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and FM Reports

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December 4, 1948

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

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

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

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

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

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

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

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

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

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

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

FOX-ABC FAIL TO MAKE DEAL: Don't think the brothers Skouras will give up their efforts to get into the TV station swim simply because 20th Century-Fox's negotiations for purchase of control of ABC (Vol. 4:48) fell through this week on matter of price. Asking price was said to have been "in the neighborhood of \$25,000,000." Statement by ABC chairman Ed Noble Dec. 1 simply said Spyros P. Skouras' offer "while substantial, was not acceptable." It won't be surprising if 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 SMPE's TV committee, who called on film industry again to "declare its intent" to FCC immediately (Vol. 4:44) or find itself out in cold with no channels for theater TV. Hyndman addressed American Television Society film forum in New York Wednesday. Also still pondering TV, MPA plans further discussions (Vol. 4:47) in Los Angeles, Jan. 26-28.

December 4, 1948

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

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

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

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

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

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

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

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

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

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

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

* * * *

New TV system entered the lexicon at hearing when consultant Paul A. DeMars revealed he and associate Raymond Wilmotte had petitioned for establishment of "Polycasting" method of uhf TV. System envisages large number of low-power 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 barflies demanding the fights instead, most everyone seemed to agree that ABC-TV's historic telecast of Monday's Metropolitan Opera premiere (8-11:36 p.m.) was a noble first effort, a great technical achievement, a milestone for TV. That it commanded widespread attention and respect is manifest in the generally favorable front-page newspaper play it got and the surprising 42.3 Hooper it scored for the measured 8-10:45 p.m. period (59.8 out of the 70.8 sets in use).

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

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

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

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

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

Noteworthy was Mr. 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 (WPIX), thus follows example of WFIL-TV, which owns Philadelphia Arena, and Chicago's WBKB, which puts on boxing from own Michigan City Arena.

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

Time-sharing allocation of single available East-Midwest coaxial link (Vol. 4:43) 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 affiliating with CBS-TV. AT&T officials continued sweating over compromise this week, hope to have proposal agreeable to contenders next week. Meanwhile, plans are shaping up to celebrate linking of East-Midwest networks night of Jan. 11 or 12 with pooled show aimed at acquainting public, stimulating TV "circulation."

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Hazards of telecasting, as related by Walter Winchell: Biggest laugh (telev viewers didn't see) on the Texaco program [of Nov. 23]. M. Berle made his entrance . . . slide 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" chaired by Stewart Warner's James Burke.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

nally \$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.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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December 11, 1948

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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. 19-20.

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 enterprisers' 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 still 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 lusty 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 Drebinger 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 Dreyer, United Artists producer; Niel F. Agnew, ex-Selznick; Charles L. Casarave, et al.

Consulting engineer John H. Barron's death last week, alleged 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, 5 and 13. His associates George Gautney and Clyde Bond 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 govt. job to become associate director of Stanford Research Institute; says govt. 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, 3-4 p.m., from Kingsbridge Veterans Hospital . . . General Foods and Theater Guild have dropped plan to take over NBC-TV's Sunday 8-9 p.m., thus ending uncertainty lest *Philco Television Playhouse* 9-10 p.m. might have to follow another dramatic . . . Next of monthly *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.

Station sponsorships: New Orleans' new WDSU-TV starts Dec. 18 with more than 10 hours per week of commercials, including schedules for Admiral, DuMont, GE, Motorola, Philco, Security Jewelry, Disney Hats, Hill grocery chain, Jax beer, Holmes dept. store, Brown Velvet Milk, Disney Hats . . . New KPIX, San Francisco, reports signing Philco, RCA, Emerson, Hoffman radios, Bank of America, Emporium and Roos stores, Benrus, Disney,

Massive FM idea out of Texas, advanced by Texas Baptist Convention: Open non-commercial educational band (88-92 mc) 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 antennas, 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 270,000 sets; by Jan. 1, 1950, 700,000. NBC research chief Hugh Deville 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 \$49.95 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 grantee has had internal dissent over TV and, though it has placed order for RCA equipment, hasn't pushed forward. There's even talk, unverified, station might be sold, which would inevitably be resisted by the 4 applicants for city's now-frozen 2 remaining TV channels (see TV Directory No. 5).

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

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OF THE
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ARTS AND INDUSTRY

Television Digest

and FM Reports

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December 18, 1948

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

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

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

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

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

* * * *

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

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

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

* * * *

RCA made strong public announcement this week, including statement from Chairman David Sarnoff, telling of carrier synchronization (Vol. 4:46-49) and linking of WNBW-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 1/2-in. disc was demonstrated to RMA directors last week. And rumor has it that CBS is coming out soon with 7-in. microgroove record; its present LPs are 12-in. All this as dealers are complaining of trouble in servicing 2-speed changers, saying they go out of whack too easily.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CONTEMPORARY CULLINGS

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

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

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

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

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

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December 25, 1948

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

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

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

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

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

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

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

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

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

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

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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), Motorola at least 250,000. GE is believed to be readying for 250,000, at least; Crosley 175,000; Magnavox and Westinghouse 100,000 each; DuMont, Emerson, Stromberg-Carlson, Bendix, at least 50,000 each. And there are many others, like Farnsworth, Hallicrafters, Colonial, Belmont, lesser names, to say nothing of private brands.

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

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

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

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

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

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

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

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

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

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

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

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

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

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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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"Muntz" is made for subsidiary of "Mad Man" Muntz's big, 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.