

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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HOW TV AFFECTS FAMILY HABITS: Startling, to say least, is TV's effect on family habits, if results of Washington, D.C. study by public relations consultant Robert Alldredge may be taken as indicative. Here's essence of what this former aide to Secretaries of Interior Ickes and Krug, engaged by 3 local movie exhibitors and 3 TV stations to do job, found in interviews with 400 families owning TV sets:

Movie attendance before TV averaged 4.51 times per month, after TV 1.27 times. Children went to movies 5.13 times per month before TV, 2.7 times after TV. After 2 years of set ownership adults go only 1.5 times per month, children 3 times.

Radio listening before TV averaged 3 hours 36 minutes daytime and 3 hours 42 minutes evenings. After TV, listening went down to 2 hours 54 minutes daytime, only 24 minutes evenings. After 2-year TV ownership, radio listening remains only 1 hour 55 minutes daytime, 15 minutes evenings. Some 17% said they preferred radio to TV when both were available, citing superior radio newscasts as major reason.

Sports attendance went down, too: football, 40% less; baseball, 36.7%; boxing and wrestling, 44.7%. After 2 years, football was still down 30%; baseball, 30.9%; boxing and wrestling, 53.7%.

Magazine reading declined 22.6%; books, 29.1%; newspapers, 4.7%. After 2 years, magazine reading was still down 18.9%; books, 33.7%; newspapers, 4.7%.

PROGRESS REPORT ON BRIDGEPORT UHF: It's still early in the uhf game, but net impression we brought back from visit this week to RCA-NBC "guinea pig" uhf station KG2XAK, Bridgeport, Conn. (Vol. 5:53), is that it's quite likely to come up with satisfactory answers to questions:

- (1) Can uhf provide, in fairly near future, an acceptable TV service?
- (2) Is an economical satellite operation feasible?

Affirmative answers to portions of those questions are already available. For example, they've operated a 1-kw transmitter on 529-535 mc from 9 a.m. to 11 p.m., 5 days a week since Dec. 29, with no trouble at all save failure of one small tube -- and that because it wasn't properly soldered.

Then, there seem to be very few problems in rebroadcasting Channel 4 signals picked up direct from New York's WNBT, 50-odd miles away. As for operating costs, two operators are the staff.

Receivers seen to be no great worry. If they get a decent signal, they produce a decent picture.

Getting adequate signal to receiver is biggest question, of course. Here's experience to date in Bridgeport: Of 18 sets installed so far (RCA Anniversary models with 500-700 mc tuners added inside cabinet, about 50% get good or very good reception, 25% fair, 25% poor or unusable.

We had time to look at only 4, all very good, but all within 8 miles of station. As everyone knows, reception is likely to be poor in valleys or behind obstructions. Farthest location is 32 miles, but it gets good picture because it's virtually line-of-sight. Others, nearer in, can't even get audio because they're blocked out by natural or man-made obstacles.

There are a lot of tricks to learn, but the experimenters are learning them. In receiving antennas and transmission lines, particularly, field is wide open. They're using dipole fans ("bow-ties"), double Vs, rhombics. Vs and rhombics seem best so far. And NBC engineering chief O. B. Hanson keeps throwing new designs at the boys, for tryouts at his home 12 miles away. Latest is rhombic about 12 ft. long, 5 ft. wide. He also has copper-tube helix in mind.

Weather affects transmission lines, too. Rain cuts down twin-lead effectiveness, doesn't faze coaxial. Summer will bring foliage, which cuts signal.

These vagaries don't trouble men on the job. As one of them, veteran of 15 years with RCA, put it:

"We had the same worries about vhf in 1939. There's no question about it, however, shadows get worse as you go up in frequency. Height is far more important than power. But I think uhf will serve an awful big percentage of people in a town."

How eagerly Bridgeport people want TV, is readily apparent in number of expensive arrays put up to get New York stations. There must be 10-15,000 in area. But pictures aren't anything to brag about, generally; almost all have flurry of "snow." In home of one family serving as "guinea pig," they're crazy about uhf because diathermy nearby ruins vhf, doesn't touch uhf.

Amateurs are having field day with signals, usually making own converters. Other manufacturers are beginning to move in for tests; DuMont has some receivers there, Philco is now making measurements, GE is reported testing tuner.

RCA-NBC is in project with both feet, no question about it. Installation is true showcase, housed in neat Cape Cod structure, and it seems to be "selling" uhf to those who have come to see. Several potential telecasters, in medium-sized New England cities, with no vhf in sight for them, say they're actually ready to buy just as soon as FCC gives word on allocations and standards.

RCA spokesmen say they think \$125,000 will cover cost of prototype transmitter, antenna and control console. Since Bridgeport station is true satellite (can originate audio only), it has no cameras, projectors, studio equipment. A 2000-mc microwave has also been installed which we thought picked up somewhat better picture than Channel 4 direct. But company's aim is to concentrate on out-of-the-air signals, nevertheless, to keep cost of package down. To duplicate entire installation -- building, tower and all -- might run \$200,000.

Transmitter is basically a standard RCA 500-watt vhf unit -- with a uhf "heart". This heart comprises eight 150-watt tubes, running at cool 120 watts, feeding 8 more. Video and audio sections each have a set. Tower rises 330 ft. above average terrain; 40-ft. antenna atop 210-ft. tower, with gain of 17, radiates 11.4 kw. RCA is working on galvanized wave-guide to replace coaxial transmission line, increase efficiency, reduce cost.

REPORTS ON SYRACUSE & JACKSONVILLE: Syracuse's WSYR-TV starts tests on Channel 5 Thursday, Feb. 9 -- and if all goes well will begin commercial schedules Feb. 15. City's second TV outlet will interconnect with NBC from outset, will program 7 days per week 5-11 p.m., with morning and afternoon test patterns through first month.

Station opens with \$15,000 monthly billings on books, according to Col. Harry C. Wilder, director. Base rate is \$200, which will be increased shortly in view of current high rate of TV set sales in area. As of Jan. 1, Syracuse was credited with 24,600 sets in use (Vol. 6:3). Owned by Newhouse Newspapers, WSYR-TV has tieup with Syracuse U whereby it pays operating costs, carries 3 hours of live programs per week by Prof. Kenneth Bartlett's classes, has full use of campus studios (with their 3 camera chains and film unit) due to be completed in March.

Jacksonville was assured second TV outlet this week when FCC examiner Blume recommended city-owned WJAX get extension of CP for TV. WJAX-TV was cited for delay last May (Vol. 5:19), went to hearing in September (Vol. 5:39). Examiner's report is regarded as tantamount to reprieve, and municipality (which has long operated highly profitable AM) has promised to proceed with construction. Presumably it will aim for start in September, when coaxial hookup is ready.

IS TV TO BLAME FOR LESS MOVIEGOING? Whether attributable to TV's inroads or to poor pictures, or something else, fact is that motion picture attendance is declining -- and no relief in sight. If it's due in part to TV (which we do believe), and if decline is so great now with only 4,000,000 TVs, what will it be at end of this year with 8,000,000 or more sets in use? Or later, with most homes TV-equipped?

Audience Research Inc., Princeton, N.J. (Gallup), in survey released this week, presumably film-sponsored, estimates that average of 52,500,000 tickets to movie theatres were sold weekly during December, 11% less than 59,200,000 during same month of 1948; also, that attendance in 1949 as whole ran some 9% below 1948 when it sagged 13% below 1947. Even allowing for fact pre-Xmas traditionally means lull, attendance pattern is too clear to be blinked:

During first quarter 1949, average weekly admissions were 65,800,000 vs. 72,900,000 in same 1948 period; 2nd quarter, 56,500,000 vs. 66,200,000; 3rd quarter, 66,800,000 vs. 66,400,000; 4th quarter, 58,700,000 vs. 65,600,000. Note that third quarter 1949 showed slight increase. But drop resumed in fourth quarter.

Easiest way to determine whether TV is affecting movies: Ask yourself, if you're a moviegoer, or ask your audiences if you're a telecaster or theatre operator: "Do you go to the movies as often since you installed a TV set?"

Note: Motion Picture Assn (Eric Johnston office), minimizing seriousness of implications of Gallup survey, notes that Treasury Dept. estimates 1949 admission taxes were less than 1% under 1948 when taxed admissions were \$1,386,000,000. But 1947 admissions were \$1,417,000,000 and 1946 were \$1,493,000,000. However, MPA also noted that 20th Century-Fox survey of 1,000,000 New York TV owners showed their moviegoing declined 20%.

'KINES' & 'OLDIES' FIND READY USE: Transcontinental TV hookups aren't in prospect for 2 years at very least, probably 3, so it's no surprise to see top Hollywood talent gravitating to New York and Chicago network studios in increasing numbers. Robert Montgomery's new venture for Lucky Strike on NBC-TV is case in point, to say nothing of foremost stage and screen stars working more or less regularly on such major TV dramatics as Studio One, Philco Playhouse, Ford Theatre, etc. Also, those who make it a point to guest on variety shows to establish "television identity."

Pending extension of coaxial-microwave links to West Coast -- they'll reach as far South as Greensboro-Charlotte-Jacksonville-Atlanta-Birmingham by next September, as far West as Davenport-Des Moines-Omaha by October -- non-interconnected TV stations' chief source of material must continue to be kine-recordings and films. Even network stations want feature films for local sponsorships.

Quality of kines still leaves much to be desired (Vol. 5:51), though folk who haven't seen much of anything else don't seem to mind. Most desirable feature films are to large extent tied up by (1) Petrillo ban on TV's use of films with music, and (2) unwillingness of major producers to open their vaults, nurture a competitor, alienate their exhibitors (Vol. 6:1).

Yet hundreds of little companies, and a few big ones, are offering feature films and short subjects to TV stations, mainly so-called "oldies," and rights to more and more fairly recent ones are being bought up for TV syndication (for list of such syndicators, see pp. 77-83 of TV Directory No. 10). And quite a few producers, notably Jerry Fairbanks and Hal Roach, are making or planning low-budget films for TV -- though market, due to paucity of stations, isn't very lucrative one yet.

Only this week, Bing Crosby Enterprises announced ten 26-minute films under production deal with big sponsor Procter & Gamble (Fireside Theatre), one to be turned out every 2 days on \$12,000 budget per picture.

Meanwhile, TV and film trade grab what they can for TV exhibition. They've done fairly well with British subjects, very well with westerns, and are doing increasingly well in acquiring domestic subjects. A few scattering reports:

ABC-TV has acquired 23 features, including John Ford's "Stage Coach" and features with such stars as Gene Tierney, Carol Lombard, Jack Benny; ABC announces it will shortly publish 3000-title directory for its affiliates, listing pictures, where available, etc. Commonwealth Film & TV Inc. (Vol. 6:1) reports 18 more features on tap for TV, with such stars as Massey, Colbert, Bergner, Stanwyck, Young, Durante. Toby Anguish's Television Pictures Distributing Corp., 3123 W. 8th St., Hollywood, plans to make 3-chapter serials out of its more than 400 westerns, padding each out with star and guest to make each showing run 30 minutes.

Even the redoubtable David O. Selznick is reported preparing to release some of his old successes to TV.

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As for impact on boxoffice (see p. 1), Variety stated Jan. 25 that independent exhibitors aren't as concerned as they were year ago, quotes Col. A. H. Cole, of Dallas (Allied States): "My only fear about TV [is] that it is going to kill the picture business because of those terrible films the stations are using. I'm afraid some audiences, after seeing them, will swear off ever seeing pictures anywhere."

Less facetious, Monogram president Steve Broidy told Jan. 19 Film Daily that TV has certainly affected boxoffice, though it's impossible to ascertain how much. Said he: "Even in video areas where the boxoffice holds up, how can you tell how much better it might have been in the absence of TV? We do know that TV provides entertainment...people stay in their homes to see programs like Milton Berle, and if you're home you can't be at the movies? Will they go to see the picture the next night? Maybe yes, and then maybe not."

Same publication carries Hollywood report quoting Irving Lesser, president of Producers Representatives Inc., saying sale of TV rights to old films is the "answer to the independent producer's prayer for additional revenue."

WHAT SOME ARE DOING ABOUT 'TV THREAT': Newspapers decided, after desultory and unsuccessful fight against commercial radio in late 20's and early 30's, that "if we can't lick 'em we might as well join 'em" -- with result that many of today's radio stations are newspaper-owned.

Film folk, cognizant of TV "threat", are casting about in various ways to "join up" with TV, or bend it to their needs, though as yet there's only handful of TV stations film-owned: Paramount's KTLA, Los Angeles; Balaban & Katz's WBKB, Chicago; Kallett's WKTV, Utica; Wometco's WTVJ, Miami. Here's latest on what some are doing about TV:

Theatre Owners of America meeting last week heard TV chairman Mitchell Wolfson (Wometco) urge producers to make 20-second trailers specifically for TV to promote boxoffice...ITO of California & Arizona has recommendation of its public relations counselor W. G. McKinney that distributors allot portion of ad budgets for TV. He said, "Visual selling is generally considered to be the most productive; we believe TV audience, through proper presentation of what theatres have to offer, can be pried away from their TV sets long enough to see current, worthwhile attractions...Paramount is making 30-second TV trailers for spot campaign on Hal Wallis' "Paid in Full"...For his picture "Thelma Jordan," Hal Wallis plans personal appearances on TV stations by star Wendell Corey.

To test effect on boxoffice, 20th Century-Fox plans special series of TV trailers, feature picture as yet unchosen, to be placed on New York stations. Reactions to various types of commercials will be measured, attendance figures studied.

In Washington, use of regular theatre trailers for TV is cause of controversy between Kogod-Burka chain and local exchanges. Former wants to use National Screen Service "coming attractions" trailers on local TVs to advertise current billings, but all except United Artists said No. Kogod-Burka manager Frank Boucher is demanding showdown. Trailers for TV used by some exhibitors are compiled from stills rather than actual cuttings from features.

MOUNTING CAMPAIGN ON FREEZE FRONT: Pressures on FCC to end freeze really haven't been as heavy as you'd expect, up to now, but apparently they're beginning to develop a head of steam.

Commission gets a continuous dribble of letters asking "why doesn't our city have TV?" or "why do we have only one station?" But there hasn't been a deafening clamor. Individual citizens, boards of trade, chambers of commerce, etc. have been principal source of complaints. Commissioners haven't been greatly harassed.

But 17-month-old freeze, now prolonged by color issue, is beginning to worry some people in and out of the industry. Manufacturers eager for new markets, telecasters concerned about slowed-down growth of their business, have often urged freeze-lifting -- but they've done little more than voice private opinions or offer an occasional "urge" at hearings.

Radio broadcasters aren't in any hurry, naturally. Most remain quiet, many are evidently quite pleased.

Lately, however, some new voices have piped up. New York Times' radio editor Jack Gould, scarcely an industry spokesman, got worked up and cut loose in his Jan. 26 column. Then Joseph Keenan, director of Labor's League for Political Education (AFL) wrote FCC that labor is worried lest freeze begin constricting set market, curtailing employment.

Finding industry at "virtual standstill" in orderly development of stations, networks, audience and advertising, Gould concludes that "FCC by its 'freeze' has exacted a high price from the public as it pursues 'perfection' in color..."

"No matter which color system the FCC endorses," he went on, "it is obvious that there is going to be a transitional period in TV when pictures will be sent out in both color and in black-and-white...No broadcaster in his right mind is going to disenfranchise the present audience of 10,000,000 persons just to accommodate the FCC's enthusiasm for color. This being the case, there is no earthly reason why new monochrome stations cannot be constructed, adding color when the technical and competitive considerations dictate.

"The Commission probably is right in its belief that the manufacturing end of the industry has engaged in delaying tactics in color. But at the same time the FCC cannot overlook the fact that the manufacturers and the broadcasters must back their deeds with cash, not just press releases. The FCC should remember that an idealistic and noble approach means little if that approach is not translated into practical action which realistically serves the public interest.

"What the FCC needs most of all, however, is some real gumption and backbone to reassert its proper authority. It has been altogether too susceptible to the beck and call of Sen. Edwin C. Johnson [who] persists in issuing communiques on what the Commission should or should not do in highly technical matters."

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Manufacturers have begun to supplement their "urgings." Dr. Allen DuMont this week went at it in characteristically direct fashion. He announced that he will meet with New Jersey members of Congress Tuesday, ask them for action. He asserted that thousands of jobs may be jeopardized if freeze continues, and added: "If freeze drags on as it now threatens to do, its adverse economical effects can be tremendous. The big fellows can probably survive but the hundreds of little companies [are] going to experience some very tough going. The long delay has opened the door to monopoly in both broadcasting and manufacturing and we at DuMont are not interested in monopoly."

Philco v.p. David Smith opened up in speech Thursday at joint meeting of Philadelphia's Franklin Institute and IRE. He reasserted that color isn't here yet, should be compatible when it comes, that freeze can and should be lifted quickly. He figured that freeze has restricted availability of TV to two-thirds number of people who should be getting it. Further, he pointed out, 20% of viewers can get only one station, should be getting more.

There will undoubtedly be more campaigning from now on. A lot of manufac-

turers have talked about seeing their Congressmen. Chances are there will be a lot of actual visiting on Capitol Hill soon.

What many forget, in calling for "immediate" lifting of freeze, is that there's still a job of vhf-uhf allocation to be done, competitive hearings to be held among applicants in most cities, before new stations can even be started. It will take almost as long to unwind freeze, in terms of actual new TV service, as it's taking to wind it up. Our guess is still not before end of year.

MORE COLOR PLANS, SHOWINGS, CLAIMS: Next comparative color demonstration, Feb. 23 at FCC lab in Laurel, Md., will be a quickie -- running merely 9 a.m. to 1 p.m. FCC apparently sees no point in many hours of programs. Participants say this one will be "more scientific" than last. It comes off after Color Television Inc. demonstrates Feb. 20, and then comes resumption of hearing Feb. 27. Lengthy cross-examinations are expected to prolong hearing into full month at least.

CBS resumes Washington demonstrations Feb. 13-21, same place, same times, after next week's surgical showings in Atlanta where WSB-TV will transmit its color. RCA is mulling possibility of advance showings to select groups, but may wait for more receivers. It has delivered one each to FCC and Condon committee. To FCC it has submitted details of new color synchronization techniques (Vol. 6:3). But work on tri-color tube is really hush-hush.

Vhf-uhf allocations hearing has been waiting so long that FCC decided to permit filing of more comments until March 24. But these must be on proposed channel allocations only (pp. 66-73, TV Directory No. 10). Opposition to comments may be filed until April 7, indicating FCC doesn't expect to open that phase of "freeze" hearings before then. Allocations hearing will probably extend over 6 months.

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From San Francisco comes word that CTI created something of flurry with its 2 demonstrations at The Emporium. Dealers and distributors were somewhat panicky at first, same as they were in Washington (Vol. 6:2-3), but calmed down as experimental nature of demonstrations was emphasized.

We haven't seen CTI system yet, but have this report from a layman who's a good observer: "Quite bright. Absolutely no flicker or crawl. But color fidelity, particularly in pastel and skin tones, might have been better."

Not so complimentary was reaction of an engineer: "Colors are fair, but I believe you'll see definite crawl just as soon as registration is brought up somewhere near to what it should be. Definition is very poor, particularly in the black-and-white received on standard sets."

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Inventor Elman Myers (Vol. 6:3) brought his "black box" to Washington this week, visited FCC and Capitol Hill, demonstrated his "compatible, all-electronic" principles to Comr. Hennock, then to Ed Cooper of Senate committee staff. Cooper sent him over to Comr. Jones. Staff members Willoughby, Plummer, Plotkin, Dobin also saw it.

As demonstrated for us, light is projected through his secret "color gate" and through a black-and-white picture on film originally photographed through another color gate at camera. Picture shows up in colors.

Myers isn't planning to show at hearings, though he says equipment at transmitter would cost only about \$250, at receiver \$2 -- latter merely gelatinous screen in front of tube. DuMont is exploring system. Research chief T. T. Goldsmith says it has some possibilities, though he's hardly excited about it.

Does Myers have something? Here's evaluation by an engineer who has explored every color system proposed: "It's one of those optical systems which work beautifully until you introduce television [actual radio transmission] into them. Like most others, it has enormous registration and phasing problems. It's conceivable those problems could be licked, given sufficient time and money."

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MILITARY

February 11, 1950

THE MONOPOLIES NOBODY WANTS: Tenor and tempo of this week's annual meeting of the Television Broadcasters Assn., some 250 registered, might best be described as state of "suspended animation." Uncertainties derive mainly from FCC freeze, retarding as it does the normal growth of TV structure and slowing down commercial pace of existing stations and networks.

Local monopolies, yes -- and some getting somewhat profitable. But they're monopolies nobody wants, not even pioneer stations in one-station markets. Everyone's agreed that to thrive TV needs more outlets, more interconnections, more competition, more service to more people justifying higher rates and better programs.

There you have sense of TBA's one-day session Wednesday in New York's Waldorf-Astoria. But there were some happy notes. For example, the report by Edward Lamb that his WICU, Erie, and WTVN, Columbus, have been in black since they opened. Without divulging which, he said one has income of \$30,000 per month, expenses of \$17,500. Latter is broken down into: wages, \$4500; depreciation, \$4000; films, lines, promotion, maintenance, taxes, etc., \$9000. Depreciation rate is 20% a year. Each is "one-camera-only" station, has 17 employes, goes in heavily for local shows.

Fort Industry's George Storer, in corridor conversation afterward, also revealed his WJBK-TV, Detroit, and WSPD-TV, Toledo, were in the black, but barely so. Storer made point, echoed by other telecasters publicly and privately, that expense of expanding schedules in order to gain additional income was too great to make it worthwhile yet; biggest cost item is labor. Still a loser is his WAGA-TV, Atlanta.

Basic gripe of interconnected stations is same one as in radio's early days -- they need network service but get only about 30% of card rates. Kine recordings aren't as bad as painted, said Jack Boyle, WAVE-TV, Louisville, but even when interconnection next fall brings network programs and forces present 97 spots per week to dwindle to 43, he admitted "We'll just have to relax and enjoy it." Admen's chief gripe against TV rate cards wasn't so much about rates (admittedly high and going up as set sales go up) but against "hidden charges" that sponsors and agencies sometimes don't learn about until show has gone on air.

POLITICAL PRESSURES TO LIFT FREEZE: Dr. Allen DuMont's trip to Capitol Hill this week and his speech attacking Sen. Johnson and Comr. Jones as TV's "greatest problem" got tremendous play in press. But New Jersey Congressional delegation, impressed though members were with outspoken Dr. DuMont's fears about curtailed employment developing from freeze, are moving cautiously, for present at least.

First action of members was to go to their respective Interstate & Foreign Commerce committees and FCC, ask for details. On House side, they're asking Sadowski subcommittee to put matter on agenda of scheduled hearing (Vol. 6:4) as soon as possible. Most seem afraid of complex technical problem.

More industry people will be going to Congress, but all-out campaign on political fronts isn't expected -- at least, not unless FCC, at close of current color hearing, decides to hold off freeze hearing while it waits for more color development and tests.

Dr. DuMont's speech in New York Monday pointed finger directly at Sen. Johnson and Comr. Jones: "There are two men in Washington whose refusal to face reality has mired TV in a rainbow-hued swamp that can soon have our industry crawling on its

knees." He reasserted that color isn't ready, but that industry "will reap tremendous benefits from a really good system of color."

"Freeze could be lifted almost immediately," he said, calling on everyone to write his Congressman.

Sen. Johnson replied to New York Timesman Jack Gould's implication that he dominates FCC and that he's had heavy hand in retaining freeze (Vol. 6:5) in long letter this week. He disclaimed starting freeze or insisting color be decided first. Monopoly is what he wants to avoid, he stated.

What Sen. Johnson wants to see, he declared, is uhf allocated as well as vhf freeze lifted. He said he's motivated by concern lest "(a) color would come only when certain powerful patent-holding corporations were good and ready for it to come; (b) the chain of circumstances [would force FCC] to okay only one system of color, and (c) television would fall largely, if not wholly, into monopoly control."

But, with a big brotherly attitude, he added: "Perhaps you are right; perhaps the way is now open for the opening of the ultra highs, or at least, for a switch in the order of the current hearings so that testimony can be heard and agreement reached on the standards for [uhf]."

TV'S IMPACT ON RADIO—PER HOOPER: TV isn't "eating" its mother Radio, pollster C. E. Hooper told this week's TV Institute. Here's how he reasoned it: Number of evening sponsored network radio programs is off 37% compared with 4 years ago. But total sets-in-use among radio homes in metropolitan areas remains constant. Thus, same number of sets-in-use are focused on fewer commercial shows. Therefore, radio sponsors are still getting their money's worth.

"The narrowed selection available to the listener has all but offset TV's strides," said Hooper. He also noted that TV's rates are and can continue to be 4 to 6 times radio's, proportionately -- because TV offers twice the percentage of sets-in-use, and twice as many viewers per set.

Hooper disclosed another significant facet of TV -- results of year's study of New York City audience. It showed that in January-February 1949 radio had 80%, TV less than 20% of total radio-TV evening audience. But by November-December 1949 radio had declined to less than 60%, TV had climbed to more than 40%. Study covered Sun. thru Sat., 6-11 p.m., is start of new Hooperatings comparing share of broadcast audiences as between radio and TV, station by station, which he hopes by June to report for 15 TV cities, by October for 40 cities.

ECONOMICS OF TV PER FAUGHT REPORT: Theory that TV needs "boxoffice" to pay its way, obviously priming for Phonevision, has lively exponent in consultant Millard C. (Tex) Faught, whose recent report on the economics of TV (Vol. 5:51) was basis for talk before Televiser Magazine's TV Institute in New York Monday. His thesis is that TV needs "paid attendance" to get back some of \$1,740,352,500 he calculates it will cost to operate and program 1000 stations plus 200 satellites, divided into 4 networks, 70 hours per week for year. This, besides \$735,000,000 capital investment.

Witty, forceful, highly articulate, Faught was FMA's public relations counsel, says he no longer represents FM's Maj. Armstrong, denies he's spokesman for or employed by Zenith's Comdr. E. F. McDonald, prime mover for Phonevision.

Whatever his objective, Faught is provoking lots of argument, not only over his statistics but over his basic thesis. Any way you look at it, report spells out case for pay-as-you-look TV, whether Phonevision or coin-in-the-slot. Oft challenged from the floor, it was evident Faught had few supporters at meeting. Most noteworthy were doubts expressed that TV need be as expensive and grandiose as suggested.

We recommend you read Faught report, draw your own conclusions. It's 100 pages long, purchasable from his office (242 Madison Ave., New York) at \$5 per copy.

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Our own misgivings about Phonevision, we might note, stem from (a) fact most TV stations are gradually but surely moving into the black (Vol. 5:50); (b) unconfirmed and unconfirmable (in fact, oft denied) statements about "eagerness" of film people and willingness of phone company to go into it; (c) doubt whether people will pay even for top-hole pictures via one station if something half-way good is offered

NETWORK TV SPONSORSHIPS

As of February 10, 1950

All times are p.m. EST. Figure in parentheses is number of stations taking show live (kinescope recordings also indicated).

NBC-TV Sponsorships

Admiral Corp., *Lights Out*, Mon. 9-9:30, thru Kudner (22 plus 20 kine).
American Cigar & Cigarette Co., *Big Story*, Fri. (alternate weeks) 9:30-10, thru Sullivan, Stauffer, Colwell & Bayles (17 plus 16 kine).
American Tobacco, *Robert Montgomery Presents Your Lucky Strike Theater*, Mon. (alternate weeks) 9:30-10:30, thru BBDO (17).
P. Ballantine & Sons, *Believe-It-Or-Not*, Wed. 8-8:30, thru J. Walter Thompson (11).
Bonafide Mills, *Bonnie Maid Versatile Varieties*, Fri. 9-9:30, thru Gibraltar (20 plus 12 kine).
Bristol-Myers, *Break-The-Bank*, Wed. 10-10:30, thru Doherty, Clifford & Shenfield (18).
Camel Cigarettes, *Newsreel*, Mon.-Fri. 7:45-8, thru Wm. Esty (24).
Chesebrough Mfg. Co. (Vaseline), *Greatest Fights of the Century*, Fri., following boxing, thru Cayton (25).
Chesterfield Cigarettes, *Chesterfield Supper Club*, Sun. 8-8:30, thru Cunningham & Walsh (19 plus 20 kine).
Chevrolet, *Chevrolet Tele-Theater*, Mon. 8-8:30, thru Campbell-Ewald (25 plus 14 kine).
Colgate, *Colgate Theater*, Sun 8:30-9, thru Wm. Esty (21).
Colgate, *Howdy Doody*, Tue. & Thu. 5:45-6, thru Ted Bates (23).
Congoleum-Nairn, *Garaway-At-Large*, Sun. 10-10:30, thru McCann-Erickson (26 plus 5 kine).
Doubleday & Co., *Warren Hull Show*, Tue. 11-11:15, thru Huber Hoge & Sons (13 plus 1 kine).
Firestone, *Voice of Firestone*, Mon. 8:30-9, thru Sweeney & James (20).
Ford Dealers, *Kay Kyser*, Thu. 9-10, thru J. Walter Thompson (23 plus 10 kine).
Ford Dealers, *Kukla, Fran & Ollie*, Wed. 7-7:30, thru J. Walter Thompson (24 plus 32 kine).
General Foods (Jello), *The Aldrich Family*, Sun. 7:30-8, thru Young & Rubicam (18).
Gillette, *Boxing*, Fri. 10-11, thru Maxon (26).
Gulf Oil Co., *We The People*, Fri. 8:30-9, thru Young & Rubicam (22 plus 10 kine).
International Shoe Co., *Howdy Doody*, Wed. 5:45-6, thru Henri, Hurst & McDonald (24).
Kraft Foods, *Television Theater*, Wed. 9-10, thru J. Walter Thompson (23).
Lever Bros., *The Clock*, Wed. 8:30-9, thru J. Walter Thompson (26 plus 17 kine).
Mars Candy, *Howdy Doody*, Mon. 5:45-6, thru Grant Advertising (24).
Miles Laboratories, *Quiz Kids*, Fri. 8-8:30, thru Wade (19).
Mohawk Carpet Mills Inc., *Mohawk Showroom*, Mon.-Wed.-Fri. 7:30-7:45, thru George Nelson (19 plus 19 kine).
National Dairy (Sealtest), *Kukla, Fran & Ollie*, Tue. & Thu. 7-7:30, thru N. W. Ayer (25 plus 14 kine).
Old Gold Cigarettes, *Original Amateur Hour*, Tue. 10-11, thru Lennen & Mitchell (25 plus 4 kine).
Pabst Beer, *Life of Riley*, Tue. 9:30-10, thru Warwick & Legler (23 plus 16 kine).
Philco Corp., *Television Playhouse*, Sun. 9-10, thru Hutchins (26 plus 29 kine).
Procter & Gamble, *Fireside Theater*, Tue. 9-9:30, thru Compton (20).
RCA Victor Co., *Kukla, Fran & Ollie*, Mon. & Fri. 7-7:30, thru J. Walter Thompson (24 plus 32 kine).
Texas Co., *Texaco Star Theater*, Tue. 8-9, thru Kudner (25 plus 10 kine).
U. S. Tobacco Co., *Martin Kane, Private Eye*, Thu. 10-10:30, thru Kudner (23 plus 5 kine).
Wander Co., *Howdy Doody*, Tue. 5:30-5:45, Fri. 5:45-6, thru Grant Advertising (23).

DuMont Sponsorships

Drug Store Television Productions, *Cavalcade of Bands*, Tue. 9-10, thru Stanton B. Fisher (10 plus 8 kine).
Drug Store Television Productions, *Cavalcade of Stars*, Sat. 9-10, thru Stanton B. Fisher (14 plus 5 kine).
Allen B. DuMont Laboratories Inc., *Morey Amsterdam Show*, Thu. 9-9:30, thru Buchanan (14 plus 17 kine).
Walter H. Johnson Candy Co., *Captain Video*, Mon. 7-7:30, thru Franklin Bruck (5).
Mail Pouch Tobacco Co., *Sports for All*, Fri. 9-9:30, thru Charles W. Hoyt (4 plus 3 kine).
Phillips Packing Co., *Easy Aces*, Wed. 7:45-8, thru Altkin-Kynett (3 plus 12 kine).
Sterling Drug Inc., *Okay Mother*, Mon.-Fri. 1-1:30, thru Dancer-Fitzgerald-Sample (4).
Unicorn Press Inc., *Broadway to Hollywood Edition of Headline Clues*, Fri. 8:30-9, thru Victor A. Bennett (3).

CBS-TV Sponsorships *

Harriet Hubbard Ayer, *Glamour Go-Round*, Thu. 9:30-9:45, thru Federal (20). (Starts Feb. 16).
Ballantine Beer, *Boxing*, Wed. 10-11, thru J. Walter Thompson (11). (To be sponsored by Pabst beginning March 1.)
Anheuser Busch, *Ken Murray Show*, Sat. (alternate weeks) 8-9, thru D'Arcy (51).
Bristol Myers (Ipana), *Lucky Pup*, Thu. 6:30-6:45, thru Doherty, Clifford & Shenfield (12).
Camel Cigarettes, *Man Against Crime*, Fri. 8:30-9, thru William Esty (14).
Camel Cigarettes, *Ed Wynn Show* (on kine), Sat. 9-9:30, thru William Esty (28).
Chesterfield Cigarettes, *Arthur Godfrey*, Wed. 8-9, thru Newell-Emmett (47).
Chevrolet, *Inside U. S. A.*, Thu. 8:30-9, thru Campbell-Ewald (30).
Crosley, *This Is Broadway*, Sun. 7:30-8, thru Benton & Bowles (53).
Electric Auto-Lite, *Suspense*, Tue. 9:30-10, thru Newell-Emmett (18).
Esso Standard Oil Co., *Alan Young Show* (on kine), time undecided, thru Marschalk & Pratt (23).
Ford Motors, *Ford Theater*, Fri. (alternate weeks) 9-10, thru Kenyon & Eckhardt (12).
General Electric, *Fred Waring*, Sun. 9-10, thru Young & Rubicam (38).
General Foods (Sanka), *The Goldbergs*, Mon. 9:30-10, thru Young & Rubicam (16).
General Foods (Maxwell House), *Mama*, Fri. 8-8:30, thru Benton & Bowles (21).
B. F. Goodrich Co. moves from ABC-TV April 2, Sun. 10-10:30, thru BBDO.
Household Finance Co., *Peoples' Platform*, Fri. 10-10:30, thru LeVally (11).
International Silver, *Silver Theater*, Mon. 8-8:30, thru Young & Rubicam (15).
Lincoln-Mercury, *Toast of the Town*, Sun. 8-9, thru Kenyon & Eckhardt (22).
Lipton Tea, *Arthur Godfrey's Talent Scouts*, Mon. 8:30-9, thru Young & Rubicam (9).
Maiden Form Co., *Vanity Fair*, Mon.-Wed.-Fri. 4:30-5, thru William H. Weintraub (3).
Masland Rugs, *At Home Show*, Wed. 7:45-8, thru Anderson, Davis & Platte (20).
Nash-Kelvinator Corp. (Kelvinator), *Homemaker's Exchange*, Mon.-Fri. 4-4:30, thru Geyer, Newell & Ganger (17).
Oldsmobile, *CBS-TV News*, Mon.-Wed.-Fri. 7:30-7:45, thru D. P. Brothers (10).
Pabst, *Boxing*, Wed. 9:30-11, thru Warwick & Legler (11). (Starts March 1.)
Philip Morris, *Candid Camera*, Mon. 9-9:30, thru Blow (16).
Seeman Bros. (Airwick), *Vanity Fair*, Mon.-Wed.-Fri. 4:30-5, thru William H. Weintraub (3).
S. O. S. Co. (scouring pads), *Homemaker's Exchange*, Thu. 4-4:30, thru McCann-Erickson (17).
Sun Dial Shoe Co., *Lucky Pup*, Fri. 6:30-6:45, thru Hoag & Pro-vande (9).
Westinghouse, *Studio One*, Mon. 10-11, thru McCann-Erickson (41).

* Breakdown of stations as between live and kine not available.

ABC-TV Sponsorships

Admiral Corp., *Stop the Music*, Thu. 8-8:30, thru Kudner (24).
American Bakeries Co., *Lone Ranger*, Thu. 7:30-8, thru Tucker Wayne (6 kine).
Blatz Brewing Co., *Roller Derby*, Thu. 10:30-conclusion, thru Kas-tor, Farrell, Chesley & Clifford (11 plus 2 kine).
Canada Dry Ginger Ale Inc., *Super Circus*, Sun. 5-5:30, thru J. M. Mathes (14).
Chesebrough Mfg. Co., *Roller Derby*, Thu. 10-10:30, thru McCann-Erickson (10).
General Mills Inc., *Lone Ranger*, Thu. 7:30-8, thru Dancer-Fitz-gerald-Sample (11 plus 21 kine).
B. F. Goodrich Co., *B. F. Goodrich Celebrity Time*, Sun. 10-10:30, thru BBDO (20 plus 3 kine). (Sponsor moves to CBS-TV, same time, April 2.)
Goodyear Tire & Rubber Co. Inc., *Paul Whiteman Goodyear Revue*, Sun. 7-7:30, thru Young & Rubicam (21 plus 19 kine).
Griffin Mfg. Co. Inc. (shoe polish), *Paul Whiteman TV Teen Club*, Sat. 8:30-9, thru Birmingham, Castleman & Pierce (11) (starts March 4).
Kellogg Co., *Irene Wicker—The Singing Lady*, Sun. 6-6:30, thru Kenyon & Eckhardt (13).
Knemark Mfg. Co. Inc., *Blind Date*, Thu. 9-9:30, thru Emil Mogul Co. (starts March 16).
Libby, McNeill & Libby, *Auction-Aire*, Fri. 9-9:30, thru J. Walter Thompson (8).
P. Lorillard Co., *Stop the Music*, Thu. 8:30-9 thru Lennen & Mitchell (23 plus 1 kine).
Packard Motor Car Co., *To Be Announced*, Thu. 9:30-10, thru Young & Rubicam (starts March 23).
Young Peoples Church of the Air, *Youth On the March*, Sun. 10:30-11, thru J. M. Camp (12 plus 6 kine).

There are 35 unions in TV, or trying to get in, Ernest de la Ossa, NBC personnel director told TBA. Among some of the lesser known are International Brotherhood of Teamsters (AFL); District 50, United Mine Workers (Ind.); Make-up Artists & Hair Stylists (Ind.); International Union of Hod Carrier, Building & Common Laborers (AFL); International Union of Bricklayers, Masons & Plasterers (AFL); International Brotherhood of Carpenters & Joiners of America (AFL); International Union of Operating Engineers (AFL); Building Service Employees International Union (AFL). [For list of others, see p. 95, TV Directory No. 10.]

Second annual TV conference of Chicago's Television Council comes off March 6-8, with agenda designed to cover whole TV front: advertising, programming, research, management, freeze, color, theatre TV, Phone-vision, set servicing, TV vs. AM, etc. So far, 42 speakers have been scheduled.

TV topics at U of Oklahoma annual radio conference March 12-14 will be covered by Roy Bacus, WBAP-TV, Fort Worth; Dave Pasternak, KSD-TV, St. Louis; Hoyt Andres, WKY-TV, Oklahoma City; F. M. Randolph, KOTV, Tulsa. FCC chairman Coy is banquet speaker.

AN OPEN LETTER TO THE FCC: For some 2 years, now, you have been functioning without a chief engineer. Since George Sterling was elevated to a commissionership Jan. 2, 1948, your Bureau of Engineering has limped along, and you have had to preoccupy yourselves all too frequently with nagging technical details that dribble away valuable time. There are some of us who even think the TV freeze, color and uhf issues might be less confused and nearer solution if you had a chief engineer of stature.

The job now pays \$10,500, and there seems to be no good reason for further delay. Surely, this country, world leader in the electronic arts, isn't so deficient in talent that no competent man can be found. Surely, not money alone but the same rewards that keep you in govt. service can get you an honest-to-goodness chief engineer. If politics scares some away, you could readily promise to do everything in your power to insulate your technical chief from the politicians and give him authority commensurate with his responsibility.

For your own sake, and for the sake of all the services you regulate, we urge you to pick someone soon -- someone who can provide the technical competence and advice so badly needed.

Telecasting Notes: DuMont network affiliates organized liaison committee at New York meetings Feb. 6-7, named WCPO-TV's Mortimer Watters chairman, WFIL-TV's Kenneth Stowman vice chairman . . . WOR-TV, New York, this week moved TV master control from New Amsterdam Roof Theatre to its new TV Center, 20 W. 67th St., housing two 43x68-ft. studios . . . GE has order from Zenith for transmitter for Channel 2 tests of Phonevision . . . ABC-TV launched big promotion campaign this week, using full-page newspaper ads, will have page in March 28 *Look Magazine* headed "Tops in Television", playing up shift of antenna from Hotel Pierre to Empire State Bldg. . . . Chicago's Studebaker Theatre, 418 S. Michigan Ave., leased by NBC-TV as TV studio; seating 1300, it's Midwest's biggest TV theatre.

Suggestion that TV charge admission to its shows as revenue source was theme of editorial in Jan. 16 *Advertising Age*, pointing to success of WLS's *Chicago Barn Dance* theatre programs. In Jan. 30 issue, NBC's "integration" v.p. William S. Hedges replies that small amount of money collected wouldn't be worth collection cost and that audiences build good will for network, sponsors, entertainers. Hedges adds: "Financial outlook for stations and networks is not as bleak as your editorial indicates . . . Given enough markets, enough intercity connections and enough viewers, [networks] will not be long in putting TV on a sound financial basis."

Radio-TV law course, scheduled for 6 Tuesday evenings beginning Feb. 28 by non-profit Practising Law Institute, 57 William St., New York, has legal galaxy lined up to cover subjects tailored for lawyers concerned with stations, advertising, talent, copyright, etc. Chairman is David Solinger; participants include NBC's Gustav Margraf and Robert Myers, ABC's Joseph McDonald, CBS's Howard Hausman, NAB's Don Petty, ASCAP's Herman Finkelstein, movie negotiator Edward Colton, William Morris Agency's Nathan Lefkowitz, J. Walter Thompson's Edward Wilson, FCC's Harry Plotkin. Others on tap: Bruce Bromley, Walter Barry, Louis Nizer, A. Walter Socolow, Milton Kramer, David Miller, Howard Reinheimer, Richard Salant, T. Newman Lawler.

One-town freeze-lifting will be urged in petition to FCC shortly by applicant who will assert that city is unique in that number of applicants equals number of available channels and no one has proposed to add or take any way. Applicant is likely to get unsympathetic reception if FCC still thinks way it did in denying TBA's request for partial thaw (Vol. 5:25, 27).

"Advances" to film producers by TV operators and advertisers, permitting them to embark on TV film production, was suggested by Ralph Cohn, TV manager. Screen Gems Inc., Columbia Pictures subsidiary, in talk before TBA conference. He recalled early movie days when producers got prepayments from exhibitors. He foresaw little likelihood of TV getting feature films from major Hollywood producers, observing: "Large corporations, operating moderately well in their own established field, rarely pioneer a new industry." He thought competition from smaller and new film producers could mark beginning of new industry—films for TV.

Smaller, independent theatre owners, as exemplified by Allied States Assn of Motion Picture Exhibitors, are taking slightly different attitude toward TV than last year when they more or less shrugged it off (Vol. 5:24). Allied board saw Zenith film explaining Phonevision at Washington meeting Friday, really got excited about "threat of TV." Board voted to participate in theatre-TV hearings, reaffirmed objections to use of film features on TV, elected TV chairman Trueman Rembusch president. He's owner of WCSI(FM), Columbus, Ind., as well as theatres.

First casualty in Petrillo's ban on TV films with music is Edward Paul, musical director of Jerry Fairbanks Productions. He was charged with taking orchestra to Mexico City for filming 26 Fairbanks *Paradise Island* TV films, was suspended from AFM membership for 6 months, fined \$1000. Union also took franchise away from booking agency (name undetermined) which arranged date. Musicians were also fined, but union said it was not collecting levy until Paul case was finished. Paul has until March 1 to pay fine.

Sign of the times: Front-page box in Jan. 29 *Washington Star*, headed "Do You Need Television Repairs?" goes on to state, "For the more than 90,000 television set owners in the Washington area, *The Star* is now publishing every day a new classified listing entitled 'Television Repairs'".

Pan-American picked up TV during recent New York-Bermuda flight, received 11 stations altogether, got 3 New York signals 236 miles out. Ship flew at 17,000 ft.; receiver was standard 1949 Admiral 10-in. table set (Model 20X11), tied into plane's regular radio antenna.

Paid program listings in its TV-radio schedules are now accepted by *Philadelphia Inquirer*, quoting rates of \$2 per agate line daily, \$3 Sunday, minimum of 3 lines up to 14 lines. Newspaper owns WFIL & WFIL-TV.

at same time via another; (d) questions of governmental policy, still unresolved, respecting use of limited broadcasting facilities for "paid subscription" services.

Note: Zenith this week got FCC go-ahead to test Phonevision among 300 paying subscribers (\$1 per picture) in Chicago -- and it's now up to that company to tell what feature films it has signed up. Though FCC's reversal of previous decision ordering hearing (Vol. 5:50,53; Vol. 6:4,5) opened flood of publicity about pay-as-you-look, nothing has yet been divulged about actual films available, except for rumors of British features (Hamlet is one). What also is pertinent, in Zenith's quest for promised "A" features, is that even if a major Hollywood producer wanted to release his new films to Phonevision, contracts with Petrillo forbid!

It's noteworthy that Zenith stock, probably due to Phonevision grant, gained considerably; closed Friday at 45½, new high; it was 32% at end of 1949.

Commission order covers 90 days from Feb. 8, was voted by Comrs. Coy, Sterling, Jones, Hennock (latter 2 reversing previous vote), with Webster dissenting, Hyde not voting. Noteworthy particularly is injunction upon experimenter that he avoid any action that might create public impression that "Phonevision has been or will be authorized on a regular basis...or that said authorization constitutes approval by the Commission of the principle [of] subscription TV."

What FCC must eventually decide, if tests prove out, is lucidly spelled out in Comr. Webster's vigorous dissenting opinion, which should be read closely by those concerned with implications of "subscription TV." In fact, we urge you to read whole document: order, dissent, separate concurring opinions of Jones and Hennock are all contained in Public Notice 50-191 (Docket 9517) obtainable from FCC.

COLOR QUARREL BUILDING TO SHOWDOWN: "Double standards" or "multiple standards" are words you're likely to hear more and more as arguments over color TV warm to fever heat in ensuing weeks. It's doubtful whether anything will come of idea of letting all color claimants market their systems to the public -- and let the buyer beware. Nor is that likely to speed up anyone's color offerings, not even CBS's. But that seems to be idea now of Senator Johnson and Comr. Jones, at least.

Jones took occasion to echo Johnson's "broad general standards" theory (Vol. 5:46, 6:2) -- i.e., to allow all color systems to compete for public's dollar -- in concurring with majority in Phonevision decision this week (see p. 2). He also revealed another facet of what's motivating him (Vol. 6:4), an apparent abhorrence of pooled patent controls. He all but indicted RCA in asserting:

"The Commission should be very liberal to allow experimental commercialization of new techniques and improvements...in order to give the new inventor an opportunity to market his product and to introduce it to the public..."

"To the extent that there is a tendency toward, if not actual monopoly in the licensing of patents for TV transmission and receiving equipment, it is very important from the Commission's standpoint that new developments in the art be encouraged. While patent holders are entitled to a monopoly in the development and manufacture of the equipment covered by their patents, it does not follow that the Commission has to join in that monopoly."

Little support for Johnson-Jones philosophy on color standards has been evidenced by rest of FCC, let alone industry. Decision allowing unlimited sale of receivers for various color systems, incompatible with one another, would break regulatory precedent, is almost certain to mean nobody will venture forth.

Reporters asked RCA's Dr. Elmer Engstrom, during press demonstration in Washington Wednesday, what he thought about idea of "double standards." "Only as a last resort," he said. "We're certainly not afraid of it, if that's what you mean."

The really key men in whole color controversy, the telecasters, are yet to be heard from. Soon, we'll begin reporting their responses to our questionnaire asking their frank opinions. They're interesting.

* * * *

RCA's demonstration was obvious counter-move against current CBS campaign, which includes public showings in Washington resuming Feb. 13-21. It got quite favorable press reaction. Pictures were as good as, or better than, those we saw

few weeks back (Vol. 6:3). There was no color fringing, seen before. But bottom of pictures still have purplish tinge; RCA engineers, happy over accomplishing locked phasing, say they'll have tinge eliminated soon.

Prospects of tri-color tube still excite most interest, as they should. Dr. Engstrom reported "very satisfactory progress," said he's seen pictures on it (but didn't say how good), promised it will be demonstrated within 45 days. Such tube, at a stroke, would drastically reduce bulk, number of components and complexity of receivers -- plus bringing image out of that very unsatisfactory "dichroic tunnel." It's a "must" for RCA; at same time could be a huge assist to CBS and CTI.

Alluding to CBS system, Dr. Engstrom asserted: "Color is no substitute for definition, not when you can have both."

CTI's gear is en route from San Francisco, will be demonstrated Feb. 20 at Statler Hotel rather than at FCC labs as first scheduled. Comparative demonstration is still set for FCC Laurel (Md.) labs Feb. 23. It's unlikely that FCC lab chief Ed Chapin will be on hand for several weeks; he has rather serious throat ailment.

FCC issued order of appearances for resumption of hearing Feb. 27. It's same as for beginning of hearing (Vol. 5:38), with addition of AT&T and Western Union. List is merely pro forma, however; all who appeared in first phase are entitled to appear, but several (like Dr. Geer) aren't expected.

* * * *

Radio columnist John Crosby, who like New York Times' Jack Gould (Vol. 6:5) can't be labeled as spokesman for anybody, got hepped up about freeze and color's part in keeping it on. In 2 syndicated columns this week, he asserted that compatible color "makes sense", that freeze is retarding TV's growth on almost all fronts, that "CBS mechanical system is susceptible to only so much improvement and no more, whereas electronic color's potentialities are infinite."

Crosby was a little rougher on both systems than most, making them appear worse than they really are -- but there's no gainsaying he set many folks' minds at rest with respect to obsolescence.

Biggest lever to start freeze hearing rolling, regardless of color decision or stalemate, is satisfactory color interference data. "Satisfactory" means same as black-and-white, and everything points to "no difference." RCA is only outfit submitting findings so far. But we hear CBS's studies point same direction. FCC engineers are going to Princeton Feb. 13 to look over RCA setup.

NO. 99 & 100 TAKE TO AIR NEXT WEEK: Syracuse's new WSYR-TV (Vol. 6:5) was experiencing trouble from ice on towers and high winds at week's end, but it looked like test juice would be turned on by Saturday and scheduled operation would get under way Wednesday, Feb. 15, as planned. Newhouse newspapers which own station, both Herald-Journal and Standard-Times, will put out special editions March 5; meanwhile, director Col. Harry C. Wilder is strenuously seeking to persuade brand manufacturers to channel more TV sets into Syracuse area, which he and local dealers assert will absorb many more than have been allocated.

Put down San Antonio's KEYL (Vol. 6:3,5) as No. 99 station to go on air, for it definitely starts regular programming at 10 a.m. Feb. 15, running through to 10:15 p.m. That makes Syracuse's WSYR-TV, starting evening of same day, No. 100. And upcoming WOI-TV, Ames, Iowa (Vol. 5:49) opens up Des Moines area Feb. 20. [For details, and for listing of remaining CPs, see TV Addenda 10-E herewith.]

First new application in many months was filed this week by Charles A. Lenz, Auto Phone Service, St. Petersburg, Fla. But it did not designate channel or other requisite data, so was returned by FCC. City already has one applicant (WTSP), and CP holder last year pulled out (Vol. 5:42); Tampa has 3 applicants.

Phoenix's KPHO-TV is changing ownership once again -- Texas oilmen Pickens, Coffield & Wheelock, who originally got grant, deciding not to buy 75% of stock in new corporation (Vol. 5:26). They still control new KEYL, San Antonio, however, still have applications in for New Orleans, Corpus Christi. New stockholders would include John Mills, Westward Ho Hotel, 21%; Tucson Daily Citizen, 19%; John Mullins, Tulsa, 13%; Rex Schepp, manager, 11%; and other local businessmen.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
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WITH AM FM REPORTS

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February 18, 1950

JANUARY TV OUTPUT 420,000 SETS: First month of 1950 accounted for estimated 420,000 TV sets, which compares with December's 350,500 (Vol. 6:3) and 5-week November's record 497,000 (Vol. 5:52). So it looks like industry is off to good start toward predicted 4-5,000,000 output this year. It also brings cumulative postwar production to 4,415,000 which, nearly a month having passed, probably means just about that many sets-in-use.

RMA January output total is 335,588, but we're now adding 25% and rounding total to nearest even figure to account for non-RMA members, kits, etc. Meck is no longer in RMA; it's now a sizeable producer, unit-wise, and with non-members Admiral, Tele-tone and smaller producers may well account for that proportion. Best industry advices are that 25% is probably more accurate than 20% previously used.

Accelerating rate of production is shown in RMA weekly figures for January: first week 59,242, second 85,991, third 92,369, fourth 97,986. Last week is record, highest since fifth November week. Of total 335,588, RMA says 12,285 were for private label (seems low). RMA's January breakdown: table models, 170,571 (6665 with AM and/or FM); TV-only consoles, 136,035; combination consoles, 28,982 (18,405 with phonos). TV sets with FM totaled 34,087. FM sets totaled 89,136.

January radios of all kinds totaled 995,783, including TVs (now running in 1-to-3 ratio). This compares with 998,993 in December, 1,324,359 in November.

SNAFU OVER NBC'S 2½-HOUR REVUE: NBC is going ahead with its 2½-hour 'Saturday Night Revue' (Vol. 6:1, 4, 5) -- but may have to make further adjustments with affiliates. That's intent expressed by president Joseph McConnell following FCC letter Feb. 16 (Public Notice 46462) giving NBC until Feb. 24 to answer Commission's finding that project still violates option and time-brokerage provisions of chain rules. DuMont raised original objections. Program is scheduled to start Feb. 25, United Fruit already signed as sponsor (Vol. 6:6), 8 or 10 others said to be on verge. First hour is out of Chicago, Jack Carter m.c.; remaining 1½ hours from New York, featuring such stars as Sid Caesar, Imogene Coca. FCC has placed WPTZ and WTMJ-TV on temporary license (after having granted renewals) because they accepted NBC offer; they were asked to reply Feb. 24 too. As of Friday, NBC had 10 stations signed for whole 2½ hours -- its own 4 interconnected plus WSYR-TV, WBZ-TV, WPTZ, WDEL-TV, WBAL-TV, WTAR-TV -- some starting later than Feb. 25. Fourteen others have agreed to take part of each show: WNHC-TV, WKTV, WJAR-TV, WGAL-TV, WTVR, WICU, WSPD-TV, WWJ-TV, WLWT, WLWD, WLWC, WMCT, WTMJ-TV, WLAV-TV.

AM OWNERS DOMINANT IN TELECASTING: Of the 100 telecasting stations now on air, 78 are owned in common with local AM stations and 7 more are owned by non-local AM interests. Thus, 85 out of 100 stations under AM domination would seem to bear out conviction that the broadcasters are inheriting telecasting. Only 15 TV stations have no AM identification whatsoever.

Newspaper interests own 34 TV stations, all but 4 of these with AM adjuncts. AM networks own 11½, electronics manufacturers 17 (including RCA-NBC's 5, DuMont's 3, Crosley's 3), movies-theatres 4, dept. stores 3. As for multiple ownership, only

ABC and NBC have allowable maximum of 5; DuMont, Crosley, Storer 3 each; Scripps-Howard, Cox, Edward Lamb, Mason-Dixon, Bamberger, N.Y. News-Chicago Tribune 2 each.

Among the 9 remaining CPs for new stations, all have AM affiliations, 4 are also held by newspapers, one each by a municipality and an insurance company.

So it would appear TV ownership is well diffused, monopoly neither existent nor in prospect -- except as freeze has created temporary monopolies for those AM or newspaper or other enterprisers who ventured where others feared to tread.

Note: For detailed data (including rates) on all TV stations, and for complete list of all CPs and applications, see TV Directory No. 10.

MID-IOWA OUTLET STARTS NEXT WEEK: You can add Iowa State University's WOI-TV, Ames, to your log of operating stations, effective next Tuesday, Feb. 21. Though it will operate as non-commercial educational station, in that it will carry no local commercials, state's second outlet (first was Davenport's WOC-TV) will carry network commercials via kine-recordings and is being bracketed on network rate cards at \$200 base rate. Located in middle of state, operating on Channel 4, it gives primary coverage to Des Moines, only 29 mi. away, as well as many other sizeable communities (Vol. 5:49). Two weeks of tests have also brought responses from 165 Iowa communities, indicating coverage up to 70-75 miles. It will program 6:30-9:30 Mondays thru Fridays, with test patterns 3:30-5:30 and 6-6:30. It becomes 101st station in regular operation, leaving only 8 CPs outstanding (see TV Addenda 10-F). Next definite starter seems to be Norfolk's WTAR-TV, due to begin Channel 4 tests about March 1 and regular programs (interconnected) on April 2. As buildup for their station, Norfolk Virginian-Pilot and Ledger-Dispatch are sponsoring big local TV Show March 13-16, will carry special editions March 12 & 13.

Note: FCC has denied Raytheon petition for reconsideration of decision denying CP extension for WRTB, Waltham (Vol. 5:52; 6:2). This means one less pre-freeze CP on books, one more vhf channel released for Boston area applicants, post-freeze.

SNIPING TIME ON THE COLOR AGENDA: Now, the first Color Television Inc. demonstration (Monday, Feb. 23, via WMAL-TV). Then, on Thursday, Feb. 23, the 3-way comparative showings by CBS, CTI & RCA. Thereafter, as though these were mere warmups, resumption of direct testimony on color claims before full FCC, starting Feb. 27. With inevitable sniping, particularly during cross examination, color phase of TV freeze is likely to occupy Commission all through March or longer.

That's situation at this writing, with CBS and RCA expected particularly to poke holes in one another's systems during comparative demonstrations and hearings. There's also possibility of flareup within FCC, some members making no secret of their disagreement with Comr. Jones.

CTI's president Arthur Matthews, inventor George Sleeper and retinue of assistants came to town early this week, held press conference Tuesday at which they stated they will demonstrate with projection receivers (converted RCA models), have 7 in city. Refuting critics who say CTI system can't show high definition and adequate brightness without "crawling" (jittering or flowing), Sleeper said flatly that system produces about 300 lines (has been as high as 400) in both color and monochrome, has about 20 foot lamberts of brightness (quite good for projection sets) -- and simply does not crawl. They sent color to New York and back on coaxial Friday, reported: "Good results; we expected no trouble."

CBS and RCA have both insisted on test patterns and charts designed to show up deficiencies in each other's color fidelity and balance, definition, registration, color breakup, flicker and like. Each system will be transmitted from own studios, using exact copies of test materials.

* * * *

CBS meanwhile was continuing downtown public color showings through next Tuesday, Feb. 21, but turnouts were smaller and objections from local trade have all but stopped. On Thursday, more than 30 members of top-hole Advertising Council, in Washington for White House conference, were CBS president Stanton's guests at demon-

WHAT THE TELECASTERS THINK OF COLOR: Missing voice in color TV hubbub is that of the station operator, ironically unrepresented by any collective spokesman in current FCC proceedings.

To find out what he thinks -- for he's fully as important a factor as the manufacturer -- we sought opinions of all telecasters in a 5-question survey undertaken 2 weeks ago. We addressed questionnaires to top executives representing the 98 then operating stations, some representing multiple ownerships. The replies thus far (37) indicate a keen awareness of the problem and a remarkable unanimity.

Herewith the questions and consensus of replies:

(1) How important do you consider color? Many shades of opinion, but 21 leaned to "quite important," 16 "not particularly important." Generally, they expect color to enhance advertising appeal. Those who aren't greatly enthused, though, point to small percentage of movies in color, presumably because extra costs are usually greater than extra boxoffice appeal.

(2) Do you believe any color system is ready now? They're almost of one accord: 33 said "no," 3 said "yes," 1 "don't know." The 3 saying yes were Richard Redmond, speaking for CBS; the manager of another major CBS-TV & AM affiliate, who requested anonymity; and Thad Holt of Birmingham's WAFM-TV (CBS-affiliated WAPI), who said CBS is ready but added "perhaps RCA's by time [color] could get started."

(3) What do you think the majority of telecasters would do if FCC should authorize, within a few months, a compatible system, such as RCA's or CTI's? Majority said they'd proceed with caution, wait for bugs to be shaken out, wait to see how receivers sold, wait for those with special interests (like manufacturers) to prove it out, wait until competition forced their hands. "Wait" was the word oft used. But some said they'd begin planning for it; indeed, Herbert Mayer of Cleveland's WXEL reported he had placed an order with RCA last September to be filled when and if standards for its color system are set.

(4) What do you think telecasters would do if any incompatible system, such as CBS's, were adopted? This one brought them to their feet. Sample quotes:

"Only dire results accruing to the TV industry and to the millions of TV set owners." -- Edward Lamb, WICU, Erie.

"Doubt seriously if we would undertake it. Very much afraid we would have another FM on our hands." -- Edgar B. Stern Jr., WSDU-TV, New Orleans.

"I cannot believe that any station, excluding CBS owned and operated, would adopt an incompatible color system." -- Charles Thieriot, KRON-TV, San Francisco.

"We cannot conceive of telecasters being in any way able to afford the capital investment required for an incompatible system, knowing full well that the future color TV system must be compatible in order to make all of the present black-and-white sets useable. Furthermore, the terrific expense of operating 2 systems entirely incompatible just isn't in the cards." -- Walter Damm, WTMJ-TV, Milwaukee.

"Secret of color's success will be assurance that present sets (many not paid for) will not be obsolete...FCC owes a debt to the telecasters themselves in that this has been a losing business thus far; color TV should work on present transmitters with the use of converters that would not be costly to the telecasters." -- Don Fedderson, KLAC-TV, Los Angeles.

"I take very dim view of any incompatible system...The immediate realization of color isn't that important. I doubt very much if we, or the majority of all tele-

casters, would purchase and install a color system which is not compatible." -- Mitchell Wolfson, WTVJ, Miami.

More vehement answers came from those requesting their names be withheld:

"Public indignation among current set owners would be terrific...a serviceman's nightmare."

"Telecasters would go crazy...it could help wreck the entire industry."

"I think an incompatible system will eliminate TV, either color or black-and-white."

"Too many of us would have to throw in the towel -- since we are not financially able to start over again from scratch."

"Irreparable harm to the TV industry."

Some apparently would just swallow hard and hope for best. Only a few don't seem to have wondered very much about it. For example: "I don't know what would happen...I presume that this would be a rather difficult situation."

One offers this thoughtful answer: "The only people who could use it would be applicants for new stations with new frequencies. This would probably apply only to the uhf band where there would be no sets anyway to receive in black-and-white."

From the 3 who feel CBS's system is ready now:

"We believe many...would broadcast network color feeds, would promptly modify some of their camera equipment in such a way that it could be used for either color or standard black-and-white programming, and would commence broadcasting local color programs." -- Richard Redmond, CBS.

"We'd go ahead just as soon as we would on any other type of color system." -- Thad Holt, WAFM-TV, Birmingham. To Question 3, he had answered: "Believe telecasters would take color in their stride, just as they have done with other developments. As in black-and-white, we would go ahead on color in about 3 to 5 years."

The anonymous third didn't answer the question. But to Question 3, he had replied: "Telecasters would convert to a compatible color system."

(5) Should color be established in vhf, uhf or even higher in the spectrum? Most replies made clear present telecasters want to be able to transmit color when it does come, on same channels as black-and-white -- be they vhf, uhf or what have you. And they don't want to operate 2 transmitters. Only one insists color needs more than 6 mc, said it should be put in uhf where wider bands can be created.

Nicely summing up feelings threading through many replies was this reaction: "For goodness sake, let's settle it...We are coming along in TV but, from the telecaster standpoint, many stations have yet to come up with a clear dollar, and color at this time seems to be principally beneficial to the aspirin people."

You're welcome to come up and read the full responses of those who stated they don't mind being quoted, and texts of responses of those who asked that their names not be used. Here's list of respondents to date: KGO-TV, KLAC-TV, KMTV, KOTV, KRON-TV, KSD-TV, WAFM-TV, WAGA-TV, WAVE-TV, WBAL-TV, WBAP-TV, WBEN-TV, WBTW, WCAU-TV, WDSU-TV, WFIL-TV, WGN-TV, WHAM-TV, WICU, WJAC-TV, WKTV, WMAL-TV, WOAI-TV, WOC-TV, WOIC, WOR-TV, WOW-TV, WRGB, WSAZ-TV, WSPD-TV, WTMJ-TV, WTTG, WTTV, WTVJ, WXEL -- plus representatives of ABC, CBS, DuMont, NBC.

* * * *

Telecasters' and applicants' attitudes on freeze were indicated in survey released by TBA last week. Interesting, sometimes revealing, responses came from 33 operators and CP holders, 57 applicants. They were asked:

Has freeze hurt you? Of operators, 12 said yes, 18 no; applicants, 18 yes, 31 no. Do you favor vhf-uhf in same city? Operators, 6 yes, 26 no; applicants, 10 yes, 43 no. Do you favor using all uhf for 6-mc TV now? Operators, 7 yes, 19 no; applicants, 15 yes, 35 no. Do you favor separating color issue from allocations now by stipulating 6 mc color? Operators, 30 yes, 2 no; applicants, 41 yes, 12 no.

stration. These men, who control huge ad budgets, were obviously greatly impressed -- but technical details were omitted in brief session.

Overheard were remarks about excellence of CBS color, enormous potential for advertising. Not overlooked, though, was fact that viewing angle is restricted (by magnifiers). Tom Hargraves, Eastman Kodak president, said color fidelity was excellent. Sam Gale, General Foods, observed "this would be wonderful for us in the food line." NBC's Niles Trammell, Council member, obviously was bursting to speak out about "incompatibility" and such, but of course didn't. ABC's Mark Woods, asked about attitude of advertisers toward color TV, remarked: "They're not particularly excited about it, but they'll take anything at the right price."

CBS showed converter to ad tycoons; as they emerged we heard this colloquy: "What are we going to do with the 15,000,000 sets that will be out in a few years, when color comes in?" Reply: "Guess we'll have to give them to the children."

* * * *

Senator Johnson kicked industry in slats again in long speech on Senate floor Thursday, started out by climbing all over New York Timesman Jack Gould for reprinting only excerpts of his 1500-word reply to Gould's Jan. 26 column on freeze-color (Vol. 6:5-6). "Mr. Gould," he said, "I presume does not like anyone to infer that his column is being prostituted by private interests."

Then he launched into all-out attack on industry (naming particularly RCA's Jolliffe, Philco's Smith, Dr. DuMont) for asking freeze be lifted. He reiterated charge industry wants merely to open up a few more vhf markets, doesn't care about nation-wide allocation including uhf. He singled out Dr. DuMont for special treatment, he having openly requested Congressional aid in lifting freeze (Vol. 6:6). Ironically, DuMont is probably industry's most enthusiastic uhf booster, and RCA-NBC Bridgeport experiments are most definitive and promising yet on uhf (Vol. 6:5).

"Relying on threats and intimidation" the Senator concluded, "the industry will continue to pressure the Commission. One plan is to have a Congressional investigation, as if a Congressional committee could deal with technical problems... If there is to be an investigation of TV by Congress, let's have one which goes into monopoly controls and patent holding devices and restrictions... Our committee may decide that the time has come to thoroughly explore what is going on, but when it does, it will be an investigation to determine who is calling the shots, and why."

Senator Johnson received interesting letter from Gene O'Fallon (KFEL, Denver) this week, constituent reputed to carry considerable weight with him. Excerpt: "I'm convinced that your position on this matter is sound, and will prevent the manufacturing interests from doing to TV what they have done to FM. It appears to me that the only sound policy on TV is to see the color issue through to a complete understanding and then standardize on a compatible system."

RMA's pitch will be much more emphatic when FCC hearing resumes, its board decided in Chicago this week. It will lay greater stress on compatibility, need for more color development, lifting of vhf freeze, allocation of uhf.

ANYTHING GOES IN MAGIC NAME OF TV: Hark to these gems from what purports to be a TV "industry study" distributed by a New York market tip service. We call attention to these typical excerpts simply because they show what dross can be peddled as expert advice in the intriguing realm of TV -- to say nothing of influence on investors:

"Since December 1946, TV stations have increased by 1100%, TV advertisers over 6000% and teletext production has been stepped up over 30,000%." Recalls that horrendous "300% increase" in arrests for drunkenness in hometown one year -- up from 1 to 3 drunks!

"The FCC will not release color TV until it is absolutely perfected and the process is still 3 years away." FCC, et al, will be glad to know!

"Despite its slowness in getting into the TV field, Zenith now stands third in sales volume." RCA, Admiral, Philco, Motorola, Emerson and GE take notice.

And then this honey: "Talk" of govt. subsidy of TV programs to extend networks to less populated regions. Whose talk?

In promoting Phonevision, Zenith faces fact no Hollywood major wants to release current "A" features even for FCC-authorized tests (Vol. 6:6), so far as we can learn. But movie tycoons don't relish, either, possible anti-trust charges again, fear Zenith's McDonald will demand Dept. of Justice monopoly action—and they've had enough of anti-trust. Yet they also have exhibitors and Petrillo to think of. Only immediate out seems to be if British producers or non-theatre-owning majors like Columbia, Universal, Republic come through with films. McDonald has invited movie executives to Phonevision demonstration March 18-20, indicating he doesn't expect to get actual tests going (under FCC's 90-day experimental grant) before then. Zenith has asked FCC for CP to move Chicago test station KS2XBS to 1 N. LaSalle St., radiate 18 kw. Flood of publicity about grant jammed Zenith switchboard last week, many asking to be among 300 chosen for tests planned via Illinois Bell leased-lines. Latter, incidentally, has stated it will not collect \$1 pay-as-you-look fees on phone bills.

Telecasting Notes: DuMont has given up idea of trying to persuade other TV interests in huge TV Center proposed tract it owns across Hudson in Jersey (only 12 minutes from Times Square); now is considering moving station-network operations from present quarters at 515 Madison Ave. to new Manhattan location . . . Hollywood's KTTV (*Times*-CBS) has leased 800-seat El Patio Theatre, 7080 Hollywood Blvd. . . . Baltimore's WBAL-TV holding TV-education conference with local educators, all day March 8, highlighted by telecasts to city's TV-equipped schools, sets loaned by station . . . New KEYL-TV, San Antonio (Vol. 6:6), has Adam Young TV Inc. as national rep . . . WPIX is third to contract for antenna atop Empire State Bldg. (Vol. 6:6), but won't move until new 199-ft. steel tower is installed atop structure.

National Television System Committee, now fully organized, holds first meeting March 3 at New York IRE headquarters. Members: W. R. G. Baker, GE, chairman; D. G. Fink, *Electronics*, and D. B. Smith, Philco, vice chairmen; R. M. Jones, Admiral; Samuel Smith, CTI; L. M. Clement, Crosley; Dr. Allen DuMont; Emile Labin, Federal; I. J. Kaar, GE; A. N. Goldsmith; A. V. Loughren, Hazeltine; John V. L. Hogan; E. B. Passow, Motorola; E. K. Jett, NAB; Elmer Engstrom, RCA; R. F. Guy, TBA; Ralph Harmon, Westinghouse; J. E. Brown, Zenith; A. G. Jensen and Pierre Mertz, observers for Bell Labs. CBS is notably absent, though it was invited. RMA-sponsored NTSC's purpose is to "assemble technical data" on uhf allocations, vhf freeze, color.

Theatre-TV adherents were stewing this week when it became known Allied States Assn (independent exhibitors) was going to ask for vhf channels 2,3,4,5 for theatre-TV. Recommendations are contained in Allied TV committee report, presented at last week's board meeting (Vol. 6:6)—premised on fact vhf carries longer distances, whereas uhf is restricted in coverage and could not be used for small theatres outside big cities. Allied report is chockful of errors (such as that FCC ordered freeze to move operating stations from vhf to uhf, that co-channel interference is what happens when Channel 4 station interferes with Channels 3 and 5).

CBS net income was \$4,184,100 (\$2.44 per share) for 52 weeks ended Dec. 31, 1949, says preliminary report Feb. 10, promising full report on or before April 1. Better record business is expected to offset good share of TV losses. Earnings in previous years: \$5,041,700 (\$2.94), 1948; \$5,920,100 (\$3.45), 1947 (53 weeks); \$5,795,900 (\$3.37), 1946; \$5,346,200 (\$2.53), 1945; \$4,678,361 (\$2.72), 1944.

Communications Policy Board, presidential advisory group in the works for some time (Vol. 6:4,5), was announced Friday: Dr. Irvin Stewart (chairman), president of West Virginia U and former FCC commissioner; Dr. William Everitt, dean of U of Illinois electrical engineering dept.; Dr. Lee A. DuBridge, president of California Institute of Technology; James R. Killian, president of MIT; David H. O'Brien, who retired from job as merchandising v.p. of Graybar in 1944, served as asst. administrator of Surplus Property 1944-46. Group is to recommend, by Oct. 31, policy on: (1) most effective use of radio; (2) international radio & wire services; (3) relationship of govt. and private users of radio.

Personal Notes: Wendell B. Campbell, WCCO gen. mgr., named western sales mgr. of CBS in Chicago, succeeded at WCCO by Gene Wilkey . . . Donald D. Hoover, New York v.p.-mgr. of Bozell & Jacobs, Omaha, elected president of agency, succeeding Morris E. Jacobs, now chairman; Roy H. Wensberg transferred from Seattle to New York to be executive v.p., succeeded by Vincent R. Fowler, ex-New York . . . Gail Smith new mgr., William F. Craig associate mgr. of TV and night-time radio production of Procter & Gamble Productions Inc.; William L. Ramsey, radio director handling broad policy, Gilbert A. Ralston continuing as executive TV producer in Hollywood . . . William H. Eynon, ex-H. B. Humphrey Co., new v.p.-radio director of Van Diver & Crowe Inc. . . David M. Crandall elected president, Philip G. Lasky v.p. of newly formed San Francisco chapter of Academy of TV Arts & Sciences, which will name own "Emmy" awards . . . Willis K. Freiert has been promoted to sales mgr., Victor F. Campbell to program mgr. of WBAL-TV, Baltimore . . . Stanton B. Fisher has resigned from agency bearing his name, now named Product Advertising Corp.

DuMont sending its Telecruiser, completely equipped mobile studio, on 22-city tour for (closed circuit) public demonstrations and to showcase equipment to prospective post-freeze telecasters. February itinerary: Baltimore, 16-20; Washington, 21-25; Richmond, 27; Norfolk, 28. March itinerary: Norfolk, 1; Portsmouth, 2; Raleigh, 3; Greensboro, 4; Winston-Salem, 6; Charlotte, 7-8; Atlanta, 9-13; Birmingham, 14; Montgomery, 15; Mobile, 16; New Orleans, 17-20; Baton Rouge, 21; Jackson, 22; Memphis, 23; Nashville, 24; Huntington, 27; Charleston, W. Va., 28; Youngstown, 29; Pittsburgh, 30.

H-R Representatives Inc., 1015 Chrysler Bldg., New York City (Murray Hill 9-7463), is new rep firm formed by resigned executives of Headley-Reed: Frank M. Headley, president; Dwight S. Reed, v.p.; Paul R. Weeks, account executive. First station signed is KMPC, Hollywood. Breakaway was due to policy dissension. Headley-Reed, adjunct of Kelly-Smith newspaper rep firm, continues with Frank W. Miller Sr., president; Sterling B. Beeson and William B. Faber, v.p.'s; Frank W. Miller Jr., secy-treas. Headley-Reed represents 38 AM, 5 TV stations—latter being WICU, Erie; WTVN, Columbus; WJAC-TV, Johnstown; WSYR-TV Syracuse; WCON-TV, Atlanta (CP).

Construction of AT&T's Omaha-Denver microwave link is scheduled to begin late this year, with TV service scheduled for May 1951. Sites for 17-hop interconnection have been optioned. Omaha is due to be interconnected next October. In Texas, construction of coaxial cable between Houston and Dallas begins this fall. Next interconnection definitely set is Memphis (WMCT) on March 1, hooking up with St. Louis via coaxial.

House communications hearing by Sadowski subcommittee (Vol. 6:3,4), originally set to start Feb. 20, postponed to March 13-17 due to Rep. Sadowski's illness.

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February 25, 1950

For Color Report, See Insert Page

PHONEVISION STATUS & ROYALTY RATES: No word yet about where Zenith is going to get films for FCC-authorized Phonevision tests in Chicago (Vol. 6:6-7) -- but president E. F. McDonald Jr. was reported due again in Los Angeles next week to renew pitch to producers. Meanwhile, these noteworthy developments:

(1) Comdr. McDonald has written other TV set manufacturers to urge them to incorporate Phonevision "jacks" in their sets to make them "compatible", and has offered special royalty deal (details below).

(2) He has engaged George E. Hussey agency to handle Phonevision public relations in Hollywood.

(3) Report was current that Republic Pictures (mainly westerns) might be dickering with him. Movie circles say Republic president Herbert Yates has asked TOA and Allied States for their stand on releasing theatre pictures to TV. They were utterly opposed.

(4) Report that Cecil B. DeMille might release some of his films was discounted on grounds his association with Paramount was too binding for him to do so without its permission -- unlikely in view of its dependence on exhibitors.

(5) Adverse reactions of key trade journals, Variety and Broadcasting. Former headlined Feb. 22 article: "Phonevision Dials Wrong No. Majors Nix Call for 1st Run Pix." Broadcasting Magazine editorial Feb. 20 seconds Comr. Webster's dissent (Vol. 6:6), sees subscription TV as "reversal of the accepted concept of free broadcasting service."

Variety threw cold water on scheme, cited Petrillo ban, related also: "Major execs agreed...that they had not refused because no specific request for Phonevision had been laid before them...made it clear, however, that if and when request does come it will be nixed."

New York Times Hollywood dispatch Feb. 19 told of stir created there, reported McDonald indicating Sept. 15 as starting date of tests -- about time permitted under CP for moving transmitter, installing higher power Zenith applied for last week. Actually, 90-day test authority is now running, but renewals are usually granted at least once. Noteworthy, too, is fact that Channel 2, if freeze is lifted by then, will be subject of competitive Chicago quest in which CBS, Wrigley and Marshall Field as well as Zenith are currently applicants.

* * * *

McDonald's private letter to manufacturers, dated Feb. 10 and obviously a form letter (5 verified receiving it), is carefully worded in apparent attempt to keep from being construed as contravening FCC's injunction that experimental grant should not be considered final determination in favor of Phonevision or any subscription system. But letter states:

"It is conceivable in our opinion, that the day is not far off when it will be as difficult to sell a TV receiver without built-in Phonevision as it would be today to sell an automobile without a self-starter." Retail differential is only \$10, letter states, noting that adaptation is factory service job in most cases and

outlet for later attachment of Phonevision decoder can be built into sets "for a cost of from 7¢ to 25¢ per set."

Such outlet is already in every Zenith receiver, letter states, and 3 other manufacturers (unnamed) "already have indicated their interest in immediately equipping their sets with Phonevision decoder outlet...Every manufacturer who so equips his sets will gain in sales advantage, and protect himself from competitive disadvantage."

"Zenith has no desire to secure an unfair advantage," letter continues -- and then it offers this royalty plan:

"When we issue licenses, our royalties for Phonevision decoder units or for building Phonevision decoders into television sets will be only 50¢ per unit regardless of the price for which you sell the equipment. However, for every television set with a decoder outlet that you build and sell in 1950, 1951, and 1952, we will set up a contingent credit in your favor of 25¢ to be applied against such 50¢ royalty at the rate of 25¢ per Phonevision unit. The only qualifications for establishing this contingent credit are that you must notify us in advance of your intention to install such outlets; that their design and connections must conform to necessary standards; and that these outlets be installed in all of your sets during the period you are establishing the contingent credit. The installation of Phonevision outlets in your sets will not obligate you to take a Phonevision license. However, unless you do take a Phonevision license prior to December 31, 1952, you will not be entitled to take advantage of the contingent credits outlined herein."

PUT UP STRONG CASE AGAINST EXCISE: From 40-60 chance, we'd guess odds are now better than even that House Ways & Means Committee won't report and Congress won't enact proposed 10% excise tax on TV (Vol. 6:6-7).

Not after superb job done by industry group, abetted by labor spokesmen, before committee Tuesday.

Consensus of Capitol Hill observers was that most committeemen were persuaded -- but there's still the chance that President Truman may insist on whole tax program, as set out by Treasury Secretary Snyder, and force Democratic majority to go along despite their tacit and expressed convictions.

Committee seemed intrigued by TV's story, and general reaction was expressed by Rep. Kean (R-N.J.), who after questioning industry witnesses remarked: "Well, you've persuaded me." He's the Congressman who's reported to have said, when tax was first suggested, that it seemed only fair in view of 10% tax on radios.

Congressman from Hollywood Cecil R. King, Democrat, remarked on TV's "devastating" effect on movies, sports, etc., yet said he was friend of labor and "sympathetic" to industry's arguments. In essence, it was pointed out:

That, as CIO's James B. Carey (IUE) put it, excise taxes strike at buying power of workers, and no stumbling block should be placed on an infant industry that's "one of the most promising of this decade."

That, as IBEW's Lawson Wimberly (AFL) said, additional employment and sales, hence additional income tax from more workers, would far exceed amount of proposed levy. Same idea was stressed by Admiral's Dick Graver: "It would seem to me that the \$40,000,000 in revenue...would be relatively unimportant as compared with the reduction in income tax which would result from curtailed sales, production, jobs."

That a healthy electronics industry is important adjunct to national defense -- Philco v.p. David B. Smith and ex-WPB radio-radar executive Elmer R. Crane, now Cleveland distributor.

That small manufacturers would be hardest hit -- Hallicrafters' R. W. Durst.

That sales would be slowed, causing loss to retailers already working on very small profit margins, possibly even forcing some out of business -- Mort Farr, Upper Darby, Pa. dealer.

That TV is stimulating sales of carpet makers, upholsterers, furniture industry generally -- Furniture-maker David E. Kahn, Thomasville, N.C.

That telecasters operating at loss today need "circulation" to make business pay -- Fort Industry's and TBA's Lee Wailes, Greensboro News WFMY-TV's P. T. Hines.

COLORS COMPARED—NOTHING FINAL YET: Status of color hearing hasn't changed great deal this week -- despite CTI's initial demonstration for FCC Monday, then CBS-CTI-RCA comparative tests Thursday. Also, despite flat claims by CBS and RCA that each was winner. During week:

- (1) FCC saw RCA's greatly improved color stability for first time.
- (2) CBS continued to show good color pictures.
- (3) CTI, if it does have something, showed it still has long way to go.

Tri-color direct-view tube is still what everyone's waiting for. RCA has promised to show it in few weeks. Then all 3 color proponents will claim that tube eliminates many, if not all, drawbacks of their systems. Chances are tube will put systems on fairly equal basis on most secondary issues.

Compatibility and definition will then stand out clearly as the decisive issues. CBS's hopes would seem to lie in quick decision in its favor, before weight of monochrome set production gets much heavier. RCA will undoubtedly stress its compatibility and definition more than ever, point to improvements, assert it will make more. CTI can be expected to welcome tube with even greater ardor than others.

Question: Will FCC ask CBS and CTI to try out tube before final decision?

* * * *

Comparative demonstration at FCC's Laurel Labs was a rat-race -- crowded, noisy, confusing. Mob packed around 21 receivers, drifted from set to set comparing pictures. It was poor opportunity for calm, deliberate, detailed comparison. But these are impressions:

Battle was between CBS and RCA in this test, CTI falling far behind because of poor showing. There's little question RCA is coming up fast, with stability attained (Vol. 6:3), colors continuing to improve (purplish tinge no longer at bottom of images). But CBS probably still has edge in color fidelity. Color breakup test (rotating white paddle on black background) was hard on CBS, of course; CBS is likely to maintain that most programs can avoid bad breakup.

Rugged interference tests disrupted RCA's system more than CBS's. RCA also came off second-best in tests using weak signal (100 uv/m); RCA can be expected to assert those conditions are rare, probably say improvements are on way. RCA has higher definition and, of course, complete compatibility.

CTI was the disappointment. After Monday's demonstration for FCC at Statler, some observers thought it had features worth pursuing, despite fact its projection pictures had very poor registration and definition (100 lines or less, many estimated). Pictures were also very dim, 3-5 ft-lamberts on color and less than 1 ft-lambert on black-and-white, according to CBS-RCA measurements. But colors weren't bad. Better showing was made at press demonstration Monday than at both FCC tests.

After Thursday's CTI showing, some authorities insisted system is still good, though many pictures were so dim as to be scarcely visible. Several of its sets were inoperative, 2 burning out transformers during the test. Nevertheless, CTI president Arthur Matthews said: "We're not at all discouraged. We'll ask FCC to give us another showing."

CBS showed sets with automatic color synchronization and phasing to demonstrate increased flexibility in camera and network switching, as well as adaptability of black-and-white sets.

RCA pointed out that its sets were smaller, less complex (one-third fewer tubes), than its first receivers. It also showed 15x20-in. projection set; colors were as good as those on direct-view, but it lacked adequate brightness -- the usual fault with projections.

There was big turnout of VIPs. Senators Johnson and McFarland were on hand, former congratulating RCA's David Sarnoff on "great improvement." Sen. Tobey saw

CTI show Monday. We asked him his opinion of color situation. He smiled: "I'd like to see all 3 companies thrown together, stock divided equally, and best parts of all systems used."

Executives of Admiral, Emerson and GE were on hand, in addition to those of hearing participants Philco, DuMont, RCA, CBS. JTAC and Condon Committee were well represented. The manufacturers -- all but DuMont being RCA licensees -- freely expressed themselves as greatly impressed by improvements in RCA system since poor showings of October (Vol. 5:42). Unanimously, they still plump for compatibility.

* * * *

Show goes back into hearing room in Commerce Bldg. Monday (Feb. 27) with resumption of direct testimony. Through March, these are days of hearing: Feb. 27, 28; March 1, 15, 16, 17, 22, 23, 24, 29, 30, 31. Hiatus during March 6 week is for IRE convention. It's understood RMA doesn't plan to put president Ray Cosgrove back on stand until cross-examination; feeling is that all he'd be able to do is to re-affirm previous statements.

FCC got out order about patent applications Friday. Commission hasn't received all information it wants, some people apparently misunderstanding Sept. 1 order (Vol. 5:36). This week's order is designed to get it all, clear way for introduction of pertinent details into record if Commission desires.

This week, Commission got rash of last-minute petitioners wanting in on color hearing. It brushed some aside, is expected to treat rest same way. Emerson, the largest, was told that since it didn't have "substantial scientific data" regarding color FCC wasn't interested.

Emerson had explained that it has built some 250,000 TV sets; that it wanted to present testimony of executive v.p. Dorman Israel with regard to "lessons taught by monochrome experience", that it thought FCC shouldn't grant "even limited-time experimental licenses simultaneously for all color proponents."

Theodore Wetzel (Vol. 6:2,7) was turned down because his mechanical system hadn't "progressed beyond the theoretical stage." Still to be acted on are petitions of Wells-Gardner, Communications Measurements Laboratory and Celomat Corp. (magnifier maker). First stated it's familiar with public demand, is prepared to estimate probable public reaction to each color system, would like to tell about effect of freeze on small business. Second has ideas about 8-mc color system (apparently related to RCA's) for uhf only, recommends authorization of best available compatible system in vhf. Celomat said it could make CBS color converter for \$9.95.

CBS released results of 9423 color questionnaires filled out during Washington demonstrations. Percentages still hold close to first findings (Vol. 6:2): (1) 84% rated color "much more" enjoyable than monochrome, 13% "somewhat more," 1% "about the same." (2) 41% considered overall quality "excellent," 42% "very good," 14% "good," 2% "only fair." (3) 4% thought pictures "much too bright," 41% "a little too bright," 53% "just about right," 1% "a little too dim." (4) 44% called detail "excellent," 40% "very good," 13% "good," 2% "only fair." (5) 29% termed trueness-to-life of colors "excellent," 42% "very good," 21% "good," 6% "only fair." (6) 34% saw defects, 62% didn't.

Color's impact on set sales in Washington is still negligible, despite continued demonstrations, intense publicity. A barely perceptible increase, during month, in "we're waiting for color" attitude was noted in February survey for NBC by American Research Bureau, which repeated study made in January (Vol. 6:3). Asked for reasons for not buying, 4.8% of people mentioned color, compared with 3% in January. Other reasons: financial 45%, not interested 19%, want better reception 7%, want better programs 7.5%, "personal reasons" 5.7%, have no time 3.3%, eyestrain 3%, watch at neighbors 1.9%. Buying soon, said 2.8%. Survey covered 846 families. Poll of dealers brought consensus that interest in color has tapered off. Many noted that if anything made people

wary, it was advent of new sets, lower prices, black and rectangular tubes. At height of color activity, November-December-January, 31,500 sets were sold, compared with 33,500 during entire 9 months previous.

CBS has measured co-channel and adjacent-channel interference ratios for its own system and monochrome only, using 293 observers, will introduce findings in hearing. CBS hasn't revealed results, but rumor persists it's found figures about same as for black-and-white-- as did RCA (Vol. 6:1,3). These figures are a major key to opening freeze hearing. Commission is dead set against going ahead with proposed vhf-uhf allocation unless it's fairly sure color stations needn't be spaced differently from black-and-white. In short, it fears future color freeze.

Reproduction of CBS and RCA color pictures in Feb. 27 *Life Magazine* isn't very accurate representation of either. Brief story accompanying pictures and diagrams is necessarily superficial. Of CBS, it says: "No CBS color telecasts can be received on the public's existing sets, but with relatively minor additions the sets will receive either color or black-and-white." Of RCA, it says: "RCA color telecasts can be received in black-and-white on existing sets. Bulky converters would be required for color reception." Of FCC's role: "Whatever decision is made, most observers feel FCC should end its freeze so existing TV facilities can be expanded."

That radio wasn't taxed until it was 12 years old and a going business -- NAB's G. Emerson Markham.

There you have idea, albeit sketchy, of tenor of testimony -- guided by ex-Rep. Joseph Casey, onetime member of same committee. Not all witnesses had their say, so merely put brief statements into record, but those who did got attentive ears. Committee hopes to finish hearings in early March, have whole tax bill by mid-April. Anything can happen in view of Administration's desperate need for funds to replace proposed excise cuts. Meanwhile, industry is contacting Congressmen, and in Washington and Philadelphia combined local retailers even placed newspaper ads prepared by RMA to urge against tax. Philco v.p. J. M. Skinner circularized dealers to get them to "express your ideas forcibly to your Senators and Congressmen as quickly as possible."

YOU CAN'T KEEP THE HAMS DOWN: Amateurs have been pretty much out in cold in transmitting TV up to now, largely because of great equipment costs. But they always find a way. Take 33-year-old J. R. Popkin-Clurman, 46 Lee St., Roosevelt, Long Island, N.Y. True, he's no run-of-mill amateur, since he has degrees from MIT and Harvard, works as a senior engineer for Hazeltine. But for \$75, plus TV receiver, he puts a picture on air. Here's how:

He picks up ordinary signal from any TV station, strips picture information from it, inserts pictures himself, sends them out over 12-watt 435-mc transmitter with 20-gain corner reflector antenna. He says he reaches about 5 miles, gets quality equivalent to standard TV. Secret lies in "swiping" sync pulses from station, which uses \$10-15,000 worth of equipment to get them. Using fairly simple camera tube, he has transmitted only stills so far. To put out live shows, he'd probably have to lay out up to \$1500 for sensitive tube.

You hear occasionally of other such experimenters. FCC amateur division has heard informally of efforts of about half dozen. But Clurman's work is first on which we've received direct information.

Count of TV Sets-in-Use by Cities

As of February 1, 1950

Sets-in-use totaled 4,374,000 as of Feb. 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. February report includes Norfolk and Kalamazoo, due to have own stations by April. Total represents 424,000 increase over Jan. 1 count (Vol. 6:3).

Interconnected Cities			
Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	133,000
Boston	2	1,175,000*	277,000
Buffalo	1	323,000	68,200
Chicago	4	1,438,000	388,000
Cincinnati	3	384,000	80,700
Cleveland	3	695,000	154,000
Columbus	3	225,000	41,400
Dayton	2	291,000	35,800
Detroit	3	839,000	170,000
Erle	1	112,000	15,500
Grand Rapids	1	182,000	16,700
Kalamazoo	(a)	143,000	5,200
Lancaster	1	85,000	30,400
Milwaukee	1	327,000	80,800
New Haven	1	557,000	68,300
New York	7	3,597,000	1,060,000
Norfolk	(b)	196,000	1,900
Philadelphia	3	1,184,000	370,000
Pittsburgh	1	742,000*	71,000
Providence	1	1,011,000*	32,000
Richmond	1	130,000	22,300
Rochester	1	208,000	25,600
Schenectady	1	258,000	57,500
St. Louis	1	474,000	87,600
Syracuse	2(c)	199,000	28,500
Toledo	1	241,000	35,000
Utica	1	127,000	7,200
Washington	4	691,000*	101,000
Wilmington	1	183,000	26,600
Total Interconnected	54		3,491,200

Non-Interconnected Cities

Albuquerque	1	22,000	2,200
Atlanta	2	233,000	25,800
Ames (Des Moines)	1(d)	126,000	1,200
Binghamton	1	131,000	9,000
Birmingham	2	196,000	10,800
Bloomington	1	104,000	4,000
Charlotte	1	107,000	11,100
Davenport	1	133,000	7,600
Fort Worth	1	269,000*	17,100
Dallas	2	277,000*	21,400
Greensboro	1	165,000	8,800
Houston	1	217,000	15,000
Huntington	1	132,000	5,000
Indianapolis	1	281,000	22,000
Jacksonville	1	94,000	7,800
Johnstown	1	250,000*	13,600
Kansas City	1	275,000	26,900
Los Angeles	7	1,372,000	376,000
Louisville	1	188,000	23,100
Memphis	1	177,000	15,900
Miami	1	117,000	16,900
Minneapolis-St. Paul	2	333,000	68,800
New Orleans	1	225,000	16,300
Oklahoma City	1	138,000	18,400
Omaha	2	132,000	14,000
Phoenix	1	49,000	4,300
Salt Lake City	2	93,000	10,500
San Antonio	2(e)	130,000	8,200
San Diego	1	113,000	23,000
San Francisco	3	825,000	38,500
Seattle	1	307,000	21,800
Tulsa	1	125,000	15,800
Others			2,000
Total Non-Interconnected	47		882,800
Total Interconnected and Non-Interconnected	101		4,374,000

* Family figures are based on estimates of 1948 population. Note that Boston-Providence, Dallas-Fort Worth, Baltimore-Washington, Pittsburgh-Johnstown coverages (hence total families) overlap. (a) WKZO-TV due to start tests latter March or early April. (b) WTAR-TV due to start scheduled operation April 2. (c) WSYR-TV began scheduled operation Feb. 15. (d) WOI-TV began scheduled operation Feb. 21. (e) KEYL began scheduled operation Feb. 15.

When census takers start rounds in April, they will ask every fifth home whether dwelling has a TV set. Other questions involve refrigeration equipment, heating and cooking fuel, electric lighting, etc.

Colored map sent with this issue to our full-service subscribers was drawn up to show present and applied-for (frozen) TV service areas in U. S. It tells story better than mere words, is being used as illustration in booklet reprinting Philco v.p. David Smith's Feb. 1 address before Franklin Institute and Philadelphia IRE on "What's Troubling the TV Industry." It's his contention that freeze is main trouble; map graphically shows how many metropolitan areas remain unserved by TV, to say nothing of even greater "white areas" from which there are no applications. You can get copy of brochure from Mr. Smith at Philco Corp., Philadelphia.

Asked CBS attitude on Phonevision, CBS president Frank Stanton stated Feb. 21 he felt FCC did right thing in authorizing Zenith experiment; thought field test with 300 receivers would be revelatory; had no information that Zenith had yet obtained needed pictures. As for principle of subscription broadcasting, he said: "I'd rather not comment on that yet; of course, it's contrary to our present system of free broadcasting, but TV is new and how can we say now that it must be held to same rules that govern radio?" But he was also confident, he said, commercial TV can provide good programming, though he said it's possible that a "mixed" schedule of sponsored and subscription programs should be acceptable.

Telecasters need "circulation," hence oppose tax on TV sets that might slow down its rate of growth. This gist of Lee B. Wailes' testimony before House Ways & Means Committee Feb. 21, on behalf of TBA and Fort Industry's 3 stations, was implemented by cost statistics he cited: \$500,000 to put one station on air, \$121,000 to operate it 14 months to end of 1949—or total \$621,000 invested. Wailes didn't identify station, but he obviously referred to Fort's WJBK-TV, Detroit, which began operation in October, 1948. B. T. Hines, for WFMY-TV, Greensboro, in testimony along same line said *Greensboro News* station represents investment of \$500,000, including \$100,000 for operating capital. WFMY-TV is still operating at loss, said Hines, and "continuation . . . depends upon the full and rapid distribution of TV receivers."

Personal Notes: FCC Comrs. Sterling and Webster awarded Marconi Medal of Service by Veteran Wireless Operators Assn at Feb. 25 dinner in New York . . . E. Patrick Toal, ex-GE, recently with North American Philips, new sales mgr. of Capehart-Farnsworth, Fort Wayne . . . S. S. Spencer Jr. new director of West Coast radio-TV for Foote, Cone & Belding, succeeding late Arnold Maguire . . . Ray Ovington, ex-Birmingham, Castleman & Pierce, new radio-TV director of Hirshon-Garfield . . . Walter Duncan, ex-WNEW, new sales mgr. of WPIX, New York . . . Tom Carradine new film director of KTTV, Los Angeles . . . In separating AM-TV, New Orleans' WDSU-TV now has Ray Rich as program mgr., Carl Junker as TV operations mgr. . . . Meg Zahrt, ex-Polsky's Dept. Store, Akron, new BAB retail specialist, succeeding Lee Hart . . . Assigned to NBC-TV's new TV Sales Planning & Research Dept. under mgr. Robert W. McFadyen: Lance Ballou Jr., sales planning div.; Dr. Thomas E. Coffin, program research div.; Richard S. Paige, ratings div. . . . George R. Sommers promoted to asst. gen. sales mgr. of Sylvania radio tube div. under C. W. Shaw . . . Clay Morgan, ex-NBC, now public relations director, French Institute . . . Pinckney B. Reed named mgr. of Industrial equipment section of RCA engineering products div., replacing George L. McKenna, promoted to asst. to v.p. W. W. Watts . . . J. D. Mendelson, Tele-tone New York sales mgr., resigns to form own company . . . Norman Skier new administrative asst. to Ernest Marx, DuMont receiver div. general manager.

NBC bowed to FCC's doubts about legality of its 2½-hour *Saturday Night Revue*, (Vol. 6:1,4,5,7), cancelled all commercial commitments, then offered program sustaining to all affiliates in whole or part. "It is our plan to make it so good that it will be quickly sold to sponsors," NBC president Joseph H. McConnell said, emphasizing idea of selling 15 announcements (3 per half hour) hasn't been abandoned. When each half hour is sold, it will be offered to affiliates as commercial program, following conventional practice, McConnell said. Position of announcements will be rotated within each half-hour segment, when 2 half hours are sold; commercials will be rotated within each hour, etc. Feb. 25 premiere was to be completely sustaining, although NBC has sold United Fruit, RCA Victor and Swift (meats) for 9:30-10 p.m. segment, beginning with next week's program, expects to have 3 or more signed next week. National Assn of Radio Station Representatives, in letter to all non-network owned TV stations, called NBC plan encroachment on spot business, "a practice which knows no end," asked for clear understanding and definition of what is network and what is national spot. Milwaukee Journal's WTMJ-TV got license renewed after Walter Damm attested he had not signed up for program; it's presumed Philco's WPTZ, Philadelphia, will also be renewed. Both had been placed on temporary license for having accepted NBC offer (Vol. 6:7).

Radio and TV directors got \$15 hike to \$145 a week, asst. directors got \$5 boost to \$100, in final terms worked out with ABC, CBS, MBS, NBC, retroactive to Jan. 1. Terms must be ratified by RTDG members March 6, will run until June 1, 1952. Networks agreed to pay directors 80% of freelance scale for commercial shows, but inserted proviso they can deduct 25% of all commercial fees paid to staff directors from basic minimum wage. Union had prepared to strike, postponed strike when New York State mediators took over, gave up idea when NBC offered to settle on above terms (Vol. 6:5).

Network Accounts: Ronson starts *Twenty Questions* on 12 ABC-TV stations March 31 (but WOR-TV remains New York outlet, WOR simulcasting), Fri. 8-8:30 . . . Esso sponsoring *Allan Young Show* on CBS-TV starting April 6, Thu. 9-9:30 . . . Quaker City Chocolate & Confectionery Co. (Good & Plenty candy) from March 8 buys Wed. 6:30-6:45 *Lucky Pup* on CBS-TV, sponsored also Thu. by Ipana, Fri. by Sundial Shoes . . . Packard's new show on ABC-TV, Thu. 9:30-10 starting March 23, will be titled *Holiday House*, stars Edward Everett Horton.

Station Accounts: Pictures of homes offered for sale, screened between piano-pantomines and vocal records, feature Burton Realty Co.'s Tue. night sponsorships of *George Scotti Show* on WWJ-TV, Detroit; Thu. sponsorship is by plumbing-heating firm . . . Union Trust Co. of Maryland placing film spots on all 3 Baltimore stations, each different . . . Cory Corp. (knife sharpener) likes Minneapolis-St. Paul tests on KSTP-TV & WTCN-TV so well, it's planning national TV campaign, thru Dancer-Fitzgerald-Sample . . . Pan-X Co., Los Angeles (cooking agent) reported planning TV-radio spots in 20 markets, thru Cowan-Whitmore. Among accounts currently reported using or planning to use spot TV: Rhodes Pharmaceutical Co. (Imdrin), Sarra-produced film spots, thru O'Neil, Larson & McMahon; Sunnyvale Packing Co., thru Long Adv. Service; Knox Co. (Medaco), thru Allen C. Smith Adv., Kansas City; Belmont Radio Corp. (Raytheon TVs), thru Beaumont & Hohman; Kitchen Sales Co. (Kooler-rollers), thru Levy Adv.; Owens-Corning (fibre glass curtains), thru Fuller & Smith & Ross; Sanson Hosiery, thru Dorland Inc.; O'Brien Corp. (paints), thru Jones, Taylor and Associates.

NO CHINKS IN TV'S ARMOR YET: A sort of quiet, calm optimism seems to have settled over the TV trade, reflected by slow but steady rise of certain TV-radio shares (some to new highs) on the stock markets. As far as we can figure it, rises are attributable not only to good reports from the companies and to glamour of TV but also to fact there are no signs yet of declining demand. Quite the contrary: Even in Washington, D.C., center of the color controversy and current promotion of CBS color system (Vol. 6:1-5), some 10,000 sets were sold during January, or about 500 every weekday.

Annual reports for 1949 thus far show output, sales and profits even better than forecast. Top-dog RCA's annual report isn't due until Feb. 27, but it's expected to show an enormous upsurge in RCA Victor business -- largely TVs, radios, phonos and records -- whatever else it may reveal about other subsidiaries.

Checking with key sources, asking whether news is all too good, whether there are any chinks in industry's armor, we adduce:

(a) That January and early February production are accelerating from first January week's RMA figure of about 60,000. Week's figure is regarded very good, however, considering there were only 4 workdays after New Year's Day and some factories were still revamping assembly lines for new 1950 models.

(b) That name brands are still largely on allocation, and the leaders see no letup in demand through April.

(c) That even the smaller companies are doing well, by and large, despite squeeze on prices by top brand makers.

(d) That prices have stabilized to point of prudent profit, and no one expects any such distress market this spring as occurred last spring and summer.

All this is not to say that selling will be easy. The top brand makers are engaged in a contest for position that spells the keenest sort of competition. Watch the big advertising splurges that will break next few months. As for what some of the manufacturers were doing and saying this week, read Topics & Trends items below:

TOPICS & TRENDS OF THE TV TRADE: RCA never discloses its unit sales, but says first month of 1950 really held up -- and notes particularly gratifying sales of radios. Admiral says it's about 3 days off schedule, due to time needed to tool up for new line, but this week was packing 3000 TV sets per day, will hike this to 3200-3300 this month, breaks big 2-week advertising campaign Feb. 6. Admiral will ship 180,000 TVs first quarter 1950, and spokesman says it's certain of over-all volume of \$50,-000,000 for that period. During first quarter, it also reports shipping 80,000 refrigerators vs. 64,000 all last year, promises to ship 100,000 second quarter.

Philco, Motorola, DuMont, among other leaders, are holding steady to course of gradually accelerating production -- latter particularly confident that its 19-in. will take hold eventually as firmly as 16-in. already has done.

* * * *

How a relatively minor entity in the business is coming up, is reflected in report quoting president Adolphe Juvilier of Olympic that by fall his firm will be "geared to do \$40,000,000 volume." Present 600 sets per day will be boosted to 1000. Wall Street Journal reports Olympic's expected earnings at around \$500,000 for 1949 on sales of about \$9,600,000, which would triple its earnings peak of \$167,090 in 1944. In 1945 it earned \$116,550, but in 3 subsequent years it ran deficits of \$35,776, \$137,499 & \$46,771, respectively.

Stromberg-Carlson's second discontinuance of radio set manufacture in Decem-

ber isn't symptomatic -- indeed, looks like isolated instance. It stopped making them in March, resumed in September, stopped again after Xmas market was satisfied, may resume next summer. Its first quarter TV business is reported about 25% ahead of combined TV-radio sales in same 1949 period.

It's true, though, that some makers have cut back their radio lines.

Admiral, for example, is now making only 3 table models, all under \$19, and plastic radio-phono table at \$70. All are AM-only. Admiral has abandoned FM in radios.

Among majors still making FM sets are Emerson, with FM-only table at \$30 (due out with new radio line next week); Zenith, FM-only table \$40, AM-FM table \$80; and these others with AM-FM tables: RCA & GE, \$50; Philco & Motorola, \$60; Westinghouse, \$80. Most console-combinations, whether TV or radio-only, include FM.

* * * *

Sylvania subsidiary Colonial Radio Corp., as of Feb. 1, became Colonial Radio & Television Division, Sylvania Electric Products Inc. Former Colonial president E. E. Lewis is now on Sylvania board as v.p. in charge of division. Personnel and policies remain unchanged; Colonial makes Sylvania-brand TVs and private-label TVs (including Sears Roebuck Silvertone brand) at Buffalo plant.

Templetone's return to TV production (Vol. 5:53) was short-lived; it has pulled out again, after offering 16-in. model...Capehart has new 16-in. console with AM-FM-3 speed at \$795...Pilot has cut 12½-in. table with FM from \$270 to \$240, cutting price also of matching table and console base...Macy's advertised new 16-in. rectangular Artone table at \$229, 12½-in. Hyde Park table at \$169...Video Corp. has cut 16-in. table from \$270 to \$250...Magnavox has new 12½-in. combination (Avenue) at \$440...Vidcraft cut 12½-in. table from \$200 to \$170, 16-in. consolette with FM from \$310 to \$260, 16-in. console-combination from \$400 to \$350; has new 19-in. consolette at \$350.

* * * *

Though proposing excise taxes on retail goods be reduced from present 20% to 10%, including tax on radios, Secretary of Treasury Snyder advocated TV sets be made taxable, testifying Feb. 3 before House Ways & Means Committee. At present, only radio (audio) portion of TVs is taxed...What TV means in dollar volume locally is indicated by current report from Los Angeles that \$80,000,000 was spent for 270,036 TV sets in 1949 (according to Chamber of Commerce); also, Philadelphians spent \$73,274,529 for 220,366 sets last year (according to Electric Assn).

Western Furniture Mart in San Francisco, Feb. 6-10, actually has more TV makers scheduled to exhibit than did Merchandise Mart last month (Vol. 6:2). Listed are these 22: Air King, Bendix, Capehart-Farnsworth, Crosley, DuMont, Emerson, GE, Hallicrafters, Hoffman, Magnavox, Motorola, Olympic, Packard-Bell, Philco, Philharmonic, RCA, Sparton, Stromberg-Carlson, Tele-tone, Vidcraft, Westinghouse, Zenith.

EMERSON'S \$330 PROJECTION, NEW 10-in.: Emerson's answer to 19-in. direct-view is new Model 649, Protelgram projection console at \$330 -- lowest price yet on any projection-type set. It supersedes Emerson's \$400 projection set, throws 235-sq. in. picture (vs. Protelgram's normal 192). Price is same as its 16-in. console. Emerson and RCA alone among top dozen TV set makers continue to turn out projections (Vol. 6:4), RCA lowest priced being \$795. Next lowest-priced to Emerson's new model is Scott table unit at \$495.

Emerson also has new plastic 10-in. table set at \$160, with 19 tubes, 2 rectifiers; 10-in. table at \$180, with enlarger switch, continues in line. (For comparative prices of other 10-in. tables, see Vol. 6:4).

President Benj. Abrams told stockholders Wednesday that new projections will be made at rate of 200-250 per day. He said first quarter of current fiscal year ended Jan. 31 was 100% ahead of same period last year, when earnings were \$808,845 (\$1.01 per share). He said company is shooting for \$65,000,000 sales this year, as against \$40,543,000 last year, adding 450,000 sq. ft. of space in separate building.

While new projection and 10-in. sets will be featured, emphasis continues on 12½-in. & 16-in. models. Projection is already on delivery, but new 10-in. won't be delivered until Feb. 15.

Newly formed to succeed Western Electric as Graybar's supplier of radio transmitting equipment, with tieup with Hazeltine for preparation of "complete TV package," is Standard Electronics Corp., 4175 Elmwood Ave., Providence. Company will manufacture all kinds of broadcast equipment, including TV, microwave and radio communications apparatus—fields from which Western Electric withdrew last year. Announcement of its formation was made by George F. Hessler, Graybar v.p. Officers are Edward M. Martin, former chairman of American Bosch and formerly with Farnsworth, president; Robert F. Moyer, president of Standard Machinery Co., Providence, v.p. & treas. Directors include David G. Baird and Daniel Schaffer, financiers; Sylvester Muldowney, president, Security Bank Note Co.; Wesley Peoples, president, U. S. Radiator Corp.

RMA members shipped 3,305,673 picture tubes in 1949, compared with 1,225,419 in 1948. It was definitely the year of the 12-12½-in., which accounted for 1,420,122 or 43%, compared with 6% in 1948. Other sizes: 7 & 8½-in., 236,472 or 7%; 10-in., 1,121,917 or 34%; 15, 16 & 19-in. (mostly 16), 516,893 or 15%; projections, 9020. December total was 418,491, down from 463,593 in November (Vol. 6:1). Factory value of last year's CRs was \$92,402,520.

First major test between left-wing United Electrical Workers and new CIO International Union of Electrical Workers (Vol. 5:46, 49, 50) takes place within month when 27,500 General Motors electrical workers ballot for representation. Election was ordered by NLRB Feb. 3. IUE estimates its membership at 261,000 out of country's 600,000 electrical workers. NLRB hearings on whether to hold elections among GE's 125,000 union members and Westinghouse's 75,000 aren't expected to be finished before end of month.

Magnavox has obtained 5-year unsecured standby loan of \$1,600,000 from group of 4 banks at 3% per year, currently has drawn on it to amount of \$800,000. Letter to stockholders this week reported improved balance sheet position (Vol. 6:4).

Trade personals: George L. McKenna, mgr. of Industrial Products Section, promoted to asst. to W. W. Watts, RCA engineering products v.p. . . . Kenneth C. Meinken Jr. appointed by his father, president of National Union Radio Corp., to Midwest tube sales mgr., Chicago . . . Antony Wright, who recently left Magnavox to join Capehart-Farnsworth, elected Feb. 2 v.p. in charge of engineering, Consumer Products Div.

TOA theatre-TV planning committee has United Paramount Theatres' Robert H. O'Brien and Fabian Theatres' TV consultant Nathan L. Halpern as co-chairmen, with Washington attorney Marcus Cohn as counsel. Committee will coordinate exhibitors' cases before FCC at still undated theatre-TV hearing, will also try to get other members of industry (MPA, et al) to join in single overall industry committee (Vol. 6:2).

Feb. 1 sets-in-use, reported since NBC Research "census" of Jan. 1 (Vol. 6:3): Washington 101,100, up 10,100 in month; Dallas 21,370, up 2470; Fort Worth 17,085, up 1685; Memphis 15,922, up 1822; Greensboro 8774, up 574.

"How Much Bunk in Color Television?" in February *Coronet*, by John L. Springer, asserts that: Color is years off, CBS system has basic defects, all-electronic systems still have bugs, color is expensive in production and reception, systems haven't been adequately tested.

Decision to permit Phonevision tests by Zenith in Chicago (Vol. 6:4) is due out of FCC next week, with strong minority dissents. Meanwhile, one Thomas E. Corbett, Cherry Tree, Pa., and Skiatron Corp., New York, have asked to be heard on their systems of "metered TV" involving use of unscrambler device at set but not requiring phone lines. Zenith tests may use British film "Hamlet," according to trade gossip, and it's also reported Zenith has commissioned James A. Fitzpatrick, travalog producer, to turn out series of 12 two-reelers in Europe this summer.

Lots of guessing who's going to buy Paramount's DuMont stock (Vol. 6:4), but best prospect is still that DuMont will be buyer. There's no confirmation of reports GE, Crosley or Emerson are bidding. President Benj. Abrams says there's "no foundation" for report Emerson is buying.

Besides U of Illinois' Dr. William Everitt and U of West Virginia's Dr. Irvin Stewart, others invited to be members of President Truman's proposed advisory commission on communications (Vol. 6:4) are understood to be Maj. Gen. Frank Stoner, U. S. Signal Corps, retired; T. A. M. Craven, ex-FCC, now Washington consulting engineer; E. K. Jett, ex-FCC, now v.p. in charge of Baltimore Sun's WMAR-TV & WMAR-FM.

Washington football fans will see Redskins next season—but on film. That's owner George Marshall's answer to TV ban voted by new National-American Football League at recent Philadelphia meeting of owners. Marshall plans to run hour film of Redskin games every Wednesday not only in Washington but also in Baltimore, possibly Richmond. League ban is on telecast of games where 2 teams are within 75 miles of each other, involves also requirement that home team has to have visiting team's permission to telecast. Ban applies to New York and Chicago, each of which has 2 teams, as well as to Washington-Baltimore.

Hearing date for motion picture aspirants' oral argument on FCC's attitude on anti-trust violations (Vol. 6:4) has been postponed from Feb. 13 to April 24; date for filing appearances and briefs from Feb. 6 to April 10. FCC took action after requests for postponement from NAB, Loew's Inc. (MGM), 20th Century-Fox.

Nominees for election as TV member of NAB board are Eugene Thomas, WOIC, Washington, and Robert D. Swezey, WDSU-TV, New Orleans. Ballots will be mailed about Feb. 10. Because by-laws require minimum of 4 nominees for each directorship, NAB board will name 2 additional TV candidates at Feb. 8-10 meeting in Chandler, Ariz.

NAB membership down 182 as of Jan. 1, 1950 from year ago, but most of loss has been FM adjuncts of AM stations. AM membership is 1154, down 86; FM 501, down 133; TV 37, up 33; networks 4, same; others 72, up 4; total 1786.

FCC chairman Coy saw President Truman Feb. 2, told him about international telegraph regulations due to be submitted soon for Senate ratification. Coy said he had not spoken to President about color TV, resignation, or anything other than telegraph matter.

George O. Milne, 47, ABC director of technical operations, veteran broadcast engineer who started in 1923 with old WEA, died Jan. 28 in Miami of heart ailment. He will be succeeded by William H. Trebarthen, New York engineering operations supervisor, whose place is taken by George F. Fisher Jr.

New 1950 *Personnel Directory of the FCC*, embracing changes at Commission during last year, is sent herewith to full-service subscribers as our Supplement No. 56-B. Most changes were in legal and engineering departments. Soon to be published, also, are revised directories of consulting engineers and of attorneys specializing in radio.

Telecasting notes: Unconfirmed trade reports are that ABC-TV will resume Mon. & Tue. night schedules again soon . . . More stations reported on good authority to be at or near profit point: KFI-TV & KTTV, Los Angeles; WTVJ, Miami . . . "Closed Circuit Convention" is new service offered by DuMont Network, permitting business firms to hold intercity conferences via TV; hookups of 21 cities offered . . . Scripps-Howard WCPO & WCPO-TV sign Burger Brewing Co. for all Cincinnati Reds home games, TV to be piped also to Dayton's WHIO-TV and Columbus' WTVN and AM to 27 stations . . . Dorothy (Thackrey) Schiff's KYA, San Francisco, sold for \$155,000 plus quick net assets to J. Elroy McCaw, but her Los Angeles KLAC-TV is off market, says broker Smith Davis.

Personal notes: Ralph Rockafellow promoted by Paramount to director of commercial TV operations and sales mgr. of "Paramount TV Network" . . . William Crampton quits as publicity mgr. of RCA Exhibition Hall, New York, to become executive producer at WSYR-TV, Syracuse . . . Arthur Duram upped from CBS-TV sales promotion mgr. to TV market research counsel; Edward Shurick, ex-Free & Peters, holds same job for radio . . . James Andrews, ex-Paramount producer-director, joins Maxon Inc. as asst. to president Lou R. Maxon, who has charge of TV-radio . . . Harry W. Witt leaves CBS-Hollywood to go into real estate business in Beverly Hills . . . Lee Hart, BAB retailing specialist, has taken leave of absence, will do studies on radio-TV advertising; BAB will fill vacancy immediately . . . Richard von Albrecht new program director, F. C. Lambert (ex-DuMont) new TV operations chief of WKRC-TV, Cincinnati . . . John C. Warren, sales mgr. of WNBC-WNBT, New York, resigns to head own company, J. C. Warren Corp. (magnetic recordings).

Strike threat of radio and TV directors apparently dissolved this week as Radio & Television Directors Guild retreated from demands that TV directors be jumped from present \$130 week to \$300, radio directors from \$130 to \$200. Union began negotiating with NBC Friday for \$15 week increase for both radio and TV directors, \$5 a week raise (to \$100) for associate directors, and beginners' scale of \$85. ABC, CBS, MBS are awaiting outcome of NBC discussions before making terms.

Albert Zugsmith's suit for \$2,640,000 against Smith Davis Corp., newspaper-radio brokers, in New York Federal court, will be met by countersuit asking accounting of funds spent by ex-partner. Zugsmith invokes triple damage clause in demanding commissions allegedly due. Corporate structure of Smith Davis Corp, has been dissolved, though firm is still functioning with Messrs. Davis, Stark and Manno as associates.

TV showing in BMB Study No. 2 of AM listening, which went into mails this week to 630 subscribing stations, showed enough mentions of TV station-viewing in cities like New York, Chicago, Philadelphia, Los Angeles to rate 10% penetration required to put it among stations listed. Acting BMB president Kenneth H. Baker called it "a very good showing," said he intends getting out special TV and FM study in month or so.

Rorabaugh Report on TV Advertising for December discloses 2316 sponsors using medium, as compared with 680 same month of 1948. Of these, 1800 were local-retail, 427 national-regional spot, 89 network. Reporting stations totaled 89 in 53 markets. Among networks, *Rorabaugh Report* credits 28 sponsored hours per week to CBS (including Ford UN shows), 20 NBC, 8 ABC, 5 DuMont. Besides listing the reporting stations and their accounts, *Rorabaugh Report* also tabulates 54 agencies that bought network time during December, with clients, of which 38 are in New York, 9 in Chicago.

Sponsorship notes: Doubleday & Co., publisher, moves from NBC-TV to CBS-TV Feb. 6 with John Gnagy in *You Are an Artist*, Mon. 11-11:15 . . . Speidel Jewelry, which recently dropped *Ed Wynn Show*, casting about for new TV show, thru Cecil & Presbrey . . . Flagstaff Foods starts Feb. 11 to sponsor *John Reed King Show* locally on WCBS-TV, New York, Sat. 7:30-8 . . . Graybar, as distributor of Raytheon TVs, started Feb. 4 to sponsor wrestling, with audience in studio of WLWD, Columbus piped also to WLWT, Cincinnati, and WLWC, Columbus . . . Among accounts reported readying for TV spots: Ward Products Corp. (antennas), thru Burton Browne Adv., Chicago; Guitare Co. (non-smear lipstick), thru The Bogerts, Los Angeles; Cott Beverages, thru John C. Dowd Inc., Boston; Atlantis Sales Co. (French's Instant Potatoes), thru J. Walter Thompson; Anchor Post Products (fences), thru Van Sant, Dugdale & Co. Add network accounts: Griffin Shoe Polish sponsors half of *Paul Whiteman's TV Teen Club* on 11 ABC-TV stations starting March 4, Sat. 8:30-9; Esso Standard Oil Co. to sponsor new *Alan Young Show* via kine on CBS-TV starting mid-March originating at KTTV, Hollywood.

DuMont still objects to NBC's Saturday night 2½-hour proposals (Vol. 6:1, 4), reasserts in Feb. 1 letter to FCC that bulk time order by network is monopolistic, constitutes unfair competition. It still wants FCC to take action. FCC hasn't dropped case yet, is studying NBC's new plan.

Striking factor in latest calculations of "depth of penetration" of TV set distribution, as compiled by Milwaukee's WTMJ-TV for Jan. 1, 1950 by dividing total sets by number of families within 40-mi. radius, is high standing of one-station cities. For example, Lancaster, Pa. ranks first, Milwaukee sixth, Schenectady eighth, Buffalo tenth, etc. Figures can't be accepted as exact since there are overlaps in many areas (noted by asterisks), but they're best index yet available; for number of stations, sets and families by areas by areas as of Jan. 1, see Vol. 6:3.

Area	Sets per 1,000 Families	Area	Sets per 1,000 Families
Lancaster	297*	Rochester	102
Philadelphia	295*	Albuquerque	99
New York	282	Atlanta	96
Los Angeles	244	Omaha	94
Chicago	234	Kansas City	91
Milwaukee	220	Pittsburgh	86*
Boston	211*	Tulsa	84
Schenectady	202	Memphis	80
Cleveland	197	Indianapolis	64
Buffalo	192	Seattle	64
Minneapolis-St. Paul	186	New Orleans	64
San Diego	178	Jacksonville	64
Cincinnati	174	Fort Worth-Dallas	63
Detroit	173	Phoenix	61
Baltimore	170*	Charlotte	60
St. Louis	164	Houston	60
Richmond	161	Birmingham	53
Columbus	151	Grand Rapids	52
Toledo	137	Greensboro	50
Erie	134	Johnstown	45*
Wilmington	132*	Utica	44
Washington	132*	Davenport	41
Miami	131	San Francisco	41
Syracuse	124	Huntington	32
New Haven	119	Binghamton	30
Oklahoma City	116	Providence	27*
Louisville	110	San Antonio	19
Dayton	108	Bloomington	19
Salt Lake City	107	Norfolk	6

1950 Personnel Directory of

THE FEDERAL COMMUNICATIONS COMMISSION

Major Bureau Heads and Staff

New Post Office Building, Washington 25, D. C. Telephone: EXecutive 3620.

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¹ Appointed for remainder of term of Charles R. Denny, Jr.
² First appointment for 5 years; reappointed 1939, 1946.
³ Appointed for remainder of term of late William H. Wills.
⁴ Reappointed for full 7-year term in 1949.
⁵ Appointed for remainder of term of Ewell K. Jett.

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District No. 4—Old Town Bank Bldg., Baltimore, Md. Plaza 2662. Hyman A. Cohen, *Engineer-in-Charge*.

District No. 5—New Post Office Bldg., Norfolk, Va. Norfolk 24963. Edward Bennett, *Engineer-in-Charge*. Ship Office, Room 106, U. S. Post Office Bldg., Newport News, Va., Paul Schmidt, *Radio Engineer*.

SOUTH ATLANTIC REGION—Federal Annex, Atlanta, Ga. Walnut 3396. Paul H. Herndon Jr., *Regional Manager*.

District No. 6—Federal Annex, Atlanta, Ga. Walnut 3396, W. D. Johnson, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Savannah, Ga. Savannah 7602. Andrew R. Bahlay, *Radio Engineer*.

District No. 7—Federal Bldg., Miami, Fla. Miami 9-5431. Arthur Fish, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Tampa, Fla. Tampa M-1773. Chalmer H. Neeb, *Radio Engineer*.

District No. 22—Federal Bldg., San Juan, Puerto Rico. San Juan 2-4562. Arthur T. Clive Jr., *Engineer-in-Charge*.

GULF STATES REGION—U. S. Appraisers Bldg., Houston, Tex. Woodcrest 63975. Joe H. McKinney, *Regional Manager*.

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District No. 9—U. S. Appraisers Bldg., Houston, Tex. Woodcrest 61906. Louis L. McCabe, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Beaumont, Tex. Beaumont 4010. Eric D. Coburn, *Radio Engineer*. Ship Office, 406 Post Office Bldg., Galveston, Tex. Wayne E. Hall, *Radio Engineer*.

District No. 10—U. S. Terminal Annex Bldg., Dallas, Tex. Central 5943. John H. Homsy, *Engineer-in-Charge*.

SOUTH PACIFIC REGION—Customhouse, San Francisco, Cal. Yukon 6-4141. Kenneth G. Clark, *Regional Manager*.

District No. 11—Post Office & Courthouse Bldg., Los Angeles, Cal. Madison 7411. Bernard H. Linden, *Engineer-in-Charge*.

Suboffice, U. S. Customhouse, San Diego, Cal. Franklin 9-4101. Harold D. Devoe, *Radio Engineer*. Ship Office, Room 326, U. S. Post Office & Courthouse Bldg., San Pedro, Cal., James Homsy, *Radio Engineer*.

District No. 12—Customhouse, San Francisco, Cal. Yukon 6-4141. Francis V. Sloan, *Engineer-in-Charge*.

District No. 15—Customhouse, Denver, Colo. Keystone 4151. William E. Clyne, *Engineer-in-Charge*.

NORTH PACIFIC REGION—Federal Office Bldg., Seattle, Wash. Seneca 3100. G. V. Wiltse, *Regional Manager*.

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District No. 14—Federal Office Bldg., Seattle, Wash. Seneca 3100. Herbert H. Arlowe, *Engineer-in-Charge*.

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District No. 18—U. S. Courthouse, Chicago, Ill. Harrison 4700. H. D. Hayes, *Engineer-in-Charge*.

GREAT LAKES REGION—New Federal Bldg., Detroit, Mich. Cherry 9330. Emery H. Lee, *Regional Manager*.

District No. 19—New Federal Bldg., Detroit, Mich. Cherry 9330. Edwin S. Helser, *Engineer-in-Charge*.

District No. 20—U. S. Postoffice, Buffalo, N. Y. Washington 1744. Paul A. Holloway, *Engineer-in-Charge*.

HAWAIIAN REGION—P. O. Box 1142, Lanikai, Oahu, T. H. Honolulu 56401. Lee R. Dawson, *Regional Manager*.

District No. 21—Stangenwald Bldg., Honolulu, T. H. Honolulu 56879. Paul R. Fenner, *Engineer-in-Charge*.

ALASKAN REGION—Federal Bldg., Anchorage Alaska. Main 593. Charles T. Manning, *Regional Manager*.

District No. 23—Shattuck Bldg., Juneau, Alaska. Juneau 721. Sigfried F. Berge, *Engineer-in-Charge*.

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Kingsville, Tex.—Box 632. William R. Foley, *Engineer-in-Charge*.

Millis, Mass.—P. O. Box 308 (Dover Road). Edward W. Sanders, *Engineer-in-Charge*.

Santa Ana, Cal.—Box 744. William Hoffert, *Engineer-in-Charge*.

Laurel, Md.—P. O. Box 31. Adolph Anderson, *Engineer-in-Charge*.

Livermore, Cal.—Box 989. George McLeod, *Engineer-in-Charge*.

Portland, Ore.—P. O. Box 5165. Robert A. Landsburg, *Engineer-in-Charge*.

Powder Springs, Ga.—P. O. Box 4. Henry B. Dunphey, *Engineer-in-Charge*.

Lanikai, Oahu, T. H.—P. O. Box 1142. Lee R. Dawson, *Engineer-in-Charge*.

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Belfast, Me.—P. O. Box 44. Vernon K. Wilson, *Engineer-in-Charge*.

North Scituate, R. I.—P. O. Box 3. Thomas B. Cave, *Engineer-in-Charge*.

Spokane, Wash.—P. O. Box 37, Station A. Adelbert C. Lawrence, *Engineer-in-Charge*.

Twin Falls, Ida.—P. O. Box 499. John L. Kurdeka, *Engineer-in-Charge*.

Fort Lauderdale, Fla.—P. O. Box 137. Homer V. Thompson, *Engineer-in-Charge*.

Lexington, Ky.—P. O. Box 99. James E. Gilfoyl, *Engineer-in-Charge*.

Muskogee, Okla.—P. O. Box 1448. John F. DeBardleben, *Engineer-in-Charge*.

Bay St. Louis, Miss.—P. O. Box 300. H. Frank Rawls, *Engineer-in-Charge*.

Anchorage, Alaska—P. O. Box 719. Edwin G. Forsyth, *Engineer-in-Charge*.

COMMON CARRIER FIELD DIVISION

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New York—Federal Bldg., Noble C. Shumway, *Acting Engineer-in-Charge*.

LINING UP AGAINST 10% EXCISE TAX: Proposed 10% excise tax on TV, which has industry in state of jitters ever since suggested by Treasury Secretary Snyder last week (Vol. 6:6), is in laps of the gods -- and House Ways & Means Committee. Chairman Doughton and other members of committee we've contacted all say they have "open minds", awaiting industry's case when presented next Tuesday, Feb. 21. Meanwhile, RMA steering committee, which has been in almost continuous session in Washington, had hopes dampened by remark of one legislator that if radio is taxed 10% TV should also be. But their hopes were heightened by other developments of week:

(1) Strong support from non-industry sources for stand that infant TV should not be singled out for discriminatory taxation. This support came spontaneously in course of first week's tax hearings.

(2) Assurances that labor will back up TV industry, support promised by IUE-CIO, IBEW-AFL, Actors Equity.

(3) Formidable front of TV-radio industry spokesmen enlisted for Tuesday testimony; scheduled as RMA witnesses are R. W. Durst, Hallicrafters; Mort Farr, dealer, Upper Darby, Pa.; Jack Haffey, DuMont distributor, Cleveland; David B. Smith, Philco; Richard Jenkins, cabinet manufacturer, Thomasville, N.C.; B. T. Hines, WFMY-TV, Greensboro; Lee Wailes, Fort Industry (WAGA-TV, WSPD-TV, WJBK-TV).

Other witnesses are also probable, including Admiral's Richard Graver.

At this week's hearings, Rowland Jones Jr., American Retail Federation, told committee: "TV has been hailed as the development with the greatest potential in job, production and sales volume which has emerged from World War II, and the Government now proposes to burden it with a 10% tax before it is barely out of cradle."

Ex-top New Dealer Leon Henderson, appearing for National Committee for the Repeal of Wartime Excise Taxes, representing 27 industries (not TV), merely happened to cite TV in course of his presentation, remarked proposed tax was "an administrative and economic atrocity [which] would restrain and suppress infant industries." MPA president Eric Johnston, attacking theatre admission tax, noted that movies were medium of communication, yet TV, newsprint, etc. weren't taxed.

No one has figured out what tax might mean to TV sales, though view seems to be it would hit hardest at larger, more expensive models. Admiral's Ross Siragusa ventured opinion it would cut present sales rate 10-20%. Servel's Louis Ruthenburg testified that for every 10¢ Treasury collects, consumer pays 18¢ because of "chain" of markups; he spoke of trade generally. In New York, Dynamic Stores advertised: "Beat Proposed 10% Excise Tax on TV; Buy Now."

RMA steering committee comprises: A. M. Freeman, RCA; B. L. Graham, DuMont; Arthur Milk, Sylvania; R. E. Norem, GE; Maurice G. Paul, Philco. Committee counsel is William A. Roberts, and special counsel is ex-Rep. Joseph E. Casey.

ECONOMISTS SEE TV 'OVER THE HUMP': Salient points from analysis of TV industry released this week by National Industrial Conference Board, 247 Park Ave., New York:

TV industry "seems to be over the hump of its growth [and] big enough now to take in its stride the prospective expansion in its market over the coming year... present productive capacity generally adequate to meet next year's [1950] expectations; it is slated to expand only 10%-20% in the coming year [1950]." And from 1950 on, prospects "seem to point to continued growth but at a decelerated pace."

NICB report notes TV price range today is much closer to refrigerators than radios. There are about 30,000,000 refrigerators in use compared with 63,000,000 radios in 42,000,000 homes, and some 36,000,000 passenger cars registered. Hence potential market for TV at current prices is seen "closer to 30,000,000 sets than radio's 63,000,000."

As for consumer attitudes, high family income and TV's novelty have exerted demand, but color controversy is seen possible deterrent to continued demand; also, many prospective buyers are waiting for more and better programs.

"At start of this year over 3,500,000 homes had TV sets [actually, it was nearer 4,000,000; Vol. 6:3], or roughly a sixth of the 22,000,000 families to whom technical service is now available. However, a portion of these 22,000,000 homes are not in an income bracket that makes purchase of a TV set practicable...

"Hence, sets in use already cover over one-fifth and perhaps as much as one-fourth of the homes that can afford sets and which are served by TV programs at present. On the basis of the expected 1950 output [NICB accepts RMA estimate of 3,700,000, though other industry sources indicate 5,000,000 or more], the number of TV sets in use will double the present figure by the end of this year. This means that even with some moderate expansion in TV service areas, perhaps half of the market that is within the range of stations and that can afford sets will have been 'sold' by the end of this year."

TRENDS & TOPICS OF THE TV TRADE: On the bullish side -- continued high demand (see RMA January output figures, p. 1), good market outlook, factory expansions.

On the bearish side -- threat of 10% tax on TV sets, coal strike with its possible effect on deliveries, factory operations, and purchasing power (Vol. 6:6).

There you have current TV trade picture, perhaps oversimplified, without venturing to conjecture further why TV-radio shares were the sparkplugs of the stock markets last few weeks.

GE spokesman says prolonged coal strike will force GE to halt production of refrigerators and other major appliances, presumably including TVs. On the other hand, taking optimistic longer-range view, Admiral's Ross Siragusa told Buffalo meeting last week he foresees TV industry operating at capacity through 1951. Meanwhile, though, strike's impact is becoming real in some areas where coal supplies and power have already been curtailed.

Besides Emerson's factory expansion into Jersey City Continental Can Co. buildings it bought last week (Vol. 6:6), fast-comer John Meck Industries Inc., Plymouth, Ind., reported removal of its radio and other assembly lines to new factory in Argos, Ind., 8 mi. away, permitting expansion of TV production. And Bendix this week announced it was expanding Baltimore TV-radio plant to permit doubling present production rate, and building new warehouse which when completed will enable it to handle "average of 14 carloads of TV material per day."

Majestic (Garod) says it's doubling output next 60 days. Philco reports January production of TVs 5 times that of January, 1949. And from important parts maker F. W. Sickles Co., Chicopee, Mass., comes word it's adding 300 employes due to TV demands, bringing payroll to 2400, or more than its 1944 wartime peak of 2300.

First official inkling of GE's TV output, always hush-hush, comes from chairman Philip D. Reed, who told Boston press conference this week GE is currently turning out 10,000 sets per week, about 4 times level of year ago, soon will increase this to amount not now determinable.

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Foregoing scattered reports are brought together as straws in wind. It's apparent that TV is solidifying its position in the nation's economy for, as Dept. of Commerce furniture specialist James B. Forman reports in newly issued booklet "Furniture Industry and Its Potential Market" (Govt. Printing Office, 15¢):

"Under the influence of TV, family life is again beginning to center around the home. In consequence, a reawakened interest in the home and its furnishings may reasonably be expected to follow." His main thesis was that this year's furniture business will surpass 1949 sales.

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Westinghouse has new 16-in. table at \$280; with rectangular tube, it supersedes \$300 model. Also offered is 16-in. console with round tube at \$375; newly priced 12½-in. table with better cabinet (Model 610T12) at \$250, superseding Model 605T12 at same price; new 12½-in. console with AM-FM-3 speed and electronic magni-

fier at \$420, replacing \$475 Model 603C12. Westinghouse, too, has abandoned 10-in.

Packard-Bell's 1950 line, just released, comprises 12½-in. table at \$200, same in better wood \$250, console \$240, period console \$300; rectangular 16-in. console \$360, same with AM-FM-3 speed \$460; 19-in. console combination \$500; reports it plans to use 14 & 19-in. rectangulars when available...Majestic (Garod) has new Master Craft series of 16 and 19-in. sets at top of line: 16-in. console at \$340, with doors \$380; 19-in. console with doors \$490...Mattison is revising line (TV Directory No. 10) to offer same console with either 16 or 19-in. tube; lowest priced is Challenger at \$300 with 16-in., \$450 with 19-in.; highest priced is Quadrille at \$495 & \$575, respectively...Video Corp. of America is making private label Telecraft sets for Halle Bros. dept. store, Cleveland -- 16-in. console \$270, with doors \$300.

Tele King's new line is priced downward throughout: 10-in. table at \$160, 12½-in. table \$180, 16-in. rectangular table \$260, 16-in. console with doors \$330, 19-in. console with doors \$460, 16-in. console-combination \$500. Tele King also advertised in trade papers this week new table with 14-in. rectangular tube to be out in 2 weeks; company officials wouldn't go further in describing set except that it would be "in same class" with present 12½-in. table (\$180).

Regal has reduced line average \$30 per set from previously announced (TV Directory No. 10), now sells 12½-in. table at \$198, same with more tubes \$290, console \$230; 16-in. table \$250, same with more tubes \$330, console \$360, console with AM-FM \$415. Regal has discontinued 10-in., will have 19-in. console in 3 weeks, says production now 150 per day, due to be doubled.

Muntz is reliably reported to be readying new distribution setup, presumably along conventional exclusive pattern, to be announced shortly; new sales chief E. C. Bonia, ex-Bendix, is master-minding plan...Trav-Ler reports it signed orders for more than \$10,000,000 in new TVs (Vol. 6:6) and radios at Chicago preview this week.

Pattern of buying and interest, so far as TV was concerned, was pretty much same at last week's Western Merchandise Mart in San Francisco as it was at recent Chicago marts -- with 12½-in. models dominant, 16-in. very much in evidence, 10-in. all but disappearing. We listed the 22 TV exhibitors who showed there (Vol. 6:5). Radios, of course, are still paramount in Pacific and Mountain areas, where only Los Angeles, San Francisco, Salt Lake City, San Diego, Seattle, Phoenix, Albuquerque as yet have TV stations, none interconnected, only first 3 with more than one outlet.

Financial & Trade Notes: Hoffman Radio shareholders of record Feb. 14 will be asked to approve 3 for 2 stock split; company expects to continue 25¢ quarterly dividends, is reported aiming for \$30,000,000 sales this year vs. 1949 volume of \$11,500,000 . . . Zenith president's letter to stockholders Feb. 8 says quarter ended Jan. 31 was highest in sales volume and profit in its history; sales were approximately \$33,000,000 . . . Paramount board meeting Feb. 14 disclosed no offers to buy DuMont stockholdings so it's still assumed sale, if at all, will be to DuMont itself (Vol. 6:4) . . . Muter Co. president Leslie F. Muter plans to sell 53,000 of his 100,000 shares (33.8%) through Dempsey & Co., Chicago underwriter, according to SEC registration . . . Noblitt-Sparks (Arvin) reports 1949 sales reached new peak of \$37,128,659, net profit \$3,093,840 (\$5.21 per share) vs. \$35,447,581 sales, \$2,460,133 (\$4.14) profit in 1948 . . . Philco announces regular quarterly 50¢ dividend payable March 11 to stockholders of record Feb. 27 . . . Hazeltine declares 25¢ dividend payable March 15 to stock of record March 1 . . . Stewart-Warner 25¢ dividend payable April 8 to stock of record March 17; dividend in same amount was paid Jan. 7.

Karl G. Jansky, 44, Bell Labs radio research engineer, died Feb. 15 in Red Bank, N. J. He was son of Prof. Cyril M. Jansky, U of Wisconsin, and brother of C. M. Jansky Jr., Washington consulting engineer, and Maurice Jansky, Washington radio attorney.

Trade Personals: Paul H. Eckstein returns to Hallcrafters as TV sales mgr., resigning from Gibson Refrigerator Co. . . . Ben Rice, ex-Regal, Tele King & Tele-tone, promoted from Eastern regional sales mgr. to national sales mgr. of Starrett . . . Arthur R. Rhinow, asst. sales v.p. of Federal, has resigned, will make known plans later . . . William Shea, ex-Rex Products Inc., new asst. sales mgr. of Tele King . . . John McCullough and William Eitel, Eitel-McCullough Inc., recipients of Navy's distinguished public service award.

Talk-A-Phone Co., 1519 S. Pulaski St., Chicago, has TV set equipped for 2-way video-voice communication, is suggesting apparatus be used for classroom instruction, service to shut-ins, sales conventions, etc. Although closed-circuit phone lines are envisaged at moment, company believes special frequencies might be made available for all-wireless system (a la Phonevision).

RMA statistics on TV are going to be more complete and accurate, board decided at Feb. 15-17 meeting in Chicago. TV monthly set production will be reported by tube size as well as by model type (table, console, combination), starting in March. Set distribution figures, heretofore quarterly, will be issued monthly, TV set advertising committee (Walter Stickle, DuMont, chairman) recommended code of advertising ethics on TV sets be set up, plans meeting of all TV set sales managers sometime in March.

DuMont extended its suggested vhf-uhf allocation plan (Vol. 5:35) from original 326 markets to more than 1400, submitted it to FCC this week as Vol. VI of its hearing exhibits. DuMont aims, as before, to eliminate too-close spacing of stations; minimize intermingling of vhf-uhf stations in same community; give most major markets at least 4 channels; eliminate potential local oscillator and image interference. To achieve goals, DuMont would use all of 475-890 mc band (69 channels, compared with FCC's proposed 42). Biggest hurdle of plan is that it proposes shifting 31 operating vhf stations and CPs to different channels, 25 of them to uhf. We reprinted original 326-market plan as Supp. No. 68.

Effect of sports telecasting on attendance is getting intensive study from Jerry Jordan, son of N. W. Ayer executive v.p. C. L. Jordan, who surveyed TV's impact on family habits when he was a Princeton student (Vol. 5:21). In survey of football in Philadelphia area, he noted (cautioning that results aren't final) that: (1) Colleges in TV areas didn't fare quite as well as those in non-TV areas. However, there were many in TV areas that showed increase. (2) Small colleges weren't hurt by telecasts of big college games. He found that 54% of people owning sets more than 2 years attended one or more football games—better percentage than among non-owners—whereas only 24% of 1-3 months owners attended games. National study will be concluded in April.

Los Angeles wrestling promoters turned thumbs down on TV this week, blaming drop in attendance to telecasts by 6 stations. Ban is for 30 days, during which gates will be studied. Los Angeles stations immediately turned eyes to Crosley's experiment with studio wrestling, promoted and staged in studios of WLWD, Dayton, fed to WLWT, Cincinnati, and WLWC, Columbus, with invited audience of 200. Crosley matches began Feb. 4, sponsored for 13 weeks by Graybar (for Raytheon TV sets). KTTV, only station not previously carrying wrestling, immediately asked CBS for kines of weekly St. Nicholas Arena bouts in New York City; KTSL for DuMont kines of Sunnyside Garden (N.Y.) bouts.

Ban on telecasts of basketball by U of Washington, via Seattle's KING-TV, stimulated survey by *Post-Intelligencer* with these results: 99% of 1700 respondents, mostly set owners, wanted ban rescinded; 54% were willing to pay small fee if necessary; 96.7% said telecasts wouldn't diminish their attendance at games. University officials decided to permit TV whenever games were sell-outs; expectation is that many will be.

That color system proposed to FCC by radio amateur Theodore Wetzel, of Milwaukee (Vol. 6:2), turns out to be mechanical. In description filed this week, he reveals that key to system is filter in front of tube, made up of narrow, vertical, colored strips. Motor pushes it back and forth 300 times per minute. Wetzel doesn't say whether he has tried it out. One big question is whether system will flicker, since no change in black-and-white frame rate is proposed.

More Feb. 1 sets-in-use since NBC Research's "census" of Jan. 1 (Vol. 6:3): Los Angeles 396,060, up 46,384 in month; Boston 276,980, up 28,617; Baltimore 133,248, up 9481; Kansas City 26,900 up 1800; Omaha (Feb. 10) 14,509, up 2109; Johnstown 13,600, up 2100; Davenport 7572, up 1272.

Concern about color and uhf among potential set-buyers is mighty slim, according to RCA's 3-day survey of 4089 visitors to its Exhibition Hall in Rockefeller Center. Only .1% of people asked what effect color and uhf would have on sets.

Curious, how relatively few TV sets are advertised on the national TV networks—though local manufacturer-distributor sponsorships, we're informed, are the rule rather than exception on individual telecasting stations. Table of network TV sponsorships we published last week (Vol. 6:6) shows Admiral's *Lights Out*, Philco's *Television Playhouse*, RCA Victor's *Kukla, Fran & Ollie* only ones currently on NBC-TV; Crosley's *This is Broadway*, GE's *Fred Waring Show*, Westinghouse's *Studio One* on CBS-TV; Admiral's *Stop the Music* on ABC-TV; DuMont's *Morey Amsterdam Show* on DuMont. Motorola and Emerson have sponsored network TV shows in past, presumably will return. Among the top dozen or more TV makers, only Zenith, Meck, Tele-tone, Hallicrafters haven't yet been identified with network telecasting.

Station Accounts: Chevrolet Dealers of Southern California buy Mon. 7-11 p.m. on KECA-TV, Los Angeles, for *Triple Feature Theatre*, thru Campbell-Ewald, claim it's biggest block of TV time yet purchased by one sponsor for 52-week series, first time one sponsor has bought out any station's entire night, first time one sponsor offers full evening of theatre-type programming, including "first-time-on-TV" feature films . . . Sitroux Inc. (tissues) Feb. 24 starts *Hazel Scott Show* on WABD, New York, Fri. 7:45-8 . . . NBC-TV cooperative *Leave It to the Girls*, Sun. 7-7:30, sponsored by Regent Cigarettes on WNBT, New York . . . Courtesy Motors, big Chicago Hudson dealer, starts variety show on WENR-TV March 3, with James Moran, company president, himself acting as m.c. GE Supply Co. to sponsor Mardi Gras parades on WDSU-TV, New Orleans, Feb. 21 . . . Alden's, big Chicago mail order house, March 4 starts variety show on WENR-TV, Wed. 8-8:30 . . . Wolf & Marx dept. store, San Antonio, sponsoring *Fashion in Your Living Room*, style show, on WOAI-TV, Mon. 8:30-9 . . . WAVE-TV sells 38 night games of Louisville Colonels to Falls City Brewing Co. . . . Among sponsors reported using or planning TV are hi-V Corp., new frozen foods firm backed by Arthur Godfrey, thru Franklin Bruck Adv.; O'Cedar Corp. (sponge mop), thru Young & Rubicam; Mastic Acres Inc. (Long Island realty development), thru Flint Associates; Oculine Co. (eye drops, pads, etc.), thru Ted H. Factor Agency; Schulte Stores, thru Lynn Baker Inc.; Domestic Sewing Machine Co., Cleveland subsidiary of White Sewing Machine Co., thru Fuller & Smith & Ross.

To clamp down on networks, Rep. Sheppard (D-Cal.) introduced HR 7310 this week, saying he wants to: license networks same as stations; absolve network affiliates from responsibility for network violations of FCC rules; protect affiliates from network coercion; protect sponsors and agencies from network discrimination or intimidation; permit sponsors to get their programs broadcast in addition to regular network outlets.

Names of 50,000 TV kit assemblers, who bought "knocked-down" sets from Transvision, largest of the kit-makers, were offered to FCC by the company to assist in arriving at color decision. Transvision suggested home experimenters be invited to work on receivers for various color systems and that FCC weigh their experiences before making decision.

Black-and-white adjacent-channel study by JTAC is almost in hand, will go to FCC within 2 weeks. With exhaustive research, covering models representing 2,500,000 receivers, JTAC is finding that co-channel ratios still far outweigh adjacent-channel considerations in any allocation. It's unlikely JTAC will conclude FCC's 2:1 ratio is far off.

'GUESSTIMATING' TOP 1950 PRODUCERS: This year's top TV producers -- who are they and how many sets will they turn out?

At risk of arousing a few spleens, we once again present "guesstimates" by Television Shares Management Co., Chicago (Television Fund Inc.), prepared at our request. They're "educated guesses" at best, covering estimated units, average prices and total dollar value at factory -- TV-only, no radios or other products.

They could be wrong -- probably are in several instances -- but our LaSalle Street friends, operating first open end trust in electronics field, can't afford to go too far wrong. Figures are adduced from past records, current output and prices, public and private data from principals, reasonable forecasts and conclusions.

TSMC didn't do too badly last year, when it projected somewhat similar tables (Vol. 5:45), and came nearer to guessing over-all 1949 total than did industry's own leaders. Here's how it ranks this year's first 20:

<u>Manufacturer</u>	<u>Units</u>	<u>Average Factory Price</u>	<u>Total Value (Factory Price)</u>
Admiral.....	800,000	\$145	\$116,000,000
RCA.....	700,000	155	108,500,000
Philco.....	625,000	145	90,625,000
Motorola.....	535,000	135	72,225,000
Zenith.....	330,000	165	54,450,000
Emerson.....	330,000	145	47,850,000
General Electric.....	300,000	150	45,000,000
DuMont.....	190,000	225	42,750,000
Tele-tone.....	175,000	125	21,875,000
Hallicrafters.....	170,000	140	23,800,000
Westinghouse.....	150,000	155	23,250,000
Avco (Crosley).....	150,000	150	22,500,000
Meck.....	150,000	115	17,250,000
Raytheon (Belmont)....	140,000	135	18,900,000
Sylvania.....	120,000	155	18,600,000
Magnavox.....	100,000	215	21,500,000
Capehart-Farnsworth...	100,000	160	16,000,000
Olympic.....	100,000	145	14,500,000
Garod (Majestic).....	100,000	145	14,500,000
Hytron (Air King).....	100,000	135	13,500,000
<u>TOTAL.....</u>	<u>5,365,000</u>	<u>\$149.78(av.)</u>	<u>\$803,575,000</u>

As against the surprise top-rung positions of Tele-tone and Meck (latter now big in private-label), TSMC lists 12 firms in what it styles "second echelon" of major producers -- without, however, undertaking to place them in anything but alphabetical order but acknowledging that any one of them may turn up among top 20 when final score is taken: Bendix, Fada, Hoffman, Muntz, Noblitt-Sparks (Arvin), Sentinel, Sparks-Withington (Sparton), Stewart-Warner, Stromberg-Carlson, Tele King, Trav-Ler, Wells-Gardner.

Note that unit-wise Zenith is placed in tie with Emerson for fifth place, ahead of GE; that DuMont is given sixth place, dollar-wise; that Meck is even for tenth place with Crosley and Westinghouse; that 5 companies are tied at 100,000 sets each. Note, too, how the rankings would change somewhat on dollar basis.

It will be observed these 20 companies alone would account for well over 5,000,000 sets valued at more than \$800,000,000 at factory, which means retail trade far above \$1 billion -- considerably more in units and dollars than has been forecast by most industry spokesmen. Remembering that there are some 90 other companies

in TV set manufacture (see our TV Directory No. 10), some of them quite substantial if not mass producers, it would appear forecast for year based on TSMC's figures would be nearer 6,000,000 than 5,000,000 units.

"We feel the total could go as high as 6,000,000," TSMC's Edgar N. Greenebaum Jr. writes, "but according to current indications the material shortages (some only on the horizon but others actually here today) will be so serious that the overall total could be reduced anywhere from 10 to 20%. In other words, even though the industry could probably produce and sell astronomical quantities, the very real shortages of such things as cabinets, receiving tubes, condensers and resistors will have serious 'crippling' effects."

[Editor's note: Our own recent checks with several key manufacturers indicate no serious shortages yet but, as in case of coal strike, plenty of apprehension that there "could be" -- with concomitant retarding effect on current high rate of output. But nobody we've contacted says it's an immediate problem.]

In our own book, we wouldn't hazard guess that Admiral will exceed RCA in 1950 units, or that Philco will be as far behind either as indicated. During 1949, RCA slightly exceeded Admiral's announced 400,000. Also, it's hard to believe Zenith will leap so soon to the figure given (though it has indicated even more units than TSMC forecasts) or that DuMont will be so far down the list dollar-wise.

RMA SEEKING FULLTIME PRESIDENT: RMA general manager Bond Geddes, nearing 70, has offered to retire in favor of paid fulltime president -- and board meeting last week set up reorganization committee to find man, recommend new setup. Jerome J. Kahn, Standard Transformer, heads committee ordered to expedite quest, so that action may be taken by time of June 5-8 Chicago convention. Geddes will serve until successor is named, then be paid pension and probably retained as consultant. Discussed were possible \$50,000 salary for new chief, expanded staff, house counsel, new dues structure. Only names thus far mentioned for top post are Ray Cosgrove, ex-Crosley, now RMA president, and John L. Sullivan, ex-Secretary of Navy. On Kahn's committee are Max Balcom, Sylvania; Paul Galvin, Motorola; W. R. G. Baker, GE; W. J. Barkley, Collins; Leslie Muter, Muter Co.; George Gardner, Wells-Gardner; Ray Carlson, Tung-Sol; A. D. Plamondon Jr., Indiana Steel Products; A. Liberman, Talk-A-Phone; Fred Lack, Western Electric; W. A. MacDonald, Hazeltine.

GE's 24-in. & PICTURE TUBE TRENDS: Now it can be told that GE will have 24-in. metal-coned picture tube by next summer -- very likely in receivers of own as well as for sale to tube accounts. That's all we can verify, and that fact is probably how report got around that 21-in. or larger tubes were on way (Vol. 6:4). That and FCC chairman Coy's statement before House appropriations subcommittee to effect that TV receivers with 22-in. will be marketed "within the next few months."

Besides GE, others experimenting with larger tubes -- up to 30-in. reported, unofficially -- are DuMont, Lansdale (Philco), Rauland (Zenith) and RCA. But none will say how nearly ready they are, though it won't be surprising if Zenith comes forth with something such soon, probably rectangular.

Significant thing is trend betokened -- ever-larger tubes, whether glass or metal. This year looks like big one not only for 12½-in. receivers, but also for 16 & 19-in. which the major set-makers are selling as fast as they can produce. Biggest 19-in. tubemaker DuMont is now turning out 25,000 per month for own and other manufacturers' sets, and constantly increasing rate of production.

Projections also enter again into bigger-picture trend, though only RCA and Emerson among top producers are still making them. North American Philips, denying rumor it's leaving projection field, tells us that "in 1950 we have been and shall be plugging Protelgram more aggressively and through more channels than ever." Rumor probably arose from closing down of Dobbs Ferry plant, and fact Philips is now importing 2½-in. picture tubes from Holland "because of devalued exchange."

"Revolutionary improvements" in Protelgram ("the best picture in the business") are promised, also March 1 price reduction and spring promotion campaign covering new merchandising policy: Protelgram to be available to service dealers, through distributors, for conversion of direct-view sets. Also, in 3x4-ft version, for attachment to direct-view sets.

TOPICS & TRENDS OF THE TV TRADE: Statistical sidelights on TV industry that merit a bit more detail than afforded in summary of tax hearing on p. 2 of first section.

Citing Treasury Secretary Snyder's own statement that a reduction in excise taxes "would stimulate employment and production," Hallicrafters v.p. R. W. Durst told House committee TV accounts for employment of 200,000 factory workers, plus personnel of some 1500 distributors, plus 30-40,000 dealers, 40-50,000 servicemen -- and that doesn't include staffs and talent of 101 telecasting stations. Durst cited Labor Dept. estimate that wages in TV industry last November averaged \$1.29 per hour, or \$53.40 per week, "highest record in our [radio] industry, as compared with pre-war average hourly wage of 68¢."

IBEW's Washington representative Lawson Wimberley said his union has 10,000 members in installation-servicing (about 25% of field) plus some 1500 in telecasting, added: "We are convinced that within the next year, or possibly the next 2 years, provided the questions of uhf and color are settled...there will be job opportunities for at least another 100,000 workers in all different phases of the TV industry." And Admiral's v.p. Richard Graver said his company now employs 5000 on TV, expects to add 1200 more when new Bloomington, Ind. plant opens July 4.

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Philco spokesman says not even Pittsburgh is showing any abatement of demand for TV sets, dealers there taking all allocated. So far, factories report coal strike curtailments of freight shipments haven't affected either deliveries of supplies or movements of sets. But another 2 weeks or so, and production could really feel impact, they say. From TV cabinet-making centers Jamestown, N.Y. and Grand Rapids, Mich. this week, there were reports coal outlook made their production problems "grim" -- both cities already on shortened fuel rations.

Another index to state of the industry: First week February RMA production total is 97,400, which really means (with 25% increase to account for non-RMA, etc.) just under 125,000. That indicates February output should run well ahead of January's 420,000 (Vol. 6:7).

But there's word of caution from fast-coming Hoffman Radio's H. L. Hoffman, who notes: "We, like everyone in the TV business, are very optimistic about 1950, particularly when we are taking orders at twice the rate of our production. However, I don't see how we can help but slow down during the second quarter. I am fearful that many of the set manufacturers are going to keep on pouring out their sets and we will have a terrific congestion during the second quarter that could injure the balance of the year. The retail market is showing some signs of soft spots already."

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Magnavox has new 16-in. Contemporary console at \$399.50; it has fewer tubes (21 plus 2 rectifiers) than Normandy and Contemporary consoles (23 plus 4) which have been cut from \$495 to \$449.50. Magnavox has raised prices of Wedgewood and Avenue radio-phono consoles, but prices of same consoles with TV remain at \$469.50 & \$439.50, respectively...Raytheon has cut 12½-in. Suburban table \$10 to \$220, 12½-in. console \$10 to \$250...Sightmaster has 2 new 19-in. consolettes with FM -- Staunton at \$449.50, Westchester \$479, both with Sightmirror fronts...Trav-Ler has new rectangular 16-in. console with doors at \$300...Muntz TV's executive v.p. E. C. Bonia, refuting reports of new distribution plans (Vol. 6:7), states: "There are absolutely no plans for any changes in our present setup."

John Meck Industries, Plymouth, Ind., this week reported 82% increase in orders since it hiked dealer discounts to 40% last month because "margin structure in the retail TV business was inadequate to cover the average dealer's cost of doing business and still allow him a fair profit." Meck said it would make about 250,000 TV sets this year...Emerson will be making 3,000-3,500 TVs a day by end of year, president Benjamin Abrams said Friday, in commenting on acquisition of Continental Can Co. property in Jersey City 2 weeks ago (Vol. 6:6).

RCA Victor releases first 33 1/3 rpm LP album March 15; it contains 33 classical compositions -- 22 on single records, 3 in albums. Ten-inch LP will retail at \$3.85 & \$4.45; 12-in., \$4.85 & \$5.45. Paul A. Barkmeier, record v.p., said almost 1,000,000 45 players are now in use, 45 records selling at 30,000,000 a year rate.

Television Fund Inc., reporting for quarter ended Jan. 31, lists following stockholdings in its portfolio: Primarily Television (20.5%)—5000 shares Admiral, 5500 DuMont, 5000 Emerson, 1000 Hoffman, 5000 Motorola, 5000 Philco, 1000 Zenith. TV & Electronics (34.1%)—1000 Aerovox, 3000 ABC, 1000 American Phenolic, 6000 CBS, 1000 Corning Glass, 4000 Fansteel, 4000 GE, 1300 General Instrument, 1000 P. R. Mallory, 2000 Muter, 2000 Oak Mfg., 2800 Owens-Illinois, 1000 Pittsburgh Plate Glass, 12,000 RCA, 3000 Raytheon, 1500 Sprague Electric, 3200 Sylvania, 5500 Westinghouse. Electronics Other Than TV (19.7%)—4000 American Bosch, 2000 Consolidated Engineering, 6000 Cutler-Hammer, 1000 Fairchild Camera, 3500 General Precision Instrument, 600 IBM, 4000 IT&T, 2400 Minneapolis-Honeywell, 1000 Sperry, 3000 Webster-Chicago. Miscellaneous (25.7%)—700 Bell & Howell, 1200 Burgess Battery, 3000 Capitol Records, 5000 Decca, 4000 Walt Disney, 4000 Eastman, 2000 Joslyn, 5000 Loew's, 4500 Otis Elevator, 2500 Paramount, 2000 Reliance Electric, 2000 Time Inc., 4000 Twentieth Century-Fox, 2500 United Paramount. Note: New holdings since last report (Vol. 5:50) are Raytheon, Decca, Otis, Reliance, Time, 20th Century; eliminations were 2000 Magnavox, 1000 National Union.

TV receiver business accounted for about all of RCA's nearly \$40,000,000 increase in gross sales for 1949, officials indicated in releasing annual report as of Feb. 27. Gross income from all sources was \$397,259,020 vs. \$357,617,231 in 1948; net earnings were \$25,144,279 (\$1.58 per share) vs. \$24,022,047 (\$1.50) in 1948. Of gross income last year, \$308,202,199 (77.6%) came from RCA Victor, RCA Laboratories, RCA International divisions (vs. \$270,572,505 or 75.7% in 1948); \$72,866,510 (18.3%) from NBC (vs. \$70,949,218 or 19.8% in 1948); \$19,997,079 (5%) from RCAC and Radiomarine (vs. \$21,133,728 or 5.9% in 1948); and there was loss of \$3,806,768 (.9%) on inter-company transaction. Paid out during year was \$3,152,800 in preferred dividends, \$6,928,604 on common. Earned surplus at Dec. 31 was \$94,562,354, up \$15,062,875 from earned surplus at end of 1948.

Motorola 1949 sales were \$81,803,357, profit \$5,280,196 (\$6.60 per share). No comparisons with previous years are available since reports for prior years were for parent company alone (1948 sales \$58,080,236, earnings \$3,332,739). President Paul Galvin said it's difficult to forecast sales volume for 1950 since last quarter 1949 accounted for about 45% of entire year's TV sales and sales for first quarter 1950 will be more than double \$15,200,000 volume for same period 1949. He also forecast 50% increase in car radio sales this year, noting higher percentage of new cars being delivered without radios, resulting in expanding "after market" demand.

Final 1949 earnings report on Admiral, released Feb. 21: Profit of \$8,239,582 (\$4.12 per share on 2,000,000 shares outstanding) on record sales of \$112,004,251 vs. net of \$3,639,025 (\$1.82) on sales of \$66,764,265 in 1948. Net worth increased 67%, now \$18,024,048. Last quarter 1949 net was \$3,608,008 on sales of \$34,926,100. Now producing TVs at rate of 700,000 annually, increased plant capacity now under construction assuring "space required to produce 1,000,000 sets this year."

Philadelphia's WPTZ has revised rate card to make rate for 5-days-a-week program four-fifths 5-time charge, applicable to all programs 5 minutes or longer. In addition, 5% discount is allowed for 26 consecutive weeks, 10% for 52 weeks. WPTZ expects thus to expand daytime commercial business.

Omaha-Denver microwave relay will be opened in May 1951 for telephone service, not for TV as reported last week (Vol. 6:7).

Troublesome oscillator radiation in most TV sets, which has had industry and FCC engineers worried for some time, is being overcome. GE sets now operate with IF of 40-45 mc, rather than previous 21-26 mc; these are believed first with changed IF standard to meet receiver re-radiation problem. GE also says video and audio of its TV sets aren't susceptible to 27.12-mc signals generated by industrial, medical and scientific apparatus (diathermy, heating, etc.). Problem of oscillator radiation was given prominent mention by FCC chairman Coy at House appropriations subcommittee hearing Jan. 30, when he told committee 3200 receivers in Boston-Providence area couldn't get either Boston's WNAC-TV on Channel 7, or Providence's WJAR-TV on Channel 11. Channels most susceptible to such interference where sets have 21-27 mc IF are Nos. 7 & 11, 8 & 12, 9 & 13; to lesser degrees, 2 & 5, 3 & 6. Fears were felt manufacturers were eliminating shielding to cut costs, which raised bogey of widespread inter-set interference when country is saturated with sets and stations.

Complaints of unfair and illegal practices by TV manufacturers in relation to TV retailers have been carried to Federal Trade Commission, Dept. of Justice, House Committee on Small Business, by Edwin A. Dempsey, executive secretary of recently formed National TV Dealers Assn (Vol. 5:41, 45). He claims manufacturers are enforcing tie-in sales; discriminating in discounts to large retailers as against smaller dealers; permitting wholesalers to sell retail; making different advertising allowances for different size dealers. Investigation into tie-in sales begun last December by Dept. of Justice (Vol. 5:42) has resulted in no action yet.

Temporary officers of TV Authority, combination of all performer unions except Screen Actors and Extras, elected this week: John Kennedy, Actors Equity, chairman; Virginia Payne, AFRA, 1st vice-chairman; Margaret Speaks, AGMA, 2nd vice-chairman; Jerry Baker, AGVA, 3rd vice-chairman; Paul Purnell, Chorus Equity, treas. Permanent officers will be elected in next few months. George Heller, ex-AFRA executive, is TVA executive secy. Still wide open is rift between TVA and Hollywood unions over film jurisdiction.

FCC denied application for uhf experimental TV station filed by LeRoy E. Parsons and Richard F. Denbo, Astoria, Ore., who proposed to pick up and rebroadcast Seattle's KING-TV (Vol. 5:49). Held they proposed providing TV service, not technical research.

FCC's critique of McFarland Bill to reorganize Commission, in response to request for comments from Sadowski subcommittee of House (Vol. 6:3, 4, 7), among other objections, says bill would unduly restrict its law dept.

Telecasting Notes: Army-Air Force ad budgets for recruiting for fiscal 1951, starting July 1, as proposed in testimony before House appropriations subcommittee, would total \$2,023,600 for all media, down from current \$2,488,000; of national budget, radio-TV would get \$636,640; magazines \$437,060, newspapers \$358,740, posters etc. \$159,160 . . . International Shoe Co., St. Louis, reported planning network TV, thru Henri, Hurst & McDonald . . . Standard Brewing Co. to sponsor Cleveland Indians home games on WXEL, which is also sending cameramen to Tucson training camp to film subjects for 15-min. programs thru March-April . . . KSL-TV, Salt Lake City, Feb. 14, started daytime 3:30-5 schedule Tue. & Thu.; also began night telecasting half hour earlier at 7 Mon. thru Thu. . . Bert Lahr signed by CBS-TV for weekly half hour, no starting date yet . . . Joe DiMaggio reported under NBC contract, including TV . . . NBC-TV planning new weekly Dean Martin-Jerry Lewis comedy series starting in March.

STRONG TV-LABOR OPPOSITION TO TAX: Not much new on proposed 10% TV excise tax (Vol. 6:8), except that nearly everyone concerned seems optimistic -- possibly too much so. We're told there's an apparent tendency on part of individual manufacturers, to say nothing of distributors and dealers, to "lay back and do nothing," leaving whole opposition job to RMA committee in Washington. Manufacturers especially are being urged to tell their Congressman what tax would mean to local employment.

House Ways & Means Committee ended public hearings on all phases of excise taxes Friday, and should have bill ready sometime in April. Every member has told industry representatives he's either flatly opposed (and that means nearly all GOP members) or retains an "open mind". Quite a few Democrats are lined up against -- but there's no telling what they will do if Administration really wants the tax proposed by Treasury Secretary Snyder.

Heartening factors are: (1) Secretary Snyder's statement to newsmen this week that Treasury isn't "frozen" to limited excise changes (though TV wasn't mentioned) and inference that it may listen to persuasive arguments by TV and Labor spokesmen that went into last week's record. (2) Fact that Labor people really are working at their opposition to TV excise, on grounds that all excises hit purchasing power of workers hardest and that the TV industry should be encouraged to maintain present high and potentially higher levels of employment.

TUBE PRICE CUTS AND SIZE TRENDS: If you have any doubt about upward trend in tube sizes -- quite aside from the bigger-than-19-in. picture tubes we reported last week (Vol. 6:8) -- consider these plain but eloquent facts:

(1) RCA, Sylvania and DuMont cut picture tube prices to manufacturers, as of April 1. All reduced 12½-in. from \$20.50 to \$19 and 16-in. from \$33 to \$29. In addition, despite demand greater than present productive capacity, DuMont and Sylvania cut 19-in. from \$69.50 to \$54.50. New distributor-dealer discounts will also be announced soon. GE and others presumably will follow suit, though as of press time GE would not verify.

(2) North American Philips, beginning all-out drive for projections (Vol. 6:8), cut prices of Protelgram units to manufacturers from \$74.93 to \$57.18; to distributors, from \$88.99 to \$65.33; to dealers, from \$111.05 to \$86.14. Big promotional pitch soon will be to get public to convert small-size direct-view sets to larger-size projection by using Protelgram.

(3) RMA January CR tube figures, released this week, seemed almost to sound requiem of 10-in., now being used by fewer and fewer set makers (Vol. 6:4). Of 436,252 tubes shipped, only 25,377 (5.8%) were 10-in. Biggest share was 12 & 12½-in., totaling 267,443 (61.3%); 15, 16 & 19-in. moved up to 132,898 (30.4%); 7 & 8½-in., only 10,402 (2.4%); projections, mere 130. (For 1949 pattern, see Vol. 6:5.)

RCA is booked to continue 10-in. set deliveries into second quarter, but it won't be surprising to see it abandon that size altogether -- concentrating on 16-in. even more than 12½. Its 16-in. metal-coned tubes are now going into more than half RCA's sets, and the great store placed on them was manifest at formal dedication of big Marion, Ind. plant by RCA brass March 1. That plant is entirely devoted to 16-in. (which are also made at Lancaster); it employs 600, has 2 units now operating, is now laying down 2 more, plans 4 more later.

It's evident that 16-in. rectangulars (all-glass) are doing well, too. President Stanley McGiveran of American Structural Products Co. (Owens-Illinois) has written to set makers to say that demand is greater than expected, that needed new equipment won't arrive until March 15, that ASPC was placing tubemakers on weekly allocations from Feb. 20 to April 1; 14-in. rectangulars will also be allocated.

TOPICS & TRENDS OF THE TV TRADE: Except for threat to all industry, and to buying power in general, there seemed to be little evidence that coal strike had hit TV set and parts industries directly on any appreciable scale. But until Friday night's accord, with prospect of mining resuming Monday, it was noteworthy that steel mills were slowing down, local power uses being curtailed. Components deliveries were on day-to-day basis anyhow, with cabinet shortages most evident.

Anything might have happened -- at very time TV industry was taking advantage of market capable of absorbing its highest productive rate ever (Vol. 6:8). Everybody expects normal seasonal letdown in spring -- starting either April or May.

Curtailed railroad service hasn't been as much of a factor as seemed likely at first. But motor freight schedules have been hiked. Lifschutz Fast Freight, Chicago trucking concern, this week announced new special service for TV-radio -- promises third day delivery of carload lots to New York, Boston, Philadelphia.

Meanwhile, sets are selling and name-brand makers say they are still allocating. As if to prove this, there are outspoken complaints from telecasters in cities like Syracuse (which added second station last month; Vol. 6:6) and Memphis (which has just gone on coaxial) that their communities simply aren't getting receivers in quantities demanded.

* * * *

Coming up fast, proving that quantity market isn't occupied by big fellows alone, is Philharmonic Radio Corp., 119 W. 57th St., New York, which in last 8 weeks has made big promotional splashes leading to quick sellouts in some of country's big dept. stores -- notably Jordan Marsh, Boston (Vol. 6:1), Wanamakers, Philadelphia; Bon Marche, Seattle; Gertz, Jamaica, L.I.; Shartenberg, New Haven. Idea evolved by president Bernard Lippin is special promotion by established stores, offered quantities of sets at good prices. Next big promotions will be March 6 by Gimbels, Pittsburgh, then Schusters, Milwaukee.

Lippin reports Philharmonic production now at rate of 200,000 per year. Line leads with 10-in. table at \$99.50; 12½-in. table, \$139.50 to \$149.50; 16-in. table, \$190; then variously priced consoles.

New set maker is Hi-Par Products Co., 347 Lunenburg St., Fitchburg, Mass., antenna manufacturer, out with 3x4-ft Protelgram chairside home model at \$675; with remote control for commercial use, \$795. It also has conversion unit, price unstated, for making all 630-TS type direct-view TV sets into projection models.

* * * *

Hallicrafters reports it's averaging 800 TVs daily since Feb. 1, increase of 100 per day from 1949 peak; it's aiming for 1500 daily by September...Hoffman has added 20,000 sq. ft. of factory space by purchasing structure adjacent to its Plant No. 3...Colonial Radio (Sylvania) gets Ford, Hudson auto radio business recently relinquished by Zenith (Vol. 6:4), former also supplied by Motorola and Bendix.

New models are notable for their paucity, though several new major lines are due late this month or early next -- data not yet revealable. Pilot reports new 12½-in. table with FM at \$240; this is not reduction in price of previous model (Vol. 6:5) which remains \$270...Capehart has new 16-in. console called Oxford, \$490...Trans-Vue's new 16-in. console is \$300...DeWald has new 12½-in. table at \$240, 16-in. table \$300 and console \$340, has priced previously unmarked 19-in. console \$400.

RMA TV set advertising committee, under DuMont's W. L. Stickel, meets March 23 in Drake Hotel, Chicago. Job is to clean up extravagant and confusing claims (Vol. 6:7)...Bruno-New York, biggest RCA distributor, declares 30-day "moratorium" on all dealer cooperative advertising because dealers can't promise deliveries due to limited allocations of receivers...Western Summer Market in San Francisco has been set for July 24-28, with TV-radio expected to be highlighted again.

RMA is out with last-quarter 1949 shipment figures, listing total sets shipped by its members to each of 49 areas -- with cumulative for year and cumulative since Jan. 1, 1947. Table is available from RMA, 1317 F St. NW, Washington. It's last of quarterly reports; henceforth they're to be issued monthly, providing an additional index to where the sets are going.

Financial & Trade Notes: Admiral upped quarterly dividend from 20¢ to 25¢, next payable March 31 to shareholders of record March 15 . . . Magnavox Jan.-Feb. sales reported in *Wall Street Journal* as 37½% ahead of same months last year, with March running even better . . . Tung-Sol 1949 sales were \$15,530,969, net income \$867,469 (\$2.26 per common share) vs. \$14,274,028 sales and \$571,701 profit (\$1.37) in 1948 . . . Aerovox 1949 profit \$675,189 vs. \$357,047 in 1948.

Sylvania sales reached record total of \$102,539,866 in 1949, but profits declined to \$3,052,840 or \$1.82 per share on 1,456,550 outstanding. This compares with \$99,347,751 sales, record profit of \$3,823,382 or \$2.84 per share on 1,206,550 shares outstanding as of Dec. 31, 1948. Lower net resulted from expenses in starting up 2 new TV picture tube plants, cost of getting into TV set business, disposal of subsidiary Wabash Co., etc.

Avco sales dropped to \$137,398,554, profit to \$4,150,466 (54¢ per share) during fiscal year ended Nov. 30, 1949, according to annual report Feb. 28. This compares with \$140,515,462 sales, \$7,913,736 earnings (\$1.11) during preceding year. Drop is attributed to "slump in television and appliance sales during summer months, curtailment of production by early model changeovers of certain household appliances, and competitive price reductions." Breakdowns by divisions aren't shown, but 57% of Avco's business is represented by its Crosley Division (radio-TV-appliance mfg.) and in 1948 its broadcasting division (WLW, etc.) accounted for \$4,660,809 income, \$1,489,043 profit (Vol. 5:10). Its TV outlet WLWT, which began in 1948, is reputed to be a slight earner, but its Columbus WLWC and Dayton WLWD, which began in spring of 1949, are losers.

"Disappointing year" for Stromberg-Carlson is reported in Feb. 24 letter to stockholders by president R. C. Tait, reporting 1949 consolidated net loss of \$478,000 (\$57,000 loss by Canadian subsidiary); inventories at \$6,100,000 as compared with \$9,100,000 at end of June; consolidated earned surplus up from \$5,353,000 to \$5,540,000. Losses were incurred 6 consecutive months through September, and "reasonable profits from that point on" were not enough to offset prior cumulative losses. However, "operations are currently satisfactory and look good for at least the first 6 months of this year." Contributing to losses during summer was WHAM-TV, which began June 11, but combined AM-FM-TV operations "got into the black in October and have remained there since."

Westinghouse doesn't disclose TV-radio contributions to annual sales, but in 1949 annual report president Gwilym Price notes that consumer products (including TVs and radios) accounted for 26% of year's net sales of \$945,699,382. Profit of \$67,268,555 (\$4.95 per common share) was largest in 64-year history. They compare with \$970,673,847 sales, \$55,656,351 profit in 1948. TVs accounted for 69% of TV-radio division's sales vs. 16% in 1948. Mr. Price foresaw "creeping increase in cost of raw materials . . . As a consequence, prices of our products are apt to be firm to higher through 1950."

McGraw-Hill's *Business Week* for Feb. 18, in authoritative roundup titled "Where Is Television? Right Here Now," figures 28,000,000 families (out of U. S.'s 43,000,000) now within reach of TV signals, and 32,000,000 by end of 1950. It also estimates set prices will drop 5-10% a year for next 5 years.

Informal poll of 44 executives at recent Chicago RMA meeting brought forth average guess that 1950 TV production would be 4,500,000 TV sets. Highest guess was 6,750,000, lowest 3,200,000.

Trade Personals: Edward E. Lewis, onetime RCA, recently president of Sylvania's Colonial Radio Corp., then v.p. of Sylvania, has resigned to become business consultant; A. L. Chapman transferred from Warren, Pa. plant to take charge of Colonial plant in Buffalo . . . Harry R. Seelen promoted to manager of RCA Tube Dept.'s Lancaster engineering section, succeeding Dr. Dayton Ulrey, retired . . . L. G. Haggerty, ex-RCA Victor, recently asst. gen. mgr. of F. L. Jacobs Co. (automotive parts), new director of manufacturing for Capehart-Farnsworth; Robert M. Hoey, new Capehart traffic mgr. . . . Curtis R. Hammond promoted to equipment sales mgr., Raytheon receiving tube div. . . . Walter S. Bopp newly appointed radio-appliance sales mgr. for RCA International . . . John F. Herbst, ex-W. & J. Sloane, new western regional manager for DuMont receiver sales, headquartering in Beverly Hills, Cal.

IRE awards to be made at 1950 convention in New York's Hotel Commodore, March 6-9, announced as follows: Medal of Honor, to Dean Frederick E. Terman, Leland Stanford; Morris Liebman Memorial Prize, to Otto H. Schade, RCA Victor, for work on TV and related optics; Browder J. Thompson Memorial Prize, to Joseph F. Hull and Arthur W. Randalls, civilian engineers, Army Signal Corps; Editor's Award, to E. J. Barlow, Sperry, for paper on "Doppler Radar"; Harry Diamond Memorial Award, to Andrew V. Haeff, consultant, Naval Research Lab. Among the 30 new fellowship are several mainly for TV work: Alda V. Bedford, RCA Labs; Frank J. Bingley, Philco; Harry B. Marvin, GE; Garrard Mountjoy, Stromberg-Carlson; Jack Poppele, WOR-TV.

After getting U. S. sales talk on our TV standards, March 27-April 7, international committee (CCIR Study Group 11) goes to Paris and Eindhoven for French and Dutch pitches April 20-25, then to London for British showing April 27-May 4. U. S. demonstration committee, under aegis of State Dept., and chairmaned by Commerce Dept.'s Donald Parris, includes men from transmitter makers DuMont, GE, RCA. U. S. itinerary will cover: New York's factories, stations, networks; RCA's plants in Harrison, Princeton, Camden; Philco's production and research; Washington color demonstrations.

Types of TV interference, in descending order of nuisance value, as listed in *Electrical World* article by F. L. Greene, of Ohio Power Co., Canton, O: (1) auto ignition, (2) old diathermy, (3) old-type tungsten filament lamps, (4) certain germicidal lamps, (5) radio transmitting gear, (6) some electronic garage-door openers, (7) dielectric heating, (8) some household appliances, (9) power lines.

Noblitt-Sparks didn't begin making TVs until third quarter 1949, yet TV was big factor in year's business which totaled \$37,128,658 sales and \$3,093,840 (\$5.21 per share) net profit vs. \$35,447,580 sales and \$2,460,133 (\$4.14) net profit in 1948. Company now makes 8 TV models, 26 radios, including many "for a large Chicago mail order house." Other products include electric appliances, metal furniture, car heaters.

Eastman has issued booklet on *The Use of Motion Picture Films in TV* that explains best methods of making movies for telecasting, includes chapter on kinescoping. Manual can be secured without cost from Motion Picture Film Dept., Eastman Kodak Co., 343 State St., Rochester. National TV Film Council has TV-film manual due soon.

Harper's Magazine, reporting on 3010 responses to September questionnaire sent subscribers, says 77.3% of its circulation is in TV areas, 57.5% of its readers plan to buy TVs within a year.

Movie exhibitors and TV stores were at one another's figurative throats in New York this week, when Dynamic and Frost chains carried ads with this theme: "Why go to the movies when you can stay at home and see movies in your own living room on TV." There also were spots on WOR-TV and WINS to effect that TV sets purchased on time-payment plan "cost less than price of 2 movie admission tickets and give much more entertainment." Threats of advertising withdrawals by exhibitors and complaints to stations caused dropping of that kind of copy. WMGM (Loew's) and WNEW refused to carry it.

Final day for theatre-TV hearing appearances, last Monday, saw 44 in FCC hopper—Allied States alone filing for 21 members. Among non-movie interests filing were AT&T, CBS, DuMont, TBA, NAB, National Bus Communications Inc., American Trucking Associations Inc., and meter-plan advocate Thomas E. Corbett (see Supp. 67). All appearances were formalities to indicate they would be represented at hearing, date not yet set.

Paramount's Paul Raibourn in interviews with trade papers states Paramount has been surveying TV's impact on movies for last 3 years, finds TV cuts attendance of TV-owning families 20-30%—not 74% as found by Charles Alldredge in recent Washington survey (Vol. 6:5). Raibourn called Alldredge figures injurious to industry whose top companies are trying to sell theatres in compliance with anti-trust decisions.

"Theatre TV is the cure for boxoffice doldrums," said A. A. Hovell, president of Century Circuit, in announcing purchase of two 20x15-ft. units from RCA. Century operates 34 houses in Brooklyn, Queens, Nassau and Suffolk counties. Units go into Meadows Theatre, Fresh Meadows, L. I., and Albemarle Theatre, Brooklyn.

Report that ABC intends to set up own film-producing unit in Hollywood, to make TV films and bypass kines entirely, was branded "balderdash" by ABC press chief Earl Mullen. Mullen said all ABC is doing is trying to make a few deals with independent producers in Hollywood (particularly those making TV films) to use ABC's huge TV facilities (old Vitagraph Studios). There's absolutely no intention of giving up on kines.

TV didn't hurt Indiana sectional basketball tourney in Indianapolis which began last weekend—games were sellout. High School Athletic Assn commissioner L. V. Phillips told *Indianapolis News* he didn't think TV was going to hurt any other tournaments. "The more publicity . . . the more people want to see the game in person," Phillips said. "Any real basketball fan doesn't think there's a substitute for the actual excitement of being there. You can't get that atmosphere even with a TV picture as big as the side of a house."

TV's drawing power in restaurants was checked in 2 Santa Rosa, Cal., taverns by Elliott, Daly & Schnitzer agency, San Francisco, in study for California Trans-View distributor, Tele-Visco Inc. In one tavern, traffic increased 25%, receipts 12%; in other, traffic went up 18%, receipts 11%. Average TV watcher stayed longer, but spent same money as non-watcher. Attendance was stimulated with newspaper ads, table cards, etc.

Personal Notes: NBC president Joseph McConnell, Davidson College '27 (his father taught there) returns to home area March 9 to address Greensboro Chamber of Commerce . . . James V. Melick, ex-executive asst. to CBS stations v.p. J. Kelly Smith, new executive asst. to CBS-Hollywood management . . . Jack Rayel, ex-DuMont, joins NBC-TV as program procurement supervisor . . . Ralph W. Hardy, ex-chief of Radio Division, reassigned by NAB to be director of Dept. of Govt. Relations.

After finding much that's good in TV (that it might reestablish home as family meeting place, help lower juvenile delinquency and divorce), but quoting incredibly erroneous statistics about TV as "big business," economist Roger Babson in article titled "The Age of 'Vidiots'" in recent *Commercial & Financial Chronicle* observes: "On the other hand, TV can develop a race of idiots. It's already on its merry way toward this goal. . . . What kind of future race of mankind do we want? The answer lies with parents, schools and churches. We can't afford to let unprincipled 'entertainers' ruin America. Television is dynamite."

Authoritative-sounding study of TV "eyestrain" by Philip Lewis, assistant principal of Chicago's South Shore High School, affirms previously reported opinions of eye doctors (Vol. 5:2, 32, 43). He reports that 6 weeks of tests with 556 teen-agers found nothing in TV harmful to eyes. He, too, noted that TV is a good instrument for bringing eye defects to light and getting them corrected. He also found that there's no fixed "optimum" viewing distance, that it varies for individuals.

Add viewers of TV with alarm: Dr. George Shuster, president of Hunter College, saying New York children don't read books anymore but spent half to three-quarters of their leisure time watching TV. "Unless something is done about raising the level of TV, our culture will become more and more immature and silly."

Campaign to improve children's study habits by strict rationing of TV (Vol. 5:52) is proving successful, reports principal Charles Sheehan of Public School 5, Clifton, N. J. Latest report cards show 30% fewer pupil failures, but he says 20% still failed and 5% is the normal figure.

Stephens College, Columbia, Mo., woman's junior college, is incorporating TV into curriculum next fall. Course will be given by radio dept. head Dr. Hale Aarnes, using 2-camera chain, closed circuit, with receivers around campus. Kines will be made of programs produced.

Among forecasts for next 10 years, in January *Changing Times, the Kiplinger Magazine*: "Television will continue to boom, of course. Twenty million sets will be operating in the latter Fifties. Quality of programs will improve, and by mid-decade there will be a coast-to-coast TV network. New stations, bringing TV to new areas, will come slowly at first, pick up speed around 1952-53. Color won't come into general use until a year or so later. Sets will trend to larger screens, lower prices; 16-in. pictures will become the 'standard.' But despite it all you will still listen to the radio, and radio homes will outnumber TV homes by at least 2 to 1, even late in the decade."

Couple of TV programs ran afoul Federal laws recently, had G-men appealing to networks and FCC. Seems detective show showed private eye posing as postal inspector in one chapter, as census taker in another. Both Post Office Dept. and Census Bureau cited applicable Federal laws to show actions couldn't have taken place, asked industry to avoid aspersions on public servants.

Most powerful tube in the world, with 500-kw output, was announced by RCA. Called "super-power beam triode," its immediate applications are non-TV—high-power CW and international broadcast.

Wrestling match gates jumped when TV was banned from Los Angeles matches (Vol. 6:7), so it looks as if 30-day test blackout will be extended indefinitely.

SMPTE semi-annual convention April 24-28 in Chicago's Drake Hotel will include "comprehensive symposium" on film techniques for TV.