

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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UPSTATE N. Y. HOOKED INTO NETWORKS: Linking of Schenectady, Utica and Syracuse into AT&T coaxial-microwave hookups as of Dec. 1 (when Utica's WKTU made its formal bow) makes 24 cities now interconnected via Bell system. Next to be connected will be Rochester, with link from Buffalo, sometime later this month; presently, Rochester's WHAM-TV picks up Buffalo's WBEN-TV with its own relay. New hookup has 2 coaxial channels north from New York to Albany, one south; then 2 microwave channels west to Schenectady-Utica-Syracuse. From Albany, video signal hops to Rotterdam, 21 mi.; Cherry Valley, 32; Deerfield, 33; Sullivan, 40; Syracuse, 12. Schenectady's WRGB feeds off Rotterdam, 7 mi.; Utica off Deerfield, 3 mi. GE's own microwave link, which has been feeding Schenectady's WRGB from New York since 1947, will be standby for awhile, then abandoned. Syracuse's WHEN celebrated first birthday Dec. 1 by picking up CBS-TV's Ted Steele show off new "line" from New York.

DES MOINES AREA 'SURPRISE' STATION: Another "sleeper" among upcoming TV markets is Des Moines and environs, soon to be served by Iowa State College's WOI-TV, Ames, only 27 mi. away. Built and ready to go, but stymied awhile for operating funds, it definitely goes on tests Jan. 15, then on daily 7-10 p.m. schedule Feb. 15. Its Channel 4 GE transmitter is in, will radiate 13-kw visual; 585-ft. Ideco tower is up, new ranch-style transmitter house about ready. Station should cover rich urban and farm area of 625,000 population -- not only Des Moines but Marshalltown, Grinnell, Newton, Fort Dodge, Boone, all less than 50 mi. away.

It's to be non-commercial outlet, like its 5-kw daytime AM sister WOI, operating under State Board of Education. It won't carry local commercials, but there's good chance it will carry network kine-recordings, including sponsorships. City-cousin commercial broadcasters have given their blessings, as have radio dealers -- for, after all, college had foresight to get CP before freeze and station will "build circulation" for TV's inevitable advent on larger scale post-freeze. More than that, college president Charles E. Friley and radio-TV manager Richard Hull see it providing a vehicle that may revolutionize off-campus education by "bringing the rest of the country to Iowa's homes and to its little red schoolhouses." WOI-TV will also be used for engineering student training and for audience analyses.

* * * *

San Antonio's first TV station, opening up 50th ranking sales market, is set for formal debut Sunday, Dec. 11 -- WOAI-TV. It will be No. 97 on the roster, to be followed Dec. 17 by Cleveland's WKEL, third outlet in that city. That will end this year's crop of new stations. Early 1950 should bring half dozen or so more stations, but dates are still indefinite. Latest reports we get tell that:

KEYL, San Antonio, which got CP extension until January on condition it get going by then (Vol. 5:37), has ordered DuMont transmitter, is supposed to start tests in early January...WKZO-TV, Kalamazoo, Mich., is nearing completion, still aiming for start sometime in January...WSYR-TV, Syracuse, hopes to test in February, go into full operation March 1...WCON-TV, Atlanta, now says early February, and WHAS-TV, Louisville, says latter February...WTAR-TV, Norfolk, and WHBF-TV, Rock Island, say tests in March, formal debuts on or about April 1.

COLOR TV IN MID-WINTER SHAKEDOWN: Next 2-3 months should be quiet, so far as color TV claims, counter-claims and demands are concerned. FCC has sailed into myriad other tasks, while industry has settled down to intensive development and testing.

It looks like February comparative demonstration won't come off until week of 20th (instead of Feb. 8, as scheduled). CBS's equipment will be used in Atlanta Feb. 8. RMA has directors' meeting Feb. 15-17.

FCC's next scheduled observation comes immediately after Xmas, when top staffmen Allen, Chapin, Plotkin, Plummer go to San Francisco to have a look at CTI's work. They leave Dec. 26.

RMA's engineering director, GE's Dr. W. R. G. Baker, is still working on plans for new National Television Standards Committee (Vol. 5:47-48), says he hopes to have them in shape by end of next week. Senator Johnson is said to have written Dr. Baker letter commending efforts to get color standards -- the mere gesture seen by some as sign he's relenting on insistence upon color-in-a-hurry.

Important is kind of reception NTSC idea will get from FCC. Commissioners aren't committing themselves in advance. Worth noting, though, is fact previous industry committees (such as first NTSC, RTPB, JTAC) were more or less prompted by FCC. Commissioners seem somewhat more cautious this time.

Dr. Baker says he can see no reason why new NTSC can't do as efficient job as first one. "One thing is certain," said he, "politics must be kept out, as before." Just how JTAC and Ad Hoc will fit into NTSC, he says he just doesn't know.

Color field-testing and plans meanwhile are under way -- FCC, CBS, RCA all reporting many requests from people eager to get test sets in their homes. Virtually all are doomed to disappointment, for there aren't many sets in prospect.

Receiver distribution committee, under FCC's Ed Allen, has yet to meet to decide where sets go. CBS will have just about 30; CTI has spoken of "half dozen," depending on availability of picture tubes; RCA doesn't say how many or when -- it hasn't yet given any to FCC labs.

Whether it betokens heavy color publicity campaign is sheer guess, but CBS this week distributed slick-printed pamphlet titled "The Basic Issues in Color Television." It's reprint of president Stanton's statement during color hearing (Vol. 5:41). CBS has also retained high-power public relations counsel Benj. Sonnenberg, presumably in connection with its color plans.

Excited story in Nov. 29 N.Y. World-Telegram had RCA successfully completing tri-color tube. It isn't so; RCA is working at it, but doesn't have tube yet.

RCA says it has made some of field tests FCC demands, and is continuing. It tested co-channel interference with its color, says ratios are no different from black-and-white.

JTAC is well along in adjacent-channel monochrome study requested by FCC, expects sooner or later to do same for color; also to undertake signal-noise tests.

Uhf has been quiet during color storm, but RCA-NBC report Bridgeport "guinea pig" station (Vol. 5:18-19) going according to plan, due on air by Jan. 1, rebroadcasting signals picked up directly from New York's WNBT.

TV RESEARCHERS GAUGE AND GUESS: Everyone -- just about -- says TV's the comer. But no one knows exactly what it will look like, full grown, or what it will leave behind in its trail. We can only pinch and poke at the animal, see what it's like now, guess at its future stature. As we did last summer ("What Is Television Doing to Us?" Vol. 5:25) and again in September ("Researchers Dissect the TV Set Owner;" Vol. 5:37), we summarize herewith results of latest nosings by the researchers:

(1) Impact on radio. A. C. Nielsen, the program rater, sees TV "coming rapidly" but radio holding lion's share of audience for some time. Speaking to grocery manufacturers in New York last week, he foresaw this lineup in 1954: Average evening radio show reaching 2,634,000 homes, 15% of them metropolitan, 34% medium, 51% small town and rural. Average evening TV show reaching 1,960,000 homes, 65% metropolitan, 31% medium, 4% small town and rural.

Nielsen didn't minimize TV's impact wherever there's a set; he simply point-

ed out that there aren't many sets, compared with radio, taking country as a whole. While TV homes had increased from 60,000 to 2,150,000 from January 1947 to August 1949, he said, radio homes had gone from 28,800,000 in 1940 to 39,281,000 in 1949. [He might have noted rate of TV's growth that brought total sets to 3,025,000 homes as of Nov. 1, 1949; see Vol. 5:48.]

C. E. Hooper finds TV more than doubling its share of total radio-TV audience from January to August of this year -- increasing from 5.4% to 11.4%. Nielsen believes Hooper's figures are too high, giving metropolitan areas too much weight.

New York's WOR, in latest of its surveys, again looked for radio programs standing up best against TV (Vol. 5:15,37), again found music, sports, news and big-name comedy suffering least.

(2) Impact on movies. Nation-wide survey by Exhibitor, movie trade paper, found theatre gross down 17% from year ago in TV areas, 15% in non-TV areas. Blame was put on TV by 17% of exhibitors, on competition from sports by 28%, on general business conditions by 40%, on drive-ins by 11%, on poor product by 4%.

George Gallup's Audience Research Inc. says 1-out-of-3 people still term movies favorite amusement, same as they've done since 1940. Only 1-out-of-17 favored TV, taking country as a whole. ARI plans to ask question again, limiting it to TV owners. Results should be interesting.

TV drama vs. drama in movies, theatre and radio was subject of recent Advertest Research Study among New York set owners. Preference: 76% for TV vs. 18.5% for movies, 5.5% same; 92.5% for TV vs. 4.5% for radio, 3% same; 42.9% for TV vs. 54.5% for legitimate theatre, 2.6% same.

Meanwhile, more surveys by movie people are in prospect -- they're plenty disturbed by dropoffs in attendance (Every Home A Newsreel Theatre, Vol. 5:48). Previous surveys certainly weren't very reassuring (Vol. 5:25).

(3) Impact on newspapers. "Dailies' Sales Up in 33 of 42 TV Cities." That's headline over lead article in Nov. 26 Editor & Publisher. Sub-head is "Circulation Drop in Other Cities Attributable Mainly to Price Increases." Headlines pretty well tell story. Three cities suffering losses, not attributable to price increases, are Atlanta, Pittsburgh and Toledo. E&P doesn't blame TV for the losses, is dubious whether TV does account for them. Appended to story is table comparing 1948 and 1949 circulations of newspapers in TV cities.

(4) Amount of viewing. Nielsen in his speech reported average viewing is 3.22 hours per evening, daytime negligible; when TV comes into home, he found radio hours drop from 1.65 to .45 per evening. Pulse Inc. found New York TV sets-in-use figure rising from 24.1 in November 1948 to 27.8 in November 1949 whereas radio dropped from 11.5 to 9.9.

In Washington, American Research Bureau estimated that in October, among areas's 1,400,000 residents, there were 801,360 daily "person-hours" of viewing, 3,001,386 of radio listening. In Milwaukee, WTMJ-TV analyzed 527 responses to questionnaire, decided 93.8% of all TV sets were turned on each evening for average 3.55 hours, 3.99 viewers; in afternoons, 68.6% were on for 1.91 hours, 3.05 viewers.

(5) Set ownership. Pulse Inc. outlines trend to lower income groups. Over average period of 10 months, set ownership in lowest (of 4 income groups) rose from 8.9% of Cincinnati's sets to 12%, while highest group dropped from 14.4% to 11.4%; in New York, lowest went from 8.5% to 16.6%, highest from 18.6% to 9.9%; in Philadelphia, lowest moved from 12.4% to 15.9%, highest from 18% to 9.3%. In Chicago, curiously, lowest dropped from 15.4% to 13.8%, while highest took big dip from 20.6% to 9.6%; middle groups did the heavy buying.

Cleveland's Board of Education queried students last May, found 8% of high and grade school children saying they had TV at home. Based on estimated 695,000 families, that meant 55,600 TV sets. Though figure is old, it's worthwhile to compare it with NBC's June 1 estimate of 59,100.

TV owners intending to replace sets numbered 14% of WTMJ-TV's respondents, 85.3% of these giving "larger picture" as reason.

Telecasting notes: Not yet "in the black" but on way is NBC's WNBW, Washington, which now actually does more local dollar volume than its AM sister WRC according to v.p. Frank M. Russell . . . They say, too, NBC's WNBT and CBS's WCBS-TV in New York, thanks to local business, might be added to profit-makers (Vol. 5:47-48) if they didn't have so many network charges allocated to them . . . Another 15 hours per week added to schedule of daytime-only KFI-TV, Los Angeles, which from Dec. 5 will run 9 a.m.-6 p.m. Mon. thru Fri., noon to 6 p.m. Sat. & Sun. . . . Los Angeles' KLAC-TV now operating 10 a.m. into evening for total 70 hours weekly . . . Profitable WICU, Erie, Pa. (Vol. 5:42), is now operating average of nearly 11 hours per day, says owner Edward Lamb in column in Nov. 20 issue of his *Erie Dispatch* . . . First "TV network" in Southwest was 3-station hookup Dec. 3 of KRLD-TV & KBTW, Dallas, and WBAP-TV, Ft. Worth, to carry Notre Dame-SMU game for Humble Oil . . . Boston Symphony will telecast (sustaining) from Carnegie Hall on NBC-TV Dec. 10, 6-7:30 p.m., competing for audience with NBC Symphony on NBC-AM, 6:30-7:30 . . . DuMont postpones starting date of new daytime operation (Vol. 5:48) to Dec. 12, due to scene designers' strike.

Network accounts: Ovaltine to sponsor *Howdy Doody* on NBC-TV for 15-min. Tue. & Thu., from Jan. 3; Unique Toys withdrawing as sponsor . . . Ballantine Ale & Beer sponsors *Believe It or Not* in new format on Eastern NBC-TV starting Jan. 4, Wed. 8-8:30 . . . ABC-TV reports 26-episode *Crusade in Europe*, now being offered for local sponsorships, thus far has been signed by WXYZ-TV, Detroit, for Detroit Edison Co.; by WHAM-TV, Rochester, for Stromberg-Carlson . . . *Easy Aces* on DuMont goes to 15 stations via film, starting Dec. 7, sponsored by Phillips Packing Co.; other stations will get it for local sponsorship . . . Camels will take over *Ed Wynn Show* on CBS-TV after Dec. 29 when Speidel Inc. drops it; will start first week in January, probably Sat. 9-9:30 . . . Bigelow-Sanford Carpet Co. not renewing *Dunninger-Paul Winchell* on CBS-TV after Dec. 28; Esso dropping CBS-TV *Tonight on Broadway* after Dec. 25.

Station accounts: Sponsors using or reported planning to use multiple TV outlets include Trans-World Airline, thru BBDO; G. Schirmer Inc. (musical toys), partic. in WJZ-TV *Holiday Hints*, thru Advertising Guild; Pepsi-Cola Co., 20-sec. spots, thru Biow Co.; Emerson Drug Co. (Bromo Seltzer), thru Sullivan, Stauffer, Colwell & Bayles; American Limoges China Co. and Kitchen Sales Corp. (Cooleroller), thru Levy Adv. Agency, Newark; Victory Packing Co. (Thoro-Bred dog food), on KNBH, Los Angeles.

Tough going for MBS and ABC, currently, is pointed up in Nov. 30 *Variety*, which recapitulates Nov. 1-7 Hooper time chart to show MBS had only 255 minutes of sponsored time that week, ABC only 630 minutes, as against 1485 minutes each on CBS and NBC, out of possible 2100 minutes between 6-11 p.m. On Friday nights MBS had only 5 minutes sold (Johns-Manville newscasts); Tue. and Wed. nights only 20 minutes each, Mon. 50 minutes, Thu. 45, Sat. 55, Sun. 60. ABC's minutes sold that week: Sun. 165, Mon. 85, Tue. 45, Wed. 85, Thu. 85, Fri. 175, Sat. 30.

New radio law firm is Weaver & Glassie, 510 Tower Bldg., Washington, composed of Henry B. Weaver Jr., formerly of Shea & Weaver, and Henry Glassie. Mr. Weaver represents Philco, among other radio clients. Firm also includes Thomas Cooley, who participated in FCC telephone rate case pre-war.

Note to subscribers: More and more of you are asking whether we will mail your weekly *Television Digest* to your home addresses—via air mail, special delivery. Many thus would get it Sunday, inasmuch as we mail Saturday. We're glad to oblige. You merely pay the extra postage.

Latest Cuban demands have U. S. broadcasters in uproar. Understood, Cubans want 25 assignments that would play havoc with U. S. clears and regional channels—such as nine 50-kw transmitters in Havana. What exercises broadcasters is report State Dept. feels inclination to go along with Cubans (on international political grounds). U. S. broadcasters also feel if Cubans get all or most of what they're asking, Mexico will come up with even more demands. Mexico is not party to present Montreal conference to establish new NARBA. Existing treaty expired March 28, 1949.

FCC decision permitting TV operators to interconnect own intercity relay facilities with those of AT&T (Vol. 5:37) is expected to be upheld, if tenor of questions from commissioners at oral argument Nov. 28 is criterion. However, chairman Coy made clear FCC still considered privately-owned intercity relays temporary. Telecasters hope to get Commission to change its mind at TV auxiliary services hearing (if held), or at least persuade FCC to change wording of proposed rules to insist common carriers furnish equal or superior facilities to those of present operator-owned relays (Vol. 5:44). After final decision on interconnection, rate case will continue on telecasters' charge rates are too high (Vol. 4:49; 5:3).

Uhf experimental TV station to feed Astoria (Ore.) TV set owners by rebroadcasting KING-TV, Seattle, is sought from FCC by Leroy E. Parson, ex-KAST manager, now running Radio Electronics Co. specializing in Columbia River fishing boat communications, and Richard F. Denbo, Seaside Chamber of Commerce official. They have been feeding about 50 neighbors with pickups from Seattle (125 mi. away) via coaxial cable links (Vol. 5:33). Now they seek permission to put up 50-watt transmitter on 560-580 mc, proposing to spend \$12,000 to build, \$5700 for year's operation. They want to develop techniques for "satellite" operation.

Hearing on requests for theatre-TV frequency allocation (Vol. 5:36) looms nearer—word being FCC is inclined to let movie industry be heard. Meanwhile, American Theatres Corp., operator of 47 New England theatres, and Neighborhood Theatre Inc., operator of 45 in Virginia, are latest petitioning for hearing. Former is headed by Sam Pinanski, president of TOA, whose Pilgrim Theatre in Boston has large-screen theatre-TV equipment (Vol. 5:40); latter is headed by Morton G. Thalheimer, of Richmond dept. store family.

Bound to happen, sooner or later: A westerner, reports *New York Times*, dropped into Bettendorf, Iowa, beer joint while Iowa-Oregon football game was being telecast. His enthusiasm for Oregon (leading 17-6 at the time) matured into bets with some unusually confident natives. Iowa won, of course, just as it had the week before, when the film was made.

Dec. 1 sets-in-use, reported since NBC Research "census" of Nov. 1 (Vol. 5:48): Washington 78,700, up 9100 in month; Kansas City 20,434, up 4634; Greensboro 7325, up 825.

Unable to get TV sets in tight market, Simoniz Co. had to abandon offering them at reduced prices when accompanied by coupons off cans.

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December 10, 1949

2,750,000 THIS YEAR—HOW MANY NEXT? Now is the time for all good TV tycoons to come forward with their predictions of 1950 production. Last year, at about this time, before the big "inventory recession" and when tubes and components seemed scarce, the consensus for 1949 centered around RCA chairman Sarnoff's forecast of 2,000,000 (Vol. 4:52). At this writing, it appears actual total will be nearer 2,750,000.

Estimates for 1950 thus far include figure of 3,200,000, ventured this week by Avco's Crosley v.p. John W. Craig; 3,100,000, by RCA's home products v.p. Joe Elliott (Vol. 5:47); 3,750,000, by Sylvania's Max Balcom, ex-RMA president and chairman of its TV committee (Vol. 5:47); 5,000,000, by Andrea's Frank Andrea. You'll be seeing lots more such figures from here on in, though some leaders are getting a bit more wary in light of previous wrong guessing.

As for this year's production, RMA must yet report on 5-week November and December. First November week ran about 83,000, second about 80,000, third 82,000. This rate isn't expected to decline before mid-December. Accordingly, assuming 80,000 average for 7 weeks, and then a holiday slow-down to half that for last 2 weeks of year, RMA total for the 2 months would be 640,000. Add 20% to this to account for non-RMA, and then add this 768,000 to first 10-month cumulative of 1,990,000 (Vol. 5:47) -- and you easily reach 2,750,000 total.

Note: If our 2,750,000 estimate for 1949 is anywhere near accurate, it means that TV enters 1950 with very nearly 4,000,000 sets produced -- for RMA's postwar cumulative for 1946-48 was 1,050,879 (see p. 85, TV Directory No. 9). That leaves out of account some very considerable non-RMA production.

PROPHECIES & PROFIT MAKERS—1950: Barring unforeseen business dips, most of the telecasters will be out of the red sometime in 1950 -- thanks to higher rates, increasing sponsorships, better know-how, and the tight little monopolies some of them enjoy because of the freeze. In fact, on basis of information at hand, we venture to predict that:

- (a) One-third of the operating TV stations (there will be 98 as year ends) will be in the black, including depreciation, during 1950.
- (b) One-third will be in the operating black, not including depreciation.
- (c) One-third will continue to lose money, but in diminishing amounts.

This doesn't account for amortization of previous losses, which in several cases have been extremely heavy but in most cases have been absorbed by profitable parent radio stations or newspapers. Nor does it mean TV is even approaching the profitability of AM. Most of today's profit makers -- and there is evidence of nearly a score (Vol. 5:18,25,36,42,47,48) -- are still skating on very thin ice. There's only one, so far as we know, that's earning a really substantial return.

Besides those we've previously reported on, who say they are now or soon will be earning a profit, there are even more who won't divulge their figures. Some ask, with very good reason, that they not even be mentioned. It's their business, and of course it's their right to keep out prying eyes.

This week we have reports from 2 more outlets. Westinghouse's Walter Evans reveals that WBZ-TV, Boston, had 3 profit months this year -- in September and October due to normal accretions of business, one other month due to windfalls. Margin

wasn't high, he said, but they're good augury for rest of year and for 1950, barring possible summer slump. They mean losses this year "won't be too heavy." Depreciation included? Yes, standard station bookkeeping methods. Sold on TV? Yes, indeed -- only wish we had it in Pittsburgh (home of Westinghouse's pioneer KDKA).

Other enterpriser reporting good news is WKTU, Utica, N.Y., owned by Kallett theatre chain. It opened Dec. 1 with 21 local accounts, 8 national, and manager Mike Fusco writes: "It looks as though our operation will get off to a break-even start; it might even be a black-ink operation from the start." Unlike many another new starter, WKTU luckily began with network service (Vol. 5:49).

One of first to announce profitable operation (Vol. 5:42), Edward Lamb, publisher of Erie Dispatch and owner of TV stations WICU, Erie, and WTVN, Columbus, makes categorical statement that he "can put every TV station in the country in the black." He writes in his newspaper: "I insist that there is nothing mysterious about adequately utilizing this remarkable new educational and entertainment medium. We have a very simple formula. Although we have the national network shows, there is but one answer to community recognition...more and more local programming."

Note: Billboard quotes Dr. Allen DuMont as stating his Pittsburgh WDTV is now making "\$8000 per week", which easily makes it TV's best earner (Vol. 5:47). And before the Chicago Television Council the other day, KSD-TV's David Pasternak divulged some interesting figures for St. Louis Post-Dispatch station (see also Vol. 5:36,48): Plant investment \$350,000; operating losses thru September, \$400,000; average revenues 9 October-November weeks, \$8000; average profit, about \$1500 weekly. Weekly costs of \$6500 included \$1100 depreciation, \$540 rent, salaries of 30 TV-only employes, etc. KSD-TV's average of about 50 hours per week is 70% sponsored: 75% network, 25% local.

INDEX AND TV-AM-FM LOGS COMING UP: In the works now, for distribution to our subscribers Jan. 1, 1950 or shortly thereafter are 3 important reference Supplements:

1. Index to 1949 Newsletter reports, so that you can refer back to articles or items or statistical tables we've published during the year.

2. TV Directory No. 10: Television Rates & Factbook, regular quarterly edition, revised and brought up-to-date, with several new features added. Volume of nearly 100 pages will include rate cards and data of the 4 TV networks, and of all 98 stations on the air at year's end. Also, other such reference material as our listings of TV manufacturers and receivers, program sources, channel allocations, receiver production figures, TV census by cities, etc.

3. AM-FM-Directory -- first time we've combined them into one handy volume -- logging all North American AM & FM stations in 7 parts, as follows: (a) AM & FM stations by States, with addresses, frequencies, network affiliations, if any, FM antenna heights, etc. (b) AM stations by frequencies. (c) FM stations by frequencies. (d) AM applications by States, with FCC reference file numbers. (e) AM applications by frequencies. (f) FM applications by States and by frequencies. (g) AM-FM call letter lists. This log, of course, can be kept up-to-date throughout 1950 with our weekly Addenda reporting current FCC decisions, applications, etc.

Early in 1950, we'll also prepare new editions of our annual directories of the FCC, of consulting engineers and of attorneys.

FCC QUESTIONS PAY-AS-YOU-LOOK TV: Phonevision's future, if any, now faces Washington legal-policy obstacles -- to say nothing of intra-industry opposition. Delay is inevitable, and it looks like Zenith's Comdr. McDonald may not get much-publicized pay-as-you-see project into the public experimental stage very soon. This week:

(1) FCC ordered hearing Jan. 16 before Comr. Hennock on request to run Chicago experiment (Vol. 5:32), listing many questions it wants answered (Public Notice 42131, Docket No. 9517). Comrs. Hennock, Jones, Webster demanded hearing, Coy and Sterling dissenting. Latter thought Zenith should have chance to run test, then answer questions when it sought commercial authorizations.

(2) Illinois Bell's information chief W. J. Peake, in Dec. 1 letter to Chicago Daily News, reiterated company's position that it will not participate in billing, collecting, switching, etc. for subscription-TV "either now...or in the future"

(Vol. 5:45). McDonald evidently hopes for FCC support in forcing Bell service.

(3) Comdr. McDonald reported dickering with J. Arthur Rank for first-run British films (Variety, Dec. 7), indicating lack of success in getting American films. MPA members are said to be solidly opposed, fearful of effect on boxoffice and reactions of their exhibitors.

FCC order notes that its rules make no provision for subscription-type broadcasts, questions whether Phonevision should be a broadcast or common carrier service, asks information about: leasing of phone lines, financial arrangements with new Phonevision-promotion firm called Teco (Vol. 5:28), technical details. Even suggested was use of experimental rather than commercial TV Channel No. 2 for tests, which Zenith proposes as 3-month experiment among 300 Chicago set owners.

WXEL READY, OTHERS NOW WANT IN: Cleveland's third TV station, nation's 98th, goes on regular commercial schedule next Saturday, Dec. 17 -- last new outlet on the books for this year. WXEL will operate daily on Channel 9, is owned by Empire Coil Co., highly successful radio components manufacturer not otherwise connected with broadcasting. Its president Herbert Mayer got CP about 2 years ago, plunging in where local radio interests apparently feared to tread. Since then he and family, sole owners, have spent \$500,000 on project, have refused several offers to sell.

WXEL staff numbers 28 thus far, under manager Franklin Snyder, Empire's former Philadelphia sales manager. Its base rate is \$500. Its main network affiliation will be DuMont, though it will get some programs from ABC and CBS -- as does similarly-independent WEWS, owned by Scripps-Howard. Third station in city is NBC's WNBK, only one with AM affiliation (WTAM).

Cleveland Plain Dealer Dec. 8 credits WXEL test patterns and new competition, along with Xmas buying, for "phenomenal boom" in TV in that area. It's ironical that that newspaper, longtime successful radio operator, let own early TV application lag, then dropped it, now has new but "frozen" application on file with FCC. Cleveland is 12th area to enjoy service from 3 or more stations: New York, Los Angeles have 7 each; Chicago, Washington 4 each; Baltimore, Cincinnati, Columbus, .. Dallas-Ft. Worth, Detroit, Philadelphia, San Francisco -- and now Cleveland -- 3 each.

New Orleans Times-Picayune, which held CP for 1½ years but surrendered it in July (Vol. 5:31), is going to file again -- we learn on good authority. An executive is quoted as saying WDSU-TV there has "set the town on fire." That recalls Portland Oregonian's dropping of CP, then reapplication in April 1948 (Vol. 4:17). Near-future prospects of either getting into TV are, of course, stymied by freeze.

VIEWERS SORE, DEPLORE THE GORE: Just as radio's early days were plagued by viewers-with-alarm, TV is developing own crop of those who decry and deplore its program fare. Group calling itself "Southern California Association for Betterment of Radio and Television" got on press wires this week with story relating how it had sent protests to Los Angeles stations. Protests itemized gore and mayhem programs on air during one October week, demanded they be replaced by programs "suitable for family viewing and listening." Survey itemized 91 murders, 7 holdups, 3 kidnappings, numerous thefts, suicides, blackmail, arson, etc. Letterhead lists 882 Victoria Ave., Los Angeles, as address; Mrs. Clara S. Logan as president, and family-marriage counselor Dr. Paul Popenoe among v.p.'s.

FCC wasn't asked to do anything, was simply reminded children are TV's "most avid" viewers. At FCC, it was said this was first such TV program complaint; most other squawks are personal -- too much sport, too many westerns, why didn't such-and-such station carry this-or-that. Commission merely acknowledges.

Though busybodies with letterheads are usually first to cry out, fact is some TV station managers frankly say they're concerned about plethora of crime and horror dramas, especially those piped during children's viewing hours. Networks say they hope to persuade early-evening timebuyers to tone down blood-and-thunder stuff. One station has reshuffled schedules so whodunits and the like are mainly on after kid-hours -- via kine-recordings. Nobody's planning anything drastic, nor are the authorities likely to step in; but it's matter telecasters can't simply laugh away.

FCC's clamp-down on TV test pattern with music, subject of "interpretation" of Rule 3.661b (Vol. 5:26, 27, 30, 40), was redrafted this week in form of proposed rule-making (Public Notice 49-1621). New proposal is a little less stringent than original: (1) Emergency musical fills are permitted in event of equipment failure or unavoidable delays; (2) 15 minutes of announcements of program schedules and 15 minutes of news commentaries are allowed each day. Initial reaction of telecasters is that it's a little improvement, but not much. However, they're glad to see proposal in form of rule-making rather than "interpretation." Number of organizations plan to file comments, due Jan. 9, complaining action ignores day-to-day operating practicalities.

NARBA conference broke up Dec. 8 in Montreal, when U. S. rejected Cuban demands (Vol. 5:49). It resumes in U. S. April 1, 1950. Meanwhile, U. S. and Cuban radio officials will attempt agreement at meeting in Havana Feb. 1. Recommendation that stations that have come on air since NARBA expired last March be "frozen" was unacceptable to U. S. and dropped. U. S. rejection of Cuban demands became obvious when strong Senate opposition developed. Meanwhile, U. S. is signing bilateral agreements with other Western Hemisphere nations.

Interim payments to ASCAP for use of its music since Jan. 1, 1949 were agreed upon by per-program negotiating committee, which in turn got extension of present agreement for TV stations to use ASCAP music without license until Feb. 1, 1950 or final terms are agreed on. Interim payment will be on station's monthly gross: \$50 a month for stations taking in under \$50,000; \$100 for \$50,000-\$150,000; \$175 for \$150,000-\$300,000; \$250 for \$300,000 and over. ASCAP also agreed to indemnify stations against infringement suits.

State of Pennsylvania has appealed U. S. District Court's decision that its movie censorship board has no right to censor TV films (Vol. 5:44). Either side is expected to appeal to U. S. Supreme Court, however the decision rendered by Third Circuit Court of Appeals in Philadelphia. Motion picture industry is understood to be watching case carefully, since outcome may have bearing on right of States to censor movie films.

Looks like no escape from municipal taxes on "generation of radio waves." Supreme Court this week for second time turned down broadcasters' appeal from Arkansas Supreme Court decision. Little Rock (Ark.) officials have already sent tax bills of \$250 to local radio stations, plus \$50 tax on each advertising salesman. Industry fears rash of such taxes, with broadcasters' counsel seeking, but not hopefully, another case on different grounds.

Eastern Intercollegiate Athletic Assn urged its 86 members not to permit telecasts of 1950-51 games, terming TV "potential threat to financial structure of intercollegiate athletics." Resolution Dec. 9 was only recommendatory. ECAC will recommend complete nationwide ban when National Collegiate Athletic Assn meets next month. Chief cry (as in baseball) is TV hurts local attendance.

NBC-TV affiliation contract cuts number of free hours station must furnish network from 30 to 24, also eliminates charge for sustaining programs. Compensation to network remains at 33 1/3%. This is said to meet most all affiliates' requests made at September meeting (Vol. 5:37, 38).

More sets-in-use as of Dec. 1, reported since NBC Research "census" for Nov. 1 (Vol. 5:48): St. Louis 67,700, up 10,100 in month; Fort Worth-Dallas 26,225, up 5425; Syracuse 19,132, up 4032; Memphis 12,210, up 2310; Charlotte 9300, up 1500; Cleveland 119,103, up 17,775; Erie 18,100, up 4100.

FM activities are currently at a focus, with FMA board voting unanimously to merge with NAB. Poll of FMA members is expected to confirm action by Jan. 1. Final action is due at NAB Feb. 8-10 board meeting. Arrangements include appointment of 3 FMA members to 5-man NAB FM committee and appointment of FMA executive director Ed Sellers to similar job at NAB. Surprising surrender of permit this week was that of Birmingham's WBRC-FM, famed 546-kw outlet. Owner Eloise S. Hanna gave it up simply because it was losing too much, with slim chances for improvement, while WBRC-TV needed more money for expansion. Defection of WBRC-FM, as well as other big-timers (Vol. 5:49), comes as FM stations react to FCC's proposal to increase hours of operation (Vol. 5:47). Of 11 comments FCC has received, 2 strongly favor FCC proposal in toto, 5 were definitely against it, 4 thought it okay except for "hardship" cases such as theirs (daytime AM, etc.). Frank Fletcher, WARL-FM, Arlington, Va., wanted FCC to investigate networks and manufacturers to find reasons for FM's "sluggishness."

AFRA's George Heller has been named national executive secretary of newly-formed TV Authority, overall union representing TV performers (Vol. 5:47). He immediately issued statement declaring TVA intends to "explore all possible methods of arriving at a peaceful solution of differences with Screen Actors Guild." SAG and screen extras have refused to join TVA, insisting on sole jurisdiction over film performers, whether for theatres or TV; they also have been reported already at work organizing TV film artists.

More petitions for theatre-TV frequencies (Vol. 5:49) were filed this week with FCC—by Kansas-Missouri Theatre Assn; Everett Enterprises Inc., operating 66 theatres in North and South Carolina; Greater Huntington Theatre Corp., Oak Ridge Theatres and Capitol & Ferguson Theatres, operating 11 houses in West Virginia and Tennessee; Tri-States Theatre Corp., operating 50 movie-houses in Iowa, Illinois and Nebraska, also TV applicant for Des Moines. TOA has reprinted Fabian TV consultant Nathan L. Halpern's St. Louis speech last month (Vol. 5:46). In foreword, executive director Gael Sullivan asserts hope theatre-TV may bring infrequent movie-goers in 30-65 age group to the movies more often, adds cryptically, "The government is well aware of the necessity of protecting the existing motion picture plant."

Method of using moving picture for rear screen projection to permit animated outdoor backgrounds for studio TV shows has been worked out by NBC. Still-secret method overcomes "flicker" inherent in using movies' 30-frames-per-second system with TV's 24-frames-per-second standard. "New method . . . will free broadcaster from the obvious limitations of indoor studio-type telecasting," said TV v.p. Pat Weaver.

Eager-beaver scrambling for new AM business is indicated (1) by ABC offer to TV receiver manufacturers of special 57-station AM network covering TV cities only, noting that "TV itself is an inefficient medium for the sale of video receivers since most viewers are already set owners"; (2) by 1 1/2-in. "blind ad" in Dec. 8 *New York Times* offering "ideal opportunity to set up increased sales of your Christmas merchandise . . . For details, phone PE 6-9600, Ext. 778." It turns out to be MBS.

To combat nonsense about TV eyestrain, handy 8-page reprints of "Does Television Damage the Eyes.," from article in fall issue of *Sight-Saving Review* by noted Washington ophthalmologist Dr. Benjamin Roness (Vol. 5:2, 32), are available at 5¢ from National Society for the Prevention of Blindness, 1790 Broadway, New York.

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Television Digest

WITH AM FM REPORTS

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December 17, 1949

MORE PRICE DROPS & MORE SETS-IN-USE: TV set prices trending downward and sets-in-use increasing faster than fondest expectations -- that's the big news of TV as new 1950 lines are about to be introduced by top manufacturers.

That -- and the prospect of just-as-good sales during first quarter 1950 as during this last quarter 1949, which the Associated Press quite aptly epitomized in these sentences:

"Santa Claus has turned the television rush into a stampede. Christmas orders added to an already mushrooming demand have manufacturers and dealers frantic trying to explain why you can't get the set of your choice installed by 2:30 tomorrow afternoon."

As for growth of TV audience, NBC Research's monthly census as of Dec. 1 will show, when released next week, nearly 3,500,000 sets in use -- up almost 500,000 from Nov. 1 (Vol. 5:48). That means nearly 4,000,000 in use as New Year begins.

* * * *

It's astonishing, but true, that despite higher labor costs and rising price of steel, the industry's pacemakers will offer next year's receivers at prices even lower than those now prevailing -- which were generally believed stabilized by last summer's "inventory recession" and by current high demand. For example:

RCA isn't saying so publicly yet, but its new line due to go into production next week apparently contains 10-in. table model at about \$190 (vs. present \$200), 12½-in. table at \$230 (vs. present \$250), 16-in. table at \$300 (vs. present \$395). Latter is greatest surprise since first 16-in. table that went on market just 11 months ago (Vol. 5:2) was priced \$495.

That's all the dope on bellwether RCA's full new line we can gather yet -- that much available only because its salesmen are now out among distributors divulging some details. Just as significant, of course, will be still hush-hush new Admiral and Philco lines -- both newly priced (downward) and with new merchandising appeals. Motorola will also have new line (Vol. 5:50), and GE has some new sets and revisions of old prices due. These 5 are well to top of industry in unit volume.

* * * *

Philco's Jimmy Carmine joins other soothsayers (Vol. 5:50) in forecasting 1950 production by putting estimate at between 4,500,000 and 5,000,000 -- far ahead of nearly all his industry colleagues. And he may or may not be letting cat out of bag when he says this highly optimistic forecast is partly based on merchandising fact that "a 10% reduction in price means a 20% increase in sales." Philco alone, said he, is now producing TVs at rate of 15,000 per week.

From behind the Philadelphia iron curtain comes word Philco's new sets are already on the line -- indeed, that some have already been delivered. Also that 7 and 10-in. models are discontinued. But prices remain deep-dyed secret.

Admiral's new line goes into production Dec. 22, and prices won't be known until its Chicago convention Jan. 5-7, overlapping Philco's there Jan. 4-6. Both Admiral and Philco will introduce new appliance lines, too, expect to put big push behind refrigerators, ranges, etc. as well as TVs and radios.

The big boys aren't much worried lest new prices antagonize their distrib-

utors and dealers. There are no factory inventories, and wholesalers and retailers are mostly on hand-to-mouth basis. Some concern is being expressed, though, about squawks from buyers who have paid only \$5 or \$10 down toward their sets and who may demand adjustments when new lines and new prices are out.

* * * *

We asked 9 key set makers to give us their estimate of 1950's first quarter TV trade, promising not to quote them individually. Almost to a man, they said "equal to or better than" booming current quarter. Only one thought demand might taper down as early as mid-March; several saw it holding up well into April. None expect good summer, but all thought 1950 as whole will exceed 1949.

That's the composite thinking, and they're gearing production accordingly. To what, we asked, did they attribute this phenomenon? Doesn't post-Xmas radio season always show falling off?

Superior programs were given as basic reason. But there was also fact that brand-name sets have been in short supply for some months, and that there's a pent-up demand due to inability to get deliveries. Xmas trade is featured by priority and gift certificates.

If post-Xmas sees any "unloading," it will not be brand-name products, we were told. Trade talk about seasonal stop orders led one harassed sales manager to say, "I wish I had some stop orders. Just plain orders are piling up."

Another factor in salutary outlook is G.I. insurance refund to some 16,000,-000 veterans starting in January, which many think will in large part be spent on TV sets. Raytheon took poll of 1000 vets in its Waltham and Newton plants, found 27% already had TVs, about 15% planning to buy TVs with their insurance money. If this ratio holds true for veterans in all TV areas, Raytheon predicts this alone will account for 1,100,000 set sales during first 3 months of 1950. But American Legion Magazine is not so optimistic; its survey showed only 0.9% of vets intending to buy TVs with insurance money. Argosy Magazine estimated only 1%.

WHAT PRICE TV TIME AND PROGRAMS? Two basic trends in TV station operation are worth noting, as we compile Jan. 1, 1950 edition of our TV Directory No. 10: Television Rates & Factbook:

First, time rates are increasing apace with receivers. Of the 83 stations on the air commercially as of our last quarterly edition (Oct. 1), fully half have changed their rate cards since then, most effective Jan. 1 or thereabouts. There are 98 stations now on the air on regular schedules.

Secondly, station facilities are increasing. Common now are 4 or more studio cameras, where few stations previously had more than 2; dual camera chains for mobile units, where one formerly sufficed; 16mm and 35mm film projectors, where at first 16mm was the rule; 2 slide projectors in lieu of one, etc.

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Among the 98 station rate cards and those of the 4 networks, you'll find no standardization -- few are alike in either format or advertiser conditions. Highest hourly rate is \$2000 charged by several New York network flagships (up from \$1500) when purchased on networks; \$1200 to \$1500, plus studio charges, when purchased locally. Highest one-minute announcement rate is WCBS-TV's \$320; others in New York charge \$250 or \$200, in Philadelphia and Los Angeles \$100, in Lancaster, Pa. (smallest interconnected city), \$30; \$12 in Albuquerque (smallest non-interconnected).

Noteworthy is increasing appearance of rates for less-than-1-minute service announcements -- shots for weather, time, etc. Formerly, they were charged at one-minute rate; now you have them quoted down to \$10 per shot. (All foregoing quotations, of course, are highest one-time rates, subject to frequency discounts.)

Only flat generalization that can be drawn, is that TV network and station rates are on way to exceeding radio's by far.

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Printers' Ink reports estimated net dollar expenditure for national TV (time only) as \$13,532,000 during first 10 months of this year, broken down as follows (in thousands): Jan. \$991, Feb. \$1119, Mar. \$1235, April \$1259, May \$1614, June \$1447,

July \$1152, Aug. \$951, Sept. \$1548, Oct. \$2180. Publishers Information Bureau puts figure at \$8,277,186 for the 4 networks Jan.-Oct. There are no figures for local.

Wall Street Journal Dec. 14 notes about 1900 companies now using TV medium to promote wares (Rorabaugh count, national plus local), compared with 727 at beginning of year, calls TV "a ravenous eater of the advertising dollar." Time charges are only part of story; Texaco, for example, pays \$10,500 for its weekly network, but Milton Berle and cast bring cost up to \$40,000 a week. General Mills is said to spend \$18,000 per week to produce weekly Lone Ranger film.

How TV fits into advertisers' budgets is being weighed by many companies preparing 1950 budgets. B. F. Goodrich expects to spend more on TV; Esso will maintain 1949 pace. Rising costs of TV, says Texaco ad manager Donald W. Stewart, means "many advertisers are faced with the choice of getting into TV and sharply cutting outlays of other media or of staying out and maintaining their usual radio-news-paper-magazine-outdoor budgets."

Even if TV hits \$30,000,000 time-plus-program level this year, as predicted, that's still merely a bagatelle out of the \$4.8 billion record 1948 expenditure on all advertising, which McCann-Erickson's Dr. Hans Zeisel says may be surpassed by about 2% this year.

TV PUSHING RADIO OUT OF BIG TOWNS? Will TV make aural radio essentially a small-town and rural medium? Researcher A. C. Nielsen thinks it might. Take figures we quoted a few weeks ago (Vol. 5:49) from his speech to grocery manufacturers:

He suggested that by January 1954, typical evening radio show would have 2,634,000 homes tuned in -- 15% of them metropolitan, 34% medium, 51% small-town and rural areas (compared with present 31%, 33% and 36%, respectively). By then, he forecast typical evening TV show would have 1,960,000 homes -- 65% metropolitan, 31% medium, 4% small-town and rural. That would mean 1,274,000 metropolitan viewers vs. only 395,000 metropolitan listeners for those shows.

We pressed Nielsen this week to develop implications of those figures. First off, he stated there's no unanimity, even in his own organization, that TV-AM audiences will develop just that way. But bearing in mind the freeze, primarily, he felt assumption reasonable. In addition, he said, no one knows what kind of daytime medium TV will become.

As far as advertisers are concerned, he believes such a development wouldn't trouble them. They'd use whichever media they need, adjusting them as necessary. For example, Sanka's sales are 90% metropolitan; baking powder's 70% small-town and rural. What he was trying to do, he said, was to alert them to expect changes.

As for aural broadcasters, he pointed out obvious implications: High-powered metropolitan stations shouldn't suffer too much, since they can reach good-sized non-metropolitan audience. Small-town stations, particularly those out of range of TV, may not be hit. Metropolitan daytimers might stand up fairly well. It's the little station in the big town that has to worry.

GLEANINGS FROM COLOR AND UHF LABS: Nothing hot on color-freeze-uhf front nowadays, what with hearings in hiatus until Feb. 20 (Vol. 5:50). Engineers are glad to be away from Washington hearing rooms, back at their 'scopes and soldering irons. But there are scattered developments:

RMA's Dr. W. R. G. Baker and Edward Wheeler last Monday sounded out each commissioner and Sen. Johnson on their thoughts about a new National Television Systems Committee to formulate color standards. They came back apparently encouraged, although without commitments.

Seems commissioners are reluctant to give an NTSC a stamp of approval implying acceptance of whatever it comes up with. Current consensus seems to be: "We're glad to see you're working on color and we'll welcome all information." Sen. Johnson's attitude: "Atta boy. Get in there and pitch. I know you'll come up with something good." Which isn't a commitment either.

Noteworthy is fact Comr. Jones' extremely caustic letter to Paramount's Paul Raibourn (Vol. 5:50) created only minor stir -- very little newspaper play, casual

trade paper treatment. Letter had called industry groups "pseudo-entities," asked Raibourn to show how he had encouraged color, particularly in view of Paramount's large stockholdings in DuMont. Raibourn hasn't replied yet, says he'll appear at allocations hearing; he's one of very few favoring mixing vhf-uhf in large cities.

* * * *

RCA engineers speak confidently, say they're satisfied major bugs will be out of their color system by time of February demonstrations. They're setting up field laboratory in Washington, "moving out of the hotels," expect to resume color transmissions here in couple weeks.

Question of receivers and field tests was haggled over in New York Monday by receiver distribution committee, which ended up with some FCC engineers wondering whether meaningful statistics can come from so few receivers in hands of public.

CBS plans call for giving one set to FCC Labs at Laurel, Md., one to Bureau of Standards for Condon committee, 16 to miscellaneous observers -- by Jan. 1. RCA says that by Jan. 15 it expects to have one for FCC, one for Condon; after Jan. 15, about 10 for general distribution. Nothing definitive out of CTI, except that it expects to have about 6 for Feb. 20 demonstration.

* * * *

Uhf began to stir a little. RCA submitted description of uhf tuner to be used in Bridgeport tests starting in January (Vol. 5:49). It tunes over 500-700 mc, uses printed circuit. Some will be mounted in RCA's 10-in. Anniversary table model.

Zenith offered FCC receiver equipped with uhf strip in its turret tuner, the device with which Zenith teed off on its happily forgotten "obsolescence" campaign of last March (Vol. 5:11-21). Zenith added it plans great many tests when RCA-NBC Bridgeport station goes on air.

DuMont is setting up 1-kw uhf transmitter at Passaic, hopes to get it going before long.

Pitching hard for his Polycasting uhf system (Vol. 5:46), consultant Raymond Wilmotte sent FCC supplemental material to support his claim that four 2-kw stations, using 2 channels, can cover cities even better than single 1100-kw station. He says there's common misconception that he proposes system use only FM video; AM will do the job, he says. FCC is watching his work closely, is also quite interested in his experiments showing reception of weak FM signal in presence of stronger one on same channel. Wilmotte says \$50,000-\$75,000 would suffice to prove system.

BETTER KINE-FILMS A RESEARCH 'MUST': It's not just the film -- it's lots of other things -- that account for the still relatively poor quality of kinescope recordings, which look like they must continue to be backbone of non-interconnected program service for some years to come. Not only the networks but film and projection laboratories are working hard on this research "must". There is even an informal interchange of information among the rival network technicians.

Check with picture-recording experts indicates improvements will show up gradually. Problem, as briefed by one, is fundamentally that of improving (1) quality of received pictures; (2) methods of recording on film from kinescope; (3) methods of transmitting kinescope recordings by stations. Thus it's clear not only film but component equipment must be improved. Horror story of year relates how one station actually used home movie projector to run kines of top-flight network shows.

Kinescope recordings are variously called kine, TV, video or film recordings; DuMont calls them tele-transcriptions. They're off-the-tube films of regular TV performances, counterpart of the radio transcription, intended for syndication to stations that can't get original show via coaxial-microwave or can't clear a particular time. Since AT&T extensions won't go farther than Omaha by October 1950, many cities with TV outlets are left without direct network hookups (for 1949-50 interconnections, see map on p. 88, TV Directory No. 9).

Kine-recordings actually hurt good shows sometimes, certainly don't conduce to receiver sales. Viewers who must depend on them get pretty poor idea of TV's real potential. New York Herald Tribune's acid critic John Crosby put it brusquely in commenting on Hollywood-recorded Ed Wynn Show: "Perfect Fool, Imperfect Kinescope."

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December 24, 1949

497,067 TV SETS MADE IN NOVEMBER: TV production nudged 500,000 in 5-week November, bearing out most optimistic calculations. RMA's monthly report shows 414,223, to which can be added 20% to account for big and little non-RMA firms -- making figure 497,067. This compares with previous record of 365,000 for October (Vol. 5:47).

Adding November figure to previous cumulative, we arrive at all-industry estimate of 2,487,000 (round numbers) for first 11 months of year. Even with probable lowering of production pace during 4-week December, it seems virtually certain 1949 output will reach 2,750,000 or more. Cumulative postwar TV production as of Dec. 1 can now also be reckoned at 3,644,000.

Output by weeks during November is significant (RMA figures): first week 82,813, second 80,046, third 82,020, fourth 73,531, fifth 95,813.

RMA total of all radios produced was 1,324,359 during November (including TVs), also a record for any month this year. October TV breakdown: table models, 226,846 (13,616 with AM and/or FM); TV-only consoles, 138,431; combination consoles, 48,946 (36,030 with phonos, remainder with AM and/or FM-only). October FMs: table models, 63,855; AM-FM consoles, 58,748. Among the TVs were 60,108 sets with FM.

HOW TV & RADIO RANK IN THE ECONOMY: TV industry's growth to better than "billion dollar" size is all the more remarkable when you consider it's only now completing its third full postwar year -- really didn't get under way until late 1946.

If you add 30-year-old radio, you can even prove fabulous fact that the American public this year will have spent more money on TV-plus-radio reception than it spent on motion picture admissions! Here's how we reckon the dollar volume:

(a) Just about 2,750,000 TV sets will have been produced and sold during 1949, and RMA says average retail price per set was \$320. That means \$880,000,000.

(b) TV servicing, installations, warranties and accessories will amount to \$133,250,000 this year, according to RCA consumer products v.p. Joe Elliott (Vol. 5:47). Thus, cost and expense of TV receivers alone add up to \$1,013,250,000.

(c) Radios sold this year will total 10,000,000 or more, at average unit retail price of \$43 -- lumping consoles, phono combinations, table models. That means retail trade of \$430,000,000, to which can be added another \$70,000,000 for service, replacements, etc. (on some 60,000,000 sets in use). That rounds out radio figure to \$500,000,000.

(d) Add all foregoing, and grand total is \$1,513,000,000 -- out-of-pocket expenditures by the American public on TV-radio equipment and maintenance. This compares with \$1,386,000,000 spent on movie admissions in 1948, expected to be slightly lower this year (Vol. 5:48).

Foregoing calculations are set forth mainly to highlight growing stature of the radio industry, particularly TV, and are confined entirely to retail and service items. There are additional tens of millions of dollars, impossible to calculate precisely, invested in broadcasting, telecasting and manufacturing plants which enjoyed their greatest expansion during 1949.

More than that, the broadcasting industry's \$400,000,000 time sales of 1948 (Broadcasting Magazine 1949 Yearbook) may be equalled this year. And telecasting

should account for more than \$15,000,000 in time sales alone, if we accept Printers' Ink estimates (Vol. 5:51). We won't even attempt to guess how much talent costs add.

Thus, TV and radio combined -- TV in particular, since it's in the initial investment stage and unit costs are so high -- enjoy high position among consumer industries of America. They're surpassed in few categories, as evidenced by these latest Dept. of Commerce estimates of consumer expenditures for 1948 (add 000,000): toilet articles, \$1,151; jewelry, \$1,314; automobile upkeep (not including gas or oil), \$1,320; motion picture admissions, \$1,386; drugs, \$1,391; transportation (streetcars, buses, taxis), \$1,400; telephone, \$1,638; radios-phonos-records, \$1,760; furniture, \$2,715; appliances (excluding radios-phonos-records), \$3,127; tobacco, \$4,147; meals out, \$12,757; gasoline & oil (for car & home), \$14,418; clothing (except footwear), \$16,795; food, \$43,000.

SARNOFF VISIONS 'ANOTHER GOOD YEAR': Not usually given to understatement, especially where the pet TV industry he so fondly nurtured is concerned, RCA's David Sarnoff quite simply notes in his year-end review: "The year 1949 has been a good one... and 1950 promises to be another good year."

He ventures no prediction as to 1950 output, but states belief that by end of 1954 there will be 20,000,000 TVs in American homes, 75,000,000 viewing audience.

Gen. Sarnoff studiously avoids controversy, notwithstanding FCC's "freeze" which nobody in the industry likes -- except a few anti-TV broadcasters and some nicely-protected telecasters. Notwithstanding, too, the still-unsettled color controversy, on which he privately expresses strong feelings. He does count RCA's electronic and compatible color system among 1949's outstanding TV achievements, which might be disputed by RCA's rivals, and he reveals:

(a) That RCA will manufacture its millionth TV set next February -- indicating RCA accounts for about one-fourth the industry's unit volume, thus doubtless is No. 1 producer of receivers. (It guards exact figures assiduously.)

(b) That a new field-type TV camera will soon be ready for field tests -- a smaller, and presumably cheaper, TV pickup unit "about the dimensions of a home-type motion picture camera [which] is expected to have widespread use in outdoor pickups as well as in medical and industrial TV applications." That will be welcome news to telecasters, now burdened with cost of about \$13,000 per camera chain, to say nothing of highly cumbersome equipment. First hint of device came from Dr. Zworykin before SMPE (Vol.5:43); details are due to be revealed at IRE convention next March.

Note: Gen. Sarnoff's prediction of 20,000,000 sets-in-use at end of 5 years might be compared with recent forecast by Paramount's Paul Raibourn: 40,000,000 by 1956. Raibourn, remember, is primarily a movie executive -- and it's already apparent movies stand to lose attendance to TV stay-at-homes (Vol. 5:48).

FM--PROBLEM CHILD OF FCC & INDUSTRY: FCC stirred up something of a hornet's nest when it proposed mandatory increase in hours of FM station operation (Vol. 5:47,49). Deadline for comments, Dec. 19, brought reactions from 60 parties almost unanimously opposed. Maj. Edwin Armstrong, FM's inventor, in bitterly-worded comment, has asked FCC to investigate whole FM problem, reiterated his charges that industry groups have kept FM down.

In request for "fact-finding" hearing, NAB summarized feelings of most when it said: "The total service which FM broadcasters render to the public will not be bettered, despite a rule requiring increased operation, if such operation causes any significant number of them to be forced out of business."

Coincident with objections to FCC proposal are continued dropouts of operating stations and grants -- some of considerable note. Roy Hofheinz, first president of FMA, turned in conditional grant for KOPY, Houston, which has operated with STA for years and which he once said was making money (Vol. 2:34). New York's WMCA-FM dropped out this week, president Nathan Strauss saying it had been losing \$4,000 monthly, claiming he'd tried to "give the station away" without any takers. Scripps-Howard's WEWS-FM, Cleveland, which has TV but no AM affiliate, is also giving up.

Other big-timers recently calling it quits: KSD-FM, St. Louis; WBRC-FM, Birmingham; KMBC-FM, Kansas City.

Where FM goes from here is anyone's guess. Some see continued dropouts, but eventual "solid group" of operators not too far below present 733 stations on air. (Some 200 permits have been turned in so far this year, of which 33 were on air, balance merely "paper" grants.) Others believe an "avalanche" is in the making, forcing FM out of sight.

Some special uses of FM are almost certain to persist and grow. Shot in arm for transit FM is seen in favorable decision granted this week to Washington's WWDC-FM by Public Utilities Commission. Number of broadcasters are enthused over revenues from Muzak-type operations for offices, factories, etc., in which commercials are removed with supersonic device in receiver. Storecasting, too, seems to have achieved solid success.

Nearly everyone agrees FM is a superior aural medium. And though FM hasn't generally developed sufficient audience to appeal to advertisers, some AM broadcasters are extremely reluctant to give up the promise inherent in their FM stations which deliver solid day-and-night signals to areas their AMs never reached.

ONLY 11 NEW STATIONS SURE IN 1950: In denying Raytheon's request for extension of CP it has held since May 16, 1946 for WRTB, Waltham, Mass., FCC in effect reduces list of pending CPs to an even dozen. Of these, 2 are still in trouble for much same reason -- delay. But while Maison Blanche's WRTV, New Orleans, faces an unfavorable examiner's report (Vol. 5:35) and goes to oral argument Jan. 6, City of Jacksonville's WJAX-TV is expected to get reprieve. As things look now, we're likely to get only 11 more stations before freeze ends -- before end of 1950, in fact.

[For full list of CPs still on the books, also list of the 13 CPs that were withdrawn or deleted during 1949, see TV Addenda 9-L herewith.]

Raytheon has 20 days from Dec. 19 to petition for reconsideration, but at week's end was undecided what to do. Looking to New Year, it appears that San Antonio's second outlet, KEYL, owned by Texas oil group (Vol. 4:13), may be first new station of 1950; it's due for equipment tests Jan. 7. Also due to test in January is Iowa State College's WOI-TV, Ames (Vol. 5:49). And from WJIM-TV, Lansing, Mich., word is that installation is progressing, start now set for Feb. 21.

Nashville was assured TV service by July when board of National Life & Accident Insurance Co. decided this week to proceed with its WSM-TV -- provided FCC extends CP which expires Feb. 1. Due to site trouble, color issue, allocations uncertainties, company considered dropping CP for Channel 4 held since July 1948. If FCC grants extension, as expected, it hopes to secure network service same time AT&T adds Louisville via coaxial from Indianapolis (October); otherwise, plan is to set up own microwave relays from Louisville, 160 mi., 4 or 5 hops.

Though networks have kept TV figures to themselves, Dec. 24 *Billboard* comes up with these estimates of their 1949 grosses: NBC-TV, \$6,350,000, of which \$4,850,000 is network billings, remainder from its 5 M&O stations; CBS-TV, \$2,400,000 from all sources (it owns one station, has 49% interest in another); ABC-TV, \$1,000,000 or \$1,100,000 (it owns 5 stations); DuMont, \$920,000 (it owns 3 stations). *Billboard* says NBC's TV loss this year will be \$3,500,000. On AM side, it projects 1949 grosses thus: NBC \$67,500,000, down \$3,970,000 from 1948; CBS \$64,200,000, up \$1,934,000; ABC \$42,350,000, down \$1,955,000; MBS \$18,800,000, down \$3,970,000. *Note*: Mutual's president Frank White, in conference call to affiliates Dec. 22, reported brightening outlet with sales of 2 3/4 hours of weekly network time representing \$3,000,000 in new billings.

FCC's report on 1948 revenues of AM, FM and TV was made public this week, add up to same figures Chairman Coy used in NAB speech last April (Vol. 5:16)—TV lost \$15,000,000, AM earned \$64,100,000, both before taxes.

Milton Berle and Texaco (NBC) took top honors in 5 out of 11 categories in *Motion Picture Daily's* 1949 Television Fame Poll, published Dec. 21. Comic and sponsor were voted first for best network program, best TV performer, best variety program, best comedy show and best commercial presentation. Other firsts: Dave Garroway (NBC), most promising male star; Felecia Montealegre (CBS), most promising female star; *Studio One* (CBS), best dramatic program; *Crusade in Europe* (ABC), best educational-public service program; *Kukla, Fran & Ollie* (NBC), best children's program; *Who Said That?* (NBC), best quiz show.

Paramount split-up puts KTLA, Los Angeles, DuMont stockholdings and experimental stations in hands of Paramount Pictures Corp., effective Jan. 1. Paul Raibourn is a v.p. and director of new picture company, remains president of Paramount Television Inc. New theatre company, United Paramount Theatres Inc., takes over WBKB, Chicago, and pending applications for Detroit, Boston, San Francisco.

Count of TV Sets-in-Use by Cities

As of December 1, 1949

Sets-in-use rose to 3,497,000 as of Dec. 1, according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service areas (.5Mv). December report embraces non-TV served Norfolk. It represents 472,000 increase over Nov. 1 count (Vol. 5:48).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	113,000
Boston	2	1,175,000	213,000
Buffalo	1	323,000	53,200
Chicago	4	1,438,000	312,000
Cincinnati	3	384,000	50,000
Cleveland	3(a)	695,000	119,000
Columbus	3	225,000	25,300
Dayton	2	291,000	22,300
Detroit	3	839,000	138,000
Erie	1	112,000	14,500
Grand Rapids	1	182,000	9,000
Lancaster	1	85,000	19,000
Milwaukee	1	327,000	60,600
New Haven	1	557,000	58,400
New York	7	3,597,000	950,000
Philadelphia	3	1,184,000	315,000
Pittsburgh	1	742,000	55,000
Providence	1	1,011,000	23,700
Richmond	1	130,000	18,600
Rochester	1	208,000	15,900
Schenectady	1	258,000	44,200
St. Louis	1	474,000	67,700
Syracuse	1	199,000	19,100
Toledo	1	241,000	27,000
Utica	1(b)	127,000	4,500
Washington	4	691,000	78,700
Wilmington	1	183,000	19,400
Total Interconnected	53	*16,410,000	2,846,100

Non-Interconnected Cities

Albuquerque	1	22,000	1,500
Atlanta	2	233,000	20,000
Binghamton	1(c)	131,000	2,300
Birmingham	2	196,000	7,900
Bloomington	1	104,000	1,000
Charlotte	1	171,000	9,300
Davenport	1	133,000	5,000
Fort Worth-	1(d)	269,000	12,100
Dallas	2(e)	277,000	14,100
Greensboro	1	165,000	7,300
Houston	1	217,000	10,000
Huntington	1	132,000	2,700
Indianapolis	1	281,000	14,000
Jacksonville	1	94,000	4,200
Johnstown	1	250,000	9,700
Kansas City	1	275,000	20,400
Los Angeles	7	1,372,000	303,000
Louisville	1	188,000	16,600
Memphis	1	177,000	12,200
Miami	1	117,000	12,900
Minneapolis-			
St. Paul	2	333,000	50,200
New Orleans	1	225,000	10,300
Norfolk	—(f)	196,000	1,000
Oklahoma City	1	138,000	14,300
Omaha	2	132,000	10,300
Phoenix	1(g)	49,000	3,000
Salt Lake City	2	93,000	7,800
San Antonio	1(h)	130,000	1,200
San Diego	1	113,000	15,200
San Francisco	3	825,000	24,100
Seattle	1	307,000	15,800
Tulsa	1	125,000	6,100
Others	—	—	5,400
Total Non-Interconnected	45	*7,470,000	650,900
Total Interconnected and Non-Interconnected	98	*23,880,000	3,497,000

* Note: Family figures are based on estimates of 1948 operation; because of this and because of overlaps, they cannot always be taken as true measure of potential audience.

(a) WKEL began scheduled operation Dec. 17. (b) WKTV began scheduled operation Dec. 1. (c) WBNF-TV began scheduled operation Dec. 1. (d) Fort Worth-Dallas coverage overlaps. (e) KRLD-TV began scheduled operation Dec. 3. (f) WTAR-TV due to start in April, 1950. (g) KPHO-TV began scheduled operation Dec. 4. (h) WOAI-TV began scheduled operation Dec. 11.

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1949 issues of the *Television Digest* Newsletters plus the year's quarterly *TV Factbooks*. This volume of 53 Newsletters, 4 Factbooks and Index will provide a handy and handsome permanent reference covering TV's biggest year. Orders will be taken only until Dec. 31. Price, \$25 per volume.

CBS announces heavy schedule of color tests, Jan. 2-Feb. 1. Signals will come from New York's WCBS-TV and WOR-TV, Washington's WOIC, Philadelphia's WCAU-TV. Some 50 receivers, including converted black-and-white sets, will be distributed in New York and Washington, mostly latter. In Washington, plans call for 15 sets in places generally accessible to public, plus one in home of each FCC commissioner and possibly staff members. New York tests are principally to check interference ratios, using color film and slides plus black-and-white live and film. Philadelphia telecasts are intended primarily for tests by local manufacturers; signals will come from New York and Washington via coaxial, starting about mid-January. Color will be transmitted daily, Mon.-Sat., during stations' off hours. AT&T's coaxial and local loop service may be supplied gratis.

Who's going to head up FCC's Broadcast Bureau is current No. 1 topic at Commission. Subject became alive again (Vol. 5:3) when it was learned FCC had sent to Civil Service Commission \$12,000 job sheets for directors of broadcast, common carrier and safety and special services organizations. Leading contender for broadcast job seems to be Harry Plotkin, now asst. general counsel in charge of broadcasting. Also to Civil Service went job sheets for general counsel, chief engineer (vacant since Jan. 1948), chief accountant, and executive officer, all of whom would be responsible directly to commissioners.

"In my opinion, color TV will not be available on a national scale for at least 5 years. UHF will develop much faster . . . public can buy present-day sets without fear of obsolescence." Thus GE's electronics v.p. W. R. G. Baker, who is also RMA director of engineering, in year end statement. "It is unlikely," he adds, "that any UHF stations will be on the air commercially in the coming year. One year after the freeze is lifted we estimate 53 additional VHF stations will begin operations, plus an unknown quantity of UHF transmitters. Looking ahead to the end of 1951, I believe the nation will have a total of 300 TV stations."

TV programs and sponsorships: New Elliott Roosevelt-Martin Jones Jr. package firm reported placing *Mrs. Franklin D. Roosevelt* on NBC-TV around Feb. 1 for Sun. 4-4:30 "tea party" show with guests; no sponsor yet . . . Harriett Hubbard Ayer reported taking CBS-TV series with *Ilka Chase*, to start in Jan. or Feb., Thu. 9:30-10 . . . RCA Victor dropping *Wed. Kukla, Fran & Ollie*, continuing Mon. & Fri., *Sealtest* continuing Tue. & Thu. . . Add advertisers using or reported planning to use spot TV; Plymouth, thru N. W. Ayer; Dutch Boy Paints, thru Marschalk & Pratt; Cannon Mills, thru N. W. Ayer; Sealy Inc. (Film-O-Rest Mattress), 15-min. Sarra slidefilm; Blatz Beer, thru Kastor, Farrell, Chesley & Clifford.

Telecasting notes: Baltimore's WMAR-TV is location for 10-min. documentary on how a TV station operates, to be filmed by Army Civil Affairs Division . . . KFI-AM Los Angeles, signs new NBC affiliation, ending rumors about its sale to CBS and latter's possible tieup with its KFI-TV . . . WBEN-TV, Buffalo, having sold daily 4 p.m. teen-age disc jockey participating show, now launching 3 p.m. cooperative with high school students.

Trip to San Francisco to see Color Television Inc's system, by 4 top FCC staffmen (Vol. 5:49), was postponed this week, may be called off. CTI notified FCC it wants a little more time to get equipment into shape. Whether trip is called off depends on how soon CTI is ready; idea is to avoid crowding CTI's preparations for Feb. 20 demonstrations in Washington.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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December 31, 1949

TV FACTBOOK & 1950 AM-FM LOG ON WAY: We're purposely holding up, for about week, publication of our TV Directory No. 10: Television Rates & Factbook -- solely because we want to include therein all TV set manufacturers and their full new 1950 receiver lines, as well as several delayed station rate cards. Certain leading set makers won't disclose new lines and prices until next week; and several rate card revisions have been delayed because of year-end complications.

Thus, full-service subscribers will get their next quarterly TV Factbooks sometime during week of Jan. 9. This edition will list more than 100 companies engaged in TV manufacture, with current lines and prices; rate cards and personnel of the 4 networks and 98 operating stations; lists of 13 outstanding CPs and 351 applications; directory of 400-plus TV program firms; tables of current and proposed vhf-uhf allocations; latest figures on TV production, sets-in-use, etc.; and various other features of permanent reference value. Extra copies will cost Digest subscribers \$2.50, non-subscribers \$5.

Note: Our combined AM-FM Directory of Jan. 1, 1950 is now in hands of printer, will be mailed next week. It lists licensees, addresses, facilities of all North American AM & FM broadcasting stations by countries, states, cities; and separately, too, by frequencies and call letters. Also all U.S. applications pending to Dec. 31, 1950 separately by states and by frequencies, with FCC reference file numbers. The 125-page loose-leaf volume, with opposite pages in blank for writing in additions and changes, will be followed by new series of weekly Addenda based on current FCC decisions, applications, etc. Extra copies of 1950 AM-FM Directory are \$7.50 each to subscribers, \$10 to non-subscribers.

TV IN 1950—SIZEUP AND FORECASTS: Let's look ahead to 1950, rather than rehash 1949, and recapitulate what may be expected from TV these next 12 months. Knowing full well we can be called to account if wrong, nevertheless we herewith stick our necks out with this thumb-nail sizeup of basic trends and developments that may be expected -- plus a few predictions and conjectures:

(a) Not less than 4,000,000 receivers, probably more, to be produced and sold -- meaning at least 8,000,000 in use by end of year. Dollar volume of TV trade well over this year's \$1 billion, of TV-plus-radio well over this year's \$1.5 billion (Vol. 5:52).

(b) Not more than a dozen new vhf stations to be built during year, out of 13 CPs still on the books. Only new market areas these will open up: Ames, Iowa (Des Moines); Kalamazoo & Lansing, Mich.; Nashville, Tenn.; Norfolk, Va. (see TV Addenda 9-M herewith for full list of still-pending CP holders).

(c) End of freeze in autumn or early winter of 1950 -- after lengthy vhf-uhf allocation hearings during spring-summer that will be even more complex than color issue. Possibly a few non-competitive new station grants in 1950, but little or no new construction until 1951, either vhf or uhf.

(d) Lots more talk-talk about color, maybe spelling some headaches for the trade -- with FCC Comr. Jones continuing to spearhead color-in-a-hurry, CBS carrying case "to the people" via publicity and public demonstrations, but Senator Johnson remaining (for him) relatively mum until Condon committee reports.

(e) FCC shelving non-compatible color proposals through some sort of compromise that delays things long enough to give the all-electronic, compatibility exponents time to prove they have or haven't got stuff. Public at large, meanwhile, apathetic about color despite publicity -- and continuing to buy monochrome sets.

(f) Uhf experiments, starting with RCA-NBC Bridgeport operation (see p. 4) proving those channels can do reasonably good but an essentially local coverage job -- and 1-kw uhf transmitters with associated equipment offered at \$100,000 to \$125,000 vs. about \$250,000 for vhf installations.

(g) Networks extending service to more TV cities, via new coaxial-microwave links (see below) -- giving those cities better programs, whetting public interest, stimulating set sales. Improvement, too, in kine-recording -- but not sufficiently to compete with off-the-line to extent radio transcriptions compete with live shows.

(h) Continued inroads of TV upon radio and movie audiences. (It's wishful thinking to argue otherwise.) Total dollar volume of radio and movies down somewhat, though some favorably situated stations and houses may actually improve. Many more AM-FM stations quitting or selling out, and rising demand from sponsors for lowered radio time rates.

(i) Some small manufacturers to give up the ghost, or be merged, unable to stand competitive price race with big mass producers -- a real race just now getting under way (see our current and recent Trade Reports). Note: We predicted same thing last year (Vol. 5:1), when we counted some 90 companies manufacturing 250 models; yet New Year begins with more than 100 manufacturers in business, making some 500 different models (see TV Directory No. 10, due off presses next week).

(j) More TV network and station sponsors, higher time rates, new big-name shows, more daytime hours, more theatre-TV installations, more feature-length movies released to TV (some relatively recent ones, foreign and domestic).

(k) More stations operating in the black (Vol. 5:50) -- indeed, stations in red the exception rather than rule by end of 1950. Some are already proving TV can stand on own fiscal legs, and this will stimulate more broadcasters and other enterprisers to seek facilities, once freeze is lifted.

Suffice to leave off now, conceding that we're true believers in TV's destiny and admitting we may be proved cockeyed in some of our conclusions. We can only assure you that succeeding issues will report and evaluate 1950's developments and trends, week by week, as diligently and honestly and independently as in the past. To our friends and subscribers, as we enter our sixth year of publication... our best wishes for a Happy and Prosperous New Year.

NETWORK SERVICE TO 20 MORE CITIES: Year ends with 27 cities interconnected for network TV service (Vol. 5:52), not all via AT&T facilities -- and 1950 will add some 20 more. Meanwhile, existing facilities are being supplemented, e.g., an added microwave relay between New York-Washington was disclosed this week, affording 2 more circuits, New York-Philadelphia link of which is to be part of New York-Chicago microwave relay system (Vol. 5:33).

All 31 buildings and towers of \$12,000,000 New York-Chicago microwave system were up as of end of this week, but it isn't due to go into service until summer of 1950. AT&T denied published reports that it plans to switch all TV circuits to this 838-mi. microwave system when it is completed and use coaxial for phone calls only.

These are the cities due to be tied into TV networks during 1950, according to data from AT&T and others involved: Memphis -- March; Norfolk -- April; Greensboro, Charlotte, Jacksonville, Atlanta, Birmingham -- September; Indianapolis, Louisville, Davenport-Rock Island, Des Moines (including Ames), Omaha, Minneapolis-St. Paul, Kansas City -- October. Los Angeles and San Francisco are to be linked in spring. And planned privately, if AT&T won't connect them, are linking of Binghamton from Syracuse, Nashville from Louisville, Lansing & Kalamazoo from Detroit.

Extension of relays from Omaha to San Francisco via Denver and Salt Lake is still under survey, so transcontinental hookup is still in indefinite status. But on Dec. 23, last gap between Charlotte and Jacksonville on southern transcontinental coaxial was opened for telephony. Although this means that another through route

stands ready for TV, it would take year to install repeaters and AT&T says it has no such plans until it gets adequate orders from telecasters (Vol. 5:37). Existing transcontinental coaxial goes west from New York-to-St. Louis, then south to Vicksburg area, west to Los Angeles, and is heavily used for telephone service.

Additional TV circuits to go into operation during 1950 will give New York-Philadelphia 2 microwave channels, one north, one south, making 9 TV circuits altogether; Philadelphia-Washington, one coaxial south, one microwave north and one south, making 8; Washington-Richmond, 2 coaxial south, making 3; Philadelphia-Chicago, one microwave east and one west, making 6; Cleveland-Erie, one coaxial north, making 2 (due to be opened Dec. 31, 1949, 11:45 p.m.).

TV JOLTS THE MOVIE-GOERS' HABITS: Movie people would do well to take notice of Audience Research Inc. (Gallup) study of movie-going among TV owners. It makes extremely interesting addition to our series of "surveys of surveys" (Vol. 5:25,37,49).

Determining evening leisure time preferences, ARI recently polled movie-goers as a whole (TV and non-TV), the country over, found one-third favoring movies, 1-out-of-17 preferring TV (Vol. 5:49).

But latest survey just announced separated movie-goers into 2 groups -- with TVs and without. Of those with sets, TV ranked first with 37%, while movies were top preference of 28%; radio was prime evening pastime of only 4%.

Of movie-goers without TV, 34% gave movies first place, 14% preferred radio, and curiously, 3% ranked TV first. Last group must have generous set-owning neighbors or extremely handy taverns.

* * * *

TV advertising by retail stores was subject of survey by Arndt agency, Philadelphia. Agency covered stores in 70% of TV markets: 74% of stores were in \$10,000,000-and-over sales group, 12% in \$2-10,000,000, 14% undisclosed. Findings: 41% use TV; 8% have discontinued TV but will resume in 1950; 10% never used TV but will in 1950; 6% discontinued, don't plan to resume in 1950; 35% have never used it and don't plan to begin in near future.

Types of sponsorships stores desire: full programs, 59%; spots, 50%; participations, 17%; undecided, 14%. Some use several types, of course.

SAN ANTONIO'S KEYL IS NEXT—No. 99: First new TV station of 1950 will be San Antonio's KEYL, which goes on test Jan. 7 or 8 and goes into scheduled commercial operation Feb. 2. That will make it No. 99 on the active TV roster -- and San Antonio, ranking 50th in U.S. sales, already shows signs of being one of country's hottest TV towns for set sales. City's first station, WOAI-TV, went on air Dec. 11.

KEYL's base rate is \$200, and it starts with enough commercials to promise profitable operation during 1950. DuMont transmitter is in Transit Tower Bldg., tower rising 440-ft. above average terrain. It starts with full 17.9 kw visual, 9 kw audio powers on Channel 5, getting kine programs from DuMont, Paramount, ABC. Owners are Texas oilmen H. H. Coffield, W. L. Pickens, R. L. Wheeler, who have part interest also in Phoenix's KPHO-TV and are applicants for stations in New Orleans and Corpus Christi. Manager is W. B. Miller, veteran engineering consultant; commercial mgr., Sherrill E. Edwards, ex-NBC and Texas stations; program mgr., Mort Dank, ex-CBS; chief engineer, William Sloat.

Year ends with 13 CPs still on FCC books, 11 of them practically sure to be built during 1950 (Vol. 5:52 and TV Addenda 9-L). [For list of the 47 new stations that went on air during 1949, see TV Addenda 9-M herewith.]

Notes on upcoming new stations: Plans for WSM-TV, Nashville, now contemplate getting it on air sometime between July and September...Atlanta Constitution's WCON-TV may be second station of 1950, though Iowa State College's WOI-TV, Ames, may get going a few weeks earlier (Vol. 5:49)...GE transmitter is being installed for WSYR-TV, Syracuse, with 5-bay antenna whose 200-ft. tower will put it some 1270 ft. above ground level; tests should begin Feb. 15...Tower of Louisville Courier Journal's WHAS-TV rising steadily, should be up full 600 ft. by Feb. 15.

BRIDGEPORT UHF TESTS UNDER WAY: RCA-NBC threw switch Friday on uhf station KG2XAK, Bridgeport, Conn. (Vol. 5:7,19), beginning most extensive uhf tests yet, carrying full daily schedule of New York's WNBT. Receivers and converters (50 each, initially) will be installed in homes in and around the city, beginning next week, at rate of about 4 daily. Experiments are directly under NBC's Raymond Guy (he's also new IRE president) who says it's impossible to forecast when he'll be able to give any full-scale evaluations.

Transmitter is about 2 mi. from center of Bridgeport, on Success Hill, 53 mi. from WNBT, in rolling terrain. Latter's Channel 4 signals are picked directly out of air on receiving antenna 160 ft. up the 250-ft. tower. Transmitting antenna is about 450 ft. above average terrain. Transmitter builds up to one kw from 8 tubes in final stages, using "cascade diplexer," feeding 20-gain "stovepipe" antenna.

It's good place for tests, would have been even better had there been no TV signals around at all. But many Bridgeport enthusiasts have erected tall, elaborate antennas to get New York vhf stations. Area will be a principal uhf proving ground, with many manufacturers besides RCA making measurements, testing sets and tuners.

Telecasting notes: DuMont Network chief Mortimer Loewi says *Billboard* grosses for 1949 network TV operations we quoted last week (Vol. 5:52) were wrong; DuMont network and its 3 stations will gross "in excess of \$2,500,000 from all sources" . . . ABC president Robert Kintner says company spent \$8,000,000 on TV-radio plant during 1949—\$3,700,000 of it on ABC-TV Center in New York, \$1,250,000 on Hollywood TV Center . . . *Life Magazine* last week had crew at KTTV, Los Angeles, shooting photos of programs "outstanding and representative of Southern California TV." . . . P. K. Leberman, publisher of *Family Circle Magazine*, who sold Seattle's KRSC-TV (now KING-TV) earlier this year for \$375,000 (Vol. 5:20), this week closed deal to sell KRSC-AM for \$112,000 to Sheldon F. Sackett, owner of KROW, Oakland, and applicant for TV in San Francisco . . . *Radio Daily* quotes *New York Post's* Dorothy (Thackrey) Schiff as saying she has no intention now of selling KLAC & KLAC-TV, Los Angeles, has "refused 2 offers in excess of \$1,250,000 [and] it is my sincere intention to remain in the TV and radio business" . . . Macy interests applied to FCC this week to change name of Bamberger Broadcasting Service (WOR, WOR-TV, WOIC) to General Teleradio Inc.

Proposed FCC decision on 3-year-old Don Lee network practices case has radio industry scratching collective head. FCC found Don Lee "guilty" of coercing affiliates contrary to chain network regulations, but didn't want to pass "death" sentence—so it renewed all licenses. Decision boldly says if Commission could have penalized Don Lee otherwise, it would have done so. Don Lee's TV application for San Francisco was placed in pending files because of freeze. It's subject of court litigation by TV applicant Edwin Pauley because it was severed from San Francisco hearing and Channel No. 2 reserved on grounds it could have been granted before others applied.

Theatre Owners of America board meets Jan. 11-12 in Washington's Hotel Mayflower. On agenda will be strategy for confidently expected theatre-TV frequencies hearing (Vol. 5:49). Latest petitioners for such hearing are Lockwood & Gordon (Arthur Lockwood, treas., is chairman of TOA's board and former president), operating 19 theatres in New England; Esseness Theatres Corp., 29 in Chicago; Balaban & Katz, 116 in Illinois and Indiana; MPTO of D. C., 75 in Washington area.

Threatened strike of radio & TV directors as of Jan. Jan. 1 was averted Thursday when union (Radio & Television Directors Guild-AFL) and networks agreed to continue mediation until end of January.

NAB Research reports radio broadcasting (AM only, excluding TV and FM) gross income was \$435,279,000, up 4.5% over FCC's official 1948 total of \$416,720,279. Operating expenses increased to \$356,300,000, up 4% from 1948's \$342,900,000. NAB estimate is based on sampling of about 100 member stations and the networks, take into account gross income after trade discounts but before agency commission deductions. The estimates by classes of revenue: national networks, \$129,300,000 down 3.3% from FCC's official 1948 figure; regional networks, \$7,529,000, up 2.7%; national spot, \$118,425,000, up 13%; local retail, \$180,025,000, up 5.3%.

Personal notes: Robert E. Kintner elected president of ABC, succeeding Mark Woods, named vice chairman as of Jan. 1 . . . Shepard Chartoc, ex-Buchanan & Co. TV-radio chief in Chicago, new gen. mgr. of Jay & Graham Research Inc. . . . Syd Cassyd, trade editor, succeeds Harry Lubcke as president of Academy of TV Arts & Sciences, Los Angeles; James Vandiveer, KECA-TV, 1st v.p.; H. L. Hoffman, Hoffman Radio, 2nd v.p.; Betty Mears, KTLA, secy; Robert E. Packham Jr., NBC, treas. . . Tom Sarnoff, son of RCA chief, joins KECA-TV, Los Angeles (ABC) as asst. to program director . . . Albert Taylor, coordinator of radio-TV sales dept., resigns Jan. 1 from William Morris Agency . . . Clay Morgan quits NBC to go into own public relations and publicity business . . . John McPartlin promoted to sales mgr. of WNBQ, Chicago (NBC) . . . Norman Louvau new sales mgr. of KRON-TV, San Francisco . . . Edward L. Sellers, director of FMA, now absorbed into NAB, joins NAB Jan. 1 . . . F. Melville Greene, NBC mgr. of sales traffic for 20 years, retires Jan. 1 to move to Florida.

CBS reorganized topside for New Year "to achieve greater coordination between radio and TV." Changes: Wm. C. Gittinger, AM sales v.p., becomes aide to president Frank Stanton; Jack Van Volkenburg, TV v.p., becomes AM-TV sales v.p. (no new chief of TV operations to succeed him); Hubbell Robinson, program v.p., named general program supervisor for AM-TV; James M. Seward, operations v.p., now business affairs v.p. (handling AM-TV programs, package shows, etc.); Frank Falknor, asst. gen. mgr. of WBBM, Chicago, now program operations v.p. for AM-TV. Davidson Taylor, public affairs v.p., resigns; Sig Mickelson is director of public affairs.

TBA Clinic set for Feb. 8 in New York's Waldorf-Astoria Hotel will be devoted entirely to discussions of commercial and sustaining programs at local level. ABC v.p. Charles C. (Bud) Barry is chairman.

TRADE FIGURES FAVOR THE OPTIMIST: International Resistance's Harry Ehle ought to win his bet (case of Scotch) from Sprague Electric's R. C. Sprague -- that before year ends, TV industry will enjoy 4 successive weeks of "100,000 or more" set production. He gets one leg up first week in November, for which RMA figures show close to 83,000. Adding 20% to account for non-RMA, a factor now generally accepted as conservative, they can put that week down for round 100,000. There's little reason to believe production figures will slip for remaining November weeks, though December may suffer somewhat from holiday slowdowns.

RMA average during October ran well above 75,000 per week (Vol. 5:47). We should have RMA reports on rest of November within next few weeks. Meanwhile, we're sticking to our forecast of about 2,750,000 cumulative for all 1949 (Vol. 5:47).

Dominance of TV in radio and parts industry, incidentally, is epitomized in some statistics coming to hand from most authoritative source. First 9 months of this year, TV sales accounted for 61.2% of industry's dollar volume, but only 17.6% of unit sales. During September alone, TV dollar volume was 68.4%, units 23.9%.

DANDER UP, COY WRITES HOT LETTER: "This is a letter to the editor," begins an angry missive from FCC chairman Wayne Coy, who signs it "Yours with his dander up." We think it best to let the letter tell its own story, not only to the principals involved (whose dander was up, too) but to our readers at large:

"I have just read your article in the current issue of Television Digest in the Trade Report section of Nov. 26, 1949 [Vol. 5:48] under the heading FCC 'Consumer Products Division.' I have no complaint about the report of what transpired with respect to the 'product' [switch that automatically changes 525 lines to 405 lines] developed in the FCC laboratory by Messrs. Chapin and Roberts. As a matter of fact, it is quite an accurate report of what happened in the meeting.

"I do object vigorously to the anonymous industry spokesman who said 'We show FCC people our secret developments but how do we know whether they won't take something and patent it?' Everyone in the meeting had adequate opportunity to express himself on this subject on the record. I bitterly resent anyone saying what you quote him as saying and his hiding behind the anonymity of your report. If he is worthy of a position in the radio industry, he has guts enough to stand on his feet and look me in the eye and make such a charge. He knows damn well that none of the Commission employees ever stole an idea from anyone or attempted to steal an idea from anyone and patent it. He likewise knows that the Commission would not tolerate it if it were attempted.

"It is a shameful performance on the part of your industry representative whom you quote anonymously. If I knew his identity I would tell him so. Please tell him so for me through your publication."

GATHERING OF THE CLANS IN CHICAGO: Annual Mecca for furniture and appliance folk, International Home Furnishings Market in Chicago's big Merchandise Mart Jan. 9-20, will signal appearance of some new TV models -- how many, it's too early to say. List of TV-radio displayers hasn't been released yet.

Next month, too, Chicago will be convention scene for 2 major TV-radio and appliance makers -- Admiral and Philco. Former hasn't announced dates yet, but Philco has set Jan. 4-6 in Palmer House for its midwinter convention, featuring mainly white goods -- but also a few new TV models "to sweeten up our line." Last 2 days will be devoted to business meetings. Exultant letter to distributors from executive v.p. Jimmy Carmine hints at "wonderful story...hard to keep secret," and promises Philco folk "wonderful 1950 year."

Meanwhile, only dribblets of news about new lines and new prices come to hand

-- in addition to the items on p. 3. It's hard to say they betoken any trend yet:

DuMont has new 15-in. console with AM-FM-3 speed in period cabinet at \$645 (\$670 blonde). Called Wellington, it's DuMont's first with 3-speed, hits market Dec. 5 week. It replaces \$945 Colony, which had only 33 1/3 & 78rpm. It's fore-runner of other new models early next year.

Hallicrafters showed its new 1950 TV line to 70 distributor representatives in Chicago Thursday, pledged them to secrecy until exhibited at Furniture Mart.

Westinghouse has new 12½-in. console at \$300 (\$315 blonde), replaces same set announced in October at \$325 and \$335. It also has new line of 10 and 12½-in. tables and 12½-in. console combination, prices to be announced. All have built-in antennas; all save 10 and 16-in. tables have switch for enlarging picture...Crosley's new line (Vol. 5:46) now also includes 16-in. open-face console at \$399.95...Garod has new line at lower prices: 10-in. table, down \$20 to \$200; 12½-in. table, down \$10 to \$240; 16-in. table, down \$50 to \$300; 16-in. console, down \$40 to \$350; new 19-in. console at \$495.

Muntz has cut prices, after boosting them only month ago (Vol. 5:44), now lists: 10-in. table, originally \$180, then \$190, now \$170; 12½-in. table, originally \$220, then \$250, now \$200; 12½-in. consolette, originally \$280, now \$230; 16-in. consolette, originally \$350, now \$300. Muntz has deleted 10-in. \$200 consolette, 12½-in. \$400 combination. All Muntz sets now have "black" tubes.

All RCA receivers now have built-ins, except 3 in metal cabinets; table models in metal cabinets have antennas built into legs of matching tables...Wells-Gardner is making 2 basic chassis for its private label customers: 12½-in. with 18 tubes plus 3 rectifiers, and 16-in. with 20 and 4 -- both with built-ins...Stewart-Warner has raised price of 12½-in. table by \$10, to \$250.

PICTURE TUBES—SIZE, SHAPE, DEMAND: Very little doubt now that 12½-in. market will be 1950's "area for maximum competition and price cutting, if any" -- to borrow phrase out of letter from a leading set manufacturer. He adds, agreeing with other reports of recent weeks (Vol. 5:43-47):

"It is our opinion that the year 1950 will see the trend continue to large tubes...I understand the cost of the short 16-in. metal tube will be considerably less than the present long 16-in. metal tube, and this will have a depressing effect on the price of 12½ and 16-in. sets in our opinion. Anyone who has used a 16-in. set, and particularly a 19-in. set, will be very hard to satisfy with anything less than these sizes."

[Note: Later this month, RCA will announce new list price of \$60 for short 16-in. metal tube with filter glass face (Vol. 5:43). This compares with \$74.50 now in effect for long 16-in. Presumably, prices to manufacturers and distributors will be cut, too. No other changes in CR tube prices are presently contemplated at RCA.]

Problem of 19-in., our correspondent adds, is that tubes are still hard to get, but his company is making and selling every 19-in. set for which it can get tubes. DuMont, chief supplier of that size tube, has more than half its own receiver production now on 19-in. Sylvania and GE are due out with 19-in. tubes soon, probably in quantity first quarter of next year. When 19-in. really becomes competitive, it will doubtless affect 16-in. -- though price differential is still considerable.

As for rectangular tubes (Vol. 5:36-47), Hytron's president Bruce A. Coffin tells us 16-in. size "is being enthusiastically received" by set manufacturers. "It makes more economical large-screen TV sets available for the average home," he writes. Hytron already has "large orders" for its 16RP4 and is stepping up production. It also is pushing development of 13 11/16-in. diagonal (97.8 sq. in.) and 18¾-in. diagonal (189.3 sq. in.) rectangular sizes (Vol. 5:42) -- and Mr. Coffin makes this flat prediction:

"Approximately 50% of next year's TV set production will be built around rectangular picture tubes."

TRENDS AND TOPICS OF THE TV TRADE: More new models than they're willing yet to divulge will be rolling off TV production lines, come January and February. They're carefully guarded secrets, and for good reasons: (a) Fear of disturbing Xmas trade. (b) Unwillingness to tip off competitors.

Fact is, advance planning for competitive advantages through 1950 is under way among all the major set producers. Jockeying for position may be as intense post-Xmas as if market weren't wide open; this is time the big fellows, and a few little ones, want to establish or re-establish brand-name prestige for inevitable day when it's a buyer's market again.

Salient factor we're inclined to overlook, in flurry of reports from big firms, is succinctly put by Retailing Daily's Chicago correspondent Nov. 29:

"There is a wide disparity between the almost effortless ease with which most of the extensively advertised and established brands can be sold, and the considerable sales effort needed to move some of the relatively unknown makes."

He reported that some stores have discontinued taking orders for popular brands for delivery more than week or 2 in advance. Or if unable to supply popular makes, salesmen try to switch customer to more obscure brand.

* * * *

That there are plenty "relatively unknowns" is manifest from our Directory of TV Manufacturers & Receivers, now undergoing revision. Last compilation of Oct. 1 listed more than 100 set manufacturers. Next one, due Jan. 1, 1950, will show more -- not less. In compiling it currently, we already find these previously unreported changes:

Ansley has new 16-in. console with AM-FM-3 speed, called Georgian, at \$945; has upped price of 12x16-in. Contemporary projection console from \$545 to \$585; has cut 12x16-in. Normandy projection console, from \$795 to \$745...Sentinel has discontinued portable 7-in. (Model 400-TV), has also temporarily stopped making 10-in.

Wilcox-Gay has new line consisting of 16-in. consolette with FM, \$380; 16-in. console with AM-FM-3 speed, \$500; 19-in. consolette with FM, \$545...Federal Television has cheaper new 16-in. sets, all with 17 tubes, 2 rectifiers, built-in antennas: table at \$280, consolettes \$300 and \$350...Cascade has new 19-in. table with remote control, \$795...Trans-Vue's new 16-in. console with doors is \$390, without doors \$370...Abraham & Straus-Brooklyn offering private-label Lyratone (Air King) 16-in. console with FM at \$399.

Nielsen has cut 10-in. table \$40 to \$229, also 12½-in. table \$25 to \$269, latter with "black" tube, all with built-in...Telindustries (Kaye-Halbert brand) has reduced 12½-in. table \$10 to \$250, raised 16-in. table \$20 to \$320 and 16-in. console \$32 to \$380; also has new 16-in. console in period cabinet at \$470. All have built-in aerials and "black" tubes.

Newly reporting manufacturers: Peerless Television & Radio Co., 6508 Euclid Ave., Cleveland (H. P. Genthner and L. B. Mead, co-owners), making 12½-in. consolette at \$300; 16-in. commercial unit with remote control, \$750 (\$1000 with 2 viewing units). Peerless also says it's making private label sets, doesn't identify them...Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles (S. Solat, president), line of 16-in.: table at \$250, consolette \$300, console with FM and 3-speed \$350...Also, Stolle Engineering Co., 3970 S. Grand Ave., Los Angeles (Vol. 5:24) is out with 12½ and 16-in. consolettes at \$260 to \$380.

* * * *

Canadian GE has reduced 10-in. table, now in plastic, from \$400 to \$370; 10-in. table in wood, from \$439 to \$400; 10-in. console, from \$545 to \$475 -- all with "black" tube...RCA Victor Ltd., Canada, has cut 10-in. table (wood) from \$495 to \$399...Addison Industries Ltd., Toronto, reports it hopes to start limited deliveries in February of 10-in. table with 23 tubes at about \$350...Baird Television, England, has 9-in. table unit at \$103, portable at \$162; 12-in. consolette with built-in antenna at \$212 plus \$30 extra for radio; 12-in. "for long distance viewing" at \$250. British TVs are single-channel.

Militancy of new CIO-sponsored International Union of Electrical, Radio & Machine Workers (Vol. 5:46) may have adverse effect on radio industry, particularly on TV prices. At founding convention in Philadelphia this week, new IUE, officially blessed by President Truman, went all out for fourth round of wage increases—asked 9¢ to 25¢ wage hikes, \$100 a month employer-financed pension fund, social insurance. IUE claims 221,325 workers (60% of UE membership). Election of officers was postponed until next year due to rivalry for presidency between CIO secy-treas. James B. Carey, who is president of IUE administrative committee, and GE local president Fred Kelley of Lynn, Mass. Meanwhile, GE broke off negotiations Thursday with left-wing UE, said it would have to wait decision by NLRB on whether UE or IUE represented workers.

Bankrupt Majestic's plant and 74-acre site in Elgin, Ill. drew bid of \$1,250,000 from attorney Joseph Schwartz, of Chicago, acting for unnamed principal (maybe new DeForest backers; Vol. 5:48) at Nov. 29 auction. He also bid \$180,000 for firm's personal property, trademarks, patents, designs, goodwill, etc. Part of contents relating to TV-radio equipment drew bid of \$70,000 from Leonard H. Ashbach, president of Garod. Federal district court must approve.

Dividend reports: Bendix Aviation declared year-end extra of \$1.50 and regular quarterly of 25¢, payable Dec. 29 to stock of record Dec. 10, making total for year \$3.50 vs. \$3 last year . . . Noblitt-Sparks declared extra of 50¢ in addition to quarterly of 50¢, payable Dec. 28 to stock of record Dec. 12 . . . Corning Glass voted extra of 50¢ (first extra ever) and regular quarterly of 12½¢, payable Dec. 28 to stock of record Dec. 14 . . . Stromberg-Carlson took no action on common dividend, due to "transition from radio to TV." . . . RCA declared 50¢ a common share (same as last year), payable Jan. 23.

Zenith's request for FCC permission to run experiment on Phonevision (Vol. 5:32) was on FCC agenda this week, but failed to be taken up due to press of other work. Law and engineering departments have lots of questions on subject, including basic policy whether subscription radio is "broadcasting" within meaning of Communications Act.

Hytron's chairman Lloyd H. Coffin is reported predicting \$14-\$15,000,000 sales this year, compared with \$4,159,714 in 1948 before consolidation with Air King. Backlog of orders is about \$15,000,000. First half of this year, Hytron earned \$247,977 (43¢ per share) vs. \$63,853 in all 1948.

To speed deliveries for Xmas trade, RCA is shipping 12½-in. tubes direct from Lancaster plant to distributors, sending sets direct from Camden without CR tubes. Distributor is supposed to insert tube, align set before sending to dealer. Some are even reported forwarding tube and set in separate packages to dealers.

TV ranks tops in nation's Xmas buying, says Dec. 2 *Wall Street Journal*. Not only do retailers think over-all holiday sales will be pretty close to those of last Xmas—but: "They say, to a man, that TV sets are at the top of the best seller list."

It's news when former FM boosters like KMBC, Kansas City, and KSD, St. Louis, hand in their FM grants. They point up fact that 188 grants were given up this year. Six were actual licenses, and many of the CPs had been on air. New applications number only about half dozen for year.

Personal notes: New mgr. of GE receiver division is Willard H. Sahloff, ex-merchandising mgr. of Montgomery-Ward, recently president of National Enameling & Stamping Co.; it's reported I. J. Karr will become mgr. of engineering . . . Warren L. Hasemeier resigns as sales v.p. of Wilcox-Gay . . . John B. Allen, ex-TV v.p. of Grant Adv. Agency, named to newly created post of TV manager for Lever Brothers . . . Paul Ellison, ex-Sylvania, onetime chairman of ANA, new sales v.p. of Archer Productions, commercial film and TV producers.

"The General's Biggest Battle," is Dec. 5 *Newsweek's* cover story on RCA chairman David Sarnoff. It tells how the industry's dominant figure has been challenged on 3 fronts (records, programs, TV) by "organizations with spirit, flexibility and dash"—such as CBS. Story says an RCA spokesman admitted last week that company was "seriously considering" making 33⅓ rpm LP records in addition to its own 45rpm. Article includes biography of Sarnoff, history of RCA. To many kudos Sarnoff has received, will be added United Nations' citation for "advocacy of concepts of Freedom to Listen and Freedom to Look" Dec. 10. Presentation and subsequent round-table discussion on "Freedom of Information" will be telecast on NBC-TV, 5:15-5:45.

Glowing biography of RCA president Frank Folsom by Dickson Hartwell, in November *Nation's Business*, describes what makes the man the salesman he is. Big factors are energy (6 a.m. riser) and friendliness ("His sense of social discrimination is nonexistent"). But his ex-boss, chairman Sewell Avery of Montgomery Ward, puts it this way: "He plays by ear. Frank Folsom couldn't possibly gather enough facts to support his inspired decisions. He has the instinct to be right." Hartwell considers Folsom the epitome of a fourth stage in U. S. management—the merchandiser—succeeding men of capital, inventors, mass-production specialists.

CBS color, closed-circuit, may be shown at Washington's 2-year Sesquicentennial Exposition starting July 4, 1950. CBS gave go-ahead to Washington's Television Research Inc., rental outfit, to set up equipment if space is granted by Exposition management. Owner Alexander Korn says he will be backed by his brother, who runs large Chicago servicing organization; that equipment would be made by Tele-tone; that he plans to program mainly with film, selling commercials.

Effectiveness of United Nations telecasts, Ford-sponsored on CBS-TV (Vol. 5:44), will be studied by Columbia U. journalism students, financed by gift of \$1000 and 19-in. DuMont from Paramount. Prizes will be awarded 5 students with best critiques at end of current UN session. Judges: Benjamin Cohen, of UN dept. of public information; Prof. Roscoe Ellard, Columbia; Paul Ralibourn, Paramount. Incidentally, UN technicians are manning Paramount cameras at sessions (Vol. 5:45).

Multi-antennas for 3 large New York City housing projects have been incorporated in construction plans, will be installed on same basis as heating, plumbing, ventilating. Units go into Schwab House on Riverside Drive, 40 Park Ave., 715 Park Ave. They're RCA Antenaplex system (Vol. 5:45), consisting of single rooftop array, with outlets in all apartments, permitting plug-in TV operation.

Capehart-Farnsworth has purchased entire MBS (AM) network for Xmas Day sponsorship of *A Christmas Carol*, with Lionel Barrymore as Scrooge.

Proposed New Rules

CLARIFYING BAN ON SEPARATE OPERATION OF AURAL & VIDEO TRANSMITTERS

Public Notice FCC 49-1621, Docket No. 9518, Proposed by FCC Dec. 8, 1949

Comments Required Prior to Jan. 9, 1950

Sec. 3.661 -- Time of Operation

* * * * *

(b)(1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

- (i) For actual tests of station equipment and for actual experimentation in accordance with Section 3.662; and
- (ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmissions shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided that nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

- (i) To accompany aural announcements of the station's program schedule for a total period not to exceed 15 minutes in any broadcast day; and
- (ii) To accompany aural news broadcasts or news commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.

Examples

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b)(2).

(over)

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b)(2).

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) The broadcast of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.

(6) The broadcast of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.

NEW TOP-BRAND LINES DUE AFTER XMAS: Admiral, Motorola and RCA, among others large and small, will have new TV lines for post-Xmas introduction. That's definite -- though details, particularly prices, are still withheld.

Admiral's distributor convention has been set for Jan. 5-7 at Chicago's Drake Hotel, thus overlapping Philco's Jan. 4-6 in the Palmer House. Both will feature brand new lines of appliances, but whereas Philco has said its new TVs will be a few "fill-ins" (Vol. 5:49) Admiral promises complete new line of TVs.

Motorola's new line will first be shown at Chicago Furniture Mart, opening Jan. 9, where quite a few others will also display their wares. Like the rest, Motorola isn't divulging any details.

RCA Victor's new line will be sampled to distributors next week, goes to dealers at end of month for January selling. Line is completely new, though circuits are essentially same. Stressed is new cabinet styling, more period consoles. "Slightly lower prices" are indicated -- about 5-10% below present lists.

Two of new TV console-combinations will incorporate 3-speed phono -- 45rpm player plus turntable for both 78 and 33 1/3rpm. All RCA Victor's 1950 radio-phonos will also contain this 3-speed phono, RCA's first concession to LP. There's still no formal indication RCA will turn out LP records, too; all its officials will say now is that their 45rpm players and records are "going like wildfire."

Complete new line is departure from RCA's usual practice of bringing out new models singly, or few at time. It's said to herald "more competitive approach."

NOT SO MANY MAKING 7 & 10-IN. SETS: Fewer 10-in. and very few 7-in. models will be offered in 1950 TV lines -- that much seems clear, even before many new lines and prices are divulged. They're simply giving way to bigger sizes, notably 12½-in. and to increasing extent to 16 and 19-in. Fact is, some of biggest producers soon won't even have 10-in. sets to offer.

Diminuendo of 7-in. was noticeable from start of this year. Today, only handful of manufacturers are still offering that size: Emerson, Motorola, National, Raytheon, Automatic, Olympic (for its Hotelevision), plus some kitmakers and vendors of private brands like Aircastle, Airline, Silvertone, Skyrider, Truetone, Vision-Master (see TV Directory No. 9). Philco has few left, and Admiral recently produced batch of 5,000 for particular markets, probably its last.

Since Oct. 1, these have quit making 10-in., so far as we can learn to date: Fada, Olympic, Packard-Bell, Sentinel, Stewart-Warner, Trav-ler, UST, Wells-Gardner, Wilcox-Gay. Even before Oct. 1, these were not offering 10-in.: Andrea, Ansley, Atwater, Bace, Bell, Brunswick, Capehart, Cascade, DuMont, Federal TV, Fisher, Freed, ITI, Magnavox, Mars, Mattison, Multiple, Pathe, Pilot, Remington, Sightmaster, Starrett, Televista, Telindustries, Trans-Vue, Vidcraft, Video Corp., Zenith.

TRENDS & TOPICS OF THE TV TRADE: Garod will revive Majestic brand name, Chicago court having approved its \$70,000 purchase of that item among other assets of bankrupt Elgin, Ill. firm (Vol. 5:49). Garod is also first to announce definitely it will be out in January with rectangular-tubed receivers, 16-in. size that fits into 12-in. cabinet. It will display during Chicago Furniture Mart in own showrooms at 743 No. LaSalle.

It's apparent nearly all tubemakers will have some rectangulares to offer, but set makers will feel their way slowly into that field. Only ones besides Garod we've heard say definitely they'll have sets with them are Starrett, Hoffman and U. A. Sanabria's new set-making division of his tube-making American Television Inc.

Sanabria's concern has already organized its Retail Division, 5050 N. Broadway, Chicago, for selling sets house-to-house under "American" label made for it by

Wells-Gardner. Line consists of 10-in. table at \$149; 12½-in. table, \$169; 12½-in. console, \$209; 12½-in. console, \$249. Retail Division also now sells brand-name 16-in., but expects to have own 16-in. rectangular receiver next month, made by tuner-maker Lytle & Co., 4721 N. Kedzie, Chicago.

Sanabria issues coupon book for servicing, like Sylvania's (Vol. 5:37), credits unused portion of book toward price of new set. Sometime in February or March, he expects to open sales office in Washington. His private-label American sets do not contain his "eye saver" picture tubes (Vol. 5:21).

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In compiling Directory of TV Manufacturers & Receivers for Jan. 1 edition of our quarterly TV Factbooks, we discern quite a few more price changes, new models, etc., in addition to those reported last week (Vol. 5:49). For example:

Stewart-Warner's 12½-in. table (Vol. 5:42) has been raised \$10 to \$250... Bace has commercial 16-in. with control unit at \$590; same in 19-in., \$795; extra 16-in. viewing units, \$395 each; 19-in., \$600 each... ITI has cut price of 16-in. console with remote control from \$595 to \$500... Mars has reduced 16-in. console-combination from \$1295 to \$1095, has new 19-in. console at \$495... Starrett's 20-in. King Arthur commercial model is now \$795, or \$100 less... UST has cut 19-in. table from \$595 to \$500, 19-in. console with FM from \$675 to \$600... Multiple has cut price of 16-in. table from \$395 to \$369, 16-in. console from \$445 to \$395; has new 16-in. console at \$495, new 16-in. console-combination at \$795.

Raytheon has new 16-in. console with built-in antenna, "black" tube, \$290... Sparton's new line of 10 and 12½-in. tables, 12½ and 16-in. consoles, some with line-cord antenna, will be released at Furniture Mart, not yet priced... Video Corp. of America has new 16-in. console combination at \$450, new 19-in. console \$445; it's first to announce all sets have what it calls "color adaptor plug."

Packard-Bell has new line, prices down from previous list: 12½-in. table \$220, down \$80; 12½-in. console \$250, down \$50; 12½-in. console with doors and "black" tube \$300, down \$50; 16-in. console with "black" tube \$360, down \$115 -- all with built-ins... Conrac Inc., Glendora, Cal., which manufactures for Altec Lansing, has 12½-in. console at \$324, 16-in. console at \$449... Bell Television's new line is priced \$115 to \$600 per unit less than previously, ranging from 16-in. table now \$430 (was \$545) to 19-in. remote control commercial at \$1095 (was \$1695 for 20-in.).

Wilcox-Gay has new line: 16-in. console with FM at \$380; 16-in. console with AM-FM-3 speed and built-in antenna at \$500; 19-in. console with FM at \$545; 19-in. console-combination, unpriced... Garod has ceased production of Tele-Zoom line (sets with switch for enlarging pictures) but intends to resume; inadvertently we listed Garod's old prices last week in announcing reductions on 2 models -- correct prices are 10-in. table \$180, 12½-in. table \$230... Private-brand Lyratone with FM at \$399, sold by Abraham & Straus-Brooklyn, is made by Sightmaster not Air King as erroneously reported last week.

Certified Radio Labs, kitmaker, has new 8½-in. kit at \$60 less tubes, \$90 with tubes; also has 10, 12½, 16-in. kits at \$85 less tubes. Company sells completed sets under name of Sovereign Television Co., 5508 New Utrecht Ave., Brooklyn (TV Directory No. 9)... Electro-Technical Industries has 7-in. kit for \$50, 10-in. at \$70, 16-in. for \$90 -- all without tubes.

Mercury Record Corp., 839 S. Wabash, Chicago, is reported preparing to go into TV set manufacture after Jan. 1, possibly first offering 16 and 19-in. models thru its 40 phono-record distributors.

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TV-radio-phono topped all other dept. store sales gains in October, up 43%, according to Federal Reserve Bank of New York's monthly survey. Trend continued through November, merchants reported. First 9 mo. of current fiscal retail year (Feb. thru Oct.) showed this category in first place in sales gains, up 9% from comparable 1948 period... Revised Consumer Price Index, issued monthly by Bureau of Labor Statistics, which tells cost-of-living trends, may include TV if survey to start next year shows TV purchases significant in family budget. Present CPI still uses outmoded items like silk hose instead of nylon, ice boxes instead of refrigerators in list of items that make up its statistics.

Trade and financial notes: Philco's 50¢ quarterly dividend payable Dec. 12 to holders of record Dec. 3 (making year's total \$2 per share) is accompanied by 9-mo. sales and earnings report (Vol. 5:44) and statement by president Wm. Balderston noting "sales and earnings in the fourth quarter are running at a most satisfactory rate, and operating results in this 3-mo. period should be in excess of the total earnings for the first 9 mo. of the year" . . . Admiral declares dividend of 20¢ per share on new common, payable Dec. 31 to stock of record Dec. 16; this is equal to 40¢ on old shares, split 2-for-1 Dec. 7 . . . Webster-Chicago president R. F. Blash and Mrs. Blash agree to public sale of undisclosed amount of their common stock holdings thru Eberstadt & Co. and Shillinglaw, Bolger & Co., Chicago; SEC registration will be filed shortly . . . Raytheon enlarging power tube plant in Waltham, so it will have 145,000 sq. ft. when completed in April 1950 . . . Admiral engages Steve Hannagan & Associates for publicity and public relations; Neil Regan assigned from Las Vegas office to account . . . Westinghouse reports it's meeting only 70% of pre-holiday TV demand, Sunbury (Pa.) plant now at capacity. TV credited partly with improved showing first 9 mo. of this year: though sales were down to \$710,360,596 from \$712,984,144, net was \$48,964,408 (\$3.64 per share) vs. \$37,296,345 (\$2.74) same period last year.

First annual report of Television Fund Inc. (Vol. 5:4, 8, 24, 34, 42), dated Oct. 31 and released this week, discloses net assets of \$2,780,796 and capital shares of 297,980 vs. \$274,983 and 30,158 shares as of Oct. 31, 1948. Portfolios of \$2,412,875 in common stocks as of annual report's date (cost, \$2,327,648), listed as follows: Admiral 4000 shares, Aerovox 1000, American Bosch 4000, ABC 2000, American Phenolic 1000, Bell & Howell 700, Burgess Battery 1200, Capitol Record 3000, CBS 4000, Consolidated Engineering 1000, Corning Glass 1000, Cutler-Hammer 4000, Walt Disney 2600, DuMont 7000, Eastman 3000, Emerson 5500, Fairchild Camera 1000, Fansteel 2000, GE 3500, General Instrument 2000, General Precision 3500, Hoffman 3000, IBM 500, IT&T 8000, Joslyn Mfg. 300, Loew's 4300, Magnavox 2000, P. R. Mallory 1000, Minneapolis-Honeywell 2400, Motorola 4000, Muter 2000, National Union 1000, Oak Mfg. 2000, Owens-Illinois 1000, Paramount 5000, Philco 3000, Pittsburgh Plate Glass 1000, RCA 10,500, Sperry 1000, Sprague Electric 1500, Sylvania 3200, 20th Century-Fox 3500, Webster-Chicago 2300, Westinghouse 5000, Zenith 1000.

Hoffman Radio's earnings for 1949 will run about \$950,000, according to president H. L. Hoffman. Our report on first 9 mo. earnings (Vol. 5:48) was typographical error. Mr. Hoffman now reports net earnings from radio corporation were \$383,742 for first 10 mo., which when combined with sales corporation was increased to \$692,592.

Non-radio firm was successful bidder on main Majestic plant in Elgin, Ill. (Vol. 5:49), divulged Dec. 7 when Chicago bankruptcy court approved Chicago Rawhide Mfg. Co. as purchaser of 70-acre plant for \$1,250,000. Garod's \$70,000 bid for trade marks, patents, cabinet molds, etc. was also accepted.

First NLRB hearing, to determine whether election should be held to find out if new CIO-sponsored IUE or old UE represents electrical workers, is scheduled Dec. 19 at Dayton (O.) for General Motors employes. More than 26,000 GM workers are involved. Decisions would have bearing on possibility of elections throughout industry. IUE wants elections, UE doesn't.

Columbia Records Inc. putting on big drive for LP, spotting one-hour *Columbia LP Parade* on 9 CBS-AM stations Sunday, Dec. 11 & 18, 4:30-5:30.

Trade personals: Ray Cosgrove, ex-Avco, says there's "absolutely nothing" to published stories he's dickering to join Montgomery Ward . . . Commodore John D. Small, former executive officer of War Production Board, then Administrator of Civil Production Administration, recently president of Maxon Food Systems, joins Emerson as executive aide to president Ben Abrams . . . David T. Schultz, v.p.-treas. of Raytheon since its formation in 1928, elected to Raytheon board . . . Sidney A. Joffe, ex-Philharmonic Radio Corp., new merchandising v.p. of Pathe Television, largely owned by Air King . . . Jeff Wilson promoted to gen. sales mgr. of Columbia Records Inc., Ken McAllister named adv.-promotion director.

Remington Rand's industrial TV equipment (Vericon) doesn't get much publicity, but company claims it gets biggest chunk of business. It reports installations at 14 Army Ordnance plants, at North American Aviation Co., Aerojet Corp., Los Alamos (atomic energy), among others. It copped off U of Kansas for first medical school setup (Vol. 5:42). Costs vary greatly, each installation being tailor-made, but \$15,000 is typical, including 6x8-ft. projection unit. System was used at this week's American Medical Assn clinic in Washington, with receiver at Armory picking up signals (4-mc video) microwaved from Gallinger Hospital operating room. Quality seemed good for projection that large. Company representative William Norvell says they'll undoubtedly go to color sooner or later, probably CBS system. He says they'd like to get big-screen color and "have a few ideas along that line." AMA itself sponsored demonstrations, paying costs.

An indication of uhf coverage in rough terrain is given by Westinghouse study of 508-mc, 200-kw pulsed transmission from parabolic antenna 640 ft. above average terrain on tower of KDKA-FM, Pittsburgh. Report to FCC, based on 288 fixed point measurements in southeast direction, shows that Class A coverage is obtained out to 6½ miles, Class B out to 12½—compared with FCC's calculations of 12 and 17 miles, respectively, in its proposed standards (Supp. 64). Yet, calculated on 360 miles of mobile measurements, Class A service runs out to 9½ miles, Class B to 11¾. Report notes that 400 kw would push Class B service to 28 miles. Westinghouse engineers are reluctant to generalize, but they feel coverage appears better than expected in that terrain.

An industry-wide research organization to compile figures on TV production, sets in use, consumer preferences, etc. was projected at New York meeting this week of manufacturer representatives with NAB, BMB, RMA, Dept. of Commerce. GE's L. K. Alexander was chosen chairman; Philco's Wm. Rinkenbach, head of committee on manufacturers' production; Sylvania's Frank Mansfield (also RMA research chairman), head of committee on distribution count. Set makers represented at meeting were Admiral, Crosley, DuMont, GE, Motorola, Philco, RCA, Stromberg-Carlson, Sylvania, Zenith.

Zenith reports profit for 6 mo. ended Oct. 31 totaled \$1,066,526 (\$2.17 a share) after goodwill writeoff of \$502,752 vs. \$984,536 (\$2) for same 1948 period. Quarter ended Oct. 31 netted \$895,581 (\$1.82) vs. \$879,566 (\$1.79) for same 1948 period. November shipments were reported highest in company's peacetime history.

"Antidote for Dial-Hopping" titles article in Dec. 10 *Saturday Review of Literature*, telling story of Ira Hirschmann's WABF, New York FM outlet devoted to good music "estimated to have close to 200,000 listeners . . . tuned in an average of 3.8 hours a day." Writer George Kent says sponsors tone down commercials, are "actually fighting to buy time," and station is profitable. Article is due to be excerpted later in *Readers Digest*.

Color-now crusader Comr. Robert Jones obviously isn't relenting a bit in his conviction there's an industry "plot" afoot. In strongest language yet, he literally boils over in letter to Paramount v.p. Paul Raibourn—full exchange released Friday by FCC press room. In Nov. 15 letter, Raibourn had written Jones that he didn't want it understood that he, as member of old National Television Systems Committee, was uncooperative in not appearing now and offering testimony on color. Raibourn said he'd be glad to offer his opinion, though he had no new engineering data. Jones cut loose in Dec. 9 reply, said he'd welcome Raibourn's testimony and "tangible evidence" of his encouragement of color. "In view of your interest," wrote Jones, "I hope you will not join [those] who seem to be shining a shillelah to club the head of anyone who dares to have a different view than the vested interests whether such vested interests are speaking through such flexible if not nebulous pseudo-entities, as JTAC, RMA, the former NTSC and any other pseudonym of the Radio Manufacturers who are here today and gone tomorrow as swiftly and seemingly as purposefully as the proverbial pea on the carnival shell game. Rather I hope to see someone like you . . . divorce himself from his balance sheet astigmatism . . . to give the American public a break when the hearings resume."

Color demonstrations and hearing dates were changed by FCC this week, as expected (Vol. 5:49) CTI demonstration will go on Feb. 20; CBS, CTI, RCA comparative Feb. 23-24; direct testimony resumes Feb. 27. Meanwhile, plans for new National Television Systems Committee (Vol. 5:47-49) are to be laid before FCC chairman Coy Dec. 12 by Dr. W. R. G. Baker and RMA counsel Edward Wheeler. Field-testing of color sets in homes is still in planning stage, with meeting of receiver distribution committee (FCC's Ed Allen, chairman) scheduled in CBS's New York headquarters Dec. 12. Allen has circulated memo suggesting 36 locations for sets in Washington—primarily commissioners and staff. RCA is working up number of sets at Camden, and there's talk of "limited number" available after Jan. 1. Allen also suggests each person with receiver get reactions of 10 viewers.

New color TV system, "entirely different" from any yet presented to FCC, has been invented by 2 Rensselaer Polytechnic Institute scientists, says Dec. 9 UP dispatch from Troy, N. Y. Dr. Victor A. Babits and H. Frank Hicks Jr., according to story, say their system uses single tube at camera and at receiver and that "color control was achieved with either an electric or magnetic field." Prof. Wynan J. Williams, head of RPI electrical engineering dept. is quoted saying system is still in laboratory stage, is all-electronic, "could be used for black and white pictures in present home sets." Story doesn't say whether inventors will ask to participate in FCC color hearing.

CBS color system got another showing this week—Smith, Kline & French's demonstration—at American Medical Assn Clinic in Washington's Armory. Surgical operations microwaved from Baltimore's Johns Hopkins Medical School showed system at its best. CBS's Dr. Peter Goldmark was in charge, said things were "routine." When picture was switched to 405-line monochrome, he asserted it was better picture than RCA's 525-line monochrome-from-color. He still insists RCA faces almost impossible job of ironing kinks out of its system.

Settlement of strike of TV set designers (Vol. 5:48) doesn't change basic pay scale, does revise hours and working conditions expected to result in more "take home" pay. Artists struck Nov. 22 against 4 network flagships and WPIX, New York. Contract with United Scenic Artists' Union (AFL) was renewed to October 1950.

Personal notes: Frank E. Mullen, ex-NBC executive v.p., recently head of Richards stations, now chairman of board of Jerry Fairbanks Inc., Hollywood film producer specializing in TV; will manage company's business affairs, continuing to reside in Hollywood . . . Russ Johnston quits as NBC-TV film chief to become Fairbanks v.p. . . . Lewis Allen Weiss, chairman of Don Lee, awarded honor medal for activity and speeches on the American Way of Life, by Freedoms Foundation, Valley Forge, Pa. . . . AP dispatch from Columbus Dec. 1 reports Edward Lamb (WTOD, Toledo, and TV stations WICU, Erie and WTVN, Columbus) "seriously considering being a candidate" for U. S. Senate as Ohio Democrat, opposing Sen. Taft . . . Frank Stanton, CBS president, initiated Dec. 9 into Alpha Delta Sigma, honorary marketing fraternity . . . J. Donald Wilson, ABC national network program director, resigns; Paul Mowrey shifted to director of TV program sales, Richard Rawls to TV station relations . . . Edward F. Evans, ex-ABC research chief, now research director of J. D. Tarcher & Co. . . John Keck, NBC-Chicago recording director, new radio-TV chief of Henri, Hurst & McDonald, succeeding William E. Jones, resigned . . . Jay J. Heiten, from WHYN, Holyoke, Mass., new news-special events chief of WNBW & WNBTV, New York, succeeding Fred Heywood, now with Baltimore's WBAL & WBAL-TV . . . George Maher, now Chicago representative, on Jan. 1 succeeds Clarence Westover, resigned, as executive secy of National Assn of Broadcast Engineers & Technicians . . . Sam Cooke Digges, from Radio Sales-TV in New York, new TV mgr. for Chicago office of CBS Radio Sales.

Network accounts: Drug Store Television Productions, already sponsoring *Cavalcade of Stars* on DuMont Sat. 9-10, adds *Cavalcade of Bands* on same network starting Jan. 17, Tue. 9-10; 11 stations will be interconnected for local drugstore tie-ins, 7 others get show 2 weeks later on teletranscriptions. Time regarded especially favorable since it follows Milton Berle on NBC-TV . . . Brunswick-Balke-Callender Co. and Pabst Beer sponsored 30 and 15-min. respectively of Dec. 8-9 bowling championships out of Chicago on 18 DuMont outlets . . . Hamilton Watch Co. set for special New Year's Eve show on NBC-TV, 11:45-12:05, featuring Paul Winchell and Jerry Mahoney . . . Premiere of *Easy Aces* on DuMont, sponsored by Phillips Packing Co. (but in New York on WABD by Hudson), delayed to Dec. 14, Wed. 7:45-8 . . . Mohawk Carpet Co. alters *Mohawk Showroom* to *Robert Quinlan & Guests*, schedule after Dec. 12 to be Mon., Wed. & Fri. 7:30-7:45; Morton Downey leaving show . . . Crosley reported dropping Sat. night *Who Said That?* on NBC-TV.

Station accounts: Perk Food Co., Chicago, making series of film spots to promote "Dogs for the Blind" offer in cooperation with Master Eye Foundation . . . Ladies Home Journal to place 5-min. films dramatizing story in January issue, thru BBDO . . . Revlon Products to use TV in new product campaign, thru Wm. H. Weintraub agency . . . Atlantic Refining Co. buys radio-TV coverage of 77 college basketball games, thru N. W. Ayer . . . Participations in WJZ-TV's *Holiday Hints* "demonstrator" show now include Fanny Farmer Candy Shops, thru J. Walter Thompson; Clark & Gibby Inc. (reclining chairs), thru Neeham & Grohmann; Marchal Jewelers (bracelet charms), thru Wm. Warren Agency . . . Other advertisers currently using or reported planning to use TV: Personal Products Corp., Milltown, N. J. (cleansing tissues), subsidiary of Johnson & Johnson, thru N. W. Ayer . . . Ganeles-Lenger Wine Corp. (kosher wines), for Passover holidays, thru Parkin-Wilbur Inc. . . . Noma Electric Co. (Xmas lights and decorations), thru Albert Frank-Guenther Law . . . General Controls, Los Angeles (home thermostats), thru Hixson & Jorgensen.

RECTANGULARS & THE 16-in. PRICE CUT: There's a "cagey" note in most replies we received to inquiries directed to 20 key TV manufacturers, asking whether they intend to bring out receivers with the new rectangular picture tubes (Vol. 5:36-49). Most are non-committal, say either that they're "watching" this new development or that it "depends upon availabilities." It's evident that the few who replied in affirmative haven't been promised quantity deliveries.

Definitely stating they will have rectangular-tubed sets in January were only Air King and Hallicrafters. Stating that rectangulars are in their "plans for the year" were Andrea, DuMont, Magnavox, Motorola, Olympic. Add Garod, Starrett, Hoffman and American Television Inc., as reported last week (Vol. 5:50), and you have full list of those who will admit they're on the rectangular bandwagon. Vague are the rest, including most of the top 13 producers (Vol. 5:45) -- except RCA, which flatly says it has no present plans for rectangulars.

In fact, RCA plans 1950 production of 1,000,000 metal-coned 16-in. circular tubes for its tube customers as well as its own receivers (RCA table model with this size will shortly be announced at \$300). All 16-in. after Jan. 1 will be the new shorter-length tubes, except for a few replacements. All RCA picture tubes henceforth will have filter-glass. Effective Dec. 1, RCA cut price of 16-in. as follows: to manufacturers, from \$41 to \$33; to distributors, from \$44.70 to \$36; to dealers, from \$55.88 to \$45 (suggested); list, from \$74.50 to \$60.

No price cuts in 10 or 12½-in. sizes are presently contemplated; 10-in. continue at \$18.95, \$20.85, \$26, \$34.70, respectively; 12½-in. at \$23.50, \$25.85, \$32.50, \$43, respectively.

* * * *

RMA cathode tube shipment figures for October (now reported monthly instead of quarterly) show 12½-in. still in ascendancy, accounting for nearly half of total. Another index to swift pace of TV industry, total for October alone was 431,048 -- vs. 648,823 for whole third quarter, 777,054 second, 686,620 first. Factory value of all October CRs, including export, camera tubes, etc., was \$12,038,183. October breakdown: 7 & 8½-in., 14,797 or 3%; 10-in., 133,004 or 31%; 12 & 12½-in., 209,450 or 49%; 15, 16 & 19-in. (mostly 16), 73,716 or 17%; projections, 80.

TRENDS & TOPICS OF THE TV TRADE: Riding high tide of TV demand, small TV manufacturers are enjoying flourishing trade, too. Expected mortality hasn't taken place, though some have shown signs of financial weakness. Actually, aside from Majestic and Templetone, year ends with no TV manufacturer of any consequence going out of business. In fact, list of set makers has grown somewhat. (We'll have complete new Directory of TV Manufacturers & Receivers for you soon.)

Private labels are still very much in evidence in public prints, though it's said the mail order houses and dept. stores aren't getting them in same profusion from the "bigger" little manufacturers, who now prefer to exploit own brands. New lines of private labels are beginning to appear:

New line of Artones made for Affiliated Retailers (Macy's, et al) includes one 12½-in. table at \$200, 16-in. table \$290, 16-in. console \$270, 16-in. console with doors \$349, 16-in. console with AM-FM-3 speed \$495, 19-in. console \$400... Western Auto's Truetone line eliminates 7-in., retains 10-in., reduces 12½-in. console from \$295 to \$278, 16-in. console from \$320 to \$340... Hecht-Washington this week advertised Beverly 16-in. table (made by Olympic) at \$270.

More notes on hitherto unannounced new models, price changes, etc., in addition to those recently reported (Vol. 5:49-50):

Midwest Radio & Television Co., Cincinnati mail order house, out with new line of chassis and sets. Chassis begin with 12½-in. "adapter" with no speaker for plug-in to existing radio, \$219, include complete 16-in. with AM-FM at \$309. Sets begin with 12½-in. "adapter" console at \$252, go up to 16-in. console with AM-FM-3 speed \$439...Mercury Television, Los Angeles, has 12½-in. table at \$300, consoles \$330 & \$370; 16-in. console \$350, console \$400...Mattison raises price of 16-in. table to \$360, up \$30; console \$400, up \$30; has new console with 3-speed phono \$429, console \$489, with AM-FM-3 speed \$595...Sightmaster has new 16-in. console with FM, \$400...Televista has new 16-in. console \$269, with doors \$299...Pilot's new 12½-in. console is \$300.

Magnavox announces new "fill-in" models next week; unconfirmed reports say its new 16-in. table is \$300, new 16-in. console \$340...Raytheon now producing 600 TVs per day in Belmont plant, Chicago, still confined to about 10 markets...Olympic reports 500 sets per day, has new line coming up (sans 10-in.)...Packard-Bell, Los Angeles, moving into new plant after Xmas, tells Retailing Daily it expects to produce TVs at rate of 75,000-100,000 a year; president Herbert Bell makes statement cost of cabinets running 25% cost of set.

Merchandising notes: Capehart TV promoted on thrice weekly "At Home with Lionel Barrymore" transcribed 15-min. on New York's WMGM...Dynamic Stores, New York, sells Admiral demonstrations ("tonight without a penny's cost or obligation") via WMCA...Starrett dealers providing sets for public or organization meetings through new public service division set up for purpose (Starrett, incidentally, announces it's going into air-conditioning next month).

* * * *

Dr. Allen B. DuMont appeared Monday before Senator O'Mahoney's investment subcommittee of Joint Committee on the Economic Report, summoned to tell about financial problems of new company in new industry. This, in sum, is what he said:

DuMont sales this year will run estimated \$45,000,000, profit estimated at \$3,000,000, up from \$26,934,239 sales and \$2,356,161 profit in 1948 -- and from \$11,112,363 sales and \$563,677 profit in 1947, first year it really began making substantial profit. Sales now running at rate of \$70,000,000 per year, may reach \$80,000,000 in 1950.

Company founded 19 years ago (1931) with \$500 from DuMont and same from "a friend"; during first 7 years was financed out of loans and mortgages plus \$15,000 from patent royalties. Went into equity financing in 1938, selling \$8,082 worth of stock and deriving \$56,000 from sale of Class B stock to Paramount (500,000 shares). Now outstanding are 1,500,000 shares of Class A held by 13,000 stockholders -- with Dr. DuMont and about dozen others holding 5000 or more shares each.

Company does not plan to go to banks or public for financing further expansion, will do so out of profits. Though seeking to avoid politics, Dr. DuMont did make 2 points in answer to questions: (1) If Treasury would allow faster rate of depreciation, many would find it easier to finance selves; (2) It's difficult if not impossible for new company starting now to accumulate capital because of high taxes.

SEASON OF THE MARTS NEARLY ON US: Several dozen TV-radio manufacturers will exhibit wares during Chicago Furniture Mart, Jan. 9-20, most of them in Furniture Mart Bldg. itself, some in Merchandise Mart, a few in private showrooms or hotels. Those going to Chicago, according to best available information thus far: Admiral, Air King, Arvin, Bendix, Crosley, Garod, GE, Hallicrafters, Magnavox, Motorola, Olympic, Philco, RCA, Sentinel, Sparton, Sylvania, Tele-tone, Westinghouse.

Three of biggest producers hold own conventions in city preliminary to Mart: Philco, Jan. 4-6, Palmer House; Admiral, Jan. 5-7, Drake Hotel; Motorola, Jan. 10, Stevens Hotel. Bendix meets in Chicago's Hotel St. Clair, Jan. 6. On Jan. 15-17, National Appliance & Radio Dealers Assn (NARDA) holds convention, featuring TV-radio panels. Next big gathering of the radio clan, thereafter, will be Western Winter Market in San Francisco's Merchandise Mart, Feb. 6-10.

Trade personals: Philco this week gave key TV-radio executives titles more appropriate to their functioning—upped v.p. Larry F. Hardy to president of newly formed Radio & Television Division, put v.p. Joseph Gillies in charge of division operations, promoted sales mgr. Fred Ogilby to v.p. in charge of sales. Henry Paiste is in charge of all quality control . . . J. L. J. O'Connor resigns as Bendix TV-radio sales mgr. to join Fuller & Smith & Ross, ad agency handling Westinghouse account . . . Walter C. Lederer appointed advertising-sales promotion mgr. of Bendix TV-radio, succeeding Fred T. Sterritt, resigned . . . Wesley L. Wilson, ex-North American Philips, appointed sales mgr., CR tube div., Arcturus Electronics.

Trade and financial notes: Motorola raised regular quarterly dividend from 25¢ to 37½¢, adding also special year-end dividend of 37½¢, bringing total for year to \$1.50, payable to stock of record Dec. 30 . . . Olympic's executive v.p. Percy Schoenen says November sales were about \$2,000,000, year's will be between \$9,000,000 and \$10,000,000 . . . Hoffman Radio moving into Kansas-Missouri-Oklahoma territory, appoints Jenkins Music Co., Kansas City, as distributor; Hoffman dealer meetings set for Jan. 4-11 in Los Angeles . . . Avco subsidiary Carrollton Furniture Mfg. Co., Carrollton, Ky., assigned to Crosley Div., to devote entire production to TV-radio cabinets.

Magnavox sales in October were \$2,700,000, November \$3,100,000 and December will probably equal November. Sales for quarter ended Sept. 30 were \$4,300,000. So president Richard O'Connor told Dec. 12 stockholders meeting which approved proposal to issue 100,000 shares of new cumulative convertible Class A stock (Vol. 5:48). Mr. O'Connor forecast satisfactory sales first quarter of 1950 also, due largely to TV.

Hallcrafters Co. reports sales of \$5,560,206 for 3 months ended Nov. 30, first quarter of its fiscal year, and net profit of \$229,766. For comparable 1948 period sales were \$4,756,000 and profit \$340,000. For fiscal year ended last Aug. 31 (Vol. 5:42) sales were \$14,572,008, profit \$403,050 (60¢ per share). President Halligan told stockholders meeting Dec. 13 that sales for current fiscal year will exceed \$20,000,000.

Cornell-Dubilier's sales are now about 35% in radio-TV fields, mainly capacitors, vibrators, TV antennas, says *Wall Street Journal*. Sales for fiscal year ended Sept. 30, 1949 are estimated at \$13,600,000, compared with \$11,879,543 for preceding year. Earnings are expected to be close to the \$446,731 (84¢ per share) shown for 1948.

Cooperation of non-RMA member Admiral was noteworthy facet of meeting of manufacturers in Chicago Dec. 13 to plan series of educational "Town Meetings" for TV dealers. Others represented on committee: DuMont, Emerson, GE, Motorola, Philco, RCA, Stromberg-Carlson, Zenith. Motorola's A. T. Alexander is chairman.

Architects should recommend master TV antenna systems built in from the start for multiple dwellings, TBA president Jack Poppele told American Institute of Architects at Dec. 13 luncheon in New York. He pointed out that post-construction installations are more expensive, less satisfactory. Public buildings, such as schools, auditoriums, factories, etc., should also be planned with eye to TV, he said.

FCC's most unusual licensees: Comrs. Sterling and Webster. To get first-hand experience with mobile services, they've installed radiophone equipment in their cars, using Federal gear on 158.49 mc, tying in to Washington's American Radio Telephone Service. They filed applications just like any Joe Doaks.

Inevitably, question of color TV comes up whenever industry picture is assayed. Dr. Allen DuMont, testifying Dec. 12 before investment subcommittee of Joint Committee on the Economic Report, chaired by Sen. O'Mahoney (D-Wyo.), was asked about it and reiterated view it's long way off. Blunt-spoken as usual, he drew laughs when he remarked "other people have been experimenting with just how bad a picture they can get away with." He explained he wants color added only after it can achieve as high quality picture as today's black-and-white. If color must go to wide-band, he said, then it should go to microwaves.

"A common misunderstanding" concerning JTAC, chairman Donald Fink writes us, was reflected in our story (Vol. 5:49) classifying it as an industry group in same sense as RTPB and NTSC. "The fact is," he says, "that JTAC is not an industry committee in the sense implied but is a completely independent body whose acts are not controlled in any way by its sponsors, the IRE and the RMA." In substantiation, he points to recent resolution of IRE board: "The present independent action of JTAC and the freedom of its reports from censorship by any individual or group is reaffirmed."

TV does lessen college football attendance, sports-writers and broadcasters agree in AP poll. But strong minority opinion holds TV will make new spectators out of non-going public. This week, Pacific Coast Conference ducked TV question entirely, left it for June meeting at Victoria, B.C. Next month, National Collegiate Athletic Assn has subject on top of agenda, along with last week's recommendation from Eastern College Athletic Conference that TV ban be imposed (Vol. 5:50). Public service aspect of telecasting football games was subject of long editorial in Dec. 8 *Fort Worth Star-Telegram*. Seems Dallas school officials vetoed telecast of Fort Worth-Dallas high school playoff, and newspapers got more than 500 telephone calls from disappointed public.

RCA president Frank Folsom, in letter to the editor of *Newsweek*, Dec. 19 issue, says Dec. 5 story on chairman David Sarnoff (Vol. 5:49) contained "number of errors . . . very inaccurate observations of personalities . . . [was] based on inadequate information." On records, he asserts "By no means will we abandon the '45'. Definitely it is here to stay." On color, he claims "it is generally agreed that the RCA system can, within a relatively short time, be brought to a high state of practical usefulness. Its potentialities . . . are unlimited."

Dispatches from London report Britain's second TV station, near Birmingham, starts operating this week, expected to provide service to potential 6,000,000 families in Midlands; that British manufacturers achieved record of 35,000 TV set output in November, exceeding October by 8000; that London County Council has ordered TV set owners to move aeriels indoors because of "unsightliness."

Uruguay's request for U. S. help in TV planning (Vol. 5:45) resulted in departure of FCC's TV engineer Hart Cowperthwait for Montevideo via Rio Dec. 15. But trip turns out to be simply vacation for him, entirely unofficial, since govt. funds didn't come through as expected. He decided to go anyway, paying own way.

More sets-in-use as of Dec. 1, reported since NBC Research "census" for Nov. 1 (Vol. 5:48): Los Angeles 302,635, up 51,635 in month; Boston 213,424, up 36,424; Detroit 137,765, up 8765; Baltimore 112,517, up 12,517; Dayton 26,800, up 8200; Providence 23,700, up 6600.

New engineering chief of AT&T Long Lines is Frank A. Cowan, succeeding Horace H. Nance, retiring Dec. 31.

Apparently agreeing with Phonevision pitch, New York public relations counselor Millard (Tex) Faught has brought forth 110-page document (preceded by press release) concluding, among other things: "Only a small portion of TV's total potentialities will be realized if . . . advertising must alone shoulder the heavy costs involved." "Boxoffice TV," he suggests, would increase movies' income \$1,000,000 daily, bring "\$25,000,000 gates" to World Series, Rose Bowl, Derby, etc. He figures 4-network, 1200-station TV system would cost \$1,740,352,500 to run yearly, and that average network hour would cost \$38,125. TV would have to create \$80 billion new business to support those costs, he estimated. He believes TV won't take much away from other media in long run. Faught has been counselor for FMA and Maj. Armstrong.

Proposed FCC rule clarifying use of TV aural and video transmitters (Vol. 5:50) is published in full text herewith as Supplement No. 69. It should be kept with other reference material until Commission makes final decision. Telecasters have until Jan. 9 to make comments and objections.

Big movie companies may get chance to argue what FCC should do about their TV status, in light of anti-trust actions; hearing maybe in January. Earlier this year, FCC raised question whether movie producers were qualified for TV grants because of 1948 Supreme Court decision (Vol. 4:29); FCC even put 3 movie-owned stations on temporary license (Vol. 5:5). Paramount filed extensive argument against "denial by delay" (Vol. 5:12); 20th Century-Fox asked for declaratory ruling (Vol. 5:11).

Twentieth Century-Fox intends to go ahead with plans for equipping 24 Los Angeles theatres with large-screen TV if and when theatre-TV frequencies are assigned. Report it had dropped idea, published in *Film Daily* this week end quoting Charles Skouras, is erroneous, company officials said. Meanwhile, 3 more theatre groups filed petitions for theatre-TV frequencies—United Detroit Theatres Corp. (Paramount subsidiary and TV applicant), owning 21 houses; Martin Theatre group, with 101 houses in Alabama, Florida, Georgia; Independent Theatre Owners of Arkansas, 264 theatres.

Network accounts: Congoleum-Nairn Inc. (linoleum) on Feb. 5 or 12 starts sponsoring *David Garroway* on NBC-TV Sun. 10-10:30 . . . Lucky Strike to sponsor Robert Montgomery on NBC-TV, one-hour show not yet set but due to run every other week . . . Ovaltine takes 2 segments of *Howdy Doody* on NBC-TV starting Jan. 3, Tue. & Thu. 5:30-5:45 . . . DuMont's first sponsor on new daytime schedule (Vol. 5:48) that began Dec. 12 is Sterling Products, offering *Okay Mother* with Dennis James, 1-1:30.

Farm and labor groups expanding into AM via station purchases are: Ohio Farm Bureau, powerful cooperative and an effective lobbying group, buying Washington's WWDC (1450 kc, 250w) for \$125,000, and International Ladies' Garment Workers Union, competing for purchase of New York's WINS with Generoso Pope, publisher of *Il Progresso Italo Americano* and owner of WHOM, Jersey City. ILGWU offers to match Pope's \$512,000 bid. Farm Bureau has at its head Murray Lincoln, mentioned as possible Democratic candidate to oppose Sen. Taft, up for reelection; it owns WRFD, Worthington, O., near Columbus. ILGWU owns FM-only stations in New York, Chattanooga and Los Angeles, seeks purchase of AM station KWIK, Burbank, Cal.

ABC executive v.p. Robert Kintner sold another 2100 shares of ABC stock in October, making 22,400 in all that he has disposed of in year, according to SEC records. Previous sales: Dec. 1948, 17,000 shares; Jan. 1400; Sept. 1900. He still holds 10,600.

Personal notes: Absorbing entire Chicago staff of old C. J. LaRoche & Co. is new Chicago agency, Price, Robinson & Frank Inc., headed by John F. Price, in Board of Trade Bldg.; William R. Stuhler is radio chief . . . Among advertising executives of Lever Brothers now moved from Cambridge to New York (80 Varick St.) are George T. Duram, media director, and John R. Allen, TV mgr. . . . Tom Maloney, partner in Newell-Emmett Co., which dissolves as of Dec. 31 and becomes Cunningham & Walsh Inc., joins Cecil & Presbrey on Jan. 3 . . . Kendall Foster now TV v.p. of Wm. Esty Co. . . . Harold Fair, ex-NAB program dept. director, joins WHAS, Louisville, as program director succeeding late Peter Disney . . . R. Morris Pierce, engineering v.p. of Richards stations, headquartering at WGAR, Cleveland, resigns to become president of new WDOK there, 5 kw fulltime on 1260 kc.; he's succeeded at WGAR by Robert Fox . . . John Derr, asst. to Red Barber, named CBS associate director of sports . . . Tom Gleba new program director of WLWC, Columbus, Walter Jacobs production mgr. . . . Roy Montfort, chief engineer of *Los Angeles Times*-CBS KTTV, nominated for 1950 presidency of Television Academy of Arts & Sciences, succeeding Harry R. Lubcke . . . Lewis H. Avery, Avery-Knodel Inc., new president of National Assn of Radio Station Representatives; Richard Buckley, John Blair & Co., v.p.; James LeBaron, Ra-Tel, secy; Joseph Timlin, Branham, treas. . . . Ernest Byfield Jr., ex-MGM and NBC-TV, new TV director of Weiss & Geller Inc.

Telecasting notes: *Philadelphia Inquirer's* WFIL-TV moved Mon.-Fri. schedule forward this week to 12 noon, now runs average of 65 hours per week . . . DuMont's WTTG, Washington, this week began signing on at 1 p.m.; ABC's WXYZ-TV, Detroit, now starts at 2:30 p.m. . . . WCAU-TV, of *Philadelphia Bulletin*, out with elaborate brochure titled *Daytime Television is Here*, designed to prove chapter and verse that "women do stop, watch, listen and respond to daytime programs" . . . San Francisco's KPIX reports plans for 3-hour afternoon daily disc jockey show to bring in small advertisers . . . CBS has acquired TV exclusives on Opera Television Theatre (Lawrence Tibbett & Henry Souvaine), will put on *Carmen* with Gladys Swarthout as first show Jan. 1, 5-6:15 . . . TV has 36.1% of Baltimore's 6-10:30 p.m. total radio-TV audience, according to Hooper's Sept.-Oct. figures; this is 2.7% above previous month, 12.8% above TV's average in 37 cities covered by Hooper . . . Screen Extras Guild moving in to organize San Francisco area . . . TV advertising of Lucky Strikes assigned to BBDO, with N. W. Ayer continuing other media.

Station accounts: Ford Dealers Assn sponsoring 2 hour-long telecasts of *Scrooge*, literal translation on film of Dickens classic, on WJZ-TV Dec. 24, 9-10, with repeat Dec. 25, 4-5 . . . Abraham & Straus, big Brooklyn dept. store, sponsoring *Christmas Party* on WNBT Dec. 25, 3-5 . . . WOR-TV signs Brooklyn Dodgers for Schaefer Beer sponsorship next 3 seasons . . . Among other advertisers now using or reported planning to use TV shortly are: Fred Fear & Co. (extracts, dyes, etc.), thru Peter Hilton Inc.; National Carbon Co. (Prestone anti-freeze, Ever-Ready flashlights & batteries), thru Wm. Esty Co.; Peter Paul Inc. (Mounds candy), thru Brisacher, Wheeler & Staff; Zippy Products (starch), thru Martins & Andrews; Pompeian Olive Oil Corp. (soap), thru Joseph Katz Co.; Pequot Mills, thru Jackson & Co.; I. Sagner's & Son (Stal-lion suits), thru I. A. Goldman, Baltimore.

Los Angeles theatre owners are warned, in letter from CBS Pacific v.p. Howard S. Meighan, that Gillette-sponsored telecast of Rose Bowl game is under exclusive contract (KTTV) and may not be shown in theatres.

Proposed New Rules

CLARIFYING BAN ON SEPARATE OPERATION OF AURAL & VIDEO TRANSMITTERS

Public Notice FCC 49-1621, Docket No. 9518, Proposed by FCC Dec. 8, 1949

Comments Required Prior to Jan. 9, 1950

Sec. 3.661 -- Time of Operation

* * * *

(b)(1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

- (i) For actual tests of station equipment and for actual experimentation in accordance with Section 3.662; and
- (ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmissions shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided that nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

- (i) To accompany aural announcements of the station's program schedule for a total period not to exceed 15 minutes in any broadcast day; and
- (ii) To accompany aural news broadcasts or news commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.

Examples

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b)(2).

(over)

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b)(2).

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) The broadcast of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.

(6) The broadcast of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.

PHILCO 12½-in. LINE STARTS AT \$200: First official word from the majors -- Philco's 12½-in. line beginning at \$199.95 -- indicate lower prices for 1950 receivers than anybody really anticipated. In fact, spread between brand-name and off-brand prices looks like it's getting so narrow that many of very small set makers may find the competitive going rough indeed. Their big pitch lately has been to sell 12½-in. at \$200 and 16-in. at \$300 and under.

Philco's first offerings are all 12½-in. models, 8 in the line, 7 of them new, all now moving to sales rooms. The 7 have built-in antennas, so-called black or white tubes optional, chassis with 19 tubes, 2 rectifiers.

No 7, 10, 16 or 19-in. models are announced, but too much significance should not be read into absence of larger sizes; they're presumed to be planned for inclusion soon. Philco has had unusual success with 12½-in., claims it sold more of them this year than any other manufacturers. The new line comprises:

Table models 1403 in walnut, \$199.95; 1404, mahogany, \$229.95; 1406, tooled leather, \$249.95. Models 1404C (\$259.95) and 1406C (\$279.95) have matching bases to make them consoles, and Model 1432 is Regency console at \$299.95. Console combination with AM-FM-3 speed is Model 1484, Sheraton, \$479.95. And held over in new line is \$369.95 TV-only console Model 1443, which has 21 tubes, 4 rectifiers, and is more sensitive for fringe reception.

New Philco prices compare with old \$259.95 for 12½-in. wood table, \$329.95 for same as console, \$399.95 as console combination.

RCA's new line and prices, including probable 10-in. table at \$190, 12½-in. table at \$230, 16-in. table at \$300 (Vol. 5:51), are due to be divulged next week -- also new GE, Stromberg-Carlson, Hallicrafters sets. Motorola says nothing until Furniture Mart, Admiral keeps mum until its Chicago convention Jan. 5-7.

Magnavox's new line embraces 16-in. table cut to \$300, new 12½-in. console \$300, 12½-in. combination \$470, 16-in. console \$340, 16-in. combination \$745. These are in addition to other recently reported models (Vol. 5:44,48). And \$290 Raytheon console we mentioned few weeks ago (Vol. 5:50) is 12½-in., not 16-in., as erroneously published. Raytheon present line continues thru January, same prices; only model change due soon is 12½-in. table at around \$200.

FACTORY VALUE OF YEAR'S TVs & RADIOS: Nobody has yet undertaken to survey TV-radio industry, so far as we know, for plant investment, payroll, etc. It's possible, though, to arrive at reasonably good estimate of factory dollar volume on basis of available data. On page 1, we project 1949 retail trade to figure of \$1,513,000,000. Here's what this probably means at factory:

Average factory value of \$200 per unit of 2,750,000 TVs produced this year will account for \$550,000,000. Average factory value of \$27 per unit on 10,000,000 radios adds another \$270,000,000. Total of \$820,000,000 compares with RMA's estimated \$750,000,000 record factory value of 1948 TV-radio output, comparing with previous high of \$700,000,000 in 1947 -- higher than anything ever achieved pre-war.

To the \$820,000,000 should be added substantial slice of the more than \$200,000,000 being spent by the public on service, replacements, accessories, etc. -- but it's impossible to say how much. It's good guess that over-all factory value of home TV-radio equipment turned out this year will run very close to \$900,000,000. It would be even more if you added value of the 47 TV transmitters that went into operation this year, costing average of at least \$200,000 -- and of course the several hundred new and replacement AM-FM transmitters, which cost anywhere from a few thousand to several hundred thousand dollars each.

Caution: Retail average of \$320 per TV set, \$43 per radio (p. 1), factory value of \$200 and \$27, respectively, are RMA estimates. They're subject to fluctua-

tion, so shouldn't be used in any calculations of 1950 sales -- particularly in view of continuing downward trend of prices (Vol. 5:51).

Note: We'll have new Directory of TV Manufacturers & Receivers ready for you in few weeks, listing all firms making TV sets and cataloging their products.

TRENDS & TOPICS OF THE TV TRADE: There's nothing yet in the trade picture to negative the consistently bullish reports we've been publishing on current TV-radio business and 1950 outlook -- especially outlook for next quarter (Vol. 5:51). Even Retailing Daily's Dec. 22 Chicago report of 5-20% decline in retail TV sales volume from recent highs, doesn't betoken any real clouding of the horizon, for all stores agreed business is still far ahead of expectations. Reasons for decline were attributed variously to (1) early Xmas buying, (2) shoppers shying away from TV because of publicity about brand scarcity, (3) news of new and cheaper models after Jan. 1.

Fact remains that factory and distributor inventories of brand-name sets, which account for perhaps 90% of industry's volume, are practically non-existent -- and that industry leaders continue to view the scene with great satisfaction. Nobody expects anything like the "recession" that followed last winter's boom.

More forecasts: Westinghouse president G. A. Price predicts 3,500,000 TV sets will be sold next year, calling TV trade "most spectacular performance among consumer goods." A comparatively slow starter in TV, Westinghouse probably will rank among dozen top producers before next year is out. Mr. Price says company is increasing electrical appliance production 15% during first 1950 quarter, presumably lumps in TV. GE's Dr. W. R. G. Baker says 80% of his company's 1950 receiver business will be TV, forecasts 3,500,000 sets (half of them table models); adds that TV programs will be available to 65% of American people by end of 1950.

Emerson plans to double TV output next year, which president Ben Abrams thinks will be "greatest year in the history of the electronics industry." He calculates industry output of between 3½ & 4 million TVs. Motorola's Walter Stellner reports current trade "100-600% ahead of last year," says Xmas sales would have been far greater had TV manufacturers been able to meet demand. Motorola's Quincy, Ill. plant capacity (radios only) will be doubled in order to free Chicago plant for more TV production. Radio output will be hiked from 2800 to 3800 per day.

* * * *

Radio & Television Weekly says 12,000 TV sets are now being installed daily. Sylvania's president Don Mitchell forecasts 3,750,000 TVs will be sold in 1950 -- plus some 5,000,000 picture tubes (vs. 3,500,000 picture tubes this year). Replacements will be important factor, he says. Altogether, he expects 200,000,000 receiving tubes of all kinds to be sold next year vs. about 190,000,000 this year.

"Older models turned in for newer models," as in auto industry; total sales of more than 3,000,000 TVs; price-reduction pressures on the parts industry and its mechanization -- all conduce to favorable 1950, in opinion of components maker Victor Mucher, Clarostat. Meanwhile, he notes:

"TV sets are operating night after night, piling up hundreds of hours of wear and tear, to the gratification of tube and component manufacturers as well as local servicemen. Close to 2,000,000 TV sets are well over 2 years old. That means occasional replacement of other tubes...resistors and capacitors are apt to let go, while controls get noisy or flickery. All of which is sweet music to servicemen, parts jobbers and of course parts manufacturers."

* * * *

Add Chicago conventions: DuMont distributors from 17 Midwest cities to meet in Drake Hotel Jan. 11. This week DuMont regional men held 3-day sales parleys in E. Paterson. New DuMont line not due before February...Two more minor companies reported out of TV business: Videodyne Inc., Stamford, Conn. (B. Rodkin); International Television Corp., New York (John B. Milliken)...Eureka Television & Tube Co., Hawthorne, N.J., one of smaller tube makers, reports production now entirely concentrated on all-glass 16-in., that 19-in. all-glass is set for February deliveries.

TV boomtown Cleveland, where 17,775 sets were sold in November (total now in use, 119,000), may or may not be representative -- but in our book it was signifi-

cant that we could count 21 different brands advertised in Plain Dealer's ad-packed 24-p. special TV section Dec. 18. Occasion was inaugural of city's third outlet, WXEL. The brands: Admiral, Arvin, Capehart, Crosley, DuMont, Garod, GE, Hallicrafters, Magnavox, Meck, Motorola, Muntz, Philco, RCA, Silvertone (Sears), Stewart-Warner, Stromberg-Carlson, Tele King, Trav-Ler, Westinghouse, Zenith.

* * * *

Dept. of Justice is looking into alleged tie-in sales by radio-TV manufacturers, seems particularly interested in complaints that dealers had to take new-speed record players and records in order to get TV set deliveries. Anti-trust office in Philadelphia, which calls action an "inquiry", has subpoenaed RCA and "half-dozen others of largest TV set makers," as well as many distributors. It wants data on sales practices in time for Feb. 14 grand jury. If indicted, companies must stand trial; penalty is \$5000 fine for corporations, year in jail for individuals.

Last few months, or ever since TV market got hot and sets scarce, unconfirmed reports have been bruited that RCA distributors were forcing tie-ins with 45rpm players (Vol. 5:45,48). RCA and distributors have denied this, and this week RCA in formal statement after Justice Dept. subpoena declared: "We know of no tie-in sales. The fastest-selling records in America are RCA Victor's 45's...."

Trade and financial notes: Emerson dividend of 30¢ per share on 879,805 common outstanding is payable Jan. 16 to stock of record Jan. 5; it's in addition to Dec. 23 stock dividend of 10% . . . Packard-Bell pays 25¢ dividend Jan. 25 to stock of record Jan. 16 . . . Admiral buys 64,000 sq. ft. General Mills plant at Bloomington, Ill. for TV-radio expansion; it once was owned by Colonial Radio (Sylvania) . . . Belmont Radio (Raytheon) advertising in trade press that certain important markets are still open for Raytheon distributor franchises; now distributes in 10 markets, will announce 6 more soon . . . Sylvania leases 3 floors (47,500 sq. ft.) of space in new Mutual Life Bldg., nearing completion at Broadway & 55th, for New York executive offices.

Trade personals: E. F. Peterson named sales mgr. of GE tube divisions under J. M. Lang; K. C. DeWalt new mgr. of CR tube division, Syracuse; L. B. Davis, mgr. of receiving tube division, Owensboro, Ky . . . Clarence G. Felix promoted to asst. to John W. Craig, Avco v.p. in charge of Crosley Division . . . Commodore John D. Small, new aide to Emerson president Benjamin Abrams, elected v.p. . . . Charles H. Andress, from Washington, named sales supervisor for Admiral-New York.

This is what Magnavox tells public about color TV in its widely publicized cartoon-animated booklet titled *More Fun for Your Money*: "The cost of a color TV receiver (when it is practical) will probably be 3 times as much as that of a black-and-white receiver. The best guess of today is that satisfactory color TV reception is in the distant future . . . at least 5 years! Meanwhile, black-and-white TV is here to stay . . . your present Magnavox will not be obsolete."

Vhf-uhf allocations problems, obscured by color, were brought to light again by consulting engineer Stuart Bailey, president of IRE, in Dec. 13 speech before Kansas City section of IRE. He questioned feasibility of FCC's proposed "priority" system of coverage, concluded that first priority—"to provide at least one television service to all parts of the United States"—would never be realized. "Here," he said, "for the first time in TV history, do we have a proposal to give square miles priority over people in the assignment of channels." He also warned that station coverage estimated in FCC's proposal is based on skimpy data, even though it was best available. Color was treated circumspectly, naturally, since Bailey is member of Condon committee advising Sen. Johnson.

ARRL has released film on TV interferences for showing to "hams" and TV servicemen, demonstrating various types of interference to TV pictures and corrective measures. Motion picture is part of ARRL effort to educate members and servicemen so "hams" won't be blamed for all TV interference. For details, write Geo. Crammer, technical director, American Radio Relay League, W. Hartford, Conn.

From December *Cosmopolitan Magazine*, dept. titled "What You Don't Know *Can Hurt You*:" "Because TV is admittedly in its evolutionary stage, even the latest sets are likely to become relatively outdated. Impartial observers therefore advise the customer to purchase the best TV receiver he can afford, but to hold off buying one of those attractive TV-radio-phonograph combinations for the present. In other words, buy the TV unit alone, so that you won't have to take a loss on the more stable units when you trade in your set."

Bureau of Standard's Central Radio Propagation Laboratory is being moved to 210-acre site near U of Colorado, Boulder, where new \$4,500,000 installation will be constructed beginning in 1951. Lab will have 200-300 technicians, mostly transferred from Washington. Dr. Newbern Smith is director, Dr. Kenneth Norton, chief of frequency utilization research branch.

A TV set between front bucket seats of 1950 British Vanguard automobile was demonstrated in London recently. In U. S., many State legislatures have prohibited TVs in autos where driver can see it.

Never-ending controversy over viewing distances is given more impetus by Dr. Theodore Conklin, president of New York State Optometric Assn. He says 6-10 ft. from 15 to 19-in. pictures is most comfortable and practical. After hearing engineers firmly recommend 4, 5, 6, 8 or 10 times picture height, we'd like to see study of actual viewing habits.

Second volume of RCA's "Pict-O-Guide" is off presses, offered through distributors for servicemen. Like first volume (Vol. 5:28), book contains photographs of video troubles, with correction advice.

Annual Parts Distributor Show is set for May 23-25 in Stevens Hotel, Chicago. And National Electronics Distributors Assn has tentatively set Aug. 23-31 as time of 1950 show in Cleveland's Convention Hall.

Personal notes: Proctor & Gamble shifts William M. Ittman to gen. mgr. of Cuban subsidiary, names Paul Huth mgr. of media, Richard Peck in charge of TV-radio, Ralph O. Glendinning other media . . . Ralph B. Austrian has gone to Hollywood for several month survey for N. Peter Rathvon, ex-RKO . . . Sheldon B. Hickox Jr. is chief of separate new NBC-TV station relations dept., with Tom Knode, E. B. Lyford, Stephen Flynn, Robert Guthrie as aides; Easton Woolley continues as AM station relations director . . . Wm. Sloat resigns from WPIX, New York, to become chief engineer of now-building KEYL, San Antonio . . . Wm. B. Faber heads TV dept. of Headley-Reed, moving Jan. 3 to 420 Lexington Ave., N.Y. . . . Canadian Broadcasting Corp. assigns Fergus Mutrie, Toronto, and Aurele Seguin, Montreal, to fulltime duty on TV development . . . Gordon W. Olive new CBC director-general for engineering, Alphonse Ouimet succeeding him as chief engineer.

TV was mainly blamed for failing marks of 169 children, out of enrollment of 562, by principal Charles Sheehan of Public School 5, Clifton, N. J.—his warnings and recommendations getting big play in New York newspapers. “Intellectually or any other way I have nothing against TV,” he said. “I love it myself. So does my 12-year-old son. But comes 9 o’clock, off he goes. Studies and a good night’s sleep come first.” He reported that majority of parents and teachers agreed with him. “Television profile”—dilated eyes, sleepy expression—was epidemic among children, 50% of whom had sets, he said. A principal for 30 years, Sheehan recalled similar effect of radio in early days but “parents didn’t have so many outside activities then and could keep a better eye on their children. Besides, there were pretty dull programs on late at night in those days.”

“Advertising rates generally won’t rise further, except in television,” according to *Wall Street Journal*, which sees no trend in higher rates effective next summer announced by *Better Homes & Gardens* and *Outdoor Life*. “Talk along Ad Row is that newspapers generally will hold the rate line in the year ahead . . . Outdoor charges, virtually unchanged, are already set for 1950. But ad agency men expect fast-rising TV time charges will continue to climb. Big question: When will radio broadcasters begin to bring down rates to compensate for audiences lost to the video medium?”

TV helps foster attendance at football games, Los Angeles Chamber of Commerce reports in survey it took of 805 ticket-holders at Nov. 19 UCLA-USC game. Of those interviewed 60% said they came because TV made them “want to see more games.” And 22% said they had TV sets, a higher proportion than ratio of TV set owners in all Los Angeles at that time. Random telephone check of 1296 Los Angeles families showed only 10% of those going to fewer games blaming TV.

Chapters on color TV as well as uhf is included in new 392-p. *Practical Television Servicing and Trouble Shooting Manual*, published by Educational Book Publishing Div., Coyne Electrical & Radio-Television School, 500 S. Paulina St., Chicago (\$4.25).

Newspaper retail lineage has benefited considerably from TV advertising, as noted by Media Records Inc. During first 10 months of this year, 22,500,000 lines were placed in newspapers in 34 key TV markets by dealers plus some 5,000,000 by manufacturers.

Comr. Robert Jones’ first speech since Nov. 27, 1948 (Vol. 4:48), when he first publicly announced his “color-now” views, comes Jan. 17 when he speaks on “Channels In The Sky” before American Marketing Assn in New York’s Hotel Commodore.

It stands to reason movies will eventually try to move in on TV operation (“When the Time Comes, We’ll Buy”; Vol. 4:48)—but we can get no verification of current and recurrent trade paper reports that MBS is due to be taken over by Loew’s (MGM), or that ABC negotiations with 20th Century-Fox have resumed. On the contrary, reports are denied; they stem obviously from those networks’ business declines. MBS-Loew’s report got some credence when MBS president Frank White in memo to employes this week stated there have been discussions with MGM regarding “joint program production.” Aim of movie folk is said to be TV; ABC owns 5 TV stations, MBS owns none but some of its chief stockholders have stations (*Chicago Tribune*, Don Lee, Yankee, WOR) which they aren’t likely to dispose of.

Regarding Mexican color TV work, Guillermo Gonzalez Camarena, chief engineer of XEW, Mexico City, writes us this description of his work: 625-line, 50 frames, 25 pictures, interlaced, “sequency” system. “The Chromoscopic Adapter can be used in conjunction with almost any standard receiver in the market; but better results have been obtained with projection types, which furnish a 75 sq. in. screen with good color quality, good brilliancy, and no noticeable flicker.” He says he demonstrated equipment at 2 government fairs “with very pleasing results.” System stems from his patents, he says, which are No. 2296019 (U.S.) and 40235 (Mexico). Our first impression was that he uses CBS-type system, but it isn’t clear from his letter. His address: Laboratorios Gon Cam, Havre 74, Mexico, D. F.

That Canada turn over TV set taxes to private telecasters and to CBC, to help defray program costs, was suggested in Montreal recently by Ralph Hackbusch, president of Stromberg-Carlson Ltd. and v.p. of Canadian RMA. Assuming stations in Montreal and Toronto by 1951, he figures that 100,000 sets could be sold for \$50,000,000 by end of that year and that sales and excise taxes would amount to \$5,000,000. CBS went to Parliament for \$4,500,000 to set up own Toronto and Montreal stations, and there are presently pending 4 private applications for Toronto, 2 for Montreal, one each for Hamilton, Ont. and New Westminster, B. C.

Most effective telecast commercials are those integrated or woven into program pattern, according to Daniel Starch studies showing 80% more people who have seen integrated TV commercial would buy product than would non-viewers. Other types of commercials and percentage of viewers who say they would buy: dramatic, 72%; cartoon and stop motion, 63%; demonstration, 25%; service (time and weather), 14%. Service programs and integrated commercials were high in “best liked” category.

Belief “satellite” or secondary TV stations feeding from major stations in big cities could make TV profitable for small cities, was voiced by FCC chairman Coy in response to query by Rep. Burr P. Harrison (D-Va.) on when TV would be available to smaller towns in his state. Coy’s answer was much same as he proposed in NAB speech last April (Vol. 5:16).

Movie mogul Barney Balaban doesn’t fear TV in December any more than he did in May (Vol. 5:21). In report to Paramount stockholders last week, he ventures that TV can be used to advertise movies, develop new stars, restating in virtually same words what he said before.

FCC has reaffirmed decision AT&T must interconnect with privately-owned intercity TV relays (Vol. 5:37); set for further hearing (no date yet) question whether AT&T must also interconnect with Western Union’s TV relay (Vol. 5:34).

TELEVISION DATA CHART

DECEMBER 1, 1949

ESTIMATED TV SET OWNERSHIP				TV OWNERSHIP IN CITIES WITHOUT OPERATING STATION		
CITY	NBC STATION	NO. OF STATIONS	NO. OF TV SETS INSTALLED	CITY	OPERATION DATE FIRST STATION	NO. OF TV SETS INSTALLED
New York	WNBT	7	950,000	Not folk	April, 1950	1,000
Baltimore	WBAL-TV	3	113,000	Phoenix	December, 1949	3,000
Boston	WBZ-TV	2	213,000	San Antonio	December, 1949	1,200
Buffalo	WBEN-TV	1	53,200	All Others		5,400
Chicago	WNBQ	4	312,000			
Cincinnati	WLWT	3	50,000			
Cleveland	WNBK	2	119,000			
Columbus	WLWC	3	25,300			
Dayton	WLWD	2	22,300			
Detroit	WWJ-TV	3	138,000			
Erie	WICU	1	14,500			
Grand Rapids	WLAV-TV	1	9,000			
Lancaster	WGAL-TV	1	19,000			
Milwaukee	WTMJ-TV	1	60,600			
New Haven	WNHC-TV	1	58,400			
Philadelphia	WPTZ	3	315,000			
Pittsburgh	WDTV	1	55,000			
Providence	WJAR-TV	1	23,700			
Richmond	WTVR	1	18,600			
Rochester	WHAM-TV	1	15,900			
Schenectady	WRBG	1	44,200			
St. Louis	KSD-TV	1	67,700			
Toledo	WSPD-TV	1	27,000			
Utica	WKTU	1*	4,500			
Washington	WNBW	4	78,700			
Wilmington	WDEL-TV	1	19,400			
NBC INTERCONNECTED NETWORK (26)			2,827,000			
Albuquerque	KOB-TV	1	1,500			
Atlanta	WSB-TV	2	20,000			
Birmingham	WNBK-TV	1*	2,300			
Birmingham	WBRC-TV	2	7,900			
Charlotte	WBTU	1	9,300			
Davenport	WOC-TV	1	5,000			
Ft. Worth	WBAP-TV	1	12,100			
#Dallas		1	14,100			
Greensboro	WFMY-TV	1	7,300			
Houston	KLEE-TV	1	10,000			
Huntington	WSAZ-TV	1*	2,700			
Indianapolis	WFMB-TV	1	14,000			
Jacksonville	WMBR-TV	1	4,200			
Johnstown	WJAC-TV	1	9,700			
Kansas City	WDAF-TV	1	20,400			
Los Angeles	KNBH	7	303,000			
Louisville	WAVE-TV	1	16,600			
Memphis	WMCT	1	12,200			
Miami	WTVJ	1	12,900			
Minn - St. Paul	KSTP-TV	1	50,200			
New Orleans	WDSU-TV	2	10,300			
Oklahoma City	WKY-TV	1	14,300			
Omaha	WOW-TV	2	10,300			
Salt Lake City	KDYL-TV	2	7,800			
San Diego	KFMB	1	15,200			
San Francisco	KRON-TV	3*	24,100			
Seattle	KING-TV	1	15,800			
Tulsa	KOTV	1*	6,100			
TOTAL NBC STATIONS OPERATING (53)			3,466,300			
Cities Without NBC Station		1*	1,000			
Bloomington		1	19,100			
Syracuse						
TOTAL OPERATING STATIONS (94) in 56 MARKETS			3,486,400			

STATION STATUS

	LICENSED	STA.'s	CP's	PENDING	TOTAL
Totals	26	71 (b)	14	353	464
Markets	19	48	13	149	
Added Markets*	19	38	6	103	166

STATION STATUS NOTES

- STA - Operating under Special Temporary Authority.
- CP - Construction Permit.
- (a) - 173 actual FCC channel allocations applied for.
- (b) - WKEL, Cleveland; KRLD-TV, Dallas; KPHO-TV, Phoenix not operating as of December 1.

SET INSTALLATION NOTES

- * - New station added during November.
- # - Included in coverage of Ft. Worth station.

Warning: Set counts in some cities are made only on a quarterly basis, with interpolated estimates for the intervening months. Consequently, some of the increases shown this month are subject to later revision when the next quarterly counts are made.

THE RCA 1950 LINE BEGINS AT \$170: RCA's 1950 line has 10-in. model at \$170, plus six 12½-in. starting at \$230, seven 16-in. starting at \$300, one projection held over at \$795. Industry's biggest entity thus also takes leadership in startling "price breaks" that apparently will feature New Year market. Its retention and reduction of 10-in., its biggest seller during 1949 at \$200, is predicated on belief that low-price field needs further broadening and some families are ready for second sets.

The 10-in. at \$169.95 is down from \$189.95 price tag tentatively fixed several weeks ago (Vol. 5:51). Here's the full line:

10-in.: Model T100, metal table, \$169.95.

12½-in. (blonde wood in parentheses): Model T120, metal table with matching table, \$229.95; TC124 & TC125, consolettes, \$279.95 (\$299.95); TC127, consolette with doors, \$299.95 (\$319.95); TA128, console with AM-FM-3 speed, \$439.50 (\$459.50); TA129, period console with AM-FM-3 speed, switch for enlarging picture, \$495 (\$525).

16-in.: Model T164, wood table with drop panel for controls, \$299.95 (\$319.95); TC165, consolette, \$349.50 (\$369.50); TC166, consolette in traditional cabinet, \$369.50 (\$389.50); TC167, consolette with doors, \$399.50 (\$419.50); TC168, period consolette, \$435; TA169, console with AM-FM-3 speed, \$650 (\$675); S1000, console with AM-FM-SW-3 speed, \$795.

Projection: Model 9PC41 (300 sq. in.), \$795.

All 10 and 12½-in. sets have 21 tubes, one rectifier; 16-in., 22 and 2. Featured are short-necked 16-in. metal-coned tube (Vol. 5:43); filter-glass or "black" tubes; 3-speed phonos but with 2 turntables, one for 78 & 33 1/3rpm, other separately for 45rpm; all save metal table models with built-in antennas, metals having built-ins concealed in legs of matching tables.

Service contract remains in effect, optional, but an alternative is offered for first time. It provides complete installation, year's parts and tube warranty, 90-day unlimited service on 10-in. sets for \$22.95 for built-ins, \$39.95 for outdoor antennas; \$24.95 & \$44.95 on 12½-in.; \$29.95 & \$49.95 on 16-in. Service calls after 90 days offered at flat \$5.75 per call.

PRICE TRENDS & OTHER TRADE NOTES: Looks like the mass producers, taken by surprise by Philco's new 12½-in. at \$200 (Vol. 5:52) will vie to see who can offer lowest prices in each category of models and tube sizes. This week, RCA broke price of its 10-in. table model down to \$170 and 16-in. to \$300 (see above). Hallicrafters came out with 12-in. (sic) plastic table model at \$200 and announced line of 16-in. with rectangular tubes starting at \$280. GE's new line omits 16-in., starts with 10-in. plastic table at \$180 and 12½-in. wood table at \$240, has first 19-in. not yet priced. And Stromberg-Carlson announced it's dropping 10 & 16-in. to concentrate on 12½ & 19-in. consoles.

Those are the early ones to report. Next week, Admiral, Motorola, Emerson, Tele-tone, possibly others, are due out with new lines and new prices. Philco may even have more to tell its distributors at Palmer House convention, Chicago, Jan. 4-6. Admiral's fire is being held for its convention in Chicago's Drake Hotel, Jan. 5-7; Motorola's in Chicago's Stevens Hotel, Jan. 10. Tele-tone shows its new line at New York's Park Sheraton, Jan. 3. Emerson salesmen meet in New York Jan. 6-7.

Last few weeks had everybody hard at work on cost estimates to meet competitive pace set by Philco and RCA. Even RCA's new 10-in. was originally down for \$190 (Vol. 5:51), then repriced to \$170 when Philco made known its 12½-in. walnut table at \$200. GE had its plastic table 10-in. at \$200, then cut it by \$20.

Admiral published ad telling trade to "hold everything" until it saw new line Jan. 5: "22 brand new models, more revolutionary in design, more sensational in value than those that rocked the industry just a year ago." Ad went on: "Urge you

to make no major commitments other than current requirements until you have seen and compared Admiral's brilliant new line on display Jan. 9, Chicago Furniture Show." Only hint out of Admiral comes from distributor reports that its salesmen are talking about new plastic 12½-in. table model.

Several manufacturers tell us they're already sold out for first quarter 1950, and DuMont's Ernest Marx issued statement that its receivers will continue on allocation indefinitely "even though our January, 1950 production will be double that of January, 1949." DuMont's regional distributor meeting at Chicago's Drake Hotel Jan. 11 has expanded into national distributor meeting, devoted mainly to sales training; DuMont has no new line or prices in immediate prospect despite earlier indication of new models in February.

* * * *

Hallicrafters new line has 7 new sets, retains one. It comprises: Model 716, plastic table 12-in., \$199.95; 730, console 12½-in., \$259.95; 740, console with doors, 12½-in., \$289.95; 745, table 16-in., \$279.95 (previous price was \$319.95); 750, console 16-in., \$339.95; 760, console with doors, 16-in., \$369.95; 770, console with AM-FM-3 speed, 16-in., \$439.95; 605 held over, 19-in. console with FM, \$545. Features of line: 12 & 12½-in. sets have 17 tubes, 2 rectifiers; 16-in. have 18 and 2; 19-in., 23 and 2; all have built-in antennas; all 16-in. are rectangular-tubed, due for delivery in mid-January.

GE has new line of 5 sets, to be shown first at Chicago Furniture Mart. They're priced as follows: Model 10T6, plastic table 10-in., \$179.95, down \$10 from old Model 805; 12T3, wood table 12½-in., \$239.95, down \$40; 12C107, console 12½-in., \$289.95, down \$30; 12C109, console with doors, 12½-in., \$319.95; 19C101, console with doors, 19-in., not yet priced. All except 10-in. have built-in antennas. All save 19-in. have 18 tubes, 3 rectifiers, black tubes; 19-in. has 19 and 3, won't be ready for delivery until late February.

Emerson adds 5 new sets to line in mid-January. Table models with 10-in. tube will be same as current plastic \$180 Model 614 but with picture enlarger switch. There will be table and 2 console models with 12½-in., not yet priced. Table 16-in. is expected to be priced around \$290. Meeting of company salesmen Jan. 6-7 is not convention.

Stromberg-Carlson's new line: Hampton, 12½-in. console \$339.95 (Monterey in blonde, \$349.50); Salem, 12½-in. period, \$389.50; New Yorker, 19-in. console, \$539.50 (blonde \$549.50); Emperor, 19-in. period with compartment for 45rpm, \$645; Chinese Classic 19-in. with AM-FM-3 speed, \$965. All have built-in antenna, all 12½-in. have switch for enlarging picture to full circle.

Bendix officials indicate announcement soon about manufacture for private-label, presumably for Associated Merchandising Corp., buyer for 32 dept. stores, including Abraham & Straus, Brooklyn; Bloomingdale, New York; Emporium, San Francisco; Filene's, Boston; Strawbridge & Clothier, Philadelphia; Boston, Milwaukee. Also for Interstate Stores Buying Corp., 30 stores in smaller cities. Bendix will show own TV line at Chicago Mart, holds sales meeting in Hotel St. Clair there Jan. 6.

* * * *

Sears Roebuck's 1950 catalog won't be out till March, but its retail stores will offer 1950 Silvertone line comprising: 12½-in. table, \$220; 16-in. table with rectangular tube, \$260; 12½-in. console with AM-FM-3 speed, \$470. Retained in line is 10-in. plastic table at \$160. By mid-February, Sears expects to have 14 models. Meanwhile, mid-winter flyer quotes these prices on old lines: plastic 10-in. table, \$155; 12½-in. walnut console, \$200; latter in mahogany, \$220. Making sets for Sears: Air King, Colonial, Hallicrafters, Tele-tone, Meck, among others.

Ansley has decided to sell via distributors henceforth, quitting direct-to-dealer method...Macy's-New York on Dec. 29 advertised it had 300 "specially priced" 16-in. private-brand Hyde Park sets at \$219...Vim-New York chain Dec. 29 advertised Electromatic 12½-in. table at \$130...Buffalo's Bestway Stores offered 10-in. Admiral plastic table for \$119.95 (list was \$169.95), promising to refund full price within year on purchase of any 16-in.

Templetone resumed TV production last week, after hiatus of 6 months, offering 16-in. Temple console at \$269.95 direct to dealers as first of new line; prom-

ises in February to include 12½-in. table and console, 19-in. console...Sylvania isn't showing new line at Chicago Mart, though trade ads speak of "new 1950 TV sets." Models will be same as those now on market (TV Directory No. 9) but new ones will be added from time to time...Atwater reports 12½-in. table model at \$220, 16-in. console \$350, 19-in. console \$450...International Television Corp. (John B. Milliken) asks us to correct our report it was out of business; our information came from usually reliable sources, and we regret the error.

THEY'RE ORDERING RECTANGULARS: Mass-produced conical tubes, both glass and metal, are still the best sellers by all odds -- but talk about rectangulars won't down (Vol. 5:36-51). And the two glass blank suppliers, Corning and American Structural Products (formerly Kimble), though their present round-tube business is flourishing, make no bones about their enthusiasm for rectangulars. Corning says 75% of its tubemaking customers have ordered them already, ASPC says it has orders from all save 2 of its customers (one obviously being RCA).

Corning thinks rectangulars will "start rolling" in big way by early spring, or when current sales flurry subsides and set makers need new gimmicks. ASPC spokesman says that in January rectangulars will account for third of its productive capacity; by end of first quarter, 75%; and by September "80-90% of all the bulbs we make will be rectangular." At moment, both are concentrating on 16-in. size, but 14 and 19-in. are due to be offered soon. Current price of 16-in. rectangular blank is \$11.50 vs. round at \$12.80.

Right now, both say hottest items are 12½ and 16-in. round blanks, Corning adding that demand for 19-in. is accelerating too. Corning says 10-in. are "holding on," 7-in. are "cold" and 8½-in. very few. ASPC makes no 7, 8½ or 19-in. All present tube blanks are made with filter-glass. To list of manufacturers promising rectangulars in 1950 lines (Vol. 5:51), you can add Tele King which took double-spread ad in Dec. 27 Retailing Daily to announce itself as "First with...rectangular 16-in. 'black' tube." Tubemaker Tel-O-Tube Corp. advertised in Dec. 21 Radio & Television Weekly that it's turning out 16 and 19-in. rectangulars now at rate of 1800 per day.

* * * *

Significant new technique for coating inside of tubes was announced by Corning this week. Up to now, all tubes have had carbon conductive coating (aquadag) painted on by hand. New process permits glass-makers to ship blanks already coated, saving tube-makers laborious job; further, coating is fused to glass, doesn't come off in reclamation. All bulbs will get new treatment as fast as facilities are available. Corning believes technique will hasten acceptance of rectangular tubes, which are much harder to paint. Company also announced plans for new research plant, to be devoted primarily to TV tubes, and new engineering building.

HOW TRADE LEADERS EVALUATE 1950: More New Year forecasts from industry leaders:

RCA president Frank Folsom sees 1950 production and sale of 3,500,000-to-4,000,000 TVs, 8,000,000-10,000,000 radios; factory capacity increased nearly 50%. He counts only 2,500,000 TVs produced and sold this year, although RCA License Bureau's own 10-month figure plus RMA's November projection indicate figure will easily top 2,750,000 (Vol. 5:52).

RMA president Ray Cosgrove, ex-Avco (Crosley) forecasts same number of TVs as does Folsom, sees today's TV areas "far from saturated." He observes: "Unlike radio, TV is not [yet] in the replacement business. Almost every TV receiver today goes into a home that hasn't had TV before. And there are plenty of homes not yet equipped with their first set -- about 88% of them -- in TV reception areas."

Allen B. DuMont foresees 8,000,000 sets by end of 1950, with public investment of \$5 billion. If FCC freeze is lifted, he would guess 100 new stations on air in 1950 and 10,000,000 sets. He sees 1950 as beginning of demand for second set in home, good prospects for industrial TV. DuMont factory chief Ricardo Muniz told American Assn for the Advancement of Science Dec. 30 that TV manufacturing payroll for 1949 was well over \$300,000,000, compared with \$190,000,000 last year.

Avco's John M. Craig, Crosley chief, predicts 3,200,000 TVs sold next year at retail cost of \$720,000,000 (average \$225), and Westinghouse's F. M. (Tod) Sloan said Sunbury plant will increase 1950 TV production by 75% over 1949.

Zenith is asking FCC to reconsider its action 2 weeks ago setting whole question of Phonevision for hearing Jan. 16 (Vol. 5:50), and seeks permit for Chicago tests to be held first. In petition this week, Zenith stated it was prepared to spend \$400,000 on transmitting equipment, called attention to FCC's pre-war authorization for Muzak "pig-squeal" radio service to test experimentally (it never did because of war), detailed contract it had drawn up for 300 homes to be used in demonstration. Understood several commissioners may change mind about need for hearing before experiments—which, with Coy and Sterling who dissented originally, would give Comdr. McDonald chance to try Phonevision out.

RCA will file results of color co-channel ratio study with FCC next week. RCA won't divulge its conclusions, but scarcely anyone expects ratios to differ much from those of black-and-white. Apparently, all 3 systems (CBS, CTI, RCA) were tested in laboratory setup. If difference in ratios between color and black-and-white is negligible, it would make it easier for Commission to begin vhf-uhf allocations hearing any time it wants to, regardless whether color decision has been made. If it decides at end of color hearing that systems need more development, it could go ahead with black-and-white, knowing color (if 6 mc is adequate) could be authorized later without disrupting station spacing.

Color Television Inc. filed progress report with FCC Friday, related that lack of adequate receiver tubes has hampered work. There have been no radio transmissions since Oct. 22; resumption is planned (via San Francisco's KPIX) Jan. 3. Equipment has been made portable, put in 18 "moderate-sized" cases. Seven receivers are in process of completion. Tri-color tubes it had at time of hearing are no longer useful. Of tubes received from DuMont, first useable one came Dec. 12; 2 more arrived Dec. 21. Rauland said it can't make any more, though it made earlier ones. RCA supplied phosphors "with reasonable promptness." Six sets will be used in Washington tests. Two Philco engineers worked month on gamma control, color transmitter amplifier, preliminary receiver design. CTI also reports it has increased staff from 8 to 20.

Color programming for next month (Vol. 5:52) must be costing CBS pretty penny. It released schedule including such talent as Faye Emerson, Earl Wrightson, Meg Mundy; such programs as Golden Gloves from Washington's Turner's Arena, famous paintings and ballet dancer from National Art Gallery, play from Catholic U theatre. Just about all public observation will be in Washington; New York and Philadelphia transmissions are for technical tests. There will be 4 sets in Washington's Statler; groups will be invited there for shows. Another location, yet unnamed, will have 15-20 sets; it will be "semi-public," invitations being extended to large groups.

Not that it held up Paramount reorganization Jan. 1 into 2 companies (Vol. 5:52), but FCC this week refused to okay station transfers (including WBKB, Chicago) to new United Paramount Theatres Inc. without considering qualifications of new licensee. Paramount wanted action taken immediately, subject to later revision. FCC's action has Paramount attorneys in stew.

More recent British pictures have been signed up for TV. This week, Standard Television Corp. bought exclusive TV rights to 75 J. Arthur Rank productions, all made since 1944, about 50 of which have never been shown in U.S. Among titles are such recent films as *Tawny Pipit*, *Nicholas Nickleby* and *Waterloo Road*. Firm's president is Irvin Shapiro, general manager Robert H. Wormhoudt—both associated with Film Equities Corp., 10 E. 49th St., New York City.

Financial and trade notes: DuMont this week got 15-year \$750,000 loan on new Clifton (N.J.) plant from Mutual Benefit Life Insurance Co., Newark . . . Hoffman Radio reports \$10,352,000 combined factory and sales corporation sales for first 11 months of 1949, estimates earnings after taxes at \$1,061,000 (\$4.16 per share) . . . Admiral's John Huarisa notes his company had gross sales of \$110,000,000 in 1949 and "is currently the largest dollar volume TV manufacturer in the country [making] one set every 10 seconds," now employs more than 500 people.

Trade personals: David Davis, TV-radio buyer for Macy's, new GE TV-radio merchandising coordinator, reporting to marketing mgr. Ernest Vogel . . . James N. Ryan, ex-Eagle Electric Co., now Tele-tone asst. gen. sales mgr. . . . Edward A. Malling new sales mgr. for component parts at GE Receiver Division . . . Melvin B. Schwartz, ex-Sperry and Federal, new sales mgr. of Television Equipment Corp. . . . H. James Tait named Eastern states regional sales mgr. for DuMont receiver division.

SMPE definitely changes name as of Jan. 1 to Society of Motion Picture & Television Engineers, president Earl Sponable announces after overwhelming majority of membership (nearly 90%) voted favorably. Now SMPTE will undertake drive to enroll TV engineers as members.

RCA has sold 5 kw TV transmitters to Brazilian publisher-broadcaster Dr. Assis Chateaubriand and to Cuban broadcaster Goar Mestre. Both will operate on American, 60-cycle standards. Brazilian station will be at San Paulo, is due to begin operation June, 1950. Cuban station will be adjunct of CMQ, Havana, is expected to get on air commercially this fall.

NBC hikes rates of its 5 TV stations as of Jan. 1—New York's WNBT now having highest local rate in country, up from \$1500 to \$2000. Other hikes: WNBW, Washington, up from \$200 to \$375; WNBK, Cleveland, up from \$200 to \$400; WNBQ, Chicago, up from \$500 to \$750; KNBH, Los Angeles, up from \$500 to \$750. Announcement rates go up too: \$400, \$75, \$90, \$125, \$125 for each station, respectively.

Station accounts: WOR-TV, New York, claims largest single order ever given one station when local Chevrolet Dealers Assn. bought all available spots plus 60 *Telefax News*, 15-min., Dec. 26-Jan. 11, in connection with new 1950 model; on WJZ and WJZ-TV combined, same sponsor bought total of about 300 spots, and took spots also on 4 other N. Y. stations . . . RCA Victor planning big use of all media, including TV, to promote new TV line (see Trade Report) . . . Tele King to sponsor panel of showfolk, with Hal Tunis as m.c., on WATV, Newark, starting Jan. 9, Mon. 8-8:30 . . . Rose Bowl via KTTV, Los Angeles, got that station, beside Gillette for game itself, sponsorships of concomitant events by Standard Federal Savings & Loan, L. A. Federal Saving & Loan, GE Supply, Hoffman Radio . . . Philadelphia's *Mummers Parade* on WFIL-TV Jan. 2 sponsored by Petrol Corp. (Cities Service gas & oil) . . . Goebel Beer with Harry Heilman again signed to sponsor Detroit Tigers home games on WWJ-TV . . . Among advertisers currently using or reported planning to use TV are Consolidated Royal Chemical Corp. (Krank's shaving cream), thru Ruthrauff & Ryan; Venice Maid Co. (foods), thru Schoenfeld, Huber & Green; Standard Varnish Works, thru Lucerna Co.; Cribben & Sexton Co. (Universal gas ranges), thru Christiansen Adv. Agency, Chicago . . . Cities Service Co., film spots thru Ellington & Co. (in lieu of TV portion of NBC simulcasts of *Band of America*, concluding Jan. 9).

NBC-TV v.p. Pat Weaver starts his Sat. 8-10:30 p.m. cooperative project Feb. 4, sequential program with 3 participants per half hour, stations retaining 30-second station breaks. It's designed to attract smaller advertisers.

Editor's Note: One of FM's staunchest protagonists here analyzes the FM situation so pointedly, that we sought and secured permission to reprint it in full. Read also 'FM--Problem Child of FCC & Industry' in our Vol. 5:52.

From The New York Times, Dec. 25, 1950

THE RIDDLE OF FM

WMCA Move Highlights Problems of Medium

By JACK GOULD

LAST week's announcement by WMCA that it was suspending operation of its frequency modulation affiliate, WMCA-FM, has focused attention on the growing economic crisis confronting FM radio. The reason for the suspension was simply that the station was unable to attract a large enough audience and was suffering a monthly loss of \$4,000.

The plight of WMCA-FM is by no means unique. Since the first of the year more than 200 authorizations for FM stations have been voluntarily returned to the Federal Communications Commission by concerns which did not regard the future of the medium as bright.

What has happened to FM? Why should a medium which is far and away the best form of radio transmission be confronted with such problems? What has become of the high hopes that FM would give radio a "second chance" to provide more enlightened programming and bring in a new generation of broadcasters?

There is no pat answer to the questions. FM has been the victim of a chain of circumstances which at least temporarily represent a disheartening chapter in broadcasting history. These circumstances include economic, engineering and artistic factors.

TV Boom

The most obvious hindrance to FM's expansion has been the spectacular on-rush of television. Offering sight in addition to sound, TV has been a greater wonder than FM and has caught the fancy of the mass public to a much greater degree than could an invention which was merely a refinement of something with which everyone already was familiar. FM for its own good came with too

little too late.

But why FM was "too late" goes to the heart of the controversy surrounding the medium even today. Actually, Major Edwin H. Armstrong first announced his invention of modern FM as far back as 1935. Although his development of the regenerative and superheterodyne circuits obviously entitled him to the highest professional respect, many engineers, both in government and industry, belittled the major's latest invention. This was the start of a continuous series of delays for FM.

Chiefly FM represented not merely technical progress of the highest order but it also threatened the status quo in radio. What the public generally learned was that FM reproduced sound and speech with lifelike fidelity and virtually eliminated the problem of static. What was less publicized was the fact that in the unending competition for basic radio patents Major Armstrong would be on top. Since other characteristics of FM are to make possible more stations than is feasible with AM, and to equalize the power of stations, FM also challenged the position of existing sound broadcasters.

Change of Band

Finally, in 1940, FM was assigned forty channels in what is now known colloquially as the "low band" of the higher frequencies. The industry's subsequent expansion was halted by the war, but the post-war outlook was certainly promising. Then, in 1944, came the bombshell.

Although the overwhelming engineering opinion favored retention of the low-band channels for FM, the Federal Communications Commission, largely on the testimony of one Government engineer, moved the system to a new "high band" on the theory that there would be less interference between stations. Subsequently errors in the testimony were allegedly acknowledged and Major Armstrong has charged that there actually was alteration of the official records. To this day the matter never has been fully explained by the FCC and remains a mystery.

The effects on FM as a whole

were not uncertain. The transition from one band to another took well over a year and FM practically had to start over again. Some sets put on the market at this time contained only a synthetic FM circuit which was not satisfactory. The need in some locations for special aeriels and the more critical tuning required for FM also put the new system at a disadvantage. Whether the higher fidelity of FM is appreciated by the average ear still is widely debated, too.

The chief headache, however, was economic and centered on the question of how to program the FM station. The networks favored the duplication of their shows on both AM and FM on the grounds that they did not relish the idea of competing with themselves. In addition, they advanced the persuasive and practical argument that the sale of FM sets would never achieve mass distribution until the big shows were available.

No Charge

The corollary to this policy was that the networks did not feel they could charge extra for the FM distribution of a program heard on AM. If a listener heard the show on FM, he was lost to AM, and vice versa. For the advertiser this meant that he could buy a commercial on AM and get it carried free of additional charge on FM. Yet the independent station has been forced to compete with this network Santa Claus.

Since FM is not a source of revenue in itself, the networks, on the whole, have shown only the required minimum of enthusiasm for FM and have turned their attention to television. So long as FM is largely an uncompensated service, its growth inevitably must be stunted.

What is the future of FM? If the present picture is dark, it is far from hopeless. There are FM stations which are managing to get by and, in the larger cities where it is possible, many are making a notable contribution to finer programming with their specialized coverage. In this city WABF and WFDR are offering

programs which are in welcome contrast to the output of standard radio, and WQXR-FM, of course, carries its AM affiliate's music.

Here in the metropolitan area, too, there are four educational outlets, each of which has commendable features. They are Fordham University's WFUV, Seton Hall's WSOU, the Newark Board of Education's WBGO and the New York City Board of Education's WNYE. They are well worth a listen.

Local Needs

Plainly, FM's future now lies in doing what neither television nor most of standard radio can do—cater to local needs and tastes and supply the programs which cannot be found elsewhere. In some communities this may not be economically feasible, heart-breaking as that news may be to many new operators, particularly ex-GI's, who have invested heavily in the medium. In other cases it has been shown that with ingenuity and alertness an exciting and valuable job in broadcasting can be performed.

FM must shake off its present lethargy and take a positive attitude. All too often even its strongest advocates have engaged in harmful quarrels among themselves or condoned extravagant claims and predictions, such as suggestions that advertisers are storming their doors or plans are afoot for a coast-to-coast FM network which would play only classical music. Careless talk of that type can only be harmful and misleading, because it does not square with the obvious facts of the moment.

FM would be better advised to tell its story honestly to the public and stress what it does have to offer, which in many communities is a great deal. Too much of its promotion has been couched in technical terms rather than in terms of its end product—programming. FM's greatest problem still is the fact that not enough listeners are aware of its existence. Once the public knows what it is missing, FM may find itself pleasantly surprised by the volume of public support which it receives. Such support is long overdue.

CUBA

As Reported by Cuban Ministry of Communications and the Federal Communications Commission

(1) Establishment of new station or increase of power for existing station permitted under NARBA Interim Agreement of Feb. 25, 1946.

NOTE: Changes are frequently occurring in Cuba, but not always promptly reported. This log coincides with NARBA notifications to date.

City	Call Letters	Licensee Address	Frequency (Kc)	Power (Watts)
ARTEMISA.....	CMAR	Juan de Dios Carreno Cespedes s/n entre Peralejo y Nlasso	1170	250-U (DA-N)
BAYAMO.....	CMAD-(CP) CMKX	Manuel Dominguez Residencial Sierra Oscar Vidal Benitez Marti 13, e/a Capote	680 1390	250-U 250-U
CAIBARIEN.....	CMHD	Union Radio, S. A. Maria Escobar 17	1560	250-U (1) 5,000-U
CAMAGUEY.....	CMJA	Rafael Valdes Jimenez Macco 1	1060	250-U
	CMJC	Cadena Camagueyana de Radio S. A., Independencia 308	1270	1,000-U
	CMJE	Organizacion Insular de Radio Macco 7	1230	250-U
	CMJF	Gertrudis de la Cruz Perez Republica 97	1340	250-U
	CMJK	Jones Castrillon y Compania Finlay 4	1150	500-U
	CMJL	Circuito CMO, S. A. Radio Centro, L y 23, Habana	920	5,000-U (1) 10,000-U (DA)
	CMJN	Radio Habana Cuba Cadena Azul S. A., P. de Marti 53, Habana	960	1,000-U
	CMJW	Andres Moran Cisneros Ave de los Martires 148	1440	250-U
	(1)	890	1,000-U (DA)
CAMAJUANI.....	CMHF-(CP)	Jose Fernandez Aleman Camajuani	1040	100-D
CARDENAS.....	CMGE	Genaro Sabater Cespedes 180	1470	250-U
CIEGO de AVILA.....	CMJH	Luis Marauri H. del Castillo 37	1370	250-U
	CMJM	Radio Habana Cuba, Cadena Azul, S. A., P. de Marti 53	1300	500-U
	CMJO	Bonifacio Hildefonso Cuba 99	1470	250-U
CIENFUEGOS.....	CMHJ	Romualdo Ugalde Santa Cruz y San Luis	1350	250-U
	CMHU	Rafael H. Pena y Arruebo Prado 190	1450	250-U
CRUCES.....	CMHK	Virgilio Villanueva Heredia 61	1210	250-D

CUBA—(Continued)

City	Call Letters	Licensee Address	Frequency (Kc)	Power (Watts)
ENCRUCIJADA.....	CMHE-(CP)	Virgilio E. Diaz Quintanilla Carlos Logueira s/n	1090	250-LS 100-N
FLORIDA.....	CMJI	Dr. Osvaldo Andres, Moran Arteaga C. Central entre San Diego Eguzquiza y Presidente Gomez	1400	250-U
GUANTANAMO.....	CMKH	Luis Coronado Estrada Calixto Garcia 24 Esq. a Donato Marmol	1130	250-U
	CMKS	Candido Savon Suarez Luz Caballero y D. Marmol	900	250-U
	CMKA-(CP)	1250	250-U
HAVANA.....	CMBC	Domingo Fernandez Cruz San Jose 104	740	10,000-U (DA-1)
	CMBD	Luis Perez Garcia Calle 17 No. 3 Vedado	1460	250 S-(CMCQ)
	CMBF	Compania Radio Universal, S. A. Radio Centro, 23 y L, Vedado	950	5,000-LS 1,000-N (1) 10,000-U (DA)
	CMBG	Dr. Paul Chibas Rivas Ave de los Presidentes 573 esq. a 25 Vedado	690	15,000-U (DA)
	CMBH	1560	5,000-U
	CMBL	Radio Cadena Suaritos, S. A. 25, 1115 Vedado	860	15,000-U (DA-1)
	CMBQ	Amleto Battisti P. de Marti 255	1150	5,000-LS 1,000-N
	CMBS	Enrique Artalejo Calle F 105	1090	250-LS 100-N
	CMBX	Alberto Alvarez Ferrera San Miguel 570	1390	250-U
	CMBY	Pages y Compania Ave Menocal 159	1120	250-D
	CMBZ	Manuel y Guillermo Salas San Rafael 108	830	5,000-LS 1,000-N (DA)
	CMCB	Radio Reloj, S. A. Radio Centro, L y 23, Vedado	1320	250-U
	CMCD	La Voz del Aire S. A. Hotel Palace	1260	5,000-U
	CMCF	J. Ulloa y Compania Pasaje de Marti 107	910	5,000-U (1) 10,000-U (DA)
	CMCH	Radio Cadena Habana S. A. Edificio Cooperativa de Omnibus Aliados. San Jose y Belascoain	790	5,000-LS 1,000-N (1) 10,000-U (DA)
	CMCJ	1580 S-(CMCR)	250
	CMCK	Cia. Radiodifusora COCO y CMCK, S. A. Manrique 166	980	5,000-U
	CMCM	Compania Transradio Columbia S. A., Velazquez 10 Luyano	1360	250-U
	CMCO	Dr. Delfin Gonzalez Espinosa P. de Marti 111	1230	250-U
	CMCQ	Andres Martinez Vista Alegre 269 Vibora	1460 S-(CMBD)	250

CUBA—(Continued)

City	Call Letters	Licensee Address	Frequency (Kc)	Power (Watts)
HAYANA—(Continued)	CMCR	1580 S-(CMCJ)	250
	CMCU	Jorge Garcia Serra P. de Marti 260	1190	5,000-U
	CMCW	Jose Vilarino Malecon 303	1290	250-U
	CMCX	Circuito Occidental de Radio, S. A. Aguiar 154	1060	10,000-U (DA)
	CMCY	Radio Habana Cuba Cadena Azul, S. A., P. de Marti 53	590	25,000-U (DA-1)
	CMK	Fausto Montiel Manzana de Gomez 508	1420	250-U
	CMOX	Compania Electronica S.A. Calle 10 No. 423	1490	250-U
	CMQ	Circuito CMQ, S.A. Radio Centro, 23 y L, Vedado	640	25,000-U (DA-1)
	CMW	Adolfo Gil y Miguel Troncoso Paseo de Marti 53	550	2,500-U
	CMZ	Ministero de Educacion (Servicio Oficial) Consejo Corporativo Colombia	1010	10,000-U (DA)
HOLGUIN.....	CMKF	Manuel J. de Gongora Freixa e/Rastro	1050	250-U
	CMKJ	Circuito CMQ, S. A. Radio Centro, L y 23, Habana	730 (1)	5,000-U 10,000-U (DA)
	CMKO	Manuel Angulo Farran General Tomas Salazar 21 y Maceo	1220	250-U
	CMKV	Radio Habana Cuba Cadena Azul S. A., P. de Marti 53, Habana	600 (1)	1,000-U 10,000-U (DA)
	CMKD	Otto Vinas Gimeno E. Palma 658, Sgo. de Cuba	970	1,000-U
JOVELLANOS.....	CMGN	Radio Habana Cuba, Cadena Azul, S. A. P. de Marti 53, Habana	960	500-U
LA MAYA.....	CMKT-(CP)	1520	250-U
MANZANILLO.....	CMKM	Union Radio, S. A. Maso 14	560	250-U
	CMKE	Organizacion Insular de Radio S. A., Maso esq. a Loma	1320	250-U
MATANZAS.....	CMGF	Juan Valdes Caatillo Merced 37	1240	250-U
	CMGW	Ramon A de Zayas Milanes 45	1440	1,000-U
NUEVITAS.....	CMJQ	Juan Filgueiras Cabaleiro Calixto Garcia 21	1580	250-U
ORIENTE.....	(1)	670	1,000-U (DA)
	(1)	850	2,000-U (DA)
PALMA SORIANO.....	CMKZ	Maria Dominguez Douseou Marti esq. a 21	1430	250-U

CUBA—(Continued)

City	Call Letters	Licensee Address	Frequency (Kc)	Power (Watts)
FINAR del RIO.....	CMAB	Simon Ferro Martinez Maceo esq. a Rosario	1450	250-U
	CMAN	Radio Habana Cuba Cadena Azul S. A. P. de Marti 53	1300	1,000-U
	CMAQ	Circuito CMQ, S. A. Radio Centr. L y 23, Vedado, Habana	920	1,000-U
	CMAW	Pedro Redondo Fernandez Pinar del Rio	810	250-U
FLACETAS.....	CMHP	Candido delos A Guevara Primera del Norte entre 2da y 3ra del Oeste Placetas	1250	250-U
PUEBLO SAN LUIS....	CMKQ	Angela Viciado, Quintero General Garcia s/n entre Cepedes y Carbo	1460	500-U
PUERTO PADRE.....	CMKY	Pedro Zacca Cheda Ave. de la Libertad s/n. entre Baire y Marti Carrillo 31	1350	100-U
SAGUA LA GRANDE.	CMHA	Justiano Valdes Aguado Carrillo 31	1280	250-U
SAN CRISTOBAL.....	CMAC	Guillermo Garcia Ovies Capital Reyes 25	1030	250-D
SANCTI SPIRITUS....	CMHB	Union Radio, S. A. Parque Serafin Sanchez 2	1410	250-U
	CMHT	Juan M. Santana M. Gomez 149	990	250-U
SANTA CLARA.....	CMHI	Radio Habana Cuba Cadena Azul S. A. P. de Marti 53	570	10,000-U (DA-1)
	CMHO	Sociedad Anonima "Organizacion Insular de Radio" Edif. La Metropolitana, Habana	1310	1,000-U
	CMHQ	Circuito CMQ, S. A. Corr. Central	630	15,000-U (DA-1) (1) 25,000-U (DA-1)
	CMHW	Radio Habana Cuba Cadena Azul S. A., Parque esq. a Rolando Pardo	800	1,000-LS 250-N
	CMHX	Salvador S. Almanza y Lopez Cuba entre Parque y E. Machado	1480	250-U
	New-(CP)	680	1,000-LS 500-N
SANTIAGO de CUBA.	CMKC	Radio Oriente, S. A. Aguilera 511	1290	1,000-U
	CMKN	Radio Habana Cuba Cadena Azul S. A. P. de Marti 53, Habana	930	1,000-U
	CMKR	Jaime Nadal B. Maso Alta 69	1090	250-U
	CMKU	Circuito CMQ, S. A. Radio Centro, L y 23, Habana	850	1,000-U CP-2,000-U
	CMKW	Cadena Oriental de Radio, S. A. Estrada Palma 658	1000	1,000-U
	CMKL-(CP)	800	250-U
VICTORIA de las TUNAS	CMKG	Ramon Espinosa Perez Angel Guarda y Adolfo Villamar	1490	250-U