

HARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

and FM Reports

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November 6, 1948

EXTENSIONS OF AT&T'S TV CIRCUITS: Schematic of AT&T's intercity TV connections as projected through 1950 (see insert page) shows plan for eventual 5-channel service for East Coast and most Midwest. As explained at resumed TV "line" rate hearing this week, most new connections will be microwave -- all, in fact, save Toledo-Dayton-Cincinnati 3-channel links and Indianapolis-Louisville spur, which are coaxial. No timetable for individual circuits was proffered by phone company spokesmen, but first new one will be coaxial connection of East-Midwest via Philadelphia-Pittsburgh-Cleveland. This starts Jan. 12, in time for presidential inauguration. Cable is in, company is pushing repeater installations, network time allocation conference for use of the 2 circuits has been set for Nov. 15 in New York.

FCC rate hearing was still concerned with AT&T's interconnection ban (Vol. 4:40-41). Philco's David B. Smith testified that if ban is upheld it would "most likely hold up TV." He called it an "artificial restriction," claimed coaxial signal was poor in comparison to microwave (2.7 vs. 4.5 mc bandwidth), besides being more costly than privately-owned system. DuMont's Rodney Chipp testified he could install microwave relay system (New York to Boston or Pittsburgh or Washington) that would cost \$20 to \$35 per mile per month, including maintenance and 4-year amortization. Hearing resumes Dec. 27.

MR. TRUMAN, TELEVISION AND THE FCC: You can be reasonably sure that Radio, particularly TV, will be a "pet" industry of the Truman Administration. And for very good reasons, too:

(1) Radio acquitted itself extraordinarily well in the election campaign, was the one medium underdog Truman and cohorts could not condemn for editorializing, unfair time allotments, or wrong polls -- though its commentators were quite as cockeyed in their forecasts as the rest. On the management side, however, it proved non-partisanship continues to be the best policy of the broadcasting fraternity.

(2) The Truman years (1945 onward) are the years of TV's business birth and flourishing growth. If TV in all its aspects does the business promised -- injects, as predicted, up to \$8 billion into the economic bloodstream of America (Vol. 4:44) -- it justly deserves the paternal encouragement of the Administration in power.

(3) Radio manufacturing has been singularly free from serious labor problems in recent years, and the broadcasters usually have adjusted their labor troubles without strikes. That's not to say that either manufacturers or broadcasters relish prospect of repeal or emasculation of the Taft-Hartley Act -- but the fact remains that Labor has no basic quarrel with Radio. As for threatened new excess profits tax, radio enterprisers share same apprehension as all industry.

(4) On the regulatory side, Radio -- and particularly TV -- has an experienced, understanding and sympathetic FCC chairman in Wayne Coy, who enjoys high White House standing. And an FCC not so inclined toward harrassment as some of its precursors. Notwithstanding his New Deal background, Coy has never been a business baiter or bleeding heart; indeed, he often shows a more enlightened long-range business outlook than others who purport to speak for the industry. The election strengthens his administrative hand considerably.

Another thing sure: That hoary government ownership bugaboo, for telecasters as well as broadcasters, isn't even whispered in responsible circles any more.

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At FCC, it looks like more of the same -- no radical upheavals, not even if the Hoover Commission's still-gestating report is adopted (preliminary version would merely realign functional duties, continue 7-man independent board, allow \$15,000 salaries). Now, it's unlikely Chairman Coy will hand in his resignation anytime soon, though pressures of personal needs, a growing family, and attractive job offers may lead him to quit sometime next year. But probably not until he gets his pet TV chores well in hand: (a) cleanup of TV's tropospheric and allocation problems; (b) introduction of uhf TV.

Despite our skepticism and others', Coy says he still thinks the Commission, with industry cooperation, can lift TV freeze within 6-9 months, can get uhf TV on its feet by this time next year. Nor does he foresee any trouble with new Congress. Remnants of the Harness investigating committee (GOP Rep. Harness defeated) probably won't be inclined to bother now, while on Senate side relations with Interstate Commerce Committee (probable chairman: Colorado's anti-clear channel Ed Johnson) aren't expected to be particularly difficult. In line for chairman of House Interstate Commerce Committee is Ohio's Rep. Robert Crosser, never much interested in radio.

Biggest danger is that a cocky Administration might take it into head to meddle, even pay off friends via radio facilities -- not unknown in past. To credit of the popular Mr. Coy and his colleagues, whatever you may think about particular policies or individual rulings, by and large FCC today presents picture of honest effort, high esprit, good intramural relations.

DuMONT'S 12 & 16-in. METAL TUBES: Tube pioneer Allen B. DuMont popped a real surprise Friday, announcing his own 12 and 16-in. metal-coned picture tubes coincident with showing of new DuMont receivers. But he isn't going all out for metallic tubes, is still taking all of Corning's 15-in. all-glass tube output, will merely supplement regular glass tubes with metals and use latter interchangeably in his own sets without price differential. Production of the new tubes is too small now to enable him to offer them to other set makers yet, though expanded output is planned.

DuMont thus gets jump on RCA's 16-in. tube, which uses flat-faced glass annealed to sheet-metal cone (Vol. 4:5, et seq) and isn't due for quantity production or delivery before next February. It also takes initiative in 12-in. metal tube field, as it did with glass bulbs that size, though RCA is supposed to be working on that, too. In laboratory, DuMont also has 20-in. metal-coned tube about ready.

However, don't count out the glass blank makers, who can be expected to counter with larger sized all-glass bulbs and to compete price-wise. Watch for interesting announcements along that line soon.

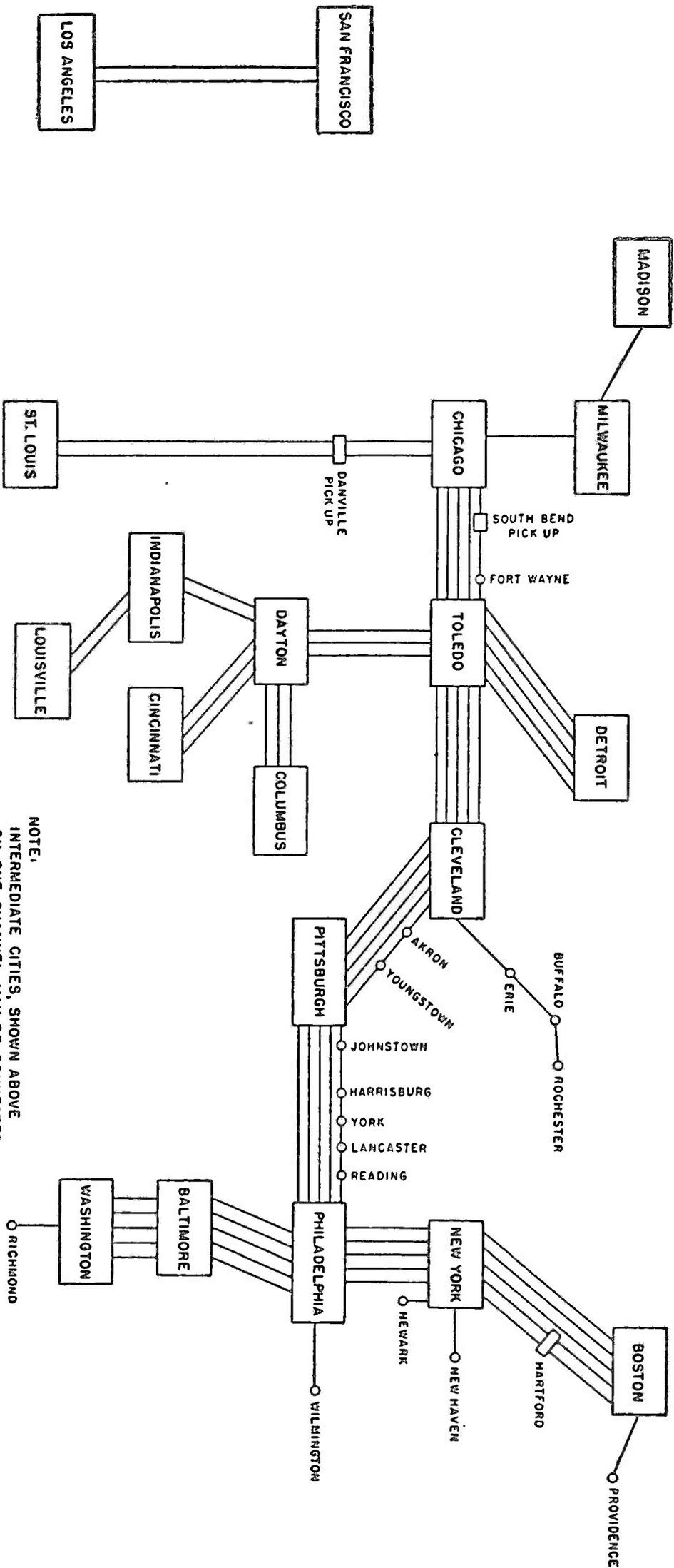
All of which spells a merry merchandising race next year in field of larger (and inevitably popular) direct-view images. Best dope is that RCA's first table model with 16-in. metal tube will be priced "around \$500." Only manufacturer actually out yet with a metal tube is Starrett, whose 16-in. table model sells for \$695; it uses Tel-O-Tube's product (Vol. 4:36, 37). DuMont's new 15-in. line includes table model Stratford, \$695; consoles Whitehall, \$775 and Westbury, \$795; combination console Colony, \$1,095. Other reported 15-in. tube users, all getting their glass-only tubes from DuMont, and prices for their table models as listed in our TV Directory No. 5: Sightmaster, \$595, \$625, \$695; Mars, \$695; Vidcraft, \$650, \$795; Brunswick, Remington, Federal Television, Federal Video, Major, \$795; UST, \$895; Multiple, \$895, \$995.

ELECTIONS ANOTHER TV MILESTONE: Tuesday's incredible election was a TV impresario's dream, guaranteeing stations an avid, massive audience throughout much of the long night. It was TV's toughest but finest feat of self-promotion yet -- whetting appetites for receivers at least as much as any single event to date. The telecasters outdid themselves, as they did in covering Truman's triumphal return to Washington Friday -- a sort of "dry run" for the Jan. 20 inauguration. Indeed, it's hard to

Schematic of AT&T's Projected Intercity TV Circuits, 1948-50

Note: Each line equals one one-way circuit

TENTATIVE BELL SYSTEM PROGRAM FOR PROVISION OF INTERCITY TELEVISION CHANNELS 1948-1950



NOTE:
INTERMEDIATE CITIES, SHOWN ABOVE
ON ONE CHANNEL, MAY BE CONNECTED
TO OTHER CHANNELS.

NOV. 1, 1948

Maybe daytime TV schedules are the answer—at any rate, DuMont's director Larry Phillips and WABD's manager Leonard Hole say they're delighted after first week of WABD's all-day (7 a.m. to 11 p.m.) operation (Vol. 4:39), say they have evidence of "plenty of looking," expect surveys to prove it. More than that, it's more than paying its way, they declare, and even looks like it may turn a profit. Next week Sterling Products starts 5 half hours weekly. This week about a dozen sponsors (mainly TV set distributors and local advertisers) bought time ranging from \$25 for 20-sec. live display demonstration to three 15-min. programs at \$375 per day.

TV rights to 52 major British feature films have been bought by CBS from agents Eddie Sherman and Harry Fox. Rights cover 2 years, include permission to syndicate. Films star such names as James Mason, Gracie Fields, Anna May Wong, Ann Todd. Syndication to TV stations will be handled by new CBS-TV film syndicate manager H. Grant Theis, ex-WTOP, Washington. New CBS film procurement manager is Stanton M. Osgood, ex-RKO-Pathé.

Balaban & Katz's WBKB, Chicago (Paramount), represents \$3,700,000 investment to date, now has 75% of its air time sponsored, is currently losing \$5,000 per week but expects to break even within 6 months, has rejected offer of "a network" (doubtless CBS) to purchase 49% interest, is now spending \$100,000 in physical improvements—so said new manager John Balaban to trade press reporters last week.

Milton Berle's back, so October Hooper Report gives top TV rating in New York to *Texaco Star Theatre* WNBT, 63.2. After that: *Toast of the Town*, WCBS-TV, 53; *We The People*, WCBS-TV, 43.8; *Amateur Hour*, WABD, 35.6; *Bigelow Show*, WNBT, 32.7; *Small Fry*, WABD, 26.5; *Kraft Playhouse*, WNBT, 23.7; *Chevrolet on Broadway*, WNBT, 22.4; *Gulf Show*, WNBT, 19.2; *Stop Me If You've Heard This One*, WNBT, 18.8.

TV code of practices is going to be motion picture code (Johnston office) and NAB's standards of practice, for time being at least. That's recommendation of TBA code committee (CBS's Larry Lowman, chairman). Committee felt it was too early in TV's life to set up code of own, felt that telecasters should look for guidance to Hollywood and NAB.

Decline in demand for records, high cost of TV, account for lower gross and net shown by CBS for 9 months ending Oct. 2. Gross income from all sources (including Columbia Records) amounted to \$70,904,806, net income \$3,010,446 (\$1.75 per share). This compares with \$74,556,873 and \$3,660,860 (\$2.13 per share) for corresponding 1947 period.

Personal notes: Yankee's Linus Travers is staying in Boston, won't join MBS as v.p., as recently announced . . . WOR's Ted Streibert, ex-Harvard business school asst. dean, spreading his wings, this week became director of Ward Baking Co., a trustee of Brooklyn Institute of Arts & Sciences . . . Richard W. Jencks, newly out of Stanford Law, joins NAB's legal staff . . . A. H. Brolly leaves Chicago's WBKB to become chief engineer of Television Associates Inc., run by Bill Eddy and Keith Kiggins.

Status report on microwave TV relay installations, by Samuel Freedman, of microwave components maker DeMornay Budd Inc., is carried in November *Radio & Television News*.

Motion Picture Association meeting, at which TV will be subject of first serious top-level discussion (Vol. 4:44), is set for Nov. 17-19 in New York City.

Lens and magnifier makers continue to make hay while the TV sun shines, are looking to Xmas shopping for big boost in sales, foresee attachments for TV becoming as popular as automotive accessories for car owners. Take Electro-Steel Products Inc., 112 N. Seventh St., Philadelphia, which started lens making only last July at initial rate of 200 per week, now is equipped to turn out 16 different types at rate of 2,000 per week. Lenses fit any size screen from 5 to 12-in., include new \$11.95 enlarger for Pilot's 3-in. \$99.50 set (Vol. 4:24, 31). Other new makers recently reported include Radio Merchandise Sales Inc., 550 Westchester Ave., New York City; Deena Manufacturing Co., 20 Belmont Ave., Newark; Thall Plastics Engineering Co., 155 Chambers St., New York City. Even RCA recently came out with \$24.95 magnifier for 7-in., enlarging to equivalent of 12-in.

IRE president for 1949 is Stuart L. Bailey of the Washington consulting engineering firm Jansky & Bailey. Elected directors-at-large were *Electronics Magazine's* Donald G. Fink, vice chairman of JTAC, and Dr. William L. Everitt, U of Illinois electrical engineering dean. Regional directors elected: John V. L. Hogan, Radio Inventions, North Central Atlantic Region; George R. Town, manager of engineering and research, Stromberg-Carlson, East Central; Ben Akerman, chief engineer, WGST, Atlanta, Southern; Frank R. Pounsett, chief engineer, Stromberg-Carlson Co. Ltd., Toronto, Canadian.

Fifth FM station to call it quits, after actually operating, is WFMO, FM-only Class A in Jersey City. Although backed by substantial newsreel and laundry interests, station signed off after struggling manfully for over a year. Other operating stations dropping by wayside were: Yankee Network's WMNE, Mt. Washington, N. H.; KONG, Alameda, Cal.; KPNI-FM, Palo Alto, Cal.; WPIK-FM, Alexandria, Va.

RMA Television Systems Committee has worked out stringent measurement standards for TV transmitter performance, plans to ask FCC to incorporate them into TV engineering standards. Information was revealed by Philco engineering v.p. David B. Smith at rate hearing.

New York's WPIX has gone directly to public to solve cases of poor Channel 11 reception. Neatly-done 6-page booklet, *Did You Know?* describes need for properly cut and oriented high-band antenna, tells viewer what he's missing if he doesn't get WPIX.

More TV network sponsors signed this week: Lipton's Tea, simulcasts of *Arthur Godfrey's Talent Scouts*, starting on CBS-TV Dec. 6, Mon., 8:30-9 p.m. Vick's VapoRub, Wendie Barrie with guest cartoonists in *Picture This*, starting Nov. 10 on NBC-East Coast, Wed., 8:20-8:30 p.m. Though CBS and KTTV have tied up Pasadena Rose Bowl game Jan. 1 (Vol. 4:44), Los Angeles TV stations have all got sponsors for Rose Parade: KTSN, W. & J. Sloane Co.; KFI-TV, Hoffman Radio Co.; KLAG-TV, Los Angeles Federal Savings & Loan. Other new TV station sponsorships reported:

WCAU-TV, Philadelphia: Scott & Grauer (Ballantine Ale), 15-min. preceding any CBS sports event sponsored by Ballantine; Doan-Calhoun (Chevrolet), 5 "Football Warm-Up"; ann. by Erlanger Brewing Co. Yankee Maid Meat Products, Harry Krause (Studebaker).

WTMJ-TV, Milwaukee: Marine National Exchange Bank, "Salute to Industry," Wed., 9-9:30 p.m., saluting different industry each week. WBZ-TV, Boston: First National Bank, Dr. James Austin, MIT meteorologist, weather reports 3 times weekly.

KSD-TV, St. Louis: Anheuser-Busch Inc. (beer), "Snapshots from Hollywood," 13 weeks.

WENR-TV, Chicago: Marshall Field & Co., "Uncle Mistletoe," 4 times weekly, 52 weeks.

KFI-TV, Los Angeles: Eastern-Columbia, So. Calif. dept. store chain, 8 ann. weekly.

WPTZ, Philadelphia: Esterbrook Pen. Co., "Write Your Way," weekly handwriting show.

believe that 4 years hence, when transcontinental networks afford national coverage and more pickups, they can improve the basic job much. It was top-flight journalism with a new dimension -- for finesse, fine reporting, sparkling human interest.

Noteworthy is fact that radio and TV, unable to take sides in the campaign (though some may have liked to), were spared the queasy task of eating crow. Stand-out impressions of TV coverage, from viewpoint of our staff as we looked, in our respective homes, at offerings of 3 Eastern networks (CBS unavailable in Washington):

NBC-TV and Time-Life did elaborate, smooth job, stayed on from end of Texaco Star Theatre at 9 p.m. until 11:39 a.m. Wed., after Dewey conceded. Ace telecaster Ben Grauer did his usual intelligent job at main desk, with ubiquitous NBC-Life reporters doing good to excellent work. NBC's neatest trick, aside from easy-to-read scoreboards and flashing signs, was to let viewers see the inner operations of TV -- like being inside a movie studio during the shooting. NBC figures its Midwest coverage, out of Cleveland, reached 650,000 viewers on 88,000 sets.

ABC-TV couldn't be beat for color and shirt-sleeve excitement, with big names like Walter Winchell, Drew Pearson, Elmer Davis, George Gallup, George Sokolsky. Though some have doubtful telegenic qualities, it was wonderful to watch gyrations of "experts" perched on ends of limbs being sawed off. Like NBC, it often showed televiewers how TV operates. Commercials were something else: Kaiser-Frazer's pleasant-voiced narrator wore out his welcome, got intrusive and boresome to exasperation before the long night ended. ABC carried on solidly until 9 a.m. On its Midwest network out of Chicago, ABC had Baukhage, Earl Godwin, Tris Coffin, et al.

DuMont and Newsweek showed what could be done without heavy expenditures but with competent, tight reporting -- Lindley-Crawford-Shaffer team doing top-hole job. DuMont signed off at 4:30 a.m. in Washington, though WABD stayed on till 11:30 a.m.

CBS had no Washington outlet -- indeed, came very near to having no TV network because all AT&T circuits had been taken up. It wasn't until Philco and NBC, as a friendly gesture, released their respective New York-Philadelphia and Philadelphia-Baltimore microwave circuits that CBS got network service at all. The relays performed splendidly, every bit as good as coaxial. CBS carried on until 5:45 a.m. We really regret missing CBS, because it couldn't help clicking with its traditional know-how and lineup of such men as Quincy Howe, Doug Edwards, Red Barber, Lyman Bryson, Eric Severeid, Ted Malone, Ed Murrow, Elmo Roper, et al.

Note: TV set owners, by and large, tuned in no radios, went to no movies. With some 750,000 sets in TV cities (Vol. 4:43), it's reasonable to assume there were 3 to 4 million viewers of the 1948 election returns. That's sheer guesswork, to be sure, but Hooper Report says 74.1% of New York area's TV sets were in use 9-11 p.m., and our guess is an average of 6 persons per set.

PITTSBURGH & OTHER UPCOMING TV TOWNS: DuMont has offered time on its now-building WDTV, Pittsburgh, to all 4 networks -- thus may become first to "affiliate" for off-the-line service with all of them. WDTV starts tests Dec. 1, may get going commercially Jan. 12, which is date for opening of East-Midwest coaxial hookup. It's in strategic bargaining position, for it's the only Pittsburgh station thus far authorized, all other applications being held up by freeze and delayed year or more.

Probable next now-testing TV to go commercial, Louisville's WAVE-TV reports excellent Channel 5 reception when it put first patterns on air Wednesday; scheduled test patterns for aligning sets start next week, commercial debut Nov. 24... About to test are Memphis Commercial Appeal's WMCT, Seattle's KRSC-TV, New Orleans' WDSU-TV -- all, like Pittsburgh's WDTV, opening up brand new receiver markets... Baltimore's WAAM began second day of commercial operation Nov. 2, stayed on air continuously with elections, etc. for 23 hours, 5 min., some kind of record... Farnsworth has sold its AM station WGL to Fort Wayne News-Sentinel for \$150,000 -- but that doesn't include Farnsworth's TV; company retains its present TV experimental station and commercial application...Meredith verifies Jan. 1 target for new WHEN, Syracuse, (ex-WJTV), thus opening up still another new TV market; topkick Bill Eddy and chief engineer Gene Crow working hard with GE, which wants to make this a "show-case" for its transmitters in its own bailiwick.

FADA'S PROTELGRAM & OTHER TRADE NOTES: Fada will release its new Protelgram projection Model 80 in mid-November, to sell for \$849.50 -- thus joining Fisher, Halli-
crafters, Pilot, Scott (and soon Emerson) in plumping for North American Philips
system (Vol. 4:9,13). Fada's president Jack Marks is bubbling with enthusiasm over
quality of projection image, insists it's better than direct view. Set is TV-only
console with 16x12-in. picture, 37 tubes, 6 rectifiers, 10-in. speaker. Making some
un-branded radios for others, Fada has heretofore confined own brand TV to 10-in.
\$375 job very much like RCA's 630TS. Other news of the TV trade:

Stewart-Warner's new TV line consists of three 10-in. sets, each with 24
tubes, 3 rectifiers: the Washington consolette at \$369.95; the New Yorker and Wake-
field consoles, with pictures reflected from mirror inside top lid, at \$399.95. Be-
sides installation, it's charging \$15 fee for 90-day maintenance. Sam Insull Jr.,
v.p., says January target is 2,000, production to be stepped up to 6,000 per month
...Crosley has new 10-in. \$319.95 and \$329.95 table models on market; both have FM,
use same 18 tubes, 3 rectifiers as its 12-in. \$445 model...Tele-King has raised
11-in. prices about \$20 each, table Model 210 now \$289.50, consolette Model 310 now
\$319.50. Tele-King has suspended 12 and 15-in. table models, but will be out in 60
days with new 19-tube chassis for low-priced set, details not yet disclosable...
Packard-Bell's 10-in. TV-radio-recorder console has been priced up \$4.50 to \$599.50,
without recorder to \$549.50...Philco reports that through its 43 distributors in TV
areas it has thus far trained 5,000 servicemen in installation, maintenance, repair.

WHAT PRICE TV PLANT & OPERATION? Here's how much it costs to build a TV station,
according to TBA president Jack Poppele, who ought to know something about it since
he's building one in New York, another in Washington for his employers (Macys-WOR).
Since there are so many variables, his figures are open to dispute -- but he says he
bases them on data from existing stations and others being built. Speaking before
AEA last week, he put the average investment in existing stations at \$750,000 each,
counting transmitters, buildings, towers, land, everything. Allowing for "economies
based on the errors of the early operators," he calculates remaining CP holders will
build at average cost of \$593,000; that post-freeze low-band construction should run
\$325,000 per station; that satellites will cost \$90,000 each.

Predicting total of 1,000 stations by 1955, representing nearly \$250 million
investment, Mr. Poppele resorts to some quite disputable guessing: Besides today's
stations, he refers to 85 "in various stages of construction" -- though actually not
more than a few dozen of 82 current CP holders have yet turned a spade. He forecasts
154 TV stations by end of 1949 -- altogether unlikely in view of uncertainties
created by FCC's freeze, probably lasting well into next summer. Then he predicts
355 stations by end of 1951 -- possible. And more than 1,000 by 1955 (including
600 satellites) -- could be, if uhf clicks.

What's retarding construction? Obviously, of course, there are the paucity
of CPs, current freeze, uncertainty about uhf. But real reason most CP holders
aren't hurrying is cost of operation, still running into heavy deficits. Many feel
every day's delay is so much money saved; let the other fellow do the pioneering.
Attitude is altogether understandable when you consider what Detroit News' WWJ-TV
manager Harry Bannister told Editor & Publisher last week:

"Our fulltime [TV] staff has grown from 32 to 54. Studio space has grown
from 1,200 to 2,500 sq. ft...WWJ-TV started out with an initial rate of \$250 an
hour. Three increases have brought that up to \$420. This is currently bringing in
receipts of about \$20,000 a month. But the cost of operation is about \$50,000 a
month -- or a loss of \$30,000 a month. Operational losses will continue well into
1949, though I do expect our 1949 losses to be smaller than in 1948. Perhaps two-
thirds less. Some time around the last quarter of 1949 we should reach the break-
even point." He added: "Now it begins to look more and more that within 10 years or
less TV will overshadow radio, if not completely displace it. Within a few years
we'll be televising our complete schedule from sign-on to sign-off. We'll program
...so that one can look and listen -- or listen without having to look."

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November 13, 1948

2,000,000 TV OUTPUT IN 1949! Demand for TV sets is still far outrunning supply -- but production is edging up and there are signs the tube bottleneck is being widened (see story on page 2). The usually rather conservative Max Balcom of Sylvania, RMA president, will predict before Boston radiomen's Town Meeting Monday that next year's receiver output will be 2,000,000 or more, as against 800,000 this year. This is considerable hike over the 1,600,000 predicted by RCA Victor's Frank Folsom (Vol. 4:38), heretofore generally accepted in the trade because of RCA's leading production and patent-licenses position. But Balcom knows the tube situation particularly well, his own company being an up-and-coming supplier -- and he isn't one to go off half-cocked.

Even at 2,000,000, it's feared increase won't be nearly in proportion to demand. Practically all brand names are now on quota, and nobody seems satisfied with his quota. One major manufacturer told us, in all seriousness, he could dispose of ten times the number of sets he's now producing. Philco, always claiming to be No. 1 seller, says it's turning out 8,000 sets per week now, will go to 10,000 in 1949 -- and RCA, without divulging its figures, declines to yield first place to Philco. GE is going full blast on TV, as are Admiral and Motorola -- one of these 3 probably being in third place.

Demand zoomed with recent opening of Midwest TV networks, is expected to get further stimulus when East-Midwest networks hook up via coaxial Jan. 12 (Vol. 4:45).

BY WAY OF TAMING THE TROPOSPHERE: RCA engineers at Princeton Labs have been working quietly, but excitedly, at something that shows at least a "promise" of considerably softening impact of TV tropospheric interference. Viewed cautiously, it's considered capable of rendering 150-mi. co-channel separation entirely safe. Here's how we understand it:

Co-channel interference shows up on kinescope as moving horizontal black bars, a sort of "Venetian blind" effect. Rate of movement depends on difference in carrier frequencies of stations involved. If stations are exactly synchronized, bars never appear. Thus, interference doesn't show until undesired picture actually begins to become visible.

Using microwave equipment, RCA synchronized NBC's New York WNBT and Washington WNBW, about 220 mi. apart. It cleaned up all interference at Princeton, about 45 mi. from WNBT. We're told synchronizing can be done with microwaves, coaxial, or phone lines, and that equipment isn't prohibitively expensive or complex. System has been operating successfully for about 3 weeks.

What pried development out of laboratory at this time was very serious interference given to Detroit's WWJ-TV by NBC's co-channel WNBK when it went on the air recently in Cleveland, about 100 mi. away, largely overwater. Since WWJ-TV is now radiating only about 2.5 kw from temporary antenna, it's expected that full power (17.1 kw) and new antenna about to be used will push back interference front which in some cases has invaded to within 5-6 mi. of transmitter. But it's dubious whether that will completely solve problem. Therefore, engineers (including FCC's) have been out there this week, experimenting. First tried was separating carrier

frequencies enough to cause "Venetian blind" to move fast enough to become invisible. That helped some, but apparently not enough. Synchronization is next on agenda.

Princeton engineers hope to have data ready for FCC tropospheric conferences due at end of this month. If successful, system poses at least one interesting problem: Since many co-channel stations overlap, would they all have to be synchronized together in a sort of chain effect?

Meanwhile, FCC engineers are working hard to complete channel studies, allowing for troposphere, for release Nov. 15 (Vol. 4:42). As you'd expect, first study, based on proposed allocation, is showing all kinds of interference; second study, based on protection to 500 uv/m contours 90% of time, and leaving present grants alone, permits almost no more grants in the East. JTAC has tendered its good offices in the troposphere matter, can be expected to render valuable aid, as it did in uhf, though it hasn't much time to gather data before conferences.

SHAKING 'BUGS' OUT OF CHANNEL 13: We now have reports from all operating Channel 13 stations (WATV, Newark; WAAM, Baltimore; WSPD-TV, Toledo; KLAC-TV, Los Angeles) -- and thus far only WATV reports difficulties (Vol. 4:28-38). None of rest has any complaints; quite the contrary, they report good propagation -- and from no less a personage than FCC Comr. Bob Jones we have testimony that he watched good pictures from WSPD-TV election night at his home town Lima, 65 mi. away. In WATV's case, all hands now apparently are satisfied equipment isn't at fault (though RCA is replacing antenna next week to remove any shadow of doubt). So it can be deduced that site, propagation, receiving antennas, or combinations thereof, are to blame. You'll recall WATV consultant Glenn Gillett's assertion during tropospheric hearing (Vol. 4:38) that high band needs 10-15 times power of low band to equal coverage. If so, station either has to get more power or move closer to center of population, or both. In addition, public and servicemen have to be educated about need for properly cut and oriented receiving antennas. New York's WPIX (Channel 11) is doing yeoman job of latter with booklet "Did You Know?" describing problems and solutions.

REPORT ON THE PICTURE TUBE OUTLOOK: Keystone of TV production problem is the picture tube -- and signs are multiplying that, though they may not catch up to demand for several years, the tube makers are coming along nicely. "Sleepers" of the industry may be GE and Sylvania, neither of whom will divulge anything beyond obvious fact that they're expanding; coming along well, too, in field heretofore dominated by RCA (DuMont, larger sizes), are Rauland, Lansdale, National Union, Philips.

Yet despite prospects of his own and RCA's metal-coned tubes (Vol. 4:45), despite assurances of both Corning and Kimble that glass blanks will be plentiful next year (Vol. 4:15,32,42), tube maker Allen DuMont sees situation next year as "worse" than this year because tube processing capacity is so limited; by worse, though, he means inability to keep up with accelerating demand, to satisfy voracious appetites of his tube customers. Dr. DuMont declined to verify a published report quoting his tube manager Irving Rosenberg as saying DuMont has sold more than \$5,000,000 worth of tubes already during first 10 months of this year (vs. \$1,700,000 all last year) and expects to quadruple production in 1949. Even if only partially true, it's significant.

Apparently not too concerned about RCA and DuMont 16-in. metal-glass tubes, Kimble Glass (Owens-Illinois) announced it will begin producing 16-in. all-glass bulbs early in 1949. Gen. mgr. Stanley J. McGiveran asserted: "Glass, in our opinion, is the most suitable material, even for such large bulbs. Our experience in sealing glass to metal over large sealing areas has never been too satisfactory... the long-range price of this all-glass bulb should be lower than the price of bulbs made of a combination of substitute materials." McGiveran estimated not more than 10% of 1949 TV sets will use his new 16-in. bulb, which would hint at expected output of at least 150,000.

As for 10 and 12½-in. bulbs, McGiveran writes: "The glass industry has definitely caught up with the tube manufacturers' consumption of bulbs, even from the standpoint of balance as respects sizes."

MEMPHIS WMCT FIRST IN MID-SOUTH: You can add another station, another new market to your TV log -- total now on air commercially 43. Memphis Commercial Appeal's WMCT begins commercial operation today (Nov. 13) with Coca Cola sponsoring big Tennessee-Mississippi grid game. Next will come Albuquerque Journal's KOB, which now reports it will definitely begin commercial operation Nov. 22. And this week, Meredith's now-building Syracuse WHEN asked FCC for an STA effective Dec. 1.

WMCT has TV's tallest tower -- a 750-ft. radiator operating with full 13.6 kw visual, 7.12 kw aural powers. Channel 4 tests last few weeks have given consistently good coverage over average 96-mi. radius, reports manager Henry Slavick, phenomenal for anybody's station. Several reports of good reception have even come from Little Rock, 132 mi. Memphis already has had 3,500 receivers shipped in; big drive for buyers begins with formal WMCT dedication Dec. 11. Meanwhile, test patterns interspersed with set-promotion announcements will be carried daily 10 a.m.-5 p.m.

First new station application in nearly month was filed with FCC Friday: Big Larus tobacco firm, operating Richmond's WRVA and applicant for TV there, also applied for Channel 13 in Norfolk, making it 4 for 3 in area. Other station news:

Seattle's KRSC-TV, scheduled for Thanksgiving Day debut, signs "non-inter-connected TV affiliation contract" with NBC -- nomenclature is NBC's to denote it will take NBC kinescope recordings pending "line" hookup, also as dig at "network affiliation" claims being made by rivals...CBS-TV finally cracks Midwest field Jan. 12, when East-Midwest hookups are linked, via Chicago Tribune's WGN-TV which has been signed as a "full primary affiliate"; you can expect others in Midwest claimed by other networks to sign on CBS in line with current non-exclusive trend (first-come commercials, first served).

THE TRUMAN 'RE-DEAL' AND RADIO: Here's another reason why FCC and the new Truman Administration are not likely to go off half-cocked, do anything to upset lush Radio-TV applectart, in flush of Truman victory -- as suggested to us by one staunch, happy and highly placed New Dealer after discussing our rather bullish appraisal last week of "Mr. Truman, Television and the FCC" (Vol. 4:45):

Even if a lot of New Dealers stay (or return) under new Administration, they're now older, wiser, more realistic, more inclined to be careful and cautious and sympathetic toward business, especially to so highly promising an infant industry as TV. And it's axiomatic that there's no conservative like an ex-world shaker, viz., such original New Deal brain trusters as Ray Moley or Tom Corcoran. Or, in radio, such ex-FCC chairmen as James Lawrence Fly and Charles R. Denny, now pillars of the New York radio community.

There's still another factor, we're reminded, that should conduce to a friendly attitude toward radio's problems. On Capitol Hill, 2 Senators-elect own radio stations and thus presumably know the score: ex-Gov. Robert Kerr (D-Okla.), owner of WEEK, Peoria, also a TV grantee; ex-Rep. Lyndon Johnson (D-Tex.), KTBC, Austin. GOP Senators Knowland (Cal.) and Taft (O.) also have family radio interests.

On House side, there may be some new Congressmen who have interests in radio; we don't know yet. But reelected Congressmen and their radio interests (all, oddly enough, Republicans) are: Reps. Harris Ellsworth, KRNR, Roseburg, Ore.; Alvin O'Konski, WLIN, Merrill, Wis.; John Phillips, KPAS, Banning, Cal.; Kingsland Macy, WFAS, White Plains, N.Y.

In Truman's present cabinet are Commerce Secretary Charles Sawyer, who owns WING, Dayton, and WIZE, Springfield, O., and Army Secretary Kenneth Royall, who owns about 25% of WGBR, Goldsboro, N.C. Then there's Assistant Army Secretary Gordon Gray, owner of WSJS, Winston-Salem. They haven't, and can't be expected to, throw their radio weight around -- but they do know what it's all about.

And not to be overlooked are ex-FCC chairman Paul Porter, former OPA Administrator and party stalwart who may be called back into public service; his crony and OPA predecessor Chester Bowles, ex-ad agency owner, Democratic Gov-elect of Connecticut; Gov. Beauford Jester of Texas, chief owner of KWTX, Waco, stockholder in TV-seeking Telenet System Inc. (Vol. 4:36).

Hotelevision Inc. proposes to finance expansion by sale of 160,000 shares of \$1 par value Class A stock at \$3, filing registration statement with SEC. Chief underwriter is Cantor, Fitzgerald & Co., New York. So far, company has installed TV sets in rooms of Roosevelt and New Yorker hotels (cost to guest \$3 per day), and in Cleveland's Hotel Cleveland; is also equipping New York's Essex House, New Weston, Roosevelt Hospital, and Chicago's Hotel Sherman. Principal stockholders: Jack M. Winer, president of Dynamics Electronics-New York Inc. (distributor), president, holds 30%; Adolphe A. Juviler, president of Olympic, which makes the equipment, 30%; Samuel J. Gardiner, v.p. of Olympic's distributing subsidiary, treasurer, 20%. Other stockholders have less than 10% each.

All-out enthusiasm for Phonevision was expressed by FM inventor Maj. Edwin Armstrong in recent letter to Zenith president Eugene McDonald. Maj. Armstrong said he had same idea about 15 years ago but dropped it to work on FM. He goes on: "After having overcome the technical difficulties, all you have left to overcome are those forces set in motion by men, the workings of which are known to both of us from our experience in getting the FM system into operation . . . While I would not want to say that television stations may not support themselves in other ways, it looks to me as though the greatest attraction of all—movies in the home—will have to be paid for directly, and phonevision seems to me to be the only way."

That quaint old fellow from Hamden, Conn., Charles A. Birch-Field, has replied to our query about the tube he's supposed to have invented to adapt AM sets to receive TV (Vol. 4:44). He says he has contract with "group of New Haven financiers" who have whole program of exploitation worked out (renting rather than selling tubes, etc.)—all depending on FCC approval. Commission engineers have yet to hear from him.

Fine article on TV news in November *Quill*, of Sigma Delta Chi journalistic fraternity, by WGN-TV's news chief Spencer Allen, terms medium "ideal . . . almost the ultimate . . . showing news as it is happening." Radio-TV news is prominent on agenda of SDC convention in Milwaukee Nov. 10-13, with WTMJ-TV's Walter Damm and Richard stations' Frank Mullen among speakers. And new TV committee (Jack Krueger, WTMJ-TV, Milwaukee, chairman) of National Assn of Radio News Directors has prepared *Getting Ready for Television*, collection of articles by TV newsmen.

The gentleman disagrees with our estimate of TV's election coverage (Vol. 4:45)—and almost everyone else's—he being the sometimes heart-bleeding Jack Gould, radio editor, *New York Times*. Quoth he Nov. 7: "Radio had much the best of it over television, the video art fumbling rather badly in its first full-dress effort to cover the outcome of the Presidential campaign. The main reason for TV's inadequacy no doubt was due to the fact that counting ballots is hardly a function which lends itself to much visual excitement [sic]. Probably the most distracting fact was the large charts . . . it being much easier just to listen . . ."

"Is It Time to Buy Television?" An emphatic yes, is answer in article thus titled in October *House Beautiful*, which offers ideas of room arrangements, etc. December *Parents Magazine* will also carry article on TV's effect on average American household.

Radio dominates G. I. correspondence courses, said Veterans Administration. It accounts for 45,386, or 26% of enrollments; next highest is engineering with 21%.

RCA is continuing 500 mc TV measurements in Washington, reports no substantial change in opinion that great power is needed (Vol. 4:39). Tube failures have made it difficult to keep transmitter on air; 850 mc transmissions have been discontinued. All converter locations will be revisited about Dec. 1 to see how absence of leaves from trees affects reception.

First request for permission to delay TV construction until troposphere mess is cleared up went in this week from John Kennedy's WSAZ-TV, Huntington, W. Va., granted CP July 29, 1948. It wants a declaratory ruling on whether it can get extensions of completion date on plea it would rather wait for final decision on new standards, new allocations, than go ahead now. If changes are made in Huntington assignment, station is afraid it may have to expend large sums to revise equipment (antenna, crystals, etc.).

Latest legal maneuvering on TV fronts: Pauley group in Los Angeles (Vol. 4:33) wants oral argument on Commission's denial of its petition seeking breakdown of Thackrey-Warner Bros. package deal (Vol. 4:44). (Warner, meanwhile, has applied for uhf experimental.) Omaha's KFAB has appealed to U. S. Circuit Court of Appeals in District of Columbia against recent FCC denial of its petition to recall KMA's Omaha CP, put all 3 applicants (for 2 channels) into hearing. Grant to KMA was made just before Omaha's KOIL applied, throwing KFAB into competitive hearing for single remaining channel.

BBC's pictorial brochure *Eye of Britain*, covering British TV through summer of 1948, contains interesting postscript by BBC's TV controller Norman Collins. It plumps for superiority of 405-line British standard (U.S. is 525-line), says it's sticking to it: "Ask anyone, from home or overseas, who saw the pictures of the Olympic Games taken with the latest super-sensitive British cameras, and he will tell you whether the BBC is right or not." Collins is also governor of Britain's National Film Institute, which this week worked out reciprocal BBC-film industry agreement permitting the former to telecast movies to home viewers and the latter to show special events and live programs to theatre audiences.

"Electron wave tube" developed by Dr. Andrew V. Raef, of Naval Research Laboratory, can amplify 1mm wavelengths 100 million times. Dr. Haeff says he doesn't know whether tube can help achieve high powers in uhf TV. Here's how it works: Streams of electrons of different velocities are injected into evacuated space. Repulsion between electrons causes radio signals applied to the streams to be amplified as electrons drift through space.

Drop in number of radio manufacturing employes from 96,800 in August, 1947, to 86,900 in August, 1948, was reported by Dept. of Labor this week. But payroll index rose from 459.7 to 468.9 (1939 equals 100) in same period.

Allen B. DuMont Laboratories Inc., 100 Main Ave., Clifton, N. J., has published a 63-page *C-R Tube Primer*, non-technical discussion of cathode ray tube and its functions. It's free to professional electronics workers or teachers; otherwise costs 50¢.

Now come the greeting card people with new lines—printed invitation cards, with designs and gags, to your "Television Party." None we've yet seen offers hints to bring your own liquor, nor has anyone printed a card yet gently telling you when *not* to come.

GE's new TV slide projector (PF-3-C) has dual lenses, allows single or simultaneous projection of opaques or transparencies.

New FCC FM attorney is Max Paglin, who comes from common carrier section.

IRAC CHANNELS FOR TV? NOT A CHANCE: Any hope FCC chairman Wayne Coy's "in" at the White House might lead to a direct plea to the President for IRAC frequencies for TV, as once proposed (Vol. 3:35,46,51), is mere wishful thinking. So far as we can discern, neither he nor rest of FCC has any intention of doing any such thing. TV has uhf band into which to expand; Commission is even now considering opening uhf TV. Above all, when anyone talks of taking frequencies away from govt., he's really talking about taking them from the military -- and, state of the world being what it is today, there isn't a chance. Indeed, as pointed out before (Vol. 4:35), if TV doesn't get active on uhf soon, the military can be expected to eye the 475-890 mc band. They're already seeking more spectrum space, and their chief argument will be that no one is using it.

No. 1 problem of Chairman Coy, now that election clouds have lifted, is administrative organization -- and administration is his forte. First, there's hope that through recommended legislation, top jobs, including commissionerships, will get higher salaries so that good men can be attracted to and kept in govt. service. Second, there's thought of splitting commissioners into committees such as broadcasting, common carrier, special services, as contemplated in last year's White Bill. Also of realigning Law Dept. among more functional lines, so certain lawyers would act as trial attorneys only, others do review work, etc. And, concomitantly, there's long-delayed matter of filling chief engineer and asst. general counsel vacancies, deliberately kept open pre-election because "there wasn't any sense in speaking to anyone about coming into FCC before elections; no one would talk seriously." Which would seem to indicate thought of going outside for top personnel.

NOTES ABOUT TV TRADE & TRENDS: Current phenomenon of radio market is pace at which 7-in. TVs are selling, attributed mainly to price factor. Makers are buying all 7-in. tubes the factories can turn out. It's surpassing expectations of topdogs RCA and Philco, who dropped 7-in., now look benevolently upon them as "educating" owners up to bigger picture sets...Biggest 7-in. maker Motorola, also maker of 10-in., plans 12-in. sets early in 1949, also 16-in. if tubes are available...Temple-tone's 7-in. table model, due on market Nov. 15, contains 3 terminals in rear of chassis so it can be used with FM tuner or else feed its audio channel into any other radio set; plans shipments at rate of 100 per day.

GE's electronics v.p. Dr. W. R. G. Baker told IRE Rochester convention this week that (a) radio set market has already been hurt by TV, especially sale of expensive consoles; (b) TV receiver costs aren't going down in near future; (c) color TV is long way off, color receivers will cost 3 times black and white; (d) big problem of TV now is how to build adequate TV antennas into sets...That much-talked-about Zenith TV (Vol. 4:40,44) will be disclosed late next week in Chicago; we'll report on it thereafter. Meanwhile, scuttlebutt now has it that, in covering uhf as well as vhf band, it will permit locked tuning to any 12 channels, thus be adjustable to local and future needs...Tele-tone is out with 10-in. consolette at \$299.95, up \$20 from price originally quoted.

We erred in reporting that Crosley's new 10-in. TV had same tube complement as its 12-in. sets (Vol. 4:45). New Crosley 10-in. sets have 18 tubes, 3 rectifiers; 12 in., 24 tubes, 3 rectifiers...Garod is out with 12-in. TV-AM-FM-phono at \$950 and \$995, has discontinued its 10-in. Revere and 12-in. Norfolk consolettes, has upped prices on rest of its line from \$10 more for 10-in. table model (now \$385) to \$255 more for 15-in. console (now \$1,250)...Pilot's 12x16-in. projection console with AM-FM-phono, at \$1,195, will soon be on market; it uses Protelgram, has 30 tubes, 4 rectifiers...Philco's new Model 1280 (\$875) is 12-in. console with AM-FM-LP phono, differs from Model 1278 (\$699.50) in that cabinet is custom built...Philco is building a \$1,000,000 addition to its Sandusky, O. plant for production of TV sets; new unit provides 120,000 sq. ft. of manufacturing, 100x350 ft. warehousing space.

Heretofore careful not to advertise TVs in non-TV areas, RCA departs from that policy with 4-color pages in Nov. 22 Life and Collier's, and in its Sunday radio show on NBC is going to cut in commercials in TV areas plugging its new TV set line (Vol. 4:41)...Philco Service Division has notified owners of its 1947-purchased

TV sets that their standard warranty has been extended without charge for remainder of 1948, covering all servicing and all components including tubes...Remington moves into new White Plains, N.Y. plant Nov. 15, will then begin producing at rate of 500 per month, is preparing to move sales effort into South and Southwest...Magnavox last week began advertising new \$1,600 breakfront Windsor Imperial with 12-in. picture tube, AM-FM-SW-LP phono...Industrial Television Inc.'s new Century line (Vol. 4:42) includes remote control unit (No. 226) with 16-in. metal-coned tube, plus AM-FM-LP phono, \$1,670; No. 221 consolette at \$470; No. 321, same as 221 but with AM-FM-LP phono, \$695. Planned is 12-in. table model at \$410, and ITI president Atwood says plant can turn out 500 of 12-in. and 200 of 16-in. models per month.

SIGHT AND SOUND

Those who missed out on JTAC Report on uhf TV (Vol. 4:39), first printing, are assured by JTAC chairman Philip F. Siling that they will be taken care of—at least, to limit of new printing of 200 which will be ready for mailing by end of next week. Requests are piling up, but all bona fide inquiries will be fulfilled.

Simultaneous picture and sound recording on 16 mm film, called "video recordings," marks ABC's entrance into kinescope recording field. Engineering chief Frank Marx claims recording is done without degradation of sound, allows much cheaper production than separate recordings commonly used. ABC, RCA and John A. Mauer Laboratories of Long Island City collaborated on development. Though RCA participated, system is not same as NBC's.

Biggest sale of time on WABD's daytime schedule Vol. 4:39, 45) is to Teldisco Inc., organization of New Jersey dealers who sell DuMont sets. It has bought 8 quarter hours per day, or 10 hours per week, all live programs, each spotlighting an individual dealer. DuMont says daytime income is running 20% ahead of cost, thinks idea plus flourishing new night business on WABD and WTTG can put telecast operations in black within 6 mo.

Noble daytime TV experiment of New York's WABD was a natural for trade papers: Nov. 13 *Billboard* (3 reporters around-the-clock), Nov. 10 *Variety*, Nov. 12 *Tide* giving heavy coverage. Said *Variety*: "Numbers of advertisers buying time . . . exceed optimistic hopes . . . acceptable fare for housewives, shut-ins and moppets . . . and that is all any DuMont spokesman ever claimed it would be." *Tide*: "Important experiment that may blaze a trail . . . a roaring start." *Billboard*: ". . . an 'A' for effort . . . below that in production level; the heritage, apparently, of a limited budget."

CBS's second TV Clinic for its executives and affiliates has been set for Jan. 21-23, has adopted theme "that television is a going business—now." Also, says TV operations v.p. Jack Van Volkenburg, "We will demonstrate to executives attending how they can operate a network-affiliated TV station economically, and how they should be able to make a profit early in their operations."

NBC showcases TV at its best again, assures further stimulus to TV set sales among music lovers, when it simulcasts Toscanini and NBC Symphony today (6:30-7:30 p.m.—Nov. 13) first of new series it's hoped the great maestro will agree to perform for TV. His two telecasts last March and April were among finest of year's TV offerings. NBC is using 3 cameras.

Resumption of TV "line" rate hearing (Vol. 4:45) has been set for Dec. 1, instead of Dec. 27 scheduled last week. Hope is to finish with interconnection question within 3 days, get FCC decision as soon as possible.

Long distance TV to end all, as reported by BBC: One P. H. Rieder, Capetown, South Africa, claims reception of London station 6,000 mi. away.

Cost of TV station operations is subject of third chapter of NAB's TV report being written by Charles Batson (Vol. 4:40). It goes out to members within 2 weeks, includes such information as this: (1) Most TV stations are amortizing equipment cost over 5 years; (2) Image orthicon tube maintenance cost is \$5 per hour, incoscope, \$1; (3) A 40% jump in personnel was necessary when one station went from 5 to 7-day-a-week operation; (4) Wage scales in TV are same as those in AM and FM; (5) Extent of programming (number of hours per week, whether network, film, studio, remote—singly or in combination) makes all the difference in determining costs. NAB report should be read in conjunction with CBS's (Vol. 4:15), also our reports from individual stations (Vol. 4:10, 13, 45).

Veteran radioman Buryl Lottridge, of Lottridge-Herendeen, Chicago, consultants, regards as excessive TBA president Poppele's and WWJ-TV manager Harry Bannister's cost figures as reported here last week (Vol. 4:45)—though he's quick to say it's lucky for TV "these operators in the East and in the larger centers have that kind of money to invest and to spend." Lottridge claims to have a projected schedule for a 14-hour-per-day TV operation that on low band will cost under \$250,000 to construct, require less than 1,000 sq. ft. studio space, less than 30 fulltime employes, have potential income possibilities that from first will cover operating costs.

No TV likely in Canada for at least 2 years, while CBC continues to "study" medium—obviously stalling for time against our FCC's decision on uhf. Fact is set fee-supported CBC hasn't kind of money it takes to build TV, yet doesn't want private enterprisers to get in first, hasn't even gotten Parliamentary authorization for suggested \$10 TV license fee. Meanwhile, U. S.-owned Canadian TV factories are contemplating limited TV set production for border towns capable of picking up U. S. stations (Detroit, Buffalo, Cleveland), have no intention of letting British interests beat them out of Canadian market (Vol. 4:43).

Dollar-hungry British radio industry really means business in moving in on new TV transmitter-receiver markets (Vol. 4:43), which overloaded U. S. industry can't yet supply. Oct. 31 *New York Times* reports Great Britain "redoubling her efforts to be the first country in the world to export TV," including programs; says British TV programs are to be demonstrated via films in Norway, Sweden, Belgium.

Good suggestion from Motorola v.p. Walter Stellner: That TV stations, instead of merely telecasting test patterns during daytime, make movies of evening programs, run them during daytime so prospective set buyers can actually see the real thing.

Dancer-Fitzgerald-Sample Inc. is moving practically its entire Chicago staff to New York as of Nov. 15 (address: 247 Park Ave.), one of reasons being to expand TV activity of its radio accounts.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

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FINGER ON PULSE OF TV CIRCULATION: RMA issued its authoritative quarterly report on actual TV set shipments Friday. Supplement 61-A herewith shows exactly where RMA members sent sets first 9 months of 1948, plus cumulative 1947-48 totals for each city. Total 1947-48 shipments to TV and non-TV areas were 609,892, compared with total RMA post-war production of 768,396 (see story on October output, p. 2). New York area still commands lion's share (about half of all) -- but noteworthy is way Los Angeles (46,190) drew abreast Chicago (46,926). Philadelphia retains second place (63,495) not counting contiguous communities. Growth of each city's circulation can be noted by checking against our Supplement 61 of Sept. 4 (Vol. 4:36), reporting cumulative RMA shipments for 1947 plus first half of 1948. Figures should be viewed as an excellent guide rather than an exact census, inasmuch as (a) figures are as of Sept. 30, (b) sets aren't always installed in city to which sent, (c) non-RMA, kits and pre-1947 production aren't included.

FASTEST GROWING INDUSTRY IN AMERICA: If 2,000,000 TV receivers really are produced in 1949, as predicted (Vol. 4:46), they will represent a factory cost of approximately \$480,000,000, a retail trade of well over \$1 billion.

Here's how we reckon it: Best industry source shows average factory price of all TV sets produced first 8 months of this year as \$240. Cost to consumers runs nearly twice factory price (Vol. 4:42). Installation-warranty, averaged at very conservative \$50 per set, alone would add \$100,000,000 -- and then there are the many incalculables like extra tubes, lenses, special antennas, tables and gadgets.

What toll TV will exact from rest of radio, one can only guess. It's manifestly cutting heavily into the more expensive radios already. Best year for radio manufacture was 1947, when 20,000,000 sets of all kinds were produced. The trade generally calls 1947 its "billion dollar year," referring to retail sales, of course. That was radio's 25th year. In its third full postwar year, barring unforeseen circumstances, TV will equal or better the best year in radio's history!

* * * *

Even discounting the hyperbole to be expected from enthusiastic merchandising folk riding a high wave of demand, we're inclined to go along with RMA president Max Balcom's forecast of 2,000,000 TV output next year. Consider the claims of top-dog producers, as published by us and others during the last few months:

Philco, that it will hit 10,000 per week next year, which means about 500,000 total. RCA, that Philco isn't now and isn't going to be No. 1 producer -- so let's assume 500,000 there, too. Admiral and Motorola, that their 1949 production will run about 250,000 each. GE, giving out no figures but disputing others' claims to third place -- so assume 250,000 for that big company, also. Crosley, 175,000. Westinghouse and Magnavox, 100,000 each. DuMont, Bendix and Stromberg-Carlson, at least 50,000 each.

Thus, without the unclaimed quantities of other aggressive mass producers (like Emerson, Pilot, Farnsworth, Zenith) -- and not even considering the output of the 50-odd companies of lesser stature making receivers (TV Directory No. 5) -- we very readily strike a total of well over 2,000,000.

Manufacturer forecasts, of course, are predicated on getting ample picture tubes -- but the outlook for these is improving (Vol. 4:46) and to us it's significant that the 2,000,000 prediction was made by an official of the company (Sylvania) which already claims No. 2 place in tube output.

There are of course other supply hazards, notably defense priorities on manpower and materials and a developing tin shortage that may get worse as the Far Eastern situation deteriorates. Cut in tin supply would result in another, and unanticipated, serious bottleneck in component supply.

But so far as public demand is concerned, it's well ahead of supply. All signs indicate it will continue so next year -- barring war, depression, or the extremely unlikely deterioration of the constantly improving TV program structure.

* * * *

While we're at the statistical guessing game, we may as well note what NBC v.p. Wm. Hedges, onetime NAB president, forecast Tuesday before New York Lions Club:

TV a \$2 billion industry within next 5 years, based on annual set production of 4,000,000 at average retail price of \$350 (total, \$1.4 billion) plus \$600,000,000 for sale of time and talent. Between 1949 and 1954, TV accounting for \$8-10 billion investment in receivers, transmitters, telecast time, talent.

Your adding machine is just as good as ours or Bill Hedges' -- but there's no gainsaying his claim that TV is "the fastest growing industry in America."

* * * *

Nor can we blink the conclusions of Crosley's James D. Shouse, who is due to tell National Editorial Assn Sunday: "We hear that TV will not supplant anything we now have, but will rather supplement all the things we now have...It is the soothing approach, the disarming approach...As a broadcaster, I think that with the exception of widely scattered and remote rural areas containing some small towns, TV stands a good chance not of supplementing broadcasting as we know it today, but of replacing it...I think that the structure of sound broadcasting today will, before many years have passed, undergo severe economic dislocations that may cause it to deteriorate in quality of service at the very time when only improvement of service could save it."

This is the same Mr. Shouse who called the turn on FM, speaking before the same group in June, 1946 (Vol. 2:25) -- predicted FM wouldn't take hold as speedily and thoroughly as most of us thought. He's v.p. and broadcasting chief of the same Avco that operates the 50 kw WLW, Cincinnati, and WINS, New York; that seeks to purchase WHAS, Louisville, with its CP for TV; operates Cincinnati's only TV outlet WLW-TV, holds CPs for TV in Columbus and Dayton, has applied for TV in Indianapolis.

OCTOBER TV OUTPUT HITS PEAK 95,216: Not much question now about TV receiving set "population" reaching, probably exceeding, 1,000,000 by end of year. October RMA output figures tell continually eloquent story of TV's upsurge. They show 4-week month's production totaled 95,216, which compares with 5-week September's 88,195 (Vol. 4:43). RMA's cumulative figure for first 10 months of this year is 583,349. For all postwar it's 768,396. Adding usual 10% to account for non-RMA, kits, etc., total TV units produced up to Nov. 1 is about 845,000. November and December output should run well over 100,000 each. So, even allowing for lag due to inventories (practically non-existent at factories, not very big among most distributors and dealers), it takes no expert to discern the shape of things.

FM held its own during October, RMA reporting sets with FM totaling 170,086 compared with September's 171,753. All radio units during October totaled 1,134,378, somewhat down from September's 1,280,440. RMA's October TV breakdown: table models, 56,752; TV-only consoles, 24,557 (1,137 projection); TV consoles with radio-phono, 13,907 (104 projection). October FM breakdown: AM-FM table models, 64,764 (25 with phono); AM-FM consoles, 95,653 (5,837 without phono); FM-only and converters, 9,669. Note: Whether Emerson's FM-only set (Vol. 4:42) is included in last figure, we don't know; corresponding figure in September was 4,800, yet August's was 10,104.

NEXT TV STATIONS AND NEXT MARKETS: Louisville's WAVE-TV gets going next Wednesday (Nov. 24) and Seattle's KRSC-TV Thursday (Nov. 25) -- so you can add these new stations and new markets to your log (TV Directory No. 5) as the 44th and 45th in regular operation. Albuquerque's oft-deferred KOB-TV has postponed starting date again, this time to Nov. 29. After that, look for Syracuse's WHEN (holds STA for Dec. 1 tests), San Francisco's KPIX (test patterns start Dec. 7, commercial operation Dec. 15), and New Orleans' WDSU-TV (nearing readiness). There's also DuMont's Pittsburgh WDTV aiming for opening sometime in December, still indefinite, though it certainly ought to be ready in time for Jan. 12 coaxial linking East-Midwest nets (Vol. 4:45).

Note that all these stations will open up new TV markets. WAVE-TV starts with nice list of accounts (see sponsor listings on p. 4), and KRSC-TV starts with big Thanksgiving Day high school grid game, lots of local fanfare, tieups with all networks for their off-kinescope films.

New TV applicant for Charleston, W.Va. (Joe L. Smith, WKNA) had his application turned back to him by FCC this week for lack of engineering data. Filing soon for Greensboro, N.C. will be Harold Thoms (WCOG, Greensboro, and WISE, Asheville).

KITBUILDERS AS TV TRAIL-BLAZERS: We've often cited kits as a factor in TV set production and ownership -- indeed, have consistently reckoned that output of the kit-makers plus such non-RMA producers as Admiral, Fada, Remington, Sightmaster, etc., accounts for at least 10% more than RMA figures show (see story, p. 1). Now the biggest of the kitmakers, Transvision Inc. (Vol. 4:30), reports definitely that its 1948 production will approximate 24,000. Transvision thinks this is 85-90% of all the kits produced (for list of kitmakers, see our TV Directory No. 5). Even more significant is impact of TV kitmaking on the industry, described thus by Transvision's general manager H. D. Suesholtz: "...the development of a group of zealots similar to our radio hams...helps train a pool of technicians well in advance of the development of any TV area...speeds up advance of TV by giving thousands of people some background in TV and accelerated training, so that finished receiver manufacturers are able to get some sort of service in areas which previously had relatively few technicians." Note: Very interesting story of Transvision Inc., how it merchandises the nearly 40,000 kits it has turned out in last 2 years ("a walloping 6% of all the video sets so far produced"), occupies 2 full news pages of Nov. 19 Tide Magazine.

SIGHT AND SOUND

Big guns of electronics industry (27-man Electronics Equipment Industry Advisory Committee) met with Munitions Board men Tuesday, started ball rolling to whip up mobilization plan acceptable to Govt. Western Electric's Fred Lack was named chairman of industry group, Capt. W. C. Wade, USN, heads Govt. side. Lack will appoint one committee to work up plan, another to work with armed services committees on components standardization. Latter problem is apparently pretty tough nut, involving compromises between stiff military specifications and what manufacturers say is practical from production standpoint.

Motorola produced about 100,000 TV sets this year, plans 250,000 next, expects to do about \$40,000,000 in TV business (half its anticipated 1949 sales)—according to President Paul Galvin, as quoted in *Retailing Daily*. Sales for fiscal year ending Nov. 30, Mr. Galvin stated, will total about \$55,000,000, of which \$15,000,000 comes from TV; this compares with \$47,000,000 in fiscal 1947.

Sales of Allen B. DuMont Laboratories, Inc., for first 9 months of this year totaled \$14,932,558, profit \$1,217,418 (59c per share of A and B stock). This compares with \$6,815,315 sales, \$296,971 net (15c) same period last year.

San Antonio's KTSA, owned by Gene Howe interests (5 kw, 550 kc, CBS), is about to be sold to cowboy actor Gene Autry, ex-Oklahoman business manager Edgar Bell.

Most powerful broadcast station in the Americas, Birmingham's WBRC-FM starts radiating 546 kw from 558-ft. tower (880 ft. above average terrain) on Nov. 21. Next in line, with 349 kw and 695 ft., Milwaukee's WTMJ-FM reports that 18,000 sq. mi., 2,432,000 people, fall within its 1,000 uv/m contour, claims excellent reception within 105 mi. radius. Stations use first two 50 kw RCA transmitters delivered.

"Battle" of kinescope recordings seems to be under way. Hard on heels of ABC's announcement of its simultaneous method "video recordings" (Vol. 4:46), CBS comes out with a "double-control" system which records picture and sound separately. CBS feels its system has inherently better quality which offsets whatever savings in production costs simultaneous system offers.

Oral argument on multiple ownership (Vol. 4:34) was set by FCC for Jan. 17. FCC proposes to limit number of stations controlled by one entity to 7 AM, 6 FM or 5 TV; less-than-control ownership would also be limited to specified, graduated, number of each.

Ban on televising night baseball games has been recommended by N. Y. Giants' President Horace Stoneman, who claims that not only major league night games are hurt by TV but that there's drop in attendance at minor league games when televised.

NBC's WNBQ cameras covered FCC Chairman Wayne Coy at Chicago Rotary Club luncheon Tuesday when he spoke on TV's impact on radio, movies, sports, newspapers, magazines—mostly, repeating what he has said in other recent talks (Vol. 4: 39, 43). But he also foresaw 1,000 TV stations in next 7-8 years (400 in next 2), said some industry leaders "predict" 17,000,000 sets by 1955, mentioned TV station losses of \$10-12,000 per month ("It's about the only business I know of in which the enterprisers go about bragging about the amount of money they are losing."). He "hoped" for transcontinental TV networking within another 2 years. As to last, AT&T says its schematic we recently published (Vol. 4:45) still stands. It shows no cross-country link by 1951.

Roster of speakers and panel for TBA's TV Clinic in New York's Waldorf-Astoria Dec. 8 has been completed by Chairman E. P. H. James, MBS. FCC Chairman Wayne Coy will be luncheon speaker. Session speakers: Robert P. Meyers, NBC, legal problems; Leonard H. Hole, WABD, DuMont's daytime TV; Robert L. Coe, WPIX, reception problems; Hugh M. Beville, NBC, research. Morning panel speakers on commercial phases of TV: George Moskovics, CBS-TV; Klaus Landsberg, KTLA; Doty Edourde, Badger, Browning & Hersey; Eugene Katz, The Katz Agency; Myron Kirk, Kudner Agency.

New operations chief of Hearst Radio, Inc., is Tom A. Brooks, newly appointed v. p. and director succeeding the late E. M. Storer. He's a pioneer in radio, was Navy commander during war . . . James Leonard, program director of Cincinnati's WSAI, quits Dec. 1 to become manager of Crosley TV's now-building WLWC, Columbus . . . Popular Bob Swezey's resignation as v. p. and gen. mgr. of Mutual, following differences with President Edgar Kobak, was finalized at MBS board meeting this week . . . E. Jonny Graff, ex-Donahue & Coe, is now program chief of Chicago's WBKB . . . Charles E. Rynd, ABC v.p., quits Dec. 1 to become president of Audio & Video Productions Corp., manufacturers of broadcast and TV equipment.

State of Pennsylvania stands to collect \$240,000 a year from 2,000 Philadelphia taprooms alone on basis of State Supreme Court ruling this week upholding lower court decision that barrooms and other public places having TV must pay \$120-per-year amusement tax. Attorneys for Philadelphia Retail Liquor Dealer Assn., who, with Philco and RMA help, fought case were not too sanguine about upsetting State court's decision. Philadelphia city officials believe they can also slap 10% amusement tax on TV-equipped barroom income on basis of ruling.

Motion picture executives talked TV "all day long" at this week's New York MPA meeting. Though most of them are in TV on own one way or the other, they came to no formal conclusions. They heard about TV from SMPE's Loren Ryder, 20th Century's Earl Sponable, Zenith's Comdr. McDonald, TOA's Gael Sullivan, and Ralph Austrian.

Biggest network TV package yet sold is RCA Victor's *Kukla, Fran & Ollie*, which goes to NBC-Midwest, starting Nov. 29, Mon. thru Fri., 6-6:30 p.m., CST, soon will be piped also to NBC-East. Chicago's WBKB will key. It's high-ranking show formerly known as *Junior Jam-boree*, enjoys big adult as well as kid audiences, features Burr Tillstrom, puppeteer.

Dismissal of CBS's Boston TV application has been asked by Boston Metropolitan Television Co., also an applicant (TV Directory No. 5), on grounds network's proposed purchase of Raytheon's WRTB (Vol. 4:44) constitutes 2 applications for same facility in same city, therefore violates FCC rules.

Straws in the wind: Speaking before radio-TV session of AAAA eastern conference Monday, President Everett W. Hoyt, of Charles W. Hoyt, Inc., ad agency, asserted: "If you can believe surveys these days, you must concede that homes having both radio and television listen more to television even after the novelty has worn off . . . If television will dominate the audience, then we must either get reduced rates on radio time or else do some smarter buying." Tom Harrington, of Ted Bates, Inc., predicted TV is "very apt" to represent major proportion of agency billings soon.

The pollsters agree-and-disagree; compare these October top 10 TV ratings for New York, as reported by The Pulse, with those reported by Hooper a few weeks ago (Vol. 4:45): *Texaco Star Theatre*, WNBTV, 50.7; boxing, Monday, WNBTV, 46.7; *Chevrolet on Broadway*, WNBTV, 37.3; *Toast of the Town*, WCBS-TV, 36.7; rodeo, WCBS-TV, 32.7; *Amateur Hour*, WABD, 32.7; *Americana*, WNBTV, 30; boxing, Friday, WNBTV, 29.3; *Small Fry*, WABD, 29.3; *We, the People*, WCBS-TV, 28.7. Six of these also made top 10 in Philadelphia: *Texaco Star Theatre*, boxing Mon. and Fri., *Toast of the Town*, *Amateur Hour*, *We, the People*.

Gearing for NARBA meeting in Canada, Sept. 13, 1949, FCC has called for informal engineering conference Dec. 7-9.

Thanksgiving Day show on NBC-Midwest, 4-6 p.m., will be sponsored by RCA Victor, featuring recording stars Robert Merrill, Jane Pickens, Eddie Arnold, Jack Lathrop, Eve Young; also "Bojangles" Robinson and film transcriptions of Toscanini with NBC Symphony and of play "No Shoes." NBC-East reports Oldsmobile has increased *NBC Newsreel* from 10 to 15 min., Wed., 10 p.m., on Jan. 12 will be extended also to 7 NBC-Midwest stations. *Theatre Guild on the Air* reported planning return to NBC-East under sponsorship of General Foods, 8-9 p.m., Sun., replacing General Foods' *Author Meets Critics* and *Meet the Press*; also juxtaposing 9-10 p.m. *Philco TV Playhouse*. Theatre Guild may offer varied format of drama, musical comedy, revues. Bigtime advertiser Toni Co., Chicago, is reported considering TV, radio director Don Nathanson in New York this week inquiring into time and talent availabilities. Recent new TV station sponsorships:

WAVE-TV, Louisville: Kools, 3 one-min. spots weekly; Bulova, 5 one-min. spots, 10 time signals weekly; Disney Hats, Sun. newsreels; Ewald Distributing Co. (RCA), 10 U of Louisville and U of Kentucky basketball games; Falls City Supply Co. (Motorola), Thanksgiving high school game, weekly high school basketball; Frank Fehr Brewing Co., Tue., wrestling and boxing and 4 one-min. spots weekly. Liberty National Bank, Richard Harkness' "Story of the Week," NBC film recording, plus 5 one-min. spots weekly; "Philco Television Playhouse," Sun.; Rodes-Rapier Co. (men's clothing), pre-game interview; Wiedemann Brewing Co., Sat. sports film and 4 one-min. spots weekly. WPIX, New York: Frost Refrigerators Inc., "Record Rendezvous," 25-min. Tue., 13 weeks; Sanitary Diaper Corp., "Child Care," 15-min. Mon., 13 weeks; Mary Lewis Inc., "Fashions for Teens," 5-min. Tue., 13 weeks; plus spots by Lucky Strike, Whitman Chocolates, Botany Mills, Egan, Fickett & Co. (oranges). Also weekly 7:40-9 p.m. newsreel, "Your New York," with 38 partic. sponsors.

KSTP-TV, St. Paul: Roycraft Co. (Philco), Pioneer Scientific Corp., "Philco TV Playhouse," Minneapolis Savings & Loan, Cargill Inc. (dog food), Motorola, Lucky Strike, Young-Quinlan (specialty store) fashion show, Schuneman's Inc. store local newsreel.

WJZ-TV, New York: Skin Tested Drug Products Co. (Cyl-Dent toothpaste), home games of N. Y. Knickerbockers pro basketball team, alternating with Brown & Williamson.

KTTV, Los Angeles: The Farmer's Market, "Fred Beck's Kitchen," with professional chefs and housewives competing before guest panel of gourmets, Thu., 8-8:30 p.m., starting Jan. 6.

WPTZ, Philadelphia: Atlantic Refining Co., U of Penn home basketball games; Jennings & Sons (coal), "Black Magic," Fri.

WFIL-TV, Philadelphia: Jacques Kreisler, mgr. of men's jewelry and watch bands, "Swap Shop," 30 min. Mon. (trading post service to viewers).

WLW-TV, Cincinnati: Schoenling Brewing Co., "Swanee River Boys With Bob Shreve," 15-min., Tue., Thu., 13 weeks.

WBAP-TV, Fort Worth: Texas Electric Co., "Texas News," local newsreel; Ellison's Dept. Store, "Touchdown"; "Philco Television Playhouse."

WENR-TV, Chicago: Matusek Academy of Music, Mon., Amateur Hour with Chicago high school talent.

WWJ-TV, Detroit: Household Finance Corp., 27 home games of Detroit Red Wings hockey team.

HERE'S THE DOPE ON ZENITH'S NEW TVs: Zenith's "sensationally different" TV sets, as its Chicago teaser ads this Sunday will call them, are things of sheer beauty. Their major break with convention are round pictures, quite satisfactory, which completely fill face of tubes. They can be modified for uhf reception as and when (and if 6 mc) ultra-high channels are added to TV. Automatic gain control with locked, pre-tuned, pre-set switch tuning requires no other adjustment to change from station to station. There's also a Phonevision plug.

Beautifully-furnished sets won plaudits of distributors and newsmen who saw them Thursday, cabinet designs well meriting approbation. Six models were shown, but only 4 are going to market as yet -- Chicago first, Nov. 29; then New York, then other cities. Company is shooting for 1,500 units per day, but that's pretty largely dependent upon picture tube availabilities from suppliers Rauland, GE, Sylvania. None are being purchased from RCA, with which Zenith is engaged in patent litigation.

No question now about Zenith going all-out for TV. Nor that, despite its slow start due to president Gene McDonald's early skepticism about low-band and advertising support for TV, Zenith will be as competitive a factor in TV as in radio. Circular picture is achieved by adjusting height and width control forward so that picture completely fills 10 and 12-in. kinescopes (called "A" and "B" screens). This achieves what Zenith claims is 50% more picture than same size tube with conventional rectangular frame. Zenith also says it puts in 1,000-1,500 more volts than usual (7,000-12,000), thus gets brighter picture; and more definition is claimed by virtue of wide band front end.

Changeover to 6 mc uhf is accomplished by changing "strips" attached to rf coils for tuning a particular channel. All "strips" are on a 13-position tuning turret. Thus, if 4 vhf channels are used in a particular locality (like Washington), 9 different "strips" can be fixed to make that many uhf channels. This must be done by a serviceman, but Zenith says it's simple and inexpensive. No special uhf tubes are used, but circuit is said to be engineered for the higher frequencies. Referring to rear connection for Phonevision sub-assembly, specification sheets speak of Comdr. McDonald's pet idea as "ultimate answer to the economic riddle of quality television programs."

Four sets are ready for Chicago market: 2 table models with "A" screens (mahogany and bleached), to sell for \$389.95, table \$29.95 extra; 2 consoles with "B" screens, to sell for \$479.95 and \$489.95. All are TV-only, contain 24 tubes, 3 rectifiers. Five other models are on the line, several due in few weeks: 2 A-screen consoles, \$439.95 and \$449.95; 2 B-screen consoles with AM-FM-LP phono, \$695 and \$1,075; one C-screen (16-in.) combination, \$1,150. Installation-warranty on all models is flat \$65.

FEDERAL'S TV PLANS & OTHER NOTES: Federal Telephone & Radio Corp. will be in TV early next year, offering transmitters, antennas and associated equipment in competition with only other makers: GE, RCA, DuMont, Raytheon. IT&T subsidiary built some color apparatus for CBS in 1946-47, claims know-how of its prewar Eiffel Tower installation, plans to figure importantly in uhf. No information yet whether it's going into receiver field, too...Checkup discloses Western Electric isn't going into TV manufacture in any way -- that's definite. In fact, preoccupied with Bell System and Govt. orders, which are taking up main attention of its technicians, WE has already gotten out of broadcast tube business, turning it over to Machlett Labs.

Cut-rate selling of TVs, despite demand in excess of supply, is causing manufacturers considerable concern, leading to withdrawals of dealerships, warnings that fair trade laws are being violated. Dealers cry big inventory investment requires quick turnover. To meet cut-price competition, Macy's and other big New York stores this week reduced price of installations...GE is first -- and thus far only -- actually to turn out TV sets in Canada. Toronto plant is making consolette called Model C-810, listing at \$745, using chassis similar to Syracuse GE's 810, operating on 25 cycles. Canadian GE also is making small preamplifier sold in connection with the set in Toronto, Windsor, Niagara areas within reach of U.S. stations...New Ten-

pletone 7-in. receiver will sell for \$199.50, has built-in magnifier; company also plans 10, 12, 16-in. models...Televista Corp. of America (TV Directory No. 5) is offering 200,000 shares of common (600,000 authorized, 260,000 outstanding), at \$1 per share to raise working capital...Farnsworth is also reported preparing public stock offering of 300,000 common...Stromberg-Carlson has 2 new 12-in. consoles on market: Manchester with FM radio, selling for \$625 installed; Lanchester with AM-FM-LP phono, \$985 installed. Manchester supersedes Dorchester, same price.

NAB FACES FACTS OF 'THE NEW RADIO': An industry growing too big too fast for its own rich trade association -- that's the picture of "the new radio" as discussed for one full day by NAB's board this week. Upsurging TV primarily (see story, p. 1), also other new services like FM and FX, led NAB hierarchy to decide to set up 5-man board committee (to be appointed by Judge Miller) to consider revamping of NAB along "functional" lines. Two viewpoints on NAB's future were apparent: (1) That association be reshaped to function as sort of federation of specialized broadcast groups, such as TBA, FMA, clear channels, regionals, independents, reps, etc. (2) That NAB set up departments for new services regardless of conflicts with other trade groups.

Federation idea seemed to catch on, the hard-headed businessmen who comprise board indicating no intention of hiding heads in sand when it comes to TV. Here's how one board member put it: "We're members of NAB. We're in AM, TV, FM, FX. We expect NAB to provide us with service in all those fields. That's what we pay dues for." Of board's 25 members, 15 are in TV as operators, grantees or applicants, 22 in FM. Of NAB's 2,000 members, 260 are in TV one way or another, representing more than 50% of NAB's more than \$750,000 annual income, and more than 600 are in FM.

Accepted was fact there's slim chance of working alliance with TBA in immediate future -- not before committee confers, recommends, certainly not before February board meeting in New Orleans. Since the elections TBA apparently has dropped, for time being at least, idea of signing up FCC chairman Wayne Coy as its head. NAB board voted funds to continue Charles Batson's TV reports (Vol. 4:40,46) authorized "stepped up" FM Dept. by relieving Arthur Stringer of all other jobs. Earlier in week, NAB program executive committee urged appointment of TV specialist in Program Dept., but board said wait.

TROPOSPHERE'S EFFECT ON ALLOCATION: FCC brought out its tropospheric TV and FM channel studies Friday, announced it would definitely hew to its original Nov. 30-Dec. 2 dates for engineering conferences (Vol. 4:42,46). The 2 TV studies cover 67 cities in 14 Northeastern states and D.C. First shows how troposphere affects proposed allocation plan, assuming metropolitan stations use 50 kw/500 ft, community stations 1 kw/500 ft. Of course, it raises hob with 500 uv/m contours; but 5,000 uv/m contour is seldom invaded by interference more than 10% of the time. Second study assumes protection to 500 uv/m from interference more than 10% of time. This is an ideal which few TV people in the Northeast expected anyhow, since FCC rules say metropolitan stations won't be protected beyond 5,000 uv/m. Apparently, Commission's idea is to explore possibility of rural coverage.

First study covers the proposed 122 stations in the 67 metropolitan areas; second cuts that almost in half -- to 66, and would allow only 12 more grants even if channels were switched for some existing CPs. Actually, the 2 plans are extremes. Barring any new development, like synchronization (Vol. 4:46), the FCC's decision will lie somewhere in between.

FM study indicates there's little to worry about. Considering 3 representative channels (256, 266, 276), it's shown that only in rare cases is 1,000 uv/m contour invaded by interference as much as 1% of time. And 10% tropospheric interference seldom penetrates stations' coverage any more than does ordinary ground-wave interference. FCC again emphasized that both TV and FM studies are not proposals, are only illustrative. If you want copies, write FCC Office of Information.

Nothing new on synchronization, except that RCA has invited JTAC to look it over Monday, FCC staff engineers Tuesday.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

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CP LAGGARDS AGAIN GETTING THE EYE: If recent citing of New Orleans' WRTV (Maison Blanche) for allegedly doing nothing about its TV grant (Vol. 4:43) is any criterion, there are others who had better look to their construction permits, too. Last February, FCC cited 5 stations for dilatory tactics (Vol. 4:6-7) but reinstated them all when they made good cases for delays (Vol. 4:30). At present, only WRTV and Raytheon's WRTB (Vol. 4:25,42,44) are on the carpet -- but it's an open secret that a score or more of the 78 outstanding grantees haven't ordered equipment yet, let alone asked for tenders or drawn up plans. There's talk, too, that some are on the block, along with their AMs, but we haven't been able to trace any of these yet.

Right now, FCC is scrutinizing requests for extensions of completion dates with more than usual diligence, particularly of long-time CP holders. Despite its previous disposition to go easy, particularly during freeze period, it's apparent some face danger of losing their precious channels -- particularly in cities where hungry applicants are tied up in hearings. Listings on our "Sight & Sound" page of CPs outstanding for 2 years or thereabouts does not indicate they're offenders; most of these have actually gone forward. Quite a few more later-date CP grantees, now asking for second and third extensions, are among those suspected of stalling.

MONEY MARKETS AND THE TV TRADE: Hardly a stockbroker or underwriting house boasting a research staff but what is turning out "studies" and "analyses" of the TV industry and of TV manufacturers -- apparently eyed by the investing fraternity as one of the very brightest stars in the American industrial firmament. Says Paine, Webber, Jackson & Curtis in a current research bulletin:

"The set makers...capture speculative imagination -- for 1949 seems destined to be a brilliant profits year in that (1) the benefits of mass production should result in TV affording a better profit margin than radio, (2) a competitive battle for survival [among set makers] is not likely to develop until the latter part of 1949 or early 1950."

Report purports also to state approximate going weekly TV set output of 8 companies it regards as top producers (oddly enough, omits GE entirely though that big company is easily among first 5): Philco, 5,750; RCA, 5,100; Admiral, 5,000; Motorola, 3,800; Magnavox, 2,000; Emerson, 2,000; Crosley, 1,500; DuMont, 1,200. These are fair guesses, though our sources would indicate RCA and Philco figures are probably too low, Admiral too high (Admiral has never claimed more than 1,800 per week). Also, not to be overlooked as prospective mass producers are other big and successful radio set manufacturers now turning to TV.

* * * *

Our own calculation of more than \$1 billion retail trade next year in TV merchandise, based on minimum of 2,000,000 sets to be produced and marketed (see Fastest Growing Industry in America, Vol. 4:47), appears to have stirred unusual attention. Notably the point that, in its third full postwar production year, TV is equaling if not bettering the radio manufacturing industry's best year in 27 (1947). What will this TV industry be, some ponder, when there are several hundred instead

of a mere few dozen stations, when more areas are TV-served, when TV set production is really on a mass scale?

Your estimate is as good as ours, but here's what one of the nation's key merchandise men told us this week: "Television is a baby giant. It will soon out-strip refrigerators as the No. 1 household appliance item in U.S. trade." He said refrigerators run 3½-4 million units per year at average price of \$250.

Inquiry at Dept. of Commerce develops this point: That household appliances, including radio, during 1947 represented \$2,467,000,000 retail trade, ranked among top dozen retail businesses. Here are retail sales rankings for 1947, by types of stores, as reported by Office of Business Economics (in millions): grocery and combination, \$23,164; eating and drinking places (restaurants, bars, etc.), \$12,485; motor vehicle dealers, \$12,100; dept. stores and mail order, \$10,615; food stores other than item No. 1, \$6,420; building materials, \$5,695; filling stations, \$5,193; women's clothing, \$4,141; furniture and furnishings, \$3,746; drugs, \$3,659; household appliances and radios, \$2,467; men's clothing, \$2,414; hardware, \$2,217; variety (5&10, etc.), \$1,992; liquor, \$1,874; general stores with food, \$1,858; auto parts and accessories, \$1,678; dry goods and general merchandise, \$1,538; shoes, \$1,533; family clothing, \$1,325; jewelry, \$1,309; farm implement dealers, \$1,180.

Thus, TV at \$1 billion-plus is by way of taking place among the top retail classifications in the American economy -- achieved in the scant few years since sets began dribbling out of a few factories in latter 1946!

'WHEN THE TIME COMES, WE'LL BUY': Quietly but definitely, with TV their main quarry, TV-struck Spyros Skouras and his 20th Century-Fox Film Corp. have for some weeks been negotiating to purchase ownership of ABC. Parleys have been with ABC chairman Ed Noble, who bought old Blue Network from RCA for \$8,000,000 in 1943, now holds slightly more than 53% of the 1,689,017 outstanding shares of common stock. Besides owning radio stations in New York, Chicago, Detroit, Los Angeles and San Francisco, ABC owns and operates TV stations in first 3 cities, is preparing to begin TV operation early next year in the 2 Pacific Coast capitals, is generally conceded to hold strong second place (after NBC) in TV station and networking field.

Twentieth Century has evinced more real interest in TV station ownership than any other movie concern save Paramount (which got in early, operates 2 stations, seeks 3 more, owns part of DuMont) and Warner Bros. (whose purchase of Los Angeles KLAC-TV and application for Chicago pend). The Skouras firm, enormously wealthy theater owner Charles Skouras abetting his brother Spyros, has applied competitively for stations in San Francisco, Boston, St. Louis, Kansas City, Seattle, was first big producer to release its newsreels to TV for sponsorship, has been eyeing field closely with able staff headed by onetime NBC v.p. Alfred H. Morton.

Before any deal for ABC can be consummated, 4 obvious hurdles must be leaped: (1) There must be meeting of minds on price -- and we're informed that hasn't yet been reached. (2) FCC would have to approve -- presumably after following its usual procedure of allowing time for competitive bids. (3) Dept. of Justice opinion would have to be obtained -- to make sure radio and TV station ownership by film producers is permissible in light of recent court decisions on divestment of movie houses. (4) Congress may object to big movie producers, having been forced out of theater ownership, taking dominant places in a new, competitive medium -- sure to be opposed by the anti-bigness interests, including probably independent theater owners. Then there's matter of substantial minority stock, traded unusually actively on New York Stock Exchange this week (see "Sight & Sound" item).

However deal turns out, it's a manifestation of deep concern among some movie moguls about inroads of TV, not yet a real competitor only because there are still so relatively few homes with TV receivers (short of a million). It also bears out high echelon Hollywood attitude here reported from time to time: "When the time comes, we'll buy." FCC rules limit TV station ownership to 5 per entity, which inevitably means local theatre interests will eventually be prime buyers of stations, if not applicants for new ones.

TV SYNCHRO IDEA EXCITES FCC-JTAC: FCC and JTAC engineers journeyed to Princeton this week, left there tremendously impressed with RCA's palliative for tropospheric interference to TV -- synchronization. System, you'll remember (Vol. 4:46), reduces effects of co-channel interference by locking interfering stations' carrier frequencies in step, eliminating horizontal black bars ("Venetian blind") from received picture. For demonstrations, New York's WNBT and Washington's WNBW were synchronized from Princeton on channel No. 4, using ordinary Class C phone lines, rather than microwave as before. What's more, RCA says there's nothing difficult about hooking up any number of stations, coast-to-coast if necessary. All you need is a station, probably unattended, somewhere between synchronized TV stations, equipped with electronic gear costing possibly no more than \$1,000, plus phone lines to one station.

For the technically minded, operation is explained as follows: "Signals from New York and Washington are compared in the phase discriminator at the output of the two receivers located in Princeton. The information regarding relationship of the two carriers is carried as frequency modulation of the 1,000 cycle tone by telephone line to New York. The frequency shift of this tone is utilized to shift the phase of the New York carrier to maintain a fixed phase relationship between New York and Washington carriers as observed at Princeton." We're told the system, though not complex, is extremely ingenious.

Just how much interference can be cleared up by synchronization hasn't yet been finally determined, but RCA says: "...improvement corresponding to a reduction in interfering signal by a factor of about 10 times in voltage may be reasonably expected." In any event, system holds excellent promise of at least salvaging 150-mile co-channel separation. Samples of questions yet to be answered: (1) Will it work as well on all TV channels as it does on No. 4? (2) How about stations located at corners of a triangle?

System will be presented at FCC's tropospheric conference next week (Nov. 30-Dec.1-2), as will such plans and devices, of course, as directional transmitting and receiving antennas. For example, we've heard of one rather simple receiving antenna with a front-to-back ratio of 20-to-1; that can cut out a lot of interference.

Engineering conferences, in Dept. of Commerce Auditorium, should really be informal, as intended, what with Technical Information Div. chief Ed Allen, rather than a commissioner, presiding. So far, 43 appearances have been filed by attorneys and engineers representing various groups of clients. But a great many more will be on hand, each with the right to throw in information or ideas.

SIGHT AND SOUND

More straws in the wind (Vol. 4:47): Sterling Drugs Inc. (Bayer Aspirin, Castoria, Dr. Lyons, etc.), reports *N. Y. Herald Tribune* business columnist Harvey E. Runner Nov. 23, will soon lop off \$1,000,000 of its \$6,000,000 radio advertising budget, put it in newspapers and magazines pending growth of TV. Meanwhile, it has bought WABD's half-hour daytime *Dennis James* show 5 days weekly. Spot radio is also to be added. Writes Runner: "Mr. Hill [president James Hill, Jr.] declared that in New York City TV had made so much progress that people with such sets were no longer listening to their radios . . . [this is] the primary reason which prompted the company to act now to reduce its radio advertising and to step up its plans for TV."

Expansion note: Philco announced this week it is acquiring Electromaster Inc., Mt. Clemens, Mich (electric ranges, heaters, etc.), will pay for it with 68,212½ shares of its authorized but unissued stock (around 40). At same time, besides declaring quarterly common stock dividend of 50c, Philco declared year-end dividend of 7 shares of common for each 100 now outstanding. Decision to pay in stock instead of cash, said president Wm. Balderston, was prompted by need to conserve cash for TV-refrigerator expansion, particularly more TV plant facilities.

Pertinent question arising out of long-term, lump-sum, capital gains contracts currently being dished out to top radio stars (Jack Benny signed to go over to CBS Jan. 2 after 17 years on NBC): Will these stars pay out on radio only, if TV really takes command of home entertainment, as predicted, and if they don't happen to have telegenic "it"? Having lost Amos 'n' Andy and Jack Benny already, standing to lose some others, NBC is protesting legality of deals whereby artists contract with own producing corporations, then sell corporations, pay only 25% capital gains tax rather than regular income tax. Treasury is being asked to rule, some Congressmen expressing concern.

Brisk activity in ABC shares on New York Stock Exchange this week was attributed directly to news of proposed purchase by 20th Century-Fox (see story, p. 2). ABC marketed 500,000 shares last summer and also borrowed \$5,000,000 on 4% notes due May 1, 1960, its only long-term debt, in order to finance TV expansion (Vol. 4:8,19).

If your binders are getting jam-packed, we can furnish you more (at cost price, \$2.50). In fact, we suggest you keep separate files of Newsletters and Supplements rather than cram all into one binder.

"Experimental" telecast of Metropolitan Opera—technically experimental in that it has never been done before and requires special setup, commercially in that Metropolitan is permitting AM sponsor Texaco to sponsor also on ABC-TV—will mark another TV milestone Monday night, Nov. 29. Opera is Verdi's "Otello." Seven cameras will be used, commentator will be Milton Cross, show will run from 7:45 pre-opening until around 11 o'clock closing. ABC hookup will comprise WJZ-TV, WNAC-TV, WFIL-TV, WAAM-TV, WMAL-TV.

WPIX is definitely not for sale, hasn't been offered for sale, nor have any offers been made—so says *New York News* president F. M. Flynn in Nov. 24 statement replying to *Variety* report. WPIX losses were heavier than anticipated, he admitted, but operational losses (with more than 20 sponsors now) are being cut. "We are determined," he stated, "to build a strong, local independent station." This week, 3 WPIX directors (Mr. Flynn, editor Richard Clarke, manager Robert Coe) were named to *Chicago Tribune's* WGN board, 2 WGN officers (v.p. Chesser Campbell, manager Frank Schreiber) to WPIX board.

FMA moves Dec. 1 to 526 Dupont Circle Bldg., Washington. Association has called board meeting for Dec. 10-11 in Chicago's Hotel Sheraton, inviting Inland Daily Press Assn. to hear discussion of transit FM, storecasting, FX. Report that "NAB plans to absorb FMA," headlined in Nov. 26 *Radio Daily*, is based on "malicious rumor," "out of whole cloth," say officials of both groups.

FCC probably won't meet next week because members will sit en banc on hearing over dispute between national spot sales reps and networks, starting Monday, due to run most of week. Troposphere conference Tuesday-Thursday, resumed TV "line" rate hearing, AM and common carrier cases, augur busy calendar after dull Thanksgiving week.

Washington political pundit Marquis Childs, in his Nov. 27 syndicate dispatch, contemplates TV—and, though seeing it merely in its "swaddling clothes," finds it good, documents its "revolution already in progress" with what he sees it doing to family habits, talks of its "promises to work undreamed-of changes in our way of life."

Seven columns of TV receiving set news in current *New Yorker* is gauge of video's Xmas potential, if nothing else. Piece culls data on direct view and projection models, mostly lists top bracket makes (RCA, DuMont, Magnavox, Brunswick, Capehart, Scott, Fisher).

Gillette sponsors Army-Navy game, telecast Saturday (Nov. 27) on NBC-East for fourth year. CBS-TV reports Ballantine Ale will sponsor Ray Robinson-Steve Belloise tournament of Champions bout from Jersey City, Thu., Dec. 9, 9:45 p.m. Among noteworthy new TV station sponsorships reported:

VCAU-TV, Philadelphia: American Stores, "Modern Living—American Man," Tue. & Thu., 3-3:30 p.m.; Stanley-Warner, 4 two-min. trailers of film "An Innocent Affair"; film ann. by Barr's Jewelers Inc. (chain), Irlander Beer, Royal Typewriters, Swank Jewelry, Ladies Home Journal.

VMAR-TV, Baltimore: Hecht Bros. dept. store with Bendix Radio, sponsoring "Sunpapers Television News," 10-min. local newsreel, twice nightly, Sun. thru Fri.; Sun Oil Co., "Curious Camera," man-street show, Mon., 8:15-8:30 p.m.

WBYL-TV, Salt Lake City: Programs for Wolfe's Sportsman's Store, Arthur Murray School of Dance, B. F. Goodrich Co.; spots for RCA, Admiral, Hoffman radio dealers, local Sears Roebuck.

WNBW, Washington: GE Supply Co., "Your Weatherman," Tue. thru Sat., 5 min.; Raleigh Haberdasher, "NBC Washington Newsreel," 3 weekly.

WPIX, New York: Chesterfield, all 1949 home games of N. Y. Giants football team; Sunset Appliance Stores, 14 N. Y. Rovers hockey games at Madison Square Garden (Schaefer's Beer sponsors Rangers games).

WLWT, Cincinnati: Baldwin Co. (organs), semi-classical musical "It's Baldwin by Request," Sun., 10-10:55 p.m.

WBKB, Chicago: Delta Air Lines, 13 film spots to promote new Chicago-Miami flights.

STP-TV, St. Paul: Motorola and Acme Laundry, high school basketball spots.

WJZ-TV, New York: Seidenberg Cigar Co., "Yesterday's Newsreel," 5-min. (Produced by Ziv TV; also being offered other stations).

STATUS OF CPs FOR TV STATIONS

Held about 2 years; see story, p. 1

For ownership, see TV Directory No. 5 and Addenda

WOIC, Washington, CP issued April 26, 1946, fifth extension expires Jan. 16, 1949. Now building, has announced it will start in January.

WJAR-TV, Providence, CP issued May 16, 1946, fourth extension expires Feb. 16, 1949. Now building, expects to be on air by then.

WRTB, Waltham, Mass., CP issued May 16, 1946, second extension expired Jan. 16, 1948, third pending. Station cited by FCC for lack of diligence (Vol. 4:42).

KRON-TV, San Francisco, CP issued July 18, 1946, third extension expired Sept. 18, 1948, fourth pending. Reports early January start.

WJAC-TV, Johnstown, Pa., CP issued Aug. 29, 1946, third extension expired Oct. 31, fourth pending.

KRLD-TV, Dallas, CP issued Sept. 12, 1946, due to zoning and CAA troubles got extensions to May 1, 1949.

WOL-TV, Ames, Iowa, CP issued Sept. 19, 1946, second extension expires Feb. 14, 1949.

WHAS-TV, Louisville, CP issued Sept. 19, 1946, third extension expires Nov. 30, fourth pending. Sale of WHAS to Crosley pending FCC approval (Vol. 4:40).

WTCN-TV, Minneapolis, CP issued Oct. 2, 1946, third extension expires Nov. 30, fourth pending. Reports it will start early next year.

WUTV, Indianapolis, CP issued Oct. 10, 1946, third extension expires Dec. 10. Built, but not yet ready for commercial operation.

KPIX, San Francisco, CP issued Oct. 17, 1946, second extension expired Nov. 18, third pending. Now being completed, starts in December.

WLWC, Columbus, O., CP issued Nov. 21, 1946, second extension expires Dec. 16. Starts operating in February.

KARO, Riverside, Cal., CP issued Dec. 19, 1946. Still holder of CP for Channel No. 1, which FCC has deleted. CP likely to be withdrawn since no allocations now available.

KECA-TV, Los Angeles, CP issued Dec. 20, 1946, third extension expires Dec. 31. Now being installed, starts operating in January.

KTTV, Los Angeles, CP issued Dec. 20, 1946, third extension expires Dec. 31. Now being completed, starts operating Jan. 1.

KNBH, Los Angeles, CP issued Dec. 20, 1946, fourth extension expires Dec. 15. Nearly completed, starts operating in January.

KGDM-TV, Stockton, Cal., CP issued Jan. 9, 1947, due to site troubles got extensions to Mar. 31, 1949.

KGO-TV, San Francisco, CP issued Jan. 9, 1947, third extension expires Dec. 31. Reports transmitter installation starts in December.

WDTV, Pittsburgh, CP issued Jan. 16, 1947, fourth extension expires Nov. 30. Now being completed, starts operating Jan. 12.

WRTV, New Orleans, CP issued Jan. 16, 1947, third extension expired Sept. 16, fourth pending. Cited by FCC (Vol. 4:43).

TV personnel notes: ABC's radio-TV program v. p. Charles C. (Bud) Barry succeeds Don Searle, resigned, as Western Division v. p. in Hollywood, and West Coast production chief J. Donald Wilson comes to New York as program chief . . . Robert W. Galvin, 26, son of Motorola's president Paul Galvin, named executive v. p. of Motorola . . . Jack Fricker, ex-KSTP chief engineer, has rejoined his old chief Hector Skifter, president of Airborne Instruments Laboratory . . . Paul Adanti, ex-WRGB, Schenectady, has been named general manager of Meredith's now-building WHEN, Syracuse; Wm. H. Bell, from Meredith Publishing Co., commercial manager . . . James M. Toney, from Chicago RCA distributor organization, now ad manager of RCA Victor Home Instrument Dept., succeeding Jack Williams, now general sales-merchandise manager of RCA Victor Record Dept. . . . Manager of Dayton's WLWD (Crosley), due in spring, is John T. Murphy, ex-NBC station relations . . . Harvey Marlowe has resigned as program manager of WPIX; James S. Pollack is acting.

Good way to build TV circulation: Detroit Edison offered its employes, at cost, 7-in. table model set (Teletone) and 1,100 took advantage of offer. Promotion was designed to benefit dealer sales by a "quick scattering of sets throughout the community." Power company adds: "We believe each set sold to our employes will result in 4 to 5 sales by dealers."

Knoxville's WROL (5 kw, 620 kc, NBC) has been sold for reported \$500,000 to *Knoxville Journal*, owner of FM station WKPB.

Thick section on TV theory for NAB's Engineering Handbook, furnished by RCA, is being readied for distribution.

Weed & Co. has been named reps for Paramount's TV stations WBKB, Chicago, and KTLA, Los Angeles.

COUNT OF TV OWNERSHIP BY MARKETS: Of the 845,000 TV sets manufactured up to Nov. 1 (Vol. 4:47), conservative NBC Research estimates that 718,000 had been installed as of that date in the homes and public places of the land -- allowing the remainder for inventories, in-transits, etc. That's about as fair a calculation as we know of, and NBC's estimated TV set ownership by cities about the closest approximations reached by anyone (and bolstered, where available, by local distributor tallies). Here's NBC's installed-TV set census for the 21 areas served by TV as of Nov. 1:

New York, 320,000; Philadelphia, 80,000; Los Angeles, 42,400; Chicago, 41,000; Boston, 30,400; Baltimore, 26,000; Washington, 21,200; Detroit, 20,500; Cleveland, 16,600; St. Louis, 13,000; Schenectady, 10,600; New Haven, 9,900; Milwaukee, 9,300; Cincinnati, 8,000; Minneapolis-St. Paul, 7,500; Buffalo, 6,300; Toledo, 4,100; Richmond, 4,000; Atlanta, 3,800; Fort Worth, 1,200; Salt Lake City, 800. In contiguous towns or markets not yet served as of Nov. 1 (but soon to be), the count is as follows: Providence, 2,600; Dallas, 2,200; Memphis, 1,500 (local station started Nov. 13); Miami, 800; San Francisco, 700; Louisville, 600 (local station started Nov. 25); Dayton, 500; Indianapolis, 200; Peoria, 200; Pittsburgh, 100; others, 32,000. New TV areas unaccounted for: Seattle, with new station starting Nov. 25; Albuquerque, new station Nov. 29.

BIG DEPT. STORES SELL OWN \$239 TV: Affiliated Retailers Inc., big buying organization of 30 or more of the country's biggest department stores (Macy's, May's, City Stores), this week began consignments of its own-brand TV set (Hallicrafters-made) to members in TV areas. It's a 10-in. table model under "Artone" brand and sells for \$239 (advertised as "lowest priced 10-in. tube set you can buy") -- installation with 90-day guarantee costing \$50 extra, with 9-mo. guarantee \$70. It looks a lot like Hallicrafters' T-67 model (\$299.95) but Affiliated says design is its own, more production will come from other factories later.

New York's R. H. Macy and Newark's Bamberger stores broke first TV Artone ads Monday, former calling results "very gratifying." Shipments also were said to have gone to the Macy stores in Toledo, Atlanta, San Francisco; the May stores in Los Angeles, Baltimore, Cleveland; and to Shuster, Milwaukee; Lit Bros., Philadelphia; White, Boston; O'Neill, Akron; Straus-Hirschberg, Youngstown; Kaufman-Straus, Louisville; Fox, Hartford; Miller & Rhoads, Richmond; Wolf & Dessauer, Fort Wayne. On list to get some soon are Kaufmann, Pittsburgh; Maison Blanche, New Orleans.

Whether private brands will come into TV in a big way is still undeterminable, albeit Affiliated says it has had plenty of offers of production contracts from "some pretty big radio manufacturers." Fact is all major TV factories say their capacities are being taxed to produce for their regular channels. Private-brand radio specialist Belmont (Raytheon-owned) has been considerably slowed down lately by strikes, its limited output under Belmont-Raytheon brand being sold through Montgomery Ward and others. There's expectation Sears Roebuck (still very mum) will come out with own "Silver-tone" brand, produced by Sylvania's Colonial. Only other private brand we've heard of yet is "Muntz." It's supposed to be produced by an unnamed Pacific Coast radio maker (not Hoffman or Packard-Bell, to our knowledge) for newly formed Muntz TV Inc., backed by Hollywood used car dealer "Mad Man" Muntz.

FACTORY NEWS & OTHER TV TRADE NOTES: Former Minerva plant at 238 William St., New York, is now being used by International Television Corp., headed by John B. Milliken, ex-president of UST, who states (1) that a "few hundred TV sets" under International brand name will be produced before Xmas, and (2) that new subsidiary, Television Equipment Corp., has been formed to produce low-cost TV camera (around \$7,000), engage in military electronics, later build TV transmitters. Ex-DuMont transmitter chief Leonard Mautner is v.p.; Wm. Brown, ex-RCA Labs, is chief engineer

National Union Radio Corp., from whom Philco bought its increasingly important Lansdale tube plant, announces purchase of 70,000 sq. ft. plant in Hatboro, Pa. for production of 10, 12, 16-in. TV tubes, expects to turn out about 200,000 in 1949, upwards of 500,000 in 1950...New tubemaker, American Television Tube Corp., has secured RCA license, says it will open plant in Newark soon, is sparked by

Henry Scharf, 1 Hudson St., New York...Machlett Laboratories Inc., though taking over Western Electric tube business (Vol. 4:47), has no present plans for producing TV kinescopes -- so says v.p. H. J. Hoffman...Watch for further announcements from WE about its broadcast business...Profitable tube business as much as anything else enabled DuMont (see 9 mo. report, Vol. 4:47) to declare first common stock dividend -- 25¢ per share on A and B held as of Dec. 1.

American Furniture Mart's big winter exposition in Chicago has been set for Jan. 3-15, will again feature TV...Something is stirring at Brunswick Radio; merger with another TV maker may soon be announced.

NETWORK FITS AND STATION STARTS: Squabble among the networks over who's to get what time on the sole coaxial circuit linking East and Midwest segments, to be made available Jan. 12 (Vol. 4:45), waxed so bitter that problem was thrown into lap of AT&T Long Lines. Even New York's WPIX and Chicago's WGN-TV want time for exchanges. NBC and ABC demand most time because they alone are actually operating Midwest networks. NBC claims bigger chunk because it has most commercials, CBS and DuMont insist on competitive right to expand. Only thing certain: None will be able to clear all the time it wants for sponsored or sustainings, and reliance on off-kinescope films will continue heavy. Generally agreed: Keep Govt. out of it if possible; it's seller-customer relationship -- but seller AT&T, eager to placate, may perforce have to play Solomon role pending day it can provide more circuits.

Located at strategic crossroads, Pittsburgh's WDTV (DuMont) is needed by all networks, probably will take on all and carry cream of commercial shows. It's now set to start testing next Tuesday (Nov. 30), will go commercial Jan. 12. Manager will be chosen shortly; acting chief engineer is Ray Rodgers, ex-WFIL-TV. DuMont net chief Lawrence Phillips says WDTV will start with nice list of local sponsors.

Albuquerque Journal's KOB-TV, after many false starts, was scheduled to start Monday (Nov. 29) -- 46th station on the air commercially. On Wednesday, NBC's KNBH, Los Angeles, started Channel 4 test patterns, reported "no evidence yet of shadows or multipaths, though it's a bit too early to say anything definite." Tests will run 10 a.m. to 4 p.m. Wed., Thu., Fri., until January debut. Back to Hollywood this week went v.p. Sid Strotz, probably for keeps, what with the competitive talent battle waxing so hot and TV looming so important. ABC reports its new Los Angeles KECA-TV transmitter arrived this week, is now being installed, begins tests around Jan. 1; its San Francisco KGO-TV transmitter, en route, should start soon afterward.

COMR. JONES STATES HIS VIEWS: From the usually taciturn Comr. Bob Jones, we get an inkling of certain high FCC thinking about TV's future course that may be significant. The Ohio GOP member speaks out quite frankly, for first time, in an address prepared for Nov. 27 delivery on acceptance of an honorary degree from his alma mater Ohio Northern U. Here are high points of remarks, so far as TV is concerned:

On uhf TV: "It is my feeling that the [TV] art may be developed to the point that we now can have television broadcasting in these ultra high frequencies, but the day when the industry will provide us with transmitting and receiving equipment sufficient for that purpose is still a question."

On color TV: "I have viewed two systems in the laboratory stage. One of them takes more space than the black and white system, but the other [CBS, undoubtedly] is now able to give a bright television picture as sharp, as beautiful and as accurate as any technicolor movie I have seen. I am one commissioner who believes color TV is not for the next generation or the next 5 years. I think it is not necessary to wait for perfection before launching a new service...If color can work in actual practice as it does in the laboratory and will utilize the same channel space, should provision not be made for it promptly? Should we not let the American public as listener and investor decide what it wants?"

On Stratovision: "I do not believe TV should be engineered to deprive the rural population of TV programs. If Stratovision is the best method to reach the rural population, then the Commission should plan for it and provide for it in the ultra high frequencies reserved for television."