. Television Mfg. Co. With him are Willard Rich, v.p., and Seymour S. Krinsky, chief engineer, both ex-Telcor. Company has bought old Minerva plant, 238 Williams St., moves into it Aug. 15, plans full TV line, including 7-in. at $149.50. Underwriter Henry P. Rosenfeld Co., 37 Wall St., is offering 300,000 shares of common stock at $1....Philco’s reply to reports it’s discontinuing its 7-in. Model 700: "Philco is continuing to produce 7-in. receivers, though in limited quantities, and we have not as yet decided to discontinue them from our line"....Glass makers say 7-in. blanks are in diminishing demand, and distributors report 7-in. sales very often lead to trade-ins for larger sizes. But lower price and popularity of magnifiers would seem to indicate continuing market for small-image sets.

Pilot’s 3-in. "Candid TV," to retail at $99.50 (Vol. 4, No. 24), is slated for September delivery, distribution to be "evenly balanced in most important TV
centers." Schedule is same for Pilot's TV-40 projection console with 12x16-in. screen ($798)...Avco's Victor Emanuel in first "newsletter to stockholders" reports Crosley Division now producing 250 TV sets daily, hiking to 10,000 a month with completion of new factory facilities in August, planning 175,000 production in 1949... No radios without TV will be produced henceforth by Brunswick, specializing in stylized cabinet combinations, according to president Herbert Weisburgh....Belmont (Ray-theon) promises "picture frame" TV, featuring 13x18-in. screen within ornamental frame hung on wall like portrait, controlled by chairside cabinet, extra "frames" in other rooms possible. Presumably, it's to be a "poor" man's version of astonishing custom-built job RCA's David Sarnoff has in his conference room.

THE UNSOLVED CHANNEL 13 MYSTERY: Megacycle sleuths Esterly Page and Joseph Waldschmitt, engaged to probe Newark's WATV "Channel 13 mystery" (Vol. 4, No. 28-29), haven't yet come up with the solution -- but they're convinced of 2 things: (1) That there's nothing inherently wrong with Channel No. 13 (210-216 mc), and (2) that height is the prime factor for radiations above 40 mc. The higher the frequency, the greater the height needed above immediate terrain.

After 3 weeks of on-the-spot measuring, WATV's acute problem of inadequate coverage of immediate area requires further investigation. So next steps will be: (a) to make comparative measurements next week on Toledo's 500-ft WSPD-TV, which uses same RCA equipment on same channel and reports excellent reception, and (b) to raise test antennas above WATV by 50-ft steps, using balloon or electric helicopter.

Eager to allay trepidation among other Channel 13 CP holders (next to start being Baltimore's WAAM, reading August tests), RCA headache boys refuse to believe anything's wrong with transmitter or antenna. On Friday, they issued statement saying: that signal was below computed strength close to transmitter and gradually rose to approximately the computed strength at 45 miles; that approximately same findings resulted from simultaneous FM readings; that after substituting standard dipole for super-turnstiles, same results were indicated. Statement concluded: "By all known methods of performance check, it is indicated that full power is going into the antenna....[and] it is apparent that performance is not in accord with theoretical computations. Neither RCA nor WATV have drawn any conclusions nor will they give any opinions. Simply stated, the facts to date are that the WATV signal on Channel 13 is below that anticipated. The reason is unknown."

Note: Privately, engineers are inclined to believe fault lies in West Orange mountain site, think 210-216 mc (or higher) from heights like Empire State Bldg. would produce normally high field close to transmitter. Unhappy WATV pioneers Irving Rosenhaus and Frank Bremer are inclined to think it's the transmitter. Nobody blames receivers, for WATV enjoys excellent reception at distances -- and few receiver complaints have been heard in Toledo.

OTHERS SLIPPING, BUT TV LOOKS UP: Football, symphonies, opera and forums are next on TV's steadily expanding schedules, should help round out program fare, will inevitably keep more people staying home. Though still profit-less, the zing and zip being expended on TV makes it, as the New York Times stated July 21, "the only major entertainment field -- with the possible exception of some concert programs -- to show continued growth." Front-page Times article noted that nation's entertainment industry as whole, trapped between rising costs and shrinking attendance, is now on way down to pre-war status. Movie boxoffice is 7-12% under last year, attributed to increased cost of living, competition for consumers' dollar by war-dormant industries like autos and washing machines, more diversions open to public.

Anticipating banner fall-winter, TV stations, sponsors and agencies are scurrying about these days lining up collegiate and pro grid games. Football is even better TV subject than baseball, now sponsored in all TV cities. As for symphonies, Detroit's last week went on regular Tuesday night schedule, sustaining, over WWJ-TV. NBC Symphony is expected back soon, possibly with Toscanini occasionally. TV Opera was promised this season by NBC's musical director Samuel Chotzinoff on returning last week from trip abroad with Toscanini; first may be production of "Aida."
FACTS, FIGURES AND FORECASTS: Another reason major TV manufacturers expect shortage of receivers this fall and winter -- "sellout by Oct. 1," one of biggest told us -- is that the new TV areas being opened up must be supplied (see story in this issue). Whenever a new station goes on the air, it creates demand for sets -- somewhat slowly in one-station towns, accelerated as second and third stations start, even more demand as network service and superior programs perk popular interest.

Meanwhile, existing markets ask for more and more sets; the older the market, the faster the sales. Big New York area, for example, having had TV service some 8 years, is still the "hottest" TV merchandising area in the country, takes nearly 50% of today's production. They're even talking about a "black market" there in anticipation of drain to other markets coming at same time as increased demand.

On the other hand, production is increasing, may reach expected 850,000 for this year -- and no less an authority than RCA Victor's Frank Folsom estimated, in San Francisco radio dinner speech Wednesday, that all TV makers next year will turn out "conservatively" 1,600,000 sets. RMA doesn't disclose individual factory figures, but every once in awhile some manufacturers tell all. Thus, though major producers, RCA, GE, Emerson, Farnsworth, et al, still aren't saying, these publicly stated estimates may account for most of that 1,600,000:

Philco says it will be producing at rate of 400,000 a year by fourth quarter of this year (per second quarterly report). Admiral reports 150,000 per year and Stromberg-Carlson 2,000 per month by fall (Vol. 4, No. 26). Crosley promises 175,000 in 1949 (Vol. 4, No. 31); Magnavox, 10,000 per month by fall (Vol. 4, No. 27). DuMont says it's gearing for 40,000--50,000 sets in 1949. Accepting these figures at face value, that would leave little more than 700,000 for all rest of industry.

ENGINEERS POISON UHF AND LOW BAND: In light of all the talk, conjecture and apparent misinformation about uhf and TV (Vol. 4, No. 28-31), we spot-checked some top engineers this week, mostly consultants, and got some frank answers to 2 blunt questions: (1) When do you think TV will be practical on the uhf? (2) Do you think any portion of the present band should be abandoned? If so, when? What follows is a summation of the opinions of such experts as Joseph Chambers, Ronald Culver, George Davis, Everett Dillard, Glenn Gillett, Paul Godley, Jack Hogan, C. M. Jansky, Albert Murray, Dixie McKey.

There was unanimity, expressed or implied, on only one point: Decision facing FCC after Sept. 20 hearings will be very tough one. Seldom has FCC been subjected to greater pressures, including political. Certainly, as one said, the problem must be approached free of hysteria or haste. Here are the impressions gleaned:

1. When uhf? Estimates ranged from 1½ to 7 years. The 1½-year man, who has unusually rich TV background, ventured that problems of equipment, including tubes, can be viewed more optimistically than most think. He felt competition among manufacturers, if nothing else, would stimulate equipment development if uhf TV is made commercial soon after Sept. 20. Others felt equipment and coverage data will be too sketchy to form basis for commercial standards for several years.

Economic and political as well as technical imponderables led some to assert
predictions are impossible. One said money won't be poured into experimentation except under commercial aegis; he thought turnover of CBS color proposal last year unfortunate from that standpoint. Another asserted uhf may prove blessing in disguise when ill of low-band begin to mount as more stations begin operations; he predicted: "Look for damaging evidence at Sept. 20 hearing on seriousness of sporadic E and F2 interference to low band."

NAB's new top-level All-Industry Engineering Planning Group met this week, leaned generally to we-need-more-information attitude. Data may not be as plentiful as hoped for; many uhf experimenters have barely gotten under way. Even RCA-NBC 504-510 mc program in Washington (Vol. 4, No. 22) looks now like it will be delayed 4-6 weeks, may not provide data by hearing time.

As for inexpensive converters to make present receivers good on uhf (Vol. 4, No. 20, 31), views were mostly pessimistic. One engineer's wry comment: "History of converters -- shortwave, FM or what have you -- is lousy."

2. Abandon any of the low band? Typical reaction: "Good Lord, no! At least not until we know we have something better." There was agreement that it's about time tropospheric interference is recognized, but little on how to make provision for it. Some said: Write a factor into standards and give measure of safety by allocating stations farther apart. Others said: Recognize grim fact that station coverage must be constricted to give all sizeable cities local service. Several noted that situation is largely a struggle of old grantees to keep newcomers from paring their coverage down.

How about sporadic E and F2? One answered: "Ground wave and tropospheric interference will be so great they'll obscure most E and F2." Yet another confessed worry: "Whenever I have a choice in applications, I avoid channels 2 to 4 -- for protection against possible sporadic E and F2."

Other angles: Consensus is that Stratovision has little chance in low band, because it would monopolize TV spectrum. Nevertheless, Westinghouse planned to ask FCC for rule-making to provide specifically for system, after getting pretty well stymied at allocation hearing (Vol. 4, No. 31). Meanwhile, oral argument on allocation hearing has been postponed from Aug. 16, date to be set, because time is needed for hearing on corrections to plan (Vol. 4, No. 27).

SLIM PICKINGS FOR PROGRAM FOLK: Flocking into seemingly lush TV pastures, proposed syndicators of live and film programs apparently are discounting fact that only 32 stations are now operating (TV Directory No. 4: Television Rates & Factbook); that they're all operating "in the red" and therefore very tight-fisted; that even by end of 1949 there probably won't be more than 125 TV stations on the air, if that many. Yet scores of additional old and new companies, most of them obscure even in theatrical field are reporting program services to TV stations for inclusion in our next Directory of TV Program Sources (Supp. 60), for which we maintain a master file.

As yet their pickings are thin, for TV advertisers reaching still-small audiences by comparison with radio, let alone deficit station operators, are prone to argue about prices, won't pay "show business" kind of money. Nevertheless, the big boys as well as little are eyeing field closely -- 20th Century-Fox, for example, is already in with both feet (Vol. 4, No. 29). And it's bruited that RKO's new control, under Howard Hughes, has eyes on possible TV markets.

Last week's "Variety" reported Paramount is casting about for ways and means of setting up "a video distributing company to parallel its film distribution activities." Paramount's main TV preoccupation heretofore, besides operating 2 stations and seeking others, has been its large-screen theater TV system. This was employed again this week in its big Times Square house to carry President Truman's address to Congress Tuesday in full. This kind of experimentation "Variety" sees as "a rehearsal for what the company feels is a logical place for it in the video picture of the future." Off-the-air, wired and delayed-film teleshows on theater screens have latent possibilities the movie moguls are seeking to plumb by studying technical methods, costs and audience reactions (thus far most favorable).
Three new TV stations go on regular schedules next week, having completed equipment tests. They're ABC's WJZ-TV, New York, whose commercial inaugural Tuesday will be accompanied by Hollywood fanfare; KFI-TV, Los Angeles, expecting momentary grant of STA; Atlanta Journal's WSB-TV, asking for STA effective Aug. 15. They will bring total TV stations in scheduled operation to 34.

Year's end could see present number of TV stations just about doubled, if plans are followed. But with delays and hitches the usual rule, we still think figure will be nearer 50 than 60 (though more may have test juice on by Jan. 1). August starts rather auspiciously, what with foregoing, plus these: Wm. H. Block dept. store's WUTV, Indianapolis (changed from WWHB) reports it's now running air tests, though won't go commercial until late fall. Tests are also due to begin before end of month at WENR-TV, Chicago; WAAM, Baltimore; KOB-TV, Albuquerque.

Many of you have asked us for a new schedule of new TV station starting dates. Accordingly, we sent questionnaires to all save the more recent CP grantees. All but a handful replied, stating makes of transmitters, expected delivery dates, expected dates of on-the-air tests, expected commercial starting dates -- all this data open to your inspection in our office. For purposes of this calendar, however, we indicate only month within which on-the-air tests are scheduled to start, inasmuch as specific dates usually weren't given. Here's the calendar of reported test dates (for details about each CP holder, see TV Directory No. 4); you can assume regular-schedule operations generally start within month after first tests:

Now testing or preparing to test this month: WJZ-TV, New York; WUTV, Indianapolis; WSB-TV, Atlanta; WENR-TV, Chicago; KOB-TV, Albuquerque; WAAM, Baltimore.

September: WOIC, Washington; WNBQ, Chicago; WXYZ-TV, Detroit; WMCT, Memphis; WTTV, Bloomington, Ind.; WAVE-TV, Louisville, WAGA-TV, Atlanta; WBAP-TV, Fort Worth; KNBH and KLAC-TV, Los Angeles.

October: WTVO, Detroit; WDTV, Pittsburgh; WNBK, Cleveland; WTCN-TV, Minneapolis; KTV, Los Angeles.

November: WDSU-TV, New Orleans; KECA-TV, Los Angeles; KPIX, San Francisco; KFMB-TV, San Diego.

December: WXEL, Cleveland; KGO-TV and KRON-TV, San Francisco; WDEL-TV, Wilmington, Dela.; WGal-TV, Lancaster, Pa.; WLWD, Dayton, O.

January: WOR-TV, New York; WHTM, Rochester, N.Y.; WKRC-TV and WCPO-TV, Cincinnati; WHIO-TV, Dayton, O.; WLWC, Columbus, O.; WOW-TV, Omaha.

February: WSEE, St. Petersburg, Fla.; WXY-TV, Oklahoma City.

March: WFEM-TV, Indianapolis; WOC-TV, Davenport, Ia.; WBRC-TV, Birmingham.

Spring and Summer, 1949: WJAR-TV, Providence, R.I.; WHAS-TV, Louisville; KRLD-TV, Dallas (May); WMBR-TV, Jacksonville (July).

Fall, 1949: WSYR-TV, Syracuse, N.Y.; WJAC-TV, Johnstown, Pa.; WCON-TV, Atlanta; WAFM-TV, Birmingham, Ala.

Dates undetermined, sometime in 1949: WAGE-TV, Syracuse, N.Y.; WNBF-TV, Binghamton, N.Y.; WBNT, Columbus, O.; WRT-TV, Charlotte, N.C.; WFMV-TV, Greensboro, N.C.; WHBP-TV, Rock Island, Ill.; WDAF-TV, Kansas City; WOAI-TV, San Antonio; WOI-TV, Ames, Iowa; KEYT, Omaha.

Indeterminate status: WTVJ, Miami, Fla., reports GE transmitter delivered, ready for Aug. 15 tests, but halted by FCC charges of undisclosed ownership (Vol. 4, No. 31). WRTB, Waltham, Mass., claims it's ready for tests but CP extension not yet granted (Vol. 4, No. 31). KARO, Riverside, Cal., still holding CP for now-withdrawn Channel No. 1 (Vol. 4, No. 19). KTRV, Minneapolis, conditional status pending ownership changes (TV Addenda 4-E).

No reply: KTLX, Phoenix, Ariz.; KGDM-TV, Stockton, Cal.; WRTV and WTPS-TV, New Orleans; WKAL-TV, Rome, N.Y.; WJTV, Syracuse, N.Y.; WVIL, Utica, N.Y.; WTVN, Columbus, O.; KOB, Tulsa, Okla.; KTVU, Portland, Ore.; KBTX, Dallas; WICU, Erie, Pa.; KLEE-TV, Houston; KEYL, San Antonio; KRSC-TV, Seattle.
TBA hierarchy isn’t very keen (though as yet is saying nothing) about NAB proposals to step into TV field (Vol. 4, No. 30-31)—to be considered at meeting in Chicago’s Palmer House Aug. 11 between president Justin Miller and invited telecasters (20 had accepted up to this writing). Then on Aug. 13, same place, NAB’s 7-man TV advisory committee meets to implement whatever Aug. 11 meeting decides on: Harry Bannister, WWJ-TV, Detroit; T. A. M. Craven, Cowles stations; Richard Shafto, WIS, Columbia, S.C.; Robert Enoch, KTKO, Oklahoma City; Michael Hannan, WHCU, Ithaca, N.Y.; Clair McCollough, Steinman stations; Calvin Smith, KFAC, Los Angeles. All are TV transmitters or applicants save Mr. Smith, reported preparing to file for Channel 13 in Los Angeles.

Next chapter in “Mystery of Channel No. 13” (Vol. 4, No. 28, 29, 31) is now being written as WATV’s own consulting engineers Glenn D. Gillett & Associates study measurements made this week from $100-per-hour Sikorsky helicopter, at varying stages up to 2,000-ft above hard-luck Newark station’s 200-ft tower. Meanwhile, E. C. Page staff, retained by RCA, was making comparative measurements on WPSP-TV’s Channel 13. No comments yet from either, except for Gillett’s confirmation that there’s nothing wrong with No. 13 and his first reaction that “things aren’t as bad as initially thought.”

CBS released article by station relations v.p. Herbert Akerberg this week stating CBS television “will be a reality in more than 80 cities and surrounding areas across the country in the immediate future.” Article lists 5 stations this year (3 now operating), 20 in 1949, 36 in 1950, 19 in 1951—though all but handful are still in application stage, some facing competitive hearings.

Six-month income statement of CBS provides clue to policy of retrenchment (and caution) recently manifested. Gross income for first half of this year was $48,816,986, net $2,288,237 ($1.33 per share) as against $51,411,368 and $2,919,507 ($1.70) for same period last year. CBS’s current big pitch is for its new 45-min. recordings (Vol. 4, No. 28).

Sylvania’s first 6 months sales were $48,210,076 vs. $47,756,956 for same period in 1947; common stock earnings were $2,111,302 ($1.90 per share) vs. $1,538,977 ($1.33) same period last year. On completion of proposed new public offering of 200,000 shares to finance expansion of cathode ray tube production, company will have 1,206,550 shares outstanding.

Boisterous-looking Fred Ziv, whose credo “the program is the thing” lifted him in the last few years to top rung of transcription producers, has bought World Broadcasting System from Decca for reported $1,500,000. It’s oldest of the big transcription libraries, has nearly 700 subscribers. Ziv is also one of the first in TV film syndication field.

Channel 7 coverage study of WNAC-TV, Boston, by consulting engineer George Davis, is due out soon. Davis says preliminary indications are that coverage is substantially as expected, very satisfactory, paralleling findings in measurements of Channel 7 signals of WMAL-TV, Washington (Vol. 4, No. 9).

Philip’s F. J. (Bing) Bingley quits TV post in Philadelphia Aug. 16, becomes engineering chief of Bamberger’s WOR-TV, New York, and WOIC, Washington, planning microwave-axial hookup that may become nucleus of Mutual TV network.


Hollywood-style opening planned for WJZ-TV Tuesday, 7-11:30 p.m., with Ray Bolger as m.c., and such name stars at Palace Theater show as Beatrice Lillie, Paul White- man, Pat Rooney Jr., Buck & Bubbles, James Barton, Ella Logan, plus ABC shows and personalities. It will be New York area’s sixth station, nation’s 32d.

New England Television Co., Fall River, Mass., applicant for 7 TV stations (though limit is 5), through general manager Lewis M. Tarnopol, says “it always has been and still is very much our intention to pursue our several applications in hearing.” Reports it might drop arose from withdrawal of Robin Compton as engineering representative. It seeks stations in Fall River, Boston, Springfield, Worcester, Buffalo, St. Louis, Kansas City.

Senate attention to TV allocation problem can be expected, among other things, from Interstate Commerce subcommittee now headed up by hell-raising Sen. Tobey (R-N.H.). Agenda of study during recess, released this week, would leave virtually no communications stone unturned. Common carriers, allocations, treaties, patents, lobbies, FCC procedure and personnel, communications secrecy—all are scheduled for scrutiny. Tobey had this comment on FCC: “I am very much impressed with some of the new blood in the FCC and I am confident that some mistakes of the past will not be repeated.” New member of subcommittee (Vol. 4, No. 26), now that Sen. White has retired, is Sen. Hawkes (R-N.J.).

NAB All-Industry Engineering Planning Group, in addition to discussions on TV allocations this week, set up committee to advise FCC on needs for sound channels for remote pickups, including TV. Group, designed to present broadcasters’ views to JTAC (Vol. 4, No. 28), appointed committee headed up by Jack DeWitt to determine, among other things, frequencies needed to supplement TV pickup channels in microwaves which carry picture only. At present, sound from remotes is carried by wire. Baltimore Sun’s Jack Jett is All-Industry Group’s liaison with JTAC.

Price schedule on Tele-transcriptions (Vol. 4, No. 22) has been issued by DuMont, breaks down into 4 classifications: off-kinescope films of live shows—to be used as extension of networking; reference and file purposes only; auditions and tests; one-min. commercials for future use. Copies obtainable from DuMont, 515 Madison Ave., N.Y.

Give-away programs, including those with huge Hoop ers, are apparently gone geese under FCC’s new proposed ruling calling them violations of lottery provisions of Communications Act. FCC is accepting briefs on proposed rule until Sept. 10.

Baltimore’s WBAL-TV and WMAR-TV have both issued rate cards No. 2, effective Sept. 1, each with basic one-hour studio rate of $350, film $250. Detroit’s WWJ-TV also announces new rates as of Sept. 1, including Class A at $425 per hour, $850 per announcement; Class B, $350 per hour, $50 announcement.

TV receiver radiation limitation of 25 uV/m at 1,000 ft for channels 2-6 is RMA’s recommendation passed on to members for approval. Figure for channels 7-13 will come when “more experience gained.” TV receiver committee (I. J. Kaar, GE, chairman) also said members are studying higher intermediate frequencies to relieve interference, withdrawing support of 21.25 to 21.9 mc.

Renewed curbs on installment buying by Congress will inevitably affect TV set purchasing—but long-run effect isn’t seen serious to trade in view of receiver shortages expected this fall and winter and probably next year.
2 WOULD SHARE, 2 QUIT, 5 APPLY: Interesting proposal during otherwise very quiet
week in FCC's TV activities: WSAN, Allentown (Call & Chronicle) and Eastern Express
(WEXX-FM) ask permission to share time on Channel No. 8, each to telescast on alternate
days from own plant. Contiguous Pennsylvania communities, with Bethlehem, are
jointly assigned that single community channel, for which 5 have applied. Although
time-sharing was common in early AM days, it's rare in AM now, and this is first
time ever proposed in TV. Applicants admit it would be temporary expedient, but
show they can cover one another's towns and together will aggregate more hours on
air than minimum requirement of rules. All 3 rival applicants are opposing, will
fight proposal at Sept. 13-17 hearing if FCC permits it to become an issue.

Two TV applications were withdrawn this week, 5 new ones filed, and Miami's
WTVJ-CP requested hearing on charges of concealed ownership (Vol. 4, No. 31), revo-
cation order suspended in meantime. Withdrawals were: WRBL, Columbus, Ga., leaving
none for 2; M. R. Schacker, from Sacramento, leaving 4 for 3. Mr. Schacker did not
withdraw his Santa Barbara application (though may do so if Harry Butcher's KIST
files); he is also business manager for Hollywood producer Edward Lasker's 5 applica-
tions (TV Addenda 4-A, 4-B, 4-C). Possible dropping of WMIN, St. Paul application
is foreseen, following sudden death this week of Owner Edward Hoffman.

Week's TV applicants: For Orlando, Fla., Sunshine Television Corp., Channel
No. 10 -- same ownership as WSEE, St. Petersburg, of which it would be satellite.
For Louisville, Ky., Mid-America Bestg. Co., No. 13 -- holder of CP for AM station
WKLO, headed by industrialist James F. Brownlee, pres., investment banker Milton S.
Trost, v.p. For Grand Rapids, Mich., WOOD, No. 9 -- Harry Bitner interests. For
Tacoma, Wash., Television Tacoma Inc., No. 4 -- joint enterprise of KTBI (H. J.
Quilliam) and Tacoma Times (Scripps Newspapers, no connection with Scripps-Howard).
For Charleston, W. Va., WCHS, No. 13 -- John Kennedy. [For details about applica-
tions, see TV Addenda 4-F herewith.]

NO BOTTLENECK IN 'BOTTLES' SOON: Further assurances from the 2 big glass makers, who
supply just about all of TV's cathode ray blanks: (1) Writes John L. Ward, Corning
Glass Works' manager of electrical products: "The increased production facilities
which we are converting to the manufacture of bulbs should allow us to meet all do-
meric requirements and be in the position to supply blanks for export. We expect
these additional facilities will be in production in the latter part of 1943." (2)
its Kimble Glass Division: Production of TV bulbs will catch up with demand "in the
very near future." Kimble also is mechanizing its 10 and 12-in. facilities, does
not make other sizes as does Corning.

So, if there's any bottleneck in picture tubes next year, it will be in ca-
pacity of the processors to turn out finished product. Both Corning and Kimble say,
too, that they are not now shipping blanks to any foreign countries.

MORE JOTTINGS ABOUT TV TUBES: In reporting on RCA's 16 tube licensees last week,
and noting that only 6 make cathode rays, we didn't mean to imply they were the only
ones capable of making tubes for TV. In addition, of course, there's DuMont (as
mentioned); also Rauland, Lansdale (Philco), Lectrovision....Sylvania reports de-
mand for CR and other TV tubes is so great it's doubling floor space of its plant at
Emporium, Pa....National Union reports present production of 7, 10, 12½-in. direct-
view and 4-in. projection tubes is "gradually catching up to backlog demands"; adds
that capacity of nearly 20,000 TV picture tubes per month is anticipated by later
1949....Hamilton Hoge, president, U.S. Television Mfg. Co., explains recent SEC reg-
istration of common stock in Zetka to be issued at $1: "The proceeds will be util-
ized to increased the present Zetka facilities and working capital for the purpose of
making 15-in. and 12-in. direct view tubes. At present we [UST] own approximately
55% of Zetka, and at the conclusion of the financing will own a little over one-
third"....State Dept. is chary about licensing CR tube exports (for radar) to most
other countries but admits a few are going out. It "suggested" to one company it
decline big CR tube order from Russia, an order the company didn't want anyhow.
REPORTS FROM THE TV SET MAKERS: Long-promised, that low-price Sears Roebuck TV receiver (Vol. 3, No. 13) may actually materialize soon -- though no data is available yet. Tipoff comes in Sylvania stockholders report this week, which refers to demand for its tubes becoming "further accentuated this fall when Colonial Radio gets into production of its new line of television sets for Sears Roebuck." Colonial is a wholly-owned Sylvania subsidiary, with plant in Buffalo that turns out "Silvertone" line of radios for Sears.

Three more familiar radio names announcing first new TV lines: Majestic, now producing 7-in. table model at $199.50, 7-in. console with AM-FM-phono at $399.50; promises 10 and 16-in. consoles with AM-FM "in about 6 months." Temple-tone, starting this month on 7-in. table model, 7 channels, no other details; says other models to be announced. Freed, promising that by Oct. 1-15 it will have modern and period style consoles with 12 and 16-in. tubes, with AM-FM-phono, priced from $595 to $995.

RCA is bidding for club, hotel, church, small-theater trade with its projector model TLS-86 ($2,650 plus $250 average installation), capable of screen sizes from 3x4 to 7x9-ft., says it has sold about 30 already -- including several to telecasting stations for their "screening rooms". Transvision Inc., New Rochelle, N.Y., biggest of TV kit producers, plans exhibition for distributors Aug. 16, for public Aug. 17-18, at New York's Waldorf-Astoria, displaying kits for 7, 10, 15-in. kinescopes -- also built-in lenses, custom-built cabinets.

Other news notes about TV receivers and makers: Motorola has 3 new 10-in. models due for showing in Sept., details undisclosed....Belmont's 7-in. table model at $179.50, 10-in. console at $299.50, will be sold under Belmont-Raytheon trade name; 7-in. set is portable, uses indoor aerial, operates on either AC or DC....Westinghouse reports new H-196 table model, 10-in., $319.95 list, ready for delivery end of this month; also has shown 10-in. console with AM-FM, due out at end of Sept., around $600....Ansley has absorbed Cleervue Television Corp. (Supp. 57), all of whose production is now under Ansley trademarks....Keissner (Maguire Industries) reports table model at $249.50, less kinescope; can use either 10, 12 or 15-in. tube which is charged for additionally....New TV kit maker Certified Radio Laboratories, 5507 13th Ave., Brooklyn, reports it will have complete 10, 12, 15-in. sets in fall; now offers 7-in. kits at $99.50 and $119.50, 10-in. at $134.50 and $154.50.

CULLINGS FROM CONTEMPORARIES

"With grunts of delight," says Aug. 9 Time Magazine, "Wall Street last week woke up to the wonders of television. Out poured a dozen market letters puffing TV. Jacquin, Bliss & Stanley recommended television stocks because they offered 'romance possibilities' and had 'the greatest sex appeal.' What was making the Street goggle was the way TV had come to the rescue of the radio makers—and in the nick of time. Dollar sales of radios had slumped badly...were running more than 25% lower than last year, with no hope of betterment as dealers slashed prices to unload. What made up for this slump was the increase in television...close to 15,000 sets a week."

Shades of not so long ago, when older and now wiser newspapermen looked down their noses at radio! From recent syndicated column of New York Herald Tribune's John Crosby: "Life paid $150,000 to NBC (exclusive of costs) for the combined Life-NBC television broadcasts, one of the more expensive promotion stunts of our time. DuMont promptly teamed up with Newspuck. The effect of this brief, unnatural courtship was to make television bugs of a good many men whose lives have been spent in periodicals." Note: Watch for some permanent tipeau as result of that "unnatural" courtship.

Signs of the TV times: After 29 years as Radio News, magazine was renamed Radio & Television News with August issue. In that issue, Part 5 of "Modern Television Receivers" contains handy chart making technical comparison of 15 makes of receivers.

If you're concerned about uhf TV, we recommend you read full text of RCA comparative propagation studies on 67 mc, 288 mc, 510 mc, 910 mc in June RCA Review, results of which we reported last April (Vol. 4, No. 15). Copy of article can be secured from George M. K. Baker, manager, RCA Review, Princeton, N. J. Study found shadow effects increasing as higher frequencies were used, severe multipath effects at 510 mc and 910 mc, which could be overcome somewhat by proper antenna orientation.


Better Business Bureau's code for TV set advertising, requiring clear and conspicuous indication what price includes, might also have embraced more explicit statement of picture sizes than oft-misleading ones now published. August Electronics says: "Picture sizes advertised by some makers of direct-view television receivers cause us to wonder if something has recently gone wrong with our math. When we figure out the largest rectangle having the correct frame dimensions that can be placed within a circle this is what we get: 3-in. tube diameter, 4.3 sq. in.; 7-in., 23.2; 10-in., 48; 12-in., 69; 15-in., 108; 16-in., 123." Electronics asks: "Are the copy boys cutting corners, or just where are we wrong?"
PORTENTS, PRICES AND PRODUCTION: Another portent that TV receivers aren't going down in price (Vol. 4:30), more likely will go up: RCA has hiked radio tube prices, varying from just under 5% on cathode rays to 8-10% on most others, somewhat more on several, effective Aug. 14. GE, Sylvania, Raytheon, North American Philips indicate they too will boost their tube prices, but DuMont's G. Robert Mesger said his company hasn't considered doing so. Increases are attributed to higher labor, glass, component, transportation costs.

RCA states prices of its radios and TV receivers won't be raised -- but Emerson, Arvin, Tele-King, Teletone immediately announced increases, and more such announcements are expected. On the other hand, in wake of introducing new lines, Westinghouse reduced price of its 10-in. TV consolete (H-181) from $485 to $399.95; also cut radios -- table model from $44.95 to $34.95; one AM-FM-phono console from $214.95 to $189.95, another from $329.95 to $279.95.

Another trend note: RMA's over-all radio figures for July will be way down, perhaps less than half of normal -- but TV weekly rate is holding its own. In fact, 4-week July's output looks good for at least 50,000 units (as against 5-week June's 64,353) since first 2 weeks ran just about 25,000. If this is case during vacation shutdowns and summer dogdays, rest of year is expected to achieve record totals each month -- especially with so many more set makers entering TV field (watch for our new Directory of TV Manufacturers & Receivers).

Increasing in FM distribution is also foreseen this fall since nearly all consoles incorporate it, and more table models, some FM-only, are expected. Fondest hopes are based on Emerson's "under $30" FM-only model promised soon (Vol. 4:30).

TV DEMANDS, DELAYS AND THE FCC: "When will our city get TV?" That inquiry is being received by FCC from the public -- at the very moment it becomes more and more obvious that many sizeable cities won't get local service for close to 2 years, often longer. More than that, some big cities with one or more stations on the air or a-building will get no more stations for comparable periods. All FCC can tell its increasing host of inquirers is status of local TV: how many channels allocated, how many CPs and applicants (if any), where they stand.

National advertising and publicity out of all proportion to amount of TV service now available (only 19 areas with stations in operation) have quickened demand from public which has no concept of delays involved. In addition, viewers in fringe areas are beginning to find their expensive installations less and less useful as they experience interference from new stations. Their only hope is local service. One manufacturer of distance antennas has sent blistering letters and telegrams to FCC, RMA and his Congressman, complaining that new stations are ruining his installations. In fact, complaints impelled FCC to issue release this week telling public long-distance TV reception is only a temporary thing.

Here's how the situation shapes up, assuming for sake of analysis that FCC will make no sweeping allocation changes as result of recent hearings (Vol. 4:31): (a) Now tied up in competitive hearings are applicants in 26 areas with no present service or CPs. Only 3 of these have been heard, only 2 hearing dates set, 20 no
dates yet. (b) Assume FCC finalizes allocations much as proposed, say, within a
month, and assume all competitive applications are heard by Jan. 1 -- an unlikely
date since FCC has only 9 examiners, all loaded with other cases; also unlikely
since many TV applicants exert every effort, often successfully, to delay hearings.
(c) Once hearings are held, it's close to 6 months before CPs are usually awarded;
some bitterly contested decisions take even longer. (d) CP grantees get 2 months to
begin, 6 more months to complete construction. Very few can or will manage that.
To date, it has taken most CP holders 3 and even 4 six-month extensions before get-
ting on air. Assuming speedier availability of equipment will cut extensions down
to one per grantee, it still would take 14 months between grant and on-the-air tests.

Thus our 2-year figure stands up very well -- errrs on conservative side, if
anything. FCC might do something to cut that time-lag down, such as hastening de-
cision on allocations; giving TV hearings high priority; gearing examiners and staff
to push decisions through; wielding big stick over laggards. But it has shown lit-
tle such disposition thus far. Nor is there any indication Sept. 20 uhf hearing is
holding things up.

Of the 45 competitive TV hearings ordered by FCC to date, these are the
25 no-TV-no-CP areas thus tied up so that considerable delays are certain: Fresno,
Sacramento, San Jose, Denver, Hartford, Waterbury, Des Moines, Portland, Me., Fall
River-New Bedford, Lowell-Lawrence, Springfield-Holyoke, Worcester, Flint, St. Jo-
seph, Atlantic City (heard), Albany-Troy (hearing Sept. 27-Oct. 4), Akron, Youngs-
town, Allentown-Bethlehem-Easton (Sept. 15-17), Harrisburg (heard), Reading (heard),
Scranton-Wilkes-Barre, York, Wheeling, Madison. And if FCC doesn't hurry up and
grant uncontested applications faster, even more cities will be tied up. Also, no
grants can be made in cities below first 140 markets until proposed allocation is
final. Note: At WJZ-TV inaugural Tuesday, FCC Chairman Wayne Coy said: "In 2 years
from now I expect to see 400 stations either in operation or under construction."

AM & TV—IDENTITY AND DIVERSITY: Big NAB (budget: more than $750,000) isn't going
to swallow up little TBA (budget: $20,000) -- not if sentiment of those attending
Chicago meeting Wednesday means anything. On the contrary, the 22 TV station-net-
work folk attending conference with NAB president Justin Miller, convened at sugges-
tion of Walter Damm (Vol. 4:31), agreed there were "areas of identity and diversity
between the sound broadcasting and television industries," urged joint committee to
study ways and means of cooperation. NAB committee men were named immediately: Wal-
ter Damm, WTMJ-TV, Milwaukee; Clair McCollough, Steinman stations, holding CPs for
TV in Lancaster and Wilmington; A. D. (Jess) Willard, NAB executive v.p. TBA members
will be named next week. They are asked to report within 30 days after meeting.

There's no quarrel, no disagreement -- it's simply a matter of determining
how the twain can work together. "One big tent" idea apparently isn't in cards, for
resolution itself admits, quite pointedly: "It is recognized that in their own
fields the NAB and the TBA are performing invaluable services. It is further rec-
ognized that in some of the areas of diversity both sound broadcasting and tele-
vision must have specialized and aggressive representation."

TBA operators seem agreed NAB can't plump for their specialty -- and the
networks, not now active members of NAB except through their stations, are opposed
to any merger. AM-supported, NAB can hardly be expected to foot bill for other
sometimes competitive efforts, even in unlikely event its AM-TV members were minded
to. TV adherents also cite example of submergence of FM into an NAB department
seldom heard from since FMIBI merger.

"There's nothing wrong with TBA that more money can't cure," as one observer
put it -- more money, more members and more staff. TBA now has 33 active members
(stations and networks), 25 affiliate members (such as AK&F, Dupont, Eastman, set-
tube makers, ad agencies), 9 educational members (including Yale, Syracuse, Western
Reserve). This is regarded as good nucleus around which to muster all TV operators
and grantees along with other specialized TV interests -- particularly the radio
manufacturers, who are TV's "circulation department" and who must work hand in glove
with telecasters for a long time to come.
KITS—TV's WINDEAL CIRCULATION: Thanks to Transvision Inc.'s general manager H. D. Suesholtz, we can now throw more light on status of that "sleeper" of the TV industry--kits. It would appear from his company's figures alone, disclosed here for very first time, that we've erred on conservative side in adding only 10% to RMA's monthly output figures to account for kits, non-RMA production, and pre-war sets (Vol. 4:31). For this booming little company, making more TV kits than all others combined, yet only one of a half dozen or more in that line, has shipped some 30,000 kits between November, 1946, and beginning of this month.

At this moment it's producing approximately 600 per week, has just moved into new plant capable of 2,000. In 1949 it expects to turn out somewhere between 30,000-50,000. Add the lower figure to non-RMA Admiral's reported 150,000 a year rate, and you have well over 10% of the best estimate ventured for the whole industry for next year (1,600,000; see Vol. 4:32). Nor does that include other kit makers thus far reporting they're in production:


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SIGHT AND SOUND---

Denouement in "Mystery of Channel No. 13" (Vol. 4:28-32) will come early next week when all parties concerned gather to compare and evaluate findings on Newark's WATV. Consultant Glenn Gillett says he has excellent data from helicopter records, is satisfied that No. 13 is okay, that situation is "not without remedy," that remedy probably isn't too difficult. Meanwhile, consultant E. C. Page's measurements on Toledo's WSPD-TV, also on No. 13, tend to substantiate satisfied reports of station manager Ed Flanagan. Interesting angle: Page engineer Joseph Waldschmitt frequently found intensity of WSPD-TV's distant signals (60-90 mi.) many hundred times theoretical values.

Major networks' profit columns, from now until TV gets on its fiscal feet, will probably show smaller as NBC (RCA doesn't give out network figures), and ABC and CBS (both listed on Stock Exchange) lay out more money for TV operation, new stations, etc. ABC's statement for first 6 months of 1948 shows $38,286,574 gross income, estimated $85,000 net after taxes (50c per share), compared with $25,540,623 and $89,000 (53c) for same period of 1947. ABC's next TV venture: WENR-TV, Chicago, about to test, slated for full operation Sept. 17.

Whatever titles are fashioned on him, just put out of mind any idea Sid Strotz, out in Hollywood, is NBC's "remote control" chieftain of TV. Real tologoy, real successor to Frank Mullen, running TV along with rest of NBC setup, is executive v.p. Charles Denny. Strotz has no intention of leaving Coast, and impracticability of transcontinental commuting is manifest.

Unless Cubans bend them to it, looks like Argentine interests will be next country of western hemisphere to go into TV--probably ahead of Canada, even. Rumors they have bought TV equipment from England's Electric Musical Industries aren't substantiated, but an Argentine mission has been in U.S. looking into TV.

Next RCA "TV Clinic," at Camden week of Aug. 30, will be for consulting engineers.

Reasons are obscure, but phonograph record business is taking bad beating lately--demand simply isn't there. Inclination is to blame Petrollo, even TV, but common sense doesn't support this in view of plenteous backlog built up before Petrollo's Jan. 1 ban and paucity of TV sets. Costs may be reason, also inclination of householders today to cut down on luxury items in view of high cost of food, etc. Reduced record business is understood to account for lower CBS earnings (Vol. 4:32) even while time sales are up; Columbia Records is pushing hard for acceptance of new long-playing record (Vol. 4:25) but it may take time catching on since special playing arm and adaptor is needed.

Stratovision rule-making, to allow airborne station over Pittsburgh (Vol. 4:31-32), was asked by Westinghouse this week. Petition showed how channels in 25 cities could be reallocated to allow Stratovision over Pittsburgh, yet cause no city to lose channels; in fact, some would gain. Also requested is protection to 500 uv/m. Principal argument is that nearly 6 million people who would not get 5,000 uv/m ground station service would get 500 uv/m Stratovision service, and over 2 million people who would not get 5,000 uv/m ground service would get 5,000 uv/m Stratovision.

Those published trade reports about an International Detrola-General Instrument Corp. tieup with Libby-Owens-Ford and Strickland Mfg. Co. to produce TV receivers are categorically denied—but it develops this week that G. Russell Feldmann, president of International Detrola, and Richard E. Laux, v.p. of General Instrument Corp., have purchased controlling interest in General Instrument, big maker of radio-TV components, from Abraham Blumenkrantz. Mr. Feldman becomes chairman, Mr. Laux president. Companies aren't being linked, however, nor are any TV plans in the works.

Add freak long-distance TV receptions (Vol. 4:29): WCBS-TV, New York, picked up in Daeatur, Ga., and Wheeling, Ill., each some 900 mi. distant.
“Author Blasts Television as Home Menace” headlines Aug. 7 report in Denver Rocky Mountain News, quoting Max Wyile, of Columbia Workshop fame, now with Young & Rubicam, speaking before U of Colorado Writers Conference. He’s reported to have said he’s “sickened by the whole prospect of television... It will be a terrible bore, it will destroy living-room conversation and it will multiply the divorce rate... will make American life even crazier than it is now, not only because of its incivility but because of the sodid intrusion into American home life it represents... because it cannot be as optional as radio.” Nevertheless, he conceded, “It’s going to replace radio almost completely, and has already destroyed FM.” All of which recalls similar tirade in May 23 This Week by his acid-penned brother Philip, the author.

Hofstra College TV survey, which backed up Foote, Cone & Belding study (Vol. 4:24), has yielded more data besides showing 20% cut in movie-going among set-owners. Interviews with 137 TV families and 137 “matched” non-TV families, supervised by psychology professor Thomas Coffin, revealed: (a) sports attendance unaffected, (b) 91% preferred TV commercials over aural, (c) aural listening dropped off 68% nighttime, 26% daytime, (d) attendance at dining-dancing night spots decreased 42%, (e) sets were used 24.58 hours weekly, with 3.56 people viewing, (f) reading declined 18%.

Paramount has issued rate card for its off-the-kinescope transcriptions, offers negatives and prints, places “no restriction” on clients’ use. Negatives are promised 1 min. after program off air, though it’s reported time-lag has been shaved down to 20 seconds, experimentally. Rate card is available from TV Dept., Paramount Pictures, 1501 Broadway, New York. In England, J. Arthur Rank has been experimenting with theatre TV, is reported ready to supply his theatres with educational and travel shorts if he gets government go-ahead.

“Who says vaude is dead?” asks Billboard in reporting “Texaco Star Theater” tops by far in Hooperings for its 8-8 p.m. Tuesday period; Milton Berle returns as m.c. next month. And WJZ-TV inaugural show Aug. 10, featuring top names from New York’s Palace Theater, impelled enthused ABC publicity writer to call vaudeville “a surprisingly live corpse.”

Report of TBA’s committee on TV operations, stations and personnel, headed by NBC’s O. B. Hanson, has gone out to membership—its 60 pages replete with data about technical and studio personnel and their functions, of great value to telecasters and potential TV operators. Also contains glossary of TV terms.


Bell Labs transistors, when enough are available, will be offered to bona fide companies for experimentation. Some 300 manufacturers, scientists, military men visited Murray Hill labs for demonstration recently, seemed impressed with device which has been hailed as possible substitute for vacuum tubes (Vol. 4:27). Big vacuum tube maker Sylvania, which has been making germanium crystals (heart of device) for rectifiers, devotes column in its July 28 Stockholders News to plans in connection with transistor. Far from obsoleting vacuum tubes overnight, it says, transistor will increase use for both tubes and crystals; and company is aiming for mechanization of germanium production.

Current sponsors reported by KSTP-TV, St. Paul-Minneapolis: Ford Dealers and RCA Victor, alternating Minneapolis Miller’s home baseball games; Cargill Inc. and Minneapolis Savings & Loan Assn., alternating dugout interviews; F. C. Hayco, “Sunset Valley Barn Dance”; Rovcraft Co., “TeleTalent”; General Electric, NBC Newsreel; also spots by Bulova, Ronson, Perfax Co.

Newpaper-TV tieup, as illustrated by Washington Star ownership of WMAL-TV, is subject of article in July 31 Editor & Publisher which quotes president Samuel H. Kauffmann as admitting station is still in red, but “if we didn’t have a television station we’d be worried sick. The public expects it of us and we have to give it to them, cost or no cost.”

An apartment house antenna that won’t get a landlord down on you is Gyro-Tena made by Public Operating Corp., 100 W. 42nd St., New York. Maneuverable in both horizontal and vertical planes, antenna is attached to window jamb through screw extension bar (like auto jack), adjusted for maximum signal intensity. It’s sold for $16.75 on money back guarantee, either to set manufacturers directly or to retail stores through regional jobbers.

Motion picture TV experimentation moves along with this week’s request by 20th Century-Fox for experimental TV relay (7,000 mc and 12-000-18,000 mc) in New York City, where it owns famous Roxy.

No TV threat to movie boxoffice is seen by MGM’s new production chief Doré Schary, recently RKO, who told Hollywood Variety interviewer value of movies is that people like to congregate which he said TV doesn’t afford. “In regard to Phonevision, or the showing of first-run film over leased phone wires,” Variety continues, “Schary said the same would apply and people would not be interested.”

RCA will offer 4 kw FM transmitter, FCC announced this week. Under FCC standards, Commission publishes fact that manufacturers will produce new sizes of FM transmitters 6 months before estimated delivery dates. Presumably, 4 kw will make more efficient use of RCA’s tubes, other components, than 3 kw.

New FMA president is expected out of Sept. 27-29 Chicago convention. Everett Dillard is understood to be unavailable for re-election, feeling one-year precedent set by Ray Hofheinz is proper for time-consuming job. All officers will be elected at convention by 15-man board.


FMA plans to participate in Sept. 20 uhf TV hearing to protect FM’s 88-108 mc against any possibility of TV encroachment.
ABBING UP THE FCC WEEK IN TV: This week's TV activity on the regulatory scene, summed up: 2 more CPs granted in Jacksonville, Fla., 3 new applications, 3 withdrawals. Granted were Channel No. 6 to WPDQ and No. 8 to WJHP-Jacksonville Journal, leaving city-owned WJAX only remaining ungranted applicant for sole remaining channel. New applicants were: For San Diego, Charles E. Salix, No. 6 — son of San Antonio clothing manufacturer, whose purchase of KSDJ pending FCC approval. For St. Louis, 20th Century-Fox, No. 9 -- now 6 for 4. For Salt Lake City, KNAX, No. 9 -- now 4 for 3. Withdrawing from San Diego race (hearing Sept. 7 now 5 for 3) were Don Lee's KGB, San Diego Journal's KSDJ (AM station being sold, as aforesaid), San Diego Tribune & Union-Sun's KUSN. [For details about foregoing grantees and withdrawals, see TV Directory No. 4; about new applicants, TV Addenda 4-G herewith.]

OTHER ACTIONS: KFI-TV, Los Angeles, got STA for immediate commercial operation, 12-hour rule being waived until studio ready Oct. 6; WCBS-TV, New York, got power boost to 13.7 kw visual, 10 kw aural; KMBC, Kansas City, denied request for "conditional grant" pending hearing (Vol. 4:31). Also, on own accord, FCC required Thackrey-Warner Bros. must break down West Coast $1,045,000 "package" deal (Vol. 4:30) into component prices for the 2 AM stations and CP for Los Angeles TV. Same thing had been asked by newly formed Southern California Television Co., headed by oilman Ed Pauley and including coterie of Long Beach VIPs; it intends bidding for TV franchise under Avco procedure. So it looks like Thackrey-Warner deal is headed for predicted competition, especially since it's now definite that KFAC, Los Angeles, is also planning to contest Warner purchase.

FARNSWORTH & THE TV TUBE STORY: Noteworthy statement in Farnsworth's report to stockholders this week: Inventor Philo T. Farnsworth, back in Fort Wayne labs, is working on new TV tube "which will permit the projection of images much larger and clearer than is now possible." If tube he has produced under experimental conditions can be made on a commercial basis, report adds, "it may revolutionize the type of such television receiver now in general use...[but] we cannot forecast whether or when [it] will be commercially feasible." Meanwhile, Farnsworth table models are both 10-in., its 2 Capchart consoles 12-in., direct view. Company report, covering year ended April 30, 1948, shows net sales and income of $18,488,222 (including $2,900,000 in non-recurring royalties) and net loss for year of $1,849,151.

Additional reports from tube makers, in response to our inquiries: North American Philips will double its CR production at Dobbs Ferry, N.Y. plant by beginning of next year, also increase its Protelgram projection tube output several hundred pct...Hytron's L. H. Coffin reports definite plans to enter picture tube manufacture, adding: "In our opinion, industry plans for expanded production of cathode ray tubes will still leave a shortage for the next few years." Tung-Sol's R. E. Carlson says his company has "made up several tubes on a laboratory basis" but can't talk about production plans yet...And Lectrovision Inc., associated with kit-maker Transvision Inc., reports it's now producing 7, 10 and 12-in. tubes at rate of about 1,500 per month. [For earlier items on CR tubes and tube-makers, see Vol. 4:29-32.]

EXTERNAL UI NETWORKS, FACTS V/S. PHANTOMS: So much bunkum about TV "networks" and "affiliates" is being put out, mostly by the AM networks, that it's time some plain facts were recounted -- for it's common sense that too much publicity, to say nothing of misleading publicity, can raise false hopes and hurt TV's long-range progress. Witness the inquiries already being received by FCC from people in communities that can't possibly get TV service for some years to come (see story in this issue). Here are some basic facts:

1. The only actual TV "networks" now operating might better be called "hookups": (a) NBC's Boston-to-Richmond hookup, with 7 affiliated stations; (b) CBS's hookup of 3 affiliated stations in New York, Philadelphia, Baltimore -- others in Washington and Boston being linked on non-affiliation basis; (c) ABC's 3-station hookup of New York, Philadelphia, Washington -- others linked occasionally on non-affiliation basis; (d) DuMont's 2-station hookup of its own stations in New York and Washington, with New Haven added (off-the-air) and Philadelphia and Baltimore linked
on non-affiliation basis. [For networks, stations, rates, see TV Directory No. 4].

2. MBS is not in TV yet, but Bamberger's WOR has CPs for Washington (due on air possibly in September) and New York (January) to form nucleus of eventual chain that will take in the MBS affiliates in Boston, Chicago, Los Angeles already on air, and elsewhere as and when they go into TV.

3. AT&T coaxial-microwave relays will link Midwest hookup in October (Vol. 4:17), forming self-contained grouping of Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee, St. Louis (and possibly way points). That hookup will be linked into present East Coast coaxial-microwave, via Pittsburgh, by December -- thus enabling stations in those cities to get service from New York and other points on present hookups. West of Chicago and South of St. Louis network facilities are still "under consideration" and no schedule for transcontinental hookup before 1951 or 1952 is presently contemplated. (For maps, see p. 32, TV Directory No. 4).

4. Most reports about such-and-such station, actually built or only building, being "signed up" as "affiliate" by this-or-that network can be discounted as mere publicity designed to embellish TV identity or prestige. Except for the aforementioned hookups embracing a handful of actual affiliations, and the assumption that AM affiliates will stick with their networks as they expand into TV, there are virtually no firm affiliations. True, new stations are agreeing to take service from various networks, but few are signing contracts or even guaranteeing continued time clearances. Why should they then, as in Baltimore or Washington, there aren't enough outlets yet for all networks?

Thus, Baltimore's WMAR-TV, though signed with CBS, takes programs also from ABC and Dumont; Washington's WMAL-TV, signed with ABC, from CBS; Boston's WNAC-TV, though in MBS family, from CBS and DuMont -- at least for present, when there's little premium on time.

Actually, what we have now are merely nuclei of networks -- pretty weak ones, too, in some cases. Belated planning, or sheer laggardness, account for weak setups that time (and probably lots of money) may correct. Meanwhile, however, the publicity claims continue -- sometimes to point of being ridiculous. CBS's station relations v.p. Herbert Akerberg, for example, last week got big play on 9-page press release stating "CBS television will be a reality in more than 80 cities and surrounding areas all across the country in the immediate future...evolving through the next 3 years..." He listed cities and named stations where CBS has AM affiliates with TV grants (16), others where they've merely applied, some where they haven't even applied -- adding up to 80! It's idle to think all of these can get going within 3 years, or that they can be linked into a network in that time -- and it's certain some of these will miss out in grants in competitive hearings.

Simple fact is that, except for NBC's well-integrated Boston-to-Richmond hookup, and such "transcription network service" as will be offered, the TV advertiser must buy custom-built hookups today, has very little prospect of coverage in many big and little markets for some years yet, won't get transcontinental hookup service for 3-4 years or more.

**BIG SPONSORS BUYING TV HOOKUPS:** Most TV programming and sponsorship are still on local levels -- perforce, inasmuch as intercity hookup facilities are so limited. But "network" business is beginning to look up: witness this week's signing of Old Gold as 5-year sponsor of DuMont's "Original Amateur Hour" (Ted Mack's revival of the old Maj. Bowes show), Sundays, 7-8 p.m., starting Sept. 26. ABC will carry same show nation-wide on AM, Wednesdays, 8-9 p.m., starting Sept. 29. DuMont calls it "coast-to-coast TV network" but actually live hookup comprises WABD, New York; WNAC-TV, Boston; WNHC-TV, New Haven; WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WTTG, Washington -- plus 3 others via off-the-kinescope Teletranscriptions: WGN-TV, Chicago; WEWS, Cleveland; KTSF, Los Angeles. Also finally in works is Philco's sponsorship of Actors Equity revivals of Broadway hits on NBC's Boston-Richmond hookup, taking Theater Guild's old spot, Sundays, 9-10 p.m., starting Oct. 3. Networks, too, are busily lining up hookups for collegiate and some pro football games, some of which Lucky Strike is preparing to sponsor this autumn.
WHAT THEY SAY ABOUT TROPOSPHERE: On eve of FCC's Sept. 13 conference on troposphere and related TV allocations problems (Vol. 4:35), sentiment seems to boil down to this: That FCC should make no basic changes in present assignments, allocations or standards. Consensus of key operating, manufacturing and engineering folk we interviewed was (a) that nothing radical be done to present allocations to major markets, i.e., top 140 metropolitan areas; but (b) that troposphere be taken into account in proposed new allocations (Part V, TV Directory No. 4). There's a minority who believe it would be better to rip up whole allocation structure and standards now, start anew while TV is yet young rather than wait until it's more firmly established. There's substantial argument that contiguous rural areas will never get good service from nearby city stations under present separations. Nobody affected wants northeast Area I assignments torn apart, and fact public has big investment in receivers is expected to sway FCC against doing so. Eighteen appearances were filed: TBA, ABC, CBS, NBC-RCA; DuMont, Paramount, Warner Bros.; Cowles and Richards stations; WPIX, New York; WMAR-TV, Baltimore; WHAS-TV, Louisville; WITC, Hartford; WILK, Wilkes-Barre; George Adair and attorneys Loucks, Zias, Young & Jansky (for 16 clients); Pierson & Ball (25 clients); Spearman & Roberson (4 clients).

PREVIEWING SEPT. 20 UHF HEARING—II: Uhf information is funneling into IRE-RMA's Joint Technical Advisory Committee (Vol. 4:28), which will wrap it all up at final parley Sept. 15-16 (at IRE, 1 East 79th St., New York) before presentation to FCC at Sept. 20 uhf hearing. JTAC is committed to policy of pre-hearing silence to preserve its impartiality, but here are some glimpses of reports it is getting:

(a) Survey of 27 receiver manufacturers arrived at arithmetic average of 2 years as period needed for development of uhf receivers; however, when weighted according to productive capacity of companies, figure becomes about 3½ years. (b) Reports from propagation groups indicate that uhf transmitters will cover perhaps one-third to one-half areas served by low-band transmitters of equal power. At least a year's continuous measurements, at scattered locales, was recommended. Ghosts are considered very serious, particularly if several stations are to be received. Theoretical coverage doesn't seem borne out by actual measurements. (c) RCA says achievement of present vestigial sideband standards "no problem" (Vol. 4:34).

Now available from NAB are minutes of Aug. 2 meeting of NAB All-Industry Engineering Planning Group (Vol. 4:34), which make interesting reading and will be submitted for hearing record. For example, T. A. M. Craven (Cowles stations) went all out for uhf, agreed it can't cover as well as low band, but asserted it is certainly useful over reasonably flat terrain, must be opened up soon.

The §64 question was put by ex-FCC Comr. Jett (Baltimore Sun stations): "Should FCC start licensing uhf stations?" Consensus seemed to be: "Yes" and "calculable risk should be taken on propagation characteristics which may be encountered." Craven said several companies have guaranteed performance of uhf transmitters and receivers. Conference mulled over ideas of what to do with band if it is opened. Present standards? High definition monochrome? Color? Some of each?

Scheduled for hearing are: Bureau of Standards, CBS, Cowles stations, DuMont, Eitel-McCullough, JTAC, K. H. Lippitt (ex-Navy researcher in uhf TV), Para-

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In our series anticipating Sept. 20 hearing (Vol. 4:32,34), we first consulted the consulting engineers. Then we addressed queries to engineering chiefs of the networks and TV transmitter manufacturers. All of the networks and 2 manufacturers have replied to our 2 questions: (a) When do you think TV will be practical on the uhf? (b) Do you think any portion of the present band should be abandoned? If so, when? Here are their answers:

Dr. Allen B. DuMont: (a) "If your question means, 'When will TV on the uhf give the same coverage as our present TV,' my answer would be, possibly 25 years or possibly never...Staggering amount of power would be required, and it is questionable whether it would ever be practical to generate this commercially...If your question means 'Could the uhf band be used for small towns with limited coverage?' there is a possibility that receivers and transmitters could be developed for this use within...3-4 years." (b) "Definitely 'No'."

Dr. C. B. Jolliffe (RCA): (a) Not proper to anticipate Sept. 20 testimony of RCA engineers -- no estimate. (b) "As more stations are required, it may be necessary to supplement the present TV bands by adding...channels, but certainly none of the present 12 channels should be abandoned or changed."

Frank Marx (ABC): (a) "A minimum of 5 years; more probably 10 years." (b) "I do not believe that the present band will be abandoned piecemeal. If and when a move is made, the entire band from channels 2 to 13 will be abandoned."

William E. Lodge (CBS): (a) No estimate. "The unknown factor which will really determine the answer...is another question: namely, how much of the radio industry will devote how much energy, personnel and money to the development of the uhf." (b) All 12 low band channels should be retained "until uhf is not only practical but has been incorporated in most home receivers."

E. M. Johnson (MBS): (a) "I have no doubt...that if the fate of the nation were at stake, TV in the 500-900 mc range could be developed in very short order...[but] I am of the opinion that it will take a minimum of 5 years before high band TV will be competitive to low band." (b) "I seriously doubt that any of the frequencies presently allocated for TV will be taken away in the foreseeable future."

O. B. Hanson (NBC): (a) "Premature to guess" pending evaluation of 500 mc tests in Washington. (b) No portion of the low band should be abandoned "because the value of these frequencies has already been demonstrated as being most practical for TV. Furthermore, many millions of dollars have been spent both by broadcasters and the public on those bands...A national TV system which someday will be comparable to the service now rendered by sound broadcasting will require all of those channels now assigned plus many more in the proposed uhf band."

TEXAS STATE NETWORK IN FOR TV: Two more Texas applications. 2 others from small towns marked week's TV file at FCC. Texas State Network, controlled by Ruth Roosevelt Eidson and Richardson-Roeser interests, applied for Channel No. 2 in Fort Worth where it operates KFZJ, making score 2 for 2 there now; also asked for No. 2 in San Antonio (KABC), now 5 for 3. In addition, TSN indicated it may shortly file for Waco and Austin, where it owns 50% of WACO and KKNX. All 4 AMs dropped their FMSs.

For Visalia, Cal. (pop. 8,904), Sierra Bostg. Co. applied for No. 10 -- smallest town yet to file for TV. For Frederick, Md. (pop. 16,802), WFMX asked for No. 3, now allocated to Hagerstown. [For details about applicants, see TV Addenda 4-K]. Two withdrawals this week: Leland Holzer dropped out of San Diego contest, now 4 for 3. Tri-City Telecasters, Allentown, Pa. (WHOL-CP) also pulled out, leaving 4 for 1 in Allentown-Bethlehem-Easton hearing Sept. 13-17. FCC suspended revocation order against WTVJ, Miami (Vol. 4:331), granted it hearing (no date set), may act next week on its appeal for interim STA. Tower-antenna are up, transmitter nearly ready, station can get going in 10 days -- and local distributors are pressing Commission to permit service to start on plea 1,000 sets are already in Miami area.
ADDITIONAL TV STARTS AND TESTS: More dope on upcoming new TV stations, to supplement starting schedules previously reported (Vol. 4:32,36) -- all based on latest replies from principals: Besides next Friday's (Sept. 17) commercial debut of Chicago's WENR-TV (ABC), now testing, it is definitely stated that Los Angeles' KLAC-TV will go on air same day with first commercial (USC vs. Utah) and will carry all USC, UCLA and Loyola home grid games.

This week-end, Detroit's WXYZ-TV (ABC) was geared to turn on test juice, and its commercial debut is now definitely set for Oct. 9. Next week's equipment test starters will be: NBC's KNBH, Los Angeles, Sept. 15; Star-Telegram's WBAF-TV, Fort Worth, Sept. 16; NBC's WNBEQ, Chicago, Sept. 18 -- with NBC promising commercial schedules as soon as tests indicate feasibility. Also, NBC says its WNBK, Cleveland, should be ready for tests by Oct. 1.

Late replies to our continuing survey also reveal that: WICU, Erie, Pa., expects DuMont transmitter delivery by Nov. 15, tests Dec. 15, commercial start Jan. 1; WTVN, Columbus, O., tests by April, 1949; KTLX, Phoenix, tests Feb. 1, commercial April 1; KEKL, San Antonio, tests Feb. 1, commercial April 1. Latter 3 report transmitters not yet ordered. And latest dope from stations previously reported on: WTTV, Bloomington, Ind., first stating it would test this month, now says starting date "indefinite." Atlanta Journal's WSB-TV, still due for Sept. 29 commercial start, reports current tests are showing splendid results, telecast of baseball game last week resulting in clear picture, good audio up to 50 mi. away.

HIGHER PRICES AND MORE NEW SETS: Price increases again top news from the TV-radio makers: Philco's averaged 2.5% on radios, went up $15 (to $439.50) on only one TV, its 12-in. 1240 console. Admiral raised 7-in. table model $10, 10-in. consoles $30, 10-in. credenzas $50. Bendix's table and console models, not yet delivered to dealers, are due for unstated raise from originally announced prices. Stromberg-Carlson is raising radio prices, but not TV. RCA reaffirms it won't raise its basic 630TS ($375), isn't presently contemplating any TV hikes at all. Over-all picture of TV trade is one of swift changes, as evidenced by this additional data since we sent you our Sept. 1 Directory of TV Manufacturers & Receivers (Supp. 57-A):

Motorola introduced new 10-in. console with AM-FM-phono at $595 in New York this week, Motorola-New York's Harry Schecter seizing occasion to tell Herald Tribune 7-in. market is "booming," sales running 600-1,000 per week in area. He predicted more 7-in. makers before end of year -- doubtful, judging from model lists submitted for our Directory...Hallicrafters announced 2 new sets: 10-in. table at $295 and 16x12-in. projection console at $695 (Protelogram), both ready Oct. 1...Stromberg-Carlson, heretofore producing only 12-in. models, showed 10-in. table set, no details given...Industrial Television Inc. has new 10-in. viewing unit called Sussex 10, selling for $290; it can be plugged into any TV receiver to provide additional screen...Trav-Ler added itself to list of 44 companies reported planning TV manufacture, as carried in Supp. 57-A.

16-in. TV TUBE STIRS UP THE CATS: No doubt in our mind that 16-in. picture tubes will win solid place in TV market -- when they're in quantity production and if sets containing them are priced low enough (Vol. 4:25, et seq). But so much bunkum has surrounded RCA's much-talked-about 16-in. metal-coned tube, so many phoney publicity claims have been made about its immediacy, that some simple facts are apropos:

An RCA spokesman states flatly that no manufacturer, has yet received more than 2 prototype models -- for set design purposes only. Also, that RCA itself won't have own 16-in. receivers out before January; that no one will get deliveries of this tube much before then, either; and that even when it's on production line, initial output will be only some 5,000 per month. RCA is now mechanizing Lancaster plant for 16-in. but can't give definite output figures or even quote prices as yet.

Meanwhile, Tel-O-Tube Corp. of America, licensed by RCA and Sylvania, stirred things up by publicizing its own 16-in. metal-coned tube, very much like RCA's, for which output of 100 per day was claimed (Vol. 4:38). But inquiry there discloses it isn't turning out that number yet, won't for awhile "due to New York
trucking strike." Fact is, company is presently equipped to produce 100 per day, hopes to exceed that "when conditions return to normal." Tel-O-Tube's president Samuel Kagan says it has own source of components, isn't dependent on RCA for them.

Emergence of Tel-O-Tube impelled Retailing Daily Sept. 8 to refer to "actual deliveries" of 16-in. as "a bombshell in the local [New York] market." It went on to quote an unnamed manufacturer as predicting 16-in. "will revolutionize the entire TV industry...cost of manufacture of a set with 16-in. metal tube differs so slightly from that of present 10-in. that the prices of sets featuring the smaller size screens will have to be forced downward -- and sharply." Anonymous set maker was also quoted as saying 16-in. table model is possible at $299.50.

To which RCA's spokesman replied, "That's plain bunk. We don't know the facts about 16-in. tube costs, let alone set prices as yet." Tel-O-Tube's spokesman disavowed making any claims about set prices; its sole deliveries of 16-in. up to now have been to newcomer Starrett (Vol. 4:36), offering it in console at $695.

**UHF SIGNALS VIA CONVERTERS:** RCA-NBC turned on juicer this week of 500-506 mc TV transmitter in Washington -- the 1 kw "green" and sound portion of 3-transmitter setup to be used for later uhf color experiments in New York. Twelve-foot cylindrical mast atop 350-ft. WNBW antenna has gain of 5, radiates 3.75 kw. Some 60 converters, size of small table radios (costs unestimated), are being installed in homes of local radio VIPs having TV sets, including FCC members and staffmen. Using New York tests as criteria (Vol. 4:15), RCA's Dr. George Brown, running show, expects coverage to be spotty, quite limited in area. Tests duplicate WNBW programs, can't really produce much data in time for Sept. 20 uhf hearing. But propagation measurements will continue several months. As for much-needed higher power, Dr. Brown ventured gain of 20 may work out in some cases, told (off the record for present) of significant work in getting some real power out of uhf tubes.

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**SIGHT AND SOUND**

Again disclaiming "merger" stories, as published, TBA president Jack Poppele has issued statement to Broadcasting Magazine stating meetings with NAB (Vol. 4:35-37) do not contemplate merger, which wasn't even discussed "except in a disavowal of either group to combine interests at present or in the foreseeable future." NAB-TBA seek basis of "cooperative effort and interchange of information...in the best interest of TV."

Reported tickers for sale of NBC's KOA, Denver, to Aladdin Television Co., applicant for TV, headed by local theatremen Harry Huffman and Frank Ricketson Jr. (Vol. 4:16), have fallen through—and now negotiations are under way for possible purchase of KLZ from Daily Oklahoma interests.

Capt. Bill Eddy's place as manager of Chicago's WEKB, from which he resigned last week (Vol. 4:36), has been taken over for time being at least by John Balahan, of Balahan & Katz theater interests, aided by commercial manager John Mitchell.

Color TV, projecting live pickups on about 8x10 ft screen, plus view of Ultrafax equipment, were among highlights of 4-day TV seminar for consulting engineers conducted last week by RCA at Camden and Princeton. Color TV was closed circuit, not on air.

GOP National Committee expects to equal its 1944 campaign expenditures of $800,000 for radio time this year; how much will go for TV is still unknown. Democrats give no estimate; they spent $780,000 in 1944.

Neal McNaughten, assst. director of NAB engineering dept., has resigned to join Philadelphia's WFIL-TV as manager of technical operations; he's ex-FCC staffman.

Canadian Radio Manufacturers Assn., meeting in Montreal's Mt. Royal Hotel Sept. 20, will hear report on TV in U. S. by RCA Victor's Frank Folsom.


More evidence of "TV inching Up on Other Media" (Vol. 4:36): Headline in current Billboard reads, "TV Grabbing Kids from Radio"—and story relates findings of Pulse Inc. "With an estimated 221,000 tele homes in New York, compared with 2,800,000 radio homes," Billboard states, "Small Fry (WABD) already reaches a greater number of homes than 3 of the 5 radio programs studied..." Tom Mix, Superman and Adventure Parade. Small Fry has a rating of 30, projected to 66,900 homes..." and is topped only by Dick Tracy (76,500) and Sky King (72,800). The Pulse also found average of 3 times number of people view kid shows as hear radio kid shows.

And still the AMs come—14 new CPs granted this week (AM Addenda 2-KK herewith), all daytime or local. Thirty were granted in August.

Yearly AM-FM station performance measurements, newly prescribed by FCC, are postponed for year. FCC gave time to buy equipment, gain know-how.

Loew's 50 kw WHJGM, New York (changed from WHN) moves next week to new quarters at 711 Fifth Ave., first home of NBC.

St. Louis TV sets now total 9,200, of which 7,400 are in homes, 1,800 in public places, reports Union Electric Co.
5 NEW STATIONS 'ON THE AIR': Two more stations began scheduled operation Friday under STAs -- ABC's WENR-TV, Chicago, and Thackrey's KLAC-TV, Los Angeles. Week also was marked by 3 more starting tests: KNBH, Los Angeles, Thursday; WBAP-TV, Fort Worth, Thursday; WNBQ, Chicago, Saturday. WENR-TV gives Chicago its third station, should boost set sales there considerably. So should KLAC-TV, Los Angeles' fourth, which after only 2 days of tests was to telecast USC-Utah football game, unsponsored, as first of 13 USC-UCLA home games for which it paid $75,000 for exclusive rights -- presumably with blessing of Warner Bros., proposed buyer of station.

Report from Los Angeles says KNBH test signals are excellent, can be picked up clearly in San Diego (112 mi.), which means NBC will have it going commercially very soon. Fort Worth reported WBAP-TV's tests "outstanding success" with good reception in Dallas (30 mi.) and as far away as DeLeon, Tex. (87 mi.). First station in area, owned by Amon Carter's Star-Telegram, certain of big-promotion, it will run tests 11-noon and 4-5 p.m. daily until regular schedules start Sept. 29, opening up very wealthy new market for receivers.

MIDWEST TV NETWORKS TAKING FORM: New TV network map published on page 8 tells better than more words exactly what cities can now get network service -- also shows how near at hand is linking of new Midwest coaxial-microwave circuits with Eastern seaboard networks. But what AT&T's map doesn't disclose is just how the competing networks are actually using its new circuits, which (as of next Monday, Sept 20) make it possible to link St. Louis, Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and way points -- at present a self-contained chain that by next Jan. 1 will be linked into the Boston-to-Richmond circuits via Cleveland-to-Pittsburgh-to-Philadelphia. Nor could any map tell about the jockeying for vantage that currently has network brass scurrying around Chicago, Detroit and other Midwest cities. Here's the situation:

1. NBC leads off Midwest network programming Monday with 12 hours of live and film subjects originating from KSD-TV, St. Louis, and WWJ-TV, Detroit -- remainder of its hookup comprising WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WBEN-TV, Buffalo. Its own station in Chicago (WNBQ) starts testing Saturday (Sept. 18), in Cleveland (WNBK) on or about Oct. 1 -- both to be used as origination points when ready. For the present, no commercials are listed, though Philco Playhouse, starting on Eastern network Oct. 3, is due for kinescope recording and syndication to all NBC affiliates with 2-week lag.

2. ABC begins 12 hours of programming per week Monday also -- to 5 affiliates keyed from its own WENR-TV, Chicago, which began scheduled operation Friday (Sept. 17). Announced affiliates include NBC's WTMJ-TV and WSPD-TV; plus WEWS, Cleveland, WBEN-TV, Buffalo, and WXYZ-TV, Detroit -- last being ABC-owned and set to start Oct. 9. ABC says negotiations are also under way with St. Louis' KSD-TV. As on its Eastern hookups, no commercials are offered yet. But schedule calls for WENR-TV to feed boxing, wrestling, variety and such shows as Super Circus, Great Books, Dollars & Sense, Mystery Story Quiz, Stump the Author, Music in Velvet, twice weekly feature films.

3. CBS announces 3 Midwest affiliates: the aforementioned WEWS, WTMJ-TV,
WSPD-TV — and before October promises to gather into its Midwest family Detroit’s WJBK-TV (Storer-owned, call just changed from WTVO). But CBS announces no use of new Midwest "lines" for the present, since it still hasn’t any Chicago affiliate (application ordered to hearing) and it’s still dickering with St. Louis Globe-Democrat for part-ownership of outlet there if and when granted.) For time being it will feed 8 off-kinescope shows (using Paramount system) to its affiliates as sustainers, not to be sold locally because they’re being showcased for national Sponsorship: Lucky Pup, Places Please, Face the Music, Winner Take All, Presidential Straws, Peoples Platform, Queen’s Taste, What’s It Worth. It promises 19-25 hours per week by Nov. 1. And you can expect some surprising new CBS-TV affiliations announced soon.

4. DuMont isn’t on Midwest hookup as of this writing, but has signed Chicago’s WGN-TV for such Teletranscriptions as Amateur Hour, Key to Missing, Doorway to Fame, Swing Into Sports, Birthday Party, Court of Current Issues, Photographic Horizons, Jack Eigen, Fashions on Parade -- some 5 hours now, 10 hours promised soon. All can be sold locally.

Note the overlaps of "affiliations" — WTMJ-TV and WSPD-TV, for example, contracted with all 3 networks; WENTS with both ABC and CBS; WBNJ-TV with both NBC and ABC. This is natural result of their favorable bargaining position while still first and only stations in their towns. More such overlaps are inevitable. They simply take what they want, but presumably most TV stations will show fealty to their AM chains when it comes to best time clearances and first refusals. When each network is supplying enough programs (especially commercials) to take up a station's time, then most stations will doubtless stick with one network, as in AM.

Allocations of times on new Midwest circuits, as in East, are due for revisions every 3 months. But it’s clear that NBC and ABC, by reason of earlier starts, their own outlets, their aggressive efforts, are well in the lead right now so far as network operation is concerned. CBS is working hard to catch up, can be counted on to be a big factor even though its plans are still mainly on paper. One thing is certain: TV isn’t going to suffer from lack of competitive effort by the networks.

NONE APPLY BUT PLENTY STIRRING: No TV applications this week, first time in more than a year — due no doubt to uncertainties created by troposphere, uhf situations. There was one withdrawal: Troy Record, leaving 5 for 4 as Albany-Troy Sept. 27 hearing draws near. Meredith Champlain amended Albany application to propose directional antenna to give added coverage northward, saying this would help listeners to East and South get Boston and New York on co-channels. San Diego 4 for 3 hearing ended there Monday, with KFSD and KSDJ (Salik), each proposing to spend $250,000-$300,000 on construction, seemingly well assured of grants. Only other hearing calendared, Allentown-Bethlehem-Easton, 4 for 1, started Monday, featured first time-sharing proposal (Vol. 4:32). Up in Manchester, N.H., applicant Grandview Inc. (TV Addenda 4-C) created quite a stir by publishing full-page ad publicizing "threat" if city's proposed Channel No. 12 is declassified to community by reason of Boston demands -- urging citizens to write Congressmen. Result was deluge upon FCC.

MEETING OF MINDS ON TROPOSPHERE: From where we sit, it doesn't look like present TV application is going to be upset by tropospheric considerations (Vol. 4:35,37) -- but it may be slowed up somewhat in some areas, mainly smaller cities. That, at least, is a fair conclusion after this week's FCC conference, which saw key spokesmen (engineers and attorneys, mainly) in virtually unanimous agreement FCC should not put brakes on present TV pace in major cities, while conceding shift into low gear for rest of country might not be bad idea. So, if anything at all is done about troposphere, smaller cities (perhaps a few bigger ones, too) may find the going slowed down — may even come out finally with fewer low-band channels and be obliged to pin hopes on uhf. Certainly, no definite pattern of intent can be adduced before Sept. 20 uhf hearings, since problems are so closely inter-related.

Spokesmen were generally agreed standards should be revised to (1) include troposphere data, at least as guide; (2) permit directional antennas, where helpful; (3) extend protection contours to ensure full coverage of metropolitan areas; (4)
change power-antenna and desired-to-undesired signal ratios to permit greater flexibility in frequency assignments. But, they added: Don't touch existing allocations in top markets unless absolutely necessary. And keep on issuing grants where co-channel separation is 150 mi. or more (adjacent channel, 75 mi.) -- which would adversely affect such cities as Chicago, San Francisco, Boston, Cleveland, Detroit.

Only opposition to this near consensus came from Cowles v.p. T. A. M. Craven, and Dr. K. A. Norton, now with Bureau of Standards. Craven felt close inter-relationship between present vhf and future uhf renders it impossible to decide anything until after Sept. 20 uhf hearing. Unconcerned with commercial or political considerations, Norton suggested "ideal" allocations (100 mi. more separation than now) based on tropospheric factors. He admitted this might mean fewer stations than now in big cities (only 2 in New York City, for example). His position evoked perceptible murmurs about "clear channels" among the audience.

FCC appears amenable to industry suggestions, and Chairman Coy indicated this schedule: Oct. 15, more complete troposphere and terrain data; Nov. 15, engineering conference to discuss methods and procedures for taking troposphere and other factors into account; then, a TV conference to weigh effects of such information on allocations picture; finally, a full-scale hearing to revise standards. All this, Chairman Coy opined could be done in 9 months.

Although this week's conference had troposphere as prime subject, more interesting (and to some, more vital) were recommendations that TV rules be changed to protect metropolitan stations to limits of their metropolitan areas. Present rules specify 5,000 uv/m contour, which for example permits only 25% coverage of full New York City area (according to NBC's Ray Guy, appearing for TBA). And according to WJAR-TV's Jack Jett, to cover all Baltimore requires protection to 1,000 uv/m.

Everyone agreed that status quo may mean fewer rural viewers -- but simple fact is very few grants or applications yet contemplate rural coverage beyond immediate purviles of cities (save Westinghouse's Stratovision). Over-all, what struck one at hearings was that most of testimony came from "ins" eager to preserve their positions, whereas the "have nots" remained conspicuously silent. Day and half conference attracted 75-100 persons, was opened with excellent history of TV allocations by Chairman Coy. It's quite long (14 single-spaced mimeo pages); we'll send copy to any subscriber on request.

PREVIEWING UHF HEARING—III: Dr. Allen DuMont threw a hot one into FCC's troposphere conference Tuesday (see story preceding) when he asserted, in effect: "Uhf is the solution to problems of interference and competitive TV service; let's jump in now."

It isn't news that Dr. DuMont considers uhf good for small towns, limited coverage. But his timetable is. He promised limited availability within 12 months of transmitters which, presumably, will do the job. And, he said he expects within same period to be able to make high-low band receivers no more expensive than present low-band sets. What's surprising is that up to now he's maintained 3-4 years are needed (Vol. 4:37).

Uhf hearing starts Monday (Dept. of Commerce auditorium, 10 a.m.), should show to what degree rest of industry shares Dr. DuMont's new optimism. Also, whether some more "sleepers" in way of equipment are on tap. All we've been able to gather so far (Vol., 4:34-37) indicates slim support for such hope. Awaited are recommendations of pace-setter RCA-NBC, which has consistently spoken of "several years yet" for adequate uhf powers. Also of eminent JTAC, which it's understood will confirm reduced coverage areas of uhf but will recommend FCC fix standards after another hearing 6 months hence, then allocate.

Dr. DuMont promised specific plan at Sept. 20 hearing, showing just how uhf (with present black and white standards) can provide relief. He envisaged uhf-only and vhf-only cities to bring about competitive equality, ease receiver design and costs. Very few present grantees would be shaken up, he claimed. He saw no place for color in 475-890 mc band.

Cowles stations' T. A. M. Craven, consistent drumbeater for uhf, reiterated
need for uhf now, intends to present 2 plans (monochrome and color) at hearing. Baltimore Sunpapers' E. K. Jett, like Craven, also an ex-FCC commissioner, saw uhf eventually filling holes in present allocation but opined uhf "not ready now nor for some time." Ex-FCC chief, now consulting, engineer George Adair said uhf isn't yet ripe, "would place very unfair economic burden on smaller cities and newcomers." He suggested uhf should not now be frozen by present standards but should provide space out of which a superior TV system should be fashioned. CBS's Bill Lodge foresaw very stiff going for uhf stations, if in competition with low-band stations, unless they gave superior service -- presumably higher definition and/or color.

There's little percentage in guessing about uhf until hearing is completed. One thing is certain: applicants (and grantees, if any) whose low-band channels might be swapped off for uhf channels will raise unholy hell unless they get far greater assurance of the practicality of uhf than they've yet received.

**ASCENDING RATE OF TV PRODUCTION:** Looks like August TV set production will equal or better 5-week June record output of 64,353, easily exceed July's 56,089 (Vol. 4:35). RMA monthly figures haven't been issued yet, but preliminary reports indicate nearly 14,000 first week in August, more than 16,500 second week, well over 18,000 third week. Ascending weekly output is expected to continue, topping July's record 14,022 average henceforth. If, as expected, August output is around 65,000, it means just about 400,000 for first 8 months of 1948, or around 585,000 postwar -- RMA only. Add at least 10% for pre-war, non-RMA and kits, and you have pretty good estimate of total TVs as of Sept. 1. We'll have RMA's exact figures for you next week, but it's interesting in meantime to ponder predictions by Philco's Jimmy Carmine before Federated Advertising Clubs of Chicago Thursday -- that the industry will produce TV sets at rate of 100,000 per month during 1949's last quarter, that Philco itself will be making 10,000 sets per week early in 1949. He also said New York area homes are now buying 1,000 TVs per day.

**CONJECTURE & FACT ABOUT TV TRADE:** Make any sort of prediction about TV, and you're a cinch to win newspaper or tradepaper headlines. U.S. Television Mfg. Corp.'s Hamilton Hoge, a relatively small set producer, tells N.Y. Herald Tribune Sept. 13 that TV picture tube output will be 1,600,000 next year -- not nearly enough, he said, to satisfy industry's needs, let alone the military's. Yet RCA Victor's Frank Folsom, who makes more TV tubes than rest of industry combined, reiterates before Canadian RMA in speech set for delivery in Montreal next Monday, that 1949 TV receiver output will be 1,600,000 (Vol. 4:32). Every receiver needs a picture tube, many old sets will need replacement tubes, all tube makers are gearing for maximum output -- so either Mr. Hoge is taking the very dim view, or Mr. Folsom the very bright. You take your choice.

In any event, Mr. Hoge's newly financed Zetka Television Tubes Inc. is reported by Retailing Daily to have scheduled 2,000 per month output (1,500 of 15-in., 500 of 12-in.) "to be reached in 90 days." Promise of glass makers that blanks will be plentiful by end of year (Vol. 4:32) thus would seem to mean output rate is dependent on capacity of big tube processors like RCA, GE, Sylvania, DuMont, to say nothing of the littler fellows (for complete list, see our Directory of TV Manufacturers & Receivers). None will disclose figures, though it's interesting to note that NEMA's combined TV tube sales figure for first half of 1948 is 426,469 vs. 278,896 RMA set output for same period (see note under Sight & Sound).

But we'd be very much surprised if RCA alone doesn't turn out well over 1,000,000 glass TV tubes next year at its fast-expanding and mechanized Lancaster plant, not to mention its vaunted metal-coned kinescope (Vol. 4:37). And DuMont, gearing for around 200,000 sets next year, usually turns out twice as many tubes as sets -- like RCA, it's a prime supplier to other set manufacturers.

Other TV trade news of the week: Philco's president Balderston reported to stockholders Sept. 11 that "production already exceeds 4,000 [TV] receivers a week, which represents a production rate of over 200,000 sets a year. By the fourth quarter, our schedule calls for 8,000 [a week]...present indications are that our dollar
output of television receivers...will exceed our radio production in the latter part of the year"...Pilot broke first consumer ad of its $99.50 portable TV with 3-in. tube (Vol. 4:24), dealers playing it up in New York newspapers...Magnavox's president Freiman said tube shortage has factory running at half capacity, presumably as against promised 10,000 per month (Vol. 4:25), also expressed fear shortage may continue thru 1949...Sentinel showed new 7-in. 400TV in Chicago, same as its 405TV but with carrying handle, portable antenna (separately priced), encased in imitation leather, priced at $199.50...Starrett scheduled showings of its line, including Tel-O-Tube's 16-in. metal tube (Vol. 4:37), at Philadelphia this weekend, in Washington's Statler Sept. 23-24.

FACTS OUR NEW TV & FM LOGS REVEAL: Coming to you shortly: Our next quarterly TV Directory No. 5: Television Rates & Factbook, dated Oct. 1, superseding No. 4 of July 1 and Addenda thereto. Also, our revised annual Directory of FM Licensees, Grantees & Applicants, brought up to date as of Oct. 1. Noteworthy in both: Substantial increases in number of stations on the air or about to go on the air.

TV Factbook will again include: (1) network rate cards; (2) rates and date of operating stations; (3) CPs outstanding and applications pending, with new cross-references on multiple ownerships; (4) experimental TV stations; (5) present and proposed channel allocations by cities; (6) directory of TV program sources and will add (7) Directory of TV Manufacturers & Receivers. All foregoing listings are being revised and brought up-to-date, and full subscribers will of course continue to receive weekly (blue) Addenda in newly numbered series.

Working on our new TV Directory, some facts are worth pointing out: (a) That it will embrace at least 6 new rate cards, this being number of new stations that will definitely be on the air commercially by Oct. 1 -- and it will also include rate cards of several more scheduled to start during October. (b) That of the 31 operating stations listed last July 1, more than 25% have either issued new rate cards or changed old ones since then. (c) That NBC's WNBT, New York, is out with most comprehensive rate card of all -- one that will probably become model for most NBC affiliates, if not others. (d) That, slowly but surely, standardization of TV rate cards appears to be on its way.

CURIOUS ANOMALIES IN FM PICTURE: Here's a couple of interesting FM contrasts: Yankee Network's famed pioneer FM station WMNE on Mt. Washington, N. H., called it quits, surrendered its license to FCC this week -- 80th to pull out in a year. At about same time Troy (N.Y.) Record withdrew its TV application, saying it wants to concentrate on its FM station WFLY and newspaper. Yankee gave no reasons for giving up, doesn't say whether it's dropping its other FM stations (Boston, Worcester, Hartford, Providence). But it's well known that: (1) Yankee has sunk some $2 million into FM, with literally almost no return. (2) WMNE's rugged location made it terribly expensive to build and operate. (3) Yankee feels FCC destroyed WMNE's reasons for being (huge coverage) when it moved FM to high band and cut station's power. (4) FM just didn't develop with speed expected. Company is still hanging onto site, keeping maintenance crew there in winter, will use it for FM, TV or whatever else becomes justifiable.

Though WMNE's defection comes as something of a shock, inspection of our new annual FM Directory, to be distributed about Oct. 1, shows 633 stations actually on the air, new ones coming on at rate of about one a day. There's still a hard core of FM enthusiasts who'll convene in Chicago Sept. 27-29. They'll hear words of encouragement from FCC Chairman Coy, get latest reports on new revenue angles from Hulbert Taft (transit FM), Stanley Joseloff (store-casting), John V. L. Hogan (facsimile). Then there will be excellent panels and speakers on selling, promotion, programming, networking, engineering, receivers.

Note: Our new FM Directory will go to subscribers as part of service (extra copies $2.50 to them, $5 to non-subscribers); it will also contain revised up-to-date FM allocation table.
TV cathode ray tubes are reported being almost literally snatched still hot off the production lines. But National Electrical Manufacturers Assn reports sales of 267,763 to manufacturers during second quarter, although only 160,860 RMA sets were made. Sales during first quarter were 158,706, and 118,027 sets were built. Even though substantial number of tubes went for kits and non-RMA production, there was still large apparent backlog of tubes, at least as of July 1.

Joseph Ream, CBS executive v.p., gave Cincinnati Advertisers’ Club strong TV pitch Wednesday. Points made: high costs make networks more important than in radio; costs to advertiser “may well be cheapest of all major media,” etc., demonstration of product runs about 2½ cents per family, compared with house-to-house appliance canvass at 50 cents, car demonstration at $5; expects TV set ownership to reach 50% saturation in major markets within 5 years.

CIBC board of governors will decide on TV policy next month, pressured by applicants from Toronto, Montreal and Hamilton—but meanwhile first firm order for TV transmitter to come from any other country than U.S. in western hemisphere was placed last week with International GE. Purchaser was Cesar Ladierra, Radio Televisao de Brazil, planning TV station in Rio de Janeiro in connection with Station PRA-9 there. Overtures have been made to DuMont for equipment for TV station in Havana, but nothing definite has materialized as yet.

Eastman Kodak, with wary business eye cocked at TV, offers kinescope recording camera at around $8,000 (without sound), $9,000 (geared for sound attachment). Pamphlet titled Motion Picture Film and Equipment For Use in Televison (23 pp.), with descriptions and prices, can be obtained from any of 3 offices: 542 Madison Ave., New York City; 343 State St., Rochester; 6706 Santa Monica Blvd., Hollywood.

Westinghouse’s Stratovision, stopped short on low band during allocations hearing (Vol. 4:31,33), got stymied again this week when FCC issued order denying request for rule-making to establish low-band Stratovision. Company hasn’t decided whether to contest ruling, meanwhile is geared for Stratovision pitch at uhf hearing Sept. 20.

WATV’s Channel 13 complications (Vol. 4:28-35) are still being diagnosed. RCA will replace superturnstile antenna (installed by WATV people) with a duplicate “to assure all parties it isn’t fault of antenna.” Meanwhile, WATV consultant Glenn Gillett resumes measurements next week; transmission will be from dipole at various heights. Incidentally, at troposphere hearing this week, Gillett asserted FCC’s standards, which estimate signal strength in microvolts per meter, are discriminatory towards stations at high end of band. He says strength should be measured in microvolts per wavelength, and power ceiling on high frequency stations should be raised to compensate.

DuMont has acquired old Air Cruiser (aircraft) plant on Bloomfield Ave., Clifton, N. J., will add some 125,000 to its 65,000 sq. ft., devote it entirely to tube production. Deal for purchase of wartime plant of Curtiss-Wright in Paterson fell through.


RMA’s fall meeting has been set for Oct. 6-8 in New York’s Roosevelt Hotel.

Ralph D. Austrian, TV pioneer, ex-president of KQO Television Corp., on Sept. 16 resigned as TV v.p. of Foote, Cone & Belding—due to “irreconcilable differences of opinion.” He’ll probably return to radio industry. His successor at the agency is Roger Pryor.

Telecasts of World Series beginning Oct. 6, almost certain to start in Boston, will be offered to all stations reachable by network or relay, as was done last year. No stations will get them by film, since newsreel people have film rights sewed up. TV sponsorship will be by Gillette (also AM), reported to have paid $175,000 for rights.

Petrillo ban on records may be due for lifting. Musicians union has submitted new plan to collect royalties on records, yet remain within Taft-Hartley provisions. Subject was reason for high-level NBC-CBS (Sarnoff-Paley) parley this week, both having big stakes in now-depressed record business.

RCA will install 850 mc TV transmitter in Washington next week, duplicate WBW’s programs same as it’s doing on 500 mc (Vol. 4:37), except it will be picture only. Transmitter has 400 watts output, will radiate about 35 kw from 100-gain bedspring antenna 210 ft. from ground, angle of radiation about 15 degrees. Only a few receivers are available, no converters as are used in 500 mc tests.

Footnote on troposphere: Washington televisioners weren’t supposed to see Charles-Bivins fight Monday night (Vol. 4:34), carried by CBS in all cities outside 75-mi. radius of nation’s capital. But we know Arlington, Va., gin mill owner who picked up Philadelphia’s WCAU-TV, 150 mi. away, gave his customers whole fight—picture very good with normal antenna installation.

TV “arrangements” with Mexico haven’t gone to the formal stage like those with Canada (Vol. 4:28-34), but U. S. left one channel open in San Diego area to give Mexicans a TV frequency in Tijuana-Agua Caliente area. This was disclosed by Chairman Coy at this week’s troposphere conference.

CBS has contracted with Impipro Inc., Hollywood, for 13 half-hour mystery-drama film series titled “The Cases of Eddie Drake,” to be carried on CBS-TV and syndicated to other stations starting Jan. 8.

Don Lee has applied to FCC for transfer of control to Lewis Allen Weiss, executive v.p., and Willet H. Brown, v.p. and gen. mgr., as court-appointed guardians, following adjudgment that president Thomas S. Lee is mentally incompetent and his confinement to a sanatorium.

Before anyone in Fort Worth-Dallas area has so much as seen a TV test pattern, Fort Worth Star-Telegram’s WBAP-TV, due to start Sept. 29, has sold more than 4 nights per week of initial programming—including Leonard’s Dept. Store, high school football games; Stripling’s Dept. Store, Korda films; Humble Oil Co., Southwest Conference games.

Special 18-page TV supplement of Chicago Daily News Sept. 16 was timed for WENR-TV, Midwest network openings; besides ad-filled special section, newspaper carried 4 pages about TV in regular edition.

Scirpius-Howard Radio has purchased WVLK, Versailles, Ky. (1 kw N, 5 kw D. on 500 kc) for $285,000 from 40 stockholders headed by A. B. (Happy) Chandler, baseball commissioner; plans to move it into Cincinnati.

ABC’s new building KECA-TV, Los Angeles, and KGO-TV, San Francisco, both due on air around end of year, have made news-promotion trips with Hearst’s Los Angeles Herald-Express and San Francisco Examiner, respectively.
Most interesting radio sponsor of the year: Protestant Episcopal Church, which on Oct. 1 starts Fri., 8-8:30 p.m. series on full MBS network plus other stations (total of 549 outlets) titled "Great Scenes from Great Plays." It's non-religious, starts with "Cyrano de Bergerac," will include other plays like "The Corn Is Green" with Jane Cowl, "Barretts of Wimpole Street" with Basil Rathbone, and other name stars. Budget is $2,000,000. "Commercial" aim at the "70,000,000 Americans who do not attend church regularly," simply invite them to come to church Sunday or write for booklet Finding Your Way.

IRE's 1948 Medal of Honor goes to Bell Labs director of research Dr. Ralph Bown, who was director of TV research 1930-1941, served on National Televisions Systems Committee in 1940-1941, is now member of Joint Technical Advisory Committee working on uhf TV. Newly-elected fellows of IRE include FCC Comm. George Sterling, Zenith's J. E. Brown, DuMont's T. T. Goldsmith, CBS's Wm. Lodge, Bureau of Standards' Cleo Brunetti.

Eight hours of daytime TV, locally sponsored, all exclusive of spots, special events and sustaining, is new fall offering of WCAU-TV, Philadelphia. Robert J. Enders Agency has booked 3-4 p.m., Mon. thru Fri., for homemakers program sponsored by Whirlpool Washers, Deep Freeze, Admiral Radio, Hamilton Dryers, Youngstown Kitchens, etc. American Stores chain has taken Wed., 11 a.m.-12 noon, with Horn & Hardart's "Children's Hour" continuing Sun., 11:30 a.m.-12:30, and Lit's "Lits Have Fun" Tue., 10-11 a.m. WCAU-TV also announces 17 new 1-min. spot users for total of 67 min., including Zippy Starch, Whitman Chocolates, Chesterfields, American Stores, Phila. Electric Co., Girard Chevrolet, Mergerum Co., Kessler Kitchens, Thornton-Fuller (Dodge), Erlanger Beer, Sellers Meats, Adams rugs, Oliver Kitchens, Eclipse Mattress, Evergreen Soap.

More TV Network sponsorships: On NBC, Procter & Gamble reserves Fri., 9-9:30 p.m. and Colgate-Palmolive-Peet signs Mon., 9-9:30 p.m., starting dates and programs still undecided. Also on NBC, Maxwell House Sept. 12 began sponsoring "Meet the Press" Sun., 8:30-9 p.m. On ABC, Bristol-Meyers (Vitalis) starts "Break the Bank," simultaneously with AM network show starting early Oct. Kaiser-Frazer will sponsor election returns on both East and Midwest ABC-TV networks. And CBS-TV will be used by Chesterfield for Columbia U's home grid games, starting Sept. 25. Among newly reported TV station accounts:

WPLX, New York: R. J. Reynolds Tobacco Co. (Camel), 8 Sat. college grid games, thru William Esty Co.; Ripley Clothes, washing, 32 Thursdays thru Bobley Agency, Borden Co. 1-min. ann. following Sat. boxing, Thu. wrestling, and Schaefer's Rangers hockey games; Chesterfield, four 60-60 sec. ann. weekly; Mole (Sobroynski), 1-min. ann. before grid games thru Young & Rubicam; R. H Macy & Co. spots.


WTMJ-TV, Milwaukee: Kessler Kitchens, over dealers, American Assn. playoff games, Broadway House of Music and Otto L. Kuehn Co., 9 brokers, 10-10 min. "Dudout Doings" before games; Enna Motors Co. (used cars), 9 suburban conference high school grid games, Fri. nights.

WNYC, New York: American Chicle Co. (Chicles), 20 sec. spots, 2 weeks, Sept. 13-26, thru Arthur Ber. Trommer's Beer, St. Nicholas Arena wrestling, Tue. 10 p.m. starting thru Federated Ad. Agency.


WLEW, Cleveland: Merrill Lynch, Pierce, Fenner & Bane brokers, "America Speaks," kinescope recording of show on WCBS-TV, placed thru CBS.


Bowing out as candidate to succeed himself as FMA president, Everett Dillard cites need for time for his stations and consulting business, also his feeling one year is enough (Vol. 4:33). Likely successor: William Ware, KFXM, Council Bluffs, Ia., now v.p., as was Dillard before becoming president.

Maj. Armstrong got turned down by FCC this week on his request that Commission reconsider its action in assigning 44-50 me to mobile services rather than to FM re broadcast stations (Vol. 4:19). FCC said same reasons for denying request originally still apply: mobile services' needs have priority. Also turned down was FMA's request that life of low-band stations be extended for 2 years.

Editorial on transit FM (Vol. 4:36) in Sept. 13 New York Times notes how system is catching on, wonders: "Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained?"

Rural Radio Network, 8-station New York State FM hookup, now claims almost 90% of state's farm families within coverage area. Network, achieved by re broadcast method, comprises 6 stations owned by farmer cooperatives, plus WSLB-FM, Ogdensburg, and WGHF, New York.

FM-only sets aren't a good idea to pioneer FM'er Les Naflziger of WELD, Columbus, O. "Even though it means FM receivers under $35," he says, "we do not consider any receiver a good investment, for the listener, unless it has both the FM and AM bands. A receiver is not complete unless it has both bands and we suggest dealers consider this if approached to handle FM-band-only receivers."

"Vocalad," is a new sideline of Arden Rodner's Tele vision Advertising Productions, Chicago. Rodner makes strong claims for wire recorder-electric eye device which cuts in with sales talk as customer passes displays in supermarkets. Device is made by Vocalad Inc., 35 W. Lake St., Chicago (Kelly Grodzins) is sold to district agents by TAP, then rented to advertisers at $30 per month.

At cost of only $200 and 1,500 man-hours, four Tulane U graduate students in physics have erected complete TV transmitter and receiver and are operating it (presumably closed circuit) along with Tulane's amateur station W5YU, reports Sept. 11 dispatch to New York Herald Tribune. Only thing they didn't put together from stock parts or build was image orthicon, gift of a friend.

List of TV set owners in Portland, Me., who presumably get their service from Boston (90 mi.) pending time city gets own station, was run as feature in Sept. 6 Sunday Telegram—just as newspaper back in 1968 ran lists of purchasers of horseless carriages. Newspaper's publisher Guy Gannett, incidentally, is applicant for TV.

Scophony, Ltd., Wells, Somerset, England, in reply to inquiry, advises us it plans to import TV receivers into U.S., but its sales chief D. E. Wiseman states he can't give details or prices yet.

New York Life Insurance Co.'s giant "Fresh Meadows" apartment project at Flushing, L. I., has contracted with Amy, Aceves & King, 11 W. 42nd St., New York, for TV as well as AM-FM outlets in each of 3,000 apartments.

Britain has frozen its 405-line TV system, reports AP, declaring "any change would prejudice more substantial improvements at a later date." Color, it was felt, is still some ways off, and any other changes wouldn't justify obsoleting England's 60,000-odd sets. Country has its eye on export market, too. Lord Trefgarne, BBC's TV committee chairman, said "any country pinning its faith to the British system will be putting itself in the most unfavorable position to take advantage of future development."
PROPOSE TV IN SMALLER CITIES: CPs for TV granted this week went to WJAX, Jacksonville, Fla., Channel No. 2; WJAR, Norfolk, Va., No. 4; WISH, Peoria, Ill., No. 12 total to date 91. Week's new applicants were: For Springfield, Ill., Trans-American Television Corp., No. 10 -- composed of 15 Philadelphians, including Jack L. Rubenstein, merchantiser, and Jack S. Rosen, son of big RCA distributor Raymond Rosen. For Evansville, Ind., same applicant as Springfield, Ill., No. 11. For Norfolk, Va., Beachview Broadcasting Corp., No. 11 -- financed by Dudley Cooper, jewelery-optical businesses, sparked by Irving Kipnes, ex-WCAV, Norfolk, ex-Broadcasting Magazine. For Harlingen, Tex., KGGS, No. 9 -- smallest town yet to seek TV (pop. 13,306). [For full details about applicants, see TV Addenda 4-H herewith.]

Commercial STA was issued to Atlanta Journal's WSB-TV, which will shortly fix T-Day. One also was requested for WTVJ, Miami, its transmitter installed, pending adjudication of concealment-of-ownership charges (Vol. 4:31). Attorney Edward Lamb, holding CPs for WTVN, Columbus, and WICU, Erie, Pa., has pulled out of Mansfield Radio Co., applicant for Youngstown (see Addenda 4-H for new stockholders). Three applicants withdrew: WABY, Albany (Gannett); Tidewater Television Co., Norfolk; WPUR, Grand Rapids.

CHECKS AND BALANCES ON TV MARKET: Major TV set producers continue to insist there will be shortage of receivers this fall and winter (Vol. 4:32) -- despite current sales slumps, new installment buying curbs, and higher prices. Scattered letdowns in local buying (see item on Washington, p. 4) are attributed primarily to season. New installment-buying regulations are seen as needed brake on excessive demand, enabling factories to channel enough sets to newly opening TV markets. And slightly higher prices announced or expected (Vol. 4:33) aren't expected to deter those who have made up minds to buy such high-priced item as a TV set.

Even buyer fears of obsolescence, still-talked-about color TV, etc., readily refutable, aren't worrying the big boys. Demand is growing apace with constantly improving programs as more sponsors reserve time and better showmanship prevails -- e.g., such splendid network variety shows as Texaco Star Theater, Toast of the Town, Original Amateur Hour, Gay Nineties Review; the Korda feature films and plenitude of westerns; the popular kid shows like Small Fry and Howdy Doody; the splendid dramatics of the Kraft Theater and to-be-resumed Theater Guild; the faithfully followed "think" shows like Author Meets Critic and John Mason Brown's Critic-at-Large; baseball, boxing, wrestling, football, etc.

Then there's the bad beating console radios are taking in TV areas as buyers say, "Why pay that much for a big radio when another $100 or so gets me one with TV?" July 16 Retailing reports consoles "gathering dust" in TV cities, though sees good market ahead in vast areas that won't get TV service for long time to come.

But all isn't beer and skittles for TV makers and sellers. There's still cost-of-living spiral to worry about, to say nothing of possible military demands. They're quite properly concerned when they read headlines like this one over story from the Federal Reserve Board this week: "28% of Families Spent More Than They
record business a belly blow, it could do same to radio and TV -- even though radio industry doesn't regard its goods as dispensable "luxuries." Hence leaders welcome installment buying restrictions (under new Regulation W) ordered effective Sept. 20, requiring 20% down payment on radios, TVs and other appliances (autos, one-third down). For credits less than $1,000, Reserve Board permits 15 months for payment; over $1,000, 18 months. New regulations are still less stringent than one-third down required under wartime Regulation W.

**AT&T's Phonevision Disclaimer:** There's nothing calculated to raise hopes for Phonevision, nor is AT&T's oft-reported cooperation implied, in letter from AT&T asst. v.p. J. J. Hanselman to Zenith's president Eugene McDonald, made public in Aug. 16 Broadcasting Magazine. Yet the enigmatic Comdr. McDonald, protagonist of pay-as-you-look system of TV, informs us from his vacation retreat on Mackinac Island, via his secretary, that the letter was "published with his approval because certain motion picture companies are anxious to move too rapidly with Phonevision."

Broadcasting understated the case in reporting that "a dash of cold water was spattered" on Phonevision by Mr. Hanselman's letter, which denied the magazine's earlier story that Illinois Bell was all set to handle Phonevision; stated Bell companies haven't had any specific proposals and haven't been told Phonevision is ready; questioned whether "contemplated technique for utilizing telephone facilities to transmit signals to the individual television receivers could be used without impairing normal telephone service"; indicated Bell system might provide "scrambler" circuits (though even FCC hasn't been asked for permission yet) but made it clear phone companies wouldn't consent to become bill collectors.

So unless Comdr. McDonald is holding back essential facts, this "correction of misunderstandings" again underlines his lone dissident role in the TV industry picture (see Lone Voice in the TV Wilderness; Vol. 4:31) -- to say nothing of intensifying interest in Zenith's "different" TV receivers promised for October production. New York Herald Tribune Thursday quoted Zenith officials as saying their sets would incorporate Phonevision "even though they would not predict when the system would be ready for public use."

Meanwhile, repeated inquiries among major movie interests fail to disclose anyone admitting he's sold yet on Phonevision. And antagonists of the idea, who privately refer to system as "phony vision," are chortling over latest twist -- though there are few in the industry who don't respect hard-hitting, successful, lone wolf Gene McDonald.

**PREVIEWING SEPT. 20 UHF HEARING:** The figure "5 years" crops up persistently in current discussions of "When uhf TV?" (Vol. 4:28-32). That figure threaded through two recent, important meetings which amounted virtually to a preview of Sept. 20 hearing. Meetings were of RMA's TV transmitter committee (T4) and NAB's All-Industry Engineering Planning Group. Neither plans to meet again before Sept. 20, so their discussions can be accepted as final with respect to the hearing.

Probably most important developments to date are: (a) RCA's report that it expects to have tubes capable of 10 kw at 900 mc by year's end, and (b) strong consensus of engineers that it may prove too difficult, in present state of art, to apply all low band standards to uhf -- thus rendering conversion of low-band receivers more difficult.

Here are data and opinions from RMA session: DuMont reported on operation of its 800-watt transmitter at 600 mc., said it had no plans for its manufacture, expressed trepidation over ghosts. GE has no active commercial uhf transmitter program under way, but is continuing work with uhf tubes. Westinghouse plans to put 500 mc transmitter in Stratovision plane, but won't have picture on air for about a year. Bell Labs has worked with tubes producing 1400 watts at 500 mc, 860 watts at 710 mc, but says its experiments don't look toward commercial transmitters. RCA, besides having 10 kw tube in works, expects to get 2 kw at 522 mc from its Washington transmitter (Vol. 4:22).

Consensus of general discussion: (a) tubes determining factor, (b) achieve-
COLD WAR & THE RADIO INDUSTRY—III: RMA's Mobilization Policy Committee formally laid its "preparedness" plan before Munitions Board this week (Vol. 4:18, 25, 28). Soon to be distributed to membership, its basic thesis is that spreading Govt. contracts among more manufacturers will better gear electronics industry for emergency. This would be implemented by employing "leader" principle, i.e., big companies would "assume responsibility of educating and bringing along the large number of other companies, through medium of subcontracts." Plan frowns on Govt. practice of competitive bidding, wants plan "that embraces an industry rather than a selected few large companies on the one hand and unknown quantities, sometimes dredged up by competitive bidding, on the other." Committee figures backbone of industry could do military work involving minimum of 25% of current billings and still make reasonable profit. Industry is divided into 3 groups: (a) Some 10 companies doing much of Govt. work and producing about 25% of home electronic equipment; (b) approximately 30 companies doing little Govt. work, but 60% of home equipment; (c) some 160 others, doing minor Govt. work, and about 15% of home equipment.

Growing pains and symptoms: General Television Corp., 521 Fifth Ave., New York, changes name to Starrett Television Mfg. Corp., to avoid conflict with General Television & Radio Corp., Chicago. Other recent name changes: Videodyne Inc., formerly Columbia Television Inc., to avoid conflict with CBS; Televisita Corp. of America, formerly Signal Electronics Inc.; Cornell Television Inc., formerly Telecor Corp.; Federal Television Corp., formerly Westminister Television (Vol. 4:30); Television Assembly Co., formerly Sports-View (Vol. 4:33); Vidercraft Television Corp., formerly Colonial Television Corp. (to avoid conflict with Sylvania's Colonial Radio Corp.). Note: We will list all TV manufacturers and lines of receivers in new Directory of Television Manufacturers & Receivers, to be published on or about Sept. 1.

Campaign use of TV is planned by Democrats and GOP, but plans are still tentative. Ad agencies chosen are Warwick & Legler for former, BB&Co for latter. Democratic radio chief Kenneth Fry thinks most speech-making rather poor TV, leans towards shows specifically tailored for medium. Republicans' Ed Ingle reports tentative reservation of coaxial for a network presentation, date not given. If Candidate Truman is telecast or broadcast during Detroit Labor Day campaign-opening speech, WWJ-TV's Harry Bannister tells us it will be treated as sustaining.

FM contests on station promotion, retail dealer cooperation promotion, slogan, newspaper stories, are being sponsored by FMA in connection with its Sept. 27-29 Chicago convention. Each contest has panel of expert judges. For deadlines, details, etc., write FMA, 101 Munsey Bldg., Washington, D. C.

Rules permitting low-power FM non-commercial education stations went into effect this week, giving schools go-ahead on inexpensive 10-watt-or-less stations (Vol. 4:25). We'll get you copy of order (48-1958) if you want it.

National Television Film Council has sent members and TV operators copies of proposed standard film exhibition contract, is planning establishment of clearance bureau, film catalogue, arbitration board, production clinic. Council is composed mainly of film producers, with Melvin L. Gold, chairman (300 W. 23rd St., New York City).

Vacation card from Wyoming—from a radio lawyer—obviously glad to be away from it all: "This is just the place for a TV station. No competition, lots of coverage, no people!"

Canada has tailored its FM allocations to fit into ours, avoid interference. U.S.-Canadian agreement, announced this week, includes Canada's allocation plan (Supp. 52-B herewith) for 92-108 mc only; non-commercial plan hasn't yet been developed. Both countries will notify each other of new assignments within 250 ml of border. Govt. Printing Office can supply copies of complete agreement (TIAS-1726).

Channel 13 story (Vol. 4:28-33) still isn't over. Meeting Tuesday couldn't get agreement on cause of trouble with WATV, Newark. So more measurements will be made, then another meeting held next Friday. It's agreed there's nothing wrong, at least not seriously wrong, with Channel 13 itself. But participants haven't gotten together on parts played by interlaced factors of site, height, propagation, equipment.

Basic time rate for NBC's video flagship, WNBT, New York goes to $1,000 an hour Oct. 1, from present $750, based on 45% increase in set circulation since April 1. New rate card for first time includes data on program production and services, personnel, equipment, contract requirements, discounts. Current sponsors are protected on present $750 rate until Dec. 31.

New uhf TV experimenter: John H. Poole, longtime "ham", owner of Minnesota iron mining interests, reporting worth of $2,777,846—in name of Pacific Video Pioneers, 372 Security Bldg., Pasadena, Cal. He was authorized to use 520-540 mc and 750-800 mc, 30 watts. He's also purchaser of KSMA and KRJM (FM), Santa Maria, Cal., and an AM applicant for Santa Ana.

Only color TV work Westinghouse is doing nowadays is development of closed circuit system for Johns Hopkins. University has been enthusiastic over experimental monochrome telecasts of surgery for students.

Excellent catechism on TV, prepared by Detroit Edison Co. for its commercial offices, gives straightforward answers to layman's most common questions. Though titled Television Progress in Detroit, it's good guide for others best by public queries. Write company's W. B. Saunders for copy.

Petriello-motion picture industry negotiations, which began this week, are being watched by TV industry, anxious to see repeal of current contract's prohibition against TV use of films with AFM music. Report is that Petriello wants extra payment for films made for theater exhibition when they are also telecast. Present agreement, covering about 500 studio musicians, expires Aug. 31. On another Hollywood-TV labor front, Screen Actors Guild is expected to ask producers to set pay scales for films made exclusively for TV.

RCA's 500-watt TV transmitting equipment, first competition to the DuMont "acorn package" (Vol. 4:25), is priced at $69,170 (low band) and $80,170 (high) for network and film operation. For field, network and film, cost is $114,645 and $125,645 for low and high bands, respectively. RCA reports two firm orders (Vol. 4:30), two undisclosed conditional orders.

Latest hotel with TV in rooms is Cincinnati's new 400-room Terrace Plaza. All rooms are equipped with antenna outlets. Sets are 10-in. Crosleys with cabinets treated to withstand burns, drinks, etc. It's first large scale job we know of not done by Hotel television (Vol. 4:25), which is currently equipping 100 rooms in Chicago's Hotel Sherman.

Prediction in "Video-Views" bulletin of Aug. 17, published by Chicago's Electric Assn: "That the 12-in. picture tube will become standard by this fall, because of its suitability to the majority of living rooms."
To stimulate lagging local TV set sales, Washington Star’s WMAL (operating WMAL-TV), with local radio dealers’ full support, is broadcasting up to 20 spot announcements daily, unsponsored, prepared by own staff, quoting industry authorities telling public why they shouldn’t delay buying TV sets. Though sales are in midsummer slump, TV census of Aug. 1 by local station committee came up with 15,500 count for nation’s capital.

Add new TV network sponsors: Bates Fabrics Inc. (textiles) starts “Girl About Town” on NBC with Kyle MacDonnell Wed., Sept. 5, 8-8:20 p.m., 52 weeks, thru James P. Sawyer Inc. . . . Mary Margaret McBride goes on NBC Tues., Sept. 21, 9-9:50 p.m., 13 weeks, participations thus far including Sterwin-Williams, Proctor Electric, Sylvania, Int'l Star, Holmes & Edwards, Sunshine Biscuit—all thru Newell Emmett Co. . . . ABC makes “Break the Bank” simulcast Saturday AM-TV show Fri., Oct. 22, 9-9:30 p.m., 52 weeks, with Bristol-Myers sponsor, Doeherty, Clifford & Schenfield agency . . . ABC has signed sponsor, reportedly a safe company, for “Quizzing the News.”

Add new TV station sponsors: Lee Hat Co., Disney Hats Div., starts Sun., Sept. 5, 10-min. film “NBC News Review of the Week” on all TV stations, thru Grey Adv. Agency . . . Macy’s Dept. Store to use spots starting Sept. 6 on all 6 New York area stations . . . WTMJ-TV, Milwaukee, has sold spot schedules to Sorems Motor Co., Hixton’s (women’s apparel), Oswald Jaeger Baking Co., Charles Coplin (furs), latter 3 on Nancy Gay’s “What’s News” program . . . WPTZ, Philadelphia, with 55 current commercial accounts, claims it has more sponsors than any other TV station, reports latest as J. Lichterman (furs) sponsoring World Video’s weekly film “Paris Cavalcade of Fashion.”

Fitenite on TV may be in for tough sledding if recent developments are any criterion. CBS can’t televast Charles-Bivins Sept. 13 Washington but within 75 miles of capital (that includes Baltimore). In Philadelphia, crying wolf, Promoter Herman Taylor won’t stage fights at Philadelphia Arena, owned by Philadelphia Inquirer whose WFIL-TV has TV rights to all its events. In New York, Promoter Andy Neiderer also vowed “no television” for the double-header Zale-Cerda, Lesnevich-Walcott fights in Jersey City in September. If trend continues, TV’s saloon set will really be crying in its beer.

Long smouldering gripe against TV manufacturers’ servicing practices came to head this week when Philadelphia Radio Servicemen’s Assn. (and 8 independent servicemen) filed antimonopoly suit against RCA Service Co. They ask U. S. District Court to force RCA to permit installation and servicing of its TV sets by any service organization. Present RCA set sales contracts include exclusive RCA servicing provision. Also asked is $210,000 triple damages. RCA position is that installation and servicing of TV sets necessitates skill far above abilities of average local serviceman.


CBS has acquired 26 12-min. films featuring Vienna Philharmonic, to be televed in salon and syndicated to other stations, reports Aug. 21 Motion Picture Herald.

Tightened multiple ownership rules, proposed by FCC this week, would establish 7 AM stations as limit controlled by any one entity, 14 as limit in which less-than-control interest can be held by any one entity, with specified gradation in between. Parallel figures for FM would be 6 and 12; for TV, 5 and 10. Major outfits affected are CBS (controls 7, owns 45% of another) and Paramount-Dumont, latter already enshrined in Commission’s present rules. Briefs can be filed until Sept. 27. If rule goes into effect, organizations have until Jan. 1, 1953 to comply. If you want copy of notice (48-1968) we’ll get it for you.

Faces were red around FCC when NAB counsel Don Petry, for one, pointed out that Section 316, under which Commission proposed to rule out giveaway programs (Vol. 4:32), had been pulled out of Communications Act by Congress and put into Criminal Code (Sec. 1304). Section goes into Code, under Department of Justice, Sept. 1, according to provisions of Public Law 772, 80th Congress, enacted June 25, 1948. Harness subcommittee investigating FCC also needed FCC with letter asking, in effect, “What the hell?” Subcommitte, incidentally, plans to get down to meat of its probe—how FCC grants licenses to whom—in September hearings.

Other media will be enhanced rather than hurt by TV, ventures Mutual v.p. E. P. H. (Jimmy) James in Aug. 13 Printers’ Ink. He draws parallel with radio, concludes: “… the time has not yet come to throw up our hands about everything else, and I doubt if it ever will. . . . A few shins will be barked and a few noses will be put out of joint in the process, but I feel very confident that television will prove to be a tide in the affairs of advertising men which will assuredly lead on to fortune.”

From showman Billy Rose’s “Pitching Horseshoes” column of Aug. 18: “Since we get the television, Eleanor and I have practically stopped going to the local picture house. Every night we see a bum movie on the television, and usually it’s as good as the bum ones Hollywood still wants to charge admission for. I may be wrong, but it’s my hunch that the time isn’t far off when the studios will have a heck of a time selling anything but a first-rate picture . . .”

Symptom of TV health is increased number and kinds of surveys by ad agencies. Lennen & Mitchell, itself apparently taken somewhat aback by its own findings, let out all stops in urging clients to corner choice time even at current time rates. It points to phenomenal sponsor identification, notes how top aural shows lose at least half of TV-equipped listeners, etc. Another survey, by Cramer-Krasselt, Milwaukee, compares interestingly with its February study when WTMJ-TV had been on air only 6 weeks. It shows sponsor identification still high (top show went from 100% to 88.8%), though novelty stage is pretty well gone and set census is now 3,780, up from February’s 950.

“Live cash” telecast was unusual stunt pulled by WCAU-TV, Philadelphia. After clearing with Washington, station had Secret Service man show viewers how to compare phoney and authentic bills. Station reports program piqued curiosity of viewers, number of whom phoned in questioning legality; apparently, TV is only medium permitted to picture frogskins since no permanent record is made.

Cooler TV studios, with no spot over 74 degrees, are being achieved by WCBS-TV through use of movie techniques. Fewer lights, greater flexibility and control are responsible—not new gadgets involved. Credit goes to CBS’s George Stoezel, who has worked on such films as “House on 92nd St.,” “Miracle on 34th St.,” “Boomcrang” and “March of Time.” He went to TV technicians first, found out what camera tube could do, worked out problems.
ment of present low-band vestigial sideband standards presents serious problem, (c)
high powers probably necessary, (d) antenna gain of 10 immediately available; gain
of 15 may be practical limit due to narrow vertical angle, tower sway, etc., (e)
little difficulty expected with transmission lines, (f) little activity in color.

NAB group, though it reported no final consensus, discussed these opinions
advanced by individual members: Standards unlikely before end of 1949 (one member
ventured 4-5 years), then 4-5 years for transmitter-receiver development; regular
commercial operation not before 5-10 years. Doubts were expressed about present
feasibility of applying all low-band standards to uhf. Idea was advanced that when
uhf standards are set up, channels must be reserved for present low-band stations.
As for receivers, many thought they'd probably have to be crystal-controlled; few
held hopes for converters to adapt low band sets.

Still to report on uhf are RMA receiver and antenna committees. Meanwhile,
appearances for Sept. 20 hearing are coming in (Aug. 23 is deadline). To date,
Philco, Westinghouse, TBA, DuMont say they'll be on hand. Philco's Dave Smith
will testify on low-band interference, uhf propagation and status of uhf equipment (mono-
chrome and color). Westinghouse will go all out for nationwide uhf Stratovision
system, report on transmitter, receiver and converter development. TBA and DuMont
don't specify topics. Also expected are such independent experimenters as ex-FCC
chief engineer George Adair (for Edwin Pauley). Adair just returned from taking
propagation measurements of 800-plus watt (ERP) emissions at 600 mc from atop San
Francisco's St. Francis Hotel. Signal was beam about 3 degrees wide. Adair hasn't
had time to work up data, but he reports preliminary indications encouraging. Though
uhf produces lots of shadow, he found reflections fill them in, ghosts not serious.

Meanwhile, rumor persists FCC will postpone Sept. 20 hearing -- but no one
at highest levels will substantiate, indeed no one has asked for postponement.

Note: NAB's engineering chiefs Royal (Doc) Howard and Neal McNaughten have
proposed new nomenclature to alleviate confusion in referring to TV bands. They say
various groups are already using it informally: Channels 2-6, low band; 7-13, high
band; 475-890 mc, ultra high band.

NOTES ON THE TV-RADIO TRADE:
Add to radio set and tube price hikes (Vol. 4:33): Motorola boosts its 7-in. VT-71 by $10, now $189.95...National Union and Tung-Sol
also say they will raise tube prices...Regal ups its whole line of table radios...
GE last month raised TV table Model 810 from $299.50 to $325 -- but, even so, isn't
delivering yet; plans similar one in plastic box in November, maybe a bit cheaper...
Farnsworth's president E. A. Nicholas, though not announcing any, predicts further
TV increases due to mounting costs.

More TV set-maker news: Weissner (Maguire Industries) is offering its 24TV
table model for $249.50, but you pay extra for choice of 10, 12 or 15-in. picture
tubes, any one of which may be utilized in 24-tube unit...Another new TV manufac-
turer is Federal Video Corp., 108-10 Jamaica Ave., Richmond Hill, N.Y., custom-
building Alfred Shaw-designed consoles with 15-in. DuMont tubes...Noblitt-Sparks Industries (Arvin radios) advises it will be out in 1949 with table model TVs.

LATEST IN THE TBA-NAB STORY: Curiously enough, WTMJ-TV's Walter J. Damm, who start-
ed the whole thing (Vol. 4:30-33), has pulled out as member of NAB's special commit-
tee of 3 named to work out a modus operandi with TBA -- and WWJ-TV's Harry Bannister
takes his place as chairman. But Damm appears as Midwest regional chairman of TBA,
whose board met Thursday, agreed to "talk things over" with NAB committee in New
York week of Aug. 30, "preferably Sept. 1."
TBA's committee comprises J. R. Pop-
pelle, WOR; Lawrence Phillips, DuMont; G. Emerson Markham, GE; Will Baltin, secy.
Besides Bannister, also chairman of NAB's 7-man TV advisory committee (Vol. 4:32),
NAB has designated Clair McCollough, Steinman stations, and Jess Willard, executive
v.p.
Note: TBA board plans expansion of membership, chose ABC's Bob Kintner as
board member succeeding F. J. Bingley, ex-Philco. TBA also named these additional
regional chairmen, besides Mr. Damm (for Midwest): Neil H. Swanson, WMAR-TV, East;
Charles Crutchfield, WBT-TV, South; Klaus Landsberg, KTIA, West.
Next 'Network Nuclei' of ABC & NBC: Quietly and without its customary fanfare, ABC has turned on juice of WENR-TV, Chicago, and its engineers report the going good on Channel No. 7 (174-180 mc). On Thursday, WENR-TV went on 10 a.m.-10 p.m. test schedule (Sat-Sun., 11 a.m.-6 p.m.), and formal commercial inauguration was set for Sept. 17. Thus ABC's Chicago outlet beats NBC's WNBQ by a month or more -- and you can expect ABC to make more serious pitch than ever for Midwest "network affiliates." Indeed, it may even feed Milwaukee's WTMJ-TV some programs (though latter is supposed to affiliate with NBC) thru AT&T's Chicago-Milwaukee microwave link, due to be ready about Oct. 1. It's also setting up to feed others on Midwest coaxial segment due about then, too (Vol. 4:32).

As with its WJZ-TV, New York, ABC is tickled with Channel 7 results (Vol. 4:30). WENR-TV is testing with full powers (30 kw visual, 15 aural) from antenna rising 670½ feet above Wacker Drive, highest structure in Chicago. Field crews haven't gone out yet, but first-class reception has already been reported from South Bend, 65 mi. east; Racine, 60 mi. north; Gardner, Ill., 63 mi. southeast -- with no major "bugs" noted in downtown or metropolitan area. ABC's next-scheduled TV outlets are: WXYZ-TV, Detroit, due for early September tests, Oct. 1 commercial debut; KECA-TV, Los Angeles, November tests, probable December start; KGO-TV, San Francisco, December tests, probable January start -- all also on Channel 7.

NBC's latest schedule for its remaining 3 stations: KNBH, Los Angeles, No. 4, Sept. 15; WNBQ, Chicago, No. 5, Sept. 22; WNBK, Cleveland, No. 4, Oct. 15 -- all test dates, commercial debuts undetermined yet. Chicago WNBQ antenna, incidentally, shares Civic Opera House roof with WENR-TV's, but studios will occupy additional 20,000 sq. ft. in Merchandise Mart. NBC's "network nucleus" -- WOR-TV, New York, and WBIC, Washington -- now looks like a January, 1949 starter.

Note: Commercial operation of KPL-TV, Los Angeles (3 days weekly) is now slated to start next Wednesday (Aug. 25) but formal dedication is set for Oct. 6. Now testing are: WSB-TV, Atlanta, No. 8; WUTV, Indianapolis (changed from WWNB), No. 3; KOB-TV, Albuquerque, No. 4 -- but no T-Days yet announced. Hoping to test by end of this month, or early next, is Baltimore's WAAW, No. 13, using RCA's first high-band triplex antenna.

Playing a 'Wait and See' Game: Withdrawals of TV applications have been so rare since FCC's color edict of March, 1947 (only a few dozen) that we were constrained to ask one of our old and able broadcaster friends who pulled out recently: how come? He's in a medium market, allocated plenty of channels, no other applicants yet. His reply is so much to the point, so well epitomizes the misgivings of many broadcasters, that we feel you ought to read it, too -- no further comment on our part needed. "I can best answer your questions," he writes, "by quoting from your Television Digest of Aug. 7, 1948, as follows:

"...major TV manufacturers expect shortage of receivers this fall and winter...sellout by Oct. 1...
"Big New York area takes nearly 50% of today's [receiving set] production.
"When uhf? Estimates ranged from 1½ to 7 years.
"...uhf may prove blessing in disguise when ills of low-band begin to mount as more stations begin operations.
"...Seriousness of Sporadic E and F2 interference to low band...
"Whenever I have a choice in applications, I avoid channels 2 to 4 -- for protection against possible Sporadic E and F2.'
"As for inexpensive converters to make present receivers good on uhf, views were mostly pessimistic."

Therefore, our correspondent concludes: "In other words, the TV picture or hysteria as it applies to markets our size is entirely too uncertain. We believe that TV will eventually be the new era of advertising and entertainment but, as for our position at the present time, we feel it's best to play a 'wait and see' game. Our withdrawal does not mean a lessening of interest in TV."
ADDENDA TO TV PROGRAM SOURCES: Herewith another 100-odd additions to our Directory of Television Program Sources, first published in June as Supp. No. 60, then incorporated as revised in our July 1 TV Directory No. 4: Television Rates & Factbook. These new names are also of firms reporting they offer live or film programs or services to TV stations -- though it's noteworthy that more are "on order" producers than syndicators of ready shows. We give names and services as reported to us on questionnaires, but in this addenda we include a symbol to denote those companies furnishing us with catalogs or other literature detailing shows or services available. (You're welcome, incidentally, to inspect our file.) Addenda herewith is published as an interim report, will be incorporated into cumulative Directory of TV Program Services which will again be a section of our next big quarterly directory -- TV Directory No. 5: Television Rates & Factbook, due on or about Oct. 1.

TROPOSPHERE FORCES NEW TV CONFAB: That old bugbear Troposphere, already causing serious interference in TV, has FCC and its engineers pausing, pondering and planning these days -- with result that an overhaul of present TV standards and allocations may be in the offing. Rather unexpectedly Friday, FCC issued call for special TV industry conference Sept. 13 (Rm. 6121, New Post Office Bldg.) to determine whether it should move toward changing standards before finalizing proposed revised TV allocations (Part V, TV Directory No. 4). Also whether it should hold up actions on pending applications in meantime.

Conference has nothing to do with Sept. 20 uhf hearing, which we're assured will be held as planned -- though inevitably the future of TV, low band and high, are interwoven. Question FCC will put up to industry itself is whether, in light of new experience and current tests, standards ought to be changed now to take tropospheric interference into account. Also to be pursued further will be suggestions for directional antennas, changes in antenna height-power ratios and protection contours first put forth at last month's allocations merry-go-round (Vol. 4:27 et seq).

If, as seems likely, standards and allocations must be altered due to tropospheric factors, Commission will have to decide whether (1) to reallocate completely; (2) let present allocations stand, with greatly constricted service areas for many stations; (3) reallocate in some areas, not in others -- perhaps along lines of FM's Area I (crowded Northeast) and Area II (rest of country), as suggested by ex-Comr. Jett (Vol. 4:31). Commission sentiment leans toward third alternative. It's obvious that if any changes are to be made, FCC (a) can't yet schedule hearings already ordered on 50-odd cities where applicants outnumber available channels; (b) can't issue many more CPs in meantime, except in wide-open spaces; (c) must adopt very lenient policy on extensions of CPs.

What led FCC to latest sudden move is recent evidence that, to get proper coverage, stations apparently must be more widely separated than standards now require -- basically 150 mi. for co-channel operation (some now are down to 100 mi.). FCC's own study, "Correlation of Tropospheric Propagation Measurements," dated Aug. 18, indicates separation of at least 165 mi. is necessary for 99% service. Its findings recall that initial proposed TV allocation plan of Sept. 20, 1945 (Part B, Supp. 8), which assigned only 4 channels to New York City area, contained "safety
factor" in mileage separation. But industry persuaded FCC to forego cushion, thus permitting more channels for big city assignments. Determinations by FCC technicians Ed Allen and William Boose indicate service areas aren't what they’re supposed to be, due to tropospheric propagation caused by temperature, humidity, pressure factors that cause signals to extend much farther than present standards contemplate, cause more interference than expected, cut down contours much below what operators and engineers believe they're getting.

**NOTES ON THE TEEMING TV TRADE:** By next week we expect to have ready for you our new Directory of Television Manufacturers & Receiving Sets, listing all makers and makes of TV sets with addresses, specifications, prices, etc. It will be fully twice as long as our first edition of last January (Supp. 60), and as complete and accurate as we can make it. All we can tell you now is that it will cover at least 75 present set and kit makers, all picture tube makers, plus companies reported planning to enter TV. It has been delayed thus far due to time involved in securing data on new companies, new lines, to say nothing of many price changes. From our questionnaire and other sources, meanwhile, here are more notes of the TV trade:

Kimble Glass (Owens-Illinois) reports 10-15% increase in glass products, including TV tube blanks, and GE raises all tube prices about 10% as of Sept. 4 — thus further squelching hopes TV set prices can be reduced...Emerson’s new price lists effective Sept. 1 hike all radios 6-15%, TV table model going from $299.50 to $299.50 (blonde, $279.50 to $319.50), consoleette from $299.50 to $349.50...Air-King and Dewald announce price increases on all radios...Macy’s this week advertised Westinghouse’s H-181 (Chinese Chippendale) console for $399.95, as against original $485 list — but new Westinghouse line is out (Vol. 4:32) so this isn’t symptomatic...RCA has raised TV installation prices $10-$15 per set.

Admiral, scheduled to attain 18,000 monthly production in Sept., has launched $500,000 national advertising campaign, plus $1,500,000 for local cooperative media...DuMont’s new 15-in. line is due Oct. 15 or thereabouts, includes table model with FM (Stratford), consoles with FM (Whitehall, Westbury), console combo. (Colony) — prices to be announced...Capehart prices are now out: 10-in. TV-only console, $445 and $595; same with 12-in., $645; 10-in. TV-radio combinations, $945 and $1,245; 12-in. TV radio combinations, $995 and $1,295; one set either 10 or 12-in., $1,395...Motorola’s new sets are 10-in. table model at $289.50, console at $329.95, others to come...Tele-tone’s new 7-in. AC-DC table model is $199, regular AC model stays $149.50; also has new 10-in. table model at $249.50, console $279.95...Stewart-Warner plans 10-in. table, 12-in. console by October, no data yet...Olympic has 10-in. console with AM-FM-phono, $595...Federal Video’s 15-in. table model (Vol. 4:34) will be priced $795, consoles $1,495 and $1,595.

**TV LURES FINANCIAL INTERESTS:** How the money boys are eyeing the magic field of TV, is manifested in big way in this week’s disclosure of details of an investment trust, Television Fund Inc., 135 S. LaSalle St., Chicago, described as the "first open end investment company specializing in securities in the field of television, electronics and radio." Foundation of investment policy, says prospectus, is the management’s "belief in the present soundness and future growth prospects of television, electronics and radio." President of principal underwriting firm, Television Shares Management Co., same address, is Robert D.Michels, Chicago theatreman and associate of the well known radio program producer Louis G. Cowan. Technical consultant to the fund is Television Associates Inc., headed by Keith Higgins, ex-ABC.

Although it has been bruited in industry circles that certain banking and other interests were probing TV set and tube fields, this is first out-and-out move to set up specialized investment trust embracing radio securities along line of those in other fields, notably chemical. First purchases of stock, it’s understood, are already being made in established radio companies. The bigger radio firms, like Admiral, DuMont, Philco, RCA, Zenith, have enjoyed very strong markets in recent months. No more than 5% of fund’s assets may be invested in any one issue, nor may it own more than 10% of any one company. Presumably, some of the numerous small new
companies entering TV set (and tube) fields will be watched closely, though fund may not invest in any company less than 3 years old. Telecasting station investments aren't excluded, though unlikely as yet in view of remote profit prospects.

Aug. 4 prospectus of Television Fund Inc., SEC registration statement and other sources disclose that authorized capitalization is 5,000,000 shares of $1 par common [already being marketed in New York and Illinois, first public sale Aug. 19 being at $9.81]. Initial capital of $112,500 was raised by private sale of 12,500 shares last May at $9 -- listed purchasers including certain officers of Television Fund Inc.; Harold G. Laun, partner in F. S. Moseley & Co., investment house; Mervyn LeRoy, Hollywood producer, and others. Executive v.p. of chief underwriting firm is Paul A. Just, recently with Shearson, Hammill & Co. Officers of Television Fund Inc. are: president, Chester D. Tripp, president of Consolidated Copper Mines Co. (prime mover in venture); v.p., William P. Pope, Neumode Hosiery Co.; secy-treas., Russell H. Matthias, Chicago attorney. Advisory board comprises George F. Adair, ex-FCC chief engineer; Dean Frederick E. Terman, Standard U engineering college; Prof. William L. Everitt, head of U of Illinois electrical engineering department.

RATE OF TV-FM OUTPUT UP, AM WAY DOWN: As expected (Vol. 4:33), AM set production took a terrific drubbing in July, while TV set new record for weekly production. And FM industry can be heartened as FM production breaks its long losing streak, weekly average actually increasing slightly. Four-week July's total output of all kinds of sets was 683,438, lowest since February, 1946. TV was 56,089, or 14,022 weekly (vs. 5-week June's 64,363, or 12,870 weekly), making total of 334,985 sets built by RMA members during first 7 months of 1948, total of 520,032 postwar. Sticking to our conservative plus-10% for kits, non-RMA and pre-war sets (Vol. 4:33), you can count on at least 575,000 sets as of Aug. 1. FM was 74,988, or 18,747 weekly (vs. June's 90,414, or 18,082 weekly).

Peak July TV week was over 17,000. It's probable that will be minimum, once vacations are over; and it's unlikely tube shortage will be severe enough to cut production below that figure henceforth. June TV breakdown: 42,193 table models, 10,234 consoles with radio-phono (17 projection type), 3,662 consoles without phono. (1,167 projection). FM breakdown: 26,749 AM-FM table models (1,848 with phono), 44,425 consoles (3,077 without phono), 3,814 FM-only and tuners.

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NBC's usually very efficient research bureau chooses to lean to conservative side in estimating 484,350 TV receivers as of Aug. 1 (as against our 575,000, aforementioned). Apparent disparity lies in fact NBC estimates number of sets actually installed as of Aug. 1, not merely produced; indeed, NBC's calculation does not embrace July production figures at all (as ours does). Here's how NBC breaks down distribution city-by-city (which really means by metropolitan areas), TV areas first:

New York, 243,200; Philadelphia, 55,100; Chicago, 33,700; Los Angeles, 27,200; Washington, 15,500; Baltimore, 13,700; Boston 12,900; Detroit, 12,300; St. Louis, 8,700; Schenectady, 7,400; Cleveland, 7,000; St. Paul, 5,600; Milwaukee, 5,000; New Haven, 4,800; Cincinnati, 4,200; Buffalo, 3,800; Toledo, 1,800; Richmond, 1,600; Atlanta, 800; Salt Lake City, 600. Non-TV cities: Providence, 1,100; Dayton, 800; Louisville, 500; Indianapolis, 200; Peoria, 200; others, 16,650.

FIRST MIDWEST TV NETWORK NICH: Time draws near for first definitive "TV network" away from the Eastern seaboard, for which time clearances can be guaranteed, rates quoted: It starts Monday, Sept. 20, with NBC linking WBEN-TV, Buffalo; WSPD-TV, Toledo; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KSD-TV, St. Louis -- hooked up by coaxial, except Chicago-Milwaukee and Toledo-Detroit, which are microwave. All 5 stations have exclusive NBC contracts, but there's nothing to stop them from taking service from anyone else if offered -- as some probably will if ABC's WENR-TV, Chicago, starting Sept. 17 (Vol. 4:34), holds out inducements. NBC's feeds at outset will total 12 hours per week, mainly kinescope recordings of its Eastern network successes, emanating from St. Louis and Detroit. Some will be sponsored, though sponsors aren't named yet. Live programs will be fed, network expanded, as soon as NBC's Chicago WNBQ and Cleveland WNBK can get under way; their test dates are Sept.
22 and Oct. 15, respectively. They'll be what NBC describes as "hub of the screen" in Midwest, scheduled to be joined by coaxial Jan. 1 (via Pittsburgh) to its now fully operating Boston-to-Richmond hookup of 7 affiliates, also exclusive.

Note: DuMont reported Thursday up Chicago Tribune's WGN-TV "to exclusively outlet network originated programs in Chicago," though perfection at first via Tele-transcriptions--first commercial to be Old Gold's "Original Amateur Hour."

3 MORE SMALL-TOWN APPLICATIONS: Big cities continue conspicuously absent among new TV applications, this week's handful bringing total outstanding to 295. Applicants were: For Cumberland, Md., WTBO, Channel No. 2 -- now 2 for 1. For Harlingen, Tex., Leo E. Owens, KVKB-FM, Morning Star and other newspapers, No. 9 -- second application in as many weeks from rich Rio Grande Valley, pop. 300,000, (Vol. 4:34). For Madison, Wis., WKOW, No. 9 -- now 3 for 1. [For details, see Addenda 4-1 hereon.]

SIGHT AND SOUND

FCC itself has entered lists of uhf experimenters by setting up converted Army radar transmitter (100 kw peak power) at Dan's Rock, Cumberland, Md., 100 mi. from its Laurel, Md., laboratories where reception will be studied. Using pulsed transmissions in 400 mc region, Commission hopes to amass data for its Sept. 20 uhf hearing, but project is mostly a long-range study. Meanwhile, Aug. 23 appearance deadline for uhf hearing saw these additional appearances (for previous list see Vol. 4:34): RCA and NBC, Dr. C. J. Joliffe; Cowles stations, T. A. M. Craven, engineering v.p.; Eitel-McCollugh, Harold E. Sorg, director of research, on power tube developments for 475-890 mc; G. A. Richards stations, R. Morris Pierce; George Adair, ex-FCC chief engineer, for Ed Pauley's Television California. Also entered officially were CBS and 20th Century-Fox. One phase of uhf hearing, tending to be overlooked: FCC can't hold 475-890 mc forever for TV--video has got to get on bands, and soon, or else other services (including military) will begin to howl.

Add notes on TV tube manufacturers: General Electronics Inc., Paterson, N. J., reports planning 200 per month output of TV tubes to start, gradually stepping up as facilities are enlarged ... Amperex, Brooklyn, and Electronic Enterprises, Newark, advise they are not making CR tubes for TV. Raytheon has purchased from Govt. for $1,082,300, group of buildings at Waltham containing 349,000 sq. ft., including war-built Power Tube Bldg. ... Sylvania has bought new plant in Ottawa, O., expandable to 100,000 sq. ft., for increasing TV tube output.

Paramount, now operating its "TV recording" and syndicating services under name of Paramount Video Transcriptions, is building 2 complete new theater installations, counterparts to one in New York Paramount, for use in Chicago (possibly Chicago Theater) and Los Angeles (Paramount Hollywood). Apparatus can transcribe off-the-air sight and sound on 35mm film within 60 seconds, is being made by Paramount, may be ready in 30-60 days.

Aiming at home facsimile set with AM-FM costing $100, or box attachment to ordinary radios to sell at $30 or $35, Smith Davis Corp., newspaper brokers-financiers, has become consultant for John V. L. Hogan's Radio Inventions Inc. and Faximile Inc., in what Mr. Hogan calls "first nationwide move to bring to the public commercial facsimile newspapers since FCC approved commercial facsimile on July 16, 1948."

Still no final decision on WATV's Channel 13 problem (Vol. 4:28-34), but engineers for station and RCA agree on what should be done to isolate problem—more tests, with final word not expected for weeks.

Underwriters' Laboratories, 101 Sixth Avenue, New York City, has made analysis of TV set danger points with recommendations for servicing.


Add new TV network sponsors: On CBS, Merrill, Lynch, Pierce, Fenner & Beane, brokerage firm, Sept. 5 (Sundays) starts 9-week pre-election political analysis series with George Gallup (Gallup Poll). On NBC, Gulf Oil, now sponsoring "We The People" simultaneously on AM-TV, Sept. 2 starts musical-varietv show with Bob Smith, Thu., 9-9:30 p.m.; Smith continues his "Howdy Doody" juvenile show. Also on NBC, Bigelow-Sanford Carpet Co. starts Dunninger the mentalist and Paul Winchell, ventriloquist, Oct. 7, Thu., 9:30-10 p.m. Also reported in works for Oct. start is TV version of "Ford Theater."

FCC Chairman Wayne Coy's 10-day vacation "back home in Indiana" started Friday—to be interrupted Sept. 4 with speeches at Indianapolis State Fair and before Indiana Broadcasters Assn. On Sept. 25 he addresses Theatre Owners of America in Chicago's Drake Hotel.

FCC's "Scott Decision," which some people feel has effect of pressuring stations either to allot time to atheists or delete religious programs, is next on House FCC investigating committee agenda. Hearing is Aug. 31, 10:30 a.m., in Rm. 1501, New House Office Bldg.

Unique among TV station sponsors is Martin R. Kitten Inc., Los Angeles ad agency, using series of 20-second spots on KTSK to advertise own services. Same thing was done by Charles W. Hoyt Co., with one-shot on WABD, New York, in May (Vol. 4:19); also by Philip Klein Ad Agency, Philadelphia, on WFIL-TV, Mr. Klein sponsoring self as commentator on civic promotion series titled "Philadelphia, a Great City" (Vol. 3:43). Other new TV station sponsorships reported:

GUIDE TO TV SET MAKERS AND SETS: To give you an idea of how fast TV set manufacturing is mushrooming, here are a few statistical facts based on our newly revised Directory of Television Manufacturers & Receivers (Supp. 57-A). Sixty-eight companies, including all name brand makers, are listed with present or prospective production of 220-plus models, (88 table units, 96 consoles, 12 projections, 8 consoles, 16 custom-builts, commercials, etc.) -- at prices ranging from $99.50 for Pilot's 3-in. Candid to $4,100 for RCA's Berkshire Breakfront.

Six kit and 13 picture tube makers are additionally listed. We also compiled names and addresses of 44 more companies variously reported as producing or soon-to-produce TV sets (none well known yet) who did not respond to our repeated requests for data. Hence, unlike our list of 68, we have no verifiable data on them. Recalling the history of radio in the 20s and 30s, it goes without saying that many new firms, new labels, new products will appear and disappear in TV -- indeed, it's interesting to note that our present compilation compares with 31 set and 5 kit makers listed last January (Supp. 57).

Our data was supplied by top company officials, plus other verified sources. We've attempted to make the model name, number, picture tube size, tube and price listings as accurate and complete as possible up to Sept. 1, including recently announced price changes. But they're subject, of course, to constant changes -- so we'll continue to revise and reprint this directory periodically. Note: Another good compilation is Tele-Tech Magazine's chart with Sept.'edition. It lists 64 set-making companies and 5 kit-makers, covers 180 models. It contains valuable technical specifications ours doesn't, such as loudspeaker, anode voltage, power supply, power consumption (watts), number of tubes in various stages (RF, mixer, oscillator, IF, detector, audio, amplifier).

RMA's CITY BY CITY TV SET CENSUS: RMA came out this week with figures showing where TV sets were shipped during all 1947 and first 6 months of 1948. Mulling over these statistics (Supp. 61 herewith), it becomes apparent TV industry for all practical purposes now has a city-by-city census that begins to mean something. At very least, the figures provide an irreducible minimum, should gain more weight with each of RMA's quarterly reports. Moreover, they cover not only cities with TV stations but other TV-served communities.

Figures tally to 421,772 receivers shipped up to July 1, 1948. This, of course, excludes pre-war (about 10,000), kits and non-RMA, to say nothing of 1946's total of 6,476. But it constitutes bulk of American TV output to July 1 (RMA's monthly output figures for same period added up to 457,465) -- differential of 35,695 being quite logically accounted for by normal lag of shipments behind production.

Though an excellent guide, RMA figures leave something to be desired. For example, city to which sets are shipped isn't always where they're installed. Thus Hartford, which has no station, got 7,023 whereas New Haven, which has, is down for only 763 -- probably explained by fact Hartford distributors supply contiguous areas covered not only by New Haven but by New York stations. But count is now pretty clear for TV areas like Los Angeles, Detroit, St. Louis, Chicago, Milwaukee, etc.
NEXT TV OUTLETS DUE TO GET GOING: September looks like biggest month yet for new TV stations -- several definitely scheduled for commercial debuts, quite a few others turning on power for first tests. Next to go on air commercially, according to their advices to us: ABC's WENR-TV, Chicago, now testing, commercial start Sept. 17; Dorothy Thackrey's KLAC-TV, Los Angeles, first tests Sept. 14, commercial Sept. 17; Fort Worth Star-Telegram's WBAP-TV, tests Sept. 9, commercial Sept. 29; Atlanta Journal's WSB-TV, now testing, commercial Sept. 30.

Already testing sporadically but with no T-Days yet announced: Wm. Block Co.'s WUTV, Indianapolis, and Albuquerque Journal's KOB-TV. Also reporting they will turn on test juice sometime this month, but with starting dates of regular schedules not yet set: WNBQ, Chicago (NBC); KNBH, Los Angeles (NBC); WXYZ, Detroit (ABC); WAAM, Baltimore; WTTV, Bloomington, Ind.; possibly WOIC, Washington (though commercial start isn't expected before Jan. 1). Previously announcing Sept. tests (Vol. 4:32), but now changed: WAVE-TV, Louisville, still installing, dates undetermined; WAGA-TV, Atlanta, tests early in October, commercial start Oct. 31; WMCT, Memphis, tests Nov. 13, probable commercial start Dec. 11.

Since publishing our recapitulation of new station starting dates (Vol. 4:32) we've had reports from others previously unreported: KRSC-TV, Seattle, says late Sept. tests, commercial start Nov. 27; KLEE-TV, Houston, Dec. or Jan. tests, commercial latter Jan.; WKAL-TV, Rome, N.Y., tests sometime first quarter 1949. Erie Dispatch's WICU broke ground for new building last week, but no starting dates.

TV INCHING UP ON OTHER MEDIA: Television's impact on AM and other media is still pretty hard to measure -- there are so relatively few TV-served areas and so few TV receivers in homes and public places yet (Vol. 4:35). But fact TV is making inroads one way or another must be admitted by any fair observer. For example: (a) Slow but sure increase in sponsorships, station and network, as reported regularly in these pages; Sept. Television Magazine lists 412 advertisers on all TV during July vs. 374 in June, only 75 in July, 1947. (b) Surveys showing intensity of interest in TV homes, lending to belief every TV set means fewer AM listeners (Vol. 4:7,12). (c) Understandable apprehension of theater interests lest TV hit boxoffice by keeping more people at home. (d) Fact so many AM interests are plunging into TV to "insure" their future in radio, banking on profitable AM to carry TV's immediate losses.

Only thing clear is that there's nothing static about American radio (no pun intended) -- that TV may possibly wreak same revolution in advertising and entertainment that radio did during last 25 years. It's anybody's guess whether radio, newspapers, magazines, theaters will suffer or simply be forced to readjust themselves naturally and gradually to the impact of TV. AM radio, it is recalled, established itself as a brand new medium, now doing some $350 million annual business, without any apparent hurt to others, except possibly outdoor advertising. Now comes TV, with its keen enthusiasts (reminiscent of radio's early enterprisers); its detractors (some taking same antagonistic attitude the publications people first took toward radio); and its viewers-without-alarm (who say TV is creating its own field, arguing it will deflect budgets from point-of-sale rather than older media).

Apropos TV's alleged inroads on radio, Variety observes "smoke signals" that may or may not be pertinent at this moment: "Several top-spending AM sponsors," Variety reported on Aug. 25 front-page, "are currently demanding that their ad agencies get them lower network radio rates...[because] large share of the audience they once reached has now switched over to tele...Thus, despite the fact that radio billings are expected to top all previous records this year, that long-anticipated time when radio takes a back seat to TV may be closer than some network execs will admit..." Then, again on front page, Variety Sept. 1 headline reads: "AFRA Sees Tele Knocking Radio for Loop in 2 Yrs." Story on last week's Boston AFRA convention goes on to say consensus of delegates is "AM will be knocked out completely for nighttime listening" within that time -- a hypothesis that's quite superficial, for at best TV must go many years before it can provide nation-wide coverage, let alone come anywhere near matching radio's present 60-odd million sets-in-use.
**Activity Behind Transit FM Scene:** Next cities to test transit FM under auspices of Transit Radio Inc. (Vol. 4:5, et seq.) will be Seattle (KIRO-FM) and Indianapolis (WWLW-FM), most recent disclosed. Expected shortly are announcements of contracts with transit companies in some of the cities where tests have already been made: Baltimore (WMAR-FM), Evansville (WMIL), Houston (KFRC-FM), Washington (WWDC-FM), Worcester (WGTR). Pilot station WCTS, Cincinnati, reports $3,000 weekly time sold, 400-vehicle installation. FM-only WIZZ, Wilkes-Barre, says its 102-vehicle setup will be ready in Sept., looks forward to $200,000 yearly gross. Car-card people, through their National Assn of Transportation Advertising, have been experimenting since July 14 with WEBF-FM, Duluth, using 35 Link receivers. Says NATA's managing director Philip J. Everest, "So far, so good...But costs are high -- it's going to take a lot of advertising to pay out." There seems to be little worry about public acceptance; of 22,000 passengers exposed to transit FM, some 96% reacted favorably.

You may have noticed high incidence of newspaper-owned stations involved. Transit companies, extremely sensitive to public opinion, haven't been slow to realize advantages of business tieups with newspapers. Some papers have turned down chances to sew up franchises for fear of compromising their positions as public spokesmen. Meanwhile, reasons for spotty news on developments stem from transit companies' caution, jockeying for position among broadcasters, among manufacturers (RCA and Western Electric are interested), and between Transit Radio and car-card groups. Incidentally, enthusiastic story in September Sponsor Magazine "How Terriific is Transitradio?" concludes: "If a buyers' market continues to grow and if other economic factors do not conspire to curtail advertising budgets drastically, transitradio should prove to be a great selling force."

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**Sight and Sound**

NAB definitely intends to offer its membership some sort of TV service—but just what remains to be decided after NAB-TBA committee (Vol. 4:35), which met Wednesday in New York, has decided on modus operandi as between 2 trade associations to present solid front and to avoid any conflicts at policy levels. TBA has no intention of being swallowed up by NAB, which disavows any such purpose; rather, joint committee (which meets again in 30 days) were agreed they should define spheres of activity—NAB perhaps handling legislation, copyright, etc., TBA promotion, allocations, etc. TBA leadership, meanwhile, appears intent on bolstering TBA by seeking more members, more funds.

Harness Committee pressure on FCC is growing, limited only by fact Congressmen have to be home electioneering. Hearing on Scott decision this week (Vol. 4:35) left committee asking FCC to expunge decision's implications that stations may be in jeopardy if they refuse time to athletes. Agenda of committee now contemplates inquiry into: (1) AM-FM grants to Puerto Rico Communications Authority, a governmental agency, on complaints of private station owners, (2) Blue Book, (3) grants to suspected Communists and other questionable applicants. Chairman Harness looks for extension of committee's life beyond January expiration.

Sample facsimile recorders will be shown by Stewart-Warner at Sept. 27-29 FMA convention in Chicago if licensing arrangements with John V. L. Hogan’s Faxonile Inc. are concluded in time, says Stewart-Warner president Samuel Insull Jr. He hopes to learn something of market potential at convention. Other exhibitors to date: Associated Program Service, Collins, Federal, FM & Television Magazine, Lang-Worth, Magnacord, Rangestone, Raytheon, RCA, REL, Sescas, Stromberg-Carlson, Westinghouse.

RMA has named Paul V. Galvin, Motorola, to head its committee for liaison with similar NAB committee, and Zenith's H. C. Bonfig for liaison with FMA.

TV pioneer Capt. Wm. Crawford Eddy quit manag-ership of Chicago's WBBF this week to assume presidency of Television Associates Inc.—Keith Kiggins becoming executive v.p. Company makes and sells TV studio, relay, field, lighting equipment, largely developed by Capt. Eddy, also offers consulting services in planning, operating, managing TV stations. Its offices are at 190 No. State St., Chicago, laboratories in Michigan City, Ind.

NBC holds own annual convention of affiliates at Sun Valley, Idaho, Sept. 22-25, and TV will again have prominent place on agenda, though some of network's bigwigs must be in Washington instead for Sept. 20 uhf hearing. NBC's own convention just before NAB's in Atlantic City last September really signaled current TV station-application boom.

DuMont-Don Lee tieup, possibly along lines of affiliation with WGN-TV (Vol. 4:35), was reported but unverified at week's end—probably arising out of placing of "Amateur Hour" via Tele-transcriptions on KTLA. Like WGN, Don Lee is big factor in Mutual, which as yet has attempted no network identity in TV.

FCC said nix to FX as suffix to indicate facsimile call letters. WFIL, Philadelphia, got turned down on request to use WFIL-FX in conjunction with faxcasts over WFIL-FM. Commission thought identification confusing, may be saving suffix for FX-only stations.

Uhf experiments of KFEL, Denver, will first test 480-500 mc propagation with surplus Army radar equipment in trailer. In year or so, station says it will test actual TV picture.

Keane & Wilner law partnership has been dissolved (Supp. 11-B), and attorneys Morton H. Wilner, Philip Bergson and John James Bernard have moved offices to 700 Woodward Bldg., Washington; phone Republic 8040.

Smartly turned out booklet explanatory of how TV works is Stromberg-Carlson's "Let's Look at Television," dealer promotion piece.
Cities Service "Band of America" series and Lum & Abner show (for Frigidaire) are reported next to test TV-AM simultaneously—former on NBC for 4 weeks next month, latter on CBS Hollywood plus a local TV station, starting Oct. 3. Other big TV network news of week is signing of "Ford Theater" by CBS, starting Oct. 17, Sun., 7:30-8:30 p.m. with film versions for western outlets; and Admiral dramatic series on NBC, starting Oct. 3, Sun., 7:30-8 p.m., also with kinescope recordings. WLWT, Cincinnati, reports midget races Aug. 31 thru Oct., Schoenling Brewing Co. sponsoring. WBKB, Chicago, reports new sponsors: Herrschner Needlecraft Inc.; Pass Time Magazine and Cook County Motors, sharing daily "Acme News"; Chicago Sun-Times, comics Fri. 7:35-7:50 p.m. and "Under 21" teen age show Fri, 8:30-9 p.m., both starting Sept. 24.

Latest proposed fight telecast to get "no soap" signal (Vol. 4:34) from promoters is Ike Williams-Jesse Flores affair in Yankee Stadium Sept. 23. But not all sports promoters feel that way. Milwaukee's WTMJ-TV reports Brewers' attendance 80,000 above same time last year, club's president Jake Flowers saying "TV gives just enough to interest and excite the fans so that they come out to the park and see the real thing. I think TV helps make many new fans." Boston Braves' president Lou Perini, in WTMJ-TV telecast said, "I'm highly in favor of TV because I'm sure it will create many new fans—especially among the women." Further, station says, wrestling attendance doubled last winter and Golden Gloves bouts broke records last fall, all telecast.

TV set buying and automobile purchase practices aren't far apart. Editors of influential Harper's Magazine, writing about TV in Vermont, tell about inability of dealers up there to get sets (manufacturers don't seek to sell sets in non-TV markets, but if you know a guy who knows a guy ... ). Note was by way of introducing "Television: There Ought to be a Law," by attorney Bernard B. Smith in September issue. Smith's thesis is that TV is an entirely new medium, shouldn't be bound by same rules (adopted in 1934) enacted for radio. Seeing u.h.f TV in immediate future, he wants Congress to check "advertiser control" of programs, encourage local ownership, prevent monopoly, insist on rural coverage.

"Television situation is at the moment dynamic," says Raytheon's annual report, out last week. It states subsidiary Belmont is in good position to take full advantage of TV's growth via its new Belmont-Raytheon line, though mainly producing private label receiving sets (AM). Falling off in (AM) receiving set industry as a whole following 1947 Xmas demand is attributed to "saturation of demand and to the competition of television." For fiscal year ending May 31, Raytheon total sales were $53,755,568 vs. $66,414,310 in 1947, profits after taxes $380,477 vs. $920,234.

If you're an engineer concerned with Television Equipment Theory and Operation, the RCA manual bearing that title, issued as a textbook in RCA's TV training program (latest clinic held in Camden this week), is regarded as one of best available. It covers TV station layouts, terminal equipment theory and specifications, field pickup equipment, transmitter theory, antennas, etc.

Movie industry extended contract with Petrillo for one year, reports this week's Variety. It still has prohibition against telecasts of film, but conferences agreed to consider deal if film-makers want to let films on TV.

Emerson reports profit after taxes of $1,326,290 ($1.06 per share) for 9 mo. ended July 31 vs. $1,585,197 ($1.08) for same period last year.

Technical description of Bell Lab's tube-substitute, the transistor (Vol. 4:27), in lead article of September Electronics. In cost discussion, it's ventured device will ultimately cost less than comparable vacuum tubes. Temporary obstacle to immediate use, says article (by Editor Don Fink and Associate Editor Frank H. Rolett), is engineering it into the circuit. In same issue is exposition on circular polarized FM transmission (Vol. 2:9, 42, 45) by Carl E. Smith (WHK, Cleveland) and Robert A. Fouty (antenna laboratory, Ohio State U). They say "broadcaster can expect to more than double the power (3.71 db) in horizontal receiving antennas and increase the power more than 8 times (9.25 db) in vertical receiving antennas within the service area."

Possibility of watching enemy and battles many miles away via TV was dramatically demonstrated Sunday, Aug. 29, during excellent NBC-Navy telecast of carrier Leyte maneuvers 26 mi. off New York City. NBC estimates some 2 million people saw 1 1/2-hour program of takeoffs, landings and simulated attack. Signal was beamed to receiving antenna on Empire State Bldg. by use of directional transmitting antenna guided by fire control radar equipment. Demonstration recalls similar job of DuMont last Oct. 26 when technicians went out on destroyer Beatty to cover arrival of World War II dead on transport Joseph V. Connolly. Navy has also experimented with TV in planes, in subs and at bottom of Bikini lagoon.

Changes in TV personnel: Marshall N. Terry now TV topkick for Crosby, titled v.p. in charge of TV, with James B. Hill assigned as WLWT sales manager ... Charles Townsend moved to Chicago by NBC to be TV operations supervisor, Courtney Snell field supervisor, both from New York ... Josef Zimanieh, moved from Columbia Records Inc., to manager of CBS Television's film procurement division ... Gilbert A. Ralston, named TV director for Procter & Gamble.

Baltimore's 3 telecasters (WBAL-TV, WMAR-TV and now-building WAAM) are following example of Washington's, have set up "TV circulation committee" to report monthly on area's TV receivers based on combined distributor-dealer reports. Not counting sets brought from outside, 18,500 TV sets have been sold in area to date.

Unusual FM coverage problem: WWHG, Hornell, N. Y., transmitting 10 kw from 580 ft. antenna, 4-5 mi. from town on Channel 287, found reception distorted by multipath reflections. It tried measurements from helicopter-borne antenna with unsatisfactory results. Solution: FCC granted 6-month STA for 10-watt satellite on Channel 285 to fill hole. It's second satellite grant, other going to WMFR, New Bedford, Mass. Latter found transmitter 18-20 mi. from city threw too weak signal into town, so got STA for 250 watt satellite right in town.

FMA was indeed heartened by July's FM production (Vol. 4:35), but it resents fact RCA doesn't indicate how many TV sets also contain FM, blames RCA. RCA didn't like implication that RCA determines association's set reporting practices, said such a breakdown would impose accounting burden on its members who now use same production breakdown in reporting to RCA and licensor RCA. But RMA board meets in October, may consider revision then.

"Noticeable upturn in sales of console combinations" (AM-FM) is reported by Zenith in disclosing $14,137,981 shipments during 3 months ending July 31, profit after taxes $104,069. President McDonald repeats promise TV sets this fall will provide for Phonovision (Vol. 4:34).

Stewart-Warner reports first half 1948 sales $37,689,-485 compared with $40,178,296 same period last year; profits $1,874,601 ($1.45 per share) vs. $1,366,872 ($1.05).
PRICES & TUBES TOP TV TRADE NEWS: One more blow at any prospects for lower TV set prices (Vol. 4:33): Corning Glass Works, biggest picture tube blank maker, has increased prices of 10-in. by 18%, 15-in. by 22% -- 7 and 12-in. unchanged. Only other glass blank maker, Owens-Illinois, Kimble Division, announced price increases last week (Vol. 4:35). Philco radio set price increases, including TV lines, are due Sept. 8. Admiral has raised 4 of its radio consoles $10 each, but TVs remain unchanged. Tele-tone made public new list on its 7-in. table model, up $20 to $169.99. Philco, incidentally, has "something new" in bigger pictures on tap, won't even tell its distributors yet; but its officials say they aren't going in for RCA's 16-in. metal tube in any big way -- so guessing is it will be an improved projection model.

Sylvania's Max Balcom advises its 12%-in. flat-faced tube production is being handicapped by small deliveries of blanks, but it hopes to increase these -- to meet growing demand from set makers, eager to satisfy public's very favorable reaction to that size. Sylvania's subsidiary, Colonial, is now gearing for production of that elusive Sears Roebuck TV receiver (Vol. 4:32) -- only thing definite about it is that it will bear usual Sears "Silvertone" label.

Up-and-coming little Tel-O-Tube Corp. of America, Paterson, N.J., tube-making licensee of both RCA and Sylvania, is getting jump on RCA in production of latter's new 16-in. metal-coned tube (Vol. 4:4, et seq), reports it's already turning out 100 per day, will go to 135 by Jan. 1. Its first customer is Starrett (Supp. 57-A), which is advertising 16-in. AM-FM console for immediate delivery at $695, also planning line of 10 and 12-in. models from $449 to $795. While RCA has said its own 16-in. tubes won't be deliverable in quantity before Xmas (Vol. 4:31), and its set-making tube customers are rationed a few for prototype models, Sonora publicity claims it will have 16-in. set out in October, also claims output of 10-in. reaching 1,000 per month in Sept. -- though none apparently have reached eastern markets yet.

DON'T OVERLOOK THE FARMER: Interesting yarn from Buffalo, where TV set sales are suffering slump -- attributed to season, also to paucity of programs in one-station, non-network town: Roy Albertson's 250-watt WBNY is warning its AM audience against buying TV, repeating usual line of arguments about obsolescence, color, uhf, etc., taking exactly opposite tack of Washington's WMAL which is carrying up to 20 sustaining announcements per day to stimulate TV sales (Vol. 4:34). Irked distributors say they can't appraise effects of local's campaign, but pressure of necessity has led them to develop lush new market among prosperous farmers within 50-60 mi. radius of Buffalo News' WBEN-TV. "Don't overlook the farm customer," one big distributor there told us to tell our manufacturer-merchandiser readers. "They're doing well, they go for TV as they did for radio, and they're thinking of the long winter nights." It costs a bit more for farm installations -- more time, taller antennas, etc. Care must be taken receiver is sensitive enough -- and no farm sales should be attempted in areas of consistent interference. And, of course, if troposphere (Vol. 4:35) isn't licked, there will be few interference-free rural areas.

SNAFU AND DELAYS ON THE TV SCENE: Hell bent to get into TV, oilman Edwin Pauley has appealed to U.S. Court of Appeals against FCC action last May which removed Don Lee application (5 years pending) from San Francisco hearing and proposed to grant Channel No. 2 to Don Lee-San Francisco (Vol. 4:20) -- if and when Don Lee is cleared of charges involving network practices (20 months pending).

Thus, the celebrated San Francisco scrap, 5 seeking 2 remaining channels (Vol. 4:23,36) plus other cases involved therewith, look like they're in for another snafu, more delays, despite FCC's apparent speedup effort. Commission earlier in week had ordered competing applicants to file proposed findings by Sept. 30; ordered Examiner Blume to submit recommendations as soon as possible thereafter; denied Paramount petition for immediate determination of Paramount-DuMont interlocking ownership issue (Vol. 4:20); asked claimants in Detroit, Boston, Cleveland to file proposed findings in Paramount-DuMont case, too.

Another tangle loomed in Los Angeles this week as KPAC (E. L. Cord) filed for Channel 13, which Pauley also would like to get, and for which William Gleeson,
KFRO, Riverside, Cal., has applied. This channel is presently assigned KLAC-TV, which Thackrey interests propose to sell to Warner Bros. in package deal (Vol. 4:30). KLAC-TV, meanwhile, has been built, is about ready to go on air (see story this issue) -- though FCC is demanding breakdown of prices on each item (Vol. 4:33).

On national scene, slowdown in grants and applications, more delays in TV hearings, are inevitably resulting from tropospheric conference of Sept. 13 (Vol. 4:35). Importance FCC attaches to this parley is evidenced by fact its crack young TV engineering chief Curtis Plummer has been ordered to delay going to Mexico City high frequency conference until Oct. 1. He will also take part in uhf hearing Sept. 20. Meanwhile, 41 cities ordered to hearing won't get dates -- only San Diego, Allentown-Bethlehem-Easton, Albany-Troy being scheduled as yet (see Addenda 4-X for full calendar of hearings and cities designated for hearings). And certainly no finalization of proposed extended allocation plan (Part V, TV Directory No. 4) can be expected before troposphere matter is clarified.

Besides KFAC's for Channel No. 13 in Los Angeles, 5 more applications were filed this week -- 4 from Texas. New group of 26 Texas business men organized as Texas Telenet System Inc., sparked by Gov. Beauford Jester, 9.2% stockholder, filed for No. 2 in San Antonio, No. 10 in Austin, No. 3 in Corpus Christi, and state they will shortly file also for Fort Worth and Waco. James P. Nash, Austin, is president; Earle F. Slick, San Antonio, head of Slick Airways, largest single stockholder (23%); T. E. Daniel, of Aeronautical Radio Inc., chief engineer. Only other applications of week: For Tyler, Tex., Tyler Broadcasting Co., No. 9 -- group of local business men plus Durwood Tucker, chief engineer, WRR, Dallas; plan is to operate as satellite of Dallas and Shreveport. For Memphis, Tenn., WHBQ-Harding College, No. 2 -- now 5 for 4. Week also saw one dropout: WEXI, Milwaukee, leaving 3 for 3. [For details about foregoing applicants, see TV Addenda 4-J herewith.]

' RCA STANDS TO MAKE PILE OF MONEY': Keystone of present TV structure, its president David Sarnoff the acknowledged chief architect, "RCA's Television" is thoroughly plumbed in September Fortune Magazine article under that title -- and some revealing facts adduced. Well-polished job of journalism, much better than its May story "Television! Boom!" (Vol. 4:18), article makes these points:

Having sunk $50,000,000 into pioneering TV, RCA doesn't propose to get beaten in cash register by smarter merchandisers, as it did in radio (Philco, for example, leads with 17% of ordinary market). And Fortune's analysis ventures it won't get skunked. Yet, says article, RCA isn't quite so hell-bent-for-profit as it might be, for fear of monopoly charges. Its present rate of TV set output is 5,000 weekly (compared with Philco's 4,000), TV income representing half of gross from all receiver sales. It makes 70% of all 10-in. tubes (sells them to manufacturers at $23.85 each) and one-third of all types of receiving tubes. It sold $40,000,000 worth of TV goods of all kinds in 1947 -- $5,000,000 of it in transmitting apparatus, now selling at rate of about $1,000,000 per month (fully two-thirds of market).

NBC's role in company's corporate setup is seen reverting back to its act during radio's infancy -- creating demand for receivers, at loss if necessary, rather than serving as important financial prop as it did during depression. NBC will lose heavily on TV until 1951 or 1952, lost $1,500,000 on it last year, expects $3,000,000 loss this year (despite some $3,000,000 billings). Besides, it's laying out $3,500,000 for new Chicago, Hollywood, Cleveland stations. Nevertheless, NBC expects to net $4,000,000 this year on over-all operations.

"So RCA television represents a pile of money spent," concludes article, "and promises a bigger one to be earned. But unless RCA and David Sarnoff change character overnight, much that is so earned will be deposited to the account of the next miracle." Fortune doesn't venture what that next miracle will be. Our own guess is Ultrafax, combination of TV, photography, radio relay capable of flashing anything printed or written -- pictures, maps, documents, pages, letters -- through space for practically instantaneous reproduction on other end (Vol. 3:26). Ultrafax is due for public demonstration soon.
WHAT THEY SAY ABOUT TROPOSPHERE: On eve of FCC's Sept. 13 conference on troposphere and related TV allocations problems (Vol. 4:35), sentiment seems to boil down to this: That FCC should make no basic changes in present assignments, allocations or standards. Consensus of key operating, manufacturing and engineering folk we interviewed was (a) that nothing radical be done to present allocations to major markets, i.e., top 140 metropolitan areas; but (b) that troposphere be taken into account in proposed new allocations (Part V, TV Directory No. 4). There's a minority who believe it would be better to rip up whole allocation structure and standards now, start anew while TV is yet young rather than wait until it's more firmly established. There's substantial argument that contiguous rural areas will never get good service from nearby city stations under present separations. Nobody affected wants northeast Area I assignments torn apart, and fact public has big investment in receivers is expected to sway FCC against doing so. Eighteen appearances were filed: TBA, ABC, CBS, NBC-RCA; DuMont, Paramount, Warner Bros.; Cowles and Richards stations; WPIX, New York; WMAR-TV, Baltimore; WHAS-TV, Louisville; WTIC, Hartford; WILK, Wilkes-Barre; George Adair and attorneys Loucks, Zias, Young & Jansky (for 16 clients); Pierson & Ball (25 clients); Spearman & Roberson (4 clients).

PREVIEWING SEPT. 20 UHF HEARING—II: Uhf information is funneling into IRE-RMA's Joint Technical Advisory Committee (Vol. 4:28), which will wrap it all up at final parley Sept. 15-16 (at IRE, 1 East 79th St., New York) before presentation to FCC at Sept. 20 uhf hearing. JTAC is committed to policy of pre-hearing silence to preserve its impartiality, but here are some glimpses of reports it is getting:

(a) Survey of 27 receiver manufacturers arrived at arithmetic average of 2 years as period needed for development of uhf receivers; however, when weighted according to productive capacity of companies, figure becomes about 3½ years. (b) Reports from propagation groups indicate that uhf transmitters will cover perhaps one-third to one-half areas served by low-band transmitters of equal power. At least a year's continuous measurements, at scattered locales, was recommended. Ghosts are considered very serious, particularly if several stations are to be received. Theoretical coverage doesn't seem borne out by actual measurements. (c) RCA says achievement of present vestigial sideband standards "no problem" (Vol. 4:34).

Now available from NAB are minutes of Aug. 2 meeting of NAB All-Industry Engineering Planning Group (Vol. 4:34), which make interesting reading and will be submitted for hearing record. For example, T. A. M. Craven (Cowles stations) went all out for uhf, agreed it can't cover as well as low band, but asserted it is certainly useful over reasonably flat terrain, must be opened up soon.

The $64 question was put by ex-FCC Comr. Jett (Baltimore Sun stations): "Should FCC start licensing uhf stations?" Consensus seemed to be: "Yes" and "calculable risk should be taken on propagation characteristics which may be encountered." Craven said several companies have guaranteed performance of uhf transmitters and receivers. Conferences mulled over ideas of what to do with band if it is opened. Present standards? High definition monochrome? Color? Some of each?

Scheduled for hearing are: Bureau of Standards, CBS, Cowles stations, DuMont, Eitel-McCullough, JTAC, K. H. Lippitt (ex-Navy researcher in uhf TV), Para-

* * * *

In our series anticipating Sept. 20 hearing (Vol. 4:32,34), we first consulted the consulting engineers. Then we addressed queries to engineering chiefs of the networks and TV transmitter manufacturers. All of the networks and 2 manufacturers have replied to our 2 questions: (a) When do you think TV will be practical on the uhf? (b) Do you think any portion of the present band should be abandoned? If so, when? Here are their answers:

Dr. Allen B. DuMont: (a) "If your question means, 'When will TV on the uhf give the same coverage as our present TV,' my answer would be, possibly 25 years or possibly never... Staggering amount of power would be required, and it is questionable whether it would ever be practical to generate this commercially... if your question means 'Could the uhf band be used for small towns with limited coverage?' there is a possibility that receivers and transmitters could be developed for this use within... 3-4 years." (b) "Definitely 'No'."

Dr. C. B. Jolliffe (RCA): (a) Not proper to anticipate Sept. 20 testimony of RCA engineers -- no estimate. (b) "As more stations are required, it may be necessary to supplement the present TV bands by adding... channels, but certainly none of the present 12 channels should be abandoned or changed."

Frank Marx (ABC): (a) "A minimum of 5 years; more probably 10 years." (b) "I do not believe that the present band will be abandoned piecemeal. If and when a move is made, the entire band from channels 2 to 13 will be abandoned."

William B. Lodge (CBS): (a) No estimate. "The unknown factor which will really determine the answer... is another question: namely, how much of the radio industry will devote how much energy, personnel and money to the development of the uhf." (b) All 12 low band channels should be retained "until uhf is not only practical but has been incorporated in most home receivers."

E. W. Johnson (MBS): (a) "I have no doubt... that if the fate of the nation were at stake, TV in the 500-900 mc range could be developed in very short order... [but] I am of the opinion that it will take a minimum of 5 years before high band TV will be competitive to low band." (b) "I seriously doubt that any of the frequencies presently allocated for TV will be taken away in the foreseeable future."

O. B. Hanson (NBC): (a) "Premature to guess" pending evaluation of 500 mc tests in Washington. (b) No portion of the low band should be abandoned "because the value of these frequencies has already been demonstrated as being most practical for TV. Furthermore, many millions of dollars have been spent both by broadcasters and the public on those bands... A national TV system which someday will be comparable to the service now rendered by sound broadcasting will require all of those channels now assigned plus many more in the proposed uhf band."

TEXAS STATE NETWORK IN FOR TV: Two more Texas applications, 2 others from small towns marked week's TV file at FCC. Texas State Network, controlled by Ruth Roosevelt Eidson and Richardson-Roeser interests, applied for Channel No. 2 in Fort Worth where it operates KFJZ, making score 2 for 2 there now; also asked for No. 2 in San Antonio (KABC), now 5 for 3. In addition, TSN indicated it may shortly file for Waco and Austin, where it owns 50% of WACO and KNOW. All 4 AMs dropped their FMs.

For Visalia, Cal. (pop. 8,904), Sierra Bostg. Co. applied for No. 10 -- smallest town yet to file for TV. For Frederick, Md. (pop. 16,802), WFMD asked for No. 3, now allocated to Hagerstown. [For details about applicants, see TV Addenda 4-K.] Two withdrawals this week: Leland Holzer dropped out of San Diego contest, now 4 for 3. Tri-City Telecasters, Allentown, Pa. (WHOL-CP) also pulled out, leaving 4 for 1 in Allentown-Bethlehem-Easton hearing Sept. 13-17. FCC suspended revocation order against WTVJ, Miami (Vol. 4:31), granted it hearing (no date set), may act next week on its appeal for interim STA. Tower-antenna are up, transmitter nearly ready, station can get going in 10 days -- and local distributors are pressing Commission to permit service to start on plea 1,000 sets are already in Miami area.
ADDITIONAL TV STARTS AND TESTS: More dope on upcoming new TV stations, to supplement starting schedules previously reported (Vol. 4:32,36) -- all based on latest replies from principals: Besides next Friday's (Sept. 17) commercial debut of Chicago's WENR-TV (ABC), now testing, it is definitely stated that Los Angeles' KLAC-TV will go on air same day with first commercial (USC vs. Utah) and will carry all USC, UCLA and Loyola home grid games.

This week-end, Detroit's WXYZ-TV (ABC) was geared to turn on test juice, and its commercial debut is now definitely set for Oct. 9. Next week's equipment test starters will be: NBC's KNBH, Los Angeles, Sept. 15; Star-Telegram's WABP-TV, Fort Worth, Sept. 16; NBC's WNBQ, Chicago, Sept. 18 -- with NBC promising commercial schedules as soon as tests indicate feasibility. Also, NBC says its WNKX, Cleveland, should be ready for tests by Oct. 1.

Late replies to our continuing survey also reveal that: WICU, Erie, Pa., expects DuMont transmitter delivery by Nov. 15, tests Dec. 15, commercial start Jan. 1; WTEN, Columbus, O., tests by April, 1949; KTLK, Phoenix, tests Feb. 1, commercial April 1; KEYL, San Antonio, tests Feb. 1, commercial April 1. Latter 3 report transmitters not yet ordered. And latest dope from stations previously reported on: WTVV, Bloomington, Ind., first stating it would test this month, now says starting date "indefinite." Atlanta Journal's WSF-TV, still due for Sept. 29 commercial start, reports current tests are showing splendid results, telec cast of baseball game last week resulting in clear picture, good audio up to 50 mi. away.

HIGHER PRICES AND MORE NEW SETS: Price increases again top news from the TV-radio makers: Philco's averaged 2.5% on radios, went up $15 (to $439.50) on only one TV, its 12-in. 1240 console. Admiral raised 7-in. table model $10, 10-in. consoles $30, 10-in. credenzas $50. Bendix's table and console models, not yet delivered to dealers, are due for unstated raise from originally announced prices. Stromberg-Carlson is raising radio prices, but not TV. RCA reaffirms it won't raise its basic 630TS ($375), isn't presently contemplating any TV hikes at all. Over-all picture of TV trade is one of swift changes, as evidenced by this additional data since we sent you our Sept. 1 Directory of TV Manufacturers & Receivers (Supp 57-A):

Motorola introduced new 10-in. console with AM-FM-phone at $595 in New York this week, Motorola-New York's Harry Schecter seizing occasion to tell Herald Tribune 7-in. market is "booming," sales running 600-1,000 per week in area. He predicted more 7-in. makers before end of year -- doubtful, judging from model lists submitted for our Directory...Hallicrafters announced 2 new sets: 10-in. table at $295 and 16x12-in. projection console at $695 (Protelgram), both ready Oct. 1...Stromberg-Carlson, heretofore producing only 12-in. models, showed 10-in. table set, no details given...Industrial Television Inc. has new 10-in. viewing unit called Sussex 10, selling for $290; it can be plugged into any TV receiver to provide additional screen...Trav-Ler added itself to list of 44 companies reported planning TV manufacture, as carried in Supp 57-A.

16-in. TV TUBE STIRS UP THE CATS: No doubt in our mind that 16-in. picture tubes will win solid place in TV market -- when they're in quantity production and if sets containing them are priced low enough (Vol. 4:5, et seq). But so much bunkum has surrounded RCA's much-talked-about 16-in. metal-coned tube, so many phoney publicity claims have been made about its immediacy, that some simple facts are apropos:

An RCA spokesman states flatly that no manufacturer has yet received more than 2 prototype models -- for set design purposes only. Also, that RCA itself won't have own 16-in. receivers out before January; that no one will get deliveries of this tube much before then, either; and that even when it's on production line, initial output will be only some 5,000 per month. RCA is now mechanizing Lancaster plant for 16-in. but can't give definite output figures or even quote prices as yet.

Meanwhile, Tel-O-Tube Corp. of America, licensed by RCA and Sylvania, stirred things up by publicizing its own 16-in. metal-coned tube, very much like RCA's, for which output of 100 per day was claimed (Vol. 4:36). But inquiry there discloses it isn't turning out that number yet, won't for awhile "due to New York
truckin strike." Fact is, company is presently equipped to produce 100 per day, hopes to exceed that "when conditions return to normal." Tel-O-Tube's president Samuel Kagan says it has own source of components, isn't dependent on RCA for them.

Emergence of Tel-O-Tube impelled Retailing Daily Sept. 8 to refer to "actual deliveries" of 16-in. as "a bombshell in the local [New York] market." It went on to quote an unnamed manufacturer as predicting 16-in. "will revolutionize the entire TV industry...cost of manufacture of a set with 16-in. metal tube differs so slightly from that of present 10-in. that the prices of sets featuring the smaller size screens will have to be forced downward -- and sharply." Anonymous set maker was also quoted as saying 16-in. table model is possible at $299.50.

To which RCA's spokesman replied, "That's plain bunk. We don't know the facts about 16-in. tube costs, let alone set prices as yet." Tel-O-Tube's spokesman disavowed making any claims about set prices; its sole deliveries of 16-in. up to now have been to newcomer Starrett (Vol. 4:36), offering it in console at $695.

UHF SIGNALS VIA CONVERTERS: RCA-NBC turned on juice this week of 500-506 mc TV transmitter in Washington -- the 1 kw "green" and sound portion of 3-transmitter setup to be used for later uhf color experiments in New York. Twelve-foot cylindrical mast atop 350-ft. WNBW antenna has gain of 5, radiates 3.75 kw. Some 60 converters, size of small table radios (costs unestimated), are being installed in homes of local radio VIPs having TV sets, including FCC members and staffmen. Using New York tests as criteria (Vol. 4:15), RCA's Dr. George Brown, running show, expects coverage to be spotty, quite limited in area. Tests duplicate WNBW programs, can't really produce much data in time for Sept. 20 uhf hearing. But propagation measurements will continue several months. As for much-needed higher power, Dr. Brown ventured gain of 20 may work out in some cases, told (off the record for present) of significant work in getting some real power out of uhf tubes.

SIGHT AND SOUND


More evidence of "TV Inching Up on Other Media" (Vol. 4:36): Headline in current Billboard reads, "TV Grabbing Kids from Radio"—and story relates findings of Pulse Inc. "With an estimated 221,000 tele homes in New York, compared with 2,500,000 radio homes," Billboard states, "Small Fry (WABD) already reaches a greater number of homes than 3 of the 5 radio programs studied . . . Tom Mix, Superman and Adventure Parade. Small Fry has a rating of 30, projected to 66,360 homes . . ." and is topped only by Dick Tracy (76,500) and Sky King (72,800). The Pulse also found average of 3 times number of people view kid shows as hear radio kid shows.

And still the AMs come—14 new CPs granted this week (AM Addenda 2-KK herewith), all daytime or local. Thirty were granted in August.

Yearly AM-FM station performance measurements, newly prescribed by FCC, are postponed for year. FCC gave time to buy equipment, gain know-how.

Loew's 50 kw WMGM, New York (changed from WHN) moves next week to new quarters at 711 Fifth Ave., first home of NBC.

St. Louis TV sets now total 9,200, of which 7,400 are in homes, 1,800 in public places, reports Union Electric Co.
5 NEW STATIONS 'ON THE AIR': Two more stations began scheduled operation Friday under STAs -- ABC's WENR-TV, Chicago, and Thackrey's KLAC-TV, Los Angeles. Week also was marked by 3 more starting tests: KNBH, Los Angeles, Thursday; WBAP-TV, Fort Worth, Thursday; WNBQ, Chicago, Saturday. WENR-TV gives Chicago its third station, should boost set sales there considerably. So should KLAC-TV, Los Angeles' fourth, which after only 2 days of tests was to telecast USC-Utah football game, unsponsored, as first of 13 USC-UCLA home games for which it paid $75,000 for exclusive rights -- presumably with blessing of Warner Bros., proposed buyer of station.

Report from Los Angeles says KNBH test signals are excellent, can be picked up clearly in San Diego (112 mi.), which means NBC will have it going commercially very soon. Fort Worth reported WBAP-TV's tests "outstanding success" with good reception in Dallas (30 mi.) and as far away as DeLeon, Tex. (87 mi.). First station in area, owned by Amon Carter's Star-Telegram, certain of big promotion, it will run tests 11-noon and 4-5 p.m. daily until regular schedules start Sept. 29, opening up very wealthy new market for receivers.

MIDWEST TV NETWORKS TAKING FORM: New TV network map published on page 8 tells better than mere words exactly what cities can now get network service -- also shows how near at hand is linking of new Midwest coaxial-microwave circuits with Eastern seaboard networks. But what AT&T's map doesn't disclose is just how the competing networks are actually using its new circuits, which (as of next Monday, Sept 20) make it possible to link St. Louis, Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and way points -- at present a self-contained chain that by next Jan. 1 will be linked into the Boston-to-Richmond circuits via Cleveland-to-Pittsburgh-to-Philadelphia. Nor could any map tell about the jockeying for vantage that currently has network brass scurrying around Chicago, Detroit and other Midwest cities. Here's the situation:

1. NBC leads off Midwest network programming Monday with 12 hours of live and film subjects originating from KSD-TV, St. Louis, and WWJ-TV, Detroit -- remainder of its hookup comprising WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WBEN-TV, Buffalo. Its own station in Chicago (WNBQ) starts testing Saturday (Sept. 18), in Cleveland (WNBK) on or about Oct. 1 -- both to be used as origination points when ready. For the present, no commercials are listed, though Philco Playhouse, starting on Eastern network Oct. 3, is due for kinescope recording and syndication to all NBC affiliates with 2-week lag.

2. ABC begins 12 hours of programming per week Monday also -- to 5 affiliates keyed from its own WENR-TV, Chicago, which began scheduled operation Friday (Sept. 17). Announced affiliates include NBC's WTMJ-TV and WSPD-TV; plus WENS, Cleveland, WBEN-TV, Buffalo, and WXYZ-TV, Detroit -- last being ABC-owned and set to start Oct. 9. ABC says negotiations are also under way with St. Louis' KSD-TV. As on its Eastern hookups, no commercials are offered yet. But schedule calls for WENR-TV to feed boxing, wrestling, variety and such shows as Super Circus, Great Books, Dollars & Sense, Mystery Story Quiz, Stump the Author, Music in Velvet, twice weekly feature films.

3. CBS announces 3 Midwest affiliates: the aforementioned WENS, WTMJ-TV,
WSPD-TV — and before October promises to gather into its Midwest family Detroit's WJBK-TV (Storer-owned, call just changed from WTVO). But CBS announces no use of new Midwest "lines" for the present, since it still hasn't any Chicago affiliate (application ordered to hearing) and it's still dickering with St. Louis Globe-Democrat for part-ownership of outlet there if and when granted. For time being it will feed 8 off-kinescope shows (using Paramount system) to its affiliates as sustainers, not to be sold locally because they're being showcased for national sponsorship: Lucky Pup, Places Please, Face the Music, Winner Take All, Presidential Straws, People's Platform, Queen's Taste, What's It Worth. It promises 19—25 hours per week by Nov. 1. And you can expect some surprising new CBS-TV affiliations announced soon.

4. DuMont isn't on Midwest hookup as of this writing, but has signed Chicago's WGN-TV for such Teletranscriptions as Amateur Hour, Key to Missing, Doorway to Fame, Swing Into Sports, Birthday Party, Court of Current Issues, Photographic Horizons, Jack Eigen, Fashions on Parade — some 5 hours now, 10 hours promised soon. All can be sold locally.

Note the overlaps of "affiliations" — WTMJ-TV and WSPD-TV, for example, contracted with all 3 networks; WEWS with both ABC and CBS; WBEN-TV with both NBC and ABC. This is natural result of their favorable bargaining position while still first and only stations in their towns. More such overlaps are inevitable. They simply take what they want, but presumably most TV stations will show fealty to their AM chain when it comes to best time clearances and first refusals. When each network is supplying enough programs (especially commercials) to take up a station's time, then most stations will doubtless stick with one network, as in AM.

Allocations of times on new Midwest circuits, as in East, are due for revisions every 3 months. But it's clear that NBC and ABC, by reason of earlier starts, their own outlets, their aggressive efforts, are well in the lead right now so far as network operation is concerned. CBS is working hard to catch up, can be counted on to be a big factor even though its plans are still mainly on paper. One thing is certain: TV isn't going to suffer from lack of competitive effort by the networks.

NONE APPLY BUT PLENTY STIRRING: No TV applications this week, first time in more than a year — due no doubt to uncertainties created by troposphere, uhf situations. There was one withdrawal: Troy Record, leaving 5 for 4 as Albany-Troy Sept. 27 hearing draws near. Meredith Champlain amended Albany application to propose directional antenna to give added coverage northward, saying this would help listeners to East and South get Boston and New York on co-channels. San Diego for 3 hearing ended there Monday, with KFSD and KSDJ (Salik), each proposing to spend $250,000-$300,000 on construction, seemingly pretty well assured of grants. Only other hearing calendared, Allentown-Bethlehem-Easton, 4 for 1, started Monday, featured first time-sharing proposal (Vol. 4:32). Up in Manchester, N.H., applicant Grandview Inc. (TV Addenda 4-C) created quite a stir by publishing full-page ad publicizing "threat" if city's proposed Channel No. 12 is declassified to community by reason of Boston demands — urging citizens to write Congressman. Result was deluge upon FCC.

MEETING OF MINDS ON TROPOSHERE: From where we sit, it doesn't look like present TV applegcart is going to be upset by tropospheric considerations (Vol. 4:35,37) — but it may be slowed up somewhat in some areas, mainly smaller cities. That, at least, is a fair conclusion after this week's FCC conference, which saw key spokesmen (engineers and attorneys, mainly) in virtually unanimous agreement FCC should not put brakes on present TV pace in major cities, while conceding shift into low gear for rest of country might not be bad idea. So, if anything at all is done about troposphere, smaller cities (perhaps a few bigger ones, too) may find the going slowed down — may even come out finally with fewer low-band channels and be obliged to pin hopes on uhf. Certainly, no definite pattern of intent can be adduced before Sept. 20 uhf hearings, since problems are so closely inter-related.

Spokesmen were generally agreed standards should be revised to (1) include troposphere data, at least as guide; (2) permit directional antennas, where helpful; (3) extend protection contours to ensure full coverage of metropolitan areas; (4)
change power-antenna and desired-to-undesired signal ratios to permit greater flexibility in frequency assignments. But, they added: Don't touch existing allocations in top markets unless absolutely necessary. And keep on issuing grants where co-channel separation is 150 mi. or more (adjacent channel, 75 mi.) -- which would adversely affect such cities as Chicago, San Francisco, Boston, Cleveland, Detroit.

Only opposition to this near consensus came from Cowles v.p. T. A. M. Craven, and Dr. K. A. Norton, now with Bureau of Standards. Craven felt close inter-relationship between present vhf and future uhf renders it impossible to decide anything until after Sept. 20 uhf hearing. Unconcerned with commercial or political considerations, Norton suggested "ideal" allocations (100 mi. more separation than now) based on tropospheric factors. He admitted this might mean fewer stations than now in big cities (only 2 in New York City, for example). His position evoked perceptible murmurs about "clear channels" among the audience.

FCC appears amenable to industry suggestions, and Chairman Coy indicated this schedule: Oct. 15, more complete troposphere and terrain data; Nov. 15, engineering conference to discuss methods and procedures for taking troposphere and other factors into account; then, a TV conference to weigh effects of such information on allocations picture; finally, a full-scale hearing to revise standards. All this, Chairman Coy opined could be done in 9 months.

* * * *

Although this week's conference had troposphere as prime subject, more interesting (and to some, more vital) were recommendations that TV rules be changed to protect metropolitan stations to limits of their metropolitan areas. Present rules specify 5,000 uv/m contour, which for example permits only 25% coverage of full New York City area (according to NBC's Ray Guy, appearing for TBA). And according to WMAR-TV's Jack Jett, to cover all Baltimore requires protection to 1,000 uv/m.

Everyone agreed that status quo may mean fewer rural viewers -- but simple fact is very few grants or applications yet contemplate rural coverage beyond immediate purlieus of cities (save Westinghouse's Stratovision). Over-all, what struck one at hearings was that most of testimony came from "ins" eager to preserve their positions, whereas the "have nots" remained conspicuously silent. Day and half conference attracted 75-100 persons, was opened with excellent history of TV allocations by Chairman Coy. It's quite long (14 single-spaced mimeo pages); we'll send copy to any subscriber on request.

PREVIEWING UHF HEARING—III: Dr. Allen DuMont threw a hot one into FCC's troposphere conference Tuesday (see story preceding) when he asserted, in effect: "Uhf is the solution to problems of interference and competitive TV service; let's jump in now."

It isn't news that Dr. DuMont considers uhf good for small towns, limited coverage. But his timetable is. He promised limited availability within 12 months of transmitters which, presumably, will do the job. And, he said he expects within same period to be able to make high-low band receivers no more expensive than present low-band sets. What's surprising is that up to now he's maintained 3-4 years are needed (Vol. 4:37).

Uhf hearing starts Monday (Dept. of Commerce auditorium, 10 a.m.), should show to what degree rest of industry shares Dr. DuMont's new optimism. Also, whether some more "sleepers" in way of equipment are on tap. All we've been able to gather so far (Vol. 4:34-37) indicates slim support for such hope. Awaited are recommendations of pace-setter RCA-NBC, which has consistently spoken of "several years yet" for adequate uhf powers. Also of eminent JTAC, which it's understood will confirm reduced coverage areas of uhf but will recommend FCC fix standards after another hearing 6 months hence, then allocate.

Dr. DuMont promised specific plan at Sept. 20 hearing, showing just how uhf (with present black and white standards) can provide relief. He envisaged uhf-only and vhf-only cities to bring about competitive equality, ease receiver design and costs. Very few present grantees would be shaken up, he claimed. He saw no place for color in 475-890 mc band.

Cowles stations' T. A. M. Craven, consistent drumbeater for uhf, reiterated
need for uhf now, intends to present 2 plans (monochrome and color) at hearing. Baltimore Sunpapers' E. K. Jett, like Craven, also an ex-FCC commissioner, saw uhf eventually filling holes in present allocation but opined uhf "not ready now nor for some time." Ex-FCC chief, now consulting, engineer George Adair said uhf isn't yet ripe, "would place very unfair economic burden on smaller cities and newcomers." He suggested uhf should not now be frozen by present standards but should provide space out of which a superior TV system should be fashioned. CBS's Bill Lodge foresaw very stiff going for uhf stations, if in competition with low-band stations, unless they gave superior service -- presumably higher definition and/or color.

There's little percentage in guessing about uhf until hearing is completed. One thing is certain: applicants (and grantees, if any) whose low-band channels might be swapped off for uhf channels will raise unholy hell unless they get far greater assurance of the practicality of uhf than they've yet received.

ASCENDING RATE OF TV PRODUCTION: Looks like August TV set production will equal or better 5-week June record output of 64,353, easily exceed July's 56,089 (Vol. 4:35). RMA monthly figures haven't been issued yet, but preliminary reports indicate nearly 14,000 first week in August, more than 16,500 second week, well over 18,000 third week. Ascending weekly output is expected to continue, topping July's record 14,022 average henceforth. If, as expected, August output is around 65,000, it means just about 400,000 for first 8 months of 1948, or around 535,000 postwar -- RMA only. Add at least 10% for pre-war, non-RMA and kits, and you have pretty good estimate of total TVs as of Sept. 1. We'll have RMA's exact figures for you next week, but it's interesting in meantime to ponder predictions by Philco's Jimmy Carmine before Federated Advertising Clubs of Chicago Thursday -- that the industry will produce TV sets at rate of 100,000 per month during 1948's last quarter, that Philco itself will be making 10,000 sets per week early in 1949. He also said New York area homes are now buying 1,000 TVs per day.

CONJECTURE & FACT ABOUT TV TRADE: Make any sort of prediction about TV, and you're a cinch to win newspaper or tradepaper headlines. U.S. Television Mfg. Corp.'s Hamilton Hoge, a relatively small set producer, tells N.Y. Herald Tribune Sept. 13 that TV picture tube output will be 1,600,000 next year -- not nearly enough, he said, to satisfy industry's needs, let alone the military's. Yet RCA Victor's Frank Folsom, who makes more TV tubes than rest of industry combined, reiterates before Canadian RMA in speech set for delivery in Montreal next Monday, that 1949 TV receiver output will be 1,600,000 (Vol. 4:32). Every receiver needs a picture tube, many old sets will need replacement tubes, all tube makers are gearing for maximum output -- so either Mr. Hoge is taking the very dim view, or Mr. Folsom the very bright. You take your choice.

In any event, Mr. Hoge's newly financed Zetka Television Tubes Inc. is reported by Retailing Daily to have scheduled 2,000 per month output (1,500 of 15-in., 500 of 12-in.) "to be reached in 90 days." Promise of glass makers that blanks will be plentiful by end of year (Vol. 4:32) thus would seem to mean output rate is dependent on capacity of big tube processors like RCA, GE, Sylvania, DuMont, to say nothing of the littler fellows (for complete list, see our Directory of TV Manufacturers & Receivers). None will disclose figures, though it's interesting to note that NEMA's combined TV tube sales figure for first half of 1948 is 426,469 vs. 278,896 RMA set output for same period (see note under Sight & Sound).

But we'd be very much surprised if RCA alone doesn't turn out well over 1,000,000 glass TV tubes next year at its fast-expanding and mechanized Lancaster plant, not to mention its vaunted metal-coned kinescope (Vol. 4:37). And DuMont, gearing for around 200,000 sets next year, usually turns out twice as many tubes as sets -- like RCA, it's a prime supplier to other set manufacturers.

Other TV trade news of the week: Philco's president Balderston reported to stockholders Sept. 11 that "production already exceeds 4,000 [TV] receivers a week, which represents a production rate of over 200,000 sets a year. By the fourth quarter, our schedule calls for 8,000 [a week]...present indications are that our dollar
output of television receivers...will exceed our radio production in the latter part of the year"...Pilot broke first consumer ads of its $99.50 portable TV with 3-in. tube (Vol. 4:24), dealers playing it up in New York newspapers...Magnavox's president Freimann said tube shortage has factory running at half capacity, presumably as against promised 10,000 per month (Vol. 4:25), also expressed fear shortage may continue thru 1949...Sentinel showed new 7-in. 400TV in Chicago, same as its 405TV but with carrying handle, portable antenna (separately priced), encased in imitation leather, priced at $199.50...Starrett scheduled showings of its line, including Tel-O-Tube's 16-in. metal tube (Vol. 4:37), at Philadelphia this weekend, in Washington's Statler Sept. 23-24.

FACTS OUR NEW TV & FM LOGS REVEAL: Coming to you shortly: Our next quarterly TV Directory No. 5: Television Rates & Factbook, dated Oct. 1, superseding No. 4 of July 1 and Addenda thereto. Also, our revised annual Directory of FM Licensees, Grantees & Applicants, brought up to date as of Oct. 1. Noteworthy in both: Substantial increases in number of stations on the air or about to go on the air.

TV Factbook will again include: (1) network rate cards; (2) rates and data of operating stations; (3) CFs outstanding and applications pending, with new cross-references on multiple ownerships; (4) experimental TV stations; (5) present and proposed channel allocations by cities; (6) directory of TV program sources and will add (7) Directory of TV Manufacturers & Receivers. All foregoing listings are being revised and brought up-to-date, and full subscribers will of course continue to receive weekly (blue) Addenda in newly numbered series.

Working on our new TV Directory, some facts are worth pointing out: (a) That it will embrace at least 6 new rate cards, this being number of new stations that will definitely be on the air commercially by Oct. 1 -- and it will also include rate cards of several more scheduled to start during October. (b) That of the 31 operating stations listed last July 1, more than 25% have either issued new rate cards or changed old ones since then. (c) That NBC's WNB7, New York, is out with most comprehensive rate card of all -- one that will probably become model for most NBC affiliates, if not others. (d) That, slowly but surely, standardization of TV rate cards appears to be on its way.

CURIOUS ANOMALIES IN FM PICTURE: Here's a couple of interesting FM contrasts: Yankee Network's famed pioneer FM station WMNE on Mt. Washington, N. H., called it quits, surrendered its license to FCC this week -- 80th to pull out in a year. At about same time Troy (N.Y.) Record withdrew its TV application, saying it wants to concentrate on its FM station WFLY and newspaper. Yankee gave no reasons for giving up, doesn't say whether it's dropping its other FM stations (Boston, Worcester, Hartford, Providence). But it's well known that:(1) Yankee has sunk some $2 million into FM, with literally almost no return. (2) WMNE's rugged location made it terribly expensive to build and operate. (3) Yankee feels FCC destroyed WMNE's reasons for being (huge coverage) when it moved FM to high band and cut station's power. (4) FM just didn't develop with speed expected. Company is still hanging onto site, keeping maintenance crew there in winter, will use it for FM, TV or whatever else becomes justifiable.

Though WMNE's defection comes as something of a shock, inspection of our new annual FM Directory, to be distributed about Oct. 1, shows 633 stations actually on the air, new ones coming on at rate of about one a day. There's still a hard core of FM enthusiasts who'll convene in Chicago Sept. 27-29. They'll hear words of encouragement from FCC Chairman Coy, get latest reports on new revenue angles from Hulbert Taft (transit FM), Stanley Joseloff (store-casting), John V. L. Hogan (fac-simile). Then there will be excellent panels and speakers on selling, promotion, programming, networking, engineering, receivers.

Note: Our new FM Directory will go to subscribers as part of service (extra copies $2.50 to them, $5 to non-subscribers); it will also contain revised up-to-date FM allocation table.
TV cathode ray tubes are reported being almost literally snatched still hot off the production lines. But National Electrical Manufacturers Assn reports sales of 267,763 to manufacturers during second quarter, though only 160,869 RMA sets were made. Sales during first quarter were 158,706, and 118,027 sets were built. Even though substantial number of tubes went for kits and non-RMA production, there was still large apparent backlog of tubes, at least as of July 1.

Joseph Beam, CBS executive v.p., gave Cincinnati Advertisers' Club strong TV pitch Wednesday. Points made: high costs make networks more important than in radio; costs to advertiser "may well be cheapest of all major media," e.g., demonstration of production runs about 2½ cents per family, compared with house-to-house appliance canvass at 50 cents, car demonstration at $5; expects TV set ownership to reach 50% saturation in major markets within 5 years.

CIBC board of governors will decide on TV policy next month, pressured by applicants from Toronto, Montreal and Hamilton—but meanwhile first firm order for TV transmitter to come from any other country than U. S. in western hemispheres was placed last week with international GE. Purchaser was Cesar Ladiers, Radio Televisao de Brazil, planning TV station in Rio de Janeiro in connection with Station PRA-9 there. Overtures have been made to DuMont for equipment for TV station in Havana, but nothing definite has materialized as yet.

Eastman Kodak, with wary business eye cocked at TV, offers kinescope recording camera at around $8,000 (without sound), $9,000 (geared for sound attachment). Pamphlet titled Motion Picture Film and Equipment For Use in Television (23 pp.), with descriptions and prices, can be obtained from any of 3 offices: 342 Madison Ave., New York City; 543 State St., Rochester; 6706 Santa Monica Blvd., Hollywood.

Westinghouse's Stratovision, stopped short on low band during allocations hearing (Vol. 4:31,33), got stymied again this week when FCC issued order denying request for rule-making to establish low-band Stratovision. Company hasn't decided whether to contest ruling, meanwhile is geared for Stratovision pitch at uhf hearing Sept. 20.

WATV's Channel 13 complications (Vol. 4:28-35) are still being diagnosed. RCA will replace superturnstile antenna (installed by WATV people) with a duplicate "to assure all parties it isn't fault of antenna." Meanwhile, WATV consultant Glenn Gillett resumes measurements next week; transmission will be from dipole at various heights. Incidentally, at troposphere hearing this week, Gillett asserted FCC's standards, which estimate signal strength in microvolts per meter, are discriminatory towards stations at high end of band. He says strength should be measured in microvolts per wavelength, and power ceiling on high frequency stations should be raised to compensate.

DuMont has acquired old Air Cruiser (aircraft) plant on Bloomfield Ave., Clifton, N. J., will add some 125,000 to its 65,000 sq. ft, devote it entirely to tube production. Deal for purchase of wartime plant of Curtis-Wright in Paterson fell through.


RMA's fall meeting has been set for Oct. 6-8 in New York's Roosevelt Hotel.

Ralph D. Austrian, TV pioneer, ex-presidnet of RKO Television Corp., on Sept. 16 resigned as TV v.p. of Foote, Cone & Belding—due to "irreconcilable differences of opinion." He'll probably return to radio industry. His successor at the agency is Roger Pryor.

Telecasts of World Series beginning Oct. 6, almost certain to start in Boston, will be offered to all stations reachable by network or relay, as was done last year. No stations will get them by film, since newsreel people have film rights sewed up. TV sponsorship will be by Gillette (also AM), reported to have paid $175,000 for rights.

Petralbo ban on records may be due for lifting. Musicians union has submitted new plan to collect royalties on records, yet remain within Taft-Hartley provisions. Subject was reason for high-level NBC-CBS (Sarnoff-Paley) parley this week, both having big stakes in now-depressed record business.

RCA will install 850 mc TV transmitter in Washington next week, duplicate WNBW's programs same as it's doing on 500 mc (Vol. 4:37), except it will be picture only. Transmitter has 400 watts output, will radiate about 35 kw from 100-gain bedspring antenna 210 ft from ground, angle of radiation about 15 degrees. Only a few receivers are available, no converters as are used in 500 mc tests.

Footnote on troposphere: Washington televiwers weren't supposed to see Charles-Bivins fight Monday night (Vol. 4:34), carried by CBS in all cities outside 75-mi. radius of nation's capital. But we know Arlington, Va., gin mill owner who picked up Philadephia's WCAU-TV, 150 mi. away, gave his customers whole fight—picture very good with normal antenna installation.

TV "arrangements" with Mexico haven't gone to the formal stage like those with Canada (Vol. 4:29,34), but U. S. left one channel open in San Diego area to give Mexicans a TV frequency in Tijuana-Agua Caliente area. This was disclosed by Chairman Coy at this week's troposphere conference.

CBS has contracted with Improo Inc., Hollywood, for 13 half-hour mystery-drama film series titled "The Cases of Eddie Drake," to be carried on CBS-TV and syndicated to other stations starting Jan. 8.

Don Lee has applied to FCC for transfer of control to Lewis Allen Weiss, executive v.p., and Willet H. Brown, v.p. and gen. mgr., as court-appointed guardians, following adjudgment that president Thomas S. Lee is mentally incompetent and his confinement to a sanitarium.

Before anyone in Fort Worth-Dallas area has so much as seen a TV test pattern, Fort Worth Star-Telegram's WBAP-TV, due to start Sept. 29, has sold more than 4 nights per week of initial programming—including Leonard's Dept. Store, high school football games; Stripling's Dept. Store, Korda films; Humble Oil Co., Southwest Conference games.

Special 18-page TV supplement of Chicago Daily News Sept. 16 was timed for WENR-TV, Midwest network openings; besides ad-filled special section, newspaper carried 4 pages about TV in regular edition.

Scipps-Howard Radio has purchased WVLK, Versailles, Ky. (1 kw N, 5 kw D on 500 kc) for $285,000 from 40 stockholders headed by A. B. (Happy) Chandler, baseball commissioner; plans to move it into Cincinnati.

ABC's now building KECA-TV, Los Angeles, and KGO-TV, San Francisco, both due on air around end of year, have made news-promotion tieups with Hearst's Los Angeles Herald-Express and San Francisco Examiner, respectively.
Most interesting radio sponsor of the year: Protestant Episcopal Church, which on Oct. 1 starts Fri., 8-8:30 p.m. series on full MBS network plus other stations (total of 543 outlets) titles, "Great Stories from Great Plays." It's non-theatrical and starts with "Cyrano de Bergerac," will include other plays like "The Corn Is Green" with Jane Froman, "Barretts of Wimpole Street" with Basil Rathbone, and other name stars. Budget is $2,000,000. "Commercials" aim at the "70,000,000 Americans who do not attend church regularly," simply invite them to come to church Sunday or write for booklet Finding Your Way.

IRE's 1945 Medal of Honor goes to Bell Labs director of research Dr. Ralph Bown, who was director of TV research 1930-1944, served on National Televisions Systems Committee in 1940-1941, is now member of Joint Technical Advisory Committee working on uhf TV. Newly-elected fellows of IRE include FCC Comr. George Sterling, zenith's J. E. Brown, DuMont's T. T. Goldsmith, CBS's Wm. Lodge, Bureau of Standards' Cledo Brunetti.

Eight hours of daytime TV, locally sponsored, all exclusive of sports, special events and sustainers, is new fall offering of WCAU-TV, Philadelphia. Robert J. Enders Agency has bought 3-4 p.m., Mon. thru Fri., for homemakers program sponsored by Whirlpool Washers, Deep Freeze, Admiral Radio, Hamilton Dryers, Youngstown Kitchens, etc. American Stores chain has taken Wed., 11-12 noon, with Horn & Hardart's "Children's Hour" continuing Sun., 11:30 a.m.-12:30, and Lit's "Lits Have Fun" Tue., 10-11 a.m. WCAU-TV also announces 17 new 1-min. spot users for total of 67 min., including Zippy Starch, Whitman Chocolates, Chesterfields, American Stores, Phila. Electric Co., Girard Chevrolet, Marguerite Co., Kessler Kitchens, Thornton-Fuller (Dodge), Erlanger Beer, Seiler's Meats, Adams rugs, Oliver Kitchens, Eclipse Mattress, Evergreen Soap.

More TV Network sponsorships: On NBC, Procter & Gamble reserves Fri. 9-9:30 p.m. and Colgate-Palmolive-Peet signs Mon., 9-9:30 p.m., starting dates and programs still undecided. Also on NBC, Maxwell House Sept. 12 began sponsoring "Meet the Press" Sun., 8-9 p.m. On ABC, Bristol-Meyers (Vitalis) starts "Break the Bank," simultaneously with AM network show starting early Oct. Kaiser-Frazer will sponsor election returns on both East and Midwest ABC-TV networks. And CBS-TV will be used by Chesterfield for Columbia U.'s home grid games, starting Sept. 25. Among newly reported TV station accounts:


WENS, Cleveland: Merrill Lynch, Pierce, Fenner & Beane (Broncos), Football, "America Speaks," milestone recording of show on WNBC-TV, placed thru CBS.


KSTP-TV, St. Paul: RCA Victor and dealers, U of Minnesota home grid games.

Bowing out as candidate to succeed himself as FMA president, Everett Dillard cites need for time for his stations and consulting business, also his feeling one year is enough (Vol. 4:33). Likely successor: William Ware, KFMY, Council Bluffs, Ia., now v.p., as was Dillard before becoming president.

Maj. Armstrong got turned down by FCC this week on his request that Commission reconsider its action in assigning 44-50 mc to mobile services rather than to FM rebroadcast stations (Vol. 4:19). FCC said same reasons for denying request originally still apply; mobile services' needs have priority. Also turned down was FMA's request that life of low-band stations be extended for 2 years.

Editorial on transit FM (Vol. 4:36) in Sept. 13 New York Times notes how system is catching on, wonders: "Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained."

Rural Radio Network, 8-station New York State FM hookup, now claims almost 90% of state's farm families within coverage area. Network, achieved by rebroadcast method, comprises 6 stations owned by farmer cooperatives, plus WSLB-FM, Ogdensburg, and WGHF, New York.

FM-only sets aren't a good idea to pioneer FMer Les Nafzger of WELD, Columbus, O. "Even though it means FM receivers under $35," he says, "we do not consider any receiver a good investment, for the listener, unless it has both the FM and AM bands. A receiver is not complete unless it has both bands and we suggest dealers consider this if approached to handle FM-band-only receivers."

"Vocalad," is a new sideline of Arden Roder's Television Advertising Productions, Chicago. Roder makes strong claims for wire recorder-electric eye device which cuts in with sales talk as customer passes displays in supermarkets. Device is made by Vocalad Inc., 33 W. Lake St., Chicago (Kelly Godzins) is sold to district agents by TAP, then rented to advertisers at $30 per month.

At cost of only $200 and 1,500 man-hours, four Tulane U. graduate students in physics have erected complete TV transmitter and receiver and are operating it (presumably closed circuit) along with Tulane's amateur station W5VU, reports Sept. 11 dispatch to New York Herald Tribune. Only thing they didn't put together from stock parts or build was image orthicon, gift of a friend.

List of TV set owners in Portland, Me, who presumably get their service from Boston (99 ml) pending time city gets own station, was run as feature in Sept. 6 Sunday Telegram—just as newspaper back in 1908 ran lists of purchasers of horseless carriages. Newspaper's publisher Guy Gannett, incidentally, is applicant for TV.

Scophony, Ltd., Wells, Somerset, England, in reply to inquiry, advises us it plans to import TV receivers into U.S., but its sales chief D.E. Wiseman states he can't give details or prices yet.

New York Life Insurance Co.'s giant "Fresh Meadows" apartment project at Flushing, L. I., has contracted with Amy, Aceves & King, 11 W. 42nd St., New York, for TV as well as AM-FM outlets in each of 3,000 apartments.

Britain has frozen its 405-line TV system, reports AP, declaring "any change would prejudice more substantial improvements at a later date." Color, it was felt, is still some ways off, and any other changes wouldn't justly obsoleting England's 60,000-old sets. Country has its eye on export market, too. Lord Trefgarne, BBC's TV committee chairman, said "any country pinning its faith to the British system will be putting itself in the most favorable position to take advantage of future development."
Eastern and Midwestern networks now in service:
(Arrows indicate number and direction of television channels)

Link available end of 1948:

Prepared For TELEVISION DIGEST & FM REPORTS By LONG LINES INFORMATION DEPT., AMERICAN TELEPHONE & TELEGRAPH CO.
TV AND FM SEPTEMBER OUTPUT UP: TV still has quite a way to go before attaining the 100,000 per month set production predicted for 1948's fourth quarter by Philco's Jimmy Carmine (Vol. 4:38) -- but other industry sources also predict inevitable spurt. Meanwhile, RMA's official monthly output figures for August, issued this week, disclose TV's 64,953 units nosing out 5-week June's record 64,353. FM, too, picked up considerably -- 110,879, best since last March.

August production of all radios totaled 954,997, well up from July's 883,438 (Vol. 4:35). TV's 64,953 brings total for first 8 months of this year to 399,938, for all postwar to 534,985. Add about 10% for non-RMA, kits, etc., and you can figure pretty close to 650,000 sets as of Sept. 1. September TV breakdown: 52,464 table models, 7,546 with radio-phono, 4,943 TV-only consoles (922 projection models). FM breakdown: 35,028 FM-AM table models (151 with phono), 65,747 consoles (10,140 without phono), 10,104 FM-only and tuners.

THE SHAPE OF TV FACTS & TRENDS: Aside from the troubous technical factors elsewhere reported in this letter, the jig-saw puzzle that is TV is gradually taking on shape -- though it will take some years before it settles down to the relatively stable, calculable, profitable business that is broadcasting. Consider some of the facts, implications and trends addicable from the current news of TV:

1. Ownership of TV Receivers: RCA family's official prognosis, merely touched upon at NBC convention at Sun Valley this week, emphasizes TV's enormous potential, must have caused many a broadcaster to ponder more seriously than ever its probable impact on his AM business. Though NBC's Niles Trammell referred to "approximately 11,500,000 TV receivers...by 1953," the actual industry estimates of of parent RCA are: 935,000 sets produced and sold up to end of this year; plus 1,600,000, 1949; 2,400,000, 1950; 3,200,000, 1951; 4,000,000, 1952; 4,800,000, 1953 (Trammell apparently excluded 1953 in his count). In other words, nearly 17,000,000 TV's in perhaps 15,000,000 homes in a little more than 5 years, as against 37,000,000 homes now equipped with radios. Since TV viewing inevitably detracts from AM-FM listening (Vol. 4:7), the implications are obvious.

2. Network and Station Affiliations and Sponsorships: Top echelon thinking seems to be agreed that by reason of its earlier start, parental coddling, enormous bankroll, NBC will for some time maintain its place as top TV network. At Sun Valley, executive v.p. Charles Denny predicted 33 affiliates by end of this year, at least 16 inter-connected. It's optioning 5-6 p.m. and 7:30-10:30 p.m. (NYT) 7 days weekly, has already sold 12½ of these 28 hours to sponsors.

ABC and CBS are fighting hard for next best position, still lagging so far as on-the-air affiliates and sponsorships are concerned -- but certainly in their pitching with program ideas, sales zeal and an awareness of TV's importance in their future. DuMont so far contents itself with operating own 2-stations (soon 3), limited network, Tele-transcription plans. MBS plans for TV are still on paper, though all its stockholding stations and many affiliates are in for TV.

As for station sponsorships, nearly all the 35 operating stations (37 at end of this week) report increasing advertiser interest, growing lists of local sponsors, eager quests for program ideas and commercial angles, enormous pulling power
of TV advertising. But dire effects on both radio and TV, if local advertisers desert aural radio for TV now, were seen by NBC sales v.p. Harry C. Kopf during Sun Valley confab. Sound radio must at all costs be kept profitable during TV red ink stages, he said. He cited these pertinent statistics: Of NBC's sponsored TV network hours, 60% have been bought by advertisers who don't use NBC's aural network; nearly 30% of all TV volume has been bought by advertisers who have never used network radio to any extent -- indicating TV will create new sources of advertising. He forecast 1949 TV network sales will run 50% higher than 1948, with comparable increase year following. NBC expects department stores may well become most important single class of TV advertiser, so is setting up special "TV Dept. Store Dept."

3. TV Affiliation Contracts: Multiple affiliations (Vol. 4:38) for awhile will continue commonplace -- but option-time tieups are inevitable. Payments to affiliates are still on short-term basis due to enlarging audiences, changing rate cards -- no clearcut pattern yet. As for station rate cards, it's significant that about half those we published in our TV Directory of last July 1 will have new ones in our Oct. 1 TV Directory No. 5. Rates trend upward as more "circulation" can be shown -- only exception we know being Chicago's WREB, which dropped basic hour rate down to $500 (from $800) to compete with WGN-TV's $550, WENR-TV's $800. First discounts yet offered for joint AM-TV use are indicated by ABC (whether simultaneous or not) and by Los Angeles' KLAC-TV, both 10%.

4. DuMont's All-Day Programming: Illustrative of fast pace of TV, was DuMont's announcement this week its New York WABD will go on full daytime schedule, 7 a.m. to 6 p.m., Mon. thru Fri., starting in early October. Except for sports and special events, few stations have yet undertaken very substantial daytime schedules. But DuMont calculates daytime can appeal to specialized interests, provide revenues from same cheap but effective advertising sources as newspapers' classified and small-ads. Pitch will be made for lots of small-advertiser spots as well as sponsorship of full programs and sports.

Plan is to make audio part listenable without video, alerting housewife via special signals to come have a look at anything special. Idea also is to persuade women viewers to come and buy (or phone for) advertised products while stores are still open. Proposed typical schedule calls for frequent 5-min. C-W-T (clock, weather, temperature reports), 5, 10 and 15-min. news periods, and such shows as these, whose titles suggest their nature: To Your Health (setting ups), School Reporter, Baby Sitter, Shut-Ins Chapel, Women's Clubs, Needle Shops, House Hunting, Tin Pan Alley. Action instead of usual daytime patterns will certainly be welcomed by radio dealers, demonstrating. Whole experiment will be watched closely.

5. Network and Station Programs: Program sources and ideas are more readily come by than first supposed, though quality is still pretty low more often than not. Such variety hits as NBC's "Texaco Star Theater" and CBS's "Talk of the Town" are still rarities, but more are inevitable. Also, nearly every radio programmer and film owner or producer has ideas, many already offering wares (see our Directory of Television Program Sources). Bulwark, of course, is sports. But when Fred Allen and Jack Benny eye TV, Abbott & Costello and Arthur Godfrey test it out, Norman Corwin talks TV plans -- to look at current trade reports only -- you know the old big names as well as new big names are on their way into the new medium.

6. The HCL of TV: Every TV station on the air today is losing money, some of them enormous sums -- in most instances made up by AM operation. NBC foresees break-even period in 2-4 years for itself, and Trammell forecast "period of plenty about 6 years from now." TV is obviously no business for little enterprisers, judging from loss reports. NBC lost $1,500,000 on it last year, expects to lose $3,000,000 this year despite $3,000,000 billings (Vol. 4:36). DuMont is losing about $25,000 a week on its 2 stations and limited network. CBS and ABC losses, undisclosed, are said to be considerably greater. Don Lee's single-station operation runs $25,000 per month in the red. Few stations will furnish figures for publication, but $10,000-$20,000 losses per month are commonplace, and several have told us more. We know none yet that will say it's even near the break-even point on TV per se, even taking into account economics of combined AM operation and tax deductions.
BLUEPRINTING TV'S TECHNICAL FUTURE: TV will evolve toward a vhf-uhf service -- i.e., today's low band plus 475-890 mc. For the foreseeable future, it will be same kind of black-and-white we have now.

That much is clear from this week's uhf and last week's troposphere hearings before en banc FCC. It's also clear FCC, though it hasn't said so formally yet, will call temporary halt to processing of low-band applications, while formulating revised standards taking into account troposphere, etc. (Vol. 4:38).

What isn't clear, though, is just how uhf can and should be tailored into present system to effect maximum use of channels, minimum interruption to TV's growth. Then there's the political intangible: Will FCC, facing prospect of new Administration next January, hasten uhf allocation in order to get clamoring applicants and their Congressmen off its neck?

You can be sure of this: Present 12 vhf channels (No. 2-13) will continue to be backbone of nation's TV service. Today's system is basic. What uhf will provide is spectrum room for TV's eventual growth into nation-wide proportions, making more channels available and relieving congestion already evident in low band. In interim, besides playing into hands of anti-TV propagandists, pause in low-band processing and deferments of competitive hearings will have effect of (1) delaying grants, construction and hence TV service in many cities; (2) creating more local channel uncertainties; (3) slowing down lucrative transmitter business.

It's no secret that many CP holders and applicants -- profitable AM operators, particularly -- aren't breaking a leg to hurry into still unprofitable TV. As for receiver manufacturers, it's felt they have plenty of markets now and in immediate prospect on which to concentrate.

Some see delay permitting existing stations and networks to build up program and sponsor structures, so newcomers won't have to undergo rugged, costly pioneering of their precursors. Others fear existing stations (35 now, 37 as of next week, 50-60 by year's end, perhaps another 20 in early 1949) and the networks will get such a head start it will take years for late comers to catch up. FCC thesis is it's better to call halt now, do good overhaul job on standards and allocations, than later suffer same deterioration of service AM has been undergoing.

Big question is, how long will stoppage last? FCC wants to telescope fact-gathering, hearings, legalistics into next 3 months, then resume processing applications (300-odd pending now). It's hard to see how it can possibly be done in that time. Meanwhile, today's 80-odd CP holders, we've been told by several commissioners, won't be asked to stop or delay, won't have their grants taken away. But on a problem so complex, full Commission may change mind and policy -- so official statement of its plans and purposes, promised next week, should be watched closely.

* * * *

When will uhf be added? What is shape of TV to come? Here's how things look to us:

Uhf will get going after: (1) FCC and industry hammer out standards and allocation -- at least 6 months. (2) Equipment is available -- minimum of one year. (3) Stations are applied for, granted, built -- indeterminable period. Good guess is minimum total of 2 years for any substantial beginning.

At this week's hearing, everyone agreed that present 12 channels aren't enough, that uhf offers only real relief. Major points of difference were: When can
we add uhf? Shall we provide for future color TV in uhf? DuMont, Cowles, Westinghouse, Eimac, Zenith, Paramount were principal proponents of "uhf now" school.

DuMont figured enough is already known about uhf propagation to decide that 1-5 kw transmitters can provide useful interim service, that reasonably-priced combination vhf-uhf receivers can be made -- both within a year. Eimac said it could build 50 kw uhf tubes within 6 months to 2 years, depending on frequency. RCA, though it agrees uhf must be used, felt propagation knowledge still inadequate, figured 2 years needed to build transmitters of minimum needed power (at least 10 kw) and combination receivers. RCA thinks "uhf now" camp would be satisfied with inferior picture caused by weak signal, says a cheap converter isn't in the cards.

Industry-wide JTAC (being called "Jay Tack") was somewhere in between, wants 6 more months of data-gathering, then initiation of procedures to set up standards and allocation. JTAC really isn't too far from "uhf now" group, since latter realizes administrative procedures aren't likely to produce final standards before then in any event. It was evident JTAC commanded considerable FCC respect, may well get its recommendations adopted.

On thorny color issue, it was apparent FCC (and many witnesses) would be loathe to relegate color to a remote future in the vague microwaves, where it was agreed that orthodox means of broadcasting probably couldn't handle it. Unless someone comes up with a good 6 mc color system, FCC someday may find itself afflicted with a severe color channel scarcity. CBS has a 441-line, 6 mc color system in laboratory. But it went no further than reporting it to JTAC. Asked about CBS's conspicuous silence at hearing, v.p. Adrian Murphy said: "We're here just as observers. We think the 6 mc system is good. We don't know where it fits into the picture." It's apparent CBS is now wedded to monochrome, at least for the present. Zenith's J. E. Brown testified he looks for rather easy transition from 6 mc black-and-white to 6 mc color.

Important were DuMont and Cowles ideas on how to interweave vhf-uhf allocations. Both look for no disturbance of vhf stations now operating, little displacement of CPs, vhf-only and uhf-only cities almost universally. They expect to milk uhf for 60-70 new channels, take care of virtually everyone willing to go into TV.

Westinghouse's Stratovision seems due for serious consideration. There was little attack on it technically, since no one but Westinghouse knows much about it or has spent money experimenting. FCC would be very glad to get the immense rural coverage proponents say it can provide. Major question is whether Commission should set up something of a clear channel situation, since Stratovision covers such great areas. System would take 3 to 7 channels, depending on whether 75% or virtually all of population is to be covered; properly spaced ground stations could use same channels, so chunk of spectrum needn't be blocked off.

As for vhf-uhf receivers, JTAC survey of 27 companies showed average of 1.7 years before companies could come up with production model. "Uhf now" proponents put it nearer one year. Considering all witnesses' estimates, cost of adding uhf to receivers, either in original set or by converter, ranges from $35-$75.

Note: JTAC 149-p. report titled "Utilization of Ultra High Frequencies for Television," is a wonderful reference volume, includes JTAC's testimony plus all written material submitted to JTAC by participating groups. We've been promised 20 copies, will send them to first 20 subscribers to ask for them.
HOGAN PERFECTS MULTIPLEX FM-FX: Another major problem in facsimile has been licked. Veteran radio inventor John V. L. Hogan has perfected system of transmitting FX and FM simultaneously without degrading quality of either. Demonstration Wednesday to FCC (Sterling, Webster, Hyde, staff) and press over WFIL-FM, Philadelphia, was extremely satisfactory. In past, FCC has frowned on multiplexing because FM signal suffered (Vol. 4:24). Hogan used GE-made equipment, says recorders can be built into any FM set (no filter needed) at $20-$45, depending on quantity. He admits he doesn't know what FX's future is, so far as popular use is concerned. For beginning, he sees recorders in public places (successful so far in Miami, Philadelphia), also in trains, ships, planes, etc. As for home use, he feels it has definite place -- for permanent material such as recipes, pictures, illustrations of broadcasts.

638 FM STATIONS ON THE AIR: Despite the "talking down" to which FM has been subjected, despite fact it hasn't caught hold commercially as hoped, these statistical facts remain: As of this week, there were 638 FM stations in operation (20 non-commercial educational). Of commercial stations, 192 are licensed, 425 are STAs. Then there are 389 grants not yet on air, 80 applications pending. These figures are compiled from our new Directory of FM Licensees, Grantees & Applicants (FM Directory No. 2), which went into the mails this week to subscribers. They compare with status a year ago (Vol. 3:40): 300 on air (60 licensed, 240 STAs, 676 grants not on air, 132 applications).

In face of its vicissitudes, intensified by voluntary dropping of some 80 grants since October, 1947, FM still has hard core of enthusiasts who meet in FMA convention at Chicago's Sheraton Hotel next week (Sept. 27-29). They'll hear talks by leaders in FM's various fields, including another message of encouragement from FCC via Chairman Coy. FCC is still throughly "sold" on FM as a better system.

Fact is FM can't simply be laughed off by more successful AM operators, or by those venturing their chips on TV -- for, urged by FCC and encouraged by responsible trade leaders, many millions of dollars have been invested in its admittedly superior transmission and reception services. FMA reckons average of $100,000 to build each station, which means $60-65 million spent by broadcasters. FMA estimates average of $100 in each set sold, so that public's investment is around $250 million. Add sums spent by stations not yet on air, by manufacturers, etc., and FMA's Bill Bailey estimates nearly half billion invested in American FM.

Note: Newly revised edition of our FM Directory of Oct. 1, 1948 has 2 new wrinkles: (1) It shows the AM network affiliation of every FM-AM combination; (2) It includes up-to-date FM channel allocation table by cities. FM Directory No. 2 requires new series of Addenda, so we omit pink addenda sheet this week, will incorporate this week's data with next week's FM Addenda 2-A. Extra copies of FM Directory No. 2 are available to subscribers at $2.50 each; non-subscribers, $5.

SIGHT AND SOUND

Add GE to transit FM receiver makers (Vol. 4:5 et seq). Its unit is all-metal, 10-tube, crystal-controlled, employs double limiters, is used with 615-in. speakers. Company says Syracuse tests satisfactory up to 20 miles. First showing is at American Transit Assn Sept. 26-30 convention in Atlantic City.

FM Executive Committee of NAB, due to meet Oct. 12-13, includes one new member, again is headed by Leonard Asch, WBCA, Schenectady. Other members: Matthew Bonebrake, KOCY-FM, Oklahoma City; Martin Leich, WPLL, Evansville; Cecil Mastin, WNB-P-FM, Birmingham; Lester Nafzger, WELD, Columbus; Ernest Spencer, KYOE, Santa Ana, Calif. (vice Everett L. Dillard, now on liaison board); Edward A. Wheeler, WEA-W, Evanston, Ill. Board liaison: Willard D. Egolf, WBC-FM, and Everett L. Dillard, WASH, Washington, who takes place of Yankee's John Shepard. Harry Wilder, WSYR-FM, Syracuse, was omitted from this year's committee.

New FM broadcasting development, the "serrasoid" modulator, described by its inventor, James R. Day, REL, at Radio Club of America meeting in New York this week, has been heralded as very significant by FM inventor E. H. Armstrong. Modulator is a 11-tube FM signal generator so simple in construction and reliable in operation that it requires negligible attention, may make remote operation of transmitter possible. Alone, device is size of small radio set; with amplifier to adequate power, it's still very compact.

FM radiation of 319 kw, now emanating from WTMJ-FM, Milwaukee, is highest in the land but won't be long, since Birmingham's WBRC-FM is due on any day. Both have 50 kw RCA transmitters. Latter will put out 546 kw, highest power yet authorized.

Highest-powered AM in the hemisphere is XEX, Mexico City, just jumped from 250 to 500 kw (see AM Addenda 2-MM).
Big TV network sponsor news of week is duel whereby all networks may carry World Series, sponsored by Gillette. Boston or New York victory means Eastern networks assured feature; Cleveland win means Midwest network can carry games—but 2 segments can't be linked yet. Other new network sponsorships: Admiral Radio, 4 home Notre Dame grid games on Midwest ABC, plus Chicago's WBBK. Lucky Strike, 10 Eastern college games on NBC. Chevrolet dealers in 7 Eastern TV cities, "Chevrolet on Broadway" on NBC, starting Mon., Sept. 27, 8-11:30 p.m. Menen Co., sponsoring "Quarterback Quiz" on CBS, 10-min. films before Chesterton's Columbus home games, starts Sept. 26, 1:35-1:45 p.m. Julius Kayser Co. show on NBC started Thurs., Sept. 23, 7:45-8 p.m., is titled "Girl of the Week." "Philco Television Playhouse" begins NBC series, Oct. 3, Sun., 9-10 p.m., first play being "Dinner at 8" to be filmed and syndicated to other TV stations.

TV will enlarge ad budgets, won't substantially affect newspaper revenues, in opinion of New York Times publisher Arthur Hays Sulzberger. He told recent meeting of New York State publishers he regarded TV (and radio) as entertainment media primarily, whereas newspapers purvey information. Newspapers that attract and hold readers with entertainment features should go into both radio and TV. But newspaper asset is it can be read any time, TV needs immediate attention. Survey of 5 weekday Times editions showed 2,068 stories, only 10% about subjects suitable for telecasting (and half those, sports). "Please don't think I'm selling television short," said Mr. Sulzberger. "I'm not. I think it's an exciting, new and good business. I merely don't think it's our business."

Produced for institutional purposes, NBC's 25-min. 16mm film titled "Behind Your Radio Dial" was previewed at Sun Valley convention and by newsmen in New York Thursday, will soon be released for TV showings as well as affiliates' promotion in local theaters, before clubs, etc. It's a human interest documentary, takes viewer thru NBC departments, studios (with name stars), stations, etc., opens and closes with Toscannini conducting NBC Symphony. NBC ad manager Roy Porteous supervised shooting by RKO Pathe. Writers were RKO's Phil Reisman Jr. and NBC's Jack Snow.

Fresh new TV ideas, indicative of what can be done, are WPIX's (New York News) 12-min. film "Preview of the Sunday News," and low-cost "Flash-0-Graph" device for commercials used by WLWT, Cincinnati. Former is coverage of newspaper's features interspersed with identifying shots of dept. stores, then printed ads of Macys, Gimbel's, Altman, etc., with narrator reading ad copy or explaining closeups of items shown. Latter is display piece consisting of box containing lights and a punched tape spelling out sales message as it moves across front of box; Dodge dealers' sponsorship of Cincinnati U home games will involve its first usage.

Philco is sponsoring 20-min. films of top football games, titled "Touchdowns," during season, Fridays, starting Oct. 1, in 17 TV cities, thru W. Wallace Orr Inc. Local Chevrolet Dealers Assn, of 7 Eastern cities are spending $150,000 ad budget on TV, so far have bought Mon. time on NBC (see network rate). Yankee's home grid games on DuMont, thru Carroll-Ewald. Other noteworthy sponsorships:

WHL-TV, Philadelphia: Spons., Wilt-Jones (School, Dairy Products). 8 Temple and Villanova home grid games; Northeast Lincoln-Mercury Dealer, 12 "Football Previews" before Eagles games; Dean-Calhoun Inc. (Chevrolet), "Football Preview" before Temple-Villanova games.

**NEXT OUTLETS ON THE TV AGENDA:** Next week, 2 more TV stations are slated to go on regular schedule, bringing total in commercial operation to 37. They're Atlanta Journal's WSB-TV and Fort Worth Star-Telegram's WBAP-TV, both turning from tests to commercial schedules with usual fanfares Wed. night, Sept. 29. Actually, Fort Worth outlet will bow to its populace Mon., telecasting President Truman's local stopover speech as "prelude to WBAP-TV Day." Then comes WXYZ-TV, Detroit, now testing, its formal debut fixed for Oct. 9.

Next week, too, in addition to those previously reported (Vol. 4:36-38), tests are slated to start for these CP holders: WJBK-TV, Detroit, tests Sept. 27, commercial start Oct. 24; WAAM, Baltimore, tests Sept. 29 or 30, no commercial date; WAV-TV, Louisville, tests Oct. 1, commercial start Oct. 31; WNEK, Cleveland, tests Oct. 1, commercial start undetermined.

Since our last recapitulations of reported starting dates (Vol. 4:32,36,37), we've had more replies to our inquiries, can report this new information as supplied: WAGA-TV, Atlanta, tests sometime in October, commercial Oct. 31; KRSC-TV, Seattle, tests about Nov. 1, commercial Nov. 27; WOIC, Washington, tests in December, commercial January; WOR-TV, New York, tests in March at earliest; WLAV-TV, Grand Rapids, tests in April, commercial June; KSL-TV, Salt Lake City, tests and start in June; WJTV, Syracuse, tests next summer.

**HARRY BUTCHER SEeks SATELITE TV:** Three new TV applications filed this week: For Phoenix, Ariz., T. M. & J. M. Gibbons, Channel No. 7 -- they're owners of transportation system in Venice, Cal. For Santa Barbara, Cal., KIST, No. 6 -- owner is Capt. Harry Butcher, ex-CBS v.p., ex-Eisenhower naval aide, who proposes satellite to Los Angeles stations, plans to build for $83,105, operate for only $24,000 per year over AM. For Brownsville, Tex., Thomas O. Payne, No. 7 -- Houston oilman. [For further details, see TV Addenda 4-L.]

Withdrawn was application of WGBG, Greensboro, N.C., because of high TV costs. Indicating probable withdrawals of all or some of its 7 applications (at least, so scuttlebutt has it) is New England Television Co., which filed for Fall River, Springfield, Worcester, Boston, Buffalo, Kansas City, St. Louis. Indefinitely postponed was Albany-Troy hearing set for Sept. 27, last of calendared low-band hearings, pending policy on troposphere and allocations.

**CANADIAN & OTHER TV TRADE NOTES:** Canadian radio set makers, biggest bearing same names and in large part owned by big American firms, are "hotter'n a pistol" about TV -- as reported to us by a highly competent observer. More than that, Canadian folk in areas contiguous to TV stations in Buffalo, Cleveland, Detroit have seen enough of TV to become increasingly excited about it, and broadcasters in Toronto and Montreal have already applied for stations. So, though export market for American TV sets remains nil and Canada cannot import assembled radios, watch our northern neighbors for important TV production news as soon as CBC decides whether it will go into telecasting itself, license private enterprisers, or (as in AM) both. Particularly watch Canadian Admiral, GE, Philco, RCA. Other TV trade news of week:

Philco's Lansdale tube plant is fast expanding production; its capacity and potential accounts in part for picture tubes (especially 12-in.) going into those reported 4,000-8,000 and projected 10,000 Philco TVs per week (Vol. 4:38)...Philco has incorporated long-playing Columbia record attachments (Vol. 4:25) into its Model 1075 console (10-in. AM-FM-phono, $595), calls it 1076 and sells it for only few dollars extra -- $599.50 mahogany, $609.50 modern. Also into its 1275 console (12-in. AM-FM-phono, $675), to be called 1278 and sold for $699.50 and 709.50.

Stromberg-Carlson's new 10-in. table model (Vol. 4:36) is called TS-10-H, contains 27 tubes plus 4 rectifiers, includes FM, will sell for $395; Stromberg is set for 90-market newspaper and major magazine advertising campaign starting Sept. 29, will push TV in video areas, radios only elsewhere...Tele-King discloses Novem-
ber production of 10-in. table model to sell for $199.50, lowest 10-in. price yet, obviously aimed at competing with 7-in....Hoffman of Los Angeles reports it's now turning out 50 TVs per day, will hit 100 by year's end...Admiral, expanding plant, is now producing 750 TV sets per day, next month goes to 1,000, according to Chicago report in Retailing Daily...Avco's R. C. Cosgrove says Crosley is expanding capacity to 10,000 per month, will produce 175,000 in 1949...Westinghouse says it will raise radio and TV prices in early October, not across board but set by set.

Starrett Television Corp. (formerly General Television Corp.) showed 9-set, rich-furnished line to Philadelphia, Washington dealers this week, reported signing Gimbels and 6 other dealers in Philadelphia, expecting to sign others in Washington. Line includes three 12-in. consoles at $495, $549, $795; two 15-in. consoles at $1,575; two 15-in. breakfronts at $1,770; 16-in. table with TV-AM-FM at $695; one 20-in. commercial table at $1,795. The 16-in. job uses Tel-O- ​​tube metal-coned kine- scope (Vol. 4:36)...Also heretofore unreported, Major Television Corp., 19 W. 44th St., New York, announces 6 table models in production: two 7-in., $179.95 and $219, (latter AC-DC); two 10-in., $265 and $375; 15-in., $795; 7x9-ft. projector, $2,195.

PREVIEW OF COMING ATTRACTIONS: An ex-newsman, delighting in epigram and turn of a phrase, FCC Chairman Wayne Coy really tells theatremen some facts of TV life in speech prepared for delivery today (Sept. 25) before Chicago convention of Theatre Owners of America. It's so checkful of high TV spirits, good sense that we think its worth considerable quotation:

"The FCC views TV as one of the greatest discoveries of all time with almost unlimited potentialities for the promotion of the welfare, the education and the entertainment of all our people...

"The bright side for you is that our present allocation seriously limits the number of possible TV stations...But don't cheer [we're looking into uhf]...

"Sound broadcasting is wondering how long it can retain its customers when TV is available to regale two senses for the price of one...

"The world of sports is doing some tall thinking about the prospect of hav- ing TV turn a whole nation into one vast knothole gang...

How can theatres protect themselves?

"You theatremen are going to give your customers a bigger money's worth than they have ever gotten before -- pictures with better writing, better acting, better directing, better photography [and] exploit to the hilt the many possibilities of introducing TV onto your screens."

Coy sees theatres projecting programs pulled off coaxial and microwaves, originating TV shows from their stages, using kinescope recordings, using their own newsreel cameramen for local coverage.

Though Coy says theatres are out in the cold as regards owning low-band TV stations, he fails to point out that when uhf is opened up there's nothing to stop them from climbing aboard.

TV AND YOUR ELECTRIC BILL: Power companies see TV hiking consumption of their "juice" (Vol. 2:51, 3:39) -- but they don't know how much. It isn't as simple as figuring how much current a set draws, then adding it to the bill. So Edison Electric Institute is conducting survey to determine such factors as: average set's power consumption; whether other radios and lights are off during viewing hours; average number of viewing hours, present and predicted; whether people stay at home more, so use other appliances more.

There are varying schools of thought on whether lights in TV room should be on or off; Dr. DuMont is one notable advocate of lights on. Then there seems to be considerable variance in current sets draw. Detroit Edison says average table model uses 285 watts, large screen 350. Tele-Tech Magazine's listing shows range from 100 (Espey kit, Pilot, Tele-tone) to 700 (Pilot Protelegram). Two years ago (Vol. 2:51), Chicago Edison figured average set used 280 watts for 3.4 hours a day would increase family's power consumption 267 kwh yearly (maybe $5-$6 worth).
October 2, 1948

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, 'CUTS' 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.

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(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 AT&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 aide 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 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, Aug.: NBC, $69,682; 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 turn-out of some 375 (FMA membership, 288). (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 theadmen 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 McCane 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.


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.

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 work-
ing like mad on it. Plane would fly over western Pennsyl-
vania, use Channel 6, be far enough away not to hurt
stations on that channel in New Haven, Philadelphia, Rich-
mond. 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, em-
ploying uhf or microwave beams, would do the trick, but
equipment isn't available.

RMA's biggest television customer, the Government,
is bigger buyer than ever, absorbing 71% of second quar-
ter dollar volume, principally radar purchases. TV is
largest civilian buyer: $3,277,307 second quarter, $4,959,-
922 first half. FM accounted for $1,585,598 second quarter,
$3,000,802 first half. AM was $716,707 second quarter,
$1,384,142 first half. AM-FM studio and antenna equip-
ment sold for $1,666,823, export $616,328, miscellaneous
$437,017. Total sales jumped from $50,028,315 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 Bosoxians 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 Gimbel plans 20 sets in
as many windows.

Los Angeles-San Francisco will have 2 TV coaxial
channels in 1949; Milwaukee-Madison will have single
coxial 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 1948, 3 more
New York-Boston microwave channels in 1950.

Rumors that Bing Crosby is going to apply for 3 Paci-
cific 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 public political, looks like FCC
cabinet engineer may stay vacant until after November
elections. One commissioner broached Donald G. Fink ap-
pointment (Vol. 4:39), without asking him whether he'd
accept, but colleagues are loath 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 . . . Construc-
tion 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 program-
ing facility: network (control equipment), $12,000; film,
$22,000; studio, $80,000; remote, $65,000.

Broadcasting industry business will increase 1948 time
sales gross to $583 million, up 7% over 1947's $537 million.
Expenses will go up, however—from last year's $212,290,-
000 to $232 million this year. Spot will be up 10%—from
$20 million to $39 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 5%—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 guaran-
teed $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 Sheik," 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% Du-
Mont, 32.5% 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 show-
ings 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:

Wrap-TV, Fort Worth: Humble Oil; TCU football; Leonards Dept.
Store, high school football; W. C. Stripling Co., Korda films; Nelson-
Jones Motor Co., news; Dallas-Fort Worth Brewing Co., NBC newscast;
Wm. Cameron Lumber Co., NBC newscast; Fort Worth & Denver R. R.,
newscasts; and sports by Day & Night Nat Water Heater Co., Balboa,
Stuart Nursery, Chesterfield, Motorola, Walojo boys' clothing, Building
& Loan, Ryan Motor, U. S. Fourth Army.

WMZV, New York: Whirlpool Refrigerator Co. (Amarin, Kolyov), "Mary
Kay & Johnnie," serial, Sun. 1:15-20 p.m.; Kuppenheimer & Co. (men's
clothing), "Football Sports Album," 5-min. film preceding Sat. grid
games.

WXIX, New York: Stuart (Clothes, spots before Rangers hockey games
-Transcrimma (TV image identity), sports on "Record Rendezvous";
Kroger Beer, Sat. right after kickoff.

WXYZ, Detroit: Oct. 9 inaugural will include variety show sponsor-
ed by Philco, Noble-Dime-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 Meet-
ing," starts Oct. 5, 8:30-9:30 p.m. saleable cooperatively on ABC.

WJW-TV, Detroit: Oldmobile, 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 Phoenevision. 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 Ster-
art-Warner TVs are 10-in. table at $325, 10-in. AM-FM-phonograph 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 WABP-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, Walsco 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 theatre men 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).
Who's Who Among TV Enterprises: 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 they 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 RCA'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 uhf 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 86 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:

NABC 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 & 33th 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 -- topside 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 KGSS 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.

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 828,000, metropolitan area is 1,205,220. (4) There are 92,230 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 staffmen 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, once time asst. sales manager of CBS, more recently sales manager of Rural Radio Network, is setting up shop in Postum Bldg., 250 Park Ave. Later, 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 Stratovision plane flying 23,000 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, Phileco, TBA continued to hammer at interconnection ban (Vol. 4:40). Hearings halted Friday, resumed Nov. 2.

Zenith has raised price of its FM-AW "Triumph" table model $10 to $20.95—not $99.95, 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 foresee increased demand for table model radios, portable, 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 probe, 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 WARD 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 $900 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 squabbling 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 9 1/2 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 superturnstile 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.

Ace 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 Ace 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 railroad 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., 4:30-5:30 p.m. each of 28 dealers getting individual spotlights 6 times during 6-mo. period.


Wارد, New York: Nurserytime Products (baby mattresses), partile. in Mon. "Doorway to Fame"; Great Gadgets Co. partile. in Mon. "Swing Into Eternity."


WRAP-TV, Fort Worth: Interstate Theatres, 5-min. nightly movie trailers, 54 weeks.

ngham 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 pressing 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' WVTY 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, Halli-crafters, 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 shoved 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-Rickutton), for Denver; Southern Radio (Wolfson-Meyer), Miami; Gulf Theaters (50% Paramount), Tampa; Patroon (Schine), Al-
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 $8,600 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.
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 1,800,000 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 $98,987,138, net income after taxes and charges $5,525,078 vs. $76,595,205 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.

Bandied 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 snow's pace, but plenty of activity among CP holders; for example:

Fortieth commercial telecaster takes the air sometime this week -- NBC's Cleveland WNKB, which was to start Monday (Oct. 17) but blew a diplorer 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 WTM (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 theatreman, 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 Kaselov. 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. Eisenhowers 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.
SIGHT AND SOUND

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. Silling, 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. 4:30-41). "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 Aveo v.p. R. C. Coagrove 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 WHAL-TV is now operating more than 60 hours weekly, this week added Mon-Fri. simulcasts of Hi-Links 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 at 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 tequip 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, 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).

Stratovision 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 36%; "We The People" had over 80% on TV vs. 33% on radio.

Raytheon has informed FCC that New Bedford WNBI 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 $15,126,165 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 $32,659,223 for same period last year; earnings to $2,637,780, 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 1919 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 6,800 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 100I 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.


Home decorators are faced with schizophrenia says Time Inc.'s Architectural Forum in smart sleeky 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." Another 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.


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.

Rorbaugh Report on TV Advertising shows 528 advertisers using 276 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 salesman, 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 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. Cournard Co. (Walo 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 films of "Tales of the Red Caboose" on ABC, Fri., 7:30-7:45 p.m. Reported preparing for ABC-TV shows are Philco, Paul Whitman 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:


WTMJ-TV, Milwaukee: Plunkinton Puckling Co. "Sports Roundup," 18-min. following all college and pro grid games; Ed Schaeter & Co. dept. store, 20-min. film "Philco Football Highlights." KTV, 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 TV (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 kitmaker 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 FMA 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 radio-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.
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 WTG 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 staffmen 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 13½x18-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 JAC 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 uhf 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. It's 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 WJBC-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 Withycomb, is pushing to get on air by Jan. 1...New York's WMCT now reports Nov. 5 tests, programming to start Dec. 11...Cleveland's WJQ, 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.

ScheMacycles, 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 roadcasting, 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 Jack Rose, culled from his new book "Wine, Women and Words":

"Do I think that television is going to hurt the theatre? I do not. Mega-cycles, schme-cycles, 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 heir 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 ears? 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-dong is going to contz 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.

RCA'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-RCA, kits, etc. (very conservative, inasmuch as non-RCA 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 phonos (97 projection). September FM breakdown: 58,832 AM-FM table models (130 with phonos), 108,121 consoles (12,290 without phonos), 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. "Videaset" 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- craf ters 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 CKF.

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 $2,200; 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-Meyers' "Break the Bank," simulcast via ABC and ABC-TV.

Airplane-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 Gilfillan 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 $175,896, Philco $124,617, Sylvania $48,211, Zenith $42,777, Raytheon $27,939, Admiral $27,986, Motorola $25,589, Emerson $19,573, Magnavox $11,922, Farnsworth $6,886, Sparks-Walshington $6,810, Sonotone $4,774. Total: $516,474.

Iningenious 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 Goldfry said were lacking (Vol. 4:40). Copies of Goldfry'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 Divi-

FCC squawked about 510 kc, 130 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 Bench 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 61.9%, or 54,820 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 33.6%, 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 reckton 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..."

1944-1948: "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 WNEW'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 KINISCOPe:** TV picture tubes are lasting much longer than the 500 hours standard life test once contemplated under FMA 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 manufacturer's servicing outfit in Washington area tells us it had only 2 picture tube failures in last year. Implosions (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 at 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 Poppels, WOR-TV; Lawrence Phillips, DuMont; Emerson Markham, WRGB; Will Baltin, TBA.
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. Schlaufly 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 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, WON-TV, New York; WHIO-TV, Dayton; WCPO-TV, Cincinnati; WOW-TV, Omaha.

Indeterminate status: WUTV, Indianapolis (testing sporadically, but no starting date set); WTV, Bloomington, Ind. (oft-reporting itself ready to start, repeatedly postponing); WTIV, 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 28.1 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-RMJi, 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 Edvard 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. ARM 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 offering, 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. Series 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.
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 conventioneers 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 claque. 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 Sanke 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, burnished 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."

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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, burnished 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 $69,559,000 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 $613,416 ($0.46) vs. $21,638,054 and $236,398 (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 electrically, 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 statement of his extremely important current role in the development of TV for theatre use and as a tool for the production of motion pictures.
WEAL AND WOE OF TV ENTERPRISES: 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 theatreman 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. (KCRA), 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. Clauthon's $213,000 uncashed checks around for nearly year after Clauthton 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-EP phono. Next week, GE's new 10-in. console set at $359.95 will be ready, and another undisclosed model (No. 820) will shortly be announced. Models 814 and 811 have 13 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 475-390 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; 22x30-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."

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 KSBR—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 WNBA (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 leery of predictions, he told of 1928 survey showing afternoon broadcasting unproductive, but an evening sets-in-use figure of 55%. 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: Froster & Gamble (Ivy 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. Courand Co. (Walco Tele-Vue Lens), "Greatest Films of the Century---Sens. 4-5:00 p.m., repeats via Teletranscriptions on other stations; Pioneer Scientific Filters (Polaroid filters), half hour of Thu. wrestling matches from Park Arena; Colonial Airline, parties in "Swing Into Sports," Mon., 8:30-9 p.m., starting Nov. 29; Andrea Radio Corp., "Camera Headlines," starting Nov. 29, Mon., thru Fri., 1:30-4:30 p.m.

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


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

WCHS-TV, New York: General Electric Lamp Dept., "Dennis James Cardinal," mid-week background, starting Oct. 31, Sun., 8-9:30 p.m.

WPX, New York: Ebers Coffee, Nov. 2 election returns.
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 predecessors. Notwithstanding his New Deal background, Coy has never been a business biter 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.

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

Note: Each line equals one one-way circuit.
SIGHT AND SOUND

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 $26 for 20-sec. live display demonstration to three 15-min. programs at $376 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-Pathe.

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 Tezaco Star Theatre WNET, 63.2. After that: Toast of the Town, WCBS-TV, 55; We The People, WCBS-TV, 43.8; Amateur Hour, WABD, 35.6; Bigelow Show, WNET, 32.7; Small Fry, WABD, 26.5; Kraft Playhouse, WNET, 23.7; Chevrolet on Broadway, WNET, 22.4; Gulf Show, WNET, 19.2; Stop Me If You've Heard This One, WNET, 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.


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., New-ark; 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 west: Yankee's WME, 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 Bowl, KTTL, W. & J. Slone Co.; KFI-TV, Hoffman Radio Co.; KLCAT-TV, Los Angeles Federal Savings & Loan. Other new TV station sponsorships reported:

WCATV, Philadelphia: Scott & Gruner (Ballantine's Ale), 15-min., preceding any CBS sports event sponsored by Ballantine; Dean-Colcoun (Chevrolet), 6 "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. WBBZ-TV, Boston: First National Bank, Dr. James Austin, MIT meteorologist, weather reports 3 times weekly.


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

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 finesses, 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 Severid, 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 PROTELEGRAM & OTHER TRADE NOTES: Fada will release its new Protelegram projection Model 80 in mid-November, to sell for $849.50 -- thus joining Fisher, Halli- 

crafters, 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. 

$175 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 console at $369.95; the New Yorker and Wake- 

field consoles, with pictures reflected from mirror inside top lid, at $399.95. Be- 

sides installation, it's charging $15 fee for 90-day maintenance. Sam Insull Jr., 

w.p., says January target is 2,000, production to be stepped up to 6,000 per month. 

...Trosley 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 

11-in. prices about $20 each, table Model 210 now $289.50, console 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.

WEAT 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 

AWA 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 

154 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."
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 900,000 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 synchronised NBC's New York WNBT and Washington WNEW, 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 WPX (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 them 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 new-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 applecart, 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, KRNK, 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 WQBR, Goldsboro, N.C. Then there's Assistant Army Secretary Gordon Gray, owner of WSGS, 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 cronies 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. Juvelier, 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 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 plumbs 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. Raeff, of Naval Research Laboratory, can amplify 1 mm wavelengths 100 million times. Dr. Raeff 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 employees 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 gov't., 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 gov't. 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. console 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 consoles, 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 Protegram, 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, inconoscope, $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 Bury 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 employees, 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.
November 20, 1948

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 809,892, 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, one time 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 RCA output figures tell continuingly 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). RCA's cumulative figure for first 10 months of this year is 583,342. For all postwar it's 768,396. Adding usual 10% to account for non-RCA, 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, RCA 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. RCA'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 Thomas (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 kitmakers 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 wallop of 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 $11,932,538, profit $1,217,418 (50c per share of A and B stock). This compares with $8,815,015 sales, $296,971 net (15c) same period last year.

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

Most powerful broadcast station in the Americas, Birmingham's WBCF-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, WARD, DuMont's daytime TV; Robert L. Coe, WPIX, reception problems; Hugh M. Beville, NBC, research. Morning panel speakers on commercial phases of TV: George Moskoviches, CBS-TV; Klaus Landsberg, KTLA; Doty Edoure, 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 Sweezy'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 SMPSE's Loren Ryder, 20th Century's Earl Sponible, Zenith's Comdr. McDonald, TOA's Gail 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, WNBNT, 50.7; boxing, Monday, WNBNT, 46.7; Chevrolet on Broadway, WNBNT, 37.3; Toast of the Town, WCSS-TV, 36.7; rodeo, WCBS-TV, 32.7; Amateur Hour, WABD, 32.7; Americana, WNBNT, 30; boxing, Friday, WNBNT, 29.3; Small Fry, WABD, 29.3; We, the People, WCSS-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. 7-8.

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 juxatposing 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: Kool, 2 one-min. spots weekly; Bulova, 5 one-min. spots 10 times weekly; Disney Hatz, Sun. newsreels; Ewald Distributing Co. (RCA), 10 U of Louisville and U of Kent State stadium games; Chicago College of Physicians; thanks for giving high school game, weekly high school basketball; Frank Fehr Brewing Co., Tue. wrestling and boxing and 4 one-min. spots weekly. Like Bank, Richard Hanbury served up "Story of the Week," NBC film recording, plus 5 one-min. spots weekly; "Philco Television Playhouse, Inc., Rodes-Rodgers, Co. (movie's clothing), pre-game interview; Wiedemann Brewing Co., Sat. sports film and 4 one-min. spots weekly. WPIX, New York: Frost Refrigerators Inc., "Record Rendevous," 25-min. Tue., 15 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 Milks, General Foods, Fickett & Co. (orange). Also weekly 7:45-8:30 p.m. newscast, "Your New York," with 36 partner sponsors.


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; Landerarch 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 (286, 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.
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 Faine, 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 3 1/4 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 com-
bination, $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; house-
hold appliances and radios, $2,467; men's clothing, $2,414; hardware, $2,217; va-
riety (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 opera-
tion 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 sta-
tions, 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 com-
petitively 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
eying 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 owner-
ship, 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 in-
evitably 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 WNBK 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,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 top 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. 4:3:19).

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 a 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, WFTV, WAAAM-TV, WMAL-TV.

WPIX is definitely not for sale, nor has anyone offered to sell, nor has any offers been made—so says New York Times President F. M. Flynn in Nov. 24 statement replying to a Variety report. WPIX losses were heavier than anticipated, he admitted, but operational losses (with more than 3 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 TGN 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 a 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 have 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, assumed 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 Belioise tournament of Champions bout from Jersey City, Thu., Dec. 9, 9:45 p.m. Among noteworthy new TV station sponsorships reported:


9BK, Chicago: Delta Air Lines, 13 film spots to promote new Chicago-Miami flights.

STP-TV, St. Paul: Motorola and Acme Laundry, high school basketball games.

B3, New York: Seidenberg Cigar Co., "Yesterday's News," 5 min. (Produced by Ziv TV; also being offered by 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, CE issued April 26, 1946, fifth extension expires Jan 16, 1949. New building, has announced it will start in January.

WJAR-TV, Providence, CE issued May 16, 1946, fourth extension expires Feb. 16, 1949. Now building, expects to be on air by then.


WWJAC-TV, Johnstown, Pa., CE issued Aug. 29, 1946, third extension expired Oct. 31, fourth pending.

KRLD-TV, Dallas, CE issued Sept. 12, 1946, due to zoning and CAA troubles second extension expires Nov. 30, pending.


WHAS-TV, Louisville, CE issued Sept. 19, 1946, third extension expires Nov. 30, fourth pending. Sale of WHAS to Croley pending FCC approval (Vol. 4:40).

WTN-TV, Minneapolis, CE issued Oct. 3, 1946, third extension expires Nov. 30, fourth pending. Reports it will start early next year.


WLWC, Columbus, O., CE issued Nov. 21, 1946, second extension expires Dec. 16. Starts operating in February.

KARO, Riverside, Calif. CE issued Dec. 19, 1946. Still holder of CP for Channel No. 1, which FCC has deleted. CP likely to be withdrawn since conditions now available.


KVT, Los Angeles, CE issued Dec. 20, 1946, third extension expires Dec. 21, now being completed, starts operating Jan. 1.


TV personnel notes: ABC's radio-TV program v. p. Charles C. (Bud) Barry succeeds Don Scarle, 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 Skifer, president of Airborne Instruments Laboratory... Paul Adanti, ex-WRGB, Schenectady, has been named general manager of Meredith's new-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 employees, at cost, 7-inch model table 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 employees will result in 4 to 6 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 WKBP.

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, 28,000; Washington, 21,200; Detroit, 20,500; Cleveland, 16,600; St. Louis, 13,000; Schenectady, 10,600; New Haven, 9,900; Milwaukee, 9,500; 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; Peeria, 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 much) 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 -- 25c 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 perform足以 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, on 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."
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 15 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 WJAC-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...WTGC-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 interconnection 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 interconnections 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 they dicker 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 SMPTE'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.
**Television Digest and FM Reports**

**Special Report**

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, De-Mars, 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. 4:48, 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 result of conference, if any, possibility seems to exist that present allocation plan might 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.

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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 telecasting 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. initiated 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 bartenders 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 stagecraftsmen. 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. Kletz'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 (WFIL), 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. 4:43) 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 affiliated 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, WNB, 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 WNB; Thu. Small Fry Club (36.5) and Amateur Hour (31.9), both WABD; Kraft Television Theatre (30.2), Chevrolet on Broadway (29.9), Americana (28.5), Bigelow Show (25.4), NBC Symphony (24.5), all WNB. Pulse Inc. ratings for N. Y., same period, agree with Hooper’s first 2, but place Amateur Hour 3, WNB boxing 4, Kraft 5, We The People 6, Small Fry 7, Winner Take All 8, WNB wrestling 9, Chevrolet on Broadway 10.

Veteran Washington radio man 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 offices and laboratory in Miller Bldg., 4813 Bethesda Ave., Bethesda, Md. (Washington suburb); phone Oliver 2200.

Top echelon shakeup at Farnsworth Television & Radio Corp., announced Nov. 29, involve president E. A. Nicholus 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 McGarr, 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. Balderson, 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 15-in. tubes to overcome this distortion on outer edges of large tubes, were unable to say whether 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 (26c per share) compared with gross of $38,138,847 and net of $1,050,000 (62c) for same period last year.

First West-to-East sponsored TV program to be pipped on coaxial that opens Jan. 12 probably will be RCA Victor’s Kuble, 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. Sindingler with inventor Comdr. Harold N. Reiss, which they’re currently putting through final paces in Philadelphia (Sindingler & 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, Neilson 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. . . . Menen 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 economies 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 busy looking at the picture. That’s opinion of Gibb’s News-letter, 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, “nurses” 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 GE 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 (televisioners didn’t see) on the Texaco program [of Nov. 23]. M. Berle made his entrance . . . tride 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” championed 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: “My 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; KTSL, Los Angeles; WENS, 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."

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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-
sally $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 2½% 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.
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 console with legs, $550 Queen Anne console. 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 draw-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-KTV 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 Aeco 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 WFBM-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 involved 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 Moscivics 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 Popple'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.) Popple 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, WFTZ; Lawrence Lowman, CBS; Robert Kintner, ABC; Noran Kersta, NBC; Curtis Mason, KFI-TV; Dr. Allen B. DuMont.
No decision from AT&T yet on time allocations on coaxial linking up East-Midwest TV networks (Vol. 4:48), but it’s expected next week. Briefs covering each contestant’s claim were due last Thursday. Meanwhile, AT&T has proposed “driving the golden spike” ceremonies night of Jan. 11, has offered to buy 15-min. period on all connected stations, has suggested each network take 15-min. segment for own offering. Regular schedules start Jan. 12. Though at each other’s figurative throats over time allotments on single Philadelphia-Pittsburgh-Cleveland circuit, networks have agreed on one pooled venture for benefit of East-Midwest audiences: Coverage of Jan. 20 inauguration of President Truman, requiring perhaps 14 cameras; also inaugural ball and other ceremonies Jan. 10-20.

ABC has a limited supply of its Television Guide for ABC Affiliates which it tells us it will make available to bona fide concerns upon request. Big document, published last summer, includes data on legal aspects of TV, local programming, films, costs, receivers, etc. Though some of the data is already out-of-date, it’s a valuable addition to any TV enterprises’ library, as was CBS’s similar “Television Data” report of last March (Vol. 4:15). Write to Ernest Lee Jahncke Jr., TV station relations manager, ABC, Rockefeller Plaza, New York.

Admiral Corp.’s president Ross D. Siragusa said this week that sales for 3 months ending Dec. 31 will hit new high of around $25,000,000, estimated 1948 net at $4 a share against $2.50 in 1947. Admiral Dec. 6 declared stock dividend of 1 share for each 9, in addition to regular quarterly dividend of 15¢ and extra of 25¢. Production is running close to 1,000 per working day, and Admiral dll claims No. 3 place among set makers.

“Salute to Television” captions quite gracious editorial in Dec. 6 Life Magazine, which, however, errs in reporting “set sales will reach 700,000 by Jan. 1.” Actual cumulative figure will be nearer 1,000,000 (Vol. 4:47). Editorial says: “Even though TV has a long way to go in mastering its art, it is a lot of fun. Life looks forward to reporting on the activities of this lucky child [devotes 1 pages of Dec. 6 issue to pictorial review], and if there is to be competition, as some say, between TV and magazines, Life welcomes it.”

Limitation on baseball telecasting to 50-mile radius of “hometown” was voted by minor league’s National Assn. of Professional Baseball Leagues, but action must be ratified by major league owners, meeting in Chicago Dec. 13-15. New York Times’ sports writer John Drebbinger doesn’t think majors will go along with minor’s ban, says majors won’t “resist the lush profits that the expansion of telecasting promises to yield.”

New TV film syndicate just announced, claiming it already has acquired films for rental to stations, plans own productions: Lion Television Pictures Corp. Lots of “big names” in officer-directors list: Earle W. Hammons, president, ex-president of Educational Pictures Inc.; Jules evey, United Artists producer; Niel F. Agnew, ex-Selzick; Charles L. Garraway, etc.

Consulting engineer John H. Barron’s death last week, ruled a suicide by carbon monoxide poisoning, shocked and grieved his friends—particularly his associates, who say he was in good spirits when he left his office, Friday, Dec. 3, after planning the following week’s work with them. He was found next day by his wife in his automobile, parked in garage of their home in Bethesda, Md. Besides Mrs. Barron, survivors are two adopted daughters, 15 and 13. His associates George Gautney and Clyde and are carrying on his practice.

Notes about personnel: Donald A. Stewart, veteran DuMont staffman, sent to Pittsburgh to manage its WDTV, opening Jan. 11. Comdr. Mortimer W. Loewi, financial founder of DuMont, holding title of asst. to president, becomes limited partner in investment firm of Van Alstyne, Noel & Co., continues DuMont duties. Dr. Peter Langhoff, tops in TV-know among agency researchers, elevated to research v.p. of Young & Rubicam. Dr. John E. White appointed chief of Electron Tube Section, U. S. Bureau of Standards. Dr. Cleo Brunetti, 38, brilliant and noted Bureau of Standards electronics engineering chief, is quitting $9,500 gov’t. job to become associate director of Stanford Research Institute; says gov’t. pay isn’t enough. Edward Kenehan, FCC’s standard broadcast legal chief, resigns Jan. 1 to join law firm of Welch, Mott & Morgan.

TV network sponsorship notes: General Mills and Wilson Sporting Goods Co. will co-sponsor Dec. 19 simulcasts on ABC-East of championship pro grid game between Philadelphia Eagles and winner of Dec. 12 playoff of Chicago Bears and Cards; latter game is sponsored on NBC-Midwest by Pabst. CBS-TV and Wrigley will put on Christmas Day, noon-1 p.m., children’s party from New York’s 71st Regiment Armory. Hamilton Watches will sponsor variety show on NBC-TV Christmas Day, 8-4 p.m., from Kingsbridge Veterans Hospital. General Foods and Greater Guild have dropped plan to take over NBC-TV’s Sunday 8-9 p.m., thus ending uncertainty lest Philco Television Playhouse 8-10 p.m. might have to follow another dramatic. Next month’s Ford Television Theatre hours on CBS-TV is “Night Must Fall.” Sun., Dec. 19, 7:30; 8-30 p.m. . . . Texaco will make films of its ABC-TV Metropolitan Opera “Otello” available to other stations.


Massive FM idea out of Texas, advanced by Texas Baptist Convention: Open non-commercial educational band (88-92 me) to churches using low-power transmitters (10 watts or less) and sharing time with educational institutions. Already, 170 Texas Baptist churches have signed to go ahead, if FCC approves. Eight Baptist-affiliated groups in Texas have commercial grants (FM Directory No. 2). Hope of Dr. Alton Reed, director of Convention’s Radio Dept., is that churches of all faiths will become broadcasters. He believes transmitting equipment shouldn’t run more than $2,000 for each installation, considers REL’s “Serrasoid” modulator (Vol. 4:39) a “natural.” If good, inexpensive FM receivers aren’t available, he says, “we’ll have a manufacturer make them for us.”

“Telematch” is Standard Transformer Corp.’s device designed to compensate for fact that, theoretically, optimum TV reception can be attained only by use of 12 different microphones, one for each channel. Small clock-sized $9.50 device has knob that can be rotated to correct mismatch of antenna for each channel. Company says it’s particularly useful for indoor antennas.

Biggest of all TV markets, New York area by Jan. 1 will have 370,000 sets; by Jan. 1, 1950, 700,000. NBC research chief Hugh Beville so reported to TBA Clinic this week, adding that survey during one November week showed 54% of sets in use.

Newest lower-priced FM-AM table model is $19.95 RCA set with 6 tubes, 1 rectifier.
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 grantees have 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 WNBP-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; WHM, Rochester; WAGA-TV, Atlanta; WILE, 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 jost 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!

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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.

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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' WRTV 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.
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 staffmen 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.

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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 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%-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-phonograph $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-phonograph 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.
Sports world hassled over TV this week: In Chicago, major league baseball executives turned down minors' request that clubs limit telecasting to "home-town" 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 Ballantyne 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 $6,660,000, or 3 times 1940 net.

Portfolio of radio and 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 Arco, 200 Bell & Howell, 200 Blaw-Knox, 200 CBS "A", 500 Corning Class, 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 Mg., 200 Paramount, 300 Philco, 1,000 RCA, 500 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 Water, ex-manager of WJAS-KGW, joins DuMont's new WDTV, Pittsburgh, as promotion-production manager under manager Donald Stewart ... Earle Hammans, 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 KTVM reports production chief Hal Hudson has mustered staff including Paul Ritts, from WCAU-TV; Stuart Phelps, from KTLA; 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 management of WONS, Hartford, to new transit FM division, directly under v.p. Thomas O'Neill.

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 $5,600,000; for fiscal year ending next Aug. 31 should exceed $13,000,000—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 WJJK-TV, Chicago's WGN-TV, Los Angeles' KFI-TV (KTVM after Jan. 1) ... Baltimore's WAMM reports first daytime show, Movie Matinee, United World Films package, Mon. thru Fri., 4:30 p.m., sponsored by Philco dealers ... Fort Worth's WAP TV signs daily 5-min. movie trailers for Interstate Theaters ... 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 cooperative 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 KLBE-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 conferees.

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 KKEA-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, KLBE-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 Thomis) 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-phonos, 17,269 (156 projection). November FM breakdown: AM-FM table models, 55,003; AM-FM consoles, 100,585 (3,807 without phono); FM-only and converters, 11,133.

MEANING OF PARAMOUNT-DUMONT DECISION: FCC's reaffirmation of its 1947 decision that Paramount yields 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 enterprises 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. House ("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. House 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?"

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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."
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 1955 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.

TF'S 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 small strategic stockpile.

Far East has been major tin source, was recovering production at fair rate, but effect of war 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.

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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), GE at least 250,000. GE is believed to be readying for 250,000, at least; Croxley 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 Bel- com, 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 $395 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-LE phone for $665, has same with 12-in. in works, plans line of table, console 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 in different cabinet; Emerson distributor meetings start Jan. 5 in New York.
SIGHT AND SOUND

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 conflag Monday may okay details. Meanwhile, various TV commercials await hookup availability—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 spat 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 $6,700,702 sales, $485,257 profit ($1.86) for same period of 1947. However, due to delay in getting into TV production and seasonal decline in radio-phone sets, Magnavox 9-month report shows decline from preceding year period: Sales $17,365,036 and profit $1,281,198 ($2.14) vs. $19,514,862 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 $50,899,854, 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 "off-kinescope" 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 v. p. in charge of TV, who nominally is Sid Stroz, 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), Seamans 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 Aave 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).

"Animated" 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 WFLN-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, pulls 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 KHNB 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 WNHCTV, 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 WNHCTV was losing about $1,000 per week (Vol. 4:41), probably lowest of any TV operator. He doesn't disclose bookkeeping details, but WNHCTV 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 WAFK-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 future, national sales representatives too are eager-beaverizing 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; KSFP-TV, St. Paul; KFI-TV, Los Angeles. Katz Agency Inc.: WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WHEN, Syracuse; WSPD-TV, Toledo; WJBR-TV, Detroit. Free & Peters Inc.: WPIX, New York; WAAM, Baltimore; WAVE-TV, Louisville; KSD-TV, St. Louis; WBAP-TV, Ft. Worth. John Blair & Co.: WJAC, Richmond (also NBC); KDYL-TV, Salt Lake City; WDSU-TV, New Orleans; KTSU, Los Angeles. Weed & Co.: WATV, Newark; WBBK, Chicago; KTLA, Los Angeles. Brannham Co.: WEMS, 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.

"Trueitone" 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 Vin 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, flamboyant 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.